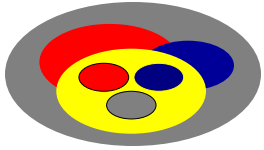


# The key role of the discovery process in the Services Sector

Michel Léonard

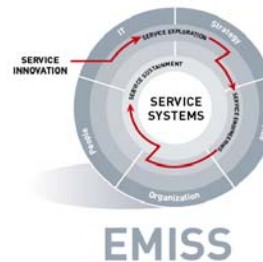
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**Applied Policy Seminar**  
**“Promoting Innovation in the Services Sector”**  
**25 March 2010**



## Master and Bachelor programs in Services Science

International Conference on Exploring services science  
IESS 1.0, 2010 / IESS 1.1, 2011



**University of Amsterdam**  
**Technical University of Catalonia, Barcelona**  
**Foundation for the Open University of Catalonia**  
**Faculty of Informatics Masaryk University Brno**  
**University of Geneva**  
**Public Research Centre Henri Tudor, Luxembourg**  
**University of Paris 1 Pantheon-Sorbonne**  
**Faculty of Engineering of the University of Porto**  
**University of Skövde**

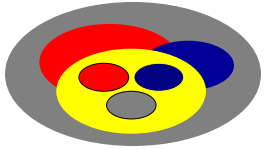
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CE, 25-03-2010

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## Summary from the draft Concept Note

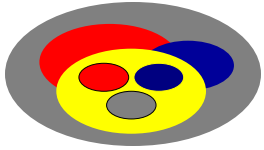
Innovation in services: delimitation of the concept,  
discussion of main features and characterization of the scope.

Innovation policy and services: identification of specific policy challenges  
and discussion of appropriate responses to address them.

Infrastructure to support innovation policies in services:  
presentation of concrete mechanisms of intervention  
– in particular, support institutions-  
tailored to the specific needs of the services sector.

Case studies: Examples of specific policy interventions  
targeting specific problems or activities

**Policy options for the promotion of innovation in the services sector**



Innovation in services: *delimitation of the concept*,  
discussion of main features and characterization of the scope.

Old concept : why so important now?

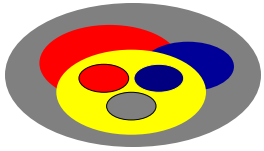
Multiple causes: one of them information technologies (IT: Internet...)  
But not *applied* IT, not *applied* informatics:  
more complex, much more innovative

A mix between tangible - intangible - concrete - abstract

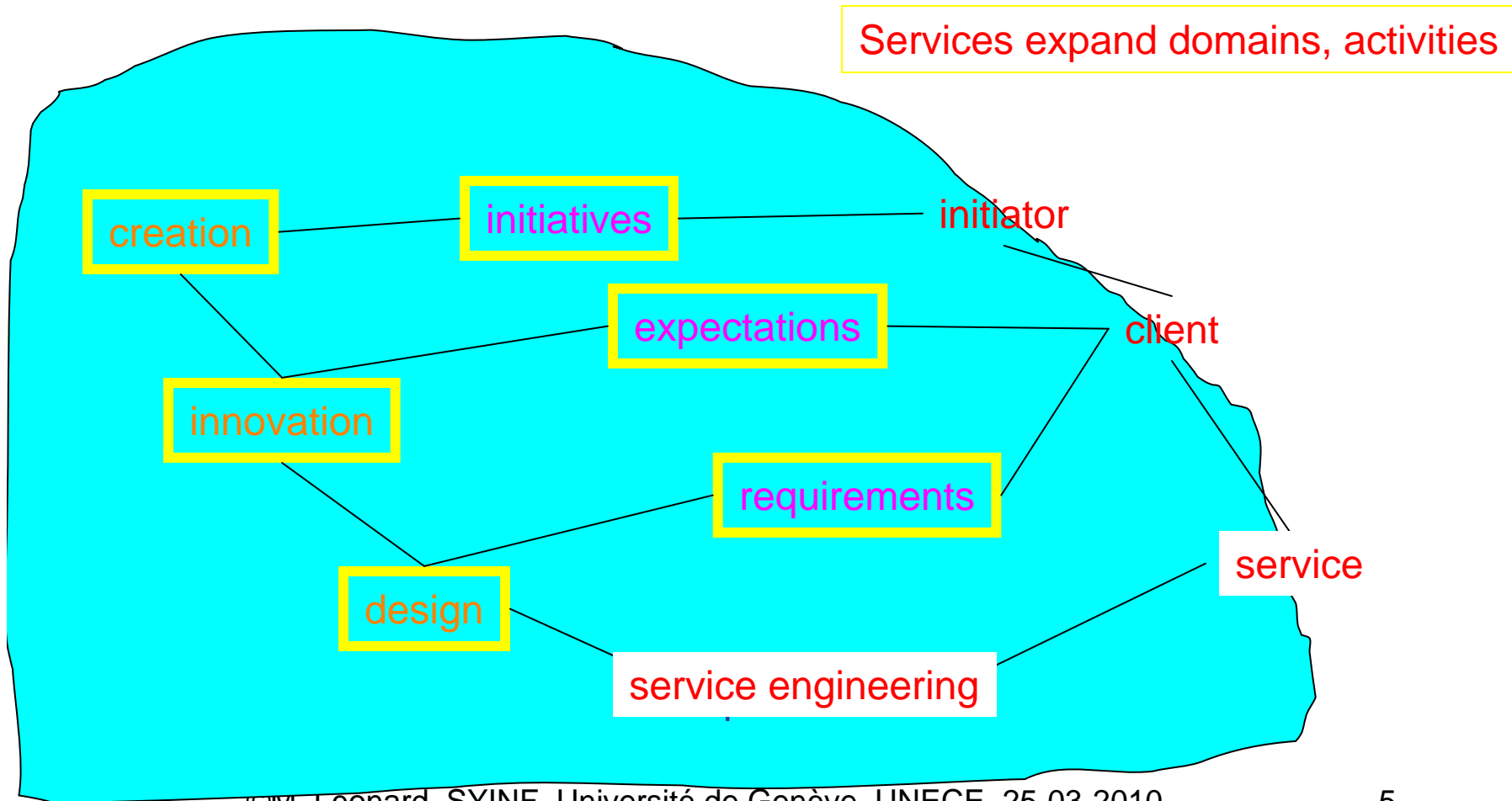
We are in front of unknown territories,  
where human exchanges, human activities will be dramatically transformed.

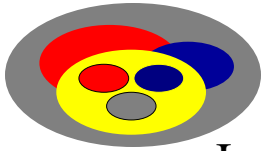
We are inside a discovery process, at a global level,  
the originality of which is due to the IT platforms,  
which are used to explore these unknown territories.

***information***



Innovation in services: *delimitation of the concept*,  
discussion of main features and characterization of the scope.





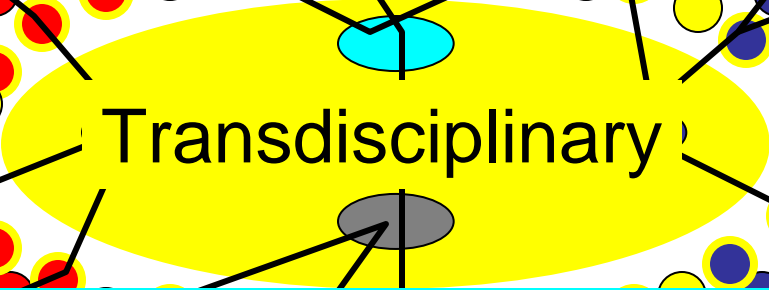
Innovation policy and services: identification of *specific policy challenges* and discussion of appropriate responses to address them.

“Cross-pollination” space (ML, A. Yurshychyna, W. Opprecht)

Strategic

Not to find a *solution* to a complex problem

Activities



To discover a service as an evolvable sustainable platform

To innovate together

Knowledge

Design Technology Informatics

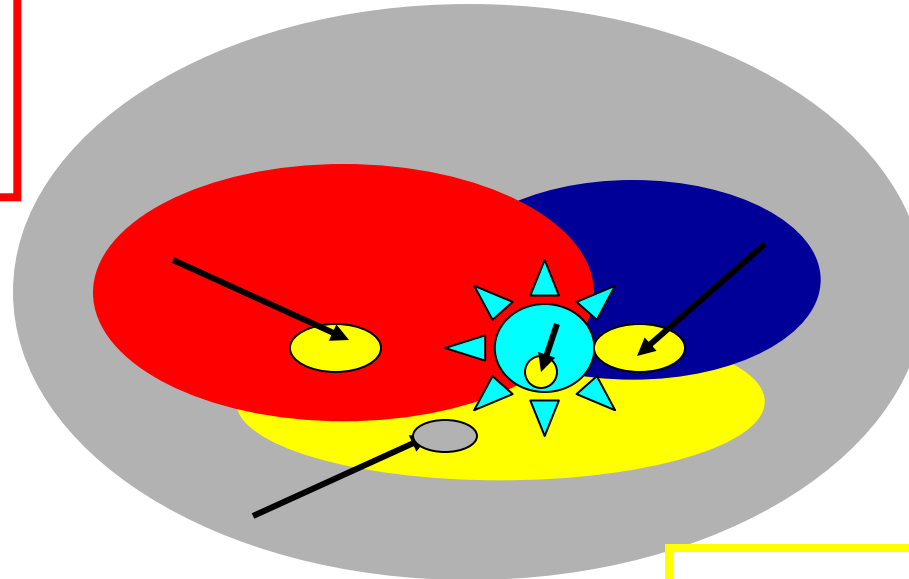


# Learning trajectories ...

## Strategy

(governance, initiative, development)

Activities:  
Engineering  
Management



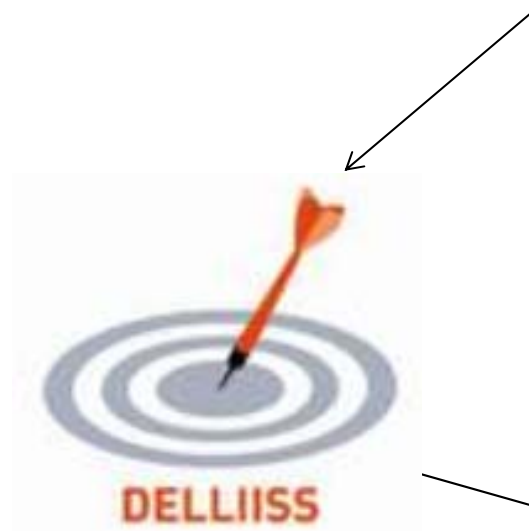
## IT

(database,  
ERP, SOA,  
Middleware,  
Components  
,  
Software  
architecture;  
etc)

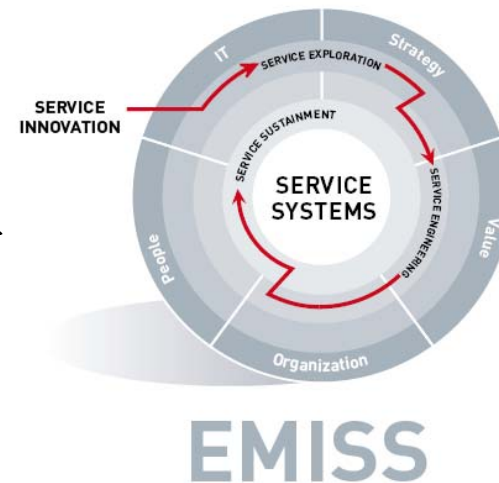
Business context and environment  
(domain knowledge, skills & competencies,  
regulations, norms, etc)

## Services

(project management, architecture  
deployment, implementation ...)



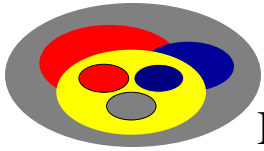
- ERASMUS projects focusing on cooperation between higher education and enterprises
- New curriculum design



Designing Lifelong Learning for a professional audience in « *Innovation and governance of value-creating sustainable ICT-empowered services* »:

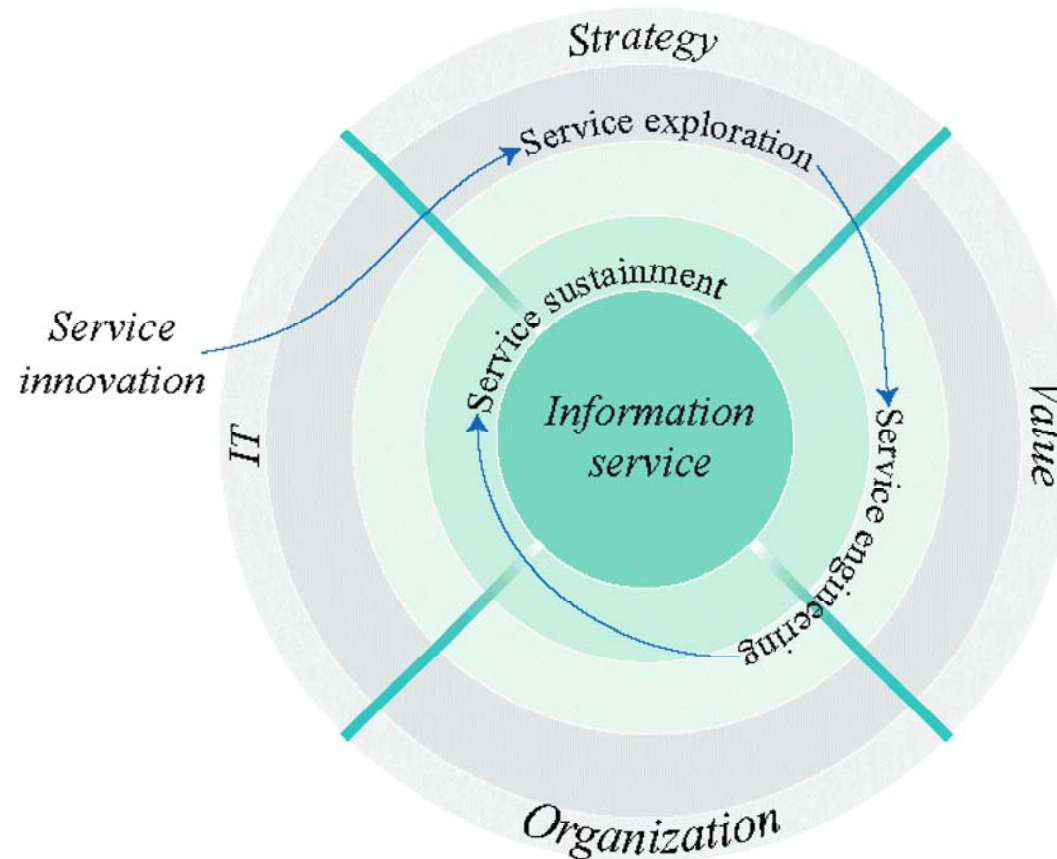
**Skill cards at the national level and at the European level** Executive Master in Innovative Service Systems

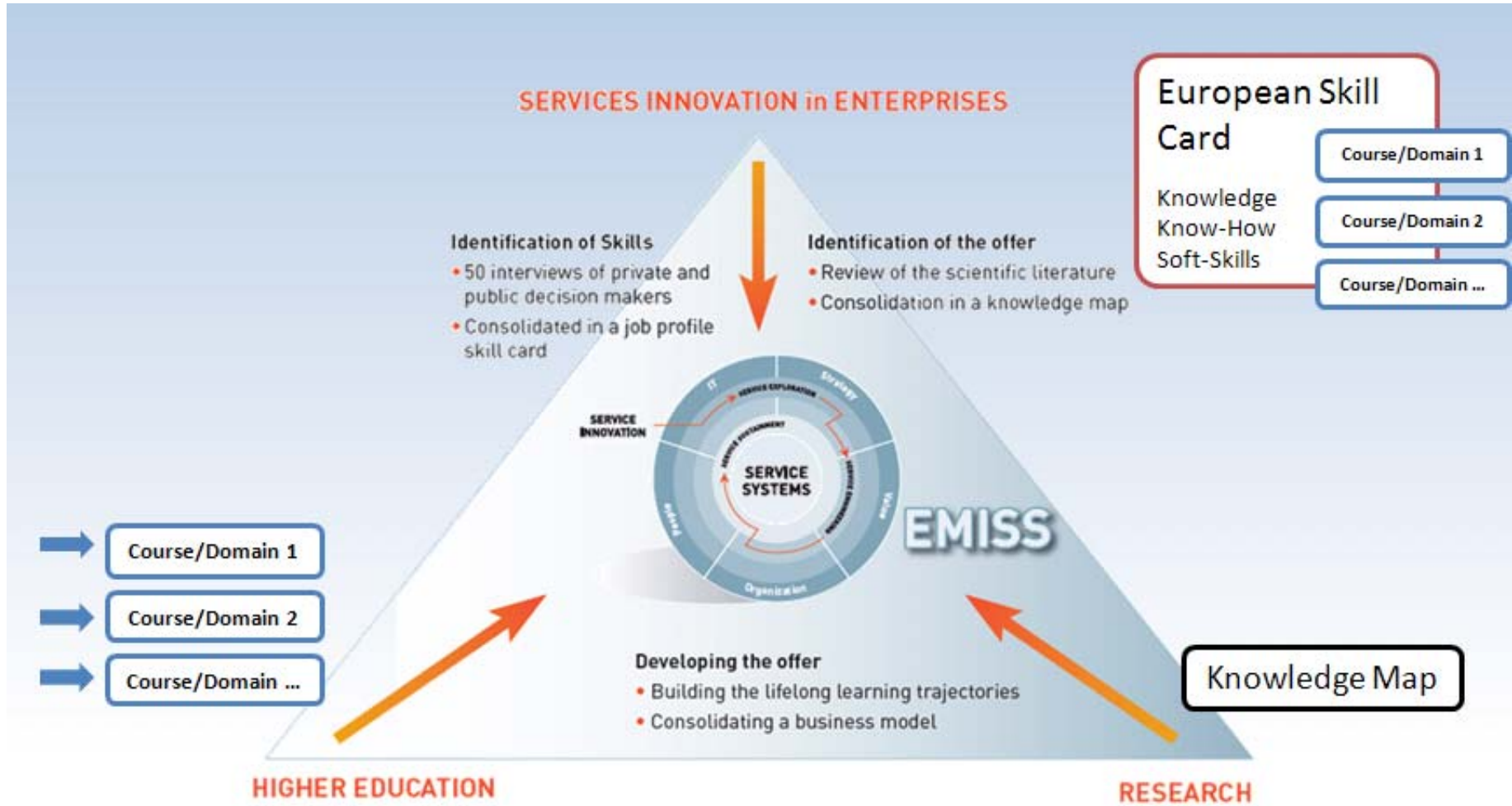




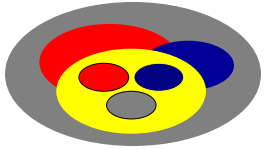
Innovation policy and services: challenges and appropriate responses /  
infrastructure

Executive Master in Innovative Services Science  
EMISS (<http://iess.unige.ch/emiss/>)





## A KNOWLEDGE TRIANGLE APPROACH



# Infrastructure to support innovation policies in services: presentation of concrete mechanisms of intervention

## Education

Master in Service science

Bachelor in Information system and Services Science

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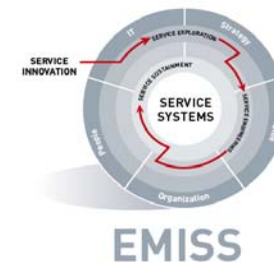
## Skill cards

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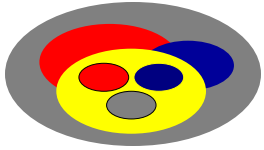
Executive Master in Innovative Services Science,  
60 ECTS credits, January 2011

La Muse



International Conference on Exploring Services Science IESS 1.0 /  
IESS 1.1/ February 16-17-18, 2011 / Geneva / <http://iess.unige.ch>

Forum IESS 1.1, February 16-17-18, 2011 / Geneva / <http://iess.unige.ch>



## Policy options for the promotion of innovation in the services sector

Applied research is necessary, *of course...*

***But*** we need dramatically fundamental research in Innovative Services Science...

... in order to obtain sustainable ***actionable thought***

Fundamental research in ***an open environment*** mixing  
disciplines  
governmental purposes  
enterprise purposes  
researchers, professionals, teachers, students