

## 5-Year Strategic Plan

2022-2026

Goals + Strategies

### 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

#### 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

#### 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)

#### 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