



INNO-Views Policy Workshop

Metrics to better understand innovation performance: *New approaches to measuring innovation*

05-06 July 2007

JRC Ispra site, Building 36, Conference Room No 3

Hosted by the Joint Research Centre of the European Commission,
Unit of Econometric and Statistical Support of the Institute for the
Protection and Security of the Citizen
Ispra, Italy

Workshop Programme

Scope of the workshop

The need to have sound indicators on knowledge creation and diffusion and their innovative application in economic activity has been commanding substantial efforts in data collection and interpretation in recent years. The nature of innovative activity is constantly changing and this only compounds the difficulty to base policies on meaningful and reliable indicators.

At European level, the recently released Community Innovation Survey 4 data is the main source of information to study innovation drivers and company behaviour towards innovation. Analyses of these data populate the European Innovation Scoreboard 2006, but may still offer much greater scope for analysis and exploitation. The CIS data provision and interpretation aspects will be represented in the workshop by Eurostat and the Joint Research Centre.

Beyond Europe, the Blue Sky II Conference, organized in Canada in September 2006 under the auspices of the OECD, took stock of the situation in the wider subject of science, technology and innovation indicators. The US Department of Commerce has also recently convened a panel of high-level experts on “Measuring Innovation in the 21st Century”.

The focus of this INNO-Views Policy Workshop is naturally more restricted. The aim is, firstly, to consider the possibilities and limitations of combining existing data sources on innovation to inform better policy-making. Secondly, innovation performance data needs to be contrasted with other macro and microeconomic data to allow new stories and interpretations to emerge.

How can national differences in innovation performance be explained beyond innovation and macro-economic data? Do demand, regulation or institutional stability play a role in determining levels of innovation performance? Finally, the aim is also to look beyond existing data and indicators on innovation performance and suggest ways to complement them.

The core participants to this workshop are the authors of the European Innovation Scoreboard, the Sectoral Innovation Watch and the Cluster Mapping Study. This is being complemented by other CIS data users, academics and policy makers to allow for a rich exchange of views. For instance, looking at the results of the EU Cluster Mapping Study in conjunction with the insight generated by the Innovation Watch offers promising scope.

The outcome of this workshop should be a clearer understanding of the possibilities and limitations of existing data on innovation and of the way to follow to complement the existing indicator base.

Overall, the workshop aims to provide directions with regard to:

- how to get a better grasp on innovation policy by intelligently combining traditional and novel innovation performance indicators,
- which are the areas of innovative performance that are not properly covered with existing indicators or where indicators have limitations and
- which are the areas of innovative performance where indicators are currently being developed or new approaches considered?

July 5th, 2007

13:00 **Informal lunch and registration**

14:00 – 17:20 Session 1

Measuring innovation performance

Topic: Better exploiting CIS data to understand innovation performance

Getting a thorough understanding of innovation performance and behaviour often requires putting CIS and EIS data in the wider context of other data sources.

14:00 – 14:15 *Andrea Saltelli, Head of Unit Econometric and Statistical Support of the Institute for the Protection and Security of the Citizen, JRC Ispra (Italy)*

Welcome address

14:15 – 14:30 *Kimmo Halme / Rolf Reiner (Moderators), INNO-Views*

Introduction and scope of the workshop

14:30 – 14:50 *Nicholas Munn, Head, Business Finance & Investment Unit, Department for Innovation, Universities and Skills (UK)*

The Value Added Scoreboard – informing innovation measurement

14:50 – 15:10 *Torben Schubert, Department of Innovation Systems and Policy, Fraunhofer Institute for Systems and Innovation Research (Germany)*

Econometric Techniques for the Measurement of Efficiency in Innovation - Construction and Use of Generated Indicators from CIS data

15:10 – 15:30 *Werner Hölzl, Österreichisches Institut für Wirtschaftsforschung – WIFO (Austria)*

**Are Gazelles more innovative?
Some preliminary results from the Innovation Watch / Systematic project**

15:30 – 16:00 ***Coffee Break***

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- 16:00 – 16:20** Sergiu Parvan, *Unit F4 Education, Science and Culture statistics, Statistics on Science, Technology and Innovation, Eurostat (Luxemburg)*
Experiences with and future prospects on the Community Innovation Statistics
- 16:20 – 17:20** Panelists: Speakers + Marco Vivarelli, *Institute for Prospective Technological Studies (IPTS), JRC Seville (Italy/Spain)*
Panel Discussion: Measuring innovation performance with CIS and other data sources
Introduction and moderation:
Vincenzo Spiezia, *Head, Information and Communication Technologies Unit – OECD (France)*
- 17:30 – 19:00** ***JRC Ispra - Tour***
- 20:00** ***Evening Dinner at Restaurant Schuman***

July 6th, 2007

09:00 – 10:20 Session 2

Measuring influences to innovation performance (input relations)

Topic: Innovation performance and macroeconomic conditions

The purpose of this session is to better understand the relationship between innovation performance, sectoral specialization patterns and other macroeconomic conditions. Speakers will analyse the relationship between national, sectoral, cluster and firm specific factors in the innovation process, as well as the relationship between education and innovation.

- 09:00 – 09:20** Bernd Ebersberger, *MCI Management Center Innsbruck (Austria)*
Introduction and scope of sessions 2 and 3
- 09:20 – 09:40** Hannes Leo, *Österreichisches Institut für Wirtschaftsforschung – WIFO (Austria)*
The relationship between national, sectoral and firm specific factors in the innovation process
- 09:40 – 10:00** Harald Furre, *Cluster Mapping EU15+ project, Oxford Research AS (Norway)*
Measuring innovation effects in cluster initiatives
- 10:00 – 10:20** Ernesto Villalba, *Center for Research on Education and Life Long Learning (CRELL), JRC Ispra (Italy)*
Education and Innovation – Evidence from European indicators
- 10:20 – 10:50** **Coffee Break**

10:50 – 12:45 Session 3

Measuring impact and efficiency (output relations)

Topic: Impact of policies and output of innovation performance

- 10:50 – 11:10** Bruno Van Pottelsberghe, *Chief Economist European Patent Office, Solvay Business School (Belgium / Germany)*
A Policy Insight into the R&D-Patent Relationship
- 11:10 – 11:30** Michele Cincera, *Université Libre de Bruxelles (Belgium)*
Efficiency of Public Spending in Support of R&D Activities
- 11:30 – 11:50** Funda Celikel Esser, *Indicators and Benchmarks for Education, Innovation and Knowledge Economy (IPSC), JRC Ispra (Italy)*
Innovation Performance and Governance Indicators
- 11:50 – 12:45** Panelists: Speakers + Experts: Hugo Hollanders, *UNU-MERIT (The Netherlands)*, Paola Giuri, *Scuola Superiore Sant' Anna (Italy)*, Enrico Santarelli, *University of Bologna (Italy)*
Moderator: Bernd Ebersberger
Panel Discussion: Understanding the influences to (input) and impact of (output) innovation performance
- 12:45 – 14:00** **Lunch**

14:00 – 16:30 Session 4

Smart use of innovation performance indicators

Topic: Explaining innovation performance beyond macroeconomics

The purpose of this session is to look at other variables, such as cultural attitudes, institutional stability, or the effect of regulation, to explain differing degrees of innovation performance amongst different countries.

- Moderator:** Reinhard Büscher, *European Commission - DG Enterprise and Industry, Head of Unit D1 Innovation Policy Development*
- 14:00 – 14:15** Michael Harris, *NESTA (UK)*
Hidden innovation – How innovation happens in six 'low' innovation sectors
- 14:15 – 14:30** Can Huang, *UNU-MERIT (The Netherlands)*
Non R&D firms: the 'neglected' innovators

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- 14:30 – 14:45** Eva Kirner, *Fraunhofer Institute Systems and Innovation Research (Germany)*
Measuring organisational innovation in large scale surveys - Results of PORCH
- 14:45 – 15:15** ***Coffee Break***
- 15:15 – 16:15** All participants
Facilitators: Kimmo Halme / Rolf Reiner
Mindmapping the future
based on the questions:
How to organize the collection and presentation of indicators on research and innovation in the future?
How to reach better innovation governance by pooling national and European expertise together?

INNO-Views

INNO-Views policy workshops establish a dialogue between public authorities, analysts, industry and academia to explore new or better innovation policy instruments for Europe. The workshops have the objective to explore innovation themes related to actual and forthcoming needs of European innovation policies. On average, 4 workshops are organised per year. The workshops bring together 30-40 relevant professionals and are organised on the basis of personal invitations only. Workshop results are published on the PRO INNO Europe website (<http://www.proinno-europe.eu>).

Any requests, recommendations and suggestions of themes, experts and locations for further workshops are welcome and should be directly addressed to INNO-Views:

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