

# Innovation statistics

## Definitions and organisation



**Gediminas SAMUOLIS**

Head, Knowledge economy and special  
surveys statistics division

*Statistics Lithuania*

*Gedimino av. 29, Lithuania*

*E-mail: [Gediminas.Samuolis@stat.gov.lt](mailto:Gediminas.Samuolis@stat.gov.lt)*

## Political needs of Innovation statistics

**The Community Innovation Survey (CIS)** is a survey of innovation activity in enterprises.

Is designed to provide information on the innovativeness of sectors by type of enterprises, on the different types of innovation and on various aspects of the development of an innovation, such as the objectives, the sources of information, the public funding or the expenditures.

☐ **International political needs** - covered by international guidelines

(best way is participation in international work to monitor changes in needs)

☐ **National political needs** - each country has its own political needs that goes beyond those covered internationally

For national political demands:

added extra questions in the surveys

produce an annual publication that include all our statistics on the area

make special publications when needed for specific political purposes



## Innovation statistics: legal basis, methodology

### ☐ EU Regulations on STI Statistics

Decision No 1608/2003/EC of the European Parliament and of the Council of 22 July 2003 concerning the production and development of Community statistics on science and technology

Commission Implementing Regulation (EC) No 995/2012 of 26 October 2012 implementing Decision No 1608/2003/EC of the European Parliament and of the Council as regards statistics on science and technology

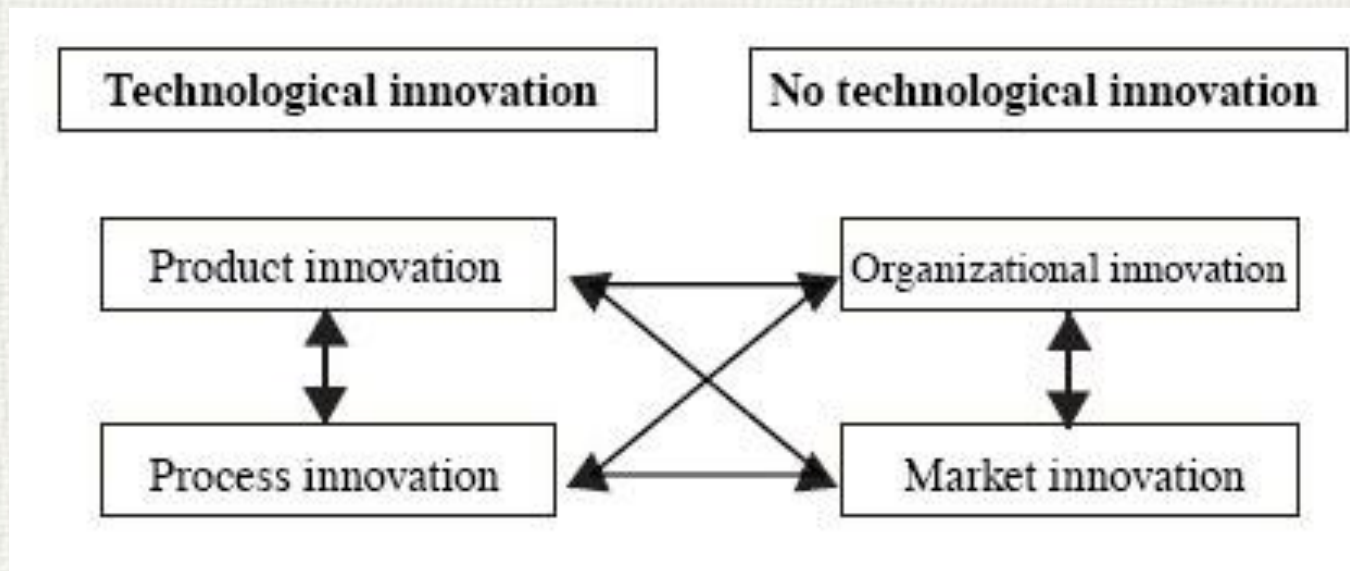
☐ **Oslo Manual** (3<sup>rd</sup> edition 2005) - internationally recognised standard methodology for collecting innovation statistics.

☐ **Harmonised CIS Questionnaire** accompanied by a set of definitions and methodological recommendations (available in russian too)



## Innovation – definition and classification

- ❑ An **innovation** is the implementation of a new or significantly improved product (good or service), process, new marketing method, or new organisational method in business practices, workplace organisation or external relations.



- ❑ The minimum requirement for an innovation is that the product, process, marketing method or organisational method must be new or significantly improved to the firm. This includes products, processes and methods that firms are the first to develop and also those that have been adopted from other firms or organisations.



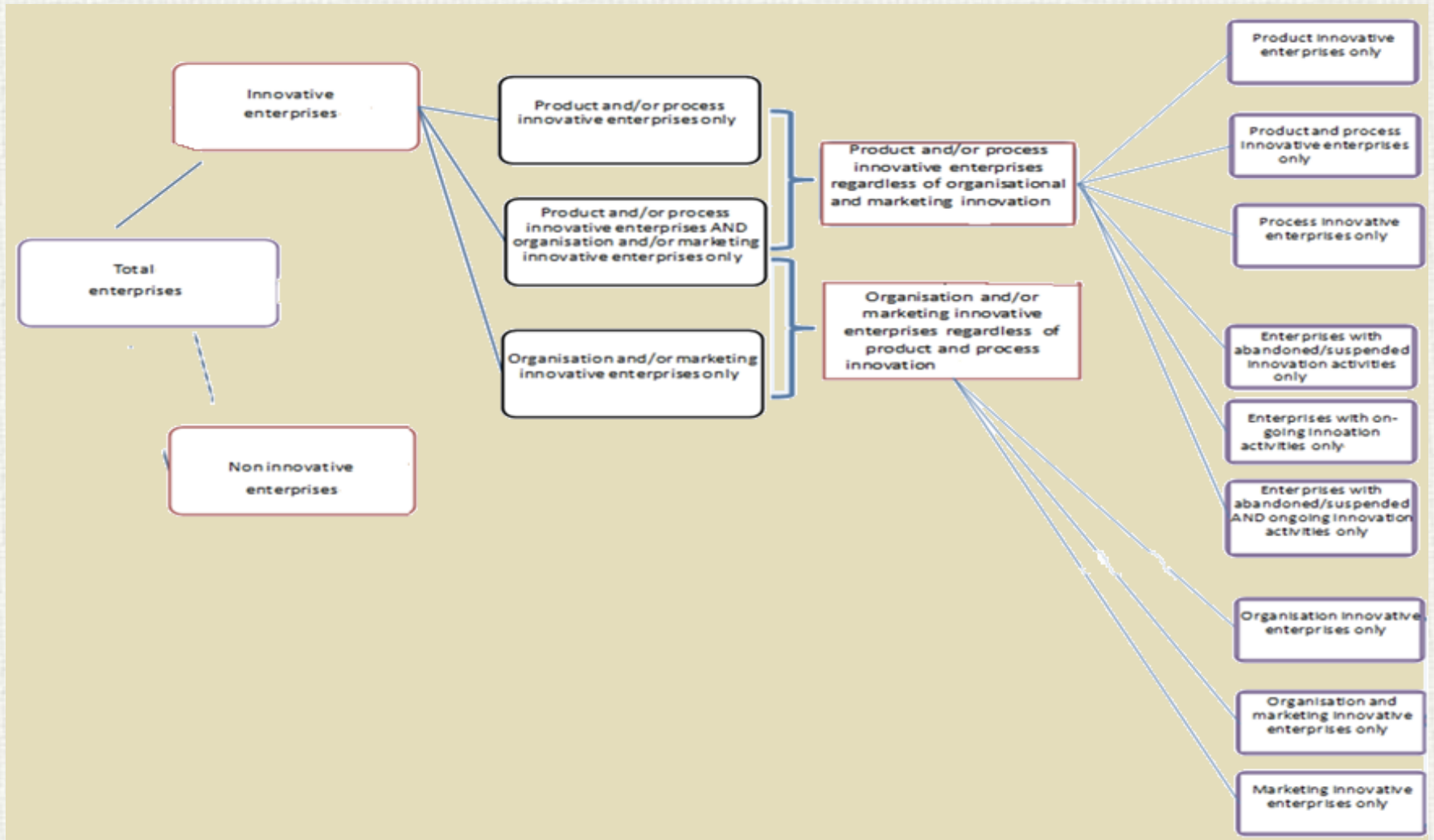
## Technological innovation

- ❑ A **product (good or service) 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 **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.

## No-technological 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.
  
- ❑ **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.

## Overview on types of innovators





## The EU survey on Innovation activity in enterprises

- ❑ **Innovation activities survey (CIS)** in EU countries since 1996 (LT – since 1998). Since 2004, CIS have been conducted every two years
- ❑ **The survey reference period** – 3-year period, innovation expenditures for product and process innovations - one year
- ❑ **A target population** of CIS is the total population of enterprises in NACE Rev. 2 sections A to N. It is recommended that all enterprises be included in the target population.
- ❑ **Statistical population** - determined by the size of the enterprise and its principal activity. All enterprises with 10 or more employees in any of the Core NACE categories are included in the statistical population.

All EU countries covered the **core population** of NACE Rev. 2:

sections B, C, D, E, H, J, K and divisions 46, 71, 72, and 73.

Other activities are voluntary.



## Main CIS indicators in EU countries

1. Innovative enterprises (number or per cent)
2. Innovative enterprises that introduced new or significantly improved products, new to the market
3. Turnover from innovation, related to new or significantly improved products, new to the market
4. Turnover from innovation, related to new or significantly improved products, new to the firm, but not new to the market
5. Innovative enterprises involved in innovation cooperation
6. Innovation expenditures
7. Innovative enterprises that indicated highly important effects of innovation
8. Innovative enterprises that indicated highly important sources of information for innovation
9. Enterprises facing important hampering factors
10. Enterprises that developed the innovations itself or together with the other enterprises/institution

Since 2000, the CIS has become a major data source for the [European Innovation Scoreboard](#)

**THANK YOU FOR YOUR ATTENTION**

**QUESTIONS ?**

*Gediminas SAMUOLIS  
Statistics Lithuania  
Gedimino av. 29, Lithuania  
Gediminas.Samuolis@stat.gov.lt*