



InnoServices

**Territorial diagnosis and
development tool for business
services**



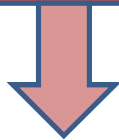
ASSEMBLÉE DES CHAMBRES FRANÇAISES
DE COMMERCE ET D'INDUSTRIE



InnoServices

What is InnoServices ?

An animation tool



Intervention strategy defined jointly by several partners, both public and private

A project manager federates its partners.

A decision support tool



2 steps :

- ❖ **A diagnosis:** to know the level of service to businesses in a territory
- ❖ **A result:** To guide economic development based on existing services or to come



What is InnoServices ?

- It is the evolution of the tool "Territories and Services", developed in 2006 by ACFCI (Assembly of French Chambers of Commerce and Industry)
- The objectives of the transformation of this tool within the European project InnoCité were :
 - To create an English version for the use of European territories
 - To expand its use to smaller areas (including inter-municipal)
 - To give the opportunity to work in 2 different approaches, according to the needs of the territory



What services ?

- ❖ The analysis of business services is large. It includes the 94 NACE codes recognized by the European Union
- ❖ Large families of services :
 - ❖ Engineering and studies
 - ❖ Research and development
 - ❖ Marketing and communication
 - ❖ Transport and logistics
 - ❖ Business services
 - ❖ IT and telecommunications
 - ❖ Real estate
 - ❖ Management consulting, Insurance, Finance
 - ❖ Human resources, Training
 - ❖ Environment
 - ❖ Travel, Hotel, Catering





The objectives of the process

- ❖ To measure the level of adequacy between supply and demand business services
- ❖ To define intervention strategies and recommendations for business services (channels development, support for a range of services in difficulty or problems anticipation...)

The main phases of the process

Project initiation

- Choice of territory of intervention
- Territorial analysis

Service diagnosis

- Demand analysis
- Quantitative analysis of supply
- Qualitative analysis of supply (defined by the working group)
- Diagnosis of supply and demand adjustment for business services

Intervention strategy

- Preparation of the action plan



Two methods are possible for the implementation of InnoServices

- "Strategy" approach : analyses all the services on a territory before selecting the most strategic services for further analysis (about a year)
- "Intervention" approach : analyses some services previously defined (about 6 months)



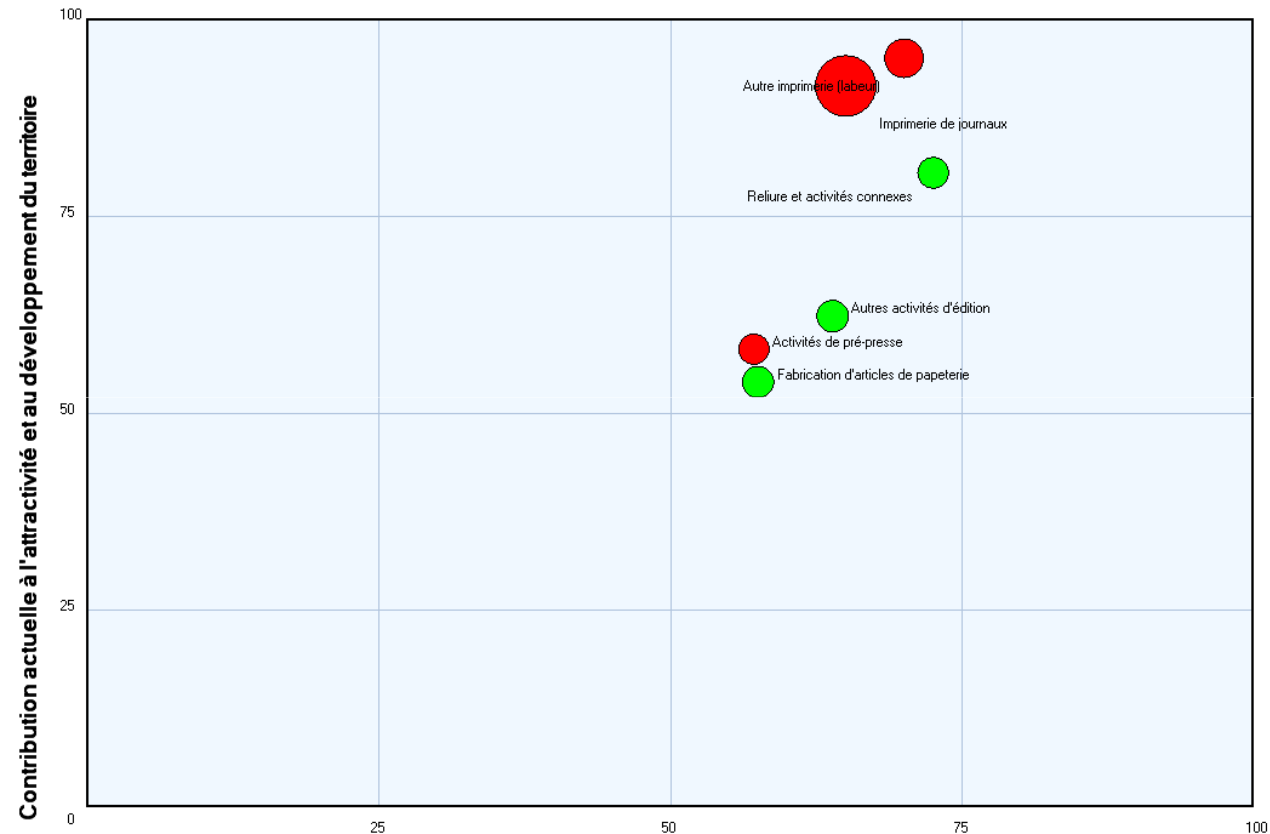
Elements of the tool

- InnoServices is present in the form of a CD combining a methodological guide and a computer interface that will accompany you during the process

InnoServices



Diagnostic Agglo Lyon du 01/10/2010 11:43:25 - Imprimerie-Edit



Analyse de la demande : Evaluer les potentiels de consommations du service

Valeur de la bulle : Nombre d'emplois
 Coloration de la bulle : Innovation

- Secteur plutôt fortement innovant.
- Secteur plutôt peu innovant.
- Néant



Retour au menu précédent



Mode bulles



Envoyer dans le presse papier



Some examples of intervention strategies

Sector actions

❖ Sector actions resulting from the approach that can arise as the strategic :

- ❖ Promotion / prospecting actions with economic development organizations to implement new types of services in the intervention territory
- ❖ Lobbying actions : inform local authorities and local economic development agencies
- ❖ Establishing financial help to enable actions for better :
 - professionalization of services,
 - outsourcing of certain services,
 - implementation of new types of services on the intervention territory .
- ❖ Reflections on the development of innovative services (pooling of outsourced services, awareness on IT...)
- ❖ Quality standards, certification standards
- ❖ Supporting businesses to better employee qualification (certification...)



Some examples of intervention strategies

Territorial actions on service supply

❖ Territorial actions resulting from the approach that can arise as the strategic :

- ❖ Improving the facility for installing new business services (qualitative and / or quantitative) :
 - office space,
 - specific tools : technology parks, incubators ...
 - development of broadband ...

- ❖ Enrich the business environment :
 - research facilities
 - higher education and professional training
 - communication on the existing facilities

- ❖ Innovative equipment contributing to sustainable territory development (working online, development of employee services, ...)



Conclusion

- This tool is currently available for the InnoCité project partners for a test phase (currently undergoing in the territory of Val de Saône, Rhône Alpes - France)
- It will be available for all European territories that wish it at the end of the test period via the website InnoCité



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