

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

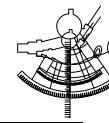
Telephone +31 (0) 20 535 22 44

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: Germany
Surname: Rammer
Email: rammer@zew.de

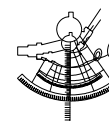
Innovation Management Techniques

Q 1a. Are there any policy programmes aimed at promoting the *creation* 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. *Please tick the box below (Q1a)*

Q 1b. Are there any policy programmes aimed at promoting the *use* 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. *Please tick the box below (Q1b)*

Type of Innovation Management Technique

	Q 1a Creation IMT	Q 1b Use IMT
Knowledge Management Tools	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Market Intelligence Techniques	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cooperative And Networking Tools	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Human Resources Management Techniques	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Interface Management Approaches	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Creativity Development Techniques	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Process Improvement Techniques	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Innovation Project Management Techniques	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Creation Tools	<input type="checkbox"/>	<input checked="" type="checkbox"/>



European Trend Chart on Innovation

Source: *Innovation Management and the Knowledge Driven Economy. January 2004. European Commission, DG Enterprise*

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 INNOMAN: Innovation Management in SMEs in Eastern Germany
Description The programme offers external consulting services to improve innovation management techniques in SMEs in Eastern Germany. It covers three steps: Auditing of the firm and technology, feasibility study; realisation concept; project management. Public funding is provided for consulting services offered by certain consulting agencies, the former agencies for technology and innovation - ATI.

Example 2

Name of programme INSTI Innovation Action
Description The INSTI Innovation Action aims at enabling enterprises and start-ups to establish internal innovation processes on a permanent base and to establish a culture of innovation within a firm. Grants are provided up to 25 % of total costs for innovation-related workshops, audits, technology evaluation, IPR consulting, concepts for entering new business fields, commercialisation strategies, market monitoring, innovation coaching and patent information searching. Services that may receive funding have to be offered by a member of the INSTI network.

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. *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 INSTI
Description

Example 2

Name of programme
Description

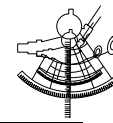
Q 3. In those countries that have such a certification of innovation management competences companies need to be encouraged to use them. *Are there any policy programmes aimed at promoting the use of innovation management certificates by companies?* If yes, please give example(s) and provide name and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

Example 1

Name of programme
Description

Example 2

Name of programme
Description



European Trend Chart on Innovation

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:

Organisation:

Position:

Role/Experience with workshop theme

Telephone:

Email:

Postal address:

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: Mrs. Krey

Organisation: Institut der deutschen Wirtschaft Köln

Position: Project Manager

Role/Experience with workshop theme Project Manager of INSTI Innovation Action

Telephone: ++49-221-4981-833

Email: krey@iw-koeln.de

Postal address: Gustav-Heinemann-Ufer 84-88, D-50968 Köln

Name: Thomas Zuleger

Organisation: BMW A

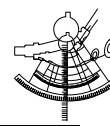
Position: Head of Department VIII D 5

Role/Experience with workshop theme Patent policy in favour of SMEs

Telephone: ++49-30-2014-6071

Email: thomas.zuleger@bmwa.bund.de

Postal address: Scharnhorsterstr. 34-37, D-10115 Berlin



European Trend Chart on Innovation

