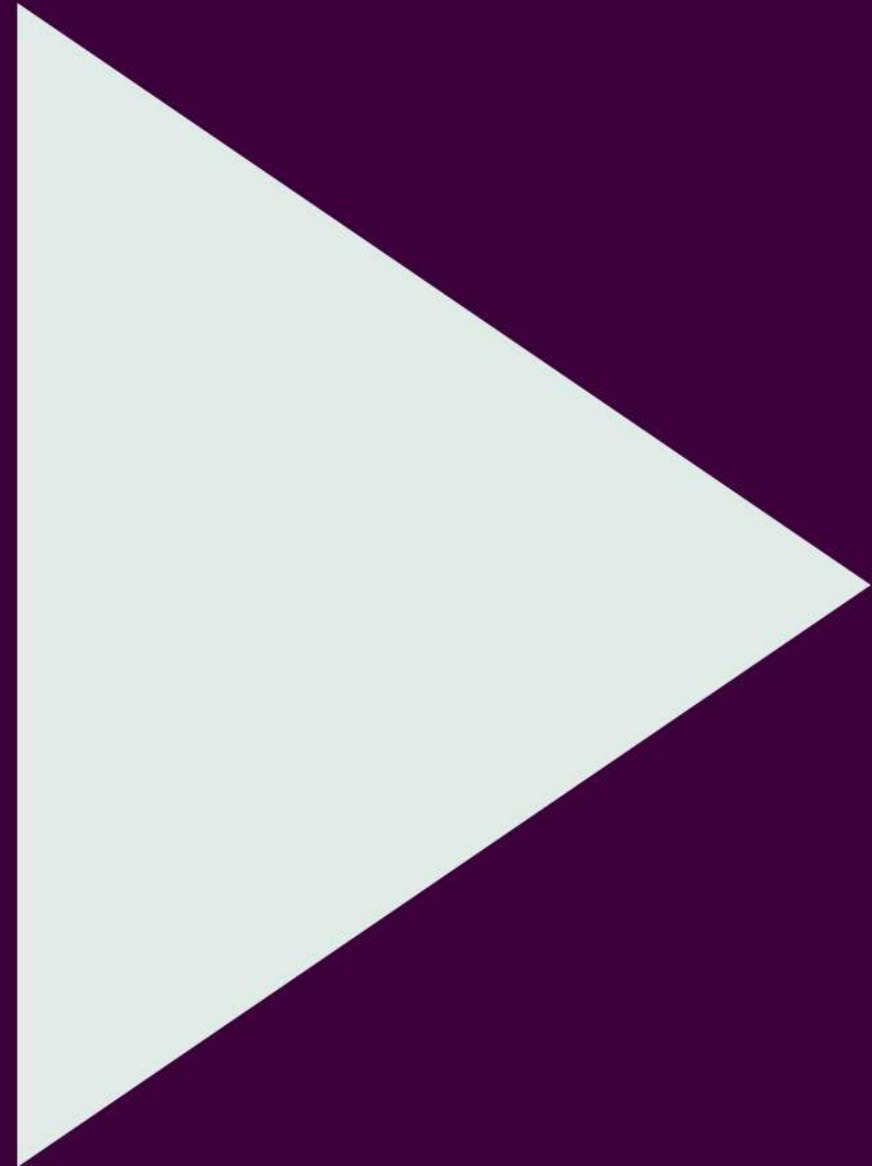


os!
innovation
week

21–25 Sep
2020

Report 2020

Oslo Business Region



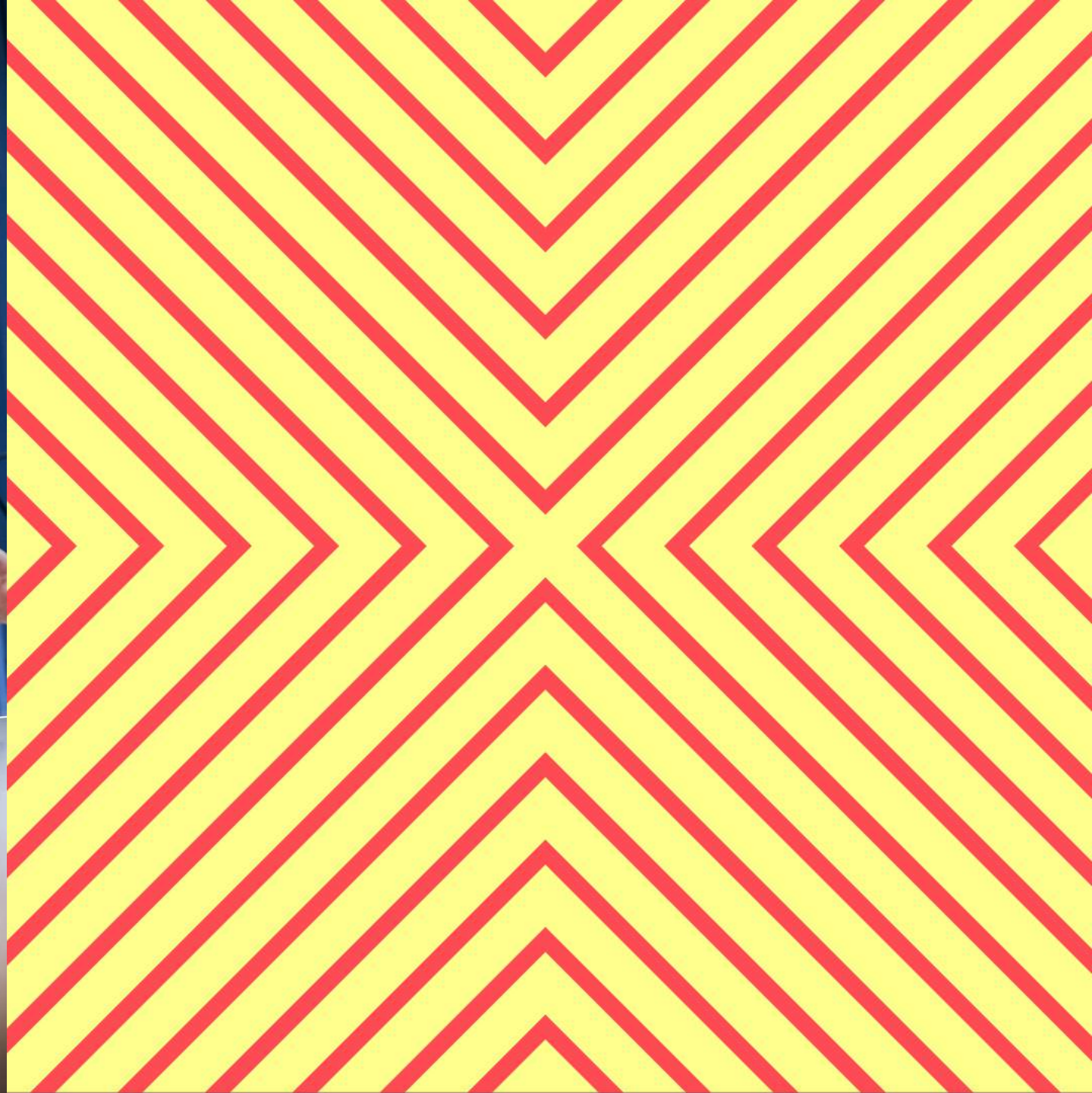




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Introduction

Oslo Innovation Week brings forward new voices and innovation in action. We highlight bold solutions that solve real global challenges through entrepreneurship, technology and innovation. We believe in creating sustainable solutions by bridging differences and forming new powercouples, pushing the world forward through collaboration.

Since 2005, Oslo Innovation Week has brought together entrepreneurs, leaders, investors, innovation drivers, technology experts and creatives in the city of Oslo. This year, because of Covid-19, Oslo Innovation Week was for the first time a digital event. More than 25 000 people joined us, 45% of which were international.

Oslo Innovation Week is a collaboration between public and private, startup organisations and corporates, Norwegian and international companies. The 2020 chapter was created by 157 partners and event organisers.

The theme of Oslo Innovation Week 2020 was ‘It’s time to build’. Highlighting founders building a growth company, investors building a green tech portfolio, city planners looking for solutions that will create a greener, more inclusive city or a programmer building a cutting edge software. During a pandemic we pushed forward those building for the future.

Oslo Innovation Week 2020 included 87 events from full day conferences and seminars to workshops and meetups.

The event is supported by the City of Oslo, Innovation Norway and Oslo Regionen.

- Oslo Business Region
Project manager



Oslo Innovation Week

Key numbers

Oslo Innovation Week 2020

#oiw2020

2019

Key numbers 2020

⁶³
87 Digital events on
Sustainable solutions

^{13.3000}
25 000+
Attendees

^{30%}
45%
International attendees

⁴⁸⁶
400+
Speakers

^{51%}
46%
Female speakers

^{42%}
34%
International speakers

^{46%}
30%
Startups on stage

¹⁸³
17
Media articles

³⁰
26
International media

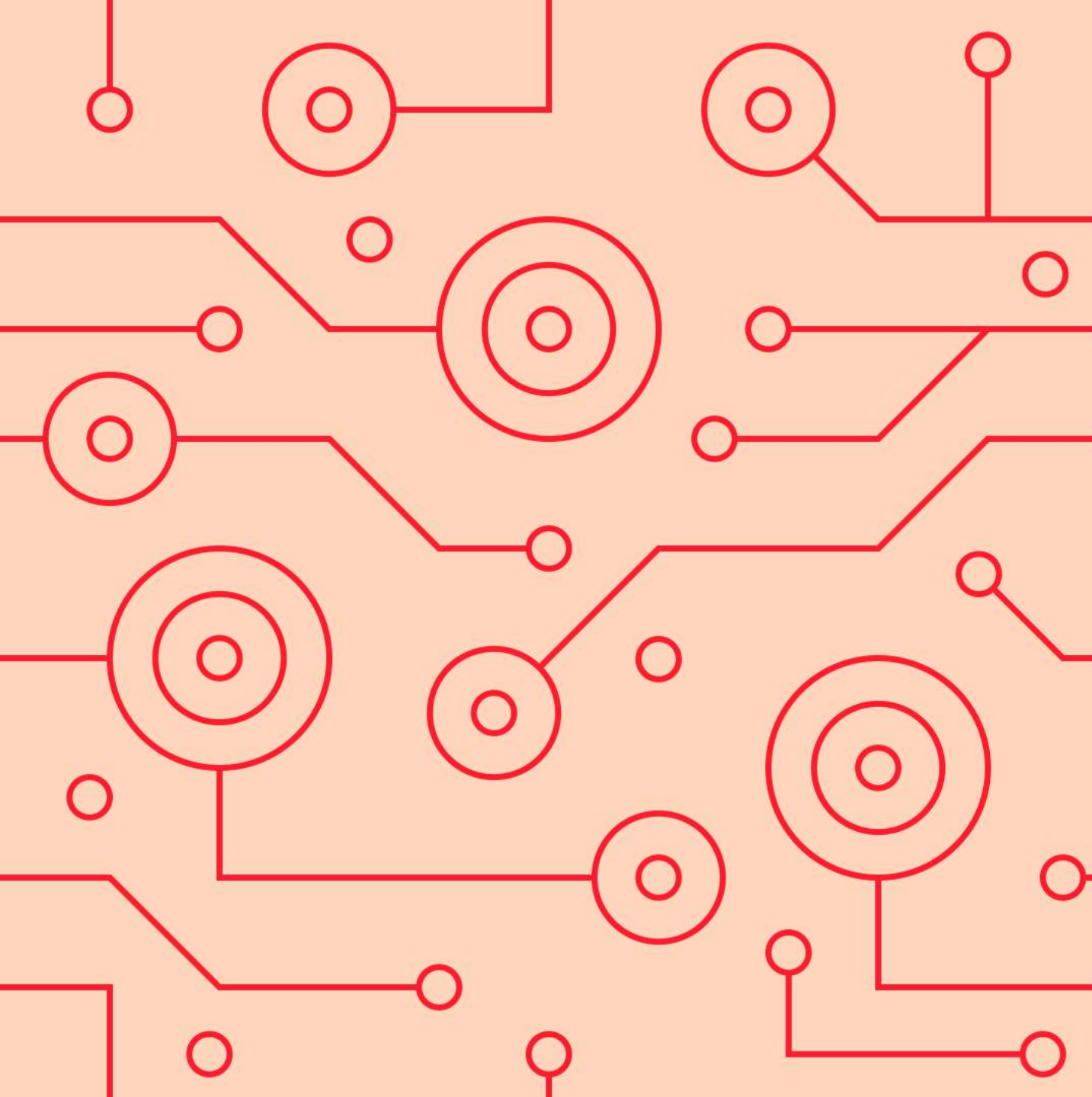
1.1 Million reach* on
Social Media

10% Increase in followers on
Social Media

157
Event organisers

4.0
Value of being
part of OIW

Scale 1-5, where 5 is best



oslo
innovation
week 21-25 Sep
2020



Timeline

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
EVENTS	87	63	56	53	75	72	60	50	35	24	32
EVENT Organisers	157	153	144	142	115	94					
SOLD OUT EVENTS	N/A*	71%	69%	63%	77%	75%					
ATTENDEES	25k+	13.3k	13.4k	11k	10.7k	9.4k	8.6k	5.5k	5.7k	2.9k	3.7k
INTERNATIONAL ATTENDEES	45 %	31%	31 %	24%	21%	19%					
PRODUCTION COST IN MILL	31.5	35.2	35.7	24.7	21.6	16.9	12.6	7	5		

*As all events were digital, there were no set limit to attendees.

Oslo Innovation Week

Priorities and goals

Oslo Innovation Week 2020

#oiw2020



2020 Goals

1. Highlighting sustainable and green solutions
2. International focus – over 50 countries taking part, taking advantage of the first ever digital Oslo Innovation Week.
3. Curate the first ever digital Oslo Innovation Week as an interactive event, an arena where you could not only watch talks but also network and get new leads.

On the following slides you can read more about how this was done and the results.

1. Highlight sustainable and green solutions

Results and highlights

- We highlighted sustainable and green solutions
- We had 87 events organised by 157 event organisers, all of them highlighting solutions and topics related to sustainable city development.
- So far 17 articles have been published about Oslo Innovation Week, Oslo/Norway.
- The Oslo Innovation Award 2020 was given to social impact startup No Isolation.
- OIW 100 Pitches highlighted sustainable solutions, and had a record number of applicants (329) from 50 countries.



2. International arena

Results and highlights

- 45% of the attendees were international.
- 34% of all the speakers were international. The event organisers use this as an opportunity for connecting their network with international companies.
- We had international participants from countries more than 50 countries, including USA, Sri Lanka, Brazil, China and Nigeria.
- Going digital meant gaining access to a new network of event organisers, as they were no longer required to travel to Oslo in order to host an event. We had events hosted in England, France, Lithuania and the Netherlands.



3. Digital Platform

Results and highlights

- Due to the current status of Covid-19, we had to move the conference online. Feedback from the attendees and event organisers suggests that they prefer a hybrid event, where they can follow digitally but also meet in person if possible.
- We had 4.2k people watching content on our digital conference platform Konf.
- 45% of the viewers were international. Easy to access from where ever you are.
- We had international participants from countries more than 50 countries, including USA, Sri Lanka, Brazil, China and Nigeria.
- Benefit of allowing audience to catch up on content they couldn't watch live.





2020 KPIs

1. Create a valuable platform for attendees, event organisers, speakers, volunteers, media. Always score above 4 of 5.
2. 50 events on sustainable solutions
3. 35% international attendees
4. 40 international media publications (50% tech, business, startup) from these countries: UK, US, Nordics, Germany, France, Singapore, Dubai, South Korea, Japan, China, Canada, India, Spain/Mexico, Baltics
5. A mix of event organisers from public and private, educational institutions, startup networks, corporates etc.
6. Make Oslo Innovation week a great digital experience for organisers as well as viewers
7. 50% women on stage

KPI	Result	Comment
1. Create a valuable platform for attendees, event organisers, speakers, volunteers, media. Always score above 4 of 5.	<ul style="list-style-type: none"> • Event organisers: 4.2 • Studio Partners: • Media: 100% satisfied with the program 	
2. 50 events on sustainable solutions	<ul style="list-style-type: none"> • 87 events 	
3. 35% international attendees	<ul style="list-style-type: none"> • 45% international attendees 	Going digital made it eas
4. 40 international media publications 50% tech, business, startup media and 50% mass media From these countries: UK, US, Nordics, Germany, France, Singapore, South Korea, Japan, China, Canada, India, Spain/Mexico, Baltics	<ul style="list-style-type: none"> • 26 international media. • Key media: La Razón, Ethos Magazine, Arctic Startups, Wired, L'Usine Nouvelle, Deutsche Welle, Maddyness, Yahoo! Japan, Postimees, Green Building & Design, tech.eu, PTV World Pakistan, Usbek & Rica, The Economic Times, Czech Radio • 17 countries represented : UK, US, Sweden, Finland, Germany, France, Japan, China, Spain/Mexico, Baltics 	Media like The Economic Times, Wired, La Razón, PTV World Pakistan
5. A mix of event organisers from public and private, educational institutions, startup networks, corporates etc.	<ul style="list-style-type: none"> • 157 event organisers – see slide with logos. 	Need more event organisers on R&D, educational institutions, corporates, and SMEs.
6. Make Oslo Innovation Week a great digital experience	<ul style="list-style-type: none"> • OIW studio partners on Konf as a digital platform: 3.5 • Feedback suggests that OIW should remain accessible online, but audience are missing the physical aspect of matchmaking and networking. 	Need better data. Never been done before.
7. 50% women on stage	<ul style="list-style-type: none"> • 46% women on stage 	Number fell as we loosened the reign and control over the event organisers.



Key learnings

- Continue to adapt how any future digital OIWs will be run
- All digital content should be made to last
- Make it easier for a OIW attendee to register and watch online
- Continue facilitating for international press with excellent hospitality.
- Consider a digital concept for helping stakeholders interact and network online
- Consider organising Oslo Innovation Week satellite events throughout the year.
- Set up a plan for making Oslo Innovation Week 100% sustainable/green.
- Onboard a broader group of people at the city of Oslo and Innovation Norway

The way forward

Like all events, Oslo Innovation Week 2020 had to adapt - the plan was never to go digital but together with our partners we met the challenge face on. The future is unclear so we must be agile in how we plan ahead. Oslo Innovation Week 2020 was a success but there is room for improvement. We will work with the entire ecosystem, drafting a OIW 2021 strategy and work on our lessons learned to make sure that whether it is digital, physical or hybrid; Oslo Innovation Week competes with rival events, cities and nations.

Regardless of the pandemic we'll continue to support our attendees, event organisers, owners and future stakeholders. The Oslo Innovation Week family grows with each year. Now including a broader mix of event organisers like tech companies, corporates, incubators, organisations and the public sector - all of which have been helped by the digitalisation of OIW.

The number of international attendees have increased from 19% in 2015 to 45% in 2020. We've maintained our ambition of having 50% female speakers on stage. We have introduced new concepts such as Powercouples, positioning Oslo Innovation Week amongst the big, global players like Web Summit and Slush - hitting Forbes list of events you must go to in 2018.

All of these success stories are the result of pioneering event organisers, owners and attendees who have joined year after year, tested new concepts (oh and some have failed too), and contributed.



Agenda 2021

Period/deadline	Activity/goal
Oct 2020 – Jan 2021	Recap 2020
Dec 2020-Jan 2021	Strategy process with key stakeholders
Jan – Mar 2021	Implement new/renewed strategy with stakeholders
Feb – Mar 20201	Launch 2020 theme and criteria
April 2021	Deadline for submitting event
April/May 2021	Launch program
27-30 Sept 2021	Oslo Innovation Week 2021

Oslo Innovation Week

Attendees, speakers and events

Oslo Innovation Week 2020

#oiw2020

os!o innovation week

21–25 Sep
2020



30% of all speakers came from startups or scaleups.



We had 329 companies from 50 countries apply to OIW 100 Pitches.



400+ speakers shared their valuable insights.



25k+ people tuned in from all over the world.



No Isolation won Oslo Innovation Award.



We crowned five winners of Oslo Innovation Week 100 Pitches.





Theme and tracks

The theme was “it’s time to build”: highlighting the people and processes that need to take place for innovation to happen. Every player holds a tiny part of the puzzle, but together we can build something that will make the world a greener, better place for us all.

We had 5 tracks or central topics that each studio partner highlighted: Monday was circular economy with ICT Norway, Tuesday was Energy with Energy Valley, Wednesday was health innovation with Norway Health Tech, Thursday was accelerating growth with Antler, and Friday was Cisco.



It's time to build!

Event criteria

To be able to support event organisers and partners, all events during Oslo Innovation Week had to respond to these criteria:

1. Highlight sustainable business solutions through the theme “it’s time to build”
2. You host an event using a digital platform of your choosing.
3. The event is no longer than 60 minutes. With webinars popping up everywhere, and home life being a bit more challenging than usual (maybe), we believe that we shouldn’t take up too much of people’s time. Keep it short and sweet, but valuable for your target audience. Your event is inclusive by nature. Aim for a diverse group of speakers.
4. You follow the #BeNice code of conduct.
5. You apply before the deadline of 10 June.





400+

Speakers took the stage at
Oslo Innovation Week 2020

46%

Female speakers

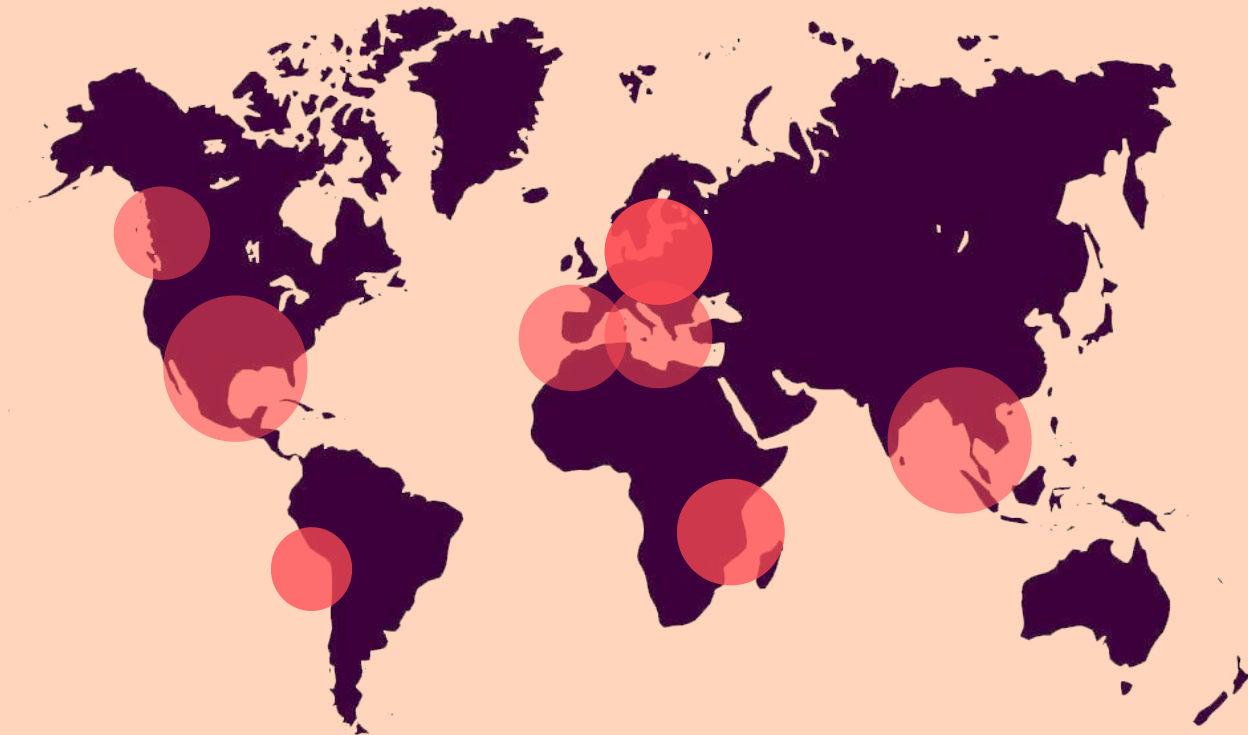
34%

International
speakers

30%

Startups on stage

Attendee demographics



25.000+
Attendees

45%
International

Going Digital

Moving the conference to digital platforms made it accessible for more attendees to view at their leisure. Most of the content created during the week is still available for people to watch, meaning that a lot of views came after the actual week. It is therefore hard to accumulate the amount of attendees for Oslo Innovation Week 2020.

Countries represented

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

Oslo Innovation Week

Partners and event organisers

Oslo Innovation Week 2020

#oiw2020

So what does going digital mean?

Oslo Innovation Week TV Studios

Partners with an ambition to connect innovative Norwegian businesses to a global network

One partner per day that will host a daily video podcast and a live event from our TV studio located in central Oslo.

International Press
Website
Social Media

Oslo Innovation Week digital events

Event organisers with an ambition to host an event highlighting a theme, to build relations in or to the innovation and startup community in Oslo/Norway/Nordics or build bridges between local and international partners.

Event organisers can host events digitally using Oslo Innovation Week as a promotional platform. We will promote your events through social media and our website.

oslo
innovation
week 21-25 Sep
2020



Feedback from the event organisers

Scale of 1-5, where 5 is best.

4.0

Value of being part of
Oslo Innovation Week 2020 *

* Why not 5? Some events entered the program late and thus did not reap the full benefits of Oslo Innovation Weeks' resources in terms of communication of their event prior to the week.

88%

Yes

12%

Not sure**

0%

No

Would you like to be part of
Oslo Innovation Week 2021?**

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

Feedback from the event organisers

Oslo Innovation Week vs their own event. Scores are on a scale of 1-5, where 5 is best.

A world class event

3.8

OIW in general

3.6

My event

Built international attention

3.8

OIW in general

3.8

My event

Featured topics that matters (SDG)

4.5

OIW in general

4.4

My event

Built international networks

3.7

OIW in general

3.6

My event

Built Norwegian networks

3.8

OIW in general

3.7

My event

Feedback from the event organisers on the project management

Scale of 1-5, where 5 is best.

Project management

4.3

Coordination of program

4.2

Info before and during

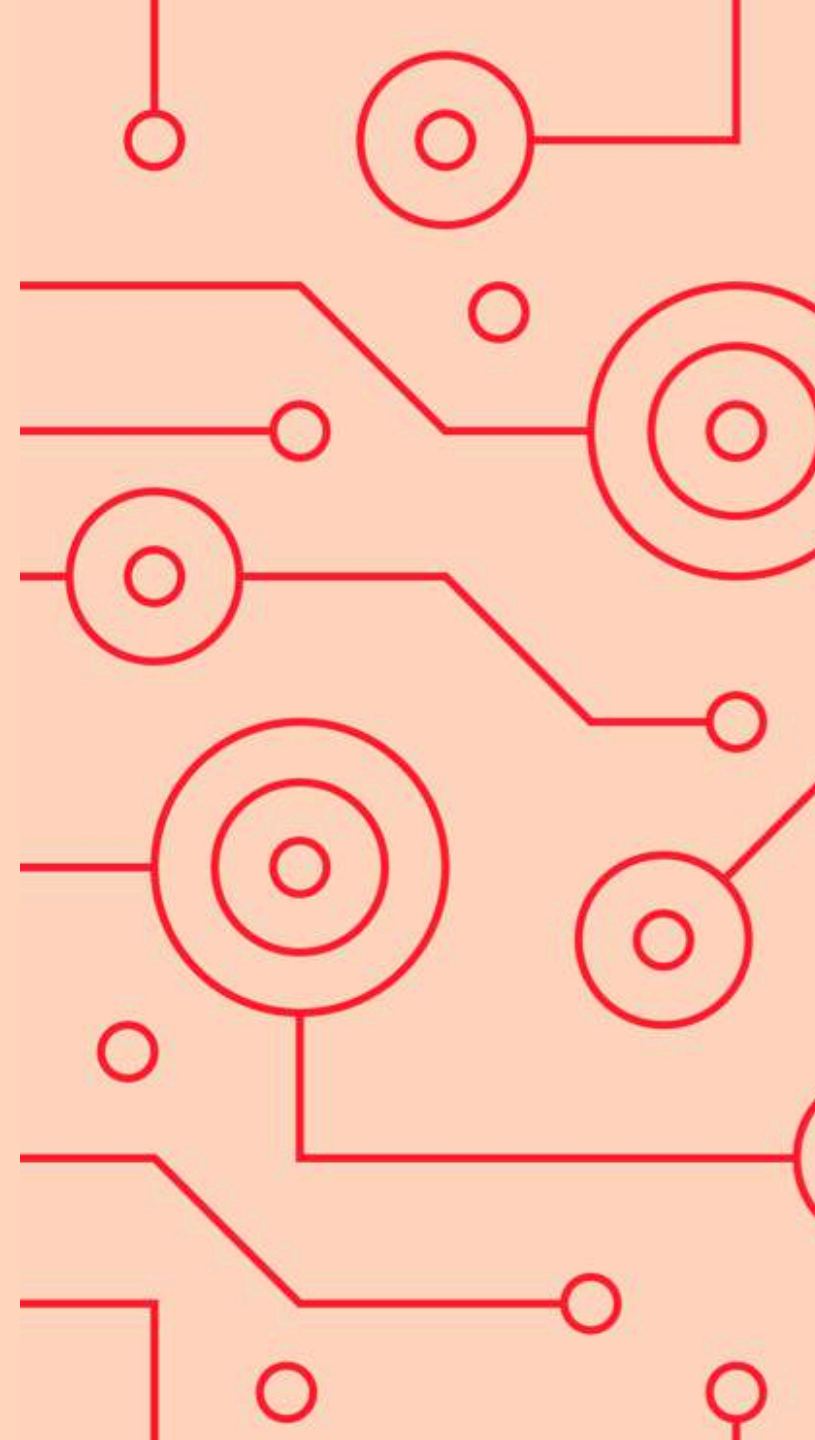
4.1

Social media

4.1

International press

3.5



Oslo Innovation Week

Oslo Innovation Week Studio

Oslo Innovation Week 2020

#oiw2020

Oslo Innovation Week 2020 Studio

In addition to 70+ events created by our amazing community, we curated a program in collaboration with 5 partners: ICT Norway, Energy Valley, Norway Health Tech, Antler and Cisco. Throughout Oslo Innovation Week, these partners curated 3 sessions each that was broadcasted from the OIW Studio, on the digital platform Konf:

Monday 21 September: ICT Norway - Circular Economy

Tuesday 22 September : Energy Valley - Energy

Wednesday 23 September: Norway Health Tech - Health Innovation

Thursday 24 September: Antler - Accelerating Growth

Friday 25 September: Cisco - Future of Work

4 182

Virtual attendees in Konf

18

Hours of live content
broadcasted from the OIW
Studio at Gamle Deichman

3.5

Feedback from partners on
Konf as a digital platform*
Scale of 1-5, where 5 is best.

Oslo Innovation Week

“Oslo Innovation Week gives us an international stage where we can address the challenges and opportunities in the health industry and show what Norway has to offer. OIW provides the right conditions to connect domestically and globally with potential partners and build a stronger network. In that respect, OIW ensures that a diverse gathering of people can engage in innovative works and creative processes-making their voices heard. ”

Kathrine Myhre, CEO, Norway Health Tech

Oslo Innovation Week 2020 Studio partner

[#oiw2020](#)



OIW Studio partner:

ICT Norway

Monday 21 September, 2020

For the opening day of Oslo Innovation Week, we partnered with ICT Norway. ICT Norway is an interest group for the Norwegian ICT industry. They represent a full range of businesses, from the major players down to small entrepreneurial companies.

ICT Norway organised 3 sessions on circular economy:

- New strategies for a circular economy in Norway and in the EU - Challenges and ambitions
- The digital circular economy
- C40 Circular cities - Oslo and Amsterdam leading the way

5.0

Project management
by OBR

5.0

Value of being part of
Oslo Innovation Week

2.0

Konf as a digital
platform

OIW Studio partner:

Energy Valley

Tuesday 21 September, 2020

For the second day Of Oslo Innovation Week, we partnered with Energy Valley. Energy Valley is a technology cluster and Norwegian Centre of Expertise (NCE) in energy technology with a centre of gravity in the greater capital region of Norway. By offering infrastructure for collaboration, knowledge transfer and new insight, they help members adapt to, benefit from, and contribute to the energy industry in transition.

Energy Valley organised 3 sessions on green tech and sustainable energy:

- Building global technology companies from Norway
- Financing the energy transition - how to make it happen
- Energy Innovation - Global reach and future impact

5.0

Project management
by OBR

4.0

Value of being part of
Oslo Innovation Week

2.0

Konf as a digital
platform





OIW Studio partner:

Norway Health Tech

Wednesday 23 September, 2020

For the third day Of Oslo Innovation Week, we partnered with Norway Health Tech. Norway Health Tech is a non-for-profit member organisation with close to 270 members representing the full value chain of healthcare. They address all areas of human health – with an eye for technology.

Norway Health Tech organised 3 sessions on health innovation:

- Covid-19: The world and us
- The value of health data
- Norwegian health innovation going global

5.0

Project management
by OBR

5.0

Value of being part of
Oslo Innovation Week

5.0

Konf as a digital
platform

OIW Studio partner:

Antler

Thursday 24 September, 2020

For the fourth day Of Oslo Innovation Week, we partnered with Antler. Antler is a global early-stage VC enabling and investing in the world's most exceptional people. With the vision to fundamentally improve the world, Antler aims to create thousands of companies globally that solve real problems

Antler organised 3 sessions on accelerating growth:

- Masterclass with Andreas Birnik: What investors want
- Could Norway build unicorns?
- Collaborate to innovate: How can startups and corporates partner for success?

4.0

Project management
by OBR

5.0

Value of being part of
Oslo Innovation Week

1.0

Konf as a digital
platform





OIW Studio partner:

Cisco

Friday 25 September, 2020

For the final day Of Oslo Innovation Week, we partnered with Cisco. Cisco is the worldwide leader in networking that transforms how people connect, communicate, and collaborate. Their technology is changing the nature of work and the way we live.

Cisco organised 3 sessions on the future of work:

- Accelerating the green shift: Leveraging the different ways of working to positively impact society
- How do we best enable the new normal?
- What opportunities does this create for investors and entrepreneurs?

5.0

Project management
by OBR

5.0

Value of being part of
Oslo Innovation Week

5.0

Konf as a digital
platform

Key learnings

- Excellent partnership building with five well established and important stakeholders in the Oslo ecosystem
- New partners that OIW had not previously worked with
- 5 tracks - all relevant and topical to our audience
- Going digital allowed us to meet a new, more global audience
- Benefit of allowing audience to catch up on content they couldn't watch live
- Plan to go 100% digital wasn't agreed before May. Shortened the time to find the best platform to benefit all partners.
- Limited budget meant we had to choose platform carefully
- Facilitating networking virtually is difficult. Replicating a physical OIW to the digital format was impossible.
- Attendee journey was confusing, too many clicks and registration links. OIW website not built for digital event

Oslo Innovation Week

Communication

Oslo Innovation Week 2020

#oiw2020

Website

The website was created in 2019 by BEKK, based on a visual profile by Metric Design.

The amount of visitors were severely lower compared to last year. This is a result of us moving Oslo Innovation Week 2020 to digital platform Konf. We chose to communicate the direct link to the conference more often than the website, in an effort to make it smoother and easier for viewers to register. In retrospect, having the program on both the website and Konf was confusing for attendees.

Interestingly, the number of international visitors to the website has more than doubled from last year. This shows that international viewers may access the website from other channels than the Norwegians.

Page views

30445

Session duration
per visitor

0:58

Bounce Rate

86%

Country

38%

Norwegian

62%

International

Why you should join Oslo Innovation Week: It's time to build on Sept 21st-25th (Sponsored)

By Charlotte Tucker - September 16, 2020



We all need to build. Some build physically, others virtually. Innovation never stops, and



Media partnerships

Going 100% digital demands new ways of marketing. The lack of physical meeting places, Word of Mouth and the normal spiel made us think marketing differently this year. We decided to try out more traditional advertising on national and international media platforms.

Our overall goals were to get signups to our events, new and previous attendees, and promote Oslo Innovation Week in general to new audiences. We chose running ads on Forbes and Dagens Næringsliv to promote to mainly a new audience, and on Shifter, TechEU, Startup Europe and The Memo to remind people who probably have heard about us already and of course maybe attract a new audience as well.

FINANS DN+

It's time to build!

60 digital events on circular economy, clean energy, future of work and more.

oslo innovation week
21-25 September

Sign up

Sponsored

It's time to build!

21-25 September

oslo innovation week
21-25 September

Results from our media partnerships

Forbes

We ran a 20 days campaign on Forbes.com. An Oslo Innovation Week banner was featured on desktop and mobile from 1-20 September.

Total impressions: 781 346
Clicks: 6474
CTR*: 0,83%

The Memo Newsletter

The OIW banner was featured in the weekly The Memo newsletter 3 times. The Memo newsletter is written by the Editor in Chief at Forbes Europe, Alex Wood and the target group is young professionals in Europe.

Total impressions: 781 346
Clicks: 6474
CTR*: 0,83%

*CTR= Click-through rate: a metric that measures the number of clicks received on a social media post per number of impressions.

Tech EU

We ran a short campaign on Tech EU 's social media channels LinkedIn, Facebook and Twitter.

Views: 10920
Clicks: 249
Facebook: 13 min viewed

Dagens Næringsliv

We ran a banner ad on dn.no mobile and desktop 14-21 September. DN has 700.000 weekly readers. On average 35-69 years old, 70% men/30% women.

Total impressions: 400 000
Clicks: 190

Shifter Website & Podcast

We had the top banner on Shifter.no 14-20 September. Shifter has 110,000 unique readers every month. Oslo Innovation Week was featured as an ad on the Shifter podcast x 2 the week before OIW. Each episode has an average of 10.000 listeners.

EU Startups

The readers of EU Startups are founders, investors, C-Level executives etc and their website has 310.000 unique users monthly. They have 30.000 followers on Facebook and 35000 on Twitter. Oslo Innovation Week had a sponsored article and social media post featured on eu-startups.com a few days before OIW.

Thank you

Thank you to our friends who shared Oslo Innovation Week in Social Media, on websites and in newsletters.



Key learnings

- It would have been great to run the campaigns sooner however time and timing was an issue. We didn't have a sufficient program many weeks before and it was more challenging to plan.
- Ads on mobile performed better than desktop.
- The global speaker generated many more clicks than the Norwegian speaker.
- Forbes: The FluidXL mobileSticky performed best and over Forbes' benchmark.
- Should have had several ads - one week and one message is too little. Traditional ads work better when you see them over time and everywhere.
- Should have had the ad in Norwegian on DN?
- TechEU: Twitter generated more clicks than Facebook.
- Digital ad marketing needs more exploration from our side to get the most out of it.

Key numbers social media

1,1³⁹

Millions in social media reach

25.612

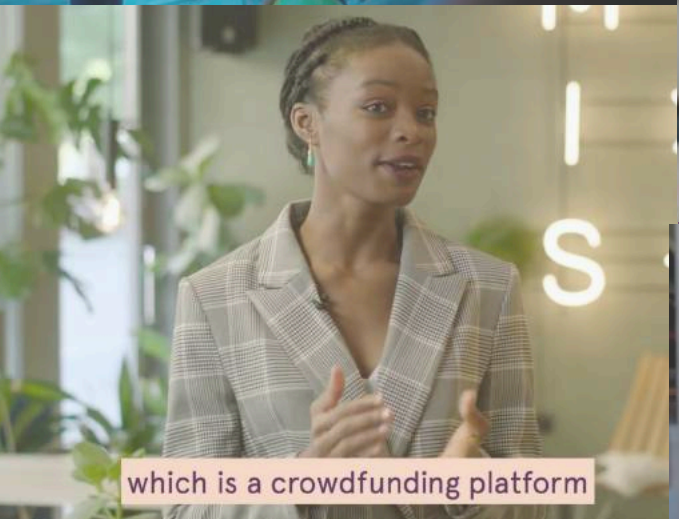
Followers across social media platforms

Unique users reached on Facebook and Twitter and Instagram.

Measured using native tools for the different social media platforms.

There was a significant decrease in the measured reach from 2019. This is not due to a lack of priority and work on our side. The decrease can be explained by the method of measure. This year we only measured the reach of our own content, not content created by third party actors.





Video marketing

In order to create engagement for Oslo Innovation Week, we created more video content than previous years. Video content has shown to create more reach and engagement across all social media platforms.

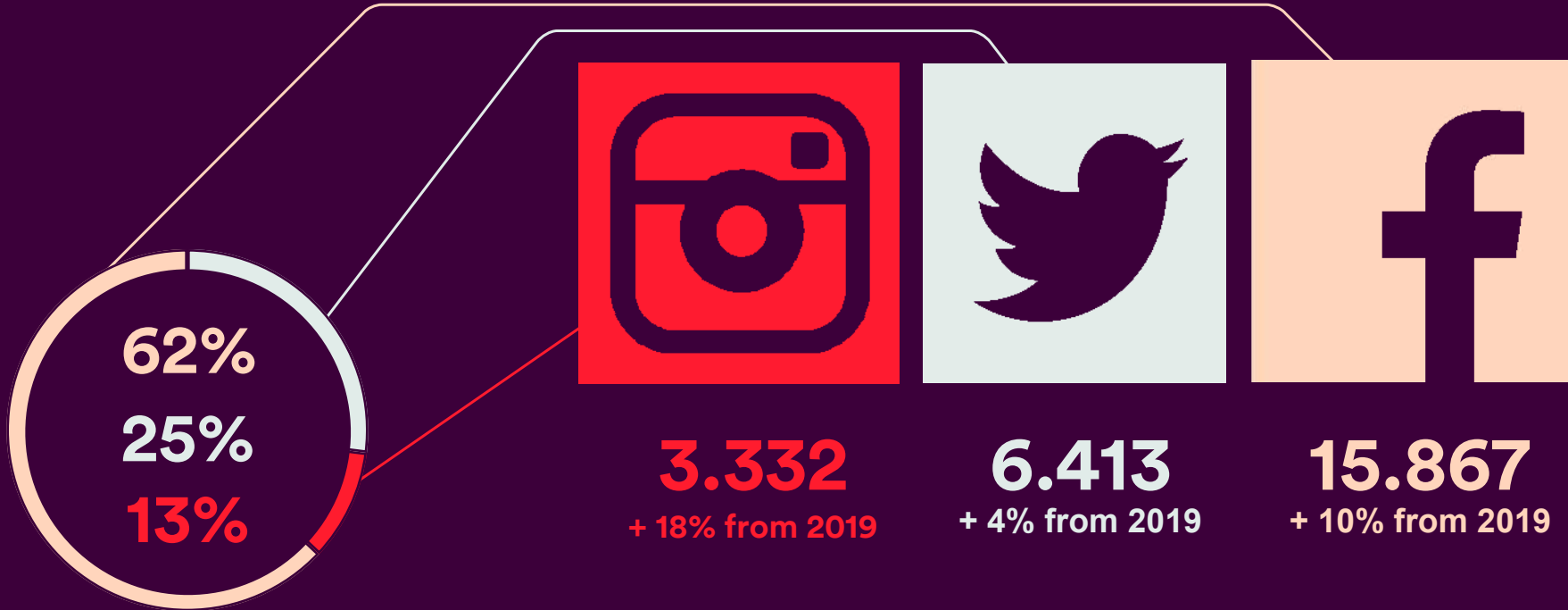
Thank you to Waterdrop, Justin P. Walters, Matthew Smith and Yrja Oftedahl for producing our video content.

Number of views of our video content:

303.726

Meet a founder

Demographics



25.612

Total followers
+ 10% increase from 2019

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

55%

Of followers are female

45%

Of followers are male

26%

International followers

74%

Norwegian followers

Numbers do not include information from Twitter, as they have removed their audience insight function.

Oslo Innovation Week

Press

Oslo Innovation Week 2020

#oiw2020

technew

INN
DUX

DW

Radiožurnál
Český rozhlas

zimo
digital



LA RAZÓN

Ethos

WIRED

Usbek
& Rica

ARCTIC STARTUP 

L'USINE
NOUVELLE

gb&d

THE ECONOMIC TIMES

SUITCASE

Postimees

YAHOO!
JAPAN

2019

Key numbers press

16¹⁶

Nationalities

26³⁰

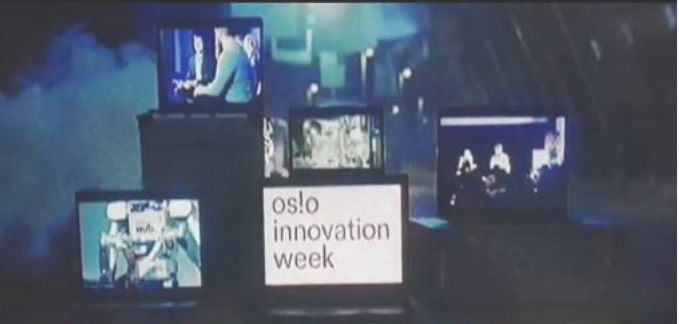
International
media

17¹⁸³

Articles published
p.t. 27.10.2020



In 2019 we used Meltwater to access articles that named other events a part of Oslo Innovation Week 2019. This year we did not have access to Meltwater.



La capital noruega está consolidándose como un hub internacional de startups gracias a una apuesta decidida de país y a una estrategia basada en la sostenibilidad y la inclusión como valores diferenciales. Su punto débil sigue siendo la financiación para escalar



Oslo Innovation Week 2020, 21-25 September. Welcome to Oslo Innovation Week 2020, 21-25 September: www.oslo.no. It's time to build! 21-25 September. You could be a teacher building a growth company or an investor building a great tech portfolio. Maybe you are a city planner looking for solutions that will create a greener, more inclusive city or a programmer building a cutting edge software. It's important to remember what we have built in the past, but we need also look forward. What do we need to build a better world? How will the future of AI, robotics and space impact our lives? Where will the next pandemic vaccine be created? Oslo Innovation Week 2020 will provide a platform to answer and discuss these big questions through virtual digital collaboration. This year we invite you to explore these issues from the comfort of your own home.

Oslo Innovation Week Studio. You can join over 80 digital events 24/7 September discussing topics like Circular Economy, Clean Energy, Future of Work and Startups. Make sure you join our Oslo Innovation Week Studio, where we have teamed up with 5 partners in order to explore these important topics! Monday 21 Sept - Opening Ceremony by Oslo Innovation Week and Circular Economy, powered by ICT Norway. Tuesday 22 Sept - Energy, powered by Energy Valley. Wednesday 23 Sept - Health Innovation by Norway Health Tech. Thursday 24 Sept - Accelerating Growth by Arctic. Friday 25 Sept - Future of Work by Circus and Closing event including Oslo Innovation Award by Oslo Innovation Week. CTA: For more info.

WARM TECH STARTUP SELECTED AS THE 2020 RECIPIENT OF OSLO INNOVATION AWARD

Oslo Innovation Week, on the behalf of The City of Oslo and Innovation Norway, is proud to announce warm technology startup, No Isolation, as the recipient of the 2020 Oslo Innovation Award. Presented during the final day of Oslo Innovation Week.

OSLO INNOVATION WEEK 2020, SEPTEMBER

How to Live Like a Scandi: The Eco-Break Edition. 5 Things to See During Oslo Innovation Week. Oslo Innovation Week is Norway's largest gathering of innovation minds, where we convene, share, and discuss sustainable solutions and business development. The goal is to inspire you to explore these issues from the comfort of your own home.

Aggressive technology startup No Isolation wins Oslo Innovation Award 2020. Oslo Innovation Week, on the behalf of The City of Oslo and Innovation Norway, is proud to announce warm technology startup, No Isolation, as the recipient of the 2020 Oslo Innovation Award. Presented during the final day of Oslo Innovation Week. The award is presented to the most innovative and promising startup in Norway. No Isolation is a warm technology startup that has developed a solution to help people with chronic pain. The award is presented to the most innovative and promising startup in Norway. The award is presented to the most innovative and promising startup in Norway.



Escapate de ideas desde la Oslo Innovation Week 2020. Oslo Innovation Week is bringing impactful and scalable solutions to global challenges. The event is a platform for innovation and collaboration. The event is a platform for innovation and collaboration. The event is a platform for innovation and collaboration.

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Oslo Innovation Week 2020 social media posts and event details. Includes various social media updates and event information.

Key media

- The Guardian
- Vice
- Wired
- Ethos Magazine
- La Razón
- Deutsche Welle
- Yahoo! Japan
- L'Usine Nouvelle
- Maddyness
- Arctic Startups
- Tech.eu
- Postimees
- PTV World Pakistan
- Usbek & Pica
- The Economic Times
- Czech Radio
- Irish Tech News
- Green Building & Design
- Shifter

Selected press clippings

Suitcase Magazine (UK): ["How to live like a scandi - eco break edition"](#)

Green Building & Design Magazine (US): ["5 Things to do at Oslo Innovation Week"](#)

Irish Tech News (IRL): ["Oslo Innovation Week 21-25 September"](#)

ScandAsia (THA): ["Oslo Innovation Week will be on an online platform"](#)

La Razón (SPA): ["El momento de escalar: Oslo como ejemplo de desarrollo de startups"](#)

Shifter (NO): ["Nolsolation årets vinner av Oslo Innovation Award"](#)

PTV World (PAK) ["Oslo Innovation Week: digitalization, AI, startups to be promoted"](#) (TV-feature)

Startups Magazine (UK): ["Warm tech startup selected recipient Oslo Innovation Award 2020"](#)

FE News (UK): ["Assistive technology startup No Isolation wins Oslo Innovation Award 2020"](#)

La Razón (SPA): ["La madera el nuevo plastico - los paises nordicos creen que si"](#)

Czech Radio (CZE): ["Can plastics be environmentally friendly? The Finns decided to make them from wood"](#)

Yahoo! Japan (JPN): ["Scandinavian values, living and working styles that change due to the corona virus"](#)

TheGood.FR (FRA): ["Demain la reparation sera t-elle un droit"](#)

Feedback from journalists

100%

Would you like to attend next year

100%

Were happy with the program activities

63%

Used the pressroom on Konf and Instagram

5.0

Support from the press team

The journalists' most relevant events

- OIW Studio: Future of Work
- Circular @ Oslo Innovation Week
- OIW Studio: Circular Economy
- OIW 100 Pitches
- Wood is the new plastic
- OIW official opening
- Adapt or die: The new hybrid workplace



Comment

Oslo Innovation Week have built a strong relationship with the international press for the last 5 years. Going digital in 2020 just made press relations even more relevant. In fact, we brought the innovation DNA of OIW to keep up the work with the journalists.

We invited all relevant news outlets based on this year's digital strategy: bringing visibility to the international market reputation, international investors and building the confidence for the whole Oslo business & innovation community.

There were two main drivers for the international press plan 2020: strengthen Oslo startup community brand internationally and attract media attention to a first time online conference format.

In order to do that, we pitched real, innovative tech solutions - and strongly related to Covid-19 - coming from Oslo Startup Community and showcasing collaboration with the ecosystem on saving lives (healthtech) and increasing productivity (edtech, fintech).

Regarding the new format, we knew we had to offer an engaging fresh experience to the media. Normally, we fly selected journalists from all over the world to Oslo, where the press team personally guide the group through the streets of Oslo to cover the press program and connect them to entrepreneurs, speakers, academics and Oslopolitans.

Besides the standard press page on OIW website, an Instagram account was created exclusively for journalists. Before summer, we took time to produce support content, regular videos, side interviews with the innovation and tech community, to invite and engage journalists.

During OIW 2020, we used the same channel to engage directly to the media via daily updates and Oslo stories. The main calls to action of the project was to build daily awareness of the event (speakers, topics, companies) while bringing the Oslo experience to journalists sitting in their home offices. The experiment resulted in a positive feedback on the survey.

Oslo Innovation Week

Our events

Oslo Innovation Week 2020

#oiw2020

The official opening of Oslo Innovation Week

On Monday 21 September, we invited people from all over the world to tune in to the opening of the first ever digital Oslo Innovation Week.

We heard from food warrior and CEO of TooGoodToGo, Mette Lykke. The keynote was given by critically acclaimed author of *Loonshots: How to Nurture the Crazy Ideas That Win Wars, Cure Diseases, and Transform Industries*, Safi Bahcall.

Live in the studio, we had the Victoria Marie Evensen, Vice Mayor of Business Development and Public Ownership from the City of Oslo, and Håkon Haugli, CEO of Innovation Norway.

Our host was Kristine Løvflaten Koslung, Project Manager at Kjeller Innovasjon.





Oslo Innovation Award 2020: No Isolation

The award aims to highlight purpose driven companies leveraging technology and venture capital to create scalable and sustainable businesses.

No Isolation is a Norwegian startup, founded in October 2015. Their mission is to reduce involuntary loneliness and social isolation by developing communication tools that help those affected.

No Isolation was selected due to the company's commitment to solving the global loneliness crisis through the creation and implementation of warm technology: tailored solutions designed to address the specific needs of the few, not the many.

OIW 100 Pitches 2020

OIW 100 Pitches has become one of the leading platforms for seed stage startups solving global challenges. The 2020 edition was fully digital, and was hosted by Bjørn Lapakko, from Startup Norway.

329 startups sent in their 3 min video pitches. The jury selected the top 100 pitches. From these 100, the jury shortlisted 3 companies from 5 different tracks. The selected 15 companies presented their solution live on Tuesday 22 September.

The startups competed in 5 tracks:

Ocean - supported by DNB Bergen, Health - supported by Norway Health Tech, Energy - supported by Techstars Energy, Equality - supported by Plan Norge, and Smart Cities - supported by U4SCC

The winner of each track was presented live during DNB NXT on Wednesday 22 September.



329

Startups applied to pitch at OIW 100 Pitches 2020

50

Innovation is global. Startups from 50 countries applied.

1.83k

Viewers watched the finale, hosted by DNB NXT.



OIW 100 Pitches Finale At DNB NXT

The winners of OIW 100 Pitches 2020 were presented at DNB NXT, Wednesday 23 September.

The winner of each track was:

Citispotter LTD (UK) - Equality

Bulbitech AS (NO) - Health

Metapod (NO) - Ocean

AC Biode (LU) - Energy

Material Mapper (NO) - Smart Cities Track

Previous winners of OIW 100 Pitches are: Evoy (2019), Manolin (2018), Choose (2017), HomeControl (2016) & SkinAnalytics (2015).

OIW Scaleup Workshop: Scaling Ocean and Energy Technologies

Feeding and energizing a growing population are two of the most important topics for the future. In Oslo, one of the world's leading Ocean Tech Hubs, we gathered the most experienced people from the Ocean and Energy industries to discuss how to accelerate global growth sustainably.

We invited investors, entrepreneurs and resourceful people to join us for this intimate and valuable session.

OIW Scaleup Workshop is co-hosted by Argentum Asset Management, BI Norwegian Business School, and Oslo Business Region.





Feedback from partners and organisers on event organiser meetings

Scale of 1-5, where 5 is best.

Welcome to Oslo Innovation Week 2020 and launch of theme

May 20, 2020

4.0

How to create engaging content for digital events

June 16, 2020

3.9

How to host a digital event

September 2, 2020

3.8

Oslo Innovation Week

Positioning

Oslo Innovation Week 2020

#oiw2020



Building a stronger brand for Oslo Innovation Week

The Oslo Brand Management Strategy defines the values of Oslo. Created in 2015 with input from over 1000 stakeholders across industries, it's Oslo's official international profiling strategy.

Oslo Innovation Week aims to be on-brand, and we use the strategy as the guideline for how we position and promote Oslo, Norway and Oslo Innovation Week.

How Oslo Innovation Week address the Oslo brand values

Pioneering

- OIW aims to showcase real sustainable solutions and innovation in action.
- OIW aims to bring forward new talents and startups.
- By having 50% female speakers on stage for the past 4 years, OIW is in the forefront internationally
- We have introduced new concepts such as Powercouples.
- We aim to introduce international trends.

Enriching

- OIW aims to have including and interactive events
- OIW aims to build powercouples – connections across borders, industries and positions.
- Hospitality: We facilitate for attendees so they get as much as possible out of their stay in Oslo. One of the initiatives is gathering events in the city centre.

Real

- OIW is down-to-earth and informal.
- The events are generally small in size and its easy to meet and talk to people.
- OIW is open to everyone
- OIW is a collaboration and organised by a **broad** spectre of businesses.
- Powercouples. We aim to build bridges between new and established, across positions and borders.
- We show, then tell.

Positioning Oslo - Positioning sustainABILITY

In the fierce global competition amongst events and cities, Oslo Innovation Week has to be clear in its mission. It has to build a stronger brand and be more important to stay attractive.

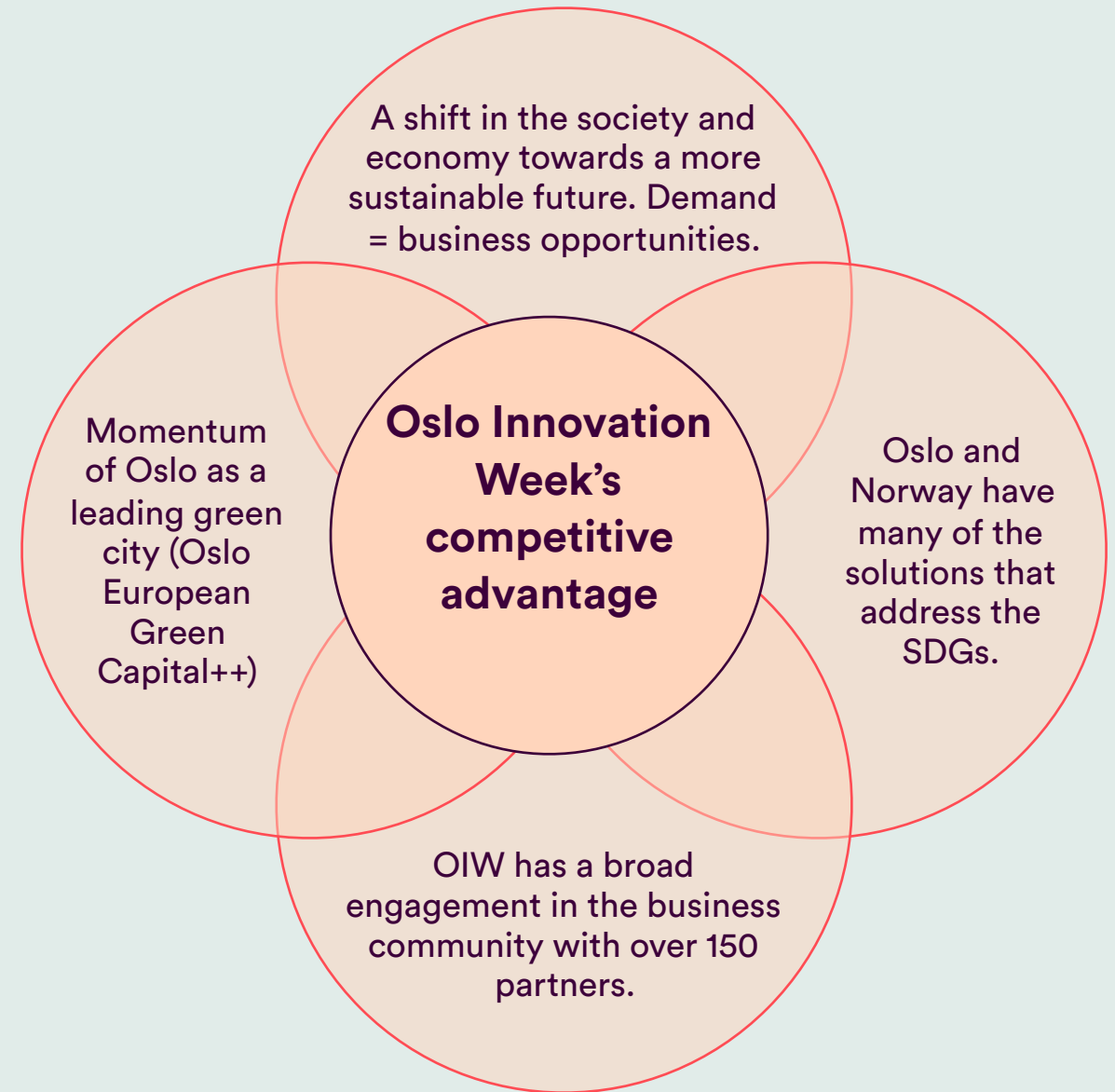
For the past 3 years, the ambition is to position Oslo Innovation Week as the leading international conference, showcasing real solutions solving one or more of UN's 17 Sustainable Development Goals (SDGs).



The global competition

Why and how can Oslo Innovation Week achieve and hold its position as a pioneering event on sustainability?

We believe in the impact of these 4 measures:



Funding

Oslo Innovation Week is supported by the City of Oslo 0.5 MILL NOK, in addition to resources and support, and Innovation Norway 1 MILL NOK.

Osloregionen approx 100k NOK.

Cisco supported the OIW Studio with software through CiscoWebX

The organisers and partners report a total production cost of 29.285.000 NOK.

The total production cost of Oslo Innovation Week is estimated at 31.524.000 NOK.



Organisation

Oslo Innovation Week

Event Organisers

Partners 2020:
DNB NXT
Osloregionen

Owner / steering committee:
City of Oslo +
Innovation Norway

Project
manager: Oslo
Business Region

os!
innovation
week 21-25 Sep
2020



Oslo Innovation Week

27-30 Sept 2021

Join us at Oslo Innovation Week 2021

#oiw2020