

Folkehelsekonferansen 2025

Globale prioriteringer som gir håp og gode liv

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Harald Blåtand – his initials H and B

- Bluetooth technology is named after the 10th-century Viking king
- Harald Bluetooth (Harald Blåtand), who unified Denmark and Norway, a feat mirrored by the technology's **ability to connect**
- The Bluetooth logo is a bind rune merging the Younger Futhark runes (Hagall) (ᚷ) and (Bjarkan) (ᚱ), Harald's initials.
- In 1996, three industry leaders, Intel, Ericsson, and Nokia, met to plan the standardization of this short-range radio technology to support connectivity and collaboration between different products and industries.

What happened....

- During this meeting, Jim Kardach from Intel suggested Bluetooth as a temporary code name. Kardach was later quoted as saying, “King Harald Bluetooth...was famous for **uniting Scandinavia just as we intended to unite the PC and cellular industries** with a short-range wireless link.”
- Bluetooth was only intended as a placeholder until marketing could come up with something really cool.
- Later, when it came time to select a serious name, Bluetooth was to be replaced with either RadioWire or PAN (Personal Area Networking)

Connectivity and wellbeing (a gode Liv)

- social connections provide a sense of belonging, boost mental health, and contribute to physical health benefits, including a longer lifespan and reduced risk of chronic diseases =
- Wellbeing - a gode liv
- A key Harvard longevity study, the Study of Adult Development, found that good, close relationships are the most significant predictor of health and longevity, even more so than social class, wealth, or genetics.
- People with strong relationships live longer, and they're happier and healthier too, according to this 85-year Harvard study.

Well-being is amongst other
factors

Togetherness



Connectivity at the global level : technology

The Internet: A foundational global network for data exchange.

- Fiber-Optic Cables:** Transmitting data rapidly across continents and under oceans.
- Satellite Systems:** Providing communication links in remote or hard-to-reach areas.
- Mobile Networks:** Including cellular and Internet of Things connectivity.

Are we really connected on the global level?

FY26 List of Fragile and Conflict-affected Situations

CONFLICT	INSTITUTIONAL AND SOCIAL FRAGILITY
Afghanistan	Burundi
Burkina Faso	Chad
Cameroon	Comoros
Central African Republic	Congo, Republic of
Congo, Democratic Republic of	Eritrea
Ethiopia	Guinea-Bissau
Haiti	Kiribati
Iraq	Libya
Lebanon	Marshall Islands
Mali	Micronesia, Federated States of
Mozambique	Papua New Guinea
Myanmar	São Tomé and Príncipe
Niger	Solomon Islands
Nigeria	Timor-Leste
Somalia	Tuvalu
South Sudan	Venezuela, RB
Sudan	Zimbabwe
Syrian Arab Republic	
Ukraine	
West Bank and Gaza (territory)	
Yemen, Republic of	

Today's Armed Conflicts

according to RULAC

- Rule of Law in Armed Conflict Online Portal (RULAC) classifies all situations of armed violence that amount to an armed conflict under international humanitarian law.
- Today, it monitors **more than 110 armed conflicts** and provides information about parties, the latest developments, and applicable international law. Some of these conflicts make the headlines, others do not. Some of them started recently, while others have lasted for more than 50 years.

RULAC breakdown of IACs and NIACs

involving at least 55 states and more than 70 armed non-State actors.

- Middle East and North Africa: over 45
- Africa : more than 35
- Asia: 21
- Europe: 7
- Latinamerica: 6

Connecting versus more Splitting : reasons (I)

- **Rise of inequality** , Rise of finance , market based capital and (Piketty)
- Impact of finance on the economy, rents have accumulated, they reflect the rise of inequity
- The legal system protects that. Wealth gives political power. “The bankers club”, “Broligarchy”
- Role of public policy ? We need more Publicly oriented financial institutions

Connecting versus more Splitting : reasons (II)

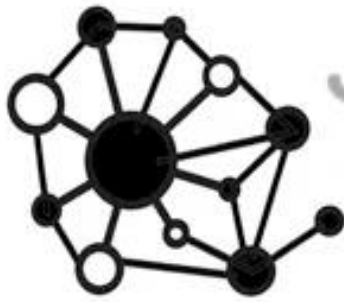
- **Infodemic:** According to the World Health Organization, the spread of misinformation and disinformation are dangerous threats to public health.
- **Disinformation** is designed to sow discord and **distrust**, frequently toward civil servants, the scientific community, and public health agencies, often for personal, financial, or political gain.
- In this instance, **public health** itself becomes a target.
- Politization of health
- Role of right-wing political movements: Solidarity only with those



UNCERTAINTY



VUCA



COMPLEXITY



AMBIGUITY

VUCA

V = Volatility: the nature and dynamics of change, and the nature and speed of change forces and change catalysts.

U = Uncertainty: the lack of predictability, the prospects for surprise, and the sense of awareness and understanding of issues and events.

C = Complexity: the multiplex of forces, the confounding of issues, no cause-and-effect chain and confusion that surrounds organization.

A = Ambiguity: the haziness of reality, the potential for misreads, and the mixed meanings of conditions; cause-and-effect confusion.

Norway in New York at the UN GA



What can Norway do ?

- Norway has consistently been a global health leader, notably launching the first-ever strategy to combat non-communicable diseases (NCDs) in 2019
- Comprehensive White Paper on Global Health in 2012.
- While Switzerland also released a global health policy in 2012, the Norwegian approach was characterized by a stronger focus on political action, according to a comparison from 2017.
- Government Pension Fund Global is a fund into which the surplus wealth produced by Norwegian petroleum income is deposited (*Oljefondet*).

Small nations are

- important for their **unique contributions to global affairs**, including acting as neutral **mediators**, fostering **innovation**, and serving as agile **models for governance**.
- They leverage **flexibility and adaptability** to build strategic alliances, which allows them to punch above their weight through **specialized diplomacy** and by implementing experimental policies.
- Furthermore, their small size can lead to more human-focused and **responsive governance**, leading to potentially more successful economic and social outcomes

Small countries compared to larger ones:

- a number of advantages of small economies compared to their large counterparts including:
- **lower income inequality,**
- **high score in the UN's Human Development Index,**
- **relatively higher spending on education and healthcare as a percentage of GDP**
- **From strategic alliances based on common interests**
- **Direct citizen engagement**

Norway is connected:

- Norway is a founding member of the United Nations,
- NATO,
- the European Free Trade Association,
- the Council of Europe,
- the Antarctic Treaty, and the Nordic Council;
- a member of the European Economic Area,
- the WTO, and the OECD;
- and a part of the Schengen Area.

VUCA 2.0

Anticipate the Issues

VUCA translated into our times – the existence of several global challenges that are closely related and need:

- Systems thinking Appreciate the Interdependence of Variables
- Vision/Courage Interpret and Address Relevant Opportunities
- Understanding the Consequences of Issues and Actions
- Adaptability Prepare for Alternative Realities and Challenges

“where danger is there
the saving powers will
grow as well”

Friedrich Hölderlin, German Poet, 1770-1843

