



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI
ȘI PROTECȚIEI SOCIALE
AMPOSDRU



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



MINISTERUL
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Universitatea
POLITEHNICA
din Bucuresti

Network development for partnerships & cooperation programs fostering service innovation

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**Strategic Program for Promoting Innovation
in Services by Open and Continuous Education (INSEED)**

POSDRU/86/1.2./S/57748

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Operational Programme Human Resources Development 2007-2013*

FONDUL SOCIAL EUROPEAN

Investește în
OAMENI





Summary

- Service Innovation
- INSEED - European Platforms for Services. Common Action Programme
- Innovative Services European Networks (ISEN)



Areas

- Service process
- Service infrastructure
- Customer processing
- Business models
- Commercialization (sales, marketing, delivery)
- Service productivity

Impact

- Emerging sectors, industries and markets
- Structural change
- Industrial modernization

Service Innovation



- European Union, [The Smart Guide to Service Innovation](#), In How to Support SME Policy from Structural Funds Guidebook Series, 2012

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Recommendations

- Focus on all forms of knowledge and innovation
- Support transformation through service innovation
- Support clusters or networks of related firms
- Focus on manufacturing and services
- Search for the next practice
- Capitalize upon regional competences for the development of emerging industries
- Follow a systemic approach
- Follow a cross-sector approach
- Launch large-scale demonstration projects through a systemic approach
- Find an innovation that can solve a problem (i.e. addressing challenges)



Instruments

- Service incubation centres
- Design centres
- Living Labs
- Support to clusters in emerging industries driven by service innovation
- Innovation assistance
- Incentives for cooperation between manufacturing companies and designers



Examples

■ European Commission

- Competitiveness and Innovation Framework Programme (CIP) (2007)

■ Finland

- Innovation Strategy 2008
- SERVE 2006-2010 programme

■ Germany

- Innovation with Services programme (2006)
- Partners for Innovation Initiative

■ France

- ICT-SMEs 2010 Action Plan

■ Spain

- Strategic Action for Tourism (2008-2011)

■ The Netherlands

- The Netherlands connected digitally (2007)
- Creative Challenge Call

■ United Kingdom

- East Midlands Development Agency

■ Denmark

- new innovation strategy (2008)

■ Norway

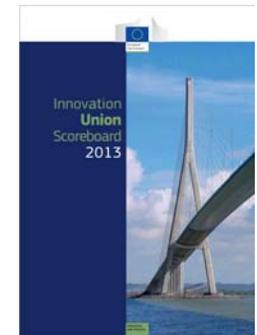
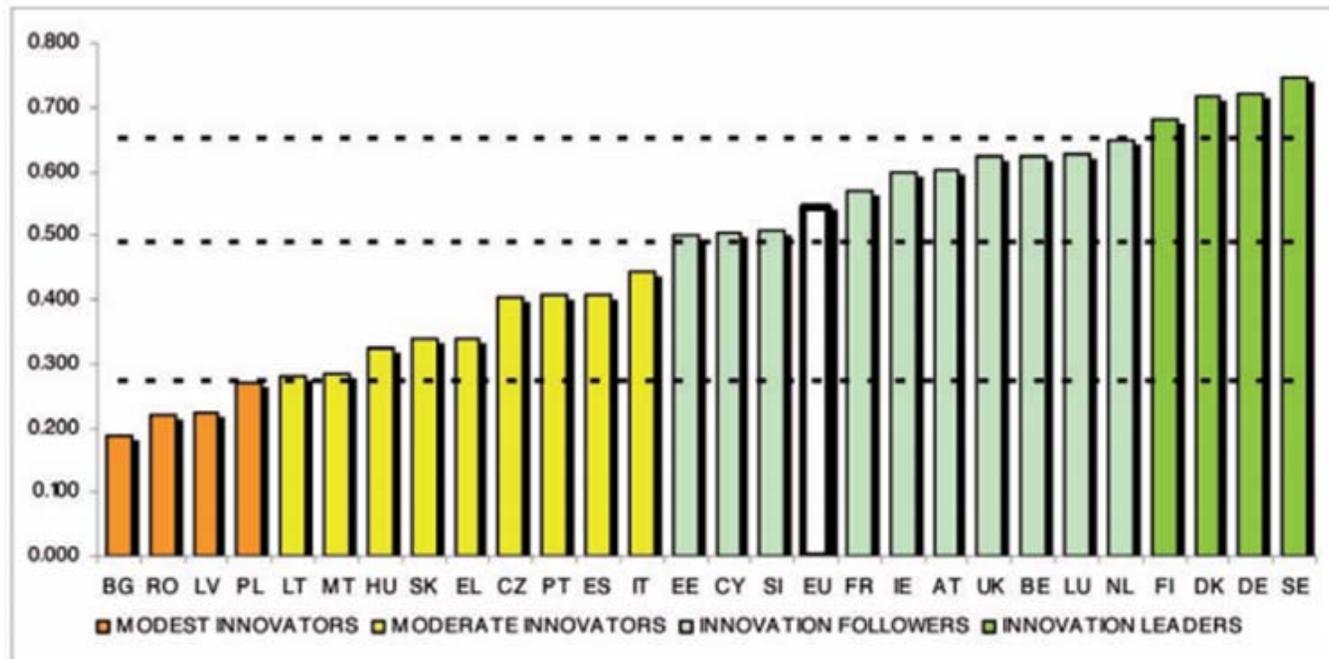
- PULS programme (2002-2010)

■ Romania

- Innovation programme (UEFISCDI)



Innovation Performance in EU Member States



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Common Action Programme

INSER@SPACE Platform

-  SSKE Semantic Wiki
-  e-Learning Cloud
-  Educational programs support

European Innovative Platform for Knowledge Intensive Services (EIPKIS)

-  Europe INNOVA
-  Europa 2020

European Strategic Framework

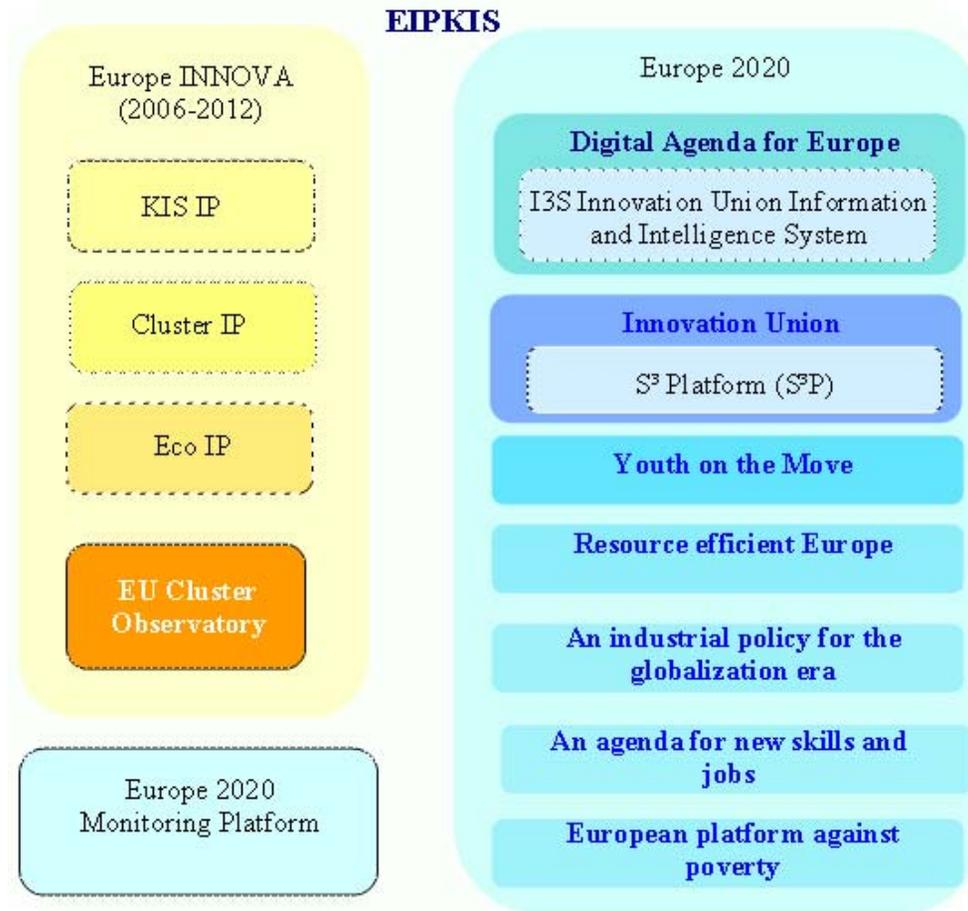
 Europe 2020

 Horizon 2020

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**European
Innovative
Platform for
Knowledge
Intensive
Services**

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Cooperation support

- KIS-IP Knowledge Intensive Service Innovation Platform
 - Cluster-IP European Innovation Platform for Clusters
 - Eco-IP European Innovation Platform for Eco-Innovation
 - European Cluster Observatory
 - Eco-Innovation Observatory
 - IMP³rove innovation management
 - TAKE IT UP online innovation instruments
-
- I3S Information and Intelligence System
 - S³P Smart Specialisation Strategy
 - Europe 2020 MP Monitoring Platform

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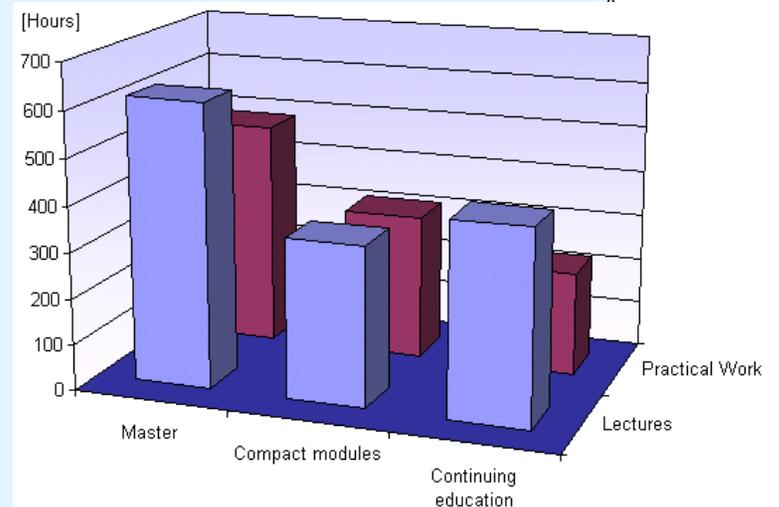


**INSER @
SPACE
Platform**

SSKE

E-Learning

Cloud@UPB



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Action Programme

[INSER@SPACE link](#)

INSER@SPACE - EIPKIS Common Action Programme

INSER@SPACE, as an open collaborative space for promoting service innovation and technological transfer, has the important role in maintaining the connection to the European Innovative Platform for Knowledge Intensive Services (EIPKIS).

INSER@SPACE is composed of three important parts:

- a learning management platform
- a semantic wiki dedicated to service science
- a set of Cloud services

EIPKIS is a generic concept, represented by multiple European platforms, like [Europe INNOVA](#), [EU Cluster Observatory](#), [Europe 2020](#), as well as professional organizations and communities concerning services and innovation.

The INSER@SPACE - EIPKIS Common Action Programme was developed based on the experts' experience and on the extensive documentation and research performed within the project. It aims at assuring the sustainability of our actions and of our development even after the end of the project, in order to support service innovation and continuous education. The programme has five main objectives, presented below in detail.

Objective A: A. Aligning INSER@SPACE actions with the European Commission strategy

Objective A Details:

- A.1 Participating to events organized by the European Commission
- A.2 Comprehending the strategies, programmes and organisms related to the European Commission
- A.3 Involvement in activities organized at European level on the topic of services
- A.4 Enrollment of **INSEED** consortium institutions in initiatives and organizations at European level

Objective B: B. Contribution of **INSEED** experts and institutions to activities of initiatives and scientific communities at international level

Objective B Details:

- B1. Adherence to professional and technical organizations in the domain of services
- B2. Participation as active members in technical-scientific communities

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Objectives

- **A.** Aligning INSER@SPACE actions with the European Commission strategy
- **B.** Contribution of INSEED experts and institutions to activities of initiatives and scientific communities at international level
- **C.** Collaboration with foreign professors and researchers on the topic of innovative services
- **D.** Sustaining education activities in the domain of services and in correlation with the European framework
- **E.** Promoting the INSER@SPACE collaborative space

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Results

■ Community

- EU Cluster Observatory
- Enterprise Europe Network
- KIS Innovation Platform
- TM Forum
- International Society of Service Innovation Professionals (ISSIP)
- IEEE Computer Society Cloud Computing Special Technical Community (CS CC STC)

■ Collaborations

- University of Porto
- Institute for Manufacturing, University of Cambridge (IfM)
- GDR MACS (Groupe de Recherche Modélisation, Analyse et Conduite des Systèmes Dynamiques)
- Paris 1 Panthéon – Sorbonne

■ Contributions

- INSER@SPACE offer: education, knowledge, virtual resources
- DG CONNECT public consultation E2 Software & Services, Cloud
- EU Metrics Survey, scientific literature

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Action Programme Tags

Showing top 20 of 113 possible words

action activities domain education eipkis
european events experts
innovation inseed inser institutions
level organizations presenting programme
scientific services space

topic

Realized with <http://tagcrowd.com/>

The European dimension is essential.

Innovation is an important tag,

The educational and the scientific aspects are equally important.



Transnational Networks

- [CEBR](#)
European Council of Bioregions - a network of biotechnology support professionals that support their local biocommunity through networking, incubation and partnering
- [Cluster-Excellence.eu](#)
Excellence for Cluster Management – the most experienced persons and organisations in Europe to identify and set up a set of quality indicators and peer-assessment procedures
- [Open ENLoCC](#)
European Network of Logistics Competence Center
- network of regional logistics competence centres in the field of logistics, run by public authorities or similar bodies
- [EEN](#)
Enterprise Europe Network - helps small business to make the most of the European marketplace

Innovative Services European Networks (ISEN)



Cluster-Excellence.eu

- identify and set up quality indicators and peer-assessment procedures for cluster management
- develop training materials
- approach for quality labelling of cluster management

Related entities

- European Secretariat for Cluster Analysis [ESCA](#)
- [Foundation Clusters and Competitiveness](#)
- European Cluster Group ([ECG](#))
 - European Cluster Managers' Club
 - [European Cluster Collaboration Platform](#)
 - the European Chapter within the [TCI Network](#) - the global practitioners networks for competitiveness, clusters and innovation

ICT Clusters



Innovative Services European Networks (ISEN)



Enterprise Europe Network

- business support organisations from more than 50 countries
- 600 organizations
- 17 key sectors
- one-stop shop for all business needs



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Innovative Services European Networks (ISEN)



Members of INSEED Consortium in Enterprise Europe Network

The screenshot shows the Enterprise Europe Network website interface. At the top, there is a date and time selector (2013-01-21 11:54) and a 'Publish' button. The main heading is 'Enterprise Europe Network'. Below it, a large banner reads 'Clusters at your fingertips'. A search bar and a dropdown menu are visible. A prominent blue button says 'Add network'. On the right side, there is a sidebar with a 'Sectors' tab and a list of 'Organisations'. The list includes:

- Sevsoara Politehnica
- Technical University from Cluj-Napoca
- Timisoara Chamber of Commerce, Industry and Agriculture
- Transilvania University from Brasov
- University Politehnica of Bucharest
- Valcea Chamber of Commerce and Industry
- Russian Agency for Small and Medium Enterprises Support
- Russian Technology Transfer Network
- Russian Union of Innovation and Technology Centres
- Mihailo Pupin Institute

 Below the screenshot, there is a list of member organizations:

- European Aerospace Partnership
- European Business Agency Centre
- European Observatory on Innovation and Technology
- European Observatory on Innovation and Technology platform (Eco-Cluster)
- European Observatory on Innovation and Technology platform (Eco-Cluster) for growth and innovation
- ECRN
- EIT ICT Labs
- ELCA
- ENCADRE
- ENOC European Network of Optical Clusters
- ENOC European Network of Optical Clusters
- Enterprise Europe Network



Transilvania University from Brasov



University Politehnica of Bucharest

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Innovative Services European Networks (ISEN)



Documentation and transfer of experience in INSEED

- Eindhoven University of Technology, [The Netherlands](#)
- University of Passau, [Germany](#)
- European Commission DG CONNECT E2 - Software & Services, Cloud, Brussels, [Belgium](#)
- Institut National Polytechnique Toulouse, [France](#)
- Invest Northern Ireland, [United Kingdom](#)
- London Metropolitan University, [United Kingdom](#)
- Óbuda University of Budapest, [Hungary](#)
- Pantheon-Sorbonne University, Paris 1, [France](#)
- University of Bergamo, [Italy](#)
- University of Cambridge, [United Kingdom](#)
- University of Cassino, [Italy](#)
- University of Coimbra, [Portugal](#)
- University of Ghent, [Belgium](#)
- University of Ljubljana, [Slovenia](#)
- University of Lorraine, [France](#)
- University of Maribor, [Slovenia](#)
- University of Porto, [Portugal](#)
- University of Prague, [Czech Republic](#)
- University of Valenciennes and Hainaut-Cambrésis, [France](#)

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Innovative Services European Networks (ISEN)



INSEED Collaboration Network



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INSEED Collaborations Map



Network development for partnerships &
cooperation programs fostering service innovation



Thank you!
Thank you!

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