

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

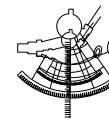
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The workshop will address two related themes; the valuation of intangibles (e.g. IP) and the certification of Innovation Management Techniques. Your input is mostly requested on the latter theme but we also ask for your input on the issue of valuation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

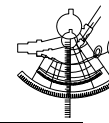
Definition of Innovation Management Techniques and Certification

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: Sweden Surname: Patrik Sandgren Email: patrik.sandgren@VINNOVA.se		
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 type="checkbox"/>	<input 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 type="checkbox"/>	<input type="checkbox"/>
Innovation Project Management Techniques	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Creation Tools	<input 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 Industriella UtvecklingsCentrum (Industrial Development Centres - IDC) Description The mission of IDCs are to develop the prerequisites for starting strategic co-operation with actors of national and international cutting edge competence within various technological and knowledge areas. The IDC network can be the "missing link" which has potential to enable co-operation between enterprises and other important actors. IDCs carry out an network to carry out the so called "UPA-commission" (Finding, Product Development and Product Pre-study Spin-offs) at a national level. In addition, they engage in: educational efforts on different levels, commissions in large companies, direct consultancy commissions, business development commissions, research and development projects together with universities and colleges and carrying out or participating in EU-projects. For more information see: http://www.iuc.se/www/engconcept.asp		
<p>Example 2</p> Name of programme National programme for support and development of innovation systems and clusters (Visanu) - SE26 Description The Visanu is a national programme for the development of innovation systems and clusters in fields with good future prospects. Visanu provides through its common activities: process support, knowledge development, international marketing and process support. In short is the aim to strengthen and complement already ongoing activities at		



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regional level to strengthen the regional competitiveness. For more information see:
<http://www.visanu.se/Section.aspx?category=12146>

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 No such programmes have been identified

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 No such programmes have been identified

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 No such programmes have been identified

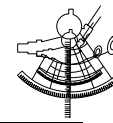
Description

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*



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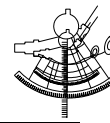
Name: Arne Eriksson
Organisation: Dahméninstitutet (The DahménInstitute)
Position: Director Policy Analysis
Role/Experience with workshop theme Mr Eriksson works for the DahménInstitute and is involved in the co-ordination of researchers and practitioners in the innovation and growth field, aiming to examine, support and develop the Swedish politics of innovation systems. This work involves policy research, information and knowledge management and process support.
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SWEDEN

Name: Martin Hedman
Organisation: ITA - Industrial Technology and Work organization (University of Linköping)
Position: Commission Manager
Role/Experience with workshop theme Mr Hedman is involved in the work with the Industrial Development Centres - IDC. This means that Mr Hedman works with SMEs in order to develop their skills and organization. He is an expert in development processes with industrial growth in focus process and have good knowledge about both the theoretical framework as well as "the daily life" of SME.
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Email: martin.hedman@liu.se
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SE-581 83 Linköping
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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*

Name: Catharina Sojde
Organisation: The Swedish Agency for Innovation Systems (VINNOVA)
Position: Head Legal Officer
Role/Experience with workshop theme Ms Sojde has commissioned VINNOVA's work with intellectual property (IP). She has an excellent knowledge of the Swedish IP system and how IP influences valuation of firms.
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Name: Lars Andersson
Organisation: Center for Intellectual Property Studies (Chalmers University of Technology)
Position: Researcher
Role/Experience with workshop theme Mr Andersson is currently performing extensive research in the area of Intellectual Capital Management, focusing on the Innovation Contract.
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