

INNOVATION JOURNALISM

News Flash

Stanford, 15 April 2005

Innovation Journalism Initiative to Continue for Third Year

Following the success of the first two programs, the Swedish Agency for Innovation Systems (VINNOVA) and Stanford Center for Innovations in Learning (SCIL), are pleased to announce that the initiative to grow a community of “innovation journalists” – media professionals who cover the technical, business, legal, political and social aspects of innovation – will be funded for a third year by VINNOVA.

“A successful innovation system is fundamentally dependent on the shared knowledge between different professions, such as engineers, business executives, academics, and politicians,” said Dr. **Per Eriksson**, Director General of VINNOVA. “Media is a major source of shared knowledge between these actors in the public, private, and academic sectors. We feel that this is a very important program to support.”

Dr. Eriksson announced that the Swedish Innovation Journalism Fellowship Program will continue in 2006 with a third round of fellows, and that a university course in innovation journalism will be established in Sweden. The initiative is managed by Dr. **David Nordfors**, Senior Research Scholar in Innovation Journalism at the Stanford Center for Innovations in Learning (SCIL), the leader of the programs in Sweden and at Stanford. The initiative will establish collaboration with more countries, aiming at a multinational group of innovation journalism fellows coordinated from Stanford, and an international network of innovation journalism courses that will share content over the Internet.

The announcement follows the Second Conference on Innovation Journalism, which April 4-6 this year brought more than 100 participants from Sweden, Germany, Finland, Chile, France and the U.S. to the Stanford campus for a three-day exploration of how to cover innovation in the news.

“Journalists have to understand two overlapping cycles: the Technology Cycles and the Business Cycles,” said **Patrick Kenealy**, CEO, International Data Group, in his keynote address. “The combination of these cycles produces the “next wave.” It is the job of innovation journalists at places like IDG to spot these waves, and help readers surf them.”

This year’s conference highlighted both traditional publications and new media in Innovation Journalism such as blogs.

“Innovation Journalism is gaining acceptance as a concept and community. The concept was coined only a year and a half ago. Today, there are related initiatives going on in four countries – Sweden, Finland, Germany and the US.” said David Nordfors, founder of the Innovation Journalism Initiative and co-chair of the conference.

In January 2005, the Innovation Journalism program came under the umbrella of the Stanford Center for Innovations in Learning at Stanford University. In 2004 an innovation journalism program was started at the University of Tampere in Finland. Innovation journalism was recently included in a German research program on innovation communication at MFG Baden-Wurtemberg and the University of Hohenheim. The original Swedish Innovation Journalism initiative was started in 2003.

Swedish Innovation Journalism Fellows have been selected by a program committee headed by **Mats Svegfors**, governor of Vastmanland and former editor-in-chief of Svenska Dagbladet, a leading Swedish morning newspaper.

This year’s Innovation Journalism fellows are:

- **Johan Boström**, Editor and Writer, Göteborgsposten, a major regional newspaper. Hosted by IDG News Service.
- **Andreas Cervenka**, News and Feature Editor, Affärsvärlden. Hosted by Fortune Magazine.
- **Birgitta Forsberg**, journalist, Veckans Affärer, the largest Swedish business weekly. Hosted by the San Francisco Chronicle.
- **Marie Granmar**, Editor, Process Nordic. Hosted by Science.
- **Niklas Johansson**, journalist, Veckans Affärer. Hosted by Fast Company.
- **Anders Lotsson**, journalist, Computer Sweden. Hosted by Business 2.0.

The conference program and papers are to be published at www.innovationjournalism.org.

For more information, please contact

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Innovation Journalism is journalism about innovation. Innovation Journalism covers technical, business, legal and political aspects of innovations and innovation systems. Ideas and studies on innovation journalism are published online on www.innovationjournalism.org. The Innovation Journalism initiative and the analysis of the concept are presented in the paper “The Concept of Innovation Journalism and a Program for Developing It,” by D. Nordfors, VINNOVA Information VI 2003:05 ISSN:1650-3120. Download at <http://www.innovationjournalism.org/archive/INJO-1-1.pdf>.

VINNOVA

Swedish Agency for Innovation Systems (VINNOVA), integrates research and development in technology, transport and working life. VINNOVA’s mission is to promote sustainable growth by financing RTD and developing effective innovation systems. The Innovation Journalism Program is run by VINNOVA on location at Stanford University. <http://www.vinnova.se/>

SCIL - Stanford Center for Innovations in Learning

The Stanford Center for Innovations in Learning (SCIL) conducts scholarly research to advance the science, technology and practice of learning and teaching. <http://scil.stanford.edu/>, www.stanford.edu

IDG – International Data Group

International Data Group (IDG) is the world's leading technology media company. Patrick Kenealy became CEO in 2002, in his seventeenth year at IDG. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the Computerworld, InfoWorld, Macworld, Network World, PC World, and CIO global product lines. IDG offers online users the largest network of technology-specific sites around the world through IDG.net (www.idg.net), which comprises more than 330 websites in 70 countries. IDG is also a leading producer of 168 computer-related events in 35 countries, and research arm International Data Corporation (IDC) provides computer industry research and analysis to nearly 4,000 clients through 51 offices in 43 countries worldwide.