

# **Task Force Meeting on Community Innovation Survey**

**Luxembourg, 13 - 14 February 2006**

**JMO Building, Room M 3**

**starting at: 10h00**

<p><b>Task Force meeting on Community Innovation Statistics Document 8: Additional CIS modules</b></p>
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<p style="text-align: center;"><b>Task Force meeting on Community Innovation Statistics</b> <b>Document 8: Additional CIS modules</b></p>
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## **1. Introduction**

Based on the proposals made in document 7, the CIS 2006 will be based on the CIS 4. No additional or new questions are therefore required for the CIS 2006, either as part of the basic version or for countries that may wish to fully repeat the CIS 4.

However, the Oslo Manual 2005 introduces two additional types of innovation, marketing and organisational innovation, that will need to be developed for the CIS 2008. Questions on organisational innovation could also cover knowledge management. In order to ensure that new questions on these types of innovation produce high quality results, it would be useful to begin developing suitable questions during 2006 and to start pilot tests no later than 2007. The pilot tests could be done by member states on a voluntary basis and would be supported by Community grants.

## **2. Additional CIS modules**

The following three short additional CIS modules are proposed:

*Module 1: Organisational innovation*

*Module 2: Marketing innovation*

*Module 3: Knowledge flows*

More detailed proposals for these modules are outlined in the annex to this document. Further work and discussions are clearly needed in order to fully elaborate these modules. The goal is to develop modules on these three areas that could be pilot tested in 2007 in the view of the full implementation of the Oslo Manual 2005. After evaluation they should then be improved and integrated in the CIS 2008.

## **3. Further handling of the additional CIS modules**

Eurostat intends to develop these modules in parallel to the finalisation of the CIS 2006. This means that fully developed modules on organisational and marketing innovation as well as on knowledge flows should be available by September 2006. They should then be implemented at national level in 2007.

Related to the general grant support to countries which is planned between mid 2006 and end of 2007, Eurostat also intends to support the implementation of these modules at national level across this period. The final amount granted to each country will depend on the national size of the CIS 2006 and the application of the three additional CIS modules listed above.

## **4. Conclusions**

In the view of a smooth implementation of the CIS 2008, Eurostat proposes three additional modules for implementation at national level based on the reference year 2006 on a voluntary base. Parallel to the CIS 2006, the data collected within these modules (aggregated and micro-data) should also be compiled and transmitted to Eurostat. Also a quality assessment of the application of these modules should be made in the later stage of the process.

**Countries are asked to discuss the approach of pilot modules in three additional areas as well as the contents of these modules in the view of their further elaboration in 2006 and their implementation at national level in 2007**

## ANNEX 1

### ORGANISATIONAL INNOVATION

#### Organisational innovation

An organisational innovation is the implementation of a new organisational method in the firm's business practices, workplace organisation or external relations.

#### 1. During the three years 2004 to 2006, did your enterprise introduce:

	Yes	No
New or significantly improved knowledge management systems to better use or exchange information, knowledge and skills within your enterprise	<input type="checkbox"/>	<input type="checkbox"/>
A major change to the organisation of work within your enterprise, such as changes in the management structure or integrating different departments or activities	<input type="checkbox"/>	<input type="checkbox"/>
New or significant changes in your relations with other firms or public institutions, such as through alliances, partnerships, outsourcing or sub-contracting	<input type="checkbox"/>	<input type="checkbox"/>

#### 2. Who developed these organisational innovations?

*Select the most appropriate option only*

Mainly your enterprise or enterprise group	<input type="checkbox"/>
Your enterprise together with other enterprises or institutions	<input type="checkbox"/>
Mainly other enterprises or institutions	<input type="checkbox"/>

#### 3. Was any of your organisational innovations during the three years 2004 to 2006:

	Yes	No
<b>New to your market?</b> Your enterprise introduced a new or significantly improved organisational innovation before your competitors (it may have already been available in other markets)	<input type="checkbox"/>	<input type="checkbox"/>
<b>Only new to your firm?</b> Your enterprise introduced a new or significantly improved organisational innovation that was already available from your competitors in your market	<input type="checkbox"/>	<input type="checkbox"/>

**The module should be developed further by digging more into business practices, workplace organisation etc. Maybe also questions of the productivity increase or the cost savings of the enterprise could be asked. It may also be useful to revise the questions on 'who developed' the innovation to better account for the fact that many organisational innovations are probably adapted from organisational methods in use by other firms.**

## MARKETING INNOVATION

### Marketing innovation

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.

#### 2.1 During the three years 2004 to 2006, did your enterprise introduce:

	Yes	No
Significant changes to the design or packaging of a good or service (exclude routine/seasonal changes such as clothing fashions)	<input type="checkbox"/>	<input type="checkbox"/>
New or significantly changed sales or distribution methods, such as internet sales, franchising, direct sales or distribution licenses	<input type="checkbox"/>	<input type="checkbox"/>

#### 2.2 Who developed these marketing innovations?

*Select the most appropriate option only*

Mainly your enterprise or enterprise group	<input type="checkbox"/>
Your enterprise together with other enterprises or institutions	<input type="checkbox"/>
Mainly other enterprises or institutions	<input type="checkbox"/>

#### 2.3 Were any of the marketing innovations during the three years 2004 to 2006:

	Yes	No
<b>New to your market?</b> Your enterprise introduced a new or significantly improved marketing innovation onto your market before your competitors (it may have already been available in other markets)	<input type="checkbox"/>	<input type="checkbox"/>
<b>Only new to your firm?</b> Your enterprise introduced a new or significantly improved marketing innovation that was already available from your competitors in your market	<input type="checkbox"/>	<input type="checkbox"/>

**The module should be developed further in digging more into design issues, sales or distribution methods, etc. Maybe also questions of the productivity increases or additional turnover/turnover shares could be asked in this context. As noted for organisational innovation, some changes to the question 'who developed the marketing innovation' might also be relevant.**

## **KNOWLEDGE FLOWS**

A third module on knowledge flows – possibly as part of organisational innovation - could be envisaged.

This module could make reference to the Survey on Knowledge Management done some years ago by Statistics Canada. Only some elements of this self-standing survey should however be taken into consideration, in order to get to a much shorter module on the measurement of knowledge flows in enterprises.

The following issues and questions could be investigated in this context:

- Knowledge transmission and internal/external training
- Internal communication schemes related to knowledge transmission
- Knowledge flow obstacles
- Etc.

The Oslo Manual 2005 also suggests delving deeper into the external sourcing of knowledge. These issues are partly covered by question 6 in CIS-4, but the current CIS-4 questions do not obtain data on the purpose of externally sourced knowledge or the level of effort by each enterprise to obtain external knowledge. Pilot questions on these and related topics could be developed as part of meeting the suggestions of the Oslo Manual 2005.