

Innovation in the large sense of the word. A survey to the measuring of innovation (2004) is a survey written by Valter Cortese, Fernando Pauwels, Esteban Martinez, Anneleen Forrier, Geert Van Hooteghem, Joris Van Ruysseveldt, Joke Manshoven, Peter Teirlinck.

This study - with a focus on Research & Development and Innovation - was commissioned by Belgian Science Policy (Politique scientifique fédérale) in order to formulate an answer to the request for more adequate tools to measure innovation that rises as well from political circles (European, national and regional) as from circles related to research and the industry.

The objective is to develop tools to measure innovation in the large sense in focussing on innovation in the service sector as well as on innovation on an organisational level.

The questionnaire has been built upon six different elements:

- identification,
- the characteristics of the organisation,
- changes in the products,
- changes in service,
- changes in procedures,
- changes in the organisation.

The target public is a selection of innovative companies chosen from the files of the European Community Innovation Survey (CIS). The sample frame was chosen on the basis of 4 criteria: the main activity (industry, service sector), size (less or more than 50 employees), the consistency of answers provided in Community Innovation Survey (CIS) and location. The sample was taken once, and response was not obligatory.

In total, 455 companies were contacted, of which 145 agreed to participate and 63 have answered the questionnaire. 20 service companies that were not listed in the Community Innovation Survey were also contacted, of which 6 have replied. The response level was 14.3% for the companies 'CIS' and 30.0% for the others.

The questionnaire was administered by e-mail. Afterwards, researchers proceeded to interviews within the company, based on the answers given in the questionnaire.

The results of the survey can be summarised as follows:

- The approach of innovation 'in the large sense' suggests to apprehend the concept of innovation in terms of changes related to characteristics of products, procedures and the organisation
- Taking into account organisational changes in the approach of innovation
- Taking into account the specificity of services

The report was presented within the framework of the revision of the Oslo Manual (the international reference for measuring innovation). *Innovation in the large sense of the word. A survey to the measuring of innovation* is a publication of the Belgian Science Policy (Politique scientifique fédérale) and can be obtained via on demand via the web site, www.belspo.be