



KIRKENE  
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Coastal Norway

# Regional Presentations

NORA Conference | Stornoway

1 July 2025



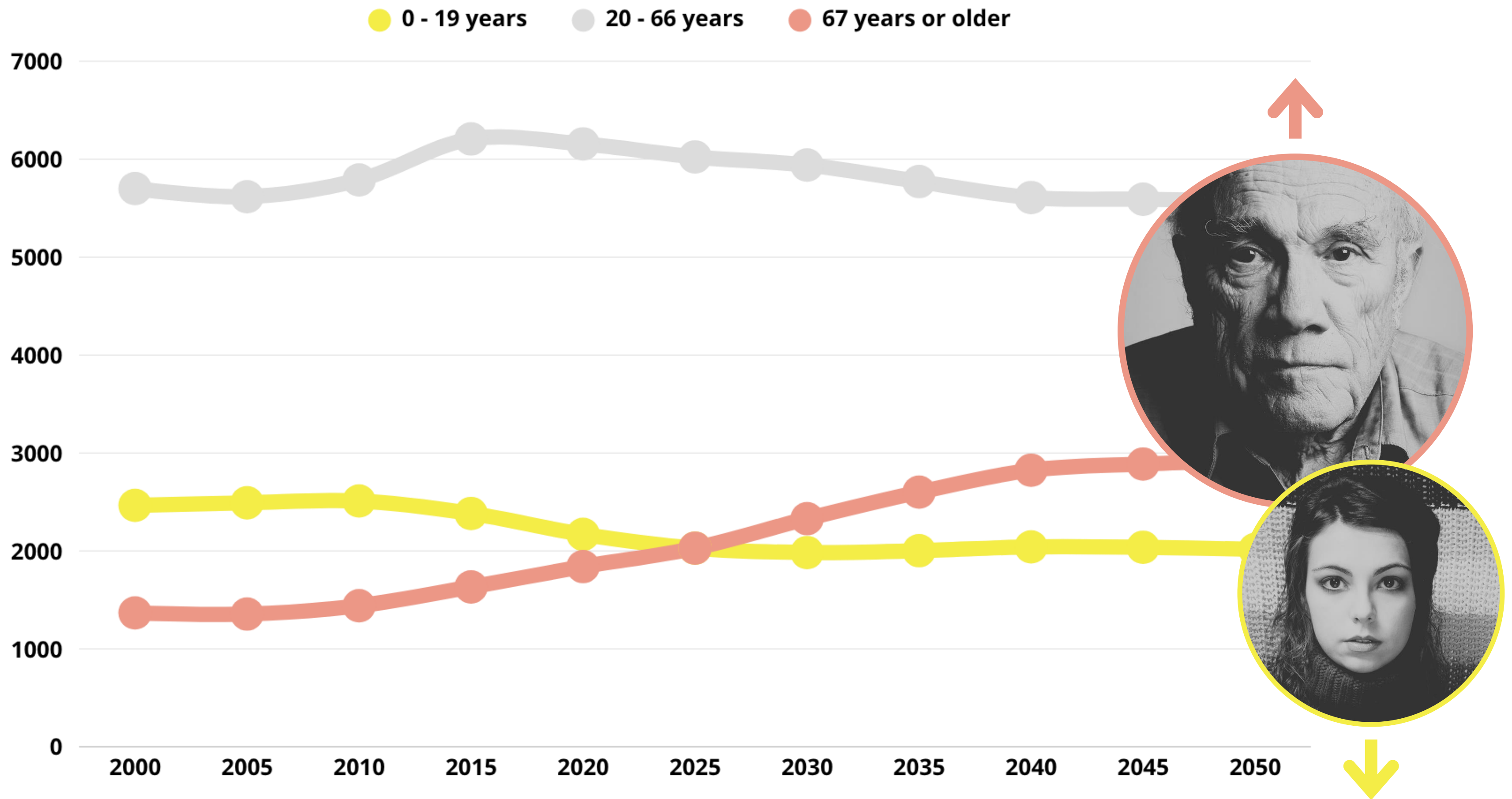


We contribute to making Sør-Varanger attractive and growth-oriented through activities that promote competence, sustainability, innovation and collaboration.









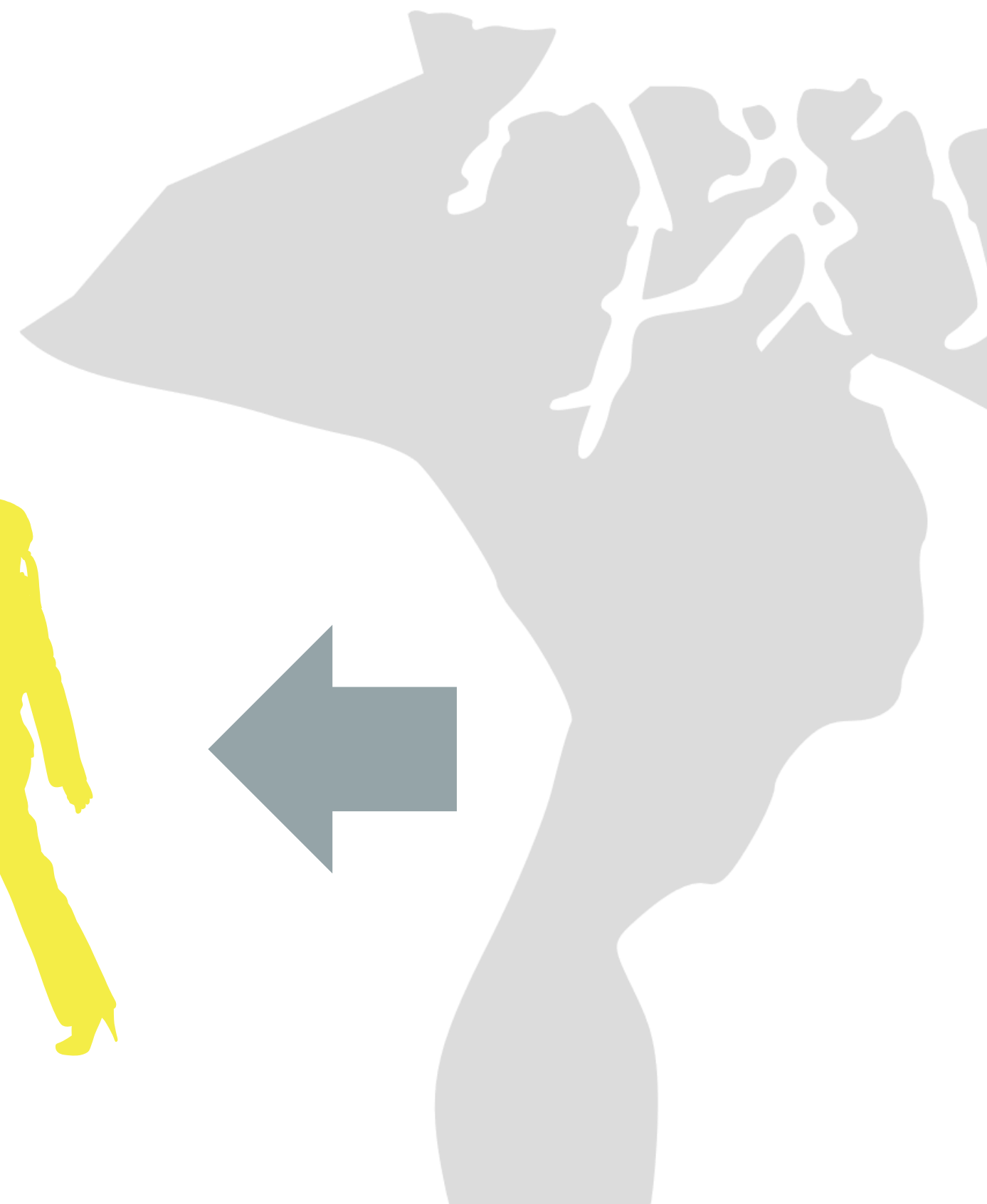
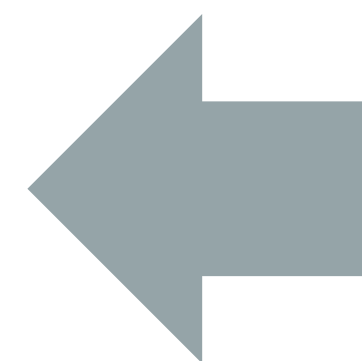




ATTRACTIVENESS  
=  
ATTRACTION



# COMPETENCE & RECRUITMENT





# INNOVATION & ENTREPRENEURSHIP







# ICE Kirkenes

The Center of Arctic  
Entrepreneurs



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







The Journey of  
Entrepreneurship

# EMBRACING UNCERTAINTY AND CHALLENGES

Entrepreneurs in remote areas face unique challenges:

- **Isolation X Comfort zone**
- **Limited networks X Fear of international**
- **Difficulty accessing funding X Never ready**







The Journey of Mindset  
Change

# IT IS NOT MEANT TO BE EASY

To have sustainable regions, we need to nurture the presence of:

- **YOUTH**
- **INNOVATION**
- **CULTURAL HERITAGE**







The Journey of Mindset  
Change:

# RISK DISCOMFORT MONEY

Let's take these steps together:

- **Break stereotypes**
- **Encourage risk-taking**
- **Cut bureaucracy**







The Journey of Mindset

change  
**PEOPLE DEFINE CULTURE**

**FAMILIES SHAPE PEERS**

**PEERS IMPACT NETWORKS**

Keep in mind:

- **Risk**
- **Discomfort**
- **Money**







The Journey of Mindset

Change  
**NEW MEETING VENUES**  
**STRONGER NETWORKS**  
**TECHNOLOGY EXPOSURE**  
**NEW OPPORTUNITIES**  
**LOCAL INNOVATION**  
**DIVERSIFIED COMMUNITY**  
**ROBUSTNESS**  
**MODERN WORKPLACES**  
**ATTRACTIVENESS**  
**YOUTH RETENTION**  
**HERITAGE AND RESILIENCE**







# ICE Arctic Youth Community

2023 - 2026 Norway, Iceland, Faroe Islands, Greenland

ICEAYC project co-funded by



The Norwegian  
**Barents Secretariat**



ARCTIC CIRCULAR  
ECONOMY SUMMIT

7-9 October 2025  
Kirkenes, Norway

The most memorable  
**circular transition**  
event in the Arctic



The Norwegian  
**Barents Secretariat**

**SAMFUNNSLØFTET**  
SpareBank 1 Nord-Norge







GENGREEN





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