

## European Trend Chart on Innovation

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### Workshop 7

#### Valorising the Innovation Capacity of the Firm

*The value of intangible assets in the knowledge economy*

The European Commission (DG Enterprise) has endorsed the decision to carry out a “policy review workshop” on the above theme. In order to prepare this exercise properly, we kindly ask you to fill in the following questionnaire. Your response will assist us in identifying the structures in your country and current developments within the theme, in addition it will provide input into identifying the policy practitioners that may benefit from participation in such a workshop. **Please read the WKS 7 scoping paper first**, which outlines the specific considerations for the topic and should act as a guide to what type of answers we are looking for from the questionnaire. As one of 33 country briefings we would appreciate your answers to be as concise as possible. If you have any questions please contact:

**Jan-Frens van Giessel**, Technopolis BV, Amsterdam, The Netherlands

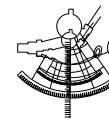
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The workshop will address two related themes; the valuation of intangibles (e.g. IP) and the certification of Innovation Management Techniques. Your input is mostly requested on the latter theme but we also ask for your input on the issue of valuation of intangibles.

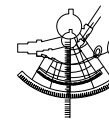
#### **Definition of Innovation Management Techniques and Certification**

Innovation does not always mean employing the very latest cutting-edge technology. On the contrary, it is less a question of technology and more a way of thinking and finding creative solutions within the company. In this context, innovation management techniques (IMTs) can be seen as a range of tools, techniques and methodologies that help companies to adapt to circumstances and meet market challenges in a systematic way. We define an IMT (Innovation Management Technique) to be any methodology or tool which facilitates the management of innovation within firms. An Innovation Management Certificate is a label which states that the certified company has put in place “good management practises”, incorporated good Innovation Management Techniques.



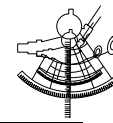
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<b>Personal Information</b> Country: Austria Surname: Leo Hannes / Ziegler Elke Email: leo@wifo.ac.at		
<b>Innovation Management Techniques</b>		
Q 1a. Are there any policy programmes aimed at promoting the <i>creation</i> of any of the following types of Innovation Management Techniques? These would be schemes addressed to management consultancies, public and private innovation centres, government agencies, trade associations, etc to develop these tools. <i>Please tick the box below (Q1a)</i>		
Q 1b. Are there any policy programmes aimed at promoting the <i>use</i> of any of the following types of Innovation Management Techniques by firms? These could be either addressed to intermediaries or directly to firms to take up these techniques. <i>Please tick the box below (Q1b)</i>		
<b>Type of Innovation Management Technique</b>	<b>Q 1a Creation IMT</b>	<b>Q 1b Use IMT</b>
Knowledge Management Tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Market Intelligence Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative And Networking Tools	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Human Resources Management Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Interface Management Approaches	<input type="checkbox"/>	<input type="checkbox"/>
Creativity Development Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Process Improvement Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Innovation Project Management Techniques	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Creation Tools	<input type="checkbox"/>	<input type="checkbox"/>
<i>Source: Innovation Management and the Knowledge Driven Economy. January 2004. European Commission, DG Enterprise</i>		
Q 1c. Provide name and short description (max 10 lines) of the most interesting policy programme in the area Innovation Management Techniques (if available in your country).		
<p>Example 1</p> Name of programme    Protec 2002+ Description            The technology transfer programme Protec 2002+ (programme period: 2002-2006) has been developed for the purpose of enhancing innovation among SMEs. Protec 2002+ mainly concerns the following elements of the innovation processes: use external sources of knowledge in R&D, improvement of the innovation management of companies (especially of SMEs), creation of co-operation models and (sustainable) networks with the aim of raising the innovative potential among the SMEs involved. The programme is open to all sectors and technology segments and addresses not only SMEs but also entities providing know-how to SMEs.		
<p>Example 2</p> Name of programme    Research Studio "eLearning Environments" Description            The research studios process research and development of services in the area of e-technologies, smart content and new media. Cooperation with enterprises guarantee practice oriented results. The research studios are organised as a network of small, flexible units. They provide researchers a helpful infrastructure. One studio concentrates on "eLearning Environments". It is involved with procedures for the construction, evaluation and optimization of e-Learning environments as business solutions. Knowledge transfer and immediate feasibility of solutions in enterprises are of special importance for the work of the Studio.		



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<b>Certification of Innovation Management</b>
<p>Q 2. The challenge this workshop addresses is the development of a certification of innovation management competences. This requires organisations setting the standards and disseminating this certification as a credible quality label. <i>Are there any public or private initiatives aimed at promoting the creation of an innovation management certificate?</i> If yes, please give example(s) and provide name and short description (who has initiated this, how does it work?, where can we find information?)</p> <p>Example 1 Name of programme Staatspreis for Innovation (AT_72) Description All Austrian companies developing or launching innovative products, processes or services can participate in this competition. Implementation of the innovation should already be completed for the most part and first data on the innovation's impact should be available. Two-phase competition: 1: In each of the nine Austrian federal states an innovative company is chosen as winner of a regional competition and goes through to the finals. Regional winners should comply with the criteria. 2: In the second phase an international jury assesses the innovative achievements according to the criteria. Objectives: Award for innovative companies (Platform of Presentation and Innovation), Awareness for Innovation (promotion and highlighting). The initiative is administrated by the Ministry for Economy and Labour, information can be found online: <a href="http://www.staatspreis.at">http://www.staatspreis.at</a> (only in German).</p> <p>Example 2 Name of programme Description</p>
<p>Q 3. In those countries that have such a certification of innovation management competences companies need to be encouraged to use them. <i>Are there any policy programmes aimed at promoting the use of innovation management certificates by companies?</i> If yes, please give example(s) and provide name and short description</p> <p>Example 1 Name of programme There are no such programmes. Description</p> <p>Example 2 Name of programme Description</p>
<b>Valuation of intangibles (e.g. patents)</b>
<p>Q 4. Do you know of any public-private initiatives supporting the valuation of intangibles, such as IPR, with the purpose of acquiring finances for innovation? Examples could be joint assessment of innovation plans by technologists, financiers and agencies to underpin the request for loans or equity funding.</p> <p>Example 1</p>



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Name of programme	There are no such programmes.
Description	
Example 2	
Name of programme	
Description	
<b>Q 5. Please indicate a possible policy maker(s) from your country who is actively involved in policy initiatives promoting the <i>valuation of intangibles</i></b>	
Name:	
Organisation:	
Position:	
Role/Experience with workshop theme	
Telephone:	
Email:	
Postal address:	
Name:	
Organisation:	
Position:	
Role/Experience with workshop theme	
Telephone:	
Email:	
Postal address:	
<b>Q 6. Please indicate a possible policy maker(s) from your country who is actively involved in policy initiatives promoting <i>innovation management techniques and/or certification of innovation management</i></b>	
Name:	Martina Gratzner
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Position:	
Role/Experience with workshop theme	Organizer of "Staatspreis for Innovation"
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Role/Experience with workshop theme	Manager of ProtecNet
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