

0%	☐
1% to less than 5%	☐
5% to less than 10%	☐
10% to less than 25%	☐
25% to less than 50%	☐
50% to less than 75%	☐
75% or more	☐

We welcome your feedback. Please tell us what you think about this form and also let us know what type of published data would be useful to your business.

Please add any comments that would help us interpret the data provided and avoid further queries.

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Date/...../ **2013**[illegible]

Thank you for taking the time to complete this form.

55177



If above details are incorrect, please amend and mark X in this box ☐



Enquiries to:
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You are obliged by law to complete and return this form to the Central Statistics Office by the 10th of June 2013

The Community Innovation Survey is a survey of innovation activities by business in Ireland and other EU Member States. Innovation is defined as the implementation of a new or significantly improved product (good or service) or process, a new marketing method or a new organisational method in business practices, workplace or external relations. Data from the survey allow benchmarking exercises to be carried out comparing innovation performance in Ireland with other European nations. Data and analysis from the survey underpins policymaking both in Ireland and in the EU and serves to promote further support for innovation across the economy.

The survey collects information about product and process innovation as well as organisational and marketing innovation during the three year period 2010 to 2012 inclusive. In order to be able to compare enterprises with and without innovation activities, we request all enterprises to respond to all questions, unless otherwise instructed.

The survey is jointly conducted by the CSO and Forfás to increase efficiency in the collection of statistical data and to reduce burden on the participating enterprises.

Thank you in advance for your participation in this survey. We would be grateful if you could complete and return this form in the Freepost envelope provided before 10th June 2013. The form is in a computer readable format and we would appreciate if you could complete it as clearly as possible.

Results from this survey will be published on the CSO website www.cso.ie.

Tá leagán gaeilge den foirm seo ar fáil más mian leat.

Pádraig Dalton
Pádraig Dalton
Director General, CSO


Martin Shanahan
CEO, Forfás

1. General information about the enterprise

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.)

Yes ☐ → In which country is the head office of your group located?

No ☐

If your enterprise is part of an enterprise group, please answer all further questions only for the enterprise for which you are responsible in Ireland. Exclude all subsidiaries or parent enterprises.

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

	Yes	No
Merge with or take over another enterprise	☐	☐
Sell, close or outsource some of the tasks or functions of your enterprise	☐	☐
Establish new subsidiaries in Ireland or in other European countries	☐	☐
Establish new subsidiaries outside Europe	☐	☐

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

	Yes	No
Local / regional within Ireland	☐	☐
National (other regions of Ireland)	☐	☐
Northern Ireland	☐	☐
Other European Union (EU) countries, EFTA or EU candidate countries*	☐	☐
All other countries	☐	☐

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

2. Product (a good or a 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.

A **good** is usually a tangible object such as a smart phone, 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.

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
Patents	☐	☐	☐	☐
Design registration	☐	☐	☐	☐
Copyright	☐	☐	☐	☐
Trademarks	☐	☐	☐	☐
Lead time advantages	☐	☐	☐	☐
Complexity of goods or services	☐	☐	☐	☐
Secrecy (include non-disclosure agreements)	☐	☐	☐	☐

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
New business practices for organising procedures (i.e. supply chain management, business re-engineering, knowledge management, lean production, quality management etc.)	☐	☐
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)	☐	☐
New methods of organising external relations with other firms or public institutions (i.e. first use of alliances, partnerships, outsourcing or sub-contracting, etc)	☐	☐

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	No
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)	☐	☐
New media or techniques for product promotion (i.e. first time use of a new advertising media, a new brand image, introduction of loyalty cards, etc)	☐	☐
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)	☐	☐
New methods of pricing goods or services (i.e. first time use of variable pricing by demand, discount systems, etc)	☐	☐

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
Local or regional authorities	☐	☐
Central government (including central government agencies or ministries)	☐	☐
The European Union (EU)	☐	☐
If yes, did your enterprise participate in the EU 7th Framework Programme for Research and Technical Development?	☐	☐

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

6.1 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 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
☐	☐

If no go to Section 7.1

6.2 Please indicate the type of co-operation partner by location (tick all that apply)

Type of co-operation partner	Ireland	Northern Ireland	Other Europe**	United States	China or India	All other countries
A. Other enterprises within your enterprise group	☐	☐	☐	☐	☐	☐
B. Suppliers of equipment, materials, components or software	☐	☐	☐	☐	☐	☐
C. Clients or customers from the private sector	☐	☐	☐	☐	☐	☐
D. Clients or customers from the public sector*	☐	☐	☐	☐	☐	☐
E. Competitors or other enterprises in your sector	☐	☐	☐	☐	☐	☐
F. Consultants, commercial labs or private R&D institutes	☐	☐	☐	☐	☐	☐
G. Universities or other higher education institutions	☐	☐	☐	☐	☐	☐
H. Government or public or private research institutes	☐	☐	☐	☐	☐	☐

6.3 Which type of co-operation partner did you find the most valuable for your enterprise's innovation activities?

Give corresponding letter (from A to H above)

*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) countries, EFTA or EU candidate countries: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Iceland, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, and Turkey.

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

Goods innovations: New or significantly improved goods. (Exclude the simple resale of new goods purchased from other enterprises and changes of a solely aesthetic nature).

Service innovations: New or significantly improved services.

Yes	No
☐	☐
☐	☐

If no to both options go to Section 3

2.2 Who developed these product innovations?

	Goods Innovations	Service Innovations
Your enterprise by itself	☐	☐
Your enterprise together with other enterprises or institutions*	☐	☐
Your enterprise by adapting or modifying goods or services originally developed by other enterprises or institutions*	☐	☐
Other enterprises or institutions*	☐	☐

*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
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)	☐	☐
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	☐	☐

Using the previous definitions, please estimate how your total turnover in 2012 was distributed between the following categories:

New or significantly improved goods and service innovations introduced during 2010 to 2012 that were new to your market		%
New or significantly improved goods and service innovations introduced during 2010 to 2012 that were new to your enterprise but not new to the market		%
Goods and services that were unchanged or only marginally modified during 2010 to 2012 (include the resale of new goods or services purchased from other enterprises)		%
Total turnover in 2012	100	%

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.

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

Yes	No
☐	☐
☐	☐
☐	☐

If **no** to all three options go to Section 4

New or significantly improved methods of manufacturing or producing goods or services

New or significantly improved logistics, delivery or distribution methods for your inputs, goods or services

New or significantly improved supporting activities for your processes, such as maintenance systems or operations for purchasing, accounting or computing

3.2 Who developed these process innovations?

Tick all that apply

Your enterprise by itself

☐

Your enterprise together with other enterprises or institutions*

☐

Your enterprise by adapting or modifying processes originally developed by other enterprises or institutions*

☐

Other enterprises or institutions*

☐

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

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, marketing and R&D when they are **specifically** undertaken to develop and/or implement a product or process innovation. Also include basic R&D as an innovation activity even when not related to a product and/or process innovation.

4.1 During 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
☐	☐
☐	☐

Abandoned or suspended before completion

Still ongoing at the end of 2012

If your enterprise had no product or process innovations or innovation activity during 2010 to 2012 (no to all options in questions 2.1, 3.1 and 4.1) then 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
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)	☐	☐

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)	☐
Occasionally (as needed only)	☐

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

☐	☐
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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

☐	☐
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Acquisition of other external knowledge from other enterprises or institutions:

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

☐	☐
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All other innovation activities: Include design, training, marketing and 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.

☐	☐
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5.2 How much did your enterprise spend (to the nearest € '000) on each of the following innovation activities in 2012 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.

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)	, ,
External R&D	, ,
Acquisition of machinery, equipment, software & buildings (Exclude expenditures on these items that are for R&D)	, ,
Acquisition of existing knowledge from other enterprises or institutions	, ,
All other innovation activities	, ,
Total expenditures on innovation activities (Sum of expenditures for all types of innovation activities)	, , ,