

SERVITIZATION:

An opportunity for growth in European regions

6 OCTOBER 2020



TAKING COOPERATION FORWARD

Warm up

THINGS+ project in a glimpse & numbers Francesca Pozzar, project coordinator, Friuli Innovazione

THINGS+ project in the frame of the Interreg Central Europe programme Luca Ferrarese head of the Joint Secretariat

EU policies for innovative SMEs Marcus Hell, DG GROW

Keynote speech I **Servitization in traditional manufacturing companies**

Boris Golob, CEO STEP RI, main author of the Service Innovation Methodology by THINGS+

Moving towards a sustainable model supporting smart products - good practices ROUNDTABLE

Servitization a key technology enabling digital transformation in industry Jernej Pintar, CEO of Technology Park Ljubljana

Examples of introducing servitization in SMEs: entrepreneurs will share their servitization journey

An international certification for Servitization Managers based on THINGS+ Cesare Auberti, People Development Center Sales Manager CEPAS - Bureau Veritas

Innovation ecosystem as enabler for SMEs servitization

Moderator: **Draško Veselinovič**, Slovenian Business & Research Association

THINGS+ policy takeovers: a holistic approach to boost servitization in small manufacturers Francesca Pozzar, THINGS+ coordinator

SME Servitization and Digital agenda Matthias Kuom, DG Connect

Innovation in Smart Specialisation Dimitri Corpakis, Friends of Smart Specialisation think-tank

Competitiveness of SMEs Igor Kalinič, head of sector for Competitiveness, EASME

Conclusions I Fabio Feruglio, Managing Director Friuli Innovazione



THE THINGS+ PROJECT

Introducing service innovation into
product-based manufacturing companies

Project budget

€ 1.889.299

THINGS+ is funded by Interreg Central Europe
and aims to create sustainable linkages among innovation actors

Start
01.06.2017

End
31.10.2020



Expected results

SIM



Service Innovation
Methodology

+220



Trained entrepreneurs, managers
and business innovation experts

+100



Manufacturing
companies involved

+40

product-based services
created



Policy recommendations
paper

Lead partner

Friuli Innovazione
Research and Technology
Transfer Centre / ITALY

Project partners

ITALY VENETO REGION RESEARCH AND INNOVATION UNIT
AUSTRIA INNOVATION & TECHNOLOGY TRANSFER SALZBURG
CROATIA SCIENCE AND TECHNOLOGY PARK OF THE UNIVERSITY OF RIJEKA
CZECH REPUBLIC BIZGARDEN
HUNGARY BORA 94 BORSOD-ABAÚJ-ZEMPLÉN COUNTY DEVELOPMENT AGENCY
POLAND ŁÓDZKIE REGION
SLOVAKIA SLOVAK BUSINESS AGENCY
SLOVENIA TECHNOLOGY PARK LJUBLJANA
GERMANY BAUTZEN INNOVATION CENTRE

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THE THINGS+ SERVICE INNOVATION METHODOLOGY



A 5-steps methodology for all central European manufacturing firms



1 free toolkit
in 9 languages



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PILOTING SERVITIZATION IN CENTRAL EUROPE SMALL COMPANIES

118

SMEs
involved

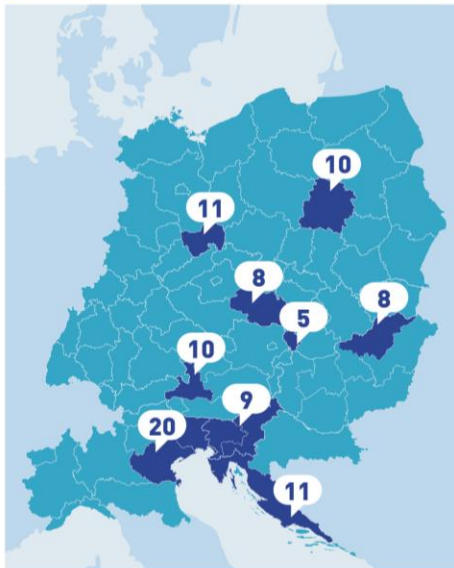
77

new services
created



Interreg
CENTRAL EUROPE
THINGS+

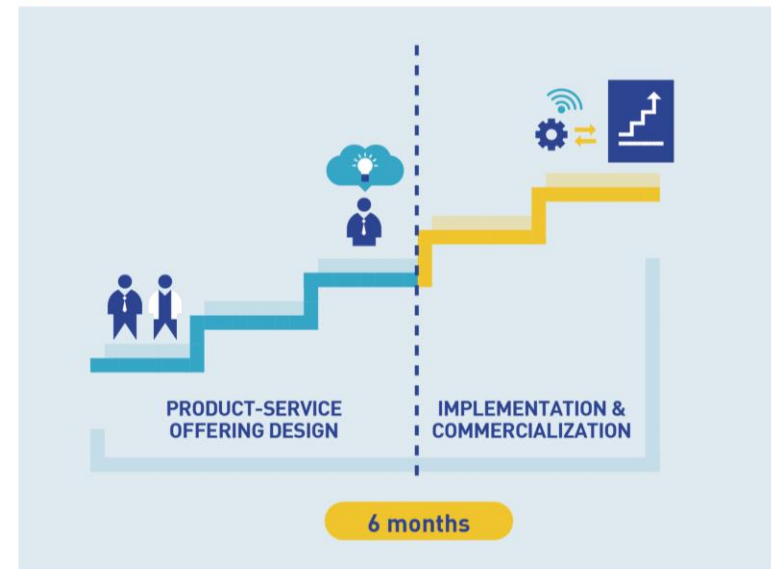
Completed pilot actions per country



Industries represented



Servitization road map

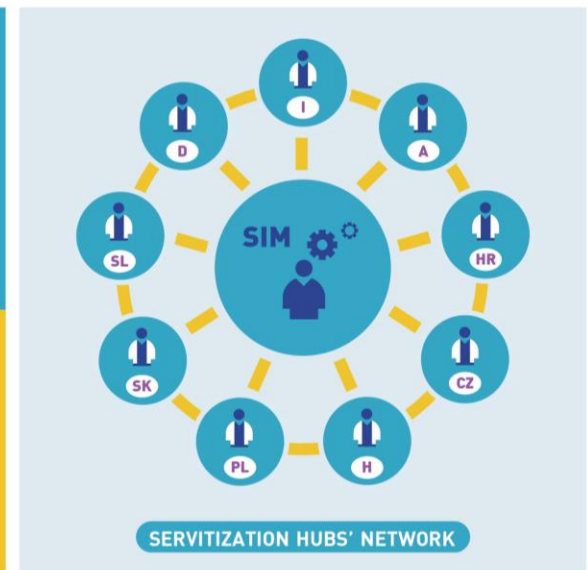
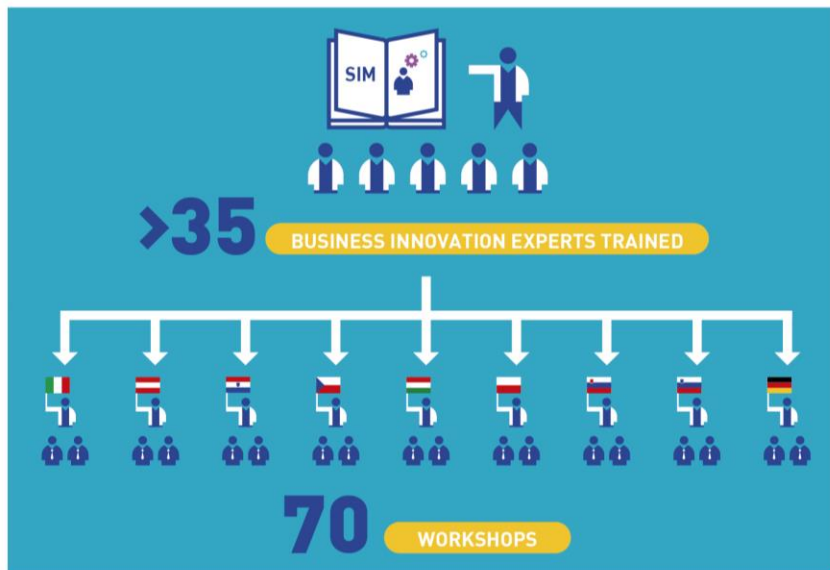


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THE THINGS+ SKILLSET FOR SERVITIZATION



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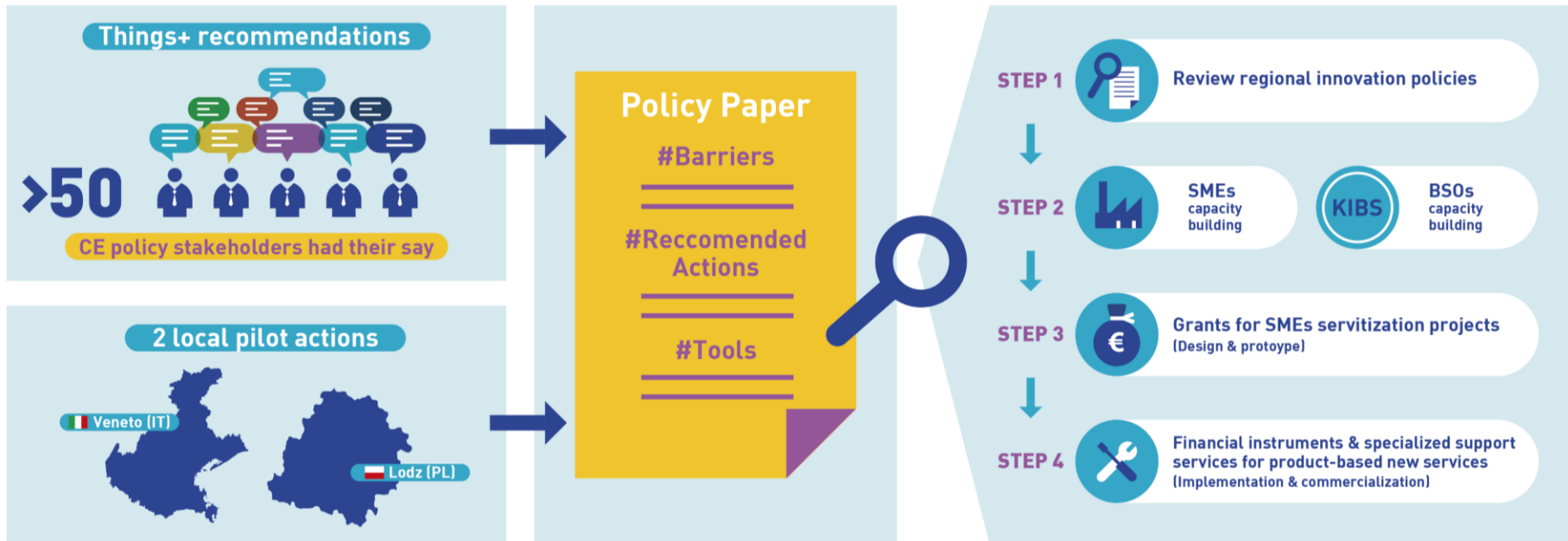
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HOW SHOULD POLICY BOOST SERVICE INNOVATION?

3
international
policy
dialogues

30
best
practices
analysed



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