

Study of *Innovation* in the Western Cape Cultural and Creative Industries, 2020-2022



Survey Questionnaire

FORMAL BUSINESSES

“The country’s rich cultural legacy and the creativity of its people mean that South Africa can offer unique stories, voices and products to the world.”

National Development Plan of South Africa 2030

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This document is 10-pages in length and consists of:

- **Study and informed consent information** (1 page)
- **Survey questionnaire:**
 1. *Participant details* (0.5 pages)
 2. *Information about your business* (0.5 page)
 3. *Strategies and business environment* (1.5 pages)
 4. *Innovation* (6.5 pages)

About this study

Hi, I'm **Gerard Ralphs**, a PhD student at the University of Johannesburg. I am researching innovation in the Western Cape cultural and creative industries, which plays a vital role in our society and economy. **I would like to invite your business to participate in my research.** Please review the information below, to help you decide about participation.

Why this research, now?

- More than one million people in South Africa were employed in the cultural and creative industries in 2019, contributing about 3% to the economy.¹
- Beyond employment and value added, the cultural and creative industries also contribute, perhaps immeasurably so, to human well-being and social cohesion. Equally, there are well-known challenges in the sector that the COVID-19 pandemic exacerbated.
- Innovation is the 'engine' of the cultural and creative industries. I would like to **learn more about the climate for innovation** in the cultural and creative industries, **how and why innovation takes place (or why it doesn't)**, and **what impacts innovation had on organisational goals, customers/end users, and our natural environment** during the three years 2020 to 2022.
- I would also like my research to form part of the research evidence to help decision-makers—both public and private—to better support innovation in the cultural and creative industries.

Why was your business selected to participate in this research?

- Your business was invited to take part in this research because **I have identified it as forming part of the South African cultural and creative industries.**² Your business's experiences during the 2020-2022 period can contribute much to our understanding and knowledge of innovation in this sector.

What type of participation is required?

- Completion of a survey questionnaire, following the OECD's Oslo methodology, in your own time. Estimated time commitment? **About 20-25 minutes for an individual familiar with the strategic management of the business.** Optional: You may also choose to participate in a recorded virtual discussion of the study's findings, once collated, with other study participants and invited sector stakeholders.

Ethics and consent

This study has received approval from the University of Johannesburg's College of Business and Economics Research Ethics Committee (clearance code: 21SECO040). **Your consent is a pre-requisite of participation.** Questions about the study or consent? Write to 220164261@student.uj.ac.za.

You can refuse to answer any question or withdraw at any time

- Your business does not have to answer any question or take part in any aspect of the research if it does not wish to do so, even after voluntarily agreeing to do so. It does not have to give any reason for not responding to any question, and may withdraw at any time.

Confidentiality, anonymity and safe data storage are key study priorities

- **Confidentiality:** The survey questionnaire is made available to your business as an Adobe PDF form, so you retain a copy of any data you provide. No one else except you/your business, and the researcher, will have access to your business's survey questionnaire form responses. The survey questionnaire data comprises the 'research data'. **Nothing that you disclose during the research process will be attributed to you or your business by name, unless you agree otherwise below for case study purposes.**
- **Anonymity:** The research data will be anonymised before it is analysed. This means that it will not be possible to identify any respondent in the study's findings, **unless you agree otherwise below for case study purposes**, whether published in a journal or report or in any other format.
- **Storage:** Based on open data principles, the anonymised research data will be stored at the University of Johannesburg institutional repository for use by other researchers in the future.

Benefits and potential risks

- **Benefits:** While the survey and interview questions may ignite ideas or insights about your business's innovation strategies, there is **no direct financial or other benefit to your business from participation in this study.** However, your business's participation is likely to help me find out more about innovation in the cultural and creative industries in the Western Cape as well as to communicate relevant findings to the public, policy makers, and to other researchers.
- **Potential risks:** I am asking your business to share information with me that it may consider confidential, and, only once fully anonymised, **unless otherwise agreed**, to use that information in my research outputs (popular articles, journal publications, book chapters), as well as to store that anonymised information in the University of Johannesburg's institutional repository for potential use by future researchers. All original study records will be stored in the researcher's password-protected, cloud-based MS Office 365 system.

Publication of results

- The findings developed from this study will be shared with your business **before they are made widely available** to the public and other researchers.

Tick all below to provide consent

- ☐ I/we was/were invited by Gerard Ralphs to participate in this research project.
- ☐ I/we understand that if I have any questions about any aspect of the study I can ask these at any time by writing to 220164261@student.uj.ac.za.
- ☐ I/we are aware that I/we am not obligated to answer any question and may withdraw my participation at any time.
- ☐ I am duly authorised participate in this study on behalf of my organisation.

Optional: Disclosure of your business's name and data for case study purposes

- ☐ The name of my organisation and its responses and/or online information such as websites and social media may be disclosed by the researcher as part of case studies in the research outputs (reports, articles, other).

Name of Study Participant

Consent Provided On (select using the dropdown)

¹ South African Cultural Observatory (2022)

² UNESCO Framework for Cultural Statistics (2009) and SIC-7 (2012).

1. Participant details

Name of business		What specific keywords would you use to describe your business's <u>specific economic activities</u> ?	
Physical address of business			
Name/surname of participant filling out the questionnaire		For researcher's use only:	
Job title of participant		Domain	
Email address of participant		Sub-class (SIC-7)	
Mobile number of participant		Project ID	

> **Please Note:** If your business is part of a larger ministry or group of organisations, only answer for your specific business and its activities in South Africa.

2. Information about your business

2.1 What was the average number of persons employed* by your business in 2020 and 2022?

2020		*Total number of persons (headcount) who worked for the business, including insourced administrative/maintenance/cleaning teams. Exclude: Outsourced workers (personnel supplied to the business by other businesses) and employed persons on long-term leave.
2022		

2.2 What was your business's approximate total turnover* for 2020 and 2022?

2020		*Defined as the total amount received for services rendered for the financial year : including lease payments received for land and buildings, leasing and hiring payments received for machinery, vehicles and other equipment. Exclude: VAT, net profit or loss on revaluation of fixed assets or foreign exchange, export charges, and interest received.
2022		

2.3 Approximately, what was the percentage of turnover in 2022 from:

		2022 turnover split (%) (Sub-total)
A. Local customer base/clientele		
Customers/clients located within my district municipality*		
Customers/clients located outside of my district municipality but within the Western Cape province		
B. National customer base/clientele		
Customers/clients located in other SA provinces		
C. International customer base/clientele		
Customers/clients located on the rest of African continent		
Customers/clients located in other countries outside of the African continent		
A + B + C sub-total values must equal 100		

The Western Cape comprises City of **Cape Town Metropolitan Municipality** and five district municipalities:
 1=**West Coast Municipality** (Matzikama, Cederberg, Bergriver, Saldanha Bay, Swartland)
 2=**Cape Winelands Municipality** (Witzenberg, Drakenstein Stellenbosch, Breede Valley, Langeberg)
 3=**Overberg District Municipality** (Swellendam, Cape Agulhas, Overstrand, Theewaterskloof)
 4=**Garden Route District Municipality** (Kannaland, Hessequa, Mossel Bay, George, Oudtshoorn, Bitou, Knysna),
 5=**Central Karoo District Municipality** (Laingsburg, Prince Albert, Beaufort West)

2.4 Age of business and formal registration year

In which year was your business registered with the Companies and Intellectual Properties Commission (CIPC)?	
In what year did your business become economically active (i.e. start providing its services/doing its activities, even if not yet formally registered with CIPC)?	

2.5 In 2022, was your business part of:

	Yes	No
a. A larger business group* with the head office located in SA		
If <u>Yes</u> : Are all the businesses/entities of that group located in South Africa?		
b. A larger business group* with the head office located abroad		
If <u>Yes</u> : In which country is the head office located?		

*A business group consists of two or more legally defined enterprises/entities under common ownership. Each business in the group can serve different customers/clients. The head office as the ultimate controlling unit is also part of a group.

3. Strategies and business environment

3.1a During 2020 to 2022, did your business use any of the following technologies?

	Yes	No
a. Drones		
b. Robotics		
c. 3D printing		
d. Artificial Intelligence (AI)		
e. Virtual Reality (VR)/Augmented Reality (AR)/Mixed Reality (MR)		
f. Cryptocurrencies (e.g. Bitcoin, Ethereum)		
g. Non-fungible tokens (NFT)		
h. SaaS (Software as a service) (e.g. MS Azure, AWS, Google Cloud, Adobe)		
i. PaaS (Platform as a service) (e.g. MS Azure, AWS, Google Cloud, Adobe)		
j. Internet of Things (IOT) (e.g. smart devices, sensors)		
k. Metaverse		
l. Other (please specify with a few keywords):		

3.1b During 2023 to 2025, does your business plan to use any of the following technologies?

	Yes	No
a. Drones		
b. Robotics		
c. 3D printing		
d. Artificial Intelligence (AI)		
e. Virtual Reality (VR)/Augmented Reality (AR)/Mixed Reality (MR)		
f. Cryptocurrencies (e.g. Bitcoin, Ethereum)		
g. Non-fungible tokens (NFT)		
h. SaaS (Software as a service) (e.g. MS Azure, AWS, Google Cloud, Adobe)		
i. PaaS (Platform as a service) (e.g. MS Azure, AWS, Google Cloud, Adobe)		
j. Internet of Things (IOT) (e.g. smart devices, sensors)		
k. Metaverse		
l. Other (please specify with a few keywords):		

3.2 During 2020 to 2022, how important were the following factors related to the cultural and creative industries for your business:

Factor/Degree of importance	High	Medium	Low	Not important
a. Increasing customer/client demand for products (goods or services) of a cultural or creative nature from <i>within South Africa</i>				
b. Increasing customer/client demand for products (goods or services) of a cultural or creative nature from <i>outside of South Africa</i>				
c. Impacts of the Internet and Internet-based applications/platforms on the <i>size of your customers/clients</i>				
d. Government priorities, policies, plans, or measures related to the cultural and creative industries				

3.3 During 2020 to 2022, did your business use the tax system for the following purposes?

	Yes	No
Department of Science and Innovation (DSI) R&D Tax Incentive		
Other tax allowances specifically for innovation (e.g. SANEDI 12L Tax Incentive)		

3.4 During 2020 to 2022, did your business:

	Yes	No	
a. Apply for a patent			*Awarded to protect the aesthetic features or appearance of a product, not its technical or functional characteristics.
b. Register an industrial design right*			
c. Register a trademark			
d. Claim a copyright			
e. Use trade secrets			

3.5 During 2020 to 2022, did your business:

	Yes	No
a. License out its own intellectual property rights (IPRs) to others		
b. Sell its IPRs (or assign intellectual property rights) to others		
c. Exchange IPRs (pooling, cross-licensing, etc.)		

3.6 During 2020 to 2022*, did your business **purchase or license-in** patents or other intellectual property rights?

			Tick all that apply		*The time of the licensing-in or purchase is relevant, not the use of patents or IPRs during 2020 to 2022.
Yes		If Yes :	From businesses or individuals?		
No			From public research organisations, universities, or other higher education institutions?		

4. Innovation

> **Please Note:** An innovation is **a new or improved product [good/service] or business process (or combination thereof)** that **differs significantly from the firm's previous products or business processes** and that **has been introduced on the market or brought into use by the firm (process)**.

4.1 During 2020 to 2022, did your business introduce any **product innovations**:

	Yes	No	* Goods: Does not include concept work, routine changes or updates (e.g. software updates or minor aesthetic changes) and custom production, unless the one-off item displays significantly different attributes to previous goods. ** Services: Outputs your business procures from creative, design and professional service consulting firms (e.g. designs or reports, websites, films, etc) could form part of an innovation, depending on how used.
New or improved goods*			
New or improved services**			

> **Pause Here:** If **No** to all options in 4.1, go to 4.6. Otherwise proceed to 4.2.

4.2 Did your business release any of these new or improved goods or services at **zero-price/no cost** to customers/clients or potential customers/clients as:

	Yes	No
a. Web browser-based applications (e.g. websites, games, cloud computing)		
b. Mobile applications ('apps', incl. games)		
c. Product prototypes or samples		
d. Printed publications (e.g. magazines, books, reports)		
e. Multi-media productions (e.g. films, music, etc)		
f. Live performances (e.g. theatre-based, auditorium-based, street-based, etc.)		
g. Exhibitions		

4.3 During 2020 to 2022, did your business introduce any new or improved products (goods or services) that were:

	Yes	No
New to your business but identical/similar to products already in use in other businesses		
New to your customers/clients (i.e. not offered before to them)		

4.4 Please estimate the percent of your business's total turnover **in 2022 only** from:

	%
Products (goods or services) that were <u>new to your customers</u> i.e. not previously offered by any businesses like yours	
Products (goods or services) that were <u>new to the business</u> i.e. identical or very similar to products already offered by any businesses like yours	
Products (goods or services) that were unchanged or only marginally modified	
Must equal 100	

4.5 Who developed these product innovations?

	Tick all that apply	*Include independent businesses plus other parts of your organisational group (e.g. subsidiaries, head office, etc.) if applicable. Other organisations could also include universities, public research institutes, non-profit organisations, government departments, etc.
Your business by itself		
Your business together with others*		
Your business by adapting or modifying products originally developed by other businesses or organisations*		
Other businesses or organisations		

4.6 During 2020 to 2022, did your business introduce (i.e. bring into use) any of the following types of **new or improved business/operational processes** that differ significantly from your previous business/operational processes?

> **Please Note:** A new corporate or managerial strategy **must have been implemented** for it to be considered a process innovation. **Exclude:** stopping using a particular process or strategy.

	Yes	No	
a. Methods for producing or developing goods or providing services ¹			Activities that transform inputs into goods or services, including engineering and related technical testing, analysis and certification activities to support production.
b. Logistics, delivery or distribution methods ²			Transportation and service delivery, warehousing/storage, and order processing activities.
c. Marketing or visibility/advocacy methods ³			Marketing methods including advertising (product promotion and placement, packaging of products), direct marketing (telemarketing), exhibitions and fairs, market research and other customers activities, pricing strategies and methods, help desks other customer/client support and customer/client relationship activities.
d. Methods for information processing and communication ⁴			The maintenance and provision of information and communication systems (e.g. hardware and software, data processing and databases, maintenance and repair, web-hosting and other computer-related information activities).
e. Methods for accounting or other administrative operations ⁵			Management and cross-functional decision-making, such as organising work, corporate governance, accounting, bookkeeping, auditing, payments, insurance, human resources management, procurement, managing external relationships with suppliers, alliances, etc.
f. Practices for organising procedures or external relations ⁵			
g. Methods of organising work responsibility, decision making or HR management			

> **Pause Here:** If **No** to all options in 4.6 go to 4.8. Otherwise proceed to 4.7.

4.7 Who developed these business process innovations?

	Tick all that apply	
Your business by itself		*Include independent businesses plus other parts of your organisational/departmental group (e.g. subsidiaries, sister organisations, head office, etc.) if applicable. Other organisations could also include universities, public research institutes, non-profit organisations, government departments, etc.
Your business together with other businesses or organisations*		
Your business by adapting or modifying products originally developed by other businesses or organisations*		
Other businesses or organisations*		

4.8 During 2020 to 2022, did your business have/undertake any of the following types of innovation activities?

Please Note: Innovation activities include **all developmental, financial and commercial activities**, undertaken by an organisation, that are **intended to result in an innovation**.

4.8a Research and experimental development (R&D):

	Yes	No	
In-house R&D activities?*			*Research and experimental development (R&D) comprise creative and systematic work undertaken in order to increase the stock of knowledge and to devise new applications of available knowledge. R&D activities must meet five criteria —they must be: 1. novel ; 2. creative , 3. address an uncertain outcome , 4. systematic , and 5. transferable and/or reproducible .
If Yes , did your business perform in-house R&D during 2020 to 2022:			
Continuously (your business employed permanent R&D staff)			
Occasionally (as needed only)			
Contracted-out (i.e. outsourced) R&D to other entities, including organisations/departments in your own group, or to public or private research institutes			

4.8b Other innovation activities (please refer to explanations below for guidance):

	In-house	Outsourced	No
a. Engineering, design and other creative work activities ^a			
b. Marketing and brand equity activities ^b			
c. IP-related activities ^c			
d. Employee training activities ^d			
e. Software development and database activities ^e			
f. Activities related to the acquisition or lease of tangible assets ^f			
g. Innovation management ^g			

a. Engineering, design and other creative work activities: E.g. product and process design, ideation, or concept development. These activities could be closely related to R&D activities but do not meet all five criteria as in 3.7a. **Exclude:** daily production and quality control procedures and minor design changes (e.g. product colour changes).

b. Marketing/visibility and brand equity activities: E.g. operational research, methods for pricing, product placement and product promotion, product advertising, the promotion of products at conferences trade fairs or exhibitions, development of marketing/visibility strategies; trademark advertising and public relations.

c. IP-related activities: Intellectual property related activities include all administrative and legal work to apply for, register, document, manage, trade, license-out, market and enforce an organisation's own intellectual property rights (IPRs), all activities to acquire IPRs from other organisations, such as through licensing-in or the outright purchase of IP, and activities to sell IP to third parties. **Exclude:** IP activities for inventions made before the observation period.

d. Employee training activities: E.g. training personnel to use innovations, such as new software logistical systems or new equipment; and training relevant to the implementation of an innovation, such as instructing personnel or customers/clients on the features of a product innovation. **Exclude:** employee training activities for the use of existing products/processes, upgrading of general skills, or language training.

e. Software development and database activities: E.g. logistical systems or software to integrate business processes. Database activities are an innovation activity when used for innovation, such as analyses of data on the properties of materials or customer/client preferences. **Exclude:** hardware maintenance.

f. Activities related to the acquisition or lease of tangible assets: E.g. the purchase or lease of buildings, machinery, and equipment, or the in-house production of such goods for own-use. Equipment includes items such as instruments, transport equipment and computer hardware for IT systems (including third-party cloud services). The lease or rental of tangible assets is an innovation activity if required for product or process innovations. **Exclude:** replacement or minor changes to capital stock.

g. Innovation management: E.g. all systematic activities to plan, govern and control internal and external resources for innovation—how resources for innovation are allocated, the organisation of responsibilities and decision-making among employees, the management of collaboration with external partners, the integration of external inputs into a firm's innovation activities, and activities to monitor innovation results and support learning from experience.

4.9 During 2020 to 2022, did your business cooperate* with other organisations/departments?

	Yes	No	*Cooperation is active participation with other businesses or organisations towards a common objective. Exclude pure contracting out of work with no active cooperation.
a. On R&D			
b. On other innovation activities** (excluding R&D)			
c. On any other business activities			

> **Pause Here:** If you answered **Yes** to any options in 4.8a or 4.8b, go to 4.10. If you answered **No** to all options in 4.8a and 4.8b, please save and return to 220164261@student.uj.ac.za. **Thank you for your participation.**

4.10: You indicated that your business innovated during 2020 to 2022. Using the fields below, **very briefly describe one innovation** that led to a **Yes** in 4.1 and/or 4.6.

> **Please Note:** You are encouraged to select the most important innovation for your business's performance (e.g. the innovation that costed a significant amount to develop, the most impactful innovation on service delivery, or the innovation with the greatest actual or expected contribution to reducing costs).

4.10a: Briefly describe this innovation or innovation project.

4.10b: Please describe in brief the main innovation activities contributing to the innovation?

4.10c: Please describe in a few words the business capabilities (particular competence areas of your business) that contributed to the innovation?

4.10d: Briefly, what knowledge flows or knowledge combinations contributed to the innovation?

4.10e: Please describe, in short, any external factors (policies, events, trends, etc.) influencing the development of the innovation or the decision to innovate where applicable?

4.10f: In a nutshell what were the specific objectives of the innovation?

4.10g: What did this innovation achieve for your business (i.e. briefly list the outcomes)?

4.10h: What was the main barrier your organisation faced in developing this innovation?

4.11 During 2020 to 2022, how important were the following factors in hampering your business's *decision to start or execute* innovation activities*?

Degree of importance	High	Medium	Low	Not important	*Any activity pertaining to the development of new or improved products or processes, including ongoing or abandoned activities. Refer to 4.8 for a list of innovation activities if necessary.
a. Lack of budget/finance for innovation activities					
b. Lack of credit or private equity					
c. Difficulties in obtaining public grants or subsidies					
d. Costs too high					
e. Lack of skilled employees within your business					
f. Difficulties finding appropriate collaboration partners					
g. Lack of access to external knowledge					
h. Uncertainty about the demand from your customers/clients					
i. Too many similar innovations already exist					
j. Different priorities within your business					
k. Blocked by COVID-19 pandemic lockdown restrictions					

4.12 During 2020 to 2022, has legislation or regulation affected your business's innovation activities in any of the ways shown in columns A-C?

Type of legislation or regulation	A. Facilitated innovation activities	B. Hampered innovation activities	C. Had no effect/not relevant
<i>Multiple boxes per row can be ticked</i>			
a. Product safety, consumer protection (e.g. Consumer Protection Act)			
b. Environmental regulation			
c. Municipal by-laws (e.g. permits)			
d. Intellectual property (e.g. Copyright Act)			
e. Tax			
f. Employment, worker safety or social regulation (e.g. National Disaster Act)			
g. Data protection regulation (e.g. PAIA and/or POPIA)			

4.13 During 2020 to 2022, did your business try to obtain funding for its innovation activities (including R&D)?

	Yes, successfully obtained	Tried, not successful	No
a. Own funds (retained profits or income from asset disposal)			
b. Transfers from affiliated organisations/departments (located in-country or abroad)			
c. Customer orders (including procurement contracts from the South African or foreign governments, or international organisations)			
d. Shareholder loans			
e. Debt funding from commercial loans (banks, credit cards, etc), overdraft facilities or suppliers' credit			
f. Loans from governments			
g. Loans from international organisations			
h. Equity from private equity or venture capital firms, business angels, or micro-credit institutions			
i. Equity from family/friends			
j. Grants or subsidies from the South African government			
k. Grants or subsidies from foreign governments, international organisations, NGOs, etc.			
l. Bonds and obligations			
m. Other sources (e.g. crowdfunding platforms)			
n. Credit purchases from suppliers			

4.14 Please indicate the type of innovation cooperation partner by location?

Type of cooperation partner	City of Cape Town Metropolitan Municipality	Located outside of my District Municipality but in the Western Cape <u>excluding</u> CCT	Located in any other province in South Africa	Located outside of South Africa in the rest of Africa	Located in all other countries outside of Africa
<i>Multiple boxes per row can be ticked</i>					
a. Businesses (a.1-a.4):	-	-	-	-	-
a.1 Consultants (commercial laboratories or institutes)					
a.2 Suppliers of tech or equipment					
a.3 Businesses that are clients					
a.4 Other businesses					
b. Universities or other HEIs*					
c. Public research institutes					
d. Public sector clients*					
e. NPOs					
f. Informal businesses					
g. Households					

*HEI=Higher education institution

4.15 Innovations with social and environmental benefits

> Please Note: An innovation with social/environmental benefits is a **new or improved product or process** of an business that **generates positive or lowers negative social/environmental impacts**, compared to the business's previous products or processes, and **that has been made available to potential users or brought into use**. The social/environmental benefit(s) can be the primary objective of the innovation or a by-product. The social/environmental benefits occur during the production of an innovative good or service, the development of an innovative process, or during its consumption or use by an end user.

4.15a During 2020 to 2022, did your business introduce any innovations with any of the following **social benefits**? If **Yes**, was their contribution to society rather significant or insignificant?

Social benefits obtained <u>within your business</u>	Yes, significant	Yes, but insignificant	No
a. Improved employee health/well-being			
b. Improved employee retention			
c. Improved team cohesion			
d. Improved workplace diversity*			
e. Improved employee capabilities			
f. Greater diversity in business stewardship (e.g. at senior managerial or board level)			
g. Greater use of local supplier companies			
h. Other (please specify):			
Social benefits obtained during the consumption or use of a good or service <u>by the end user</u>	Yes, significant	Yes, but insignificant	No
i. Improved customer health/well-being			
j. Improved customer experience			
k. Improved customer engagement with your business			
l. Greater customer diversity*			
m. Other (please specify):			

*Diversity could include age, (dis)ability, language, gender, race, religious, etc.

4.15b During 2020 to 2022, did your business introduce any innovations with any of the following **environmental benefits**? If **Yes**, was their contribution to environmental protection rather significant or insignificant?

Environmental benefits obtained <u>within your business</u>	Yes, significant	Yes, but insignificant	No
a. Reduced material or waste per unit of output			
b. Reduced energy use or CO2 'footprint' (i.e. reduced total CO2 emission)			
c. Reduced soil, noise, water or air pollution			
d. Replaced a share of materials with less polluting/hazardous substitutes			
e. Replaced a share of fossil energy with renewable energy sources			
f. Recycled waste, water, or materials for own use or sale			
Environmental benefits obtained during the consumption or use of a good or service <u>by the end user</u>	Yes, significant	Yes, but insignificant	No
g. Reduced energy use or CO2 'footprint'			
h. Reduced soil, noise, water or air pollution			
i. Facilitated recycling of product after use			
j. Extended product life through longer-lasting, more durable products			

4.15c During 2020 to 2022, how important were the following factors in your business's decisions to introduce innovations with social and/or environmental benefits? Tick only those that follow on from your answers in 4.15a-b.

Factor/Degree of importance	High	Medium	Low	Not important
Innovations with social benefits				
a. Government grants/subsidies/financial incentives				
b. Improving your business's reputation				
c. Need to meet requirements for public procurement contracts				
d. National Development Plan goals (e.g. reducing inequality, poverty, etc)				
e. Redress of past injustices				
f. Social conditions caused by COVID-19 pandemic				
Innovations with environmental benefits				
g. Existing environmental regulations or laws				
h. Existing environmental taxes, charges or fees				
i. Environmental regulations or taxes expected in the future				
j. Government grants/subsidies/financial incentives				
k. Current or expected demand for environmental innovations				
l. Improving your business's reputation				
m. Voluntary actions/initiatives for environmental good practice in your sector				
n. High cost of energy, water or materials				
o. Requirement of a public procurement contracts				

> Finish Here: You've come to the end of the questionnaire. **Thank you for your time and participation.** Please save a copy of the completed form onto your desktop before returning it to me by email: 220164261@student.uj.ac.za.