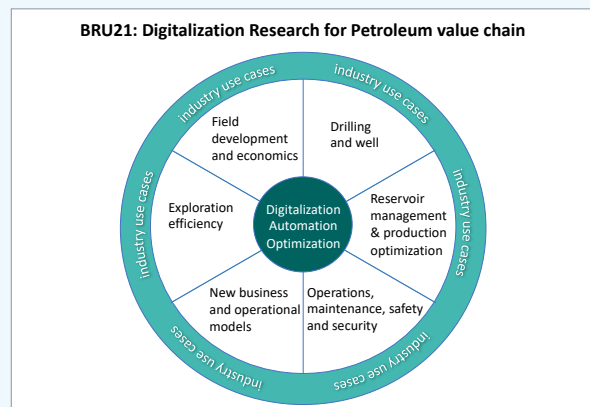

THE BRU21 INITIATIVE

The BRU21 initiative on the NTNU currently engage 30 Ph.D. students and 3 post-docs, of which 10 Norwegians and 23 foreigners from 17 countries. The initiative has been successful in attracting talent partly because it recruits already experienced people from the industry that want a career boost, partly because it recruits from a diverse set of academic backgrounds, and partly because it offers projects that combine digital and domain disciplines. Another success from the initiative is the close collaboration with the industry, where the students are engaged to solve concrete challenges (use cases). This is motivational for the students and it provides real value in return for the funding that the industry partners provide.



BRU21 program focuses on value creation in 6 areas of petroleum value chain. It conducts research and educates future specialists in the overlap of petroleum and digital domains, which include automation, big data, artificial intelligence, machine learning, digital twins, autonomy and robotics, cyber security, organization, optimization and other areas.

“We regard BRU21 as an innovative and exciting model for collaboration between the industry and NTNU.”

We participate in educating the next generation of petroleum technologists with digitalization «under their skin» on top of addressing critical challenges for the future. Digitalization is a necessary enabler inherent in most future value creation. Our fields of interest range from sub-surface technology to risk-based maintenance, remote operations, future operation models and cyber security. Through our participation in BRU21 we contribute to competence development and innovation and thus high value creation in the future.”

Tor Ulleberg
Equinor, Senior Advisor Innovation and Collaboration