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Nordic Council of Ministers
Nordic Council

Nordic Council of Ministers – Stimulating innovation

Marianne Neraal

Senior Advisor, Nordic Council of Ministers

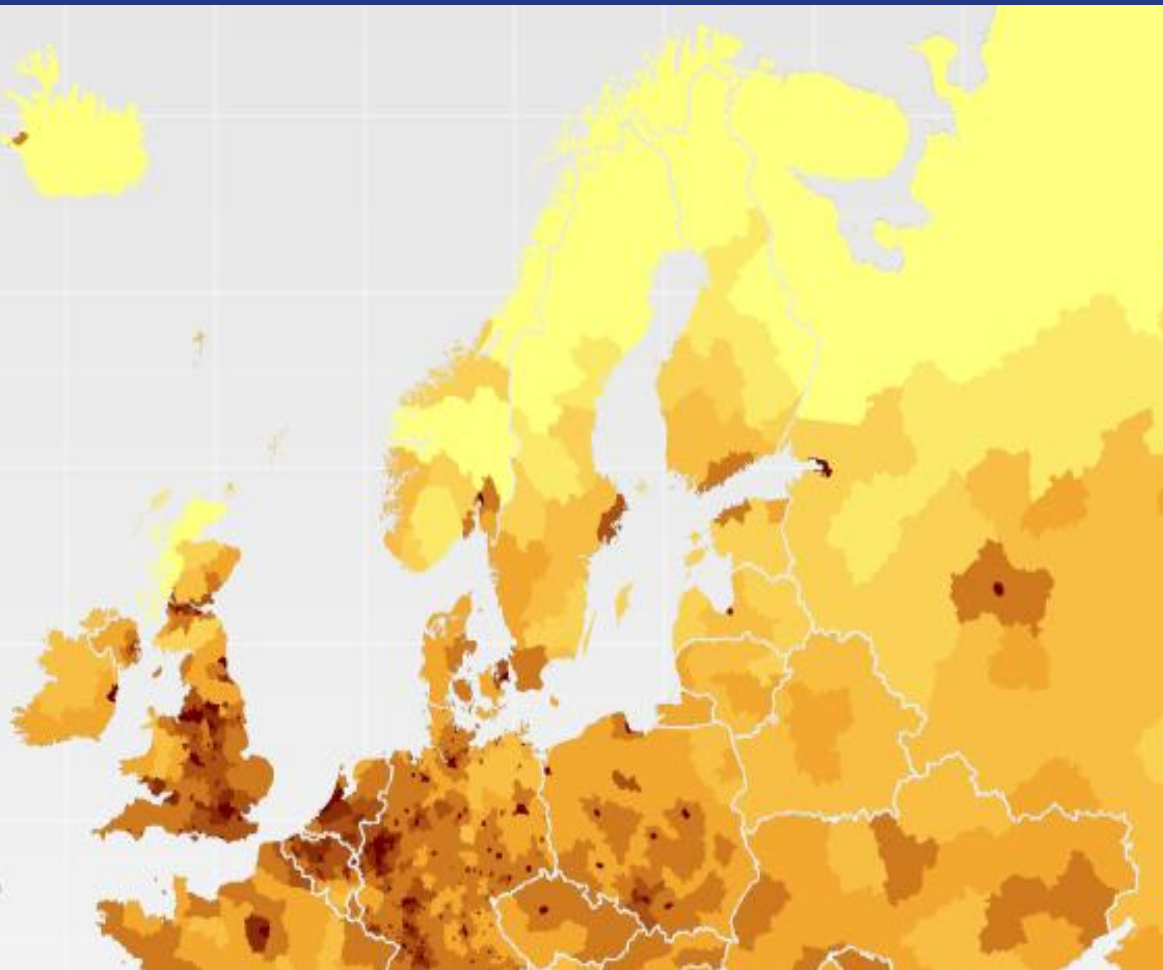
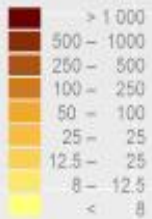


Nordic population

Population Density

People per square kilometre as of January 2010.

source: Nordregio





Innovation

World in numbers

European countries' position for innovative strength in the ranking "Union Innovation Scoreboard 2010".

No 1: Switzerland

No 2: Sweden

No 3: Denmark

No 4: Finland

No 5: Germany

No 13: EU, average

No 15: Iceland

No 18: Norway

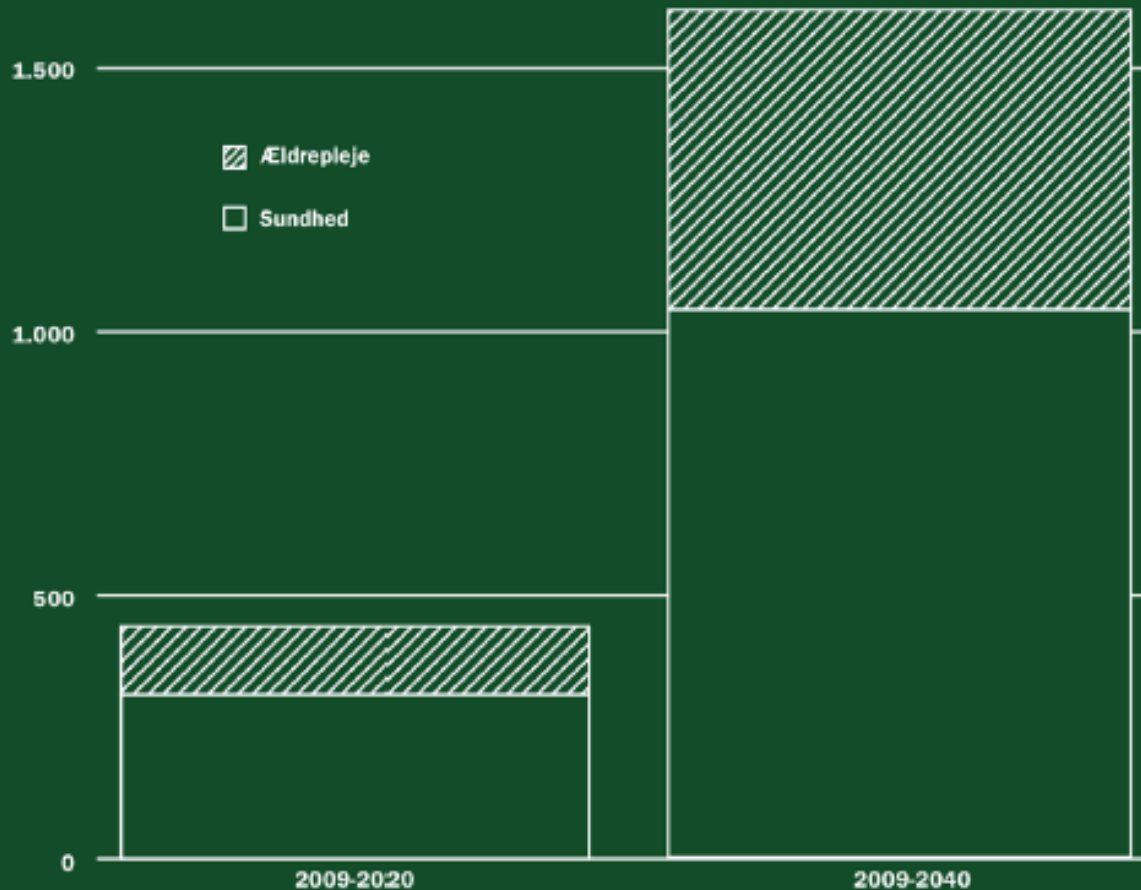
Reference: Innovation Union Scoreboard 2010.

We define:

- **Innovation** as ideas that are implemented and create value
- **Welfare** as social services provided by the state or other organizations for the wellbeing of citizens.
- **Green growth** as environmentally sustainable economic progress



Forventet stigning i udgiftsbehov i EU27, mia. kr.



Kilde: DI: Offentligt-privat samarbejde, redegørelse, 2010.

Care and health expenses are to increase dramatically in the coming years, a development which is demanding for public finances and, at the same, time a new promising market.

Source: Confederation of Danish Industry (2011): *Public Private Partnerships – Account 2010*

SWOT

The relation between the Nordic societal model and innovation in green growth and welfare.

Strength

- Values and visions
- Good governance
- A history of promoting innovation
- Empowering users and customers
- Trust, flat hierarchies and the power of employees
- Network succeed institutions
- Nordic countries as global test markets

Weaknesses

- Innovation only flourish locally
- Lack of coordination
- Not-Invented-Here Syndrome
- No-failure culture impedes innovation
- Public institutions are rewarded for stable operations – not innovation
- Scale is lacking

Opportunities

- Technology and IT can enable change
- Innovative public procurement
- Fighting fragmentation by rewarding copycats
- Branding Nordic strengths to boost export

Threats

- High costs in Nordic countries
- A crowded marked – everybody wants to solve global challenges as climate change and ageing of populations
- Small Nordic markets – global growth lies in Asia
- Actual austerity predominate instead of innovation

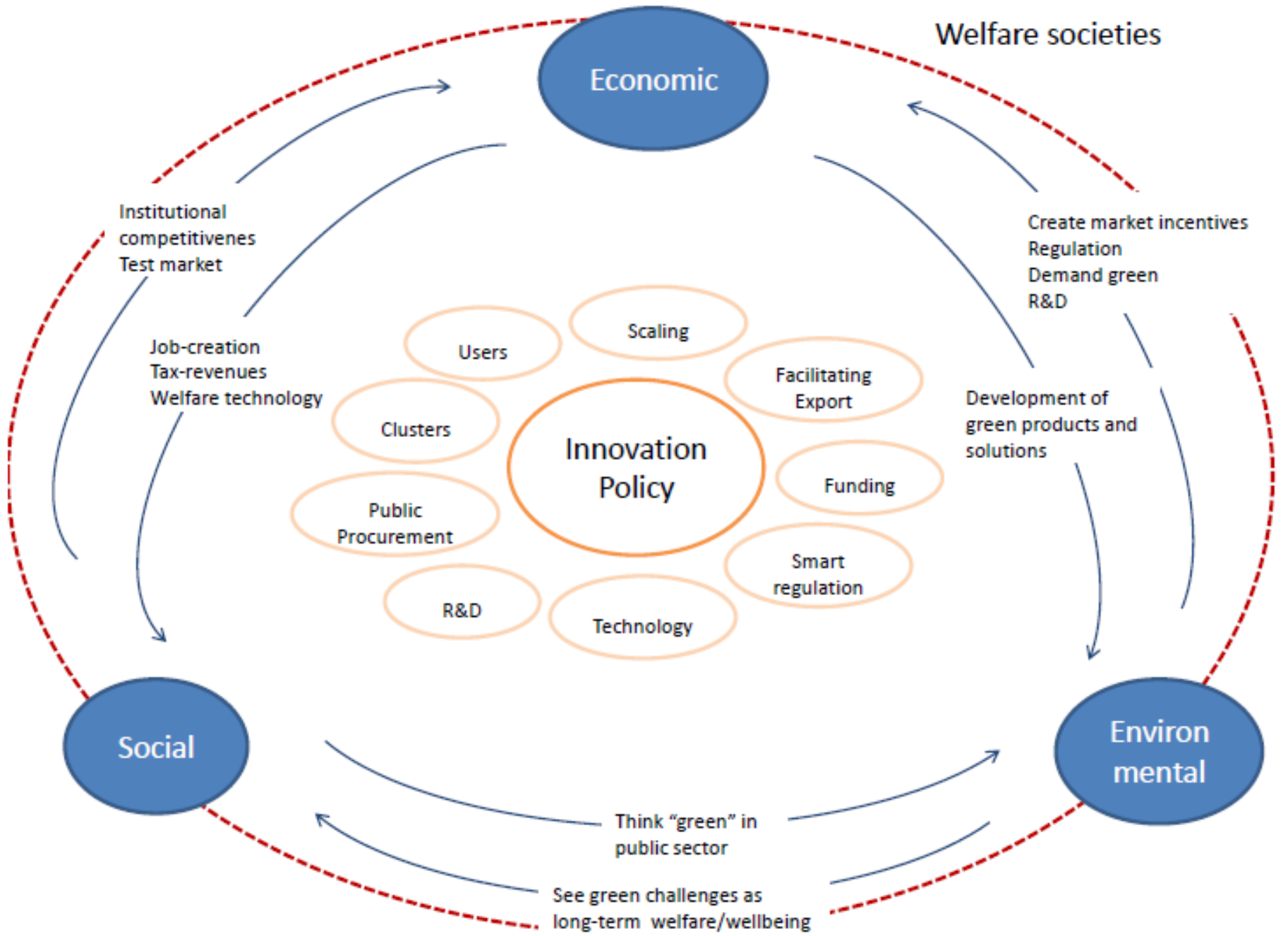


Public sector innovation

"Public sector innovation has had a negative wording, because people think of losing jobs and cutting services, but it is really about delivering the policies in a more efficient way and responding to the end needs of the user. Understanding what their needs are and what their experience has been and deliver the service based on that experience"

Máire Geoghegan-Quinn, EU Commissioner for Research, Innovation & Science.







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Thank you for your attention!



Marianne Neraal mane@norden.org