The Community Innovation Survey 2008 (CIS 2008)

THE HARMONISED SURVEY QUESTIONNAIRE

The Commun	nity Innovation Survey 2008	FINAL November 28, 2008
This survey collec	cts information on your enterprise's innovations and	innovation activities between 2006 and 2008 inclusive.
	enterprise. The innovation must be new to your ente	product, process, organisational method, or marketing rprise, although it could have been originally developed
The questions on	innovation activities only refer to product and proce	ess innovations.
Please complete	all questions, unless otherwise instructed.	
Person we should	contact if there are any queries regarding the form:	
Name: Job title: Organisation:		
Phone:		

Fax: E-mail:

					ID
Address ¹ _ Postal code		Main activity ²			NUTS NACE
enterprises u	nder comr	ur enterprise part of an enterprise group? (A group can serve ifferent product markets. The head office is also part of	group consists o	f two or mo	re legally defined
Yes		n which country is the head office of your group loo	cated? 3		HO
No					
		raphic markets did your enterprise sell go se years 2006 to 2008?	ods and/or se	ervices No	
			res	NO	
A. Local / re	gional wit	nin [your country]			MARLOC
B. National	(other regi	ons of [your country])			MARNAT
C. Other Eu	ropean Ur	nion (EU), EFTA, or EU candidate countries*			MAREUR
D. All other	countries				MAROTH
		raphic areas was your largest market in terms of 06 and 2008? (Give corresponding letter)			LARMAR
*· Include the fel	lowing coun	ries: Austria Balgium Bulgaria Croatia Cyprus Czach Banublic	Denmark Estonia Fi	nland France	Germany Greece

1 General information about the enterprise

^{*:} Include the following countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom.

¹ NUTS 2 code ² NACE Rev.2 (4 digit code)

³Country code according to ISO standard

2. Product (good or service) innovation

A product innovation is the market introduction of a **new** or **significantly** improved good or service with respect to its capabilities, user friendliness, components or sub-systems.

- Product innovations (new or improved) must be new to your enterprise, but they do not need to be new to your market.
- Product innovations could have been originally developed by your enterprise or by other enterprises.

2	During the	three years	2006 to 2008	did your	enternrise	introduce:
∠.	Duiling the	unce years	2000 10 2000	, uiu youi	CHICHDIISE	IIIII Ouuce.

z.i Daimig	the three years 2000 to 2000, and your enterprise introduces.				
		Yes	ļ	No	
•	ficantly improved goods. (Exclude the simple resale of new goods purchased from rises and changes of a solely aesthetic nature.)				INPDGD
New or signi	ficantly improved services.				INPDSV
	If no to both options, go to section 3, otherwise:				
2.2 Who de	veloped these product innovations?				
Select the m	ost appropriate option only		INP	DTW	
Mainly your	enterprise or enterprise group				
Mainly your	enterprise together with other enterprises or institutions]	
Mainly other	enterprises or institutions		[
2.3 Were a	ny of your product innovations during the three years 2006 to 20	08: Yes	No		
New to your market?	Your enterprise introduced a new or significantly improved good or service onto your market before your competitors (it may have already been available in other markets)			NEW	MKT
Only new to your firm?	Your enterprise introduced a new or significantly improved good or service that was already available from your competitors in your market			NEW	FRM
Using the	definitions above, please give the percentage of your total turnov	⁄er ⁴ in ∶́	2008	from	:
New or signi market	ficantly improved goods and services introduced during 2006 to 2008 that were new	to your	TUR	NMAR	
New or signi your firm	ficantly improved goods and services introduced during 2006 to 2008 that were only	new to	TU	RNIN)
	services that were unchanged or only marginally modified during 2006 to 2008 (income goods or services purchased from other enterprises)	clude	TUR	NUNG	
	Total turnover in 2	008	1 0		

⁴ For Credit institutions: Interests receivable and similar income, for insurance services: Gross premiums written

3. Process innovation

A process innovation is the implementation of a **new** or **significantly** improved production process, distribution method, or support activity for your goods or services.

- Process innovations must be new to your enterprise, but they do not need to be new to your market.
- The innovation could have been originally developed by your enterprise or by other enterprises.
- Exclude purely organisational innovations these are covered in section 8.

	Yes	No			
New or significantly improved methods of manufacturing or producing goods or services			INPSPD		
New or significantly improved logistics, delivery or distribution methods for your inputs, go or services	ods 🗖		INPSLG		
New or significantly improved supporting activities for your processes, such as maintenan systems or operations for purchasing, accounting, or computing	се 🗆		INPSSU		
If no to all options, go to section 4, otherwise) :				
3.2 Who developed these process innovations?					
Select the most appropriate option only Mainly your enterprise or enterprise group		IN	PCSW		
Mainly your enterprise together with other enterprises or institutions					
Mainly other enterprises or institutions					
ı	Yes No	IΛ	PSNM		
	Do not know	,.			
4. Ongoing or abandoned innovation activities for process and	product inn	ovati	ons		
Innovation activities include the acquisition of machinery, equipment, software, a development work, industrial design, training, marketing and R&D when they					
develop and/or implement a product or process innovation. Also include basic R&E when not related to a product and/or process innovation.	are specifically	/ unde	ering and		
develop and/or implement a product or process innovation. Also include basic R&D	are <i>specificall</i>) as an innoval	/ unde ion act	ering and rtaken to ivity even		
develop and/or implement a product or process innovation. Also include basic R&E when not related to a product and/or process innovation. 4.1 During 2006 to 2008, did your enterprise have any innovation active.	are <i>specificall</i>) as an innoval	/ unde ion act	ering and rtaken to ivity even		
develop and/or implement a product or process innovation. Also include basic R&E when not related to a product and/or process innovation. 4.1 During 2006 to 2008, did your enterprise have any innovation active.	are specifically as an innovativities that did	unde ion act	ering and rtaken to ivity even		
 develop and/or implement a product or process innovation. Also include basic R&E when not related to a product and/or process innovation. 4.1 During 2006 to 2008, did your enterprise have any innovation active a product or process innovation because the activities were: 	are specifically as an innovativities that did Yes	unde ion act d not i	ering and rtaken to ivity even		

If your enterprise had no product or process innovations or innovation activity during 2006 to 2008 (no to all options in questions 2.1, 3.1, and 4.1), go to section 8.

5. Innovation activities and expenditures for process and product innovations

5.1 During the three years 2006 to 2008, did your enterprise engage in the following innovation activities:

				Yes	No	
	In-house R&D	Creative work undertaken within your enterprise to incre knowledge for developing new and improved products (include software development in-house that meets this	and processes			RRDIN
	External R&D	If yes, did your enterprise perform R&D during 2006 to Continuously (your enterprise has permanent R&D staff in Occasionally (as needed only) Same activities as above, but performed by other enter other enterprises or subsidiaries within your group) or be private research organisations and purchased by your enterprises.	n-house) □ □ prises (including by public or			RDENG RRDEX
	Acquisition of machinery, equipment and software	Acquisition of advanced machinery, equipment and cor or software to produce new or significantly improved processes	•			RMAC
	Acquisition of external knowledge	Purchase or licensing of patents and non-patented inventow, and other types of knowledge from other enterprisorganisations for the development of new or significant products and processes	ses or			ROEK
	Training for innovative activities	Internal or external training for your personnel specifical development and/or introduction of new or significantly products and processes				RTR
	Market introduction of innovations	Activities for the market introduction of your new or sign improved goods and services, including market research advertising				RMAR
	Other	Other activities to implement new or significantly improvenesses such as feasibility studies, testing, routine so development, tooling up, industrial engineering, etc.				RPRE
5.2		he amount of expenditure for each of the foonly. (Include personnel and related costs) ⁵	llowing four i	nova	ation	ı
		If your enterprise had no exper	nditures in 2008,	please	e fill i	n '0'
	In-house R&D (Included specifically for R&D)	le capital expenditures on buildings and equipment			RRL	DINX
	Purchase of external	R&D			RRE	EXX
	Acquisition of machi on equipment for R&D)	nery, equipment and software (Exclude expenditures			RM	4CX
	Acquisition of extern	al knowledge			RO	EKX
	Total of these four i	nnovation expenditure categories			RT	ОТ

 $^{^{\}mbox{5}}$ Give expenditure data in 000's of national currency units to eight digits.

			,	Yes	No	
Local o	r regional authorities				□ <i>F</i>	UNLOC
Central	government (including central government agencies or ministrie	s)			□ F	UNGMT
The Eu	ropean Union (EU)					UNEU
	If yes, did your enterprise participate in the EU 6th or 7th Fram Programme for Research and Technical Development?	ework			□ F	UNRTD
	of information and co-operation for innovation the three years 2006 to 2008, how important			rica'e i	nnovati	on
activities	s were each of the following information sources? Information for new innovation projects or contributed to	Please i	dentify info	rmation	sources tl	hat
		De	egree of imp	ortance		
		d' if no info	rmation was c	btained fr	om a sourc	е.
	Information source	High	Medium	Low	Not used	
Internal	Within your enterprise or enterprise group					SENTG
Market	Suppliers of equipment, materials, components, or software					SSUP
sources	Clients or customers					SCLI
	Competitors or other enterprises in your sector					SCOM
	Consultants, commercial labs, or private R&D institutes					SINS
Institutional	Universities or other higher education institutions					SUNI
sources	Government or public research institutes					SGMT
Other	Conferences, trade fairs, exhibitions					SCON
sources	Scientific journals and trade/technical publications					SJOU
	Professional and industry associations					SPRO

5.3 During the three years 2006 to 2008, did your enterprise receive any public financial

other innovation activities conducted entirely for the public sector under contract.

support for innovation activities from the following levels of government? Include financial support via tax credits or deductions, grants, subsidised loans, and loan guarantees. Exclude research and

6.2 During the three years 2006 to 2008, did your enterprise co-operate on any of your innovation activities with other enterprises or institutions? Innovation co-operation is active participation with other enterprises or non-commercial institutions on innovation activities. Both partners do not need to commercially benefit. Exclude pure contracting out of work with no active co-operation.						
Yes □ No □ (Please go to question 7.1)	СО					
6.3 Please indicate the type of innovation co-operation partner by location						
	[Vaur	Other	United	China or	ck all that apply)	
Type of co-operation partner	[Your country]	Other Europe*	United States	India	All other countries	
A. Other enterprises within your enterprise group	□ Co11	□ Co12	□ Co13	□ Co14	□ Co15	
B. Suppliers of equipment, materials, components, or software	□ Co21	□ Co22	□ Co23	□ Co24	□ Co25	
C. Clients or customers	□ Co31	□ Co32	□ Co33	□ Co34	□ Co35	
D. Competitors or other enterprises in your sector	□ Co41	□ Co42	□ Co43	□ Co44	□ Co45	
E. Consultants, commercial labs, or private R&D institutes	□ Co51	□ Co52	□ Co53	□ Co54	□ Co55	
F. Universities or other higher education institutions	□ Co61	□ Co62	□ Co63	□ Co64	□ Co65	
G . Government or public research institutes	□ Co71	□ Co72	□ Co73	□ Co74	□ Co75	
 Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom. 6.4 Which type of co-operation partner did you find the most valuable for your enterprise's innovation activities? (Give corresponding letter)						
7 Innovation objectives during 2006 2009						
7. Innovation objectives during 2006-2008						
7.1 How important were each of the following obj (good or service) or process innovations between				to devel	op product	
If your enterprise had several projects for pro	duct and pr	ocess innov	ations, ma	ke an overd	ıll evaluation	
Higl	n Mediu	ım Lo	w No	ot relevant		
Increase range of goods or services $\ \square$]		ORANGE	
Replace outdated products or processes		Е]		OREPL	
Enter new markets		Е]		OENMK	
Increase market share]		OIMKS	
Improve quality of goods or services \qed		Е]		OQUA	
Improve flexibility for producing goods or services □]		OFLEX	
Increase <i>capacity</i> for producing goods or services]		OCAP	
Improve health and safety □]		OHES	
Reduce labour costs per unit output]		OLBR	

8. (Organ	isational	innov	/ation
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An organisational innovation is a new organisational method in your enterprise's business practices (including knowledge management), workplace organisation or external relations that has not been previously used by your enterprise.

- It must be the result of strategic decisions taken by management.
- Exclude mergers or acquisitions, even if for the first time.

8.1	During the thr	e years 2006	to 2008, did	your enterprise	: introduce:
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	Yes	No	
New business practices for organising procedures (i.e. supply chain management, business re-engineering, knowledge management, lean production, quality management, etc)			ORGBUP
New methods of organising work responsibilities and decision making (i.e. first use of a new system of employee responsibilities, team work, decentralisation, integration or deintegration of departments, education/training systems, etc)			ORGWKP
New methods of organising external relations with other firms or public institutions (i.e. first use of alliances, partnerships, outsourcing or sub-contracting, etc)			ORGEXR

If no to all options, go to section 9. Otherwise, go to question 8.2

8.2 How important were each of the following objectives for your enterprise's organisational innovations introduced between 2006 and 2008 inclusive?

If your enterprise introduced several organisational innovations, make an overall evaluation

	High	Medium	Low	Not relevant	
Reduce time to respond to customer or supplier needs					ORORED
Improve ability to develop new products or processes					OROABL
Improve quality of your goods or services					OROQUA
Reduce costs per unit output					ORORCO
Improve communication or information sharing within your					OROCIN

9. Marketing innovation

A marketing innovation is the implementation of a new marketing concept or strategy that differs significantly from your enterprise's existing marketing methods and which has not been used before.

- It requires significant changes in product design or packaging, product placement, product promotion or pricing.
- Exclude seasonal, regular and other routine changes in marketing methods.

9.1 During the three years 2006 to 2008, did your enterprise introduce:

	Yes	No	
Significant changes to the aesthetic design or packaging of a good or service (<i>exclude changes</i> that alter the product's functional or user characteristics – these are product innovations)			MKTDGF
New media or techniques for product promotion (i.e. the first time use of a new advertising media, a new brand image, introduction of loyalty cards, etc)			MKTPDF
New methods for product placement or sales channels (i.e. first time use of franchising or distribution licenses, direct selling, exclusive retailing, new concepts for product presentation, etc)			MKTPDL
New methods of pricing goods or services (i.e. first time use of variable pricing by demand, discount systems, etc)			MKTPRI

If no to all options, go to section 10. Otherwise, go to question 9.2

9.2 How important were each of the following objectives for your enterprise's marketing innovations introduced between 2006 and 2008 inclusive?

If your enterprise introduced several marketing innovations, make an overall evaluation

	High	Medium	Low	Not relevant	
Increase or maintain market share					OMKTS
Introduce products to new customer groups					OMKTCG
Introduce products to new geographic markets					OMKTGM

10. Innovations with environmental benefits

An environmental innovation is a new or significantly improved product (good or service), process, organizational method or marketing method that creates environmental benefits compared to alternatives.

- The environmental benefits can be the primary objective of the innovation or the result of other innovation objectives.
- The environmental benefits of an innovation can occur during the production of a good or service, or during the after sales use of a good or service by the end user.

10.1 During the three years 2006 to 2008, did your enterprise introduce a product (good or service), process, organisational or marketing innovation with any of the following environmental benefits?

	Yes	No	
Environmental benefits from the production of goods or services within your enterprise			
Reduced material use per unit of output			ECOMA1
Reduced energy use per unit of output			ECOEN
Reduced CO ₂ 'footprint' (total CO ₂ production) by your enterprise			ECOCO
Replaced materials with less polluting or hazardous substitutes			ECOSUE
Reduced soil, water, noise, or air pollution			ECOPOL
Recycled waste, water, or materials			ECOREC
Environmental benefits from the after sales use of a good or service by the end user			
Reduced energy use			ECOENU
Reduced air, water, soil or noise pollution			ECOPOS
Improved recycling of product after use			ECOREA
in response to: Existing environmental regulations or taxes on pollution	Yes	No	ENREG
Environmental regulations or taxes that you expected to be introduced in the future Availability of government grants, subsidies or other financial incentives for environmental innovation			ENREGF ENGRA
Current or expected market demand from your customers for environmental innovations			ENDEM
Voluntary codes or agreements for environmental good practice within your sector			ENAGR
10.3 Does your enterprise have procedures in place to regularly identify an enterprise's environmental impacts? (For example preparing environmental performance goals, ISO 14001 certification, etc).			
ENVID ☐ Yes: implemented before January 2006 ☐ Yes: Implemented or significantly improved after January 2006 ☐ No			

11. Basic economic information on your enterprise

11.1 What was your enterprise's total turned of goods and services (Include all taxes except Value)		urnover is defined as the market sales			
	2006	2008			
	TURN06	TURN08			
11.2 What was your enterprise's total number of employees in 2006 and 2008?8					
	2006	2008			
	EMP06	EMP08			

⁶ Give turnover in '000 of national currency units to nine digits.

⁷ For Credit institutions: Interests receivable and similar income; for Insurance services: Gross premiums written

⁸ Annual average. If not available, give the number of employees at the end of each year. Give figures to six digits.