

Evaluation of Innovation measures

“Cultures”

of Europe

6+1 Case studies

Between December 2004 and May 2005, 39 experts from 7 countries/regions and stakeholders of innovation public support measures, programmes and policies were interviewed

- ✓ Finland
- ✓ Germany
- ✓ Hungary
- ✓ Scotland (United Kingdom)
- ✓ Spain
- ✓ Sweden (Vinnova)
- ✓ Walloon Region (Belgium)

Innovation is diverse and pervasive, views on evaluation also are diverse and may need further coordination to better match pervasiveness of innovation

Supporting the monitoring and evaluation of innovation programmes
 A Key Issues Document
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I had a dream . . .

I knew:

- How to design a consistent innovation support policy
- How to rate efficiency, relying on an objective set of data
- How to design a portfolio of measures, optimising public resources and tax payers money

Source : Supporting the monitoring and evaluation of innovation programmes, Stand alone report, March 2005

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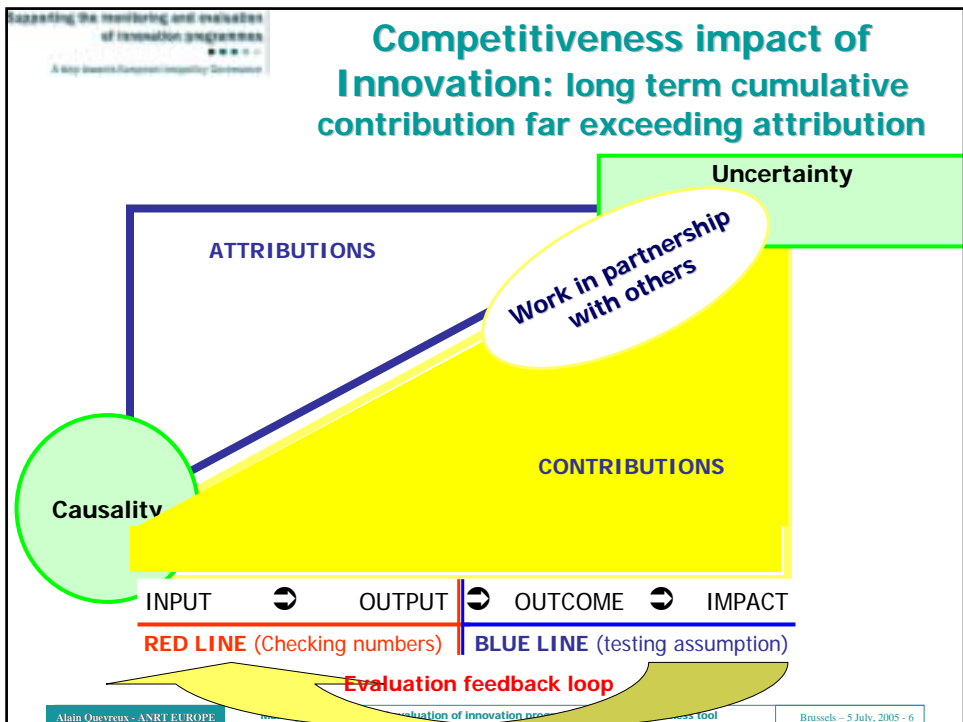
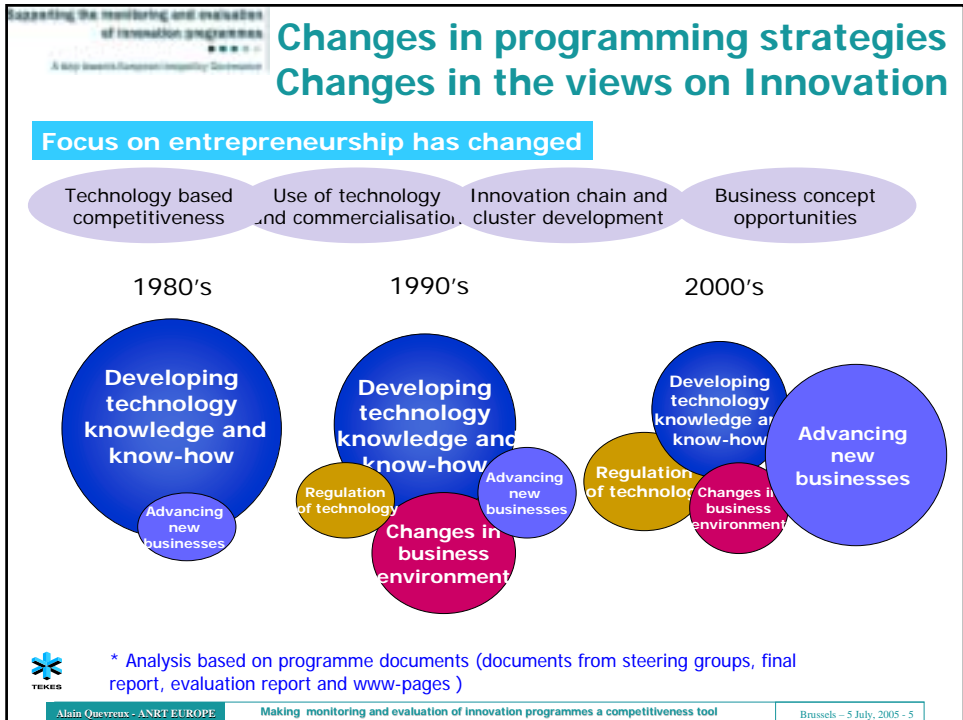
But, let's come back on earth...

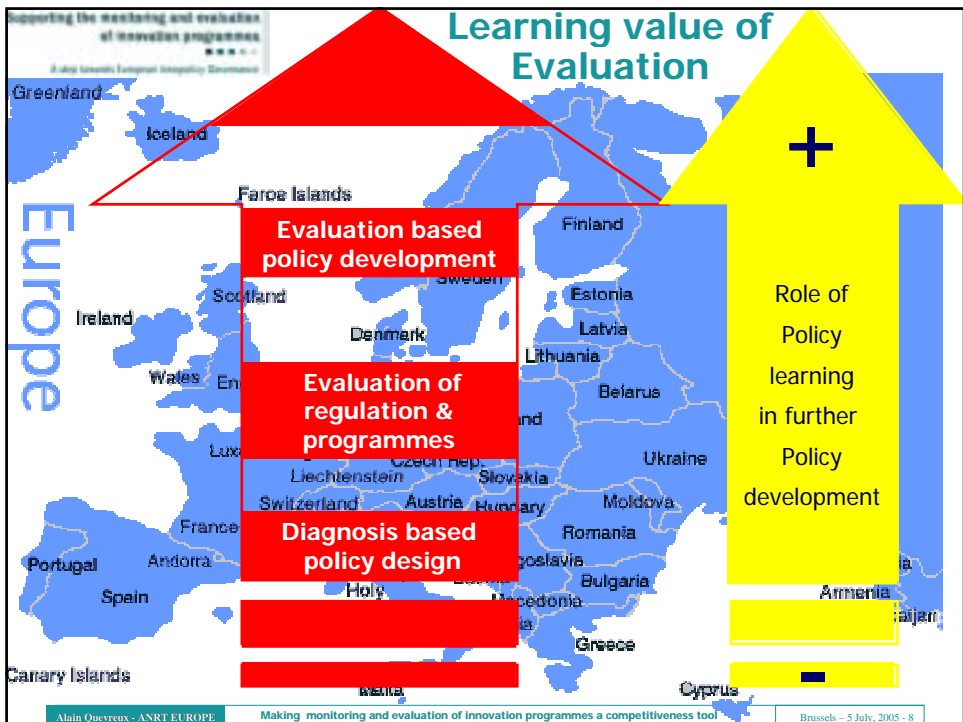
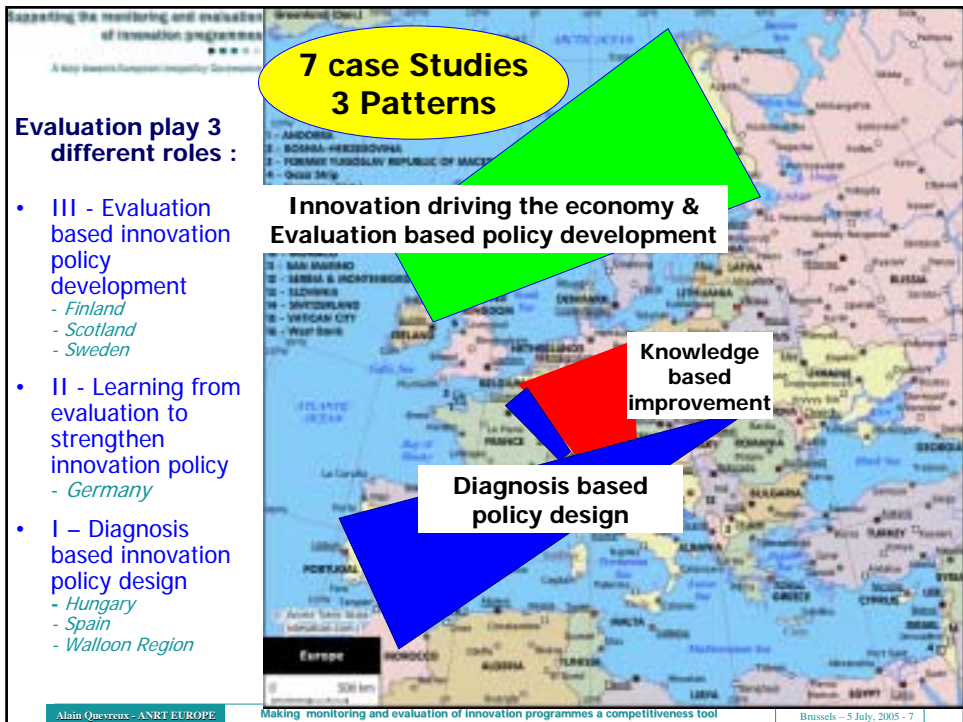
- Why evaluate ?
- What is to be evaluated ?
- Who take the initiative to evaluate and when ?
- Who should perform the evaluation ?
- What criteria against which to rate innovation performance ?
- What method and standards should be used ?
- Who is the user of the evaluation ?
- What impacts may be expected from evaluation ?
- How can evaluators make the audience pay attention to the results and recommendations ?
- What kind of framework to implement different forms of evaluation ?

No doubt we share the same questions all over Europe.
 No doubt either each existing solution does its best effort to take advantage of the available information
 No doubt each policy makers is confronted with the challenge of imperfect information, making complex the link between what he/she knows, what experts recommend and what eventually is being implemented

PROVISIONAL CONCLUSION: Insufficient "implementability" of results may be the main barrier to further use of evaluation

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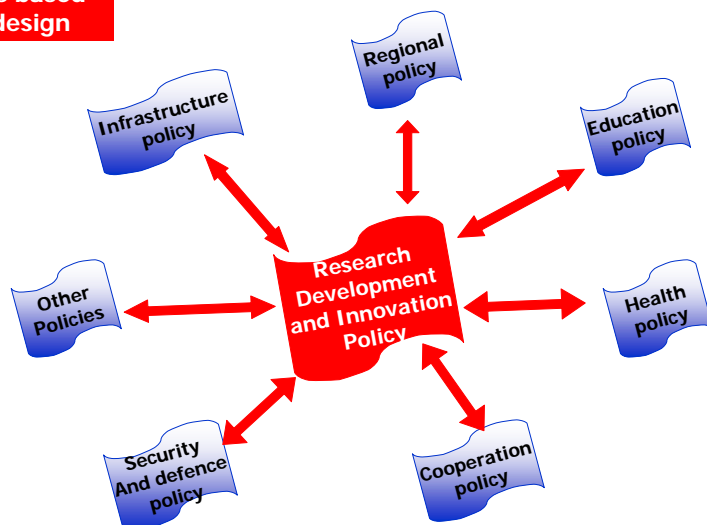
Evaluation at its early stage

- **I: Diagnosis based innovation policy design**
Those are countries and regions where detailed studies and reports clearly explain where the weaknesses are. On that basis policy makers adopt corrective measures.
- They are not comfortable with the Evaluation approach and have little experience in it.
- However, they recognise Evaluation is valuable
- Basically they need political and working support from the Commission.

Spain, Hungary, Walloon Region in Belgium go along this line

Research Development and Innovation National Plan as a catalyser for all policies

**Diagnosis based
policy design**



Source : I+D+I National Plan (Spain)

Evaluation as a policy learning tool

- **II: Learning from evaluation to strengthen innovation policy.**
 The countries in that category have experience and high skills in evaluation. Many works have been carried out and still are. Evaluation results are often interesting but not convincing enough to make a large use of results and recommendation.
- Evaluation is more used as a policy learning tool than a policy development tool
- In mixing these results with other inputs, policy makers make their best to design appropriate corrective measure.

In the study, that situation happened to be in Germany.

ADDRESSING POLICY MIX LONG TERM PERSPECTIVE

Evaluation of regulation & programmes

Moving targets

IMPULSE CIRCLES for Innovation at Federal Chancellor level
 - could also rely on foresight studies

Policy Options

- Research base
- Case studies
- Best practices

Evaluation is setting up a tailor made information system

Mapping the information space: Using field level expertise of potential convergence

Smart Regulation	Indirect support	Direct support	Smart Regulation	Indirect support	Direct support	Smart Regulation	Indirect support	Direct support
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Testing a combination of actions

Testing the most likely paths

Unifying rationale

Bounded rationality

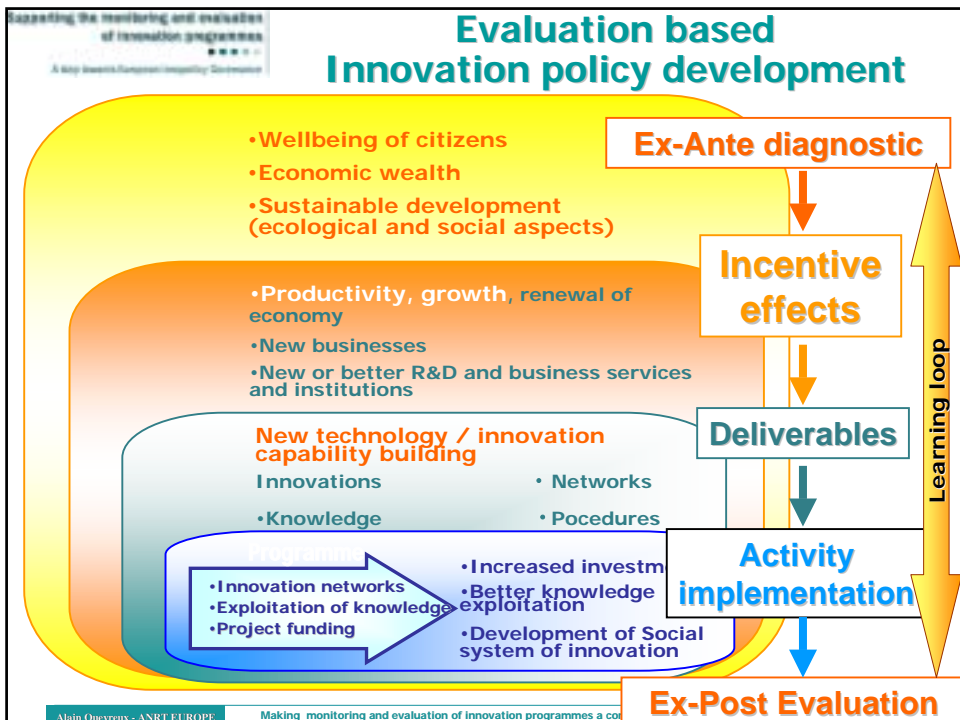
State of the art

Development of Evaluation as a policy development tool

• III: Evaluation based Innovation policy development.

- Countries and regions of that category continuously use evaluation and impact assessment. They have developed advanced practices and are involved in the worldwide community of evaluation practitioners. They have learnt a lot in the past from evaluations and they now can assess the limits of any kind of evaluation. Evaluation and impact assessment are tools they use for a continuous improvement of their innovation programmes and support measures.
- However, they now plan to reform their evaluation system by developing other knowledge intensive methods to meet the tough challenge of innovation support measure. They want to be able to assess efficiency as a capacity of a given measure to favour competitiveness rising of supported firms. Increasing the pace of Innovation capacity building is their most advanced target.
 - Increased competitiveness will stem out of the capacity to adequately cumulate learning, cooperation and interactions in a productive manner. The means for supporting innovation could be radically change.

Three countries and region out of the 7 case studies are eagerly moving ahead this innovative way: Finland, Sweden and Scotland (UK)



Towards a next generation of Evaluation principles and practices

- Changing the way we approach innovation and innovation policy (already underway in a very few MS): making long term innovation capability building affordable and market oriented
- Hence, a need for a clear evaluation strategy of innovation capability building at region/country level
- And a need for evaluation to be integrated by MS/regions in the preparation of any innovation policy measure implementation
- EU to develop practical tools to make Evaluation a basic Policy learning tool
- EU to Set up fora to discuss and implement Evaluation based Innovation Policy design and implementation
- EU and MS to describe and monitor the Changing nature of evaluation
- EU to support structure the community building of “new” evaluators matching those changes

Canary Islands

Malta

Cyprus