

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

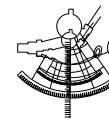
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The workshop will address two related themes; the valuation of intangibles (e.g. IP) and the certification of Innovation Management Techniques. Your input is mostly requested on the latter theme but we also ask for your input on the issue of valuation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

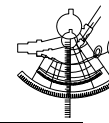
Definition of Innovation Management Techniques and Certification

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.



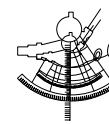
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Personal Information Country: Latvia Surname: Kristapsons & Adamsons-Fiskovica Email: jtk@lza.lv, anda@lza.lv																																
Innovation Management Techniques																																
<p>Q 1a. Are there any policy programmes 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></p>																																
<p>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></p>																																
<table border="1"> <thead> <tr> <th>Type of Innovation Management Technique</th> <th>Q 1a Creation IMT</th> <th>Q 1b Use IMT</th> </tr> </thead> <tbody> <tr> <td>Knowledge Management Tools</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Market Intelligence Techniques</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Cooperative And Networking Tools</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Human Resources Management Techniques</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Interface Management Approaches</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Creativity Development Techniques</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Process Improvement Techniques</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Innovation Project Management Techniques</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Business Creation Tools</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>	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"/>		
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<p><i>Source: Innovation Management and the Knowledge Driven Economy. January 2004. European Commission, DG Enterprise</i></p>																																
<p>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> <p>Example 1 Name of programme No such programme has been elaborated in Latvia yet. Description</p> <p>Example 2 Name of programme Description</p>																																
Certification of Innovation Management																																
<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 No such certification initiative can be identified for Latvia. Description</p>																																



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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. <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 Example 1 Name of programme Due to non-existence of such a certification, no related policy programme can be identified. 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 No such explicit initiative can be identified, although there have been individual occasions of patent and trademark valuation efforts. Discussions on the topic have been initiated, especially in regard to possibilities of SMEs and start-ups to get access to bank loans. Interest on the promotion of such initiatives have been expressed by involved stakeholders. 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 <i>valuation of intangibles</i> Name: Ms. Mara Rozenblate Organisation: Patent Office of the Republic of Latvia Position: Deputy Director of the Department of Examination of Inventions Role/Experience with workshop theme Expertise on Latvian inventions; competence on the general situation of Latvia; experience in consulting of entrepreneurs in regard to valuation of intangibles (patents). Telephone: +371 7027622 Email: mara@lrpv.lv Postal address: Citadeles iela 7/70, Riga, LV-1010, Latvia Name: Organisation: Position:



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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: Dr. Dace Gertnere

Organisation: University of Latvia

Position: Director of the Development and planning department

Role/Experience with workshop theme Elaboration of strategic development plans of the University of Latvia; organiser of the discussion on research commercialisation of the University of Latvia.

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Name: Dr. Valdis Avotins

Organisation: Latvian Investment and Development Agency

Position: Project Manager

Role/Experience with workshop theme Co-ordinator of the RIS project used as a basis for the elaboration of the next round of the National Programme on Innovation; organiser of the seminar on research commercialisation (in the framework of the RIS project).

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