

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

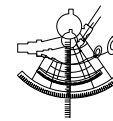
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The workshop will address two related themes; the valuation of intangibles (e.g. IP) and the certification of Innovation Management Techniques. Your input is mostly requested on the latter theme but we also ask for your input on the issue of valuation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

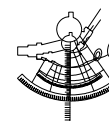
Definition of Innovation Management Techniques and Certification

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: Spain Surname: Email: elenagayo@idetra.com		
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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Market Intelligence Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative And Networking Tools	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Human Resources Management Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Interface Management Approaches	<input checked="" 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 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 Description 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?, where can we find information?) Example 1 Name of programme Certification od R&D projects and Systems Description The normalization and certification projects Management Systems of R&D&i, is an initiative arisen from the necessity to systematize and harmonize the activities		



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of investigation, technological development and innovation, what until now have come making from a heterogeneous way, even in the interpretation of these concepts, on the part of different institutions and scientist-technical groups.

In one first stage they have elaborated in AENOR, with the support of the old Ministry of Science and Technology, the norms UNE that regulate the processes of certification of Projects and Systems of I+D+I Management.

Being based on these norms and the legislation of application, in AENOR two different processes of certification have been developed: Certification of I+D+I Projects, and Certification of Systems of I+D+I Management.

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 Technological Promotion Projects

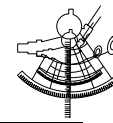
Description CDTI supports the internationalisation of R&D&I of Spanish companies through different instruments. One of them is the so-called "Technological Promotion Projects". Such an instrument is targeted at companies who have developed an innovative form of technology in Spain and wish to promote it abroad. They are especially aimed at those companies that wish to apply for a European or international patent and at those that need to adapt their technology in order to transfer it to foreign companies.

These projects consist of credits with a zero rate of interest that covers 60% of expenses associated with activities involving the transfer of technology, patent application, brand registration, type-approval and certification, legal backing for contracts, technical translation and other promotion-related matters.

Example 2

Name of programme

Description



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Q 5. Please indicate a possible policy maker(s) from your country who is actively involved in policy initiatives promoting the *valuation of intangibles*

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Role/Experience with workshop theme
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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: Mr José Luis Tejera Olivares
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Role/Experience with workshop theme
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