



ICELANDIC IDEAS

INSPIRING THE GLOBAL BLUE ECONOMY

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FOOD & BEVERAGES

NUTRACEUTICALS

PHARMACEUTICALS

BIOMEDICAL

COSMETICS

TEXTILE & APPAREL

MATERIALS

CHEMICALS



23.8 Million Tonnes



Site & species identification

Gain understanding of the environment, socio-economic landscape, traditions, challenges, & select model/pilot fish species.



A close-up photograph of a fishing net, showing the intricate mesh and the wooden frame, with a green net visible in the background.

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A horizontal black line with two white circles at each end, acting as a section separator.

Current utilisation & biotechnological analysis

Investigate local fishing activities, supply chains, market dynamics, and assess the nutritional content and properties of selected fish species.





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species.

Prototype development & economic feasibility

Develop product prototypes, assess yield & quality, and perform economic analysis to evaluate the financial viability of products.

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Prototype development & economic feasibility

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Market strategy & relationship building

Create a clear strategy to bring high-potential products to market.
Build connections with local stakeholders & industry players.





Adapting 100% Fish

ALASKA
OCEAN CLUSTER

OREGON
OCEAN CLUSTER

GREAT LAKES
100% FISH CLUSTER

**LONG ISLAND
SOUND**
OCEAN CLUSTER

NEW ENGLAND
OCEAN CLUSTER

NEW BEDFORD
OCEAN CLUSTER

ICELAND
OCEAN CLUSTER

FAROEES
OCEAN CLUSTER

SCOTLAND
OCEAN CLUSTER

SWEDEN
OCEAN CLUSTER

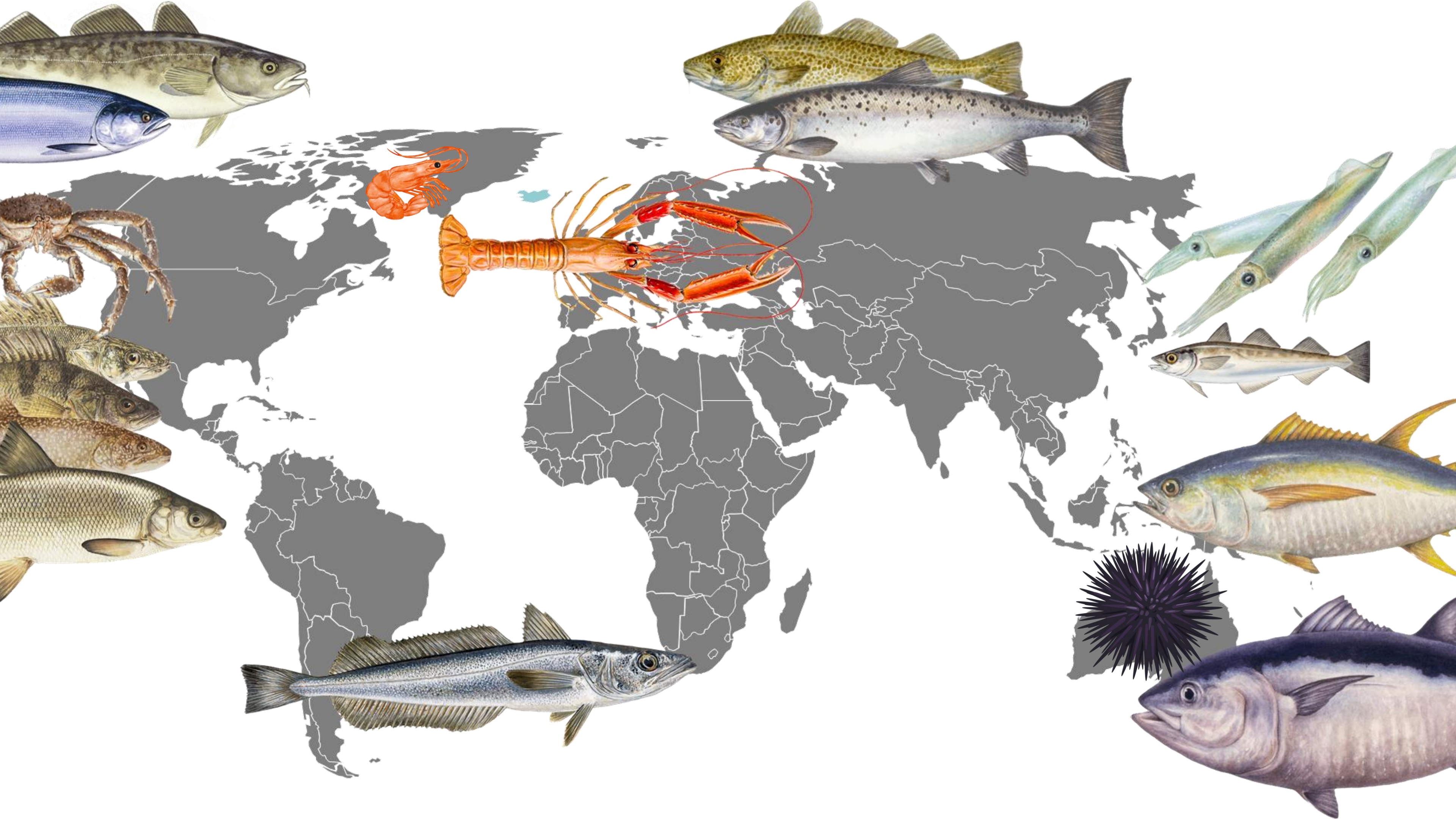
DANISH
OCEAN CLUSTER

NAMIBIA
OCEAN CLUSTER

PACIFIC ISLANDS
OCEAN CLUSTER

QUEENSLAND
OCEAN CLUSTER







Enabling industry change



Connecting with Iceland



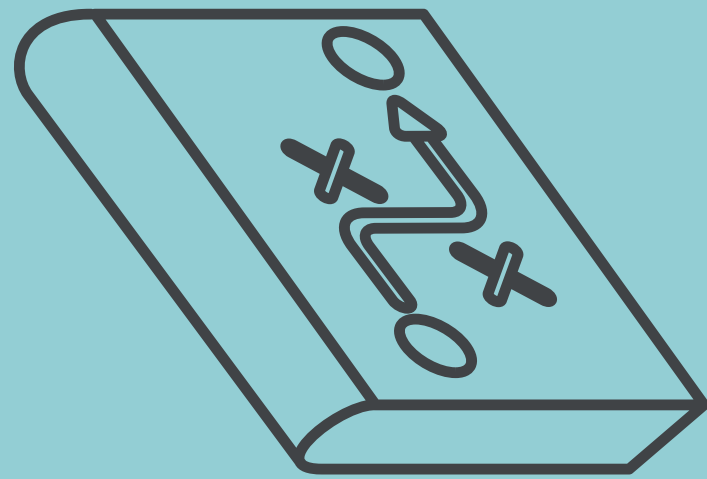
The blue community



ICELAND'S FUTURE FISHERIES

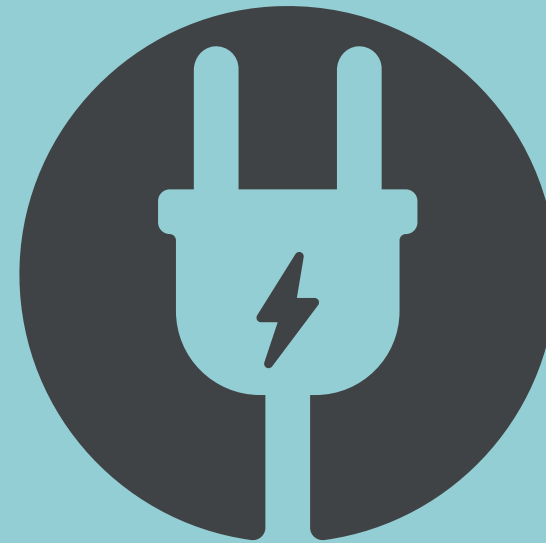
Entrepreneurs & products

A STRATEGY FOR SHARING 100% FISH...



A 100% FISH PLAYBOOK

Core materials, key tools, lessons and best practice from Iceland and globally.



A 100% LEADERSHIP PROGRAM

An interactive Icelandic plug-in program to train and connect 100% Fish ecosystem leaders.



ACCELERATED GLOBAL 100% FISH

Supported activation of emerging 100% Fish ecosystems and their 100% Fish champions.



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