



Borderless Innovation

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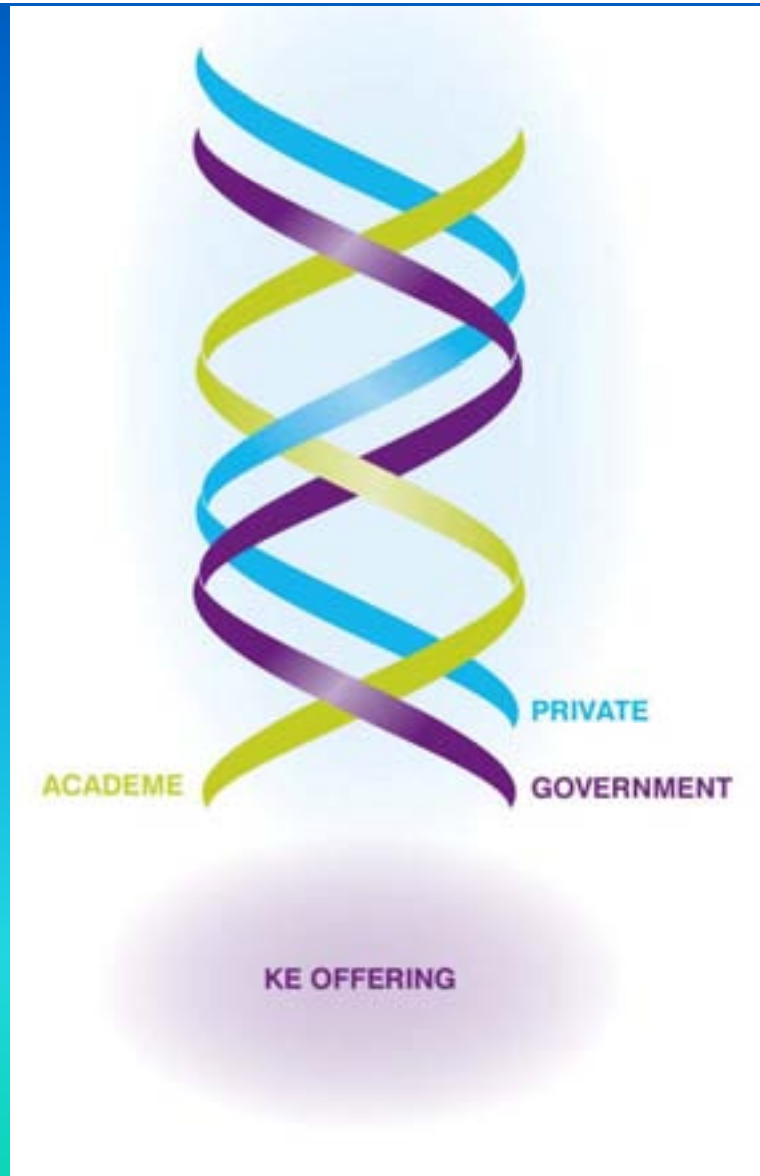
Centres of Creativity

Places that co-locate:

Ideas and technology

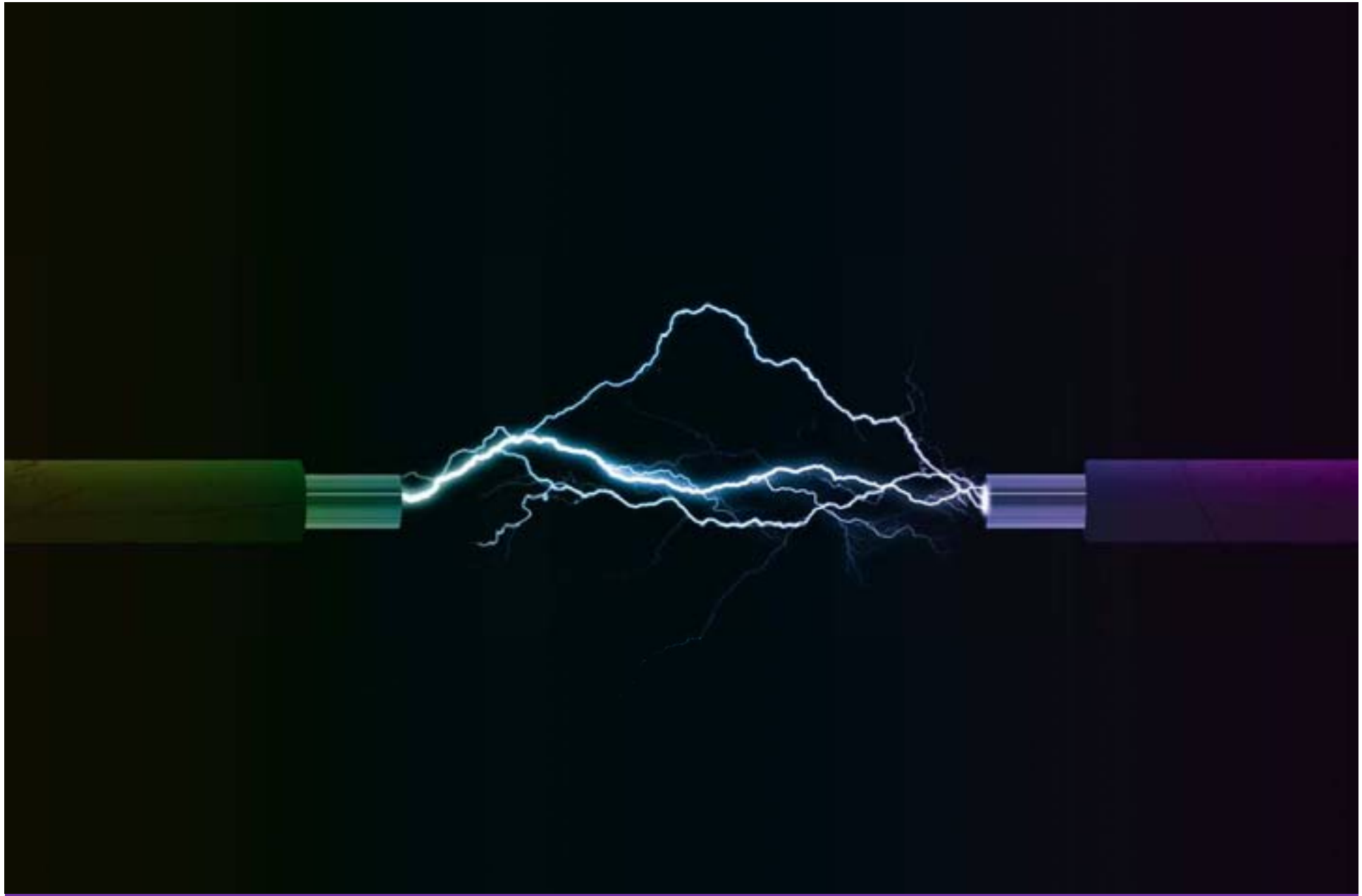
Technical and entrepreneurial experience
and experience

Investment Funds



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Drivers for change

Urban Economies

Digital Connectivity

Environmental impact

Social evolution



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CHILDREN'S FUTURE REQUESTS FOR COMPUTERS & THE INTERNET^o

A Study by Latitude^o (Phases 1 & 2)

CHILDREN'S FUTURE REQUESTS FOR COMPUTERS & THE INTERNET is one installment of Latitude 42s, an ongoing series of open innovation studies which Latitude, an international research consultancy, publishes in the spirit of knowledge-sharing and opportunity discovery for both established companies and emerging entrepreneurs.

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1. What does the next generation of digital natives expect and desire from technology, and how does this differ across world regions?

2. How can we engage children as authors and inventors of future technology, not just passive recipients?

3. How can young minds help companies develop unexpected content and technology experiences that resonate with people of all ages?

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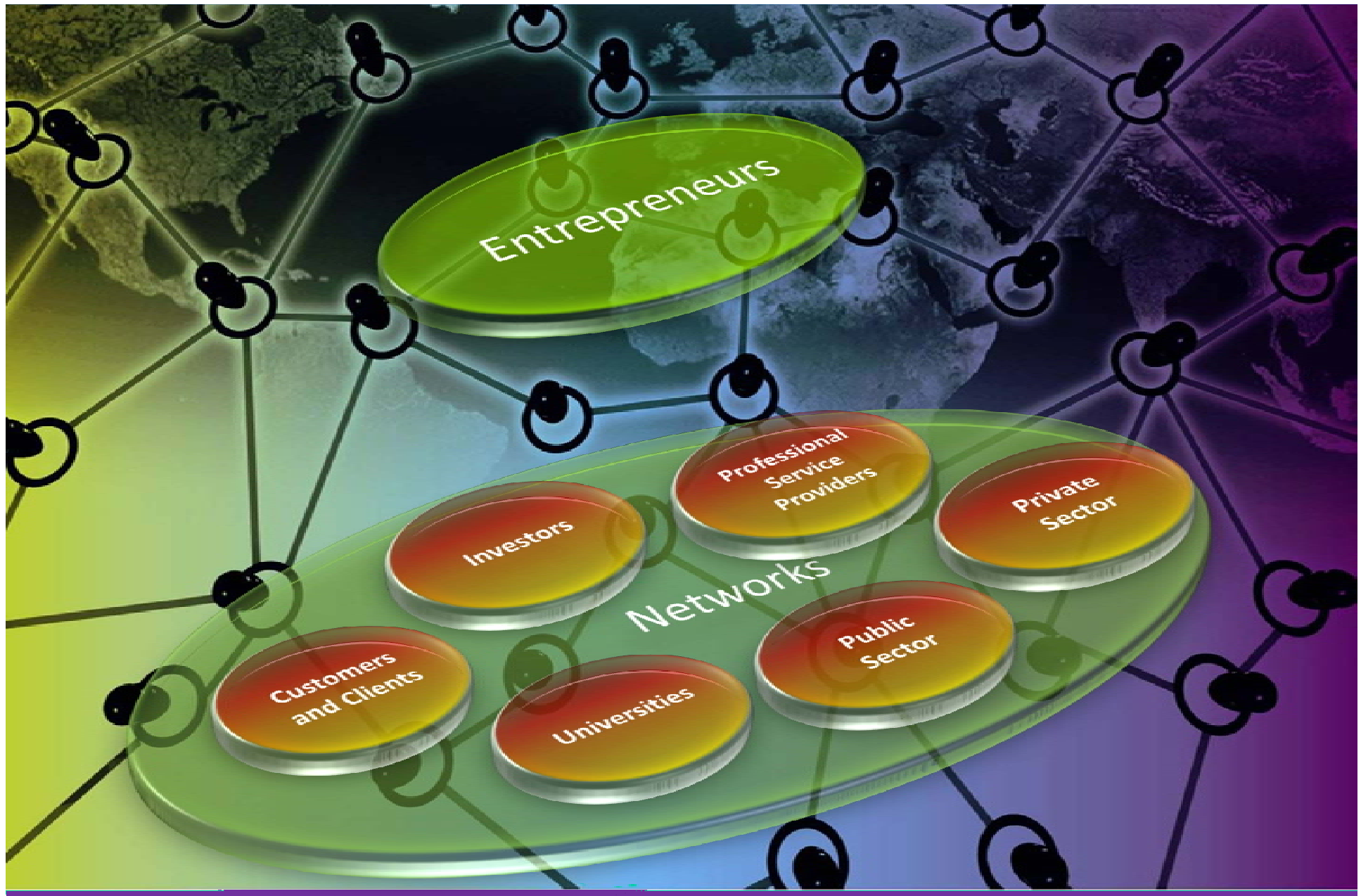
During 2010, Latitude⁹ asked 201 children around the world, ages 12 and under, *[the Millennials]* to draw a picture of something they'd like their computers or the Internet to do differently. The results suggested:

“Kids today don't neatly divide “online” from “offline.”

For them, technology is no longer something that mediates experience, but something that pervades it.

Kids accurately identify a shrinking gap between gadget and user, **the “iGeneration” understanding of device as merely an extension of oneself.**

Instant access to people, information, and possibilities reinforces young users' confidence and interest in self-development. One-third of kids invented technologies that would empower users by fostering knowledge or otherwise “adult” skills, such as speaking a different language or learning how to cook.”



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Science Parks Without Walls

Interest-led not geography-based communities

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**Need to level the playing field to allow
knowledge economy development outside current clusters**

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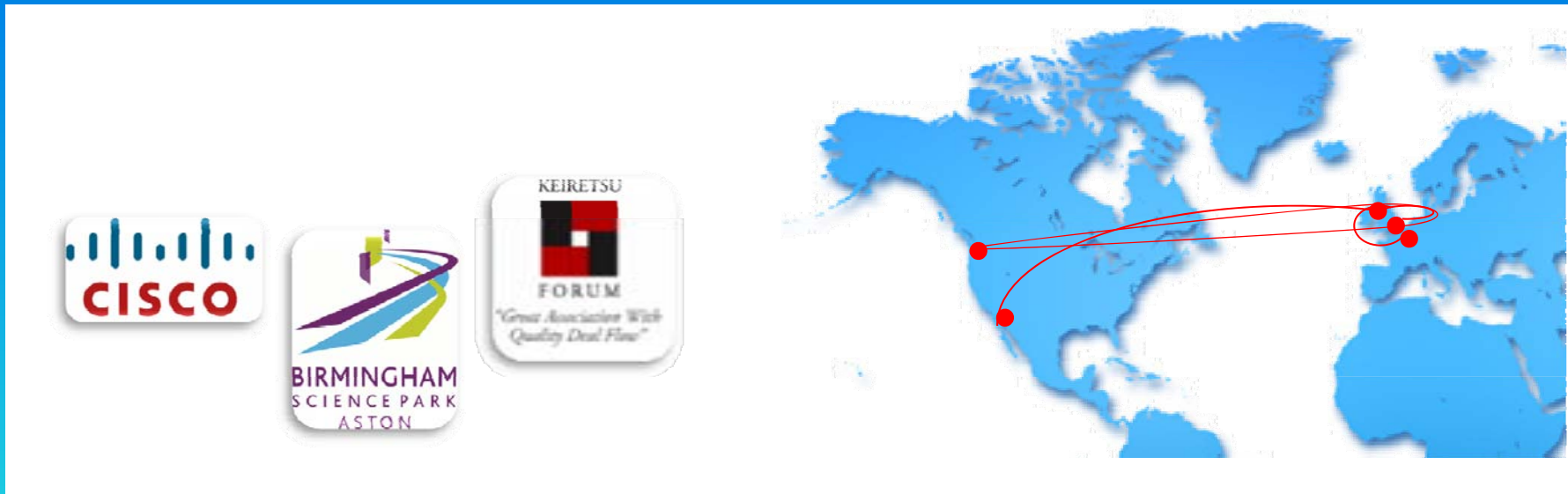


Ideas and Communications Suite

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International Investment Forum Launched 11.10.11



British Innovation Gateway

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A global digital city

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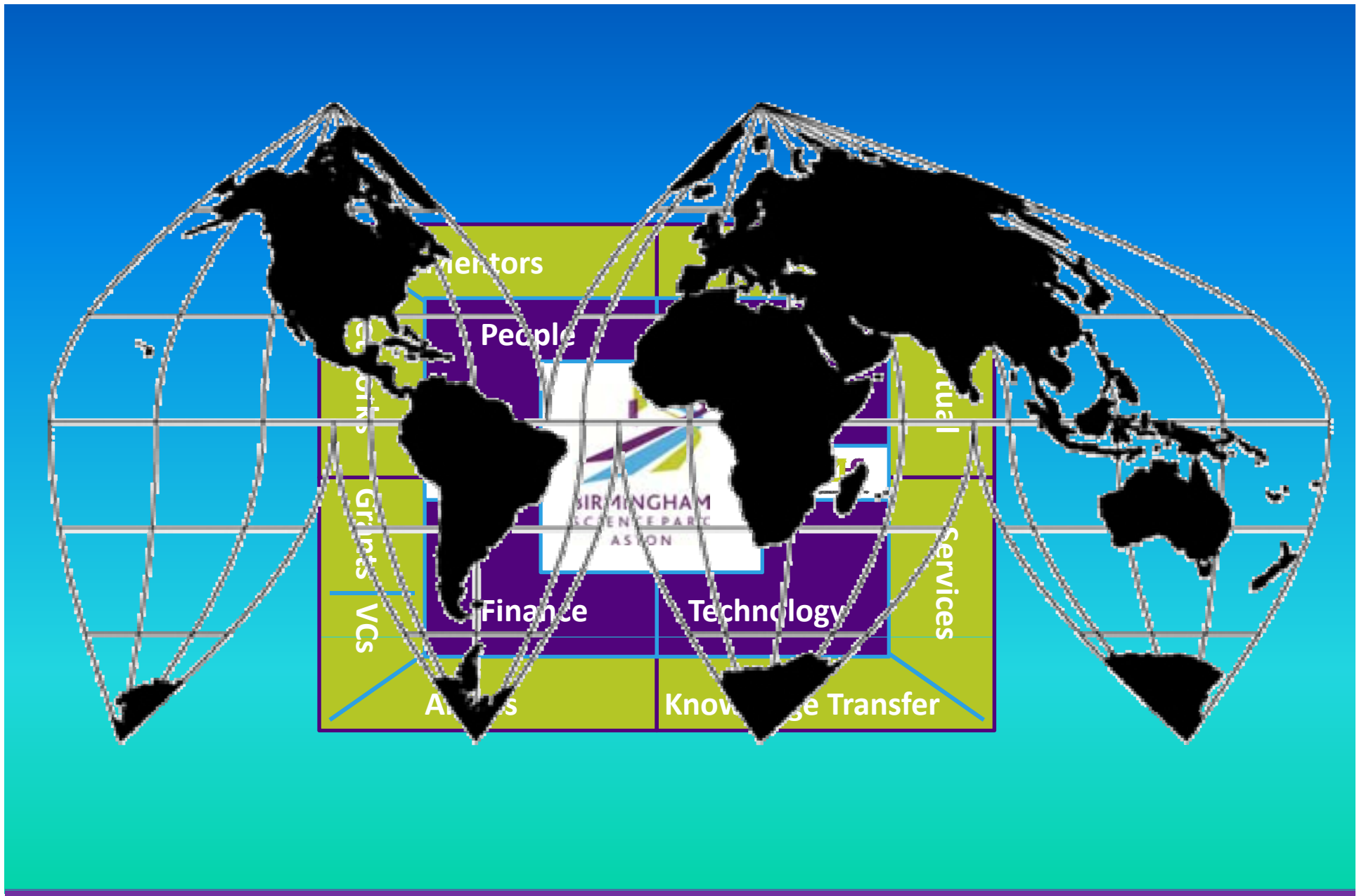


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Interoperability

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opening innovation by transcending national and corporate borders

Communicate

Collaborate

Create

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