

**RUTGERS**

Rutgers Business School  
Newark and New Brunswick

# **The City as Accelerator of Urban Innovation: UN SDGs in an Urban Context**

**Lyneir Richardson, J.D.**

**Jeffrey A. Robinson, Ph.D.**

The Center for Urban Entrepreneurship & Economic Development

The background of the slide features a large, semi-transparent watermark of the Rutgers University seal. The seal is circular and contains the text 'RUTGERS UNIVERSITY' around the perimeter and 'THE STATE UNIVERSITY OF NEW JERSEY' around the inner edge. The center of the seal depicts a sunburst design.

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## **The Center for Urban Entrepreneurship & Economic Development**

World-Class Research

Innovative Education

Economic Development Impact

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The Center for Urban Entrepreneurship  
and Economic Development



## SUSTAINABLE DEVELOPMENT GOALS



# Handbook of Inclusive Innovation – 2019

George, Baker, Joshi, Tracey, Joshi - Editors

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## 8. Urban innovation: at the nexus of urban policy and entrepreneurship

*Jeffrey A. Robinson, Amol M. Joshi,  
Lutisha Vickerie-Dearman and Todd Inouye*

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## INTRODUCTION

In *Cities are Good For You: The Genius of Metropolis* (2013), Leo Hollis describes society's love/hate relationship with cities. We love them because they are the amalgamation of our creativity, innovation, and entrepreneurship; we love them because of their role in education, economy, and culture. And, yet, we are also discouraged and discontented by the inequality, inequity, and incredible level of social problems and despair that coincide with the wealth and culture of the place.

Social innovators are making a difference by addressing social problems found within urban contexts and boosting the economy via new policy and governance approaches (Gerometta et al., 2005) and the use of new and innovative business

# Urban Innovation

“we define **urban innovation** as *a break from common practice to develop long-lasting transformations in urban communities, neighborhoods, and cities.*”

- Robinson, Joshi, Vickerie-Dearman, Inouye 2019

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**URBAN INNOVATION &  
ENTREPRENEURSHIP  
is an ECONOMIC  
IMPERATIVE.**

**#UrbanENT**

**#UrbanInnovation**

# Inclusive & Sustainable Economic Development

“For an urban innovation to be **impactful**, it must be **socially inclusive** – meaning that the actors, activities, and main beneficiaries represent various parts of the economy and society (George et al., 2012).

Inclusion allows for **interaction** across social groups and benefits society by reducing socio-economic separation through developing stronger, and even new, relationships in the community (Mulgan et al., 2007).

[This will] ... allow us to **separate** innovative activities that are small and incremental from urban innovations that have the potential to impact the economy and society in major ways.”

“**Inclusive growth as an outcome** looks at ‘improvements in social and economic well-being of communities that have structurally been denied access to resources, capabilities and opportunities’ (George et al., 2012, p. 661).

- Robinson. Joshi, Vickerie-Dearman, Inouye 2019: 130-132





## Some topics for discussion:

- UEED Course
- Black and Latinx Tech Entrepreneurship
- Job Creation & Inclusive Economic Development
- Economic Development of Urban Areas (Trend)
- Social Entrepreneurship Development

# Black and LatinX Technology Program

Social Entrepreneurship Class x Attending the Annual Meeting x AOM 2020 FAQ's x Black And Latino Tech - Connectin x

www.blackandlatintech.com

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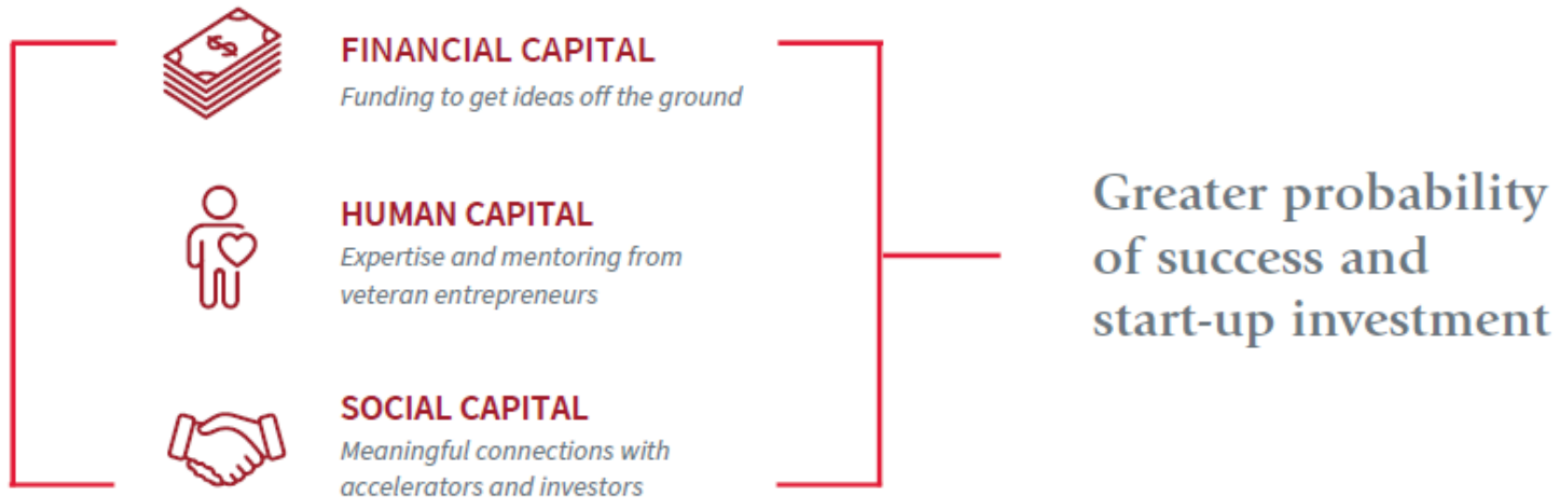
OUR PROGRAM APPLY EXPECTATIONS OUR EXPERTS FAQS PORTFOLIO

**BLACK & LATINO**  
Technology Program Overview

**RUTGERS**  
Center for Urban Entrepreneurship  
and Economic Development

## WHAT WE OFFER / FOUNDERS

Offering **founders** a strategic and connected source of capital.



## ABOUT THE FUND / OUR THESIS

**Providing seed-stage  
capital to Black and  
Latinx-led start-ups in  
high-growth sectors**

**Additional investment  
and/or acceptance into  
accelerators**

**Profitable businesses  
and new jobs created**

**A stronger, more  
diverse Greater  
Newark economy**

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