

The Future of the Nordic Brand

The Nordic perspective – a set of values

Compassion, tolerance, and conviction
about the equal value of all people

Openness and a belief in everyone's right to
express their opinions

Sustainable management of the
environment and development of natural
resources

Trust in each other and also, because
of proximity to power, trust in leaders
in society

New ways of thinking, focusing on
creativity and innovations

Curiosity and adaptation



Everyday life for
everyone



Inclusive and
welcoming



Genuine, truthful
and empathic





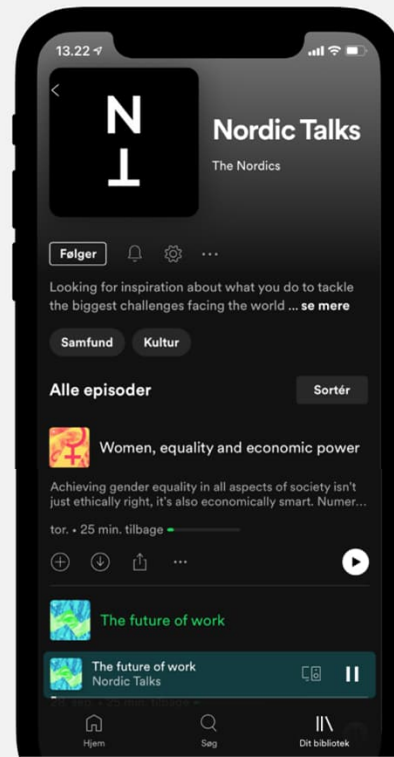
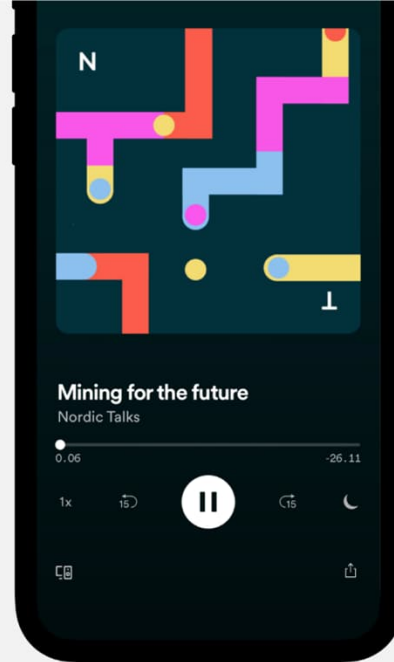
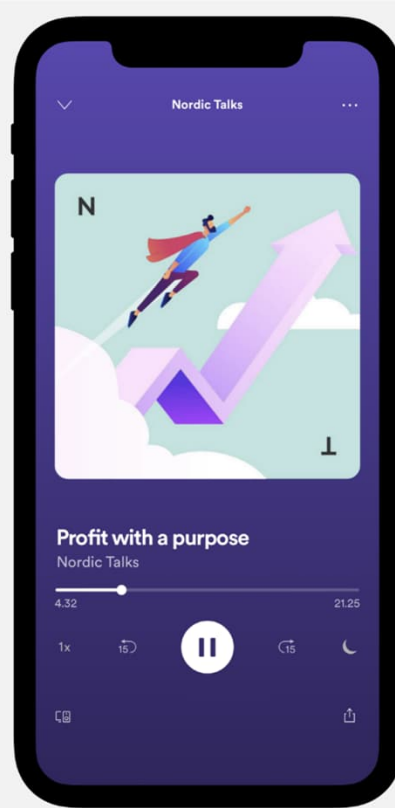
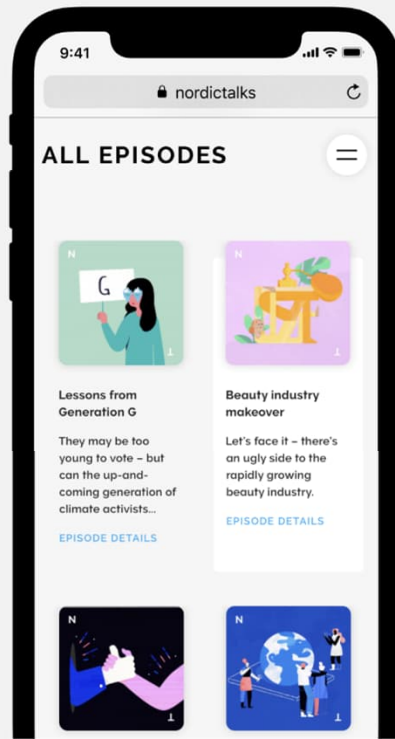
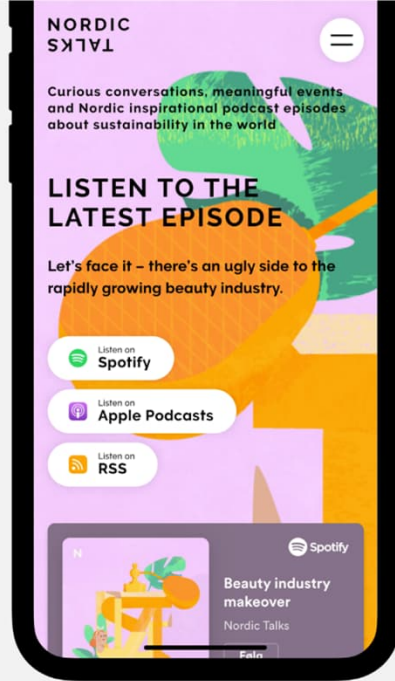
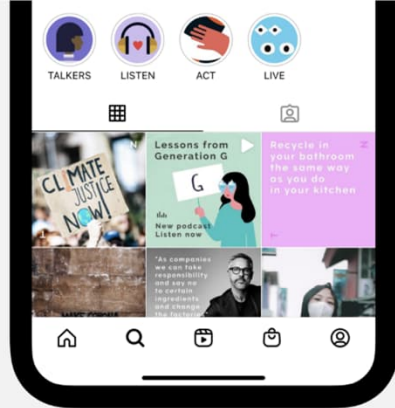
*Future is for those who adapt fast
and transfer strategies to value
based actions.*





*The demand of the future is holistic,
not the policy, product or the service,
but the whole process of value
creation.*







90+

Events

44

Countries

80

Nordic embassies

200+

Partners

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Thanks.

