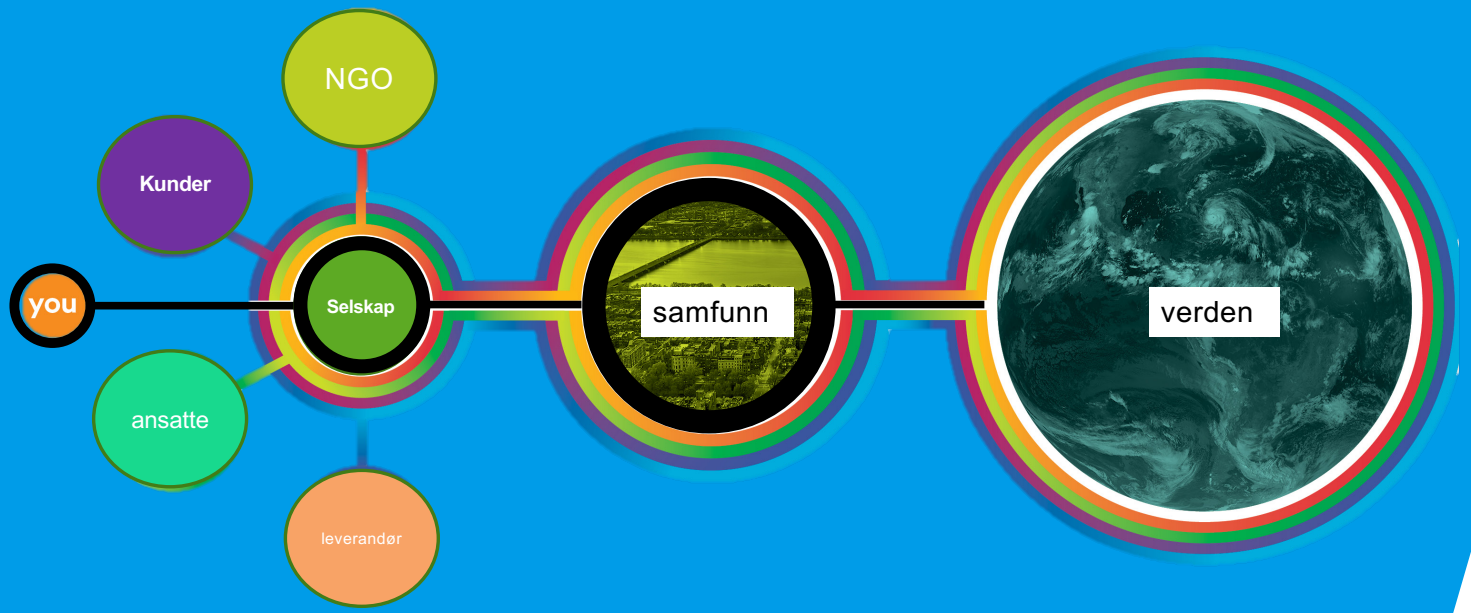


Hvorfor og hvordan bør man jobbe med bærekraft?

Ved Trygve Meyer, Bærekraftsansvarlig i Nordic Edge

NORDIC EDGE

1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS
SUSTAINABLE DEVELOPMENT GOALS

EU Green Deal

EU legger nå opp til…

..å bli klima-nøytral innen år 2050

by 2050

..å beskytte menneskeliv, planter og dyr gjennom reduserte utslipp

by cutting pollution

..å hjelpe selskaper til å bli verdensledende innen rene produkter og teknologi

in clean products and technologies

..å hjelpe med en rettferdig og inkluderende overgang

transition

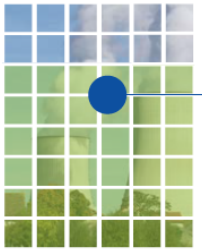
NORDIC EDGE

Mobilising research and fostering innovation
Transforming the EU's economy for a sustainable future
Increasing the EU's Climate ambition for 2030 and 2050
A zero pollution ambition for a toxic-free environment
Supplying clean, affordable and secure energy
Preserving and restoring ecosystems and biodiversity
The European Green Deal
Mobilising industry for a clean and circular economy
From 'Farm to Fork': a fair, healthy and environmentally friendly food system
Building and renovating in an energy and resource efficient way
Accelerating the shift to sustainable and smart mobility
Financing the transition
Leave no one behind (Just Transition)
The EU as a global leader
A European Climate Pact

EU har høye ambisjoner

ENERGY

Decarbonise the energy sector



The production and use of energy account for more than **75%** of the EU's greenhouse gas emissions

INDUSTRY

Support industry to innovate and to become global leaders in the green economy

European industry only uses **12%** recycled materials

BUILDINGS

Renovate buildings, to help people cut their energy bills and energy use

40% of our energy consumption is by buildings

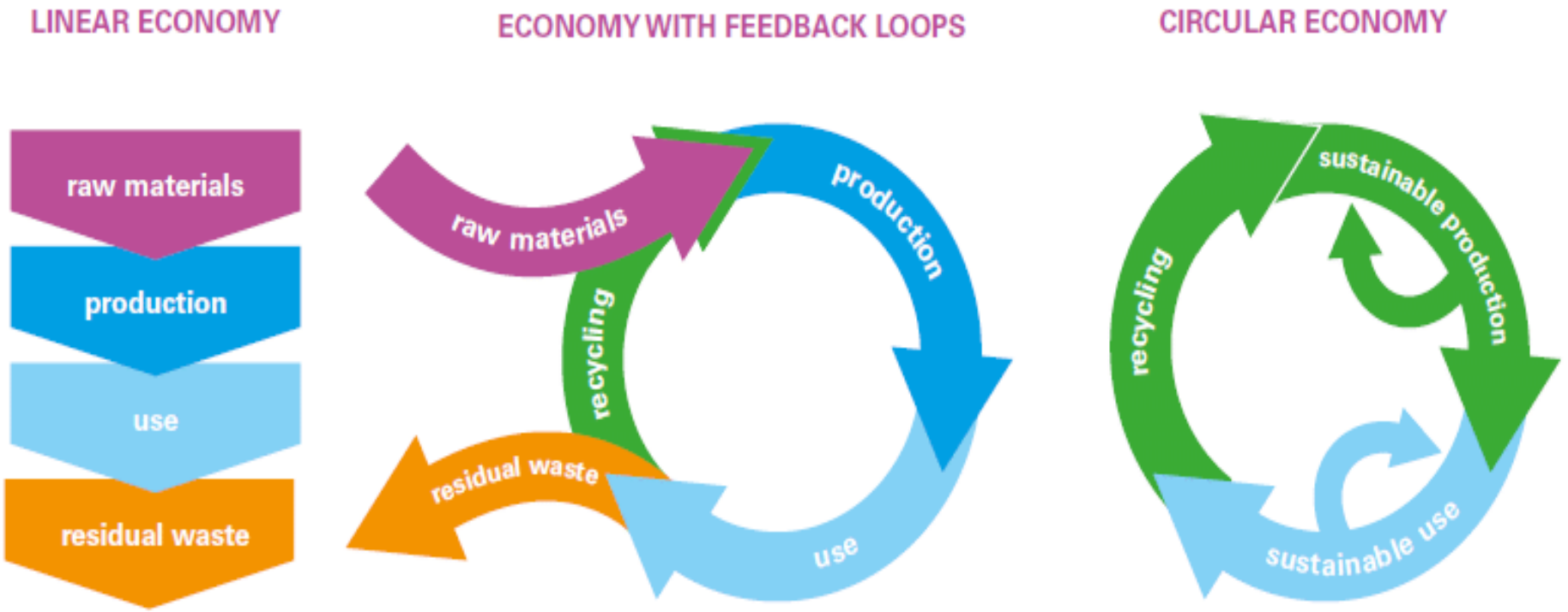
MOBILITY

Roll out cleaner, cheaper and healthier forms of private and public transport

Transport represents **25%** of our emissions

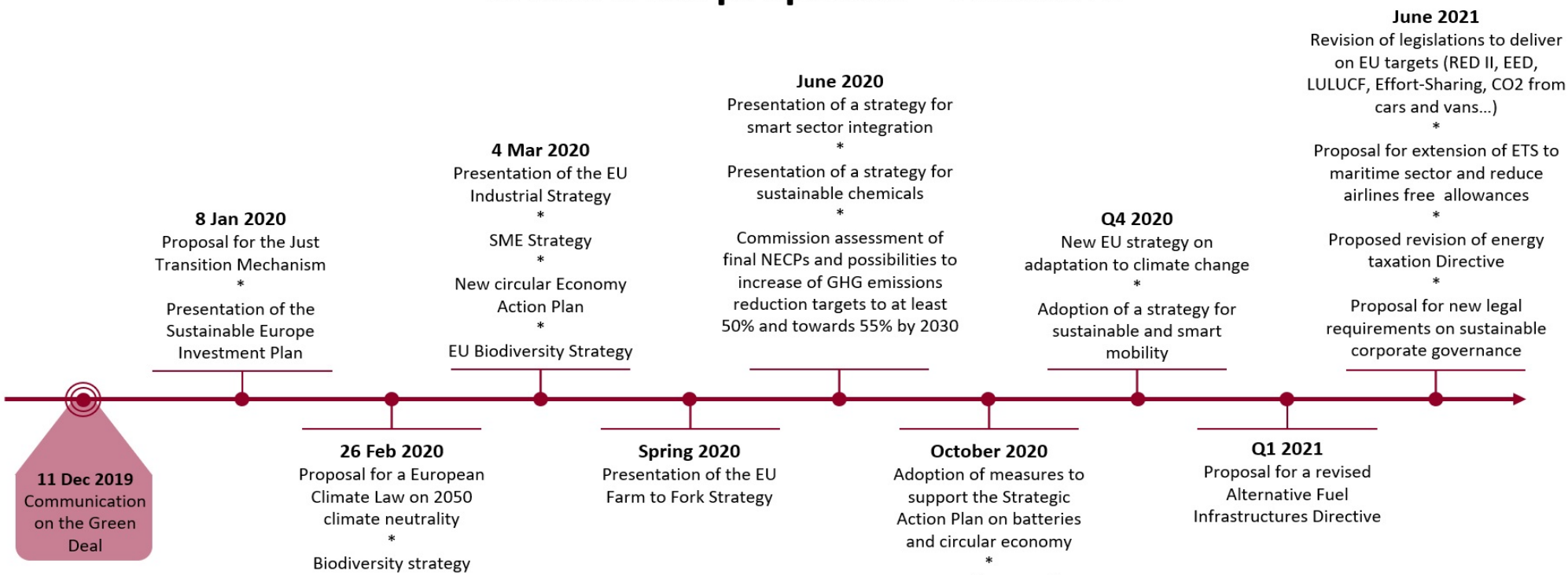
NORDIC EDGE

EU har stor fokus på sirkulær økonomi



KREAB

Green Deal proposals - Timeline

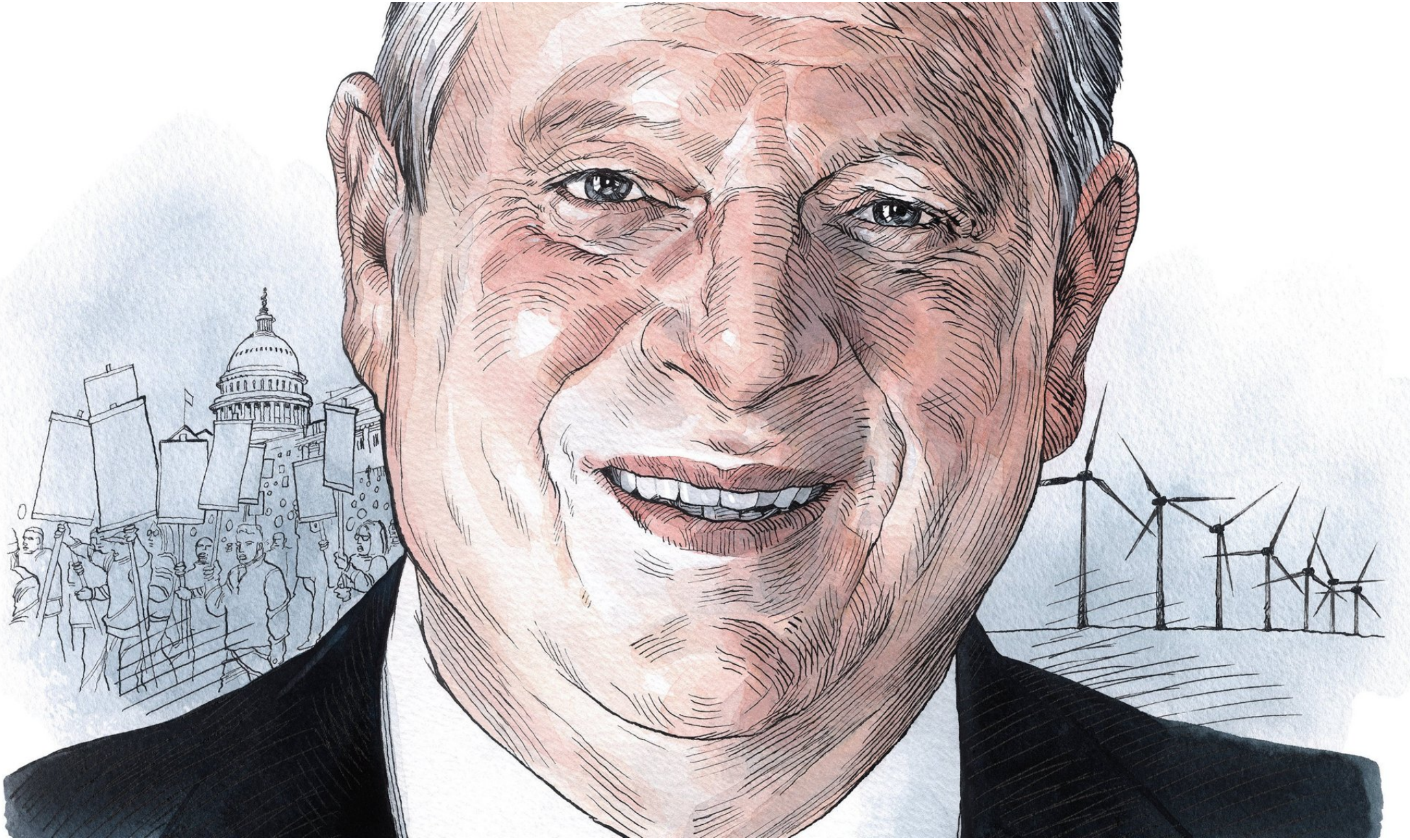


2020

- Strategy for smart sector integration
- Evaluation and review of the TEN-E / TEN-T Regulation
- Strategy on offshore wind
- New EU Forest Strategy
- Review of Non-Financial reporting directive
- Initiatives to screen and benchmark green budgeting practices of EU Member States

2021

- Funding for the deployment of recharging and refuelling points (DAFI)
- Assessment of legislative options to boost the production of sustainable alternative fuels for transports
- Proposal for a carbon border adjustment mechanism
- Review of State Aid guidelines for environment and energy



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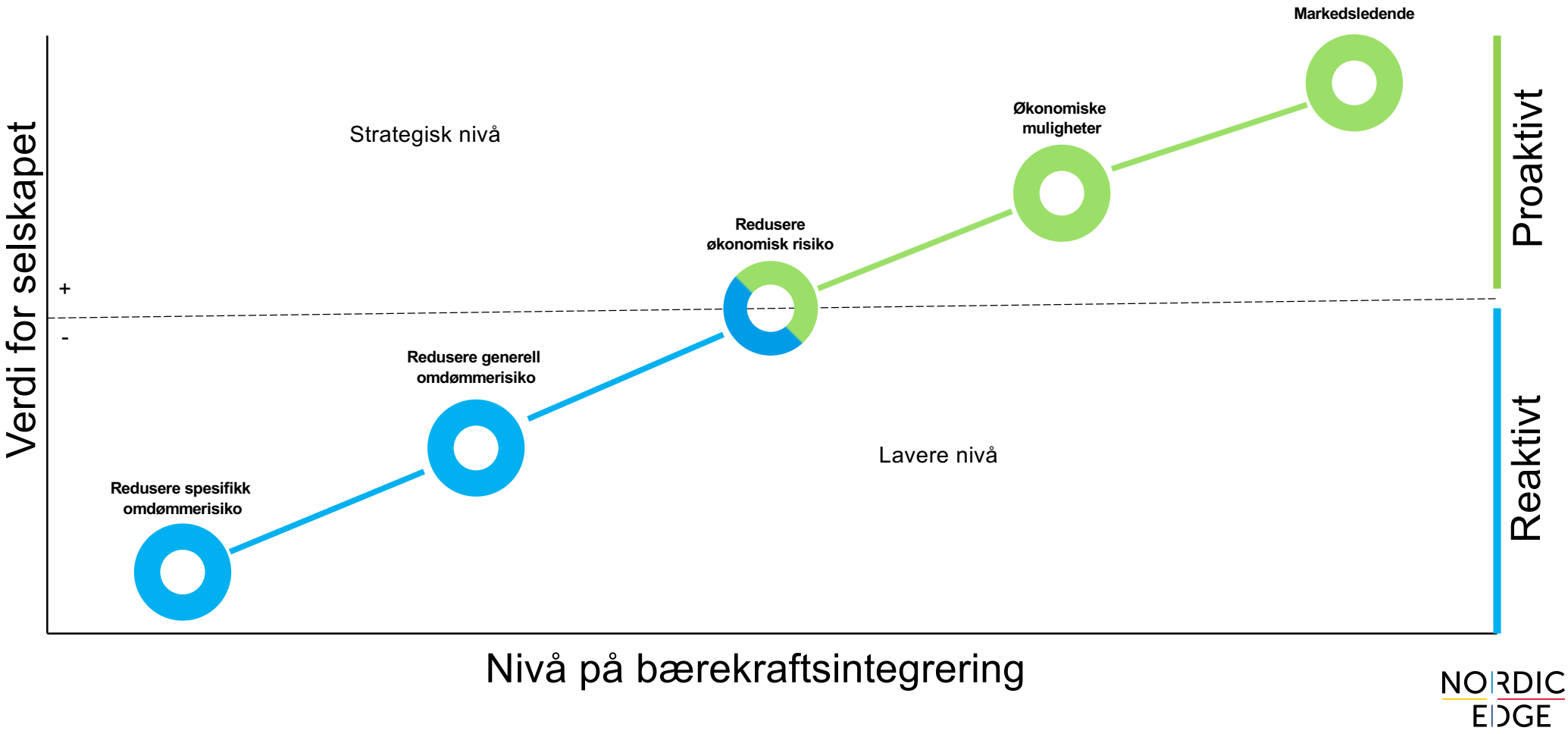
Bærekraft: en mental reise



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Hvis man ønsker et løft fra laveste nivå…

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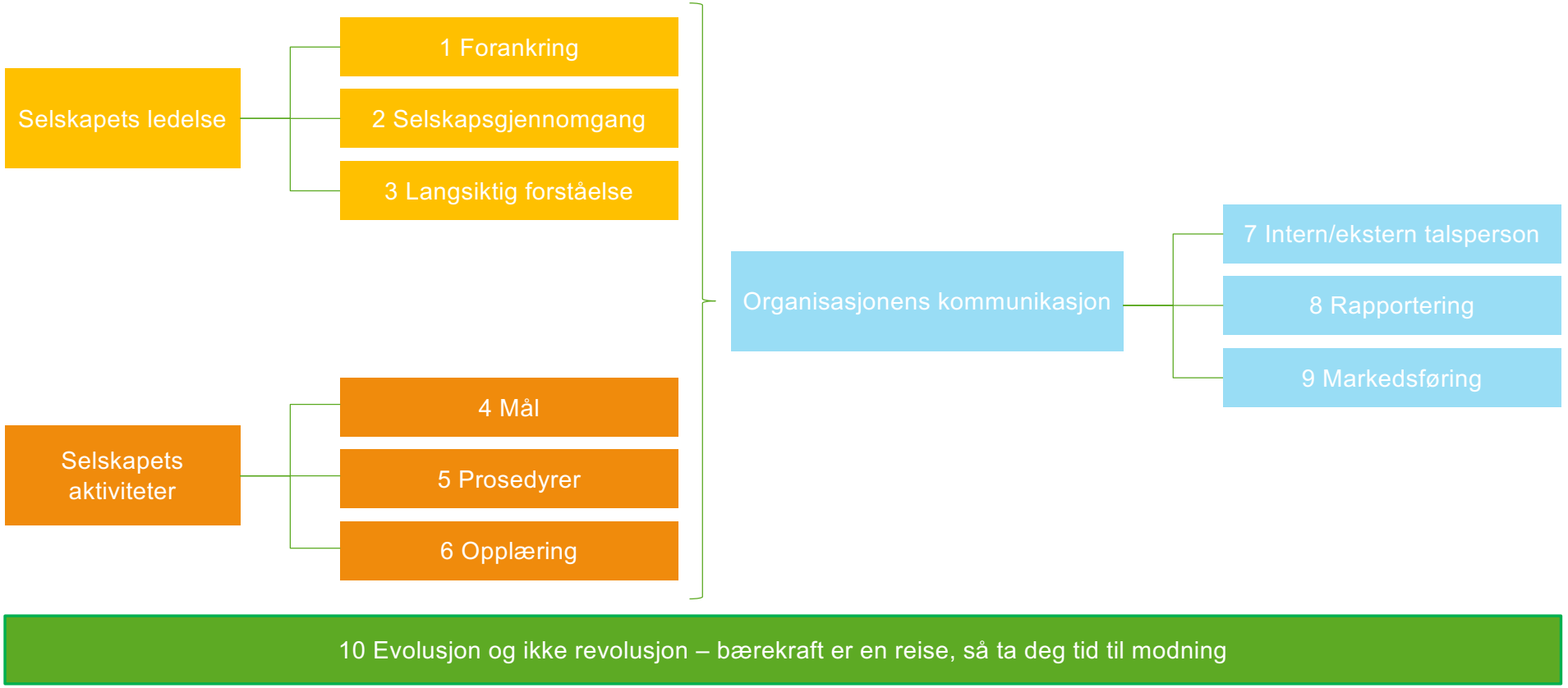
Bærekraft: 10 gode råd



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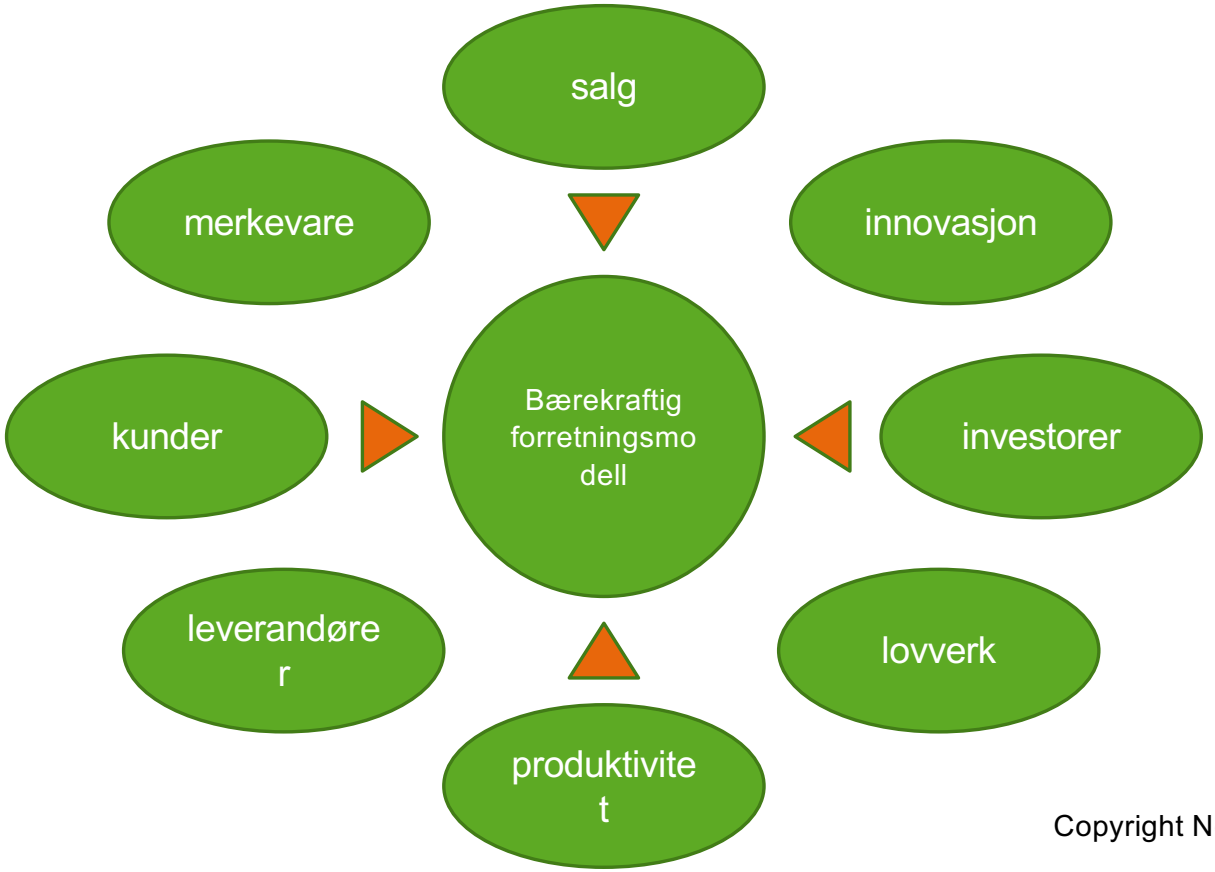
Hvilke områder bør man se på hva gjelder bærekraft



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Kanvas for bærekraftig forretningsmodell – Osterwalder utvidet

Nøkkelpartnere	Nøkkelaktiviteter	Kundeverdi	Kundeforhold	Kundesegmenter
	Nøkkelressurser		Kanaler	
Kostnadsstrukturer		Inntektsstrøm		
SDG trusler og kostnader		SDG muligheter		

Kilde: Osterwalder 2008

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Nordic Edge Smart City Innovation Cluster

The Nordic Edge Smart City Innovation Cluster is part of the Norwegian Innovation Cluster. Promoting more innovation in business and industry, through collaboration between businesses, knowledge and R&D institutions, and the public sector.

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Smart City Innovation Cluster

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