Base-line assessment – Brand Norway

Dette er en intervju guide for de kvalitative intervjene utført av utekontorene til Innovasjon Norge sommeren 2016.

The survey is conducted using a semi-structured interviewing method, where each interview is scheduled to last for about 1 hour. A common interview guide with both general and industry specific questions is used as the basis. This leaves the interviewee the opportunity to discuss and further elaborate on the questions and topics they find important. The use of a semi-structured method also indicates that not all respondents needs to answer all questions, but rather that the topics in the interview guide is the foundation for the conversation.

Associations towards Norway

- When thinking of “Norway” what are the first associations that comes to your mind?
- Anything specifically positive? Anything specifically negative?
- From your point of view, is there anything you perceive Norway as especially good or bad at?
- Do you perceive Norway as different from the other Nordic countries? If so, in what way?
- Have you been in Norway or would you like to go there? Why/Why not?
- Could you see yourself living/working in Norway? Why/Why not?

Associations towards “Norwegian / The Norwegian”

- What associations do you have with Norwegian government and the societal model?
- What associations do you have with Norwegian politics?
- Do you perceive Norway an organized/unorganized country?
- What associations do you have with Norwegian culture?
- What associations do you have with Norwegian nature?
- Does Norway take sustainability seriously? If so, in what ways does it show/what is best practice?
- From your point of view, is there something you perceive as especially positive when it comes to the Norwegian society/way of being?
- From your point of view, is there something you perceive as especially negative when it comes to the Norwegian society/way of being?

Associations towards Norwegian business and commerce

- What associations do you have with Norwegian business and commerce?
- Anything specifically positive? Anything negative?
- In your point of view, is there any industries/sectors/branches where Norway stands out/are especially strong?
- In your point of view, is there any industries/sectors/branches where Norway are weak/invisible?
- Can any of the following areas become areas of growth for Norway in the future?
  - Clean energy
  - Ocean Space
  - Bioeconomy
  - Smart cities
  - Healthcare technology
  - Creative industries
- What impression do you have of Norwegian startup and entrepreneurial communities?
• Do you perceive Norway as an attractive country for foreigners to do business in? Why/ Why not?

Norwegian business style
• Do you perceive Norwegian business and commerce as:
  o Formal/ Unformal?
  o Technologically advanced?
  o Professional?
  o Business oriented?
  o Price and cost focused?
  o Quality focused?
  o Product or marked oriented?
  o Customer oriented?
  o Understanding towards cultures?
  o Trustworthy / ethical?
  o Has the ability to solve challenging situations/conflicts?

Norwegian skills
• How skilled/advanced do you perceive Norwegian businesses as?
• How do you see the Norwegian management style?
• How qualified/ competent are Norwegian workers?
• What is your take on communication/marketing from Norwegian businesses?
• Is Norway a country where workers from your nation would like to work? Why/ Why not?

Perspectives for the future
• If you were to characterize Norwegian business and commerce as a person – what kind of person would that be? (gender, age, style, appearance, etc.)
• Do you have an impression of how Norwegian business and commerce is developing?
• What do you think will be the biggest challenges for Norwegian business and commerce the next 5-10 years?
• Do you think Norway will be a more or less interesting country to do business in/with in 10 years?
• What is the most important thing Norwegian business and commerce needs to improve?
• Is there anything of importance for you that we not have talked about?