



## SCOTTISH INNOVATIVE ACTIONS PROGRAMME FINAL PROJECT LEARNING REPORT

- The final project learning report should be submitted to SEP Ltd **no later than two months** after the date of completion of the pilot project.
- The information included in this report will be used to assist with evaluating the learning and outputs from the pilot projects supported through the Innovative Actions programme.
- This form is separate to the final grant claim and progress report form, which should be submitted within four months of the completion date of the project.

<b>PROGRAMME</b>	<b>Scottish Innovative Actions Programme 2004-2005</b>
<b>PROJECT TITLE</b>	<b>Marketing Capability Research</b>
<b>PROJECT REFERENCE</b>	<b>IA/SE/Research/AL4/001</b>
<b>ACTION LINE (Please Highlight)</b>	Action Line 1 – The Scottish Innovation System Action Line 2 – Stimulating SME Demand for Innovation Action Line 3 – Knowledge Access & Knowledge Management <b>Action Line 4 – Innovation Marketing &amp; Product Launch</b>

### PROJECT APPLICANT

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### PROJECT DELIVERY & LEARNING

<b>Describe how the pilot project was actually delivered in practice.</b>
<p>The project was developed over two phases</p> <p><b>Phase 1</b></p> <ul style="list-style-type: none"> <li>• Desk research around marketing and innovation surveys.</li> </ul> <p><b>Phase 2</b></p> <ul style="list-style-type: none"> <li>• Development of an approach to survey how marketing affects the innovation cycle.</li> <li>• Survey of companies in Scotland to test the approach.</li> </ul>



**Describe the top 3 learning points from delivery of the pilot project.**

- Though marketing and innovation are interlinked there is little survey work in this area.
- The definition of what is marketing is not consistent.
- Absolute measures are impossible it would have to have comparative data

**Describe the least successful aspects of the pilot project and how these aspects would be changed in the future.**

Getting a sufficient response from companies to complete what was an involved survey

**Describe the next stage planned for the delivery and rollout of the pilot project.**

We are completing a transnational pilot survey

## **INNOVATION POLICY**

**Describe how the learning from the pilot project will be used to influence future innovation policy in Scotland.**



If the results a can reach a point at which sufficient respondents have been obtained in each industry sector then this will be factored into industry policy development

#### **INNOVATION PRACTICE**

Describe how the learning from the pilot project will be used to influence future innovation practice and delivery in Scotland.

As the diffusion and the success of innovation are linked to marketing then it is hoped as the data becomes more robust that it will inform innovation policy development.

#### **COMMUNICATION & DISSEMINATION**

Describe how the learning from the pilot project will be communicated and disseminated within your own organisation, to other organisations in Scotland and elsewhere in Europe.

The initial report two reports are available on line

#### **PRIVATE SECTOR**

Describe how the private sector was engaged during delivery and how they have responded to the new approach or mechanism delivered through the pilot project.

The private sector was involved in responding to the survey and in advising on its format

#### **OUTPUTS & RESULTS**

Describe the main qualitative outputs and results from the pilot project.



A report on marketing and innovation for a limited sample of firms.

**Please complete all the quantitative outputs and results relevant to your project in the list below. Please also add any others that are relevant to your project but not listed.**

<b>OUTPUTS</b>	<b>Total</b>
No. of SMEs assisted by the project.	
No. of new innovative mechanisms and approaches introduced by the project	<b>1</b>
No. of new links made between SMEs and universities / the research base as a result of the project	
<b>Other</b>	
<b>RESULTS</b>	
No. of new processes developed	<b>1</b>
No. of new products developed	
No. of SMEs with active plans <sup>1</sup> in place to manage and exploit their intellectual assets	
No. of SMEs with active plans in place to develop longer term relationships with universities / the research base	
No. of SMEs with active plans in place to create new markets from their innovation / take their innovation to market	
No. of instances of actual knowledge / technology transfer from universities / research base to SMEs (e.g. spin outs, licence agreements, technical co-operation, etc)	
<b>Other</b>	

<sup>1</sup> Please note that the project applicant will be required to record the number of active plans in place with companies using a method suitable for the project concerned.