

Terms of Association

Approved by DIG Board of Directors 22. January 2021

The Digital Transformation HUB@NHH (The HUB@NHH, also called The HUB) is an arena for dissemination, learning, and networking with Telenor as a founding member. The HUB is associated with the research center Digital Innovation for Growth (DIG).

- The HUB is a physical and digital meeting space for researchers, DIG master's students, managers, and board members in both private and public sectors
- The HUB@NHH is located at the Department of Strategy and Management (SOL) at the Norwegian School of Economics (NHH). In addition, other suitable meeting rooms at, or outside NHH can be used.
- The HUB@NHH will engage in knowledge sharing through dissemination of research from the DIG-research center and facilitate the sharing and learning of experience on digital innovations, sustainable value creation and growth, business models, and transformation.
- To stimulate an engaging and dynamic learning environment, The HUB@NHH will facilitate the co-location of researchers at NHH, international research partners, and visiting business partners who participate in DIG's research.

§1 Vision: TheHUB@NHH will address innovation and value creation challenges worth discussing for managers and leaders by putting digital innovations, value creation, business models and transformation for sustainable growth on the agenda. The HUB will disseminate groundbreaking knowledge and research results from DIG to help private and public companies to better capture the value of digital transformation.

§2 Objective: The HUB@NHH will disseminate research results from DIG in an effective manner to a larger audience. Networking will be facilitated for leaders to discuss subject area and to exchange experience. Relevant and interesting training will be offered to members in an engaging, effective, and efficient manner.

- Provide research-based advice on how to leverage the new features enabled by technologies such as artificial intelligence, the Internet of Things, and 5G in ways that employees, customers, consumers, and citizens consider fair and non-intrusive.
- Contribute to future foresight on digital and sustainable economy and create fixed strategies that are suitable for co-creation and innovation in ecosystems.

- Provide knowledge on how to use technology and customer experience to redefine how companies create, deliver, capture, and communicate value to customers and companies in a sustainable way for society, including high employment rate and the long-term financing of the welfare state.
- Provide knowledge for transforming organizations to deliver on a digital strategy and vision. Contribute with knowledge to companies developing new products, services, business models, and transforming the organization in an agile way with capacity for growth

§3 Members: Partners of DIG and RaCE (until 2023, NFR project / theme 5) are also members of The HUB@NHH. Companies with an interest in the field can apply to become a member. The application form contains a description of motivation for the membership, as well as a short description of how they may contribute to the other members. The target audience is primarily leaders of member organizations. A membership fee is required to finance The HUB@NHH's activities. The HUB's business model is member-based non-profit. Membership conditions and fee are determined by the DIG Board of Directors. In order to secure The HUB's activities, The HUB will, over time, build an economic buffer equal to 50% of Telenor's start-up capital (1 million). The HUB@NHH memberships are signed for a minimum of 3 years, with the possibility of termination within given conditions and deadlines stipulated in the membership terms.

§4 Organization: The HUB@NHH is a project at NHH and shall be self-financed. DIG's director and management team are responsible of the day-to-day operations of The HUB. The HUB is physically located at the Department of Strategy and Management at the Norwegian School of Economics.

§5 The Board: DIGs Board of Directors assumes responsibility of The HUB@NHH and decides terms and guidelines. Only representatives from DIG partners can be board members, in addition to representatives from NHH.

The board's tasks are to facilitate the most efficient dissemination of research from DIG to a larger audience and to facilitate good exchanges of experience between members.

§6 Signature right: DIG's director can sign on behalf of The HUB@NHH.

§7 Election of the board: Election of the board follows DIG's articles of association.

§8 Dissolution: DIGs Boards of Directors can decide to terminate The HUB@NHH. In case of termination, the remaining amount of the membership fee for the current year will be refunded to members. Any profit beyond this will be transferred to DIG. Any deficit must be covered by DIG.

§9 Amendments to the articles of association: Proposals for amendments to The HUB's Articles of Association shall be submitted in writing to DIG's board for decision. Amendments to the Articles of Association require a 2/3 majority in the board of DIG.