

# Innovation in a Peoples Industry

A perspective from a market player



1. Elite Miljø and the market
2. The challenges in our market
3. Science and innovation



## Elite Miljø and the market

- Founded in 1980
- 4th largest cleaning- and service company in Denmark
- 900 costumers in the private and the public sector
- 2000 employees (1000 FTE's)
- Turnover 50 mill. Euro
- EBIT 2,5% and increasing
- The company was restructured and refocused in 2007:  
Cleaning is our trademark and our craft



## Challenges in our market

- Fierce competition. Margins are very low
- Low entry barriers; “every-one can clean”
- The industry has a very low image
- Very low skilled employees – multicultural and multilingual work force
- Technological innovation in the industry is low and is primarily performed by suppliers
- Effect in the long run: Large shortage of employees



## Science and innovation

- What would I wish for?

- More social science in perspectives of
  - multicultural management for a low-skilled workforce
  - language and communication
  - the companies' roles in successful integration
- More technological science in perspectives of
  - technologies in communication
  - technologies reducing the dependency of manual labour



## My conclusions

1. The degree of science and innovation in the Service Industry and especially in the cleaning sector is very low
2. There is a large potential for society to look further into this big industry, both in terms of efficiency and welfare sustainability
3. More science and innovation could change the Service Industry from something that we need, to something that is a vital part of improving the efficiency of other industries.

