Now in its fifth edition and spanning across 23 countries, the GE Global Innovation Barometer is an international opinion survey of senior innovation executives all actively engaged in the management of their firm's innovation strategy. In addition, this year, the GE GIB also surveyed the views of Informed Publics in 13 countries.

With both audiences, the Barometer explores how the perception of innovation is changing in a complex, globalized environment, and how they appreciate the framework for innovation their country has developed.

In addition, it explores the perceptions of Informed Publics on the impact and value of innovation, the associated responsibilities with driving and supporting innovation and their opinions on the future of work.
Innovation
Business Executives
All respondents’ line of work involves taking part in their company's innovation process/policies.
Responsible for making decisions related to innovation, product development or research and development (R&D) activities in their company.

2,748 Business Executives, of which 1,915 are C-suite.

Informed Publics/Informed Citizens
University education or above.
In the upper quartile income of their country.
Regularly consume top tier business news publications.
Regularly follow public policy matters in the news.

1,346 Informed Publics.
Methodology

The research was commissioned by GE and conducted by Edelman Berland between October 13 - December 7, 2015.
2016 Key Findings
Welcoming the Revolution: Pressure Rises, Optimism Prevails

1 A Welcome Revolution: Both Business Executives and citizens are optimistic about the digital transformation of the world. 68% of execs and 64% of citizens cite a positive anticipation of the 4th Industrial Revolution, while all anticipate a radical transformation of the industrial sector by Advanced Manufacturing. Emerging markets feel especially empowered.

2 Embracing New Models and Technologies: Business Executives are adapting through new investments and partnerships. 61% are using big data to inform decision-making (up from 53% in 2014), and 77% are seeing financial results from collaboration (up from 64% in 2014).

3 Disruptive Innovation: The Solution and the Challenge: Although Business Executives recognize they need to innovate radically to keep up—90% think that the most innovative companies create new markets that didn’t previously exist—most are also mindful of the risk of “Digital Darwinism”. 81% worry about being left behind as technology evolves faster than they can adapt, creating a fear of becoming obsolete (FOBO).

4 Everybody’s Starting Up?: Still, 57% favor a “safer” approach, pursuing incremental innovation and protecting their core business. Inertia and risk aversion are growing. Meanwhile 81% of Business Executives recognize the “start-up” ethos is increasingly becoming the example norm for creating an innovation culture within companies of all sizes.
### 2016 Supporting Findings
#### Welcoming the Revolution: Pressure Rises, Optimism Prevails

1. **Creativity and Problem-Solving Key for Future Workforce:**
   - The future worker is changing. Executives are seeking problem solvers (56%) and creativity (54%), and an expected impact of the 4th Industrial Revolution is that some categories of skilled workers will be in high demand. Citizens are embracing the start-up ethos and value flexible (89%) and remote (79%) work. Only a few countries feel their education system is ready to address future skills, with Informed Citizens in countries like India (81%), China (78%) and Indonesia (76%) most confident.

2. **Minds and Machines Working Together:**
   - Business Executives expect the digital revolution will make the workplace safer (43%) and create higher-value roles for workers (48%). Few fear any negative impact on employment as a result of the digital revolution; only 17% of Business Executives and 15% of citizens fear potential negative impact. Executives in the US, India, China or Germany anticipate a positive outcome in their country, while Japanese, French or Swedish execs are more skeptical.

3. **The ROI on Collaboration is Increasing:**
   - Jumping from 64% in 2014, 77% of executives say revenue and profit generated by collaborative innovation activities have yielded an increase in financial results. 68% of executives declare their firm is open to risk-sharing associated with innovation, including revenue streams or losses that could be generated through collaborative initiatives.

4. **Emerging Markets Fearlessly Embrace Innovation:**
   - Business Executives from emerging markets are feeling more optimistic and more empowered by the 4th Industrial Revolution than their peers in developing economies. Asian markets are amongst the most excited and confident, emerging markets the most curious. Informed Citizens in developed markets are feeling the least in control. Fewer leaders in emerging markets are also reporting difficulty coming up with radical and disruptive ideas.

5. **A Call for Greater Government Support:**
   - Executives and citizens alike are calling for public authorities to play a more supportive role in innovation. While few citizens (12%) believe their government is the top driver of innovation in their country, more (30%) think it should be. 57% say their country’s regulations are not supportive of innovative companies, although emerging markets are more positive in their assessment. Most executives agree that data and privacy regulations are preventing more radical innovation by businesses, while citizens (64%) are willing to share access to their data if it leads to better service.

6. **The Energy Sector is Ripe for Disruption:**
   - Globally, 61% of citizens believe that the energy sector can benefit greatly from new innovation approaches and answer the many challenges it faces. However, energy companies are less confident about the prospect of the 4th Industrial Revolution compared to other industries (50% confidence vs. 60%).
INNOVATION CHAMPIONS
Innovation champion – Japan is back, Germany down

What is the country that you consider to be the leading innovation champion?

Q1. What is THE country that you consider to be the leading innovation champion? Base business executives: 2,748

Points difference with 2014 ranking
Innovation champion – a consistent perspective from Informed Citizens

What is the country that you consider to be the leading innovation champion?

Q1. What is THE country that you consider to be the leading innovation champion? Base Informed public: 1,346

Points difference between the Business Executives and Informed Public ranking

<table>
<thead>
<tr>
<th>Country</th>
<th>USA</th>
<th>Japan</th>
<th>China</th>
<th>Germany</th>
<th>South Korea</th>
<th>Sweden</th>
<th>India</th>
<th>Singapore</th>
<th>Israel</th>
<th>Canada</th>
<th>Australia</th>
<th>France</th>
<th>Netherlands</th>
<th>UAE</th>
<th>UK</th>
<th>Finland</th>
<th>Switzerland</th>
<th>Saudi Arabia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points</td>
<td>+1</td>
<td>+4</td>
<td>+1</td>
<td>-1</td>
<td>+2</td>
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<td>-1</td>
<td>NA</td>
<td>-2</td>
<td>-2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Q1. What is THE country that you consider to be the leading innovation champion? Base Informed public: 1,346
2016 GE GLOBAL INNOVATION BAROMETER
KEY FINDINGS
Both Business Executives and Informed Citizens are optimistic about the digital transformation of the world.

Business Executives (68%) and Informed Citizens (64%) both cite positive anticipation of the 4th Industrial Revolution, with few worrying that the digital revolution will have a negative impact on employment.

Asian markets feel especially empowered.
Executives and citizens alike embrace the 4th Industrial Revolution

How does the prospect of entering a 4th Industrial Revolution make you feel?

- **Curious**: 70% Business Executives, 72% Informed Publics
- **Optimistic**: 15% Business Executives, 17% Informed Publics
- **Empowered**: 16% Business Executives, 17% Informed Publics
- **Excited**: 14% Business Executives, 14% Informed Publics
- **Confident**: 19% Business Executives, 19% Informed Publics
- **In control**: 17% Business Executives, 20% Informed Publics

OPTIMISTIC about the prospect of entering a 4th Industrial Revolution

Positivity prevails across a majority of surveyed countries

Q25. / Q23 How does the prospect of entering a fourth Industrial Revolution make you feel? Base business executives: 2,748. Base informed public: 1,346
Business leaders from emerging economies are feeling more optimistic and more empowered than their peers in developed markets.

Q25. How does the prospect of entering a fourth industrial revolution make you feel. Base business executives: 2,748
Both business leaders and citizens have a positive view of macro trends shaping the innovation landscape.

**DIGITAL REVOLUTION**
Few fear a potential negative impact on employment of the digital revolution

- 17% of business leaders
- 15% of informed public

**ADVANCED MANUFACTURING**
Most believe Advanced Manufacturing will radically transform the industrial sector

- 86% of business leaders
- 90% of informed public

Q23.A / Q22.A. There is currently a debate around the impact the digital revolution will have on employment. In your opinion, what will be the impact of the digital revolution? / Q25. / Q23 How does the prospect of entering a fourth Industrial Revolution make you feel? Q4/Q14 How far do you agree or disagree with the following statements? Base business executives: 2,748. Base informed public: 1,346.
Executives and citizens anticipate a positive or neutral net impact on employment as a result of the digital revolution.

Q22.A / Q23.A There is currently a debate around the impact the digital revolution will have on employment. In your opinion, what will be the impact of the digital revolution?

Business Executives
- A positive impact on employment: 54%
- A neutral impact on employment: 8%
- A negative impact on employment: 17%
- Don’t know: 15%

Informed Publics
- A positive impact on employment: 61%
- A neutral impact on employment: 15%
- A negative impact on employment: 9%
- Don’t know: 15%
Businesses are adapting to this new context through investments and partnerships, and it is paying dividends.

The majority of businesses (77%) are seeing financial results from collaboration (up from 64% in 2014).

61% of Business Executives are using big data to inform decision-making (up from 53% in 2014).
Integrating analytics is becoming more natural and delivers better results and outcomes for businesses

How important do you think the following elements are for a company to be able to innovate successfully?

61%

Use big data and analytics to improve strategic knowledge and inform decision-making 53% (2014 DATA)

Companies increasing their ability to analyze large amounts of data in the last year?

73% Of companies have increased their ability to analyze, up from 43% in 2014

Of those who have increased their ability...

59% Have seen a positive outcome

41% Yet to see a positive outcome
Executives are increasingly recognizing the strategic value of data and analytics

Importance to be able to innovate successfully: To use big data and analytics to improve strategic knowledge and inform decision-making (2015)

Q7. On a scale from 1 to 10, how important do you think the following elements are for a company to be able to innovate successfully? Top 3. 2014 – To use analytics and predictive knowledge 2015 – To use big data and analytics to improve strategic knowledge and inform decision-making
Collaboration has increased in most markets

The revenue and profit generated by **collaborative innovation activities** has been growing over the last year.
Leaders are more willing to share both the gains and risks of collaborating, and they are seeing growing results

More than **77%** have increased revenue and profit by collaborative innovation in the last year – up from **64%** in 2014. This is even more the case for...

- **85%** Those whose innovation strategies are steered towards breakthrough innovations
- **81%** Those who find that to come up with radical and disruptive ideas is a challenge preventing their business' ability to innovate

- **68%** Say their firm is open to sharing the revenue stream or the revenue losses that could be generated through a collaborative innovation initiative
- **77%** The revenue and profit generated by collaborative innovation activities has been growing over the last year – **64%** (2014 DATA)

Q18A. Has the revenue and profit generated by collaborative innovation activities been growing over the last year? % Yes. Base business executives: 2,748
Q18B. Is your firm open to sharing the revenue stream or the revenue losses that could be generated through a collaborative innovation initiative? % Yes. Base business executives: 2,748
Leaders are seeing an increasing financial return on collaborative innovation

The revenue and profit generated by collaborative innovation activities has been growing over the last year.

Q18A. Has the revenue and profit generated by collaborative innovation activities been growing over the last year? % Yes. Base business executives: 2,748
The biggest increase in collaboration has been amongst smaller businesses

The revenue and profit generated by collaborative innovation activities has been growing over the last year.

Q18A. Has the revenue and profit generated by collaborative innovation activities been growing over the last year? % Yes. Base business executives: 2,748.
There is general agreement (90%), among executives and citizens alike, that the most innovative companies not only launch new products and services but also create a new market that didn’t previously exist.

Yet, what if technology evolves faster than businesses can adapt?

81% of Business Executives are mindful of the risk of “Digital Darwinism” or fear of becoming obsolete (FOBO).
Being disruptive is the gold standard for both executives and citizens but remains a challenging goal.

90% The most innovative companies not only launch new products and services but also create a new market that didn't previously exist

...93% Informed Public

47% In the past few years, the development of entirely new products or services has contributed to the performance of 47% of companies

60% The difficulty to come up with “radical and disruptive ideas” is a key challenge to innovate efficiently (2015)

...40% Informed Public

Q16. For each of the following challenges preventing businesses’ ability to innovate efficiently, please say how far each of them applies to your company. The difficulty to come up with radical and disruptive ideas. Net % apply. Base business executives: 2,748.
Being disruptive is a growing challenge for the “Innovation Champions,” with China as an exception

The difficulty to come up with “radical and disruptive ideas”

Q16. For each of the following challenges preventing businesses’ ability to innovate efficiently, please say how far each of them applies to your company. The difficulty to come up with radical and disruptive ideas. Net % apply. Base business executives: 2,748.
Business Executives and Informed Publics are mindful that more and more businesses face “DIGITAL DARWINISM” - becoming obsolete as technology is evolving faster than they can adapt.

Only few feel their company is performing very well at quickly adapting and implementing emerging technologies.
While Fear of Becoming Obsolete (FOBO) is a view shared across the majority of markets

Q20. How much do you agree or disagree with the following statements – More and more businesses face “DIGITAL DARWINISM” – becoming obsolete as technology is evolving faster that they can adapt. Base business executives: 2,748 informed public: 1,346

Global average 81%

Brazil: 90% | 92%
Australia: 89% | 89%
Malaysia: 88% | 89%
South Korea: 88% | 89%
Canada: 88% | 89%
USA: 88% | 89%
South Africa: 86% | 89%
Nigeria: 85% | 79%
UAE: 85% | 85%
Poland: 84% | 84%
Germany: 83% | 94%
India: 82% | 86%
Mexico: 82% | 86%
Russia: 80% | 90%
China: 79% | 83%
France: 76% | 87%
Indonesia: 75% | 75%
Japan: 75% | 75%
Algeria: 71% | 79%
Sweden: 68% | 69%
KSA: 64% | 63%
Israel: 62% | 67%
Turkey: 62% | 62%
Being disruptive is the gold standard and 81% of Business Executives recognize the “start-up” ethos is increasingly becoming the example norm. They recognize they need to innovate radically to keep up, but most business leaders favor a “safer” approach.

With inertia and risk aversion on the rise, incremental innovation is still driving the bottom line for most business leaders, especially those in developed markets.

However, emerging markets, especially in Asia, are embracing radical innovation and opportunities to leapfrog.
The “start-up” ethos is increasingly becoming the example norm

With digital transformation we are observing the rise of ‘nomad employees’

71% agree

81% of Business Executives and
79% of Informed Publics believe...

the "start-up" ethos is increasingly becoming the example norm for creating an innovation culture within companies of all sizes
The majority of Business Executives continue to favor a “safer” approach to Innovation

Maximizing performance of existing revenue streams and business models: 58% favor, 42% do not.

Opening up new revenue streams and inventing new business models: 64% favor, 36% do not.

To protect the core business as much as possible, so it continues to generate the profitability needed to support research and innovation efforts.

China is the country most likely to favor opening up new revenue streams and inventing new business models, with 34% favoring this approach, 66% not favoring.

Only 1/3 recognize the development of new business models (re-envisioning how a company generates revenue involving major changes in the way the company is organized, is managed and operates) has contributed to the performance of their company.
Many businesses innovate incrementally as a way to mitigate risks, even while speed to market is increasingly a differentiator.

46% To get to market as quickly as possible to keep an edge on competition, even if this means having an imperfect product or service and improving it along the way.

63% Incremental innovation, improving existing products and solutions.

45% Hi-tech/IT Sector most likely to favor breakthrough innovation (45%)

Q14. We are now going to present different innovation strategies. For each you will be shown two options. Please pick the one you feel is the most relevant to your company’s approach. Q15. We are now going to present different views on the ideal innovation process. For each you will be shown two options. We would like you to pick the one you feel is the truest or the most relevant in driving successful innovation. Base business executives: 2,748.
All markets show a preference for incremental innovation

Incremental innovation, improving existing products and solutions vs. breakthrough innovation, launching products that are completely new and have the ability to disrupt their market.
Protecting the core business is the priority for most markets

To protect the core business as much as possible, so it continues to generate the profitability needed to support research and innovation efforts vs. bringing innovative products and/or services to market as fast as possible without worrying about the short term impact it can have on the core business.

Q15. We are now going to present different innovation strategies. For each you will be shown two options. Please pick the one you feel is the most relevant to your company’s approach. Base business executives: 2,748.
The majority of markets prefer to make the most of existing revenue streams and business models

Maximizing performance of existing revenue streams and business models vs. opening up new revenue streams and inventing new business models

Q14. We are now going to present different innovation strategies. For each you will be shown two options. Please pick the one you feel is the most relevant to your company's approach. Base business executives: 2,748.
Having an innovation strategy and a performance KPIs framework no longer guarantee success

Does your company have a clear innovation strategy?

62% of those with a clear innovation strategy still struggle to come up with radical and disruptive ideas

57% of those without a clear innovation strategy struggle to come up with radical and disruptive ideas, too

73% Do measure the contribution of innovation to their business performance
We see polarized views in approach to innovation strategies

My company has a clear innovation strategy

Q12. Does your company have a clear innovation strategy? Base business executives: 2,748
Risk taking is also a growing challenge in most markets

Challenges preventing businesses’ ability to innovate efficiently, the incapacity of the business to take risks

Q16. For each of the following challenges preventing businesses’ ability to innovate efficiently, please say how far each of them applies to your company? Top 2. Base business executives: 2,748. Base informed public: 1,346.
Incremental innovation dominates companies’ performance drivers; innovation that has a sustainable dimension at its core is marginally contributing.

In the past few years, what kind of innovation has contributed the most to your company's performance?

- The improvement of existing products or services: 58%
- The development of new business models: 34%

Q9. In the past few years, what kind of innovations has contributed the most to your company’s performance? Please select up to 5 answers maximum. Base: business executives: 2,748.
Willingness to accept a longer-term payoff for innovation is a general challenge, with the exception of the U.S. and Germany.

To be ready to accept long-term ROI to allow for breakthrough innovation (performs extremely well)

Global average: 21%

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>40%</td>
</tr>
<tr>
<td>USA</td>
<td>29%</td>
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<tr>
<td>Australia</td>
<td>27%</td>
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<tr>
<td>France</td>
<td>26%</td>
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<tr>
<td>India</td>
<td>26%</td>
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<td>Canada</td>
<td>25%</td>
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<td>Mexico</td>
<td>23%</td>
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<td>Turkey</td>
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<td>China</td>
<td>22%</td>
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<td>UAE</td>
<td>22%</td>
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<td>Indonesia</td>
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<td>KSA</td>
<td>21%</td>
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<tr>
<td>Brazil</td>
<td>20%</td>
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<td>Malaysia</td>
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<td>Poland</td>
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<td>Israel</td>
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<td>South Africa</td>
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<tr>
<td>Nigeria</td>
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<tr>
<td>Russia</td>
<td>14%</td>
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<tr>
<td>Sweden</td>
<td>14%</td>
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<tr>
<td>South Korea</td>
<td>9%</td>
</tr>
<tr>
<td>Algeria</td>
<td>4%</td>
</tr>
<tr>
<td>Japan</td>
<td>9%</td>
</tr>
</tbody>
</table>

Q8.K How does your company currently perform against these success criteria: To be ready to accept a long term ROI to allow for breakthrough innovation. % performs extremely well.
Base business executives: 2,748
Identifying best practices and integrating them internally is a challenge for businesses

Q11A.2 Which of the following do you see as the top 3 best practices to foster and enable reliable and radical innovation? Q11B. Which of the following do you see as the top 3 most challenging best practices to implement? Base business executives: 2,748

<table>
<thead>
<tr>
<th>Top 3 Best Practices to Foster and Enable Reliable and Radical Innovation</th>
<th>Top 3 Most Challenging Best Practices to Implement</th>
</tr>
</thead>
<tbody>
<tr>
<td>To have a clear process and structure in place to manage innovation</td>
<td>Turn data and analytics into actionable decision making tool</td>
</tr>
<tr>
<td>To encourage and reward innovative people</td>
<td>To create a set of metrics to decide which product or service should be funded or be killed</td>
</tr>
<tr>
<td>To create a connected culture where idea sharing is facilitated and where all the contributing parties are recognized and rewarded</td>
<td>To rely on consumer research as a foundation for innovative products/services</td>
</tr>
<tr>
<td>To reward those within the organization who create the next innovation that will make one of their products/services obsolete</td>
<td>To have innovation teams report directly to the CEO on a long term basis</td>
</tr>
</tbody>
</table>

41% 49% 43% 35% 32% 35% 30% 31%
The Informed Public think internal inertia and lack of leadership prevent business from innovating efficiently, while execs blame ineffective business models.

Challenges preventing businesses’ ability to innovate efficiently

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Business Executives</th>
<th>Informed Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>The difficulty to define an effective business model to support new ideas and make them profitable</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>The ability to acquire and integrate external innovations into the company as a whole</td>
<td>63%</td>
<td>36%</td>
</tr>
<tr>
<td>The internal inertia and the incapacity to be nimble, failing at rapidly converting ideas into action</td>
<td>60%</td>
<td>43%</td>
</tr>
<tr>
<td>The lack of sufficient investment and financial support</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>A lack of talent / inadequate skillset</td>
<td>58%</td>
<td>41%</td>
</tr>
<tr>
<td>The incapacity of the business to take risks</td>
<td>58%</td>
<td>44%</td>
</tr>
<tr>
<td>The lack of internal support from leadership team/top management</td>
<td>54%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Q16. For each of the following challenges preventing businesses' ability to innovate efficiently, please say how far each of them applies to your company? Top 2. Base business executives: 2,748. Base informed public: 1,346.
2016 GE GLOBAL INNOVATION BAROMETER SUPPORTING FINDINGS
Creativity and Problem-Solving Key for Future Workforce

The future worker is changing. Business Executives are seeking problem solvers and creativity and the Informed Public are embracing the start-up ethos, and value flexible and remote work. However, many think we have a lot to do to prepare for tomorrow’s skills needs.

Talent acquisition remains the first innovation success factor...

And **81%** of Business Executives believe the “**start-up** ethos” is increasingly becoming the example norm for creating an **innovation culture** within companies of all sizes.

With digital transformation we are observing the rise of ‘**NOMAD EMPLOYEES’** e.g., individuals that do not necessarily seek full-time employment but favor freelancing or contracting modes

- **71%** agree
- **84%** agree

But just over half believe that the current education system is adapted to fulfill the private sector’s demand for new talent and skills

- **59%**
- **54%**

**Please see notes for question details**
Minds and Machines Working Together

Business Executives expect the digital revolution will make the workplace safer and create higher-value roles for workers. Few fear any negative impact on employment. Executives in the US, India, China or Germany anticipate a positive outcome in their country, while Japanese, French or Swedish executives are more skeptical.

<table>
<thead>
<tr>
<th>Believe the digital revolution will have a negative impact on employment</th>
<th>What do you anticipate the impact of automation to be on jobs in your country?</th>
<th>“The digital revolution will have a positive impact on employment”</th>
<th>New types of jobs will be created:</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>Only 22% of Business Executives only see a negative impact</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>15%</td>
<td>One third see a mix of positive and negative impact</td>
<td>61%</td>
<td>43%</td>
</tr>
<tr>
<td>33%</td>
<td>One third only see a positive impact</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please see notes for question details
The ROI on Collaboration is Increasing

Business Executives say revenue and profit generated by collaborative innovation activities have yielded an increase in financial results. They’re open to risk-sharing associated with innovation, including revenue streams or losses that could be generated through collaborative initiatives.

The revenue and profit generated by collaborative innovation activities has been growing over the last year **64% (2014 DATA)**

Say their firm is open to sharing the revenue stream or the revenue losses that could be generated through a collaborative innovation initiative **68%**

This is even more the case for...

**85%** Those whose innovation strategies are steered towards breakthrough innovations

**81%** Those who find that to come up with radical and disruptive ideas is a challenge preventing their business’ ability to innovate

Q18A. Has the revenue and profit generated by collaborative innovation activities been growing over the last year? % Yes. Base business executives: 2,748
Q18B. Is your firm open to sharing the revenue stream or the revenue losses that could be generated through a collaborative innovation initiative? % Yes. Base business executives: 2,748
Emerging Markets Fearlessly Embrace Innovation

Business Executives from emerging markets are feeling more optimistic and more empowered by the 4th Industrial Revolution than their peers in developing economies. Asian markets are amongst the most excited and confident, emerging markets the most curious. Informed Citizens in developed markets are feeling the least in control. Fewer leaders in emerging markets are also reporting difficulty coming up with radical and disruptive ideas.

Q25. How does the prospect of entering a fourth industrial revolution make you feel. Base business executives: 2,748
A Call for Greater Government Support

Executives and citizens alike call for public authorities to play a more supportive role in innovation. While few citizens (12%) believe their government is the top driver of innovation in their country, more (30%) think it should be. 57% say their country’s regulations are not supportive of innovative companies, although emerging markets are more positive in their assessment. Most executives agree that data and privacy regulations are preventing more radical innovation by businesses.

Most believe the private sector is in the driver's seat of innovation...

- 67% of citizens believe the private sector is driving innovation the most.
- 64% of citizens believe the private sector should be driving innovation the most.
- 12% of citizens believe their government is driving innovation the most.
- 30% of citizens believe their government should be driving innovation the most.

Over half of citizens think current regulations are not supporting innovative companies...

- 57% of citizens believe regulations in their country today are not supportive of innovative companies.
- 43% of citizens believe regulations in their country today are supportive of innovative companies.

Expectations for governments to make innovation a strategic priority are unequally met...

- Those who do not believe government should be driving innovation the most (12%)
- Those who believe government should be doing more (30%)

Q5. Who do you think is driving innovation the most today in your country? Q6B. Whose responsibility it is to be driving innovation the most in your country?
Base informed public: 1,346
Q18. Thinking as a consumer, please select which of the statements falls closer to your opinion. Base informed public: 1,346.
And data and privacy regulations are seen to prevent the adoption and launch of more radical innovation by businesses.

Business Executives agree

REGULATIONS AROUND PRIVACY and DATA PROTECTION are preventing businesses from LAUNCHING more radical / transformative innovations: 64%.

REGULATIONS around PRIVACY and DATA PROTECTION are preventing businesses from ADOPTING more radical / transformative innovations: 64%.

Q4.A & F How far do you agree or disagree with: Regulations around privacy and data protection are preventing businesses from launching more radical / transformative innovations. / Regulations around privacy and data protection are preventing businesses from adopting more radical / transformative innovations. Base business executives: 2,748.
Citizens are ready to trust innovative businesses with their data IF this allows for better service

I am willing to allow access to the data I generate if this will allow me to get a better service: 64%

I would rather protect my data and not get a perfect service: 36%

Age groups:

- 25-34 year olds: 71% I am willing to allow access to the data I generate, 29% I would rather protect my data and not get a perfect service
- 35-45 year olds: 62% I am willing to allow access to the data I generate, 38% I would rather protect my data and not get a perfect service
- 46-65 year olds: 55% I am willing to allow access to the data I generate, 45% I would rather protect my data and not get a perfect service
The Energy Sector is Ripe for Disruption

Globally there is a belief that the energy market can still benefit greatly from new innovation approaches. However, energy companies are less positive about the prospect of the 4th Industrial Revolution.

How does the prospect of entering a 4th Industrial Revolution make you feel?

- Curious: 62% (70% for all industries)
- Optimistic: 60% (68% for all industries)
- Empowered: 55% (62% for all industries)
- Excited: 54% (61% for all industries)
- Confident: 50% (60% for all industries)
- In control: 54% (59% for all industries)
- Indifferent: 26% (14% for all industries)
- Pessimistic: 24% (15% for all industries)
- Disempowered: 26% (16% for all industries)
- Scared: 30% (16% for all industries)
- Anxious: 31% (19% for all industries)
- Lost: 29% (17% for all industries)

61% of citizens believe the energy industry would benefit the most from investment in new innovation approaches.
For more information about the GE Global Innovation Barometer, contact or visit:

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