

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

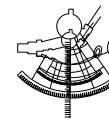
Telephone +31 (0) 20 535 22 44

E-mail jfvg@technopolis-group.com

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.

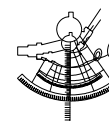
Definition of Innovation Management Techniques and Certification

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.



European Trend Chart on Innovation

Personal Information Country: Greece Surname: Deniozos Dimitris Email: ddegno@gsrt.gr		
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 type="checkbox"/>	<input type="checkbox"/>
Market Intelligence Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative And Networking Tools	<input type="checkbox"/>	<input 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 type="checkbox"/>	<input type="checkbox"/>
Innovation Project Management Techniques	<input type="checkbox"/>	<input 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). Example 1 Name of programme Training in the management of research, technology and innovation Description The "Operational Programme for Competitiveness" provides for the support of private and/or public organisations which will develop and organise courses on RTD and innovation management addressing (a) research directors in firms and public RTD entres and academics (b) PhD students and post-docs (c) opinion makers (reporters, journalists etc). The scheme, withg an initial budget of 3M€, is under elaboration for more than the last 2 years. There has been a public call for proposals for the selection of training proposals which was cancelled, due to formal deficiencies of the 8 applications received. A new call is expected. Example 2 Name of programme Description		
Certification of Innovation Management		
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? If yes, please give</i>		



European Trend Chart on Innovation

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

Description

Example 2

Name of programme

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

Description

Example 2

Name of programme

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

Description

Example 2

Name of 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: Kintis George

Organisation: Taneo

Position: CEO

Role/Experience with workshop theme Participating in funds that aim at funding new technology based firms

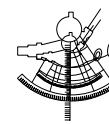
Telephone: 0030 2103 387110

Email: gkintis@taneo.gr

Postal address: Taneo, Omirou str 18A, Athens 10672

Name: Nikolaidou Anastasia

Organisation: General Secretariat for Research and Technology



European Trend Chart on Innovation

Position: Head of Unit
Role/Experience with workshop theme Working on funding schemes for the promotion of spin off creation and development
Telephone: 0030 2107 458173, 0030 2107 713215
Email: anik@gsrt.gr
Postal address: Mesogeion 18, Athens 11510 Greece

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: Sofouli Evangelia
Organisation: General Secretariat for Research and Technology
Position: Had of Unit
Role/Experience with workshop theme Working on technology and innovation promotion. Ex-Direcotr of the Technology Development Division
Telephone: 0030 2107 458168, 0030 2107 714397
Email: esof@gsrt.gr
Postal address: Mesogeion 18, Athens 11510 Greece

Name: Theodoropoulou Margarita
Organisation: General Secretariat for Research and Technology
Position: Programme coordinator
Role/Experience with workshop theme Preparing and launcing the scheme for training TRD and innovation managers
Telephone: 0030 2107 458172
Email: rthe@gsrt.gr
Postal address: Mesogeion 18, Athens 11510 Greece