

METHODOLOGY OF THE STATISTICAL SURVEY ON INNOVATION ACTIVITY

1. Purpose, nature and use

The purpose of the statistical survey on innovation activity is to provide internationally comparable information on product and process innovations as well as on organisational and marketing innovations introduced in the enterprises in Bulgaria.

The methodology of the survey is harmonized with the requirements of normative documents of the European Union (EU) in this statistical area:

- Decision No 1608/2003/EC of the European Parliament and of the Council of 22 July 2003 concerning the production and development of Community statistics on science and technology;
- Commission Implementing Regulation (EU) No 995/2012 of 26 October 2012 laying down detailed rules for the implementation of Decision No 1608/2003/EC of the European Parliament and of the Council concerning the production and development of Community statistics on science and technology.

2. Coverage and sources of information

The statistical survey on innovation activity is conducted every even year and the observation period covered by the survey is the three-year period.

Units of observation are all enterprises of non-financial and financial sector with 10 or more employees engaged primarily in the following economic activities (NACE.BG-2008): Mining and quarrying; Manufacturing; Electricity, gas, steam and air conditioning supply; Water supply; sewerage, waste management and remediation activities; Wholesale trade, except of motor vehicles and motorcycles; Transportation and storage; Information and communication; Financial and insurance activities; Architectural and engineering activities; technical testing and analysis; Scientific research and development; Advertising and market research.

3. Definitions of indicators

The definitions of innovation activity indicators are fully compliant with definitions recommended in the methodological manual 'Oslo' (Guidelines for collecting and interpreting innovation data - Oslo Manual, OECD, 2005) which is the internationally recognised standard methodology for collecting innovation statistics.

An innovation is the implementation of a new or significantly improved product or process (technological innovation), a new marketing method, or a new organisational method in business practices, workplace organisation or external relations (non-technological innovation). Innovations are based on the results of new technological developments, new combinations of existing technology or the utilisation of other knowledge acquired by an enterprise.

Innovations may be developed by the innovating enterprise or by another enterprise. The simple resale of new goods and services purchased from other enterprises is not considered as innovation. Innovations should be new to the enterprise concerned. For product innovations they do not necessarily have to be new to the market and for process innovations the enterprise does not necessarily have to be the first one to have introduced the process.

A product innovation is the introduction of a good or service that is new or significantly improved with respect to its characteristics or intended uses. This includes

significant improvements in technical specifications, components and materials, incorporated software, user friendliness or other functional characteristics.

A process innovation is the implementation of a new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software. Process innovations can be intended to decrease unit costs of production or delivery, to increase quality, or to produce or deliver new or significantly improved products.

Innovation co-operation is active participation with other enterprises or institutions on innovation activities. Pure contracting out of work with no active co-operation in innovation projects is not considered as a co-operation.

An organisational innovation is a new organisational method in an enterprise's business practices (including knowledge management), workplace organisation or external relations that has not been previously used by the enterprise. It must be the result of strategic decisions taken by management; this excludes mergers or acquisitions, even if for the first time.

A marketing innovation is the implementation of a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing. Marketing innovations are aimed at better satisfaction of customer needs, opening up new markets, or newly positioning a firm's product on the market, with the objective of increasing the firm's sales. This excludes seasonal, regular and other routine changes in marketing methods.

4. Classifications and nomenclatures used

- National classification of economic activities (NACE.BG-2003)
- Classification of economic activities (NACE.BG-2008)
- Classification of territorial units for statistics (NUTS) in Bulgaria

5. Release policy and dissemination format

The deadline for dissemination of the statistical information on innovation activity is specified in the Calendar presenting the results of the statistical surveys carried out by the NSI. Data are published 18 months after the end of the reference period.

Results of the statistical survey on innovation activity are published:

- NSI website - www.nsi.bg
- Publication 'Statistical Reference Book of the Republic of Bulgaria'
- Publication 'Statistical Yearbook of the Republic of Bulgaria'

Data extend to ministries, research organizations and other national users as well as Eurostat and other international organizations.