

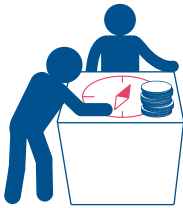
# APPENDIX 1

## PREPARATION CHECKLIST

The preparation phase of an Innovation Barometer includes planning and initial work that we recommend be completed or at least well on its way before data collection begins as this greatly increases its potential value.

For the sake of clarity, the checklist divides preparations into three sets of different processes and considerations. Although many of these steps are interdependent and may overlap at one point, each one nevertheless requires separate attention. With an emphasis on various steps that intersect, the checklist also proposes an overall sequence of events.

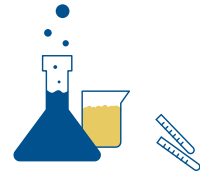
### PREPARATIONS



STRATEGY AND RESOURCES



DETAILED PLANNING



ADAPTING AND TESTING



### 1. Strategy and resources

**Develop a clear strategy** for what you want to achieve with your Innovation Barometer. Define and prioritise your main purposes.

**Form partnerships.** Look for partners with whom you can plan, implement and use your Innovation Barometer. Always consider collaborating with your national statistical institution.

**Seek dialogue with sceptics.** In the event someone expresses concerns about how the results will be used, assume that these sceptics have valid reasons and invite them to give advice on how to proceed.

**Maximise use of data.** Decide early on to make data openly accessible and consider the technical aspects of how to share data and with whom.

**Include all costs in your budget.** From the beginning, set a budget that includes all types of costs, including communication, for example.

**Integrate communication.** Since communication is just as important as good data, integrate it into the project mandate and budget. Develop a communication plan that allows all relevant audiences to get the full benefit of your new data and analytics.

**Establish a project team with a wide variety of skills.** Ensure that your team has all the necessary skills to carry out survey design, data collection, analyses, communication, project management, partnership building and strategy development. Seek outside assistance when required.



## 2. Detailed planning

**Find a data source** to reach respondents and update necessary contact information early on. So far, the countries doing this for the first time have been surprised by how utterly time-consuming it is!

**Decide whether results should be representative** and keep this goal in mind in every step of the data collection.

**Draw a sample** or use the full population as your sample. Stratify the sampling if necessary and possible. Be sure to draw a sample that allows the analysis you plan.

**Find contact information on respondents** and further personalise first contact with respondents to increase the response rate. Allocate ample time and resources for finding and correcting contact information and other information.

**Enrich your sample.** Consider the possibility of combining your new data with existing quantitative data (survey or register) to further increase the value of your Innovation Barometer.

**Decide whether you want to establish a panel** to ease subsequent data collections.

**Research for innovation case studies** that can help you can communicate your later quantitative findings. This process is time-consuming, so it is advisable to make an early start.



### 3. Adapting and testing

**Test the questionnaire informally** with public sector employees who are not innovation specialists. Start by having a few people (e.g. co-workers, networks and family) look at a rough translation of an existing Innovation Barometer questionnaire.

**Choose what to compare.** When adapting the questionnaire, balance valuable international comparisons against the need for adaptation. If international comparisons are important, they must be decided on at an early stage.

**Adapt the questionnaire.** Adjust the questionnaire, if needed, to better suit your national agenda and specific data needs. Keep as many Copenhagen Manual core questions as possible.

**Translate the questionnaire.** In addition to finding the right terminology in the target language, ensure that the questions and possible answers fit the structure of your country's public sector and cultural norms. Seek pragmatic solutions that fit the respondents' real world.

**Do a systematic pilot test.** If resources are tight, do further informal testing instead.

**Communicate about your data collection immediately.** Tell about the purpose of the survey and make the questionnaire available online when data collection begins. If possible, have other organisations or strategically important individuals endorse the survey to increase awareness and the chance for a higher response rate.

**Stay flexible.** Keep your mind and process open to new inputs, partners and opportunities – even if your strategy did not include them initially.