

European Trend Chart on Innovation

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

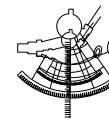
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The workshop will address two related themes; the valuation of intangibles (e.g. IP) and the certification of Innovation Management Techniques. Your input is mostly requested on the latter theme but we also ask for your input on the issue of valuation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

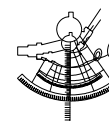
Definition of Innovation Management Techniques and Certification

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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Personal Information Country: Bulgaria Surname: Stankov, Petar Email: p.stankov@ced.bg		
Innovation Management Techniques		
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>		
Type of Innovation Management Technique	Q 1a Creation IMT	Q 1b Use IMT
Knowledge Management Tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Market Intelligence Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cooperative And Networking Tools	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Human Resources Management Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interface Management Approaches	<input type="checkbox"/>	<input type="checkbox"/>
Creativity Development Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Process Improvement Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Innovation Project Management Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Creation Tools	<input checked="" type="checkbox"/>	<input checked="" 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 Consultancy Grant Scheme Description This scheme is under the Enhancement of Competitiveness of the Bulgarian Enterprises Project measure of the Ministry of Economy (the overall budget of the entire project is BGN 30 mln (Euro 15 mln.). The scheme, which is a part of this project, supports various activities of advisory companies, aimed at enhancing certain elements of innovation management techniques of Bulgarian enterprises, such as: assessment and implementation of business strategies, quality standards implementation, transfer of innovation technologies, human resources management. The scheme is financed under the PHARE 2004-2006 programme. The target group are only SMEs. <p>Example 2</p> Name of programme Investment Grant Scheme Description The Investment Grant Scheme is also a part of the Enhancement of Competitiveness of the Bulgarian Enterprises Project of the Ministry of Economy. Target areas are: technological transfer; R&D of marketing; enhancing investment capacity of enterprises; implementation of good management practices. However, the target group is again only SMEs.		
Certification of Innovation Management		



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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. *Are there any public or private initiatives aimed at promoting the creation of an innovation management certificate?* 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?)

Example 1

Name of programme No programme in Bulgaria

Description

Example 2

Name of programme No programme in Bulgaria

Description

Q 3. In those countries that have such a certification of innovation management competences companies need to be encouraged to use them. *Are there any policy programmes aimed at promoting the use of innovation management certificates by companies?* If yes, please give example(s) and provide name and short description

Example 1

Name of programme n.a.

Description

Example 2

Name of programme n.a.

Description

Valuation of intangibles (e.g. patents)

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.

Example 1

Name of programme No programme

Description

Example 2

Name of programme No programme

Description

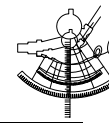
Q 5. Please indicate a possible policy maker(s) from your country who is actively involved in policy initiatives promoting the *valuation of intangibles*

Name: Tsonka Taushanova

Organisation: Patent Office of the Republic of Bulgaria

Position: President

Role/Experience with workshop theme Although such initiatives are not yet implemented in Bulgaria and promotion of intellectual property development is not in the prerogatives of the Bulgarian Patent Office, its president might be interested in getting involved in transferring good practices in this respect from abroad, in order to get actively involved in valuation of



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intangibles promotion in the future.
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Name:
Organisation:
Position:
Role/Experience with workshop theme
Telephone:
Email:
Postal address:

Q 6. Please indicate a possible policy maker(s) from your country who is actively involved in policy initiatives promoting *innovation management techniques and/or certification of innovation management*

Name: Eli Anavi
Organisation: Ministry of Economy, Enterprise Policy Directorate
Position: Head of Directorate
Role/Experience with workshop theme The Enterprise Policy directorate is cooperating with the Bulgarian-American Investment Fund and with Bulgarian-American Credit Bank in promoting innovation management among young Bulgarians. Every year there is a competition, called Best Young Entrepreneur. The competition has been in place for 12 years so far. The Ministry has been cooperating in it for several years.
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Name:
Organisation:
Position:
Role/Experience with workshop theme
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