



THE NATIONAL INSTITUTE OF STATISTICS
Press Office
16, Libertății Avenue, Sector 5, Bucharest
Tel/Fax: 318 18 69; Fax 312 48 75
e-mail: romstat@insse.ro; biroupresa@insse.ro

PRESS RELEASE
No. 43 of February 14, 2014

THE INNOVATION IN INDUSTRY AND SERVICES
during the period 2010- 2012

- Provisional data -

For the correct interpretation of results, kindly see the methodological note on page 3 of the press release.

According to the provisional data on the innovation in industry and services, during the period 2010-2012, compared to the period 2008-2010, there was a decline in the innovation of the Romanian enterprises.

There was an increase of 10.1 pp of the weight of the enterprises with no innovation increased.

Only 4 out of 10 large enterprises and 2 out of 10 small and medium enterprises (SMEs) implemented a product, a process, an organizational or marketing method new or significantly improved.

There was less innovation in the services sector.

The provisional data of the statistical survey show that, during the period 2010-2012, there was a weight of 20.7% among the business enterprises that introduced or implemented products, processes, organizational or marketing methods new or significantly improved, 10.1 pp less compared to the period 2008-2010. Out of them, 14.4% were enterprises that implemented only new organizational or marketing methods, while 1.9% represents the enterprises that introduced or implemented only new or significantly improved products and/or processes. A weight of 4.4% of enterprises introduced new products and/or processes, as well as new or significantly improved organizational and/or marketing methods.

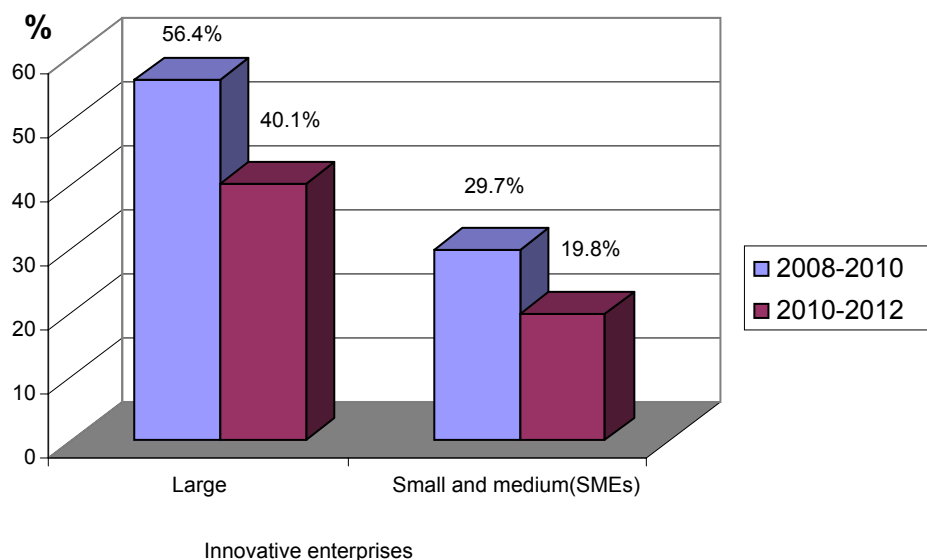
	The weight compared to the total number of enterprises (%)	
	2008-2010	2010-2012
Total enterprises	100.0	100.0
Innovative enterprises	30.8	20.7
Innovators of only product/process	4.3	1.9
Innovators of only organizational/marketing methods	16.5	14.4
Innovators of product/process and of organizational/marketing methods	10.0	4.4
Non-innovative enterprises	69.2	79.3

Compared to the previously evaluated period, 2008-2010, during 2010-2012, the weight of innovators decreased for all the three categories of innovators. Thus, if during the period 2008-2010 the weight of enterprises with innovative products and/or processes was of 4.3%, during the period 2010-2012 there was a decrease of 2.4 pp. At the same time, the weight of the enterprises that had implemented new or significantly improved organizational and marketing methods decreased by 2.1%. There was a decrease of 5.6 pp in the weight of those innovators that had introduced products and/or processes as well as organizational and marketing methods.

Large enterprises two times more innovative than small and medium enterprises

During the period 2010-2012, the large enterprises, with 250 employees and over, were more innovative than the small and medium enterprises with 10-249 employees. 40.1% of the large enterprises were innovative, while only 19.8% of the small and medium enterprises were innovative. Compared to the previous period 2008-2010, the weight of the innovative large enterprises decreased by 16.3 pp; from 56.4% in 2008-2010 to 40.1% in 2010-2012. The same decreasing tendency was registered also by the small and medium enterprises when, during the period 2008-2010, from a weight of 29.7% the innovative SMEs reached a weight of only 19.8%, therefore a decrease of 9.9 pp.

**The weight of innovative enterprises by size class of employees
(period 2008-2010 compared to period 2010-2012)**



Less innovation in the services sector

During the period 2010-2012, there was a decrease of the innovative potential of enterprises in both economic sectors, industry and services, compared to the previous period, 2008-2010. In industry sector, there was a decrease of 7.7 pp, from 30.1% during the period 2008-2010 to 22.4% during the period 2010-2012. In services sector, the decrease was almost double, of 12.9 pp, from 31.7% during the period 2008-2010 to 18.8% during the period 2010-2012.

Poor cooperation in the Romanian innovative enterprises

There is not enough cooperation as to the Romanian enterprises. Thus, only 7.4 % of the innovative enterprises cooperated in order to achieve new or significantly products and processes. The cooperation among the innovative enterprises in the industry sector is more active, where there was a weight of 9.1%, compared to the services sector where the weight of the enterprises, that had cooperated during the period 2010-2012, was of only 5.1%.

METHODOLOGICAL NOTE

1. The data source is represented by „**The integrated statistical survey on the research-development activity and innovation of business enterprises**”– **CDI-BES**, questionnaire available at the address <http://www.insse.ro/cms/>, through which data on human resources and research-development expenses, as well as data on innovation in enterprises are collected according to the Regulation (EU) no. 995/2012 of the Commission of October 26, 2012, that establishes the implementing rules of Decision 1608/2003/EC of the European Parliament and Council of July 22, 2003, regarding the production and development of the Community statistics in the field of science and technology. The questionnaire is divided in four parts. Part I and Part III of the questionnaire refers to the innovation in enterprises and is based on the European questionnaire “Community Innovation Survey” (CIS) used in all the Member States of the European Union ; the collection taking place every two years. At European level, the data from CIS represent the main source of information for the study of the behaviour of enterprises on innovation. The results of the survey meet the guiding principles proposed by OECD/Eurostat and included in – Guide for the collection and interpretation of data on technological innovation - OSLO Manual, Edition 2005.

2. The statistical survey is a selective type survey. The type of statistical survey used and the procedure of the sample extraction is that of the stratified survey with simple random selection without come back within each stratum, where the stratification variables are the following: the economic activity, the class size of enterprise by number of employees and development region.

The statistical survey regards all the enterprises, regardless of class size and/or economic activity. The enterprises with 100 employees and over are exhaustively researched. The class sizes by number of employees are as follows: 0-9 (micro), 10-49 (small), 50-249 (medium), 250 and over (large).

The number of the units studied in the statistical survey **CDI BES 2012** was of 16190 enterprises. Out of them, there was selected a number of **9119 enterprises with more than 9 employees** from the whole industry and part of the services (wholesale, transport and storage, information and communications, financial intermediation and insurance, architecture and engineering activities; testing activities and technical analysis, research-development and advertising and market research activities) **that represented the coverage of the enterprises for the innovation statistics**, divided in the following class sizes of enterprises, by the number of employees: 10-49 (small), 50-249 (medium), 250 and over (large). The base of sample selection ensures representativeness calculated according to the turnover of 95% of the total active units. The maximum admitted error of estimations is of $\pm 3\%$. **The un-weighted response rate** was of 84.7% for the whole CDI-BES questionnaire and of **84.1% for the coverage of the innovation statistics**.

3. Concepts and definitions

The innovation represents the introduction in the enterprise of a **new or significantly improved product, process** or of a **new organizational or marketing method**.

The innovation should have new characteristics or intentions of use or which provide a significant improvement over what was previously used or sold by the enterprise. Nevertheless, an innovation may fail or may take time to be established.

An innovation needs to be new or significantly improved only for the enterprise. It may be initially developed or used by other enterprises.

The innovative enterprises are the active enterprises that launched new or significantly improved products (goods or services) on the market or introduced new or significantly improved processes or new organisational or marketing methods.

The term applies to all types of innovators, innovators of product, of process, of organizational or marketing methods, as well as **the enterprises with ongoing or abandoned innovations**.

The non-innovative enterprises are the enterprises that did not have an innovative activity during the period under study. Those enterprises answered to a limited set of questions of the statistical survey regarding the lack of innovative activity.

The cooperation in the field of innovation means the active participation to common research-development projects and to other projects regarding the innovation, achieved together with other enterprises or institutions. It is not necessary that both partners have common immediate commercial benefits out of the cooperation. Contracting works without an active collaboration means lack of cooperation.

For more and final information, kindly see the future press release, date of issue July 28, 2014 and the publication "The innovation in the business enterprises for the period 2010-2012", date of issue July 31, 2014.