

DEVELOPING AN INNOVATION CULTURE IN NUCLEAR ENERGY

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third way
fresh thinking



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Idaho National Laboratory

THE CURRENT NUCLEAR SALES FLOOR



Trabant



The modern energy system is demanding options:

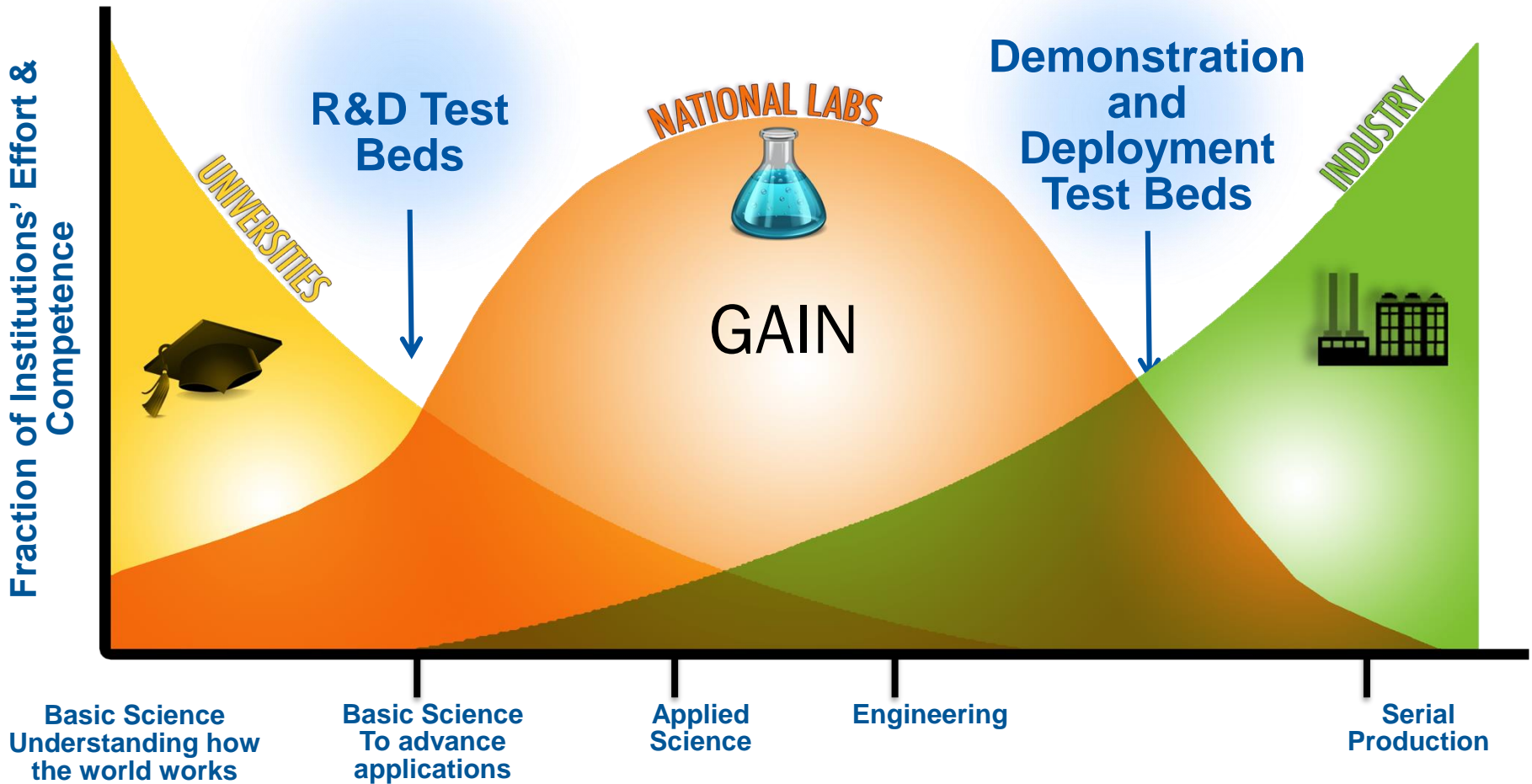
How will nuclear respond?

Transform like computers?



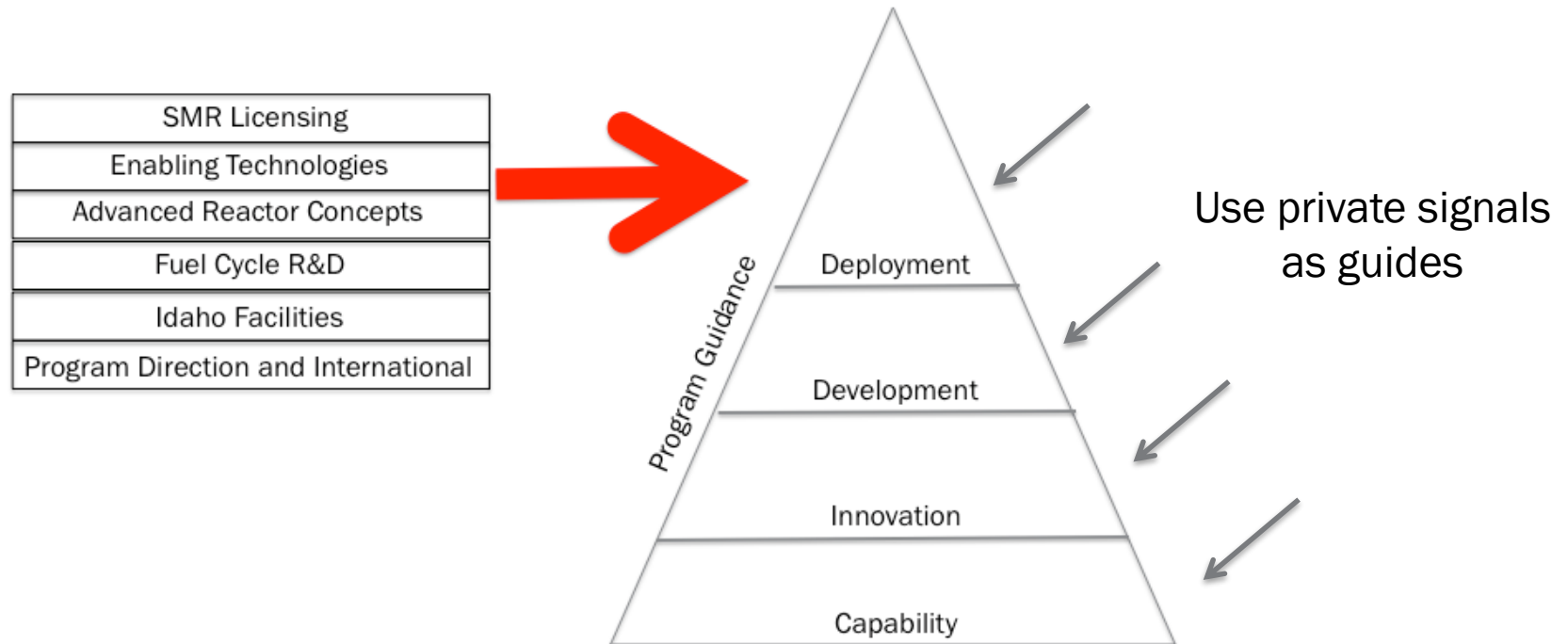
Detroit Auto Show

NATIONAL TEST BED

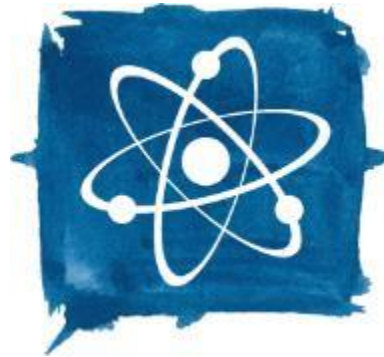


INNOVATION PATHWAY

ALIGNMENT TO AN INNOVATION CULTURE



Connect basic science with technology priorities,
Reorient the national labs to pursue commercially relevant RD&D,
Encourage more private investment in energy innovation,
Support demonstration projects, and
Complement “supply-push” policies with “demand-pull” policies.



ADVANCED NUCLEAR CAMPAIGN

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