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HQ Supreme Allied Commander Transformation
Directorate of Capability Development

Norfolk, Virginia | USA



ACT/CAPDEV/CAP/TT-0512/SER:NU

TO: See Distribution

SUBJECT: **NATO OPEN INNOVATION CONFERENCE & EXPO 2025
(NOICE25) CALLING NOTICE**

DATE: 03 April 2025

Background

1. Over the past few years, Allied Command Transformation's (ACT) NATO Innovation Network has been instrumental in connecting innovation entities across the Alliance. To support and accelerate this growth, NATO ACT organizes the NATO Open Innovation Conference & Expo (NOICE) annually. This event brings together innovation practitioners throughout the Alliance and offers information on ACT's current priorities, projects and collaboration opportunities. The Expo element specifically offers an opportunity for NATO Enterprise Bodies, as well as Nations and industry to showcase their innovation projects related to these priorities.

2. NOICE25 will focus on the role of innovation in NATO-Ukraine collaboration and support and in addressing threats in the Baltic and Arctic. In collaboration with our Danish hosts, we will have the option to display military equipment during the Expo, for which all NATO National innovation entities are invited to participate.

Time/Location

3. NOICE25 will be held from 2nd to 4th June 2025 at The Plant in Copenhagen, Denmark.

Purpose

4. The annual NOICE is unique in that it focuses on the working level of innovation practitioners. As such, hands-on experience will be shared with attendees and workshops on honing skills necessary for military innovation will be offered.

Additional information on Workshops

5. Any workshop read ahead materials will be available using the link provided in Annex A.

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Administration

6. Information regarding registration is provided in Annex A and initial administrative instructions (including Accommodation) are provided in Annex B to this Calling Notice. Additional information when available/required will be distributed via emails or through the registration portal.

Points of Contact

7. The points of contact NOICE25 are:

a. NATO Innovation Network chairman – Mr. Bart Hollants, Email: bart.hollants@nato.int phone: +1 (804) 650 9808

b. Coordination & registration – Mr. Catalin Costea, Email: Catalin.costea@innovationhub-act.org

FOR THE SUPREME ALLIED COMMANDER TRANSFORMATION:



Jeffrey Hughes
Vice Admiral, USA N
DCOS Capability Development

ANNEXES:

- A. Administrative Instructions for NOICE25.
- B. General Information Package for NOICE25.

DISTRIBUTION:

External –

Action:

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Information:

National Heads of Innovation
Innovation practitioner community (NATO Innovation Network)

Internal -

Action:

Innovation Branch
EW-Branch
CIS Branch
DSAI

Information:

COS
DCOS CD
DCOS JFD
ACOS CAP
NLRs

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ANNEX A TO
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ADMINISTRATIVE INSTRUCTIONS FOR NOICE25

1. **Introduction.** This Annex provides supplementary administrative information to the HQ SACT calling notice for the 2025 NOICE Event that will be held in Copenhagen, from **2nd to 4th of June 2025**. It includes more detail on key issues such as registration process, accommodation, and security.
2. **Venue.** The 2025 NOICE Event will be held at the Plant, a modern venue in a historical setting, near centre of Copenhagen.
 - a. **Address:** Raffinaderivej 22, 2300 Copenhagen.
3. **Registration.** Participants are required to register at the following link:
<https://events.innovationhub-act.org/e/NOICE25>
 - a. The registration portal will be active until **1st of May 2025, or when capacity has been reached.**
 - b. Logistical information for the expo will be communicated after the registration of the participants.
4. **In-Processing.** In-processing information will be communicated to registrants if required.
5. **Security.** The 2025 NOICE event is a non-classified event. Participants will be required to present Passport or ID during in-processing and wear their conference badges for daily admittance to the event.
6. **Conference Fee.** There is no conference fee to take part in the 2025 NOICE Event.
7. **Transportation.** Daily transportation to and from the venue is an individual responsibility. Participants are strongly recommended to book accommodation within proximity of the venue. Please note that June is a busy time of year for the Copenhagen metropolitan area, we encourage participants to book accommodation early.
8. **Attire.** The dress code for the 2025 NOICE Event is business casual for civilian attendees. Military attendees may choose to wear their service uniform (combat) or service dress Uniform.
9. **Meals.** During the whole time of the conference, coffee breaks will be provided. Lunch will be available for purchase at the venue.
10. **Language.** The 2025 NOICE Event will be conducted in English.

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11. **Participation.** The event is open for innovation practitioners from NATO entities and NATO Nations. Industry or Academia may be admitted if invited by a representative from the government or military of a NATO Nation. Invitations should be coordinated with the organizing team, reachable through email:

- a. **NATO Innovation Network Chairman:** Mr. Bart Hollants; Email: bart.hollants@nato.int, phone: +1 ((804) 650 9808.
- b. **Coordination:** Mr. Catalin Costea; Email: Catalin.costea@innovationhub-act.org.

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ANNEX B TO
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GENERAL INFORMATION PACKAGE FOR NOICE25

Getting There

1. The best way to get to Copenhagen is via air, flying into Copenhagen Airport and taking the METRO (subway) or bus to centre Copenhagen. Copenhagen is well-connected by all major airlines, as well as the smaller European airline labels. More information can be found through the links below:

- a. **Metro:** <https://intl.m.dk/>
- b. **Public Transportation:**
<https://www.visitcopenhagen.com/copenhagen/planning/public-transport>

Accommodation

2. Many hotels are available near The Plant or in centre of Copenhagen, catering to various budgets. Below you will find examples of hotels near the venue. Please note that NATO has not negotiated a conference rate; attendees are free to choose from the ample accommodations available in Copenhagen.

- a. **Radisson hotel:** [Hammerichsgade 1 1611 København.](#) Located on Stadsgraven Canal near the city center and top attractions.
- b. **Sleep Copenhagen:** [Nyrnberggade 23 2300 Copenhagen.](#) Located in a quiet street less than 500m from Lergravsparken Metro station. The station is only 4 stops from Kastrup Airport and 10 minutes from the city centre's cultural attractions, shopping and other points of interest.
- c. **Copenhagen Strand:** [Havnegade 37 1058 Copenhagen.](#) Located in the heart of Copenhagen.

Recommended Restaurants

3. Copenhagen is a true food mecca and has something for every taste, whether you're an indulgent foodie with special interests or simply like to eat well ([Danish food](#)). A traditional Danish food classic - Smørrebrød or a visit to a Danish hot dog stands are a cultural institution and have been feeding hungry Danes for over a century.

Inspiration for restaurants in Copenhagen: [Foodie in Copenhagen](#)

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Places to See / Things to Do

4. The buzzing capital of Denmark mixes [modern architecture](#) and [culture](#) with [sustainable living](#), and [royal history](#). If you have, the time plan your visit in Copenhagen. [Experience Copenhagen on your own](#)

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