



**TOOL AND METHODOLOGY
FOR IMPACT ASSESSMENT AND BENCHMARKING
OF REGIONAL INNOVATION POLICY**

PROPOSED BY

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Project full title : Innovation policy impact assessment at regional level: benchmarking for dissemination of differing performances to raise awareness of policy makers, to stimulate successful measures and good practice. (1/6/2005 – 31/1/2008)

Project Partners : Flanders – IWT (FI)
Lower-Austria -Amt der NOE Landesregierung (LA)
Brittany -Bretagne Innovation (Br)
Madrid-FCm+d (Ma)
Limburg -Syntens Zuid (Li)
Lower-Silesia - Wroclaw Centre for Technology Transfer (LS)
Slovenia - Municipality of Ljubljana (SI)

- OBJECTIVE OF IMPACTSCAN :

Improve impact of regional innovation policy through optimization or further development/design of innovation support system

- WHAT CAN BE DONE ? Description of what the tool/methodology can provide in terms of scope (innovation areas covered...) and level (policy level, innovation actors level ...), type of analysis involved, ...

Scope of Impactscan :

1. Focus of IMPACTSCAN is on the impact of the regional innovation intermediaries (budget received through Policy Objectives, budget spent on innovation services) on the innovation performance of the firms. Distribution of budget and impact assessment over all areas of innovation support under regional control. Both direct and indirect innovation support are considered.
 - Direct innovation support: financial support to firms to finance innovation
 - Indirect innovation support :financial support to intermediaries to deliver services to firms to stimulate innovation
2. Description of region with 5 sets of indicators describing the innovation context (Size and density, policy context , regional innovation policy governance, Innovation support supply side, demand side).
3. Modeling of the performance of the innovation support system by 3 matrices (see further), core of the model is the flow of money from policy objectives, via intermediaries to innovation support services and impact of these on innovation enablers of firms.

Level : distribution of budget over policy objectives, intermediaries and services, impact measurement of services related to innovation enablers.



Analysis : data is submitted in XL-tool and a visual analysis of different type of graphical presentations can be made. By comparing supply side of innovation services and the demand from companies, the regional innovation support system can be optimized.

- **WHAT WILL YOU GET ?** Description of the results that can be obtained, the way to use them, the practical benefit that can be expected ... (examples should be provided)

Results for regional use :

- Structured/simplified view on the regional innovation support system and the allocation of budget, the major components of it and its strength, weaknesses and performance (Context setting, M1, M2).
- Information on impact of innovation services (M3).
- Qualitative information on match between supply and demand of innovation support measures towards companies.

This can all be used to optimize regional innovation support system and elaborate a regional recommendation plan for policy makers.

Results of inter-regional comparison :

Identify regions with similar or different innovation support system to open discussion and analyze in depth advantages and disadvantages of different innovation support systems.

From comparison with other regions one can learn how to optimize own regional innovation support system and make recommendations to regional policy makers. .

For regions with limited experience in innovation support, elements from IMPACTSCAN can be used to help the design of a regional innovation support system.

Based on results of IMPACTSCAN partners have:

Improved the evaluation of Regional Innovation Support System.

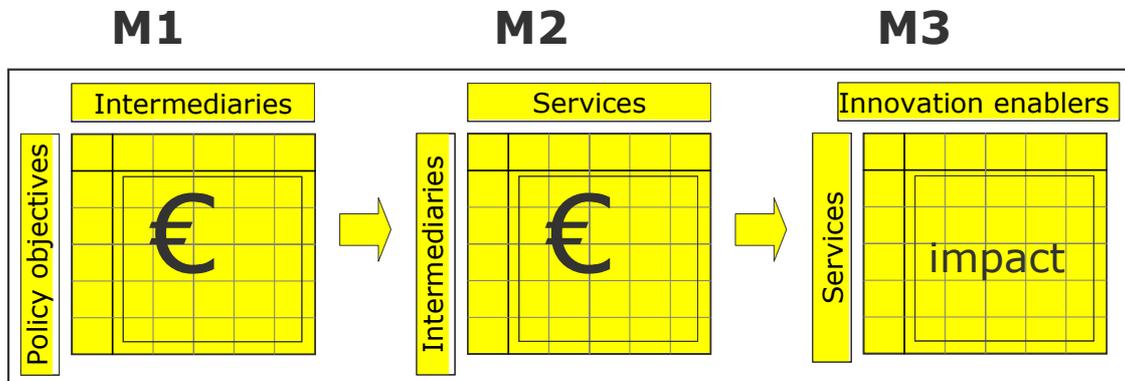
Gathered elements for design of regional consulting and monitoring tool for intermediaries.

Partners from new member states have found elements for recommendations to policy makers to design an innovation support system consisting of a mix of direct funding to companies and services to support innovation.

- **WHAT DO YOU NEED ?** Description of the prerequisites or the requirements like data availability (indicators, information about the innovation regional policy/system, ...), supporting study, inter-regional cooperation, skills needed to perform the study, effort/costs involved...

Regional innovation budget : Not only the total amount of money spent on regional innovation is needed but a thorough knowledge of the distribution of this money over the policy objectives, intermediaries and services is required (M1, M2). It is therefore necessary to have insight in the regional roll-out of policy objectives towards direct and indirect innovation support measures.

Impact measurements : To measure the impact of services over innovation enablers (M3), surveys of companies are needed (face to face interviews complemented with written inquiries show to be most efficient). It is important to have also a good view on the demand side, the need of companies in terms of improvement of innovation enablers translated into need for services.



Indicators: To describe the innovation context, 30 indicators are used (in 5 sets: Size and density, policy context, regional innovation policy governance, Innovation support supply side, demand side): 17 indicators are available from EUROSTAT, CIS, EU Regional Innovation Scoreboard, Global Entrepreneurship Monitor. 4 indicators are related to the regional innovation budget.

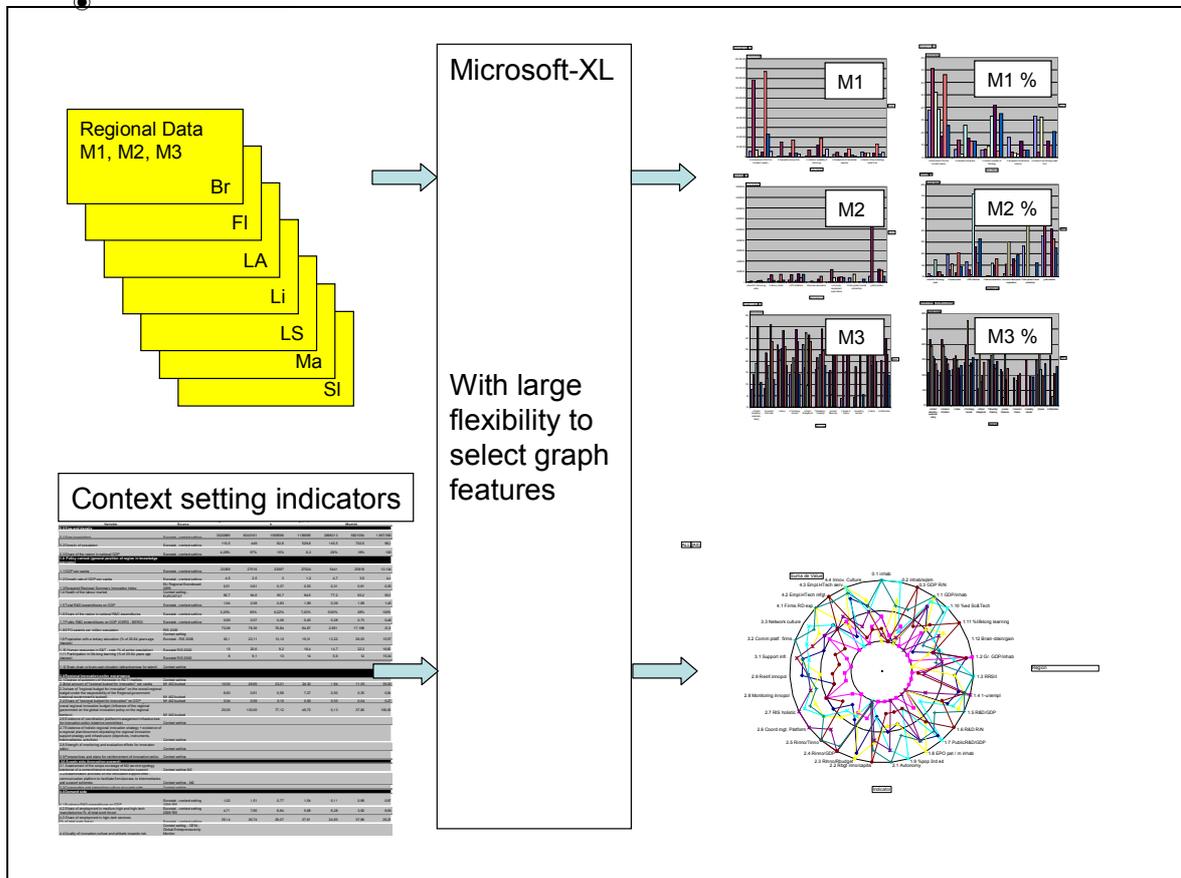
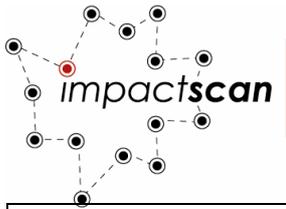
The remaining 9 indicators are qualitative indicators to describe the region.

HOW DOES IT WORK? Description of the tool/methodology (approach, principles, software tool description, ... including illustration of analytical results if any)

For the IMPACTSCAN-tool the data of three matrices (M1, M2, M3) is encoded in a standard Microsoft XL application to generate visual presentations. Graphical presentations of M1, M2 and M3 in absolute numbers (€) as well as % of regional innovation budget are included in the standard IMPACTSCAN tool. As the application is standard Microsoft XL, the user of the IMPACTSCAN tool can easily modify the features of graphs (axis, regions to visualize, variables to visualize).

Context setting: The 30 indicators used to describe the regional context inspired by the EU-project "STRINNOP" and are processed according to the STRINNOP project results into a spider diagram. The regional spider diagram indicates very quickly the strengths and weaknesses of your region compared to a mean value. The multi-regional spider diagram shows similarities and differences between regions at a glance.

On regional level, supply side (M1 and M2) can be compared with impact measurements in M3 as well as with the demand side (result from surveys) and can thus be used to optimize regional intermediary innovation support.



- **HOW TO PROCEED** ? Indication on how to implement the methodology and/or use the tool, how to interpret the results, questions to raise, ...

The IMPACTSCAN-tool has been used by 7 partner regions.

Other regions interested in using the IMPACTSCAN-tool can have free access to the tool, a detailed user guide will be provided together with a demo of the most important functionalities of the tool.

The IMPACTSCAN-tool will be made available with the minimum/maximum and mean value of all data from the 7 regions involved in the development of the tool.

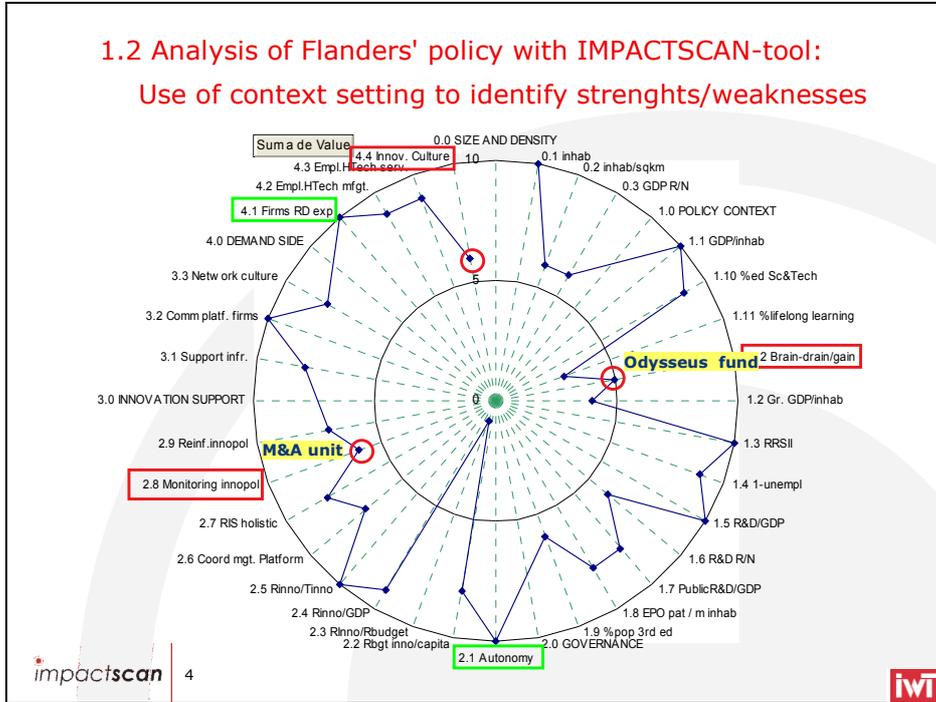
For inter-regional comparison, more regions should follow the same procedure of data gathering.

For comparison with a region from IMPACTSCAN project : please contact
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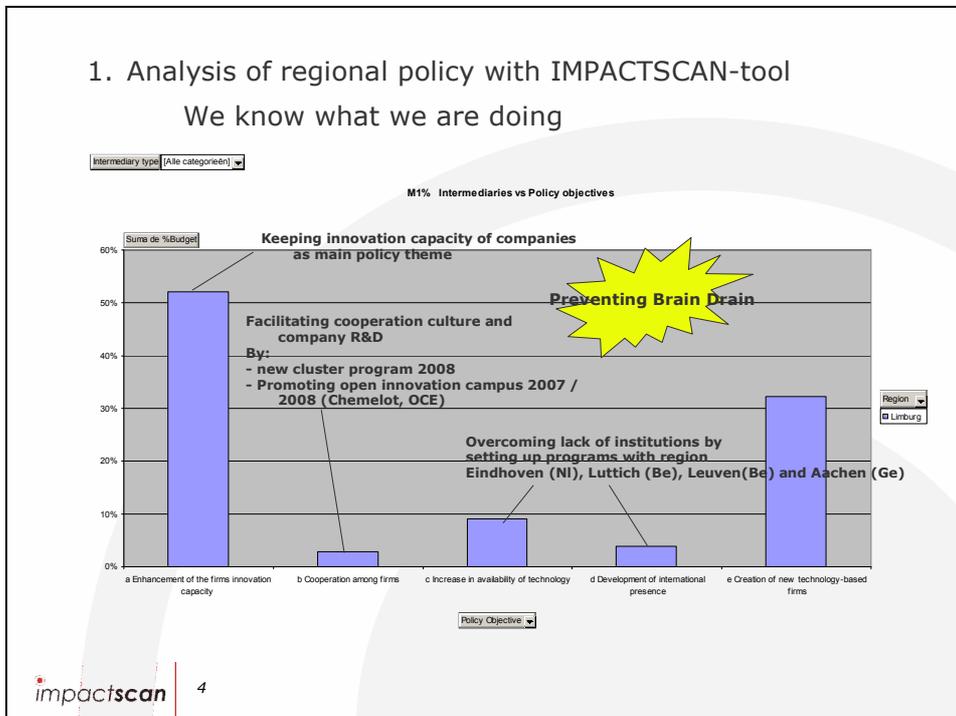


Examples : Regional use of IMPACTSCAN methodology and tool

1.2 Analysis of Flanders' policy with IMPACTSCAN-tool:
Use of context setting to identify strengths/weaknesses



1. Analysis of regional policy with IMPACTSCAN-tool
We know what we are doing





Examples : Inter-regional use of IMPACTSCAN

