

oslo
innovation
week 20–24 Oct
2025

Event Organiser Guide



Oslo Innovation Week

Oslo Innovation Week invites you to the heart of Nordic innovation 🇳🇴

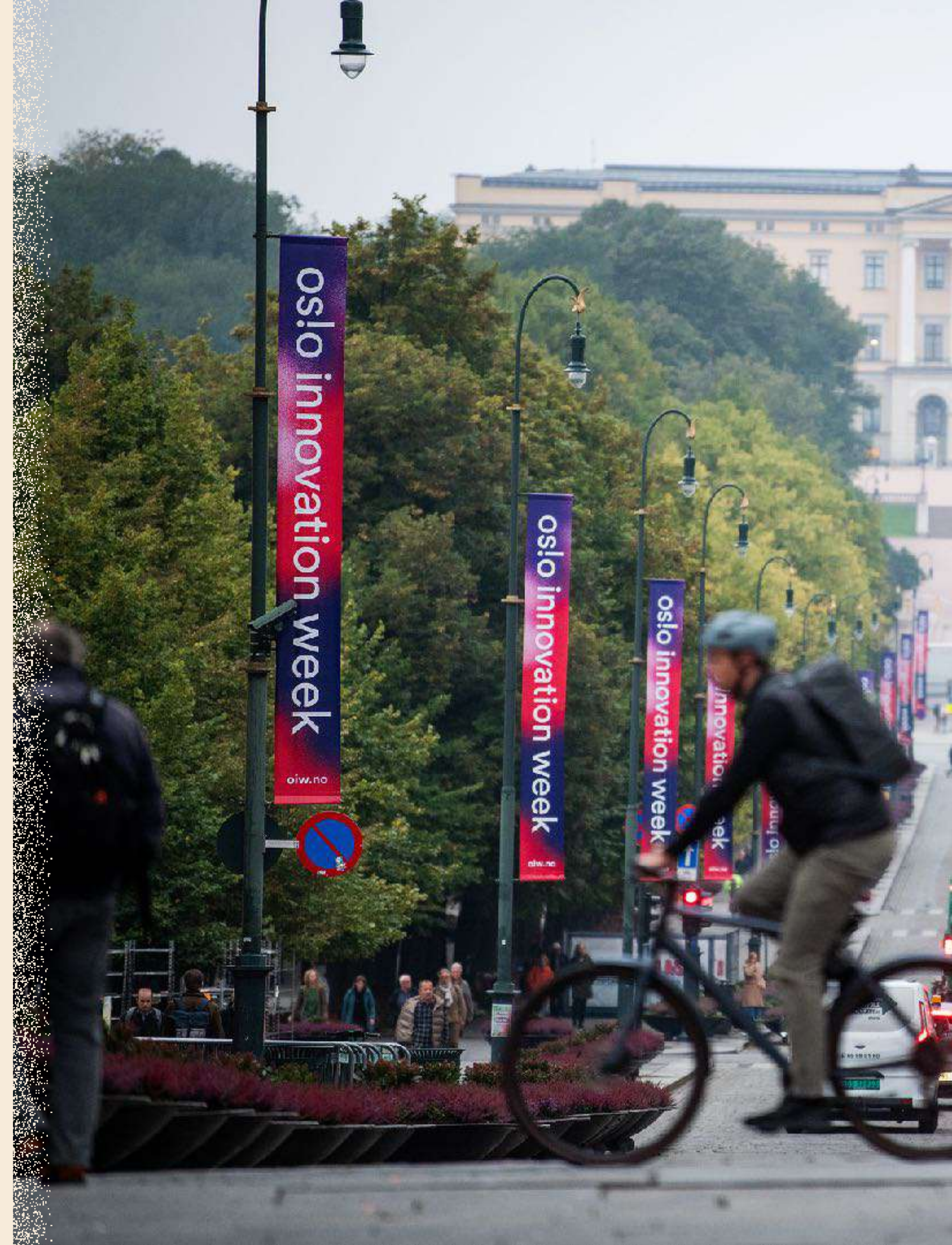
We are an umbrella event uniting 80+ events driven by both Norwegian and international incubators, investors, and players in the startup ecosystem, all contributing to real climate solutions.

We aim to help Norwegian companies grow, promote Oslo and Norway as good places for business, attract and keep tech talent, and bring more investment to Norwegian startups and scaleups.

Oslo Innovation Week 2025 will take place from 20–24 October.

Oslo Innovation Week is owned by the City of Oslo and project managed by Oslo Business Region.

#oiw2025 | oiw.no



Our goal for 2025

Achieve 30% international attendees

How will we get there?

- **40 events will be co-hosted by Norwegian and international companies.**
- International exposure through **PR and marketing** to promote Oslo's startup and innovation ecosystem
- **A tailored program for top-tier international climate VCs and LPs.**
- Bring delegations from **the USA, UK, Germany, and France**, including embassies and chambers of commerce.



What's in it for you?

Showcase your company

Get your company in front of 16,000 attendees (27% international in 2024). Share your solutions and expertise with a global audience eager to discover what's next.

Network access

Meet and attract top talent, investors, customers, and partners by being part of our official program.

Community

Connect with 200 event organisers shaping Oslo's startup ecosystem and help position the city as a global innovation hub.



Theme Oslo Innovation Week 2025

Real Action. Real Impact. Real Oslo.

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In a global landscape full of big promises and unanswered questions, here in Oslo, we stand out by focusing on real action and impact. Our commitment to action runs deep. As the first city in the world with a climate budget, climate action is woven into our very fabric.

That's why, at Oslo Innovation Week 2025, we're putting the spotlight on real action, real impact, real Oslo. From renewable energy and health tech to the circular economy and ocean tech, Oslo's 3,000 startups and scaleups are as diverse as the challenges they're tackling.

Come to Oslo Innovation Week 2025 and experience a startup and innovation ecosystem that is as welcoming as it is ambitious. No bullshit— just real solutions that work for everyone.

Join us in Oslo from 20-24 October.
Real Action. Real Impact. Real Oslo.

Real Action.



Oslo is home to a resilient and forward-looking startup and innovation ecosystem.

Real Impact.



Innovation is at the intersection of climate action and technology; bringing innovation to renewable energy, health tech, the circular economy, ocean tech and many more.

Real Oslo.



By down-to-earth founders and an easy access ecosystem grounded in collaboration and trust.

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Real Action.

Real Impact.

Real Oslo.

How to become a part of it?

Application process

1. Idea & Partner

Find a partner and come up with an event idea

2. Requirements

Refine your idea to make it match our event criteria

3. Application

Create an account and complete the application form.

You can make changes later. Securing all speakers at the application stage is not required. We are mostly interesting in your idea.

4. Decision

We'll get back to you within 5 working days

The screenshot shows the 'Your Event' application form for Oslo Innovation Week 2024. The interface is dark-themed with purple and blue accents. A sidebar on the left contains navigation options: Home, Your Event (active), Settings, and Logout. The main content area is divided into sections: General Info, Event Date, Details, Tags, Speakers, Contact Persons, and Review. The 'Event Date' section is currently active and contains fields for 'Start Date and Time' and 'End Date and Time', each with a date selector and time pickers. A 'Continue' button is located below the date fields. A 'Save & Exit' button is in the top right corner.

Event Organiser Criteria

We have selected 2 focus criteria for Oslo Innovation Week 2025

1. (International) Partnership requirement

- Collaborate with at least one external entity (company, organisation, or university).
- Partners must contribute content and invite guests; venues or subsidiaries are not valid partners.
 - Our definition of a partner:
 - A partner is a separate entity that helps build the event program
 - A partner has a mailing list to invite attendees
- Events collaborating with an international partner will receive more marketing exposure.

2. Minimum diversity requirement

- Achieve 50% gender balance on stage
 - This will be checked by the speakers you upload to your event page.
- We encourage you to approach diversity from a broader perspective.

All events must:

- Be in English
- Last no longer than 2 hours (longer events require justification)
- Provide added value to Oslo's startup and innovation ecosystem
- Follow diversity and inclusion guidelines (OXLO)
- Complete the Event Organiser Survey after the event

Roles & responsibilities

Oslo Innovation Week is owned by the City of Oslo and project managed by Oslo Business Region

Oslo Innovation Week

- We manage the program and promote Oslo Innovation Week as a whole to attract (international) attendees.
- We promote your event in our program page, social media channels and newsletters
 - Events with only Norwegian partners will be promoted 1x on our social media channels.
 - Events with international partners will be promoted 2x on our social media channel and potentially featured in our newsletters
- We work with a PR agency to host an international media delegation.
- We reserve the right to cease the agreement at any time if the organiser has not met the criteria or important deadlines.

Event Organiser

- You are the legal owner of your event and responsible for your event, including but not limited to promotion, production, booking, costs, invitations/tickets.
- You are responsible for your event information by filling out the event link form. Tag us using the hashtag **#oiw2025** and we will do our best to repost on our social media channels.
- You can submit a media story to hey@oiw.no
- You stick to the event requirements as stated in the Event Organiser Guide 2025.

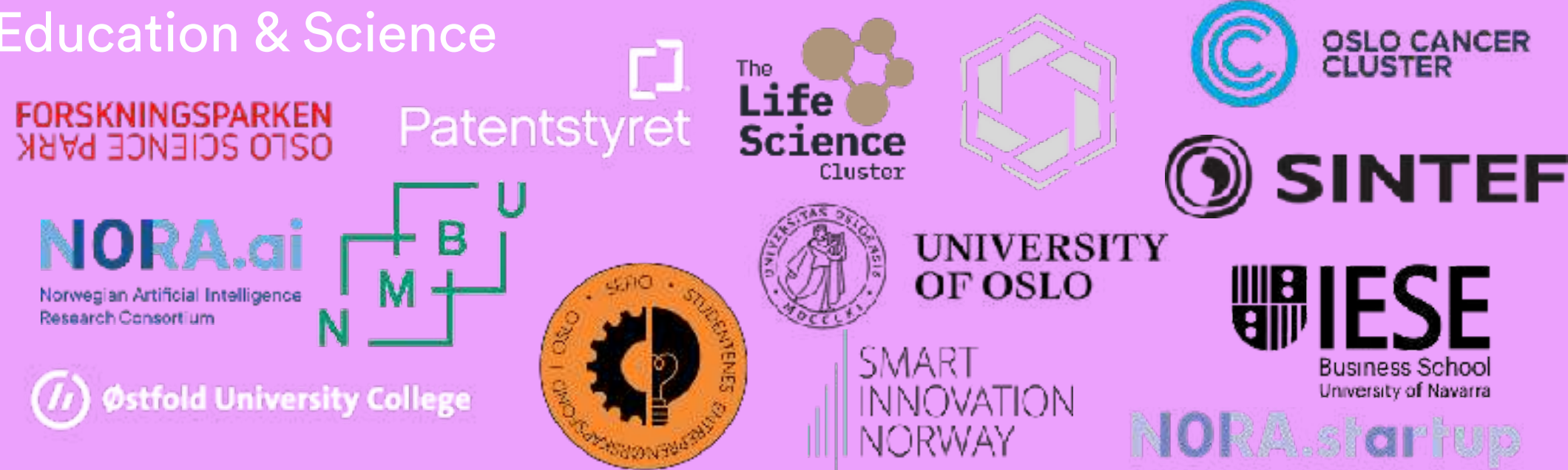
Timeline

Timing 2025	Activity	Dates & Deadlines
January	Community Meetings	29 - 30 January (in person) 11 February (online)
March - April	Event registration period	1 March - 30 April
May	Event organiser onboarding workshop	6 May, 09.00 - 11.00
May	Soft program launch <i>Event partner, idea and name locked</i>	Monday, 12 May
August	Program lock <i>Final edit event description and speakers</i>	Wednesday, 20 August

Oslo Innovation Week 2025 | 20 - 24 October

Join the community

Education & Science



Public institutions



Owner & Project Manager



Partner



oslo innovation week 23-27 Sept 2024

Networks & Community



Business



Finance & Investors



Apply from 1 March

We only accept quality events that adhere to our criteria.

The period for submitting your event application runs from 1 March to 30 April 2025.

Applications are assessed on a rolling basis,
so we encourage you to apply early!

We look forward to hearing from you!

Apply 1 March - 30 April

Questions: hey@oiw.no

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