

Fostering Service Innovation Through Service Research

-The Programme „Innovation With Services“ –

„Promoting Innovation In The Service Sector“

UN - Economic Commission for Europe

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3. **„Plan of Action Services 2020“ and „High-Tech-Strategy“**
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- Project Management Agency -

- **Main principal: Federal Ministry of Education and Research (BMBF)**
- **Areas of research funded by the BMBF:**
 - e.g.: **Services, Work Organization, Health, Environment, Education, Information Technology, Sustainability**
- **Core Tasks:**
 - **Conceptual support for ministries**
 - **Preparation and implementation of calls for project proposals**
 - **Preparation of grant agreements or contracts**
 - **Project controlling and monitoring**
- **Annual budget: 670 m €**

Federal Ministry of Education and Research

Funding Programme „Innovation with Services“

- **BMBF-Research funding of services since 1995**
- **„Innovation With Services“ launched at the 6th Service Conference in 2006**
- **Duration: 5 years**
- **Budget: 70 m €**



- Central topics and objectives of the programme -

- **„Service Made in Germany“**
- **Contribute to development of an excellent services research system**
- **This applies to both service research and companies**

- **Fields of actions:**
 - **Innovation management**
 - **Innovation in fast-growing areas**
 - **People in service processes**

Characteristics of the Programme

- **„Smart Programme“**
- **Innovation in its comprehensive meaning**
- **Application-oriented**
- **Perspective on services independent of industry**
 - **Creation, development, conceptual design, engineering**
 - **Quality, standardization**
 - **Management**
 - **Customer relationships**
 - **Co-production**
 - **Qualification, competence**
 - **Availability**
 - **Hybrid value creation chain**

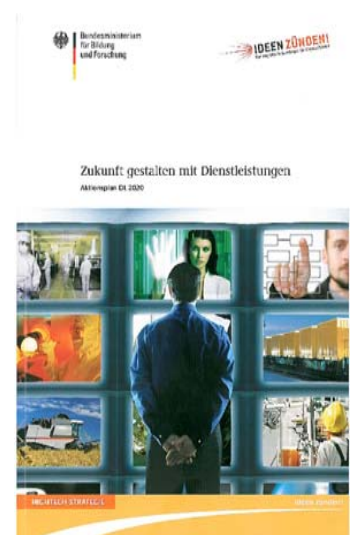
- Current areas of funding research -

- 1. „Exportability and Internationalization of Services“**
- 2. „Integration of Product and Services“**
- 3. „Service Quality and Skilled Service Work“**
- 4. „Technology and Services in the Wake of Demographic Change“**
- 5. „Service-productivity management“**

Funding period 2006 – 2013, ~ 370 projects

„Plan of Action Services 2020“ and „High-Tech-Strategy for Germany“

- Embedded in a national strategy to strengthen innovation
- Bundling of service research with other areas of professional and technological research
- Faster evolvement of new products, procedures and services from new ideas
- New potentials for economic growth and employment due to use of interaction between technology and services



„Plan of Action DL 2020“

- Examples of Pilot Measures -

- **Energy-efficient city**
- **Future health regions**
- **Mobility and assistance in an aging community**

Selected New Activities

- **Innovation with services: Procedures, methods and instruments**
- **Services for sustainable development**
- **Member of the EU-consortium**
 - **„EPISIS: European policies and instruments to support service innovation“**

Conclusions

- **Service innovation (system) and service research are interlinked**
- **Integration of funding findings into other fields of R&D**
- **Does service research need service science as an academic discipline?**
- **How can we integrate findings of service research into vocational training?**

