

# How can Innovation Norway contribute to increased business growth?

Erlend Ystrøm Haartveit



# Innovation Norway Oslo Viken

Oslo (22), Sarpsborg (8) Drammen (9)

- 24 financial advisers
- 3 internationalisation advisers
- 2 EU advisers
- 2 advisers for clusters
- 2 innovation advisers
- 1 adviser for innovation partnerships
- 1 marketing and communication
- 0,5 IT support, administration
- 1 director
- 3 head of department



Number of companies (AS) in our CRM system:

9.531

Number of companies (AS) in our region (official register) :

105.616

# What do Norway and Norwegian companies need in the years to come?

Norway will change direction and create new jobs in new disciplines in many years to come



Norway will increase export and Norwegian business will grow in the international market

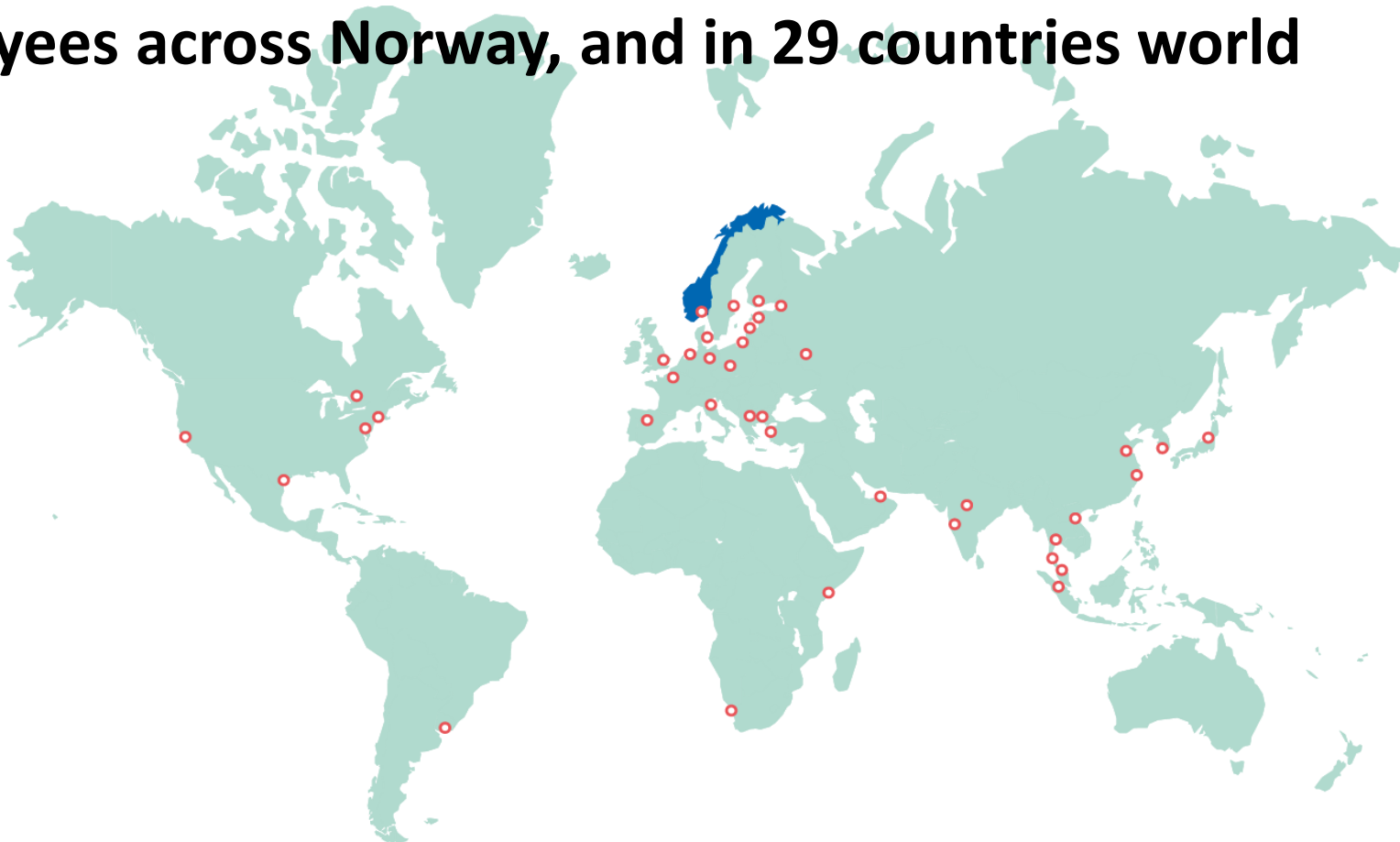


Norway will solve the large societal challenges and create new jobs at the same time.



**We are present!**

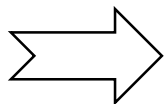
**700 employees across Norway, and in 29 countries world wide.**



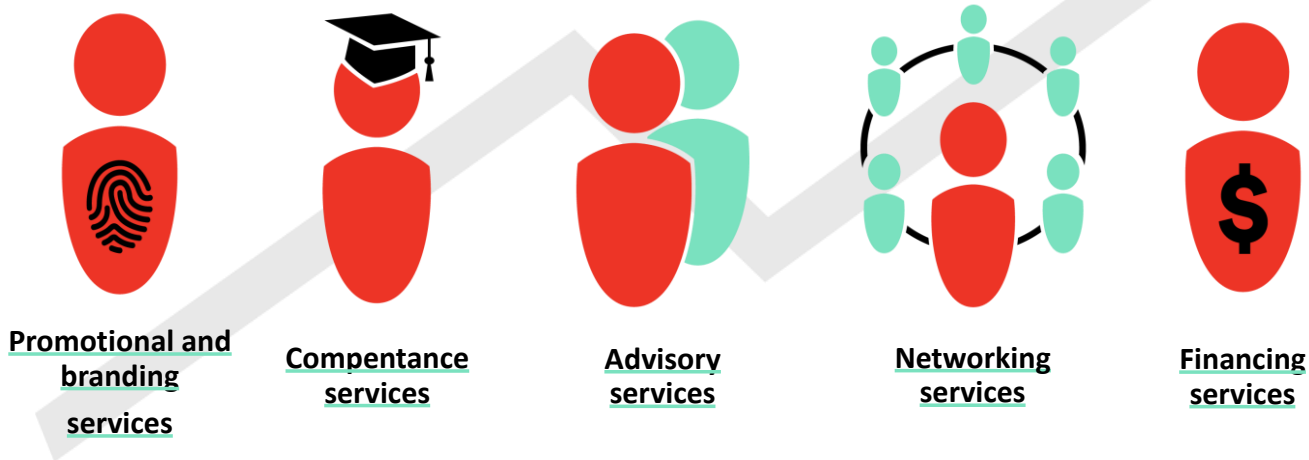
Innovation Norway has an important role as an advisor and sparring partner for Norwegian businesses.



Tibber AS, Førde



# How can **Innovasjon Norge** support the industry?





**Environmental Technology**

**Innovation**

**Contracts**

**Innovation Loans**

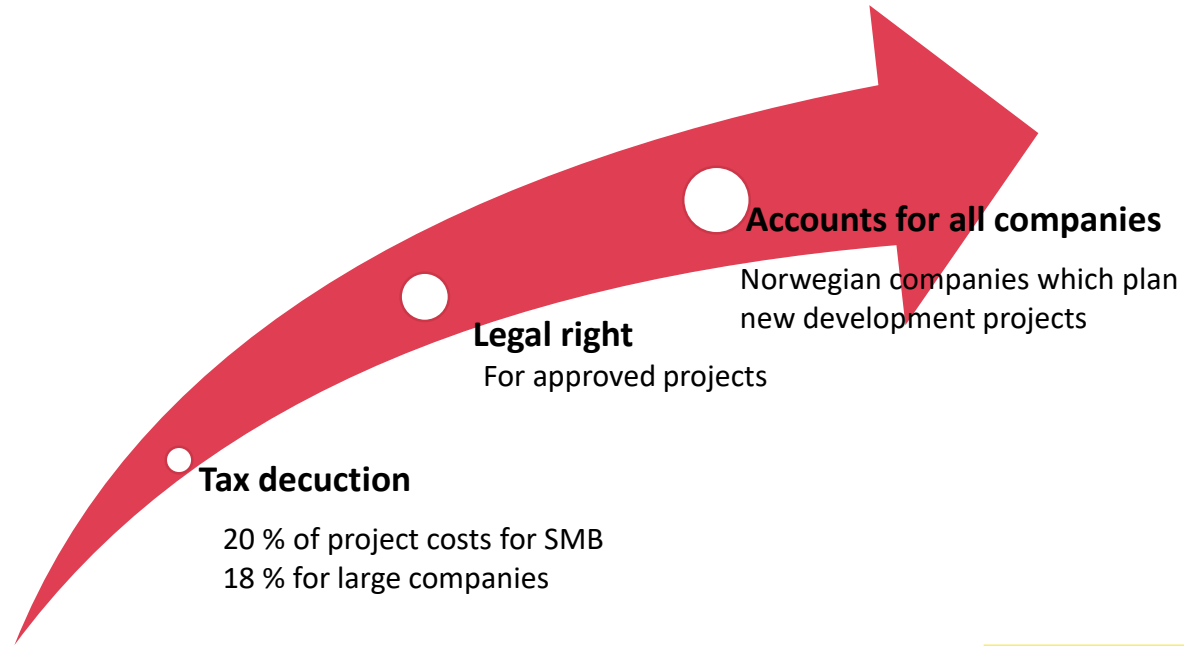


**SkatteFunn**



**EU Funding schemes**

# R&D tax incentive scheme (RCN)





# Innovation Contracts

# Development in collaboration with the market

**Offer:** New/improved production/solution

Competent  
Norwegian  
supplier

**SME with  
ambitions to grow**

**Innovation Contract**



**Marked driven  
innovation**

- Level of Innovation
- Market potential
- Ability to complete
- Sustainability
- Value creation in Norway

**Need:** Not covered by  
already existing offer

Pilot customer

**Private or public  
enterprise**

- Specifications
- Reference
- Market channel

## Validations points

- Innovation level/novelty
- Marked potential and scalability
- Economic growth
- Value creation in Norway
- Trigger effect
- Implementation capacity



## NUTCRACKER SOLUTIONS AS, Jar

- Developed a groundbreaking solution for fast conversion of major sports arenas to concert arenas.
- Innovation contract with Bosch Rexroth
- Modul-based grass matt is mounted on the arena floor.
- While arena is used for concert; the quality of the grass is improved in specially designed greenhouses.
- Bosch Rexroth –market access



Innovasjon  
Norge

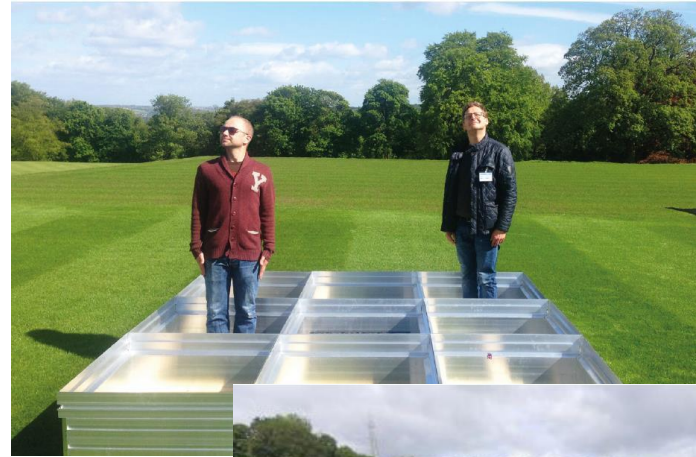


Foto: Nutcracker Solutions AS



# Environmental Technology



The scheme is targeting two goals:

1. Value creation in Norway
2. Development of new environmental technology and solutions

**Tusen takk!**

**[www.innovasjon Norge.no](http://www.innovasjon Norge.no)**

# Biobag AS

Artificial grass contributes to micro plastics in the oceans.

**Biodegradable filling material may be an alternative.**

Biobag AS has a source form production that may be used as filling material

Biobag have started a development project



Foto: Biobag AS

## Validations points

- Innovation level/novelty
- Marked potential and scalability
- Economic growth
- Value creation in Norway
- Trigger effect
- Implementation capacity
- Improvement of the environment







# Innovation loan

Development

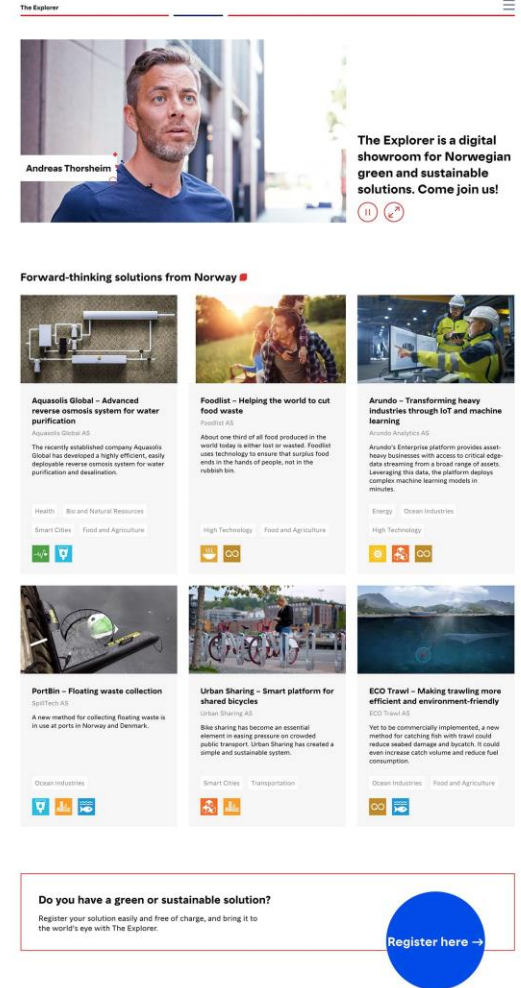
International growth

Investment

[More information about innovation loan here](#)

# The Explorer – a platform presenting green products and services for an international market

- Digital showroom for Norwegian sustainable solutions
- Free of charge for Norwegian companies
- Increased visibility in international markets and increased sales
- Attracts partners and investors while strengthening brand
- Register here: [www.theexplorer.no](http://www.theexplorer.no)
- Our editors make a professional presentation
- The content will be markeded nationally and internationally
- International launch at GreenTech festival in Berlin, May 24th, 2019 – including matchmaking functionality.



The Explorer is a digital showroom for Norwegian green and sustainable solutions. Come join us!

Forward-thinking solutions from Norway

**Aquasolis Global - Advanced reverse osmosis system for water purification**  
Aquasolis Global AS  
The recently established company Aquasolis Global has developed a highly efficient, easily deployable reverse osmosis system for water purification and desalination.

**Foodlist - Helping the world to cut food waste**  
Foodlist AS  
About one third of all food produced in the world today is either lost or wasted. Foodlist uses technology to ensure that surplus food ends in the hands of people, not in the rubbish bin.

**Arundo - Transforming heavy industries through IoT and machine learning**  
Arundo Analytics AS  
Arundo's Enterprise platform provides asset-heavy businesses with access to critical edge data streaming from a broad range of assets. Leveraging this data, the platform feeds complex machine learning models in minutes.

**PortBin - Floating waste collection**  
SpillTech AS  
A new method for collecting floating waste is in use at ports in Norway and Denmark.

**Urban Sharing - Smart platform for shared bicycles**  
Urban Sharing AS  
Bike sharing has become an essential element in easing pressure on crowded public transport. Urban Sharing has created a simple and sustainable system.

**ECO Trawl - Making trawling more efficient and environment-friendly**  
ECO Trawl AS  
Yet to be commercially implemented, a new method for catching fish with trawl could reduce seabed damage and bycatch. It could even increase catch volume and reduce fuel consumption.

Do you have a green or sustainable solution?  
Register your solution easily and free of charge, and bring it to the world's eye with The Explorer.

Register here →



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**Tusen takk!**

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