



## SECOND IRIMA WORKSHOP INDUSTRIAL RESEARCH AND INNOVATION MONITORING AND ANALYSIS

### Counting (and accounting) R&D and non-R&D intangibles, drivers of firm's innovation and growth

#### *Agenda*

**10 December 2013**

Brussels,  
CLUB de la  
FONDATION UNIVERSITAIRE  
Rue d'Egmont 11, B - 1000

**09:00 – 09:15 Welcome and introduction to participants**

Pierre Vigier (Head of Unit DG RTD C.6)  
Bonifacio Garcia Porras (Head of Unit ENTR B.3)  
Fernando Hervás (IRI Action leader – Unit JRC J.2)

**9.15 – 10.30: Recent evidence on R&D in Europe**

- “R&D from corporate data: the EU-IRI Scoreboard 2013”, Alexander Tübke (JRC-IPTS, European Commission)

- “R&D from official statistics: trends and prospects”, **Giulio Perani** (ISTAT, Italy).

\* Discussants: **Michele Cincera** (Solvey Brussels School); **Fernando Galindo-Rueda** (OECD, Paris); **Elena Huergo** (Complutense University of Madrid); **Georg Licht** (ZEW, Germany).

\* Comments and questions from invited participants: **Tony Clayton** (IPO, UK); Fernando Hervás (JRC-IPTS, European Commission); **Cecilia Jona-Lasinio** (LUISS and ISTAT, Italy); **Matilde Mas** (University of Valencia, Spain); **Hannu Piekkola** (University of Vaasa, Finland); **Iulia Siedschlag** (ESRI, Dublin); Antonio Vezzani (JRC-IPTS, European Commission).

**10.30 – 10.45: Coffee break**

## 10.45 – 12.45: Recent evidence on non-R&D intangible assets in Europe

- “(Non-R&D) intangibles in accounting for growth”, **Carol Corrado** (The Conference Board);

- “The Innobarometer 2013: Investing in Intangibles”, **Sandro Montresor** (University of Bologna).

\* Discussants: **Harald Edquist** (FORES Sweden); Armand Hatchuel (Mines Paristech University, France); Raine Hermans (Tekes, Finland); **Giulio Perani** (ISTAT, Italy); Annarosa Pesole (JRC-IPTS, European Commission).

\* Comments and questions from invited participants.

## 12.45 – 13.00: Conclusions and wrap-up

JRC; DG RTD; DG ENTR, European Commission

## 13:00-14:00 Lunch

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**Aim:** The workshop aims at discussing the policy implications of new evidence obtained by the Industrial-Research-Innovation (IRI) action at the JRC on the role that R&D and non-R&D intangible assets (e.g. training, design, branding and reputation) have for companies’ innovation and growth in Europe. In particular, the focus will be on what accounting data at company level can actually reveal of this role - both at the micro and at the macro level - and on what they miss-reveal or simply miss of it. The informative and policy role of other kinds of (non-accounting) statistical sources - like dedicated surveys on firms’ intangible investments - is thus also central to the workshop.

Drawing on new empirical evidence of both kinds of sources, policy implications will be discussed with respect to, among the others:

- the recent trends that company accounting R&D data (i.e. of IRI Scoreboard companies) show with respect to official, territorial based statistics (e.g. ANBERD);
- the implications that the accounting treatment of R&D and of non-R&D intangible assets have for macroeconomic exercises of growth-accounting;
- the strategic role that, through investment and accounting choices, companies attach to their R&D and non-R&D intangible assets;
- the extent to which companies make an innovation-contingent use of their intangibles, rather than an asset-building one;
- the role that the accounting treatment of intangibles has for the financial constraints that firms face and for attracting resources to overcome them.