

## **Everyday Innovation Commission Brief**

Through this commission we're interested in exploring the language used to understand and describe innovation in the culture and context of the North East. The purpose of this is to inform a new narrative that fits our local experience, and which asks if we are ambitious enough for the future.

If innovation has a language, how is it spoken here? Does our unique post-industrial history and predominantly working-class culture mean that innovation is understood differently and that entrepreneurs don't emerge as naturally as they do in other places? Or does innovation and entrepreneurship just take a different form in this region – one that we need to better understand and unlock?

What are we good at in the North East and what will the region be for in ten, twenty, fifty years? Are we looking far enough ahead?

How do our communities feel about the current rate of change and how the future is shaping up? How do communities and businesses talk about this? Can we develop a collective narrative about change in the North East? How might our personal innovation to make things better on a day to day basis enable more resilience in our individuals and communities?

Has our past experience of heavy industry and the dominance of a public sector workforce meant that we aren't adaptable and that we don't value or articulate our ability to create and innovate? Are we able to look outside of the region for inspiration and to reinterpret and improve products, services and content?

What might need to change within our systems of support and development to empower greater innovation and progress? Are we offering our young people the right tools and experiences for the future?

This commission is made in partnership with the North East Local Enterprise Partnership who are interested in exploring new ways of telling the story of innovation in our region. The resulting work will be used to inspire new thinking about how innovation is encouraged and supported in the future and may be used to tell new stories about the North East in the context of our future industrial development. We are particularly interested in framing and simplifying an authentic North East narrative that is forward looking and relevant for public use.

**This commission is part of the broader New Narratives for the North East commissioning programme.**