

Consultation on the Effectiveness of Innovation Support in Europe

Questionnaire – Part A addressed to companies

Final version

Part I: Identification of the stakeholder

1. How did you first hear about the public consultation?

- a. From EU information sources (e.g. EU web portal¹)
- b. From the Enterprise Europe Network (EEN)
- c. From a business association
- d. From the press
- e. Other (please specify):.....

2. In which country is your company located?

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3. In which sector can your activities be found? Please specify (if more than one category applies, choose the most characteristic one):

- Automotive
- Energy
- ICT and Communication equipment
- Textile
- Environmental services
- Transport services
- Software
- Aeronautics and Space
- Biotechnologies (health, industrial, agricultural)
- Pharmaceuticals
- Engineering
- Chemicals
- Medical devices or medical instruments
- Food/Drink
- Entertainment (film, radio and TV, video games, etc)
- Financial services
- Insurance
- Real estate
- Construction
- Machine building
- Legal services
- Consultancy services
- Others:

¹ http://ec.europa.eu/yourvoice/consultations/index_en.htm

- 4. Was your company established after January 1st 2004?**
- Yes
 - No
- 5. Please indicate the turnover of your company in 2008.**
- 0-2 mio €
 - 2-10 mio €
 - 10-50 mio €
 - >50 mio €
- 6. Please indicate the annual growth rate of your turnover during the last 3 years.**
- < 0%
 - 0-10%
 - 10-20%
 - >20%
- 7. Please indicate the number of staff employed.**
- 0-9
 - 10-49
 - 50-249
 - 250 or more
- 8. Please indicate the annual growth rate of staff employed during the last 3 years?**
- < 0%
 - 0-10%
 - 10-20%
 - >20%
- 9. Do you have staff especially assigned to innovation management, including IP management and design?**
- Yes
 - No
 - Don't know
- 10. Over the last 3 years, has your company introduced any of the following forms of innovation? (multiple answers possible)**
- New or significantly improved goods
 - New or significantly improved services
 - New or significantly improved processes for manufacturing goods or producing services
 - New or significantly improved logistics, delivery or distribution processes
 - New or significantly improved organisational methods (such as change in management structure, work organisation or new methods of interacting with other companies)
 - A new business model or a new way of marketing your product/service
 - Other
 - None

11. If your company has introduced any form of innovation over the last 3 years as mentioned in question 9, was this form of innovation based on research?

- Yes
- No

12. Approximately how much did your company spend in 2008 on all of your innovation activities?

- < 100 000 €
- 100 000-500 000 €
- 500 000-1 mio €
- 1 mio-5 mio €
- > 5 mio €

13. In your opinion, how will the current economic downturn impact the scope of your innovation activities?

- Low impact
- Medium impact
- High impact
- No impact

If yes, please specify the impact:

- It is more difficult to get access to finance for innovation activities
- Budgets for R&D are reduced
- Budgets for non-R&D based innovation projects are reduced
- Priorities in the company have been shifting away from innovation
- Other.....

Part II: Existing innovation support

14. Over the last 3 years, what kind of public innovation support has your company received?

- Support to awareness raising and information on support possibilities
- Support to networking and cooperation between actors
- Support for financing innovation projects (including R&D)
- Support to innovation management
 - If yes please specify:
 - IP management
 - design management
 - organisational innovation
 - Other
- Support to the creation of specific skills
- Support to identify innovation potential (information on market needs, market conditions, new regulations, new technology, etc.)
- Support to technology / knowledge transfer
- Other
- None

15. Over the last 3 years, what was the share of public funds received as support for innovation in your overall expenditure on innovation?

- No public funds received
- 0 - 10%
- 10 - 25%
- 25 – 50%
- >50%

16. Was the support from publicly funded schemes instrumental to any of your company’s innovation projects, in such a way that the innovation would not have been developed or introduced without this support?

- Yes
- No

17. To what extent did the support you received in different forms meet your expectations? (Please rate: 1 = met perfectly our expectations, 6 = did not meet our expectations at all)

<input type="radio"/> Support to awareness raising and information on support possibilities	1	2	3	4	5	6
<input type="radio"/> Support to networking and cooperation between actors	1	2	3	4	5	6
<input type="radio"/> Support for financing innovation projects (including R&D)	1	2	3	4	5	6
<input type="radio"/> Support to innovation management including IP management, design management	1	2	3	4	5	6

and organisational innovation	1	2	3	4	5	6
o Support to the creation of specific skills	1	2	3	4	5	6
o Support to identify innovation potential (information on market needs, market conditions, new regulations, new technology, etc.)	1	2	3	4	5	6
o Support to technology / knowledge transfer	1	2	3	4	5	6
o Other	1	2	3	4	5	6

<p>Part III: Needs of Companies for more Effective Forms of Innovation Support and the Role of EU Instruments in Support of Innovation</p>

18. What are the factors hampering innovation activities in your company and what is their relative importance?

Lack of access to knowledge	<i>High</i>	<i>Low</i>
Lack of creative and skilled personnel	<i>High</i>	<i>Low</i>
Lack of management skills including innovation management	<i>High</i>	<i>Low</i>
Lack of knowledge about benefits of innovation	<i>High</i>	<i>Low</i>
Lack of access to finance	<i>High</i>	<i>Low</i>
Lack of knowledge about support instruments	<i>High</i>	<i>Low</i>
Lack of incentives facilitating cooperation between actors	<i>High</i>	<i>Low</i>
Lack of access to knowledge networks and clusters	<i>High</i>	<i>Low</i>
Difficulty in finding partners for innovation	<i>High</i>	<i>Low</i>
Lack of IP protection	<i>High</i>	<i>Low</i>
Innovation costs too high	<i>High</i>	<i>Low</i>

19. If you are aware of other factors hampering innovation activities in your company than those mentioned in question 18, please specify them and rate their relevance (high, low)

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20. Do you expect public authorities to provide direct innovation support?

- Yes
- No

21. What is the relative importance of the following different forms of direct innovation support for your company?

Support to networking and cooperation between actors	<i>High</i>	<i>Low</i>
Support for financing innovation projects (including R&D)	<i>High</i>	<i>Low</i>
Support to innovation management including IP management, design management and organisational innovation	<i>High</i>	<i>Low</i>
Support to the creation of specific skills	<i>High</i>	<i>Low</i>
Support to identify innovation potential (information on market needs, market conditions, new regulations, new technology, etc.)	<i>High</i>	<i>Low</i>
Support to technology / knowledge transfer	<i>High</i>	<i>Low</i>
Support to the internationalisation of innovative SMEs	<i>High</i>	<i>Low</i>
Support to awareness raising and information on support possibilities	<i>High</i>	<i>Low</i>

22. If you are aware of other forms of direct innovation support than those mentioned in question 21, please specify them and rate their relevance (high, low)

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23. With respect to the management of your innovations, for what types of innovation management would you need better public support?

- Innovation strategy *High Low*
- Organisational innovation including the use of IT and e-business *High Low*
- IP management *High Low*
- Design management *High Low*

24. With respect to the protection of your innovations, for what types of IP protection would you need better public support?

- Patents *High Low*
- Copyrights *High Low*
- Design *High Low*
- Trademarks *High Low*
- Informal forms of protection *High Low*

25. In your opinion, how important are the following measures to support innovation activities outside Europe?

- Improve access to knowledge on international market conditions *High Low*
- Improve networking with companies and research institutes *High Low*
- Improve mobility of human resources involved in innovation *High Low*
- Improve IP protection abroad *High Low*

26. If you are aware of other measures to support innovation activities outside Europe than those mentioned in question 25, please specify them and rate their relevance (high, low).

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27. From whom would you expect innovation support? (Please choose 3 options)

- Universities and research centres
- Incubators and science parks
- Innovation and business development agencies
- Chambers of commerce and business associations
- Cluster organisations
- Private consultancies
- Other

28. In your opinion, how could public innovation support services be provided more effectively?

By involving private organisations and innovation experts more directly in the service provision *High Low*

By better addressing specific needs of service innovation *High Low*

By targeting actions more effectively towards companies with high growth potential *High Low*

By introducing fast track procedures for administration and evaluation of projects *High* *Low*

By leaving SMEs more choice on the type of service provider (e.g. through innovation vouchers) *High* *Low*

By offering more integrated innovation support services (e.g. one-stop-shop approach) *High* *Low*

29. If you are aware of other means to provide public innovation support services more effectively than those mentioned in question 28, please specify them and rate their relevance (high, low)

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30. In your opinion, is there a role for the EU in direct support to innovation?

- Yes
- No

If yes, what should be the role of European instruments to support innovation activities (notably for SMEs)? (Please choose 3 options)

- Support to networking and cooperation between actors
- Support for financing innovation projects (including R&D)
- Support to innovation management including IP management, design management and organisational innovation
- Support to the creation of specific skills
- Support to identify innovation potential (information on market needs, market conditions, new regulations, new technology, etc.)
- Support to technology / knowledge transfer
- Support to the internationalisation of innovative SMEs
- Develop new forms of innovation support measures that could be implemented nationally or at European level
- Support to awareness raising and information on support possibilities
- Other

31. How do you evaluate the added-value of the main EU initiatives that support cooperation between different innovation actors?

- | | | | |
|---|------------------|-------------|-----------------------------------|
| <input type="radio"/> Europe INNOVA | <i>Very good</i> | <i>Poor</i> | <i>Don't know this initiative</i> |
| <input type="radio"/> Enterprise Europe Network
(EEN, ex IRCs) | <i>Very good</i> | <i>Poor</i> | <i>Don't know this initiative</i> |
| <input type="radio"/> IPR Helpdesk | <i>Very good</i> | <i>Poor</i> | <i>Don't know this initiative</i> |

32. In your opinion, how could the effectiveness of the EU support measures best be improved? (Please choose 3 options)

- Better information about the EU initiatives in support of innovation
- Simplification of the participation rules in EU projects
- Better dissemination of the results of EU projects to SMEs
- More direct support for SMEs through EU support mechanisms
- Better coordination between the different EU instruments (Research Framework Programme, Structural Funds, Competitiveness and Innovation Framework Programme)
- New forms of innovation support for SMEs such as support for innovation management and internationalisation
- Better coordination between the different EU initiatives and national/regional support measures
- Other