

Umhverfi nýsköpunar í sjávarútvegi í Noregi

- Hvað geta Íslendingar lært af Norðmönnum

Sigríður Thormodsdóttir

Head of Biobased Industries



Diet
Coke



MARC JACOBS

A TASTE OF LIFE
AS IT SHOULD BE



REAL TASTE ZERO SUGAR

OECD's four types of innovation:

- product/service innovation,
- process innovation,
- marked innovation
- organizational innovation

That creates value
in the society

The linear model is not describing the whole picture

Universities



Institute



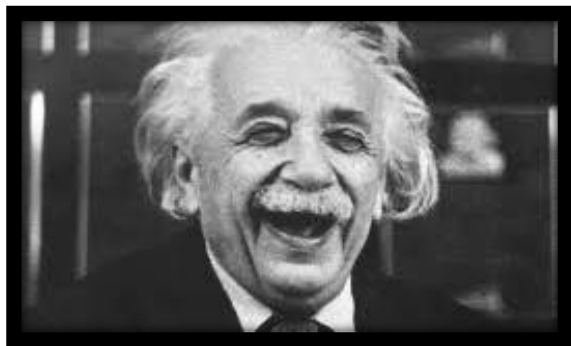
In-house
R&D



Companies



Market

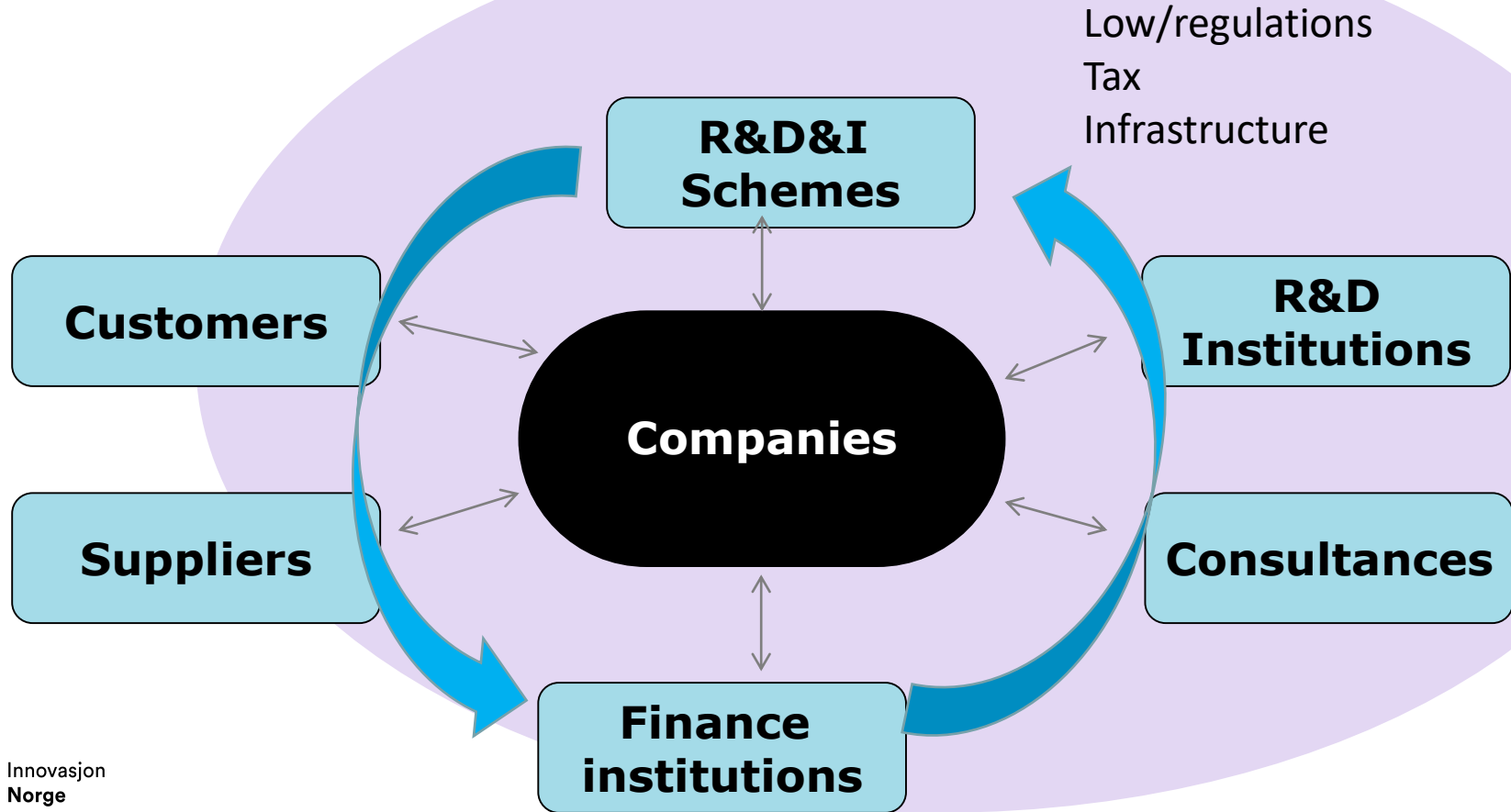


- The researchers come up with new knowledge



- Others transfer the knowledge to value

The innovation «Ecosystem»



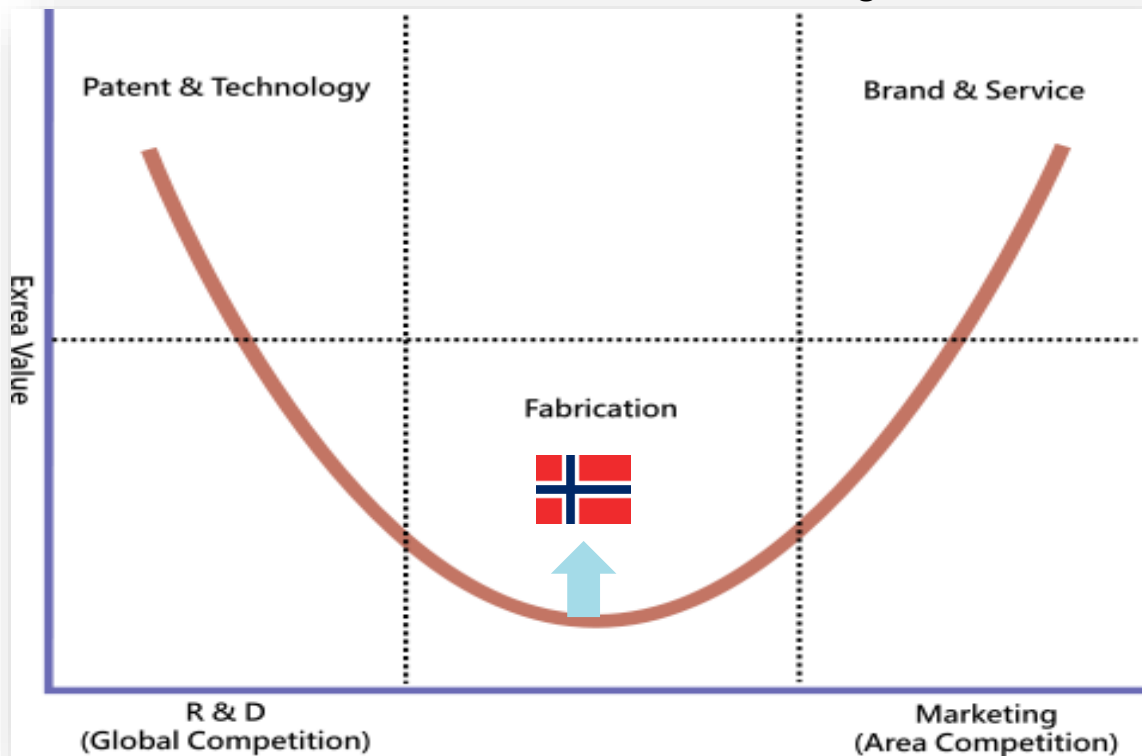
The R&D&I schemes for the Norwegian marine sector

- The Norwegian Research Council, NFR
 - Budget: 9 billion NOK in 2016
 - Marine research 850 mill NOK in 2016.
- Innovation Norway, IN
 - Budget: 6.7 billion NOK (3.7 billion NOK from the government)
 - Marine sector 2.4 billion NOK, 1.5 billion NOK in loans to the fishing fleet
- The Norwegian Seafood Research Fund, FHF
 - Budget: 350 million NOK in 2017
 - 0,3% of all seafood export
- Norwegian Seafood Council
 - Budget: 555 million NOK in 2016
 - Reduced to below 400 millions in 2018 due to reduction from 0,6% to 0,3% of all seafood export



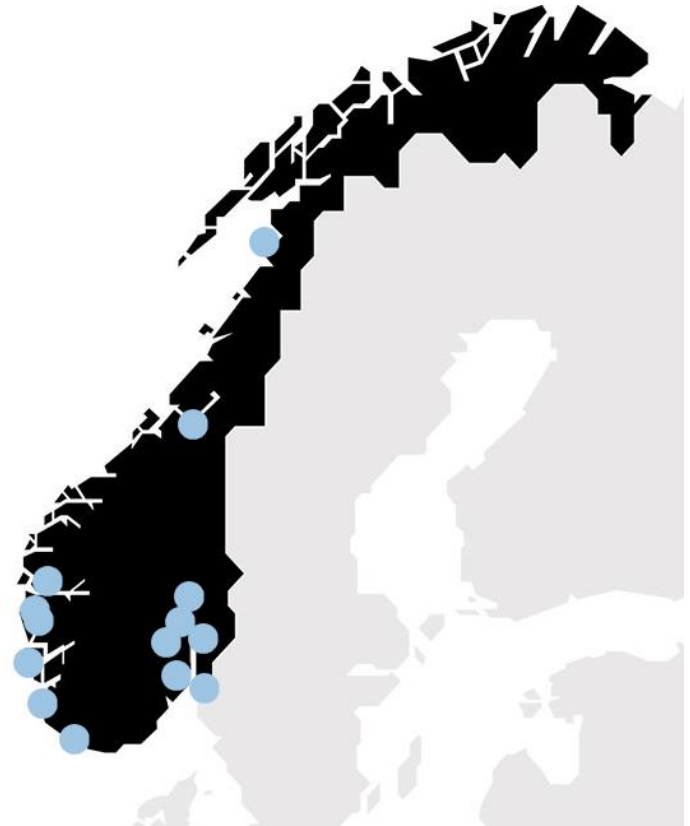
Global parameters for Competitiveness

Before: Cost effectiveness, Now also: Innovation and Brand building



Important actors for innovation in the marine sector

- Universities
- Institutes
- Clusters & networks
 - Arena Legasea
 - Arena Innovasjon Torskfisk
 - Arena Biotech North
 - NCE Seafood Innovation Cluster
 - NCE Aquaculture,
 - NCE Aquatech Cluster
 - NCE Micro- and Nanotechnology





Global Centres of Expertise
GCE Subsea



Norwegian Centres of Expertise
NCE Maritime CleanTech

**HAVBYEN
BERGEN**
OCEAN CITY BERGEN



BERGEN MARINE
Research Cluster



Norwegian Centres of Expertise
NCE Seafood
Innovation Cluster



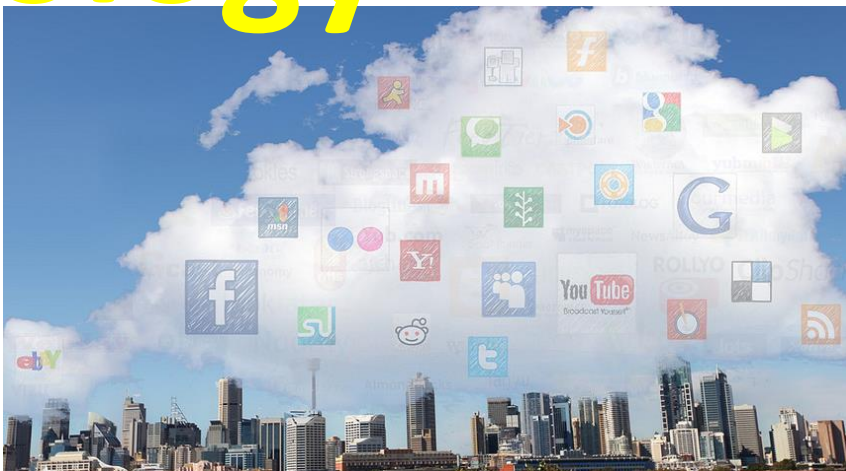
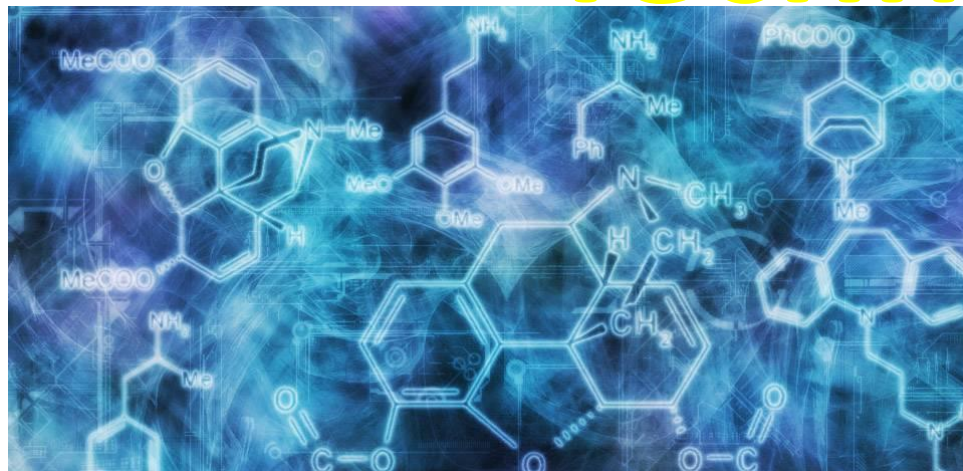
Important drivers for innovation

From 2012 – Changes happens fast.....





Technology



The world has come with it's demand



Innovation Norway

More than 50 % of the export



Vision about the future



Leadership

**Creative Industries
& Tourism**

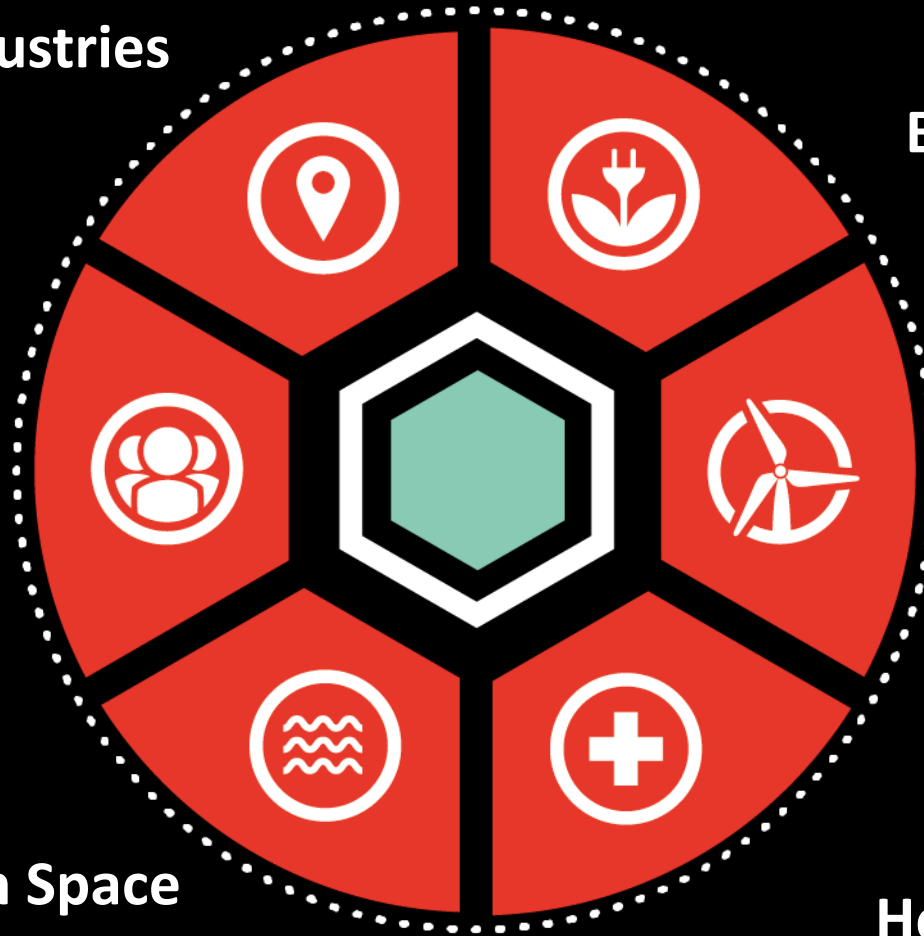
Bioeconomy

Smart Societies

Clean Energy

Ocean Space

Health & Welfare



GLOBAL OPPORTUNITY REPORT 2017

Your guide to a world of opportunities

BCG

THE BOSTON CONSULTING GROUP

NHO
Næringslivets Hovedorganisasjon

Green Leadership

A Practical Guide to Winning in the Green Economy



Innspill til en ny retning for Norge

Drømmeløftet 2016

En statusrapport fra Innovasjon Norges mobiliseringsarbeid i 2015
– hvordan ta Norge fra særstilling til omstilling, til ny særstilling

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Eksport



Vertskap



Samarbeid



Kommunikasjon



To save the world is a good business



Tusen takk!
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