The Community Innovation Survey 2012

THE HARMONISED SURVEY QUESTIONNAIRE, JULY 23, 2012

The Community Innovation Survey 2012 **FINAL VERSION July 23, 2012 (v15)**

This survey collects information on your enterprise's innovations and innovation activities during the three years 2010 to 2012 inclusive.

An innovation is the introduction of a new or significantly improved product, process, organisational method, or marketing method by your enterprise.

An innovation must have characteristics or intended uses that are new or which provide a significant improvement over what was previously used or sold by your enterprise. However, an innovation can fail or take time to prove itself.

An innovation need only be new or significantly improved for your enterprise. It could have been originally developed or used by other enterprises.

Sections 2 to 7 only refer to product and process innovations. Organisational and marketing innovations are covered in sections 8 and 9.

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: ______________________________

1. General information about the enterprise

Name of enterprise ______________________________ *ID*
Address[1] ______________________________ *NUTS*
Postal code ____________ **Main activity**[2] ______________________________ *NACE*

1.1 In 2012, was your enterprise part of an enterprise group? (A group consists of two or more legally defined enterprises under common ownership. Each enterprise in the group can serve different markets, as with national or regional subsidiaries, or serve different product markets. The head office is also part of an enterprise group.) *GP*

Yes ☐ In which country is the head office of your group located? [3] ______________ *HO*

No ☐

If your enterprise is part of an enterprise group: Please answer all further questions about your enterprise only for the enterprise for which you are responsible in [your country]. Exclude all subsidiaries or parent enterprises.

1.2 During the three years 2010 to 2012 did your enterprise:

	Yes	No	
	1	*0*	
Merge with or take over another enterprise	☐	☐	*ENMRG*
Sell, close or outsource some of the tasks or functions of your enterprise	☐	☐	*ENOUT*
Establish new subsidiaries in [your country] or in other European countries*	☐	☐	*ENNWEUR*
Establish new subsidiaries outside Europe	☐	☐	*ENNWOTH*

1.3 In which geographic markets did your enterprise sell goods and/or services during the three years 2010 to 2012?

	Yes	No	
	1	*0*	
A. Local / regional within [your country]	☐	☐	*MARLOC*
B. National (other regions of [your country])	☐	☐	*MARNAT*
C. Other European Union or associated countries* [4]	☐	☐	*MAREUR*
D. All other countries	☐	☐	*MAROTH*

Which of these geographic areas was your largest market in terms of turnover during the three years 2010 to 2012? (Give corresponding letter) ______ *LARMAR*

*: Include the following European Union (EU) and associated countries: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Montenegro, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom.

[1] NUTS 2 code
[2] NACE 4 digit code
[3] Country code according to ISO standard
[4] Each NSO needs to remove their own country from the list of European countries.

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 or institutions.

A **good** is usually a tangible object such as a smartphone, furniture, or packaged software, but downloadable software, music and film are also goods. A **service** is usually intangible, such as retailing, insurance, educational courses, air travel, consulting, etc.

2.1 During the three years 2010 to 2012, did your enterprise introduce:

	Yes *1*	No *0*	
Goods innovations: New or significantly improved goods (exclude the simple resale of new goods and changes of a solely aesthetic nature)	☐	☐	*INPDGD*
Service innovations: New or significantly improved services	☐	☐	*INPDSV*

If no to all options, go to section 3

Otherwise go to question 2.2

2.2 Who developed these product innovations?

Tick all that apply

	Goods innovations		Service innovations	
Your enterprise by itself	☐	*INITGD*	☐	*INITSV*
Your enterprise together with other enterprises or institutions*	☐	*INTOGD*	☐	*INTOSV*
Your enterprise by adapting or modifying goods or services originally developed by other enterprises or institutions*	☐	*INADGD*	☐	*INADSV*
Other enterprises or institutions*	☐	*INOTHGD*	☐	*INOTHSV*

**: Include independent enterprises plus other parts of your enterprise group (subsidiaries, sister enterprises, head office, etc.). Institutions include universities, research institutes, non-profits, etc.*

2.3 Were any of your product innovations (goods or services) during the three years 2010 to 2012:

		Yes	No	
		1	*0*	
New to your market?	Your enterprise introduced a new or significantly improved product onto your market before your competitors (it may have already been available in other markets)	☐	☐	*NEWMKT*
Only new to your firm?	Your enterprise introduced a new or significantly improved product that was already available from your competitors in your market	☐	☐	*NEWFRM*

Using the definitions above, please give the percentage of your total turnover[5] in 2012 from:

New or significantly improved products introduced during the three years 2010 to 2012 that were **new to your market**	*TURNMAR*	%
New or significantly improved products introduced during the three years 2010 to 2012 that were **only new to your firm**	*TURNIN*	%
Products that were **unchanged or only marginally modified** during the three years 2010 to 2012 (include the resale of new products purchased from other enterprises)	*TURNUNG*	%
Total turnover in 2012	1 0 0	%

2.4 To the best of your knowledge, were <u>any</u> of your product innovations during the three years 2010 to 2012:

	Yes	No	Don't know	
	1	*0*	*2*	
A first in [your country]	☐	☐	☐	*INPDFC*
A first in Europe*	☐	☐	☐	*INPDFE*
A world first	☐	☐	☐	*INPDFW*

*: Include the following European Union (EU) and associated countries: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Montenegro, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom.[6]

If no world-first product innovations go to Section 3, otherwise go to question 2.5

2.5 What percent of your total turnover in 2012 was from world first product innovations introduced between 2010 and 2012? *(This should be a subset of your new-to-market turnover share in question 2.3 above)*

	FWTURN	
0% to less than 1%	☐	*1*
1% to less than 5%	☐	*2*
5% to less than 10%	☐	*3*
10% to less than 25%	☐	*4*
25% or more	☐	*5*
Don't know	☐	*6*

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

[6] Each NSO needs to remove their own country from the list of European countries.

3. Process innovation

A process innovation is the implementation of a **new** or **significantly** improved production process, distribution method, or supporting activity.

- 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 or institutions.
- Exclude purely organisational innovations – these are covered in section 8.

3.1 During the three years 2010 to 2012, did your enterprise introduce?

	Yes *1*	No *0*	
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, goods or services	☐	☐	*INPSLG*
New or significantly improved supporting activities for your processes, such as maintenance systems or operations for purchasing, accounting, or computing	☐	☐	*INPSSU*

If no to all options, go to section 4

Otherwise go to question 3.2

3.2 Who developed these process innovations?

	Tick all that apply	
Your enterprise by itself	☐	*INITPS*
Your enterprise together with other enterprises or institutions*	☐	*INTOPS*
Your enterprise by adapting or modifying processes originally developed by other enterprises or institutions*	☐	*INADPS*
Other enterprises or institutions*	☐	*INOTHPS*

**: Include independent enterprises plus other parts of your enterprise group (subsidiaries, sister enterprises, head office, etc). Institutions include universities, research institutes, non-profits, etc.*

3.3 Were any of your process innovations introduced during the three years 2010 to 2012 new to your market?

	INPSNM
Yes	☐ *1*
No	☐ *0*
Do not know	☐ *2*

4. Ongoing or abandoned innovation activities for product and process innovations

Innovation activities include the acquisition of machinery, equipment, buildings, software, and licenses; engineering and development work, design, training, and marketing when they are specifically undertaken to develop and/or implement a product or process innovation. Also include all types of R&D activities.

4.1 During the three years 2010 to 2012, did your enterprise have any innovation activities that did not result in a product or process innovation because the activities were:

	Yes	No	
	1	*0*	
Abandoned or suspended before completion	☐	☐	*INABA*
Still on-going at the end of the 2012	☐	☐	*INONG*

If your enterprise had no product or process innovations or innovation activity during the three years 2010 to 2012 (no to all options in questions 2.1, 3.1, and 4.1), go to section 8

Otherwise, go to section 5

5. Activities and expenditures for product and process innovations

5.1 During the three years 2010 to 2012, did your enterprise engage in the following innovation activities:

		Yes	No	
		1	*0*	
In-house R&D	Research and development activities undertaken by your enterprise to create new knowledge or to solve scientific or technical problems (include software development in-house that meets this requirement)	☐	☐	*RRDIN*
	If yes, did your enterprise perform R&D during the three years 2010 to 2012: Continuously (your enterprise has permanent R&D staff in-house) ☐ *1* Occasionally (as needed only) ☐ *2*			*RDENG*
External R&D	R&D that your enterprise has contracted out to other enterprises (including other enterprises in your group) or to public or private research organisations	☐	☐	*RRDEX*
Acquisition of machinery, equipment, software & buildings	Acquisition of advanced machinery, equipment, software and buildings to be used for new or significantly improved products or processes	☐	☐	*RMAC*
Acquisition of existing knowledge from other enterprises or organisations	Acquisition of existing know-how, copyrighted works, patented and non-patented inventions, etc. from other enterprises or organisations for the development of new or significantly improved products and processes	☐	☐	*ROEK*
Training for innovative activities	In-house or contracted out training for your personnel specifically for the development and/or introduction of new or significantly improved products and processes	☐	☐	*RTR*
Market introduction of innovations	In-house or contracted out activities for the market introduction of your new or significantly improved goods or services, including market research and launch advertising	☐	☐	*RMAR*
Design	In-house or contracted out activities to design or alter the shape or appearance of goods or services	☐	☐	*RDSG*
Other	Other in-house or contracted out activities to implement new or significantly improved products and processes such as feasibility studies, testing, tooling up, industrial engineering, etc.	☐	☐	*RPRE*

5.2 How much did your enterprise spend on each of the following innovation activities in <u>2012</u> only? Innovation activities are defined in question 5.1 above. Include current expenditures (including labour costs, contracted-out activities, and other related costs) as well as capital expenditures on buildings and equipment.[7]

Please fill in '0' if your enterprise had no expenditures for an activity in 2012

With a lack of precise accounting data please use estimates

In-house R&D (Include current expenditures including labour costs and capital expenditures on buildings and equipment specifically for R&D)	☐☐☐☐☐☐☐☐	*RRDINX*
External R&D	☐☐☐☐☐☐☐☐	*RRDEXX*
Acquisition of machinery, equipment, software & buildings (Exclude expenditures on these items that are for R&D)	☐☐☐☐☐☐☐☐	*RMACX*
Acquisition of existing knowledge from other enterprises or organisations	☐☐☐☐☐☐☐☐	*ROEKX*
All other innovation activities including design, training, marketing, and other relevant activities	☐☐☐☐☐☐☐☐	***ROTRX***
Total expenditures on innovation activities (Sum of expenditures for all types of innovation activities)	☐☐☐☐☐☐☐☐	***RALLX***

5.3 During the three years 2010 to 2012, did your enterprise receive any public financial 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 other innovation activities conducted entirely for the public sector* under contract.

	Yes	**No**	
	1	*0*	
Local or regional authorities	☐	☐	*FUNLOC*
Central government (including central government agencies or ministries)	☐	☐	*FUNGMT*
The European Union (EU)	☐	☐	*FUNEU*
If yes, did your enterprise participate in the EU 7th Framework Programme for Research and Technical Development?	☐	☐	*FUNRTD*

*The public sector includes government owned organisations such as local, regional and national administrations and agencies, schools, hospitals, and government providers of services such as security, transport, housing, energy, etc.

[7] Give expenditure data in 000's of national currency units to eight digits.

6. Sources of information and co-operation for product and process innovation

6.1 During the three years 2010 to 2012, how important to your enterprise's innovation activities were each of the following information sources? Include information sources that provided information for new innovation projects or contributed to the completion of existing projects.

	Information source	High 3	Medium 2	Low 1	Not used 0	
		Degree of importance *Tick 'not used' if no information was obtained from a source.*				
Internal	Within your enterprise or enterprise group	☐	☐	☐	☐	*SENTG*
Market sources	Suppliers of equipment, materials, components, or software	☐	☐	☐	☐	*SSUP*
	Clients or customers from the private sector	☐	☐	☐	☐	*SCLPR*
	Clients or customers from the public sector*	☐	☐	☐	☐	*SCLPU*
	Competitors or other enterprises in your industry	☐	☐	☐	☐	*SCOM*
	Consultants and commercial labs	☐	☐	☐	☐	*SINS*
Education & research institutes	Universities or other higher education institutions	☐	☐	☐	☐	*SUNI*
	Government, public or private research institutes	☐	☐	☐	☐	*SGMT*
Other sources	Conferences, trade fairs, exhibitions	☐	☐	☐	☐	*SCON*
	Scientific journals and trade/technical publications	☐	☐	☐	☐	*SJOU*
	Professional and industry associations	☐	☐	☐	☐	*SPRO*

6.2 During the three years 2010 to 2012, 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 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**) *CO*

6.3 Please indicate the type of innovation co-operation partner by location

(Tick all that apply)

Type of co-operation partner	[Your country]	Other Europe**	United States	China or 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 from the private sector	☐ *Co311*	☐ *Co312*	☐ *Co313*	☐ *Co314*	☐ *Co315*
D. Clients or customers from the public sector*	☐ *Co321*	☐ *Co322*	☐ *Co323*	☐ *Co324*	☐ *Co325*
E. Competitors or other enterprises in your sector	☐ *Co41*	☐ *Co42*	☐ *Co43*	☐ *Co44*	☐ *Co45*
F. Consultants and commercial labs	☐ *Co51*	☐ *Co52*	☐ *Co53*	☐ *Co54*	☐ *Co55*
G. Universities or other higher education institutions	☐ *Co61*	☐ *Co62*	☐ *Co63*	☐ *Co64*	☐ *Co65*
H. Government, public or private research institutes	☐ *Co71*	☐ *Co72*	☐ *Co73*	☐ *Co74*	☐ *Co75*

6.4 Which type of co-operation partner did you find the most valuable for your enterprise's innovation activities? (Give corresponding letter) ________ *PMOS*

*The public sector includes government owned organisations such as local, regional and national administrations and agencies, schools, hospitals, and government providers of services such as security, transport, housing, energy, etc.

**: Include the following European Union (EU) and associated countries: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Montenegro, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom.

7. Competitiveness of your enterprise's product and process innovations

7.1 How effective were the following methods for maintaining or increasing the competitiveness of product and process innovations introduced during 2010 to 2012?

	Degree of effectiveness				
	High	Medium	Low	Not used	
	3	*2*	*1*	*0*	
Patents	☐	☐	☐	☐	*CMPAT*
Design registration	☐	☐	☐	☐	*CMRCD*
Copyright	☐	☐	☐	☐	*CMCO*
Trademarks	☐	☐	☐	☐	*CMCTM*
Lead time advantages	☐	☐	☐	☐	*CMLTAD*
Complexity of goods or services	☐	☐	☐	☐	*CMCPX*
Secrecy (include non-disclosure agreements)	☐	☐	☐	☐	*CMSEC*

Note: Countries that provide utility patents should include this as a sub-question after patents.

8. Organisational Innovation

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 three years 2010 to 2012, did your enterprise introduce:

	Yes	No	
	1	*0*	
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 de-integration 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*

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 2010 to 2012, did your enterprise introduce:

	Yes *1*	No *0*	
Significant changes to the aesthetic **design** or **packaging** of a good or service (*exclude changes that alter the product's functional or user characteristics – these are product innovations*)	☐	☐	*MKTDGP*
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.*)	☐	☐	*MKTPDP*
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*

10. Public sector procurement and innovation

10.1 During the three years 2010 to 2012, did your enterprise have any procurement contracts to provide goods or services for:

	Yes *1*	No *0*	
Domestic public sector organisations*	☐	☐	*PUBDOM*
Foreign public sector organisations*	☐	☐	*PUBFOR*

*The public sector includes government owned organisations such as local, regional and national administrations and agencies, schools, hospitals, and government providers of services such as security, transport, housing, energy, etc.

If no to both options go to section 11

Otherwise go to question 10.2

10.2 Did your enterprise undertake any innovation activities as part of a procurement contract to provide goods or services to a public sector organisation? *(Include activities for product, process, organisational and marketing innovations)*

(If your enterprise had several procurement contracts, tick all that apply)

Yes and innovation required as part of the contract	☐	*PBINCT*
Yes but innovation *not* required as part of the contract	☐	*PBNOCT*
No	☐	*PBNOINN*

11. Strategies and obstacles for reaching your enterprise's goals

11.1 During the three years 2010 to 2012, how important were each of the following goals for your enterprise? (It does not matter if your enterprise was able to attain these goals)

	Degree of Importance				
	High	Medium	Low	Not relevant	
	3	2	1	0	
Increase turnover	☐	☐	☐	☐	GOTURN
Increase market share	☐	☐	☐	☐	GOMKT
Decrease costs	☐	☐	☐	☐	GOCOS
Increase profit margins	☐	☐	☐	☐	GOPRF

11.2 During 2010 to 2012, how important were each of the following strategies for reaching your enterprise's goals?

	Degree of Importance				
	High	Medium	Low	Not relevant	
	3	2	1	0	
Developing new markets within Europe*	☐	☐	☐	☐	STMKEUR
Developing new markets outside Europe*	☐	☐	☐	☐	STMKOTH
Reducing in-house costs of operation	☐	☐	☐	☐	STIHCOS
Reducing costs of purchased materials, components or services	☐	☐	☐	☐	STEXCOS
Introducing new or significantly improved goods or services	☐	☐	☐	☐	STINNPD
Intensifying or improving the marketing of goods or services	☐	☐	☐	☐	STMKT
Increasing flexibility / responsiveness of your organisation	☐	☐	☐	☐	STFLEX
Building alliances with other enterprises or institutions	☐	☐	☐	☐	STALL

11.3 During 2010 to 2012, how important were the following factors as obstacles to meeting your enterprise's goals?

	Degree of Importance				
	High	Medium	Low	Not relevant	
	3	2	1	0	
Strong price competition	☐	☐	☐	☐	OBSPR
Strong competition on product quality, reputation or brand	☐	☐	☐	☐	OBSQL
Lack of demand	☐	☐	☐	☐	OBSLDE
Innovations by competitors	☐	☐	☐	☐	OBSCP
Dominant market share held by competitors	☐	☐	☐	☐	OBSDMK
Lack of qualified personnel	☐	☐	☐	☐	OBSPRS
Lack of adequate finance	☐	☐	☐	☐	OBSFIN
High cost of access to new markets	☐	☐	☐	☐	OBSAMK
High cost of meeting government regulations or legal requirements	☐	☐	☐	☐	OBSREG

*: Include the following European Union (EU) and associated countries: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Ireland, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Montenegro, the Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovenia, Slovakia, Switzerland, Turkey, Spain, Sweden and the United Kingdom.

12. Basic economic information on your enterprise

12.1 What was your enterprise's total turnover for 2010 and 2012?[8] Turnover is defined as the market sales of goods and services (Include all taxes except VAT[9])

2010	2012
TURN10	*TURN12*

12.2 What was your enterprise's average number of employees in 2010 and 2012?[10]

2010	2012
EMP10	*EMP12*

12.3 Approximately what percent of your enterprise's employees in 2012 had a tertiary degree?[11]

	EMPUD	
0%	☐	*0*
1% to 4%	☐	*1*
5% to 9%	☐	*2*
10% to 24%	☐	*3*
25% to 49%	☐	*4*
50% to 74%	☐	*5*
75% to 100%	☐	*6*

[8] Give turnover in '000 of national currency units. *Leave space for up to nine digits.*
[9] For Credit institutions: Interests receivable and similar income; for Insurance services give gross premiums written.
[10] If administrative data are used and the annual average is not available, give results for the end of each year. Leave space for up to six digits for question 12.2.
[11] ISCED 2011 levels 5 to 8.