

# **NTOs Engaging and Promoting Certification of Businesses - Innovation Norway**

GSTC2022

# Innovation Norway

**The Government's most important  
instrument for supporting trade  
and industry**

**Owners:**

**Ministry of Trade**

**11 Regional/ County Councils**

**Includes the National NTO with a  
marketing mandate (**VisitNorway**)**

# What we do?

**We are a dialogue partner for companies and business networks, and a port of entry to the entire business support system.**

**We contribute to projects for:**

- **Start-up enterprises**
- **Innovation and development**
- **International initiatives and export**
- **Agriculture and Tourism**



Photo: Ismaele Tortella - Visit Norway

# The Tourism Mandate

**Develop a climate friendly and sustainable tourism sector**

**Increase the value creation in the private sector**

**Marketing towards more sustainable and valuable target groups**

**Offer services and tools to help achieve the tourism targets**



Photo: Yngve Olsen Sæbbe

# Tool on sustainable destination development



Sustainable  
Destination



## Destination Standard

Criteria and KPIs  
GSTC recognized



## Destination Management

Public, private and  
civil society



## Destination Process

Involve & plan  
Implement  
Measure  
Monitor



## Destination Tools

Portal  
Surveys, data etc  
Training  
Network



## Destination Visibility

Visitnorway.com  
Press  
Awards

# Green Travel

Ecotourism Norway

Eco Lighthouse

Nordic Swan

Green Key

ISO 14001

Blue Flag



## Make better choices when you travel

Travel is all about feeling good. Discover how you can explore Norway with a cleaner conscience by visiting destinations that work hard to be more sustainable, choosing eco-certified travel providers and exploring the country with a smaller footprint.



### Travel better: 9 tips for more responsible travel

The Norwegian travel industry has pledged to cut its carbon footprint in half by 2030. They are doing their part. Are you doing yours?



### 10 cool ways to explore Norway if you care about the environment

Go electric - by train, on super-silent sightseeing boats, or in an Instagram-friendly vehicle, and choose adventures with a smaller footprint when you visit.

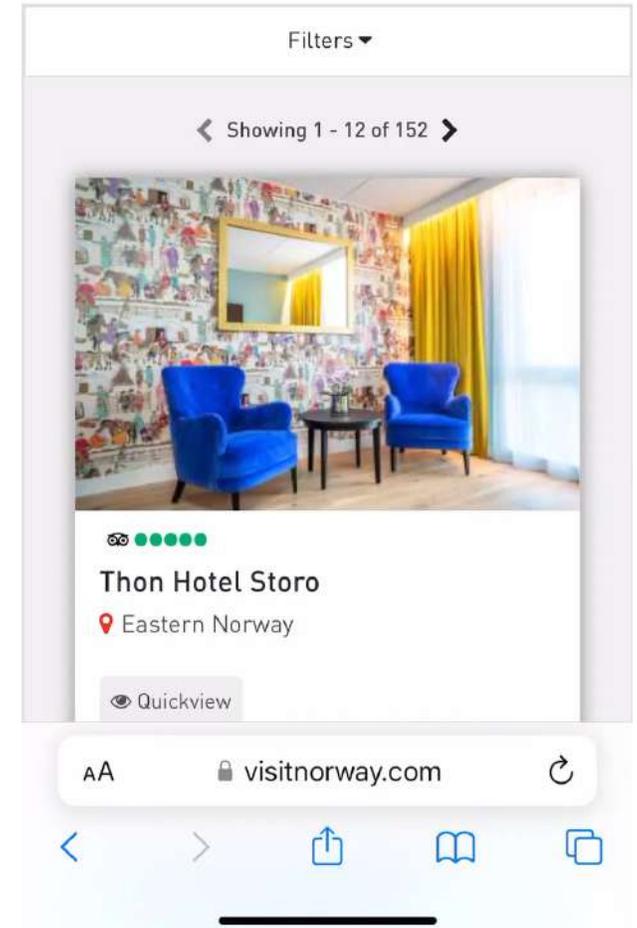


### Norway - the EV capital of the world

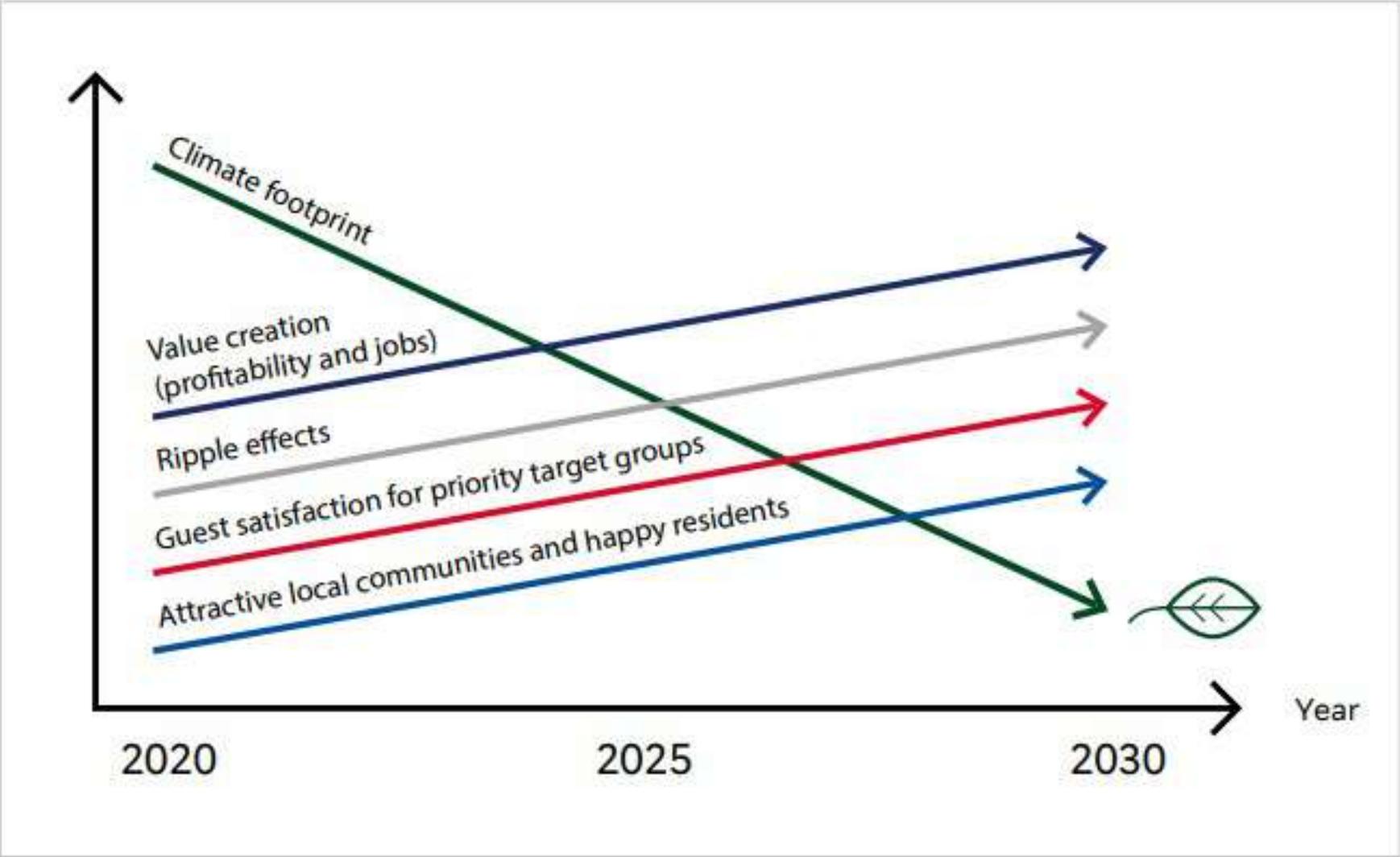
In 2020, more than 50% of cars sold in Norway were electric. Learn more and see how you too can have an electrifying holiday!

## ECO-CERTIFIED HOTELS

It's easy to find **environmentally certified** hotels in Norway. Sweet dreams!



# Goals for 2030





# Thank you!

Knut Perander

Innovation Norway

[www.innovationnorway.no](http://www.innovationnorway.no)