



European Commission

Enterprise and Industry DG



# **Measurement of Innovation in Services and Consequences for a European Policy**

**Workshop on non-technical Innovations –  
Definition, Measurement and Policy Implications  
on 16-17 October 2008**

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# EU policy on innovation in services

- The Council conclusions on the Communication "*Putting knowledge into practice: A broad based innovation strategy for the EU*" of 4 December 2006
- The Commission's Staff Working Document (SWD) "*Towards a European strategy in support of innovation in services: Challenges and key issues for future actions*" of July 2007
- A public consultation on the SWD on innovation in services was held from 3 October 2007 until 31 December 2007
- A workshop entitled "Towards a European Strategy in Support of Innovation in Services" with participation of academic and industrial stakeholders on 4 February 2008
- Policy document covering innovation in services foreseen for June 2009

## Three main messages

- Confusion about the concept and definition of service innovation and innovation in services means that we need to know more about service innovation.
- The distinction into technological versus non-technological innovation does not allow us to draw meaningful conclusions for policy purposes as most service innovations are impacted by new technology - often ICT.
- To really understand the particularities of innovation in services the drivers of service innovation must first be well understood as well as existing market or systemic failures for innovation in services.

# EU calls for proposals in the area of innovation in services

Under the Competitiveness and Innovation Framework Programme two calls will be launched in October 2008:

- PRO INNO Europe: Better policies and instruments in support of innovation in services (INNO-Net)

- <http://www.proinno-europe.eu/>



- Europe INNOVA: The European Innovation Platform for Knowledge Intensive Services (KIS-IP) – Phase 2

- <http://www.europe-innova.org/index.jsp>

