

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

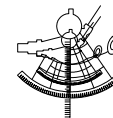
Telephone +31 (0) 20 535 22 44

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.

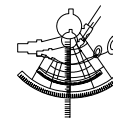
Definition of Innovation Management Techniques and Certification

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.



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Personal Information Country: Lithuania Surname: Kriaucioniene Email: mkriauc@ktu.lt		
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 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).		
Example 1 Name of programme SINO (www. sino.lt) Description Support for Innovation structure development in Lithuania. A project, supported by Lithuanian and Danish ministries, and implemented jointly with the Danish Technology Institute and Lithuanian Innovation centre and other Lithuanian partners. The aim was to train managers of innovative project in order to become certified innovation management consultant, coming from both - public and business institutions, where the wide range of innovation management techniques were covered. The project was successfully implemented, and its experience was transferred to the later competence development related projects of Lithuanian Innovation centre.		
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?</i> If yes, please give example(s) and provide name and short description (who has initiated this, how does it work?),		



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where can we find information?)

Example 1

Name of programme Project, supported by PHARE 2002, and executed by Lithuanian Innovation centre "Development and testing of innovativeness index of an enterprise and monitor of intangible property

Description the project aims to develop a technique of evaluation of innovative capacities of an enterprise, which should lead to the innovativeness index, which would express the general abilities of an enterprise to innovate. the project still under implementation.

Example 2

Name of programme SINO

Description Training of professional consultants in order to become certified innovation management consultants. (www.sino.lt).

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 Project, supported by PHARE 2002, and executed by Lithuanian Innovation centre "Development and testing of innovativeness index of an enterprise and monitor of intangible property

Description the project described above will be tested while consulting enterprises, and this action should encourage the usage of the index.

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 Project, supported by PHARE 2002, and executed by Lithuanian Innovation centre "Development and testing of innovativeness index of an enterprise and monitor of intangible property

Description the same project, presnetd above is also aimed at creation of monitor of intangibles of an enterprise, which also will take into account the intellectual property of an enterprise and further could serve as an evaluation model for investors, etc.

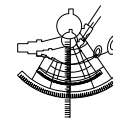
Example 2

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: Mr.Juknys, DziugasMob. tel. +370 698 01525,



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tel.

Organisation: Sunrise programme, working group on ICT development, executive director of INFOBALT (computing, communications and programming) association

Position: deputy of the chairmen of the working group, executive director

Role/Experience with workshop theme : the ICT sector is one of the most knowledge and intellectual property intensive in Lithuania, therefore the theme of IPR and its representation in the policy framework is very important and highly discussed

Telephone: + 370 5 262 26 23,

Email: d.juknys@infobalt.lt

Postal address: Vokiečių g. 28/17-16, 2001 Vilnius

Name: Mr. Eigirdas Žemaitis

Organisation: Lithuanian Innovation centre

Position: project manager

Role/Experience with workshop theme evaluation of innovative and intellectual property capacities in the enterprise sectors with the purpose to develop index of innovativeness and measurement of intangible asset

Telephone: +370 5 2356116

Email: e.zemaitis@lic.lt

Postal address: T. Ševčenkos g. 13 , 03223 Vilnius

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. Kastytis Gečas

Organisation: Lithuanian innovation centre

Position: Director

Role/Experience with workshop theme Lithuanian Innovation centre is actively involved in designing and implementation of innovation management support and evaluation programmes for enterprises, and currently is implementing a project, aimed to create and test index of innovativeness in the SME sector

Telephone: +370 698 49 442

Email: k.gecas@lic.lt

Postal address: T. Ševčenkos g. 13 , 03223 Vilnius

Name: Dr. Brigita Janiunaite

Organisation: Institute of Educational Studies, Kaunas University of Technology

Position: Research Director

Role/Experience with workshop theme has been leading research in the field of innovation culture analysis and development (development of innovation culture indicators and Lithuanian profile development), analysis and development of innovation and change management techniques in organisations, etc. Institute of Educational studies is actively involved in development and implementation of various organisational learning and innovation techniques in business and public sector. B.Janiunaite is also an expert of Knowledge society institute, which aims to support Lithuanian development towards knowledge society via research and consultative work.

Telephone: +370 37 300132

Email: brigita.janiunaite@ktu.lt

Postal address: Institute of Educational Studies, Donelaičio str. 20-404, LT-44239 Kaunas