

Failure Safety Net	Start Them Young	Unconditional Support	Create Focal Points for Innovation	Spread the Word	Remove Barriers to Parents	Forter Cooperation and Networking	Find Them	Make It Fun
Value = 9	Value = 23	Value = 10	Value = 9	Value = 13	Value = 9	Value = 9	Value = 9	Value = 14
Practical = 5	Practical = 10	Practical = 9	Practical = 14	Practical = 18	Practical = 12	Practical = 8	Practical = 6	Practical = 20
Create a business failure safety net.	Leave more choice of subjects in schools to children.	Encourage company sponsorship of research without a particular agenda or goal.	Single point of contact for innovation.	Innovation success story road show.	Give more possibilities for child care.	Foster improved connections and networking between: elem. school, universities, alumni and industry.	Build database of innovators.	Create perception that innovation and entrepreneurship is fun.
Insurance to cover potential failure of start-ups.	Give more opportunities for high school students to work on real projects.	Corporate sponsorship of PHD.	Reduce fragmentation of innovation initiatives.	Innovation 'reality show'.	Change elementary school to full days or at least to block time.	Strengthen relationships between schools and industry.	Swiss innovation website.	Create competition/prizes for innovation, science, invention at Jr/Sr high school level.
Improve social standing of risk takers.	Encourage girls to study & expect more of education and career.	Innovation sabbatical in companies and at schools.	Develop places (forum) where opinion leaders meet innovators.	ITV - Create an idea TV station/network.		Special working permits for students and high-level people.	Define psychological profile of 'innovator'.	Innovation Olympics: have universities compete against each other.
Remove social stigma from failure.	Entrepreneurship training an integral part in School (Gymnasium).	Give budget to youth parliament.	Exchange program for professionals for a limited time & task.	Give copy of Bavois forum paper to 20 people.			National psychological testing of young people to identify innovators.	Intellectual treasure hunt for top performing start-ups.
	Concentrate: Encourage students to live on campus.	Public seed money.	Continue development of forums for networking - starting at lower/younger levels (schools and young people).	Advertising campaigns at educational sites.				
	For the 40% of people who do not finish university, create a bachelor degree.	Offer free research parks (facilities).	Facilitate experience exchange, contacts and transfer of entrepreneurial mindset (First Tuesday).	Make young innovators more visible.				
		Innovation MacArthur grant.		Innovator presentations at public schools.				
		Business mentoring by retired high-level executives.		More experts act as journalists. Present a more knowledgeable perspective.				
		Corporate sponsorship of Swiss alumni clubs.		Lobby journalists so that they know more about the economy.				
		Initiate coach-system/forum senior/younger innovators		Promote idea of Switzerland as test market (Invite innovation in).				

How can we better prepare and encourage innovators in Switzerland?
-- Genthod, 24-August-2002

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