

PRESS RELEASE

# **GREEN INNOVATION GROUP partners with Novo Nordisk and MATTER on Innovation Challenge to bring Novo Nordisk closer to zero environmental impact**

Copenhagen and Lisbon, OCT 14, 2019 – GREEN INNOVATION GROUP has partnered with Novo Nordisk and MATTER on the **Novo Nordisk Innovation Challenge 2019-2020** that aims to find solutions, which can improve the circularity, reusability or recyclability of Novo Nordisk products.

The healthcare sector currently generates vast amounts of waste, and the possible sustainable impact of transitioning to more circular production methods is consequently huge. As a leader in diabetes care with more than 29 million patients globally, Novo Nordisk is striving to set new standards in an industry where institutional barriers are complicating a green transition. The vision is bold: to achieve zero environmental impact.

To get there, Novo Nordisk is adopting a circular mindset:

"At Novo Nordisk, we are shaping our business practices to deliver on our clear ambition to have zero environmental impact. By collaborating with MATTER and GREEN INNOVATION GROUP, we believe we'll find novel solutions that will enable us to reduce our use of resources and to more effectively design our devices for recycling after use."

**Kenneth Strømdahl**

SENIOR VICE PRESIDENT FOR DEVICE R&D AT NOVO NORDISK

GREEN INNOVATION GROUP is honoured to work together with Novo Nordisk and healthcare incubator MATTER on bridging the sustainable and healthcare innovation communities with Novo Nordisk, one of the biggest healthcare companies in the world.

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## WHO CAN APPLY

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The Innovation Challenge 2019-2020 gives green healthtech startups the opportunity to partner with Novo Nordisk. It is open to mature startups with a proven solution and teams from across the innovation ecosystem. We seek 3-5 solutions. The winning finalist will earn a €25,000 award to further develop their solution.

Find out more about and apply at [novonordiskinnovationchallenge.com](http://novonordiskinnovationchallenge.com).

The Novo Nordisk Innovation Challenge 2019-2020 is open for applications until DEC 13, 2019 at 11:59pm Central European Time (CET).

## ABOUT THE PARTNERS

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**GREEN INNOVATION  
GROUP A/S**

### GREEN INNOVATION GROUP

By matching supply and demand for green innovation, GREEN INNOVATION GROUP helps our clients speed up their businesses and speed up the green transition. Our platform grants access to a global network, including more than 6000 green innovations. We mobilize actors by matching real needs with green innovative solutions that have been tested in the market - this is best demonstrated through our portfolio of more than 25 conferences and accelerators in 12 different countries. To GREEN INNOVATION GROUP, good business is green business. For more information, visit [greeninnovationgroup.com](http://greeninnovationgroup.com) and follow us on LinkedIn ([linkedin.com/company/greeninnovationgroup/](https://www.linkedin.com/company/greeninnovationgroup/)), Facebook ([facebook.com/greeninnovationgroup/](https://www.facebook.com/greeninnovationgroup/)), Twitter ([twitter.com/greentechchal](https://twitter.com/greentechchal)).



### Novo Nordisk

Novo Nordisk is a global healthcare company with more than 95 years of innovation and leadership in diabetes care. This heritage has given us experience and capabilities that also enable us to help people defeat obesity, haemophilia, growth disorders and other serious chronic diseases. Headquartered in Denmark, Novo Nordisk employs approximately 41,600 people in 80 countries and markets its products in more than 170 countries. For more information, visit [novonordisk.com](http://novonordisk.com), Facebook ([facebook.com/novonordisk](https://www.facebook.com/novonordisk)), Twitter ([twitter.com/novonordisk](https://twitter.com/novonordisk)), LinkedIn ([linkedin.com/company/novo-nordisk](https://www.linkedin.com/company/novo-nordisk)), YouTube ([youtube.com/novonordisk](https://www.youtube.com/novonordisk)).



### MATTER

At MATTER, we believe collaboration is the best way to improve healthcare. The MATTER collaborative includes more than 200 cutting-edge startups from around the world, working together with hospitals and health systems, universities and industry-leading companies to build the future of healthcare. Together we are accelerating innovation, advancing care and improving lives. For more information, visit [matter.health](http://matter.health) and follow @MATTERhealth.

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