

**The EPISIS-partners from  
Denmark, Finland, Germany, Sweden and United Kingdom  
invite all European policy makers and stakeholders to the third  
EPISIS conference on:**

**Positive impacts of Service Innovation**  
*-From intangible investments to emerging industries and  
ecosystems*

**4 – 5 June 2012  
Finlandia Hall,  
Helsinki, Finland**



## INVITATION

The EPISIS conference will take place in Helsinki on 4th – 5th of June 2012. The conference will be held at Finland Hall, a unique venue by the Finnish architect Alvar Aalto.

The overall purpose of the conference is to show-case the wide spectrum of forerunner policies and activities in Europe and abroad to make the most use of the service innovation potential and speed up the uptake of service innovations in the market.

The key question will be *how to get tangible results from intangible service innovation?*

The main target audience are high-level policy-makers from European regions, Member States and Commission as well as other interested actors and parties in the service innovation field.

The EPISIS conference is part of the programme of both the Danish EU Presidency and the World Design Capital year designated to Helsinki in 2012. The World Design Capital is an initiative of the International Council of Societies of Industrial Design - an international non-governmental organisation that aims to promote innovative design.

More information on the registration and programme is available on <http://www.proinno-europe.eu/episis> and <http://www.proinno-europe.eu/episisconference2012>.

## PROGRAMME

### Day 1: Monday, 4 June 2012

**12:00 - 13:00** Arrival - Registration and coffee

**13:00 - 14:15** **Opening session: Service innovation fuels recovery and growth**

*The role of service innovation is critical in the European economy. Service innovation is among the key factors across sectors contributing positively to employment, renewal of industries, clusters and regions; tackling the societal challenges and thereby to future growth and well-being.*

Moderator for the day: Mr. Terry Martin

**13:00 - 13:15** **Service innovation for EU's new growth**

Mr. Jyri Häkämies, Minister of Employment and Economy of Finland

**13:15 - 13:30** **Service innovation in Europe2020** (title tbc)

Ms. Máire Geoghegan-Quinn, European Commissioner for Research, Innovation and Science

**13:30 - 13:45** **Economic growth, employment and competitiveness through service innovation – How much can emerging industries do?**

Mr. Antti Peltomäki, Deputy Director General, DG Enterprise and Industry, European Commission

**13:45 - 14:15** **A Service Perspective on Innovation and Markets**

Professor Stephen Vargo, University of Hawaii

**14:15 - 14:45** **Coffee break and networking**

**14:45 - 15:15 Title tbc**

Professor Alf Rehn, Åbo Akademi University, Finland

**15:15 - 15:45 Does service innovation make a difference and how big a difference? (title tbc)**

Mr. Hugo Hollanders, Senior Researcher, MERIT, Maastricht University,  
The Netherlands

**15:45 - 16:15 Coffee break and networking****16:15 - 18:00 Better national policies for service innovation – lessons from EPISIS**

*Service innovation policy continues to be a major driver of policy transformation from technology policy towards broader innovation policy. Service innovation policy in itself is constantly evolving. Different stages of policy lifecycle are demonstrated in the results of EPISIS policy benchmarking.*

**Moderator and introduction to the session**

Dr. Jari Kuusisto EPISIS Secretariat

**Part I: Design and launch of service innovation policies – lessons learnt?**

Ms. Metka Stare, Senior Researcher, University of Ljubljana, Slovenia

Mr. Jacques Gautray, Senior Project Manager, OSEO, France

**Part II: Next generation service innovation promotion – meeting the 2020 challenges?**

Mr. Donald, Black, Senior Advisor, International Services Division, Enterprise Ireland

Mr. Walter Ganz, Director of the Institute, Head of the Division, Fraunhofer IAO, Germany

**Part III: Framework conditions and dynamic ecosystems for service innovation – mission impossible?**

Ms. Lisbeth Bahl-Poulsen, Public Relations Officer, European Commission (tbc)

Mr. Erik Borälv, Programme Manager, Services and ICT, Vinnova

**EPISIS policy recommendations for service innovation: the Helsinki principles**

Ms. Tiina Tanninen-Ahonen, Tekes, Finland

**20:00 - 22:30 Dinner at Restaurant Saaristo (Klippan), Helsinki**



## PROGRAMME

## Day 2: Tuesday, 5 June 2012

**08:30 - 09:00** Networking and coffee

**09:00 - 17:00** Plenary session: From Intangible investments to emerging industries and ecosystems  
Moderator for the day: Mr. Terry Martin

**09:00 - 09:20** Introduction concerning Intangible investments towards emerging industries and ecosystems: Mr. Hasan Bakshi, NESTA, UK (tbc)

**09:20 - 10:45** Understanding intangible sources of value

*Intangible value is based on a variety of elements such as brand, experiences, reputation, trust and knowledge. Intangibles are increasingly important in services as well as manufactured products. For example, the role of design and creativity as drivers for innovation, renewal and modernisation in other industries is increasing. The rise of intangible assets is likely to continue but not all countries have been able to unleash innovation at the same rate or come up with the productivity boost that intangibles can bring.*

**Introduction of session:**

Mr. Terry Martin

**The design of everyday experiences** (title tbc)

Mr. Anders Frostenson, Global Account Director, Dopperman, Sweden

**How to build an industry-changing entertainment media company and globally successful franchise?** (title tbc)

Mr. Peter Westerbacka, CMO, Rovio (tbc)

**The role of intangible assets in service innovation**

Jeremy Philpott, Chef vom Dienst, European Patent Office

**Questions and Answers session**

**10:45 - 11:15** Coffee break

**11: 15 - 12:30 Contribution of service innovation to emerging industries**

*Emerging industries represent new and highly promising perspectives from the service innovation policy point of view. Such entirely new or restructured industrial sectors usually come into being when new technologies, new knowledge and new business models replace older ones; users and customers need change or when new socio-economic conditions emerge.*

**Introduction of session: Trends in emerging industries (title tbc)**

Ms. Erica Monfardini, European Cluster Observatory contractor PWC of Luxembourg

**Market design – are you managing your markets or are your markets managing you?**

Mr. Suvi Nenonen, Ph.D., Partner, Vectia Ltd

**Spotify - a new way to listen to the music**

Mr. Daniel Ek, CEO, Spotify (tbc)

**Questions and Answers session****12:30 - 13:30 Lunch****13:30 - 15:00 Ecosystems challenging the renewal of industrial policies**

*Business ecosystems represent the context where innovative services can flourish and act as catalysts of change renewing businesses, industries and regions alike. At regional level innovative collaborative organisations, partnerships and clusters as well as large-scale demonstrators represent novel perspectives to service innovation policy thinking.*

**Introduction to session: Ecosystems – the Big Picture**

Mr. Thomas Alslev Christensen, Head of Unit DASTI

**Impact of cluster excellence on aviation industry**

Dr. Franz Josef Kirschfink, Deutsche Luft und Raumfahrt, Germany

**New ways of promoting fast economic growth: the role of partnerships**

Professor Dr. Thorsten Posselt, Head of the Fraunhofer MOEZ, Professor of Innovation Management and Innovation Economics at the University of Leipzig, Germany

**The concept of large-scale demonstrators**

Mr. Allan Mayo

**Questions and Answers session**

**15:00 - 15:30 Coffee break**

**15:30 – 16:10 Global views on support of service innovation**

**The view from China**

Prof. Dr. Qiyu TU, Center for Urban and Regional Studies, Shanghai Academy of Social Sciences, China

**The view from the USA**

Mr. Stephen Ezell, Senior Analyst, the Information Technology & Innovation Foundation, USA

**16:10 - 17:00 CONCLUDING PANEL DISCUSSION: Service innovation vision 2020.**

*Service innovation policy addresses two very important drivers of growth and sustainable economy. It promotes innovation in services that form major part of the economy in the developed countries. What kind of vision is needed for 2020?*

Ms. Beata Lubos, Head of Innovation Policy Unit, Innovation and Industry Department, Ministry of Economy, Poland

Mr. Øystein Jørgensen, Senior Adviser, Ministry of Trade and Industry, Norway

Austrian Ministry representative (tbc)

**17:00 - 17:30 CONCLUDING REMARKS**

**Service Innovation Policies in Europe – what can we learn from EPISIS?**

Mr. Reinhard Büscher, Head of Unit for Public Relations, European Commission

**The end of EPISIS - what happens next?**

Ms. Tiina Tanninen-Ahonen, Tekes, Finland