

# Futuring Sustainable Nordic Business Models

## KICK-OFF CONFERENCE 15 NOVEMBER 2019

“Kjerka”, Domus Media, Karl Johans gate 47

### Programme

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| 08:45       | <b>Opening</b><br>Professor <a href="#">Tore Rem</a> (Academic Director, <a href="#">UiO:Nordic</a> )                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 09:00       | <b>Keynote: What does sustainability mean for business models?</b><br>Dr. <a href="#">Sarah Cornell</a> (Stockholm Resilience Centre)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 10.00-11.00 | <b>Session 1: What is Futuring?</b><br><br><b>Futuring? Designing transitions towards sustainable futures</b><br>Professor <a href="#">Alma Leora Culén</a> (University of Oslo)<br><br><b>Designing futures we want</b><br>PhD Candidate Svein Gunnar Kjøde (University of Oslo)<br><br>Discussion                                                                                                                                                                                                                                                                                                                     |
| 11.00-11.15 | <i>Tea break</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 11.15-12:45 | <b>Session 2: Globalisation, digitalisation and the pursuit of sustainability in a globalised world: what does this mean for the Nordic business model?</b><br><br><b>The role of enterprises in Nordic societies</b><br>Professor <a href="#">Peter Stadius</a> (Project Leader, (ReNEW))<br><br><b>Towards Sustainable Digitalisation Goals</b><br>Associate Professor <a href="#">Maja van der Velden</a> (University of Oslo)<br><br><b>Platform-based business modeling and intra-group trading in cryptocurrency: Where are the Nordics heading?</b><br>Dr. Linn Anker-Sørensen (Ernst & Young)<br><br>Discussion |
| 12:45-13:45 | <i>Lunch</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

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13:45-15:15 ***Session 3: Regulating Nordic business models: the role of and interaction between various regulatory modalities***

**The regulatory ecology of Nordic business models**

Professor [Jukka Mähönen](#) (University of Oslo)

**Transitioning Nordic business models towards a circular economy. From eco-efficiency to sufficiency**

Research Fellow [Eléonore Maitre-Ekern](#) (University of Oslo)

**Reforming Nordic corporate law to change business behavior**

Professor [Beate Sjøfjell](#) (University of Oslo)

Discussion

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15.15-15:30 *Tea break*

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15.30-16:30 ***Panel debate / roundtable discussion***

***Closing of the conference***

Professor Jukka Mähönen

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17:00 Drinks reception for all participants

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19:00 Speakers' dinner

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