



Sustainability and the future of Nordic Business Models



27 NOVEMBER 2020

Digital seminar through Zoom

This seminar brings together scholars across disciplines to discuss two broad questions:

What does sustainability mean in the Nordics today? The Nordic countries have enjoyed a reputation as sustainability champions. However, the claim had been made that the environmentally friendly reputation of the Nordics relies on outsourcing much of the ecological degradation to other countries.

What is the future for Nordic business models with this backdrop? Transitioning to sustainability requires change for everybody, and the seminar discusses what this entails for Nordic business models.

Programme of 23 November 2020

09:30 Welcome

Professor Tore Rem, Director of UiO:Nordic initiative

09:45 Keynotes on sustainability and the Nordics

Chair: Professor Jukka Mähönen, leader of Futuring Nordics

Keynote 1: How sustainable are the Nordics?

Dr Jason Hickel, author and creator of the [Sustainable Development Index](#)

Keynote 2: One planet, one humankind?

Dr Sarah Cornell, Stockholm Resilience Centre

Questions and comments to both keynote speakers; discussion

11.30 Break

Session 1: Sustainability in Nordic law and governance

Chair: Professor Maja van der Velden, deputy leader of Futuring Nordics

11:45 Can Nordic business law encompass sustainability?

Professor Beate Sjøfjell, deputy leader of Futuring Nordics

Q&A

12.15 Sustainable circularity and influencing business through product regulation.

Postdoctoral scholar, Eléonore Maitre-Ekern, Futuring Nordics

Q&A

12:45 *Break*

13.00 **Innovation in the Nordics: Regulatory challenges and possibilities.**

Professor Taina Pihlajarinne, University of Helsinki

Q&A

13:30 *Lunch break*

Session 2: What is the future for Nordic business models?

Chair: Professor Beate Sjøfjell, deputy leader of Futuring Nordics

14:15 **What is “Sustainability” in Nordic Sustainable Business research?**

– *A systematic literature study identifying dominant sustainability concepts.*

Svein Gunnar Kjøde, Doctoral candidate in Futuring Nordics

Q&A

14:45 **Control models in Nordic businesses: the role of the public and the private for sustainability**

Professor Jukka Mähönen, leader of Futuring Nordics

Q&A

15:15 *Break*

15:30 **Panel discussion: How can we promote sustainability in the Nordics?**

Chair: Dr Eléonore Maitre-Ekern, Postdoctoral scholar in Futuring Nordics

Participants:

Dr Sarah Cornell, Stockholm Resilience Centre

Pia A. Gaarder, Head of research and analysis, Framtiden i våre hender

Øystein Liverød, Environmental Manager, University of Oslo

Professor Taina Pihlajarinne, University of Helsinki

Professor Beate Sjøfjell, University of Oslo

16:45 **Concluding remarks**

Professor Jukka Mähönen, University of Oslo
