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magazine  
2018

Oslo Business  
Region

Oslo Startup

Oslo Smart  
City

Global  
positioning

Regional Business  
Development

Oslo Innovation  
Week

European Green  
Capital

Ocean Entrepreneur  
Capital

Statistics  
and analysis

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# This is what we do

The Oslo Business Region Magazine is an overview of main activities we did in 2018 with an emphasis on its results in each area.

Our overall mandate – as given by the City of Oslo – is to build a stronger ecosystem for startups and new businesses, contribute on international profiling of startups, and help Oslo become internationally recognized.

As a relatively small publicly owned company we have to raise the bar, work lean, measure outcomes, be digital, and live the future we want to create.

This magazine aims to cover what we do - and according to the external evaluation made by Menon Economics – we do it well.

**Oslo Business Region**  
was established on January 1st, 2014,  
as a limited company fully owned by  
the city of Oslo

**Main tasks**  
Startup Oslo, Regional Business development,  
International positioning, Statistics and analysis





# Dear readers

Oslo continued its strong economic performance in 2018. The unemployment is low and the city attracts an increasing number of investments in startups and growth companies. Startup companies in Oslo represent thousands of skilled employees and attractive jobs, making the city a better place to work and live.

Oslo innovation Week 2018 was a big success this year with 13 000 participants at 56 events. Dugnad was the theme for Oslo Innovation Week. This builds on our commitment to deliver on the UN Sustainable Development Goals, with power coupling and diversity being important priorities. The week was a call for action for us all to create new sustainable businesses.

We can all look forward to celebrating Oslo as the European Green Capital in 2019. The industry program for European Green Capital runs throughout the year with startups, established companies and innovative organisations, in partnership with some of the key international events

taking place in Oslo, across industries. We will both showcase what Oslo has to offer in terms of green solutions, next generation mobility and smart city services. We will also initiate and collaborate to realise even more innovative solutions, services and initiatives throughout the year.

The City Government will continue to work closely with the business community and knowledge institutions to facilitate innovation and growth.

I am looking forward to all of us working towards common goals in 2019.

**Kjetil Lund**  
Vice Mayor for Business Development  
and Public Ownership



# Oslo Business Region as a platform

## Five years of building the ecosystem

Any city who wants to be prepared for a sustainable future needs a well-functioning ecosystem for entrepreneurship, tech and innovation. It's the one thing you should invest in, and is what cities across the globe try to achieve.



In five years, Oslo has gone from a featherweight startup city to boxing above its size. Both when it comes to number of startups, investments, incubator initiatives, dedicated coworking spaces, advanced tech communities, accelerator programs, professional events, networks and meetups, as well as support from business associations, corporations, public instruments, media attention and political ambitions. The shift is fundamental, and we have been lucky enough to operate in the middle of it. For five years.

If development of a growing and sustainable ecosystem for entrepreneurship is your strategy, going alone it is not an option. That's why we developed a "platform approach". Since the beginning - five years ago - we established external cooperation as the foundation of all our activities, and we developed the platform thinking as the core of our strategy. It goes by different names: dugnad, collaboration, participatory network, exponential organizations, or platform. Whatever you label the effort, the results are multiple if it is done right:

*First, the overall **quality** of the activities increases.* When we test ideas and plans on some of the most knowledgeable visionary partners in the city of Oslo, they bring useful knowledge and expertise. As a simple fact, the sum of knowledge and experience will always be better outside than inside your own company. This goes for any organization, and particularly a small public agency. Plus, when technology develops fast, it becomes even more evident. For example, for startup services it has been instrumental for the quality to partner up with the fast growing number of startup hubs. From generalist as Startuplab, MESH, 657 and Oslo House of Innovation, to the specialists as Katapult, The Factory, SoCentral, and Techmakers. And hundreds of more.

*Second, you get **more with less** and the resources are geared.* Countless hours spent by partners who have contributed to our activities over the past five years, has been crucial for the results and for making Oslo the fastest growing startup ecosystem in the Nordics. Several hundred organizations have brought in not only knowledge but also venues, speakers, material, networks, analysis and more. Oslo Innovation Week alone is an example of the contribution of more than 100 partners getting together. Over the past five years, they have produced innovation events for a total of **111 million NOK**. The amount represents more than the total funding

of all projects combined of Oslo Business Region since the beginning, back in 2014.

*Third, the direct and indirect **results are better**.* Our approach is to identify gaps in the ecosystem, create a platform, and fill them through partnerships activities. The activities are then organized as experiment machineries. This means evaluating every single effort. Every startup day, delegation, event, investor seminar, project, digital footprint and to use these data points to guide further activities.

This magazine is our summary evaluation of these data for 2018. We know for sure that it would not have been possible to achieve these results without the platform approach. Not even a part of it. Building a platform for collaboration is no rocket science, but still, have to get the basics right. For us, these simple principles has been guidelines: to *measure everything* every time and be data driven; to *give more than you take* and to make sure the partnerships are beneficial for all parties; and finally, to *aim for world class activities*, after all if it is not good enough for the world, it is not good enough for Oslo.

*By now, it is well documented that it takes a city to raise a startup.* The simple reason is that most startups do not succeed on their own, and you have to run a hundreds of trials to get the one right. There is simply no organization, public or private, corporate or NGO, that can beat a well-functioning ecosystem at that experiential game.

Oslo started out five years ago with a few initiatives and Oslo Business Region was one of them. Today we have hundreds of organizations and thousands of people, who on a daily basis contribute to further accelerate the city's machinery for sustainable job creation.

Five years ago I planned to use five years to build this company, and now I will use the opportunity to thank the hundreds of organizations, and the great people I had the chance to meet. Particularly to thank the countless hours and resources they have spent with us bringing Oslo's start-up ecosystem to the level we have today.

Fredrik Winther

CEO | Oslo Business Region AS

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# Oslo Startup

**Oslo Business Region is the city's platform for strengthening the entrepreneurial ecosystem. We help entrepreneurs with scalable solutions to the UN 17 Sustainable Development Goals to successfully launch and grow their businesses.**

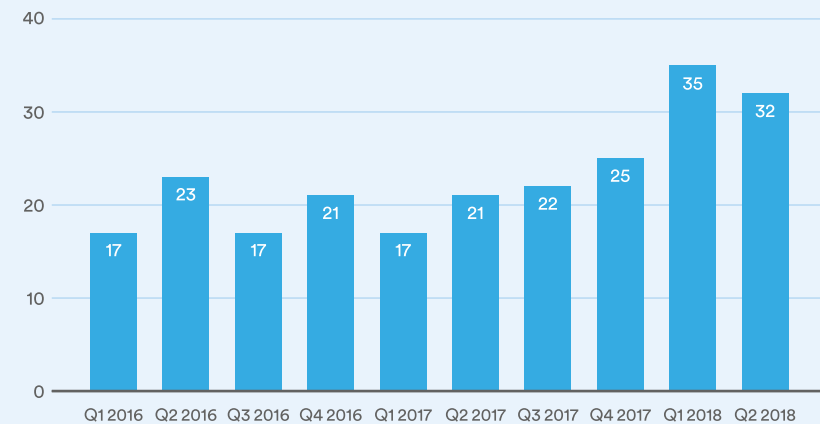
Our city's startup story has been one of growth, but the actual numbers are still modest. This is changing. In 2018, Oslo was among the top 20 startup hubs in Europe measured by number of startup investments. A total of 72 investments compared to 45 in 2017 clearly indicates an accelerating growth trajectory. This growth is vital to our city, and it reflects years of hard work by entrepreneurs and investors.

The city's coworking spaces, accelerators, incubators and other development facilities are instrumental in this rapid change - and they're our most important partners in identifying gaps in the entrepreneurial ecosystem.

# Oslo Startup Ecosystem 2018

## The Norwegian Funding analysis (H1) 2018

### The Number of Investments in Norway\*



There were a total of 67 investments in H1 2018 (35 in Q1 and 32 in Q2), this was a 76.3% increase compared to H1 2017, **significantly** above the increase seen across the region as a whole which was 2.2% year-on-year and comfortably outperforming every other Nordic country in terms of the rate of growth.

\* Source: The Nordic Web at <https://thenordicweb.com/the-norwegian-h1-2018-q1-and-q2-funding-analysis/>

## Amount of Capital Invested (in US\$) on Norway: a comparison

2017  
Q1 + Q2

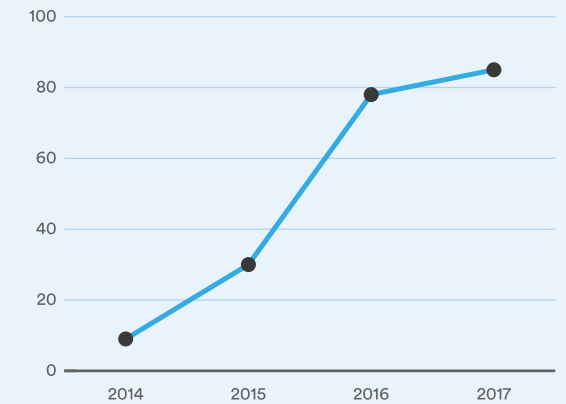
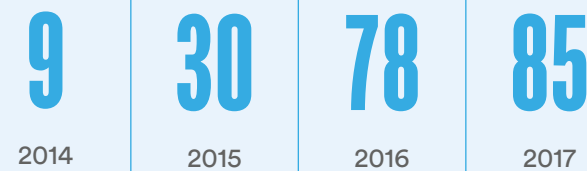
**\$ 109,500,000**

2018  
Q1 + Q2

**\$ 185,800,000**

\* Source: The Nordic Web at <https://thenordicweb.com/the-norwegian-h1-2018-q1-and-q2-funding-analysis/>

## The Number of Investments in Norway\*



\* Source: The Nordic Web at <https://thenordicweb.com/the-norwegian-h1-2018-q1-and-q2-funding-analysis/>

## Number of deals in top 20 European hubs\* (ranked by capital invested in 2018)

The rise in investment activities in new generation tech hubs like Oslo and Milan has been significant in 2018.

	Oslo	London	Stockholm	Barcelona	Milan
2017	45	598	312	105	35
2018	72	489	209	71	64

\* Source: Atomico



# Oslo Startup Day 2018 agenda

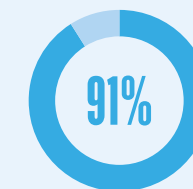
12.01	PSD2
14.02	Startup Community Meet Newcomers
25.02	Masterclass Workshop: Growth
28.02	Gaming in Society
07.04	Extreme Tech Challenge Kick-Off
19.04	Powercouples Shanghai
09.05	Opportunities in Green Energy
22.08	OIW 100 Pitches - Pitch Training
22.10	Making Real Impact
25.10	Stop Dreaming, Start Building
06.12	Oslo Meets Hackney
18.12	Meet the Community 2.0



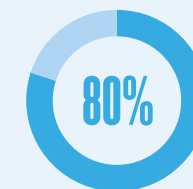
## Oslo Startup Day 2018: In numbers

2785

Attendees



Got useful ideas



Got useful contacts

4.3

Average score  
Scale 1-5, where 5 is best



7–10 April

# Nordic Extreme Tech Challenge

For the third time, Startuplab, Nordic Impact, Northzone, OBR, and Extreme Tech Challenge (XTC) teamed up to bring international talent to Oslo and connected Norwegian founders and investors to one of the premier global entrepreneurial networks.

Four days filled with workshops and tech talks, Our goal was to give the Participants the opportunity to dive deep into scaling companies, building communities, and foster new business connections.



Valuable for the participants? Best to hear from them directly:

“The connection to Extreme Tech Challenge has opened doors and taken us places we never envisioned. From presenting as Nordic Extreme Tech Challenge winner in Las Vegas, via XTC at Finse and all the way to Richard Branson’s home at Necker Island. For CHOOOSE it’s meant a lot, both in Norway and internation-ally, and it led to global connections we’d never get elsewhere”

Andreas Slettvoll, Founder / CEO of Choose

“The XTC sessions in Oslo where we could really go into details of my strategies and plans for the company and the technology, pushed my thinking and I guess helped me win XTC, but even more importantly, to also win in the marketplace. (...) Having an arena like XTC has become one of the most important startup machines on the planet so, bringing great minds and people from all over the world together to meet and make real change, is very important indeed!”

Thomas C. Holst, Co-Founder / Executive Director, Huddly

Most important metric for us?  
Asking the participants what they got out of the event.  
Here are some results from our survey:

## Nordic Extreme Tech Challenge: In numbers

67%

Were very happy with the event

94%

Got very useful ideas and perspectives

100%

Got very useful connection with other attendees

100%

Confirmed it was a time well spent

19–21 April

# From Oslo to Shanghai

Oslo was invited to participate as an honorary guest city to the CSITF, one of China’s leading technology fairs. The purpose of Oslo's Shanghai CSITF 2018 delegation was to create a valuable platform for Norwegian-Chinese business interests, with a distinct focus on startups and corporates in ed-tech and clean-tech. Oslo Business Region collaborated with the city of Oslo's International office, with the participation of Governing Mayor Raymond Johansen in developing the business delegation and program.

In the startup world, we often talk about the importance of going global. Building business abroad, getting access to bigger markets, testing your products against international competitors. Between April 19-21st we had the pleasure of supporting a group of outstanding companies working to go global, as we participated in the China Shanghai International Tech Fair – CSITF.

The program included participation for the full three days of the fair, a seminar about powercouples (and building bridges between entities big and small) featuring the delegation companies, a special ed-tech track for some of the participating companies and finally meetings, meetings, meetings!



As always, the most important performance metric for us is to ask participating companies what they thought. Some quotes along with data point:

“I think we don't even realize how important Shanghai is as a hub for business – it is SO much going on here!”

“Shanghai is the opening gate for business in China”

“You can do big stuff in Norway or superduper big stuff in Shanghai. I prefer the superduper big stuff”

## Oslo Shanghai CSITF 2018: In numbers

100%

Got useful contacts

90%

Got useful ideas

100%

Found being part of the delegation valuable

4.6

Was the event/trip worth your time?  
Scale 1–5, where 5 is best

4.5

Program and relevant activities  
Scale 1–5, where 5 is best

# Oslo Startup Day

Oslo Startup Day is our monthly platform for connecting 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. Oslo Startup Day happens at new venues every time, but you'll always meet partners Innovation Norway and DNB Oppstartslosen as well as the larger community.

## Opportunities in Green Energy 9 May

Event partners Statoil and Techstars shared information about their joint venture in the energy space – the Energy Accelerator. After a Q&A-session, it was time for OREECs Mali Hole Skogen and her talk, tongue-in-cheek named “How Oil Can Save The World” Skogen pointed to the high number of incredibly qualified engineers that were let go in the oil and gas sector during the last downturn in the industry, consequently fueling a wave of competency into the startup ecosystem.

Finally, Morten Jørgensen from Arundo shared their story about growing a scale-up in the energy sector. Arundo is one of the fastest growing companies in Norway, and as the OREEC numbers showed us, we need many more like them to succeed.

## Startup Community Meet Newcomers 14 February

On Valentine's day Oslo's startup community greeted newcomers with refugee backgrounds in an effort to create a meeting place where they are able to meet startups and other companies in need of fresh talent. In opening the event at Oslo Science Park, the Norwegian minister of Education and Integration, Jan Tore Sanner, said that it is a waste not to utilize the resources and skills the newcomers hold.

So, what is the problem? The organizers believes that a lack of professional network is a central issue, making it hard for newcomers to find relevant jobs. They therefore wished to create a meeting place where the newcomers have the chance to build their networks, and for the startup community and the rest of the business community to realize the immense resources and skills they are missing out on. The event was powered by SoCentral, Aleap, StartupLab, In:Progress, Forskningsparken- Oslo Science Park, and Oslo Business Region.

## Stop Dreaming, Start Building 25 October

Together with partners Antler and Epicenter Oslo we invited curious first-time founders, experienced entrepreneurs, corporate advisors and fresh-faced students to join us for an event about getting it done and taking the first step towards building your own startup. We heard from four founders who had gone the route from corporate job with lots of resources at hand and insight into deep problems, into building their startups with all the risks that comes with the choices.

### The speakers:

Karl Alveng Munthe-Kaas (Co-Founder and CEO of Kolonial.no), Karoline Sjødal Olsen (Founder and CEO of Blue Lice), Fredrik Næss Thomassen (Founder and CEO of Konsus), Kristina Tuhus (Co-Founder of NYBY).

## Meet the Community 2.0 19 December

Oslo is booming. More qualified startups than ever are being funded. But where do they work from? Who are providing the infrastructure for the new wave of Oslo startups? More than 350 professionals connected to startup ecosystem gathered on December 18 to hear the answers in a casual and dynamic evening at Røverstaden.

At total, 35 Oslo hubs, including StartupLab, Mesh, The-Factory, Katapult Accelerator and SoCentral joined the last Startup Day of 2018 to showcase their business. The format was a 2 minute pitches presentation followed by networking and social mingling.





# Oslo Smart City

**The City of Oslo is working to raise the number of startups with international potential, combining startup support services with international profiling and regional business development.**

In 2017, Oslo Business Region set out to create a unified strategy for its Smart City efforts serving the municipality and the city. The role of OBR is to continuously test and operationalise mechanisms between business, startups and public sector. We have done this through initiating the world's first Smart City accelerator connecting startups and the municipality, further putting focus on smart climate solutions. Throughout 2018, we continued to follow up with a smart city that sets entrepreneurs and startups as the essential part. Among the activities, OBR held and/or joined initiatives such as Future of Food, Low Carbon Cities Conference and Circular Society Arena.



# Accelerating Smart City the Oslo model

We developed the world's first smart city accelerator — here's what we did, and why:

Oslo is facing growth-connected challenges, like an aging population, increasing demands for mobility solutions and housing. Paired with self-imposed highly ambitious climate goals and a population fiercely consuming new technology, the result is: we will digitalise all that can be digitalised, to help our city get smarter. However, this smart city backdrop is hardly unique to Oslo, so what's the takeaway to be shared from our transformative model of a public-private smart city accelerator?

## Experiments conquer white papers

At Oslo Business Region, we believe action speaks louder than words. Municipalities must stop talking only about smart city strategies for the future, and also start testing. That is why we developed the world's first smart city accelerator, power coupling the public sector with startups; to speed it up.

The four Norwegian companies selected for the SmartOslo Accelerator was Byspire, Prelud, Ducky and TikkTalk. They

all have challenged bureaucrats and pushed public procurement forward.

The punch line of this program was to help public sector more effectively create and test entrepreneurship services, and have the citizens (represented by the start-up-scene in this context) get involved in the digitalization of the city's services.

## Oslo: All that can be digitalised, should be digitalised

The Norwegian public sector is facing enormous challenges meeting the demands of the digital age. 60 billion NOK a year is being allocated for government procurement. Imagine what only a small percentage of that spending could do, if directed into promising startups. Not injected as "free money", but as actual investments in services and products that build and sources more business for the companies, at the same time fast-tracks innovation to transform the public services. This brings huge opportunities for the public



sector to be a part of creating new, sustainable business and saving us all from the dark aftermath of the golden era of oil.

## Public/startup/private

We built the accelerator in close collaboration with four of Oslo's best startup hubs, the municipality of Oslo and IT companies from the private sector (providing mentors, financial support, and prizes). Almost 80 smart city relevant startups applied to the 8-week intense program, and four companies were selected. One of the broader challenges to be met in this regard is for the public sector to know about and get in touch with the service providers that exist literally in front of them, and for the startups to confirm that there is an actual need for their service or product within their very own city.

## Fail fast as a public work method?

The idea is to reduce the risk aversion and fear of failure that is so prominent in the public sector. Public servants

are afraid to fail, and public confidence is declining as their private digital literacy increase. The SmartOslo Accelerator proves and demonstrates a shift in practice. As the municipality of Oslo opened up for a pilot, letting startups engage with them in such a close manner, not only has the internal culture of risk aversion been challenged, now innovation and digitalisation seems within actual reach.

By enabling such experiments and projects instead of multi-year evaluations and pre-projects, the risk and expenditure of investments of public budgets can be considerably decreased. The fast feedback and close to real-time information you get from such projects as the SmartOslo Accelerator, enables swifter adjustment to actual needs and implementation of services that really work.

# Future of Food

On 21 March, we hosted a session on the future of food together with Startup Grind Oslo, highlighting three Norwegian food tech startups and Swedish special guest Foodora. We enjoyed their company in a panel about – you guessed it – the future of food and its place in the smart city.

At this session in Oslo, the four food founders (Andy Chen/Weorder, Anniken Hoff Quick/Too Good to Go, Carl Tengberg/Foodora and Silje Andersen/BySpire) shared their stories and perspectives on how they are contributing to shaping the future of food, all in different ways and from different angles. Here's three future trends in food tech as discussed by Andy Chen and the panel:

**1. Mobile commerce (ordering & payment) is an inevitable reality for F&B (food & beverage)**

Millennials are mobile first and on-demand driven – everything should be available and accessible with a mobile phone and be completed by a mobile device. This has already happened with other hospitality sector e.g. hotels and airlines. Food&beverage will surely follow the same path of digitalization.

**2. Digitalization of restaurant commerce will actually premiumize human-based-services and hospitality**

Software and data-centric digital ordering systems will provide more customer and business intelligence to restaurant staff, equipping them with more insight on how to improve the business and customer experience through utilization of data. This means letting software do the mundane transaction so humans can focus on serving and helping the customers with the human-touch.

**3. Food ingredients will be divided into “authentic” and “synthetic”**

...and in the process of synthetic (in example lab produced beef) production, it will only make authentic production more premium as people will pay even more for a wagyu beef burger than a lab-cloned commercial burger because wagyu is authentically produced and perceived as more “real”.



# Smart, Sustainable Cities: The Low Carbon Cities Conference

Reflecting Oslo Business Region focus on contributing to sustainable technology development and building eco-conscious startups in the city of Oslo, last February we attended The Carbon Trust's Low Carbon Cities Conference in London.

The conference, brought together a collaboration of more than 250 public sector bodies aspiring to accelerate carbon reduction across cities and regions.

Among main speakers was MP UK Minister of State for Energy and Clean Growth, Claire Perry. She strongly communicated the importance of innovation and entrepreneurship as means to solve the climate challenge in cities; exemplifying this through her own departments targeted innovation support for new industry such as battery technology and hydrogen, through the government owned innovation agency Innovate UK—operating much like Oslo Business Region does for the City of Oslo.

Mark Watts, Executive Director of the C40 Cities Climate Leadership Group opened his talk stating “we are currently losing the carbon battle—with a few exemplary Scandinavian exceptions”. At the same rate as public transport is going electric many places, he pointed out that transport of goods remains the most pressing issue to solve to manage climate initiatives that really work. This is an important recognition of the priorities that have been made in Oslo, where the Climate Agency has also pointed out freight of goods as a key issue to solve next to move towards emission goals.

According to a survey conducted by the Carbon Trust team, professionals attending the conference feel that a climate



leadership gap has emerged within the public sector. Whilst 90% of respondents believe that public sector leadership is very important in meeting international ambitions on climate change, just a quarter of those organisations have actually committed to align themselves to the ambitions of the Paris Agreement.

This issue is known for the public sector here in Oslo and is much debated—cross-sectorial work and breaking down silos have never been more important. During the event, Oslo Business Region shared about how we assist the City of Oslo in doing just that, among other things through our accelerator program.



## Make Smarter Events by:Larm 1–3 March

In this session during by:Larm, we immersed in Nordic smart tech inspiration to improve events and productions through the application of intelligent, connected technology. What if it was possible to easily predict the crowd flow at large-scale events and know exactly where to position food stalls, security, toilets and cycle stands for your audience? Head of the Start-upLab, Lauga Oskarsdottir was the moderator for the fireside chat with Head of Product, Platform and Data Insights at Telia Norge, Wasim Rashid, the CTO at Urban Sharing Partner, Johan Høgåsen-Hallesby, Peer Osmundsvaag from Atomic Soul and Silje Halstensen aka Bendik.

## Fremtidens Kommuner, Hovinbyen 19 March

We joined the workshop at Pådriv at “Fremtidens kommuner” about Hovinbyen, one of the most important development areas in Oslo where we spoke about smart city development initiatives. The topic for the gathering was sustainable local societies – from intention to action, and the UN sustainable goals were used to underpin the topic. During the workshop we were given the opportunity to work with a defined challenge *How can we motivate people and businesses to use Hovinbyen as a test - and demonstration arena for development of sustainable cities?* In addition to analyzing a set of action points and solutions as to how we can reach these visions, we suggested redesigning Oslo Business Regions accelerator program as a tool for spurring entrepreneurship and innovation into Hovinbyen.

## Smart Ocean Tech and Beyond 13 April

**Oslo Business Region and Nor-Shipping recently went into a close collaboration, kicking off with a workshop in April, gathering a diverse group of local smart city stakeholders within the Oslo area. The aim was to assess how Nor-Shipping activities can promote the Oslo city region, consolidating its position as a natural centre for maritime, sustainable and smart tech industry.**

In this special workshop we worked towards determining how we can work together to strengthen local businesses, promote the city, gain recognition for Oslo, and use Nor-Shipping’s activities as a platform for building increased international interest and local collaboration.

Nor-Shipping, which has recently announced its ambition to open up new ocean industry opportunities for maritime, is looking to leverage its established international position to deliver added value for its home area.

As such it has joined forces with local organisations and businesses including Oslo Municipality, Oslo Business Region, Passion For Ocean, Choose Arena Oslo, Oslo Brand Alliance, Oslo EU Green Capital of the Year 2019, Katapult Ocean Tech, Just Cruzin Production, and Los & Co.

“There is a thriving business ecosystem here,” comments Per Martin Tanggaard, Director of Nor-Shipping, “and we want to tap into that to push the city itself, as well as adding value to our activities and attracting new participants... and therefore new opportunities.

*“By working closer with local partners we can pool our collective strengths and expertise to make a real impact on the international scene. Oslo should be the first place people look for maritime, sustainability expertise and innovation, in tech and beyond. We aim to shout that out to the world in the run-up to Nor-Shipping 2019 and far into the future.”*

## Oslo IoT Meetup: Smart Cities 3 May

Last May, Oslo Business Region joined the discussion about Smart Cities on *How can we facilitate for green, smart and effective mobility solutions in cities and towns*

Among the themes around green mobility, topics range from effective and practical green transport solutions, cases presentations with debate and inspiration from experts in the field and scientists, to news about processes and projects in the City of Oslo. The programme

highlights how we can motivate citizens to leave their cars and start using other and more environmentally friendly modes of transport.

The conference has invited the Director of Urban Ecology Agency in Barcelona, Salvador Rueda, to share his experience from the carefree superblocs in Barcelona. NAF Director of Market and Communications, Ulrica Risberg spoke about NAFs transition from a car oriented organization to a mobility service provider, and from Oslo kommune Plan- og Bygningsetaten, Ellen de Vibe, shed light on how the Oslo project Bilfritt Byliv is doing.

## Circular Society Arena 14 March

**Oslo is carrying the torch in sustainable city development as European Green Capital 2019 and we are convinced that putting circular economy on the agenda for smart cities is the way to go. Last spring, we joined the Sirkulær Samfunnsarena (Circular Society Arena), a collaboration between Polyteknisk Forening, Samfunnsviterne and Tekna, as a part of a larger project on circular societies.**

The workshop sought to develop solutions to a concrete societal challenge: more circular processes connected to electrical consumer and household products. Present at the event was over fifty different stakeholders, including Oslo kommunes secretary to the Deputy Mayor of City Development, Civita, Cicero, Telia, SINTEF, Schneider,

Miljøagentene, BI Norwegian Business School, University of Oslo, OsloMet, Norsk Metallteknisk Forening and many more. At the end, a live discussion and different perspectives brought up several suggestions on how we incentivise the startup community to contribute to the transition to the circular economy:

- Gather Oslo-based startups to kick off an “elektro dagnad” where the startups initiate a campaign for motivating citizens to gather & deliver electronic waste, and further set up a service together with electronic production companies and vendors to find new life for the waste
- Make a project on circular procurement in the Municipality of Oslo over the same model as the “Smart Oslo Accelerator” created by Oslo Business Region. This programme on circular procurement could be launched in 2019 as an initiative for Oslo European Green Capital.
- Create an innovation award and event, “Oslo Circular Award” with first event to be planned in 2019, where Oslo would appoint the prize to the most innovative circular business solutions.



# Global positioning

**The City of Oslo is one of the most unknown cities in the world, and the global competition between cities for talent, investors, students, startups and travellers is intense.**

Oslo Business Region works to promote Oslo internationally through:

- Presenting the Oslo startup scene at important international events;
- Coordinating European Green Capital business program across key internationally profiled events in Oslo during 2019;
- Inviting the world to Oslo Innovation Week.



# The Oslo Region Brand Management Strategy

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

Oslo can be globally competitive, and 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 the "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 to get sharper and 'on brand'. It provides a model of common purpose where it is possible to find the level of interaction that suits the best, as well as a clear picture of what will be done, both in the short- and long-term.

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

## Oslo's brand values

**Pioneering:** Oslo is progressive, determined and ambitious. We might be small in numbers compared, 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 your individual potential within the safety of the region's caring society where everyone has the right to succeed. Oslo is safe, and has stable and predictable governance. Oslo enables and supports personal growth not only through the work-life balance, but also 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. The institutions and businesses are characterized by flat structures and transparency. There is a 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 actions behind words.



# Oslo Fest Big O 2018

Oslo Fest was the cultural program of this year's Oslo Innovation Week and the official opening party

The Oslo Innovation Week opening party was hosted as a compact cultural "festival". Our goal was to give attendees and press an Oslo art experience right at their fingertips.

The opening party was a participation, a *dugnad* with the several institutions and artists. The Munch Museum and Øyafestivalen brought their contemporary art project b'Arte and the artist

Tor Erik Bøe. The Norwegian organization for visual communication, Grafill, curated Oslo Poster Fest, and exhibition with Norway's best poster designers. Bekk brought their interactive art installation, the Pushwagnesizer. The installation is a tribute to the late artist Hariton Pushwagner, and was made by Bekk for Grafil and European Design Festival earlier this year. There were concert gigs with Oslo artists Lindstrøm, Arif and DJ Hoetell.



# 100%

Of collaboration institutions and artists would like to continue the partnership in the future.

# 4.1

Event organizer survey:  
How did you experience this concept?  
Scale 1–5, where 5 is best





# Future Library Oslo

Morning stroll in the woods celebrates 4th  
Future Library handover ceremony

The award-winning novelist, public intellectual and political commentator Turkish Elif Shafak handed-over her new manuscript at a special ceremony in the Norwegian forest on Saturday 2nd June 2018. The 30-minute-walk ceremony was followed by a conversation with Elif Shafak and the acclaimed BBC reporter Rosie Goldsmith at Deichmanske Library.

Shafak is the fourth writer to contribute to Future Library. The Canadian author, poet and essayist Margaret Atwood was the first (2014), followed by British novelist David Mitchell (2015) and the Icelandic poet, novelist and lyricist Sjón (2016).



Elif Shafak is an award-winning novelist and the most widely read female writer in Turkey. She is also a political commentator and an inspirational public speaker. She writes in both Turkish and English, and has published 15 books, 10 of which are novels, including the bestselling *The Bastard of Istanbul*, *The Forty Rules of Love* and most recently *Three Daughters of Eve*. Her books have been translated into 47 languages.

Future Library is a 100 year long public artwork by Scottish artist Katie Paterson that will unfold over 100 years in the city of Oslo, Norway. Future Library is commissioned and produced by Bjørvika Utvikling, managed by the Future Library Trust and supported by Oslo Business Region, the City of Oslo, Agency for Cultural Affairs and Agency for Urban Environment.

The Future Library forest coordinates are:

59°59'10.0" N 10°41'48.6" E

151.5

Mill. Potential reach  
in digital and social  
media 2018

15.5

Mill. Reach  
in social media  
2018

28–29 March

# SLUSH Tokyo

To continue the presence of Oslo from 2017,  
we supported a small delegation to the conference  
Slush Tokyo 2018 between March 28 and 29

The event gathered 6000 attendees, including 600 startups, 200 investors and 300 media from Japan and other Asian countries. The goal was to profile the Oslo startup ecosystem, to make connections in the Japanese community, and to strengthen the impact through Nordic collaboration.

Oslo Business Region organized a side-event, the Nordic Mixer, in collaboration with Slush Helsinki, Slush Tokyo, Innovation Norway Japan, Fuglen, Startup Sauna and Norwegian Chamber of Commerce Japan at the Norwegian bar ØL in Tokyo on the first day of Slush Tokyo.

The purpose of the event was to connect the Nordic startup community to other entrepreneurs, investors, tech experts and potential partners. And to have a presence of Norwegian founders in the Japanese and Asian startup ecosystem through stage appearance and building network. A total of 132 people attended the event and 7100 people were reached on Facebook.

Co-founder of EntrepreneurshipOne, Johan Brand and co-founder of COO InzpireMe, Marie Mostad, were keynote speakers for the second year.. Other Norwegian players that attended Slush Tokyo were Nordic Impact and Versor.

## Key learnings

Japan in addition to other Asian countries, is a key player to connect to Oslo's startups, for investment and partnerships.

Slush Tokyo is continuing to build the Tokyo startup community and the keynotes are mainly international scaleups and Oslo got great visibility with two people on stage.

Japanese corporates, who wants to build relationship with international startups, have a stronger presence than from previous year.

The Japanese market for international startups is still immature which gives both challenges and opportunities.

“Slush Tokyo is a great door opener to the early stage Japanese tech scene. It gave us a Nordic companies a central stage in an economy that starts to look outwards for inspiration and partners”

**Johan Brand,**  
EntrepreneurshipOne and keynote at  
Slush Tokyo Heading The Creative

13 March

# The Nordic Pitch at SXSW

We hosted The Nordic Pitch at the world's most important and largest innovation conference South by Southwest (SXSW) in Austin, Texas.

One startup was selected from Norway, Sweden, Finland and Denmark by a jury of investors. The selected startups were Diwala from Norway, Nolsolation from Norway, Lexplore from Sweden, Penstable from Denmark and Mightifier from Finland. At the event the five startups got to pitch to a heavy weight investor panel and by invite only attendees of investors, media and Nordic startup founders. The moderator of the event was serial entrepreneur Paul Kirchoff from EPX Group/Extreme Tech Challenge Network. In addition talks were given by HRH The Norwegian Crown Prince Haakon and Vice Mayor of Oslo, Kjetil Lund.

The event got featured in Norwegian media such as NRK and VG. We got a total reach of 558800 impressions in social media. We built Oslo's international network of investors and established a strong Nordic collaboration across countries and sectors.

Partners of the event were Scandinavian Airlines, The Nordic Web, StartupLab, The Factory, Oslo EdTech, Icelandic Startups, SUP46, Media Evolution, Nordic Innovation House, Danish Sound, Norwegian General Consulate Houston, The city of Austin, Norwegian Ministry of Foreign Affairs, Nordic Impact, Business Sweden, Greater Stavanger, Arctic Startup, FinPro, Sensing, Tech BBQ, Danish Design Center, Norwegian Design and Architecture, Vertical VC.



# Collaboration with Oslo Runway

On 28 January, we organized a talk with Oslo Runway and Nate Brown (CONDITION) at Salt

Nate Brown, director and founder of creative studio Studio Institute was in Oslo during Oslo Runway. Nate's work includes creative direction for clients such as Kanye West, Beyonce, Nike, John Elliott, KITH, Calvin Klein, Alexander Wang and more. His latest venture, CONDITION, is described as "the first digital, experiential and printed platform for wellness and creativity."

The collaboration with Oslo Runway started off with a talk with Nate Brown linking him to the startup and culture scene in Oslo. Others speakers joined the event program: David Cerami, the editorial director for Studio Institute and Condition, Knut Dyremyhr, Norwegian angel investor who works with projects such as Katapult Accelerator, United Influencers, Kolonial, Erlend Mogård-Larsen, Norwegian entrepreneur and the founder behind successes as By:Larm, Træna Festival, Slottsfjell festival, Vippra and Salt, and Thea Sommerseth Myhren CEO and Co-Founder of Diwala, a digital economy platform for refugees.

The panel was moderated by Blake Schaefering, a creative collaborator in the fields of wellness, fashion and fitness and strength coach for some of Norway's top athletes.

Partners were Oslo Runway, Salt, CONDITION and Oslo Business Region/The Big O.

## Oslo Runway gets the Oslo story out

Oslo Runway is contributing to the storytelling about Oslo simply by focusing on the quality of their content and the shows, and by being innovative. Their choice of venues let the audiences experience Oslo's art institutions in a different light or for the first time. This year Oslo Runway had their shows at institutions, museums and galleries such as The Vigeland Museum, Kunstnerens hus, Office for Contemporary Art Norway, Galleri Riis, Mellomstasjonen, Gamle Logen, Theatercafeen, DOGA, Salt, Christiania Theater, Kulturhuset and at the Oslo National Academy of the Arts.

Last January, the press coverage was massive and they're still monitoring the press coverage and buzz. The world is starting to see Oslo as a city of fashion according to articles in Italian Vogue, Scandinavian Standard, and Look UK.

**"We're always on the lookout for new style inspo, and while we know Scandinavia is the go-to for sleek homeware, snowy climates and effortlessly chic fashion, we didn't realise Oslo in Norway would become our new no.1 style destination. Until we visited the capital, that is"**

- LOOK UK

4.5

How would you rate this event?  
Scale 1-5, where 5 is best

95%

Got useful ideas

80%

Got useful connection

100%

Got useful ideas

50%

Got useful connection

4

How would you rate this event?  
Scale 1-5, where 5 is best



# The Creative Cities Alliance City Powercouples

As many relationships it started with a crush that later developed into a formal agreement. In 2014 Oslo, Hackney and Austin forged the Creative Cities Alliance and signed three Memorandum of Understandings (MOU). The cities commit to provide startups and businesses easy access to networks, companies, along with hosting networking events. And like any healthy relationship the agreements will only continue as long as it is valuable to all parties.

Oslo Business Region has been instrumental in developing and maintaining the MOUs, and it is a great opportunity to work closely with cities that share many of the same opportunities and challenges.

The city of Oslo and Oslo Business Region support the Creative Cities Alliance to

- Promote and enhance commercial ties between Oslo, Austin and Hackney, including the official links between the cities;
- Promote the tech and creative industry sectors through exchange of knowledge;
- Connect startups, businesses and entrepreneurial hubs with key people, investors and media;
- Raise awareness of the business opportunities that are available in each city;
- Build on existing networks, cooperating partners and the results from previous events.

## Nordic Tech Week in Berlin

**29–30 October** Germany is the largest and fastest growing economy in Europe. The country has fallen in love with something Nordic and we believe that this connection still has many opportunities. The purpose of Nordic Tech Week in Berlin was to bridge the Nordic tech scene for German investors, companies, public sector, and the political environment further and to facilitate new sustainable relations.

Nordic Tech Week in Berlin was a 2-day conference hosted at the Nordic Embassies. It featured startups, companies and organizations that promoted solutions relevant to the German market. The event was organized as a collaboration between ICT Norway, IT och Telekomföretagen (SE) and IT-Branchen (DK), with funding from Nordic Innovation, and Oslo Business Region (OBR) supported with international visibility towards press and in social media. In addition, director of International Relations at OBR Siw Andersen was the moderator of the event.

Many days before the event, Nordic Tech Week was sold out which is a good sign that Norwegian solutions are of great interest. There were a few Nordic and German journalists present. The event got publications on *digi.no* and *Business-Portal Norwegen*. The main partners will evaluate the results but it is considered to repeat in 2019. Oslo Business Region's contribution will be based on the overall agenda, timing and own resources, however Germany is also considered one of our main partnering countries of 2019.



## Oslo Meets Hackney

**6 December** Workshops on scaling your business internationally and city development. Gathering people from Oslo and Hackney

Oslo Meets Hackney is an annual event since 2013 and is organized in connection with the lighting of the Oslo Christmas tree downtown London. It's purpose is to strengthen the business ties between Oslo and Hackney within the tech and creative industries sector and city government services.

The event gathered pioneering and innovative scaleup founders, city officials, investors and companies in the fields of entrepreneurship, tech and investment. It was hosted on 6 December at Shoreditch Platform.

The program of the day included a workshop for Oslo-based scaleup founders and international investors and key professionals to share experiences, insight and network. Two Norwegian

companies, Urban Sharing and Attensi, presented their main challenges for scaling globally and everyone took part in the discussion after. We had keynotes like Martin Falch (360Leaders), Mike Butcher (Techcrunch), Benjamin Webb (Deliberate PR), James Swantson – Voyage Control and many more. After followed a networking session with the launch of Oslo European Green Capital 2019 in the presence of Mayor Philip Glanville of Hackney, Counsellor Guy Nicholson of Hackney and Vice Mayor for Business development and Public ownership of Oslo – Kjetil Lund.

The last session of the day challenged city government officials from Oslo and Hackney. The goals were to learn from each others best practices and initiatives through a workshop. We discussed how to engage with citizens and business about change, how to reduce traffic in central business districts and how we can better support Oslo and Hackney businesses with green solutions. Lastly we had a speed-dating session and discussed collaborations, a joint calendar, opening up networks from both sides and helping cohorts and ideas for Oslo Meets Hackney 2019.

On behalf of the city of Oslo, the event was organized by Oslo Business Region in collaboration with 360Leaders, the Norwegian Embassy in London, Borough of Hackney, The Europas (Mike Butcher from Techcrunch), Agora London and companies and organizations from London and Oslo.

# 93%

Got new ideas

# 93%

Got useful contacts





oslo innovation week

oslo innovation week

oslo innovation week

oslo innovation week

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oslo innovation week

oslo innovation week

oslo innovation week

oslo innovation week

oslo innovation week

week

Taxi



# International Press Clips

Editorial coverage is the most valuable marketing we can get. Here are some examples from 2018.

**NEWS**

**'My robot makes me feel like I haven't been forgotten'**

By Fadoig Bellon  
Technology of Business reporter

31 August 2018

**Zoe Johnson can take part in lessons and chat to friends through her remote robot**

Internet-connected robots that can stream audio and video are increasingly helping housebound sick children and elderly people keep in touch with teachers, family and friends, combating the scourge of isolation and loneliness.

**Meet the Norwegian entrepreneur on 'Forbes 30 under 30' list who wants to protect the world's oceans with cutting-edge tech**

19 Aug 2018 4:03 PM

15501

**Blueye Robotics Press**

- Startup Blueye Robotics, which develops and sells underwater drones, has recently innovated drones that can be operated from a smartphone.
- The drones can explore depths far below the ocean's surface.
- Several NGOs in Norway, the US and Australia have used the startup's prototypes for ocean mapping and cleanups

28-year-old Christine Spiten from Norway is the co-founder of Blueye Robotics – a startup that develops and sells underwater drones. They are operated from a smartphone and can explore depths far below the ocean's surface.

**The Telegraph**

**News**

**Duke and Duchess of Cambridge arrive to greet in Norway: Royal couple greeted by winter wonderland in Oslo**

**Prince William and Kate arrive in snowy...**

**Forbes**

**Flourishing Among The Fjords: Norway's Dynamic Startup Scene**

Alison Coleman Contributor @Entrepreneurs

Norway's golden age of startups has dawned. Norway is known for being one of the richest nations in the world, the discovery of large oil deposits in the North Sea more than 50 years ago being a major source of its wealth. When oil prices tumbled, the fallout sparked a new wave of entrepreneurialism, and today Norway is famous for being a great place to launch a new business. Its capital Oslo is currently the European startup hub to watch, while in terms of startup investment in Nordic countries, Norway leads the way.

**siliconrepublic**

**BUSINESS**

**12 outstanding Oslo start-ups to watch in 2018**

by John Kennedy

**Norway's capital city, Oslo, is home to a thriving start-up ecosystem that captures the best of Scandinavian ingenuity and originality.**

As well as a buzzing start-up scene, Norwegian capital Oslo is considered a mecca of the technology world for a number of reasons. The nation – made particularly wealthy because, unlike Ireland, it did not sell off its oil and gas rights willy-nilly – boasts one of the largest concentrations of privately owned electric vehicles in the world.

The city is also home to Opera Software, creator of the popular browser that was bought last year for an estimated \$600m by a consortium of Chinese investors called Golden Brick Capital.

**eliteglobal**

**Oslo is emerging as Europe's latest startup hotbed**

Decades of depending on the oil industry has made Norway one of the richest countries in the world. But the nation was forced to reinvent itself when the oil price crashed. Now Oslo is attracting more investors.

It's the old caddy, ask anyone why Oslo's startup scene only recently came into its own and they'll tell you it's because petroleum dominates Norway's economy since it was first discovered in the late 1900s. While the natural resource buried at the bottom of the North Sea has consistently placed Norway among the top ten wealthiest countries in the world, it's also restricted the country's innovation capabilities. The technology in Norway has historically been focused on areas relating to oil and gas resources, says Håvard Rind, co-founder of Copenhagen-based firm. As a result, the idea of establishing an entrepreneurial hub in Oslo was put on the back-burner.

That doesn't mean Norwegians don't launch their tech ventures in the past. "If we look at the 90s, we had several big IT companies here in Norway," says Jan Hjeltnes, startup director at Oslo Business Region, the city's initiative to support the startup ecosystem. It's from there that you can track success stories like Cozma Software, a tech

**EU-Startups**

**10 Norwegian startups to look out for in 2018 and beyond**

By Eujana Filipowicz - August 17, 2018

The oil-wealthy country Norway and its main startup hub Oslo might have been a bit overshadowed by bigger startup ecosystems like London and Stockholm, but they are catching up constantly. With some governmental support, initiatives like Startup Norway, a



# Regional Business Development

## Powercoupling corporates and startups, with sustainability and dugnad as driving forces

We support actors who provide business solutions to the UN Sustainable Development Goals. A key focus for the City of Oslo, continues to be Powercoupling, which enables established companies to succeed with their transformation and new companies & startups to scale and grow. Startups get access to experienced and professional resources and customers, and corporates get access to new ideas and disruptive technologies difficult to foster inside organizational borders.

Together with initiatives to increase commercialization of RND, and access to more early-phase risk capital, this is a high priority for the future of Oslo Business Region.

Our projects also aim to stimulate the community dugnad; through extensive collaboration, we aim to multiply every public NOK spent through direct and in-kind contributions from partners.



5

# Oslo Innovation Week

**To move the world forward,  
Oslo Innovation Week aims to  
solve real global challenges through  
sustainable business solutions.**

Every year since 2005, Oslo Innovation Week brings together over 10 000 people - startups, investors, technology professionals, leaders, media, creatives, the public sector and corporates.

24-28 September

# Oslo Innovation Week 2018

To be a valuable platform for Norwegian businesses, we believe that Oslo Innovation Week must have an international ambition, because the competition to attract business is global. We aim to be a unique voice in the overcrowded event industry.

The ambition is to position Oslo Innovation Week as the leading conference globally, showcasing real solutions to UN's 17 Sustainable Development Goals (SDGs). Oslo showcases innovation in action, not just talk. Oslo Business Region is the project manager of Oslo Innovation Week. Oslo Innovation Week is owned by the city of Oslo and Innovation Norway.

We believe that Oslo Innovation Week's foundation – collaboration - is vital to solve the SDGs and that is why this year's theme was 'Dugnad'. 56 events showcased sustainable solutions with 384 speakers. The events were organized by 150 leading Norwegian and international companies, start-up organizations, corporates, the public sector, educational institutions and truly dedicated people working together to create a world-class conference.

13,000 delegates attended, 31% international, and over 60% said they got actual leads. 11% of these were investors and 28% decision makers. We had media visiting like *Forbes*, *CNN Tech*, *BBC*, *The Nordic Web*, *Fast Company* and *El Pais*.

Oslo Innovation Week's is a collaboration, and we are excited to see what we can create together in 2019. We will continue to build the platform where Norwegian entrepreneurs and innovation leaders can meet their international counterpart – and you are welcome to join too.

## The OIW manifesto

As part of a longer strategic development and to better understand what Oslo Innovation Week is, we created The Manifesto – a guide to event organizers, speakers, media and attendees. All events at Oslo Innovation Week 2018 had to address these criteria.

1

### OIW sets the agenda for the business solutions to the UN's Sustainability Development Goals

OIW will push the world forward by combining entrepreneurship, technology and innovation.

2

### Actions speak louder than words

OIW is all about innovation in action, no motivational talks or boring debates about what we, or someone else should be doing. No sales presentations either.

3

### Powercouples drive the future of innovation

The future lies in bridging differences. Between established businesses and the newcomers. Between public and private, academia and business. Across borders, disciplines and titles. A powercouple consists of great minds of different disciplines, complementing each other in solving the world's challenges. All OIW events are powercouples.

4

### New influencers are vital to find new solutions

Entrepreneurs, intrapreneurs, micropreneurs, impact investors, tech experts, bold explorers and new thought leaders will have a voice at OIW.

5

### Gender equality and diversity is a complete no-brainer

OIW has within its DNA a burning desire to achieve this, and empower all people.

6

### Technology is an enabler, not the answer itself

7

### It's a dugnad

We, the attendees, keynotes, partners and event organizers - create Oslo Innovation Week together. Networking and co-working are at the core of all events.

8

### Truly international

It takes place in Oslo, only to bring the world forward. All event organizers co-operate with international partners.

9

### With a shared sense of urgency

Sustainable development goals need business solutions. It is far too important to count on politicians or NGOs to solve things alone.



## Key numbers

### Events

144

Event organizers  
(2017: 142)

56

Events  
(2017: 53)

13K

Attendees  
(2017: 11.000)

### Speakers

384

Speakers  
(2017: 281)

42%

International speakers  
(2017: 27%)

47%

Female speakers  
(2017: 49%)

### Buzz

35

International media  
(2017: 40)

728

Media articles  
(2017: 136)

516

Mill. reach in digital media  
(2017: 95.2)

Digital reach (impressions) is an estimate of unique users reached through our social media channels and estimated people reached through digital media articles that includes Oslo Innovation Week or Oslo Innovation Week events.  
Measured 1 June - 29 October through Meltwater Insights



# OIW disruption scores

## Oslo Innovation Week Priorities and goals

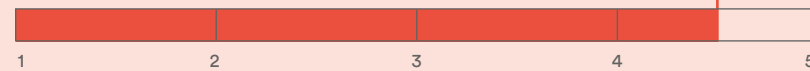
- 1. **Sustainability:** All events had to answer to one of UN's SDGs.
- 2. **International profiling:** To become more international attractive, all event organizers had to have an international partner.
- 3. **Hospitality:** To give the attendees a better experience all events had to be located downtown Oslo.

## SustainABILTY

Event organizer survey:

**Oslo Innovation Week featured topics that matters (SDGs)?**

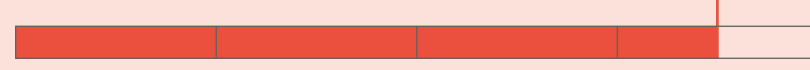
(Scale 1-5, where 5 is best)



Event organizer feedback:

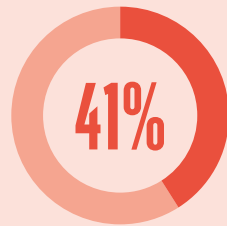
**OIW featured topics that matters (SDGs)?**

(Scale 1-5, where 5 is best)



## International profiling

International attendance grew by 6% from 2017 to 2018.



International speakers (2017: 27%)



International attendees (2017: 24%)

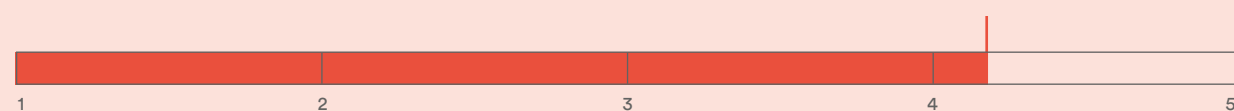
# 56

Events were organized with a focus on sustainable solutions

Event organizer feedback:

**OIW created a better experience for attendees by gathering all events in Downtown Oslo?**

(Scale 1-5, where 5 is best)



# OIW 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.

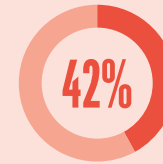
## The event organizers

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

### Gender equality



Female speakers (2017: 47%)



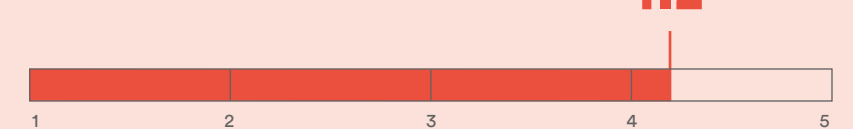
International speakers



Startups onstage

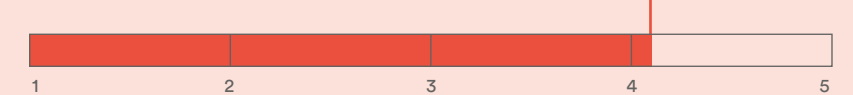
### OIW is a world class event

(Scale 1-5, where 5 is best)



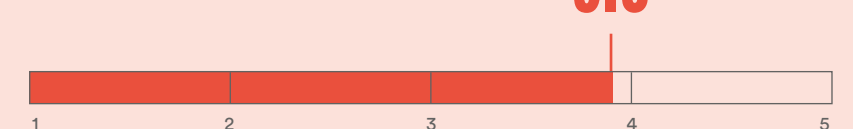
### Built international networks/powercouples

(Scale 1-5, where 5 is best)



### Value of being part of OIW

(Scale 1-5, where 5 is best)



## The attendees

We also ask the attendees if they got useful new ideas and useful new contacts. This is equally important as what's being presented on stage. Does Oslo Innovation Week mean business? The answer is yes!

# 65%

Got new and useful contacts

# 71%

Got new and useful ideas

# 61%

Said they got 5-6 actual leads

# 34%

Said they got 0 actual leads

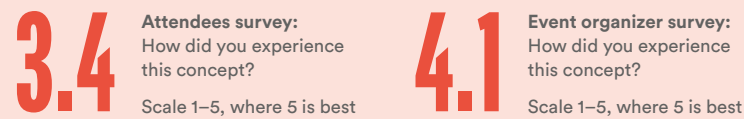


# OIW Concepts

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

## The Official Opening

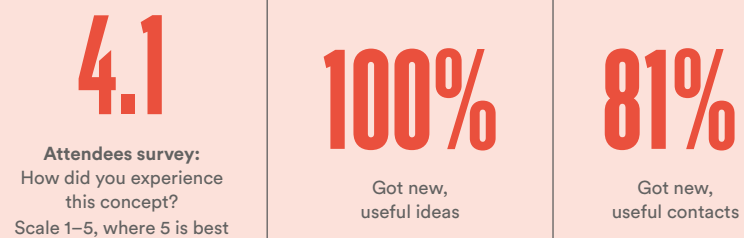
The main objective of the opening event is to showcase real sustainable business solutions, promote the coming events, and create a networking arena for attendees. We teamed up with TechCrunch's Mike Butcher, QryptoQueens, Blockchangers, and Oslo Freedom Forum and the event had 19 keynotes on stage. The event gathered 800 guests such as entrepreneurs, tech leaders, investors and media. The event was hosted on September 24 at Oslo City Hall.



## Oslo Innovation Week 2018 ScaleUp Workshop

The Oslo Innovation Week ScaleUp Workshop took place on September 26th at Salt. This was a pilot project by partners BI Norwegian School of Business, ScaleupXQ and Oslo Business Region, and the goal was to provide a valuable and informative workshop for scaleup oriented entrepreneurs and investors.

Speakers for the morning session included Are Traasdahl, Torger Reve, Dilek Ayhan, Martin Falch and Katherine Barrios, all talking about scaling challenges. The rest of the day was dedicated to 4 cases – Appear.in on raising money, Filmgrail on customer acquisition, Attensi on building organisation and Heatweed on expanding internationally. The format: 15 minutes problem pitch, 15 minutes expert panel, 15 minutes plenary session, 15 minutes pause / reflection.



## Solar energy Otovo wins Oslo Innovation Award 2018

Jens Dybvik from Fellesverkstedet presented the trophy, a custom 3D printed that engraved Otovo's name on the prize live at the OIW opening ceremony at Oslo City Hall.

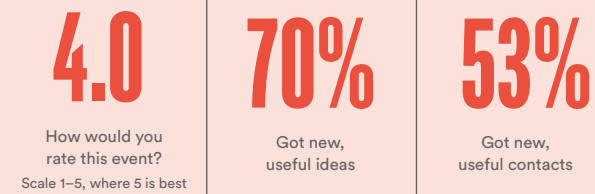
“Recognition is one of the most important things we can get”, told Otovo founder Andreas Torsheim. Otovo is a solar panel company founded in 2016. During the first year, the company became the leader in sale of solar cells for private homes the Norwegian market for the. Torsheim described some challenges at the beginning: “We started with an idea no one believed. Why should we sell solar panels in a country where the sun is rarely shining”.

The prize has previously been awarded to the Snøhetta architectural office, the print platform Gelato Group and the Kahoot Learning app.

## OIW 100 Pitches

The software aquaculture startup Manolin won the OIW 100 Pitches final round hosted by longtime partner DNB at their sustainability-themed NXT event. OIW 100 Pitches has become our most important platform for seed stage startups solving global sustainability challenges. The pitch contest is in its fourth year, it's one of the main attractions of Oslo Innovation Week.

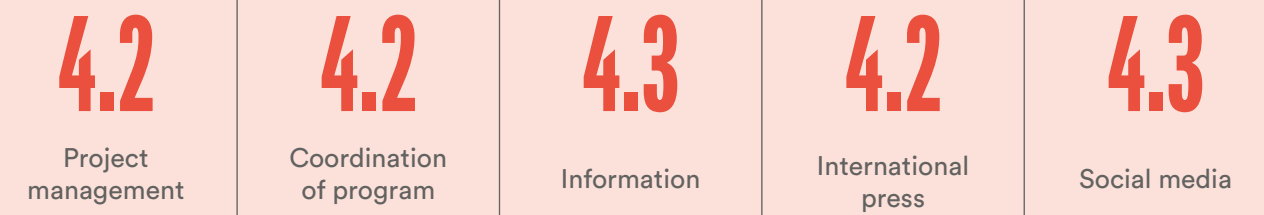
2018 saw some changes to the format. Still 100% made by the Oslo Startup community, but now taking applications from all over the world and gathering everyone for the Entry Rounds. More than 1000 people requested tickets to watch it at Oslo City Hall, where 64 qualified startups turned into 8 finalists through the selection process of our 24 jury members.



## Project management

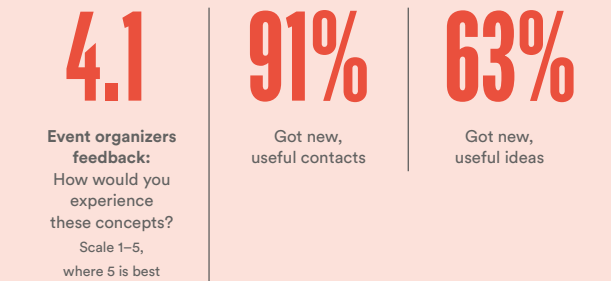
Event organizer's evaluation of Oslo Business Region as Project manager

Rating from 1-5, where 5 is best.



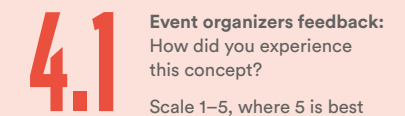
## OIW Organizer & partner events

We hosted three organizer events before Oslo Innovation Week to give the event managers useful tools and inspiration to create better events, and to facilitate for networking amongst the partners. The topics for these events were technology trends, the startup ecosystem in Oslo, storytelling through digital media and how to sell your story to international and Norwegian press.



## Hospitality

In order to facilitate for more networking and a place to meet people from other events, especially for international attendees, we created a social hub at MESH. Attendees could attend afterworks and unique happenings at MESH every evening.





# OIW Interns and Volunteers

Before and during Oslo Innovation Week 2018, 50 interns and volunteers gave valuable support to the press, social media and event production teams. In addition to being a necessary post to make the event actually run smoothly, we value the volunteers because of the energy and knowledge they bring to the team. In our experience many volunteers come from an international background, and OIW is an opportunity for them not meet new network.

**100%**

Made useful contacts

**96%**

Would recommend volunteering to others

**4.4**

OIW's projects management  
Scale 1-5, where 5 is best

**4.5**

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



## The Awesome Team

A unique team of change agents from the following countries and with different skills & backgrounds; Romania, France, Spain, India, Indonesia, China, Cuba, Australia, USA, UK, Russia, Lithuania, Brazil, Peru, Bangladesh, Poland, Venezuela, Iran, South Africa and Norway.

Helen Xu, Juliane Salicath, Geoff Sloan, Roger Hansen, Laura Nasta, Marita Søvik Røskar, Vibeke Jarness, Martynas Babilius, Adrian Sebastian Wierdak, Arturo Coral, Aude Marie Le Gorec, Benedicte Lillebostad, Betty Wanjen, Catalina Ioana Paduraru, Christopher Sanchez, Cristina Moldovan, Doan Vu Bich Chau, Dominika Hoferkova, Edee Carey, Emilie Borgersrud, Frode Ødegard, Gediminas Meskauskas, Helene Uhlen Maurset, Ines Sanchez Benedicto, Jean-Marc Billod, Jingyi Qu, Joselyn Tovar Larsen, Kristina Mineeva, Lucia Herrera, Lukas Krondorf, Marianna Wachelke, Megan Will, Morgane Brazille, Nikki Michelle Soo, Nuzat Naima Islam, Ranabir Dasgupta, Rebecca Johansson, Sadiah Haque, Sandra Flores, Scott Adam Smith, Stephanie Kivarkis, Thanh Hue Nguyen, Vedia Eskicioglu, Vivi Vu.

## The OIW Buzz: Media

PR and social media were are main tools to increase the international awareness and recognition of Oslo Innovation Week 2018. Together with the Norwegian Ministry of Foreign Affairs, VisitOSLO and Innovation Norway, we invited international journalists from broad media and trade media, such as BBC and Vice, to come to Oslo. To make sure the journalists would discover many Oslo stories, we extended the hospitality program, with special local experiences: Green Visits Oslo by Oslo Renewable Energy Cluster, Urban Sustainability Dinner, hosted by SoCentral & Pådriv, concept dinner hosted by Losæter, and more. Regarding social media, this year we also worked closer with the event organisers in training sessions in social media, and encouraging keynotes to tweet.

### Key numbers press

15

Nations

59

Media represented

32

International journalists registered

728

Articles published so far (2017: 136)

#### Key Media

BBC	Nordic Web	Review	El País	Deutsche Welle
CNN Tech	Der Spiegel	Review	Zimo Digital	Artic Startup
Fast Company	The Independent	VICE	Forbes	Postimees
E27	MIT Technology	Bloomberg	InnDux	Radiozurnal Inc.

#### Key Norwegian Media

NRK	Dagen Næringsliv	E24	Innomag	Hegnar TV
TV2	Teknisk Ukeblad	Finansavisen	Nettavisen	ABC Nyheter
Afternposten	VG	Dagbladet	Computer World	Tekna Magasinet

#### Feedback from journalists

4.4

How would you rate the relevance of the OIW event program  
Scale 1–5, where 5 is best

5.0

How would you rate the information provided to you before and during OIW  
Scale 1–5, where 5 is best

100%

Would recommend attending OIW to others

77%

Would like to attend OIW next year

## The Buzz

### Key numbers press and social media\*

516

Mill. reach in digital media (2017: 95.2)

728

Articles published so far (2017: 136)

We believe that the high increase in digital reach and number of articles published is partly due to former US President, Barack Obama, being one of the speakers at Oslo Business Forum.

**Digital reach:** Digital media reach is social media reach combined with the reach of digital press articles

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

### Key numbers Social Media\*

79.6

Mill. reach in social media (2017: 20.2)

20.930

Followers across social media platforms (2017: 16.604)

\*\* Instagram is excluded from the 2018 numbers, as they have cut all ties with third parties and thus the numbers are not available for analysis. Numbers from Instagram are included in the numbers from 2017. Measured 1 Jun-29 Oct (2018) and 1 Jun-11 Nov (2017)

### Demographics\*\*

55%

Followers are female

31%

Followers are international



2.101

(+84% from 2017)



5.076

(+12% from 2017)



13.159

(+27% from 2017)

\*\* Demographic have been calculated using the native insight tools of Facebook, Instagram and Twitter. Measured 14 May-29 Oct









## The Obama Effect

The 44th President of the United States, Barack H. Obama came up on stage at Oslo Innovation Week in front of 3.000 attendees and many international journalists.

Obama was back in Oslo for the first time since he was awarded the Nobel Prize in 2009 and his contribution to Oslo Innovation Week 2018 was definitely the spotlight for many news stories by the Norwegian and international media. During his talk, Obama focused on his legacy and plans for the future.

The director of Sustainability, Ocean Industries & Communication at Oslo Business Region, Birgit Liodden hosted the on-stage discussion with Obama. Liodden is among the most profiled young shipping female executives globally, and fronted the first public #MeToo discussions in shipping. For the past 10 years she has advocated the next generation, diversity, sustainability and the need for change across the global maritime industry.

The talk lasted for one hour and included some thoughts about technology, of the broad problems of humanity: climate change, inequality and the wave of populism. Obama briefly mentioned problems of large companies with fake news, biases of algorithms or privacy and gave some life lessons he learned in life and at the White House.

Under the theme 'The Future of Technology and Sustainability' the conference brought together major Norwegian and international speakers to discuss tomorrow's challenges, with a particular focus on creating sustainable businesses in a digital era. Oslo Business Forum is one of Scandinavia's largest business conferences which creates a meeting place for executives and decision makers across industries.

## OIW 2018 Carbon neutral

Oslo Innovation Week is held annually in Oslo since 2005, with more than 50 events around the city. The events are hosted by individual businesses and corporations (private and public), organizations, startup incubators, makerspaces and educational institutes, who meet the OIW criteria. Oslo Innovation Week is owned by the city of Oslo and Innovation Norway. Oslo Business Region is project manager.

Oslo Innovation Week power coupled with Choose and Get TDC to neutralize (and overcompensate) the CO2 footprint of everyone participating. 1.908 tonnes of CO2 was bought, which equals close to 8.000 flights from Oslo to London, or almost 1% of all cuts to be made by the city of Oslo in 2017. Also meaning, Oslo Innovation Week contributes to reaching the city of Oslo's climate goals.

## The OIW 2018 dugnad



1–3 March

# Oslo Poster Fest By:Larm

It was a 3-day sales exhibition, during by:Larm at Doga, where we celebrated and showcased Oslo designers and music. We were inspired by the American Flatstock concept and added some elements.

«Oslo Poster Fest visualized the artists who create visual connections to music and events. (...) But the poster remains an underestimated art expression. This is what Oslo Poster Fest want to do something about, and they are able to do that. Because when the concert posters are shown after the events are over, the advertising value disappears and only the art remains. It is good curation to enable art in this way.»  
– Aftenposten 17th March

By initiating Oslo Poster Fest, we wanted to connect different art industries and cultural actors in Oslo and to enhance the visual design element at by:Larm Popsenteret showed concert posters from Oslo from the last 50 years in addition to a photo art project called “The war of poster walls”.

Iwa Reiersen from Grafill was the curator of the exhibition and picked the designers. Her goal was to showcase the artists that visualize music and to look at what synergies that happen when music and visual art meet: «The visuals can lift the

music and function as a reference and a marker for the music you relate to. I wanted to show the variety of designers in Oslo and bring in both conceptual design like Levi Bergqvist’s work and Sunniva Krogseth’s work which is mainly illustration. Finally I wanted to look at posters in a historical context because of the short life of posters.

**The designers were:**

- Bendik Kaltenborn
- Are Kleivan
- Sunniva Sunde Krogseth
- Martin Kvamme (also made the Oslo Poster Fest-poster)
- Robin Snasen Rengård
- Levi Bergqvist
- Lara Bujanda

As part of the exhibition, Popsenteret projected and showed concert posters from Oslo from the last 50 years, and a photo art project called «The war of poster walls» curated by artistic director at Popsenteret, Paal Ritter Schjerven.

Oslo Poster Fest is a cooperation between by:Larm (arena), Grafill (curator), Popsenteret (historical content) and The Big O/ Oslo Business Region (project manager).



## Oslo Poster Fest: In numbers

93.8%

Had a good experience

87.5%

Would recommend Oslo Poster Fest to others

81.2%

Would come back



# European Green Capital

**The European Commission awarded Oslo the prestigious European Green Capital title for 2019.**

Oslo is one of seven cities worldwide that has launched strategies and specific plans that delivers on the Paris Agreement. The Executive Director of the C40 Alliance describe Oslo's Climate Budget - aiming for 36% emission cuts by 2020 and 95% by 2030 - the most impressive example of the genre anywhere in the world.

Oslo's climate budget process is managed by the finance department, running simultaneously with the annual financial budgeting process. This means the city council can only approve spending plans which have a realistic chance of delivering GHG reduction outcomes, consistent with the goals of the climate strategy. Oslo Business Region is responsible for the official business program on behalf of Oslo European Green Capital.



# European Green Capital Business Program

The program is focused on three focus areas, mobilising the business community's involvement in realising Oslo's ambition to spearhead climate initiatives, and strengthen the capital's role as testbed for clean and inclusive societies worldwide. The three areas are:

1. Specific deliverables towards Oslo's Climate Budget;
2. Increased awareness and knowledge about resource optimisation (circular economy);
3. Inclusive business & work-life.

Six established industries representing major opportunities, increased competitiveness and contribution towards other industries are specifically targeted: construction, finance, technology, mobility, energy and the ocean industries. Alongside RND, academia and the public sector, these are mobilised to find brand new solutions that can accelerate Oslos green shift and contribute to a successful economic and industrial conversion through sustainable businesses and jobs, with future growth potential and international competitiveness.

The business program is directly integrated towards Oslo Business Region's efforts on sustainable entrepreneurship and powercoupling. Future value creation depends on established companies ability to succeed with their transformation, new companies ability to scale and grow, and increased interaction between these.

### Broad participation and involvement

The City of Oslo encourage a broad as possible participation from the business sector, hence there are developed a toolbox with a number of formats for company-based and individual participation. These will be organised in cooperation with some of Oslo's most significant international business conferences throughout 2019.

EVENTS	DATE
Official Opening/Rearctic	4(-7) January
SHE Conference	6 March
Nordic EV Summit	21-22 March
Urban Future Global Conference	22-24 May
Oslo Freedom Forum	27-29 May
Nor-Shipping	4-7 June
Oslo Innovation Week	23-27 September
Green Port 2019	12-14 October
UN Our Ocean	24-25 October
ZERO Conference	6-7 November

### EGC Industry Challenges

Private and public companies of any size is invited to commit to one or several challenges, and pass the challenge on to a competitor or business partner;

1. We will actively request and work for emission free transportation of goods & services in 2019 (IKEA onboard)
2. Our construction sites will be fossile free and as emission free as possible in 2019 (Aspelin Ramm onboard)

3. We will request that our pension and/or insurance investments to the greatest possible extend are pulled out of oil, coal and gas from 2019 - and increasingly placed in renewable energy solutions
4. We will contribute to reducing plastic waste, through replacing single use plastics with environmental friendly alternatives in our operations, whilst actively challenging our suppliers to develop plastic free alternatives through innovative procurement

### EGC Business Ambassadors

Visible dedicated change agents across private & public companies, SMBs & startups are invited to join as ambassadors. The ambassadors commit to use their visibility & shared values to promote Oslo as EGC2019. They are expected to use their decision making power to help accelerate Oslo's bold goals of becoming a clean, sustainable testbed for the global society. The ambassadors will be featured across SoMe and press.

### Mentor Program

Two-way mentoring focused on bridging the best from two generations. Thematically focused on sustainable business solutions and the digital shift. The program is cross-industrial, and participant meetings take place in connection with the key business conferences.

### Interactive formats

Matchmaking arenas with established industry, and potential partners for innovation. Will be organised during the key events listed in the EGC Business Calendar to mobilise participation and interaction across industries, featuring different industry focus relevant to the main conference:

- Launch & Press Breakfast
- Startup Day
- Scaleup Roundtable
- Spinoff Stage

# European Green Capital Press Clips

**DW** Made for minds.

TOP STORIES MEDIA CENTER TV RADIO LEARN GERMAN

GERMANY BREXIT WORLD BUSINESS SCIENCE ENVIRONMENT CULTURE SPORTS

GREEN CITIES

## Oslo is Europe's Green Capital 2019 - finally

After Stockholm and Copenhagen, another Scandinavian city has won the title European Green Capital, honoring green urban achievements. It is the third time Norway's capital Oslo was shortlisted.

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Raymond Johansen, the mayor of Oslo, broke into a broad smile when the decision was announced. This year is the third year that Norway's capital had applied for the title - and it is also the third time that the city was shortlisted. A city has to go through the entire labor-intensive application process each time it applies - so Oslo authorities were happy the work has finally paid off. "I am proud to tell you that we have one of the lowest car/box footprints in the world," Johansen says. The [European Green City Award](#) is an initiative of the European Commission. Since 2010, one city in Europe is awarded the title each year. Winners are announced 18 months in advance. For 2019, the jury announced its decision on Friday in a theater in Essen, Germany - which is the European Green Capital for 2017.

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Plastics

## Can Norway help us solve the plastic crisis, one bottle at a time?

A bottle-deposit hub on the outskirts of Oslo has had a stream of high-level international visitors. Can its success be replicated worldwide?

Matthew Taylor

10,300



Tens of thousands of brightly colored plastic drinks bottles tumble from the back of a truck on to a conveyor belt before disappearing slowly inside a warehouse on the outskirts of Oslo. As a worker picks up a few Coke bottles that have escaped, Bjell Olo Malmum looks on. "It is a system that works," he says as another truck rumbles past. "It could be used in the UK, I think lots of countries could learn from it."

Malmum is the chief executive of Infonorm, the organisation which runs Norway's deposit return scheme for plastic bottles and cans. Its success is unarguable - 99% of all plastic drinks bottles in Norway are recycled, 92% to such a high standard that they are turned back into drinks bottles. Malmum says some of the material has been recycled more than 50 times already. Less than 1% of plastic bottles end up in the environment. Earlier this year, as public awareness of the plastic pollution crisis grew, the environment secretary, Michael Gove, announced that England would be introducing its own deposit return scheme. As with many of the

**HUFFPOST!**

## Norway Has A Radical Approach To Plastic Pollution, And It's Working


So why isn't the U.S. following suit?

By Nina Zeman

With other industrialized nations grapples with dangerously proliferating plastic consumption, Norway stands out, recycling 99.9% of its plastic bottles thanks to a nationwide bottle-deposit scheme.

Inspired by the Norwegian model is the idea that the customer is, or less it's not ours. And why would you need it when you can no longer cover the counter — at stores, gas stations or one of the scores of thousands of vending machines in public places like schools and supermarkets — in return for cash or store credit?

Plastic products in Norway are subject to an environmental tax. The more their plastic they weigh, the lower the tax. Almost all of them are signed up to the bottle-deposit scheme and if they aren't a customer recycling target or above 95 percent, they don't have to pay at all. Most have been collectively shut out for the last seven years.



**HUFFPOST!**

## Inside Europe's Most Sustainable Cities: What We Could Learn From Berlin And Malmö

The green giants we need to copy, ASAP.

By Nina Zeman

2017/03/15 10:04 GMT | Updated on 04/10/18 10:07 GMT

Traffic-free cycle lanes, electric cars, zero-waste goals. Sustainable living used to be a phrase used by scientists and hippies, not your regular Joe. Now, a greater focus on climate change and the environment means sustainability is a hot topic across the UK. But how to make our cleaner living goals a reality? Well, there's lots of lessons to be learned from our European cousins, from Berlin's ambitious targets to be carbon neutral by 2050 to Malmö's lower energy homes and the people of Copenhagen's unwavering devotion to travelling by bike.

Here's some ideas we'd be able to nick inspiration from.

**Malmö, Sweden**

Back in the 1990s, Malmö was a deserted, industrial concrete jungle. After plenty of since investment, it is now one of the greenest cities on the planet. Take the Western Harbour, for example - it's powered with 100% locally-produced renewable energy. Green roofs spruce the cityscape. Every house is tailored for low-energy consumption. The Swedes also love cycling. [Every fourth journey in Malmö is made by bike](#). "It's about wanting to live differently," says Christer Larsson, Director of City Planning for Malmö, in a report produced by the city in collaboration with the Institute for Sustainable Urban Development.

"We must live in a more carbon neutral way... for the next generation, it will be a matter of lifestyle to choose climate-smart living. I am convinced that everyone is going to want to take part"

**Oslo, Norway**


Tucked away in the far north where the sun rarely sets in summer, Oslo is paving the way for green cities across Europe. "Oslo is probably the most advanced city for sustainability" James Court, head of policy for the UK's [Renewable Energy Association](#), told HuffPost UK. "The fact that Norway is close to 100% renewable electricity is an incredible place to start from, plus they have a national subsidy for electric vehicles and solar panels." Over 50% of new cars sold in Norway last year were part electric, which looks incredibly promising for the country's future. "With excellent programmes to get energy and biogas from waste and ambitious targets to ban cars from the city centre from 2019, Oslo really is leading the pack." Just a shame a pint of beer costs over a tenner.

**gb&d**


## The 7 Most Sustainable Cities in the World

By James Dal

[f](#) [t](#) [l](#) [e](#)



Oslo, Norway



The capital of Sweden is also one of the most sustainable cities. The city welcomes 1,000 new residents each year, bringing in a flood of green architects and architects ready to tackle sustainability in a green-facile, low-waste buildings are on the rise. Like the model that requires all new municipality-built buildings be not only zero-emissions, but to also be "neutral-green," actually generating energy.

Oslo aims to be climate neutral by 2050. Initiatives are being started elsewhere, the municipal power plant is invested in green projects and all local food-based products, and the city aims to have a car-free city center. Oslo even offers incentives for low-carbon, green-to-public transport homes.

# Ocean Entrepreneurs Capital

**Oslo is the Nordic's fastest growing entrepreneur hub, and Top 3 leading maritime capital, gateway to the most complete ocean industry cluster worldwide. There is a huge untapped potential in bridging these two ecosystems.**

Combining the experience and resources of Oslo's startup community and the established ocean industries, Oslo Business Region will mobilize a globally leading ocean ecosystem for engaged experts and entrepreneurs who want to use their insights and drive to create new solutions for a world in great need of systemic change.

The focus is to accelerate awareness, competence and participation and specific collaboration and commitment for key players linked to ocean industry to step up their work on CO<sup>2</sup> reductions as well as Circular Economy.



## Oslo Business Region initiates world's leading Ocean Entrepreneurs Capital ecosystem

In May, we invited the Oslo region ocean & tech communities to kick off our newest project focused on sustainability-oriented ocean & tech entrepreneurs, working with or providing solutions that can be utilized to resolve key ocean related challenges – and deliver new business opportunities to strengthen the ocean industries as well as Norway's function as inspirator and problem solver.

Our first delivery will be the creation of an Ocean Entrepreneurs Ecosystem Map for the Oslo Region. We seek to identify current gaps in the ecosystem, then mobilize and inspire the industry & stakeholders across society to work collaboratively to fill them. The Oslo startup ecosystem has previously been mapped, with around 300 resources identified while the ocean industry was almost invisible – and we thought was time to do something about that.

Our ambition is to inspire, support and promote the ocean ecosystem of the Oslo region – with the vision of creating the world's most attractive capital for ocean entrepreneurs with a passion for sustainability and tech. We want to build and strengthen the bridges between entrepreneurs and the established industry ecosystem, including R&D, the government and financial resources.

## Making it real: Ocean Opportunity Lab

Bring stakeholders together to a visible lighthouse to inspire society & business at a floating co-working hub in Oslo, to attract interest & attention from local & global society.

Most innovation hubs and coworking spaces are placed in ordinary buildings. As we aim to explore the future of sustainable ocean industries, why stay onshore? We want to create the optimal coworking space for ocean entrepreneurs from across the world, where entrepreneurs can live, co-create and test their ideas, meet the major players and experts. The idea is to have a shared resource for tests, creation, student visits, social arena, and home to the world's first ocean idea library, while opening for visit residents (startups, corporate innovation projects, accelerator & summer program participants), and solve environmental problems.



Placed at Langkaia, facing the Opera House, the Ocean Opportunity Lab will be shared resource to accelerate and stimulate entrepreneurship in the Oslo region, and to inspire other ocean cities across Norway to build the world's best ecosystem for ocean entrepreneurs, building a "seagrass" root movement towards the REV Ocean projects and other high-level initiatives focused on ocean, sustainability & tech.

- Solutions Testbed: 200sqm in size, soon to be a 100% Smart House, and arena to test pilots on renewable energy production & testing, as well as a variety of environmental solutions in and under water, potential vertical gardening bridging land and sea, and pilots to explore how floating fundamentals can optimally be designed to work as reefs.
- Dock for environmental boats: The lab can also be used as "kiss'n sail" dock for environmental boats of various size, and can be moved for special events. A partner for land-based hubs to compliment their permanent resources.

# Other projects

## Arendalsuka

Collaboration partners of Ocean Entrepreneurs Capital gathered for a workshop on how to realise the concept of a floating entrepreneur lab.

## Keynote speeches

OBR's Director of Sustainability, Ocean & Communication, Birgit M. Liodden, has attended the following conferences as keynote speaker & moderator; AIVP International Ports & Cities 30th Anniversary Conference, Arendalsuken Urban Development panel, Oslo Architecture Triennale's Turncoat Debate, the ZERO conference, Nordic-African Business Summit, Innovation Norway's Europe meeting, Kongsberg Group's Female Forum and FutureTalks, in addition to a number of smaller forums.

## FutureTalks 2018

The Future Talks Conference 2018 was held at MESH on August 23rd with more than 100 speakers and founding community members, such as Loretta Whitesides (founder Astronaut with Virgin Galactic.), Jonah Nolan (creator of HBO series *Westworld*), Yobie Benjamin, Bjarke Ingels (architect) and Nina Jensen (REV Ocean). The program were divided in three main stages, covering topics from Education, Art, Equality, Happiness, Peace and Technology. FutureTalks connects and engages people of all ages, from all backgrounds and all over the world in discussions that will define the path forward for humanity and our planet.

## Donostia Innovation Week in San Sebastian

Director of International Relation of Oslo Business Region, Siw Andersen gave a keynote talk at Donostia Innovation Week in San Sebastian, Spain about the startup ecosystem in Oslo and Oslo Business Region's main projects.

## Startup Ecosystem in Oslo

Siw Andersen and Director of Startups Jørn Haanes and gave a talk on the startup ecosystem in Oslo to Executive MBA Students at BI Business School as well as to a delegation of city representatives and local Austin businesses who visited during Oslo Freedom Forum. The delegation featured companies that work in social good and social entrepreneurship in hopes of expanding their businesses and connections internationally.

## Why Oslo International Students

Last year, Oslo Business Region gathered 224 international students from 54 nations at the City Hall, to discuss how to make Oslo an even better city for international talent. The agenda started with a meet & greet with Oslo City Mayor Marianne Borgen and Governing Mayor of Oslo, Raymond Johansen, followed by a reception and workshop in groups. The city council wanted to know why international students moved to Oslo. The group was composed by both first year bachelor students and master students, some exchange and some doing the degree. This year, there will be the second edition of the event, with the same format on January 24, 2019.

## Artup Day

Friday April 27th the very first Artup Day was hosted by Oslo Business Region at Kulturhuset in Oslo. The day consisted of speed dating sessions and a pitching back session where experienced cultural entrepreneurs of Oslo shared their stories and insides. The Vice Mayor for Culture and Sport Rina Mariann Hansen informed us of the goal of Oslo's soon to be launched event strategy.

Artup Day is a startup day for creative industries, for everyone who has started or wants to start a business or organisation within creative industries. They got answers on arts and culture grants, "Bilfritt byliv", how to start a company, "Oslo European Green Capital 2019" and about everything on big events, logistics and security.

This first time, we collaborated with seven organizations who speed dated startups within the creative industries in Oslo: The Agency for Cultural Affairs, The Urban Environment Agency, DNB, Carfree City Center (Bilfritt byliv), the Planning and Building Services, the European green Capital 2019 organization and Kløkt.

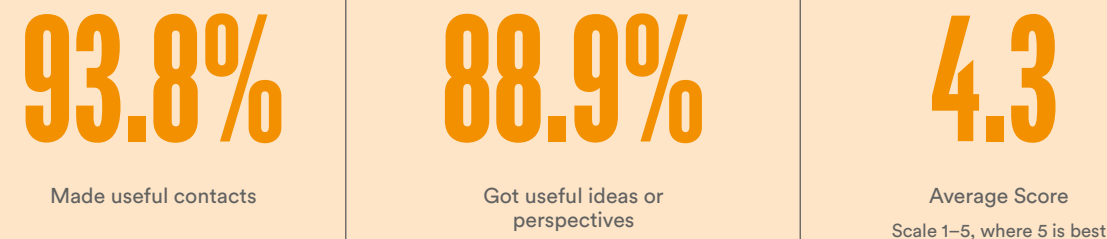
## Pitching back

The entrepreneurs sharing on stage were Runar Eggesvik (Mono, Internasjonale, Øya, Kulturhuset), Marte Strand (Happy projects), Erlend Mogård Larsen (by:Larm, Salt, Vippa, Træna) and the Vice Mayor Rina Mariann Hansen. Marianne Welle, head of The Big O, Oslo Business Region led the conversations on stage. The day ended with DJ Sten Ove Toft.

### Results from partners survey



### Results from participants survey





# 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 in contemporary issues.

# Oslo: State of the city

The fourth edition of the “outside-in” review of the State of the City evaluates the current status of Oslo among the global competition of international indexes and highlights the steps the City Oslo has taken forward since last year.

From a database of more than 400 global benchmarks and 20,000 data points, the report assessed Oslo’s current performance and international reputation in 16 thematic areas within four overarching themes: Business, Liveability, Hospitality, and Governance. In 2018, the report also includes a close look into Oslo’s innovation system, its vibrant cultural scene, and the emerging opportunities of tech to shape city perception.

The Business of Cities Group in London, headed by Professor Greg Clark, is responsible for the analysis.

## Benchmarking Oslo against peer cities

To better understand the current performance, the study benchmarks Oslo among a peer group of 50 medium-sized, upper income, high quality cities with a global orientation, and with at least one visible specialisation. Out of these 50 cities, Oslo is the 14th highest in terms of its average position across all benchmarks. Its average rank of 31st (among all cities in the world) puts the city nearly among the top 10% globally out of more than 250 cities – this reflects the growing sample size in city indexes and rising competition between cities.

Meanwhile, Oslo’s average position across benchmarks is broadly comparable to much bigger cities such as Melbourne and Los Angeles, as well as high profile smaller cities such as Dubai. That shows that by global standards Oslo is

becoming more business and entrepreneur friendly, and that demand to invest in the city-region remains high.

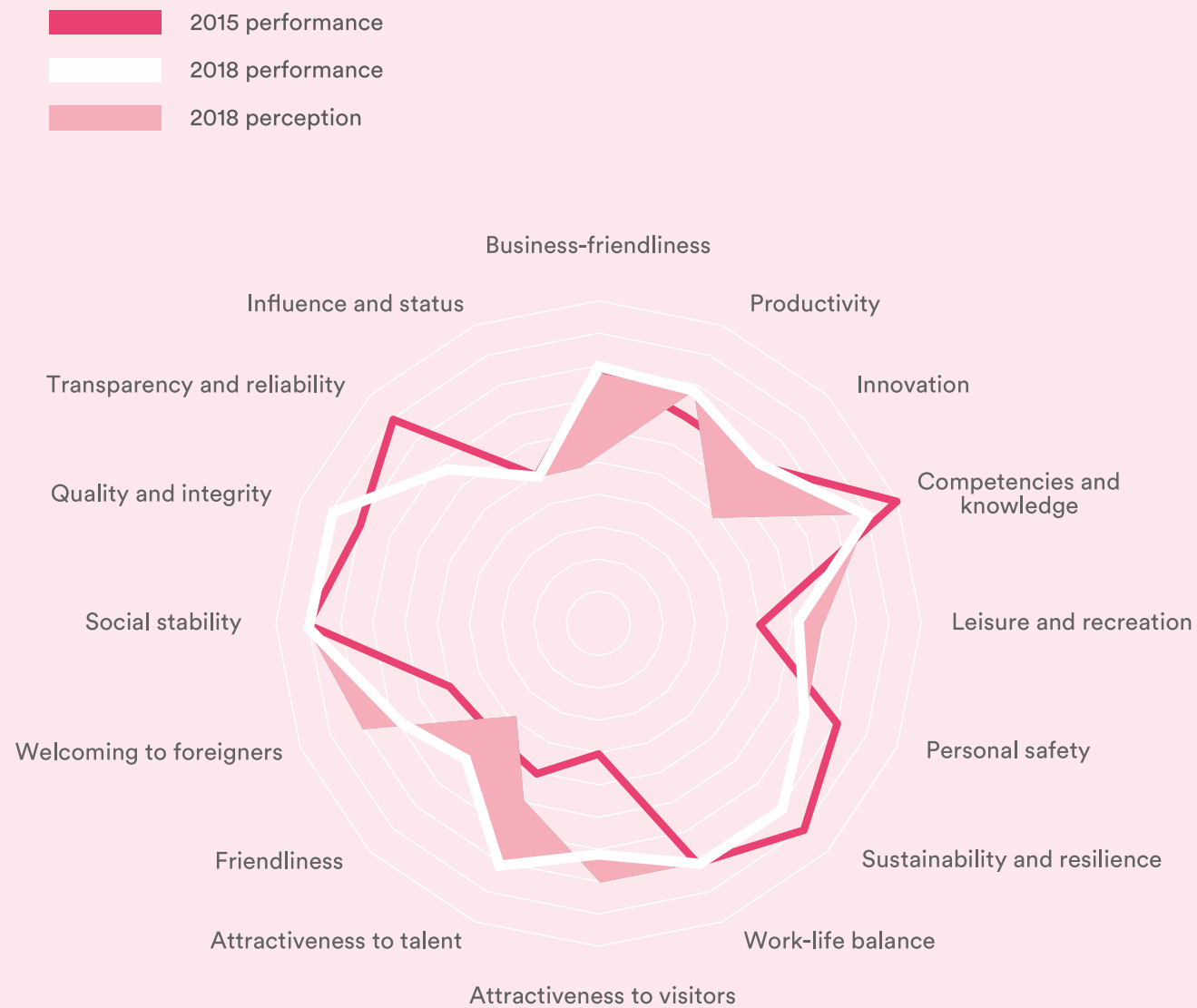
According to the report, Oslo has generated real momentum. The expansion of its innovation ecosystem continues to be reflected in the benchmark studies. More firms, more incubators, larger VC deals, and rising employment in the app economy all point to a region making a leap forward. “Given its size, Oslo now is consistently one of the most innovation-intense city-regions in Europe”.

Meanwhile, Oslo is acquiring ‘soft power’ and influence: the City is making important steps to promote sustainability. Oslo’s award as the European Green Capital Award for 2019, beating 13 other cities, reflects international recognition for efforts and commitment in government, business and civil society to sustainability practices, technology adoption, with ambitious climate policies, proactive and openness to innovative planning and technology solutions.

This means the world has seen Oslo consolidate its performance within the longer growth cycle. The City is also a region promoting new approaches to social cohesion and inclusion, family-friendly urban living, and healthy lifestyle at all stages of life.

You can read the full report at OBR website or <http://www.oslobusinessregion.no/oslo-state-of-the-city-2018/>

## The Oslo performance spidergram in 2018





# Oslo: State of the City

## Innovation performance and global perception

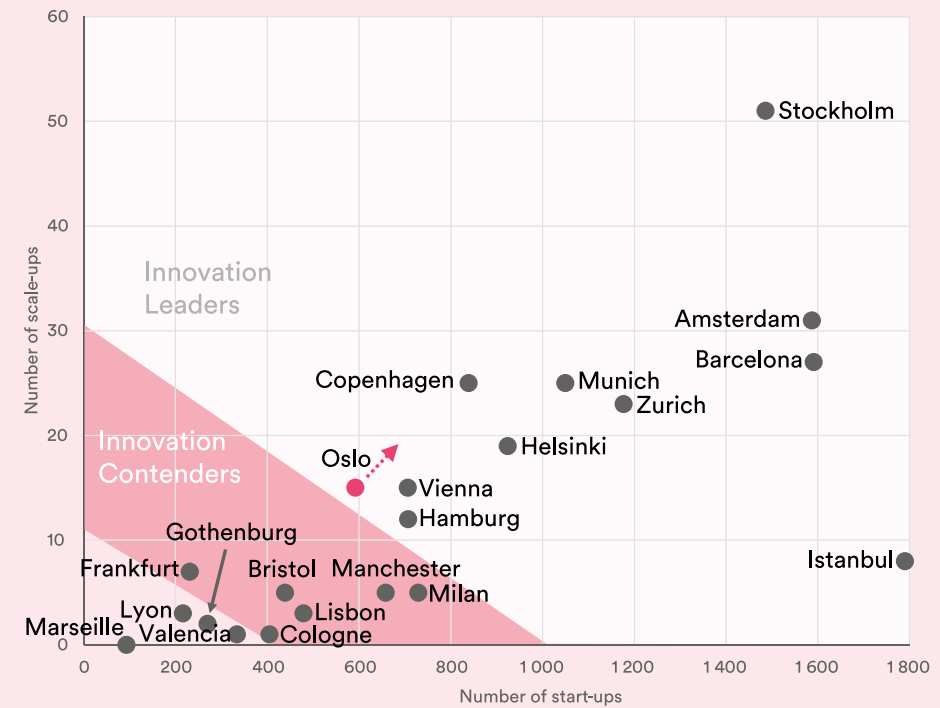
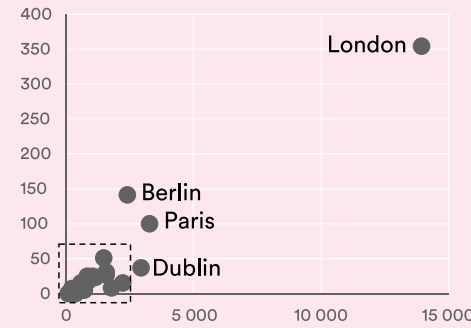
Oslo region keeps growing in numbers of firms, and on creating more co-working spaces, incubators, accelerators and startups. Oslo's startup scene has become more visible at international events and gatherings, and more of the world comes to Oslo to sample its innovation culture.

Looking at registered firms numbers, for example, Oslo goes head to head with other medium-sized European cities such as Prague, Rotterdam and Gothenburg. Between March 2017 and February 2018, the city registered a 25% growth in the number of top 10,000 innovative firms, to 15. This represents a higher growth rate compared to leading European innovators such as Dublin (16%) and Amsterdam (11%).

Innovation needs somewhere to live and Oslo has seen numerous entrepreneur-accelerator programs appear, along with dozens of co-working areas, spaces and other hubs that allow small innovative firms to thrive. Names like MESH and OHIO, the UiO research park in Blindern, with houses Inven2, Oslo Tech, Startuplab and Norway Health Tech, the maritime and technology hub in Kongsberg, Oslo Cancer Innovation Park in Ullern and the creative industries cluster growing in Nydalen.

Oslo's economy is full of optimistic new players, fueled by a movement of makers and innovators, and benefits from numerous public efforts to build fresh confidence and capacity in the future.

No. of innovative tech firms and number of Top 10,000 global scale-ups, March 2018



### What is innovation?

The study applies the concept of Innovation as the ways that workers, entrepreneurs, companies and industries embrace fresh knowledge, utilize new technologies, and promote change.

# Oslo: State of the City

## The innovation economy and the rise of Oslo

Oslo has emerged as a new and distinctive player on the European and global stage, during a cycle of great change for the country, which is shifting from an oil/gas and corporate economy towards a more diversified set of sectors powered by knowledge and new technology systems.

The global contests between cities and regions switched the focus from banks and corporate HQs to invest in science, technology, entrepreneurship, talent, lifestyle, institutions and soft power. As a capital city region of a young nation, Oslo realized that its special assets were hardly known by the rest of the world and now is embracing the new mega-trends, and telling the world a new story.

According to the report “The innovation economy and the rise of Oslo”, these are the five key features of the city’s cycle of transformation:

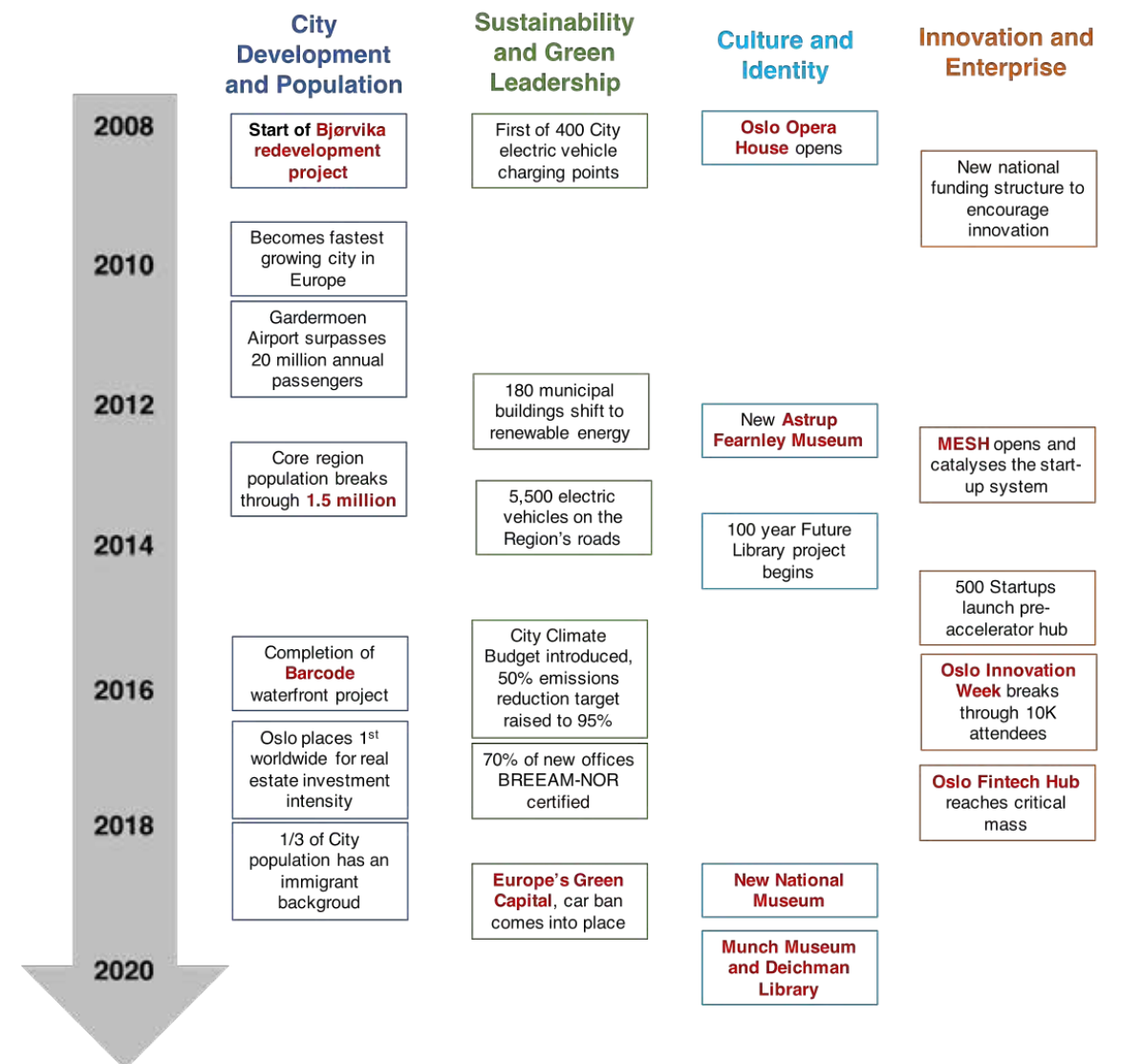
- **Rapid population growth:** after all, the Oslo Region has been the fastest growing capital city in Europe, plus the high level of in-migration of young people has transformed the demographic profile of Oslo and created the conditions to expand the city’s innovation and cultural scene;
- **Successful waterfront redevelopment and urban restructuring:** Oslo has developed a more coordinated regional approach to land use and transport planning, and a clearer shared approach to creating a polycentric region that benefits everyone;
- **Economic Diversification and the rise of innovation ecosystem:** the city is emerging in high-expertise and high-technology fields which include IT, software, biotech, life sciences, energy technology, maritime, culture, creative industries and specialized components. Plus,

solar energy, educational technology, fashion and smart urban technology are all strongly emerging clusters in Oslo that benefit from national funding and effective local capacity building;

- **Major investment in cultural fabric:** the recent cycle of cultural investments and cultural hubs (e.g Opera House, the new Munch Museum, Kongsberg Knowledge) represents a boost in the city scene for local satisfaction, to the tourist arrivals to the city and also the growing reputation for innovative projects.

- **Soft Power through global leadership for sustainability:** Oslo has always been something of a pioneer in adopting green and sustainable models, but this has really accelerated in the last 5 years. The world is becoming inspired by the programs Oslo is financing, including to deliver a zero-emission public transport fleet by 2020, phase out oil-fired heating systems, and making public transport cost-competitive with car travel.

As consequence, the City of Oslo emerged as an innovation region on the international stage, shown the world its credentials as a region of culture, energy and edge while has taken a lead to respond to the important global agendas of our time. The result is that the world is gradually catching up with what Oslo really is and what the city really stands for: recognition of urban quality and vibrancy, of its work-life balance, and its diversity, innovation and ambition.



# Social media and web in numbers

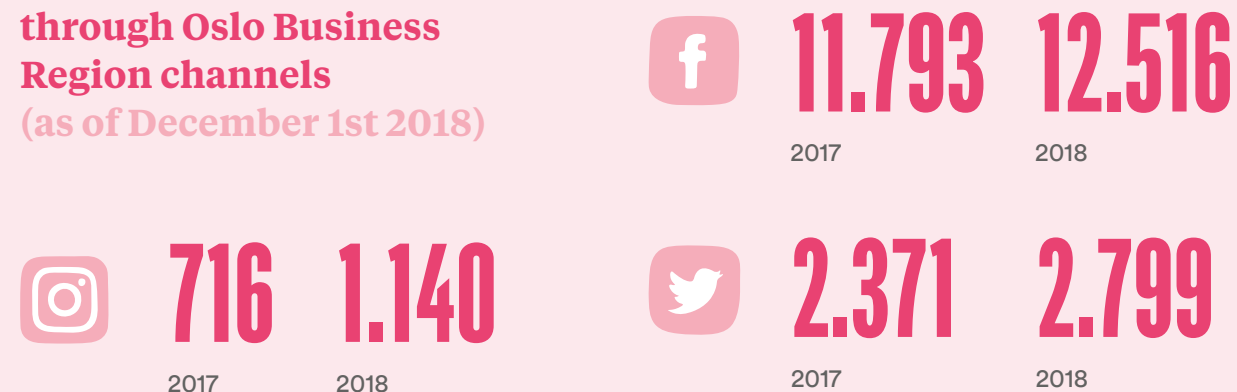
## Digital footprint

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)



### Numbers of followers through Oslo Business Region channels (as of December 1st 2018)

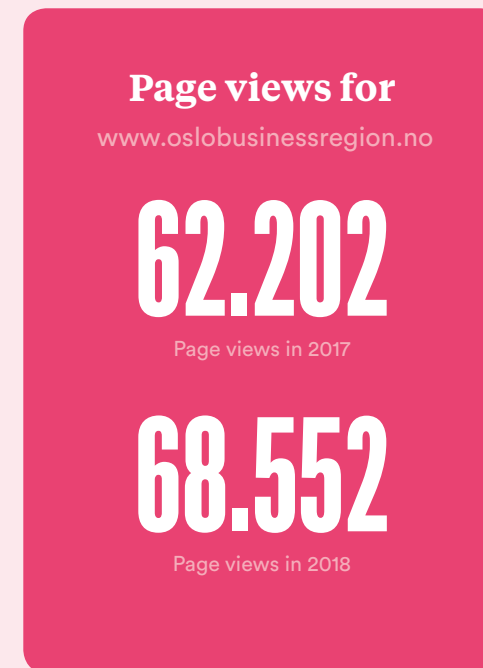


## The Oslo Reach

The digital reach (social media + press) of all projects measured by OBR



Note: 2018 included Obama effect during Oslo Innovation Week, which generated a record high numbers.

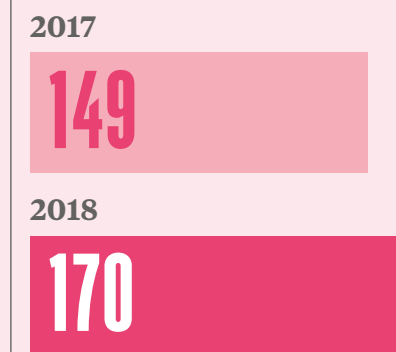


### OBR Press in numbers

#### Online Stories



#### Mentions of OBR in Press



#### Top press locations

- United States
- Germany
- United Kingdom
- India
- Canada
- France

### Total media articles about the Oslo startup ecosystem





# #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 rolemodel for other startup cities.

This include 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](mailto:notnice@oslobusinessregion.no)

# Oslo Advisory Board

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Henrik Øinæs	<a href="#">Equinor</a>
Alexander Woxen / Rolf Assev	<a href="#">StartupLab</a>
Karina Birkeland Lome	<a href="#">Finn.no</a>
Knut Traaseth	<a href="#">Bahr</a>
Sindre Østgård	<a href="#">Entrepreneur Ship One</a>
Rune Røsten	<a href="#">Schibsted Vekst</a>
Tellef Thorleifsson	<a href="#">Northzone</a>
Jeanett Sandmo	<a href="#">Innovation Norway</a>
Heidi Austlid	<a href="#">IKT Norge</a>
Daniel Ras-Vidal	<a href="#">Abelia</a>
Jostein Magnusson	<a href="#">Netlife Research</a>
Kathrine Synnes Finnskog	<a href="#">Music Norway</a>
Tonje Frydenlund	<a href="#">Snøhetta</a>
Johan Brand	<a href="#">Entrepreneur ShipOne</a>
Jeanette Dyhre Kvisvik	<a href="#">Villoid</a>
Kjartan Slette	<a href="#">Unacast</a>
Anders Mjaaseth	<a href="#">MESH</a>
Anita Schjøll Brede	<a href="#">Iris AI</a>
Kathrine Myhre	<a href="#">Oslo MedTech</a>
Anne Kjersti Fahlvik	<a href="#">Norsk Forskingsråd</a>
Martin Falch	<a href="#">360 Leaders</a>
Elin Nørve	<a href="#">Future Leaders</a>
Joachim W. Andersen	<a href="#">Avinor</a>
Henrik Faller	<a href="#">Remarkable</a>
Sigri Sevaldsen / Anniken Fjelberg	<a href="#">657 Oslo</a>
Trude Myrvang Paaske / Tom Fredrik Lehrman	<a href="#">DNB</a>

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The purpose of the Oslo Advisory Board is to advise Oslo Business Region on strategies and the development of activities and projects, and to give direct and open feedback to the City of Oslo on innovation and entrepreneurship.

In 2018 the advisory board met one time.

# 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 Partner in XO Executive Advisors. Ms. Solhaug has been a member of the board in PSI Group ASA (currently StrongPoint) since April 30, 2015.

## Waseem Shad

Investment Manager at Norvestor Equity, focusing on IT and technology investments. 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

# Our People

## Employees:

**Fredrik Winther**  
CEO

**Birgit M. Liodden**  
Director of Sustainability,  
Ocean Industries & Communication

**Jørn Haanæs**  
Startup Director

**Siw Andersen**  
Oslo Innovation Week &  
Director of International Relations

**Fredrik Salberg**  
Event producer

**Silje Bereksten**  
Head of Smart Cities

**Marianne Welle**  
Head of culture projects

**Martine Mæland**  
Web and Social Media Coordinator

**Belda Gonzales**  
Office and Administration

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36. Kristin von Hirsch
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41. Sam Taylor
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53. Gorm K. Gaarde
56. Nicklas Knudsen
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64. Oslo Business Forum
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77. (?)
92. Marit Håvik Hartmann

## Design

Metric, metricdesign.no

## Print

Printhouse, Oslo





# os!o

Oslo Business Region

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