

BLUE MISSION BANOS

Supporting the Mission
Ocean Lighthouse in the
Baltic and North Sea Basins

EU MISSIONS
RESTORE OUR OCEAN & WATERS



3rd MISSION ARENA 26-27 November 2024 Amsterdam

REGIONAL FOCUS ARENA 3

The Netherlands
BELGIUM
DENMARK | West
GERMANY | West
FRANCE | North





3rd MISSION ARENA
26-27 November 2024 | Amsterdam

Mentoring and Technology Exchange for Supporting the Regional Blue Bioeconomy

**What do Blue Bio Startups and Companies
really need**

27 November, 09:15-11:00
Hall 1



3rd MISSION ARENA
26-27 November 2024 | Amsterdam

Sonja Andrén

Innovation Leader, Blue Bioeconomy
Innovatum Science Park- SE



Session Agenda

09:15 – 09:20 Welcome & Introduction

9:25 – 09:35 Tech Provider Perspective: What Are Solution Providers Looking For?
Alexander Ebbing, Ebbing Tides

9:35 – 09:45 Tech Needs from the User's Perspective: Sigmar Snær Gunnarsson, Eat Myt

9:45 – 09:55 Tech Matchmaking Case Study: *Codland*, Alexandra Leeper, Iceland Ocean Cluster

9:55 – 10:10 The Technology Match-making and Transfer Journey: an interview with Pierre Ingmarsson, Head of Blue Economy at IVL Swedish Environmental Institute

10:10-10:50 Interactive Group Discussion: How Can We Help Blue Bio Industries Find, Integrate, and Scale Technology Solutions? From 4 different Perspectives

10:50-11:00 Wrap-up & Key Take-aways



COASTAL REGIONS IN TRANSITION TO THE BLUE BIOECONOMY



Funded by the European Union under Grant Agreement ID 101060703. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

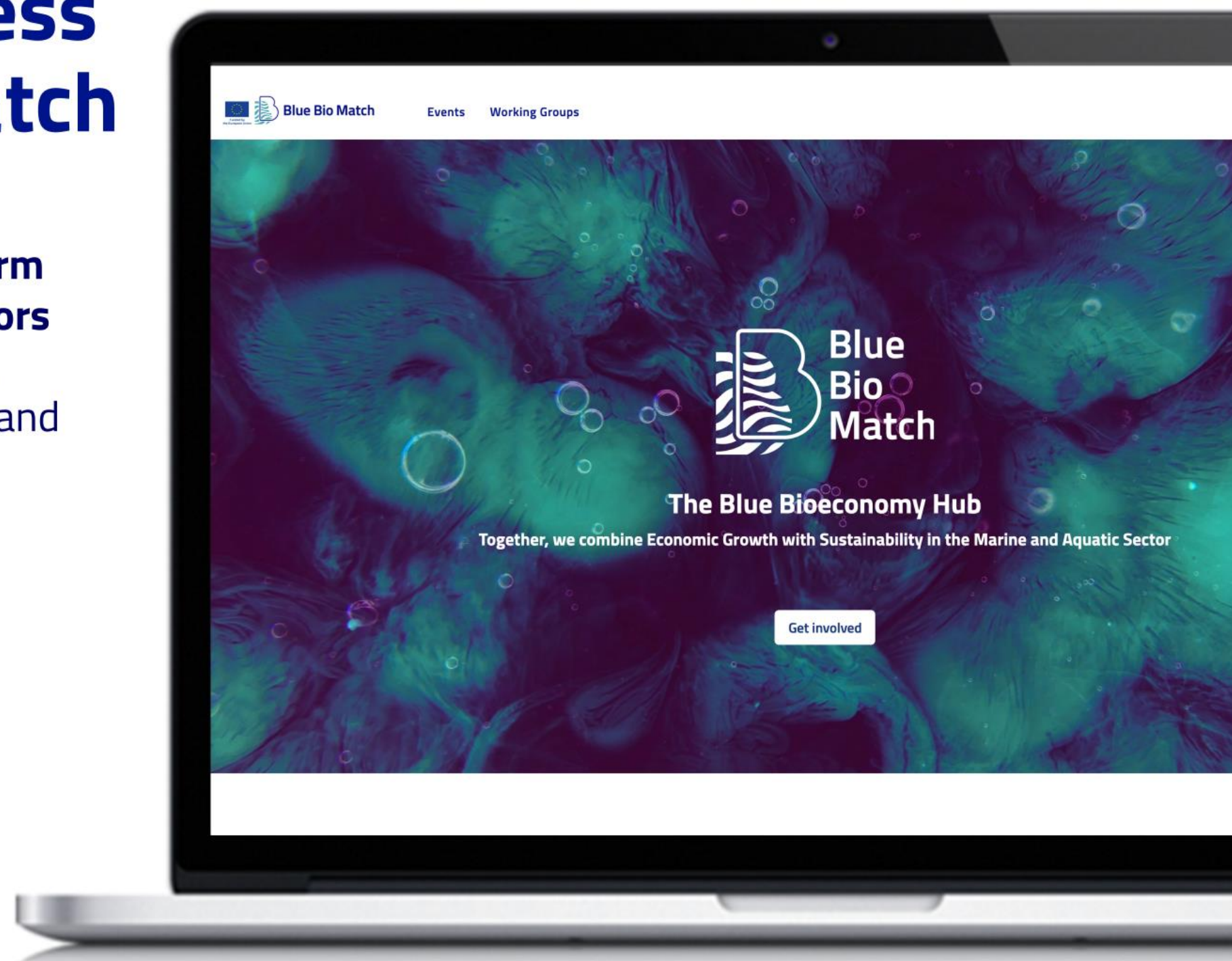
Project Actions for “Technology”:

Our goal is to enable access to essential technologies, support start-ups and SMEs, and fostering stakeholder engagement in order to accelerate the transition to sustainable, circular blue bioeconomy solutions with long-term societal impact.



Matchmaking, Acceleration and Business Support –> Blue Bio Match

- BlueBioMatch is an **open community platform** designed to **empower blue bioeconomy actors** (researchers, companies, public authorities, technology providers, NGOs, entrepreneurs and others) to **connect with an innovation ecosystem, showcase their work** and **find opportunities for collaboration**.
- Users **get access to projects, products, working groups and openings** in the blue bioeconomy sector.



Join us now!



<https://qrco.de/beWskQ>

Head to [this link](https://qrco.de/beWskQ) and
register now!...



<https://qrco.de/belzqx>

Or download our
mobile App!





3rd MISSION ARENA
26-27 November 2024 | Amsterdam

Tech Provider Perspective:

What Are Solution Providers Looking For?

Alexander Ebbing
Ebbing Tides



**Uncovering the regenerative potential that lies
below the surface**





Mountain towards success





Knowhow

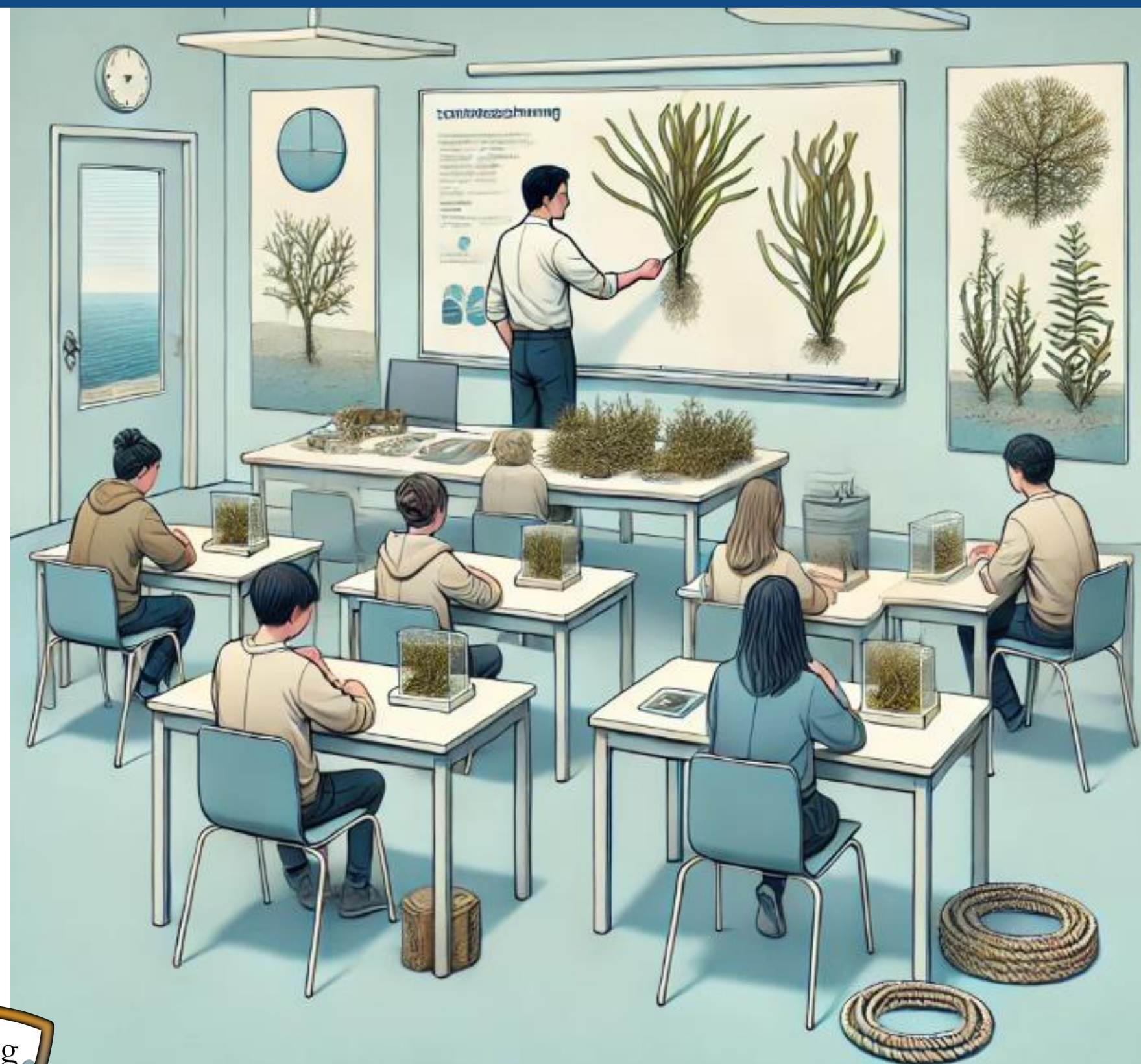


Business development



Value chain development

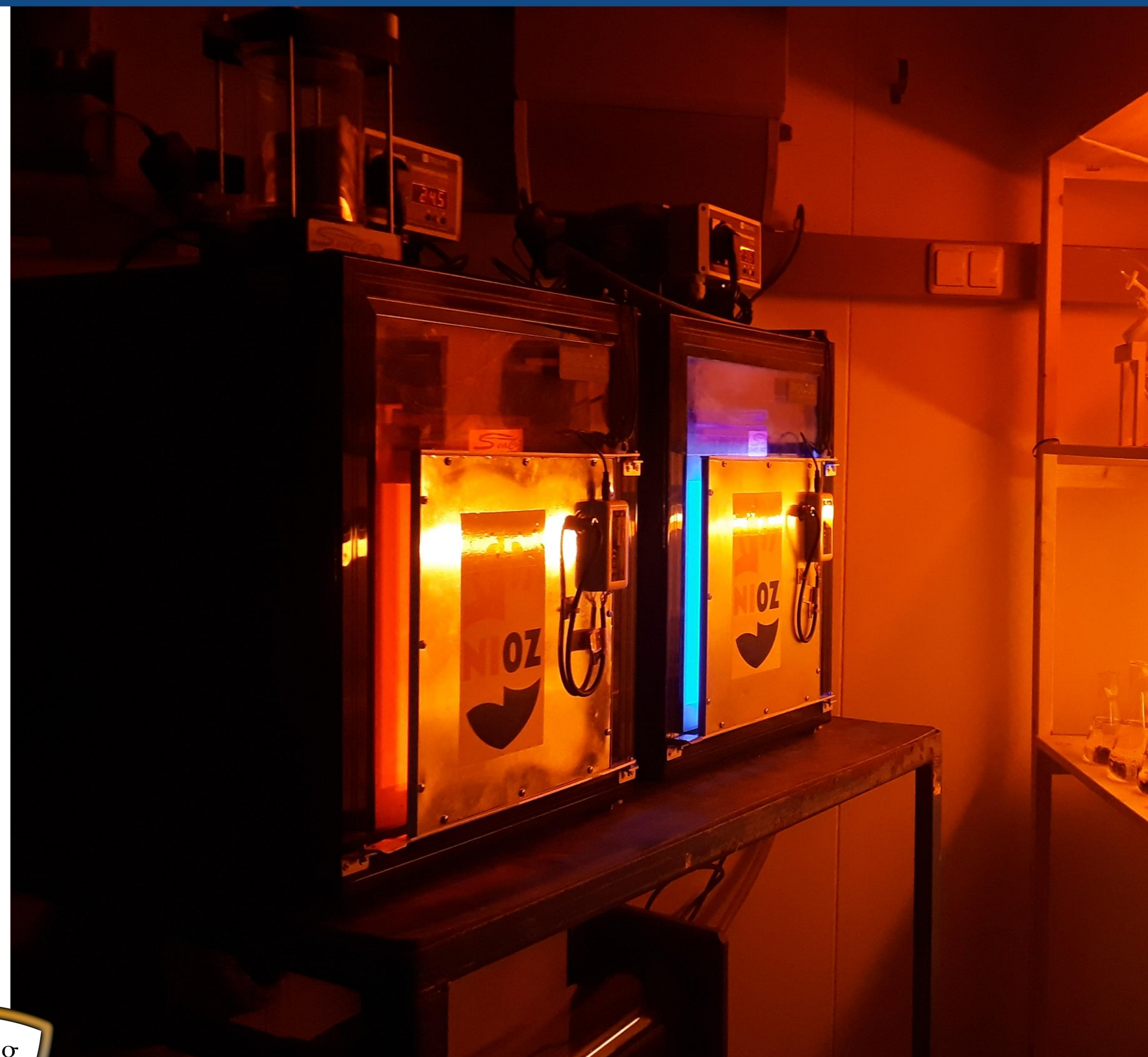




**Know-
Understanding**



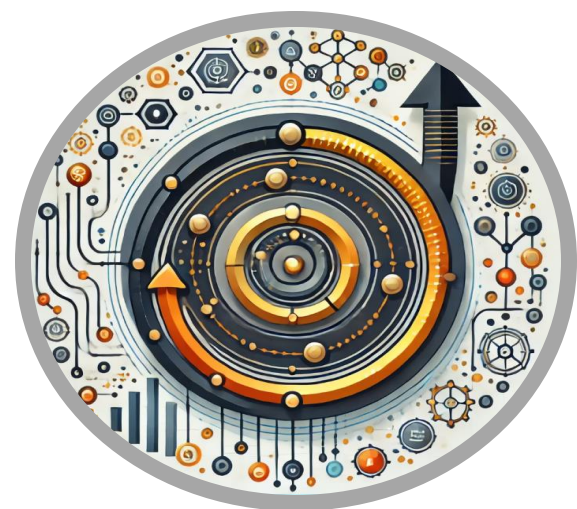
Craftmanship



-How Technology



Plug and play



Business development



Acceptable error-margins **never** scale accordingly



Value chain development

Pre-production

Seed production, breeding,
fundamental research, education

Production

Farm design, cultivation technology, Site
location, monitoring

Processing

Storage, Transport, bio-refinery

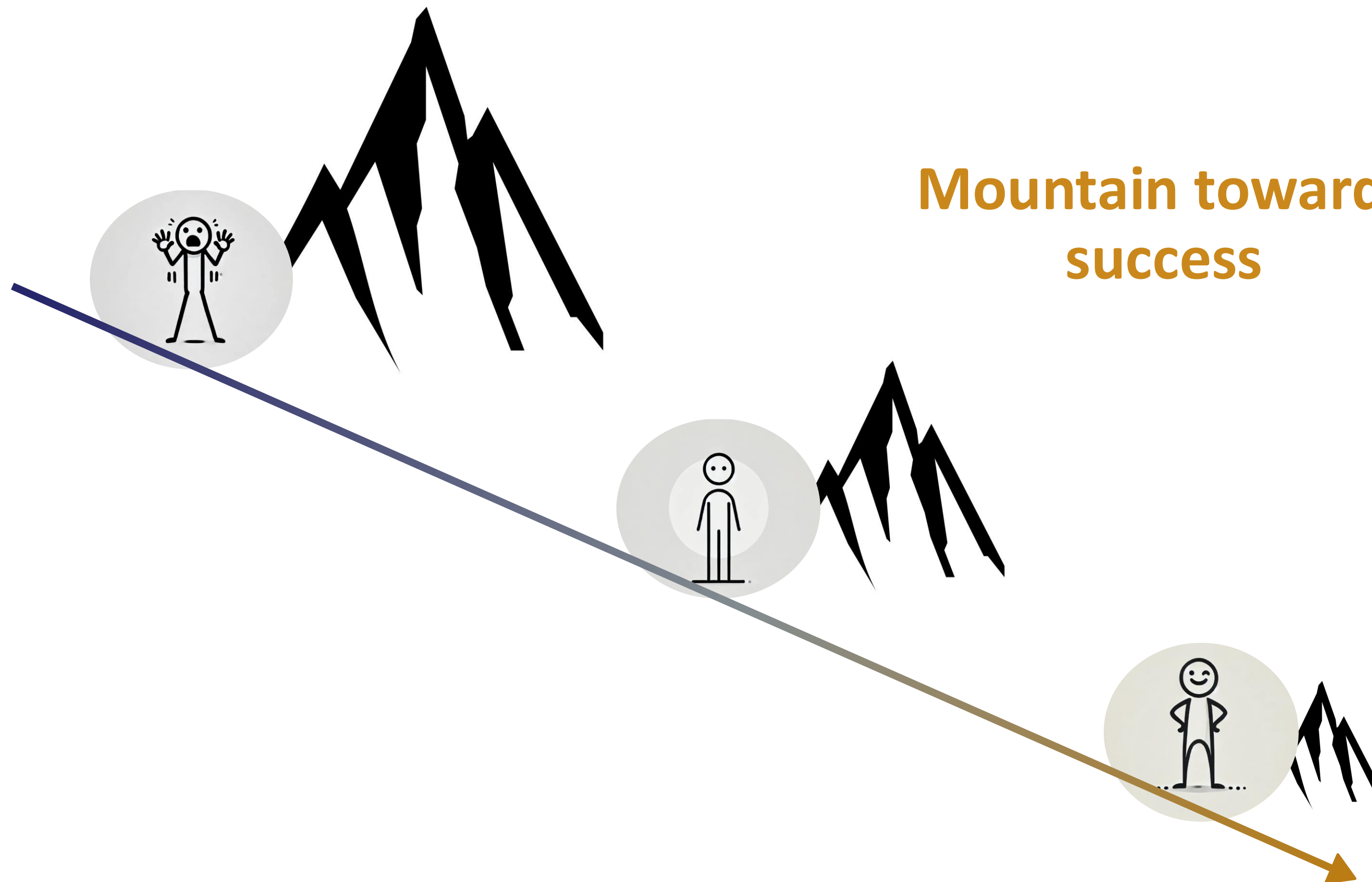
Distribution and commercialisation

Distribution, application development,
distribution, marketing, legal, and outreach





Mountain towards success





www.ebbing-tides.com



3rd MISSION ARENA
26-27 November 2024 | Amsterdam

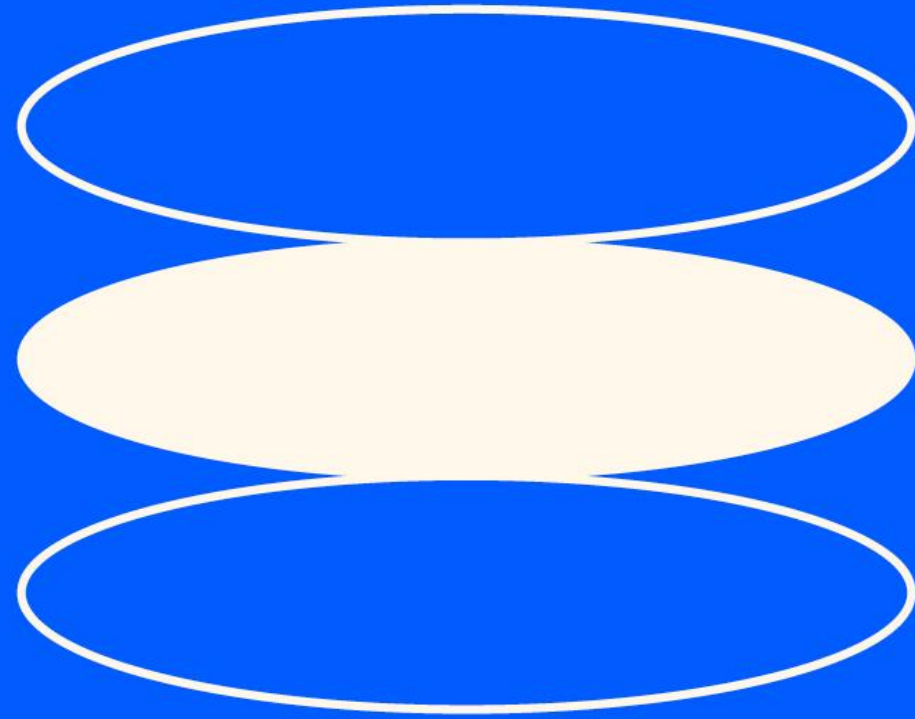
Tech Needs from the User's Perspective: What are startups looking for?

Sigmar Snær Gunnarsson
Eat Myt

eat myt

Rethinking blue mussels
for a more sustainable future





the problem

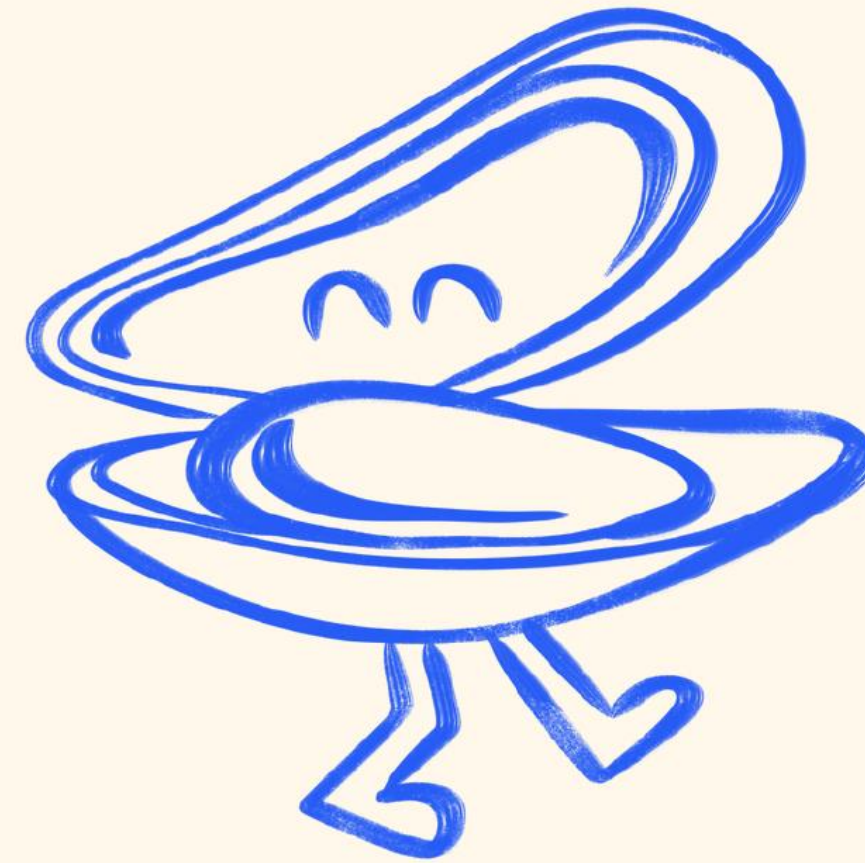
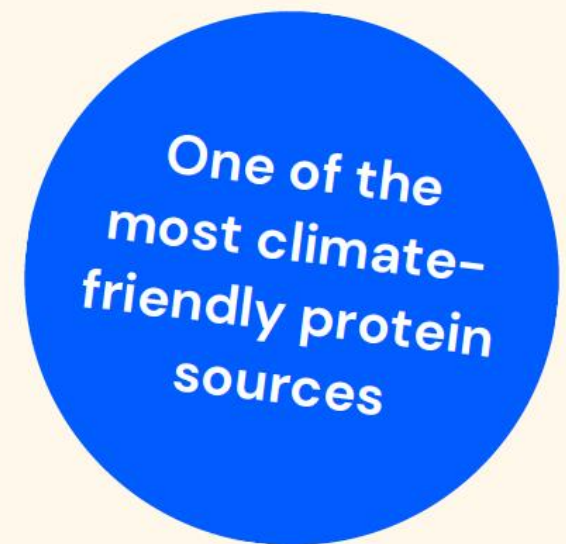
- Growing population to feed
- agriculture is resource intensive
- people don't want to give up animal-based proteins

why we love blue mussels

- **Nutritious:** Blue mussels are a powerhouse of protein, omega-3 and essential nutrients.
-

- **Climate-friendly:** Minimal environmental footprint, requiring no feed or freshwater while improving the quality of our oceans.
-

- **Local:** Grown locally and organic in Denmark (Limfjorden), supporting regional food systems and reducing food miles.



why we rethink blue mussels?



85%

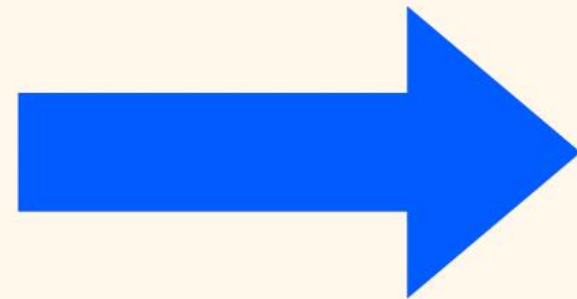
of Danish blue mussels are exported

**Blue mussels are overlooked in
Denmark due to consumer barriers**

- No big seafood culture locally
- Hesitations due to a lack of preparation knowledge, unfamiliar textures, and appearance
- Limited versatility as a food ingredient – Mostly consumed in Moules Frites

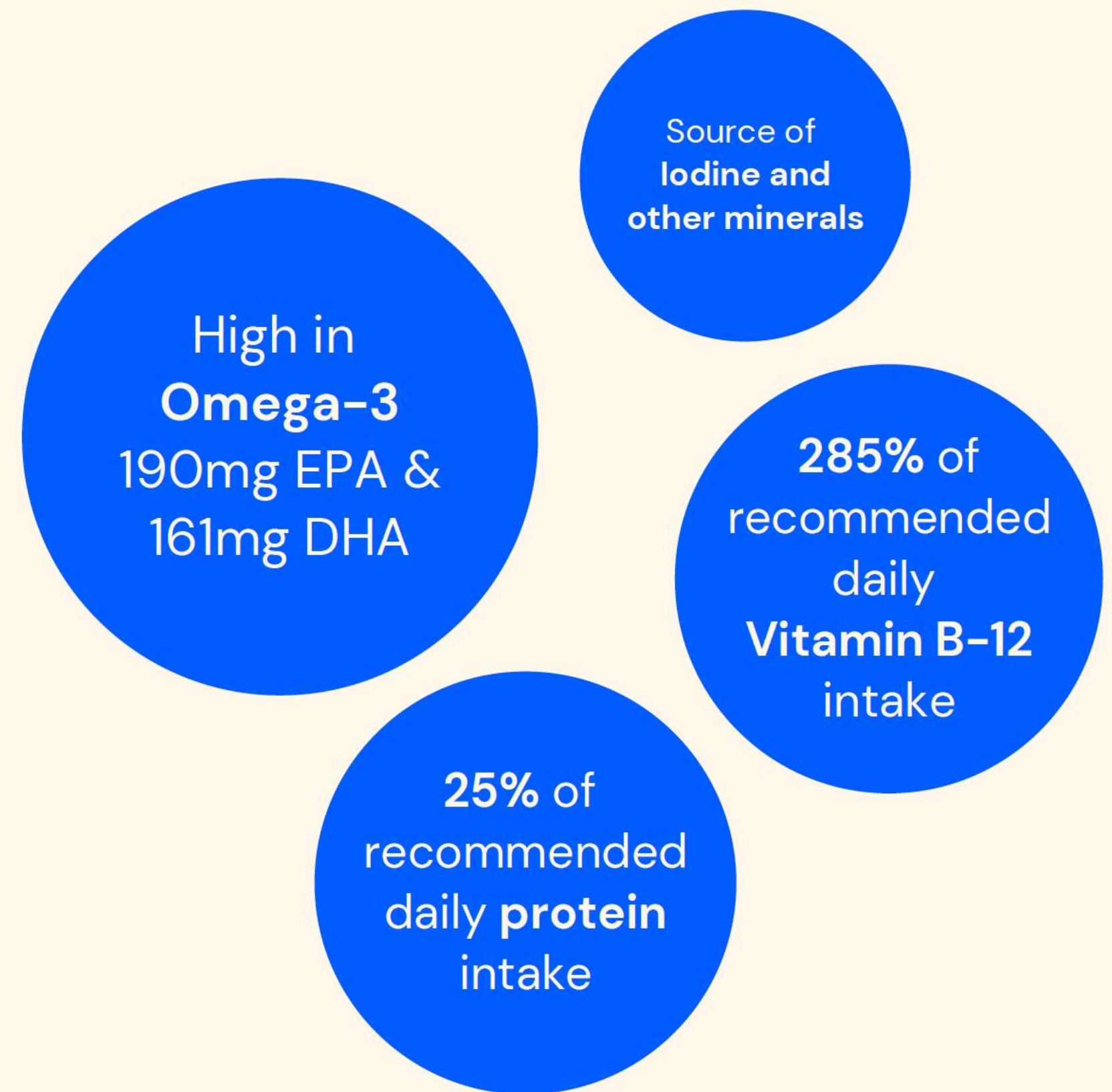
how we rethink blue mussels

We transform blue mussels into delicious, convenient and **accessible food products**, breaking down barriers to make this highly nutritious, climate-friendly protein enjoyable for all!



benefits of myt products

- Nutritious
-
- Versatile and easy-to-incorporate
-
- Natural ingredients and minimally processed. Naturally rich in umami.
-
- Climate-friendly: LCA report currently in the making with help from DTU students



*myt per 100g

challenges

Let's create sustainable, delicious food solutions together!

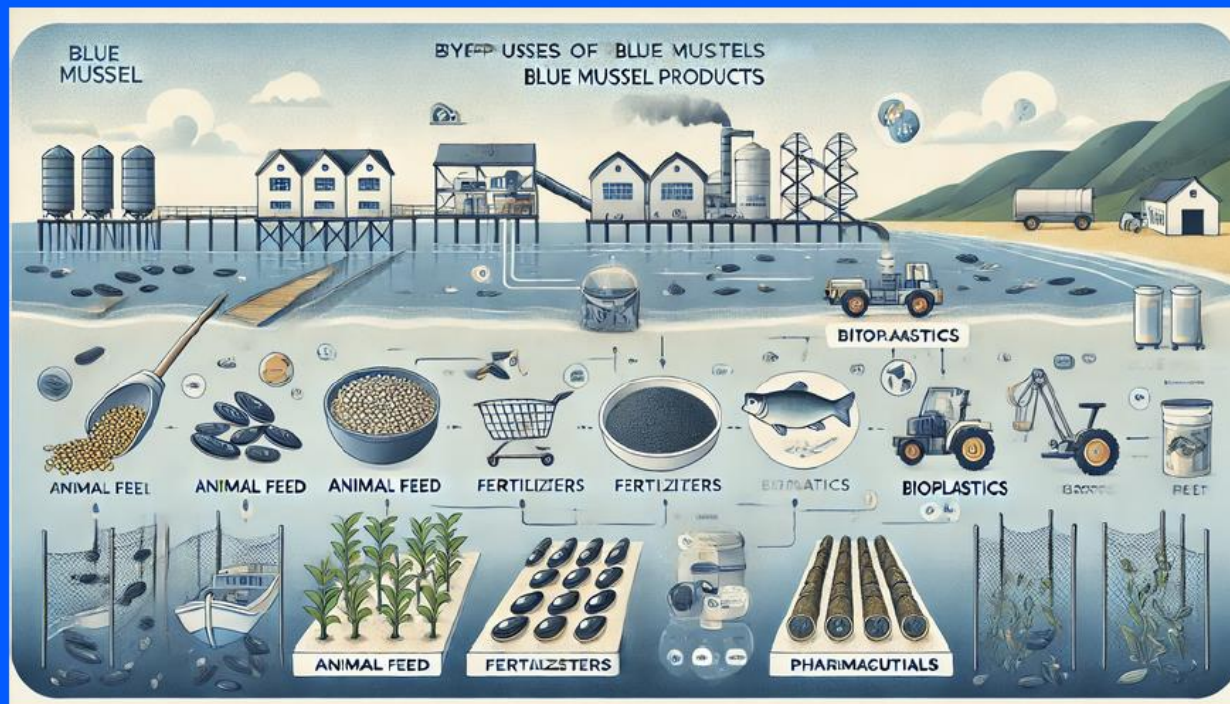
Pulsed Electric Field



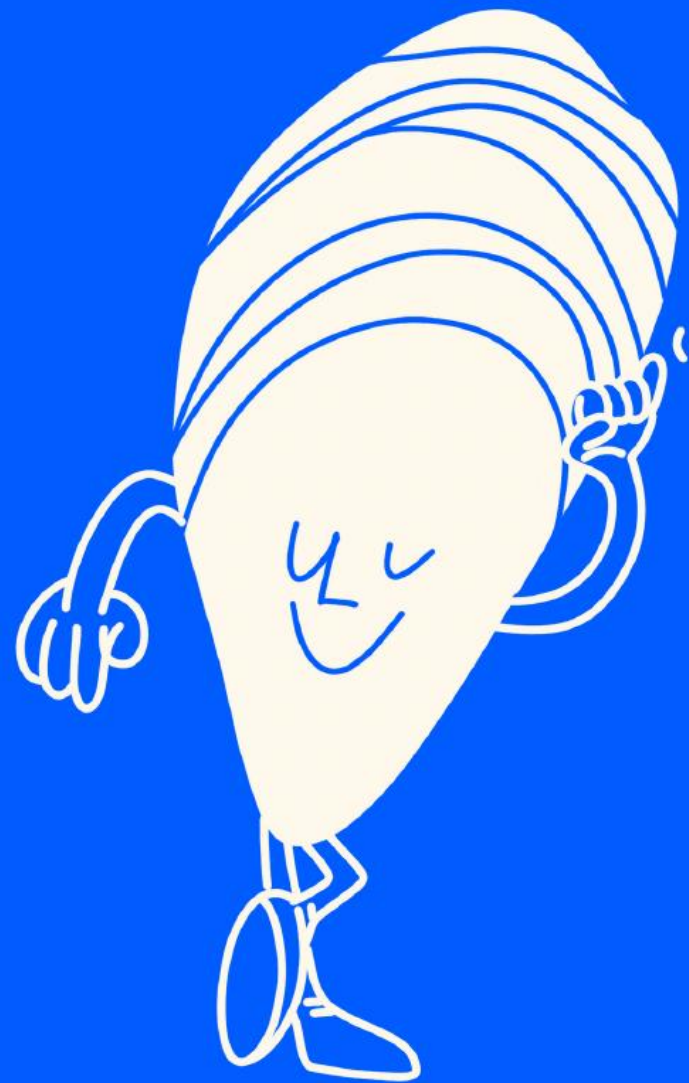
- **Tech challenges**
 - Keeping the product minimally processed
 - Deshelling and foreign objects
 - Scaling

- **Future vision and current industry focus**
 - Get inspiration from other fields
 - Bio innovation
 - Think bigger towards impact

AI generated



- **Market fit**
 - Timing
 - Funding



Thank you!

hello@eatmyt.com

Website: eatmyt.com

Instagram: [@eat_myt](https://www.instagram.com/eat_myt)

LinkedIn: [linkedin.com/company/eat-my/](https://www.linkedin.com/company/eat-my/)

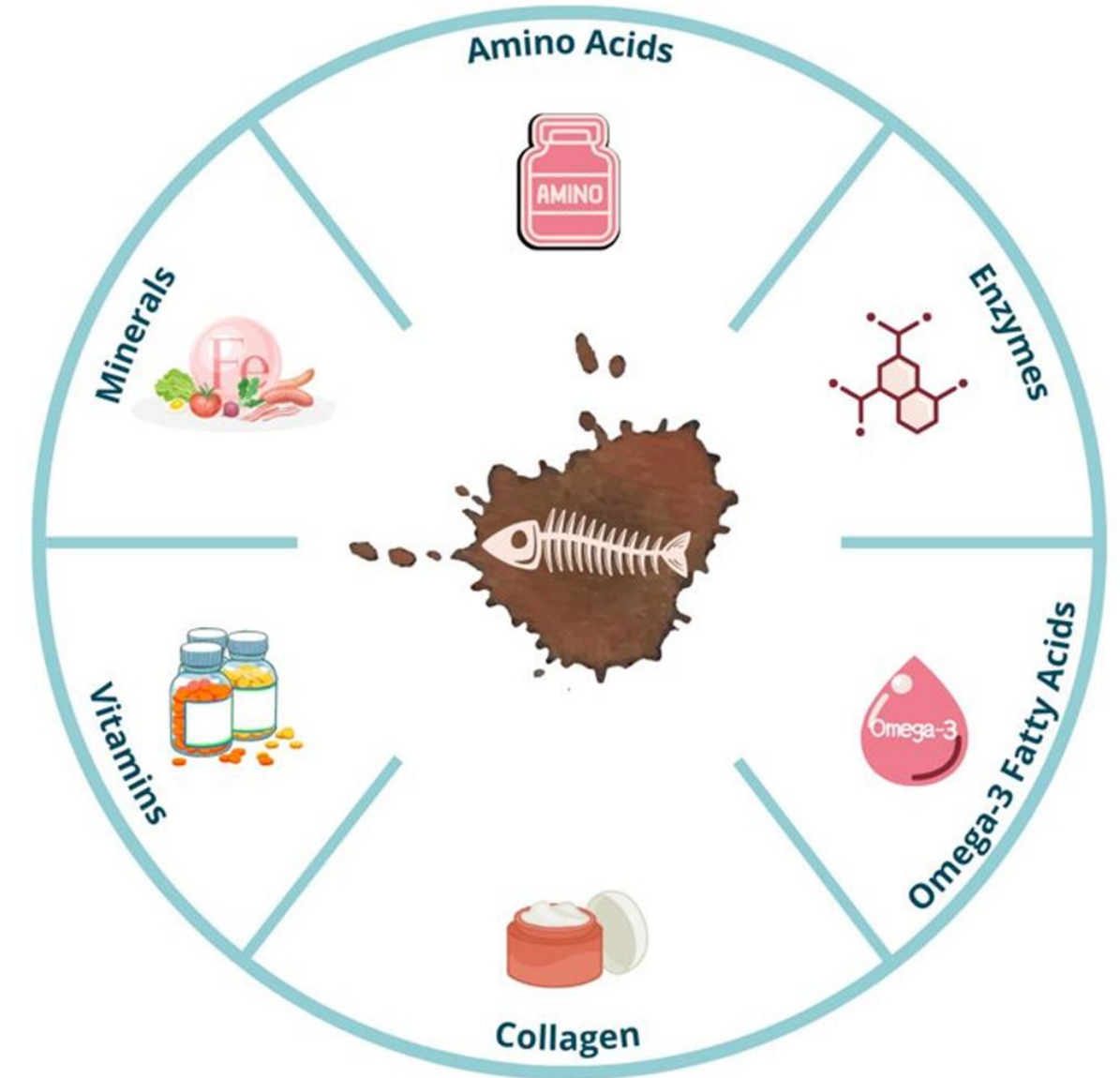
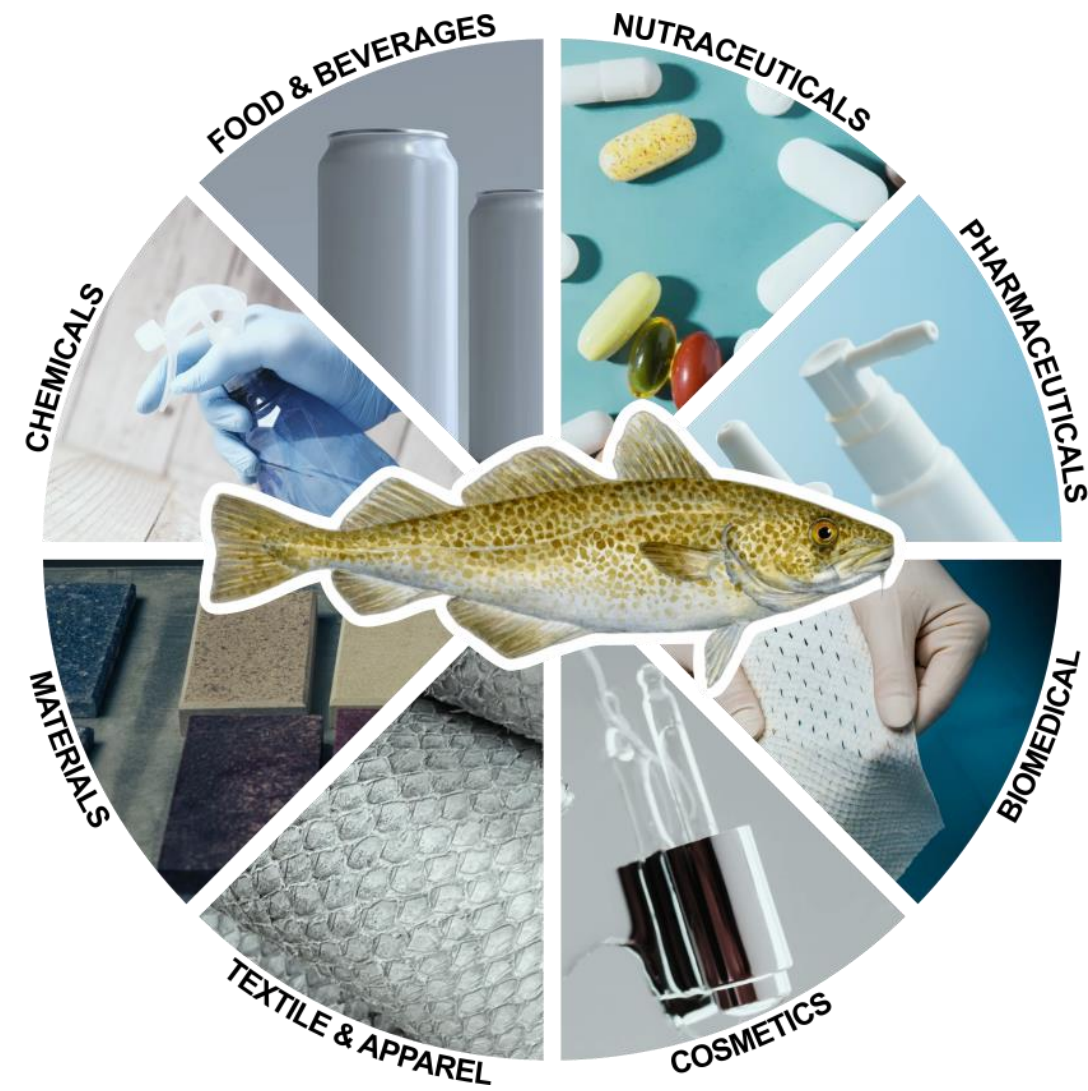

**BLUE
MISSION
BANOS**

3rd MISSION ARENA
26-27 November 2024 | Amsterdam

**100% Fish powered by
partnerships**

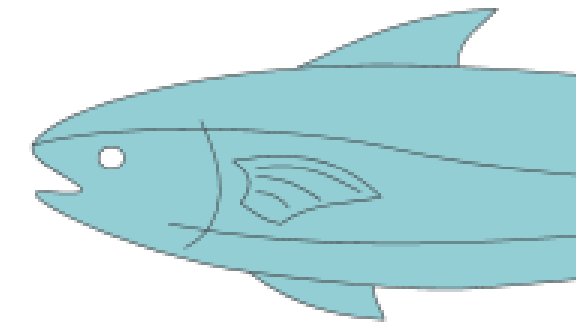
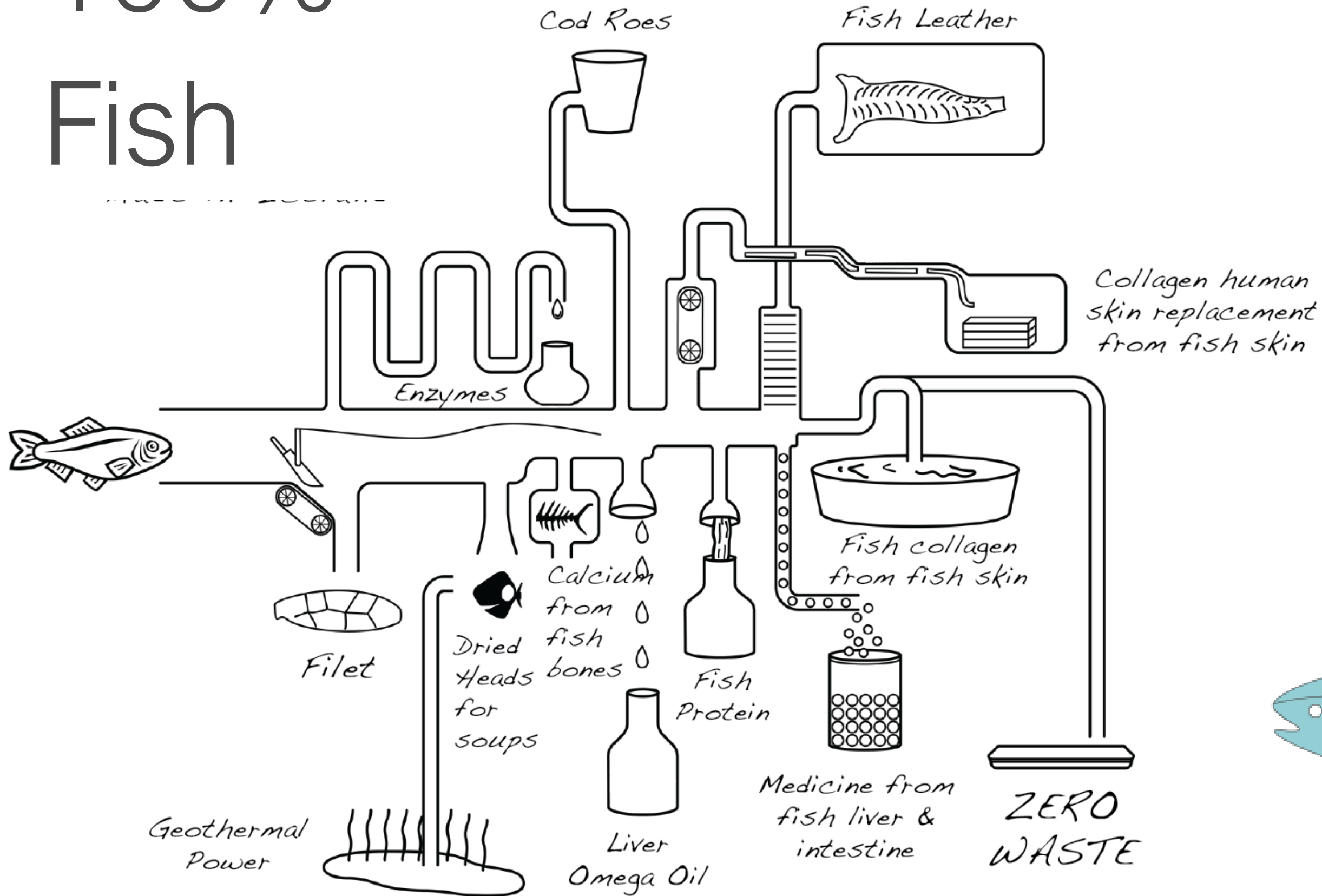
Dr Alexandra Leeper
CEO, Iceland Ocean Cluster
alexandra@oceancluster.is



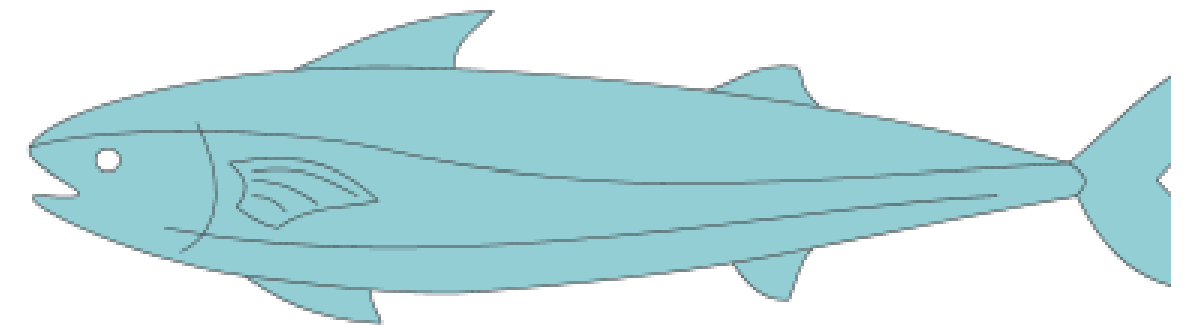




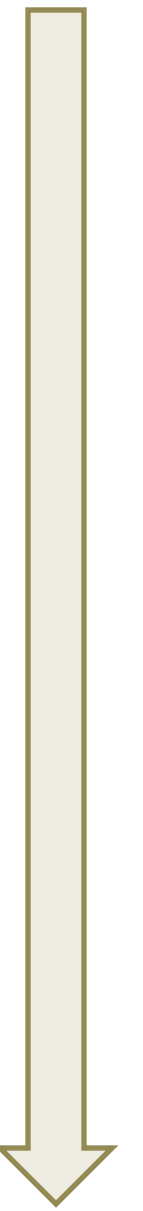
100% Fish



40-50%



>90%



2024

Total potential value
per fish

\$4,750







codland

Innovation

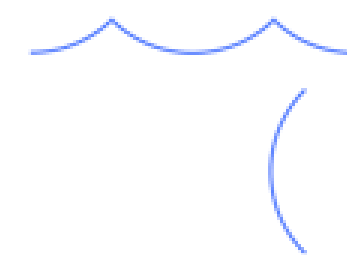


matís

Research



Industry



MARINE COLLAGEN
Iceland

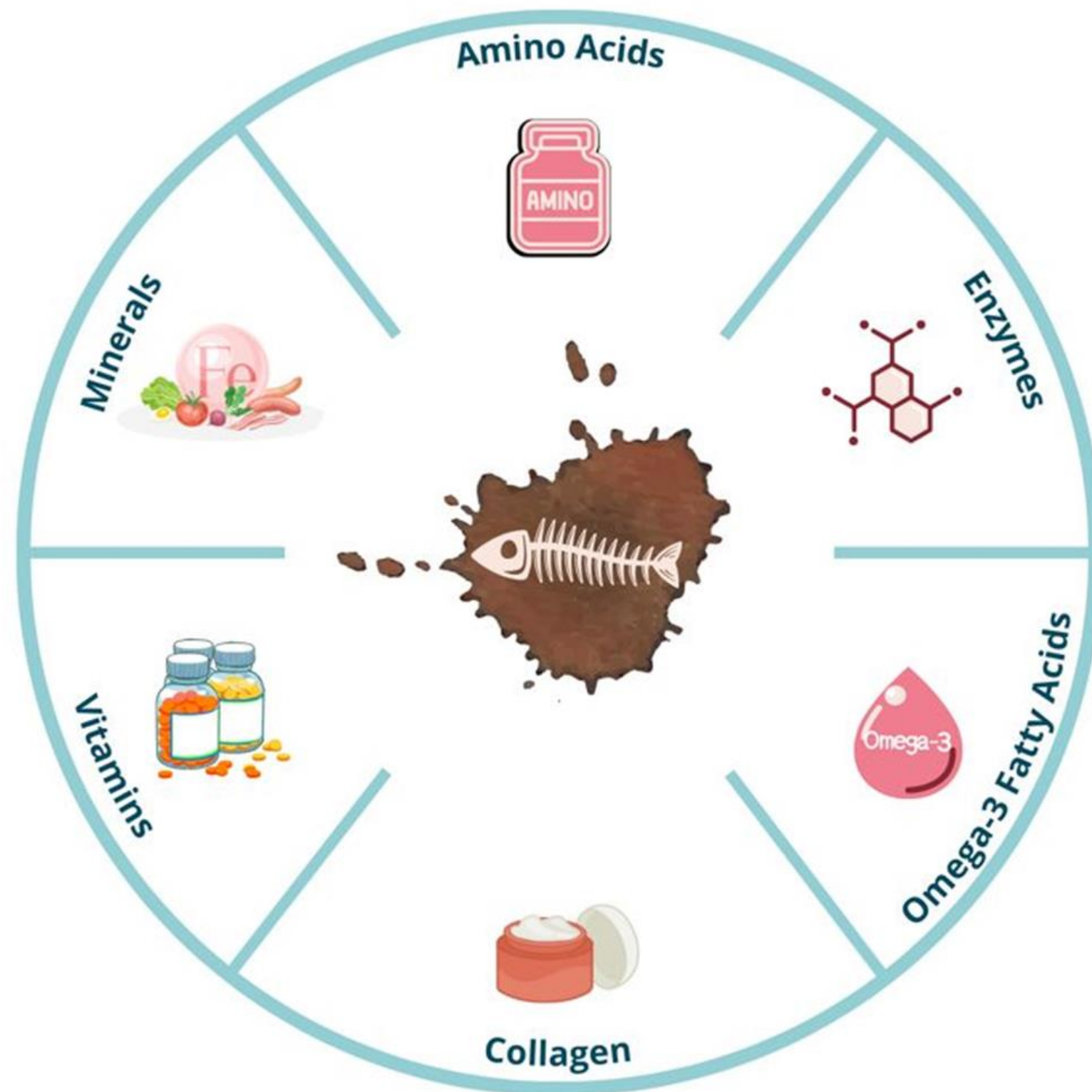
2024

Problem material



2025

Potential value ?







Innovation



matís

Research



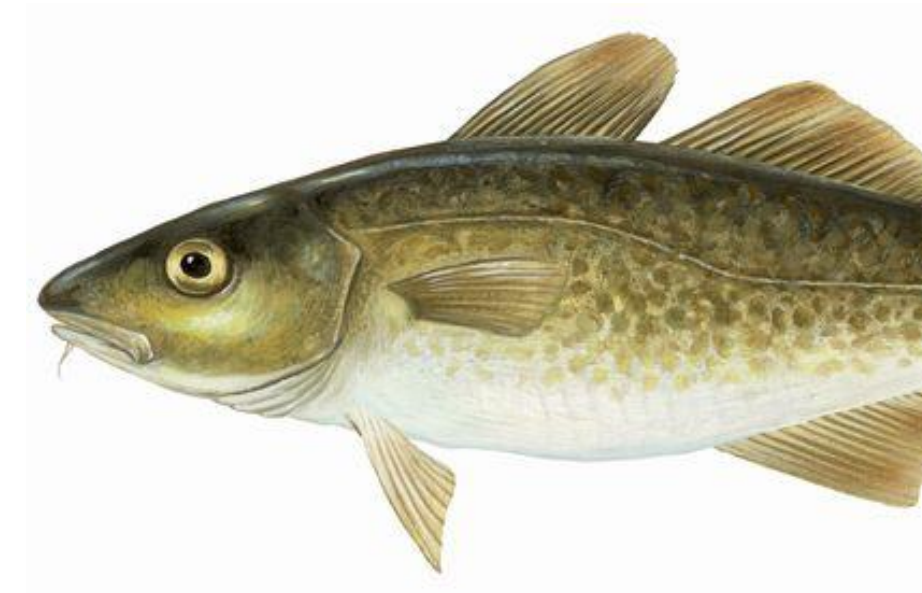
Geo Salmo

Industry

Thank you!

Dr Alexandra Leeper
CEO, Iceland Ocean Cluster

alexandra@oceancluster.is





3rd MISSION ARENA
26-27 November 2024 | Amsterdam

The Technology Transfer Journey

Interview with Pierre Ingmarsson

IVL – Swedish Environmental Institute

Head of Blue Economy

Contact: Pierre.Ingmarsson@ivl.se



Interactive Group Discussions

Q. How Can We Help Blue Bio Industries Find, Integrate, and Scale Technologies?

From 4 different perspectives (role-play):

Industry (pink)

Academy/Research (orange/yellow)

Policy (white)

Startups (lavender/light blue)

***Choose one perspective, write it on a colored post-it, put it on your shirt
carry on through the workshop with the same perspective!**

Discussion Questions – 1 per table (20 min each)

A. Identifying Technology Needs

- *How can small and medium-sized enterprises (SMEs) in the blue bioeconomy pinpoint and clearly express their technology needs? (Facilitators: Alexander + Jurgen)*

B. Integration Strategies

- *What are the key steps and resources needed to successfully implement new technologies in the blue bio sector - and what role does match-making and partnerships play in this? (Facilitators: Alexandra + Liisi)*

C. Inspiring Technology Suppliers

- *How might we engage tech suppliers from other sectors to adapt and tailor their solutions to blue bio industry challenges? (Facilitators: Sigmar + Julianna)*

D. Scaling Innovations

- *What tools, frameworks, programs, or partnerships currently support scaling technology solutions in the blue bioeconomy? Examples? (Facilitators: Pierre + Alberto)*



BlueBioClusters Tech
Match-Making Webinar #1

Addressing Technology Needs in Cultivation and Harvesting of Marine and Aquatic Biomass

Monday, 16 December 2024
14:00-15:30 (CET)

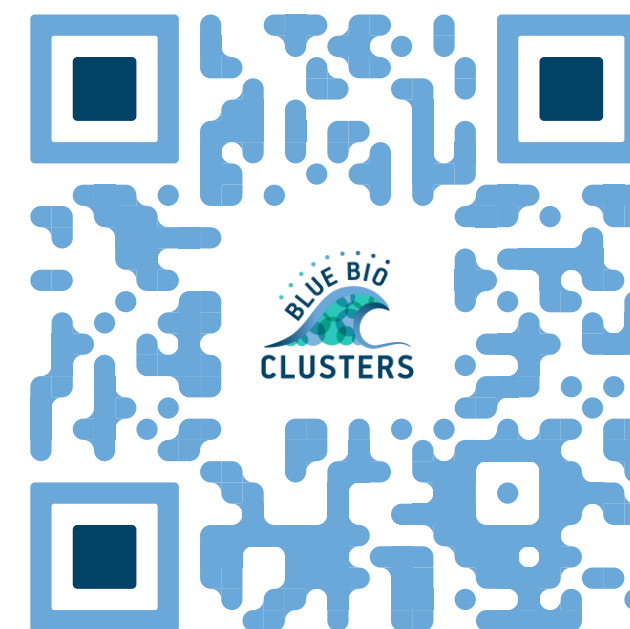


Funded by
the European Union

Do you want to continue this discussion?

Check out our upcoming webinar series!

Register on



<https://qrco.de/bfb1LK>