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 Sæbøe
Tool on sustainable destination development

- **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
Goals for 2030
Thank you!

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www.innovationnorway.no