

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

Promoting Innovation in the Services Sector

Review of Experiences and Policies



UNITED NATIONS

United Nations Economic Commission for Europe

**PROMOTING INNOVATION
IN THE SERVICES SECTOR**

*REVIEW OF EXPERIENCES
AND POLICIES*



UNITED NATIONS
New York and Geneva, 2011

NOTE

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

ECE/CECI/9

Copyright © United Nations, 2011

All right reserved

Printed at United Nations, Geneva (Switzerland)

UNITED NATIONS PUBLICATIONS
<i>Sales No. 11.ILE.3</i>
ISBN 978-92-1-117039-9

FOREWORD

Services play a growing role in modern economies. The development of services is a major source of productivity growth, as it provides critical inputs for other activities and facilitates the development of new business models. Information and communication technologies, in particular, have a direct impact on organizational innovation capabilities in manufacturing.

A well performing services sector is therefore increasingly seen as a key dimension of an effective innovation system. However, innovation policies and strategies relating to the services sector are less developed than those targeting manufacturing. The recognition of the importance of a dynamic services sector has been accompanied by efforts to ensure that the promotion of innovation in services is duly acknowledged in innovation policies.

This publication presents a collection of contributions by experts involved in the UNECE work on innovation and competitiveness policies carried out under the UNECE Committee on Economic Cooperation and Integration (CECI). The publication addresses a wide range of issues related to the promotion of innovation in the services sectors as well as policy lessons learned in this area drawing on the experiences of different countries.

The issues discussed in this publication refer to a relatively new policy area. Countries are at different stages in the conceptualization and implementation of relevant strategies. Overall, there is a need to further develop the understanding of innovation in services and increase policy awareness of the importance of innovation in the services sector. This creates significant scope for policy learning and the exchange of experiences through international multilateral initiatives.

I hope that this publication will contribute to the dissemination of good practices in the promotion of innovation in services and provide a useful reference for policymakers and other innovation stakeholders in their activities.



Ján Kubiš
Executive Secretary
United Nations Economic Commission for Europe

ACKNOWLEDGEMENTS

This publication was prepared in the context of the programme of work of the UNECE Committee on Economic Cooperation and Integration, which includes the activities of the Team of Specialists on Innovation and Competitiveness Policies (TOS-ICP). It was compiled on the basis of the contributions of members of the TOS-ICP and other experts participating in the Applied Policy Seminar “Promoting Innovation in the Services Sector”. This Applied Policy Seminar was part of the third session of the TOS-ICP, which was held in Geneva on 25-26 March 2010.

The UNECE Secretariat would like to express its deep appreciation to all the experts who contributed articles for this publication.

CONTENTS

PART I.	INNOVATION IN THE SERVICES SECTOR: CONCEPTS, MEASUREMENTS AND POLICY CHALLENGES	1
1.	The challenges for service innovation and service innovation policies <i>Luis Rubalcaba,</i> <i>University of Alcalá, Spain</i>	3
2.	From understanding to exploiting service innovation – the perspective of transition economies <i>Metka Stare,</i> <i>Faculty of Social Sciences, Ljubljana, Slovenia</i>	30
3.	The key role of the cross-pollination space for innovation in services <i>Michel Léonard and Anastasiya Yurchyshyna,</i> <i>University of Geneva, Switzerland</i>	48
4.	Measuring innovation investment in services and policy implications <i>Michael P. Gallaher,</i> <i>RTI International, North Carolina, United States of America</i>	66
5.	Are specific policies needed to stimulate innovation in services? <i>Adriana van Cruysen and Hugo Hollanders,</i> <i>UNU-MERIT, Maastricht University, the Netherlands</i>	77
6.	“Structurally non-progressive” service industries need not remain so for ever: a case study on education <i>Dominique Foray and Julio Raffo,</i> <i>Ecole Polytechnique Fédérale, Lausanne, Switzerland</i>	100
PART II.	NATIONAL POLICY EXPERIENCES AND INITIATIVES	119
1.	The Finnish experience of service innovation policy and measures <i>Tiina Tanninen-Ahonen and Sami Berghäll,</i> <i>Tekes, Finland</i>	121
2.	Fostering service innovation in renewable energy and sustainable construction: OSEO piloting of EU supported innovation voucher schemes <i>Vincent Morfouace, Serge Galant and Jacques Gautray,</i> <i>TECHNOFI and OSEO, France</i>	128
3.	Fostering services innovation through research in Germany: the “Innovation in Services” programme <i>Zrinka K. Fidermuc Maler and Klaus Zuehlke-Robinet,</i> <i>German Aerospace Centre, Bonn, Germany</i>	132

4.	Services innovation in the Netherlands <i>Hans Simons,</i> <i>NL Innovation, the Netherlands</i>	145
5.	Promoting services innovation based on better practices: deconstructing business as usual <i>Irene Martinsson,</i> <i>Vinnova, Sweden</i>	151
PART III. SECTOR APPROACHES AND BUSINESS PERSPECTIVES.....		163
1.	Towards policies that unlock the potential for service innovation to create new markets and foster innovation in other sectors <i>Mette Koefoed Quinn,</i> <i>Directorate-General for Enterprise and Industry,</i> <i>European Commission</i>	165
2.	The Creative Economy: leading trade and innovation <i>Edna dos Santos-Duisenberg and Sudip Ranjan Basu,</i> <i>United Nations Conference on Trade and Development</i>	170
3.	Policy recommendations on innovation in services <i>Corinna Schulze,</i> <i>IBM Europe</i>	196

LIST OF TABLES

Table I.1.1	Business services innovative functions	6
Table I.1.2	Modes of service innovation: supply and demand approaches	7
Table I.1.3	Europe's largest computer service enterprises/groups, ranked by R&D investment (2006).....	12
Table I.1.4	Europe's largest software enterprises/groups, ranked by R&D investment (2006).....	12
Table I.1.5	Distinctiveness coefficient in some key policy related indicators: services versus goods	13
Table I.2.1	The typology of service innovation.....	33
Table I.4.1	Items included and excluded from the definition of R&D.....	70
Table I.4.2	Activities included and excluded from the US R&E tax credit	73
Table I.5.1	Services innovation: policy areas, market failures and examples of policy interventions.....	95
Table II.1.1	A renewed strategy: services in Tekes' strategy and operations.....	122
Table II.2.1	The role of services in meeting France's renewable energy objectives for 2020	129
Table II.3.1	Current areas of research funding	138
Table III.2.1	World exports of all creative industries (goods and services), by subgroup, 2002 and 2008	191
Table III.2.2	Creative goods: exports, by economic group, 2002 and 2008	192
Table III.2.3	Creative goods: imports, by economic group, 2002 and 2008.....	192
Table III.2.4	Creative goods: top 20 exporters worldwide, 2002 and 2008.....	193

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_2102

