

The second EPISIS service innovation conference

European and National Strategies for Service Innovation

Service Innovation as a Driver of Value Creation

6 – 7 September 2011
Universitätsklinikum Hamburg-Eppendorf (UKE),
Hamburg, Germany

PROGRAMME

Day 1: Tuesday, 6 September 2011	
09:00-10:00	Arrival - Registration and coffee
10:00-12:30	Plenary session: Service innovation as locomotive for value creation Moderator for the day: Cathy Smith, Broadcast journalist
10:00-10:20	Official opening of the conference <ul style="list-style-type: none"> ➤ NN, Federal Ministry of Education and Research, Germany (tbc) ➤ Reinhard Büscher, DG Enterprise and Industry, European Commission
10:20-10:40	The case for service innovation in Advanced Economies <ul style="list-style-type: none"> ➤ Dr. Jan Mischke, McKinsey Global Institute, Switzerland <ul style="list-style-type: none"> • What is the importance of services innovation and growth for advanced economies, in terms of growth, jobs, and trade? • How is this importance reflected in the public debate? • How has Europe performed over the past decade? • How to promote service innovation and productivity growth?
10:40-11:10	Coffee break
11:10-12:30	Panel discussion: Best practices in support of service innovation in Europe <ul style="list-style-type: none"> ➤ Prof. Dr. Jan Marco Leimeister, University of Kassel, Germany ➤ Michael Binder, Austrian Research Promotion Agency, Austria ➤ Xavier Sabalza, Innovation and Information Society, The Basque Government, Spain ➤ Reinhard Büscher, DG Enterprise and Industry, European Commission

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	<ul style="list-style-type: none"> • What are the key components for Service Innovation? • What are the key components for good practices? Examples from the panellists' perspective. • Which operative factors should be particularly supported by research programmes? • By what means could a better linking, coordination and networking between service innovation programmes and other national and regional R&D and business development programmes be achieved? • How can synergies between European, national and regional service innovation policies be improved? • What can policy players learn from good practices? • How can companies receive support from research?
12:30-13:30	Lunch
13:30-14:00	Plenary session: Value Creating Service Innovation as a Building Block for a competitive and dynamic Europe
	<ul style="list-style-type: none"> ➤ Tiina Tanninen-Ahonen, Chairperson of EPISIS, Tekes, Finland <ul style="list-style-type: none"> • Which are the main drivers and strategic areas of service innovation? • What kind of support is needed? • What differentiates service innovation from traditional innovation policy agenda?
14:00-16:00	3 workshops
Workshop 1	<p>Dynamic markets as a driver of innovative service and solution business in Europe</p> <p><i>Dynamic markets function as driver of service innovation. It is imperative to promote free flow of services, address obstacles to internal market for services and fully implement already existing policies. We need to support modern infrastructure, demonstrate systemic innovations as potential solutions to grand challenges, support better standardization and intelligent regulation, promote public procurement as an incentive for service innovations, open the public sector data to service innovation and provide smart financial solutions for growth.</i></p> <ul style="list-style-type: none"> ➤ “Dynamic markets as a driver for service innovation and value creation”, Henk L.M. Kox, Netherlands Bureau for Economic Policy Analysis ➤ “Regulation as an incentive for innovative business solutions – Case GreenStream Network”, Pirita Mikkanen, GreenStream Network ➤ “Company case” (tbc) ➤ “Better standardization to support innovation in services”, Prof. Dr. Knut Blind, Technische Universität Berlin; Fraunhofer Institute for Open Communication Systems FOKUS ➤ Workshop leader: Mikko Martikainen, EPISIS Think Tank, Ministry of Employment and the Economy, Finland

	<ul style="list-style-type: none"> • How can dynamic markets be driver for service innovation? • What kind of characteristics should be present in dynamic markets? • How can better standardization and intelligent regulation support service innovation? • How can new innovative solutions redefine the market structure? • What kind of out-of-the-box thinking is needed to create new markets?
<p>Workshop 2</p>	<p>Multi-disciplinary competences, capabilities and knowledge co-creation</p> <p><i>Europe’s future economic growth and competitiveness requires intangible investments. What makes service innovation competence distinctive is multi-disciplinary and intangible nature and involvement of users. We need to emphasise demand factors in training, education and lifelong learning to be more responsive to industry and society needs, combine technologies, behavioural sciences and economics for value creation, apply different methods for gaining client and end-user insight, use of service design in developing more user-centric approach and facilitate knowledge value networks and knowledge co-creation among different stakeholders.</i></p> <ul style="list-style-type: none"> ➤ “Creating value through multi-disciplinary competences and capabilities”, Prof. Ian Miles, University of Manchester ➤ “New innovative ways to increase the capabilities, competences and innovativeness of Volvo employees”, Anders Ekblad, Volvo Group ➤ “How to build up service competences throughout a global company”, Juha Hulkkonen, Business Development Executive, IBM Global Business Services ➤ “Industrial PhD Programme”, Ministry of Science, Technology and Innovation, Klaus Ammitzbøll, Head of Section, Ministry of Science, Technology and Innovation of Denmark ➤ Workshop leader: Jacques Gautray, EPISIS Think Tank, OSEO, France <ul style="list-style-type: none"> • How can social and intellectual capital create value? • What differentiates service innovation competences from innovation competences? • How can businesses build service innovation competences in a global context? • How can a business increase capabilities, competences and innovativeness of their employees in a new and innovative way? • What kind of policy instruments exists to support competences?
<p>Workshop 3</p>	<p>Leverage the full potential of innovative service and solution business</p> <p><i>Innovative service and solution business have huge potential to be an engine of innovation and growth. With service business, companies across sectors can be pioneers of new business models, new organisational forms and engage users as resources in new types of innovation process. We need to embrace the innovation process from the value creation perspective, support more open, co-creative and rapid nature of innovation, harness better user- and employee-driven innovation, recognise and involve new types of innovation actors, valorise social, ethical and ecological responsibility, and strengthen and broaden the use of technologies as leverage to stimulate service innovation.</i></p> <ul style="list-style-type: none"> ➤ “Customer-centric value co-creation”, Prof. Bo Edvardsson, Karlstad University ➤ “User-driven innovation as a way to create value”, Janne Kallio, Suunto ➤ “How to build an innovative service business model”, Lea Lehtinen, Kone ➤ “Action Plan for User-driven innovation policy”, Petri Lehto, Ministry of Employment and

	<p>the Economy of Finland</p> <ul style="list-style-type: none"> ➤ Workshop leader: Donald Black, EPISIS Think Tank, Enterprise Ireland, Ireland <ul style="list-style-type: none"> • How has the nature of innovation activity changed? • How can we implement better more open, co-creative and rapid nature of innovation or experimentation? • How can user-driven or employee-driven innovation create value? • What kind of new innovative service business models exist? • How can policy initiatives support new forms of innovation?
16:00-16:30	Coffee break
16:30-18:00	Wrap up of the thematic workshops & Key note from the business perspective “Innovation at Google”
	<p>Wrap up of the 3 thematic workshops</p> <ul style="list-style-type: none"> ➤ Workshop leaders <p>Innovation at Google</p> <ul style="list-style-type: none"> ➤ Alexander Zerdick, Head of Operations Germany, Austria, Switzerland, Google <ul style="list-style-type: none"> • How to build up an innovative service and solution business model? • What are the success factors behind Google? • How users and customers are participating in creating content and solutions? • What kind of internal processes exist to encourage employees to be innovative? • How to integrate the two approaches, i.e. how information gathered in the customer interface is integrated in the internal development processes?
18:00-19:00	Reception: Drinks, snacks and networking – conclusion of day 1
Day 2: Wednesday, 7 September 2011	
08:30-09:00	<p>Networking and Coffee</p> <p>Moderator for the day: Cathy Smith, Broadcast journalist</p>
09:00-09:25	Plenary session: Service innovation policies in Sweden
	<ul style="list-style-type: none"> ➤ Sara Modig, Head of Unit, Ministry of Enterprise, Energy and Communication, Sweden <p>Sweden introduces a new innovation strategy in 2012.</p> <ul style="list-style-type: none"> • How will Sweden place service innovation in this strategy? • How can a national innovation strategy promote service innovation?

09:30-11:00	4 workshops
Workshop 1	<p>How can innovation partnerships promote service innovation?</p> <ul style="list-style-type: none"> ➤ Workshop leader : Irene Martinsson, EPISIS steering group, Senior Programme Manager, Vinnova, Sweden <ul style="list-style-type: none"> • How to use innovation partnerships to pool expertise and address challenges? • How to identify and maximize the contributions of the many stakeholders that deliver new services? • How to create involvement and engagement from key stakeholders? • How to successfully adapt a European model for innovation partnerships to a national context? <p><i>Speakers in the workshop:</i></p> <p>Sara Modig, Head of Unit, Ministry of Enterprise, Energy and Communication, Sweden</p> <p>Staffan Movin, Director, Marketing Technology Center, Sweden</p> <p>Background paper:</p> <p>Irene Martinsson (2011), Find your role in the European Commission’s new strategic approach to innovation “the Innovation Union”</p>
Workshop 2	<p>How can Government policy and infrastructure conditions best support service innovation?</p> <ul style="list-style-type: none"> ➤ Workshop leader: Allan Mayo, EPISIS steering group, Head of Department, Department for Business, Innovation and Skills, United Kingdom <ul style="list-style-type: none"> • What kinds of framework conditions promote innovation in service? • What types of infrastructures in the society are necessary in order to support innovation? • What is the role of public sector procurement and greater transparency of public service information? • What is the contribution of R&D? <p><i>Speakers in the workshop:</i></p> <p>Thomas Alslev Christensen, EPISIS steering group, Head of Department, Ministry of Science, Technology and Innovation, Denmark</p> <p>Walter Ganz, Fraunhofer Institute of Industrial Engineering, Germany</p>
Workshop 3	<p>How can cluster policies and excellent cluster organisations promote service innovation?</p> <ul style="list-style-type: none"> ➤ Workshop leader: Thomas Lämmer-Gamp, Kompetenznetze Deutschland, Germany <ul style="list-style-type: none"> • Should cluster programme owners facilitate the creation of cluster for service innovation? • What is the impact of non-technological clusters?

	<ul style="list-style-type: none"> • How can cluster policies and cluster programmes promote service innovation? • How can cluster management excellence promote innovation? • What is innovation management in cluster organisations? • How can cluster organisations support companies in service innovation and user-driven innovation? <p>Speakers in the workshop:</p> <p>Mette Abrahamsen, Network Manager, Cluster Service Platform, Denmark Rolf Bommer, Bavarian State Ministry for Economics, Infrastructure, Transport and Technology, Germany</p>
<p>Workshop 4</p>	<p>How can we measure impact of service innovation?</p> <ul style="list-style-type: none"> ➤ Workshop leader: Torben Vad, DAMVAD, Denmark • How can we measure the impact of service innovation? • What are the main performance indicators of service innovation policies? • What is best-practice currently with regard to measuring service innovation and the impact of public support measures? • What are the barriers for carrying out comparative economic measurements of the impacts of service innovation support measures across countries based on econometric methods? And how can we overcome? • What are the recommendations for the policy makers? • How can policy makers monitor the development of service innovation in the society? <p>Speakers in the workshop:</p> <p>Brian MacAulay, Director Innovation Index, NESTA, UK <i>"Service Innovation: How to group Industries into Innovator Categories"</i></p> <p>Leo A. Grünfeld, Menon, Director, Business Economics, Norway <i>"Measuring the Innovation that Matters"</i></p> <p>Back ground paper: Service Innovation: Impact analysis and Assessment Indicators, Task Force 2 of EPISIS, May 2011.</p>
<p>11:00-11:30</p>	<p>Coffee break</p>
<p>11:30-12:30</p>	<p>Panel discussion: How can we promote service innovation policy?</p>
	<ul style="list-style-type: none"> ➤ Mette Abrahamsen, Network Manager, Cluster Service Platform, Denmark ➤ Rüdiger Hintze-Schomburg, Behörde für Wirtschaft, Verkehr und Innovation, Amt für Hafen, Wirtschaft, Technologie, Hamburg, Germany ➤ Gerd Meier zu Köcker, Kompetenznetze Deutschland, VDI/VDE-IT, Germany ➤ Irene Martinsson, Vinnova, Sweden ➤ Torben Vad, Partner and Executive Director, DAMVAD, Denmark ➤ Allan Mayo, Head of Department, Department for Business, Innovation and Skills, United Kingdom

	<ul style="list-style-type: none"> • How can service innovation better be incorporated in national innovation policy? • What combination of policies will best drive service innovation: Innovation support programmes, R&D, infrastructure and the general business environment? • How can open innovation better support national service innovation strategies in EU? • How can clusters and networks support national service innovation strategies in EU? • What are the future steps in service innovation policy?
12:30-13:00	Plenary session: Productivity as a “bridge” to RESER Conference
	<ul style="list-style-type: none"> ➤ Walter Ganz, Fraunhofer Institute of Industrial Engineering, Germany <ul style="list-style-type: none"> • How does the improvement of service productivity contribute to service innovation in general? • Why is service productivity a key topic for companies and for research? • What is the specific contribution delivered by the RESER conference?
13:00-14:00	Lunch, drinks and networking