



Fondation  
Rideau Hall  
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THE RIDEAU HALL FOUNDATION

# CANADA'S CULTURE OF INNOVATION REPORT

MAY 2020



Created in  
partnership with





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# Canada's Culture of Innovation Index

# OVERVIEW

Innovation is critical to our success as a country. Canadian innovations have made enormous contributions to our country – and to the world – yet we do not celebrate this often enough. The Rideau Hall Foundation (RHF) is working with partners to foster a culture of innovation in Canada by celebrating our accomplishments and providing a platform for innovators to grow and connect.

The Rideau Hall Foundation partnered with Edelman Public Relations – creators of the Edelman Trust Barometer – to design and facilitate this Survey. The objective of Canada's Culture of Innovation Survey is to create a public conversation about how we, as Canadians, approach and value innovation in all spheres of our society. Based on that survey, an Index was created in 2019 to provide a guidepost to how we are doing in making sure that we are all full participants in an innovation-supporting culture.

Now in its second year, we will uncover what, if any, shifts are evident from Canada's Culture of Innovation. We will track how results have changed since last year and include an additional focus on education and learning.





# ABOUT THE RIDEAU HALL FOUNDATION

The Rideau Hall Foundation (RHF) is an independent charitable organization established to amplify the impact of the office of the Governor General as a central institution of Canadian democracy, and to better serve Canadians through a range of initiatives linked to learning, leadership, giving and innovation.

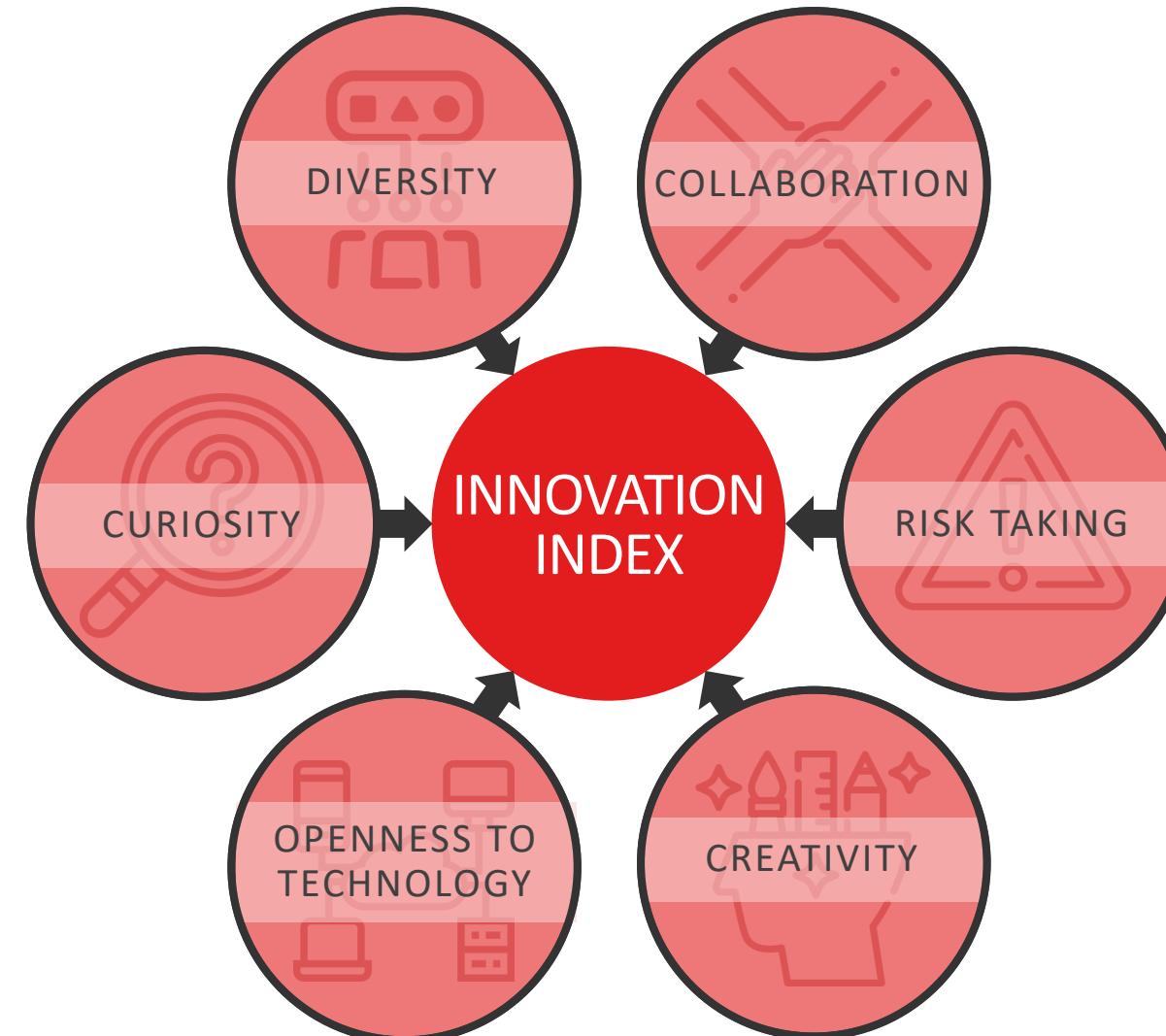
Today the RHF has become a nation-building charity: a catalytic platform to connect people, causes and organizations which – while they will exist for differing purposes – share a common belief in and commitment to the potential of Canada.

The RHF serves to shine a light on Canadian excellence, and to create the conditions for more Canadians to succeed and to thrive.

The Rideau Hall Foundation conducted a robust literature review over 50 academic articles, trade publications, and thought leadership to develop a framework for measuring innovation culture.

40 different inputs of innovation culture were measured to determine which elements of curiosity, diversity, collaboration, risk-taking, openness to technology, and creativity have the strongest predictive value on innovation.

# INNOVATION INDEX





# YEAR 02

**2019**

Introducing Canada's Culture of Innovation Survey

**2020**

Learning & Rapid Innovation

*In order to further understand how to promote a culture of innovation in Canada, year 2 of our Culture of Innovation survey aimed to focus on a specific topic area, Learning and Rapid Innovation. The theme of learning was identified as an important area of focus in a working session among a group of innovation experts from the Rideau Hall Foundation, Ingenium and ISED. Given the context in which this year's index is released, the Foundation felt it was important to have a conversation on rapid innovation in Canada – stemming by its necessity during the COVID-19 pandemic.*

*In order to best guide the approach on selecting areas of focus, analysis of online content related to innovation, including news, blogs, social media and search behaviours was leveraged to better understand the Canadian digital habits and consumption as it relates to innovation broadly. The Learning and Rapid Innovation theme aims to uncover how early experiences of learning impact values and beliefs that foster a culture of innovation.*



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Field Dates:  
February 11 – 25, 2020

Quantitative online survey  
administered in partnership with Edelman  
and Maru/Blue panel  
English & French

Length of Interview = 25 minutes

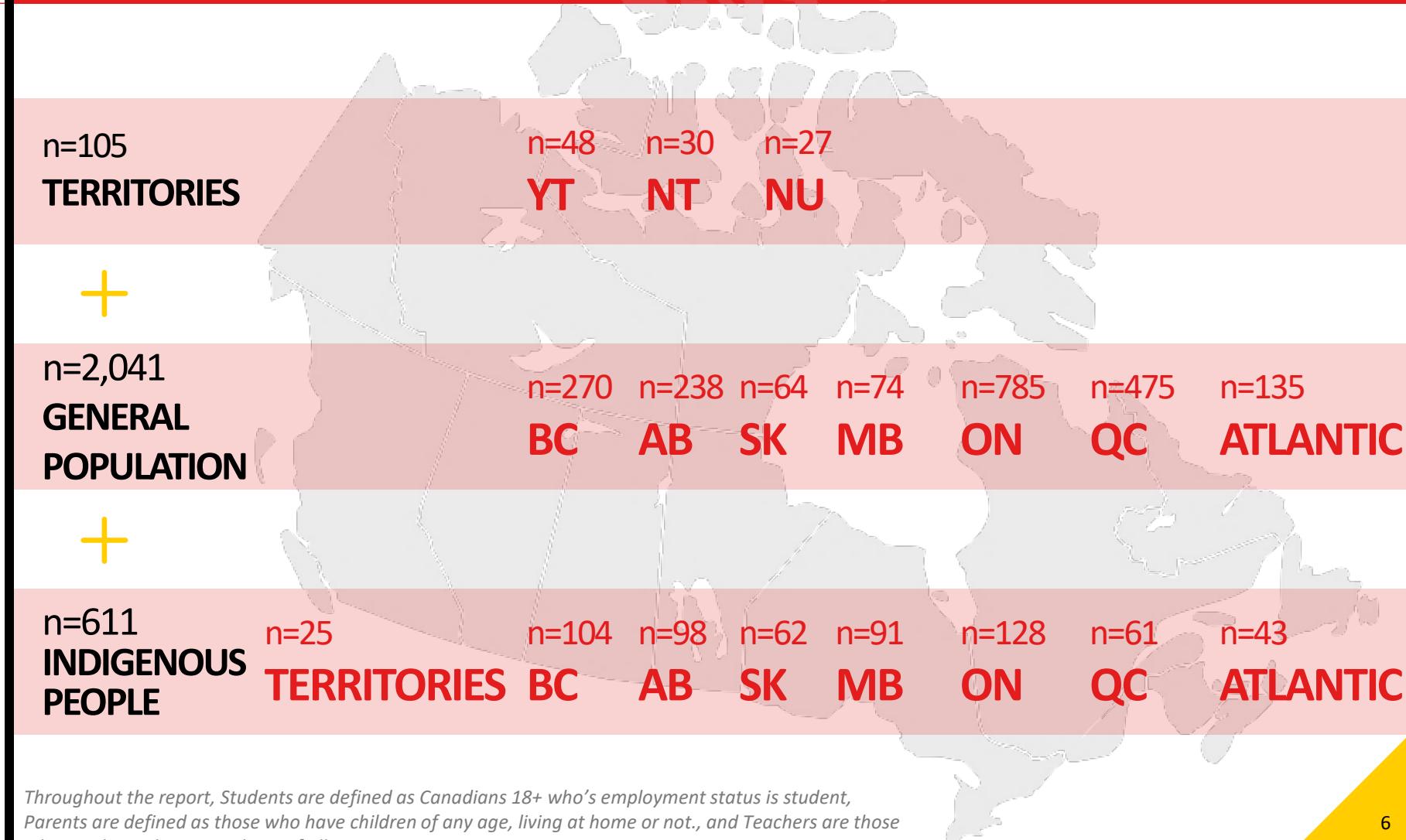
Margin of error:  
+/- 2.2% at a 95% confidence interval  
+/- 1.8% at a 90% confidence interval

Throughout the report, black arrows denote results that  
are significantly higher than the group indicated at a 95%  
confidence level and grey arrows denote results that are  
significantly higher at a 90% confidence level.

Not all percentages sum to 100% due to rounding.

Please note that research is not necessarily predictive of  
future outcomes and captures opinions for a point in time.  
All sample surveys and polls may be subject to other  
sources of error, including, but not limited to coverage  
error and measurement error. Statistical margins of error  
are not applicable to online nonprobability sampling polls.

# METHODOLOGY



# CANADA AMID UNCERTAINTY



# THE INDEX IN CONTEXT



**COVID-19  
Pandemic**



**Stock  
Market  
Volatility**



**Wet'suwet'en  
Pipeline  
Protests**



**Canadian  
Federal  
Election**



**Learning and  
Education  
Disrupted**

DESIRE TO  
INNOVATE  
STILL STRONG



# CANADIANS VALUE INNOVATION FOR MAKING PEOPLE HEALTHIER AND ENCOURAGING ECONOMIC GROWTH

% identify among top 3 desired outcomes of innovation in Canada

	2019	2020	TOP 5 DESIRED OUTCOMES OF INNOVATION
	<b>43%</b>	<b>41%</b>	<b>Healthier people</b>
	<b>42%</b>	<b>39% ▼</b>	<b>Economic growth</b>
	<b>37%</b>	<b>39%</b>	<b>Cleaner environment</b>
	<b>34%</b>	<b>33%</b>	<b>Increased sustainability</b>
	<b>27%</b>	<b>27%</b>	<b>Happier people</b>
	<b>24%</b>	<b>24%</b>	<b>Higher incomes</b>
	<b>21%</b>	<b>23% ▲</b>	<b>Technological advancement</b>
	<b>13%</b>	<b>12%</b>	<b>To inspire learning among other Canadians</b>
	<b>12%</b>	<b>11%</b>	<b>Attracting top academics and thinkers from across the world</b>
	<b>11%</b>	<b>11%</b>	<b>Growing number of businesses</b>
	<b>7%</b>	<b>9% ▲</b>	<b>Social mobility (improving social status)</b>
	<b>7%</b>	<b>6%</b>	<b>Urban development</b>
	<b>5%</b>	<b>5%</b>	<b>Enhanced reputation</b>
	<b>4%</b>	<b>5%</b>	<b>Attracting elite students to study at Canadian institutions</b>

Base Size: Total Sample; 2019 (n=2000); 2020 (n=2041)

Q13. Which of the following outcomes of innovation would you want to see for Canada? Please select up to 3 responses.

▲▼ = significantly higher/lower than previous year at 95% confidence

▲▼ = significantly higher/lower than previous year at 90% confidence

# FEW INCLUDE CANADA AMONG THE TOP COUNTRIES FOR CREATING A CULTURE OF INNOVATION

% identify country among top 3 countries in creating a culture of innovation

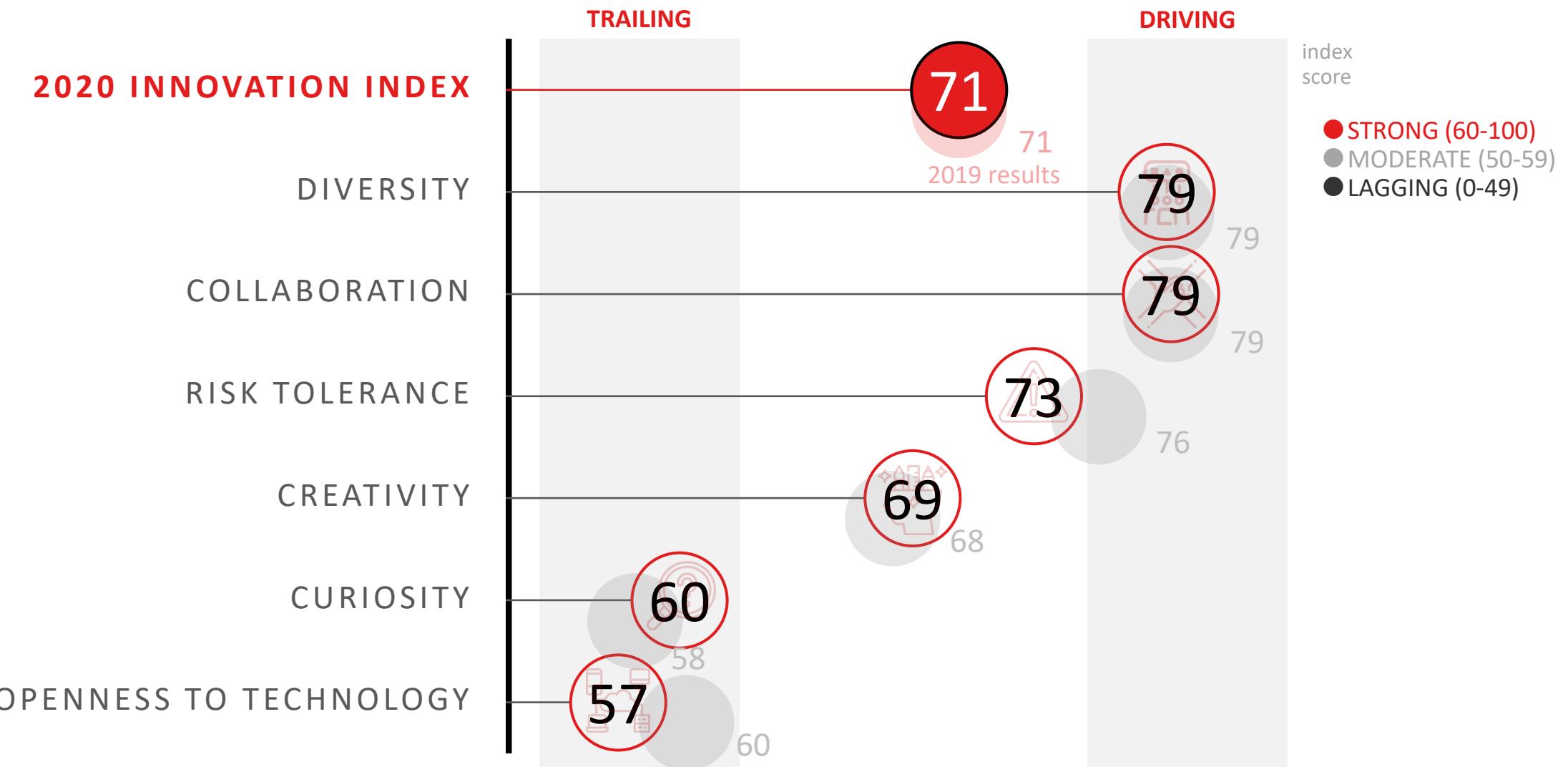
	2019	2020	
	35%	36%	JAPAN
	27%	27%	THE UNITED STATES
	29%	25% ▼	CHINA
	27%	24% ▼	CANADA
	23%	23%	GERMANY
	19%	23% ▲	SWEDEN
	13%	14%	SOUTH KOREA
	13%	13%	DENMARK
	12%	12%	THE NETHERLANDS
	10%	12% ▲	FINLAND
	10%	11%	SWITZERLAND
	7%	8%	THE UNITED KINGDOM
	--	8%	ISRAEL
	7%	6%	SINGAPORE
	7%	5%	INDIA
	6%	5%	AUSTRALIA
	4%	3%	FRANCE
	3%	2%	IRELAND
	2%	2%	MEXICO
	1%	2%	ITALY
	1%	1%	SPAIN
	1%	1%	BRAZIL

▲▼ = significantly higher/lower than previous year at 95% confidence

Base Size: Total Sample 2019 (n=2000); 2020 (n=2041)

Q11. A culture of innovation is one where the general public has shared values and beliefs that innovation is essential for collective well-being. Which of the following countries would you say are creating a culture of innovation? Please select up to 3 responses.

# INNOVATION INDEX HOLDS FOR YEAR 2

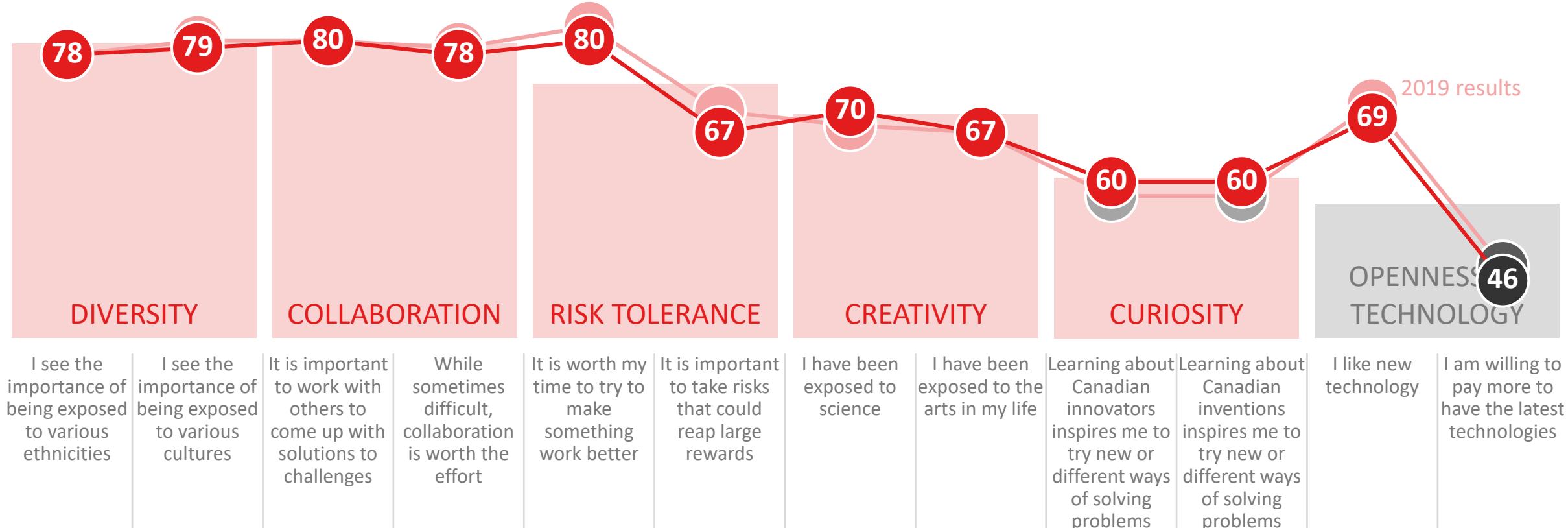


# DIVERSITY AND COLLABORATION CONTINUE TO ACT AS CORE VALUES FOR CREATING A **CULTURE OF INNOVATION**

Top 2 drivers of each dimension of innovation

- mean agreement -

- STRONG (60-100)
- MODERATE (50-59)
- LAGGING (0-49)



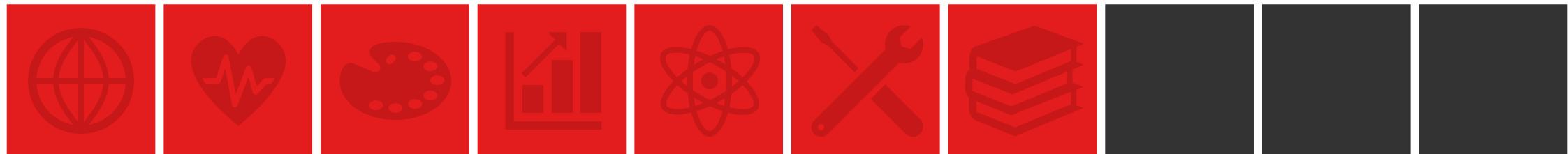
Base Size: Total Sample; 2019 (n=2000); 2020 (n=2041)

Q1. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you "strongly disagree" and 9 means you "strongly agree".

# CANADIANS VALUE CROSS-COLLABORATION ACROSS DISCIPLINES

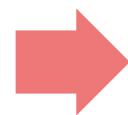
...PARTICULARLY  
AMONG INDIGENOUS  
PEOPLE

% agreement [top 3 box]



71%

agree that it is important to work with people  
from **various disciplines** to foster creative thinking

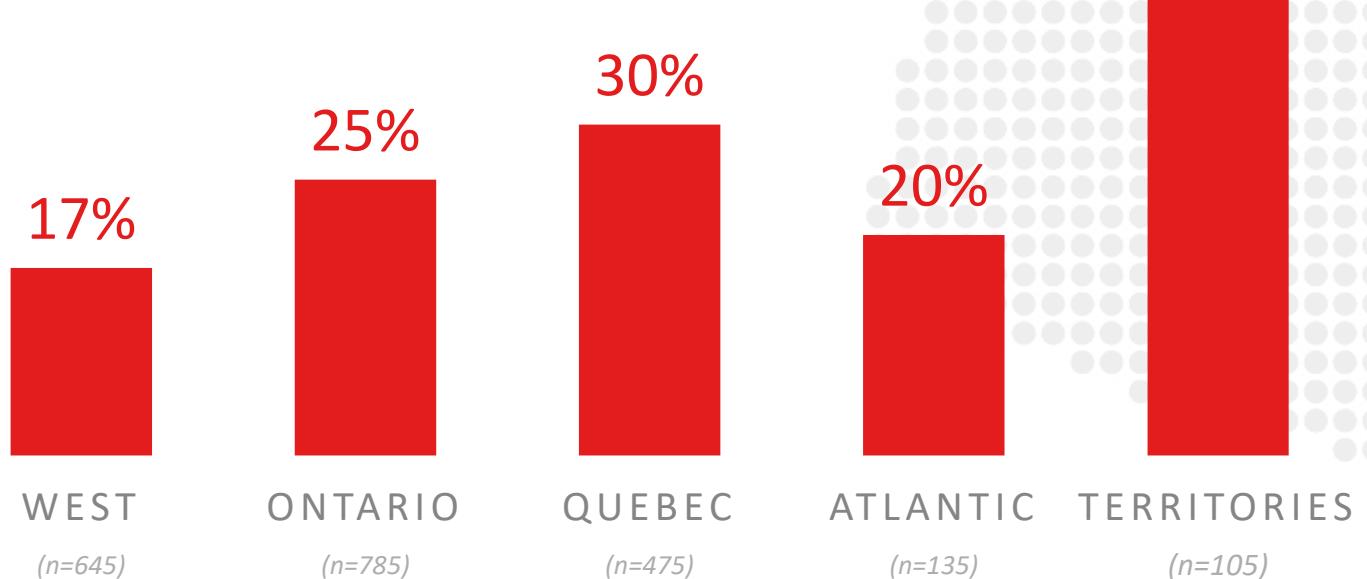


77%

among Indigenous peoples

# THE PERCEPTION OF CANADA HAVING A CULTURE OF INNOVATION IS STRONGER IN THE NORTH

% identify Canada among top 3 countries  
in creating a culture of innovation



Q11. A culture of innovation is one where the general public has shared values and beliefs that innovation is essential for collective well-being. Which of the following countries would you say are creating a culture of innovation? Please select up to 3 responses.

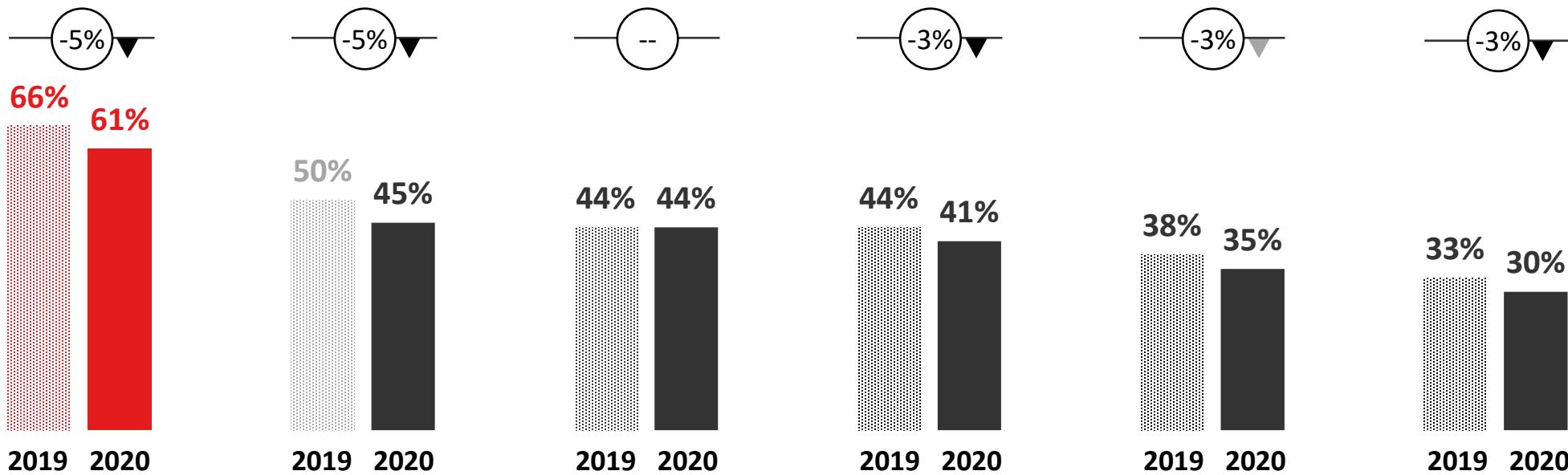
# ROOM FOR IMPROVEMENT



# LOCAL COMMUNITIES AS INNOVATIVE MOVED FROM NEUTRAL TO LAGGING

- INNOVATIVE (60-100)
- NEUTRAL (50-59)
- LAGGING (0-49)

% believe each institution is innovative [top 4 box]



Base Size: Total Sample; 2019 (n=2000); 2020 (n=2041)

Q3. Below is a list of different types of entities. Based on your own experiences with them, please indicate how innovative or open to change you feel they are using a 9-point scale, where 1 means you "do not find them innovative at all" and 9 means you "find them very innovative".

▲▼ = significantly higher/lower than previous year at 95% confidence

▲▼ = significantly higher/lower than previous year at 90% confidence

It is important for people in their own communities to engage in local problem-solving efforts

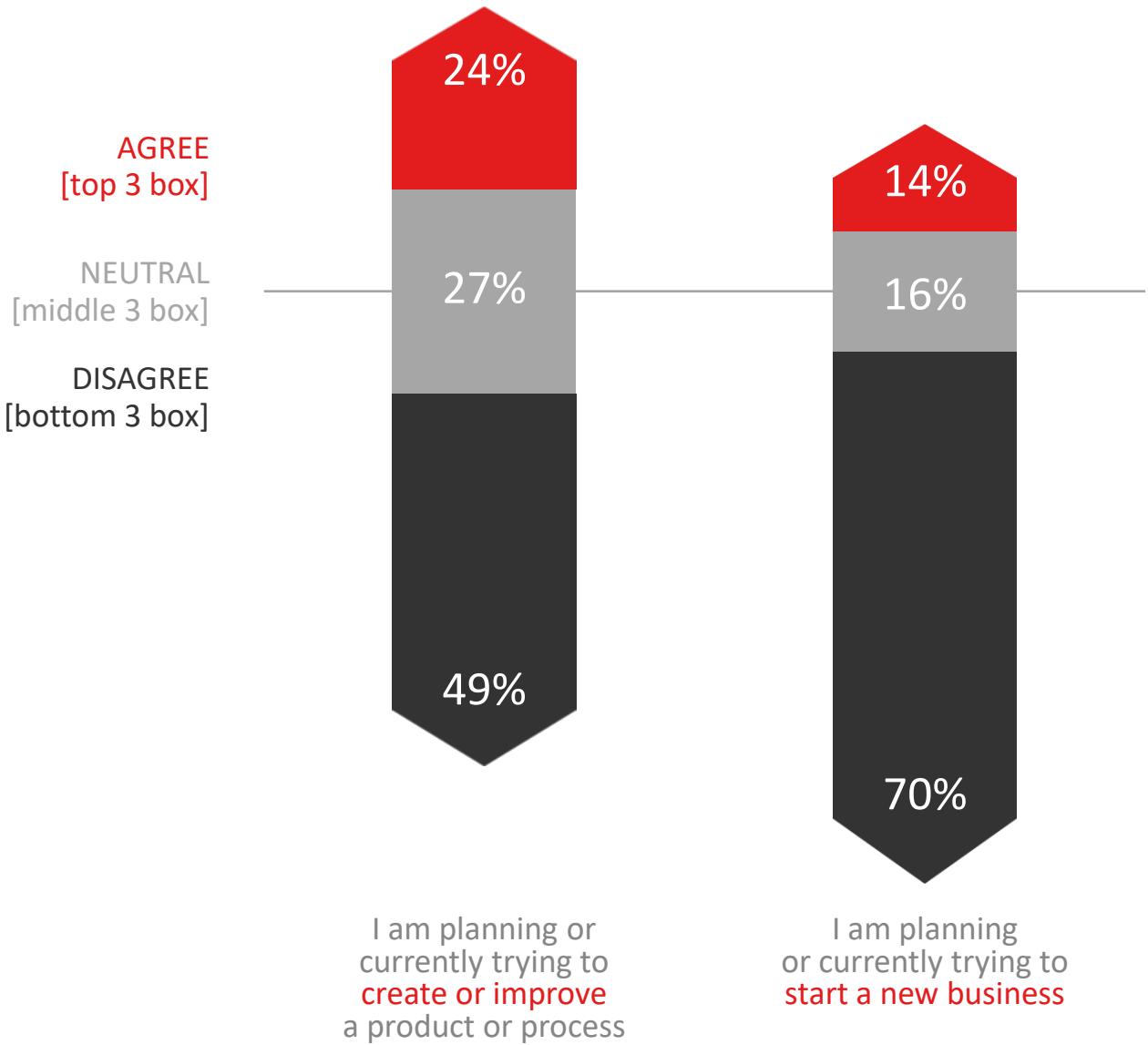


I look to make changes or improvements to processes in my everyday life



CANADIANS VALUE LOCAL ENGAGEMENT WITH INNOVATION...

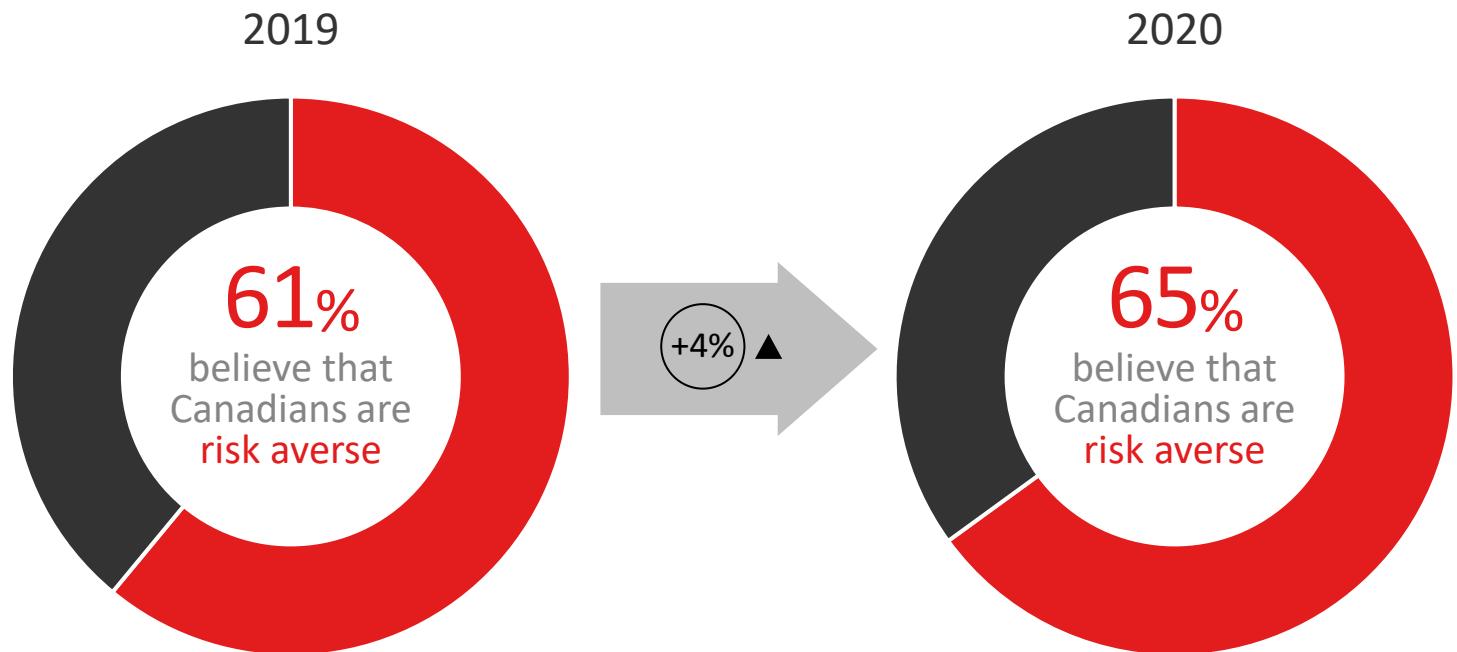
BUT ONLY HALF STRIVE TO FIND WAYS TO INNOVATE IN THEIR OWN LIVES.



RELATIVELY FEW  
CANADIANS ARE  
**ENGAGING IN**  
INNOVATION

# 2 IN 3 SAY CANADIANS ARE RISK AVERSE

- believe Canadians are risk averse
- believe Canadians are open to risk



BC

A culture of innovation doesn't happen by accident, but by countless daily acts and sustained efforts over time. It happens because we make it happen. It happens because we believe that to be innovative lies at the heart of what it means to be Canadian. To ask, 'How do we do things better?'—and then do just that—is part of the basic makeup of our country.

DD

*The Right Honourable David Johnston  
28th Governor General of Canada  
and Chair of the Rideau Hall Foundation*

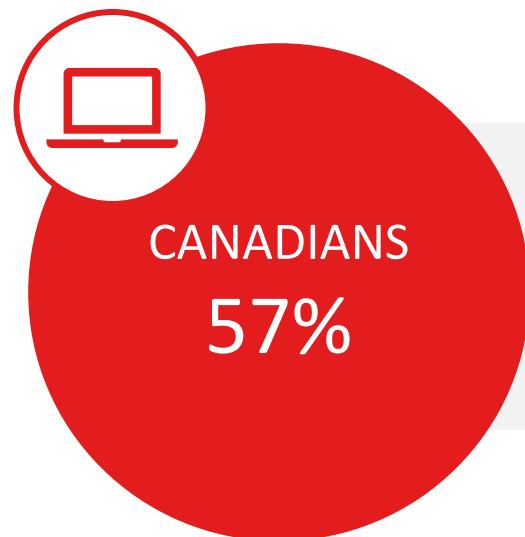


A photograph of a classroom from behind the students. Several children are seated at wooden desks, facing a teacher who is standing at the front of the room. The students have their hands raised, likely to answer a question. The teacher is wearing a white shirt. The background shows a green chalkboard. A large red diagonal shape covers the left side of the image, containing the text.

EDUCATION  
IS KEY TO  
CREATING  
INNOVATORS

# THERE IS A GENERATIONAL DIVIDE IN CONFIDENCE FOR USING DIGITAL TOOLS

I feel confident in my abilities to use digital tools and programs (i.e. use computers, computer programs, how to use apps, etc.) [T3B]



CANADIANS  
57%

GEN Z  
68%

MILLENNIALS  
62%

GEN X  
61%

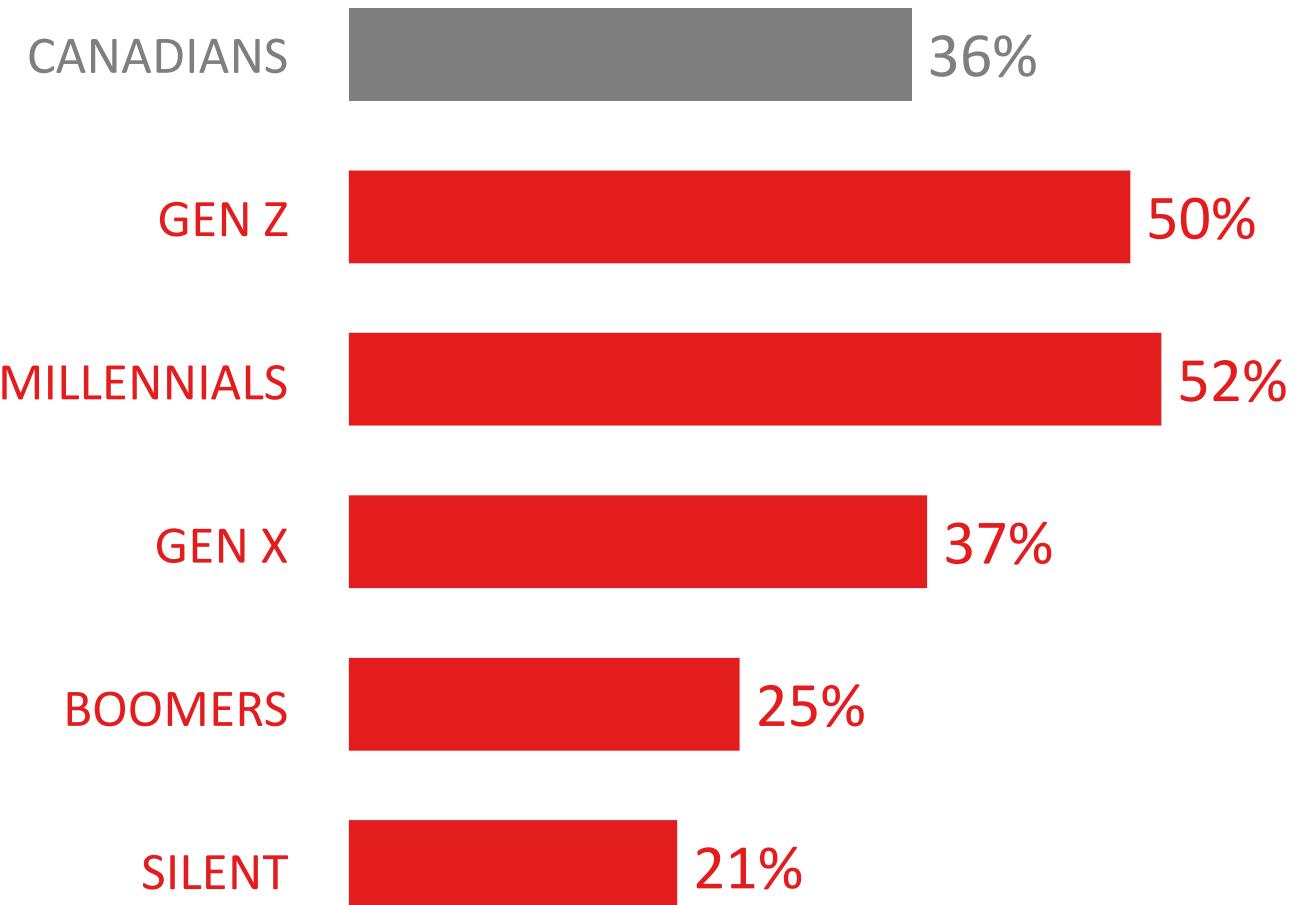
BOOMERS  
51%

SILENT  
37%

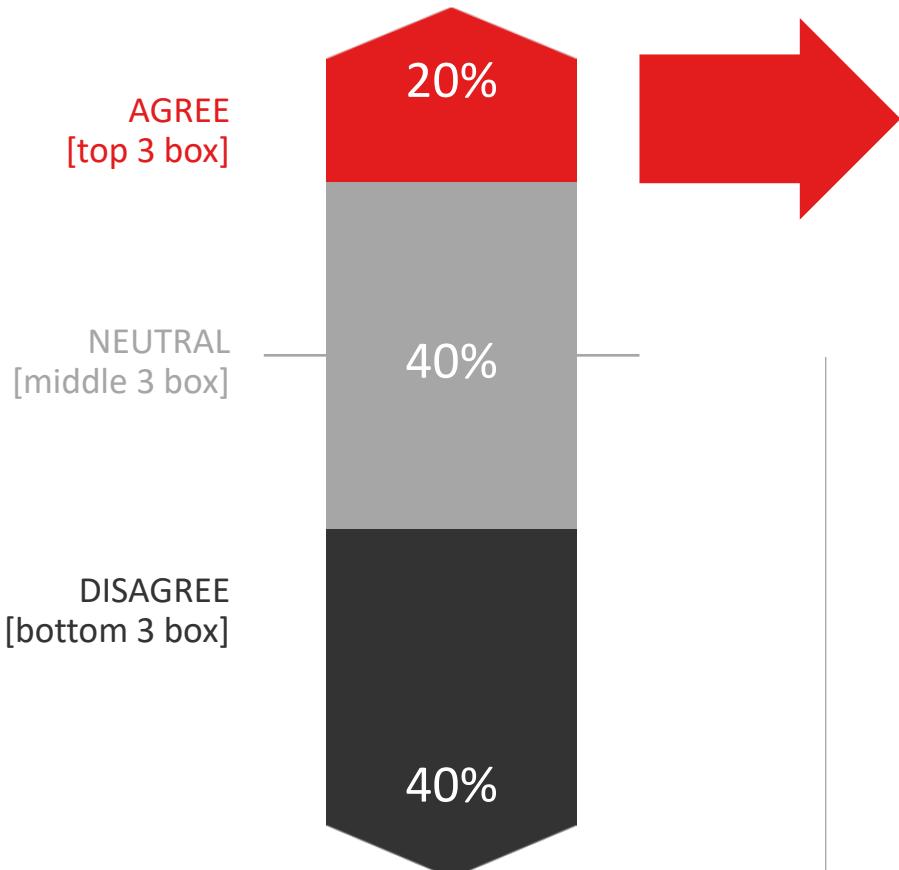
Base Size: Total Sample (n=2041); Gen Z (n=179); Millennials (n=355); Gen X (n=717); Boomers (n=628) ; Silent (n=162)

Q21. In the following statements, we're going to ask you a few statements about education and learning. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you 'strongly disagree' and 9 means you 'strongly agree'.

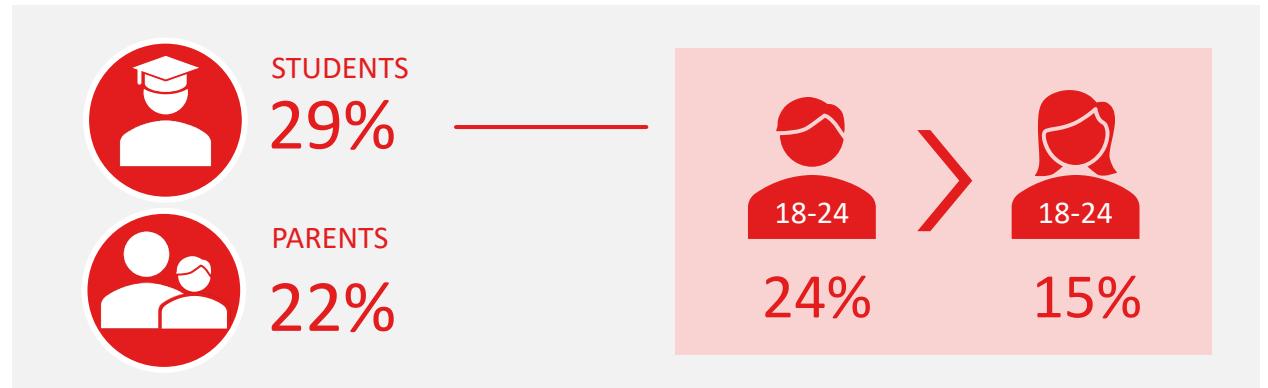
I have been taught how to be digitally literate (i.e. I have been taught about computers, computer programs, how to use apps, etc.) [T3B]



AND THE DIVIDE  
ALSO EXTENDS TO  
DIGITAL LITERACY



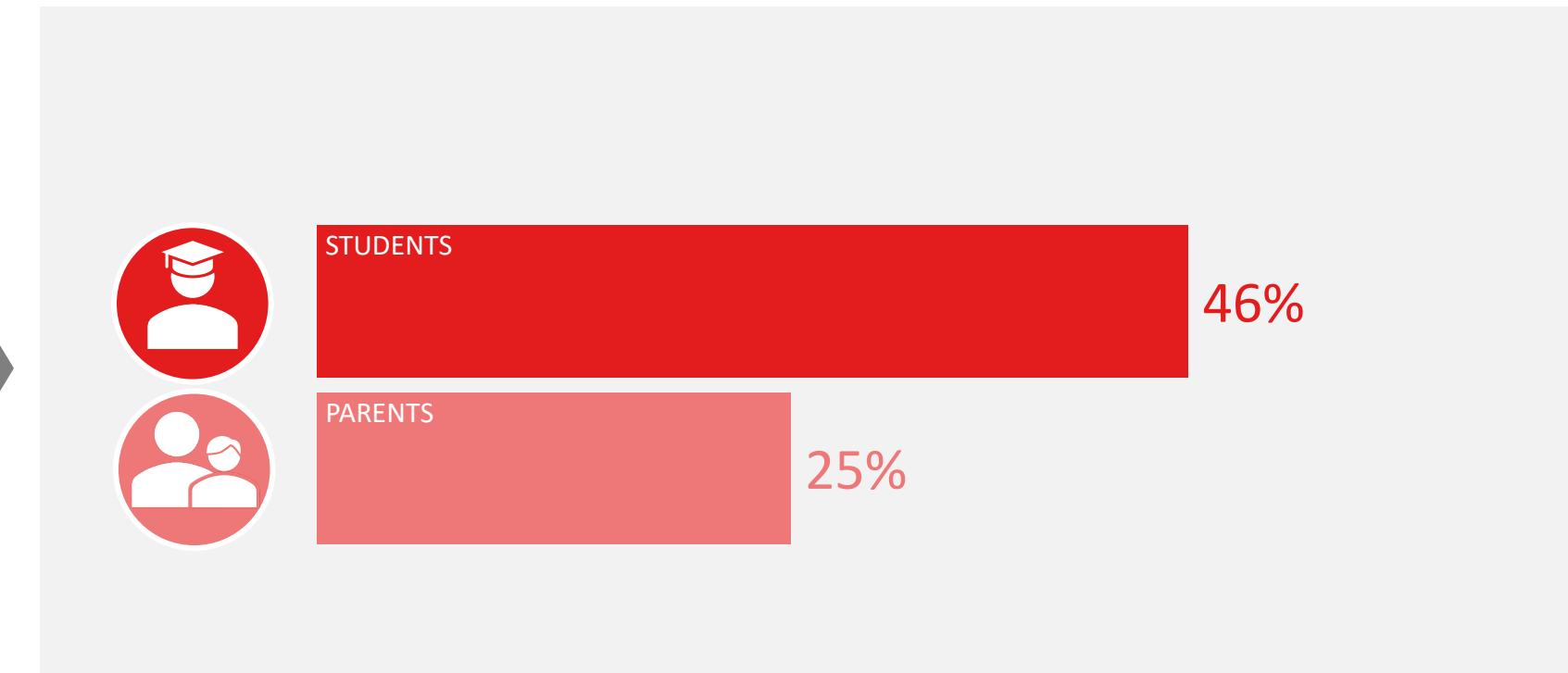
I learned about Canadian innovators and inventions at school



FEW CANADIANS SAY  
THEY'VE LEARNED ABOUT  
INNOVATORS IN SCHOOL

% agreement [top 3 box]

**25%**  
of Canadians feel  
**supported at school**  
for proposing a new  
idea or different way of  
doing something



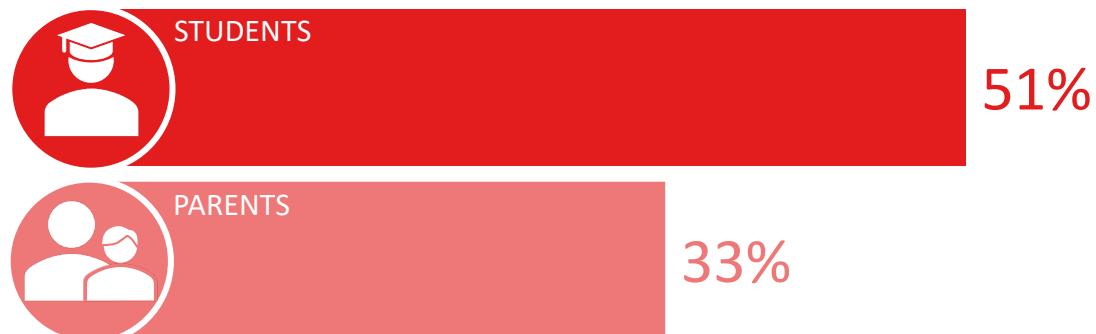
Base Size: Total Sample (n=2041); Students (n=126); Parents (n=1083)

Q21. In the following statements, we're going to ask you a few statements about education and learning. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you 'strongly disagree' and 9 means you 'strongly agree'.

# STUDENTS TODAY ARE BEING TAUGHT ABOUT MAKING A POSITIVE CONTRIBUTION

% agreement [top 3 box]

My school taught / has taught me  
the importance of **making a positive  
contribution** in my community

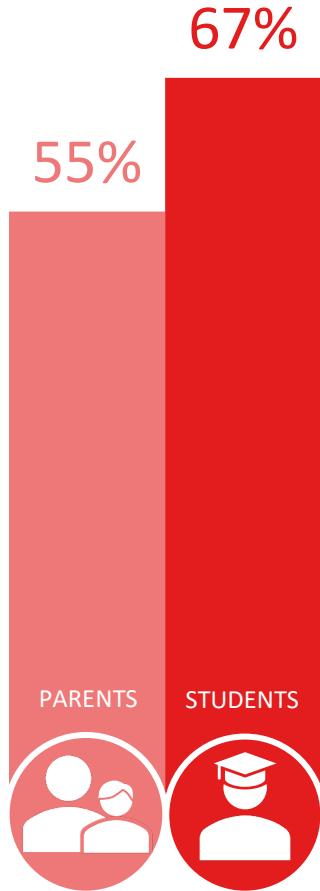


I have been **taught about civics** in school  
(i.e. the study of the theoretical, political and  
practical aspects of citizenship, as well as the  
rights and duties of being an active citizen)

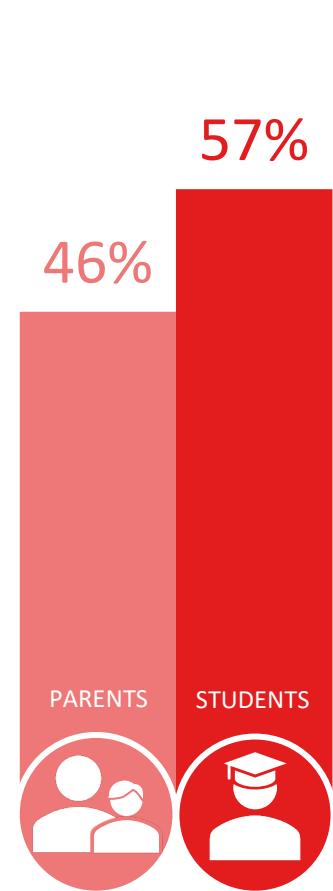


Base Size: Total Sample (n=2041); Students (n=126); Parents (n=1083)

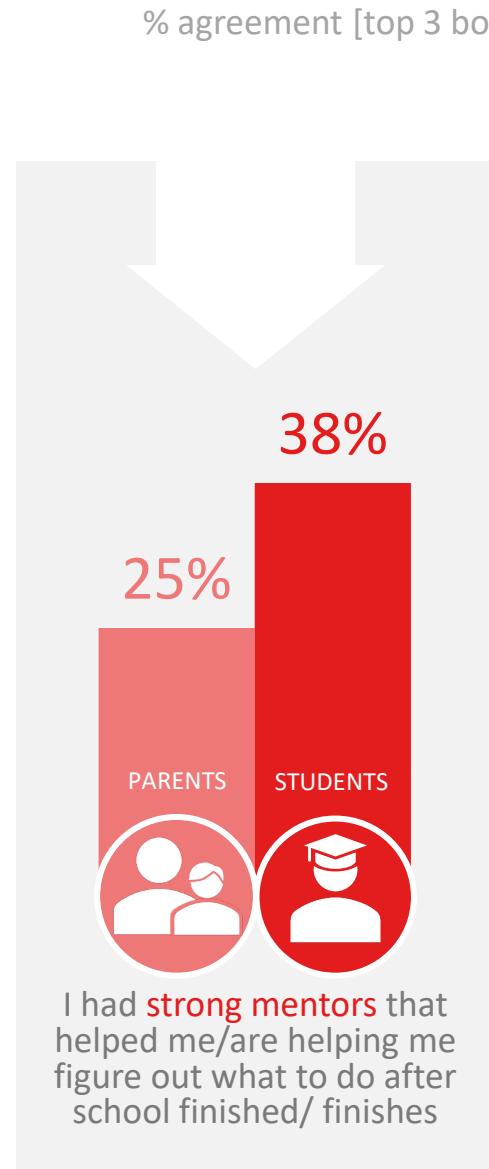
Q21. In the following statements, we're going to ask you a few statements about education and learning. For each one, please rate how much you agree or disagree with that statement using a 9-point scale, where 1 means you 'strongly disagree' and 9 means you 'strongly agree'.



I have had teachers  
that **inspire** me



I have had teachers in  
school that I **identify with**



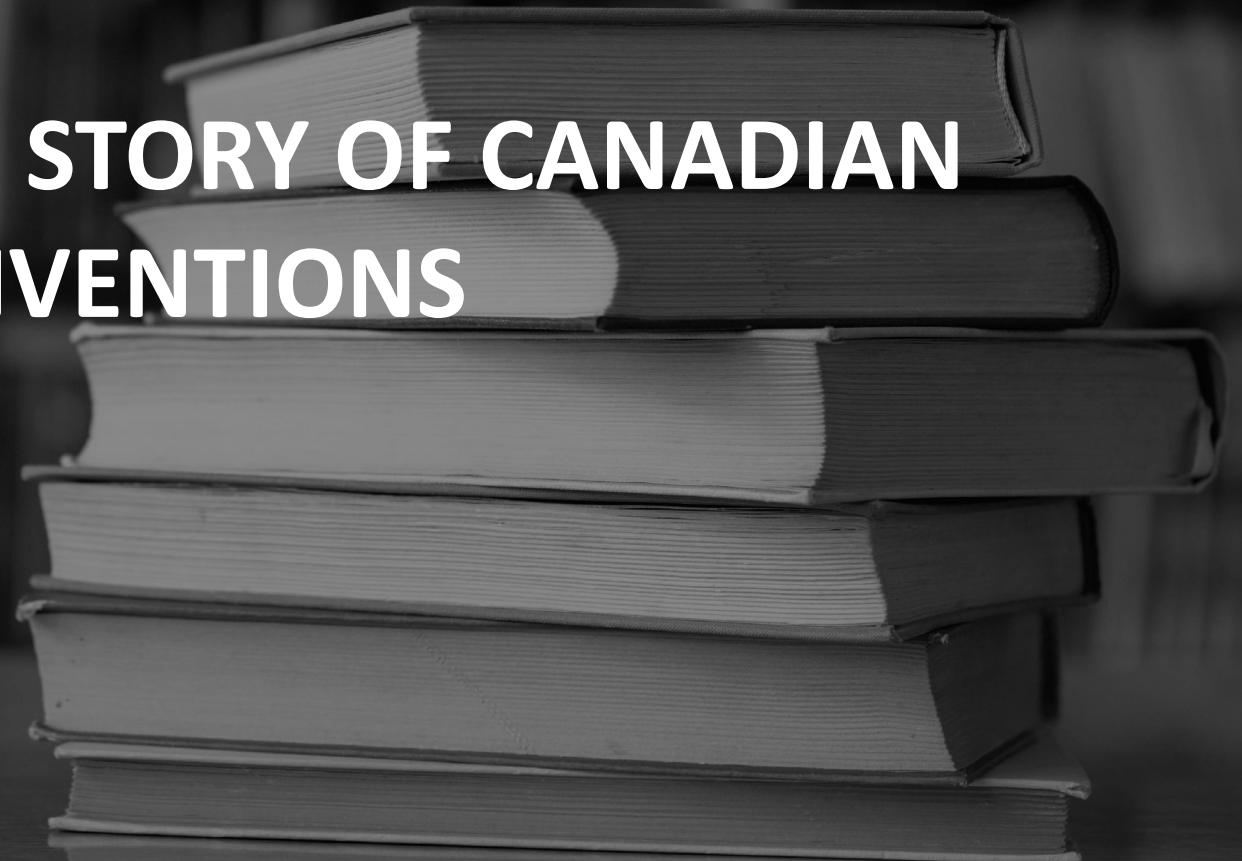
## STUDENTS NOTE OPPORTUNITY FOR POST-SECONDARY PLANNING

**AS CANADA FACES UNCERTAINTY, INNOVATION  
IS CRITICAL**



AS CANADA FACES UNCERTAINTY, INNOVATION  
IS CRITICAL

SHOW AND TELL THE STORY OF CANADIAN  
INNOVATORS AND INVENTIONS





**AS CANADA FACES UNCERTAINTY, INNOVATION  
IS CRITICAL**

**SHOW AND TELL THE STORY OF CANADIAN  
INNOVATORS AND INVENTIONS**

**IDENTIFY OPPORTUNITIES TO ENCOURAGE  
INNOVATION AMONG YOUNGER GENERATIONS**



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