

Interreg



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Northern Periphery and Arctic

25 years of cooperation

...CONNECTING THE DOTS

PROJECT SESSION

Bodø, 2nd October 2025

#InterregNPA25



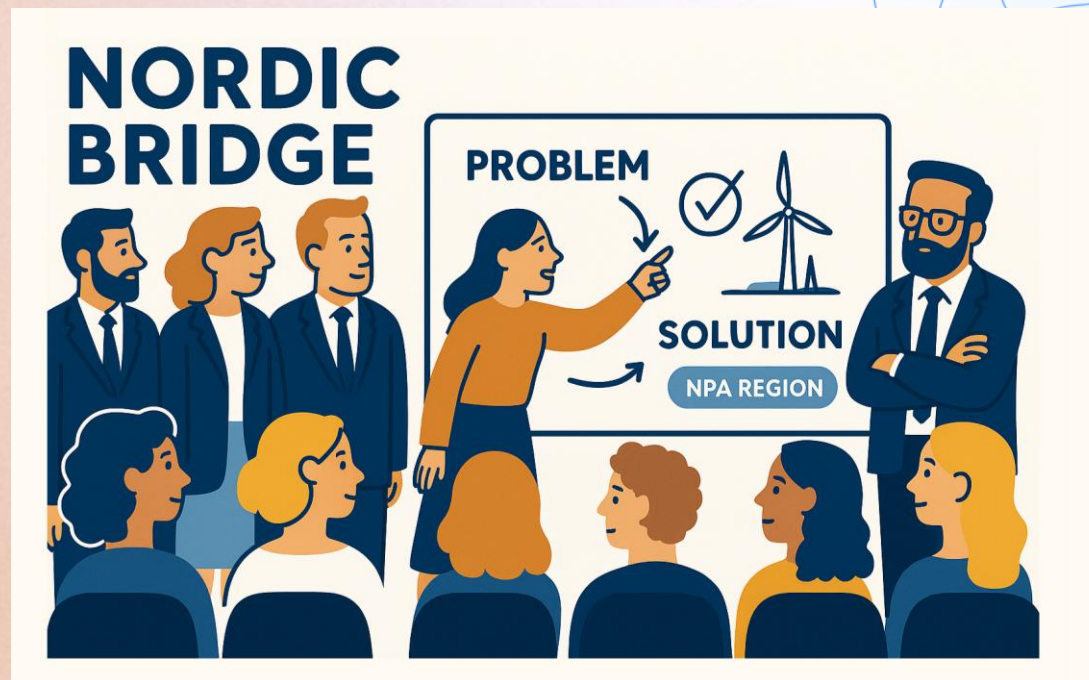
Nordic Bridge

Challenge Drive Collaborations

Empowering Europe's Future through Youth

Presentors:

Umair N. Mughal, Anna Gudrun
Edwardsdóttir, Krastina Anzelika,
Lars Andreas Myrvol



Global Wicked Problems



#InterregNPA25

Climate Change

Extreme weather threatens agriculture, infrastructure, and health.

Cybersecurity Threats

Increasing attacks endanger data privacy and critical infrastructure.

Demographic Shifts

Aging population strains healthcare and pension systems. Youth migration

Political Fragmentation

Rising populism threatens EU unity and policymaking effectiveness.

Public Health Crises

Emerging diseases strain healthcare systems and economies.

Migration Pressure

Large-scale migration challenges integration and social cohesion.

Energy Dependence

Reliance on external sources risks supply disruptions and price shocks.

Economic Inequality

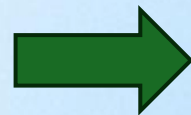
Widening gaps undermine social stability and growth potential.

Resource Scarcity

Water and raw material shortages hamper sustainable development.

Technological Disruption

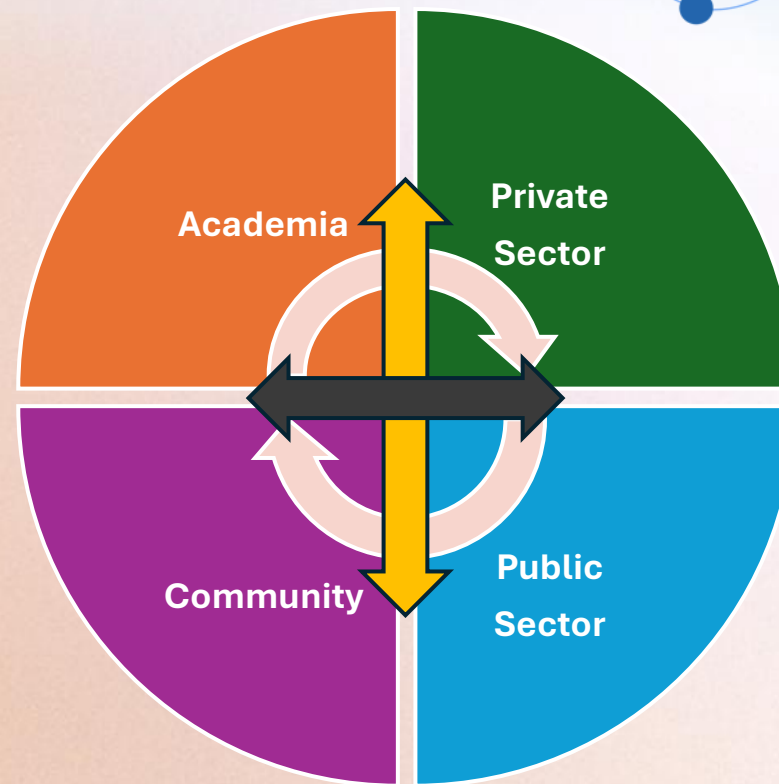
Rapid innovation challenges workforce skills and regulatory frameworks.



**Opportunity for Challenge
Driven Partnerships**

Ecosystem of Challenge-Driven Partnership

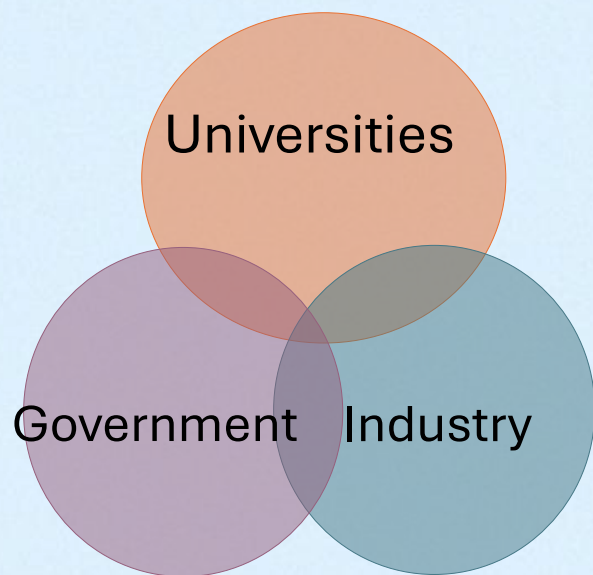
- **Academic Sector (University)**
 - Driving research & innovation
 - Knowledge valorization
- **Private Sector**
 - Scaling solutions for impact through application
 - Taking innovations to market
- **Public Sector (non academic)**
 - Providing regulatory frameworks
 - Offering resources and essential services to enable innovation
- **Community Sector**
 - Ground work by involving people
 - Implementing solutions
 - Engaging society



A Purposeful University

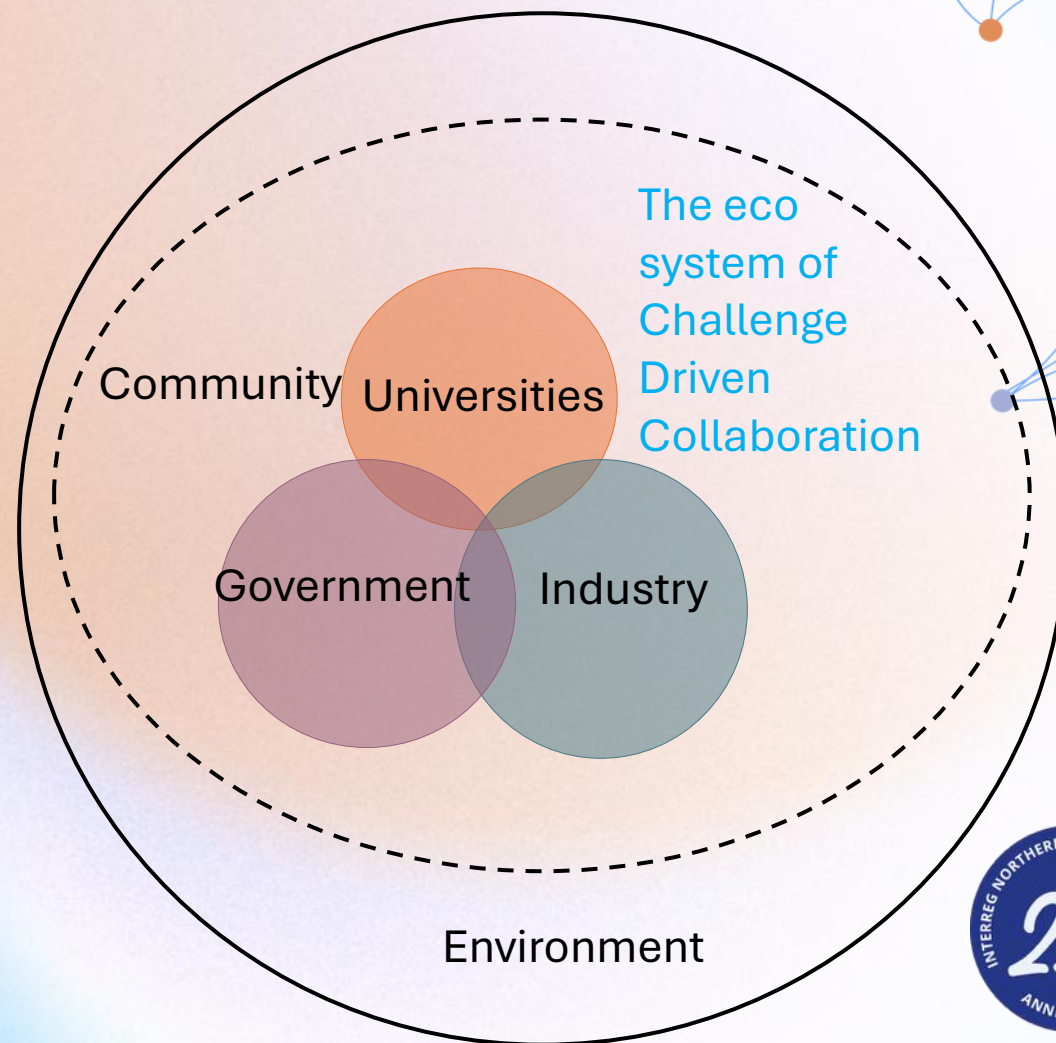
- Established to educate and conduct research - Hubs of learning and discovery.
- Mission is not only to generate new knowledge but also to disseminate it widely.
- Responsibility to serve communities, bridging knowledge and societal needs.
- No longer hold exclusive control over defining what constitutes “the best” knowledge; instead, knowledge emerges collaboratively across sectors.
- A growing need to link research with society, particularly in applied research, to strengthen businesses and drive innovation.
- Increasing emphasize to collaborate with businesses, organizations, and local communities to foster inclusive, sustainable growth.

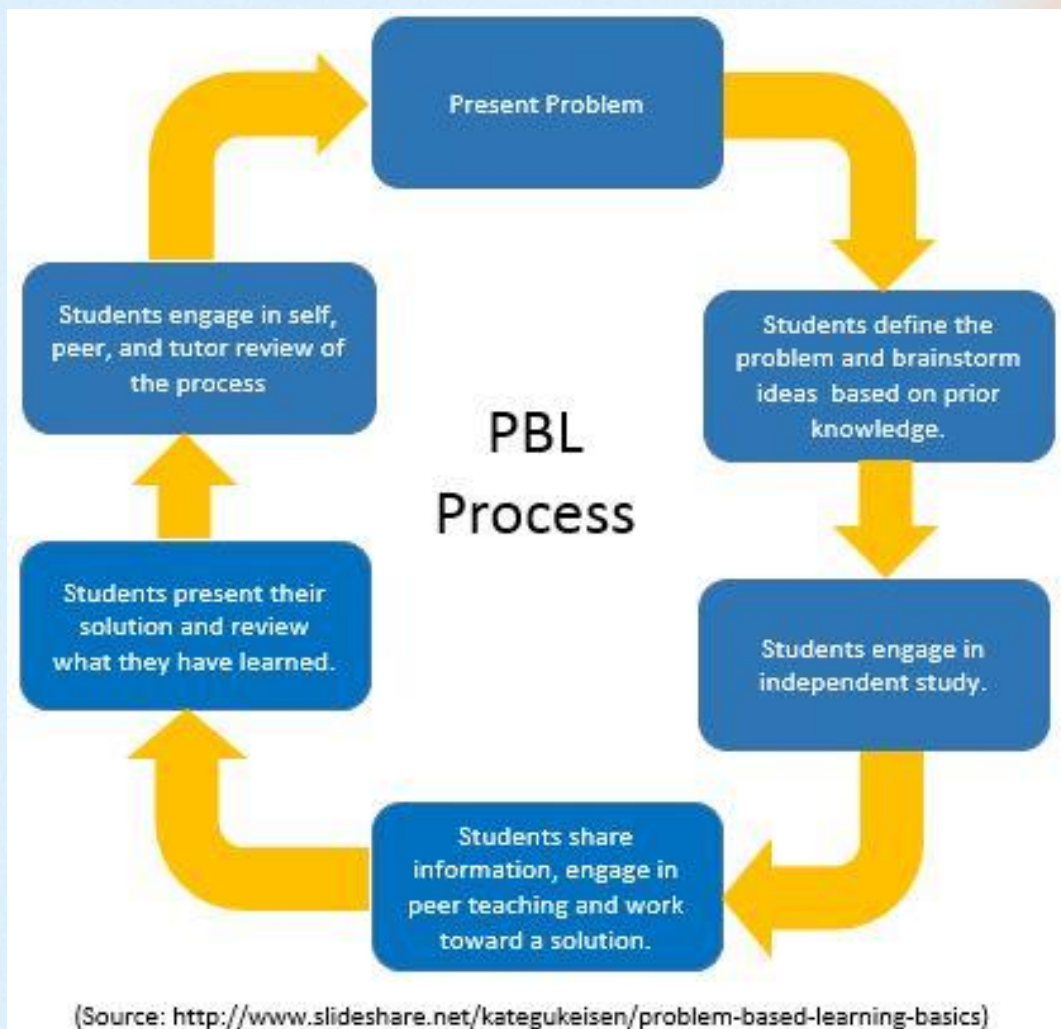
Triple Helix model



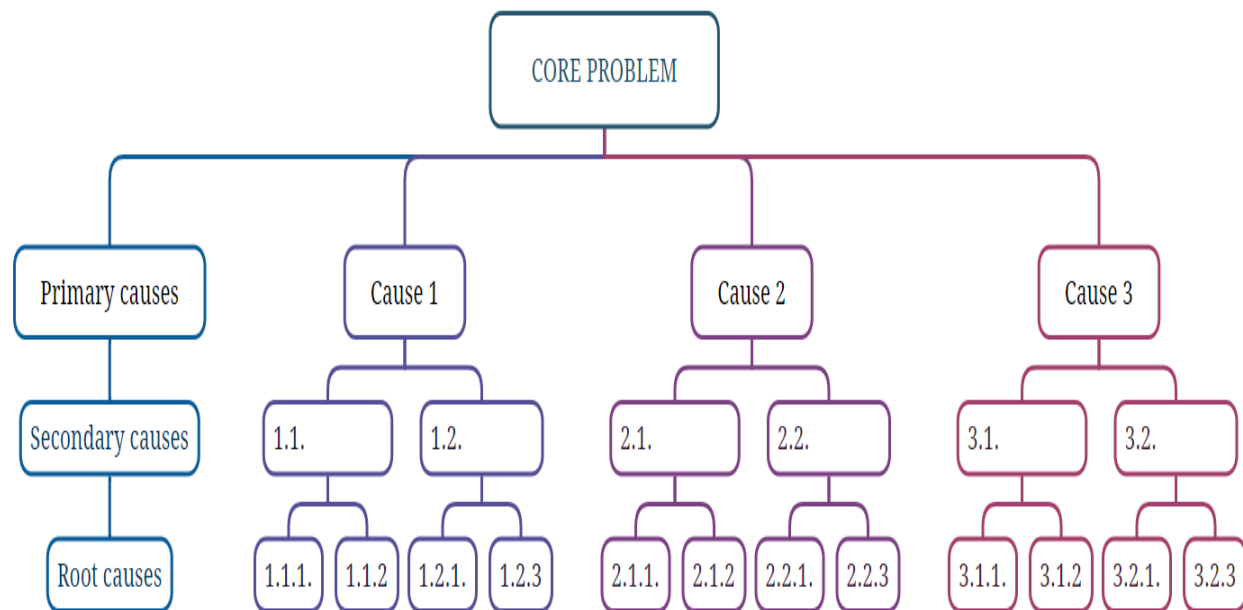
- **Place** is not just related to an area where people live, but also how people relate and understand the area where they live.
- **Community** is a social life support systems where people engage with each other, relate to the places and spaces around them and create meaning together (Edwardsdóttir et al., 2023).

Quadruple and quintuple models





Problem-based learning (PBL) leading to Entrepreneurship Path



Industries,
Public Sector,
Community,
Region.

Tasks/
Challenges/
Problems/ Student
Access



*A Sustainable
Match-Making
Digital Portal*

Non Academic
Problem Access/
Thesis/ Solutions/
Research

Student,
Researchers,
Advisors/Co-ordinators
Teachers/Professors,
University.

Nordic Bridge will

Facilitate systematic and unbiased approach to problem based learning through collaborative (thesis) projects at Bachelor, Master, and Ph.D Level

- *local and international* -



Student
Internships
and trainings



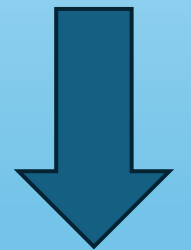
Part time student
engagements



Student
Entrepreneurs



Public Sector / Business
Sector Ph.D. Projects



Other Joint /
International / Multi
disciplinary
Collaborations

Nordic Bridge Main Project

Timeline: April 2025 to March 2028

Project Budget: 1.456 M€

Programme priority: Strengthening the innovation capacity for resilient and attractive NPA communities

Specific Objective: 1.2 Reaping the benefits of digitisation for citizens, companies, research organisations and public authorities

Objectives:

1. Design the sustainable problem-solution match-making digital-portal to integrate universities, government, industry, and communities, across NPA region
2. Prototype and test the portal for user-centric functionality
3. Establish a sustainability plan for long-term operation and growth



7 Main Partners and 15 Associated Partners.

Partnership spans the full quadruple helix model

Country	Main Partners	Associated Partners
Norway	Nord University, Bodø Næringsforum	Salten Regionråd, Bodø Municipality, Nordland County, NCE Aquaculture, The Arctic University of Norway UiT, Norway Employer Association Nordland, Narvik Studentersamfunn, Student Organization Nord University, TechLab
Iceland	Holar University, Association of Municipalities and Business Development [SSNE]	Auðna TTT, EIMUR, SSNV
Finland	Lapland University of Applied Sciences	Sodankylä Municipality, Sumetku Oy, Kemin Digipolis Oy.
Ireland	Atlantic Technological University, Advanced Innovation in Manufacturing	Sligo Chamber of Commerce, Sligo County Council
More associated partners are welcome to help us in the project 😊		

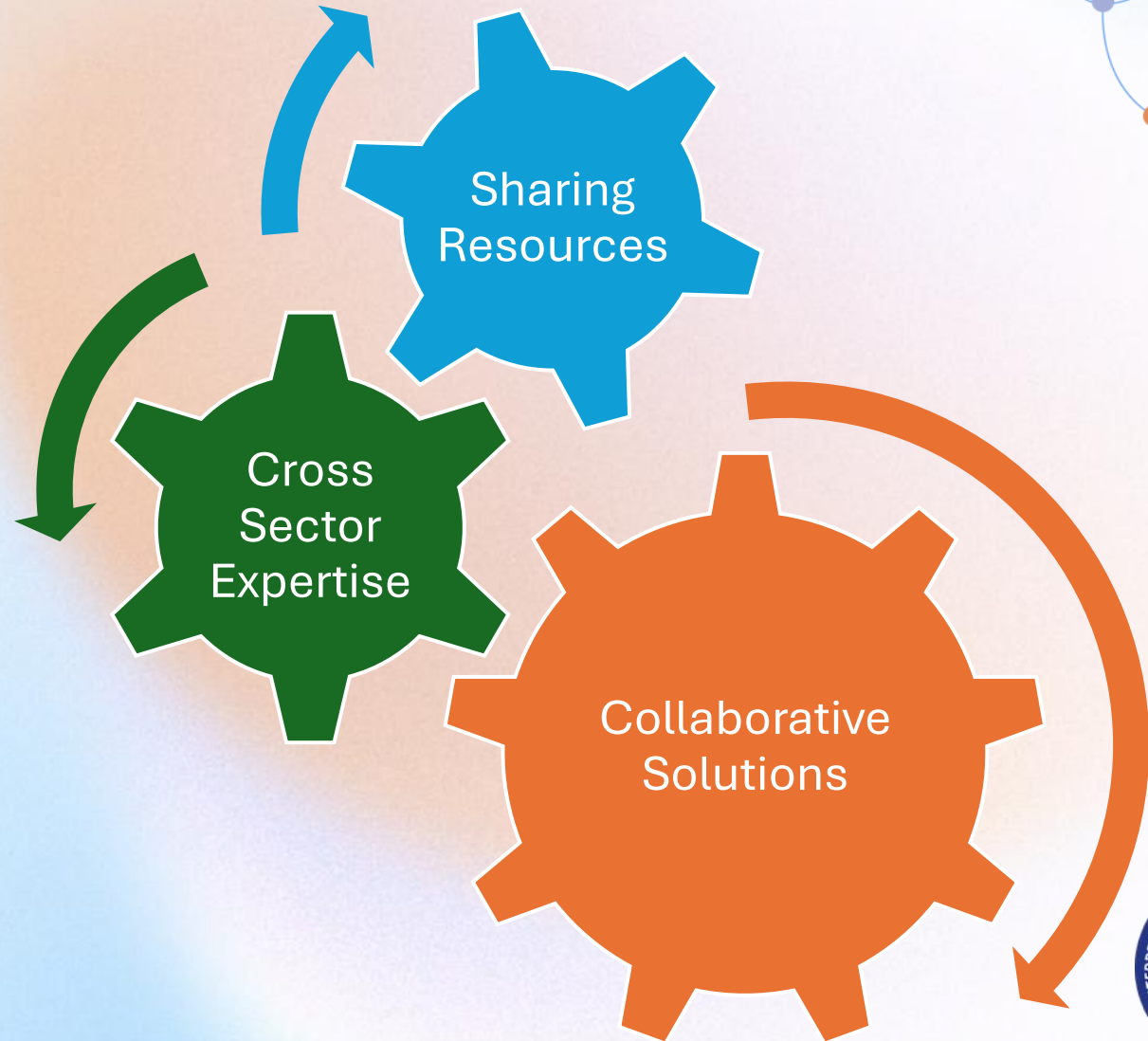


NORDIC BRIDGE TEAM



Main Principles of Platform

- **Cross-Sector Expertise**
 - Fostering open communication platform
 - Mapping need and supply
 - Combining skills & perspectives
- **Collaborative Solutions**
 - Integrating top-down with bottom-up
 - Breaking complex challenges to simple tasks and problems
- **Sharing Resources**
 - Joint challenge driven approaches for addressing complex challenges
 - Building solutions that are scientifically sound & socially relevant



Empowering Europe's Youth



Addressing Brain Drain

Europe loses talent to global competitors.



Driving Innovation

Students and early-career researchers fuel creative solutions.



Building Practical Skills

Challenge-driven projects prepare youth for real-world problems.



Knowledge Valorization

involves societal impact, not just commercial gain.

*From passive recipient
to active partners.*



User Stories and other Questions from Lars/Noel

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Thank you for attending our presentation 😊

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