

Serve – Innovative services Technology program 2006 - 2010

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TeKes' mission statement

Finnish Funding Agency for Technology and Innovation

TeKes boosts the development of Finnish industry and the service sector by technological means and through innovation.

This will renew the economy and increase added-value, productivity and exports, thereby creating employment and enhancing well-being



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Application focus areas

Productivity

Security and safety

- | Security at work and in systems
- | Information security

Work and leisure

- | Productive, creative and motivating solutions
 - | Use of space
- | Enjoyment and experiences in leisure time

Business oriented approach

Environment and energy

- | Sustainable and eco-efficient solutions
- | Solutions for climate change mitigation
- | Acceptable and profitable energy

Renewing products and business concepts

- | The aim is to renew and strengthen our strong industrial clusters
- | Competitive products and services
- | Modern process and production technologies in business applications

ICT utilisation

Services

- | Quality and productivity
- | New service businesses
- | New models for public and private partnerships
- | Service innovations

Health and well-being

- | Human approach, quality and productivity in health care
- | Products and services to support health and well-being



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Objectives of Serve

The aim of Serve programme is to

- | encourage the development of innovative service concepts and service business models in companies**
- | strengthen and diversify service related innovation activities, especially in SMEs**
- | improve productivity and quality of service activities in various industries**
- | boost academic research in the area of service innovation and service business**



The industrial focus of Serve

- | **Industrial services**
- | **Knowledge intensive business services (KIBS)**
- | **Financing and insurance**
- | **Trade**
- | **Logistics**
- | **Asset Management Services**



Thematic focus of Serve

- | **Development of innovative service concepts that**
 - | **include possibilities for duplication**
 - | **make use of some technology or other systematic methods**
 - | **are new at minimum on the national level (especially SMEs)**
- | **Development of new service business models based on service innovation**





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Business models based on service innovation

Technology- and product-based innovation

- | ICT technology
- | Service processes and structures
- | New service concepts and products

New network and value chain configurations

- | Partnerships
- | Network models



Customer interface and service delivery system innovation

- | Logistics
- | Self-service
- | Co-production

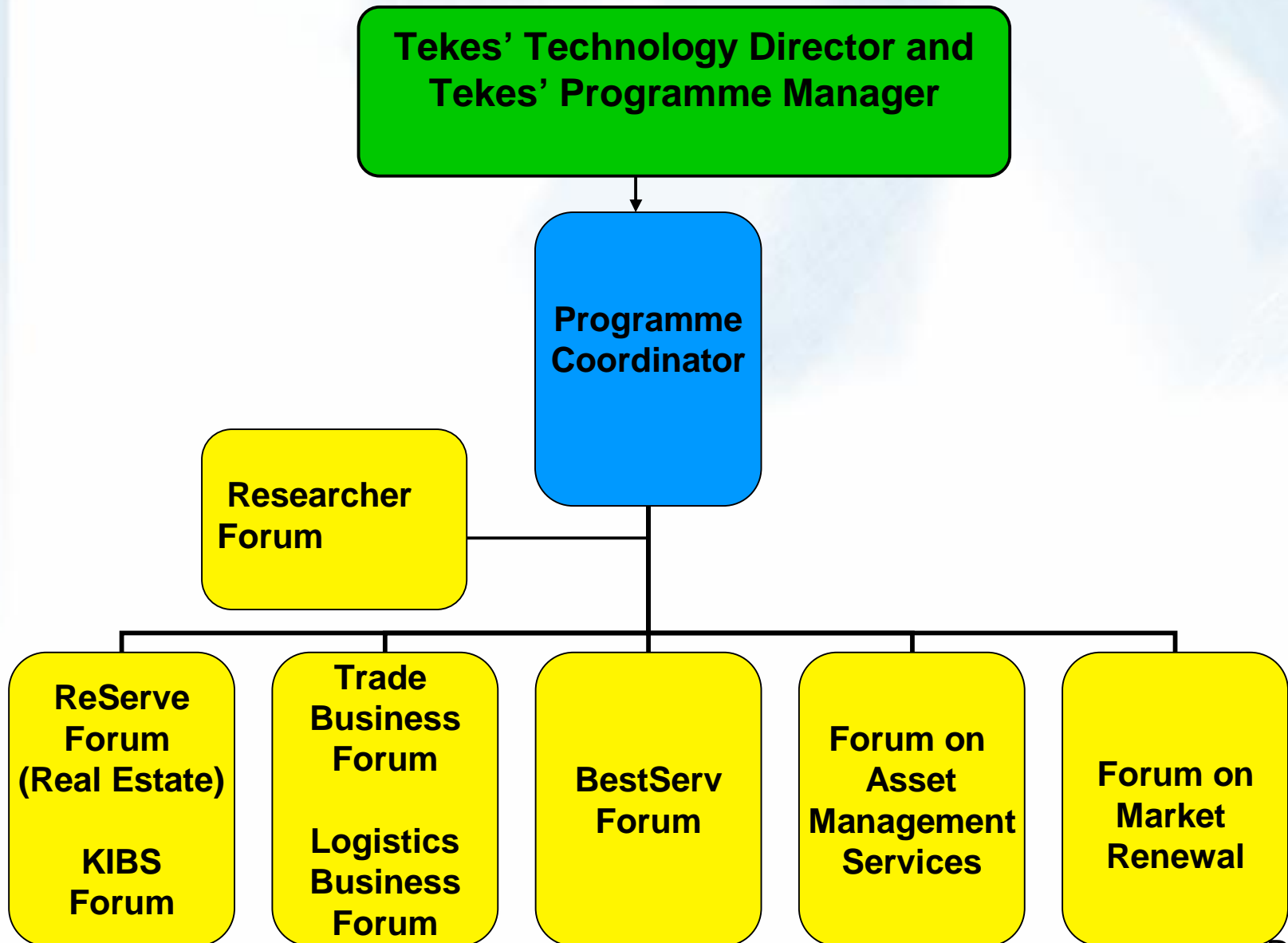
Organisational innovation

- | Structural models
- | Management and leadership methods
- | New tasks and roles of workers



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Organization of Serve



BestServForum as part of Serve – what do we expect?

- | **Distributing knowledge of best forum practices to other business forums of Serve à An example to others!**
- | **Increasing and distributing knowledge of service business development**
- | **Creating interactive learning possibilities in innovation activities for traditional industries and service companies**
- | **Boosting academic research originating from industrial needs**
- | **Activating new, challenging and well focused r&d –projects in companies**



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