

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

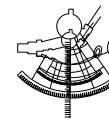
Telephone +31 (0) 20 535 22 44

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.

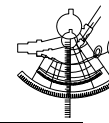
Definition of Innovation Management Techniques and Certification

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: Italy Surname: Furlani Aleardo Email: a.furlani@innova-eu.net		
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 type="checkbox"/>
Market Intelligence Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative And Networking Tools	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>
Innovation Project Management Techniques	<input type="checkbox"/>	<input type="checkbox"/>
Business Creation Tools	<input checked="" type="checkbox"/>	<input 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> Name of programme National and Regional initiatives that address IMT issues. Description In Italy there are not "ad hoc" policy programmes aimed at promoting the creation and use of IMT but several initiatives that address this issue. The policy initiatives aimed at promoting IMT in Italy are related to the launch of calls that finance projects that foresee the development of innovation management techniques. For instance the Ministry of Universities, Research and Education (MIUR) has launched a call on 18/05/2005 to finance the establishment of industrial liaison offices. In this case, the main activities related to IMT are Interface Management Approaches, KM Tools. Several regional laws (e.g. Law n. 598 and Law 23 POR Lazio) finance activities related to KM tools and Process improvement techniques. The Regional Innovation Agency in Lazio (FILAS) through the initiative "BusinessLab" finances Business Creation Tools. A further call jointly launched by the Ministry for Productive Activities (MAP) and the Institute for Foreign Trade (ICE) covers the cooperative and networking aspects. <p>Moreover, Italy participates in several European Projects and is a member of several networks aimed at the development of IMT (e.g. Verite, IM-Boot, Innoba)</p> <p>Example 2</p> Name of programme Innovation Network Description Innovation Network is an initiative launched by Area Science Park in		



European Trend Chart on Innovation

the region of Friuli-Venezia-Giulia aimed at the promotion and dissemination of new technologies within the local productive system. The network will offer regional firms innovative services with high added value, collaborating and creating synergies with the local existing industrial fabric. The initiative has been financed with regional funds according to Law 11/2003.

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

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

Valuation of intangibles (e.g. patents)

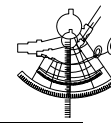
Q 4. Do you know of any public-private initiatives supporting the valuation of intangibles, such as IPR, with the purpose of acquiring finances for innovation? Examples could be joint assessment of innovation plans by technologists, financiers and agencies to underpin the request for loans or equity funding.

Example 1

Name of programme I.C.C. Intellectual Capital Certification

Description Intellectual Capital Certification is a private company based in Turin established with the aim of providing certification services relative to reports on Intellectual Capital owned by organisations. They offer services to banks that wish to evaluate the intellectual capital of organisations that intend to access new credit lines or maintain existing ones and also to venture capital which requires information on intellectual capital.

It is worth mentioning that in Italy, despite the fact that investments in knowledge are said to



European Trend Chart on Innovation

be a top priority, specific resources on intangible assets are scarce, specially concerning public policies.

Example 2

Name of programme Unicredit, Banca d'Impresa

Description Unicredit is an Italian Bank that has acknowledged the importance of intangibles in the access to credit. In line with this belief, it has developed, together with the traditional quantitative indicators, a set of qualitative indicators with instruments aimed at gathering information on the evolution of the firm, its competitive position, its managerial capacities.

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 Giorgio Sirilli

Organisation: Istituto di Studi sulla Ricerca e Documentazione scientifica

Position: Economist and Statistician

Role/Experience with workshop theme working on intangible related topics, S&T policy and indicators, management of innovation, innovation in the public administration

Telephone: +3906448791

Email: sirilli@www.isrds.rm.cnr.it

Postal address: Via Cesare de Lollis, 12. 00185 Roma (Italy)

Name: Stefano Paleari

Organisation: Politecnico di Milano

Position: Professor in Economics and Business Organisation

Role/Experience with workshop theme Expert in intangible assets, scientific activity in Financial Economics and Corporate Finance and Accounting.

Telephone: +39 02 2399 2743

Email: stefano.paleari@polimi.it

Postal address: P.zza L. Da Vinci 32 - 20133 Milano

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: Paolo Cattapan

Organisation: Area Science Park

Position: Director of the TT Department

Role/Experience with workshop theme responsible for the "Innovation Network" initiative

Telephone: +39 040 3755267

Email: Paolo.Cattapan@area.trieste.it

Postal address: Padriciano 99. 34012 Trieste

Name: Domenico Corradetti

Organisation: FILAS

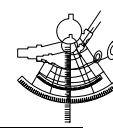
Position: Manager Finance for Innovation (Lazio's Regional Innovation Agency)

Role/Experience with workshop theme Manager of the "BusinessLab" initiative and knowledge of measures that finance innovation.

Telephone: +39 06.32.88.54.05

Email: d.corradetti@filas.it

Postal address: Via Alessandro Farnese 3. 00192 Roma



European Trend Chart on Innovation