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**NESTA** Making  
Innovation  
Flourish



**Issue 44:** How is collaboration changing the way we innovate?

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### This month's highlights...

- Live footage from our event 'Collaborate to Innovate: The Rise of Social Networks'
- Rebecca Harding investigates why UK innovators fear starting up their own business
- Creative Pioneer nominated for BAFTA

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## News



### [Collaborate to Innovate: The Rise of Social Networks](#)

Watch the webcast of Professor Ron Burt and Meg Pickard's speeches at 'Collaborate to Innovate: The Rise of Social Networks'. The event explored how social networking can lead to innovation, and the rise of online social networks.



### [Policy Briefing: Innovative entrepreneurship in the UK \(pdf\)](#)

Innovative entrepreneurs create ideas and have the ambition to build them into high-growth enterprises. Fostering innovative entrepreneurship is critical to the UK's future competitiveness.

If you'd like to comment on this briefing, please contact [research@nesta.org.uk](mailto:research@nesta.org.uk)



### [Policy briefing: Innovation in UK cities \(pdf\)](#)

The UK's cities form spikes of innovation in an otherwise flat world. Our cities need innovation strategies tailored to their unique strengths and weaknesses, but competition between them must not overshadow UK-wide priorities.

If you'd like to comment on this briefing, please contact [research@nesta.org.uk](mailto:research@nesta.org.uk)

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### [Call for Challenge Associates](#)

We're currently looking for associates to join our Innovation Challenges team. This is a new programme designed to create opportunities for innovation in response to major social issues. Applications close on Friday, 2 February.

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### [Sign-up for NESTA's Innovation Digest](#)

We are launching a new e-newsletter to bring you the latest developments in innovation policy and research in the UK and abroad. [Register your interest now](#)



### [Growing back lost teeth](#)

Tissue engineering company, Odontis, has received a major round of funding worth £1.35m from the Wellcome Trust. The NESTA investee is developing a new procedure to enable people to grow back their lost or damaged teeth.



### [Creative Pioneer nominated for BAFTA](#)

Guy101, a film produced by Creative Pioneer and film-maker Ian Gouldstone, has been nominated for a Short Animation Film award at this year's BAFTAs.

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## Opinion



### [Inspiring the next generation of entrepreneurs](#)

Young people need more enterprise education and opportunities to flex their creativity, according to students and teachers from Birmingham's Waseley Hills High School and London's Blackheath Bluecoat School. Both schools took part in the recent *Innovators' Games*, supported by NESTA.



### [Why Britain needs to change its view of entrepreneurs](#)

Britain is the second easiest nation in the world to set up a business, so why do many innovators remain reluctant to make the leap? GEM's Executive Director, Rebecca Harding, explains.



### **Your opinion: How do you define innovation?**

According to the DTI, innovation is "*the successful exploitation of new ideas*". We're keen to find out what innovation means to you/your organisation. [Email us your definitions](#) and we'll publish a selection of these in next month's bulletin.

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## Spotlight on innovation

### **What's happening in the world of innovation?**

Each month, we'll scan the web for our favourite thought-provoking websites and articles about innovation. [Email us your top innovation picks](#) and we might feature them in a future issue of the NESTA Bulletin.



### **Website: Innovation Tools**

[Innovators share the lessons they've learned during 2006](#)

Hear what innovators and entrepreneurs from around the world learned about innovation in 2006. Key lessons include using communities to innovate, knowing your customer, and looking outside the company for great ideas.



### **Blog post: Innovate on Purpose**

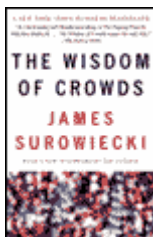
[Innovation Location](#)

Where should innovation be done and who should be doing it? In this blog post, Jeffrey Phillips shares his thoughts on the five key areas where innovation needs to happen: within R&D; across product groups; in "white space"; between business and partners; and in the open.

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## Book review

Each month, we're asking friends and colleagues to review a recently published book concerning innovation. [Email us your book reviews](#) and we might feature them in a future issue of the NESTA Bulletin.



### **The Wisdom of Crowds** by James Surowiecki

*Reviewed by Roland Harwood, NESTA Connect*

This is an excellent read about how the many are smarter than the few. It is full of interesting examples of how groups make better and more accurate decisions than individuals, even when those individuals are specialists in their fields.

It doesn't adequately address the obvious times when you want an individual specialist (when requiring a triple bypass surgery, for example) rather than a bunch of ignoramuses. However, in many circumstances you would be better to adopt a more democratic approach to decision making.

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## Events



### [The Nuts and Bolts of Social Entrepreneurship, London 3 February](#)

Learn how to develop beneficial partnerships, integrate your business within the community, generate income to ensure sustainability, and other best practice principles at this one-day workshop.



### [Product Innovation - From Concept to Consumer', London, 20 February](#)

How do you go about forming an innovative idea, and how do you turn an innovative idea into a product that consumers want? This NESTA-held event will include speeches from two of our Creative Pioneers, Us-Creates and rAndom International.



### [Striding Out Extreme Weekend - Spring 2007, Derbyshire, 9-11 March](#)

A corporate away-day...for entrepreneurs. Develop the confidence and ability to sell your business concept to investors, customers or potential partners.



### [The Education Show, Birmingham, 22-24 March](#)

Educators can share and swap teaching resources or attend over 40 workshops and seminars. Educational products and services will also be on display.

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