

## Sustainable Products from the Ocean: Companies/Product samples from the region

**Date:** Thursday, 25 April 2024

**Theme:** Business Support

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### Workshop Summary

The workshop "Sustainable Products from the Ocean: Companies/Product Samples from the Region," held during the 2nd Mission Arena by Blue Mission BANOS, provided a dynamic platform for showcasing innovative, sustainable ocean-based products. Entrepreneurs and product developers from the Baltic and North Sea regions gathered to present their pioneering solutions, discuss their entrepreneurial journeys, and explore the challenges and opportunities within various blue value chains.

### Key Innovations and Insights

1. **Origin By Ocean** (Mari Granström, Organic Chemistry Finland) - This initiative stands out with its commitment to 100% resource utilisation, focusing on algae-based functional products. The process creates valuable end-products and markets the residue, exemplifying a true circular economy approach.
2. **Spirulina Nord** (Agnes Stunda Zujeva, Latvia) - Demonstrating an urban approach to spirulina farming, this project utilizes less land and is not bound by seasonal constraints. Their innovative bioreactors represent a significant advancement in sustainable urban agriculture.
3. **Power Algae** (Liina Aller) - Still in development, this biorefinery concept uses photobioreactors to cultivate a mix of red and green algae, emphasizing the potential for high-efficiency algae farming.
4. **Vetik** (Saaremaa, Estonia) - Specializing in fertilizers, this company is actively seeking investors to expand its reach and impact within sustainable agriculture.
5. **Algae Tree** (Alice) - This natural air purifier is currently in the prototyping phase. The product was initially developed as part of a master's thesis and highlights the synergy between academic research and practical application.
6. **Joint Pitch: Under Ytan and Nemo Seafarms** (Joel Lindholm and Magnus Hanstén) - These presentations focused on multi-use projects for farming, food, and seaweed communication, with an ecosystem service-oriented approach. They aim to adapt to future market changes and legislative environments. Links: <https://www.underytan.fi/home>; <https://www.nemo-seafarms.com/>

## Challenges and Support Mechanisms

Participants discussed challenges such as infrastructure needs, market acceptance, and the necessity for supportive legislation. Key challenges include:

- **Funding and Investment:** Many projects urgently need financial backing to transition from concept to market-ready products.
- **Educational and Legislative Support:** An adaptive educational system and supportive legislation are needed to foster market demand for sustainable products.
- **Cultural and Team Dynamics:** Building a committed team and maintaining a collaborative culture are crucial for sustained innovation and growth.

## Pathways to Support

The discussions also highlighted several support mechanisms and recommendations:

- **Art and Community Engagement:** Utilizing arts and community events to raise awareness and support for ocean sustainability projects.
- **EU Commission Initiatives:** Programs like the Blue Champions scheme and the Mission Ocean helpdesk offer direct support to startups navigating the complexities of the blue economy.
- **Networking and Collaboration:** Entities like the SUBMARINER Network and various European initiatives provide crucial connections and funding opportunities.

This workshop not only highlighted the innovative strides being made in utilising ocean resources but also underscored the collective effort required to overcome challenges and push the boundaries of what is possible in the blue economy.