



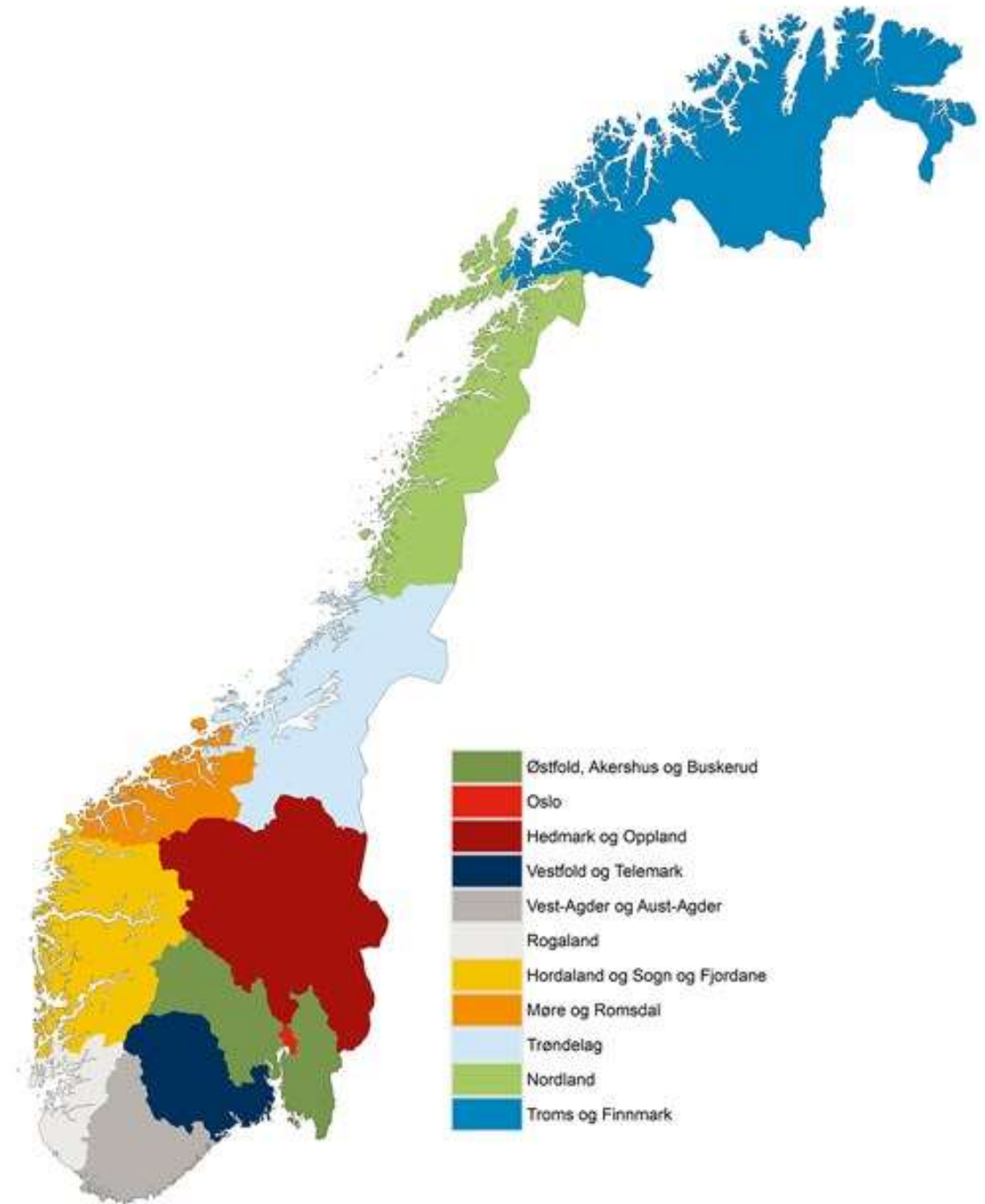
# Welcome to the Oslo Region!

November 29<sup>th</sup> 2022

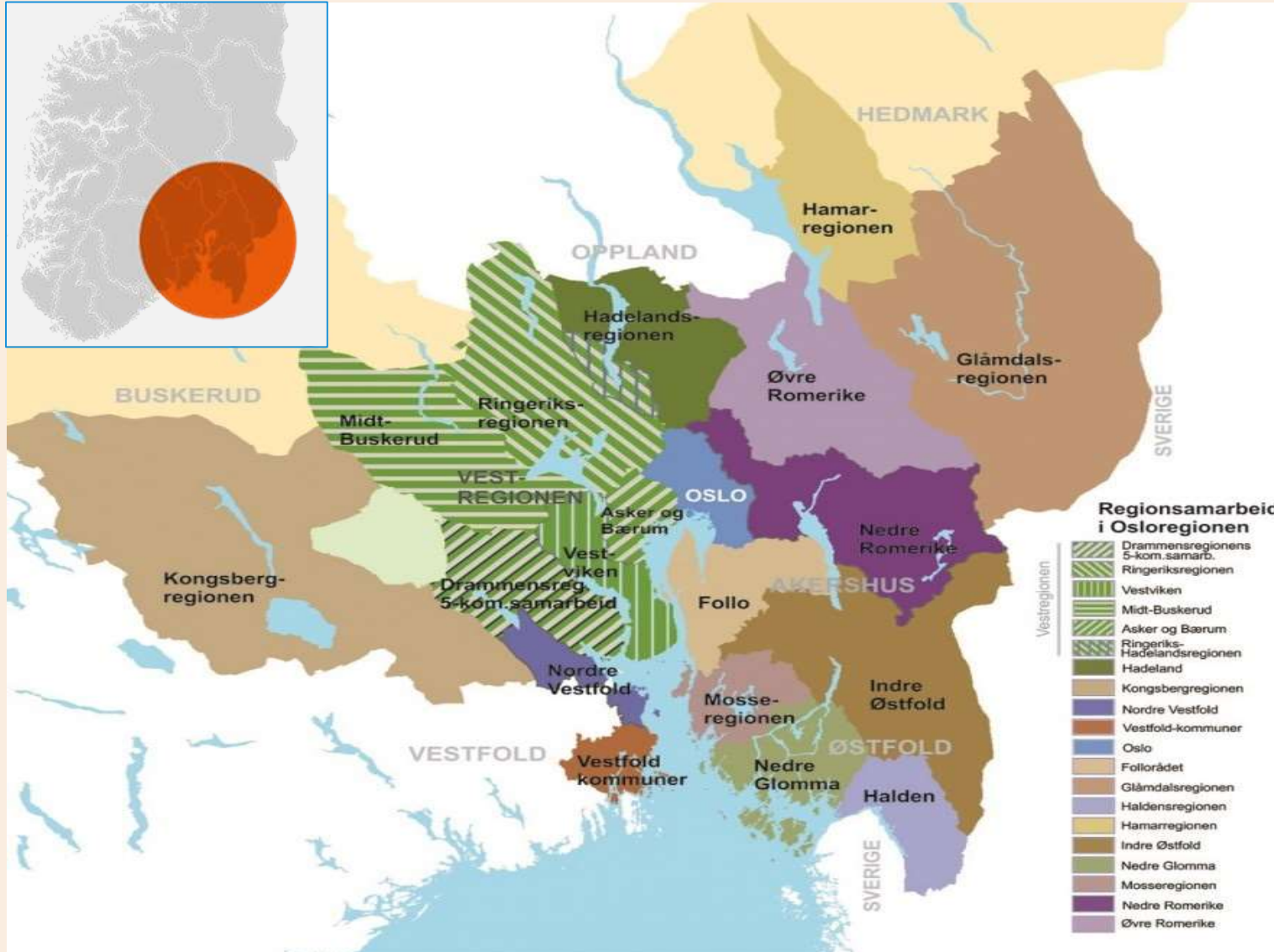


# Levels of government in Norway

- The central government
- The county authorities
- The municipalities



# The Oslo Region Alliance



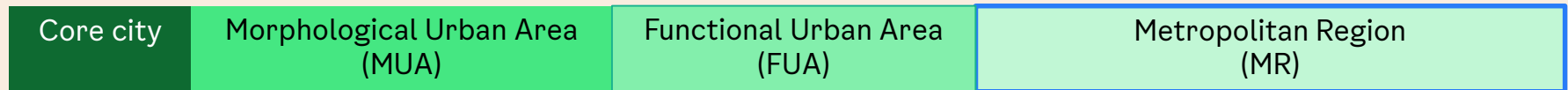
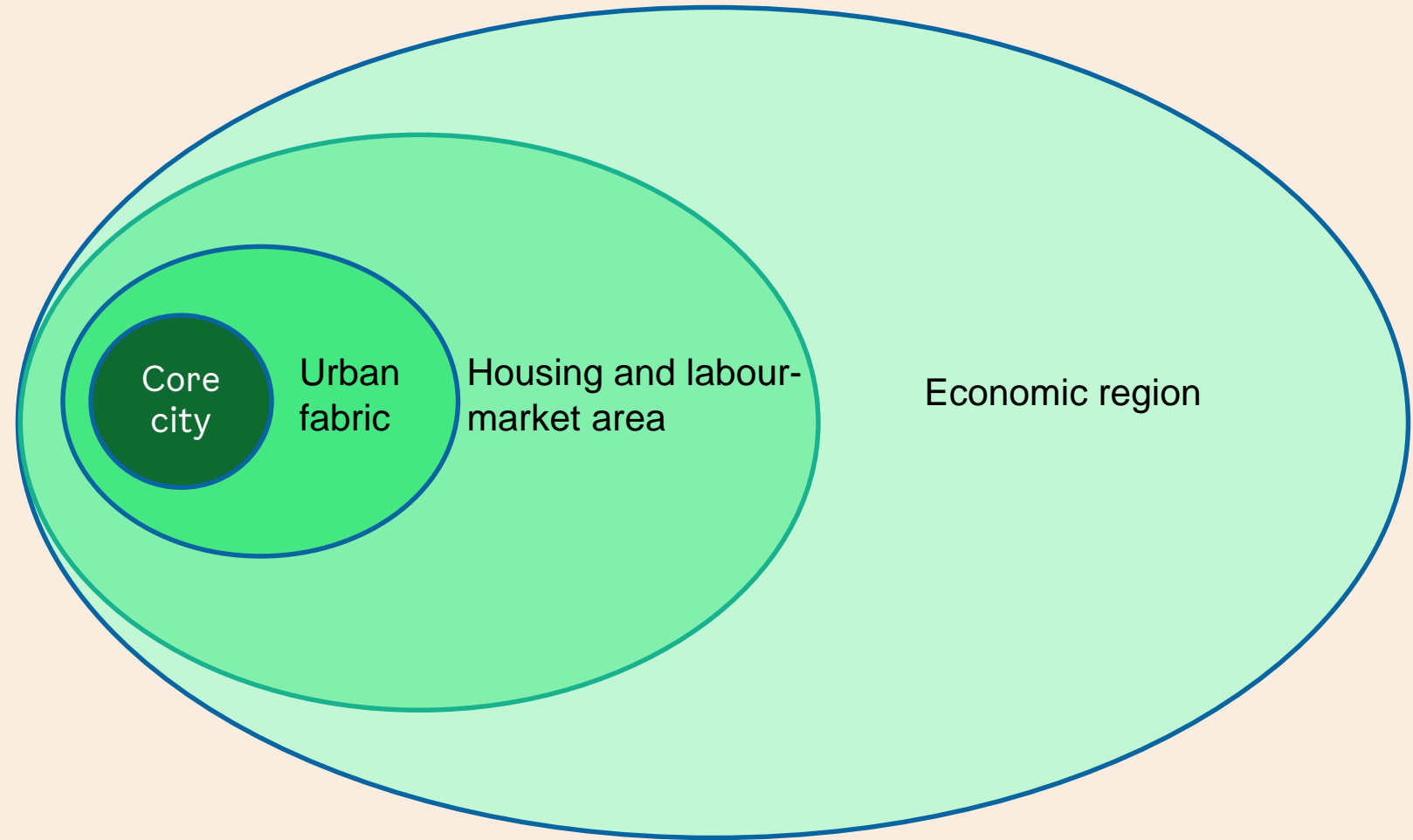
*Est. 2004*

***Vision:** Strengthen the Oslo Region as a sustainable and internationally competitive region*

*Voluntary collaboration for municipalities and regional councils*

**Osloregionen**

# Spatial scales in metropolitan areas



Dato: 12/9/2022

**Osloregionen**

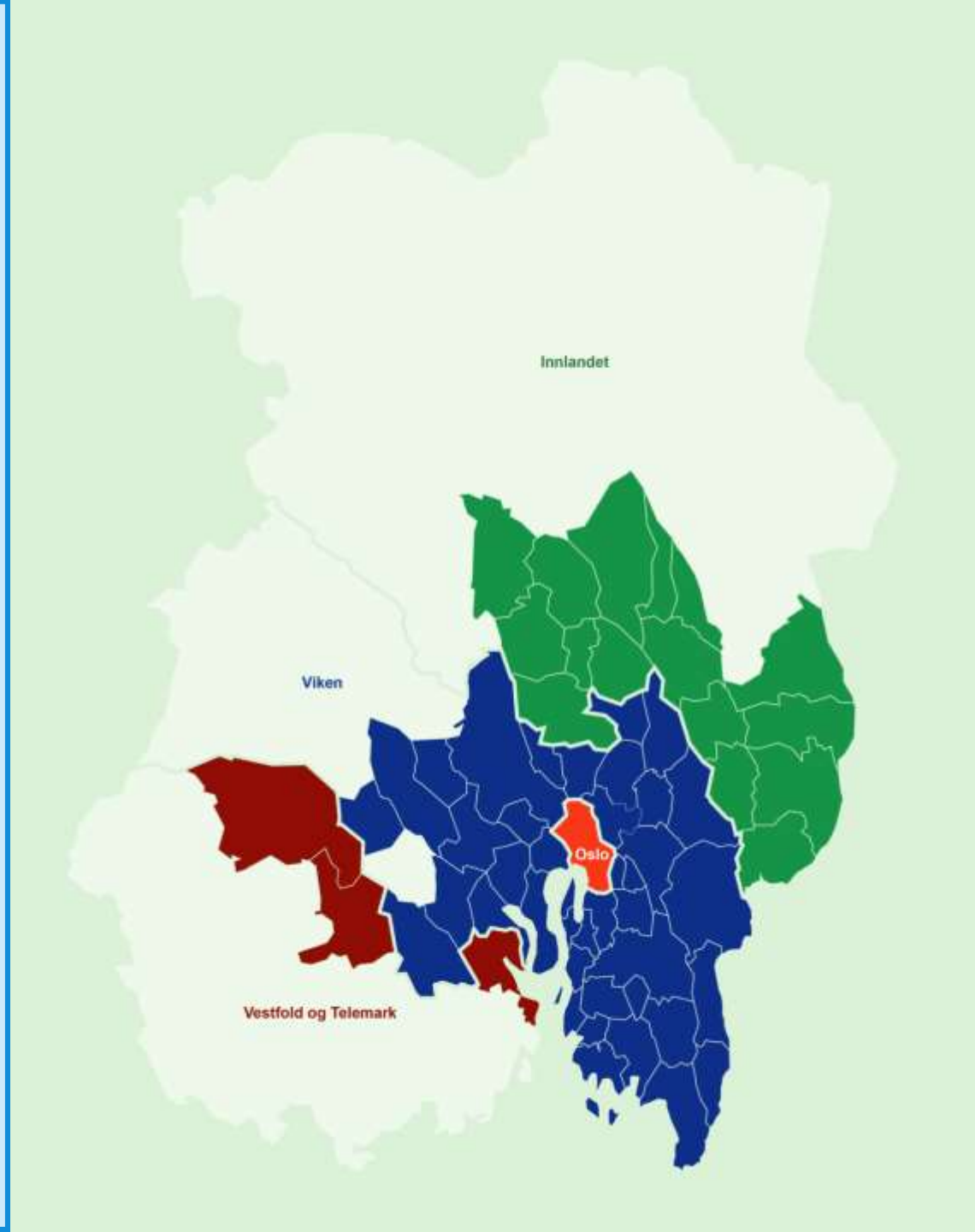
# Regional cooperation - a way to reach goals more efficiently

- Better solutions
- Improved dialogue with the national government/parliament
- Stronger brand
- Improved legal framework: Amendment to the law regulating regional cooperation in 2019





Aremark	Kongsvinger	Råde
Asker	Krødsherad	Sarpsborg
Aurskog - Høland	Lier	Sigdal
Bærum	Lillestrøm	Skiptvedt
Drammen	Lunner	Stange
Eidskog	Lørenskog	Søndre-Land
Eidsvoll	Løten	Sør-Odal
Enebakk	Marker	Tinn
Fredrikstad	Modum	Ullensaker
Frogn	Moss	Vestby
Gjerdrum	Nannestad	Vestre-Toten
Gjøvik	Nes	Våler
Gran	Nesodden	Østre-Toten
Grue	Nittedal	Øvre Eiker
Halden	Nord - Odal	Ås
Hamar	Nordre Follo	Åsnes
Hole	Nordre-Land	
Holmestrand	Notodden	
Horten	Oslo	
Hurdal	Rakkestad	
Hvaler	Ringerike	
Indre Østfold	Ringsaker	
Jevnaker	Rollag	
Kongsberg	Rælingen	



## What we do:

- **Spatial planning and transport**
- **Climate and environment**
- **Competitiveness and attractiveness**
- **Internal collaboration**



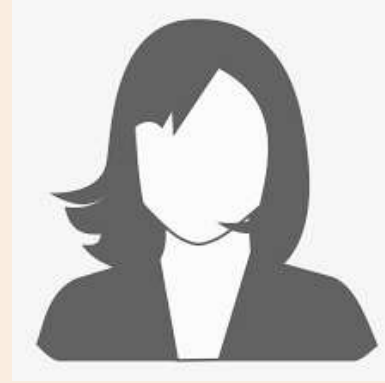
# Oslo Region Alliance secretariat 2022



Øyvind:  
Managing Director



Eva:  
Spatial planning,  
transport, climate  
and environment



Andrea:  
Communications,  
Business  
Development



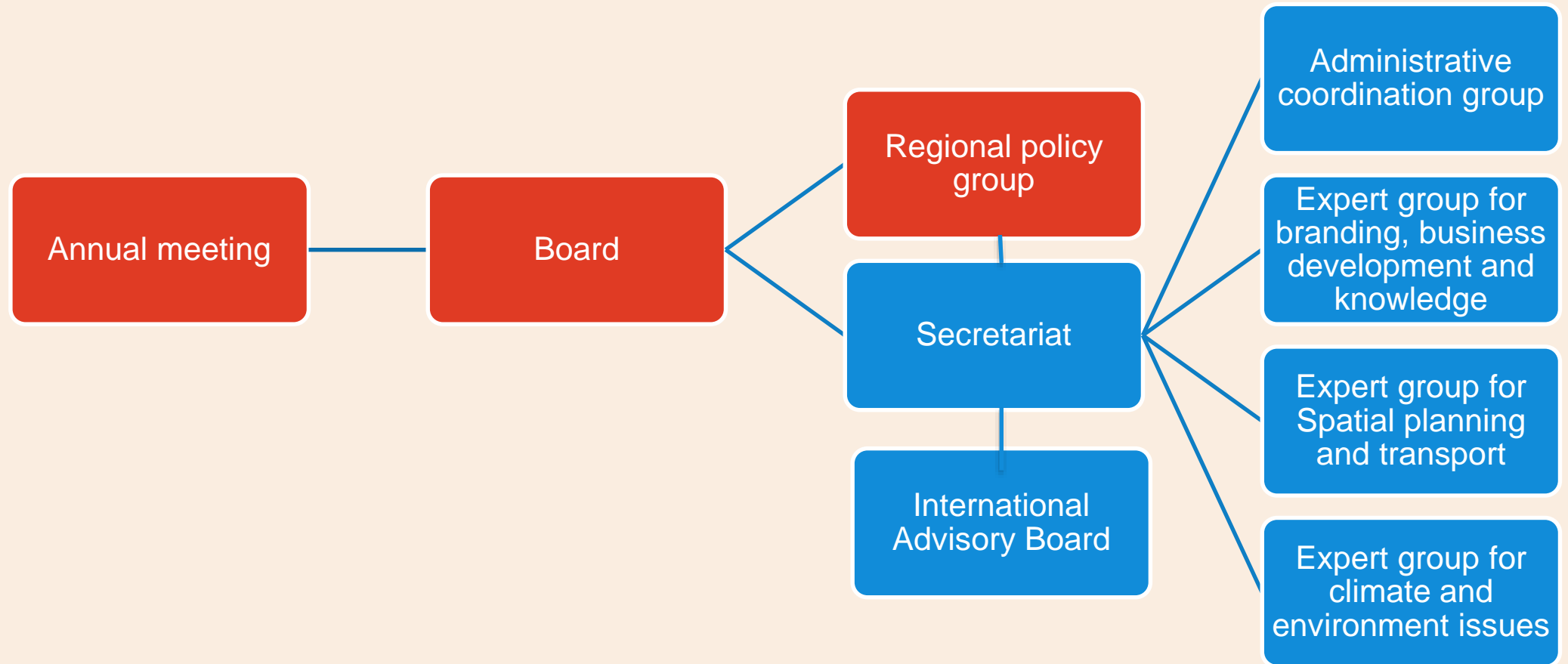
Mari:  
International  
marketing and  
branding +  
communication



Thelma:  
Communications,  
Zero-emmission  
heavy transport

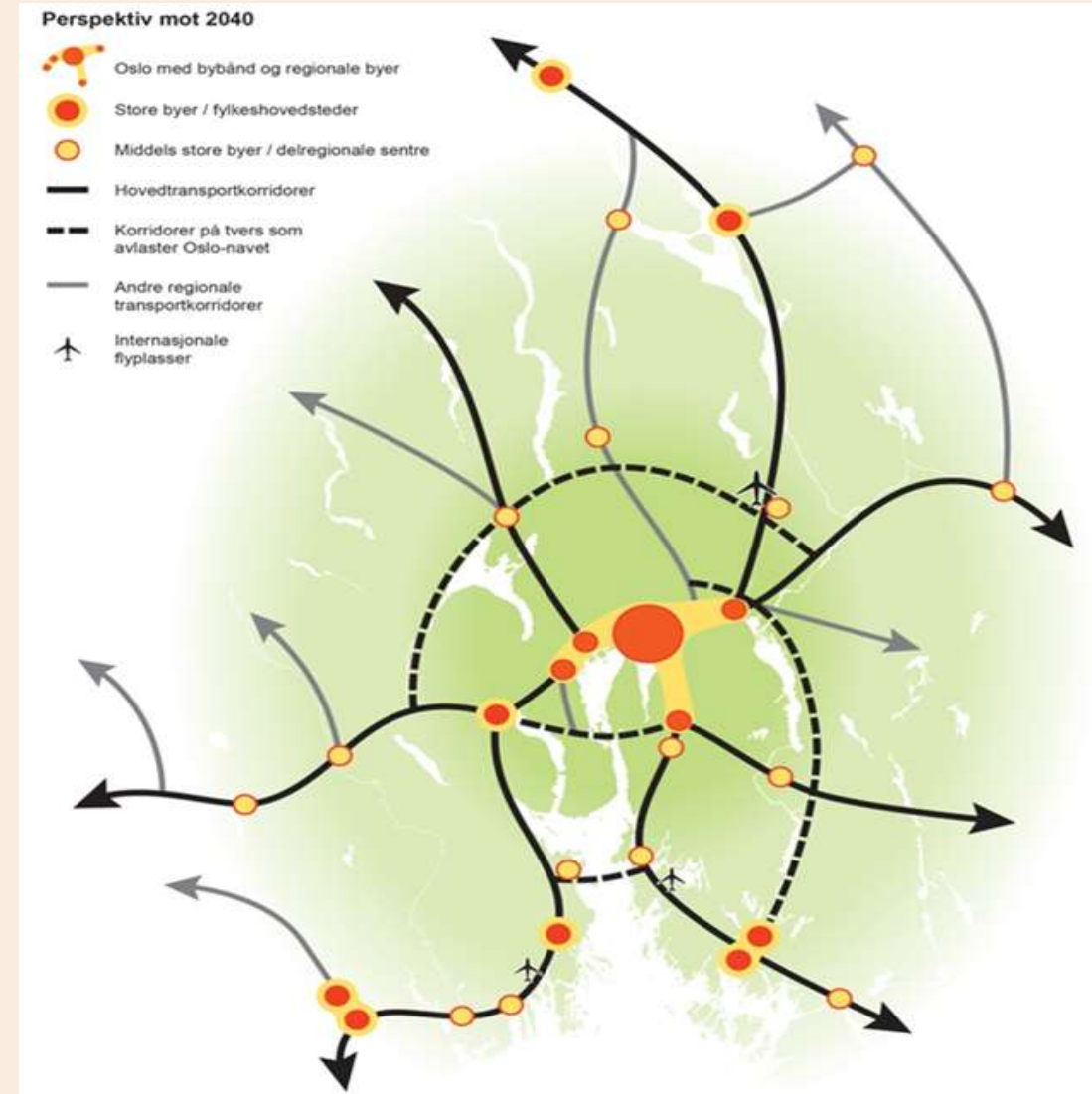


# Structure – Oslo Region Alliance



# Basic Concept. Polycentric Region:

- Growth represents opportunities
- Centers for growth in the whole region
- Heterogeneity based on comparative strengths
- Improved balance between Oslo and the rest of the region





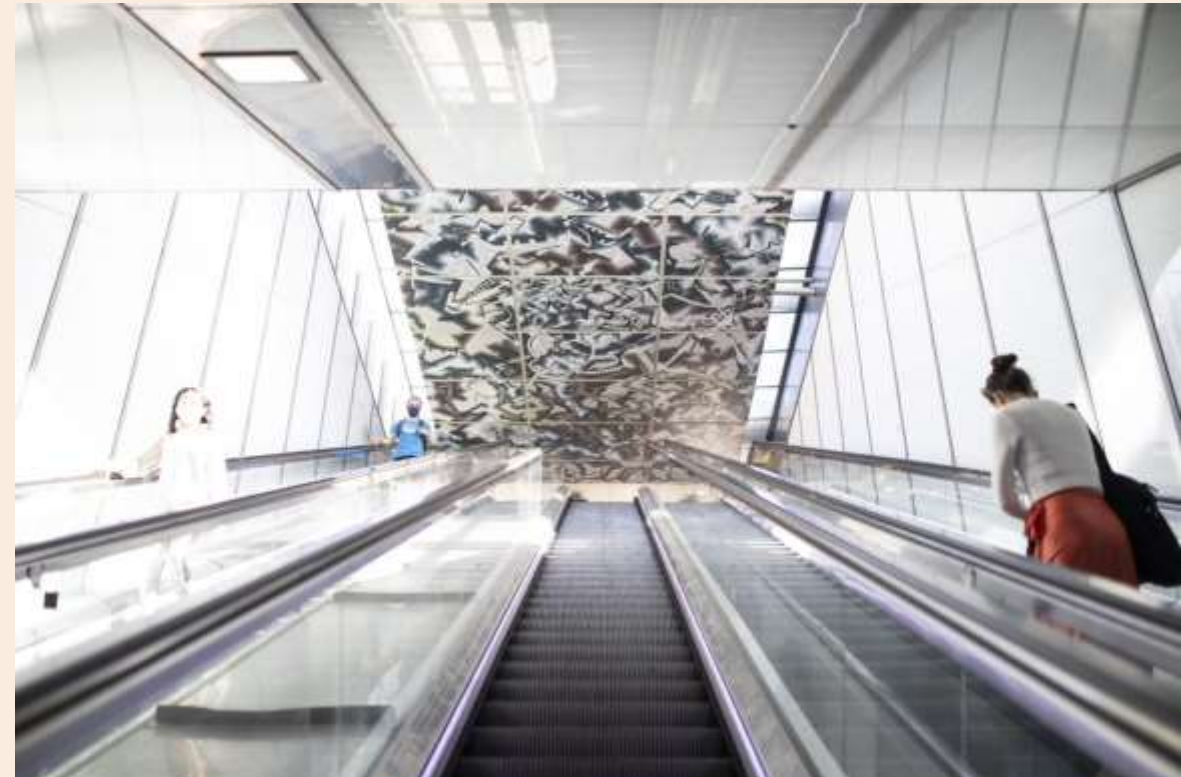
# Spatial planning, transport and logistics

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# Responsibilities

- **National government:** Rail transport and international roads, logistics centers for rail transport
- **Counties:** Other public transport (Bus, boats, subway, tram), guidelines for land use
- **Municipalities:** Spatial planning

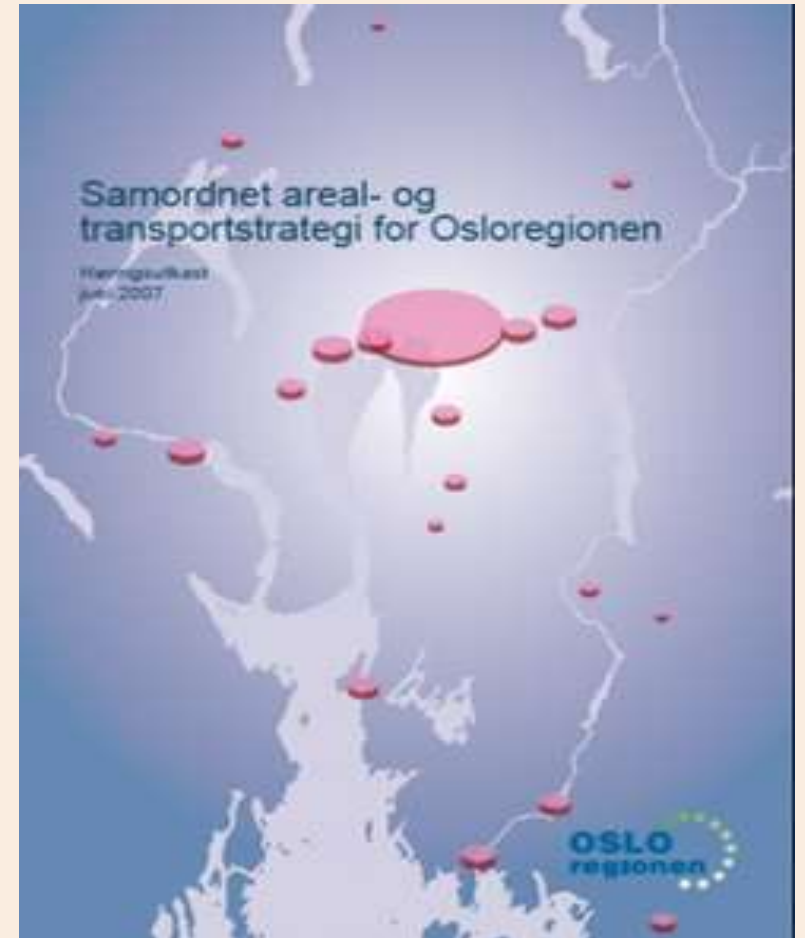
*Need for coordination in a high populated area with many municipalities and several counties.*



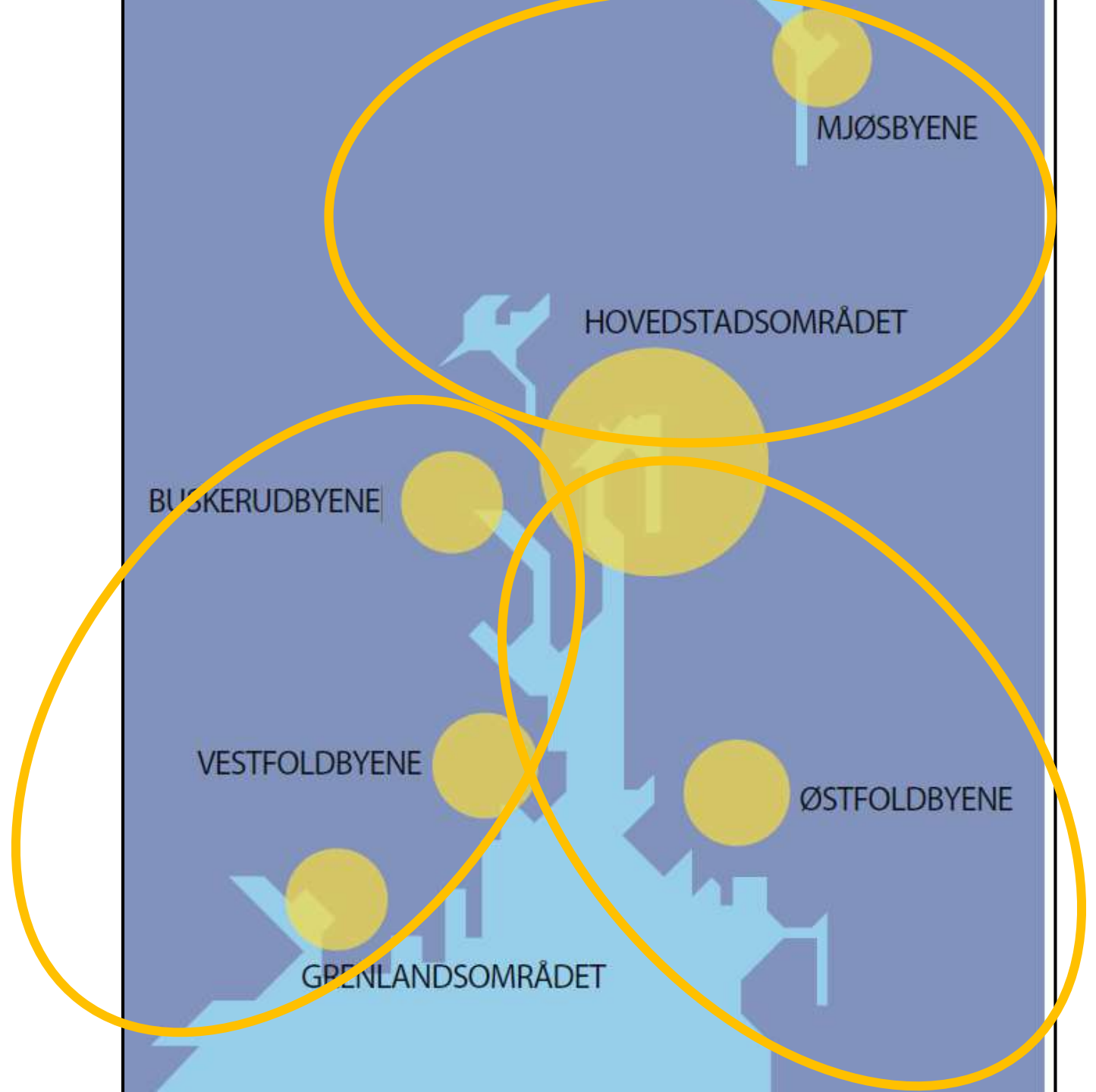


# Strategy for transport, land use, 2007

- First strategy. Innovative in its approach to integrate transport and land use.
- Was the basis for a formal plan for land use and transport initiated by the National government for Oslo and Akershus County.
- Aim to support city development in the region and an effective transport system linking them together – a polycentric region.
- Sets out principles to stop city sprawl, conserve forest and farmland.
- Points to the need for the strengthening of rail transport



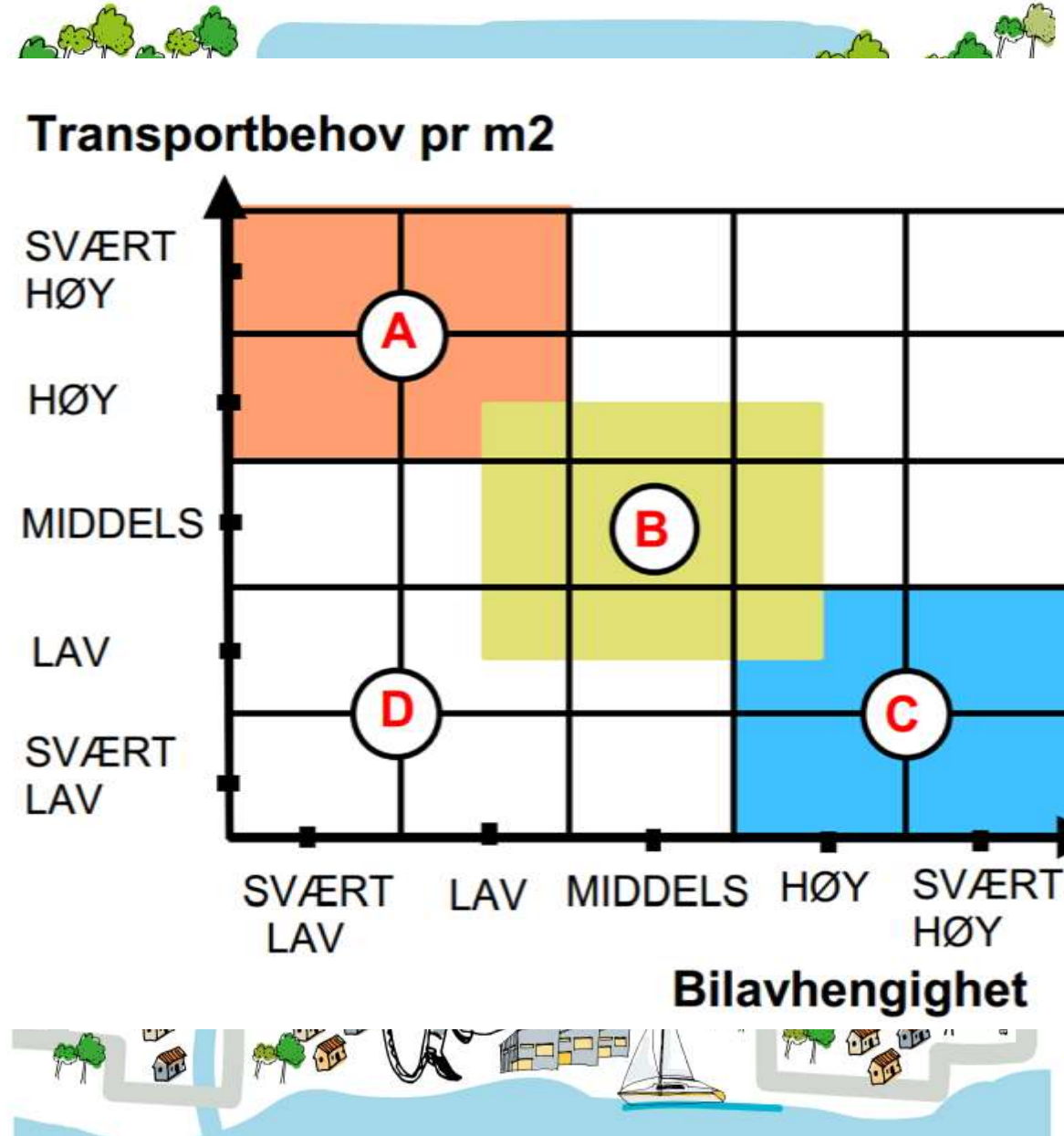
# Improved transport system in combination with development of cities outside Oslo





# City development

- Compact and full range of services
- «15 minute City» – short distances
- Different functions located in the right spot, including public owned facilities.



# Nature, fjord and forrest

- Green areas, farm land, beach areas.
- Balancing of growth and development
- Public access to forrests, lakes and the fjord
- Compact cities and zero emmission solutions





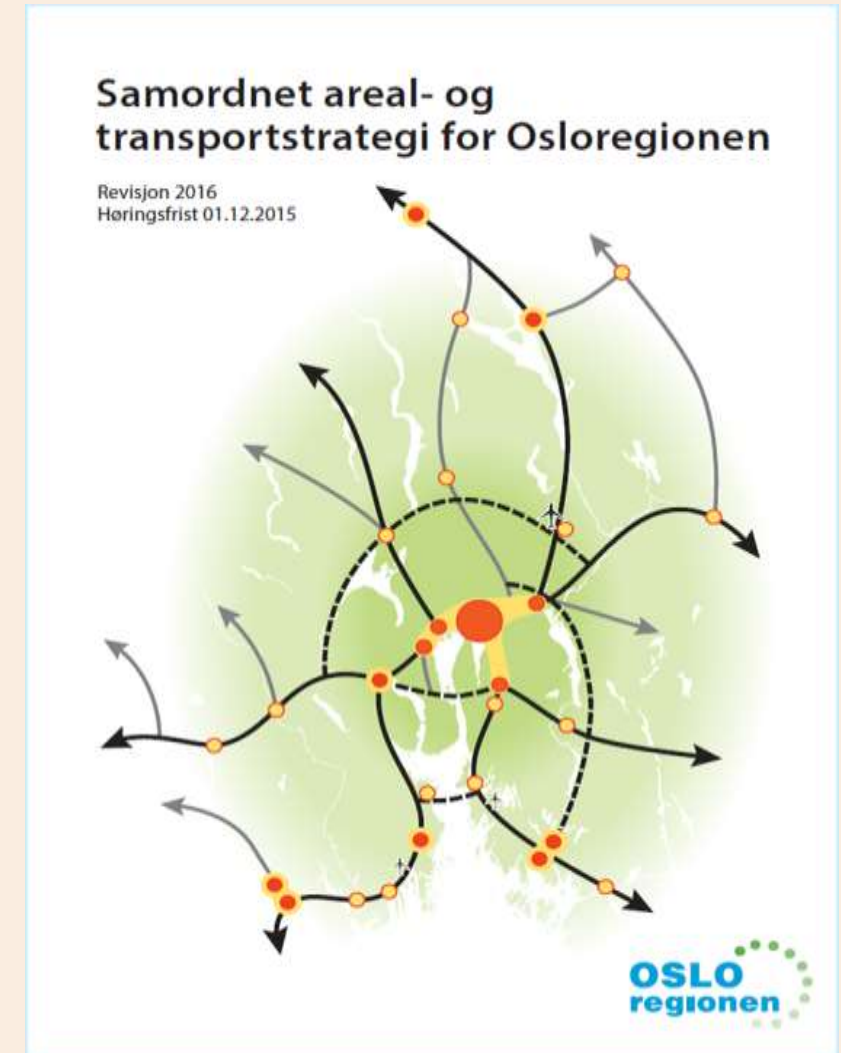
# Joint strategy for goods and logistics, 2012

- Strategy for logistics and the transport of goods
- Initiated a «hub – satellite» plan for concentrating logistics terminals with road and rail access in Oslo as well as to the north and south of Oslo.
- Road connections around Oslo
- Underlines the challenges in the handling of growing amounts of imported goods, especially from Europe.



# Joint strategiens for transport, land use and logistics, 2016

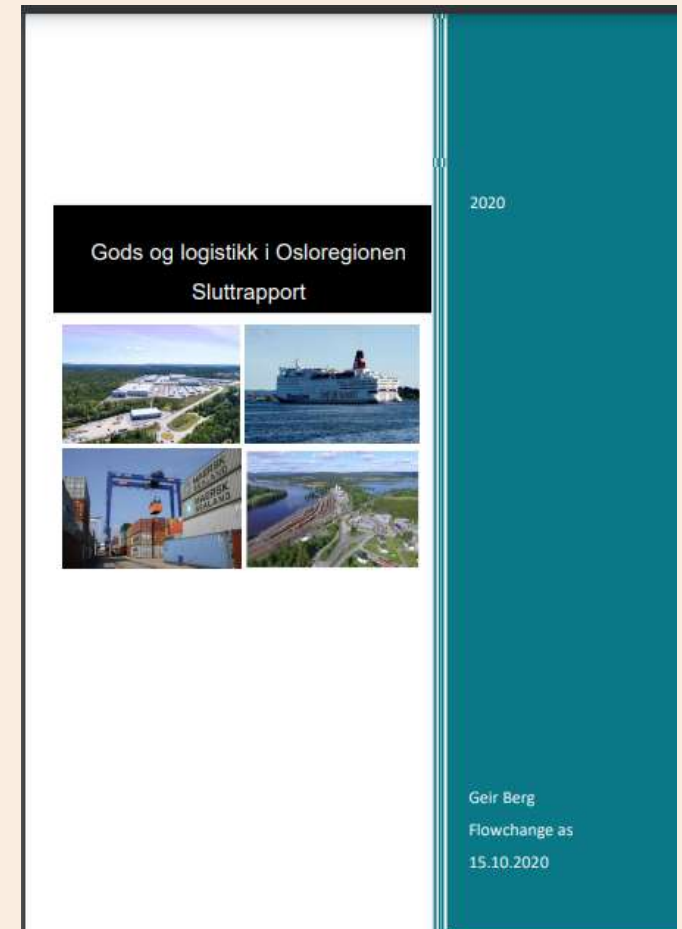
- Revised strategy for spatial planning and land use.
- Amendments to the 2007 version:
  - Larger area (the Oslo Region Alliance had grown geographically)
  - More emphasis on the environment and climate issues
  - Zero-growth aim for personal car transport – all growth should be handled by walking, biking and public transport
  - More emphasis on cross border transport connections to Stockholm, Copenhagen and the European continent.



**Osloregionen**

# Status report goods and logistics, 2020

- Status report about logistics and the transport of goods in the Oslo Region
- Basis for national and nordic efforts to strenghten transport of goods by sea and rail.
- Point to growing congestions in the logistics system, more than 20 % growth ind raod transport of goods since 2012.
- Few improvements since 2012 in terminal structure







# The Oslo Region's proposals for the national government now

- More than 50 % of CO2 emissions from the transport sector in Norway comes from transport in the Oslo Region – Important that the national government invests in transport infrastructure here.
- 80 % of imported goods in Norway land in the Oslo Region. Roads are nearing full capacity
- Rail transport must have capacity and efficiency
- Support for international rail links



# Climate and environment

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# The Oslo Region Alliance and UN 17 Sustainable Development Goals

- The Oslo Region Alliance will contribute in achieving following UN17 SDGs:
  - *Goal 9: Industry, Innovation and Infrastructure*
  - *Goal 11: Sustainable Cities and Communities*
  - *Goal 12: Responsible Consumption and Production*
  - *Goal 13: Climate Action*
  - *Goal 17: Partnership for the Goals*
- In addition on Climate and Environment:
  - *Goal 7: Affordable and Clean Energy*
  - *Goal 14: Life below Water*
  - *Goal 15: Life on Land*



A wide-angle, high-angle photograph of a multi-lane highway during the "blue hour" of twilight. The road is filled with cars, their headlights and taillights blurred into streaks of light due to a long exposure. The traffic is moving away from the viewer. In the background, a city skyline with several tall buildings is visible against a hazy, overcast sky. The overall atmosphere is one of a busy, modern urban environment.

# The challenge: congestion, pollution and climate



# Mayor's declaration on Climate and Environment

- February 2019 – 1st version of declaration was signed in Oslo City Hall - Oslo European Green Capital
- June 2022 – renewed declaration with a stronger focus on the urgent climate and nature crises
- 54 mayors have confirmed their support on the declaration





# Race to Zero 2021 – COP27

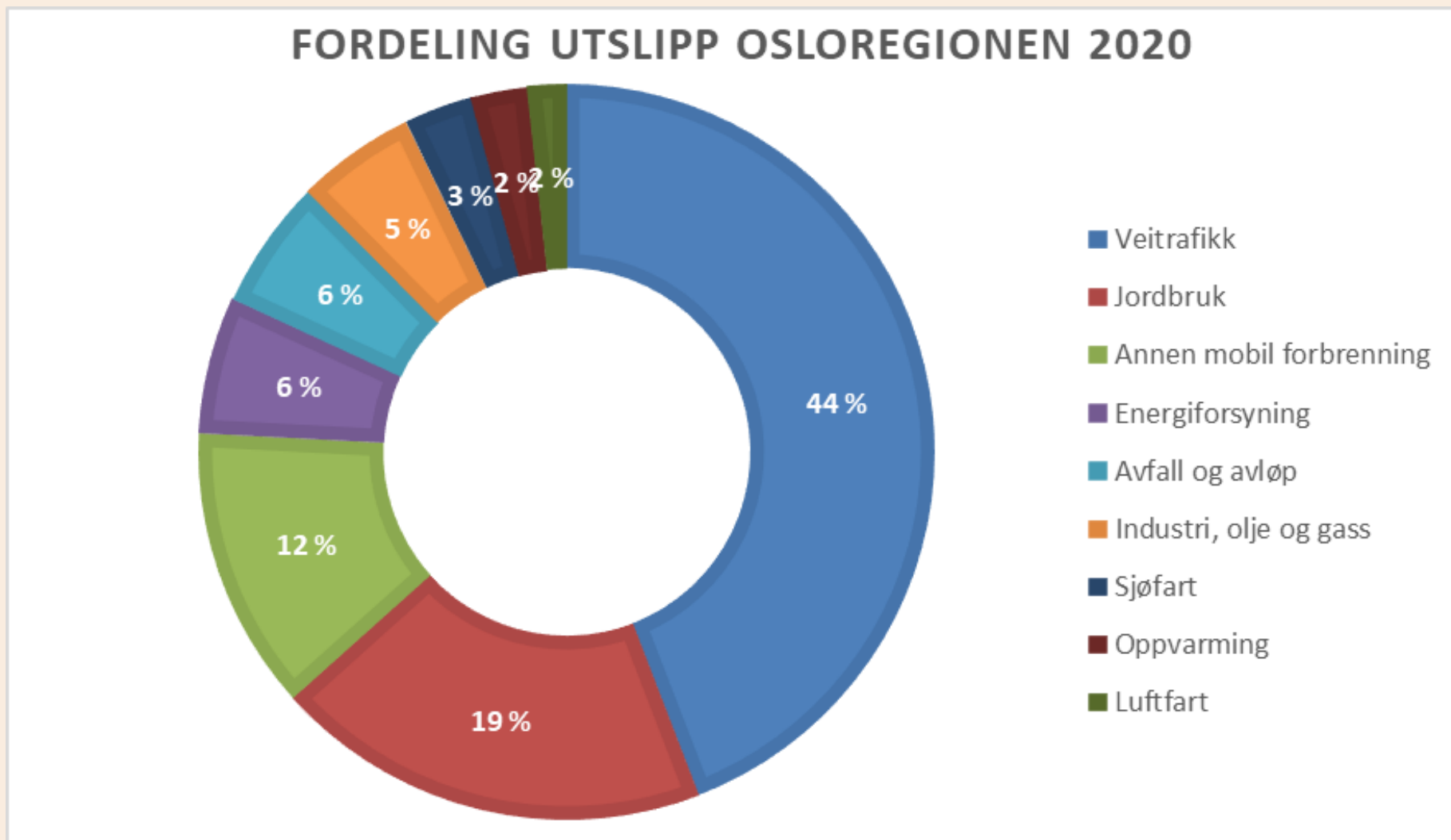


# Annual publication – Climate status in the Osloregionen

- Best cases on climate action in the municipalities
- Analysis of development on climate gas emission
- Development on other relevant indicators



# Climate emissions 2020 – on different sectors





# Best case on climate action



# Oslo Region Climate Academy

- Knowledge-development and sharing of experience between municipalities and other actors
- Following up the Mayors declaration on Climate and Environment
- 4 digital webinars per year the year on selected topics
  - *Example on topics: Climate budget, circular economy, climate adaptation and resilience*
- October 27th: Sustainable Forestry in the Oslo region



# Energy Stations – Green Freight Transport

- 1/3 of climate emissions on transport from heavy vehicles in Eastern Norway (2020)
- National goal 50% reduction on transport emissions in 2030
- Municipalities and counties - important as governments on planning, climate, business development
- Project 2022-2024:
  - *Identifying areas for energy stations on zero emissions*
  - *Development of common guidelines on spatial planning and development on energy stations*





# Mission Oslofjord – critical ecology status

- The Oslofjord is put under extreme pressure and there is a real concern that the ecosystem will collapse
- Main pollution sources:
  - *Emission of waste water – lack of efficiency in waste water treatment plants*
  - *Runoff from agriculture*
- Municipalities important stakeholders as local governments
- Project on contributing, knowledge sharing on improving the environmental situation



# International attractiveness and positioning of the Oslo Region

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*The Oslo Region  
needs:*

*New investments*

*Retain investments*

*Talent*

*Visitors*

**Osloregionen**







Connecting cities  
Building successes



# #ProjectOsloRegion

**Brand management strategy for  
the Oslo Region**

#ProjectOsloRegion



**The international Oslo Brand:**

**Oslo Region = Oslo**





# Areas for improvement for the Oslo brand

A photograph of a woman in a white long-sleeved shirt with her arms raised in a crowd, smiling. The background shows a cityscape at sunset with several construction cranes and a large building under construction.

## Increased visibility

**IMPROVE**  
perception of culture

**BUILD ON**  
quality of life

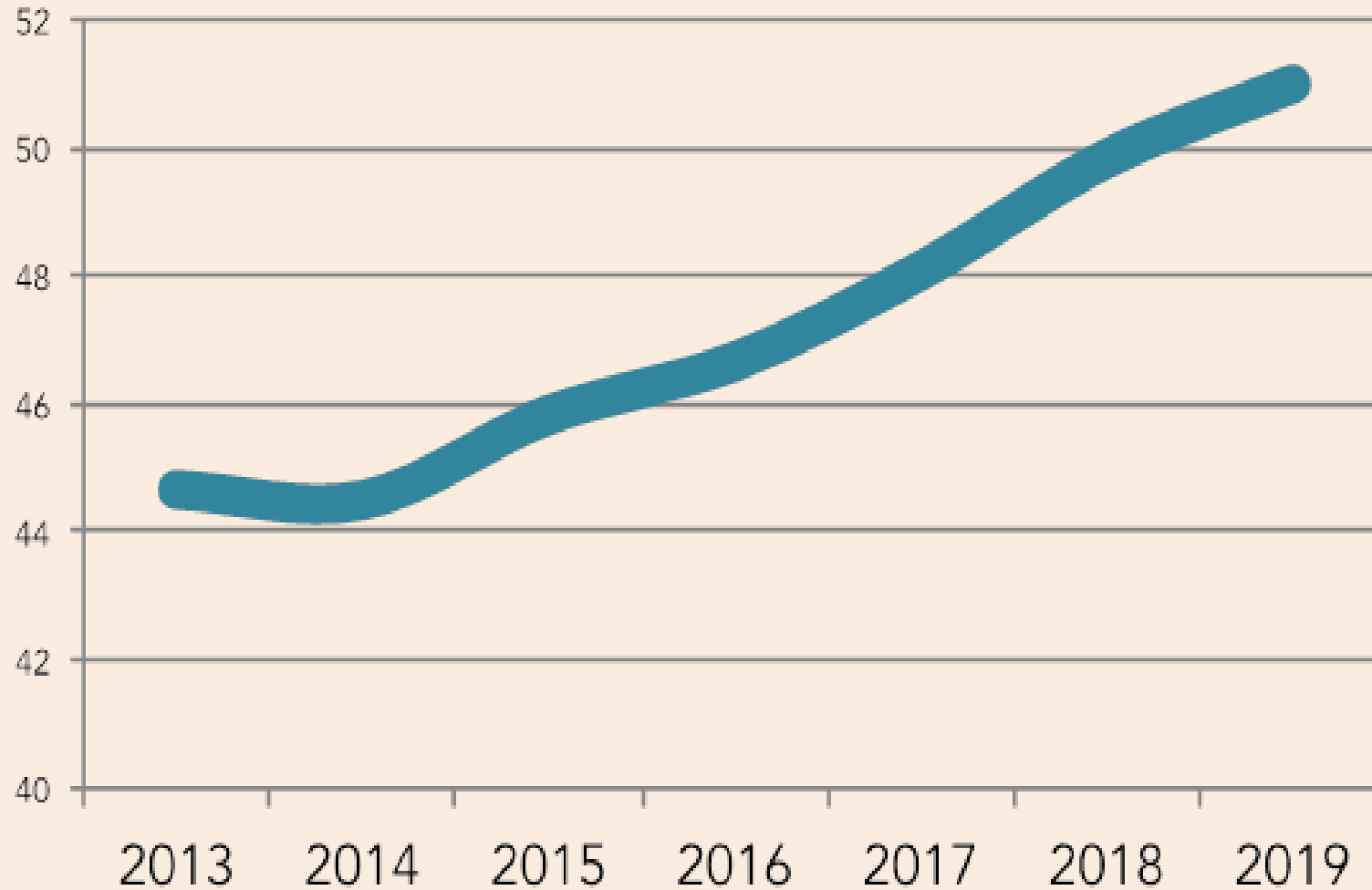
**ENHANCE**  
business attractiveness

**INCREASE**  
hospitality performance

A close-up photograph of the heads and shoulders of a crowd of people, showing various hairstyles and colors of hair.



# Oslo's international visibility



	Change in Interest, 2013-2019
Oslo	+14.2%
Copenhagen	+12.9%
Helsinki	+6.5%
Stockholm	+2.0%

A piece of brown, textured paper is torn, revealing a white surface underneath. The word "WHY?" is printed in a bold, black, sans-serif font on the white surface. The paper is crumpled and has a rough, irregular edge where it was torn.

**WHY?**











# CHILI CON CARNE



CHILI CON CARNE

**TEXAS RED**

NORWEGIAN INRIGA, CHAYOTE + AVOCADO

ON NACHOS OR RICE

OR WHAT ABOUT BOTH???

CHOOSE YOUR TOPPINGS:

MOZARELLA, ONION, YOGURT, CORIANDER

100-

SAUCE

TRY OUR  
HOT SAUCE!







# OSLO: THE NEW CAPITAL OF SCANDI COOL

[cntraveler.com](http://cntraveler.com)



# Space Tech Vorspiel

Torsdag  
14. november  
@ Kvarten

Technology Summit  
Kongsberg



*Campaigns and projects with stakeholders and brand partners*



**Osloregionen**

# Talent Attraction: Recruitment of Software engineers + DevOps Engineers



# Investment: Invest in Oslo







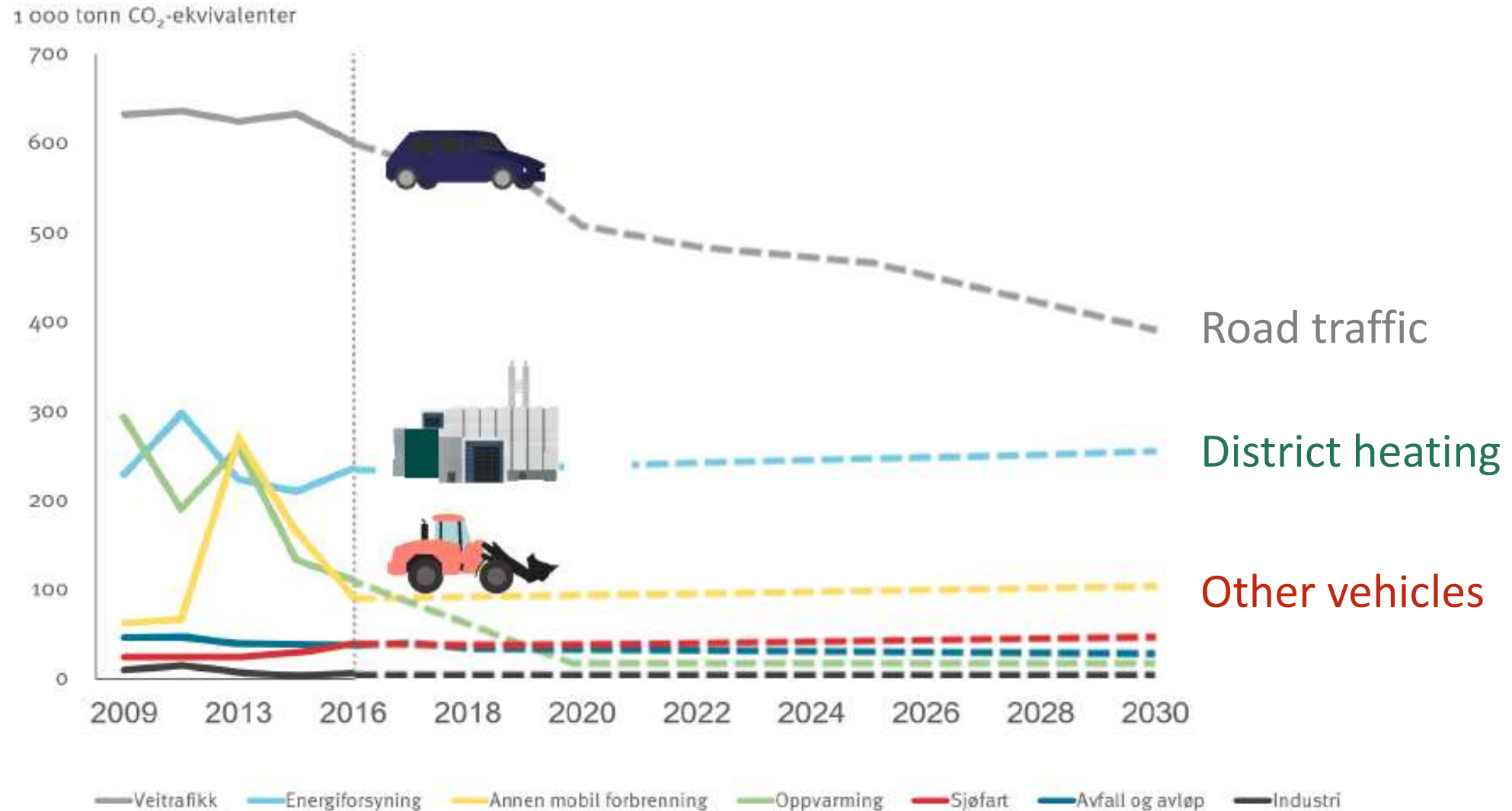
# European Green Capital 2019 (EGC)

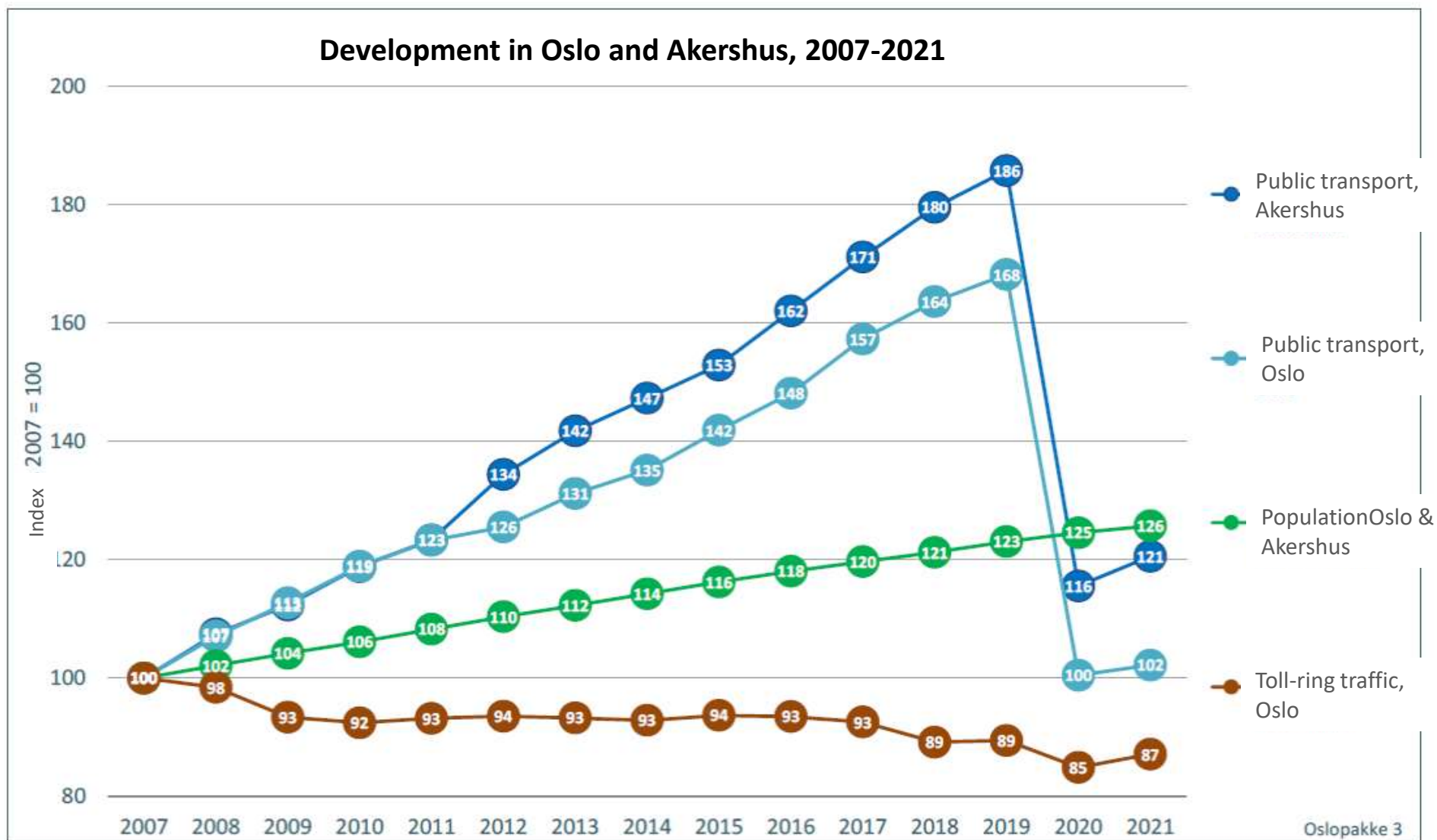


[www.osloregionen.no](http://www.osloregionen.no)



# The main challenges in reaching the 2030-target





Source: Norwegian State Highways Authority