

Annual Report 2021

"Innovation and international co-operation are prerequisites for changing to a sustainable future". – Svein Berg

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Winner of the Mobility Mission:
New Offshore Wind Ports –
Connecting Sea and Land.

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Why sustainable minerals
are critical for a green energy
transition.

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Nordic Innovation Annual Report 2021

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2021: A year of connecting and joining forces

In an uncertain world, one thing remains certain; substantial and necessary changes lie ahead – environmentally, socially, and geo-politically.

The year 2021 has proved that innovation is more important than ever, and that collaboration is the key to solving these challenges. Nordic Innovation is a dynamic organisation working towards solutions for a sustainable future. This is how we fulfil our most important task: building the future together.

With our dedicated employees, business partners and stakeholders, Nordic Innovation has in 2021 continued to stimulate co-operation across borders and traditional boundaries, creating innovations that make a difference. After almost two years of the COVID-19 pandemic, we have learned not only how to handle change and adaptation but also the value of persistence. Nordic Innovation entered 2021 in the shadow of the challenging situation of a global lock-down. But through determination and by combining new tools, skills, and experience from the first outbreak, we succeeded in

increasing our activity in numerous areas. Although 2021 has proven that the world has not yet overcome the virus, Nordic Innovation can look back on a year with a high level of activity and good results.

The past year has further deepened our understanding that many of the solutions to the challenges the world faces today depend on co-creation across borders. Nordic Innovation's work is more vital than ever before. The entire globe is combating a pandemic, and we are in the middle of a serious climate crisis. Tackling these challenges involves international co-operation, and the Nordic Region is in a strong position to play a major role in developing future solutions. Throughout the year, we have connected businesses, clusters, organisations, individuals and policy makers who all contribute to creating a more sustainable world.



Innovation and international co-operation are prerequisites for changing to a sustainable future.

2021 has also been one of transition. Thanks to the talent and focused efforts of our employees and business partners, we implemented the Nordic Co-operation Programme for Business and Innovation Policy 2018-2021: *Nordic Smart Mobility and Connectivity, Health, Demography and Quality of Life, and Nordic Sustainable Business Transformation.*

Alongside the successful completion of these three important programmes, supported by the Nordic Ministers for trade and industry (2018-2021) with a budget of NOK 180 million, Nordic Innovation has begun working on eight new programmes that will run to 2021-2024. These eight areas are of vital importance to the Nordic countries and our transition to a sustainable society.

The eight programmes will contribute to increased sustainability and integration in the Nordic Region and beyond. Each programme is assigned a reference group, who will provide operative advice, and work has already commenced on all programmes.

As the world faces multiple new challenges, it is imperative we think differently. Innovation and international co-operation are fundamental prerequisites for changing to a sustainable future. Nordic Innovation has delivered significant results throughout 2021.



We are one step closer to the goal set out in Nordic Vision 2030; that the Nordic Region will become the most sustainable and integrated region in the world.

Svein Berg, Nordic Innovation
Managing Director

The year at a glance

SOCIAL MEDIA



17.000
FOLLOWERS



+138%



+38%



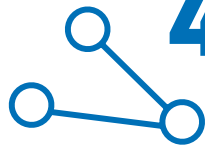
+12%



+6%

LINKEDIN

87 LINKEDIN
POSTS 

 **450.000**
IN REACH

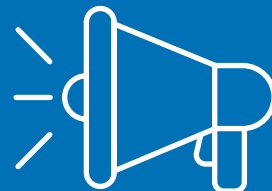
EVENTS

15 ONLINE
EVENTS



7265
UNIQUE
STREAMS

INVITATIONS



6 CALLS TO
TENDER

2 CALLS FOR
PROPOSALS

NEWSLETTERS

14 

NEWSLETTERS

SUBSCRIBERS OF
NI NEWSLETTER

+19%

AVERAGE
OPENING RATE

36%

WEBISTE



69.704
VISITORS

SESSION PER USER: **+26%**

PAGE PER SESSION: **+39%**

REPORTS

10 x







Nordic Co-operation Programme for Business and Innovation Policy

2018-2021

Driving Health Innovation Through Nordic Co-operation

Health, Demography and Quality of Life

When the programme Health, Demography and Quality of Life started in 2018, no one could have foreseen how radically the global health situation would change during its timeframe. The COVID-19 pandemic moved health to the top of the agenda, and the Nordic countries have proved that co-operation is key to addressing the new challenges facing the Nordic health care systems.

Health, Demography and Quality of Life was completed in 2021, and we can look back on a successful programme that paved the way for further health co-operation across the region. Its success has led the Nordic ministers for trade and industry to continue to fund work on sustainable and integrated health under the auspices of our new Life Science and Health Tech programme (2021-2024).

About the programme:

The Nordic Health, Demography and Quality of Life programme was based on the priorities outlined by the Nordic ministers for trade and industry in the Nordic Co-operation Programme for Business and Innovation Policy 2018-2021.



As part of the Healthy Cities project, we were informed that 450 school children in Syddjurs in Denmark had been wearing a Fitbit for nearly four months, which recorded their activity level during the day. Only three parents questioned the collecting of this data, and all three agreed to their child's participation after they had received additional information about the project. Who says people don't want to share health data?

– Rasmus Malmberg, Senior Innovation Adviser

VISION:

In 2030, the Nordic Region will be the most sustainable and integrated health region in the world, providing the best possible personalised health care for all its citizens.

The Programme's Four Action Areas:

Health, Demography and Quality of Life is built around four action areas:

- ① **Bridging Nordic Data Initiative** – *innovation through data sharing*. Finding solutions on how to bridge Nordic health data and personal data for utilisation in the Nordic health ecosystems.
- ② **Preventive Health** – *shifting focus from treatment to prevention*. Focusing on value-based health care and preparing for the development of solutions using personal health data and increasing the involvement of the patient in treatment to ensure the quality of life.
- ③ **Healthy Cities** – *healthy living and sustainability in Nordic cities*. Improving health and quality of life for Nordic citizens by creating a healthy, supportive environment based on innovative solutions.
- ④ **Value Chain Collaboration** – *utilising the full innovation potential for the Nordic Region and beyond*. Contributing to boosting exports of Nordic solutions, strengthening Nordic export networks and creating value chain collaborations for markets with high potential for Nordic solutions.

Funded projects:

- UNLEASH Nordic Innovation Lab
- Nordic Healthy Cities
- Impact Start-up Nordic
- Nordic Digital Health & Medication Platform
- Nordic Health Hackathons
- The Future of Healthcare – Sustainable and Smart Today
- #NordicMade x Healthtech Showcasing in Asia
- Nordic Interoperability Project: Showcase
- Nordic Health 2030 Movement
- The Potential of Nordic Health Data – an International Metadata Symposium

Nordic Digital Health Solutions for COVID-19:

In March 2020, when the COVID-19 pandemic hit the Nordic countries, individuals and organisations were forced to adapt to the changing circumstances rapidly. Nordic Innovation realised the pandemic needed to be addressed in the Health, Demography and Quality of Life programme. In April 2020, we launched the publication **Nordic Digital Health Solutions for COVID-19** in response.

The publication provides a guide to existing products and solutions that can be easily accessed by the Nordic countries to benefit from each other's health innovations. It has been downloaded almost 1,800 times.



In a time of crisis, the importance of working together becomes clear. COVID-19 is a good example of a situation where the Nordic countries benefited from co-operation across borders. I am proud that Nordic Innovation managed to adapt so promptly and gather valuable information about health innovation solutions in an important publication made available to all.

– Thordur Reynisson, Senior Innovation Adviser

The Nordic Health Hackathons:

A central element of Health, Demography and Quality of Life was our Health Hackathons, which expanded networks and shared experiences between important health data actors in the Nordic Region.

Nordic Health Hackathons were hosted in Reykjavik, Iceland (March 2019), Helsinki, Finland (March 2019) and Greater Copenhagen, Denmark (October 2019). The event planned for March 2020 in Grimstad, Norway, was postponed until October that year due to the pandemic and was held online.

"The future requires us to rethink how we use health data most effectively and securely. All five Nordic countries are renowned for their data registries, and we should use this to our advantage. The Nordic Health Hackathons highlighted how data can be analysed and shared within the Nordic Region in a safe and smart way," says Rasmus Malmberg.

"Transforming the 2020 Grand Nordic Health Hackathon into a purely online event was an enormous undertaking. The fact that we managed to hold the event successfully, with 251 registered participants, shows the strong ability to adapt among both the employees at Nordic Innovation and the actors in the field of health data in the Nordic Region," he adds.

Other events:

2021:

- Call for Pre-proposals: Use Case for the HDQL Programme
- Arendalsuka 2021: Skal vi vippse helsedata i Norden?
- Webinar: Unlocking the Power of Digital Health in the Nordics
- Nordic Innovation Health Forum - Iceland Innovation Week
- Deloitte's årlige personverndag 2021

2020:

- Nordic Health 2030: FAIR Data Sharing in the Nordics - A Call to Action
- Nordic Impact Business Summit 2020
- The Grand Nordic Health Hackathon
- HealthTech in the Nordics
- Nordic Conference on Sustainable Healthcare 2020
- Webinar: Data Sharing for a More Self-Sufficient Healthcare System

2019:

- Invitation to Tender: Supplier of legal services for Bridging Nordic Data
- High Tech Summit: Exploring the dilemma between smart solutions and data security, Denmark
- Nordic Health Hackathon in Greater Copenhagen
- Environmental Health Symposium on Energy Efficiency and Climate Change
- Grants for joint Nordic health events
- Nordic Health Hackathon in Helsinki
- Nordic Health Hackathon in Reykjavik

2018:

- Call for proposals: Nordic Health Hackathons
- Workshop: Grow Your Business Nordic

Smarter and Greener Connections in the Nordics

Nordic Smart Mobility and Connectivity

The aim of the Nordic Smart Mobility and Connectivity programme has been to help develop a more sustainable and connected mobility system in the Nordic Region, accelerating the transition to a sustainable future where Nordic citizens will benefit from innovative mobility and connectivity solutions. Since the official launch by the Nordic ministers for trade and industry in 2018, through to the completion of the first phase in 2021, several constructive and beneficial partnerships in the field of mobility have been established, and many of the current partners are in the process of realising their ambitions.

The pandemic has reminded people of the crucial role movement and connections between people, goods and services play in society, whether transporting vaccines or food or sharing information and data.

During its four-year lifespan, the Nordic Smart Mobility and Connectivity programme has connected different actors working with smart mobility and connectivity in the Nordic Region – both public and private and across industries. Our goal is to increase Nordic co-operation within smart mobility and connectivity and develop new businesses and business models, increase innovation and sustainable growth, reduce carbon footprints, ensure accessibility and enhance the quality of life for all in the Nordic Region. In the long term, we also want to contribute to bringing new, sustainable mobility solutions and concepts to market.

Nordic Innovation's work within Nordic mobility and connectivity will continue in our new Nordic Green Mobility and Smart Connectivity programmes (2021-2024).

About the programme:

The Nordic Smart Mobility and Connectivity programme was based on the priorities outlined by the Nordic ministers for trade and industry in the *Nordic Co-operation Programme for Business and Innovation Policy 2018-2021*, as well as through a co-creation process involving Nordic companies, innovation ecosystems, industry players, and other stakeholders.

VISION:

To help develop a more sustainable and connected transport system in the Nordic Region while generating opportunities for Nordic businesses.



Funded projects:

- New Offshore Wind Ports in the Nordics
- Innovative Sustainable Urban Last Mile: Small Vehicles and Business Models (i-Smile)
- Sustainable Insights: Measure, Inform, Mobilise (MIM)
- CONNECTING: Control Tower for Autonomous Vehicles
- Nordic Open Mobility and Digitalisation (NOMAD)
- Nordic Drone Initiative
- Nordic Network for Electric Aviation (NEA)
- The Connected Ship
- Next Wave (Next Nordic Green Transport Wave – Large Vehicles)
- The Maritime Energy Transition (MAREN)
- The Nordic Green Ammonia Powered Ships (NoGAPS)
- On Shore Power Supply in the Nordic Region
- Zero Emission Energy Distribution at Sea (ZEEDS)
- Nordic Urban Mobility 2050 – Future Cities
- Quality of Life Through Nordic Smart Mobility and Connectivity: Funded Projects
- Clusters and Ecosystems As Drivers of Nordic Smart Mobility and Connectivity: Funded Projects

Nordic Innovation Mobility Mission: Sea Meets Land:

In 2019 – 2020, Nordic Innovation and Nor-Shipping partnered to facilitate the Nordic Innovation Mobility Mission: Sea Meets Land, a funding instrument aimed at supporting innovation and collaboration between land-based and ocean industries.

Together with Nor-Shipping, we arranged three regional cross-industry workshops to encourage Nordic co-operation. The workshops were held in Reykjavik, Turku, and Gothenburg, and ocean industry actors with an interest in the field of smart mobility and connectivity were invited. The Mobility Mission was formulated based on feedback from the workshops and soft-launched at the Nor-Shipping conference in June 2019.

The programme has supported Nordic initiatives to decarbonise Nordic ports and the transport of people and goods – by sea and land. It reinforces the UN's Sustainable Development Goals 9 (industry, innovation, and infrastructure) and 11 (sustainable cities and communities).

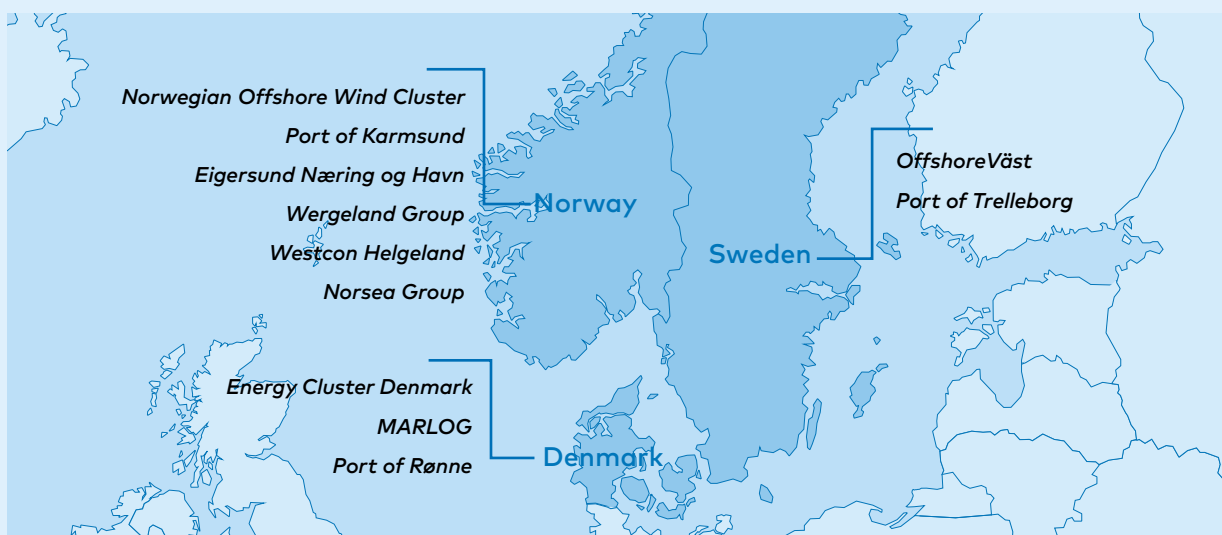
Through the Mobility Mission, we have encouraged relevant stakeholders in the Nordic Region to co-operate across industries in finding innovative solutions to the challenges that affect us all. The programme launched a call for proposals, with a total budget of NOK 8 million.

In 2020, five promising Nordic mobility projects were initially selected for funding:

- On Shore Power Supply in the Nordic Region
- The Maritime Energy Transition (MAREN)
- The Nordic Green Ammonia Powered Ships (NoGAPS)
- New Offshore Wind Ports in the Nordics (NOW Ports)
- Zero Emissions Energy Distribution at Sea (ZEEDS)

The five projects competed for the main prize, which included additional funding of up to NOK 4 million. In 2021, the New

The project is run by a consortium composed of the following partners:



Offshore Wind Ports in the Nordics (NOW Ports) project was announced the winner.

About the winning project:

The project's aim is to prepare Nordic ports for the expanding offshore wind industry through increased green infrastructure and new value chains for developers, manufacturers, and sub-contractors for offshore wind.

"The winner of our Sea Meets Land mobility mission can truly make a difference on a Nordic level. We trust that NOW Ports (New Offshore Wind Ports in the Nordics) will be an important initiative for decarbonising Nordic ports. The impact of the winning project proves how Nordic Innovation's programme supports our mission for a sustainable future where sea meets land," explains Nina Egeli.

Nordic Urban Mobility 2050 Futures Game:

The Nordic Urban Mobility 2050 Futures Game lets you take a sneak peek into the future, imagine how people will live in 2050 and suggests that even if we cannot predict the future, we can shape it. Since the games were launched in 2019, it has engaged stakeholders in discussions on mobility in future Nordic cities.

The Futures Game uses game logic to spark and facilitate discussion on possible futures among different stakeholders, such as mobility experts, business leaders, product developers, municipal leaders, and members of the public.

Other events:

2021:

- Zerokonferansen 2021
- Nordic Innovation at ITS World Congress 2021
- Arendalsuka 2021: Mobilitet for alle? Bærekraftige og smarte mobilitetsløsninger som integrerer by og land

2020:

- Zerokonferansen: Slik blir Norden best i verden på utslippsfri transport
- The Connected Ship Webinar: Digital Platforms and Wireless Networks onboard
- Nordic Urban Mobility 2050 Futures Game in Kongens Lungby, Denmark
- Nordic Innovation Mobility Mission: Sea Meets Land

2019:

- Nordic Innovation at Nordic Climate Action Weeks
- ITS World Congress 2019
- Nordic Innovation Mobility Mission: Information and Matchmaking
- Nordic Innovation Mobility Mission: Sea Meets Land launch
- Nordic Innovation Mobility Mission: Sea Meets Land in Gothenburg
- Nordic Urban Mobility 2050 Futures Game at Nordic EV Summit
- Nordic Innovation Mobility Mission: Sea Meets Land in Turku
- Nordic Innovation Mobility Mission: Sea Meets Land in Reykjavik

2018:

- Moving Masses at COP24
- Nordic Cluster Meet Up, BLOXHUB

Challenging Industries for a Circular Future

Nordic Sustainable Business Transformation



About the programme:

The Nordic Sustainable Business Transformation programme is based on the priorities outlined by the Nordic ministers for trade and industry in the Nordic Co-operation Programme for Business and Innovation Policy 2018-2021.

From 2018-21, the programme raised awareness of circular business models and facilitated synergies between important stakeholders in the Nordic Region. Nordic Innovation has been tasked with continuing this important work with the circular economy and sustainable business transformation in our new Circular Business Model Programme (2021-2024).

VISION:

Contribute to the transition to a circular economy through entrepreneurship, innovation, and competitiveness in Nordic businesses, thus enabling sustainable growth in the Nordic region as well as kickstarting the circular transition in the Nordic countries by bringing Nordic companies, public authorities, industries, NGOs and other stakeholders together.

Photo of: Kim Hjerrild from Lifestyle & Design Cluster

The Programme's Four Action Areas:

Nordic Sustainable Business Transformation is built around four action areas:

- 1 **Competence** – *driving the change through competence and new business through:*
 - Circular Business Models for the Nordic Manufacturing Industry workshops and ecosystem perspective for circular transition – with 112 Nordic companies.
 - Launch of the Nordic Circular Economy Playbook – a step-by-step digital tool for companies developing circular business models.
- 2 **New Solutions** – *accelerating business through innovation through:*
 - LOOP events and labs exploring new circular solutions by bringing together corporates, start-ups and other relevant stakeholders.
- 3 **Circular Cities** – *public-private collaboration through:*
 - Nordic Transition Partnership for Climate Neutral Cities 2030
- 4 **Ecosystems** – *building networks and connecting competencies and people through:*
 - Nordic Circular Arena – digital dashboard and community for all circulars in the Nordic Region
 - Nordic Circular Hotspot – the go-to place for circular economy knowledge sharing and a source for new opportunities



Funded projects:

- Nordic Circular Arena – Digital dashboard and community for circular economies in the Nordic Region
- Nordic Circular Hubs – Nordic project for accelerating industrial and urban symbiosis
- PROACTIVE – A process for collection and treatment of EV batteries in the Nordic island countries
- CATALY(C)ST - Educating and matching the leaders of tomorrow with industry
- SATIN -Towards a sustainable textile circular system in the Nordic Region
- Metal Waste Reduction in Tinsmith Workshops in the Nordic Countries
- Nordic Transition Partnership for Climate Neutral Cities 2030 (NTP)
- Nordic Circular Hotspot - A go-to place for circular economy knowledge sharing and a source of new opportunities
- LOOP Ventures for the Circular Economy Corporate – start-up collaboration from idea to market
- Nordic Standard Sustainability Reporting for SMEs
- World Circular Economy Forum 2020 + 2021 Canada - Joint Nordic Activity - Connecting Nordic circular solution providers with Canadian solutions seekers and relevant industry stakeholders
- Workshops on Circular Business Models in the Nordic Manufacturing Industry - Ecosystem Perspective Nordic Circular Economy Playbook
- Building a Nordic Innovation Ecosystem around Technology Infrastructures and Testbeds
- LOOP Ventures pilot - Piloting circular solutions in the market
- Platform Economy - New working life via platforms





The most valuable experience from the programme was bringing all the actors in our projects together to share their experience and knowledge of all the different aspects of the circular economy. And then to see how the actors and stakeholders themselves found new areas of co-operation to explore. They all aim to make the world a better place, and we help facilitate this goal.

– Marthe Haugland, Senior Innovation Adviser

LOOP Ecosystem:

The LOOP Ecosystem has been an essential element of the Nordic Sustainable Business Transformation programme. The LOOP Ventures pilot ran from 2018 to 2019, and in 2020 the project group expanded to include new partners, and the concept was recalibrated based on what was learned from the pilot period.

The objective of the LOOP Ecosystem was to create a pan-Nordic concept for piloting and scaling circular economy business models. In practice, this means helping companies to identify, co-create, and pilot circular business models with Nordic partners. LOOP invited large and medium-sized Nordic companies along with public-sector bodies to take part in the activities. Start-ups and scale-ups were screened and scouted continuously to find solutions to identified challenges. The core concept of the ecosystem involved sharing knowledge and experience and connecting people from various backgrounds across Nordic borders to accelerate and implement the circular transition.

During the past two years, the LOOP team has met with over 200 Nordic companies, hosted 22 events with over 1,200 participants and conceived over 30 circular business model pilot schemes. Circular business models cannot be developed in a vacuum, and so we came up with the LOOP Labs concept. We brought together professionals from diverse backgrounds around a specific theme to identify pain points in a particular industry and implement circular solutions in areas such as e-commerce, textiles and toys.

"We are delighted with the success of the LOOP Ecosystem. The LOOP Labs have led to the introduction of specific circular economy ideas. I am convinced that LOOP has contributed to accelerating the development of the circular transition through accessible knowledge sharing in the Nordic Region. We are pleased that Nordic Innovation will continue its work with the circular economy in our new Circular Business Model programme," says Hanna Törmänen.

Other events:

2021:

- Nordic Circular Summit 2021
- WCEF 2021 Accelerator Session: Nordic-global B2B matchmaking event for circular innovations and market solutions
- WCEF2021 Accelerator Session: Tools to go Circular – Nordic Circular Economy Playbook Workshop
- WCEF2021 Nordic Studio
- Arendalsuka 2021: Norsk sirkulær strategi i et nordisk marked
- Launch: the Nordic Circular Arena by Nordic Circular Hotspot
- Launch Seminar: Nordic Circular Economy Playbook

2020:

- WCEFonline side event: Leveraging the full power of ecosystems – transitioning to a circular Nordic Region
- Nordic Circular Summit
- The Nordic-Canadian Circular Economy Hackathon
- Circular Business Models in the Nordic Manufacturing Industry – Track A, Beginners Workshops
- Circular Business Models in the Nordic Manufacturing Industry – Track B, Advanced Workshops
- WCEFonline
- WCEF2020
- Circular Startups to Watch @ Oslo Innovation Week
- LOOP Webinar - Designing circular solutions to avoid food waste during the COVID-19 crisis

- LOOP Webinar - Piloting circular materials in the manufacturing industry
- LOOP Webinar – Revolutionary collaboration to change the apparel industry
- Webinar on Nordic circular economy
- LOOP Webinar – Extending product usage and lifecycle
- Nordic Circular Economy Summit 2020 – What's next?
- OECD Roundtable on the Circular Economy in Cities and Regions
- OECD and Nordic Innovation webinars: Circular Economy in Cities and Regions
- EnergyWeek 2020
- Circular Materials Conference 2020
- Nordic Circular Economy Summit 2020s

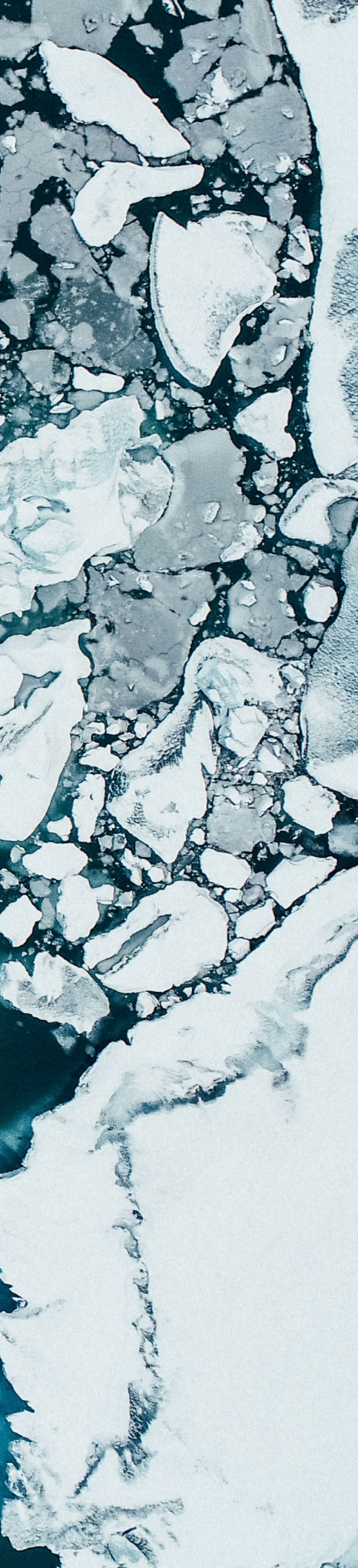
2019:

- Circular Business Models in the Nordic Manufacturing Industry - Energy
- Circular Business Models in the Nordic Manufacturing Industry - Maritime
- Circular Business Models in the Nordic Manufacturing Industry - Machinery and Equipment
- Circular Business Models in the Nordic Manufacturing Industry - Transportation
- Oslo Innovation Week 2019
- Impact Week Demo Day
- Conference: Platform Economy in the Nordic Countries
- WCEF2019
- Launch of Coalition to Accelerate Nordic Circular Economy

- Project launch: Circular Business Models in the Nordic Manufacturing Industry WCEF2019
- LOOP Ventures Launch in Iceland
- From waste to value - Nordic opportunities in the circular economy
- LOOP Ventures Launch in Norway 2018
- LOOP Ventures Launch in Finland
- WCEF2018
- Turn Trash into Treasure – Food Waste as Biofuel







Introducing eight programmes

2021-2024

Securing sustainable development and co-operation in the Nordic Region

Introducing eight programmes for 2021–2024

The eight programmes are:

-  Artificial Intelligence and Data
-  Life Science and Health Tech
-  Nordic Green Mobility
-  Smart Connectivity
-  Sustainable Ocean Economy
-  Sustainable Minerals
-  Sustainable Construction
-  Circular Business Models

In September 2020, the Nordic ministers for trade and industry launched eight new programmes that aim to support sustainable solutions, circular economy, digitalisation and innovation. Nordic Innovation was tasked with driving these initiatives forward by creating relevant support programmes. Early in 2021, Nordic Innovation could proudly present the eight new programmes. The rest of the year has been devoted to ensuring the programmes are fully operational and ready to launch their initial activities.

“Our task at Nordic Innovation is to facilitate effective co-operation between national agencies and business eco-systems and implement these plans in support of the targets in the Nordic prime ministers’ Vision 2030. Through these eight programmes, we can strengthen and align framework conditions to support sustainable economic growth in the Nordic Region” says Svein Berg, Managing Director.

Vision 2030:



A **green** Nordic Region

Together, we will promote a green transition of our societies and work towards carbon neutrality and a sustainable circular and bio-based economy



A **competitive** Nordic Region

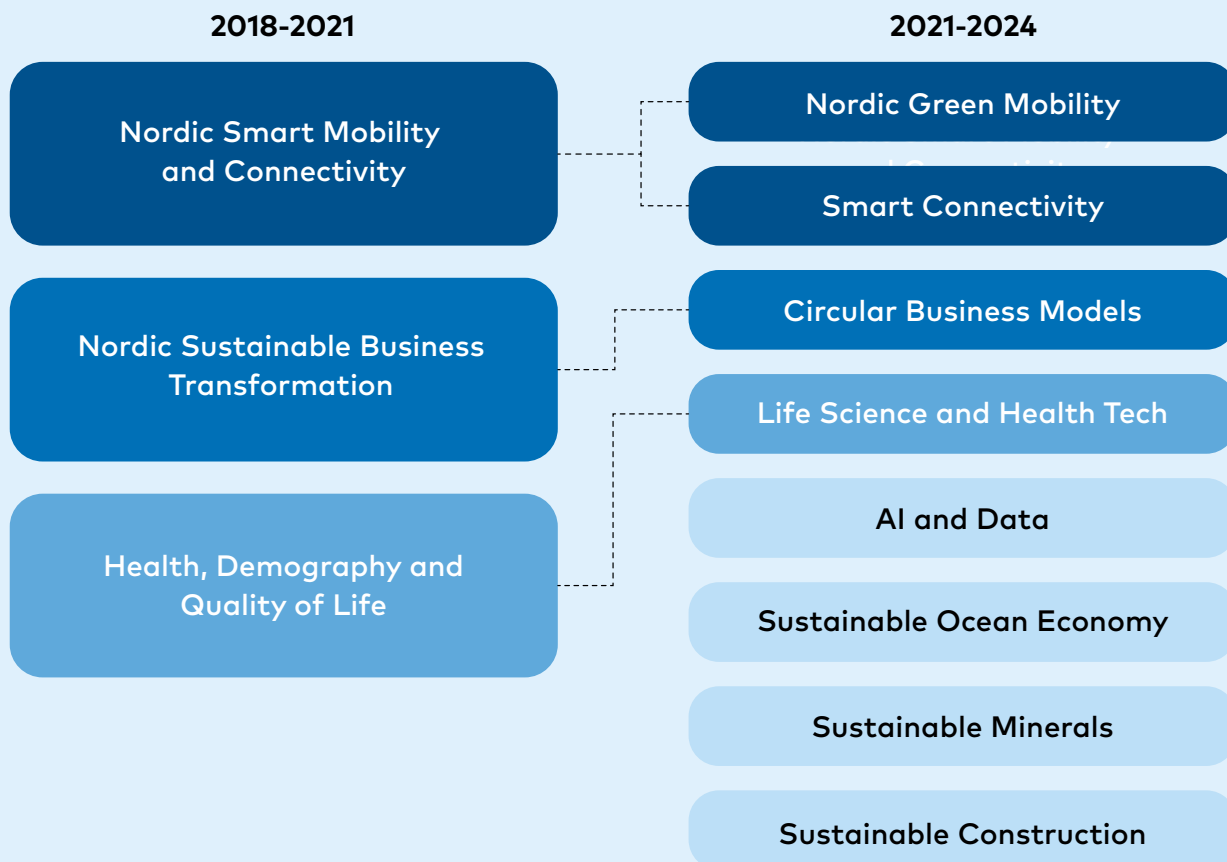
Together, we will promote a green growth in the Nordic Region based on knowledge, innovation, mobility and digital integration



A **socially sustainable** Nordic Region

Together, we will promote an inclusive, equal and interconnected region with shared values and strengthened cultural exchange and welfare

Connections between the programmes:



Achieving Vision 2030

As Chief Operating Officer, Niina Aagaard leads our Nordic Innovation team tasked with organising and implementing the programmes running until 2024 as part of Vision 2030.

These form the core of the organisation's activities in the coming years, so creating a solid foundation for the work ahead has been a priority. In this interview, Niina discusses the individual programmes and her experiences of 2021.

Can you briefly outline the background to the eight programmes? These new initiatives, running from 2021 to 2024, were agreed upon by the Nordic ministers for trade and industry, so the programmes are a result of political initiatives by the Nordic governments.

They cover a wide variety of themes, and I'm honoured that Nordic Innovation has been entrusted with this important task. Apart from creating a more sustainable and integrated region, the initiatives also represent important issues high on the political agenda in each of the Nordic countries. The tools at our disposal will help address potential obstacles and barriers and the need for common regulatory

frameworks while also offering opportunities to experiment and initiate pilot schemes, gather more knowledge, create new ecosystems, develop new solutions and explore new marketplaces.

Can you explain how Nordic Innovation will work with the eight programmes? What are the strategy and process? We strive to work mission based, and we see the programmes as demonstrations of the Vision 2030. They are all elements in achieving our vision; to make the Nordic Region the most sustainable and integrated region in the world by 2030. Our approach is that we don't have all the answers. Instead, we are intermediators and facilitate co-creation across the region.

There are also multiple synergies with the outgoing programmes; to encourage rapid results, we have consolidated the knowledge, experiences and networks created and developed in the past four years. It's not the same as working with a single project.



When we work at a programme level, we can see clearly how our ongoing involvement actively contributes to Vision 2030.

All our programmes are now fully operational and have started their baseline work. Some results are already in, like the report on the potential for the Nordic Region to become a supplier of sustainable minerals. It was downloaded more than 1,000 times just after the launch. The report is a major step in raising awareness of a common sustainable mineral agenda. It's extremely rewarding to see that the baseline activities have already gained substantial traction and are helping to expand our network.

Who are the most important stakeholders? And how did you bring them on board?

I must stress that all our stakeholders are equally important! Each one brings different elements to the table. While the political system provides us with our framework and creates the policy necessary for change, other actors bring their experience, knowledge, and innovative mindsets. Our role at Nordic Innovation is to act as an intermediary. We work closely with the business ecosystem— both small and large clusters and individual businesses. And then, of course, there are the universities, knowledge hubs, freelancers and members of the public interested in innovation which all contribute as well. Each challenge provides us with a unique and sometimes surprising set of stakeholders; they are at the centre of everything we do. Building this network is a continuous process in which our existing stakeholders also play an important role, as well as participating in relevant events and online fora.



We need to think in regional terms about linking our local solutions to the wider Nordic Region, and the business sector presents a significant opportunity to scale up at that level.

What is the top priority in relation to Vision 2030? I believe that mindset will play a crucial role. Firstly, we need to think in regional terms about linking our local solutions to the wider Nordic Region, and the business sector presents a significant opportunity to scale up at that level. Secondly, we need to start thinking across the three dimensions of sustainability; the economic, the social and the environmental. We have been working with sustainability since 2016, and we can see that the pivot to a sustainable mindset helps us achieve exceptional results.

It's also crucial to gain support on a political level, that politicians are willing and ready to make and implement decisions.

What is your advice for businesses starting or transitioning to sustainability? Be realistic and seek advice and competencies outside the company. There are a variety of useful tools available, like our Nordic

Circular Economy Playbook. Find the right competencies both internally and externally to drive the transition and have a look at the company's value chain. Find strategic partners you can work with throughout this process. This means you can share both the risk and what is learned. And remember that there is no perfect solution; sustainability is a journey and a process.

Lastly, I want to stress that this is not a question of choice; it's a necessity. If you don't transition to a sustainable business model, your competitiveness will very quickly disappear. We know that a combination of directives and consumer agendas will be important drivers in the years to come.

What was your most memorable moment in 2021? That's a difficult question since I think we accomplished a lot during the year! For example, our festivals of democracy. Even though they were hybrid and a bit different from other years due to the circumstances, we still managed to create a positive atmosphere and generate intense interest in the topics. It was moving to feel a sense of urgency and the realisation that the time to act is now.

Then there was the Nordic Circular Summit, where we all felt an amazing sense of community. The launch of the Nordic Supply Potential of Critical Metals and Minerals for a Green Energy Transition report was a small event, but it attracted a lot of outside attention. And although the Nordic Smart Mobility and Connectivity programme has run mostly online over the past year, current and new partnerships continue to grow.

A common denominator for all these moments is the important levels of interest in these areas and the sense of belonging among our partners and stakeholders. Communities are forming, and this is, we believe, the most important added value. We also see unexpected partners becoming more involved, which supports the idea and importance of joining forces.

What's next for the eight programmes here at the beginning of 2022? With most of the programmes having completed their baseline activities, we now have a clearer idea of what direction to take. We have succeeded in keeping activities rolling in 2021 despite the challenges and uncertainties created by the pandemic, and I believe 2022 will be another fantastic year with even more concrete activities, new and closer partnerships and hopefully, noteworthy results.



It is extremely rewarding to see that the baseline activities have already gained substantial traction and are helping to expand our network.



Artificial Intelligence (AI) and Data



The Nordic Region as a leading region in digitalisation, AI and responsible use of data.

Background:

All the Nordic countries have strongly regulated data environments based on common values and understanding of security and responsibility of collecting, sharing, and using data. They can make public-sector data a competitive advantage by working together on high-value data sets that can be made available across the Nordic Region.

Objectives:

- Greater access to synthetic and fair data that supports Nordic companies' digital opportunities and helps develop sustainable solutions based on AI and data.
- Better shared understanding of the needs of the Nordic business ecosystem and Nordic positions of strength.
- Greater Nordic opportunities for digital and data-driven interaction between the relevant stakeholders, both in the public and private sector.
- Greater amounts and more use of company-level financial data to be made available across Nordic borders (NSG).

Key activities in 2021:

- Invitation to Tender: AI and Data Hackathon.
- Invitation to tender: Mapping Nordic AI and Data Ecosystem and Strongholds.
- Nordic Smart Government: A new organisation has been established, and key deliverables defined.



Life Science and Health Tech



The Nordic Region as a leader in life science and health technology.

Background:

A broad approach to life science and health tech enables new value chain networks and an ecosystem that spans more widely. This supports innovation and helps address the system-level challenges that our societies face. The high quality of Nordic data provides a competitive advantage at international level and enables the Nordic Region to be a leader in personalised health and health care services. Nordic co-operation on sharing data with innovative companies would benefit ecosystems across borders within the region.

Objectives:

- Greater access to foreign investment and competence.
- More Nordic solutions for selected markets.
- Greater access to and use of health data.

Key activities in 2021:

- Launch of Nordic AMPLify 2021 U.S. Programme.
- Launch of Nordic Healthy Cities China Programme.
- Launch of four podcasts on health as part of the NI Forecast Podcast.



Nordic Green Mobility

The Nordic Region as a leader in green mobility.

Background:

Nordic companies and joint Nordic innovation projects have a proven track record of generating value and impact within the field of mobility. Through collaborative innovation initiatives, the Nordic Green Mobility programme will help accelerate the transition to sustainable mobility in the Nordic Region and change and adapt mobility the way people and goods move. Decarbonising will play a major role in this.

Objectives:

- New Nordic sustainable business models and solutions for mobility and connectivity.
- Improved global market opportunities for Nordic mobility and connectivity solutions.
- The (mobility) visions of young people in the Nordic Region have been matched with innovation ecosystems.





Smart Connectivity



The Nordic Region as a leader in smart connectivity.

Background:

Significant opportunities to create a more efficient logistics sector and reduce CO2 emissions can be achieved through increased data sharing and co-operation within the industry. The development of improved commercial solutions for co-ordinating the delivery of goods combined with more effective capacity utilisation can reduce congestion in urban areas and help decarbonise long-haul transport.

Objectives:

- More data sharing in the Nordic mobility sector.



Sustainable Ocean Economy



The Nordic Region as a leader in the development of a sustainable ocean economy.

Background:

The ocean, seas, coastal and inland waters form a single system on which all life depends. They are sources of leisure, well-being and trade, and they represent an ever-growing area of importance for the economy and future growth of the Nordic Region. 'Business as usual' will not be enough if we are to transform our ocean economy. The Nordic countries have a unique opportunity to take a leading role at the international level – becoming a frontrunner in the development of a sustainable ocean economy.

Objectives:

- Joint Nordic sustainable innovation- and technology initiative for the Nordic Ocean Economy and the maritime industry.

Key activities in 2021:

- Baseline report: Sustainable Ocean Economy
 - Mapping of Nordic Strongholds.



Sustainable Minerals



The Nordic Region as a leader in sustainable mineral production.

Background:

The Nordic Region has a long tradition in the production and processing of minerals, metals and other raw materials. The demand for these is increasing and will continue to do so. The green transition and the digitalisation of the economy and of industrial ecosystems requires a multitude of raw materials.

In enabling this ongoing green transition, the Nordic countries are in a unique position to be a leader in sustainable mineral and metal production. Working together across sectors and value chains can accelerate innovation.

Objectives:

- Traceability – Common Nordic methods to improve metal and mineral statistics for the lifecycle of metals.
- Recovery and recycling – A systematic Nordic classification method to evaluate secondary resources in comparison to primary resources.
- Network – A Nordic network aimed at co-operation and sharing experience to stimulate financially competitive techniques and methods for increasing metal recycling.

Key activities in 2021:

- Report: The Nordic Supply Potential of Critical Metals and Minerals for a Green Energy Transition.



Sustainable Construction



The Nordic Region as a leader in sustainable and competitive construction and housing with minimised environmental and climate impact.

Background:

The Nordic countries have a joint ambition to create a sustainable and competitive construction- and building sector. In sustainable construction, it is essential to look at solutions for the entire life cycle of a building, the materials involved, and all areas of responsibility within the value chain.

It must include aspects ranging from the use of renewable energy and energy efficiency to water use, pollution, and waste reduction measures. The circular economy is a significant tool to assist companies in the construction sector become greener and more competitive while adapting to regulatory frameworks in the future.

Objectives:

- New and innovative solutions, circular business models and sustainable procurement in the construction- and building sector.



Circular Business Models



The Nordic Region as a leader in Circular and Sustainable Business Models.

Background:

The Nordic countries have unique positions of strength, a wide range of biological resources from land and water, high technological knowledge, a competitive industrial sector, and a well-educated population to take a leading role towards creating a circular economy. These strengths can be utilised to ensure rapid adaptability and improve our global market opportunities and competitiveness.

Objectives:

- Targeted and efficient policy that accelerates the circular and CO2 neutral transition in the Nordic countries.
- Improved Green and Responsible Business Reporting in the Nordic Region.
- A Nordic ecosystem and capital market for green entrepreneurs.

Key activities in 2021:

- Baseline report: Data Sharing for a Circular Economy in the Nordic Region
- Launch of Nordic Circular Arena, a digital circular Community.
- Launch of Nordic Sustainability Reporting Standards.
- Nordic Circular Summit.

Employees' perspectives

Hanna Törmänen

Innovation Adviser

What were Nordic Innovation's greatest advances in 2021? In co-creation with Nordic companies and organizations, kicking off and developing the eight new initiatives that Nordic Innovation got from the Nordic ministers of trade and industry into actual innovation action plans. I can't wait to work on implementing these plans in 2022-2024 together with our partners and see these new projects and programmes benefiting the Nordic companies achieve sustainable growth.

What surprised you most 2021? One of the main findings in the report by Nordic Innovation published in September: in mineral-richness, the Nordic bedrock can be compared to the most mineral-rich areas of the world and could supply almost all of the critical raw materials as defined by the EU. This could potentially be sufficient for covering a significant amount of EU's and the Nordics' needs for green energy technologies and could be a sustainable solution to the increased demand for critical raw materials in fossil-free energy

and carbon neutrality. This requires however increased collaboration and innovation across sectors and value chains, which is what Nordic Innovation focuses on in the Sustainable Minerals programme in 2022-2024.

What have you found inspiring during the last year? Working closely to Nordic partners and the companies participating in the projects and programmes. How they are in collaboration and the step-by-step changing of their business models, operations and industries in even more sustainable direction and creating new business and customer value. In addition, how these partners have adapted their projects and actions during the challenging COVID-19 times and mostly from virtual home offices.

What moment during 2021 do you remember best? The 2nd Nordic Circular Summit in November 2021 – gathering the Nordics, 1400 participants and 150 speakers, for four days to discuss and to work on action, next steps and opportunities for circular transition and for a #CircularNordic. It was wonderful to experience how the Summit became a platform for collaboration and a space for lively discussions, both in sessions

and on the digital Summit platform. The fact that we were this year able to organize the event in a hybrid form made it special, with livestreaming from a physical studio together with our Summit partners Nordic Circular Hotspot, the Nordic project CATALYST and youth organization Regeneration 2030 as well as many important speakers.

What is your best lockdown survival tip?

Virtual coffee (or rather tea for me) with colleagues and friends. Exploring new areas nearby by walking or cross-country skiing.

What is your most memorable experience of working with either of the three programmes?

The workshops in 2019 and in 2020 involving 112 Nordic companies from manufacturing industries developing new circular business models. The way these companies concretely were tackling some of the challenges or pain points in their operations and developing new pilot ideas and circular business model innovation around them. Furthermore, launching the "Nordic Circular Economy Playbook" – a step-by-step digital toolkit for companies – in 2021.



It was wonderful to experience how the Summit became a platform for collaboration and lively discussions.

– Hanna Törmänen, Innovation Adviser

The Playbook was developed in collaboration with Sitra and Accenture and is based on the workshops and all the valuable input from participating companies.

Some effect indications we have learned from the workshops are that companies are transforming the way how they do business but also how they think business: one company has described developing life cycle services, another hiring a manager for circular economy, a third setting a global KPI for circularity, and a fourth company has given us feedback that the workshops were valuable for increasing insight and introducing circular business models to pursue.



Frigg Harlung-Jensen

Communication Adviser

What were Nordic Innovation's greatest advances in 2021? We have managed to grow and develop all our programmes through changing prerequisites all year. Working more or less effortlessly through the opening and closing of borders, doing events and meetings online versus in person and developing our communication to be even more flexible than ever before. We have continued to grow our presence in the Nordics despite a lot of external challenges.

What surprised you most 2021? Just how fast we transitioned from online to physical events and back again when restrictions started rolling in. We are apt for change now, after two years we know how it's done!

What have you found inspiring during the last year? The work with new programmes meant that 2021 was filled with new challenges and new approaches, which I always find inspiring. The chance to dive into new subjects and develop ideas for unknown areas of the Nordic cooperation has given me renewed energy.

What moment during 2021 do you remember best? The late summer and autumn of 2021 was definitely the most memorable part of the year. We had a small glimpse of normality, and we had the chance to once again meet colleagues from the Nordic cooperation and network with new people at live events. I feel that Arendalsuka and Nordic Circular Summit will stand out as two positive experiences of 2021.

What is your best lock-down survival tip?

Give yourself a break! Go out, get some coffee and cake, talk to your friends and colleagues about anything but work.

What is your most memorable experience working with either of the three programmes?

Since I do not work specifically with one of the programmes, I will highlight Arendalsuka. We hosted successful hybrid events for all three programmes – and from a communication perspective, we could finally see our Nordic colleagues again in person and also get the full value of physical events. That extra dimension made Arendalsuka the perfect way to kickstart the second half of 2021.



Marthe Haugland

Senior Innovation Adviser

What were Nordic Innovation's greatest advances in 2021? I think Nordic Innovation has successfully increased our visibility and reached larger audience, and now we have become a key actor within the topics we are working on. Good work from all Nordic Innovation staff is the reason. We are at the right arenas, bringing the right message and communicating in a suitable way.

What surprised you most 2021? That circular economy primarily amongst many is seen as belonging to the environmental sphere, whereas what we need is a transformation of the whole society. I believe that companies have an important role to play in this future transformation by implementing circular business models.

What have you found inspiring during the last year? Seeing the increased awareness and discussion about circular economy in circles outside our own "bubble" inspired me to continue working with the circular economy. I was also inspired by the positive feedback we get on our programmes and projects from outsiders as well as project participants.

What moment during 2021 do you remember best? The Nordic Circular Summit 2021 was a memorable event. There was so much excitement and buzz around the Nordic Circular Summit, I remember that the most.

What is your best lock-down survival tip? Go for a walk every day to get some fresh air and get your thoughts working, physical movement inspires the mind.



What we need is a transformation of the whole society, and companies have an important role to play through circular business models.

– Marthe Haugland, Senior Innovation Adviser

What is your most memorable experience working with either of the three programmes? Bringing all the actors and stakeholders in our projects together, to share experience and knowledge of all different angles of the circular economy. And then see how the actors and stakeholders themselves find new cooperation topics to continue working. They all aim to make the world a better place, and we help them do it.

Nordic Innovation in the media

Promoting the important work we do, is crucial. It has been a successful media year for Nordic Innovation, with extensive coverage of our activities in all the Nordic countries.

We are glad that Nordic Innovation has become more visible in the media in 2021.

The publication of the Sustainable Minerals report in September attracted widespread media attention both within the Nordic Region and abroad. Another report also widely reported was the NoGAPS report published in June.

The results from both reports were covered by Russian, U.S., and Nordic media outlets. Articles based on the two reports drove the peaks in outreach in 2021.

In total, Nordic Innovation appeared in approximately 116 articles from Dec 2020 to Dec 2021. The potential reach of these was 81.6 M contact points.



I believe Nordic Innovation's work gained more visibility in 2021, both through our online presence, events, reports and other activities.

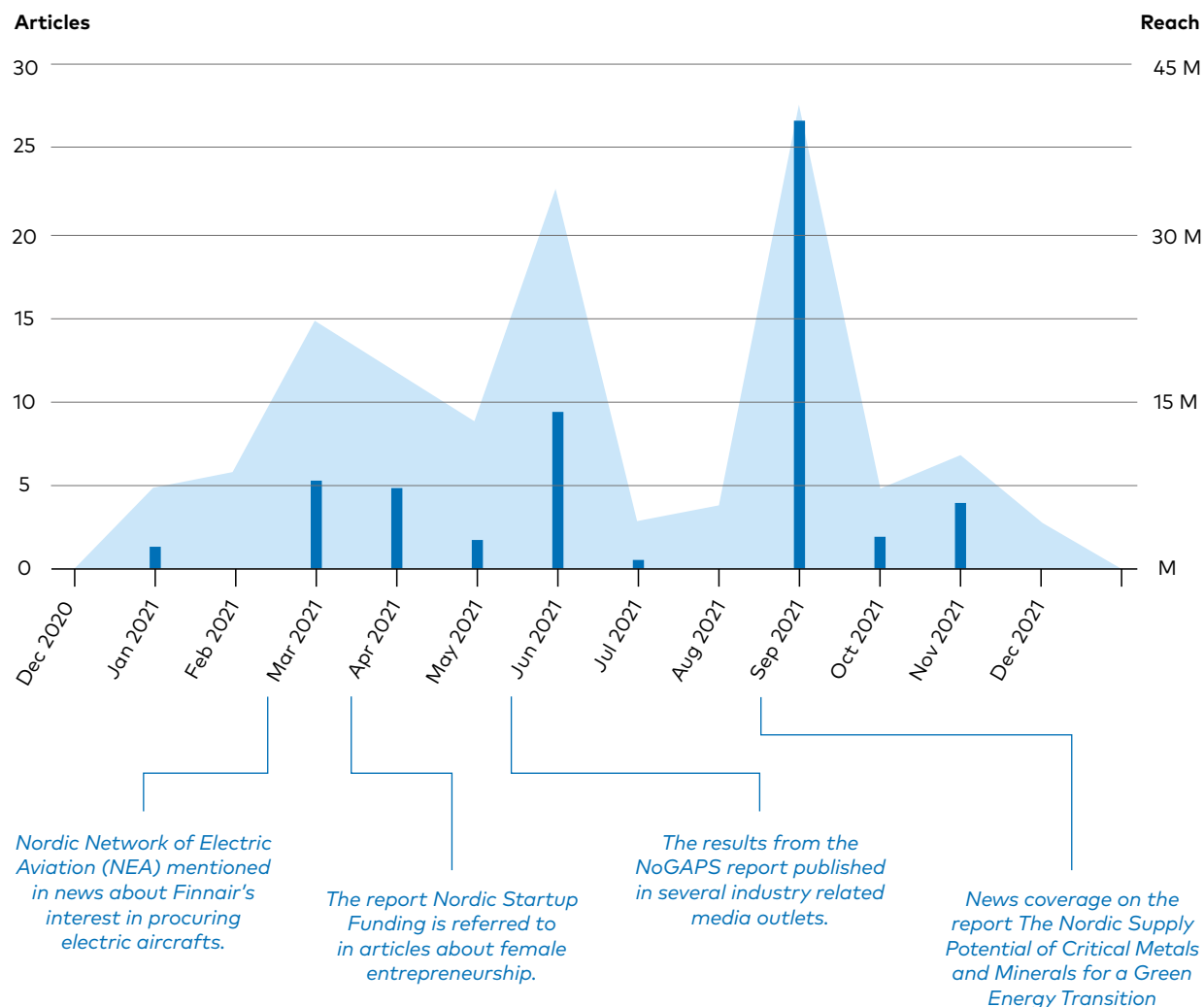
– Hege Guttormsen, Higher Executive Officer



News Overview 2021:

Area	Number of articles	Potential reach
Sweden	21	13 989 000
Norway	15	4 320 495
Denmark	11	223 655
Finland	10	10 887 537
Iceland	2	1 393 824
Rest of the world	57	50 812 650
All	116	76 700 766

● Articles ● Potential reach







Special initiatives

Special Initiatives

Nordic Female Entrepreneurship

About the Programme:

Women entrepreneurs account for just about one-third of all people involved in entrepreneurial activity in Europe. The OECD and European Commission have strengthened their focus on women entrepreneurship, and so must the Nordic countries. Lack of equality in the Nordic innovation ecosystem is a missed opportunity for value creation.

Nordic Female Entrepreneurship aims to foster a more diverse and gender-equal entrepreneurship landscape in the Nordic countries. The Nordic Task Force for Diversity is a key element in the programme. The task force includes members from Innovation organisations in all the Nordic countries. The objective is to raise awareness of the barriers facing women or underrepresented groups and encourage knowledge sharing to strengthen the work within the individual organisations for a more equal entrepreneurship ecosystem.

Important elements of the programme have been the support of Unconventional Ventures and its Start-up Funding Report and Unconventional Accelerator. Unconventional Ventures is a Nordic early-stage investment firm that targets underrepresented groups in entrepreneurship, such as women, LGBTQ people, and people of colour.

Publications:

[Female Entrepreneurship in the Nordics 2020](#)

Photo of: Sigrid Hernes from Menon Economics



Nordic Smart Government

About the Programme:

The Nordic Smart Government programme is based on the Nordic prime ministers' ambition of making the Nordic Region the most integrated in the world. One of the goals is to simplify the lives of small and medium-sized enterprises (SMEs) and to create new business opportunities and growth based on economic data. Despite the high degree of digitalisation in the Nordic countries, there is limited automatisisation and re-use of data across systems. Working in partnership, the five business registries authorities and several tax and statistical authorities in the Nordic countries have established the Nordic Smart Government programme.

Programme partners:



NSG 4.0 was launched in 2021 with the purpose of generating value for SMEs by making real-time business data accessible and usable throughout the Nordic Region in an automatic, consent-based and secure manner. The NSG 4.0 is based on the Roadmap for the realisation of the Nordic Smart Government ecosystem (2021-2027), approved by the Nordic Ministers for trade and industry, September 2020.

Tourism in the Nordics

About the Programme:

Tourism in the Nordics is a Nordic Innovation special initiative that aims to facilitate Nordic co-operation on innovation in the tourism industry and contribute to a more environmentally, socially and economically sustainable region.

The focus is on the development of new sustainable business models and innovative digital solutions.



Funded projects:

Mobile Positioning Data for Tourism Statistics

The project aims to:

- Create an understanding of the legal framework for mobile positioning data (the development of innovative solutions using tourism statistics).
- Create a Nordic datahub in the long term that will facilitate data gathering, processing and use for the benefit of the tourism industry.

Sustainable Tourism in Nordic Harbor Towns

The project aims to:

- This project will facilitate co-operation between Nordic harbour towns and cruise operators as well as local and international industry.
- The overall aim of the project is to provide and test innovative solutions for these areas.

Nordic Travel Tech Network

The project aims to:

- Accelerate the development of travel-tech solutions in the Nordic Region.

Publications:

[Nordic Development Project on Mobile Positioning Data for Tourism Statistics](#)

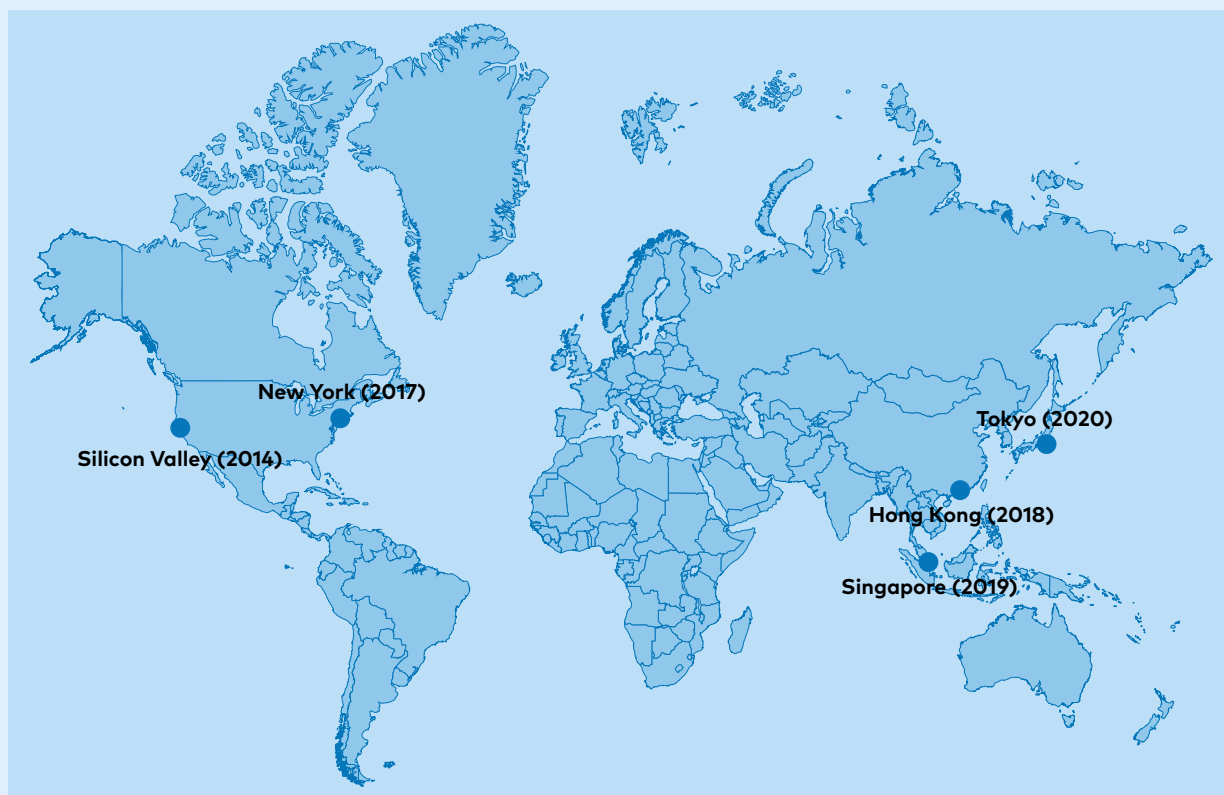
[Sustainable Tourism in Nordic Harbor Towns 2020](#)

Nordic Innovation House

About the Programme:

Nordic Innovation House is a unique collaboration between the Nordic countries to support entrepreneurship, values and way of doing business in selected innovation ecosystems (hot spots) around the world. Nordic Innovation Houses offer soft landing facilities for Nordic start-ups and SMEs who are new to the market in question. The first Nordic Innovation House was established in Silicon Valley in 2014. Currently, there are five Nordic Innovation Houses globally – two in the United States and three in Asia.

Nordic Innovation Houses are situated in:



Nordic Innovation Houses are co-funded by Nordic Innovation and the national export promotional agencies responsible for business growth. Nordic Innovation published an Invitation to tender in 2021 to assess the concept, steering model and operationalisation of the Nordic Innovation House concept in 2021. The goal of this evaluation is to provide recommendations for a future concept and governance structure, as well as providing a self-sustainable business model for the Nordic Innovation Houses.

Nordic Scalpers

About the Programme:

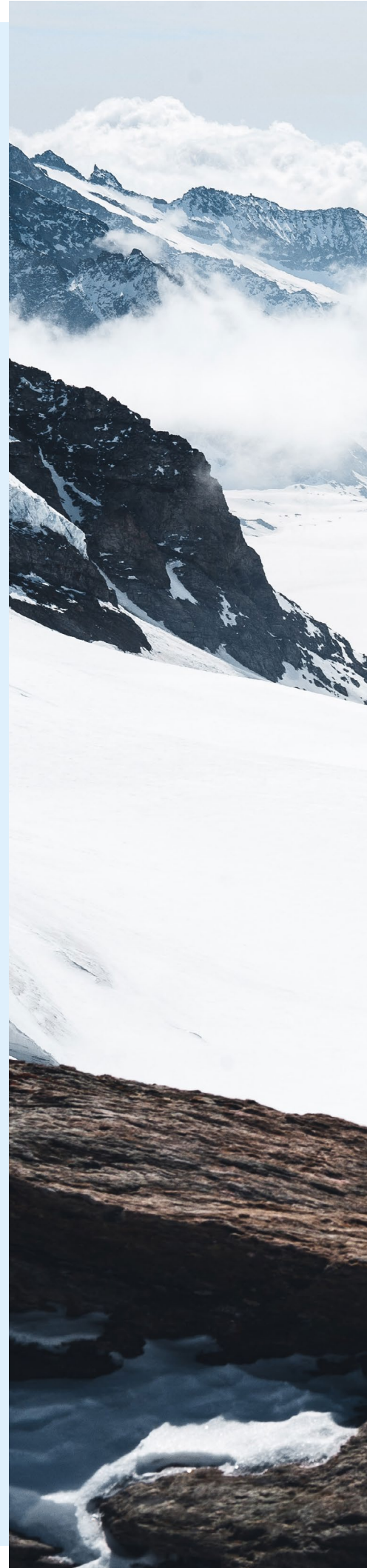
The programme's vision is to make the Nordic Region a leader not only for start-ups but also for scaling up. Scale-ups account for an above-average proportion of economic growth and job creation in the Nordic Region, but generally lack support structures. With more support, scale-ups can become significant agents of change, solve social challenges and function as instruments for boosting our economies. Based on what has been learned from the Nordic Scalpers pilot (2017 – 2019), Nordic Innovation launched Nordic Scalpers 2.0 (2021–2023), consisting of three new programmes, in co-operation with Nasdaq.

Each programme was presented on the Nasdaq billboard in Times Square in New York City. These programmes are run by experienced pan-Nordic teams. The goal is to help Nordic scale-ups manage and accelerate their next stages of growth by focusing on competence building.

The three Nordic Scalpers 2.0 programmes are:

- Nordic Scalpers ScaleUp Academy (Di ScaleUp/SE, ScaleupXQ/NOR, Avanto Ventures/FIN, Start-up Foundation/FIN, Maria01/FIN)
- Nordic Scalpers: by Scaleup entrepreneurs for Scaleup entrepreneurs (Epicenter Stockholm, Canute/DK, Tequity Cluster/NOR, Icelandic Start-ups, Aalto Start-up Center/FIN, Epicenter Oslo, Epicenter Helsinki)
- Nordic Scalpers GlobalScaleX (BI/NOR, Aalto EE/FIN, Nordea Start-up & Growth)

Nordic Innovation published an Invitation to tender in April 2021 to find a Nordic Scalpers community building partner. The engagement of a community building partner will enhance the Nordic scale-up community and brand the Nordic Region as a leading global scale-up hub.





Events

We believe in the power of bringing people together, and that is why organising our own events and contributing to and participating in other relevant fora are top priorities.

Being able to meet physically in the same space after a year of online meetings has been a major highlight of 2021. During the year, networks have expanded and facilitated new partnerships and ideas.

"Organising our own events and speaking at and participating in external events serves several purposes. It is a great way to increase our visibility, showcase our work and our vision for the future. Through our intermediary role, we bring people together and build networks, also beyond

areas in which we are directly involved. We experience how discussing Nordic co-operation and Vision 2030 both inspires and educates participants.

Our brilliant innovation advisors have been invited to speak at numerous events throughout the year, and this represents both an important communications channel and a vital work strategy for our organisation," explains Lena Henriksson, Head of Communication at Nordic Innovation.



Our events 2021:

COP26

- Circular Economy – Good for Climate, Good for Business
- Nordic Sustainable Aviation – SkyMiles ahead?
- Fit for 2055? En route to decarbonizing the maritime sector
- Water Management in Future Nordic Cities

SuomiAreena

- Vägen ut ur krisen är grön och nordisk

Folkemødet 2021

- Vejen ud af krisen er grøn og nordisk

Almedalsveckan

- Från strategi till affär

Arendalsuka

- Norsk sirkulær strategi i et nordisk marked
- Mobilitet for alle? Bærekraftige og smarte løsninger som integrerer by og land
- Skal vi vippse helsedata?

World Circular Economy Forum

- WCEF2021 Accelerator Session: Nordic-global B2B matchmaking for circular innovations and solutions
- WCEF2021 Accelerator Session: Tools to go Circular – Nordic Circular Economy Playbook Workshop

Nordic Circular Economy Playbook launch

Nordic Circular Summit 2021

Nordic Circular Summit

From homes, studios, and offices around the Nordic Region, companies, organisations and experts joined the roundtable discussions at the Nordic Circular Summit, live-streamed from Copenhagen. With 1,400 participants and 150 speakers, the summit has become an important meeting place to showcase Nordic circular and sustainable solutions and to learn from and exchange ideas with peers.

The Nordic countries' combined economies equal a G20 country. Together we have the power to affect real change to the environment by reducing our footprint, and we can act as a beacon for other countries and regions. The goal of the summit is to accelerate the transition to a circular economy in the Nordic Region by bringing different actors across different areas together and facilitating co-operation.

"There were intense discussions in the panel of experts, and some powerful takeaways emerged: One: anything that can be measured can be improved; we need data to inform our decision-making and help us navigate complex systems. Two: a state of perfect clarity will never happen; we have

to build on assumptions, experiment and extract insights as we go along. Three: Keep thinking and start doing. We need to get started, be transparent and trust our collective ability to find the right path. As long we can improve, we are not yet finished," says Mads Kogsgaard Hansen, Senior Global Product Manager, Product Circularity & Classics Programmes, Bang & Olufsen, one of the speakers during the summit.

The Nordic Circular Summit is co-hosted and produced by Nordic Circular Hotspot and Nordic Innovation. The summit is an official World Circular Economy Forum (WCEF) side event. To increase dialogue and co-operation across generations, the youth organisations ReGeneration 2030 and the Nordic project CATALY(C) ST were official Nordic Circular Summit partners in 2021.



Co-operation and action can take us further and faster, together. Partnership is the new leadership.

– Ann Silfverhielm, Mounid AB & Silfverhielm Ventures AB

"There are many obstacles on the path to a circular economy. The Nordic Circular Summit contributes to an ongoing dialogue in which these barriers can be identified and hopefully broken down. At the summit, important stakeholders gather to address the challenges associated with finding solutions and inspire each other to accelerate the good work," says Cathrine Barth from Nordic Circular Hotspot.



The four day-long programme aimed to address four key themes:

- Circularity and new ways of thinking
- Circular economy as a new business logic
- Barriers to a circular economy
- Circularity and consumer behaviour
- Sustainability, resources and circularity

Photo of: Heidi Svane Pedersen from Lifestyle & Design Cluster



COP26

The Nordic countries have ambitious climate goals, and we strongly believe that we can achieve more by working together. Since 2015 we have participated in the annual UN climate negotiations and the Conference of the Parties (COP) to generate dialogue and share knowledge on climate challenges and solutions.

The Nordic Pavilion at COP26 in Glasgow covered a wide range of topics on climate change and solutions, and Nordic Innovation was proud to host four of the events, transmitted live, during the week-long programme. These were broadcast from the Nordic COP26 Hub in Helsinki, where participants could join the discussion on-site and online.

Together with co-host Accenture, Nordic Innovation organised a discussion on the future of the circular economy. A panel of five experts explored how we can transform the circular economy from a strategic idea to practical reality. The event showcased tangible examples of how different businesses approach a circular economy and highlighted some important tools that can assist others when exploring circular business models.

Two of the events co-hosted with Nordic Energy Research explored the decarbonisation of the transport sector. One of these events looked at how the maritime sector will have to transition to reach the global targets on carbon emissions, while the other focused on the future of air travel and measures the aviation industry can take to affect a green transition.

-It is important that we are working with our emissions here in the Nordics, but I also believe that it is important to be a forerunner for true zero emission aviation. Only 20% of us globally has been on an airplane, but we can expect this number to rise in the future. If we can inspire and help them other parts of the work go directly to true zero and fossil-free aviation it will be a big win for all of us, says Maria Fiskerud from the Nordic Network for Electric Aviation.



We strongly believe that the Nordic countries can play an important role in identifying solutions for a more climate-friendly future. We wanted to demonstrate this through our projects and by presenting topics from our portfolio of projects and participants from the whole region.

Svein Berg, Managing Director of Nordic Innovation.

Board members 2021

Nordic Innovation's board members are selected by the five Nordic governments. The chair rotates. Appointed in 2021, three of the board members were succeeded by new representatives.

Iceland:

Berglind Hallgrímsdóttir, Managing Director at Innovation Center Iceland

Succeeded by: **Lýður Skúli Erlendsson**, R&D Fund Administrator at Rannís

Norway:

Kjerstin Spjøtvoll, Senior Vice President, at Siva – Selskapet for industrivekst

Succeeded by: **Eva Camerer**, Senior Vice President at Innovation Norway

Denmark:

Andreas Ralph Hauptmann, Office Manager for EU & International Relations at the Danish Business Authority

Finland:

Heikki Uusi-Honko, Director at Business Finland (Chair 2021)

Sweden:

Margareta Groth, Head of Department Industrial Technologies at Vinnova

Succeeded by: **Cecilia Sjöberg**, Head of Industrial Technologies Division at Vinnova



Nordic Council of Ministers' observer:

Kristian Henriksen, Senior Adviser at
Nordic Council of Ministers Secretariat
Copenhagen, Denmark

Succeeded by: Berglind Hallgrímsdóttir,
Senior Adviser at Nordic Council of Ministers
Secretariat Copenhagen, Denmark

Observers:

Nina Egeli, Senior Innovation Adviser at
Nordic Innovation

Mathea Hilduberg, Director at Vinnuframi
(The Faroese Trade Promotion Authority)

Expectations for 2022

**There are challenging yet exciting times ahead.
We look forward to creating new opportunities
for Nordic co-operation and innovation in 2022.**

Through our diverse activities, we bring actors from the Nordic countries together, with the explicit goal of generating added value. We believe that our region can achieve more through co-creation and partnerships across borders and sectors; we call this Nordic added value.

In 2021, we launched eight new programmes, and in 2022 we will strengthen the solid foundations laid in 2021. Several of the programmes have already published their baseline reports and can now build on this knowledge, launch new activities and create relevant networks.

In 2022, Norway will hold the Presidency of the Nordic Council of Ministers. The focus of the Presidency will be the three priorities of a green, competitive and socially sustainable Nordic Region. Introducing the Presidency, the Prime Minister, Jonas Gahr Støre, stated that "The Nordic community is unique. We share basic values and have great trust in each other. Norway would like to strengthen Nordic co-operation." Although our organisation spans the entire Nordic Region, our head office is based in Oslo. With the Presidency on our doorstep, we can be more physically present, more involved and more visible than ever.

We are looking forward to a year packed with activities and events. In March, the Nordic Council of Ministers will celebrate Nordic co-operation on the Nordic Day. This date marks the signing of the Helsinki Treaty by the Nordic countries on 23 March 1962.

The Nordic Scale-up Summit and the Scale-up Awards will bring together leading entrepreneurs, business leaders, investors, and policymakers from the Nordic Region. This will be a celebration of Nordic high-growth scale-ups and entrepreneurs. We are excited to present the Nordic Scale-up Awards, which are the first and only Nordic awards of their kind.

As we embark on 2022, we look forward to hosting more events, forging new Nordic partnerships, and discovering new partners for future projects together. In Nordic Innovation, we are certain that the path to a sustainable future is through Nordic co-operation and innovation.

