

## FACT SHEET

### Kellogg Innovation Network (KIN)

#### ABOUT THE KIN GLOBAL SUMMIT

On June 1-3, 2009, a group of 200 delegates from around the world will convene to build a path toward global prosperity. KIN Global is not simply a conference, but part of a larger vision, of a responsibility of great institutions to provide an independent platform for people to collaborate and address humanity's most meaningful challenges. KIN Global seeks to discuss what prosperity means within various regions and contexts and how we work together to achieve it. We think and act in terms of three interrelated types of prosperity: Economic, Environmental and Community.

#### AREAS OF EXPLORATION AT THE KIN GLOBAL SUMMIT

- How do we define "prosperity"?
- What are the roles of business, government and academia in helping to achieve it?
- What are people doing around the world that is working, and how might we transfer and adapt those programs to other geographies and contexts?
- What role can and/or should the military play in supporting peace and prosperity?
- How can media contribute to the public good?
- How do we satisfy our expanding demand for resources while protecting the environment and enabling growth in resource intensive economies?
- How can private sector companies support development in emerging economies while fulfilling their mission for shareholders?

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#### FAQ's

##### **Q: How did the KIN come about?**

**A:** In February of 2003, 15 business leaders and founding Kellogg faculty members, Mohan Sawhney and Robert C. Wolcott, came together to form the Kellogg Innovation Network (KIN) – a platform for innovation dialogue and action among leaders in business, government and academia.

##### **Q: What is the KIN's mission?**

**A:** The KIN facilitates innovation strategy and management dialogue across a variety of industries and supports research that matters.

##### **Q: What does the KIN do?**

**A:** The KIN hosts two dialogue events per year, limited to no more than 50 people per event, and for the first time in 2009, one global summit limited to 200 participants. KIN events facilitate dialogues between executive partners, allowing for the flow of information and best practices to pollinate across a wide range of industries and contexts.

##### **Q: How is a KIN event structured?**

**A:** KIN events are invitation-only and conducted in a confidential, closed-door setting. Most program time is devoted to senior executives who present their best practices and innovation challenges, and exchange questions with other participants in non-competitive industries. Rather than delivering lectures, Kellogg faculty members act as facilitators and synthesizers during KIN events.

##### **Q: What makes KIN different?**

**A:** KIN members are the driving force behind research initiatives at Kellogg. It is through KIN dialogues that critical areas of research are determined and set to action.

##### **Q: Who attends KIN events and how do people get invited?**

**A:** KIN events have a balanced cross-section of innovation drivers within the areas of business, government and academia. A range of companies are typically represented at KIN events, including senior executives from DuPont, Motorola, Chamberlain Group, Linde and Herman Miller. The KIN also involves senior government officials from the U.S. Military and Scandinavian Ministry. Invitations are based on previous involvement and referrals.

##### **Q: Are media present at KIN events?**

**A:** To sustain a safe, free-flow information exchange, media involvement is determined on a case-by-case basis. During a KIN event, some sessions are closed-door and require full confidentiality, in order to protect participants and sensitive information. We are always happy to accommodate interview requests and provide our latest research and insights.

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*If you're interested in attending an event or speaking with a KIN representative, please contact Kristen DaRosa at [k-darosa@kellogg.northwestern.edu](mailto:k-darosa@kellogg.northwestern.edu).*