The Role of the Cleveland Local Innovation Council

This document was developed by Forward Cities to describe the role of the Cleveland Innovation Council in the initiative. Separate descriptions were created and tailored to each of the other participating cities (Detroit, Durham, New Orleans), but the responsibilities and roles of the council members were the same across all four cities. When individuals were asked to join their local innovation council, and/or their city's local innovation team, they were asked to read this document and agree to their roles and responsibilities. Please note that the text of the document was developed in Summer 2013 before the initiative was fully funded, so the dates stated in this document do not reflect the actual dates of activities or convenings. In addition, the initiative was designed to adapt to local circumstances over time, so roles and tasks for each city's Innovation Council may have evolved during the 2014 to 2016 implementation period.

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Overview: Local "innovation councils" will be formed as part of a two-year National Learning Collaborative project between cities of innovation which will include Cleveland, Detroit, New Orleans and Durham (see proposal "National Learning Collaborative between Cities of Innovation"). Comprised of up to 18 local - private and public - key stakeholders, these councils will help guide our efforts in this learning collaborative, in order to: a) unleash the entrepreneurial potential of local citizens; and b) increase the economic and social impact in each participating collaborative city.

Role of the Cleveland Innovation Council:
1) **Mapping and Building on Existing Resources** - Throughout the Fall of 2013, Cleveland's Innovation Council will work with a team from the National Learning Collaborative, and its Research & Evaluation partner, the Urban Institute, to build on existing efforts and map out the existing innovation and entrepreneurial ecosystems. Through an ensuing SWOT analysis (i.e. strengths, weaknesses, opportunities and threats/challenges), the Cleveland Innovation Council will help identify specific areas where there are opportunities for improvement as well as best practices that can be shared with other cities participating in the National Learning Collaborative. The entrepreneurial ecosystem mapping process will help Cleveland determine how it can:
   - **Build a talent pipeline** in order to home-grow, recruit, and retain entrepreneurial innovators across all dimensions of the Greater Cleveland economy;
   - **Create and/or enhance a robust enabling environment**, connecting Cleveland's entrepreneurs with the resources (capital, space, talent, etc.) and relationships (peer, corporate, philanthropic, city/county, etc.) to help its emerging enterprises launch, stabilize, and scale;
   - **Establish clear data metrics** to measure the economic and community impact of innovation and entrepreneurship across all of Cleveland's neighborhoods, its surrounding communities, and the region;
   - **Align city, county, and regional economic and community development policies** to cultivate and accelerate the contributions and impact of Cleveland innovators and entrepreneurs (especially in under-served communities);
   - **And, develop platforms and media channels to help share stories** of Cleveland's growing entrepreneurial clusters locally, nationally, and globally.

2) **Showcasing Local Innovators/Entrepreneurs** –The Cleveland Innovation Council will also help oversee efforts, in partnership with our National Learning Collaborative partner Issue Media Group, to showcase stories and profiles of local, high-impact innovators that will be featured on a national learning platform (for an example of what this might look like, please refer to www.uixdetroit.com).   Furthermore, the Cleveland Innovation Council will maintain focus on how lessons learned from this national collaborative experience can translate to Ohio's North-Eastern region and vise versa.

3) **Designing and Planning the Convenings** – The Cleveland Innovation Council will work with the National Learning Collaborative team to plan and design the three-day convening that Cleveland will host for the other participating cities plus national donors

and thought leaders like Living Cities, CEOs for Cities and Harvard's Ash Center. These convenings will begin in the spring 2014.

The Cleveland convening (Spring 2015) will offer a unique opportunity to further showcase the city's creative community, in addition to offering new opportunities for learning from (and collaborating with) the other cities.

4) **Selecting the Innovation Teams** - Finally, Cleveland's Innovation Council will also work with the National Learning Collaborative staff to identify six local entrepreneurial leaders that will represent Cleveland at the convenings in New Orleans, Detroit and Durham (scheduled for spring 2014, fall 2014 and Fall 2015, respectively). In an effort to foster best practice sharing and opportunities for collaboration, the Cleveland "innovation team" will also serve as the city's primary liaison to all the other cities.

Expected Time Commitment: It is anticipated that the Cleveland Innovation Council will meet three times, between the fall 2013 and early spring 2014, to help guide the local mapping process and to provide content for the national media platform (i.e. develop local entrepreneur profiles that will be featured on the national learning platform).   Starting in the spring of 2014, it is expected that Cleveland's Innovation Council will meet quarterly with additional planning meetings leading up to its own Spring 2015 convening. Members of the Cleveland Innovation Council will be invited to attend the convenings taking place in the other cities.   Members of the Cleveland Innovation Team and Council will also be invited to participate in other national gatherings, such as the Aspen Ideas Festival and the Social Impact Conference (SOCAP) in San Francisco, to help tell Cleveland's story and learn from other leaders in the field.

Target Composition of the Cleveland Innovation Council: The Cleveland Innovation Council's 18 members will represent a broad and diverse cross-section of the city's entrepreneurial ecosystem including:
- **Cleveland funders investing in social and business entrepreneurial development** (i.e. community foundations, private family foundations, individual donors).
- **Education and talent developers/recruiters** that are focused on the entrepreneurial talent pipeline. (This would include key leaders in the local K-12, university and/or community college systems.)
- **Entrepreneurial enabling organizations** ranging from those that work with the for-profit business entrepreneurs (like JumpStart, BioEnterprise or Nortech) to those working with social entrepreneurs working in the city's most underserved neighborhoods.
- **Data and local research organizations** tracking the impact of the local entrepreneurial community (like Policy Bridge or Cleveland's Center for Urban Poverty at Case Western Reserve University).
- **Local policy makers** that can help align economic and community policies with Cleveland's entrepreneurial ecosystem goals (like the Mayor's point person on innovation).
- **New media representatives** that can tell Cleveland's entrepreneurial "story" (i.e. bloggers, journalists, social justice advocates).
- **Local entrepreneurs/leaders** who have successfully "moved the needle" in an important sector for Cleveland's own transformation (i.e. education, biotech, the environment), and who can represent the needs of Cleveland's entrepreneurial/innovation community.

Next Steps: The National Learning Collaborative team will work with leaders across Cleveland to establish a nominating and selection process for its innovation council to be concluded by September 2014.