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NATIONAL POLICY ON
INNOVATION - A CASE STUDY
FROM POLAND

Agenda

- Introduction
- Innovation policy in Poland for the years 2007 – 2013
- The challenges for the development of enterprises and innovation policy implementation
- Innovation policy implementation – examples
- Conclusions



INNOVATION POLICY IN POLAND FOR THE YEARS 2007 - 2013

The overview of the Polish economy

- The GDP growth rate in the year 2006 was 5,8% and in 2007 was 6,6%
- 1,7 millions of functioning companies (9% of the companies in the whole EU)
- Productivity of labour is the 4th lowest in the European Union
- GERD per capita in Poland is only about 14% of an average EU value
- One of the biggest expenses on basic research in EU

The overview of the Polish economy

- The European Innovation Scoreboard 2006 places Poland in the group of “catching-up” countries
 - Slovenia, Czech Republic, Lithuania, Portugal, Latvia, Greece and Bulgaria
- The Global Innovation Scoreboard 2006 places Poland in the group of “lagging” countries
 - Lithuania, Greece, China, Slovakia, South Africa, Portugal, Bulgaria, Turkey, Brazil, Latvia, Mexico, Argentina, India, Cyprus and Romania

The priority actions in the area of innovation policy

- Innovative Economy Operational Programme (IE-OP)
 - Main target: creating conditions for increasing competitiveness of the Polish economy based on knowledge and entrepreneurship, ensuring a growth of the employment level and enhancing social, economic and territorial cohesion of Poland
 - 8 Priority Axes
- Human Capital Operational Programme (HC-OP)
 - Main objective: increasing the level of employment and social cohesion
 - Particular axes supporting innovation policy



THE CHALLENGES FOR THE DEVELOPMENT OF ENTERPRISES AND INNOVATION POLICY IMPLEMENTATION

SWOT analysis of the entrepreneurial sector

■ Strengths:

- Increasing attractiveness and credibility of Poland consequent upon its membership in the European Union
- Dynamic increases of sales of Polish enterprises on markets of the European Union after the accession
- Considerably high ability of Polish companies to adjust to changing external conditions of business activity
- Qualified workers
- High and steady share of researchers in the total number of people employed in R&D in scientific entities
- Relatively modern and constantly extended IT infrastructure of science
- Increasing number of doctoral students and

SWOT analysis of the entrepreneurial sector


- Weaknesses:

- Low share of highly processed goods and high-tech industry in the export structure
- Low share of new and modernized products in production sold
- Low propensity for cooperation between enterprises and scientific entities
- Maladjustment of the business support system to the needs of entrepreneurs and the R&D area
- Low awareness in the area of necessity to compete through application of innovative solutions
- Limited access to external sources of financing for innovative activities of enterprises, especially small and medium entities
- Lack of pro-innovation and pro-entrepreneurship educational programmes at Polish universities;
- Low level of inventiveness and limited awareness of intellectual property rights and their use among entrepreneurs and scientists
- Fragmented and unsuitable organisational structure of the R&D sector

INNOVATION POLICY IMPLEMENTATION - EXAMPLES OF GENERAL AND SPECIFIC ACTIONS

Innovation policy implementation - examples

- Educational programme at the Technology Transfer Centre at the University of Lodz
- Target:
 - Assessment of the economic value of new products and solutions
 - Acquiring practical skills on the commercialization plan preparation
 - Preparation of commercialization strategy and market implementation plan
- Six modules:
 - Economic evaluation of innovation
 - Commercialization of technology and innovative solutions
 - Market driven entrepreneurship
 - Financing new ventures
 - Commercialization strategies
 - Marketing of new technologies



Innovation policy implementation - examples

- The identification of possible barriers of the commercialization process
 - Intellectual property and patent right issues
 - Financial implications for the various forms of legal activities
 - Basic success factors of the commercialization process
 - Sources of capital for the new ventures and different funding solutions
 - Understanding of technological and commercialization strategies for new products
 - Identification and the development of key competences in the innovativeness area
 - Processes of stimulating market demand for new products and services based on technological solutions
 - Promotion, pricing and distribution of technologically advanced products
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