



**BLUE  
MISSION  
BANOS**

**1st MISSION ARENA**  
14-16 November 2023 | Gothenburg, SE

# Inclusive solutions for the complex challenges of the fishing and seafood processing industry in Greenland and Denmark - BlueRev

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THEME: **BUSINESS**



**NIBIO**

NORWEGIAN INSTITUTE OF  
BIOECONOMY RESEARCH

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# Social innovation, the blue economy and regional development



**ECONOMIC  
DIVERSIFICATION**



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## SUSTAINABILITY AND CONSERVATION



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**COMMUNITY  
RESILIENCE**

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**JOB CREATION**  
**ENTREPRENEURSHIP**  
**AND SMALL**  
**BUSINESSES**





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**INCLUSIVE  
GROWTH**

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**CULTURAL HERITAGE  
AND TOURISM**

**ECO-TOURISM AND  
CONSERVATION**





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**INFRASTRUCTURE  
AND TECHNOLOGY  
ADVANCEMENT**

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**POLICY DEVELOPMENT**

# BlueRev Nordic Pilot Region



**Use of fish  
side- streams for food and  
feed applications.**



# BlueRev Denmark-Greenland Pilot Region known challenges

- Funding and investments
- Sustainability
- Regulation
- Talent and workforce development
- Geography
- Business plan/sales channels
- Access to raw materials



*“These social problems highlight the need for innovative solutions and policy interventions to address the challenges faced by the blue bioeconomy sector. By supporting the development of new competencies, promoting sustainable practices, streamlining regulatory processes, attracting talent, improving infrastructure, fostering sustainable business models, and ensuring fair access to raw materials, we can create a more sustainable and equitable blue bioeconomy that benefits both the environment and society.”*

# Observations- Social challenges

Labor Shortages	Housing Shortage	Transportation Costs and Logistics	Regulatory Challenges	Limited Market Access	Social Services and Benefits
<p>A shortage of skilled labour and specific professions poses a significant bottleneck to business expansion. This affects production capacity and can hinder companies from exploring new product lines or improving processes.</p>	<p>In certain areas, particularly where labour shortages exist, a housing shortage is a bottleneck to attracting new employees, which impacts the growth and diversification of businesses.</p>	<p>Due to the remote nature of some areas, transportation costs are high. Companies are limited to using boats or airplanes for distribution, increasing expenses and affecting the cost-effectiveness of utilizing side-streams and processing methods</p>	<p>Companies often face complex regulatory challenges, including those related to novel foods, food inspection, and international standards. This can slow down product development and increase compliance costs</p>	<p>Market access, especially for side-stream products, is a bottleneck. Challenges include trade barriers, acceptance of new products, and restrictions related to international export.</p>	<p>Certain social services and benefits structures create disincentives for stable employment and innovation in the fishing industry. Some of these systems can discourage workers from staying in long-term employment or improving their skills.</p>

# Drivers to social innovation for regional development

- **Resource Utilization:** Companies are looking for ways to transform side-streams into valuable products, indicating a drive toward more sustainable resource utilization. Using the by-products instead of dumping them into the sea promotes environmental and economic sustainability.
- **Technological Advancements:** Investments in new technologies, such as more efficient freezing methods and filleting machine, reflect a commitment to innovation. This can enhance production efficiency and reduce waste.
- **Labor Force Diversification:** Many companies employ a diverse workforce, including employees from different countries. This diversity not only helps meet labour needs but also promotes a multicultural work environment.
- **Policy and Regulatory Changes:** Initiatives like the fast-track system for foreign labour permits and more efficient government processes are aimed at facilitating business operations. This can help attract and retain a qualified workforce.
- **Market Demand for Sustainability:** As customers increasingly focus on sustainability, companies are adapting their processes and products to meet this demand, driving innovation in resource utilization and processing methods.





# Thank you for the attention



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