

The economic opportunity of

# Generative AI in Norway

## The economic opportunity

The boost to Mainland Norway's GDP from generative AI around ten years from now, if widespread adoption is achieved.

320-350

BILLION NOK  
ANNUAL IMPACT

+9% GDP

Gains come from:



Productivity boost from people working with generative AI.



Freed-up time when generative AI helps to automate our work.



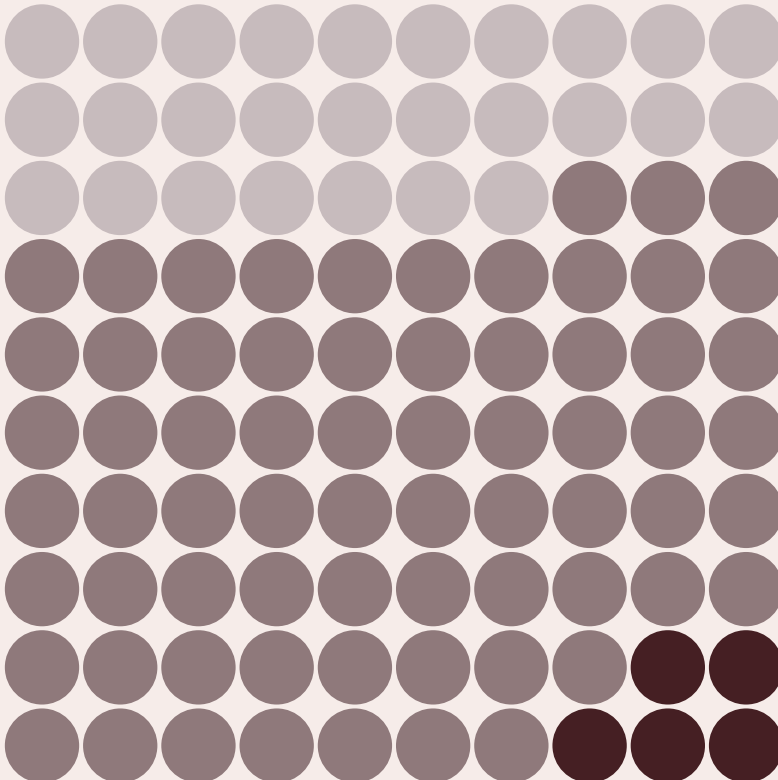
Re-prioritised and re-employed time to other value-creating activities.

## The job implications

No automation

AI as a complement

Partial or full displacement



27%

of jobs in Norway are likely to remain unaffected by generative AI.

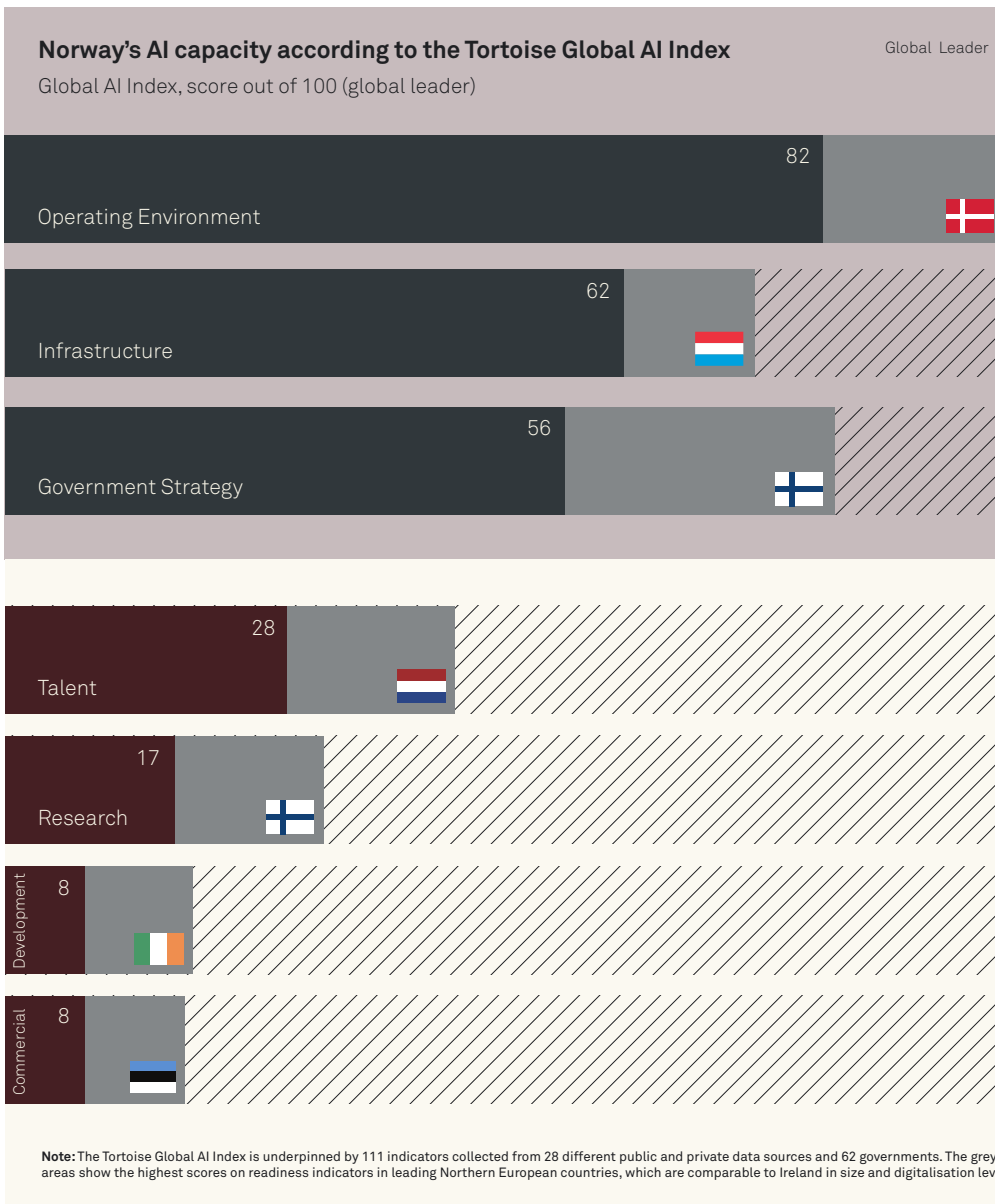
68%

of jobs are expected to work together with generative AI and see a boost in productivity.

5%

of jobs are estimated to be highly exposed to generative AI, leading to some job closures. However, the productivity boost from generative AI is expected to create new jobs replacing those lost to automation.

# AI readiness in Norway



## Adoption drivers

Norway performs well on basic AI adoption drivers compared to the global level but falls behind Northern European frontrunners, especially in operating environment and government strategy.

## Innovation drivers

Like other European countries, Norway lags behind globally in R&D, investment and AI-related skills. Norway also lags behind other Northern European frontrunners on talent and innovation drivers.

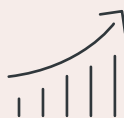
## The policy implications

Capturing the full economic gains requires innovation capabilities and a conducive regulatory framework to enable:



### Growing R&D by local innovators

Enable innovation and invest in AI research and development.



### Accelerating commercial uptake

Promote widespread adoption and universal accessibility.



### Retraining and upskilling workforce

Build human capital and an AI-empowered workforce.

