

Innovation 2008

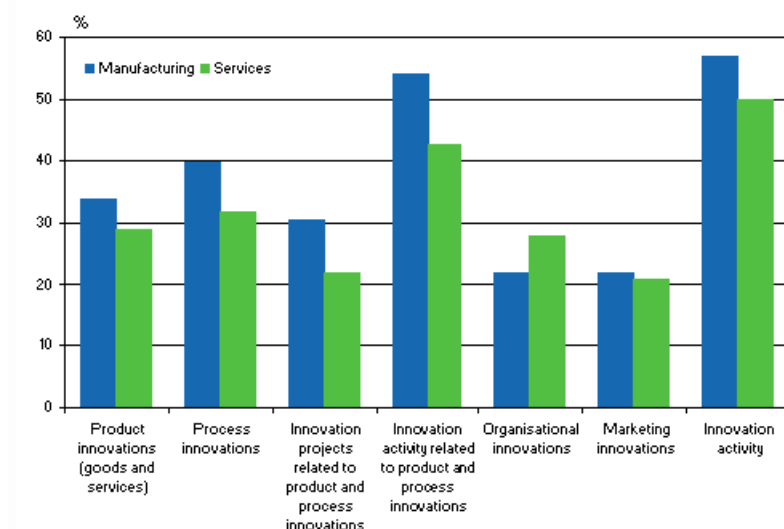
About one enterprise in two had innovations or activity aimed at innovations in 2006–2008

During the 2006–2008 period, just under one-half, or 48 per cent, of enterprises employing at least ten persons engaged in activity connected with product or process innovations. As in the past, innovation activity relating to product and process innovations was more widespread in manufacturing than in services; in manufacturing the share of enterprises with innovation activity was 54 per cent and in services 43 per cent. The data derive from a survey of Statistics Finland concerning innovation activity among enterprises.

The vast majority of enterprises having engaged in innovation activity, or 45 per cent of all enterprises, also reported product or process innovations. Thirty-four per cent of manufacturing enterprises had brought product innovations on the market in 2006–2008 while in services the respective proportion was 29 per cent. The share of enterprises having introduced process innovations was 40 per cent in manufacturing and 32 per cent in services.

Among the manufacturing industries, innovation activity and introduction of innovations were most widespread in the manufacture of chemicals and chemical products (inc. pharmaceutical products and pharmaceutical preparations) and in the manufacture of computer, electronic and optical products. In the examined service industries, innovation activity connected with product and process innovations was commonest in IT services (computer programming, consultancy and related activities) and in telecommunications.

Prevalence of innovation activity in manufacturing and services in 2006–2008, share of enterprises



Besides innovation activity connected with product and process innovations the Innovation Survey examining innovation activity among enterprises also covers marketing and organisational innovations.

A total of one-third of enterprises reported that they had introduced marketing or organisational innovations during the 2006–2008 period. The introduction of such innovations was slightly more common in services where 35 per cent of enterprises had done so, than in manufacturing, at 32 per cent of enterprises. One enterprise in four reported organisational innovations while 22 per cent, or good one-fifth of enterprises reported having made marketing innovations.

If the examination is widened from innovation activity related to product and process innovations to also include marketing and organisational innovations, a total of 54 per cent of enterprises had innovation activity in the period between 2006 and 2008. In manufacturing nearly six out of ten, and in services one-half of enterprises had innovation activity.

The survey covered enterprises employing at least ten persons in manufacturing (incl. mining and quarrying, electricity, gas, steam and air conditioning supply, and water supply, sewerage, waste management and remediation activities) and in certain service industries. The target population of the survey comprises approximately 8,500 enterprises; around 4,200 in manufacturing and 4,300 in the included service industries.

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Table 1. Prevalence of innovation activity by size category of personnel, 2006–2008, share of enterprises

	Product innovations (goods and services)	Process innovations	Product or process innovations	Innovation projects	Innovation activity	All elements
	%	%	%	%	%	%
Total	31	36	45	26	48	14
Manufacturing, total¹	34	40	50	31	54	16
10 - 19	23	33	40	19	43	10
20 - 49	33	39	50	32	54	15
50 - 99	39	41	54	32	60	14
100 - 249	50	51	63	42	68	26
250 - 499	66	64	80	70	86	44
500 -	82	73	91	85	96	63
Services, total	29	32	39	22	43	13
10 - 19	22	25	32	19	36	10
20 - 49	36	39	46	21	48	15
50 - 99	26	26	35	20	40	6
100 - 249	44	48	59	35	62	21
250 - 499	40	44	51	38	54	28
500 -	58	56	66	57	69	43

1) Including mining and quarrying (05–09), electricity, gas, steam and air conditioning supply (35), water supply; sewerage, waste management and remediation activities (36–39).

Table 2. Prevalence of innovation activity by industry, 2006–2008, share of enterprises

	TOL 2008	Product innovations (goods and services)	Process innovations	Product or process innovations	Innovation projects	Innovation activity	All elements
		%	%	%	%	%	%
Total		31	36	45	26	48	14
Manufacturing, total		34	40	50	31	54	16
Mining and quarrying	05-09	9	12	14	4	14	4
Food products and beverages	10-11	50	50	60	27	60	24
Textiles	13	45	28	55	39	58	3
Wearing apparel	14	54	22	56	18	56	9
Leather and related products	15	28	24	42	15	42	10
Wood, products of wood, and cork	16	21	27	33	18	39	8
Paper and paper products	17	39	44	56	28	60	19
Printing and reproduction of recorded media	18	21	34	37	18	40	9
Chemicals and chemical products ¹	19-21	58	56	75	71	86	33
Rubber and plastic products	22	48	53	64	54	73	27
Other non-metallic mineral products	23	27	29	34	21	36	14
Basic metals	24	27	51	52	43	58	25
Fabricated metal products, except machinery and equipment	25	23	45	51	22	54	9
Computer, electronic and optical products	26	61	53	75	55	79	34
Electrical equipment	27	47	44	56	46	57	32
Machinery and equipment n.e.c.	28	47	39	57	50	63	25
Motor vehicles, trailers and semi-trailers	29	44	35	55	29	57	17
Other transport equipment	30	35	38	47	46	58	20
Furniture	31	38	32	49	19	53	8
Other manufacturing	32	55	56	63	44	67	30
Repair and installation of machinery and equipment	33	15	32	35	19	39	8
Electricity, gas, steam and air conditioning supply	35	7	27	30	22	38	3
Water collection, treatment and supply	36	7	19	21	13	23	5
Sewerage, waste treatment ²	37-39	28	44	55	20	55	7
Services, total		29	32	39	22	43	13
Wholesale trade, except of motor vehicles and motorcycles	46	35	36	45	19	47	12
Transportation and storage	49-52	10	19	20	11	23	5
Postal and courier activities	53	7	18	18	16	21	7
Publishing activities	58	31	32	41	24	44	11
Telecommunications	61	62	53	62	62	70	49
Computer programming, consultancy and related activities	62	60	46	69	48	75	25
Information service activities	63	34	39	44	22	44	17
Financial service activities	64	29	34	41	21	44	11
Insurance, reinsurance and pension funding	65	33	28	40	36	43	14
Activities auxiliary to financial services and insurance activities	66	39	37	50	14	50	13
Architectural and engineering activities; technical testing and analysis	71	28	36	42	29	49	19

1) Including coke and refined petroleum products, and basic pharmaceutical products and pharmaceutical preparations.

2) Including waste collection, treatment and disposal activities; materials recovery, and remediation activities and other waste management services.

Table 3. Prevalence of product (good or service) innovations by size category of personnel, 2006–2008, share of enterprises

	Product innovations (goods and services)	Product innovations for a new or improved good	Product innovations for a new or improved service
	%	%	%
Total	31	23	18
Manufacturing, total¹	34	30	14
10 - 19	23	19	12
20 - 49	33	30	12
50 - 99	39	33	14
100 - 249	50	46	18
250 - 499	66	64	32
500 -	82	77	41
Services, total	29	16	22
10 - 19	22	12	15
20 - 49	36	22	27
50 - 99	26	12	20
100 - 249	44	21	36
250 - 499	40	16	33
500 -	58	21	56

1) Including mining and quarrying (05–09), electricity, gas, steam and air conditioning supply (35), water supply; sewerage, waste management and remediation activities (36–39).

Table 4. Prevalence of process innovations by size category of personnel, 2006–2008, share of enterprises

	Process innovations	New methods of manufacturing or producing products	New logistics, delivery or distribution methods	New supporting activities for processes
	%	%	%	%
Total	36	23	12	22
Manufacturing, total¹	40	32	11	20
10 - 19	33	26	7	15
20 - 49	39	32	9	20
50 - 99	41	31	11	22
100 - 249	51	40	17	28
250 - 499	64	52	31	36
500 -	73	67	45	53
Services, total	32	15	13	23
10 - 19	25	11	11	17
20 - 49	39	18	14	31
50 - 99	26	10	14	17
100 - 249	48	28	19	33
250 - 499	44	29	15	37
500 -	56	26	22	49

1) Including mining and quarrying (05–09), electricity, gas, steam and air conditioning supply (35), water supply; sewerage, waste management and remediation activities (36–39).

Table 5. Prevalence of marketing and organisational innovations by size category of personnel, 2006–2008, share of enterprises

	Organisational innovations	Marketing innovations	Marketing or organisational innovations	Innovation activity, broadly defined	All elements ¹
	%	%	%	%	%
Total	25	22	34	54	7
Manufacturing, total²	22	22	32	57	7
10 - 19	13	15	21	45	4
20 - 49	19	23	33	59	5
50 - 99	29	26	40	64	8
100 - 249	37	30	47	72	9
250 - 499	51	39	55	88	24
500 -	79	64	83	96	50
Services, total	28	21	35	50	6
10 - 19	18	17	26	42	5
20 - 49	35	25	43	55	7
50 - 99	28	20	36	48	3
100 - 249	51	31	56	73	11
250 - 499	45	36	54	66	18
500 -	59	34	67	79	25

1) Product and process innovations and related projects, and organisational and marketing innovations.

2) Including mining and quarrying (05–09), electricity, gas, steam and air conditioning supply (35), water supply; sewerage, waste management and remediation activities (36–39).

Table 6. Prevalence of marketing and organisational innovations by industry, 2006–2008, share of enterprises

	TOL 2008	Organisational innovations	Marketing innovations	Marketing or organisational innovations	Innovation activity, broadly defined	All elements ³
		%	%	%	%	%
Total		25	22	34	54	7
Manufacturing, total		22	22	32	57	7
Mining and quarrying	05-09	12	7	13	19	0
Food products and beverages	10-11	25	40	48	67	14
Textiles	13	22	21	27	62	2
Wearing apparel	14	13	36	46	65	2
Leather and related products	15	14	14	18	42	10
Wood, products of wood, and cork	16	9	19	20	46	4
Paper and paper products	17	27	33	43	66	9
Printing and reproduction of recorded media	18	20	15	27	48	1
Chemicals and chemical products ¹	19-21	35	28	44	87	11
Rubber and plastic products	22	35	21	40	75	13
Other non-metallic mineral products	23	12	15	19	41	6
Basic metals	24	30	25	35	63	16
Fabricated metal products, except machinery and equipment	25	19	15	27	54	3
Computer, electronic and optical products	26	37	49	59	79	22
Electrical equipment	27	36	35	45	59	14
Machinery and equipment n.e.c.	28	29	27	39	66	11
Motor vehicles, trailers and semi-trailers	29	16	8	22	57	1
Other transport equipment	30	24	18	26	58	12
Furniture	31	15	25	31	53	3
Other manufacturing	32	26	36	43	69	17
Repair and installation of machinery and equipment	33	11	14	16	40	4
Electricity, gas, steam and air conditioning supply	35	26	12	27	47	3
Water collection, treatment and supply	36	19	16	29	39	5
Sewerage, waste treatment ²	37-39	8	11	15	55	4
Services, total		28	21	35	50	6
Wholesale trade, except of motor vehicles and motorcycles	46	31	29	42	55	7
Transportation and storage	49-52	7	5	10	21	2
Postal and courier activities	53	32	32	43	51	6
Publishing activities	58	14	9	17	29	2
Telecommunications	61	47	46	66	70	14
Computer programming, consultancy and related activities	62	54	30	59	80	17
Information service activities	63	46	46	61	66	9
Financial service activities	64	28	24	34	51	3
Insurance, reinsurance and pension funding	65	28	33	44	53	12
Activities auxiliary to financial services and insurance activities	66	27	7	30	50	3
Architectural and engineering activities; technical testing and analysis	71	28	16	36	58	7

1) Including coke and refined petroleum products, and basic pharmaceutical products and pharmaceutical preparations.

2) Including waste collection, treatment and disposal activities; materials recovery, and remediation activities and other waste management services.

3) Product and process innovations and related projects, and organisational and marketing innovations.

Table 7. Prevalence of organisational innovations by size category of personnel, 2006–2008, share of enterprises

	Organisational innovations	New business practices	New methods of organising work responsibilities and decision making	New methods of organising external relations
	%	%	%	%
Total	25	19	18	10
Manufacturing, total¹	22	17	16	9
10 - 19	13	9	9	6
20 - 49	19	14	13	8
50 - 99	29	23	20	7
100 - 249	37	25	25	15
250 - 499	51	35	42	22
500 -	79	73	65	41
Services, total	28	20	21	10
10 - 19	18	13	14	6
20 - 49	35	25	25	12
50 - 99	28	20	23	9
100 - 249	51	40	44	20
250 - 499	45	37	41	19
500 -	59	46	50	35

1) Including mining and quarrying (05–09), electricity, gas, steam and air conditioning supply (35), water supply; sewerage, waste management and remediation activities (36–39).

Table 8. Prevalence of marketing innovations by size category of personnel, 2006–2008, share of enterprises

	Marketing innovations	Changes to the aesthetic design or packaging	New media or techniques for product promotion	New methods for product placement or sales channels	New methods of pricing
	%	%	%	%	%
Total	22	9	14	6	11
Manufacturing, total¹	22	10	14	5	9
10 - 19	15	4	10	2	8
20 - 49	23	12	14	4	7
50 - 99	26	13	15	8	6
100 - 249	30	14	17	7	12
250 - 499	39	18	24	12	13
500 -	64	44	44	30	35
Services, total	21	7	14	7	13
10 - 19	17	6	12	6	9
20 - 49	25	8	18	8	16
50 - 99	20	7	12	7	12
100 - 249	31	7	18	12	20
250 - 499	36	7	18	14	22
500 -	34	9	19	12	21

1) Including mining and quarrying (05–09), electricity, gas, steam and air conditioning supply (35), water supply; sewerage, waste management and remediation activities (36–39).

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