



Dear respondent, before filling out the questionnaire please read the enclosed sheet with Frequently Asked Questions about the project and definitions of terms. Respond to questions by ticking one (circle) or more (boxes) options for each the question. For a few questions, we ask you to enter the answer with words or numbers. You do not need to respond all questions. Please read the *instructions provided in italics* which tell you which questions you should skip. Thank you!

**1. In which geographic markets did your enterprise sell goods and/or services in the three years 2016 to 2018?**

	Yes	No
Local/regional within Slovenia	<input type="radio"/>	<input type="radio"/>
National (other regions of Slovenia)	<input type="radio"/>	<input type="radio"/>
Other countries in the European Union or associated countries (Albania, Bosnia and Herzegovina, FYROM, Kosovo, Liechtenstein, Montenegro, Norway, Serbia, Switzerland, Turkey)	<input type="radio"/>	<input type="radio"/>
Other countries outside Europe	<input type="radio"/>	<input type="radio"/>

**2. During the three years 2016 to 2018, how important were each of the following strategies to your enterprise?**

Focus on:	Low	Medium	High	NI*
Improving your existing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introducing entirely new products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reaching new customer groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer specific solutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low-price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\*NI – Not important

**3a. During the three years 2016 to 2018, did your enterprise introduce new or significantly improved goods?**

☐ Yes ☐ No

**3b. Who developed these goods? (tick all that apply)**

- ☐ Your enterprise by itself
- ☐ Your enterprise together with other enterprises or organisations
- ☐ Your enterprise by adapting or modifying processes originally developed by other enterprises or organisations
- ☐ Other enterprises or organisations

**4a. During the three years 2016 to 2018, did your enterprise introduce new or significantly improved services?**

☐ Yes ☐ No

**4b. Who developed these services? (tick all that apply)**

- ☐ Your enterprise by itself
- ☐ Your enterprise together with other enterprises or organisations
- ☐ Your enterprise by adapting or modifying processes originally developed by other enterprises or organisations
- ☐ Other enterprises or organisations

→ If you introduced new products/processes ("Yes" in question 3a or 4a), continue with question 5a. If not, go to question 6a.

**5a. Were any of your product innovations (goods or services) during the three years 2016 to 2018:**

	Yes	No
<u>New to your market?</u> (it may have already been available in other markets)	<input type="radio"/>	<input type="radio"/>
<u>Only new to your enterprise?</u> (available from your competitors in your market)	<input type="radio"/>	<input type="radio"/>

**5b. If yes, please give the percent of your total turnover in 2018 from new or significantly improved products (goods or services) introduced during the three years 2016 to 2018.**

% of turnover for products only new to your market

% of turnover for products only new to your enterprise

**6a. During the three years 2016 to 2018, did your enterprise introduce new or significantly improved:**

	Yes	No
<u>Production process</u> (methods of manufacturing for producing goods or services)	<input type="radio"/>	<input type="radio"/>
<u>Distribution methods</u> (logistics, delivery, or other) for your inputs, goods or services	<input type="radio"/>	<input type="radio"/>
<u>Supporting activities for your processes</u> , such as maintenance systems of operations for purchasing, accounting or computing	<input type="radio"/>	<input type="radio"/>

**6b. Who developed these processes? (tick all that apply)**

- ☐ Your enterprise by itself
- ☐ Your enterprise together with other enterprises/organisations
- ☐ Your enterprise by adapting or modifying processes originally developed by other enterprises or organisations
- ☐ Other enterprises or organisations

**7. During the three years 2016 to 2018, did your enterprise have any innovation activities that did not result in a product or process innovation because the activities were:**

	Yes	No
<u>Abandoned or suspended</u> before completion?	<input type="radio"/>	<input type="radio"/>
<u>Still ongoing</u> at the end of 2018?	<input type="radio"/>	<input type="radio"/>

→ If you responded "No" to all options in questions 3a, 4a, 6a and 7, go to question 11. Otherwise, continue with 8a.



**8a. During the three years 2016 to 2018, did your enterprise engage in the following innovation activities? 8b. How much did your spend on each of them?**

- | a. Please tick the boxes before corresponding categories.  | b. Amount in € (at least an estimate) |
|--|---------------------------------------|
| <input type="checkbox"/> In-house research and development   | _____                                 |
| <input type="checkbox"/> External research and development   | _____                                 |
| <input type="checkbox"/> Acquisition of machinery, equipment, software & buildings                 | _____                                 |
| <input type="checkbox"/> Acquisition of existing knowledge from other enterprises or organisations | _____                                 |
| <input type="checkbox"/> Training for innovative activities  | _____                                 |
| <input type="checkbox"/> Market introduction of innovations  | _____                                 |
| <input type="checkbox"/> Design  | _____                                 |
| <input type="checkbox"/> Other: _____  | _____                                 |
| <input type="checkbox"/> None → <u>Go to question 11.</u>  |                                       |

**8c. If your enterprise performed in-house research and development during 2016 to 2018, did it do so:**

- ☐ Continuously (permanent research and development staff)  
☐ Occasionally (as needed only)

**9. During the three years 2016 to 2018, how important to your enterprise's innovation activities were each of the following information sources?**

	High	Med- ium	Low	Not used
Your enterprise (group)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suppliers of equipment, materials, components, or software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clients or customers from the private sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clients or customers from the public sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitors or other enterprises in your sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consultants or commercial labs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Universities or other higher education institutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government, public or private research institutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conferences, trade fairs, exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scientific/technical journals or trade publications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional or industry associations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10a. During the three years 2016 to 2018, did your enterprise co-operate on any of your innovation activities with other enterprises or organisations?**

	No	Yes, in Slovenia	Yes, outside Slovenia
A. Other enterprises within your enterprise group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Suppliers of equipment, materials, components, or software	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Clients or customers from the private sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Clients or customers from the public sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Competitors or other enterprises in your sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Consultants or commercial labs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Universities or other higher education institutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Government, public or private research institutes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10b. Which type of innovation partner in question 10a has the most impact? (Please select one letter from A to I.)**

☐ A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐ G. ☐ H. ☐ I.

**11. During the three years 2016 to 2018, did your enterprise introduce new:**

	Yes	No
<u>Methods of organising work responsibilities</u> and decision making (i.e. first time use of a new system of employee responsibilities, etc.)	<input type="radio"/>	<input type="radio"/>
<u>Methods of organising external relations</u> with other enterprises or public organisations (i.e. first time use of alliances, outsourcing, etc.)	<input type="radio"/>	<input type="radio"/>
<u>Aesthetic design or packaging</u> of a good or service (exclude changes that alter the product's functional or user characteristics)	<input type="radio"/>	<input type="radio"/>
Media or techniques for <u>product promotion</u> (i.e. first time use of a new advertising media, a new brand image, introduction of loyalty cards, etc.)	<input type="radio"/>	<input type="radio"/>
Methods for <u>product placement</u> or sales channels (i.e. first time use of franchising or distribution licenses, direct selling, etc.)	<input type="radio"/>	<input type="radio"/>
Methods of <u>pricing</u> goods or services (i.e. first time use of variable pricing by demand, etc.)	<input type="radio"/>	<input type="radio"/>

→ If your enterprise did not introduce any innovations (you responded "No" to all options in questions 3a, 4a, 6a, 7 and 11), continue with question 12. Otherwise go to question 15a.



**12. Which of the following best describes why your enterprise had no innovation activities?**

- ☐ No compelling reason to innovate. → Go to question 13.
- ☐ Considered innovating, but factors preventing innovation were too large. → Go to question 14.

**13. How important were the following reasons for your enterprise not to conduct innovation activities during 2016 to 2018?**

	High	Medium	Low	NI
Low demand for innovations in your market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No need to innovate due to previous innovations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No need to innovate due to very little competition in your enterprise's market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of good ideas for innovations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

→ Go to question 18.

\*NI – Not important

**14. How important to your enterprise were the following barriers to innovation during 2016 to 2018?**

	High	Medium	Low	NI*
Lack of internal finance for innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of credit or private equity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of skilled employees within your enterprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulties in obtaining government grants or subsidies for innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of collaboration partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uncertain market demand for your ideas for innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too much competition in your market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legislation/regulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

→ Go to question 18.

\*NI – Not important

**15a. During the three years 2016 to 2018, did your enterprise introduce any of the following innovations in business process digitalisation?**

	Yes	No
A. Collection of data with sensors	<input type="radio"/>	<input type="radio"/>
B. Collaboration with IT or data experts	<input type="radio"/>	<input type="radio"/>
C. Digital simulation of products or the manufacturing process	<input type="radio"/>	<input type="radio"/>
D. Augmented and virtual reality	<input type="radio"/>	<input type="radio"/>
E. Usage of collaborative platforms and social tools to involve customer input	<input type="radio"/>	<input type="radio"/>
F. Internet of Things (IoT)	<input type="radio"/>	<input type="radio"/>
G. Preparation for Industry 4.0	<input type="radio"/>	<input type="radio"/>
H. Preparation of digital models of your products for Building Information Modeling (BIM)	<input type="radio"/>	<input type="radio"/>
I. Personalized smart products and services	<input type="radio"/>	<input type="radio"/>
J. 3D printing technology	<input type="radio"/>	<input type="radio"/>
K. Automation of production lines	<input type="radio"/>	<input type="radio"/>
L. Digitalization of logistics and sales systems	<input type="radio"/>	<input type="radio"/>

**15b. Are you planning to introduce any of the innovations listed in 15a in future? (Please tick the boxes before corresponding letters. Multiple answers are possible.)**

☐ A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐ G. ☐ H. ☐ I. ☐ J. ☐ K. ☐ L. ☐ None of the above

**16a. During the three years 2016 to 2018, did your enterprise introduce product, process, organisational or marketing innovations with any of the following environmental benefits?**

	Yes	No
A. Reduced material or water use per unit of output	<input type="radio"/>	<input type="radio"/>
B. Reduced energy use or CO <sub>2</sub> 'footprint'	<input type="radio"/>	<input type="radio"/>
C. Reduced air, water, noise or soil pollution	<input type="radio"/>	<input type="radio"/>
D. Replaced a share of materials with less polluting or hazardous substitutes	<input type="radio"/>	<input type="radio"/>
E. Replaced a share of fossil energy with renewable energy sources	<input type="radio"/>	<input type="radio"/>
F. Recycled waste, water, or materials for own use or sale	<input type="radio"/>	<input type="radio"/>
G. Facilitated recycling of product after use	<input type="radio"/>	<input type="radio"/>
H. Extended product life through longer-lasting, more durable products	<input type="radio"/>	<input type="radio"/>

**16b. Are you planning to introduce any of the innovations listed in 16a in future? (Please tick the boxes before corresponding letters. Multiple answers are possible.)**

☐ A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐ G. ☐ H. ☐ None of the above



**17a. During the three years 2016 to 2018, did your enterprise introduce a product, process, or organisational innovation with any of the following health benefits?**

	Yes	No
A. Ergonomically designed product	<input type="radio"/>	<input type="radio"/>
B. Attractive appearance (visual comfort)	<input type="radio"/>	<input type="radio"/>
C. Use of sound absorbing materials	<input type="radio"/>	<input type="radio"/>
D. Use of materials with health certificates	<input type="radio"/>	<input type="radio"/>
E. Use of materials free from formaldehyde, benzene and other volatile organic compounds	<input type="radio"/>	<input type="radio"/>
F. Products tested for safe and comfortable use	<input type="radio"/>	<input type="radio"/>
G. Designed in collaboration with health experts	<input type="radio"/>	<input type="radio"/>

**17b. Are you planning to introduce any of the innovations listed in 17a in future?** (Please tick the boxes before corresponding letters. Multiple answers are possible.)

☐ A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐ G. ☐ None of the above

**18. Does your enterprise have procedures in place to regularly identify and reduce your enterprise's environmental impacts?** (For example preparing environmental audits, setting environmental performance goals, ISO 14001 certification, ISO 50001 certification, etc).

- ☐ Yes, some procedures were implemented before 2016  
☐ Yes, some procedures were implemented or significantly changed between 2016 and 2018  
☐ No

**19a. In the three years 2016 to 2018, did your enterprise use any by-products of its production?**

☐ Yes ☐ No

**19b. If not, do you plan to use by-products in future?**

☐ Yes ☐ No

**20a. In the three years 2016 to 2018, did your enterprise:**

	Yes	No
A. Apply for a patent	<input type="radio"/>	<input type="radio"/>
B. Apply for an utility model	<input type="radio"/>	<input type="radio"/>
C. Register an industrial design right	<input type="radio"/>	<input type="radio"/>
D. Register a trademark	<input type="radio"/>	<input type="radio"/>
E. Use trade secrets	<input type="radio"/>	<input type="radio"/>
F. Claim copyright	<input type="radio"/>	<input type="radio"/>

**20b. Did your enterprise introduce any of the intellectual property rights listed in 20a before 2016?** (Please tick the boxes before corresponding letters. Multiple answers are possible.)

☐ A. ☐ B. ☐ C. ☐ D. ☐ E. ☐ F. ☐ None of the above

**21. What was your enterprises's total turnover for 2018?**

(Turnover is defined as the market sales of goods and services. Include all taxes except VAT.)

- ☐ Less than 100,000 Euros  
☐ 100,000 to less than 250,000 Euros  
☐ 250,000 to less than 500,000 Euros  
☐ 500,000 to less than 1 million Euros  
☐ 1 million to less than 5 million Euros  
☐ Over 5 million Euros

**22. What was the percent of your total turnover from sales to clients outside your country for 2018?** \_\_\_\_\_

**23. What is the percent of your enterprise's RDI budget as a share of the overall income?** \_\_\_\_\_

**24. What was your enterprise's average number of employees in 2018?**

- ☐ 0 employees ☐ 10 to less than 50 employees  
☐ 1 employee ☐ 50 to less than 250 employees  
☐ 2-9 employees ☐ Over 250 employees

**25. Approximately how many of your enterprise's employees in 2018**

- a. had a tertiary degree (undegraduate degree or more)? \_\_\_\_\_  
 b. were in RDI positions? \_\_\_\_\_  
 c. were simultaneously in a RDI and management position? \_\_\_\_\_

**26a. Do you have enough skilled employees?**

☐ Yes ☐ No

**26b. If no, what are the skills that you would need more of, that are in demand?**

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**27. Do you have any comment or is there anything we left out related to the topic that you consider important?**

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**Thank you for your cooperation!**

**Please insert the completed questionnaire in the enclosed envelope with paid postage and submit it by post.**



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Study on market and innovation activities  
Group 1

Company ID: [99999]

**Group 1 (forestry + wood manufacturing + paper  
manufacturing + furniture)**

**19a. In the three years 2016 to 2018, did your enterprise  
use any by-products of its production?**

☐ Yes ☐ No

**19b. If not, do you plan to use by-products in future?**

☐ Yes ☐ No

**Group 2 (other manufacturing companies)**

**19a. In the three years 2016 to 2018, did your enterprise  
use wood materials in your production?**

☐ Yes ☐ No

**19b. If not, do you plan to use wood materials in future?**

☐ Yes ☐ No

**Group 3 (construction companies)**

**19a. In the three years 2016 to 2018, did your company  
use wood products for construction?**

☐ Yes ☐ No

**19b. If not, do you plan to use wood products in future?**

☐ Yes ☐ No

**Group 4 (wholesale companies)**

**19a. In the three years 2016 to 2018, did your company sell  
any wood products?**

☐ Yes ☐ No

**19b. If not, do you plan to sell wood products in future?**

☐ Yes ☐ No