

The potential of services innovation to create new markets and to foster innovation in other sectors

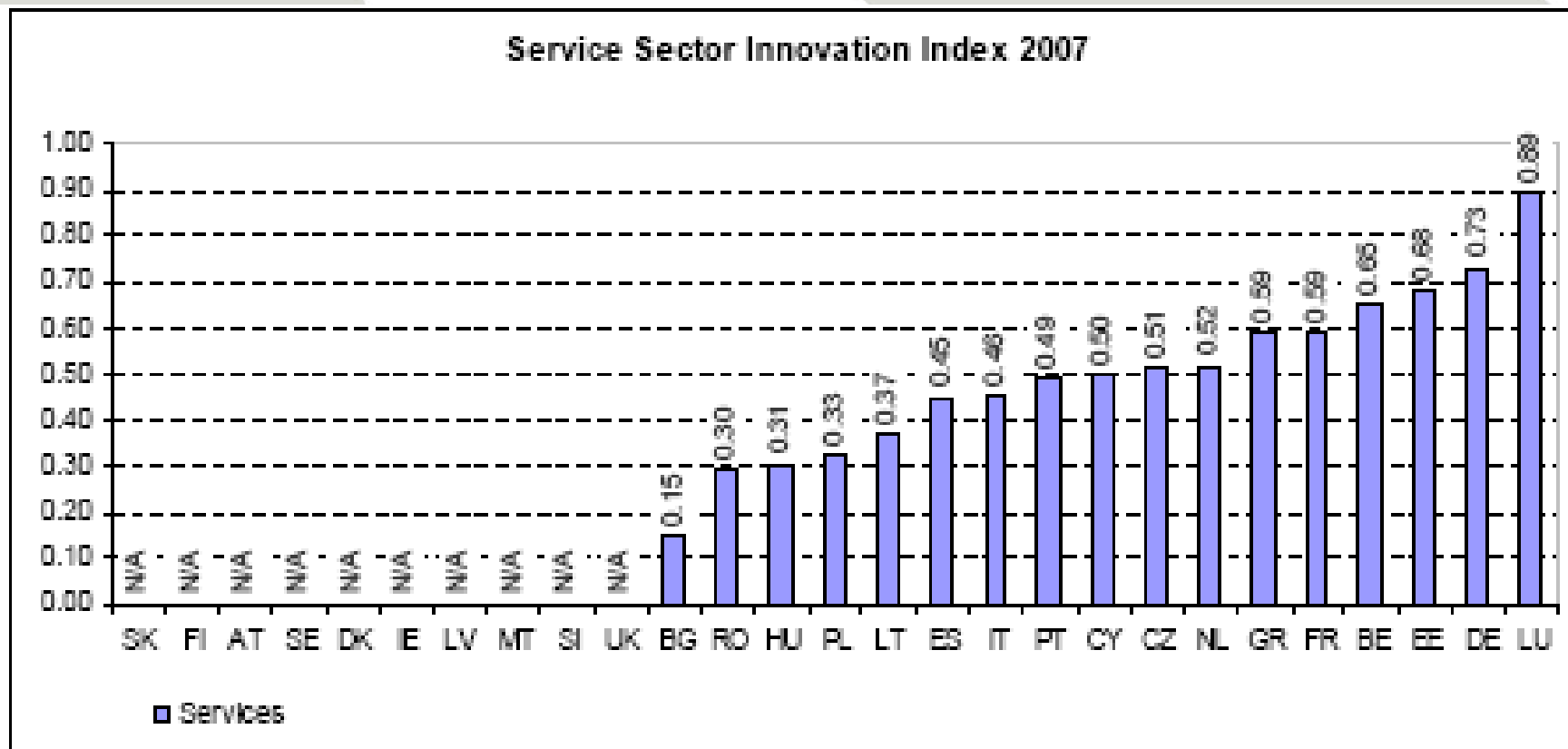
Mette Koefoed Quinn
Support for Innovation – Unit D2



European Commission
Enterprise and Industry

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Services innovation Index 2007



Source: Eurostat, New Cronos.

Barriers for services innovation: An overview

Market failures
Imperfect competition
Immobility of resources
Information asymmetry
Externalities
Property rights
Systemic Failures
Structural deficiencies
Institutional deficiencies
Regulatory deficiencies

Source: Van Cruysen, A. Hollanders, H. (2008), PRO INNO Europe INNO-Metrics

How to support services innovation?

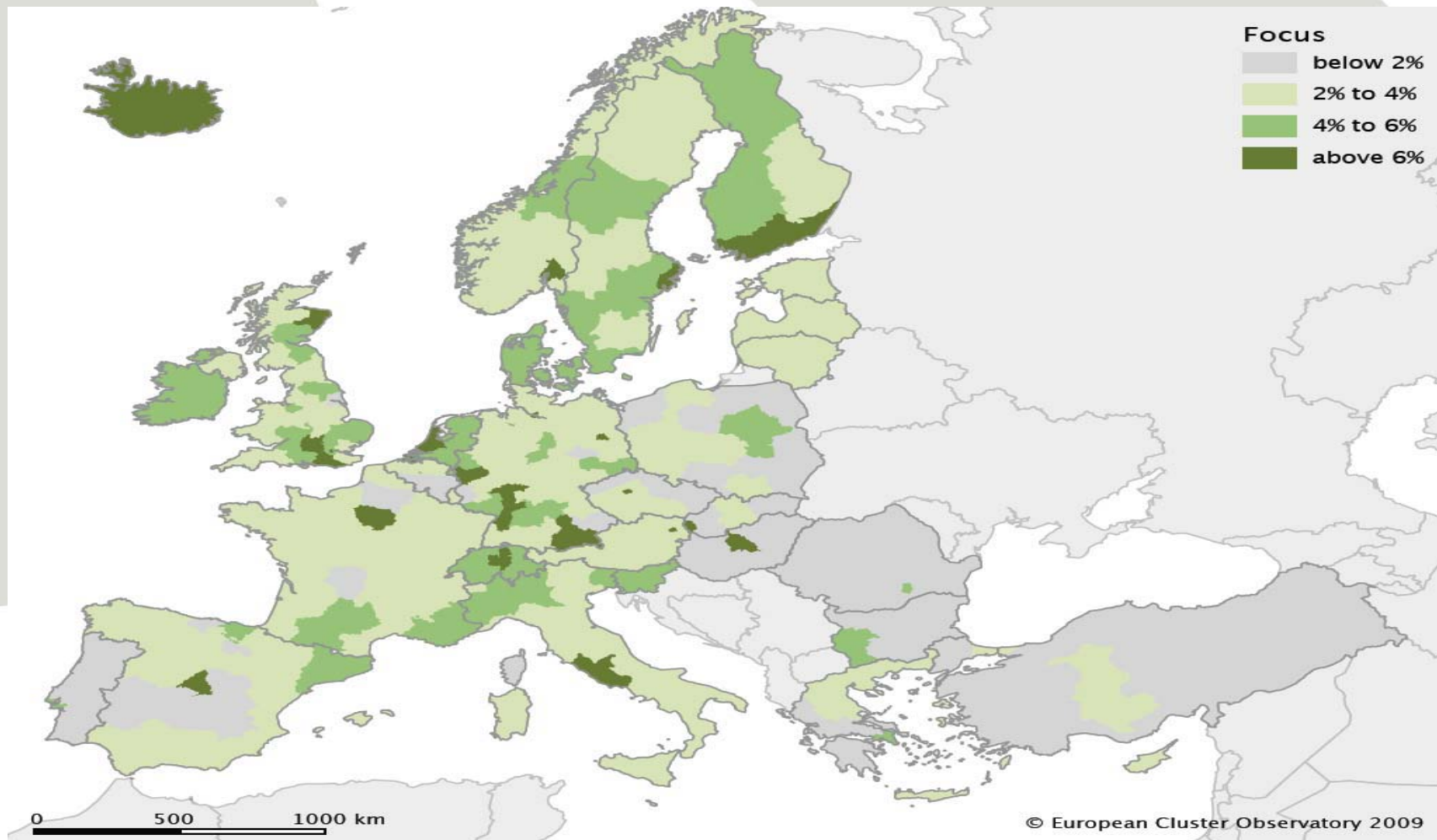
Activity level	<ul style="list-style-type: none">- Services innovation metrics- Innovation projects & new business models- Facilitation of knowledge transfer
Firm level	<ul style="list-style-type: none">- Business incubation & growth facilitation- Innovation management training, design & IP support- Access to finance & investment readiness
Sector level	<ul style="list-style-type: none">- Services sectors metrics- Infrastructure & institutional support, e.g. design- Specific cluster policies & infrastructure
Market level	<ul style="list-style-type: none">- Service markets foresight- Quality standards & certification- Legal & regulatory framework for innovative services

Services industries and clustering

High clustering	Low clustering
Transportation	Retailing
Financial services	Public services
Publishing	Healthcare

Source: European Cluster Observatory 2009

Creative industries clusters in Europe





Thank you for your attention!

**Support for Innovation Unit, Innovation Policy Directorate
European Commission, DG Enterprise and Industry**

For more information please contact: Entr-support-for-innovation@ec.europa.eu

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

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