

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

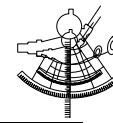
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The workshop will address two related themes; the valuation of intangibles (e.g. IP) and the certification of Innovation Management Techniques. Your input is mostly requested on the latter theme but we also ask for your input on the issue of valuation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

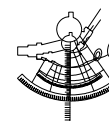
Definition of Innovation Management Techniques and Certification

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.



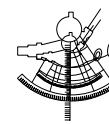
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Personal Information Country: Hungary Surname: Havas Email: havasatt@econ.core.hu		
Innovation Management Techniques		
<p>Q 1a. Are there any policy programmes aimed at promoting the <i>creation</i> of any of the following types of Innovation Management 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 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 checked="" type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>
Innovation Project Management Techniques	<input 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 Innovative Education Support Systems (HU_89) Description This programme is aimed at promoting the development of new software packages and internet-based services to identify and follow young talents, and to provide information support for R&D activities conducted at education institutes.</p> <p>Example 2 Name of programme Regional Knowledge Centres at Universities (HU_93) Description Regional Knowledge Centres are supposed to closely co-operate with businesses, speed up the given region's technological and economic development by - among other tools - supporting innovation activities of SMEs in the region, including the promotion of the diffusion of innovation management techniques</p>		
Certification of Innovation Management		
<p>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?)</p>		



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<p>Example 1 Name of programme there is no such initiative in Hungary. Description</p> <p>Example 2 Name of programme Description</p>
<p>Q 3. In those countries that have such a certification of innovation management competences companies need to be encouraged to use them. <i>Are there any policy programmes aimed at promoting the use of innovation management certificates by companies?</i> If yes, please give example(s) and provide name and short description</p> <p>Example 1 Name of programme Description</p> <p>Example 2 Name of programme Description</p>
<p>Valuation of intangibles (e.g. patents)</p> <p>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.</p> <p>Example 1 Name of programme As a joint task, a number of government agencies are currently working on the revision of rules on the valuation of intangibles. Description</p> <p>Example 2 Name of programme Description</p>
<p>Q 5. Please indicate a possible policy maker(s) from your country who is actively involved in policy initiatives promoting the <i>valuation of intangibles</i></p> <p>Name: Miklós Boda Organisation: National Office for Research and Technology Position: President Role/Experience with workshop theme policy-maker in charge of the government agency responsible for RTD policies (in charge of nominating a NORT staff member to attend any meeting) Telephone: +36-1-484 2964 Email: miklos.boda@nkth.gov.hu Postal address: Nemzeti Kutatási és Technológiai Hivatal H-1117 Budapest, Neumann János u. 1/C(Infopark C épület) Hungary</p>



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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*

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