ASPIRATION
Innovate BC is the catalyst for making B.C. a global innovation leader.

MISSION
To foster innovation in B.C. so that British Columbians in all regions of the province can benefit from a thriving, sustainable and inclusive innovation economy.

VALUES
Innovation, Collaboration, Accountability, Diversity, Equity & Inclusion, Reconciliation, Sustainability

KEY THEMES
Strengthen BC’s innovation ecosystem by:

Increasing innovation capacities of B.C.’s industries, businesses and communities
→ Stimulate tech adoption and diffusion across sectors
→ Deliver and support programs for business development from start up to scale up
→ Deliver and support programs that promote sustainability, advance reconciliation and expand opportunities for traditionally under-represented groups

Informing and shaping government innovation policy
→ Advance innovation initiatives that support the Province’s economic, environmental and social priorities
→ Harness and analyze data to inform policy development and implementation
→ Provide advice on policies and practices to promote B.C.-based innovation (e.g. procurement policy)

Fostering connectivity within the innovation ecosystem
→ Link industry, businesses, NGOs and government with innovation providers for mutual benefit
→ Link post-secondary education and research capacities (talent and infrastructure) with businesses and NGOs to create and expand market opportunities
→ Foster collaboration within B.C. to proactively pursue relationships with government and other partners to leverage innovation funding and opportunities

Growing profile and awareness
→ Strengthen awareness of Innovate BC’s vital role in the province through development and implementation of a corporate communications plan
→ Promote the impact and ROI of Innovate BC programs and B.C. success stories
→ Seek joint communications opportunities with key partners