

**To attract creative people, generate innovation,
and stimulate economic growth.**

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To determine what defines an innovative city, a city must be able to “attract people, generate innovation, and stimulate economic development” (Florida, pg.37). According to Richard Florida, it is essential that a place must have the three basic elements that build up to an innovative city, which are technology, talent and tolerance. “More open and diverse places are likely to attract greater numbers of creative people – the sort of people who power innovation and growth” (Florida, pg 39-40). This is when and where talented and creative people cluster around and when collaboration and competition comes into play and acts as catalysts. When knowledge is shared amongst these talented people, there is collaboration where knowledge is applied to knowledge to create new knowledge. If competition was present amongst firms and the talented people, this will also create motivation to strive for new knowledge which in return produces new knowledge that is unexpected. The three T's (technology, talent and tolerance) would not act alone by itself if there is no motivation present; it is like saying how the resources are there, it is accessible, but are you motivated to reach for it? Therefore, collaboration and competition is the key to motivation that generates the productivity from the three T's.

Tolerance of diversity played an important role in the economic growth, it did not only attract people from different places, but it also meant people's “open mindness” that allowed them to accept new ideas and concepts. Since “great cities are places where people from virtually any background are welcome to turn energy and ideas [into] innovations and wealth” (Quigley, pg. 39) people would benefit from the exchanging of ideas that came from different background and broader view. The variety of people within an innovative city indicated that there was a strong relationship between the tolerance of diversity and high technology industry. The tolerance of the city indicated that there was a low barrier between

people, then therefore increasing the cluster of talent people that create innovative ideas.

Since education is the very important part of components that innovates the city, universities were considered as underutilized weapon for industrial competition. In order to approach the economic growth by generate new discoveries and become better regarded, the universities involve in a competition of production. They are similar to all other institutions. They all require funding to pursue their objective. However, the better solution for universities to enhance their eminence to differ from industry by restricting and commercializing the research is to find funding for themselves. The ability of university to absorb and apply the science, innovation and technologies can attract talents and keep them in the region. Our region has to create a progressive environment that offers opportunity. The Open University research system can push more innovation and turns into economic growth when they are able to attract and retain top talent.

Technologies, another critical factor that belongs with tolerance and talent, that will help us develop and sustain an innovative city. Technology refers to the “function of both innovation and high technology concentration in a region.”(Cities and the creative class, 2005) As universities attracts more talent, and builds up on knowledge, with a wide range of tolerance, the region has to be “[capable] to absorb and exploit the technologies.” It has to maximize the accessibility to technology. This also associates with environmental quality, which deals with mobility and connectivity. The regional advantages enhance the capability to “quickly mobilize the talent, resources, and capabilities required to turn innovations into new business ideas and commercial products.”

All the factors that are essential to foster an innovative city have to be present in order to succeed. With a mixture of conditions due to geographic difference, and correlation between the factors, each innovative city has its limitation and strength, which results in various economic growths. In addition, the cities continue to enhance further economic development by attracting more talented individuals to increase productivity with maximizing and critically utilize the available resource.