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magazine

2019



Oslo Business
Region

Statistics
and Analysis

Oslo Startup

International
Profiling

Oslo Innovation
Week

Oslo European
Green Capital

2019 Content

Oslo Business Region 4–13

Statistics and Analysis 14–21

Oslo Startup 22–29

International Profiling 30–41

Oslo Innovation Week 42–65

Oslo European Green Capital 66–85



This is what we do

Oslo Business Region's mission is to strengthen the entrepreneurial ecosystem in Oslo by bridging industries, companies and people.

The Oslo Business Region magazine is an overview of our main projects and activities in 2019. We develop and facilitate events and tools for sharing knowledge and building networks. Through our activities we are a source for insight on startups and business in Oslo for the community and companies interested in our city. We also contribute to the global positioning of Oslo as a leading city for business and startups.

Our activities are always transparent, collaborative and measurable. We work to fill gaps in the ecosystem of entrepreneurship here in Oslo.

Oslo Business Region was established on January 1st, 2014, as a limited company fully owned by the City of Oslo. Our mandate is to support the business and startup ecosystem in Oslo, regional business development, international profiling, and statistics and analysis.



**Oslo Business Region
Events 2019**



04 JAN

**Oslo European Green Capital 2019
Business Program launch**



23 JAN

**Why Oslo:
Student Reception at Oslo City Hall**



26 FEB

**Oslo Innovation Week 2019
Kick-off**



05 MAR

**Oslo: State of the City
Launch at Oslo City Hall**



06 MAR

**Oslo Startup Day
Meet The Community
+ Founders at SHE**



06 MAR

**Oslo European Green Capital 2019
Partnerships for Diversity and
Inclusion at SHE Conference**



08 MAR

**SXSW Oslo Talks
Post Urban and Digital Development**

22 MAR

**Oslo European Green Capital 2019
Green Finance and War on Plastic
at Nordic EV Summit**



02 APR

**Oslo Innovation Week Workshop
"Experience Design"**



10 APR

**Oslo European Green Capital 2019
War on Plastic vol.II**



03 MAY

**Oslo Scaleup Day
Meet the Investors**



18 MAY

**Oslo Innovation Week 2019
Program Launch and Breakfast**



21 MAY

**Oslo Innovation Week Workshop
"Greener Events"**



22 MAY

**Oslo European Green Capital 2019
Mobility track at Urban Future**





23 MAY

Oslo European Green Capital 2019
Real Estate track at Urban Future



24 MAY

Oslo Scaleup Day:
Rethinking Green Investments



27 MAY

The Battle for the Internet
at Oslo Freedom Forum



03 JUN

Oslo European Green Capital 2019
Clean Energy Solutions
at Nor-Shipping



29 AUG

Oslo European Green Capital 2019
Second Edition Launch:
Mentoring Program



23-27 SEP

Oslo Innovation Week 2019



24 SEP

Climate Budget Session
at Oslo Innovation Week 2019

25 SEP

Oslo European Green Capital 2019
Mentoring Program Workshop



06 NOV

Norway Demo Day



06 NOV

Oslo European Green Capital 2019
Emission Free Transportation
Workshop at Zero Conference



06-07 NOV

AIM2 North Speaker's Dinner
and AIM2 North AI talks



21-22 NOV

NordicMade at Slush



05 DEC

Oslo Meets Hackney
City Challenges, City Solutions



18 DEC

Oslo Startup Day
Meet the Community 3rd edition



Dear readers

Oslo is a city where sustainable business thrives. As outlined in Oslo: State of the City, we currently live in one of the most innovation intense city regions in Europe. Productivity performance remains high, and unemployment figures are low.

A business and entrepreneur friendly city, Oslo attracts an increasing number of new companies to the startup ecosystem, through the impressive work of the city's incubators and accelerators. Startup and growth companies in Oslo represent an increasing share of the city's accumulated value creation. In fact, it has contributed two thirds of new jobs in the region, as demonstrated by the MIT-REAP science project, which looks at how clusters and cities drive economic growth.

Oslo was awarded the European Green Capital 2019 due to its pioneering efforts in reducing CO2 emissions, as well as the engagement from the city, the business community

and the civil society. Throughout the year, businesses have committed through Oslo Business Region's green mentoring program, events like Oslo Innovation Week, and the Industry Challenges. Many of these projects will continue in 2020, building a long-term legacy from the Oslo European Green Capital year.

The City of Oslo looks forward to continuing the collaboration with the business community. Together, we will create even stronger cooperation between public and private sector, attract talent and investment to Oslo, and support the startups and growth companies in Oslo.

Victoria Marie Evensen
Vice Mayor for Business Development
and Public Ownership, City of Oslo





Oslo is full of people with skills, talents and ambitions

The greatest thing about starting my new job as the CEO of Oslo Business Region was getting to know the drivers of the innovation ecosystem in Oslo. Throughout the fall of 2019, I met with entrepreneurs, investors, managers for incubators and accelerators, business leaders, academics and public officials. These conversations gave me valuable insight into the status of Oslo, a city of innovation and business. The feeling of optimism in regard to the future and what we can achieve lingers, and I am certain that Oslo is the place to be to start your business in 2020. Let me tell you why:

The startup scene in Oslo has developed at an impressive rate in the last 5 years, giving us a great vantage point for the future. Many companies have emerged – some have failed, others have succeeded and are entering growth phases. We are adopting a culture where failure is just as valuable as success. This has led to more skilled labour and experienced entrepreneurs entering the Oslo market. Talent attracts talent and at the rate our ecosystem is growing I am convinced that we will create companies that will stand tall on the international stage.

Oslo is the European Green Capital 2019

Oslo Business Region took on the responsibility to mobilize the private sector towards the ambitious climate actions in Oslo. In 2019, we launched the European Green Capital Business Program, including a calendar of roundtable discussions in Oslo, a mentoring program focused on sustainable business and four industry challenges. The positive business engagement resulted in new partnerships and signups from large companies including Ikea, SATS, Ringnes and DB Schenker. Throughout the year this collaboration has built a platform to showcase new solutions coming from Oslo to the international market.

Stepping into the new decade

The pace of innovation is creating a demand for new technology and visionary concepts that are about to become real. From 5G to IoT, enablers of new business models will lead to a cross industry revolution. This is the time to grow stronger and connect to the Nordics and their strengths: quality of life, change driven and environmentally friendly. As pointed out by a community leader during one of our events, “we need to be pragmatic in our collaboration, look beyond internal differences and lift Oslo together. We have what it takes.” This issue presents what we accomplished in 2019. Oslo Business Region connected people to ideas, entrepreneurs to investors and Oslo to the world. I am looking forward to future projects in 2020 with full optimism. Enjoy the reading!

Gaute Hagerup

CEO | Oslo Business Region AS

1

Statistics and Analysis

We know Oslo

Oslo Business Region monitors and analyses international rankings, indexes and benchmarks to understand Oslo's performance in business, innovation and entrepreneurship. We identify strengths and challenges in a global perspective and go in-depth on contemporary issues.

Oslo: State of the city 2019

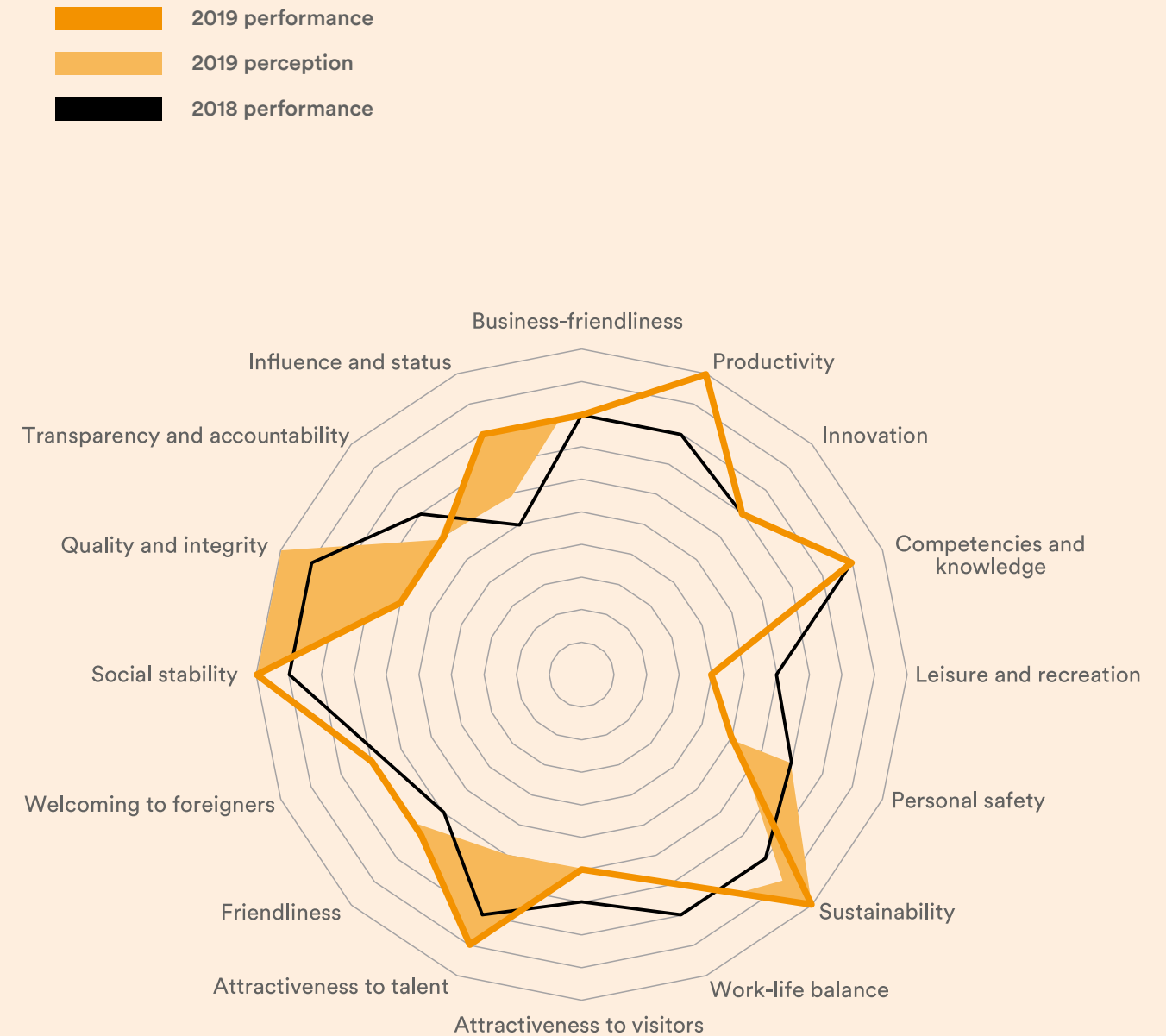
Is Oslo perceived as a green city? A city that supports diversity and inclusion? A city for innovation and startups? From a database of more than 500 global indexes spanning 20.000 data points, this report assesses Oslo's current performance. From our emerging status in the green economy, to startup friendliness and the city's performance on diversity.

For four years, Oslo: State of The City study has been analyzing how the city fares in the world's benchmarks of city performance and perception. This year's analysis shows that Oslo is more visible in these measures than ever and emphasizes that the city is starting to establish top-class credentials at the very peak of its peer group in at least four areas:

Firstly, Oslo's endeavor to become a global leader in sustainability is starting to pay off in the global mind. Secondly, our recipe for talent is now becoming recognized: the city's mix of job opportunities, outstanding public services, and lifestyle satisfaction has given Oslo very impressive objective scores for providing the ingredients for mobile talent and innovators. Additionally, Oslo is cementing its reputation as an open city with a progressive social model that successfully produces high equality, personal freedom and social integration. Finally, the advantage as a productive and digitally enabled platform for business is starting to register.

Oslo: State of the City was organized and written by The Business of Cities Group in London, headed by Dr Tim Moonen, Prof Greg Clark CBE, Jake Nunley and Opportune Simon. You can read the full report on Oslo Business Region's website (www.obr.no).

The Oslo performance spidergram in 2019



Oslo's breakthrough benchmark performance in 2019

Oslo's progress needs to be tracked through performance analysis and through gauging the gap between perception and reality. Not only did Oslo: State of the City identify which of the many ingredients Oslo already possesses to become globally successful (everything from productivity to labor market, digital connectivity, industrial specialization, urban vibrancy and street life and entrepreneurship culture). It also identified ways that Oslo has to close the gap with international perception and use its perceived advantages to leverage new opportunities.

Table: Stand-out index results for Oslo over the past year

	RESULT
SpotAHome Healthiest Cities	2 nd /89
INSEAD Global Talent Competitiveness Index	3 rd /115
RS Components Best Cities for Tech Enthusiasts	3 rd /90
ICCA et al. Global Destination Sustainability Index (sustainable growth of MICE tourism)	4 th /47
BAK Basel European Economic Potential Index	6 th /65
Movinga Best Cities to Find a Job	8 th /100
EasyPark Smart Cities Index	8 th /121
SafeAround World's Safest Cities	8 th /111
La Salle European Regional Economic Growth Index	9 th /100
IESE Cities in Motion: Environment	13 th /165

This year Oslo has appeared for the first time in high-profile indices measuring audience perception. In 2018/2019 the city has seen more growth in 'soft' benchmarks of city performance, many of which are based on new data methods such as online data mining. Oslo continues to be widely covered in these studies with good media profiles such as The SpotAHome *Healthiest Cities Index* and Movinga's *Best Cities to Find a Job*.

Business climate

Oslo has become steadily recognized for its proficiency of doing business, improved regulatory openness and growing track record of hosting businesses. IESE Business School's major study ranks Oslo in 17th place out of 165 cities worldwide (up from 20th place last year) for its effortlessness of starting a business, having overtaken Hong Kong and Auckland. Another study that reviews overall business setup times places Oslo at a very impressive 7th place out of 264 cities and in 1st out of 47 peers. This represents something of a breakthrough in this area and translates to better outcomes for the city in other all-round studies.

Productivity has been a long-term advantage in Oslo, thanks not only to its exceptional GDP per capita and low unemployment but also high scores for productivity-boosting factors such as internet penetration and broadband usage. Some shorter-term measures were less favorable due to a shift in the methodology of indices that favored rates of productivity growth rather than the city's absolute productivity advantage.

Oslo is growing in recognition in studies that consider education as a critical ingredient for future success. Oslo places in the top 10 in the education sub-sections of fDi's *European Cities of the Future Rankings* (301 cities) and INSEAD's *Global City Talent Competitiveness Index* (114 cities).

Oslo continues to boast a highly skilled population at all levels of education, a very large university-educated resident base with recognized skill sets to effectively participate in the regional labor market. Oslo also ranks 2nd in Europe for its percentage of labor force with a secondary education, following Prague.

Green Economy

Oslo was awarded the title of Oslo European Green Capital for the world’s most ambitious restrictions on cars in its city center and for its trajectory towards becoming the first major zero-emission city. The region also continues to grow in population and diversify its economy at a very substantial rate, supported by a major infrastructure program that will underpin the way the city and region develop in the decades to come.

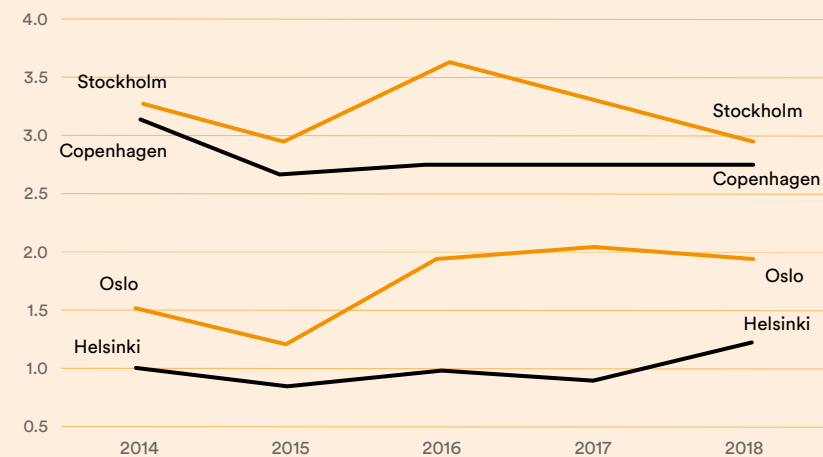
Oslo has taken bold steps to promote overall environmental friendliness and the results are beginning to show in the indexes. The city appeared in 7th place in a classification of the 25 greenest capital cities in Europe. It is also notably one of the five cities in this ranking to have received the title of European Green Capital.

Oslo has also begun to stand out as a city that has the buy-in and support from its citizens in the fight against climate change: a recent survey found

that three quarters of the city’s residents agreed that it was important to do what is necessary to meet the target.

Oslo’s Green Economy is being accelerated by policy leadership to advance in electric vehicles (EV) adoption, renewable energy conversion and other sustainable goals. The commitments by the public sector to be carbon neutral, adopt green action plans, invest in large EV fleets, and implement green procurement policies are stimulating energy by 2020 and a 50% reduction in greenhouse gas emissions by 2030.

Oslo is becoming well known for its green credentials in the global media – both in terms of sustainable urbanism and economic transition. Google Trends data indicates that Oslo has experienced the largest relative increase in global interest for the city’s ‘green’ attributes among Scandinavian capitals over the past five years, with overall interest increasing by nearly 30% between 2014 and 2018.



Oslo's global online reputation change for greenness, 2014 to 2018*

* Source: Google Trends. *All figures relative to Helsinki in 2014 (score = 1).

In the majority of cases where leading global media sources reference Oslo’s “greenness”, the tendency is to focus on green policies and awards won by the city.

Over the past year, nearly half of all references to Oslo as a “green” city have focused on the city’s bicycle lane policies and a further third on its adoption of electric vehicles and efforts to limit cars in the city center (by promoting an accessible and pedestrianized Ring 1 zone and removing hundreds of parking spots at streets level). References to Oslo as a clean city create a link to the fjord clean-up initiative and to the

city’s status as a European Green Capital, which are featured clearly in media descriptions. In comparison, references to other green terms such as ‘resilience’, ‘renewables’ or ‘biodiversity’ account for less than 5% of all mentions. Oslo’s reputation for a green economy is not yet well established but can leverage progress in related areas.

Oslo’s emerging strength in the low carbon sector has begun to result in economic spillovers. In 2019, the share of Oslo’s top innovative firm activity in the low carbon and green economy sectors surpassed 1.8%, which is more than three times that of Manchester and San Francisco and comparable

to other cities successfully incubating green tech firms such as Munich and Barcelona.

The green economy in Oslo will benefit from an enabling policy framework, improved analytics, public awareness, infrastructure investment and demand from businesses and investors. This economy will be catalyzed by ongoing improvements to the innovative ecosystem and positive changes in Oslo’s spatial development. The Green Capital status provides the momentum to seize this leadership opportunity.

World-class cultural attractions

Oslo has consolidated its reputation as a global leader for the range of cultural institutions and amenities compared to its size. In 2019, Oslo ranks 2nd among its peers for the number of museums and theaters and 1st where only museums are considered. The quality of its museums, concert halls, sport and performing arts venues continue to increase popular perception of quality of life in the capital. In international reviews on the quality of life in the capital, quality of leisure activities in cities and culturally enthused visitors and working professionals assessed Oslo to be spot on with global metropolises like Boston and Tel Aviv, and well ahead of Copenhagen and Vienna.

Global leader in gender equality

Two global influential studies report Oslo as being the most equal city in the world for employment opportunities. In particular in 2019, the city has reached the very top group for performance of sustainability, for its inclusive social model and productivity. On objective measures the city’s appeal for talent has also improved substantially, as has its hospitality and welcome. What is clear is that Oslo’s association with quality, innovation, high standards and ambition is clearly growing in the global consciousness.

Oslo Startup

Oslo Business Region is the city's platform for strengthening the entrepreneurial ecosystem. We help startups start building sustainable business solutions.

Our startup activities aim to connect entrepreneurs and investors, corporates and customers, makers and dreamers. Our goal is to give all participants valuable connections as well as perspectives. We do this through collaboration – always partnering up with the ecosystem and crowd-sourcing the agenda.



3 May

Meet the Investors

This was a day of firsts: launching Oslo Scaleup Day format built on the tried-and-tested Oslo Startup Day design; Meet the Investors as a new reverse pitching platform; and Pakkhuset Oslo a new venue for the Oslo startup ecosystem.

Our goal was to connect growth-minded startups with entrepreneurs, investors, partners and other relevant participants, functioning as a valuable meeting place for the city's scaleup ecosystem. For this edition, we wanted to present some key investors in the Oslo business community, what they offer for startups, how they work and how entrepreneurs should approach them.

The attendants heard perspectives from byFounders, Alliance Venture, SNÖ, Smedvig Capital and Concentric on how to work with them. In addition, DNB Oppstartslosen and Innovation Norway were also represented with startup helpers.

"Oslo is the emerging hub for hand-picking tech companies" – Kjartan Rist, Concentric

"A key to achieving success here is being flexible with investments while scouting only exceptional teams" – Peter Duffy, Smedvig

"We are looking for exceptional, ambitious and expert team. An evolved business with satisfied customers" – Teodor Bjerrang, SNÖ

"They say all the magic is in Silicon Valley, but a lot of magic is in Europe. A lot of magic is happening in the Nordics" – Eric Lagier, ByFounders

4,5

Average score
Scale 1–5,
where 5 is best

96%

Gained new,
useful ideas

87%

Made new, useful
contacts

24 May

Rethinking Green Investments at Urban Future

Oslo Business Region teamed up with Sustainable Insight, gathering experts in finance at Design og Arkitektur Norge (DOGA) to present how investors and entrepreneurs can meet Oslo's climate budget.

This edition of Oslo Scaleup Day addressed the challenges and opportunities within the green shift for businesses and investors. The program was divided into two sessions, starting with individual talks, followed by a panel.

Three growth companies took the stage to discuss their journey towards sustainable solutions: Disruptive Technologies, JORand eSmart Systems. Nysnø, Norrskenand and Katapult Accelerator, three investment firms, described the opportunities and trends within green investments and highlighted which types of scale-ups they find attractive.

Overall, the event had positive feedback from the audience who had the chance to engage with others on the topics presented during a 45-minute roundtable session. That was the opportunity to dive into three topics. The first table, led by Susanne Gløersen from Sustainable Insight and Eirik Fermann from Morgan Stanley London, addressed how to mobilize more VCs to invest in green solutions. The second table focused on Green Credit Facilitation and was led by Bjørn Haugland from Skift Norge. The third table revolved around crowdfunding and crowdlending, led by Ida Pernille Hatlebrekke from FOLK OSLO.

Going green is cost-effective, good for the environment and reflects a growing movement of conscious consumers who want to see companies taking climate change seriously. That being said, green tech is still growing and represents an exciting opportunity for investors into a cleaner, clearer shift. – Haakon Brunell, CEO of Katapult Accelerator.

"Things are changing fast with the green shift and the opportunities to scale are robust." – Susanne Gløersen, Founder of Sustainable Insight



4

Average score
Scale 1–5,
where 5 is best

81.5%

Gained new,
useful ideas

67%

Made new, useful
contacts



6 November Norway Demo Day

The first edition of Norway Demo Day took place at Share, the most recent growth-minded coworking space to open its doors in Oslo. In total, 100 investors, 15 partners and 9 growth companies gathered for 5 hours to learn from each other.

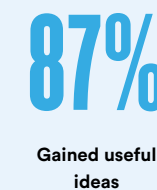
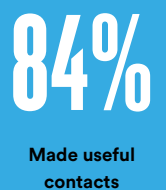
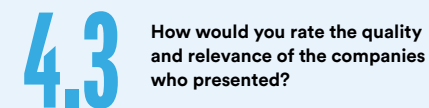
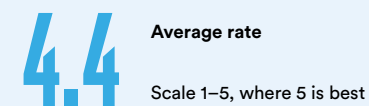
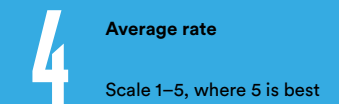
The goal was to create an annual event and get updated on the best selection of tech startups from Norway, inform Norwegian investors on tech startup investments and connect with international VC's. National Demo Day is an established concept in Sweden and Denmark as an arena to showcase and connect the best startups with investors.

Many partners joined forces to highlight the new breed of growth companies from Norway and offer investors a way to get to know them, including Agera Venture, Angel Challenge, Astia Angels, byFounders, DNB, DNV GL, Katapult Accelerator, Investinor, ScaleUpXQ, Share Oslo, SHE-Invest, The Shift, The Factory, We Are Human and 2M2D.

18 December Meet the Community

On Wednesday December 18th, over 25 community leaders from incubators, accelerators, organizations and co-working spaces in Oslo took the stage the Gamle Museum.

Industry players, startups, and curious entrepreneurs listened as each community leader took 90 seconds to introduce themselves and pitch their value to the thriving business scene in Oslo. Our Startup Director, Jørn Haanæs, moderated the event. Following the pitches there was a networking session with holiday cheer. This event was part of the Oslo Startup Day series, and the goal was to present the key communities with office space in the Oslo region to entrepreneurs and investors.



27 May The Battle for the Internet at Oslo Freedom Forum

Tech has become a cornerstone for Oslo Freedom Forum. In turn, the conference has become an important platform for international tech communities in Oslo.

Oslo Business Region has partnered up with Oslo Freedom Forum to discuss how both Western and Chinese companies are shaping the future of the internet in ways that raise serious concerns over

privacy and digital rights. The conversation was held at MESH and included New York Times contributor and global affairs reporter Melissa Chan, Kickstarter founder Perry Chen, Financial Times Beijing tech correspondent Yuan Yang and privacy advocate and Member of the European Parliament Marietje Schaake. The talks, with the speakers, were followed by a 45 minute invitation-only group chat in The Study.

Oslo Startup Ecosystem 2019

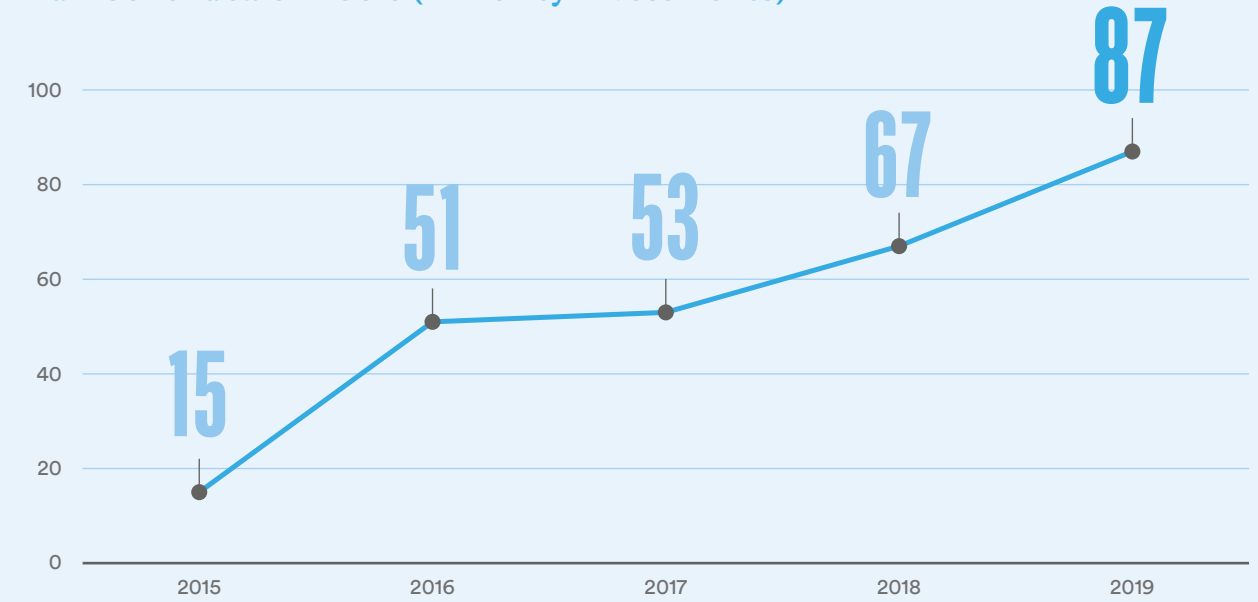
Oslo is an engine for growth in Norway. Most new jobs come from startups and most startups are born in the city's ecosystem. The most interesting story for 2019 has been the growth of companies taking a step up, with several companies building teams of 100+ people and funding expansion through international venture capital.

Ten Oslo-based companies raised rounds of more than \$10 million last year, underscoring the growth trend. Seed stage investments are also strong, but the growth is not as rapid as previous years. This is perhaps due to the ecosystem maturing and making bigger bets, a trend reflected in the Atomico State of European Tech Report for 2019 where numbers indicate fewer but bigger deals throughout 2019 for the city. The StartupLab numbers indicate a growth in both number of deals and capital invested, and a clear trend towards solving problems in the green economy.

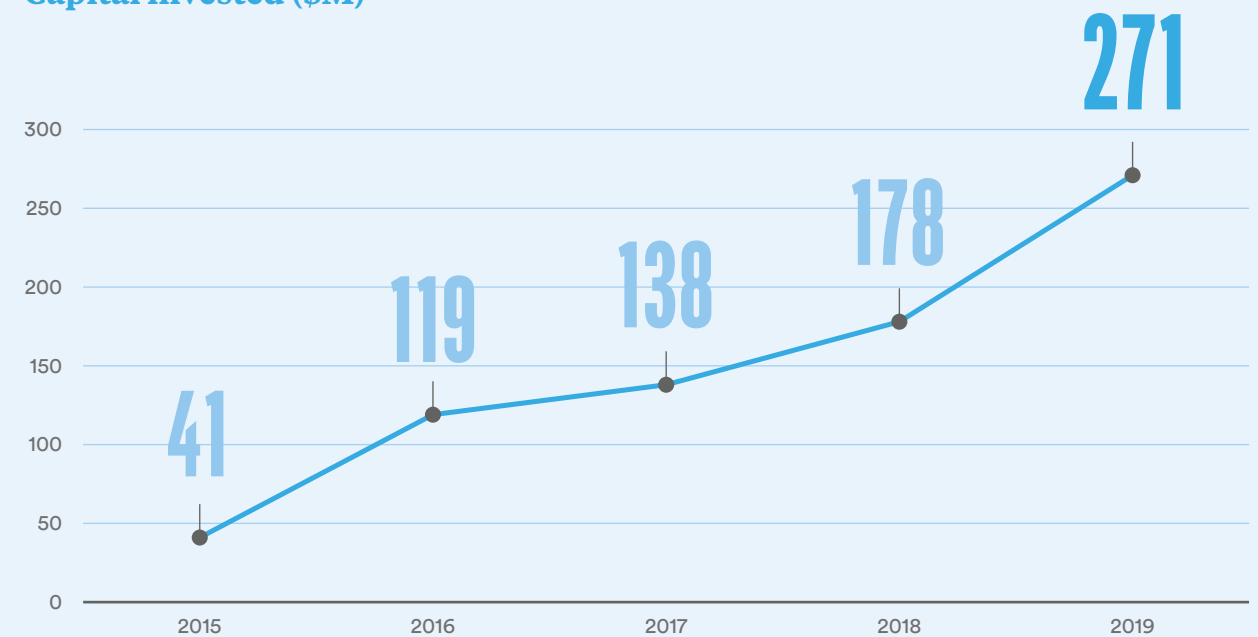
As ever, Oslo's growth is facilitated by the many accelerators, incubators and community-driven co-working spaces. These represent our most important partners in supporting the development of our modern startup economy.

The data presented here is sourced from Dealroom / Atomico State of European Tech report (2015-2018) and Kjetil Holmefjord / Startuplab (2019). Please note that different sources will mean different counting methods, so yearly comparisons must be considered with caution.

Number of deals in Oslo (minority investments)



Capital invested (\$M)



International Profiling

One of Oslo Business Region's main goals is to position and promote Oslo internationally.

One way is to invite the world to Oslo Innovation Week, another is by presenting the Oslo startup scene at important international events and coordinating the Oslo European Green Capital business program.

The Oslo Region Brand Management Strategy

This strategy is an invitation to all key Oslo leaders and citizens to join in a collective effort to get the Oslo Region the international attention and recognition it needs and deserves.

Oslo can be globally competitive as it is already attractive and full of opportunity. The brand management strategy is about building our identity and finding our own voice; deliberately developing and demonstrating Oslo's values through appropriate and aligned actions. Such actions include investments *in our image, identity and reputation* (for example storytelling and media representation) and in our reality (for example infrastructure, services and events). We want our collective efforts to be 'on-brand' so that we become more visible and better appreciated.

The first issue that might come to mind is "what's in it for me?". We want the brand management strategy to give all key players in Oslo a framework that helps activities and stories get sharper and 'on brand'. It provides a common purpose where it is possible to find the level of interaction that best suits as well as a clear picture of what will be done, both in the short- and long-term.

The main objectives are to improve Oslo Region's ability to attract talent, investments and business; to strengthen stakeholders' influence through international cooperation; to build a stronger basis for regional cooperation through international positioning.

Oslo's brand values

Pioneering: Oslo is progressive, determined and ambitious. We may be small in numbers but we punch far above our weight. Oslo's population is among the highest educated in the world and the region hosts some of the world's leading industries and companies. Today, Oslo is Europe's fastest growing capital and the region is, in contrast to many others, experiencing economic growth.

Enriching: Life in Oslo is about the possibility to realize individual potential within the safety of the region's caring society where everyone has the right to succeed. Our city is safe, and has a stable and predictable governance. It also enables and supports personal growth not only through work-life balance, but through a vibrant cultural scene, ethnic diversity and a unique proximity to nature. Here, work and play go hand in hand.

Real: People in Oslo are down-to-earth, informal and straightforward. Institutions and businesses are characterized by flat structures and transparency. There is freedom of speech and every voice can be heard. "What you see is what you get". People are trustworthy, reliable, and direct. We appreciate authenticity and we put words into actions.



25 May

Future Library

Han Kang hands over an unseen manuscript during the 5th ceremony of the Future Library

More than 200 people started on the morning of May 25th with a 30-minute stroll from Frognerstøen station to the heart of Nordmarka. The crowd gathered as South Korean writer, Han Kang, submitted her manuscript *Dear Son, My Beloved* to the Future Library in an official ceremony.

Best known for her book *The Vegetarian*, Kang is the fifth author invited by Scottish artist Katie Paterson to be part of the Future Library project. Other novelists who have contributed include the now-famous Margaret Atwood and David Mitchell. Marianne Borgen, the Mayor of Oslo, along with a group of international journalists, were also present. Media coverage included *The Guardian*, *Le Figaro*, *Vogue Korea*, *German TV* and *BBC*.

The conversation later continued at Deichman Public Library, with Han Kang and BBC's Rosie Goldsmith. Knut Skansen, Head of Deichman Public Library, introduced the program and history of the Future Library.

Back in 2014, one thousand Norwegian spruces were planted in the woods of Oslo to be used to print 100 books a century from now. Every year, an author is chosen to leave an unread manuscript to be revealed a century from now, in 2114. The manuscripts are stored in a specially designed room, lined with wood from the Nordmarka forest in the new Deichman Library, opening this year.

Conceived by Katie Paterson, Future Library is commissioned and produced by Bjørnvika Utvikling and managed by the Future Library Trust. The project is supported by Oslo Business Region, the City of Oslo, Agency for Cultural Affairs, Agency for Urban Environment, Oslovegen and VisitOslo. The room in the Deichman Library is designed by the artist, Lund Hagem and architects from Atelier Oslo.

Oslo Business Region has been a supporting partner (digital media) of the handover ceremony since 2014.



SXSW

8 March SXSW is widely regarded as one of the world's best meeting places for entrepreneurs. But did you know that Oslo has a long-standing partnership with Austin, the host city? And that Oslo and Austin have a lot in common, often being referred to as high-growth tech hubs with similar opportunities and challenges?

Oslo Business Region partnered up with Oslo Freedom Forum, Nordic Impact, byFounders, ICT Norway and the Royal Norwegian Consulate General for four events designed to bring Norwegian and Nordic tech entrepreneurs closer to a relevant international network.

"SXSW is undoubtedly one of the most important conferences for gaining knowledge and inspiration about new trends. Here you can meet new partners and create new business opportunities – also for Norwegian companies," said Fredrik Syversen, director of Business Development of ICT-Norway. ICT Norway held the morning panel "All-inclusive electric mobility – the Nordic way" on March 8th, in which Oslo Business Region took part of.

Oslo Business Region organized the evening track "Oslo Talks: Post Digital and Urban Development" at House of Scandinavia. It was a 45-minute session by the developer of the award-winning concept Biblo and Head of department of the public library in the City of Oslo, Reinert Mithassel, on instrumental effects libraries may have on a city level. According to the talk, there is a strong belief that the term "smart cities" is not only about technological development but also about enabling citizens to function, take ownership and take part in the community – that only without exclusion a city can be clever and healthy.



Slush

21–22 November

Oslo Business Region has been participating regularly at the Slush conference in Helsinki. Slush is a student-driven, non-profit event that gathers each year and is one of the world's largest crowds focused on startups and technology. Oslo Business Region's mission is to provide a platform for Norwegian companies and build networks with international organizations.

In 2019, we took part in hosting the NordicMade ecosystem dinner, gathering more than 100 participants all working for Nordic founder communities.

26 September–24 November

Oslo Architecture Triennale 2019

Oslo Architecture Triennale is the Nordic region's main architecture festival and a global arena for discussing architectural and urban challenges.

A total of 174 events and activities were hosted, attracting 73 international media from 22 countries. Oslo Architecture Triennale was visited by 63 international journalists and so far 113 articles have been published.

Oslo Architecture Triennale supports Oslo's international branding strategy and is an onbrand project for the City of Oslo. Oslo Business Region is a member of OAT together with Design and Architecture Norway, The Oslo School of Architecture and Design, the National Museum and more. In addition to being a member, Oslo Business Region supports the project on digital communication.



October

Shanghai

After several years of collaboration, the City of Oslo and Shanghai signed a memorandum of understanding (MOU) in 2018. The MOU is an agreement for collaboration that includes business, research, environment, health, education and culture.

In October, Oslo Business Region visited Shanghai together with Abelia, Norway Health Tech, Dignio, Oslo Region alliance and the City of Oslo. This was a follow up of the business delegation with Governing Mayor Raymond Johansen in 2018 and several visits from entities from China to Oslo.

There is a growing interest for startups and growth companies in Oslo as well as their counterparts in Shanghai. The goal of this trip was to expand our network and acquire more insight for setting up strategy and activities between Oslo-Shanghai for 2020.

In collaboration with Innovation Norway and the Royal Norwegian General Consulate in Shanghai, we met with Shanghai Foreign Affairs Office, Shanghai Municipal Health Commission, Shanghai Municipal Commission of Commerce and Invest Shanghai, Nordic Centre at Fudan, Shanghai Municipal Commission of Economy and Information, Zhangjiang High Tech Park and Shanghai Women's Federation.

Oslo Business Region will have several activities and opportunities in Oslo and Shanghai to support Oslo startups in the coming years.



Oslo Meets Hackney

5 December Oslo Meets Hackney is an annual event since 2013 and is organized in connection with the lighting of the Oslo Christmas tree at Trafalgar Square in early December. The event is a platform to enhance the commercial ties between Oslo and London, based on common interests and the sharing of knowledge within the tech and creative industries sector. The event is organized by Oslo Business Region and industry partners and organizations from London and Oslo.

This year a new conference “City Challenges, City Solutions” was established. Parallel to Oslo European Green Capital 2019 the conference explored how cities and businesses are changing the way they operate in order to transition to, and make the most of, the green economy. The program of the day focused on how to strengthen sustainable economic development and business opportunities.

Opening remarks were given by Philip Glanville, mayor of Hackney and the Governing Mayor of Oslo, Raymond Johansen. Raymond Johansen emphasized that the only way to solve the most pressing problem of our time, climate change, city officials need to be able to work better with businesses

on all levels to create change. Hege Sagplass and Lars Espen Veder held the keynote address, representing Elskedeby, a new company in Oslo that is setting targets to have emission free transport of the distribution of packages.

Next were lightning talks by Trine Toflsby (Empower) and Mali Skogen ICT Norway. The project manager for Oslo European Green Capital, Anita Trosdahl, then took the stage to present the Business Program the city has funded in order to help Oslo meet its Climate Budget. Councillor Guy Nicholson also spoke about the International Partnership Program of Hackney and its value in helping create a green economy. The panel was moderated by Councillor

Jon Burke and included Hege Sagplass (Elskedeby) Raymond Johansen (City of Oslo), and Phil Ellis (Beryl).

Following the program, lunch was served before a workshop was hosted to challenge city officials from Oslo and Hackney on how to leverage the learnings from the presentation.

Building a shared vision of the future through deep, sustained interaction between cities and businesses is key in creating positive change and combating global solutions. Oslo Meets Hackney is a prime example of community building at its best.

On behalf of the City of Oslo, the event was organized by Oslo Business Region in collaboration with the Norwegian Embassy in London, Borough of Hackney, and companies and organizations from London and Oslo.

4.8 Average score
Scale 1–5, where 5 is best

100% Gained new ideas

60% Made useful contacts



International delegations

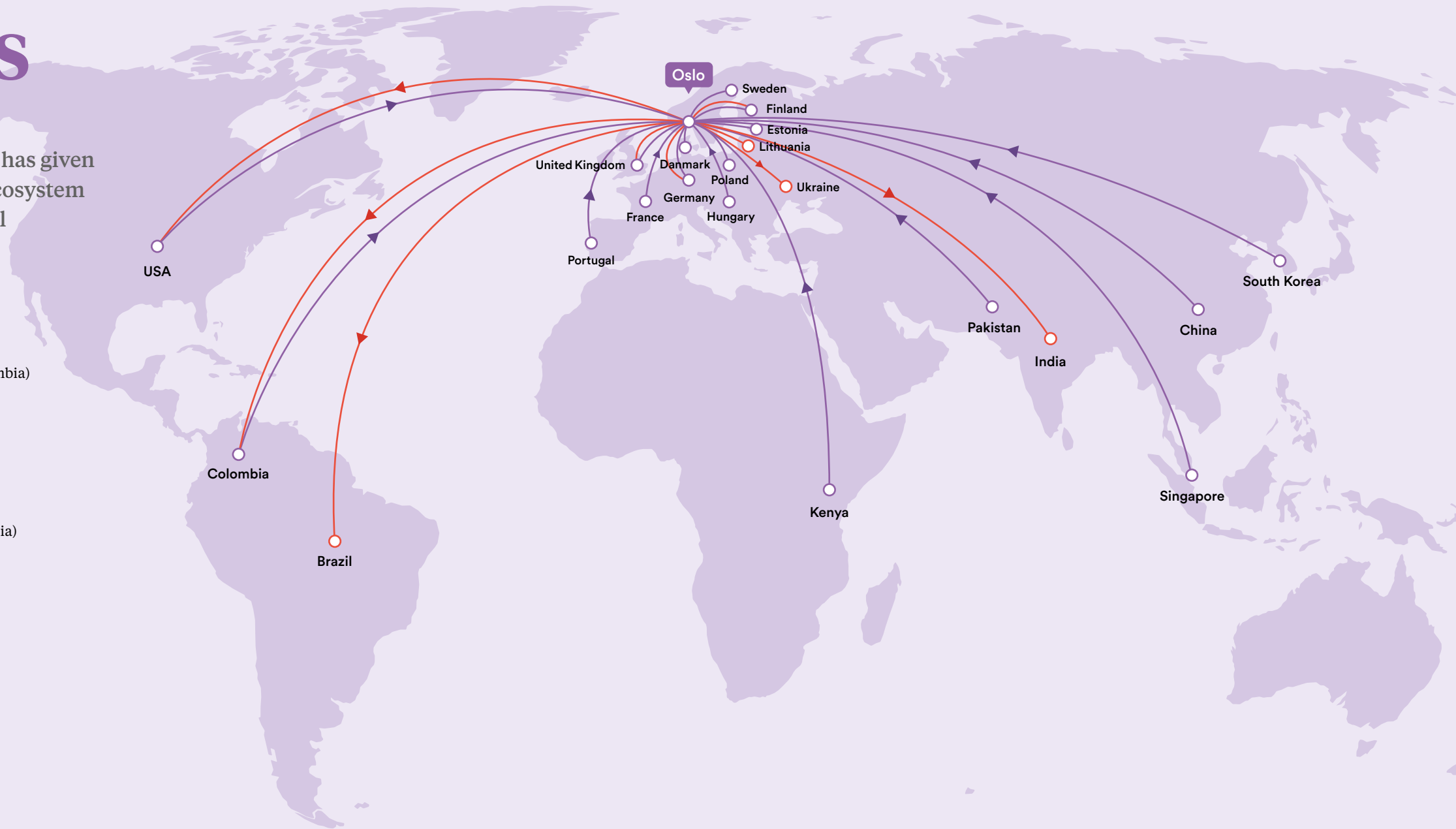
Throughout the year, Oslo Business Region has given presentations about Oslo and the startup ecosystem to several visiting delegations and at several international events.

► **Have presented Oslo at**

- Nordic Smart Cities Summit, in Medellin and Bogota (Colombia)
- Sao Paulo Tech Week 2019 (Brazil)
- London Tech Week 2019 (United Kingdom)
- SXSW 2019, in Austin (USA)
- Green Tech Award, in Berlin (Germany)
- Nordic Smart Cities Network, in Helsinki (Finland)
- Slush, in Helsinki (Finland)
- Norwegian-Lithuanian Business Forum, in Vilnius (Lithuania)
- Nordic Night, in Kyiv (Ukraine)
- The Economic Times Women's Forum, in Mumbai (India)

► **Have met with and presented to business and investor delegations from**

- China
- Pakistan
- Kenya
- Germany
- South Korea
- Colombia
- Portugal
- Poland
- USA
- France
- Hungary
- Finland
- Sweden
- Denmark
- Estonia
- United Kingdom
- Singapore



Oslo Innovation Week

Oslo Innovation Week highlights solutions that solve real global challenges through entrepreneurship, technology and innovation. We believe not only in talking about change, but actually changing the world we live in. Every year, we gather people with business solutions to achieve the United Nation's 17 Sustainable Development Goals.

Together with our partners, Oslo Innovation Week has reached and breached many goals during the last 15 years. The Oslo Innovation Week family has become bigger and stronger, including a broader mix of event organizers like tech companies, corporates, incubators, organizations and the public sector.

Oslo is the European Green Capital 2019 and Oslo Innovation Week highlighted solutions that will help us build greener and more sustainable cities.

23-29 September

Oslo Innovation Week 2019

Since 2005, we have been gathering entrepreneurs, leaders, investors, innovation drivers, technology experts and creative minds to the city of Oslo. Oslo Innovation Week is a collaboration between public and private, startup organizations, corporates and Norwegian and international companies. The foundation of Oslo Innovation Week is collaboration. The 2019 chapter was created by 153 partners and event organizers.

Together, we highlighted *Explorers*, people and companies who dare to push the boundaries even further. Oslo European Green Capital – green and sustainable solutions for creating better cities – being at the core.

Together with our partners, Oslo Innovation Week has reached and breached many goals. Our family has become bigger and stronger. Now including event organizers like tech companies, corporates, incubators, organizations and the public sector.

Oslo Innovation Week 2019 included 63 events from full day conferences and seminars to workshops and meetups. It was one of the key events during the Oslo European Green Capital year. 13.300 people joined us

and 31% of them were international. In fact, the number of international attendees has increased from 19% in 2015 to 31% in 2019.

We've maintained our ambition of having 50% female speakers on stage. We have introduced new concepts such as Powercouples. We have positioned Oslo Innovation Week amongst the big, global players like Web Summit and Slush - hitting Forbes list of events you must go to in 2018.

All these success stories are the result of pioneering event organizers, owners and attendees who have joined year after year, tested new concepts (oh and some have failed too), and contributed in achieving the 17 United Nations Sustainable Development Goals.

The event is supported by the City of Oslo, Oslo European Green Capital, Innovation Norway, Osloregionen and Oslo Business Region as project manager.



Key numbers

Events

153

Event organizers
(2018: 144)

63

Events on sustainable
development
(2018: 56)

13300

Attendees
(2018: 13k)

Speakers

486

Speakers
(2018: 384)

42%

International speakers
(2018: 42%)

51%

Female speakers
(2018: 47%)

Buzz

30

International media
(2018: 35)

183

Media articles
(2018: 728 "Obama effect")

39

Mill. reach in social media
(2018: 79,6)

Source: Meltwater



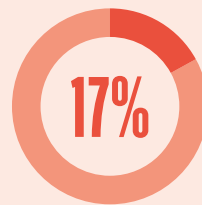
Disruption scores

Attendee demographics

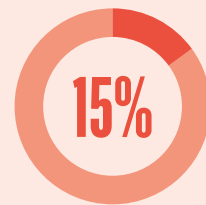
Countries represented: Norway, Sweden, Lithuania, United Kingdom, United States of America, Finland, Estonia, Denmark, China, Sri Lanka, Germany, Spain, Brazil, Latvia, Canada, Russia, Poland, Kenya, Portugal, Bulgaria, Israel, Uzbekistan, Colombia, Singapore, Indonesia, Georgia, Romania, France, Netherlands, Italy, Sri Lanka, Pakistan etc.

13300

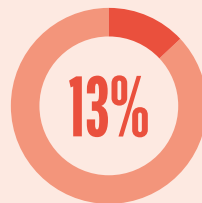
Attendees
in total



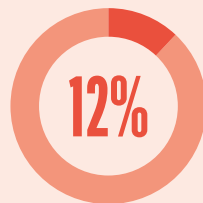
Startups and
Scaleups



Decision makers/
Leaders



SMEs



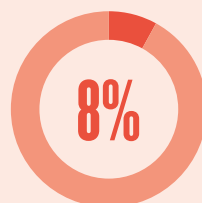
Investors



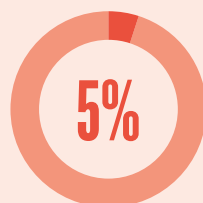
Startup organizations,
incubators, accelerators



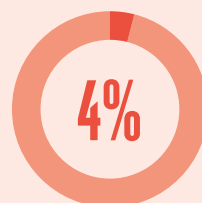
Corporates



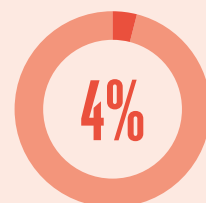
Public Sector



R&D



Students



Others

Backbone scores

Some things have always been important for Oslo Innovation Week, we call it our backbone: to showcase innovation in action, to bring forward new voices and to support diversity.



Gender equality

51%

Female
speakers

42%

International
speakers

46%

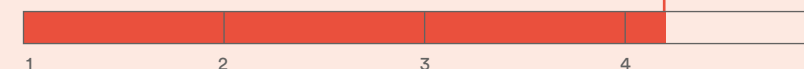
Startups
onstage

Event organizer feedback

Value of being part of OIW 2019*

(Scale 1-5, where 5 is best)

4.2



* Why not 5?

Some events entered the program late and thus did not reap the full benefits of Oslo Innovation Week and resources in terms of communication of the event prior to the week.

Goals

Results and Highlights

1.

Highlighting sustainable solutions and Oslo being the European Green Capital 2019

We had 63 events organized by 153 event organizers, all of them connected to sustainable solutions and topics related to sustainable city development.

2.

International focus

Overall, 41% of speakers up on stage were international and 31% of the attendees were international. In total, we had 12 official international delegations, from Pakistan, Colombia, Germany, South Africa, China, Estonia, Finland, Dubai, Latvia and more.

3.

Strengthen Oslo Innovation Week as an interactive event

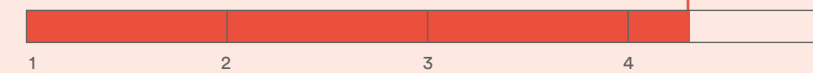
We aimed to be an arena where you could not only listen to talks, but also network and get new leads.

The event organizers

We depend on our partners and event organizers satisfaction: is it valuable for them to be a part of Oslo Innovation Week, instead of being on their own?

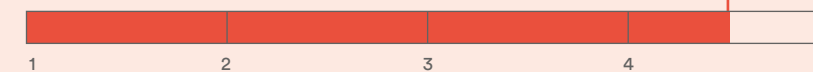
OIW is a world class event

(Scale 1-5, where 5 is best)



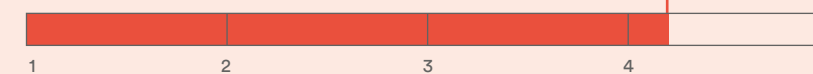
An interactive event where people could network

(Scale 1-5, where 5 is best)

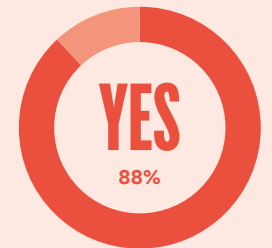


Value of being part of OIW 2019

(Scale 1-5, where 5 is best)



Would you be a part of the OIW 2020?



Not sure: 12 %*
No: 0 %

* Often due to internal organizational changes and priorities, timing of new projects like OIW and their ambitions are not a fit.





OIW Concepts

Oslo Business Region is responsible for the following events and concepts at OIW:

The Official Opening

The opening event hosted by Alex Wood (Forbes) and Rikke Eckhoff Høvding (NVCA), featured speakers highlighting sustainable business solutions for Oslo European Green Capital. More than 600 leaders, founders, investors and journalists gathered inside the grand Oslo City Hall to meet the pioneers of future tech and sustainable society. The speaker lineup included the Vice Mayor for Public Ownership and Business Development, Marthe Scharning Lund. Kjartan Slette (Unacast), Pasi Vainikka (Solar Foods), Kaja Kallas (Estonian Reform Party), Nichol Bradford (WillowGroup/Transformative Technology Lab), Annu Nieminen (The Upright Project) and Jørgen Randers (BI Norwegian Business School).

Oslo European Green Capital was an overarching theme of the event.

800

Attendees

50%

Made new useful contacts

85%

Gained new useful ideas

3.9

Overall value to attendees

3.9

Overall value to event organizers



Too Good to Go wins Oslo Innovation Award 2019

This year, the Oslo Innovation Award was presented to Too Good to Go during the opening ceremony of Oslo Innovation Week. Too Good To Go is a Danish company working to fight food waste by building a marketplace for unsold food. Their app has over 15 million users and the company has expanded to market presence in 13 countries since their launch in 2016. The results: more than 20 million meals have been saved.

According to the jury, Too Good To Go had the best cumulative score across all categories of criteria. Most importantly, they stood out as a Nordic growth company working towards the UN Sustainable Development Goals, serving a great example for all other Nordic growth companies to follow.

“We are truly honoured to be given this award, being acknowledged for our ability to execute our growth strategy while trying to solve a large environmental problem – food waste. Together with our partners and users, our ambition is to continue to grow our existing concept in our current markets, rapidly enter new markets and find more solutions to fight food waste. We see that both people and businesses are more than willing to make sustainable choices, when made convenient, fun and easy!” – Country Manager of Too Good To Go, Ann-Kristin Raknes Pfründer.

Connecting Oslo culture at the opening party

Through the event Oslo Fest, we featured a selection of the best culture Oslo has to offer in collaboration with Osloregionen. The goal was to give attendees and international press an Oslo art experience right at their fingertips.

The event was hosted as an opening party at the venue Youngs. There were 700 guests, open to both Oslo Innovation Week attendees and Oslopolitans, to kick-start the busy days to come in a social and informal way.

The lineup included artists LÖV and Nils Bech, DJs Carl Louis and Vibeke Bruff. Attendees could also make their own 3D paintings using Google's VR product, the Tilt Brush, with artist Andreas Paleologos. The opening party was supported by Osloregionen.



OIW 100 Pitches

OIW 100 Pitches has become one of the leading platforms for seed stage startups solving global challenges. More than 900 people requested tickets for the 2019 entry rounds, which took place the 24th of September at Samfunnssalen Konferansesenter, where 48 qualified startups turned into 8 finalists through the selection process of our 24 jury members.

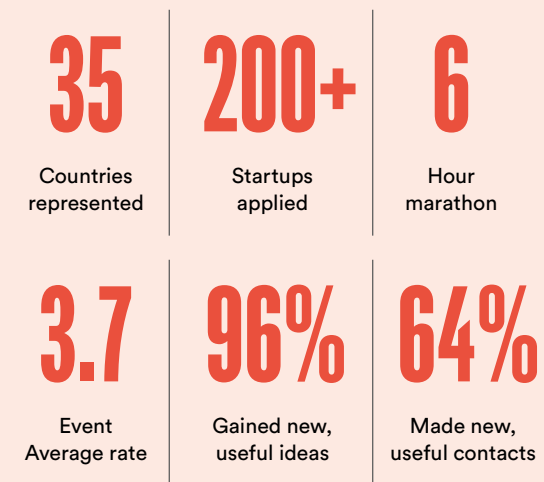
Electric boat company Evoy wins OIW 100 Pitches

In collaboration with Oslo Innovation Week 2019, DNB hosted the final round of OIW 100 Pitches at DNB NXT.

Evoy took home the 300.000 Norwegian kroner prize after competing against seven other companies. Evoy is an electric boating company, making electrical systems to outfit any boat between 20 and 30 feet. They also provide options to replace Diesel engines with electric motors. The sustainability element of Evoy was what cemented their win, with the jury highlighting Evoy's potential for spearheading a change from fossil fuels in the ocean space.

Amongst the jury was Kjersti Høklingen from DNB; Håkon Haugli CEO of Innovation Norway; Ornit Shinar from Citi Ventures,; Jørn Haanæs of Oslo Innovation Week and Yara Paoli from Preply.

In numbers:



Feedback from the event organizers on the project management

Rating from 1-5, where 5 is best.



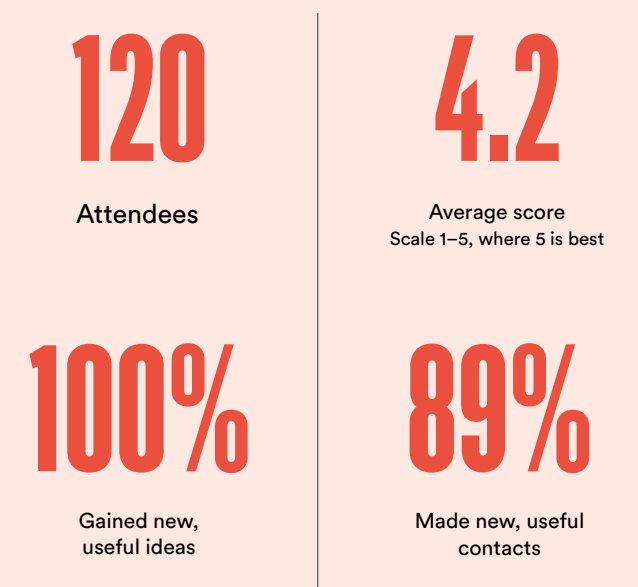
Scaleup Workshop

One way of supporting scaleups is to facilitate knowledge transfer and learn from the people that have done it before. Oslo Business Region, together with BI Norwegian Business School and 360 leaders, we facilitated a workshop on scaling- this being the third edition.

Prediktor shared the ups and downs of raising capital, SafetyWing shared their experience with running remote organisations, Induct Software discussed their business model and Halodi Robotics shared insights into their hiring process.

The OIW Scaleup Workshop format works like this: A 15 minute case presentation from the company, followed by a 15 minute expert panel discussion, closing with a 15 minute plenary discussion.

In numbers:



Volunteers

We had the support of 30 amazing volunteers – from 15+ countries – before and during Oslo Innovation Week 2019. They supported event production, press and event management.

100%

Would recommend volunteering to others

94%

Made useful contacts

4.5

Value of being a volunteer
Scale 1–5, where 5 is best

OIW HQ & afterworks at Youngs

In order to facilitate more networking and a place to meet people from other events, especially for international attendees, we created a social hub at Youngs. The events varied everyday; a conversation on how to get funding from investors of nFront and Inventure, a live podcast of Power Ladies and a film screening and conversation by theHuman Aspect, a special F*ckUp with a focus on sustainability failures. There were also DJs and dancing to round off every night.

800

Attendees throughout the week

3.8

Feedback from event organizers
Scale 1–5, where 5 is best

The Buzz: Media

PR and social media are main tools when increasing international awareness and recognition of Oslo Innovation Week 2019. Together with the Norwegian Ministry of Foreign Affairs, VisitOSLO and Innovation Norway, we invited international journalists from broad media and trade media, such as Forbes and Vice, to come to Oslo. To make sure the journalists would discover many of the city's stories, we extended the hospitality program with special local experiences: Green Visits Oslo by Oslo Renewable Energy Cluster, International Reception at Oslo City Hall, a press dinner and more.

Key numbers press

16

Nationalities

30

International journalists registered

183

Articles published so far

Numbers found using Meltwater Insights
(measured between 1 June and 29 October 2019)



Key Media

Vice	Ethos Magazine	Apolitical	Deutsche Welle	Yahoo! Japan
La Razón	Bloomberg	Wired	Global Times	Postimees
Forbes	Arctic Startups	L'Usine Nouvelle	Maddyness	Silicon Canals

Key Norwegian Media

NRK	E24	Innomag	Medier24	Digi.no
Aftenposten	Shifter	TV2	Computerworld	Finansavisen

Feedback from journalists

4.8

How would you rate the support from the press team?
Scale 1–5, where 5 is best

85%

Would like to attend Oslo Innovation Week next year

100%

Are happy with the press program activities

“Oslo Innovation Week was an opportunity to see how tech, start-ups, cities and the government can all collaborate to bring about positive and sustainable change in society. Norway provides other countries with a model for achieving this.”

Miriam Partington, Deutsche Welle

Press Clippings

ARCTICSTARTUP
WHAT'S ON PROJECTS ARCTICS

NORWAY'S HOTTEST STARTUPS RIGHT NOW
@ SABRILLA SOMOS • OCTOBER 4, 2019

Did you know that Norway is ranked as one of the most business-friendly places? We wonder the ecosystem is booming and startups arise from every corner of the country, bringing new solutions to traditional industries such as maritime or fishing while others are tackling major environmental issues. And supported by the strong ecosystem, it's not surprising that it occupies a place in a series of round tables.

Last week, during Oslo Innovation Week, OBR 100 Profiles featured startups who address one or more of the UN's Sustainability Goals and showed the diversified companies on-stage. From the hundreds of entries, 40 were selected and got the chance to present their ideas in front of an expert jury in their respective field of health and wellbeing, circular economy, digital finance, green city solutions, life on land, or energy & ocean tech. The final took place during OBR NAT.

7 am every Friday with 800 people in the hall. The fact that 270 companies from 30 countries figured out that our relationship service powered down long, business solutions to 17 SDGs and completed the application is awesome. Finding contacts are still the best way to meet at business - it's such a great way to understand new business models, products and services and to help to set up many from the wider startup community agreeing with us." - @sabrilla, Startup Director at OBR Business Region

Meet the Finalists of OBR 100 Profiles

The winner who received 800 000 NOK from DNB's Norwegian startup fund, the "Field of Goals", identifying electric marine propulsion systems designed for fast loading. "They're only in the starting blocks of our startup voyage and we are really looking forward to contribute to the development of maritime transport for smaller and faster boats," says Leif A. Steinarsson, CEO of Eno. "So all start-ups, we are constantly in need of capital to reach our next milestones. So most of the money will be used for working capital, but naturally we will also host a small gathering with the team to celebrate our recent achievement."

Next House Robotics entered a diverse change-reducing company based around the circular economy. Their Airobi Machine converts food & organic waste into digestible & 20-hour plastic chains to reduce their waste by over 10% from month one.

Green Tech Team develops the world's first digital built-in track locomotive that is sustainable based from a university hospital.

The company is saving the planet from litter and plastic pollution by turning litter into a battery storage.

Prolog Swedish Startup Program has a vision to make covering an almost alternative to sewing fabric.

Wipac Energy offers an all-in-one tool for energy, non-profit, evaluation, investor networks & companies to visualize change, track data trends and share the stories that matter most.

Worm Energy - The Norwegian startup provides solutions for local energy storage.

Remotion is an AI-based coaching tool that includes image, analytics, multi-round coaching, providing improved insight quality during live business sessions.

Are these the next Norwegian unicorns?

DW Made for mobile

TOP STORES MEDIA CENTER TV RADIO LEARN GERMAN
CONTACTS UNITED STATES BUSINESS EUROPE ENVIRONMENT CULTURE SPORTS

BUSINESS

Are apps tackling food waste an antidote to our throwaway culture?
Copenhagen-based startup The Good To Go is on a mission to drastically reduce food waste globally. But is its marketplace for social meals enough to tackle the problem? Mikko Pietilainen has this report.

Food waste's footprint
While apps that connect food sellers to food buyers prevent some of the most pressing attempts to battle food waste, the issue is far greater than most people know.

Cooking with leftovers in Berlin

Food waste's footprint
While apps that connect food sellers to food buyers prevent some of the most pressing attempts to battle food waste, the issue is far greater than most people know.

Cooking with leftovers in Berlin

The global issue of food waste is exactly what Copenhagen-based startup The Good To Go is addressing. Founded in 2016, the company provides a platform for restaurants, bakeries, and supermarkets to sell their surplus produce at a discounted price to consumers seeking a bargain. All you have to do is open the app, find an entry nearby and collect a "Migo Bag" filled with a tasty surprise.

Just three years ago, the company's team of founders sat in a buffet restaurant observing how food still good enough to eat was simply tossed away at the end of the night. They gave them the impetus to develop a solution to the problem.

The company has since expanded its operations to 13 European countries and has grown its user base to 26 million people. This year, The Good To Go announced that it has salvaged over 23 million meals and has consequently saved 37,000 tons of CO2 from being released into the atmosphere.

"I always thought The Good To Go could be massive, but where we are now is definitely beyond our original expectations," says Mikko Lytko, CEO of The Good To Go.

Food waste's footprint
While apps that connect food sellers to food buyers prevent some of the most pressing attempts to battle food waste, the issue is far greater than most people know.

Cooking with leftovers in Berlin

The Food and Agricultural Organization of the United Nations.

This common food simply sits in landfills, contributing 8% to the world's total greenhouse gas emissions.

There's no doubt that food wastes are a big part of the problem. "A combination of overstimulating the number of restaurants they get through the door and an overabundant commitment to quality leads to large amounts of food being discarded by restaurants at the end of each day. However, these problems are "unsolvable," according to Miettinen.

The bright side is that many companies collaborating with The Good To Go have been able to see how much food they are wasting and have made steps to reduce this level further themselves.

"This is a big part of our business model," Miettinen explains. "We help our retailers get smarter."

A 'win-win-win' concept

Indeed, there are many advantages for both companies and consumers of using The Good To Go. Customers pay about one-third of the usual price for meals and are able to participate in a fun initiative which also benefits the planet. Meanwhile, businesses can increase revenue and acquire new customers from the app's growing cohort of users.

Only a small percentage of the revenue made via the app actually goes to the company; the rest "flows straight through to the retailer's bottom line," explained the CEO.

It seems the project is working; everyone can get on board with it. Andy Smith, a frequent user of The Good To Go and the author of a now-widely-cited blog in London says, "There's a sense of camaraderie between buyers and sellers over the app. The screen from both of you doing something to protect the planet - yours is a small one."

INNOVADORES

SOSTENIBILIDAD La Oslo Innovation Week constata el compromiso de fortalecer con los objetivos de desarrollo sostenible y exhibe el tejido emprendedor 'verde' del país

Noruega, innovación a escala humana como alternativa al petróleo

ALBERTO IGLESIAS @ALBERTOIGLESIAS

Desde que se abrió la convocatoria de startups para la Oslo Innovation Week, el ecosistema emprendedor noruego ha estado recibiendo mucha atención. En esta edición, el evento se celebró en un entorno más verde que nunca, con un fuerte compromiso con los objetivos de desarrollo sostenible. Esto se reflejó en la presencia de startups que trabajan en sectores como la energía renovable, la agricultura urbana y la economía circular.

En esta edición de Oslo Innovation Week, el ecosistema emprendedor noruego ha estado recibiendo mucha atención. En esta edición, el evento se celebró en un entorno más verde que nunca, con un fuerte compromiso con los objetivos de desarrollo sostenible. Esto se reflejó en la presencia de startups que trabajan en sectores como la energía renovable, la agricultura urbana y la economía circular.

Una Olo es un ecosistema
Oslo es un ecosistema de startups que ha crecido rápidamente en los últimos años. Esto se debe a una combinación de factores, como la presencia de grandes empresas tecnológicas, la cultura de innovación y el apoyo gubernamental.

La propuesta de Unicast y Tella parte de asumir que las ciudades son productoras

Maddynews

Dépression, burnout, solitude: ces entrepreneurs hébétés la loi du silence

Entrepreneurs et entrepreneurs se sont heurtés sans être les bienvenus, hébétés, de la loi de leur entreprise à l'occasion de l'Oslo Innovation Week.

Les entrepreneurs ont été hébétés par la loi de leur entreprise à l'occasion de l'Oslo Innovation Week. Ils ont découvert que leur entreprise n'était pas prête à les accueillir, ce qui a entraîné une dépression, un burnout et une solitude.

Le super-égo des médias à entrepreneurs déçus

Les médias ont joué un rôle important dans la promotion de l'Oslo Innovation Week. Cependant, les entrepreneurs ont été déçus par le manque de soutien réel de la part des médias.

Un Olo est un écosystème

Oslo est un écosystème de startups qui a grandi rapidement ces dernières années. Cela est dû à une combinaison de facteurs, tels que la présence de grandes entreprises technologiques, la culture d'innovation et le soutien gouvernemental.

La proposition de Unicast et Tella part de l'assomoir que les villes sont productrices

TEHNIKA

Abilinnapea: Oslo on muutunud sisuliselt sularahavabaks

Oslo on muutunud sisuliselt sularahavabaks. See tähendab, et linnas on võimalik saada tasuta toitu ja jooke, mis aitab vähendada toidu- ja joojete jäätmeid.

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Abilinnapea: Oslo on muutunud sisuliselt sularahavabaks

Oslo on muutunud sisuliselt sularahavabaks. See tähendab, et linnas on võimalik saada tasuta toitu ja jooke, mis aitab vähendada toidu- ja joojete jäätmeid.

The Buzz

Key numbers Press and Social Media

206

Mill. in digital reach
(2018: 516)

183

Articles published
so far (2018: 728)

Digital reach: Digital media reach is social media reach combined with the reach of digital press articles. Measured between 1 Jun-29 Oct, 2018 & 2019. There was a 71% decrease in digital reach from 2018, and a 75% decrease in articles published. The decrease in both articles published and digital media reach is not due to lack of priority or quality of work. In 2018 we had a large increase in exposure due to former President Barack Obama visiting Oslo Business Forum as a speaker. Thus, it would be unrealistic for us to reach the same numbers in 2019. However, both articles published and the digital media reach has almost doubled in comparison to 2017.

Social media reach: Unique users reached on Facebook and Twitter. Measured using Meltwater Insights.

Key numbers Social Media

39

Mill. in social
media reach
(2018: 79.5)

23.269

Followers across social
media platforms

Unique users reached on Facebook and Twitter. Measured using Meltwater Insights. Measured 1 Jun-29 Oct (2018 & 2019). There was a 51% decrease in social media reach from 2018, however there was a 16% increase in followers. The decrease in social media reach is not due to lack of priority or quality of work. In 2018, we had a large increase in exposure due to former President Barack Obama visiting Oslo Business Forum as a speaker.

Demographics

55%

Followers
are female

30%

Followers
are international



2.833

(+35% from 2018)



6.166

(+22% from 2018)



14.370

(+9% from 2018)

Demographic have been calculated using the native insight tools of Facebook, Instagram and Twitter. Measured from 14 May to 29 October 2019



Oslo European Green Capital

The European Commission awarded Oslo the title European Green Capital 2019 in fierce competition with 13 other cities. Oslo won the title because the city has implemented some of the most effective climate and environmental measures in Europe.

Oslo has an ambitious climate strategy with a goal to reduce Greenhouse Gases by 95% by 2030. Central to this strategy is the city's climate budget. This budget enables Oslo's municipality to gain an overview of emissions being emitted across each sector and plan where emissions need to be cut.

Throughout the green capital year Oslo Business Region has engaged companies, organizations and individuals across the city's business community on the need to reduce emissions. We have facilitated the Oslo European Green Capital business program, creating a program with two core strands; the Oslo European Green Capital Mentoring Program and the Oslo European Green Capital Industry Challenges.

Oslo European Green Capital Business Program

The level of enthusiasm from multiple players across the private sector has been inspiring. Over 35 businesses have committed themselves to take on one of the Oslo European Green Capital industry challenges and 26 sustainability professionals signed up as Oslo European Green Capital Mentors. It is this level of commitment that will ensure Oslo European Green Capital year will be recognized as the year the business community mobilizes to establish a vibrant, sustainable future.

Oslo Business Region is proud to have partnered with 30 Ambassadors of Oslo European Green Capital. Our ambassadors are leaders and entrepreneurs from across sectors including mobility, energy, finance, ocean, construction, real estate and technology sectors.

Throughout the year, our ambassadors have shared their inspiring sustainable stories while promoting Oslo as the European Green Capital 2019.



A selection of Oslo European Green Capital Ambassadors, who over the course of the year shouted loud and proud about the sustainable advances that Oslo is making.

Industry Challenges

In order to reach emission targets, set out in Oslo city's climate strategy Oslo Business Region devised 4 industry challenges directly related to reducing the business community's CO2 emissions.

The philosophy behind the challenges was the willingness to accept the challenge - no company was expected to solve the problem within a given time frame.

The four challenges were as follows;

1. We challenge your business to actively request and work towards emission free transportation of goods and services.
2. We challenge your business to actively work towards your construction sites becoming fossil free and emission free.
3. We challenge your business to request that your pension and/or insurance investments are pulled out of oil, coal and gas and are replaced with renewable energy solutions.

4. We challenge your business to reduce plastic waste by replacing single-use plastics with environmentally friendly alternatives while actively challenging suppliers to develop plastic free alternatives through innovative procurement.

The Oslo European Green Capital Industry Challenge program in numbers:

- 36 companies signed up to one or more of the challenges.
- The companies vary in sector and size - from large corporations, including the Norwegian Gym chain SATS to startups including HAYK, a rental car service.
- 20 large-scale companies have signed up.
- 7 SMEs
- 9 startups



SATS takes on Oslo European Green Capital Challenge

SATS, the largest fitness chain in the Nordic countries, has taken on the Oslo European Green Capital Plastic Challenge. The plastic challenge was created specifically by Oslo Business Region to increase awareness about sustainable opportunities available to the business sector in Oslo.

“We are passionate about training and health. We work every day to inspire and help people to achieve a more active lifestyle. This challenge, which is a part of our ongoing environmental work, will contribute to the country’s public health, making it easy for us to accept the challenge. We are now looking forward to working with Oslo Business Region and Høyskolen i Kristiania to develop more environmentally friendly alternatives for our members,” says Country Manager at SATS Norway, John Kristian Stubban.

Dubbed “The Blue Shoe Challenge,” SATS launched a competition for students at Høyskolen i Kristiania who are taking their Bachelor’s in Service Design. The competition was about finding a new, more environmentally friendly solution to replace the blue shoe bags at SATS fitness centers. Marit Spjøtvold and Jenny Eldor Jarnes won first place. The winners of the competition will receive a free SATS membership for a year plus a monetary stipend for their efforts.



Mentoring Program

With a timeframe of just over 10 years to lower emissions and to meet Norway's commitments to the Paris Agreement we need to move fast. Sharing knowledge, failures and success is essential for sustainable business practice to thrive – the mentoring program is the platform for this knowledge and experience being shared and passed on.

This is the first year that a European Green Capital has offered a mentoring program. Oslo Business Region's mentoring program is the key to strengthening sustainable business. As well as offering the opportunity to pay it forward, we are creating a network of Oslo-based professionals working in the arena of sustainability. Together, mentors and mentees explore ideas and implement new strategies to create positive change.

A Two Way Street

Mentoring is not a magic wand that automatically creates success. The truth is that effective mentoring takes effort. Creating successful mentoring relationships requires specific skills, sensibilities and structure from both the mentor and the mentee.

A good example of a successful mentoring pair is Besim Ismaili, Data Scientist, CTO, Senior Tech Consultant (mentor) and Sylwia Harewska, IT Internal Control Specialist, FinTech founder (mentee), participants in our Oslo European Green Capital Mentoring Program. They joined in the first round of our program this year and ended up merging their business concepts, culminating in being a part of Oslo Innovation Week's 100 Pitches. They have since continued their collaboration, strengthening their bond as mentor and mentee.

“I see that the startup environment in Oslo is flourishing and there are fantastic concepts floating around. Many of them don't have technical resources in their team or they lack the understanding of technological importance in the early stage of the startups. I thought, ‘I can jump in and help these types of startups.’ My strategy is based on setting the engagement bars of the mentee high, involving them in the entire startup lifecycle and make him/her think of ways in and out to make sole challenges in each cycle.”

Besim Ismaili, Data Scientist, CTO, Senior Tech Consultant

“The most rewarding part was meeting new people, networking and being part of this program. I was looking for someone who has actually been on that tough entrepreneurship path and would understand me. One who has knowledge about FinTechs and tech and would be able to give me good advice! Yes, definitely my expectations have been met. I wanted to meet a mentor who would support me in the next steps for my startup and give good advice. Someone who knows how hard it is to run your startup and build a company.”

Sylwia Harewska, IT Internal Control Specialist, FinTech founder



Benedicte Eie Sustainability Consultant Primus

Working at the intersection of sustainability and communications Benedicte is a sustainability consultant at Primus Productions. She is an engineer, PR-expert and partner at the consultancy firm Primus. She has also been the sustainability manager for H&M Norway as well as communications manager for both EAT and Nordic Choice Hotels. Benedicte loves to work with startups to help shape their strategies and storytelling.



Paal Holter CEO Eggs Design

Paal is the Chief Experience Officer of EGGs Design. He is responsible for aligning and communicating EGGs' service offerings to the market. He is a frequent speaker at seminars and conferences. Paal is one of Norway's most experienced designers for digital systems. During his 15 years of professional experience, he has specialized in design for digital systems, complexity, future-orientation and professional users. In addition to maritime and high-tech industries, he also has experience with business systems and public services. Several of his projects have won the Award for Design Excellence from the Norwegian Design Council.



22 March

Green Finance and War on Plastic at Nordic EV Summit



Climate action equals great opportunities for Oslo's business community. Oslo Business Region teamed up with the Nordic EV Summit at Clarion Hotel – The Hub for a day dedicated to sustainable solutions, across plastic, finance and mobility.

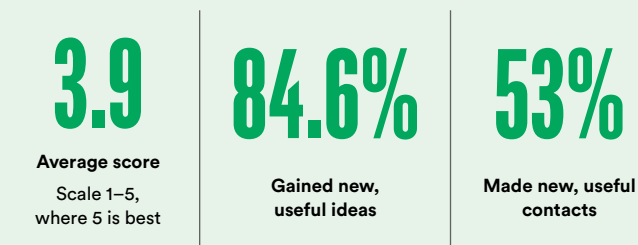
The morning started with a breakfast talk given by Unni Berge, Head of Communication and PR at Elbilforeningen about green transportation of goods and services. The presentation was followed by Espen Dyb Løvold, CEO of Bybil, Oslo's new awesome electric car sharing, and Per Kenneth Øye, Logistics Manager at Felleskjøpet, speaking about cutting emissions on heavy transportation.

Following our lunch break, around 50 participants joined our interactive roundtable discussion. There were four tables, two focused on "Green Finance," – by moving our pension and insurance investments from oil, coal and gas over to cleaner alternatives. Plus, two groups passionately spoke about the "War on Plastic," with input sessions from Oslo's plastic manifesto with WWF Norge and EGC & Startup perspectives.

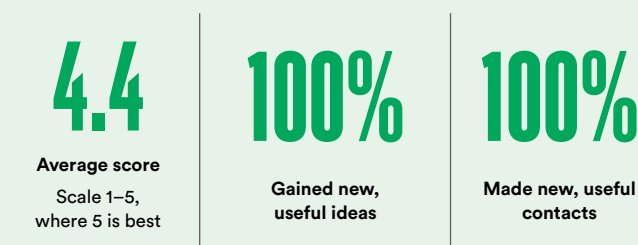
This time, after-hours took a different turn, specifically towards Sørenga. When the clock turned 3 p.m., around 30 business executives and entrepreneurs met next to the Opera House to make the plunge #forhavet in Oslo. Fully clothed! This cliff marked the importance of going from words to actions following Greta Thunberg's example. The 16 year-old advocate has sparked school climate strikes, igniting a social movement in over 105 cities across the world.

Feedback from attendees:

Morning program



Afternoon program



22–23 May

Mobility and Real Estate tracks at Urban Future



Oslo Business Region hosted two tracks during Europe's largest conference on sustainable cities, Urban Future Global Conference.

Mobility track

During the first day we invited three cities to address current urban challenges in mobility at DOGA, followed by round talks on solutions.

Tor Henrik Andersen, from City of Oslo, started the program by explaining that transportation is responsible for most of the emissions in Oslo. "We have been talking about cars, but we also need to discuss heavy vehicles and trucks." Andersen also mentioned that there is a need for more incentives for the market to respond. "We cannot do this alone. The business sector is an important partner, which we would like to challenge to help solve this problem," said Andersen.

Sofia Löfstrand, from Drive Sweden/Lindholmen Integrated Mobility Arena in Gothenburg, highlighted the hesitation to step "out of the box" and the time required to move innovation within mobility forward. Michael Münter, Head of Strategic Planning & Sustainable Mobility of the City of Stuttgart, mentioned a few of the current challenges the city of Stuttgart faces: lack of space, busy pedestrian walkways and behavioral changes in its citizens.

The second session was held by problem solvers. Ruter showcased their e.buses solutions in the City of Oslo. PorterBuddy presented their digital urban distribution that optimized mobility and contributed to the efficient use of resources and

the sustainable development of smart cities. Mobility Park talked about integrated sharing solutions followed by Bertel O. Steen, who presented, among other projects, "the Netflix for cars, when you can decide if you would like to subscribe for a car for one or two months, for example," explained Are Knutsen, Director of Service Development and Innovation at Bertel O. Steen AS.

Real Estate track

On May 23rd, Oslo Business Region hosted a track on Real Estate. It started with three presentations covering challenges, including emissions free buildings and reinventing cities.

The Vice Mayor for Business Development and Public Ownership, Marthe Scharning Lund, kicked off the event with a short overview about the strengths Oslo showcases as a developing city. She emphasized the importance of balancing the climate budget and likened its importance to financial budgets the city puts forth. According to Lund, Oslo has the "motivation, stamina and high standard goals" to be leading with green and meeting its proposed climate budget. Moreover, Oslo is able to create more employment opportunities through this commitment. In addition to hearing about Oslo's rise to the climate budget, both representatives from Vancouver and Rotterdam outlined how their cities are working towards greener solutions with a problem solving approach.

Afterwards, the audience had the opportunity to hear from a variety of leading industry experts such as Arne Folkestad Bjelland from Spacemaker and Matthew Dalziel of Oslo Architecture Triennale.

10 April

Oslo European Green Capital War on Plastic vol. II



On April 10th, there was a full house at MESH to discuss how to reduce plastic waste and instead treat it as a valuable resource within circular business opportunities.

Ultimately, the audience learned key insights into how through power coupling, innovation can be cultivated and solutions can be discovered.

State Secretary of the Minister of Foreign Affairs, Jens Frølich Holte, kicked-off the program by highlighting Norway's deep cultural connection with the oceans. "By combining protection and production, we can ensure that we can restore our oceans health by one hundred percent. There are so many waste management opportunities in the face of the growing plastic problem. By recognizing these opportunities, we not only have the chance to clean up our seas but to facilitate sustainable business.", said Jens Frølich Holte.

The second speaker was Lan Marie Nguyen Berg, Vice Mayor of Environment & Transportation. Emphasizing that we can only succeed if we "all work together," she pointed out the hard truth that there is now more plastic than fish in our oceans.

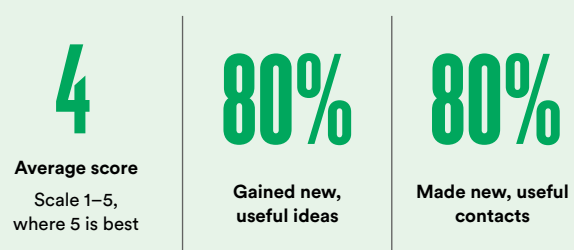
Afroz Shah, an Indian environmentalist, has been recognized with top honors by the United Nations for his efforts to combat plastic waste and delivered a riveting keynote at the event. In his own words, Shah is "an ocean lover and feels that we owe a duty to our ocean to make it free of plastic." Shah has motivated Mumbai residents and fishermen by knocking on doors and explaining the damage marine litter causes,

running community operations to prevent litter from washing down local creeks and onto the beach. His movement has brought attention to decision-makers on an international level and his enthusiasm is contagious.

Closing out our program, three startups devoted to ocean clean up were presented. Quantafuel, Clean Sea Solutions & Empower. Each of these startups took the time to pitch their solutions while engaging with comments from the audience. Clean Sea Solutions has developed robots designed to clean up ocean waste and are planning to launch a series of products such as solar powered waste containers and dock solutions.

Empower is building a global plastic waste ecosystem where you can receive rewards in return for depositing plastic waste. They also use technology to ensure transparency and traceability throughout the value chain.

Quantafuel turns plastic waste into high-quality fuel and chemicals that can be utilized by current infrastructure. Their technology has several environmental advantages. It reduces plastic waste, local pollution and emission of greenhouse gases.



3 June

Clean Energy Solutions at Nor-Shipping



On June 3rd, we kicked off Nor-Shipping down at Skur 13. Oslo Business Region partnered with OREEC, Norsk Hydrogenforum, Næring for Klima, Innovation Norway Germany, Business Finland, French-Norwegian Chamber of Commerce, Solar Energy Cluster Norway and Polyteknisk Forening.

With over 20 speakers present, talking about a range of topics from carbon capture storage to hydrogen, the stage was set for exploring the shift towards clean energy.

Andreas Hasle from the city of Oslo, opened the forum by giving a brief overview of the four industry challenges created for Oslo European Green Capital. He emphasized that green investments play a major role in moving forward to create a more sustainable city and that this responsibility extends to the business actor. "Business needs to change, and business is necessary for change," he concluded to a heavy round of applause from the audience.

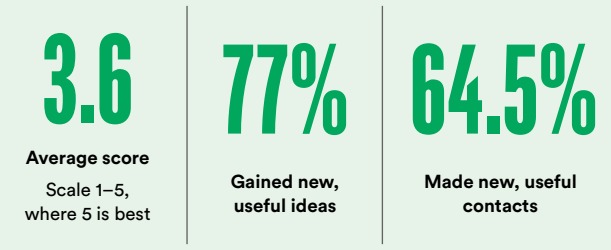
Another important talking point was on biogas. Karen Sund, coordinator at Biogas Oslofjord, introduced biogas claiming that, "It is not sexy, but it is here and now and helps fulfill nine of the UN's Sustainable Development Goals." Proving her point, she pointed to the research that shows using biogas as an alternative to diesel can help reduce emissions two-fold.

During our second session, Gøril Tjetland, Energy Advisor at Bellona, highlighted that the pace of emitting greenhouse gases has "hastened substantially." In turn, this has cost the

local economy billions of dollars and is an issue that should not be ignored. She pointed out that most emissions are indirect, a byproduct of living daily life. The solution: Carbon Capture Storage. Tjetland was steadfast in her belief that cities are forerunners in solving this problem and Europe needs to usher in a shared infrastructure to reduce emissions, "Only by uniting can we push ahead."

Also present was Rob Stevens from Yara. Rob focused on how companies can make green ammonia production a reality, mainly within the shipping industry. Based on Yara's own experience in creating crop nutrition solutions that reduces negative emissions for its customers, Rob believes that the time is now for a strategic move to be made within the market, with global sponsors accelerating scaling.

Parallel discussions were held where the audience could talk freely with the speakers. This was in an effort to facilitate more awareness on each individual topic. The environment was casual but committed as many potential solutions within clean energy were fused together between corporates, startups, and across industry professionals.





24 September

Climate Budget Session at Oslo Innovation Week

Oslo's climate budget was a topic of hot discussion during Oslo Innovation week 2019.

As part of the business program for Oslo European Green Capital, Oslo Business Region invited Oslo's Minister for Finance and guardian of the city's Climate budget Robert Steen to share his experience of the creation and implementation of this innovative tool. Oslo is the first city in the world to have a climate budget.

Steen and his team have developed the budget as a governance tool to achieve Oslo's CO2 emission targets. The session explored what Oslo's climate budget means for the private sector. Speakers from Orkla, Pure Consulting and Veidekke spoke about how this innovative document is impacting the business community.

6 November

Zero Conference

With the global shift towards a low-carbon economy underway, Zero Conference 2019 aims to highlight the innovative solutions that will ensure Norway remains competitive.

Oslo Business Region and Oslo's Næring for Klima ("Business for Climate") took the innovative topic of emission free commercial transport to the Zero stage. Our afternoon session facilitated a deep dive conversation into what it takes for a company to go emission free across its commercial transport infrastructure.

The session was kicked off by Ingunn Lie from Oslo's Business for Climate network. Ingunn presented an overview of Oslo's climate strategy and the role the business community plays in ensuring that a target of a 95% reduction in carbon emissions is reached by 2030.

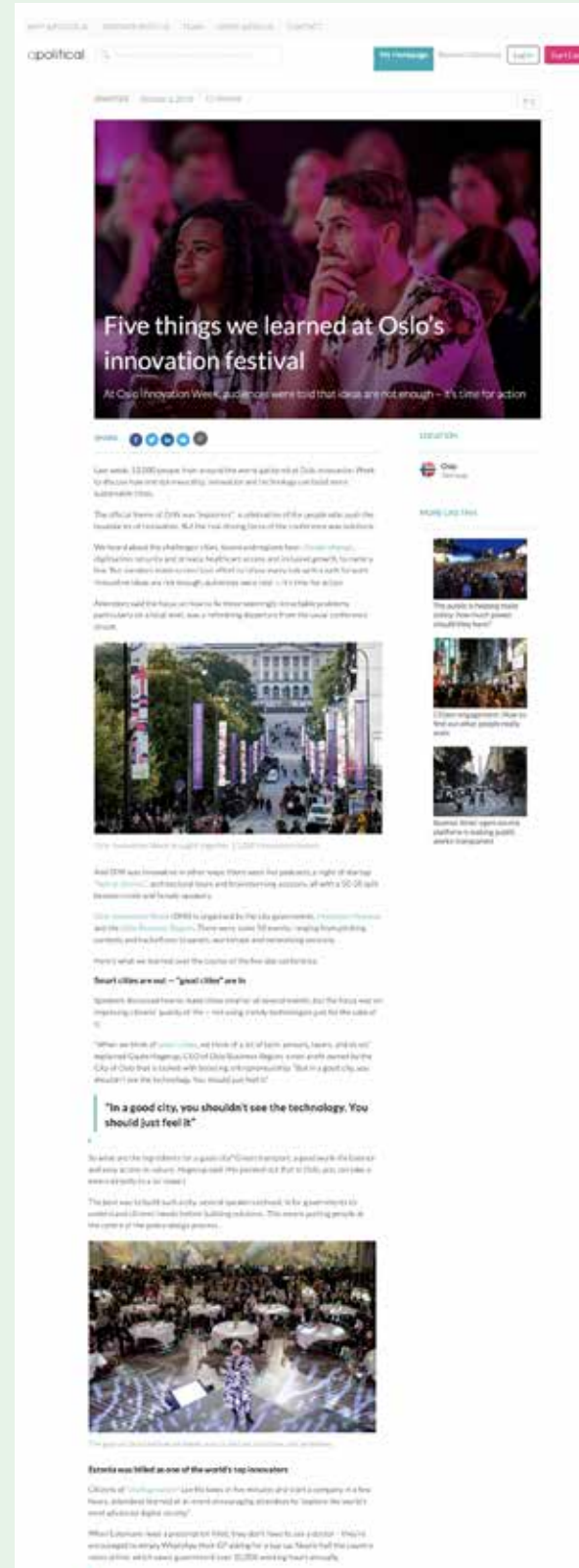
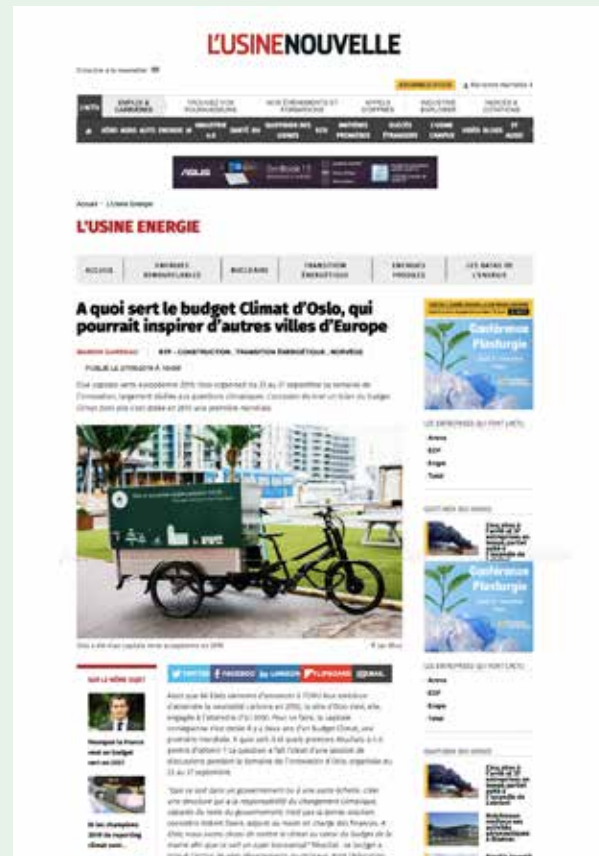
Peter Stangeland from DB Schenker and Benedicte Økland, CEO of Construction City, reflected on why both organizations were among the front-runners to sign up for Oslo European Green Capital Commercial transport challenge – to request and work towards emission free commercial transport. Both Peter and Benedicte were selected as Oslo European Green Capital Ambassadors earlier this year, using this platform to communicate their professional goals coupled with their passion to help support Oslo meeting its climate targets.

Ikea, Dønn Grønn, Elskedeby and DB Schenker were all represented as companies who supply emission free commercial transport. The majority of the audience represented private companies, the perfect audience for our workshop that asks the question, "What will it take for your company to become emission free in commercial transport?"



Press Clippings

Over the year, top international news outlets wrote about Oslo European Green Capital to the world and played a key role to consolidate Oslo brand credibility as a green city connected to a strong sustainable business sector.



What's next for the Oslo European Green Capital Industry Challenges?

The need to reduce emissions does not end in 2019. Oslo Business Region aims to build on the momentum created by the *European Green Capital Business Program*.

2019 will be recognized as the year that mobilized Oslo's private sector in engaging with the city of Oslo's emission targets.

Oslo Business Region will continue working closely with Oslo's Climate Agency to ensure this message is communicated clearly to the business community.

The transition towards a greener, more sustainable business sector is a complex challenge – a challenge that requires collaborative action. Oslo Business region will seek to create lasting collaborative partnerships with key organizations acting on behalf of both the public and private sector.



Social media and web in numbers

Digital footprint

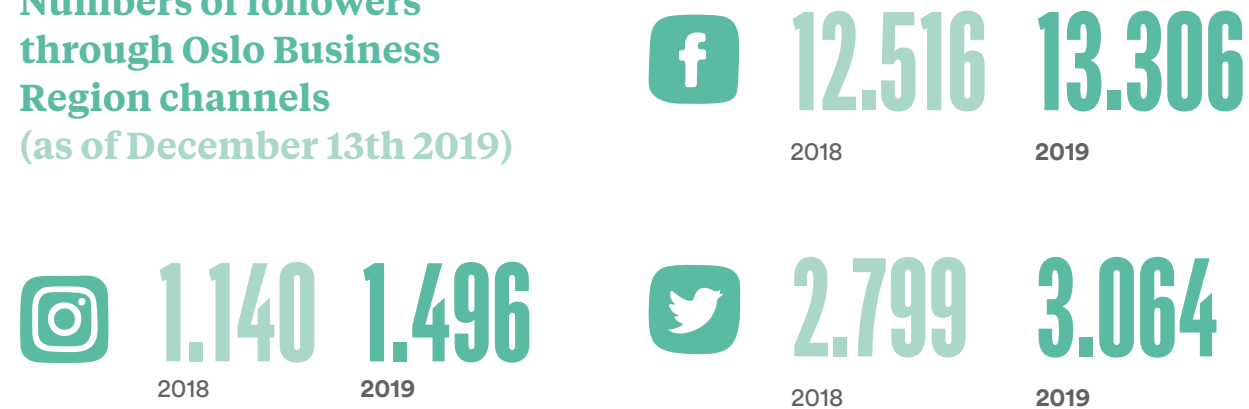
Being a digital pioneer when creating Oslo buzz, we at Oslo Business Region also monitor our digital footprint. Our goal is to increase this footprint by 20% each year.

Oslo content produced by others (in social media)



By digital footprint, we mean everything that is being said (and seen) about Oslo that's related to business, innovation and startups, students and research in all digital channels we monitor.

Numbers of followers through Oslo Business Region channels (as of December 13th 2019)



OBR Press in numbers

Online stories

320

2019
(2018: 527)

Mentions of OBR in press

61

2019
(2018: 170)

Top press locations

- United States
- Germany
- Brazil
- India
- China
- France

Total media articles about the Oslo Startup ecosystem

Stories:

1687

2018

736

2019

National reach

51.619.297

2019
(2018: 42.137.298)

International reach

765.299.737

2018

1.961.029.403

2019

#BeNice

Code of Conduct

Oslo Business Region moves from implementing the BeNice code of conduct as response to MeToo in 2017, to strengthening our general engagement and focus on unconscious bias, discrimination and inclusion. We aim to mobilise a startup community that spearheads diversity and inclusiveness, and will explore a variety of different initiatives to make Oslo a role model for other startup cities.

This includes, but is not limited to

Harassment of any kind

Inappropriate physical contact

Verbal abuse directed towards one's gender, sexual orientation, physical appearance, ethnicity, background or religion

Deliberate intimidation

Sustained disruption of talks or activities

Encouraging any or all of the above behavior

Attendees violating these rules will be expelled without compromise, at the discretion of the organizers. Just #BeNice.

Violations of these rules? Tell us at #NotNice or use notnice@oslobusinessregion.no



Elbuss

Jeg elsker byen min

Jeg elsker byen min

#

Our People

Gaute Hagerup
CEO

Siw Andersen
Director of International Relations,
Communications Director & Head of
Oslo Innovation Week (Interim CEO)

Jørn Haanæs
Startup Director

Fredrik Salberg
Event Producer

Martine Mæland
Communications Manager

Birgit M. Liødden
Director of Sustainability &
Ocean Industries

Mari Wachelke
Press Manager & Project
Coordinator for EGC

Edee Carey
Digital Media Specialist &
Project Coordinator for EGC

Claire McAree
Senior Project Manager,
Oslo European Green Capital
Business Program

Belda Gonzales
Office and Administration

Oslo Innovation Week crew:

Juliane Salicath Gordner
Project Manager, OIW 100 Pitches

Endre Thensen Harnes
Project Manager

Vilde Skorpen Wikan
Press Intern

Nikki Michelle Soo
Volunteer Coordinator

The Board

Johan Chr. Hovland (director of the board)

Director of Hydro Power Operations at E-CO Energi AS. Has been SVP for Corporate Communication and Public Affairs in the energy company Hafslund ASA, in the branded consumer goods Orkla ASA and in the metals producer Elkem AS. Hovland has also worked for the Federation of Processing Industries and the Norwegian Ministry for Industry and Energy. Holds an MBA from the Norwegian School of Economics and Business Administration (NHH).

Inger Johanne Solhaug

Has extensive experience from the fast moving consumer goods industry. She has held leading positions in Orkla for 20 years, among them being Executive Vice President and member of Orkla Group Executive Board and CEO of Nidar. She is currently Director of Business Development at Insula AS. Ms. Solhaug has been a member of the board in PSI Group ASA (currently StrongPoint) since April 30, 2015.

Waseem Shad

Founder and investor. Has previously worked with Abax, Wema, Crayon, Life, and Panorama for Norvestor, and has also been CFO in Crayon Group post-acquisition and delisting in 2012. He currently sits on the Board of IT Gården AB, an IT outsourcing company based in South-Sweden. Holds a BA in Business and Economics from the Norwegian School of Management and an M.Sc. in International Accounting and Finance from Cass Business School (London City University), London.

Credits

Images

4. Jan Khür
6. OBR (1)
Julie Hrnairova (2–3)
Jan Khür (4–6)
ICT (6)
7. Jan Khür (1,4,5,7)
Julie Hrnairova (2,3,6)
8. Jan Khür (1–4)
OBR (5)
Gorm K. Gaare (6–7)
9. Gorm K. Gaare (1)
OBR (2–4)
Aamumehu (5)
Samuel Taylor (6)
Jan Khür (7)
11. Sturlason
12. Jan Khür
24. Jan Khür
25. Jan Khür
26. Jan Khür
27. OBR (1)
Jan Khür (2)
32. Didrick Stenersen
34. Kristin von Hirsch
35. Jordan Hefler (1)
Julius Konttinen (2)
36. OAT
37. OBR
38. Samuel Taylor
39. Samuel Taylor
46. Gorm K. Gaare
- 52–53. Gorm K. Gaare
54. Gorm K. Gaare
55. Gorm K. Gaare
56. Gorm K. Gaare
57. Julie Hrnairova
58. Julie Hrnairova
65. Julie Hrnairova
71. Julie Hrnairova (1)
OBR (2)
73. OBR
- 74–75. Sporsveien
76. Jan Khür
77. Jan Khür
78. Julie Hrnairova
79. Jan Khür
80. Gorm K. Gaare
81. Alexander Eriksson
85. Birgitte Heneide
- 90–91. Thomas Haugersveen

Design



Metric

Print

Printhouse




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