EPISIS - European policies and instruments to support service innovation

Task Force on Benchmarking national policies, strategies and measures in support of service innovation

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OECD, 2 rue André Pascal, 75016 Paris, France

For further information on EPISIS:
anna-maija.sunnanmark@tekes.fi
EPISIS in a nutshell

- Aimed at supporting service innovation at policy, strategic and operational level
- Takes a non-sector specificity and non-technological innovation approach
- EU–funded (95%), overall budget 3M€
- Part of the PRO INNO Europe initiative (EU/DG Enterprise)
- Duration 3 years (1.9.2009 – 31.8.2012)
- Five partner countries:
  - Finland, Tekes (Coordinator)
  - Denmark, DASTI
  - Germany, PT-DLR
  - Sweden, Vinnova
  - UK, BIS
- Established a wider forum “European Service Innovation Think Tank”
  consists of 8 non-partners + 5 partners
**Work Package 1: Policy recommendations to support service innovations**

**European Service Innovation Think Tank**

- Task Force 1: Service Typology
- Task Force 3: Integration of services and technologies
- Task Force 5: Internationalization of high-growth service companies
- Task Force 2: Impact analysis and indicators
- Task Force 4: New skills & competences
- Task Force 6: Benchmarking

**Work Package 2: Annual conferences on service innovation**

**Work Package 3: Improving knowledge transfer and service innovation**

**Work Package 4: New forms of support for open and user-driven innovation management**

**Work Package 5: Strengthening the Policy Framework for Innovation in Services**

**Success factors**

- The main policy level objective is to advance broad-based innovation policy approach
- The main strategic level objective is to support and strengthen a mind-set change
- The main operational level objective is to encourage the development of policy tools and measures

**EPISIS objectives**

- "Future orientation"
- "Idea generation"
- "Validation"
- "Tools and frameworks"
- "Impact Assessment"
EPISIS strategy for European Service Innovation

Multi-disciplinary competencies, capabilities and knowledge co-creation
- Multi-disciplinary knowledge
- Methods for client insight
- Service design
- Knowledge value networks and knowledge co-creation
- Emphasis on demand factors in research, education, training

Innovative service and solution business
- Open, co-creative and rapid nature of innovation (experimentation)
- User and employee driven innovation
- New types of innovation actors
- Social, ecological and ethical responsibility
- Value creation networks
- Optimal technology utilisation

Dynamic European markets
- Modern infrastructure
- Innovation friendly regulation
- Smart standardization
- Public procurement as incentive
- Open public sector data
- Smart financial solutions for growth
- Systemic innovations as solutions to grand challenges

Future Growth and Well-being
- Employment
- Renewal of industries, networks and clusters
- Sustainable Europe
- Competitive advantage
- Grand Challenges

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The aim of EPISIS Task Force on Benchmarking

- to benchmark existing national service innovation policies, strategies and measures in EPISIS participating countries (including the Think Tank countries)
  - the development of the European and national level policies and activities to support service innovation is enhanced if a shared basis of information exists on current policies and activities
  - Sharing good practice between policy makers and key stakeholders enhances policy learning and help all parties to improve their understanding and competencies in the area of service innovation policy development
- the on-going global follow-up including South-Korea and China will follow the same formula and method to ensure comparability
Background

- During EU-funded IPPS project (2006 – 2008) coordinated by Tekes (Finland), mapping studies were implemented in 11 countries and regions:
  - Estonia, Finland, Germany, Ireland, Netherlands, Norway, Slovenia, Sweden, the UK and regions of Baden-Württemberg and Western Greece
- The data has been outdated and no subsequent studies have followed
- There is a need for a renewal of such a benchmarking study
Desirable impacts

- **Solid evidence based service innovation policy** enabled by a common platform for EPISIS partners and Think Tank members when developing new policies, strategies or policy instruments in the area of service innovation at the European, national or regional level.

- **Improved targeting and impact of service innovation policy measures.** Benchmarking can provide basis and directions for service innovation policy development. Service innovation policy can focus attention more effectively to those areas that represent greatest potential.
Coverage of the survey (15 + 1)

• 11 EPISIS partner and Think Tank countries
  • Austria, Denmark, Finland, France, Germany, Ireland, Netherlands, Norway, Slovenia, Sweden, United Kingdom
• China, South Korea, USA, Poland
• European Commission
Objectives

• **The direct objectives of TF6 in the participating countries are:**
  - To collect, share and disseminate information on current policy practices in the participating countries and the Commission which contribute to policy learning and to the development of European dimension in support of service innovation,
  - To identify emerging trends and needs in support of service innovation in the participating countries,
  - To provide novel insights into the development of service innovation policies and measures in the participating countries,

• **The indirect objectives are:**
  - To speed up the understanding and development of services innovation policies, strategies and measures at European, national and regional level,
  - To raise awareness about the enabling role of service innovation and contribute to the mind-set change,
  - To advance renewal of innovation policies through service innovation perspectives.
TF6 deliverables:

- benchmarking template
- individual country reports
- a summary of results and novel insights
- final synthesis reports
Phases

1. Development of a benchmarking template
   June 2011 - August 2011

2. Data collection and research material
   Sept 2011 – Dec 2012 (by local researchers!)

3. Analyzing and synthesizing the results
   Jan 2012 – April 2012

4. Final synthesis report
   May 2012

5. Presentation of final results
   EPISIS conference in Helsinki on 4. – 5 June
Final EPISIS conference

- 4th – 5th of June 2012 in Helsinki
- Registration now open at:
- Conference flyers distributed by Irene
- WELCOME!!