

Innovative Green Growth Can It Deliver? How Do We Drive It?

Oslo, March 16 2012

at the Norwegian Business School, Nydalsveien 37, auditorium B1-030

The vision of an innovative low-carbon economy has been gaining traction in politics, business and civil society. There are great hopes that it can save the climate at the same time as boosting sluggish economies.

**But how to achieve the green transformation?
And can the green economy truly deliver jobs and CO₂ reduction?**

The seminar brings together business, government, academics and civil society to make a realistic assessment of potentials and study the drivers.

Organized by

The Department of Innovation and Economic Organisation at BI Norwegian Business School (NBS)

The Ceres21 project, UiO and NBS

The Centre for Corporate Responsibility, NBS

The Centre for Climate Strategy, NBS

and Innovation Norway



Chair: **Paddy Coulter**, Director, Oxford Global Media and Fellow, Green Templeton College, University of Oxford

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- 8.30** **Registration and coffee**
- 9:00** **Welcome**
Professor **Knut Sogner**, Head of Department for Innovation and Economic Organisation, BI Norwegian Business School
- 9:10** **Innovative Green Growth, the Business Case**
Per Sandberg, Senior Manager at Accenture, former Managing Director of World Business Council for Sustainable Development (WBCSD)
- 9:40** **Green Growth Assessed**
Nick Robins, Head of the Climate Change Centre, HSBC Bank
- 10:00** **The Anatomy of Green Transition in Electricity and Automotives**
Atle Midttun, Professor at BI Norwegian Business School and **Jan-Olaf Willums**, Chairman of Inspire Invest and Senior Research Associate at BI Norwegian Business School
- 10:30** **The Global Economy of Green Growth**
Tomas Kåberger, Executive Board Chair, Japan Renewable Energy Foundation
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- 10:50** **Coffee/ Tea Break**
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- 11:10** **Green Economy in the Global Future**
Jørgen Randers, Professor at BI Norwegian Business School
- 11:30** **Green Growth in a Petroleum Economy – Norwegian Options**
Ole Jakob Sjørdalen, Sector Head, Energy and Environment - Innovation Norway
- 11:50** **From Climate Austerity to Green Growth – The Role of the Media in Climate Engagement**
Elin Staurem, CERES21 Research Co-ordinator
- 12:10** **Can Innovative Green Growth Deliver Jobs, Development and Prosperity and Help Solve the European Economic Crisis?**
Panel discussion among the speakers & audience
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- 13:15** **Lunch**
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