

CORPORATE COMMUNICATION AND PUBLIC AFFAIRS INFORMS



A smarter green growth

03.06.2016 On Thursday 2nd June, politicians, green leaders and innovators met at BI to discuss green growth and research in the area.

Written by Stian Falk



Leader, Green Competitiveness commission, Idar Kreutzer: Green Competitiveness gave the talk What and Why?

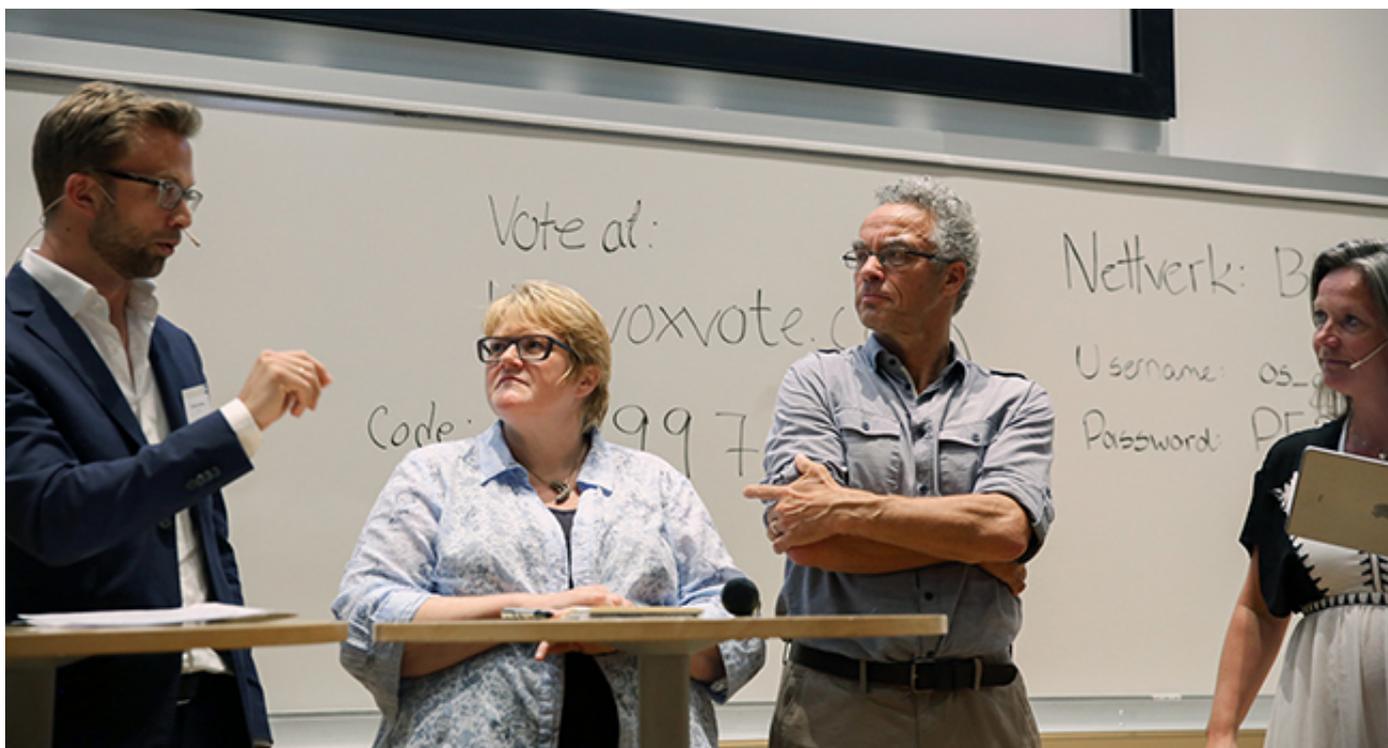
Investment patterns are changing, green products are gaining market share, growth in renewable energy is soaring, sustainable business models are gaining momentum and CO2 emissions have started to go down in many countries. Where do we go from here? This was among the topics when BI hosted the Smart Green Growth seminar on Thursday 2nd June.



Helga Vanthournout, Sen. Expert McKinsey talked about Monetizing the Promises of Circular Economy

There has long been talk of linking economic growth to resource use and based on economic growth from the 1900s, it seemed almost impossible. Yet now, when the companies have begun to take on the challenge, even when national authorities hesitate, looks the target looks increasingly achievable.

The seminar participants focused their attention on whether or not we are now in the process of leaving the economic growth model from the 1900s. A number of new Norwegian green innovations are in the process of being commercialised.



• Nikolai Astrup (H), Terje Aasland (Ap), Trine Skei Grande (V), Rasmus Hanson (MDG): Political debate moderated by

Hilde Widerøe Wibe

"Green growth is described as an ambitious new model of economic growth for the 2000s. Still, for that restructuring to happen quickly enough then a new approach to the green economy, innovation and policy is required", the written seminar invitation stated.

In the wake of a recent report signed by Per Espen Stoknes, there has been much in the media in recent days about Norway's green development. Stoknes thinks green growth occurs relatively less in Norway compared with other countries.

- The government talks about green growth, green jobs and restructuring, but does not take action. You can say anything and call it green growth. I call nonsense, says Associate Professor Per Espen Stoknes of BI Norwegian Business School.



Stoknes' talk: Grønn-prat eller reell smart grønn vekst – hva er forskjellen?

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