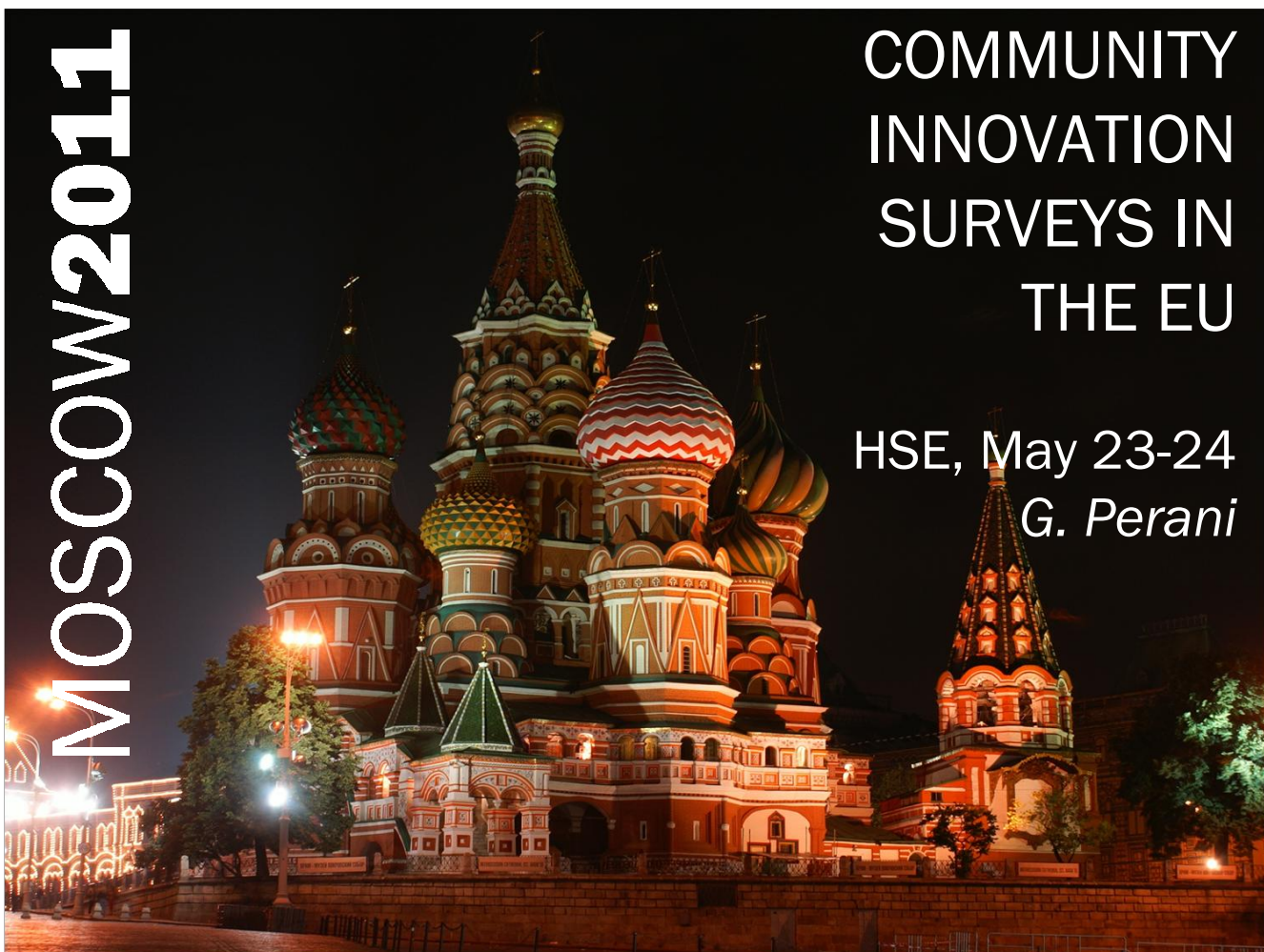


MOSCOW2011

**COMMUNITY
INNOVATION
SURVEYS IN
THE EU**

HSE, May 23-24
G. Perani



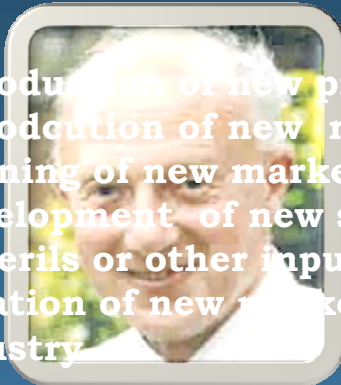
**CIS: the
innovation
survey of the
EU/EEA**

- 1. Development**
- 2. Structure**
- 3. Outcome**
- 4. Future trends**

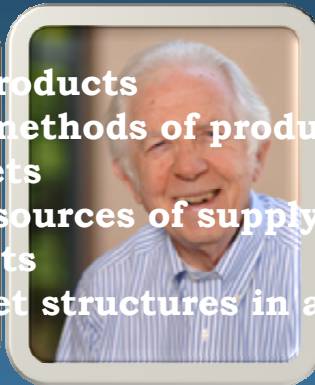
The theoretical basis



1. Introduction of new products
2. Introduction of new methods of production
3. Opening of new markets
4. Development of new sources of supply for raw materials or other inputs
5. Creation of new market structures in an industry



C. Freeman



N. Rosenberg



K. Joseph A. Schumpeter

Ideas looking for fresh evidence



SPRU database 

Ifo innovat. survey in Germany, since 1979 


ESEE Spain, business strategies 1990 


NSF 1985 Pilot innovation survey



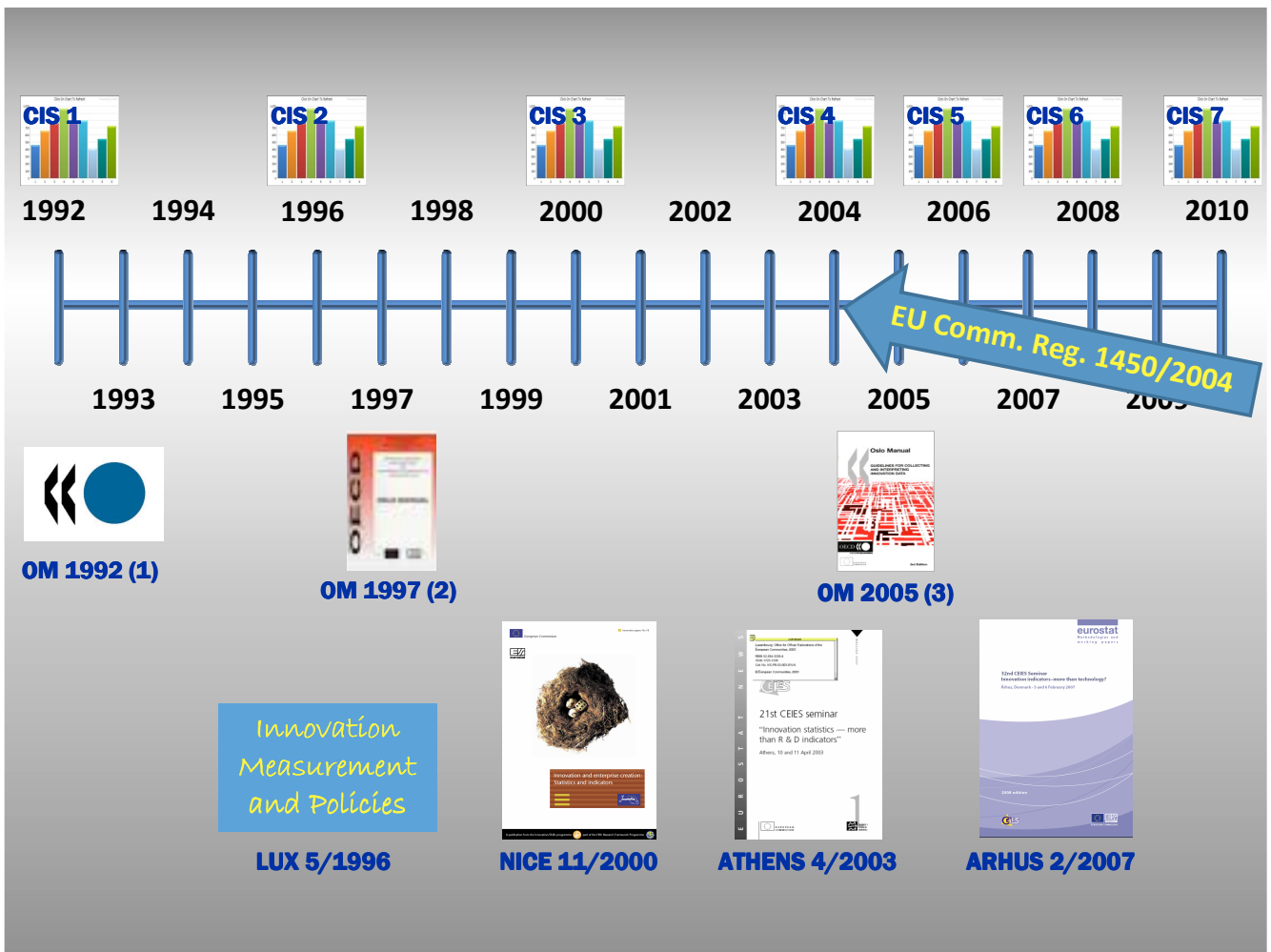
The "European Paradox"

Green Paper 1995

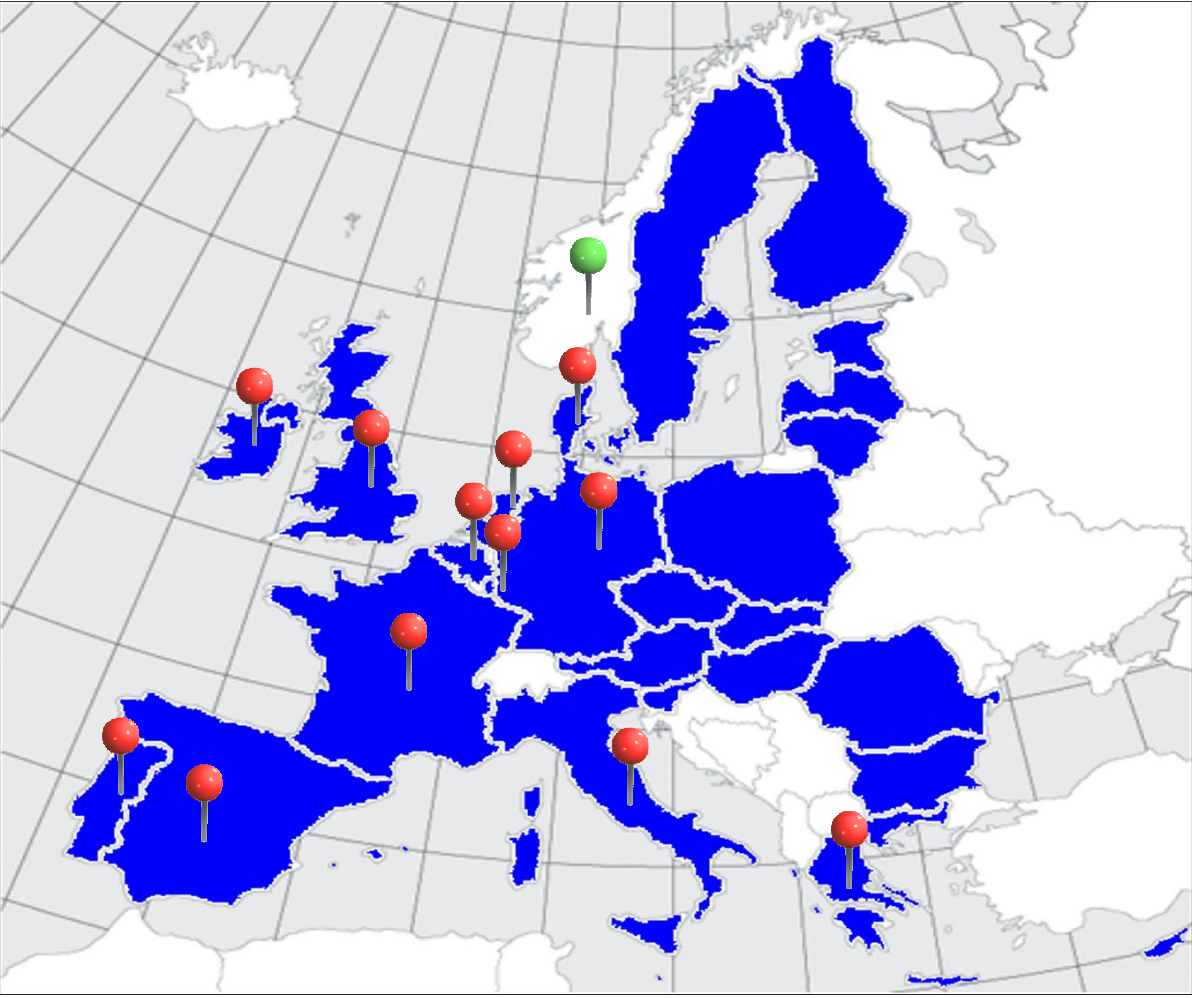
“

...One of Europe's major weaknesses lies in its inferiority in terms of transforming the results of technological research and skills into innovations and competitive advantages.

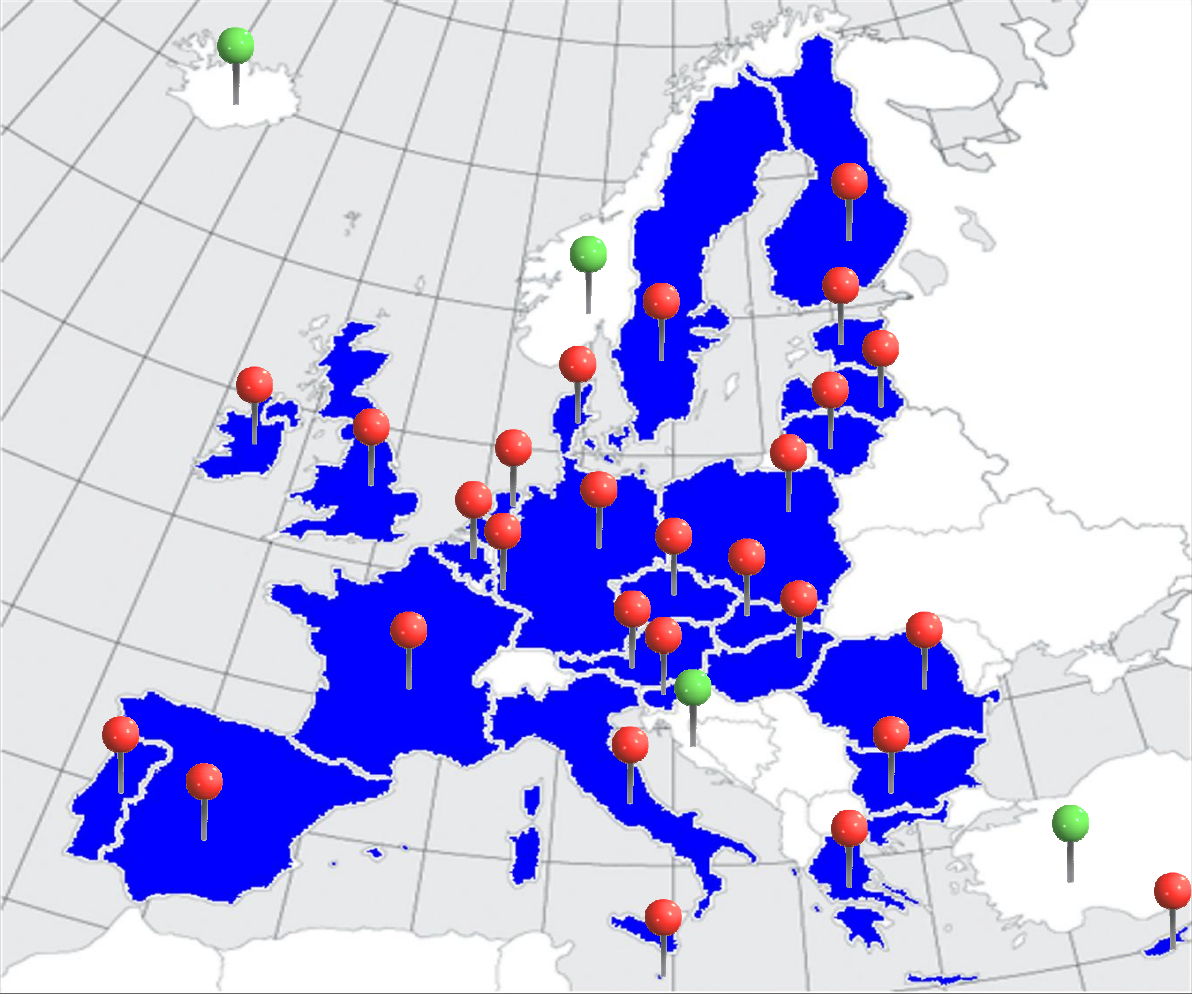
”



CIS coverage 1992-1996



CIS coverage 2000-2010



11 EU countries participating to all CISs (from 1992 to 2008)



MEASURING INNOVATION

12 EU countries participating to four CISs (from 2000 to 2008)



1 EEA country participating to all CISs (from 1992 to 2008)



3 EU countries participating to five CISs (from 1996 to 2008)



3 EU candidate countries participating to two CISs (from 2000 to 2008)



1 EU country participating to four CISs (from 1992 to 2006)

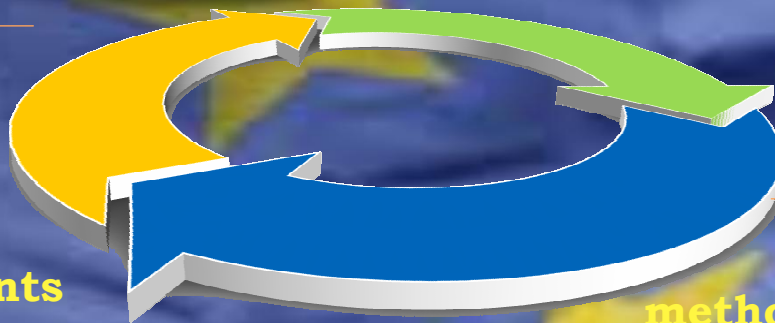


to measure. This chapter suggests that innovation is its overall

The CIS structure

The Oslo Manual provides the methodological guidelines

The legal base is setting the basic requirements



The methodological harmonisation is achieved by gentlemen's agreement

The CIS legal base 1/4

Commission Regulation № 1450/2004 implementing Decision N.1608/2003/EC concerning the production and development of Community statistics on innovation (amended by CR № 540/2009)

Innovation active enterprises

Innovating enterprises, new to the market

Turnover from innovation, new to the market

Turnover from innovation, not new to the market

Innov. active enterprises with cooperation by type

EVERY 2 YEARS

The CIS legal base 2/4

Innovation expenditure (optional)

Innovation active enterprises that indicated highly important objectives of innovation - by type of objectives

Innovation active enterprises that indicated highly important sources of information for innovation - by type of source (optional)

Enterprises facing important hampering factors - by type of hampering factors

EVERY 4 YEARS

The CIS legal base 3/4

Five obligatory variables are produced on a bi-annual basis, on each even year.

The deadline is 18 months after the end of the calendar year of the reference period

Seven obligatory and 2 optional variables (or more) are produced every four years.

A combination of different sources - sample surveys, admin. data or similar is allowed

The CIS legal base 4/4

Aggregated/ micro-data

- Aggregated statistics sent to Eurostat on a compulsory basis (Excel); Micro-data records on a voluntary one (CSV); transmission via eDAMIS

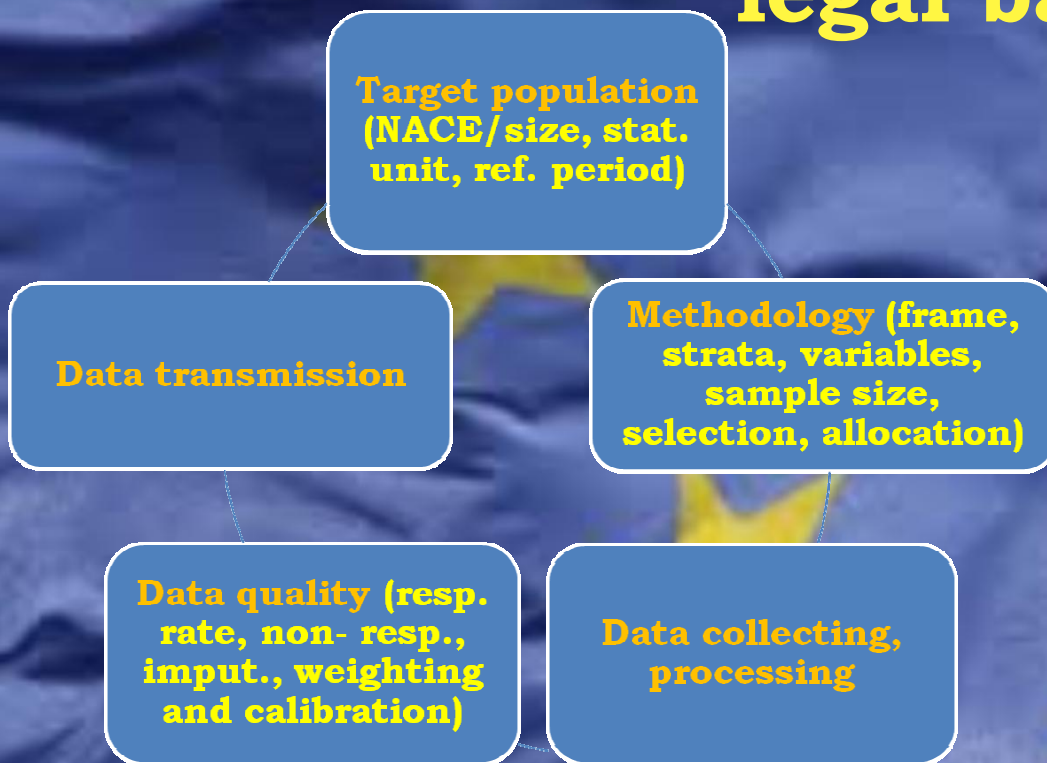
Anonymised microdata

- Anonymised microdata access on CD; non-anonymised microdata: via the SAFE Centre in Eurostat

Data validation

- Data validation by Eurostat + Quality Reports (7 quality criteria: Relevance, Accuracy, Timeliness+Punctuality, Accessibility+Clarity, Comparability, Coherence, Cost and Burden)

The CIS beyond the legal base



**The CIS
“harmonised”**

**questionnaire
is based on a
modular
design**

- CIS 2000 QUESTIONNAIRE**
- Q.1 • General information about the enterprise
 - Q.2 • Product innovation (good or service)
 - Q.3 • Process innovation
 - Q.4 • Ongoing or abandoned innovation activities for p/p innovation
 - Q.5 • Innovation activities and expenditures for p/p innovations
 - Q.6 • Sources of information and cooperation for p/p innovation
 - Q.7 • Objectives for product and process innovation during 2008 to 2010
 - Q.8 • Factors hampering product and process innovation activities
 - Q.9 • Organisational innovation
 - Q.10 • Marketing innovation
 - Q.11 • Creativity and skills
 - Q.12 • Basic economic information on the enterprise (turnover, employees)

- CIS 2010 QUESTIONNAIRE**
- Q.1 • General information about the enterprise
 - Q.2 • Product innovation (good or service)
 - Q.3 • Process innovation
 - Q.4 • Ongoing or abandoned innovation activities for p/p innovation
 - Q.5 • Innovation activities and expenditures for p/p innovations
 - Q.6 • Sources of information and cooperation for p/p innovation
 - Q.7 • Objectives for product and process innovation during 2008 to 2010
 - Q.8 • Factors hampering product and process innovation activities
 - Q.9 • Organisational innovation
 - Q.10 • Marketing innovation
 - Q.11 • Creativity and skills
 - Q.12 • Basic economic information on the enterprise (turnover, employees)

CIS 1 - 2 - 3

Have you introduced new TPP products?

Have you introduced new TPP processes?

Since CIS 4

Have you introduced new TPP products?

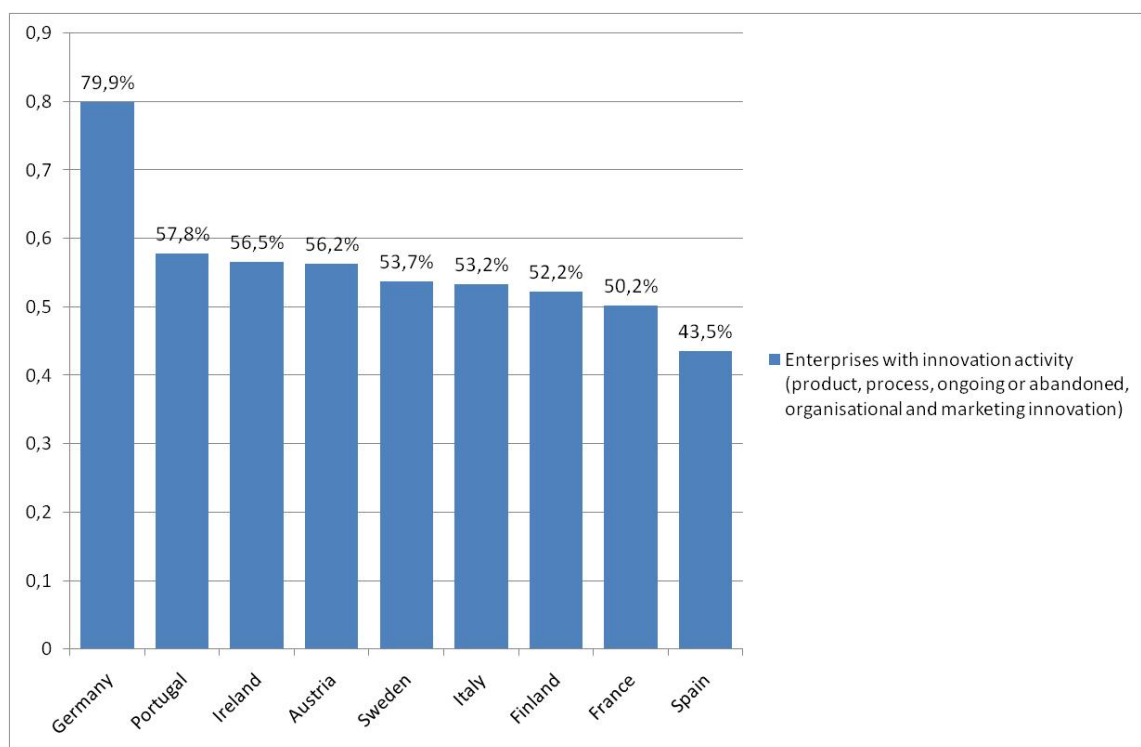
Have you introduced new TPP processes?

Have you introduced marketing /organisational innovations?

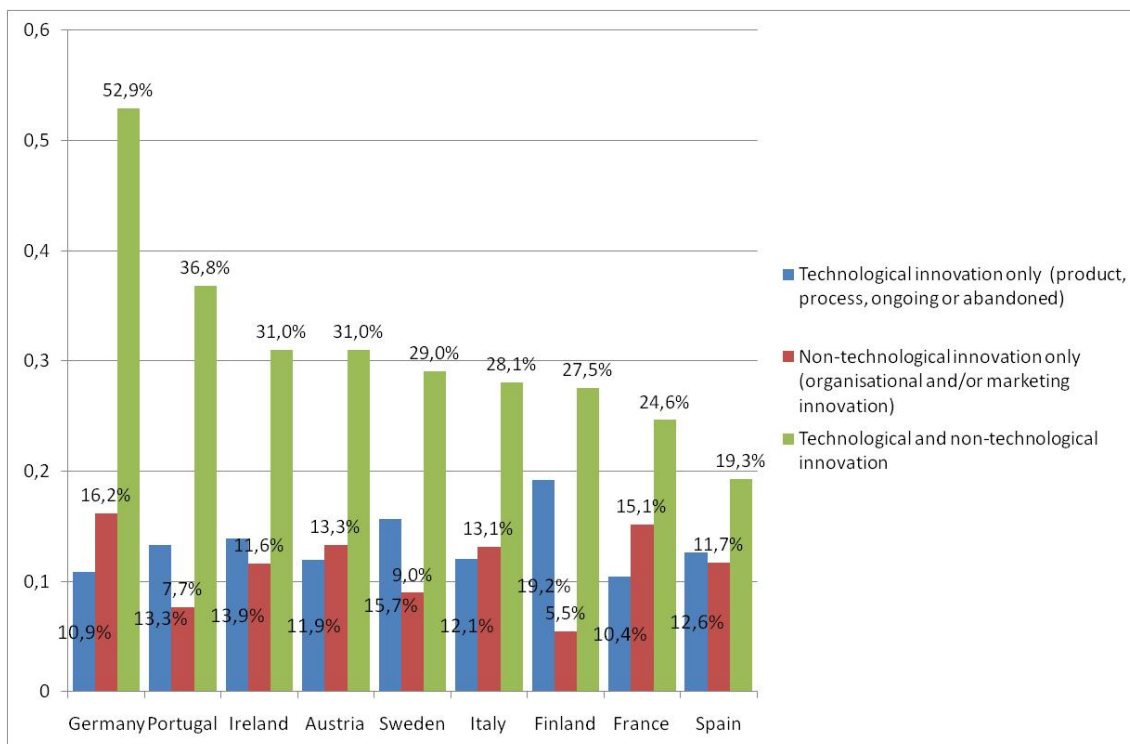


CIS 2008. Innovation active enterprises (%)

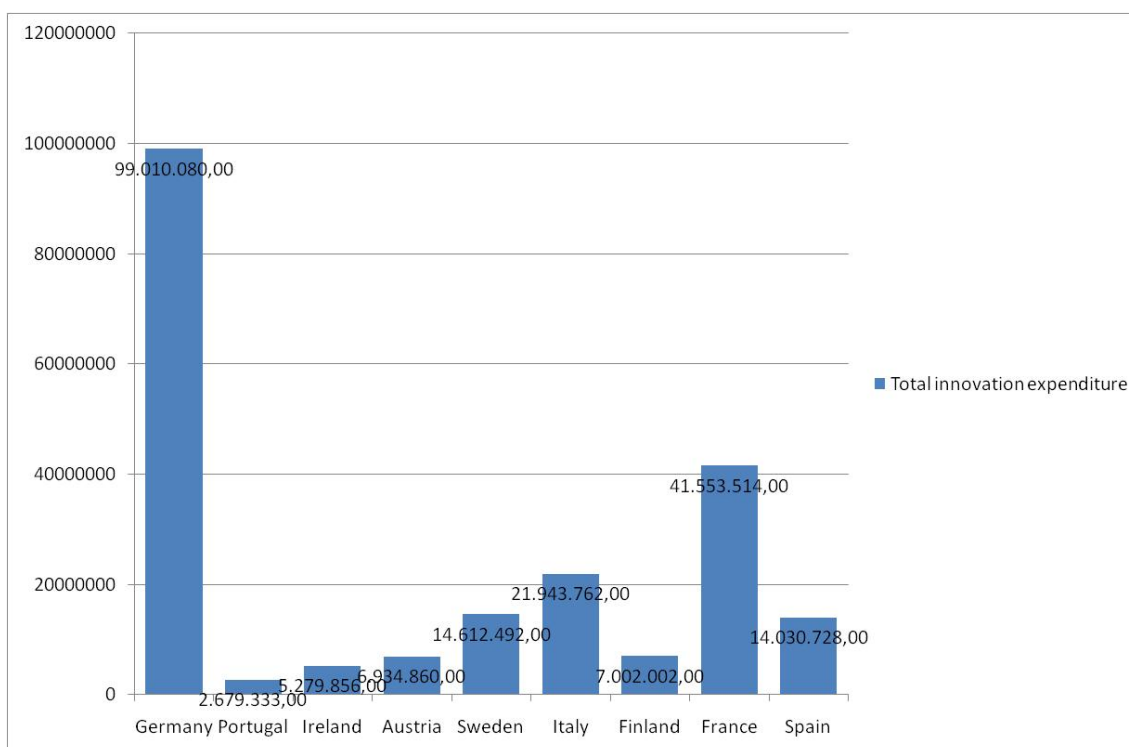
eurostat



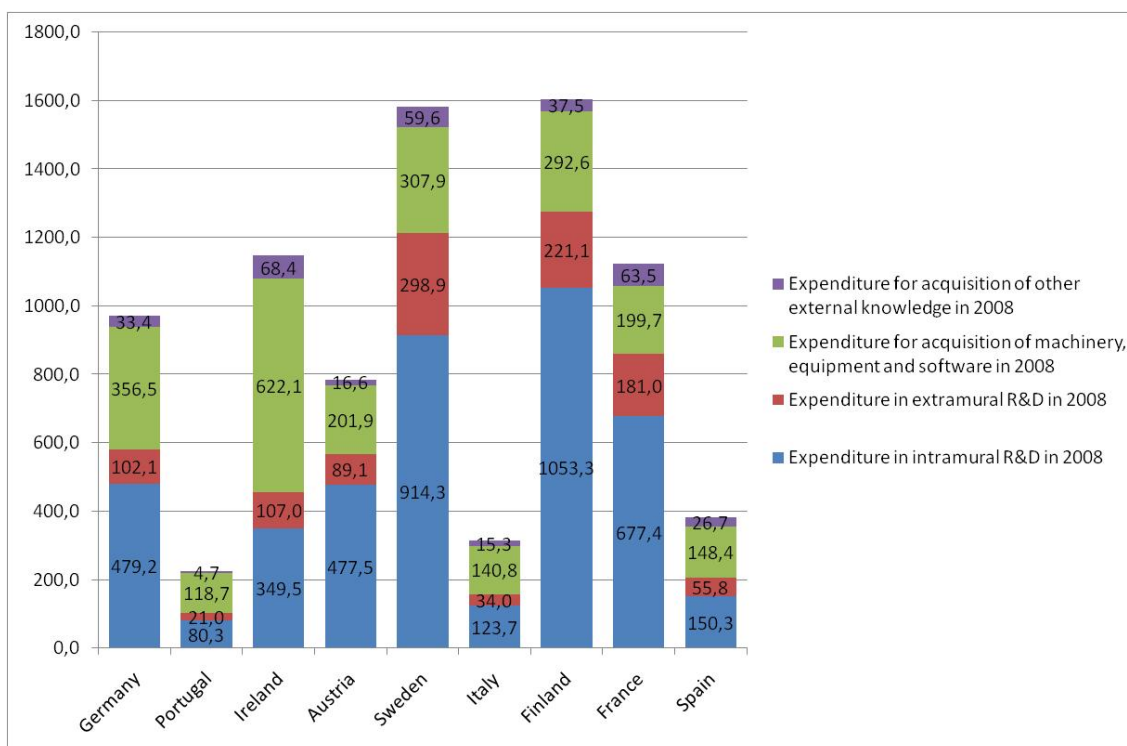
CIS 2008. Tech. and non-tech. innovation (pct.)



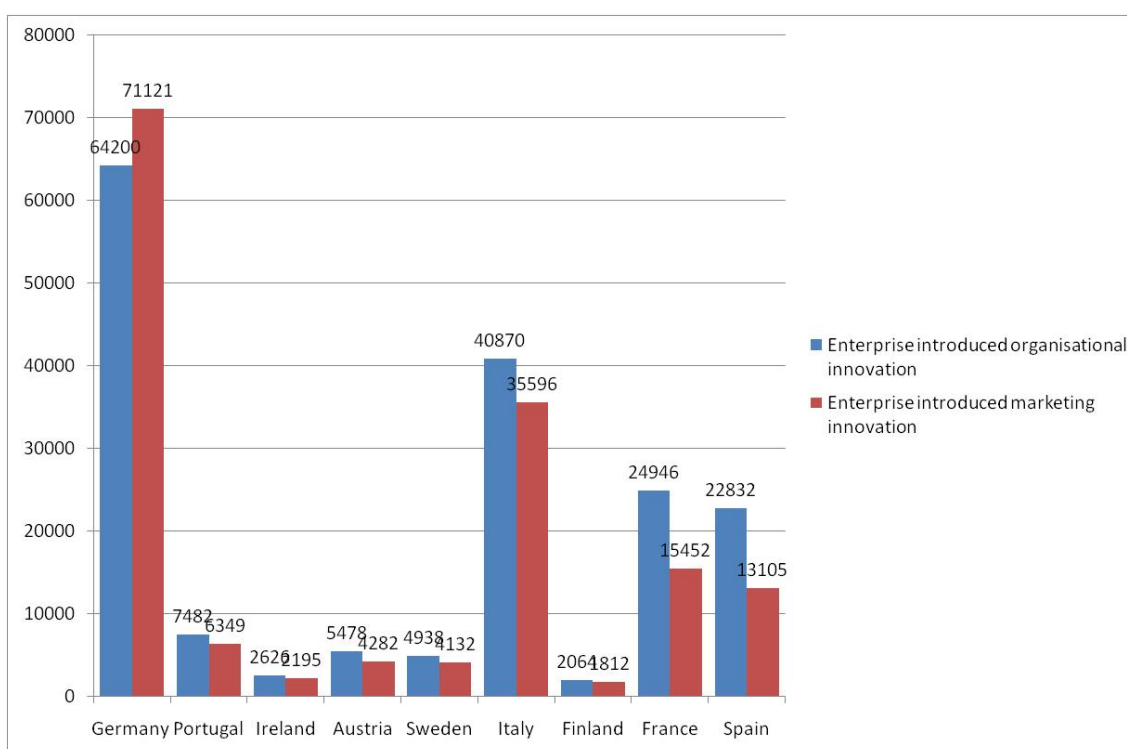
CIS 2008. Innovation expenditure (total, KEuros)



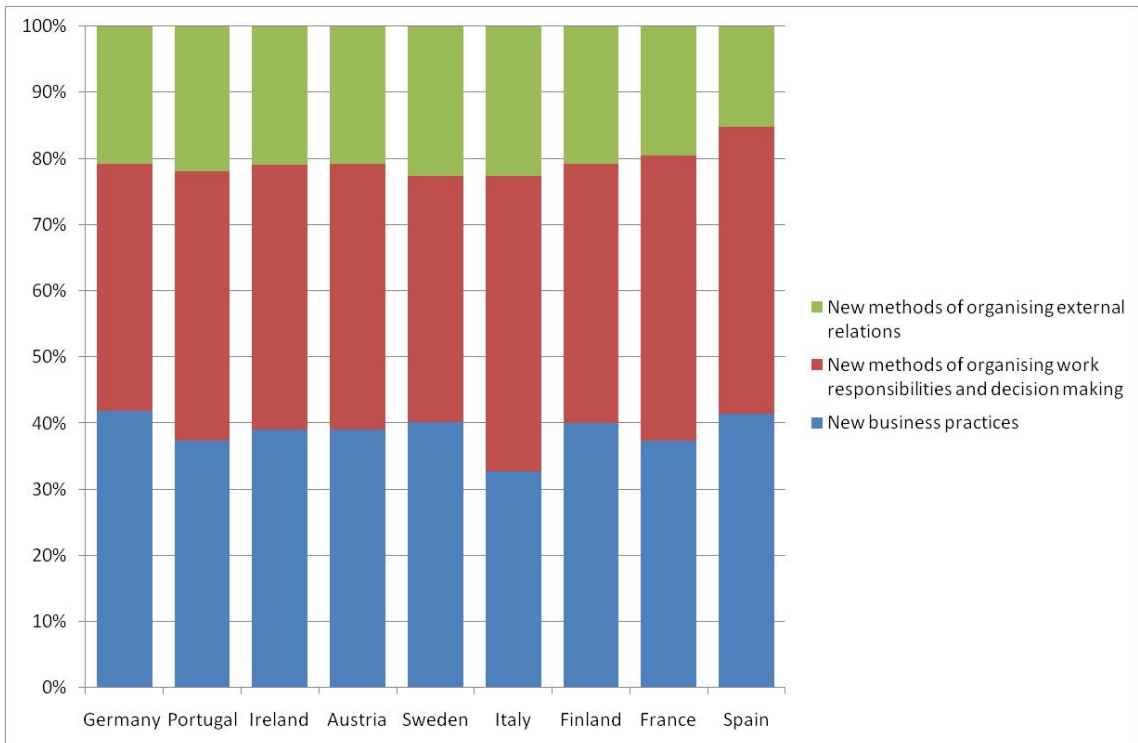
CIS 2008. Innovation expenditure (average, KEuros)



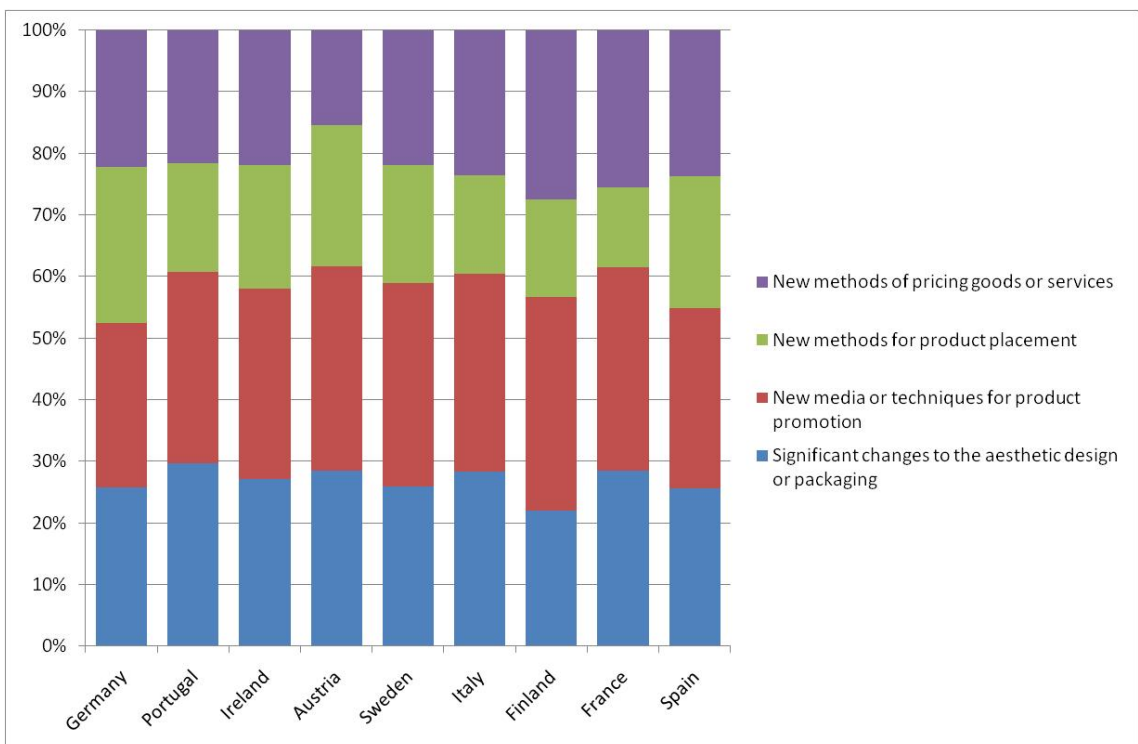
CIS 2008. Organisational/market innovation



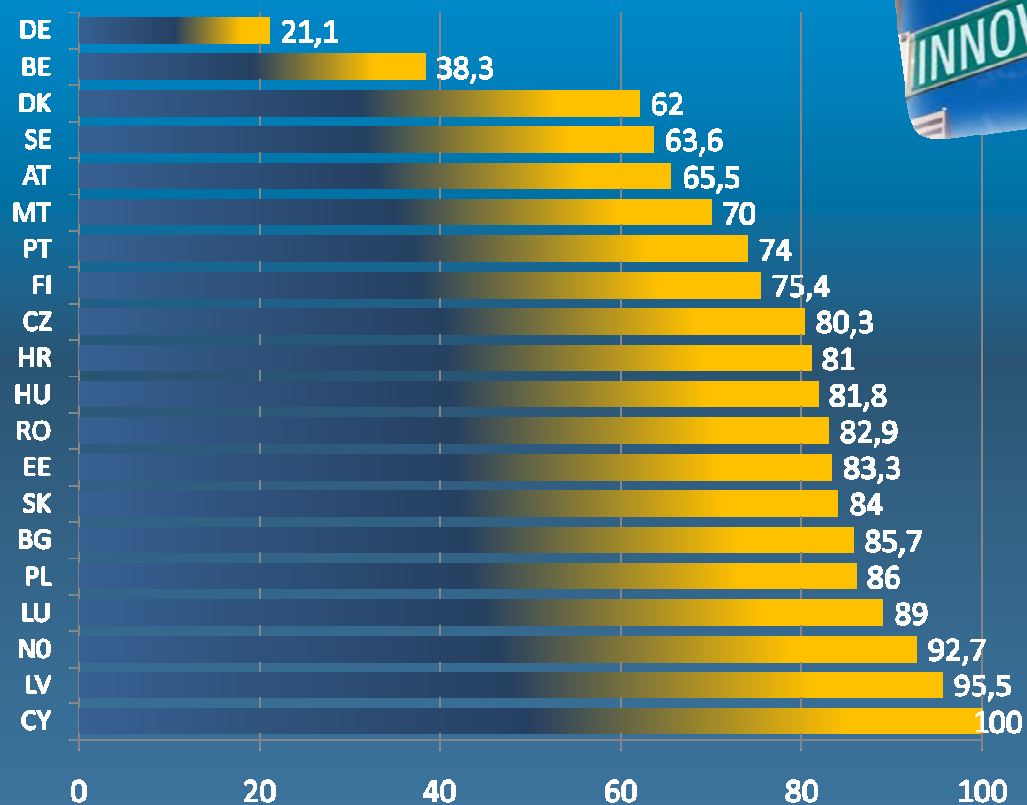
CIS 2008. Organisational innovation



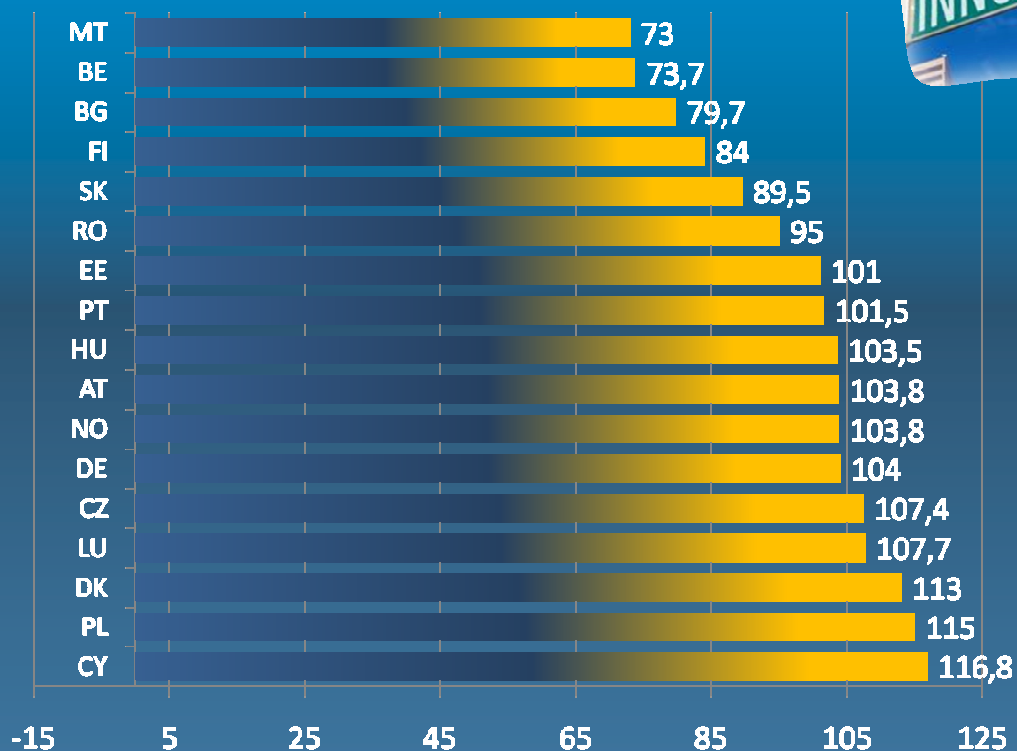
CIS 2008. Marketing innovation



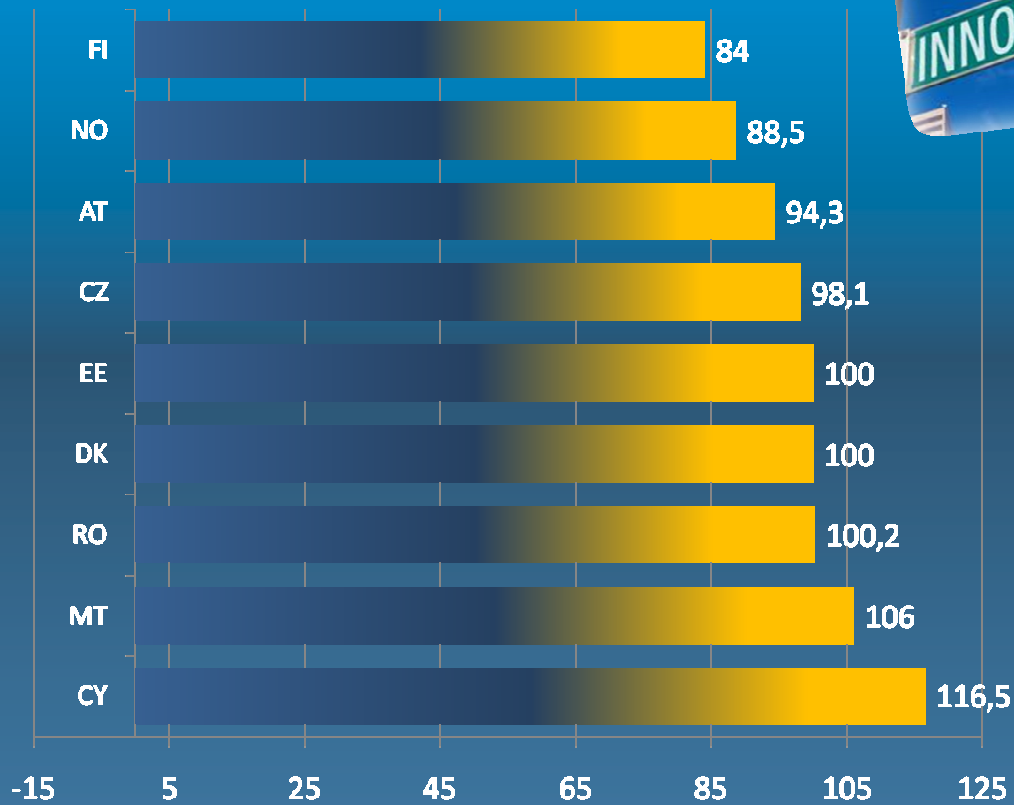
CIS 2006: Unit response rate by country



CIS 2006: Comparison with CIS 2004 (Inn_Ent %)



CIS 2006: Coherence with SBS (Emp%)



Pros and cons

High response rate.
Familiarity with the survey and its questionnaire the accuracy of results.
Easiness to contact the enterprises due to previous contacts.

Fully understanding of the concept of innovation.
The length of survey, as well as some unmet users' needs for regional innovation statistics.



Users's satisfaction



Research
community

- Several hundred scientific papers
- Evidence on determinants of innovation
- Heterogeneity / Complementarity
- Innovation modes

Policy-
makers

- Innovation Scoreboard
- Key evidence for Eu innovation policies

Future trends



- ✓ **Revision of the legal base**
- ✓ **Measurement of “design” innovation**
- ✓ **Extension of the economic activities covered**
- ✓ **Collect data on groups and multinationals**
- ✓ **Changing the observation period (2/3 years)**
- ✓ **Improving the quality annex**
- ✓ **From voluntary to mandatory microdata delivery**
- ✓ **Merge innovation survey data with other data**
- ✓ **Create longitudinal datasets**
- ✓ **Ease access to microdata for researchers**

A PRODUCT INNOVATION IS THE INTRODUCTION OF A GOOD OR SERVICE THAT IS NEW OR SIGNIFICANTLY IMPROVED WITH RESPECT TO ITS CHARACTERISTICS OR INTENDED USES. THIS INCLUDES SIGNIFICANT IMPROVEMENTS IN TECHNICAL SPECIFICATIONS, COMPONENTS AND MATERIALS, INCORPORATED SOFTWARE, USER FRIENDLINESS OR OTHER FUNCTIONAL CHARACTERISTICS.

A PROCESS INNOVATION IS THE IMPLEMENTATION OF A NEW OR SIGNIFICANTLY IMPROVED PRODUCTION OR DELIVERY METHOD. THIS INCLUDES SIGNIFICANT CHANGES IN TECHNIQUES, EQUIPMENT AND/OR SOFTWARE.

AN ORGANISATIONAL INNOVATION IS THE IMPLEMENTATION OF A NEW ORGANISATIONAL METHOD IN THE FIRM'S BUSINESS PRACTICES, WORKPLACE ORGANISATION OR EXTERNAL RELATIONS.

A MARKETING INNOVATION IS THE IMPLEMENTATION OF A NEW MARKETING METHOD INVOLVING SIGNIFICANT CHANGES IN PRODUCT DESIGN OR PACKAGING, PRODUCT PLACEMENT, PRODUCT PROMOTION OR PRICING