



## Innovation Survey, 2020

### 38.5% of enterprises were innovation active

According to the survey results, 38.5% of enterprises with ten or more employees were considered as innovation active during the period 2018-2020. The percentage was 36.0% for the previous reference period (2016-2018). 67.3% of large enterprises which refers those having more than 250 employee introduced new or improved products (goods or services)/business processes. The percentage was 35.9% for enterprises with 10-49 employees and 46.7% for enterprises with 50-249 employees. While the proportion of innovation active enterprises in industry was 42.5%, it was 33.5% for service sector.

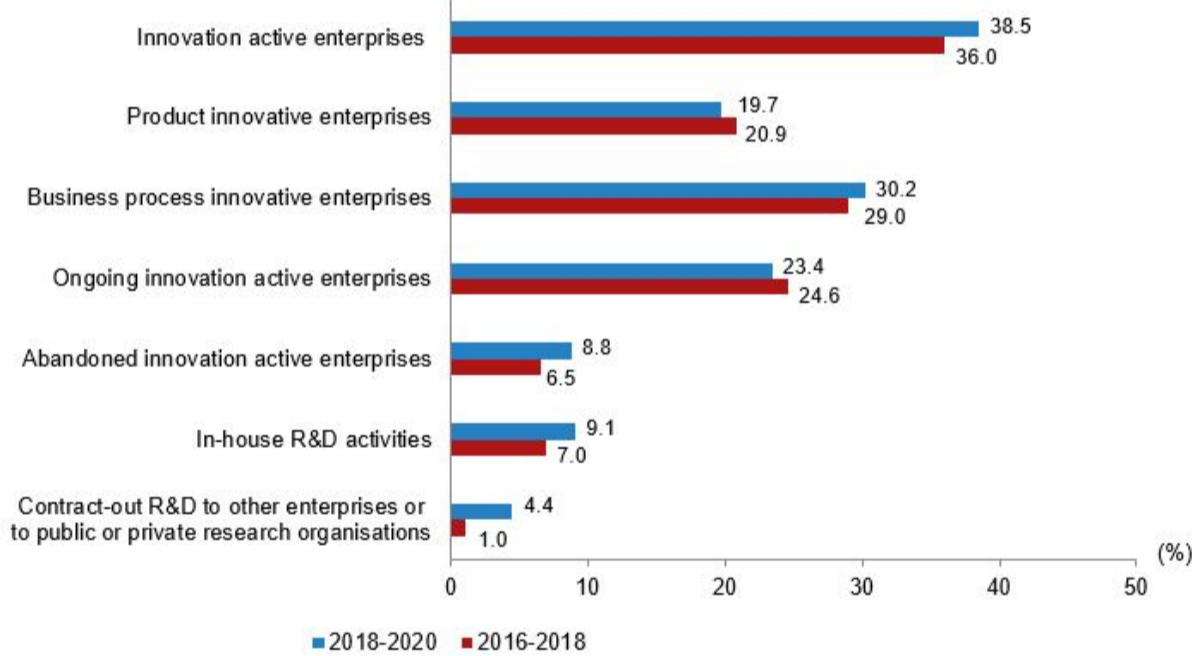
### 59.9% of product innovators offered products to market before competitors

19.7% of the enterprises were classified as product innovative. The previous survey result that refers to 2016-2018 period was 20.9% for product innovators. Among product innovators, enterprises with at least one good innovation were recorded as 79.2% and as 69.2% for the enterprises with at least one service innovation. When considering the new or improved products introduced to the market, 83.4% of product innovations were new to the enterprise and 59.9% of them were new to the market.

### Enterprises mostly applied innovation in production methods

30.2% of enterprises were business process innovative also defined as basic business functions. The percentage was 29.0% in the previous survey. Among the business process innovations, the methods for producing goods or providing services were settled in first rank by 77.8%. The following methods were accounting or other administrative operations as 74.5% and information processing or communication as 68.8%.

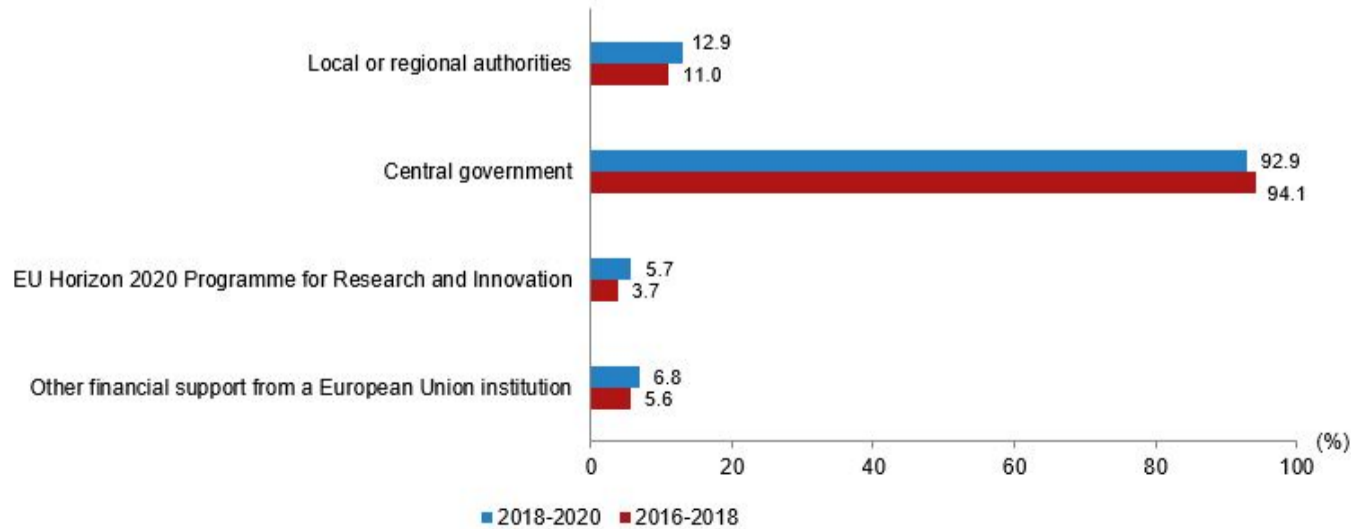
#### Proportion of enterprises engaged in innovation activities 2016-2018, 2018-2020



### One third of innovative active enterprises received public financial support

31.9% of innovative active enterprises received public financial support. 92.9% of these enterprises were financed by central government (Ministry of Industry and Technology, TUBITAK, KOSGEB, etc.), 12.9% by local or regional authorities (municipality, governorship, etc.). The rate of enterprises receiving support from European Union (EU) Horizon 2020 Programme for Research and Innovation was 5.7% and it was 6.8% from other EU institutions for related enterprises.

#### Proportion of innovation active enterprises that received funding from different sources 2016-2018, 2018-2020



## **27.7% of enterprises co-operated with other enterprises or organisations**

27.7% of innovation active enterprises co-operated with other enterprises or organisations. While 66.2% of these enterprises co-operated on R&D or other innovation activities, the percentage was 68.5% for the enterprises co-operated on any other business activities.

18.1% of the innovation active enterprises co-operated in R&D / innovation activities with the partners in Turkey, 7.2% in European countries and 4.8% in other countries.

## **Established customer groups and high quality stood out in strategies**

According to the importance of strategies for innovation active enterprises, focusing on established customer groups and focusing high quality took the first two places with 76.1%. This strategy was followed by focusing on customer-specific solutions with 67.7% and focusing on reaching new customer groups with 67.1%.

## **One fourth of the innovation active enterprises applied for a patent**

Intellectual property (IP) related activities include the methods for effective protection of competitiveness acquired by innovation and its components are questioned in the survey. It was observed that 47.4% of the innovation active enterprises registered for a trademark. This category was followed by applying for a patent as 25.3%, using trade secrets as 18.6%, utility model application as 12.7%, registering an industrial design right as 12.5% and claiming a copyright as 10.0% respectively.

## **The most hampering factor was high costs**

54.8% of not innovation active enterprises reported that the most hampering factor was high costs. This factor was followed by too much competition in the market as 33.9% and the lack of internal finance for innovation as 28.5%.

**The next release on this subject will be on November, 2023.**