

DABEI-Innovation Climate-Index 2011

How does Germany get from “Eureka!” to “Hooray!”?

The Deutsche Aktionsgemeinschaft Bildung-Erfindung-Innovation e.V. (DABEI) was founded more than 25 years ago as a reaction to the Japanese challenge to increase the innovative strength of Germany. For DABEI an innovation is the realization of an invention as a product or service which is successful on the market. In the survey at hand we from DABEI deal with the following questions: Which innovation resistances exist in Germany? And how can we overcome these resistances to release our innovation potential?

To answer these questions we combined quantitative and qualitative **research methods**. As preliminary studies we analyzed freely available surveys which allow conclusions about the importance of innovation and the significance of innovation resistances. Within a

public-opinion poll we conducted an inquiry about the DABEI-Innovation Climate-Index as in the last year. We complemented these results with interviews with experts for Germany and for each continent of the earth. This way we could evaluate the innovation climate in Germany from an inside-out- and an outside-in-perspective as well as determine innovation strengths and weaknesses. The survey was conducted in cooperation with Deckert Management Consultants GmbH and the Laboratory for Machine Tools and Production Engineering of RWTH Aachen University.

The **DABEI-Innovation Climate-Index 2011** shows that the innovation climate has slightly improved and is now in a neutral area. This reflects the general cautious economic recovery.



In a ranking of the innovation resistances the following resistances were in the top five from which we drew the conclusions written underneath:

- **Short-term economic activities / shareholder value-concept**
Innovation is an investment into the future.
- **Protection of acquired possession / lobbying**
Innovation means creative destruction.
- **Too much bureaucracy**
Innovation means to create, not to administrate.
- **Fear of change**
Innovation needs readiness to assume risk, not a mentality of comprehensive coverage.
- **Unflexible organisation / departmental egotism**
Innovations works other than production.

The two innovation resistances “not enough entrepreneurial spirit” and “deficits of education, research & transfer policy” were relegated from the top five, but are still in the top ten and are still evaluated as important hurdles by the participants of the survey.

The highest upward climbers of the innovation resistances - of course in a negative sense - are “bad leadership” climbing twelve ranks and

“missing sense of responsibility” climbing nine ranks. Our conclusion: **Innovation needs entrepreneurs and intrapreneurs.**

The biggest **innovation strengths** of Germany are a good infrastructure, a high degree of knowledge and creativity, no moral decline and a low rate of corruption, a sufficient patent system as well as enough market development activities.

From a **global perspective** Germany's innovation advantages are a good educational system and an industry-oriented research landscape where in a lot of subjects "research for factory" is conducted. Disadvantages are a

missing focus in education and research, the missing service culture as well as low flexibility and readiness to assume risk which result in an unincisive entrepreneurial spirit.



From these results we have deduced six topics in which we see an urgent need for action in Germany:

- **Create long-term values - From shareholder value to shared value**
 Germany needs more executives who follow a "shared value"-approach by combining economic and social progress.
- **Reduce existing sinecures - From encrusted structures to creative destruction**
 Germany must break open encrusted structures and allow "creative destruction" to let the dynamic progress flow more freely.
- **Tame governmental redtapism - From bureaucracy to lean government**
 Germany needs lean administrations which avoid wastefulness and create the right incentives for entrepreneurship.
- **Foster innovations, not inventions - From high-tech-focus to business model generation**
 Germany needs more entrepreneurs who develop and realize business models by combining existing products and services in a beneficial way for the customers.
- **Establish an innovation culture - From knowledge society to creative society**
 Germany must develop a national innovation culture which accelerates the change from a knowledge society to a creative society.
- **Catch on to inventions, don't copy them - From inventor to imovator¹**
 Germany needs more imovators, i.e. intelligent imitators, who catch on to inventions and research results of others and bring them to the market with an optimized customer benefit.

Germany bets too much on the "Eureka!" of the inventor and not enough on the "Hooray!" of the market. Therefore we want to characterize the general path of development for Germany with the following motto:

From "Eureka!" to "Hooray!"

Information about DABEI

The Deutsche Aktionsgemeinschaft Bildung Erfindung Innovation e.V. (DABEI) was founded in 1982 as an independent consortium in the field of innovation. Amongst its founders were the head of the German patent office (DPMA), of the Verein Deutscher Ingenieure (VDI) and prominent inventor-entrepreneurs. Since then DABEI bundles the competence of eminent personalities from politics, economics, science, industry and culture to increase the innovative strength of Germany.

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