



Trend Chart on Innovation in Europe

Geographical coverage, national or regional (state region)

(National)

Title of the measure

The DTI's Innovation Unit, Industrial Secondees and their Networking and Facilitating Activities

Information Source/Reference

DTI Innovation Unit.

Overview (nature, main goals)

Promotes innovation by management education and catalytic action. Innovation defined 'the successful exploitation of new ideas'. Typically two thirds of the 35 strong team have been senior managers on secondment. Each has defined own role according to circumstances, working directly with business and relevant partners centrally and in the regions. Other activities – e.g. see UK 4

Action Plan objective addressed by measure

I.3. Raising Public Awareness
I.4. Innovation & Management

Administering agency

[DTI - Department of Trade and Industry](#)
151 Buckingham Palace Road, United Kingdom
Web Site: www.dti.gov.uk

Name of the manager(s) responsible for the implementation of this measure with address, fax, phone

AFP
13-15 Place de la Bourse, France

[No specific contact](#)

DTI - Department of Trade and Industry
151 Buckingham Palace Road, United Kingdom

Description of Scheme

General Information

Reference to legal basis (e.g. act, public document, ...)

Not relevant

Does the measure receive central funding or regional funding?

Regional

Start date

1991

Expected date of completion

No set date

Previous measure (name, date, links with the current measure)

Innovation Advisory Board (an advisory committee of industrialists, which recommended the establishment of the Unit and dissolved voluntarily on its formation).

Reasons for launching/modifying the new measure

Belief that the UK is not exploiting the full range of its ideas as products or services.

Have any of the main features of the measure/scheme/action/regulation changed during its implementation

The Unit has introduced regionally-based secondees and secondees from a wider range of backgrounds (e.g. academia). The number of secondees has grown from six to twenty three during the Unit's existence.

What is the predominant role of the government?

Facilitator and catalyzer, as described above

Target Group

Who are the target groups of the measure?

Large Companies/Large Industrial Companies
SMEs/Industrial SMEs
Research Institutes
Public Authorities/Organisations
Other

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Organisation and Implementation

Organisation and Structure

Partly described above. The Unit is organised into matrix teams dealing with each of its target audiences. In addition, regional industrial secondees provide interface between the Unit's teams and regional partners.

What are the criteria for eligibility?

N/A.

What is the mode of delivery of the measure?

The Unit does not operate schemes, although it does use its expertise to assist other parts of the DTI which do. In each case, the Unit will select the appropriate delivery mechanism (publication, conference, series of seminars etc.) to match the message and its audience.

Financing : Overall budget allocated to the measure

Not available - see I.c.5

Financing : expenditure per year

£3.7m (EURO 5.9 m) in 1998/9 including running costs and cost of employing secondees

Financing : other budgetary sources (additional financing)

Some financial and in kind input from partners in DTI and elsewhere - figures not available.

Results

Result Measurement

What are the main indicators for the measurement of the results ?

Key performance indicators are: ? to increase the number of new products and services successfully launched by UK-based companies by 2% per year; ? to increase the contribution to sales of UK-based companies made by new products and services as a percentage of total sales by 2% per year; ? to increase the trading profit achieved per employee of UK-based firms by 1% per year; ? to achieve a 10% increase in the number of strategic partner organisations reporting that innovation is an integral part of their policies and activities; ? to achieve a 10% increase in the number of organisations influenced by our partners to adopt innovation; to achieve a 10% growth in the number of organisations and other partners (including those internal to DTI) seeking advice, information or help from the Unit.

Where an evaluation has taken place, what were the main results achieved?

Measures have only recently been introduced, and no results have yet been received.

If no official evaluation has been undertaken, have there been any indicators of success?

N/A

Observations

Which mechanisms seem to function well in the measure?

The appropriate mechanism is adopted in each case. In general, academic-style reports work less well than practical working documents.

Which mechanisms seem to be less successful in the measure?

See above.

Are there any other measures planned or in operation as a follow up to this measure? Direction of the planned measures? Objectives? Target groups?

Each Unit team has a business plan identifying current projects and likely future areas of work, but the basic Unit philosophy is opportunistic, taking advantage of means to spread message of innovation and to add value as they arise, either regionally or nationally.

