



# Innovation Survey Into the Cornish Marine Sector 2006 to 2008

# Agenda

1. Objectives of Research
2. Research Methodology
3. Results – Key Headlines
4. Supporting Data



# Objectives of Research



- **To identify businesses, and the types of business, that are behaving innovatively**
- **Discover and record the ways in which innovation is occurring within these businesses**
- **To understand and measure the impact innovation is having on business turnover**
- **To explore issues that effect marine businesses' ability to innovate**
- **To report and share regional innovation to partners within the NEA2 project**



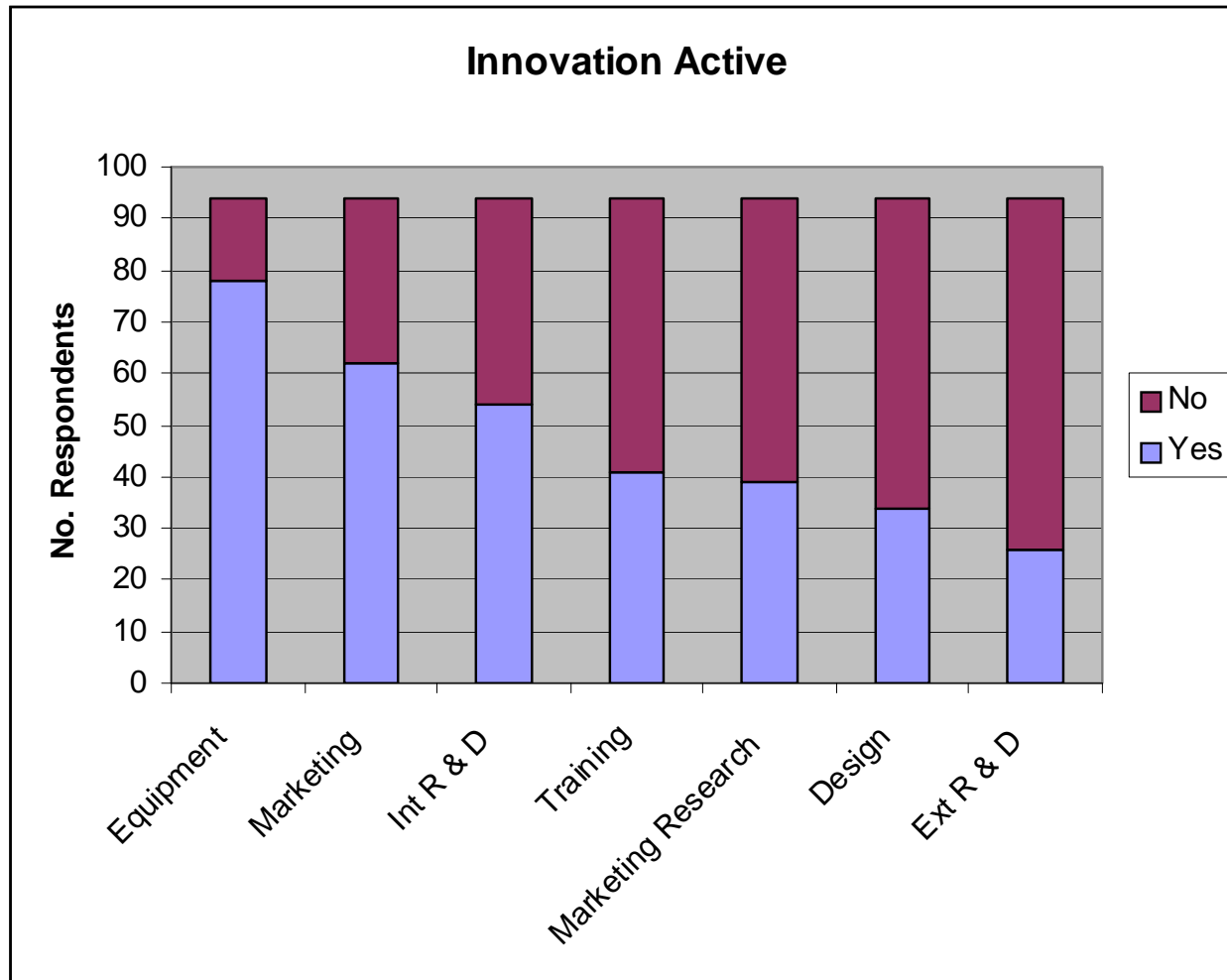
# Results: Key Headlines



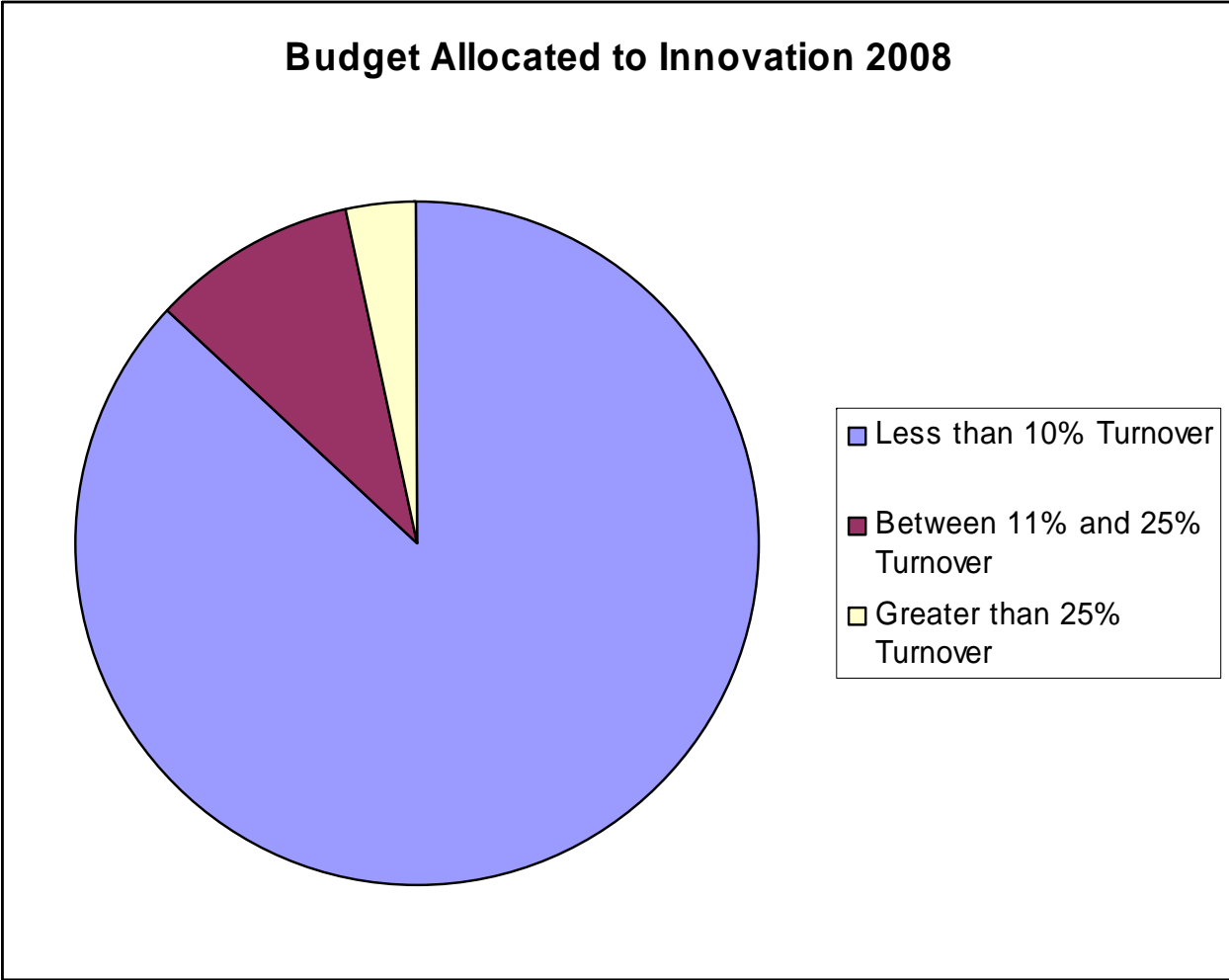
- *An innovation active sector...*
- *Steady growth in new products / services...*
- *Collaborating with other businesses...*
- *Innovating to improve environmental responsibility...*
- *Innovating to boost sales...*
- *Cost restricting innovation...*
- *Customers and internal staff rated as top sources of information for innovation...*



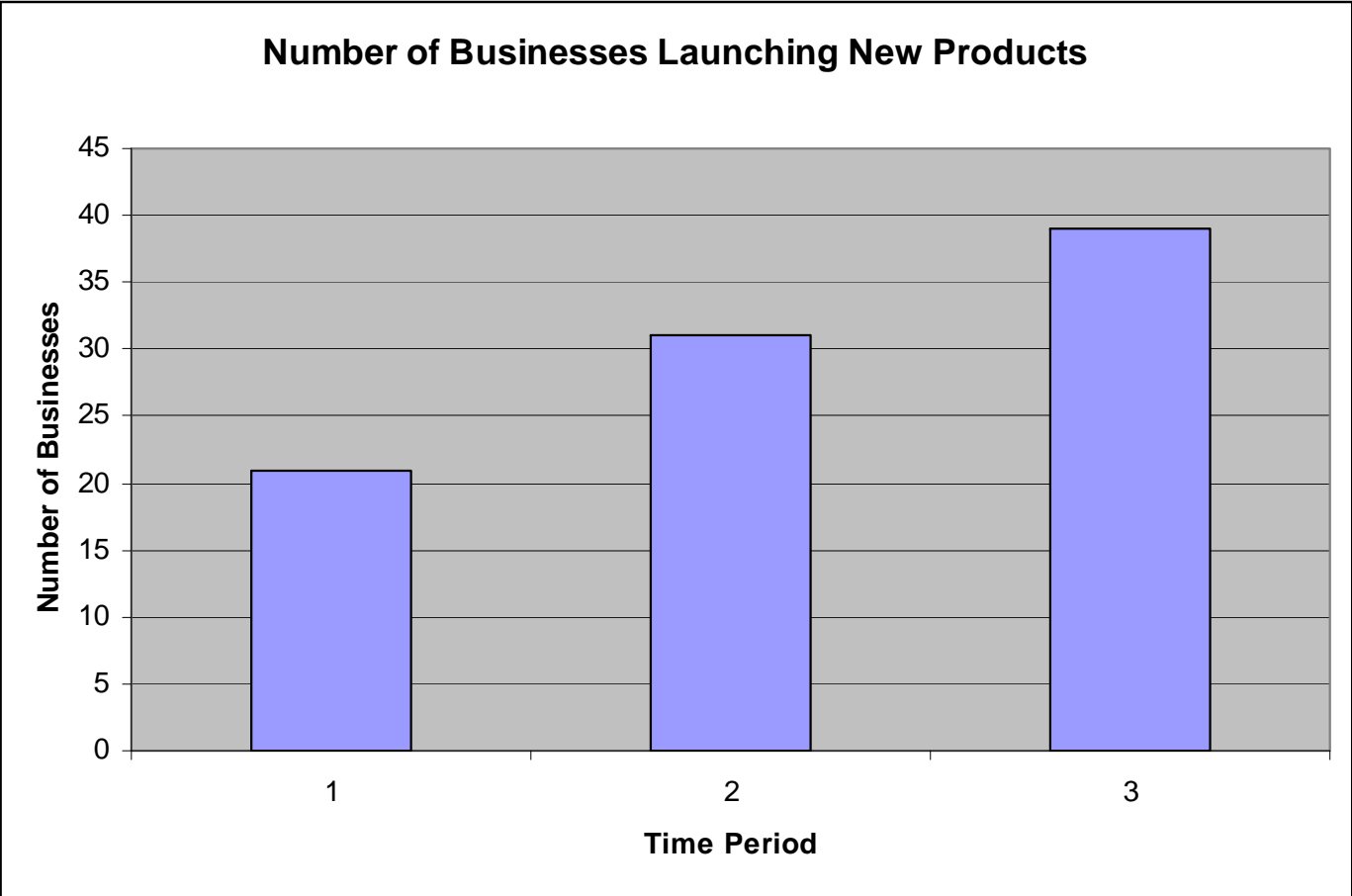
# Activities that Support Innovation...



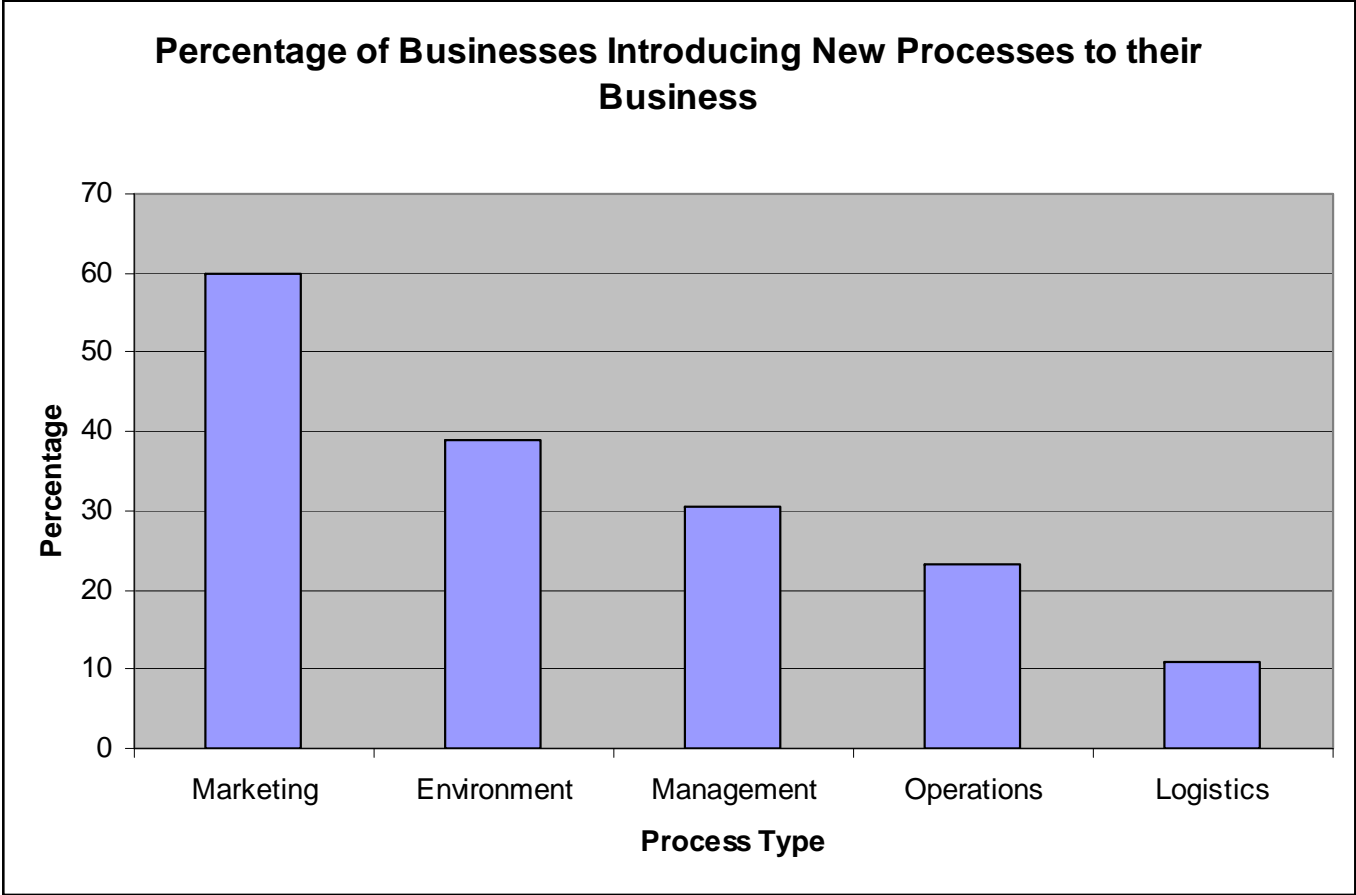
# Budget Allocated to Innovation



# Number of Businesses / New Products

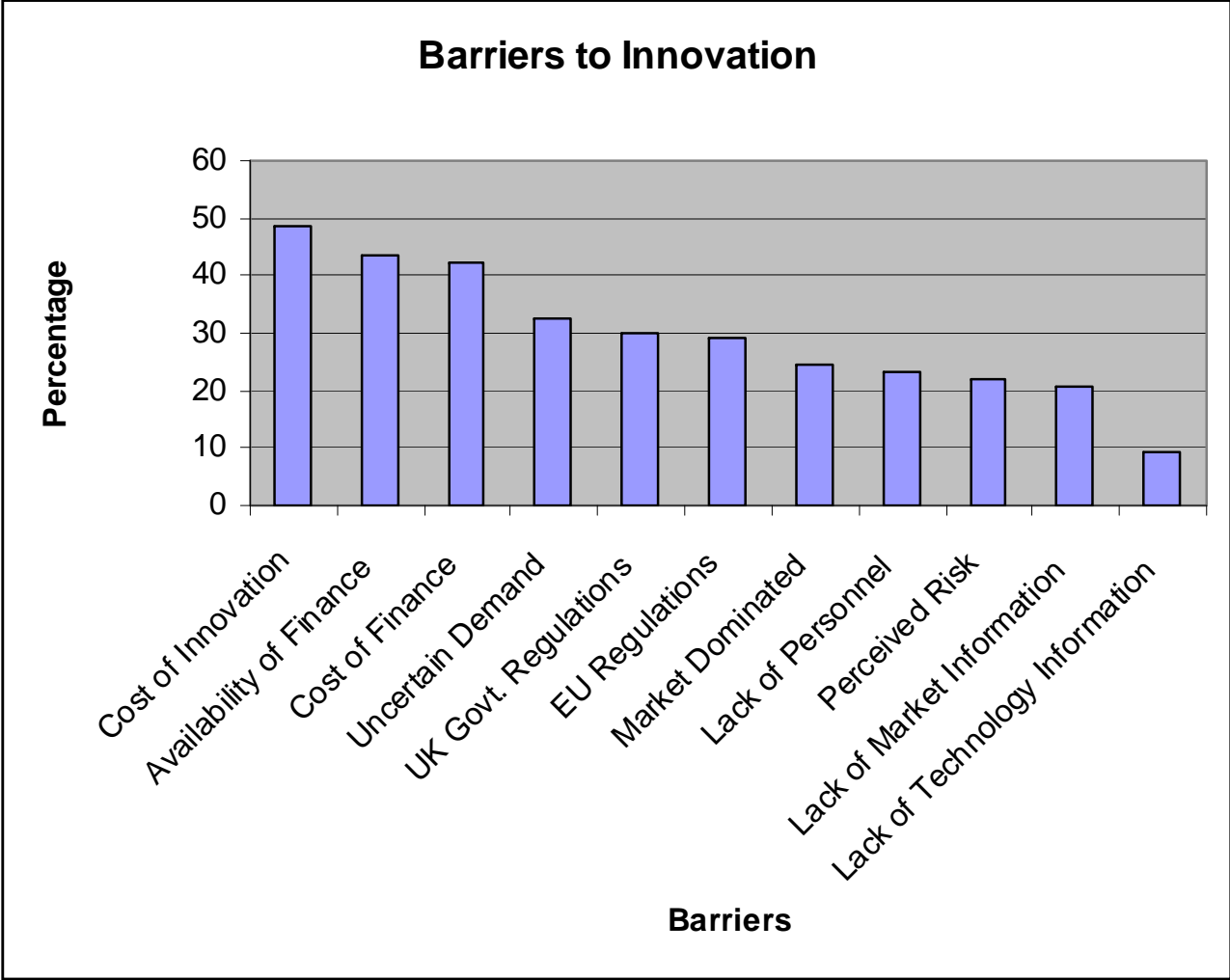


# Innovative Processes

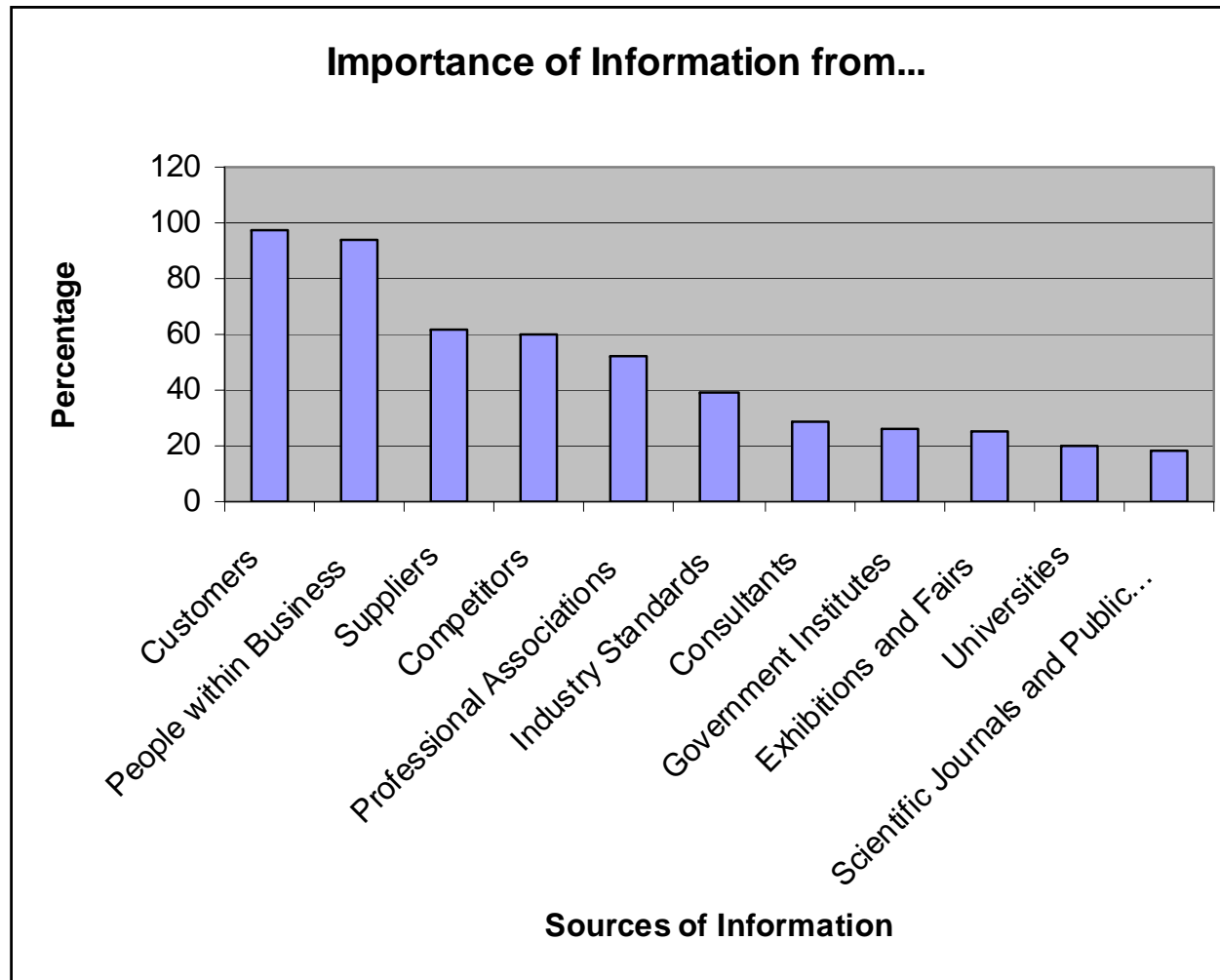




# Barriers to Innovation



# Importance of Information from...



# Question and Answer



An aerial photograph of a harbor filled with numerous sailboats and yachts. The harbor is surrounded by a coastal town with white buildings and green hills. The water is a deep blue, and the sky is clear. A large, semi-transparent white graphic element is overlaid on the bottom right of the image.

Thank you...