



SCOTTISH INNOVATIVE ACTIONS PROGRAMME 2004 – 2005

Project Update - August 2005

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| PROJECT TITLE | Intellectual Asset Management Support Infrastructure Development |
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This project started in November 2004 with a series of transnational visits to Brussels, Italy, Denmark, Iceland and Canada. This initial phase allowed a comparison of existing practices in Scotland with those of Europe and the development of a network of key contacts and potential international partners. An initial report on this work has been completed and will be published with the final report from the project. The visit to Iceland enabled Intellectual Asset (IA) Centre staff to present a prototype Intellectual Asset Capturing Mechanism to Icelandic small and medium sized businesses (SMEs) and compare best practice in Scotland with the Putting Intellectual Capital into Practice (PIP) project which is being operated in a number of Scandinavian countries.

The second phase of the project involved a survey of 500 SMEs to identify their awareness of their intellectual assets and recruit 140 small and medium enterprises (SMEs) to the pilot study.

140 companies, drawn from a range of sectors and geographic locations across Scotland, have now been identified and work commenced on the Intellectual Assets Capturing Mechanism pilot. The pilot aims to enable SMEs to understand, identify, capture and manage their intellectual assets in order to maximise their use and value to the organisation. It uses a mixture of web and paper based systems with two comparative models of consultancy to train the companies on the use of the mechanism and to collect evidence to inform their future development after the pilot ends. The pilot tests a range of approaches to this area. It will provide an indication of the level of support a company will need to use the mechanism. This is important given the lack of understanding and awareness in this area.

The third phase of the project is testing the feasibility of a benchmarking tool with 10 SMEs. Work has started by looking at other benchmarking approaches worldwide, identifying best practice in the development of benchmarking tools and developing a specific tool for benchmarking. Work with the companies commenced in July and a report is expected by mid October.

A four day study visit is planned for September with site visits to four Scottish SMEs involved in the project, to which a number of key international partners have been invited.

Two further dissemination events are planned for October, where both Scottish and international SMEs will present their own case studies, with Intellectual Assets Centre staff and all consultants involved in the project reporting on their findings to date.



Fiona Jackson of the Intellectual Assets Centre presents a prototype IA Capturing Mechanism to Icelandic SMEs