

AN INNOVATIVE AND SUSTAINABLE NORWAY

SHORT VERSION OF THE WHITE PAPER, REPORT NO. 7 TO THE STORTING (2008–2009)



NORWEGIAN MINISTRY
OF TRADE AND INDUSTRY





« TODAY WE ARE BUILDING THE WELFARE SOCIETY OF THE FUTURE. BUT BEFORE WE CAN DISTRIBUTE WEALTH, WE NEED TO CREATE IT. »

Prime Minister Jens Stoltenberg

A faint, light gray botanical illustration of a plant with large, rounded leaves and a small, round fruit or seed pod, serving as a background for the text.

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We face major challenges in a world that is constantly changing. The level of competition in industry has increased due to globalisation, and the threat of climate change and the scarcity of natural resources are increasingly more noticeable. The balance between people requiring care and those who are able to work places the welfare system under pressure.

Recently we have been confronted with great challenges due to the turbulence in the financial markets. This White Paper is not about what our policy should be to deal with this turbulence, as the Government has already put forward and will continue to propose measures that are vital for Norwegian industry. During times like these, with challenges and unrest, we need to plan long-term. The Government's innovation policy shall provide for long-term sustainable wealth creation in Norway.

To meet future needs, it is the Government's view that we need sound and predictable conditions for industry. We must actively provide for knowledge development, creative thinking, restructuring and innovation. Renewal has always been important for economic growth in Norway.

We must act now so that Norway shall be among the world's best countries to live in, not just for us, but for our children and grandchildren too. We must be successful in achieving renewal through development of new technology, new products and new solutions. We must lay the basis for more innovation in both the private and the public sectors.

The Government will establish favourable conditions for competitive enterprises throughout Norway and develop a society where we provide for our needs while preserving the resource base for future generations. Our goal is to have as much wealth creation as possible, while reducing the strain on the environment.

We must make a concerted effort. Enterprises in the private and the public sectors must take upon themselves the responsibility for innovation. The authorities will provide a framework that supports their innovation activities.

To innovate means to do something new in order to create value. People who live in a stable society based on equality, security, equitable distribution and job satisfaction provide the best starting point for increased innovative ability. Human beings constitute the most important resource in our effort to achieve an innovative and sustainable Norway.

Sylvia Brustad

Sylvia Brustad
Minister of Trade and Industry

