

From: [JERI DM JERI:EX](#)
To: M.Mazzucato@ucl.ac.uk
Subject: Letter from Deputy Minister Bobbi Plecas
Date: May 18, 2021 10:33:00 AM
Attachments: [154426 Signed.pdf](#)

Please find attached a letter from Bobbi Plecas, Deputy Minister, Ministry of Jobs, Economic Recovery and Innovation.

Thank you,

Office of the Deputy Minister
Ministry of Jobs, Economic Recovery and Innovation



Ref: 154426

May 18, 2021

Mariana Mazzucato
Professor in the Economics of Innovation and Public Value
Founding Director, Institute for Innovation and Public Purpose
University College London
11 Montague Street, London, WC1B 5BP
United Kingdom
Email: M.Mazzucato@ucl.ac.uk

Dear Professor Mazzucato:

I am pleased to inform you that we have issued a Foreign Service Agreement (contract) for the project “Scoping a Mission-Oriented Innovation Approach in British Columbia.”

This scoping project will use the Institute for Innovation and Public Purpose’s (IIPP) Mission Oriented Innovation ROAR Framework (Routes and directions, Organizational capacity, Assessment and evaluation, Risks and rewards) to focus on potential challenge and mission direction setting for the British Columbia (BC) Government. To do this, IIPP will run an applied learning, scoping, and research project in which we would explore ways to collaborate with stakeholders (government, industry, and civil society) to define challenges and missions, based on the BC guiding principles of a sustainable, innovative, and inclusive society.

The project will run from June 2021 until March 2022 and is for an awarded value of \$345,785.47 CAD. I will provide you with a draft public communication of the project and your role in advising the Province, for release upon joint execution of the Agreement. I look forward to receiving your further comments on the draft Agreement and draft announcement text.

Sincerely,

Bobbi Plecas
Deputy Minister