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Nordic Innovation Centre





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Green growth driven by innovation

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Nordic Cooperation and Globalization

The Nordic Council of Ministers
Business, Energy and Regional affairs
- Ministers of trade & industry

EK-NE/N + EK-NE/E
- Committees of senior officials

Nordic Innovation Centre
Board

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NICes mission:

Make it easier to develop and conduct business activities across national borders of the Nordic region

NICes vision:

Create sustainable values for a global market through a borderless and innovative Nordic business sector



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NICE's primary tasks:

- Removing trade barriers
- Stimulating innovation
- **Building cross border relations**





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Stimulate innovation

- **Stimulate innovation** in the Nordic region through cooperation between national innovation actors
- How is innovation understood?
2500 leaders in the Nordic region interviewed about their conception on innovation.

NICe's conception of innovation:

” a new product, service or process that creates economic or other societal value. Innovation is important in all sectors



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Green Growth

- **Eco-efficient Economy** (Publications from the Swedish EU presidency 2009)
- **Europe 2020 - Innovation Union** (Eus Innovation plan 2010)
- **Nordic Cooperation program on Business and Trade**
 - Focus on Green Growth - goods and services
- **Focus on both Green and Growth**
 - Green is not only about cost cutting and to improve the company reputation it is about increasing the business of the company
- **The baseline and key factor is innovation**
 - To put what we already know into practice



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Nordic Cooperation program for innovation and industry policy 2011-2013

- **Vision: The Nordic region as a front runner for innovation enhancing green growth and welfare**
- **6 projects**
 - **Innovation**; Innovation Forum and CSR
 - **Entrepreneurship**
 - **Green growth**; green buildings and marketing of Nordic solutions
 - **Welfare**; innovative public procurement in the health sector



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Green innovation in NICe

- **Sustainability becoming more and more important element in NICes funding strategies**
- **Started (formally) 2006 with a small program for Nordic environmental technology “Clean, Clever and Competitive”**
- **Followed by several projects and programs;**
 - Total invested 20.0 million Euro over a 5-6 years period
 - Value of the portfolio between 40.0 to 50.0 million Euro
 - 7 different programs (thematic areas)



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Activities - sustainable development

- Sustainable renovation – Nordic initiative
Tekes Fi, Formas SE, Swedish Energy Agency, EBST DK, RCN NO
- Environmental Buildings/Green buildings – Denmark 2010
- Eraco-build - Common European/Nordic call
- Energy and transport – Nordic call
- Better Trade in Services - Engaging SMEs in the development of standards, focus on environmental technology
- Top-Level Research Program (TFI) - CCS and Energy Efficiency using nanotechnology – common Nordic call
- Nordic MINT – MNT Era common Nordic/EU call
- Clean, Clever and competitive Nordic Environmental Technology
- Sustainable development related to food and fisheries.



Green business models

- ***“Green business models are business models which support the development of products and services(systems) with environmental benefits, reduce resource use/waste and which are economic viable. These business models have a lower environmental impact than traditional business models” (FORA 2010)***
- ***Common denominator is change in the core business strategy from selling products to selling service systems which includes the product***
- ***More integrated “relationship” between the supplier and buyer – Win Win***



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Examples of business models

- **Energy saving companies – are paid according to savings (heat, energy, supply)**
- **Chemical management systems – long-term contract to supply and manage chemicals, reduces input products**
- **Design, build, finance, operate – long-term cooperation with "allocation" of risks and responsibilities. Returns are linked to performance over time**



Common challenges..

- **Crises**

- Economic
- Climate

- **Challenges**

- Reduce energy consumption
- Increased urbanization
- Increased global competition

- **Opportunities**

- Increased demand for green and sustainable solutions. Opportunity for exciting and new companies

”While I see the climate crisis as the big threat for the future I also see it as a golden opportunity.”

Maud Olafsson, Minister of Industry, Sweden

...not solved by one partner

... solved in cross-boarder cooperation