







# 1997

The Canada Foundation for Innovation is created to invest in research infrastructure to help stem the brain drain.







## Today

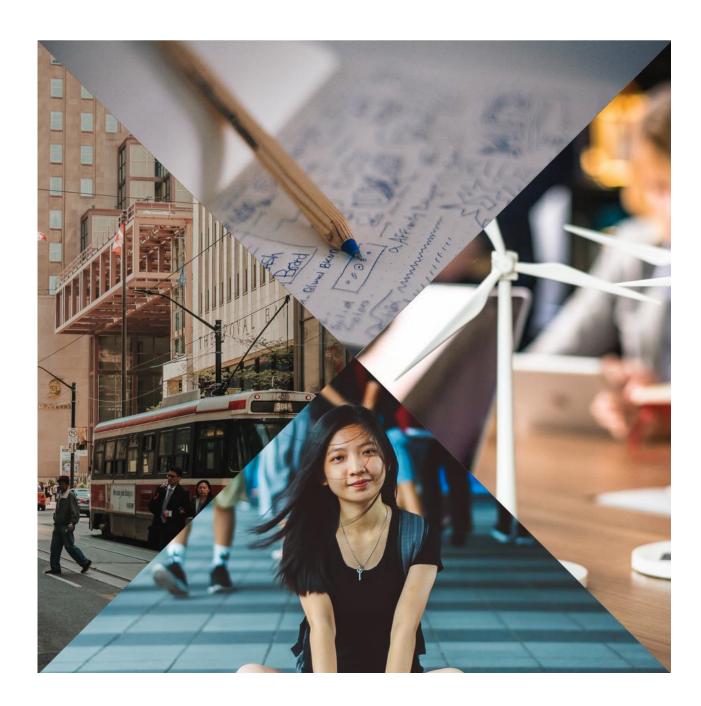
Continuing CFI investments have enabled a profound transformation of Canada's research landscape.

# Our value proposition

CFI investments:

- Enable Canadian researchers to lead and engage globally
- Create a competitive advantage for a new generation of researchers
- Create magnets to attract world-class talent and collaborations





# **Benefits to Canada**

# Social, health and environmental

through scientific advances and collaboration

### Economic

through innovation and commercialization

### Scientific

by creating facilities that become powerful magnets for talented researchers

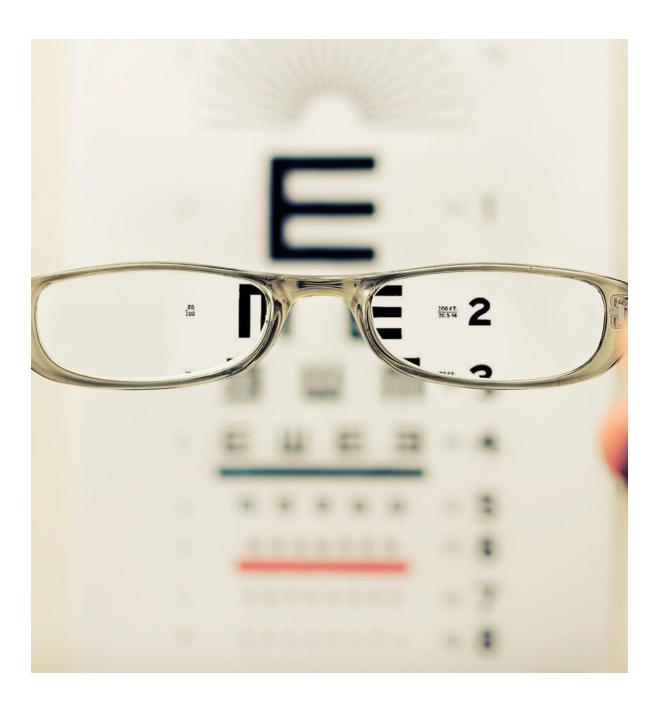
# People

by supporting the training of a new generation









# Communications objectives

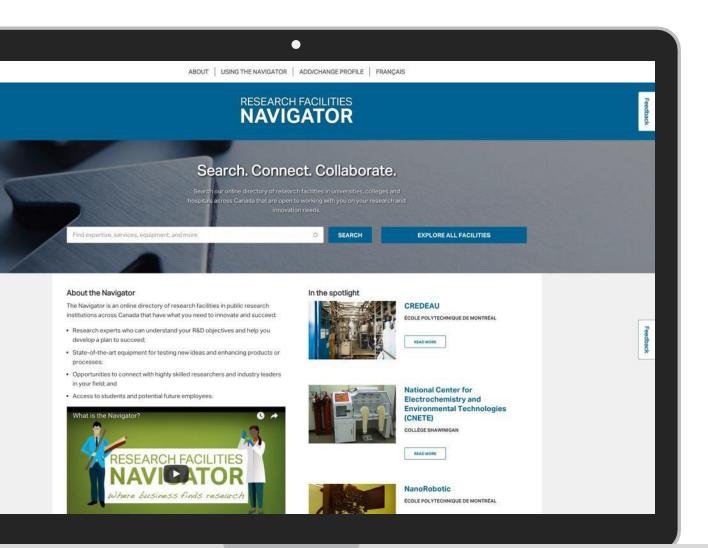
- Demonstrate the value of CFI investments by communicating results and outcomes
- Engage clients and stakeholders to support the CFI mandate
- Establish the CFI as a "trusted voice" on research and innovation issues
- Promote the value of Canadian research and innovation





# Our key audiences

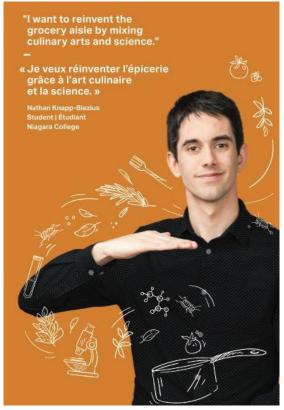
- Parliamentary community
- Government officials: Department of Industry, Science and Economic Development, Department of Finance, central agencies, science-based departments, provinces, municipalities
- Research and postsecondary education community
- Business and industry-facing organizations
- Media: mainstream (science, innovation) and specialized
- · CFI staff and Board Directors and Members

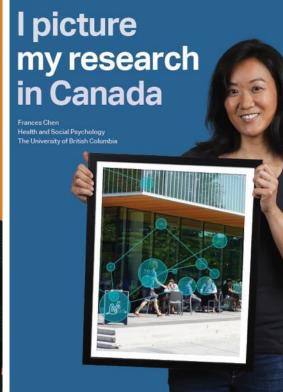


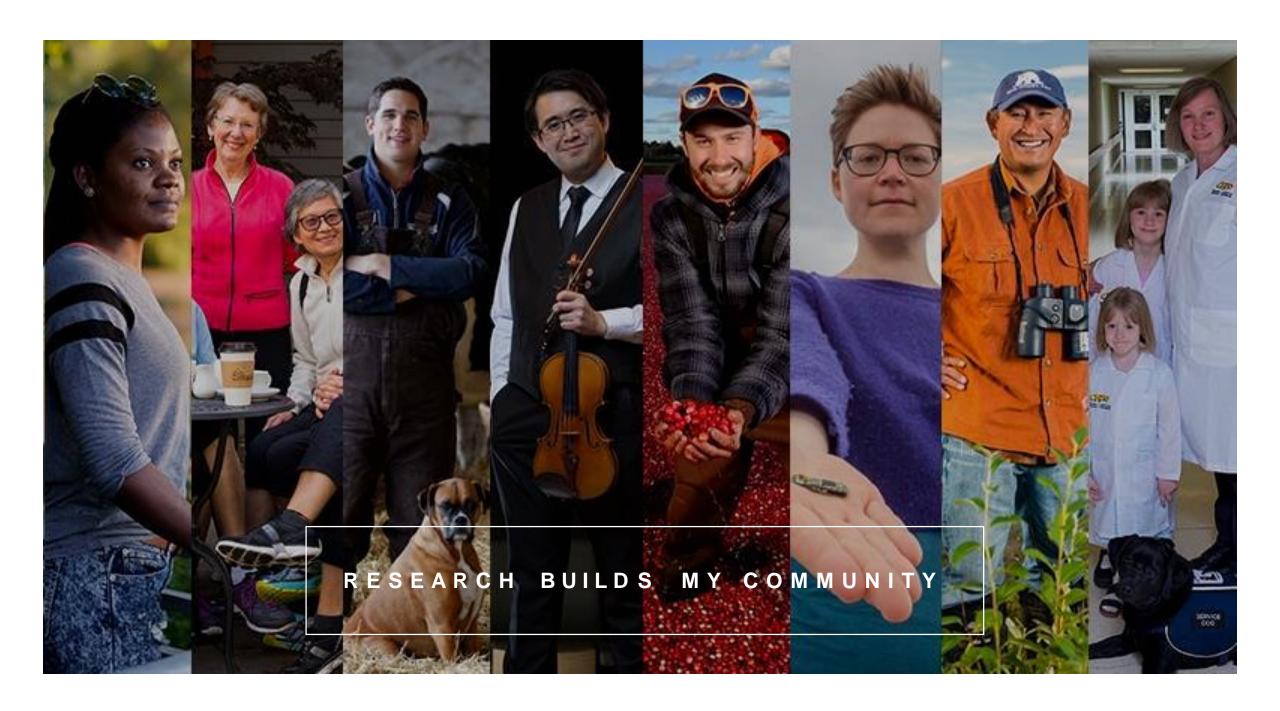
# navigator.innovation.ca

# Storytelling

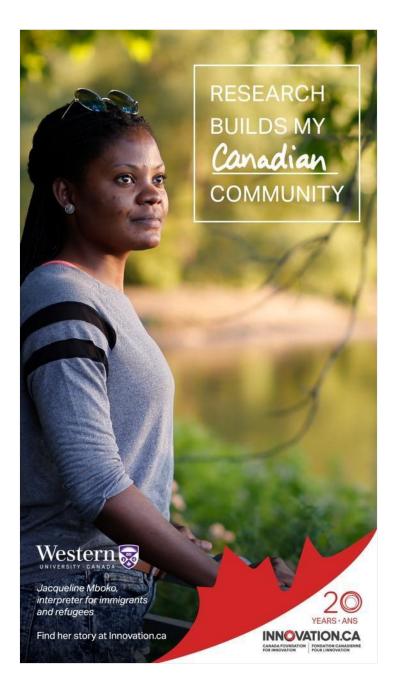
















# THE VOICE OF A NEW GENERATION



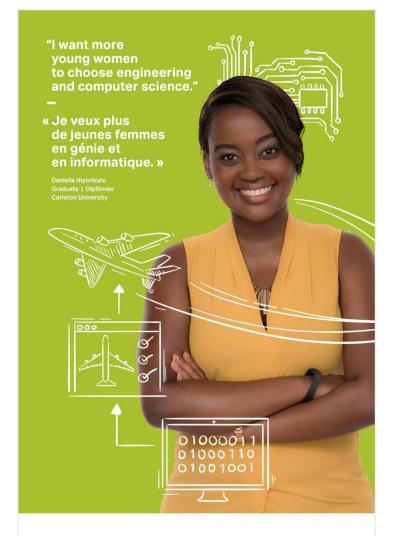
GIVING YOUNG RESEARCHERS THE TOOLS THEY NEED TO THINK BIG AND INNOVATE #IAmInnovation

**NOUS DONNONS AUX JEUNES CHERCHEURS** LES OUTILS NÉCESSAIRES POUR VOIR GRAND ET INNOVER #JeSuisInnovation

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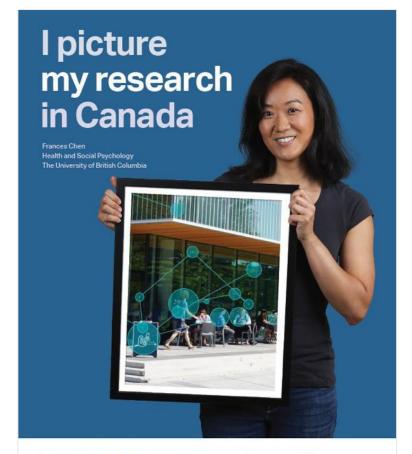


# SUPPORTING A NEW GENERATION







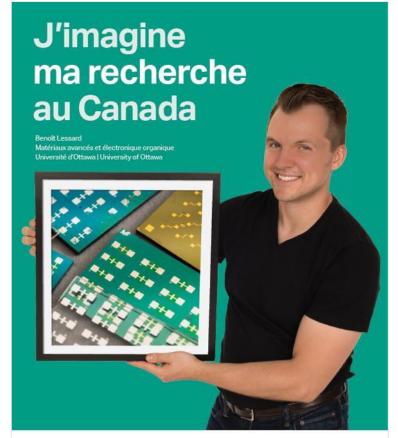


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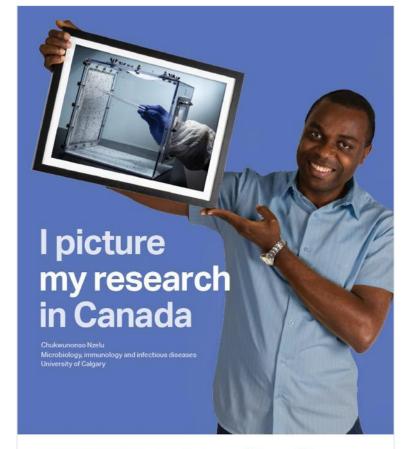




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It's all about...

# Thank you

# Keep in touch



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