PLIS

Peer Learning Innovation Service
INNOSUP-05-2016-2017: Peer learning of innovation agencies
GA No 730834

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CHALLENGE

How (and why) to foster a new Service Innovation mindset when defining innovation policies

PARTNERS
VUCA Environment
Volatile – Uncertain – Complex - Ambiguous
Innovation concept → From a technological to a customer-centric approach
Products and services are aids to satisfy customer’s needs and problems
Companies don’t compete, but ecosystems do
Service-Dominant Logic
Satisfaction / Network / Value-in-use

Goods-Dominant Logic
Output / Company / Value-in-exchange
All companies are service companies
Brokerage Event for Innovation Agencies
Brussels, January 23rd 2018

ASSIMILATION
Focus on technological product and process innovation

INTEGRATION
Cultural shift

INNOVATION POLICIES
Broader focus (other types of innovation, either technological or non-technological)
SOME RECOMMENDATIONS
1 + JTBD - TRL
Understand their customers
Cross-sector collaborations
KIBS (Knowledge Intensive Business Services)
Start-ups
Living Labs
DIH (Digital Innovation Hubs)
....
4

Workshop

Development

Skills

Coaching

Learn

Teaching

Knowledge

TRAINING
Dissemination
WHAT'S NEXT?
INNOSUP-06-2018:  
Supporting experimentation in innovation agencies

The action on Supporting experimentation in innovation agencies will provide grants to national and regional innovation agencies which wish to engage in policy experimentation to design and test, using randomised control trials (RCTs), new or significantly improved schemes in support of innovation in SMEs.

1) **Strand 1**: Grants for small-scale experimental pilot projects which aim to investigate, including small-scale RCTs, either a feasibility of a promising idea for a brand new SME innovation support scheme ('proof of concept'), or test different options of significantly revising an existing support scheme (€60,000).

2) **Strand 2**: Grants for large-scale experimental pilot projects which aim to test on a larger scale, with RCTs, new SME innovation support schemes. The Commission is looking for proposals to test promising scalable innovative new schemes in support of innovation in SMEs to provide clear evidence of their impact (€300,000-€500,000).

**2-stage call**: 27 March (1st) and 13 September (2nd)
Thank you for your attention!

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