

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

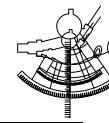
Telephone +31 (0) 20 535 22 44

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.

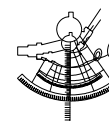
Definition of Innovation Management Techniques and Certification

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: Switzerland Surname: Woerter Email: woerter@kof.gess.ethz.ch		
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 IMT	Q 1a Creation IMT	Q 1b Use
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 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 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).		
<p>Example 1</p> <p>Name of programme Promotion of Start-up and Entrepreneurship</p> <p>Description This programme (managed by KTI) aims at encouraging entrepreneurial behaviour in order to detect market potentials of research results and realise them (within a short time period) in terms of new products. This programme includes a "start-up coaching" procedure where experienced manager advise start-ups in innovation management. This programme is not focusing on specific techniques. The kind of promoted techniques strongly depends on the advising experts and focuses on the successful commercialisation of a product idea.</p> <p>Example 2</p> <p>Name of programme Enabling sciences</p> <p>Description The KTI (innovation promotion agency) promotes based on the bottom-up approach applied research projects in the field of "enabling sciences" (e.g. software, business management and finance, logistics, e-Business). The creation of innovation management techniques is emphasised in this programme. Promotion is not limited to specific innovation management techniques. Moreover the degree of innovativeness or the competency level of the applicants are - beside other things - criterias for funding. Projects are evaluated by national and international experts. Their evaluation is not based on an explicit checklist.</p>		
Certification of Innovation Management		



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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 KTI Start-up label

Description "Label" for successful start-ups fulfilling several criterias including innovation management abilities. The label confirms the readiness for sustainable growth. It stimulates interest and simplifies the decision of potential investors. The organisational structure and management of the start-up company are taken into account in awarding the lable (further information in english language:

http://www.ktistartup.ch/index.html?&page_id=21&node=4&level=0&l=1)

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

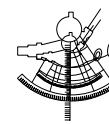
Name of programme

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: Dr. Bruno Dalle Carbonare

Organisation: Knowledge and Technology Transfer Office University of Basel



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Position: Head of the Knowledge and Technology Transfer Office University of Basel
Role/Experience with workshop theme Practical and policy experiences with IPR and Start-ups. Firstly in his former role at the Hoffmann-La Roche Company. Secondly and in addition, in his current position, which also covers policy aspects. He is also entrepreneur/consultant (The Business Development Company GmbH).

Telephone: +41 61 267 27 31

Email: Bruno.Dallecarbonare@unibas.ch

Postal address: Petersgraben 35, CH-4003 Basel

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: Dr. Christian Marxt

Organisation: Federal Institute of Technology Zurich (ETH-Zurich)

Position: Deputy head of the chair of technology management and entrepreneurship at ETH-Zurich

Role/Experience with workshop theme He is working in the field of innovation management and entrepreneurship. Areas of special interest are the innovation systems, organisational methods as well as tools of product design and organizational development, e.g. cooperations and networks, in context to system theory and complexity management

Telephone: +41 1 632 05 56

Email: christian.marxt@bepr.ethz.ch

Postal address:

Technologiemanagement

Zürichbergstrasse 18

BWID 14

CH-8028 Zürich

Name:

Organisation:

Position:

Role/Experience with workshop theme

Telephone:

Email:

Postal address: