

PULS – A Service Innovation Research Program

Per E. Pedersen

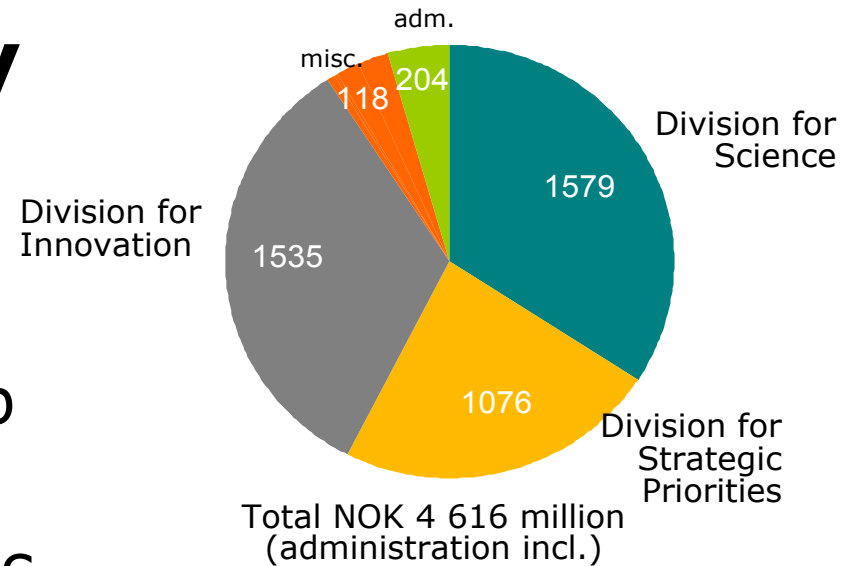
Professor

**Agder University College and Norwegian School
of Economics and Business Administration**

**Representing The Research Council of
Norway**

Background - history

- Research Council of Norway, Norway's main research funding institution, 2004 app 750 mill US\$
- Organized in three divisions: Scientific programs, Strategic programs and Innovation programs
- Innovation programs division, 2004 app 240 mill US\$
- Organized by industry sector (agriculture, maritime and petroleum, etc.) – Department for Manufacturing, ICT and Services Production
- Service research programs:
 - PULS - Service innovation research program, 2001- 2004 app 24 mill US\$, continues until 2010
 - TYIN – Service research program 1996-2001 app 43 mill US\$



Norwegian characteristics

■ Service sector:

- Private and government service sector represent 60 % of GDP
- Private and government service sector employs 6 times more than manufacturing sector
- Large government service sector

■ Innovation system:

- Government institutions main players in Norwegian innovation system
- National innovation programs, regional innovation programs, tax-related innovation stimulation, government enterprises important share-holders in many start-ups

PULS – Project portfolio

- App 40 projects, typical duration 3 yrs, 140 participating partners (companies, research institutes, universities etc.)
- Two instruments:
 - Knowledge oriented projects (research and dissemination focus)
 - Innovation oriented projects (innovation and commercialization focus)
- Portfolio (approved budget 2003-2006):
 - Logistics and transport services (5.3 mill US\$)
 - Knowledge based services and flexible working forms (10.3 mill US\$)
 - New forms of retail, commerce and new business models (1.0 mill US\$)
 - ICT-based services such as internet- and mobile services (2.7 mill US\$)

PULS – Example projects

- Logistics and transport services (innovation instrument):
 - “Dynamic optimization of transport services”, 2.5 mill US\$
 - Develop algorithms, systems and services for dynamic transport planning (e.g. rush-hour traffic pattern servers)
- Knowledge based/intensive services and flexible working forms (knowledge instrument):
 - “The knowledge workplace”, 3.3 mill US\$
 - Analyze experiences with flexible working forms in Norwegian companies (several “experiments” in Telenor, Statoil etc.)
 - Convert analysis results into “new knowledge workplaces”
- New services and business models (knowledge instrument):
 - “Mobile and Channel Integrating Electronic Commerce”, 0.9 mill US\$
 - Demand side - adoption and effects of using mobile data services
 - Supply side - business models for providing mobile data services
- ICT-based services (innovation instrument):
 - “Mobile therapy and self-regulation”, 1.5 mill US\$
 - Develop mobile services supporting compliance to medical treatment (smoking/drug/alcohol problem – psychological control, medication- treatment control)