

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

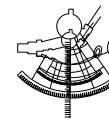
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The workshop will address two related themes; the valuation of intangibles (e.g. IP) and the certification of Innovation Management Techniques. Your input is mostly requested on the latter theme but we also ask for your input on the issue of valuation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

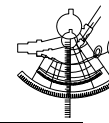
Definition of Innovation Management Techniques and Certification

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: Poland Surname: Walendowski Email: jacek.walendowski@technopolis-group.com		
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>		
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 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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Innovation Project Management Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Creation Tools	<input type="checkbox"/>	<input type="checkbox"/>
<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 Sectoral Operational Programme 2004-2006 "Increase of Competitiveness of Enterprises", financed via EU Structural Funds. Description (PL_25) "Strengthening of institutions supporting operations of enterprises". The objective of the measure is to improve entrepreneurs' access to quality services provided by business support institutions. It is divided into two sub-measures. Within the scope of first sub-measure, the projects supporting business support institutions can be financed e.g. National System of Services (KSU); whereas the second sub-measure allows to finance projects supporting business support institutions and their networks.</p> <p>Example 2 Name of programme Sectoral Operational Programme 2004-2006 "Increase of Competitiveness of Enterprises", financed via EU Structural Funds. Description (PL_23) "Improvement of competitiveness of SMEs through advice. The objective of the measure is to increase the competitiveness of SMEs through facilitating their access to specialised advisory assistance. Enterprises can cover a part of their costs of advisory services provided by accredited entities and relating to following types of projects: advisory on running business on the Single European Market; advisory relating to quality, in particular projects in the area of design, implementation and improvement of the systems of quality management, environment management and work safety and hygiene, as well as obtaining certificates of conformity for products, services, raw materials, machines,</p>		



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equipment, control-measurement apparatus and personnel qualifications; advisory related to innovation and new technologies, including in particular advisory projects; implementing business development strategies based on new technologies and innovative solutions; advanced technology start-ups or start-ups planning to introduce new or significantly better products or services in the Polish market or significantly modernised comparing to those already existing on the market; application and use of ICT in enterprises; advisory services on export, including in particular counselling projects on launching and developing exports; advisory services on setting up co-operation networks of enterprises; advisory services on mergers of enterprises, covering counselling projects relating to mergers of a small or medium-sized enterprise with another small or medium-sized enterprise.

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 n.a.
Description n.a.

Example 2

Name of programme n.a.
Description n.a.

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 n.a.

Example 2

Name of programme n.a.
Description n.a.

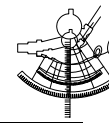
Valuation of intangibles (e.g. patents)

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 n.a.
Description n.a.

Example 2



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Name of programme	n.a.
Description	n.a.

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. Krzysztof GULDA
Organisation: Ministry of Economic Affairs and Labour
Position: Director
Role/Experience with workshop theme Responsible for preparing Act on Supporting Innovation Activities which introduces fiscal incentives, in order to stimulate innovation across the private sector. Director Gulda is also knowledgeable about the National Capital Fund (KFK) adopted on 4 March 2005. The National Capital Fund (KFK) was prepared with the view to improve access to external financing for companies and support those investing in innovation or R&D activities.
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Email: Krzysztof.Gulda@mg.gov.pl
Postal address: pl. Trzech Krzyzy 3/5, 00-507 Warsaw, Poland

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. Irma PECIAK
Organisation: Polish Agency for Entrepreneurship Development
Position: Director
Role/Experience with workshop theme Knowledgeable about past and existing support mechanisms for the SMEs aiming at improving quality standards via certification. Director Peciak is working closely on the creation of the so-called National System of Innovation (KSI) which is a network of business intermediaries providing innovation specialised advisory services to the business sector.
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Email: i_peciak@parp.gov.pl
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Name:
Organisation:
Position:
Role/Experience with workshop theme
Telephone:
Email:
Postal address: