

3 September 2012

SERVICE INNOVATION

KEY MESSAGES



- 1** Innovation in services is of great importance as services drive competitiveness and growth, and offer wide scope for the creation of new jobs. Unfortunately, service innovation is trailing compared with other parts of the economy. There is a strong need for better awareness of the power of service innovation.
- 2** Service innovation can help Europe to transform and modernise the way products and services are offered and contribute to recovering more quickly from the current economic downturn.
- 3** To boost service innovation in Europe, remaining barriers in the single market must be removed and the right conditions should be put in place to foster innovation in all sectors.

WHAT DOES BUSINESSEUROPE AIM FOR?



- Innovation policies should be revised, where appropriate, to adjust to new or emerging business realities and to better reflect the importance of service innovation as a driver for growth and creation of new sectors and novel markets.
- As competition is the best way to foster innovation, the removal of remaining barriers in the single market is fundamental.
- Framework conditions should be enhanced by using smart regulation, the availability of adequate financing and public procurement of innovative solutions.
- Better awareness of the importance of service innovation as a key driver for growth and job creation, and as a potential area for companies to gain competitive advantages.

KEY FACTS AND FIGURES

Complex innovation – when companies adopt both product and process as well as organisational innovation as a systemic approach – is more likely in the case of manufacturing (24.2%) compared with the services industry (19%) – 2010.

Public-private partnerships (PPPs) are a key tool to offer cost-effective and innovative solutions.