



**ECIME 2008**



**2<sup>nd</sup> European Conference on  
Information Management and Evaluation  
Royal Holloway, University of London, UK  
11-12 September 2008**

**Keynote presentation outline: *The changing role and significance of innovation***

Innovation has always been important to business. But today it has assumed a much greater importance. For businesses in the advanced, high wage economies it has become not only the key to success but often, the key to survival. As such, it is also one of the determinants of national economic prosperity

Moreover, in the public sector, greater innovation is the only route to meeting the problems facing society. This is true whether one talks of healthcare, transportation, energy provision or sustainability.

In 2005, the Chancellor Gordon Brown asked Sir George Cox to undertake a review of how the nation could make more extensive use of its creative skills. While things like the UK's design capabilities and record in invention and scientific discoveries are acknowledged as enjoying world leadership, too little of this capacity finds its way into the UK's products and services.

The outcome of this review - which attracted widespread international interest - was a series of recommendations which have been widely supported. They embrace taxation changes, business engagement programmes and the introduction of new 'centres of excellence' at leading British universities.

Sir George will outline the background to his study and describe what has happened since its publication.

**Sir George Cox**

Sir George Cox is the past Chairman of the Design Council and the author of the Cox Review (on creativity in business) for the UK government.

The 'Cox Review' produced a number of far-reaching recommendations, and attracted considerable international interest; since its publication, Sir George has spoken on its outcome in several countries around the world and addressed the World Economic Forum in Davos.

Prior to his role with the Design Council, he was Director General of the Institute of Directors: the body that serves and represents the interests of some 55,000 UK business leaders. This followed a long career in IT, both as a senior corporate executive and as a highly successful entrepreneur, co-founding the consultancy and research group, Butler Cox.

Sir George is currently a Board Member of NYSE-Euronext (the group comprising the New York Stock Exchange, the Paris, Amsterdam, Bruxelles and Lisbon Stock Exchanges, and the London Financial Futures and Options Exchange). He is also a Director of Shorts, the aerospace company, chairs the Board of Warwick Business School, serves on the Council of Warwick University, is President of the Royal College of Speech and Language Therapists. He is an Honorary Fellow of Queen Mary, University of London, has been awarded Honorary Doctorates from the Universities of Middlesex, Northumbria, De Montfort and Huddersfield, and has been a Visiting Professor at Royal Holloway. He is a Companion of the Royal Aeronautical Society and an Honorary Fellow of the Institute of Engineering Designers.

Sir George was knighted for services to business in 2006.