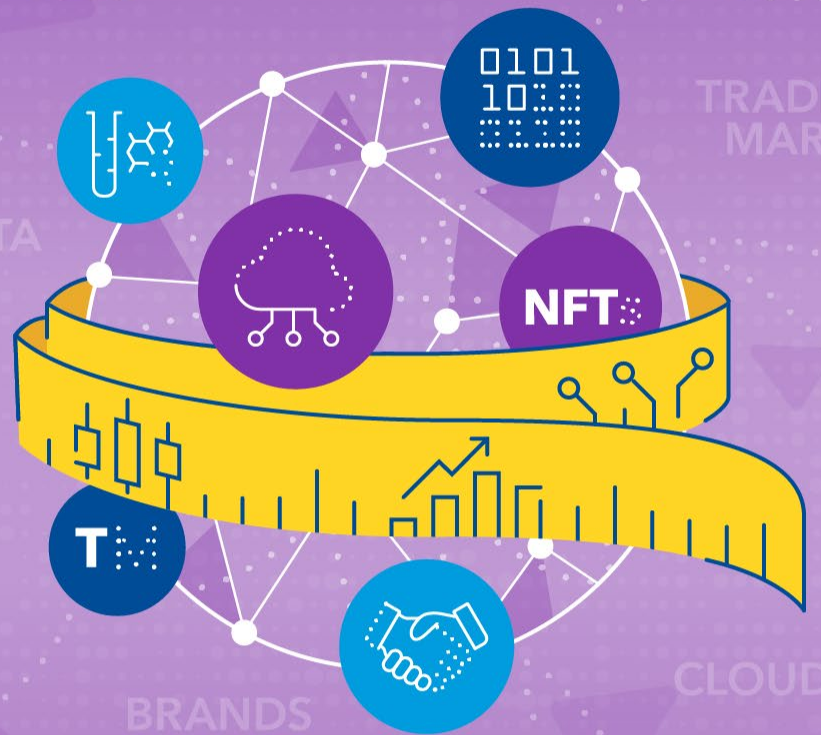


10TH

IMF
Statistical
Forum

META
VERSE

TRADE
MARK



BRANDS

CLOUD

MEASURING
THE TANGIBLE BENEFITS
OF INTANGIBLE CAPITAL



Survey of Innovation and Business Strategy

NOVEMBER 17, 2022

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Statistics Canada

Outline



Survey Context and Content



General Survey Information



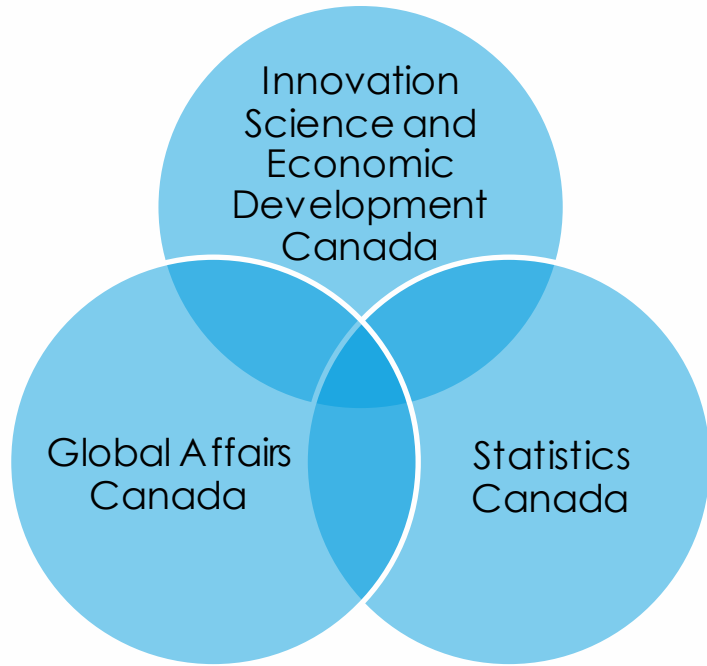
Focus on Intangibles: Results



Other Related Surveys



Survey of Innovation and Business Strategy



What are the market and policy factors that encouraged or discouraged the adoption of growth and innovation-oriented business strategies?



Survey of Innovation and Business Strategy (SIBS)

This fourth iteration of the survey covers reference year **2019**

Previous years include 2009, 2012, 2017

Next iteration 2022

**Business survey
covering firms with**



20+

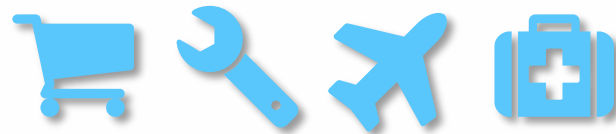
Employees



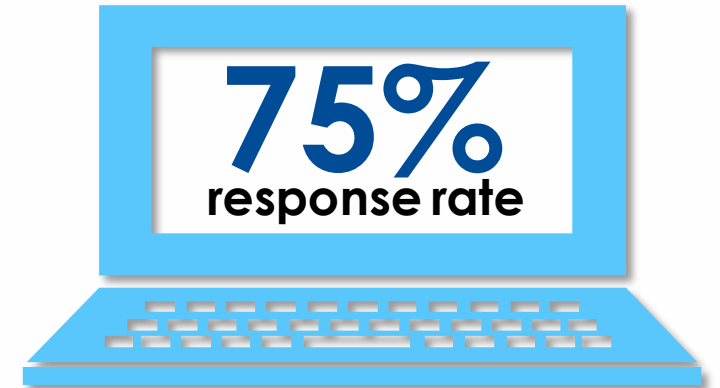
\$250K

Revenue

Across 14 sectors



Approx. 15,000 firms in the sample



Stratified by:

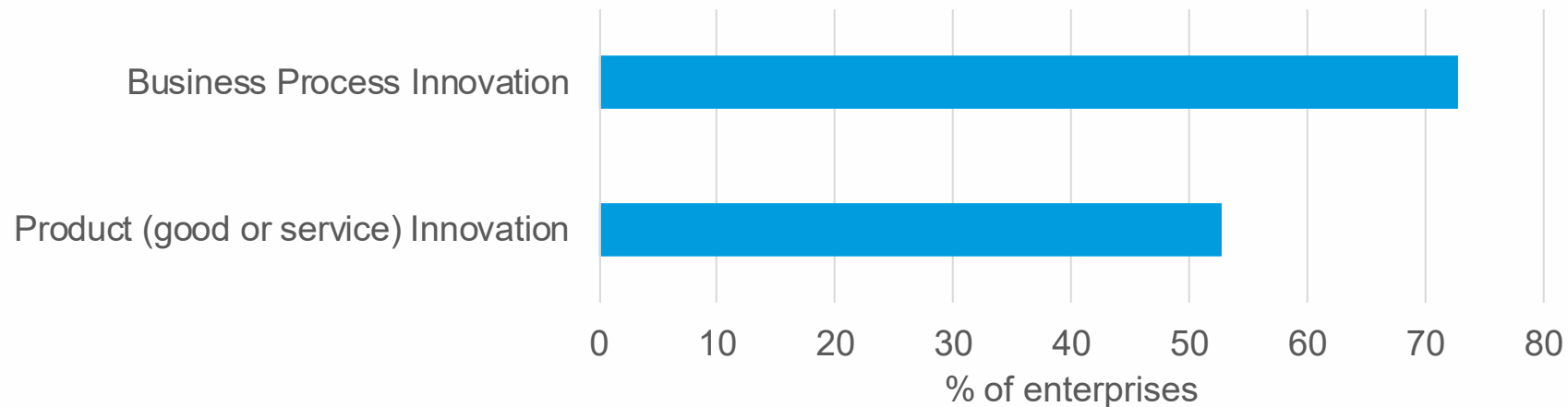


- **Size** (small, medium and large) based on number of employees
- **Region** (Atlantic, Quebec, Ontario and Rest of Canada)
- **Sector** (14 NAICS sectors and over 75 subsectors, industry and industry groups)

Between 2017-2019, 80% of all enterprises in Canada introduced at least one innovation

Definition: An innovation is a new or improved product or process (or combination thereof) that differs significantly from the unit's previous products or processes and that has been made available to potential users (product) or brought into use by the unit (process). *Oslo Manual 2018*

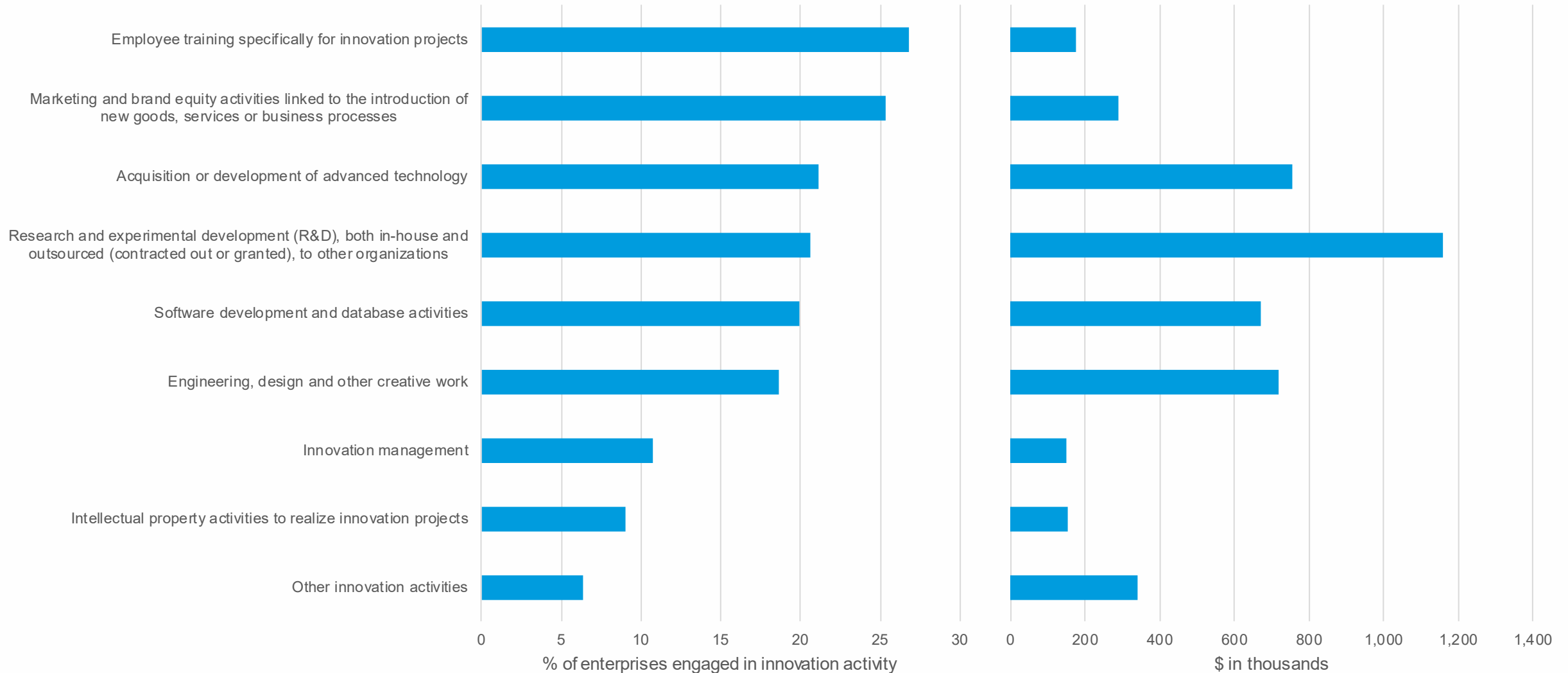
Type of innovation introduced by enterprises in 2017-2019



Training and Marketing among the most common innovation activity

Prevalence of innovation activity

Average expenditures on innovation activities



Tangible benefits of intangible investments

20%



The **average % of sales** that came from products that were new to one of the business' market or new to the business

40%



The % of innovative businesses that introduced product innovations that resulted in product-related **cost savings**

42%

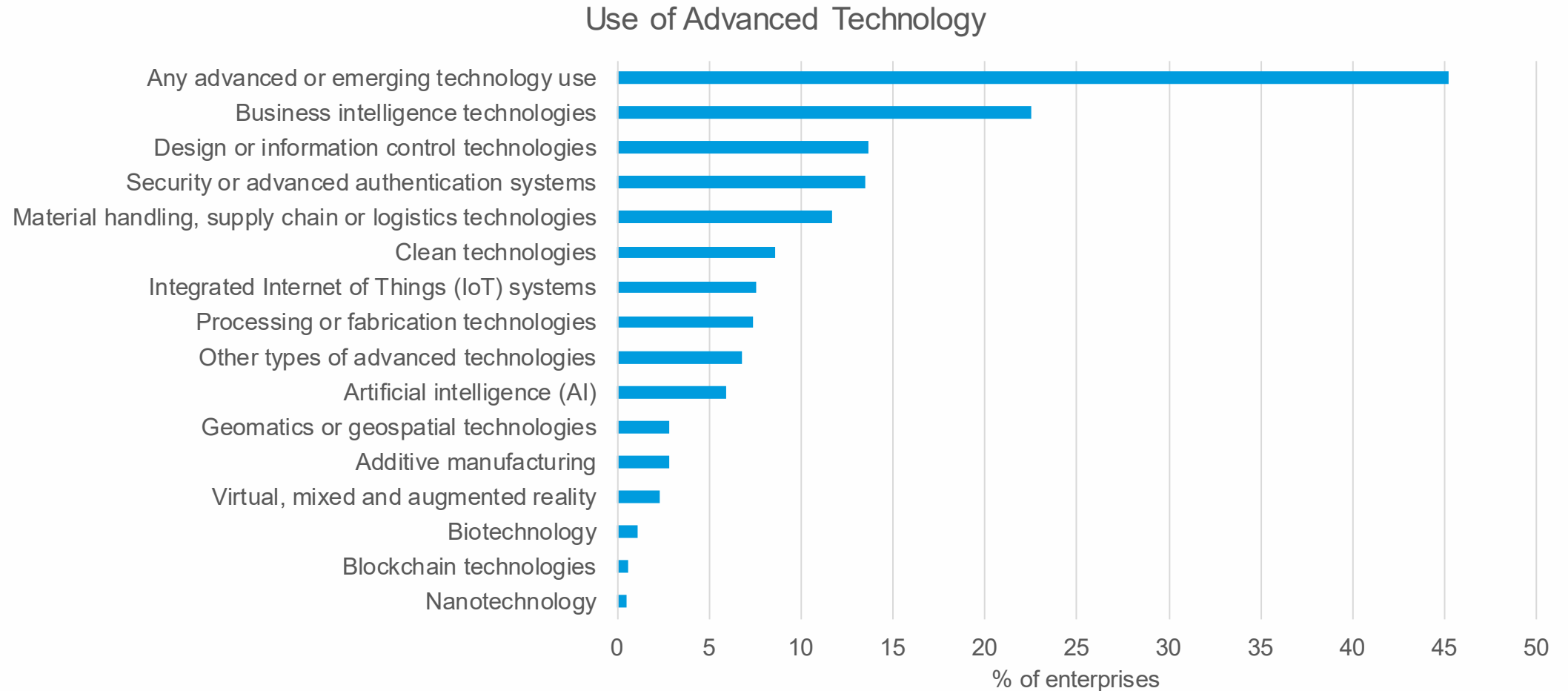


The % of innovative businesses with innovations that had **environmental benefits**

Other key findings relating to innovation

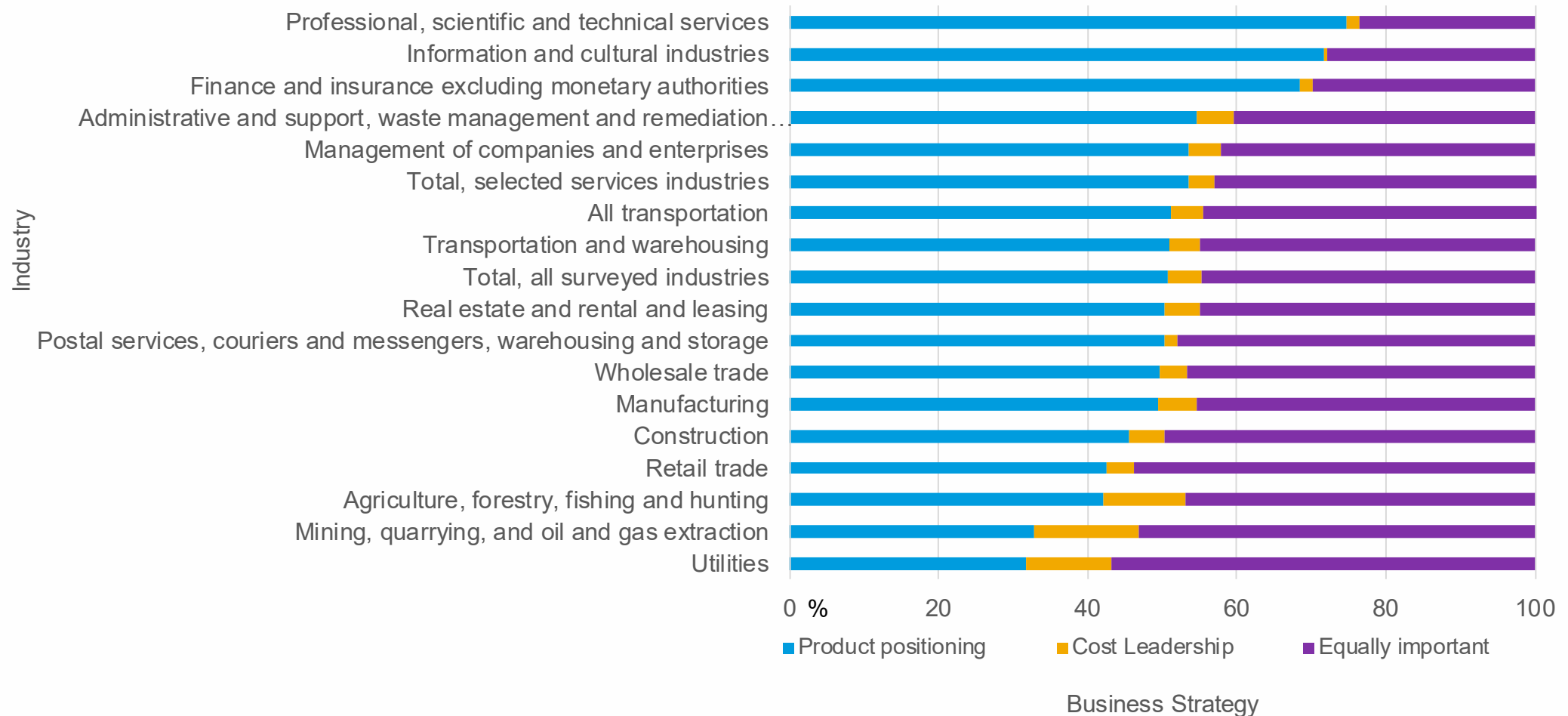
- **Larger businesses** were more likely to be innovative (86%) than **small** (79%)
- Fewer than one in five businesses **cooperated on innovation activities** with other businesses or organizations. Among these businesses, 53% cooperated with suppliers, while 43% cooperated with their parent, affiliated or subsidiary businesses.
- Approximately 3 in 10 businesses in Canada indicated that they used various types of **government programs** from various levels of government to aid in their innovation-related activities over the 2017-to-2019 period.
- Slightly more than half of all businesses in Canada reported that they faced **obstacles** related to innovation in 2019. Of these obstacles, almost one in three cited lack of skills and uncertainty and risk as the most frequent barriers.

Nearly half of businesses use advanced technology in 2019



Most enterprises focus on product positioning rather than cost leadership as their long-term business strategy

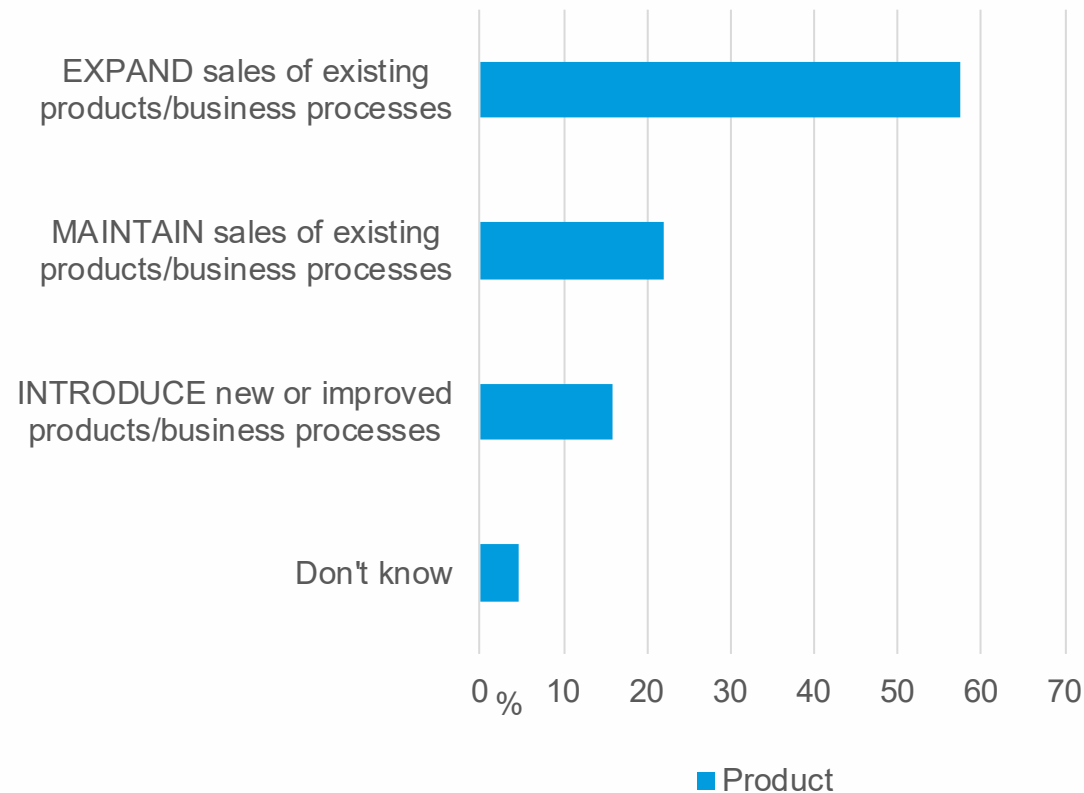
Enterprise long-term business strategy in 2019



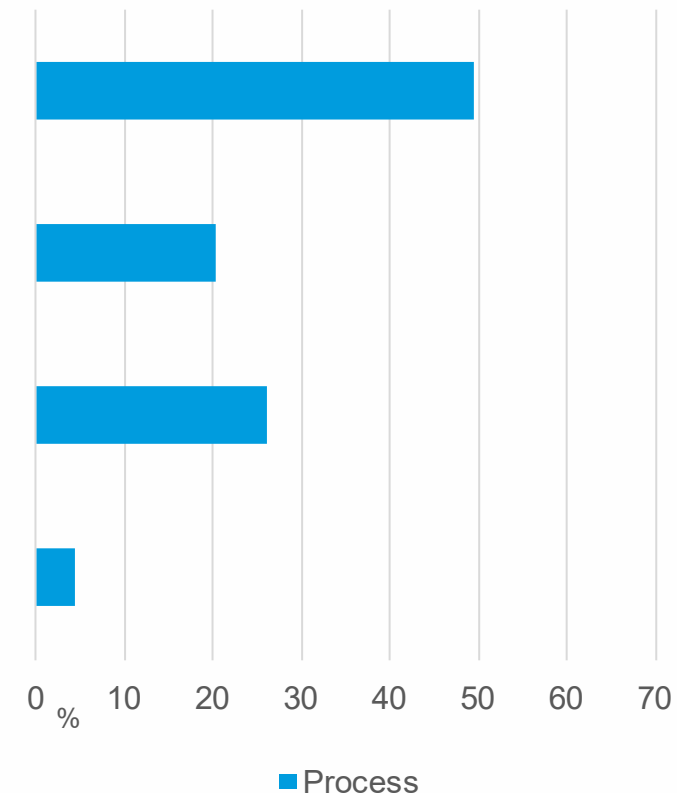
The strategic focus of enterprises is more often geared towards expanding sales of existing products

Enterprise Main Strategic Focus in 2019

for goods and services products



for business processes




Survey Content Coverage

INNOVATION

- ✓ Goods or Services
 - ✓ Business process
 - ✓ Innovation Activities and Expenditures
 - ✓ Co-operation
 - ✓ Government Support Programs
 - ✓ Obstacles
 - ✓ Advanced Technology Use
 - ✓ Environmental Benefits
- 

BUSINESS STRATEGY

- ✓ Strategy and Planning
 - Business Practices
 - Skills and Training
 - Main Business Market
- 

GLOBAL VALUE CHAIN

- Imports/Exports
 - Ownership
 - Employment
 - Activities in Canada and abroad
 - % Sales to various markets
- 

Other related surveys

R&D related indicators:

- Expenditures
- Personnel
- Field of research
- Intellectual Property



Annual Survey of Research and Development in Canadian Industry



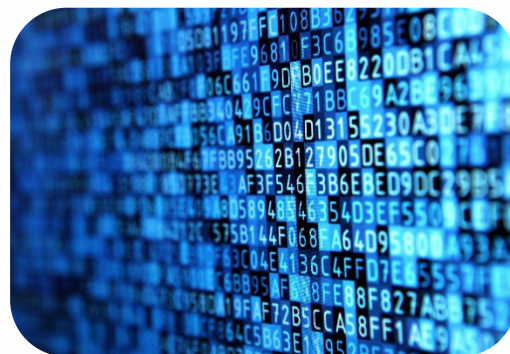
Survey of Advanced Technology

Technology related Indicators:

- Adoption and use
- Field of application
- Obstacles to adoption
- Expenditures and revenue related to technology adoption

Digitalization related Indicators:

- Online internet use
- Web presence
- ICT adoption and use



Survey of Digital Economy and Internet Use



Intellectual Property Awareness and Use Survey

IP related indicators:

- Awareness and use
- Obstacles to IP protection
- Support sought
- IP strategy

Thank you

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