



World Seafood Congress 2015

Upskilling for a Sustainable Future

Grimsby, England
5th to 9th September 2015



Timothy Hansen

U.S. Federal Government Retired and President
IAFI 2014-2015





Sir Ranulph Fiennes

OBE









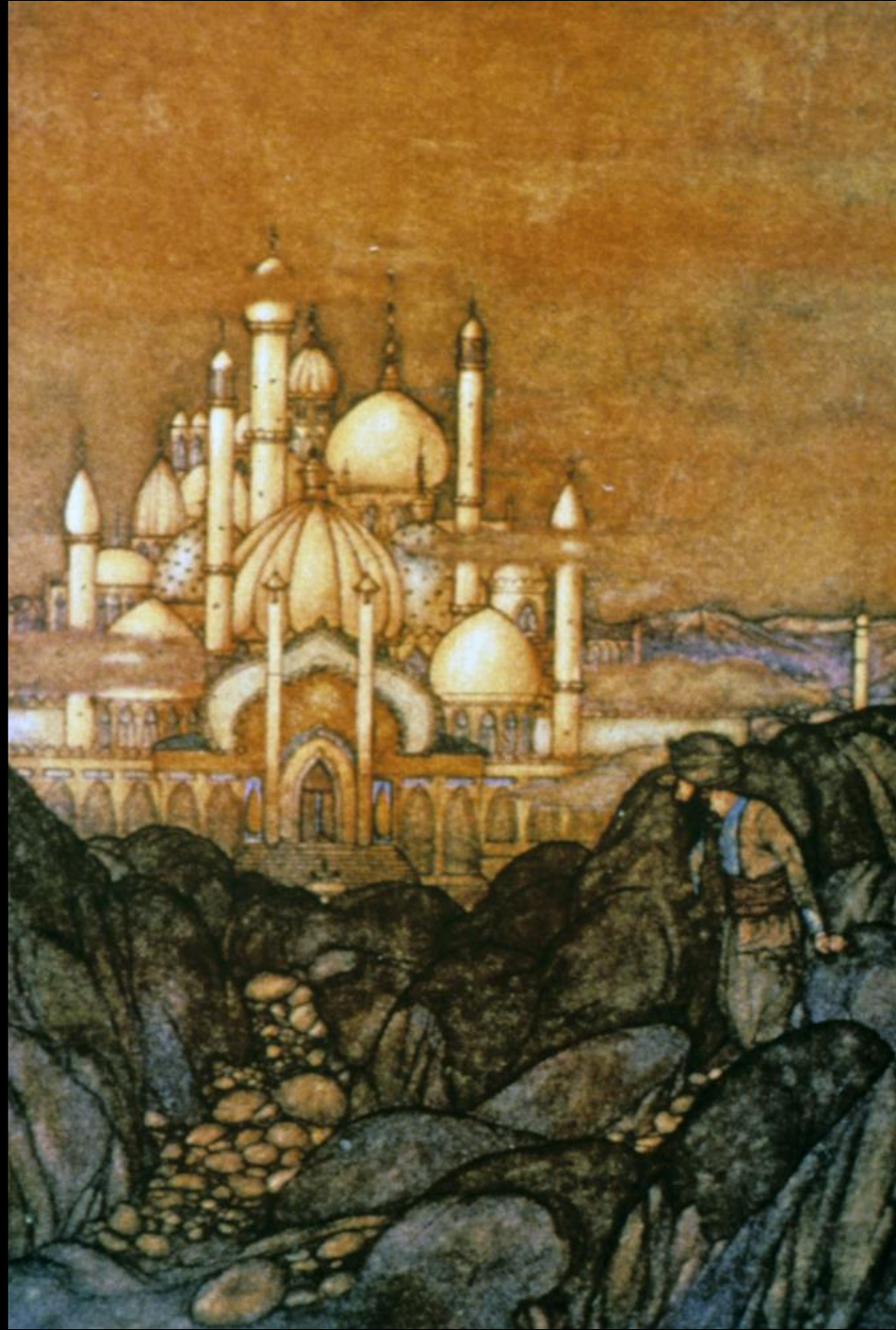


















































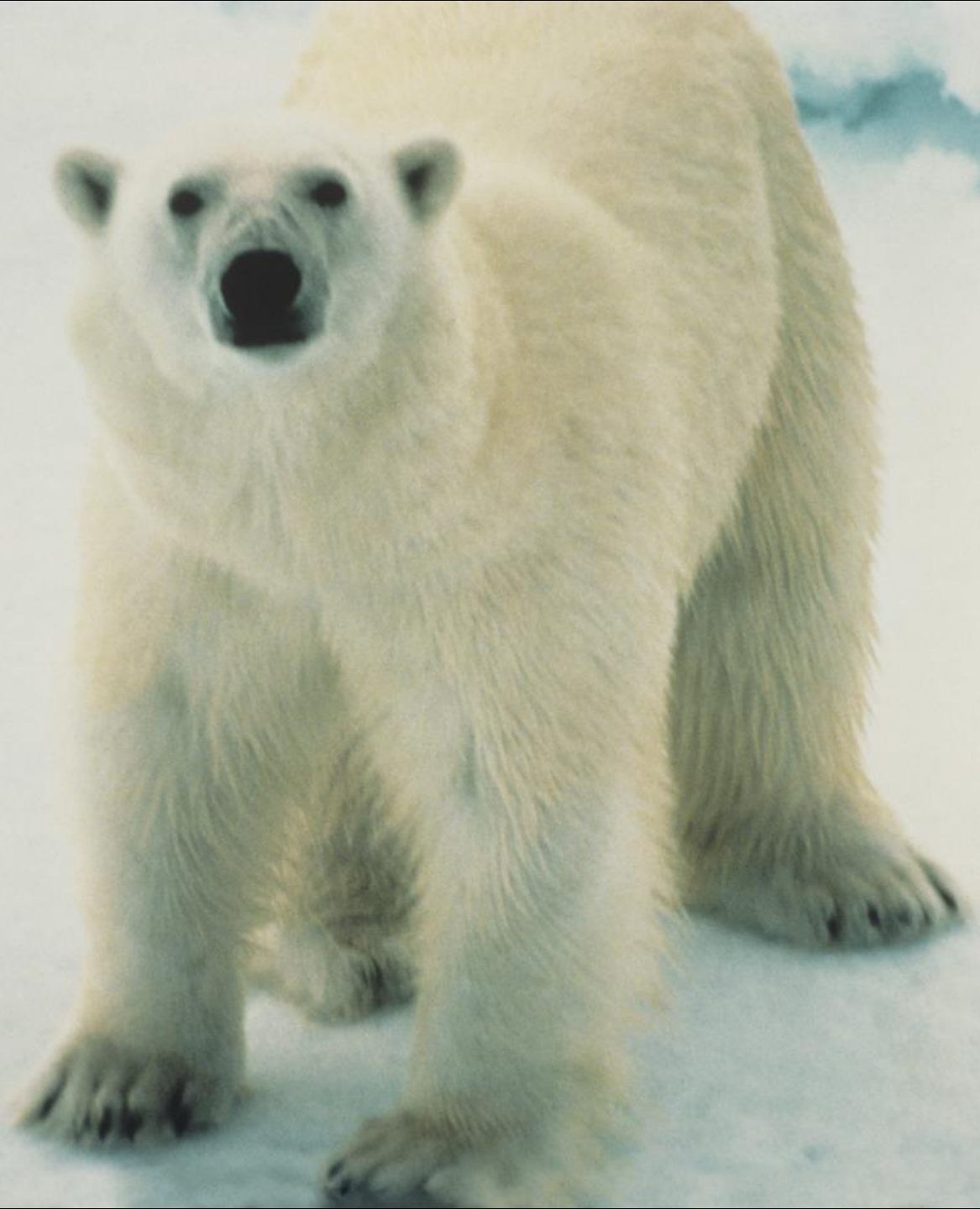


































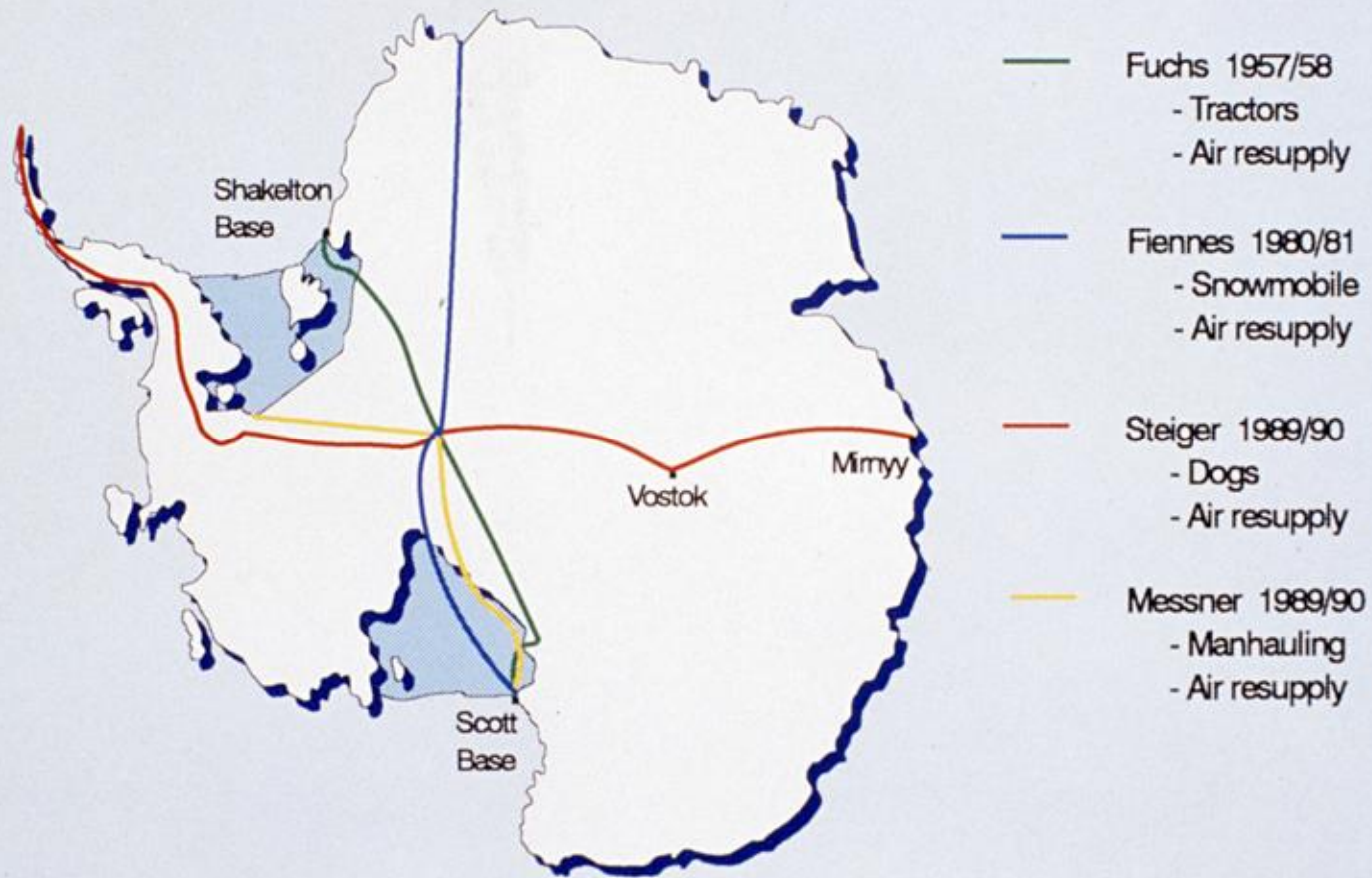








ANTARCTIC CROSSINGS







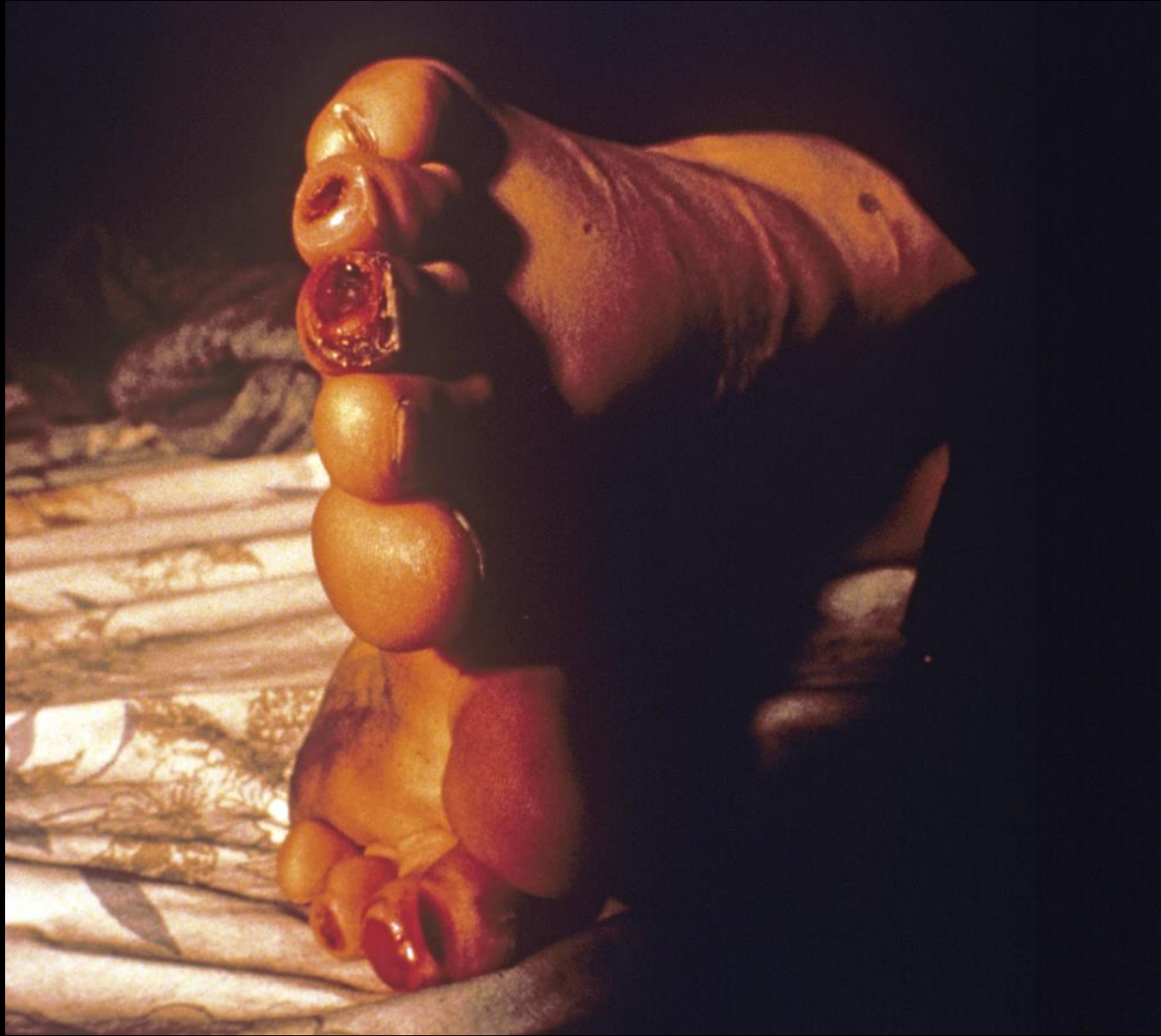


















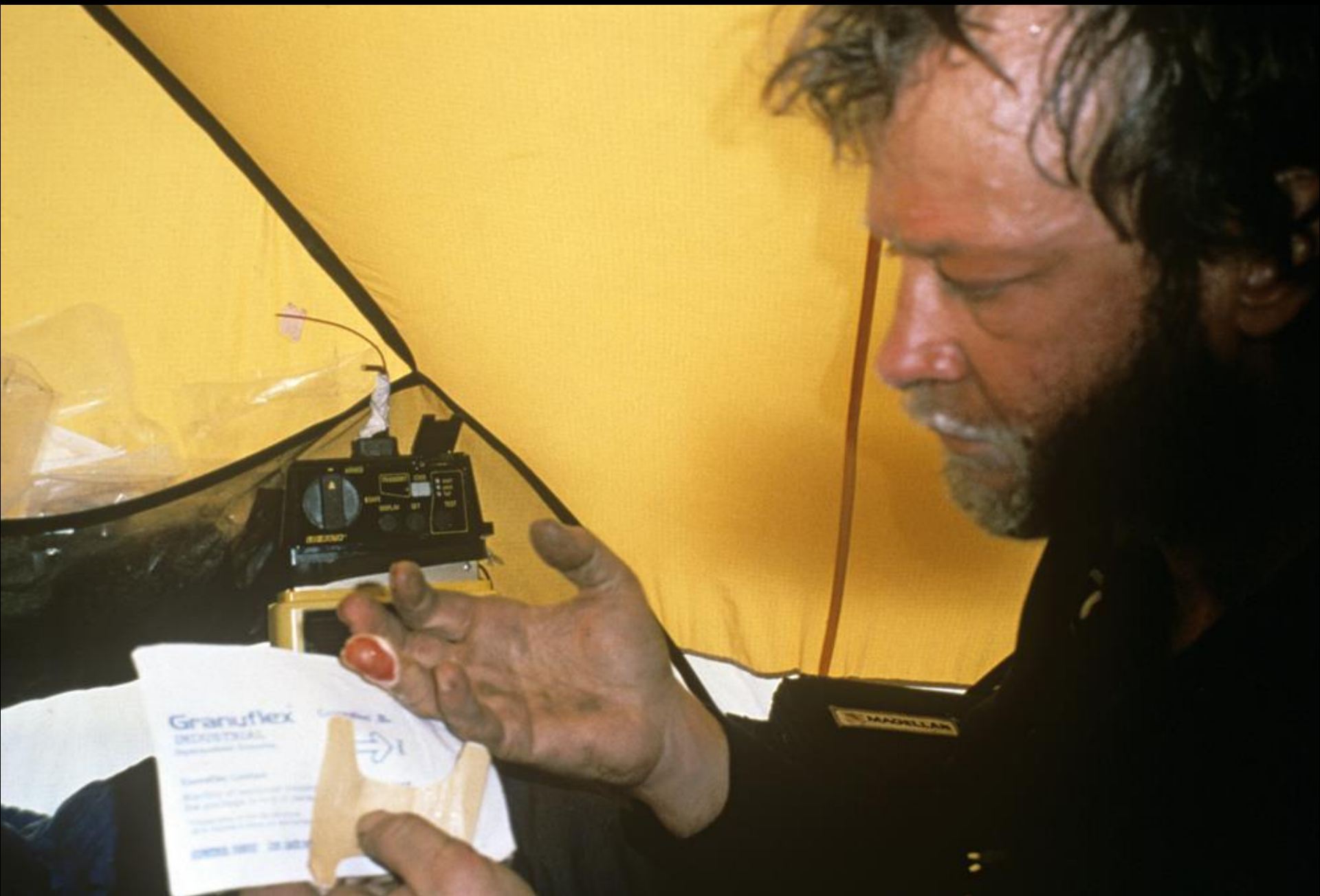


















Q&A





Management of Fisheries and Aquaculture – the Norwegian Experience



DIRECTORATE OF FISHERIES

Director General of Fisheries,
Liv Holmefjord

Grimsby 9th September 2015





DIRECTORATE OF FISHERIES

The Directorate of Fisheries shall promote profitable economic activity through sustainable and user-oriented management for marine resources and the marine environment

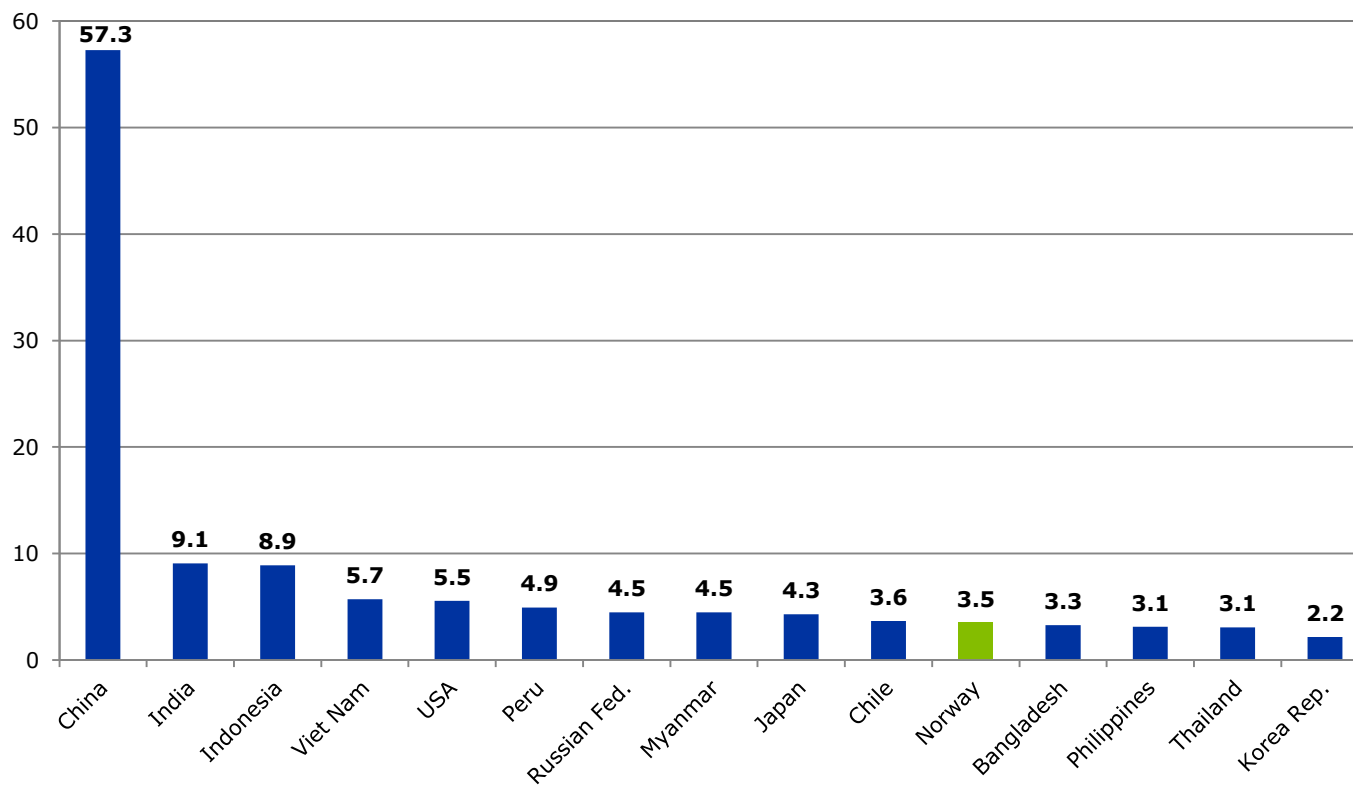


The leading seafood nations 2012

Production (catch and aquaculture)



DIRECTORATE OF FISHERIES



Source: FAO

Norges maritime grenser



DIRECTORATE OF FISHERIES



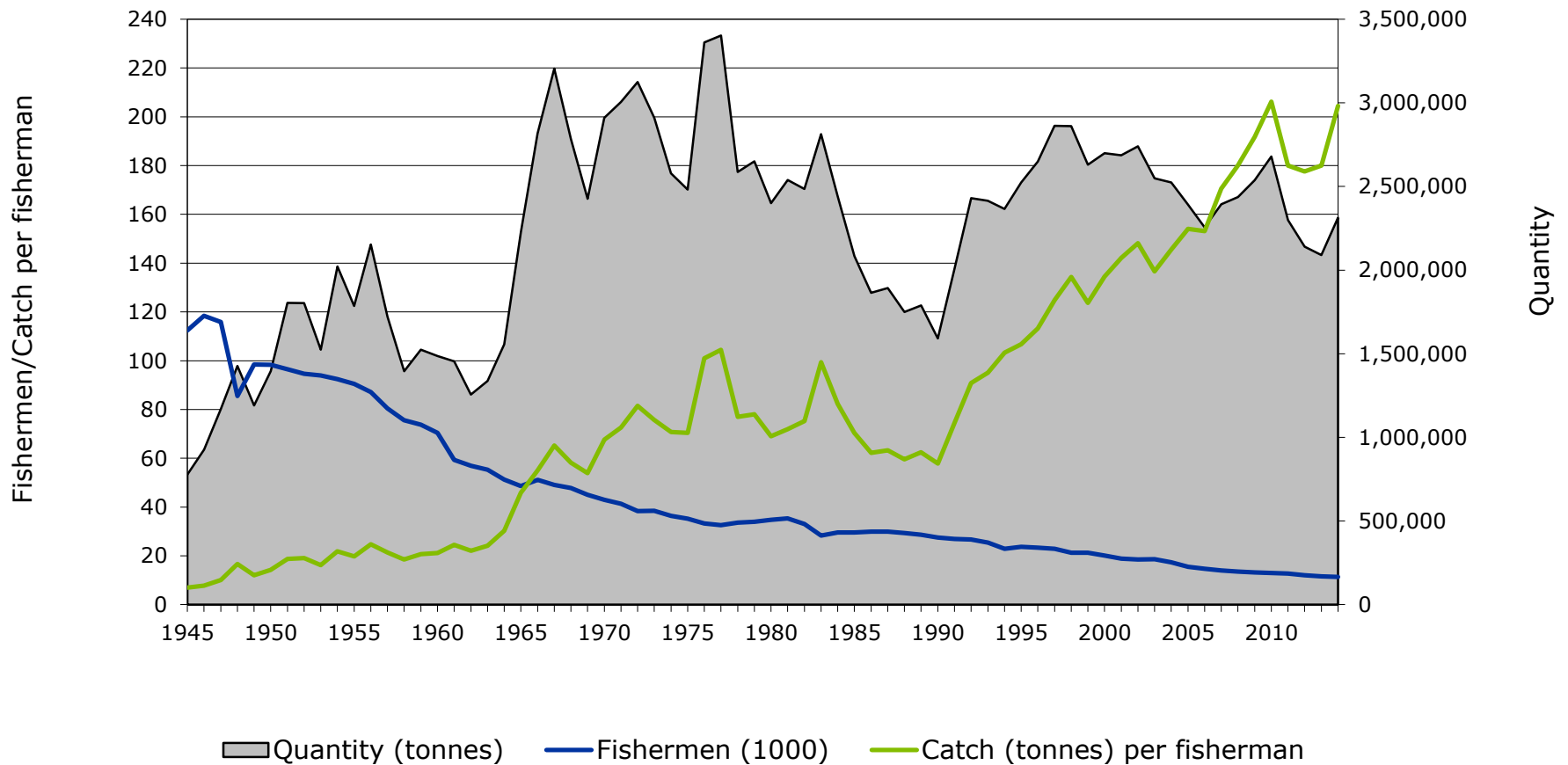
NORWAY:

Population:	5.09 million
Mainland:	323 787 sq.km
Spitsbergen:	61 022 sq.km
Jan Mayen:	377 sq.km
Mainland coastline:	28 953 km
Total coastline (including islands):	100 915 km
Mainland EEZ:	968 700 sq.km
Spitsbergen FPZ:	804 000 sq.km
Jan Mayen FZ:	296 600 sq.km

Norwegian catches versus fishermen 1945 – 2014



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Pillars in Norwegian fisheries management



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- Limited access
 - ✓ Entry only by applications
 - ✓ License
- Quota regulations
 - ✓ TAC, group quotas, individual vessel quotas
- Technical regulations
 - ✓ Ban on discard
 - ✓ Mesh sizes, minimum fish sizes
 - ✓ Selective gear for "cleaner " fisheries
- Marine protected areas
 - ✓ Closure and opening of fishing grounds
 - ✓ Permanently closed areas for protection of habitats
- Interaction with stakeholders - legitimacy

Monitoring and control of the fisheries

- Economic incentives for the individual fisherman to harvest more than his allocated share.
- Consequently, there is a need for monitoring and control of the fishery, i.a:
 - ✓ Register of all fishermen, vessels and licenses
 - ✓ Mandatory register for recording of catches
 - ✓ Vessel monitoring system and electronic logbooks
 - ✓ Inspection of fishing vessels compliance at sea and in port

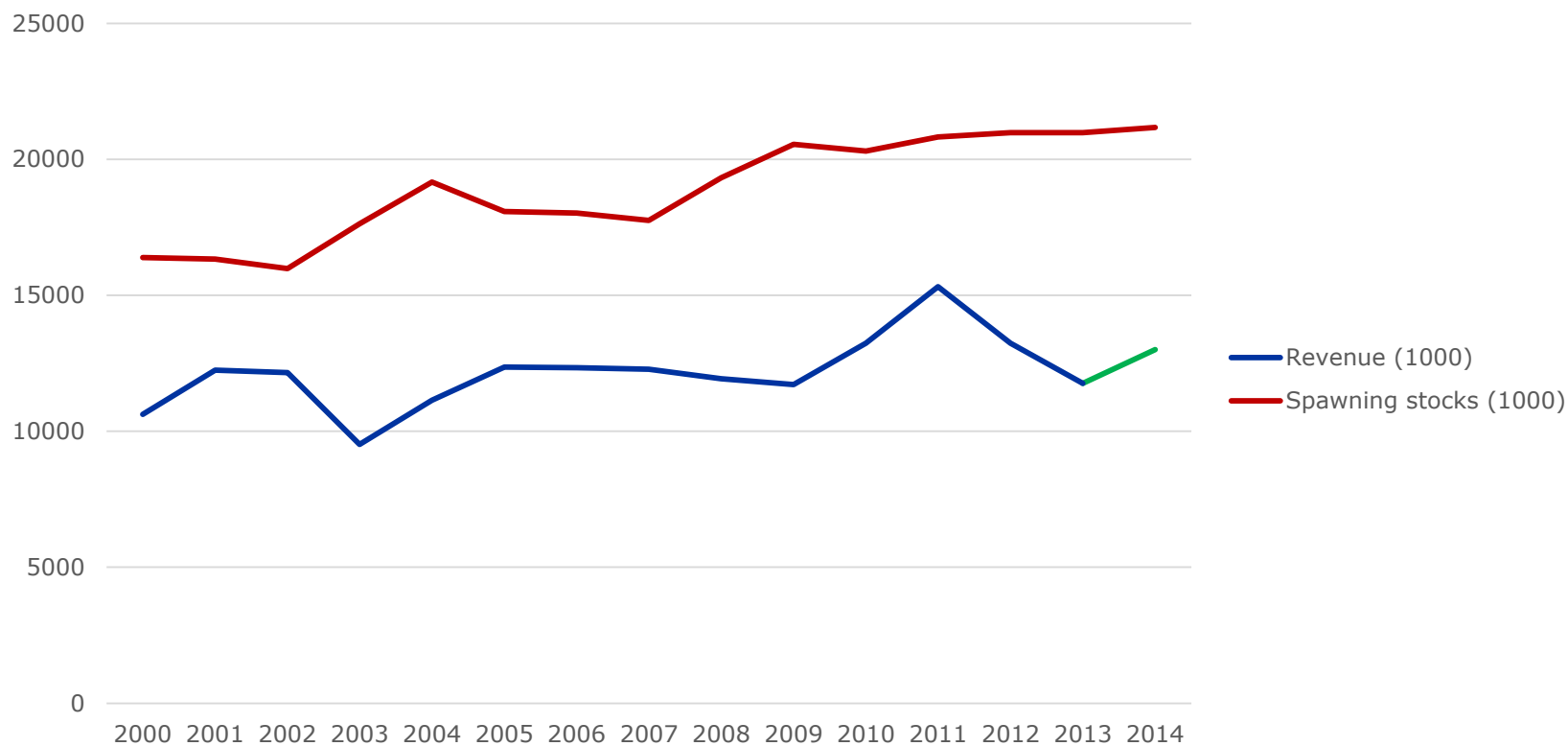


Photo: Lars Gjemble, Ministry of Defence

Does it work?



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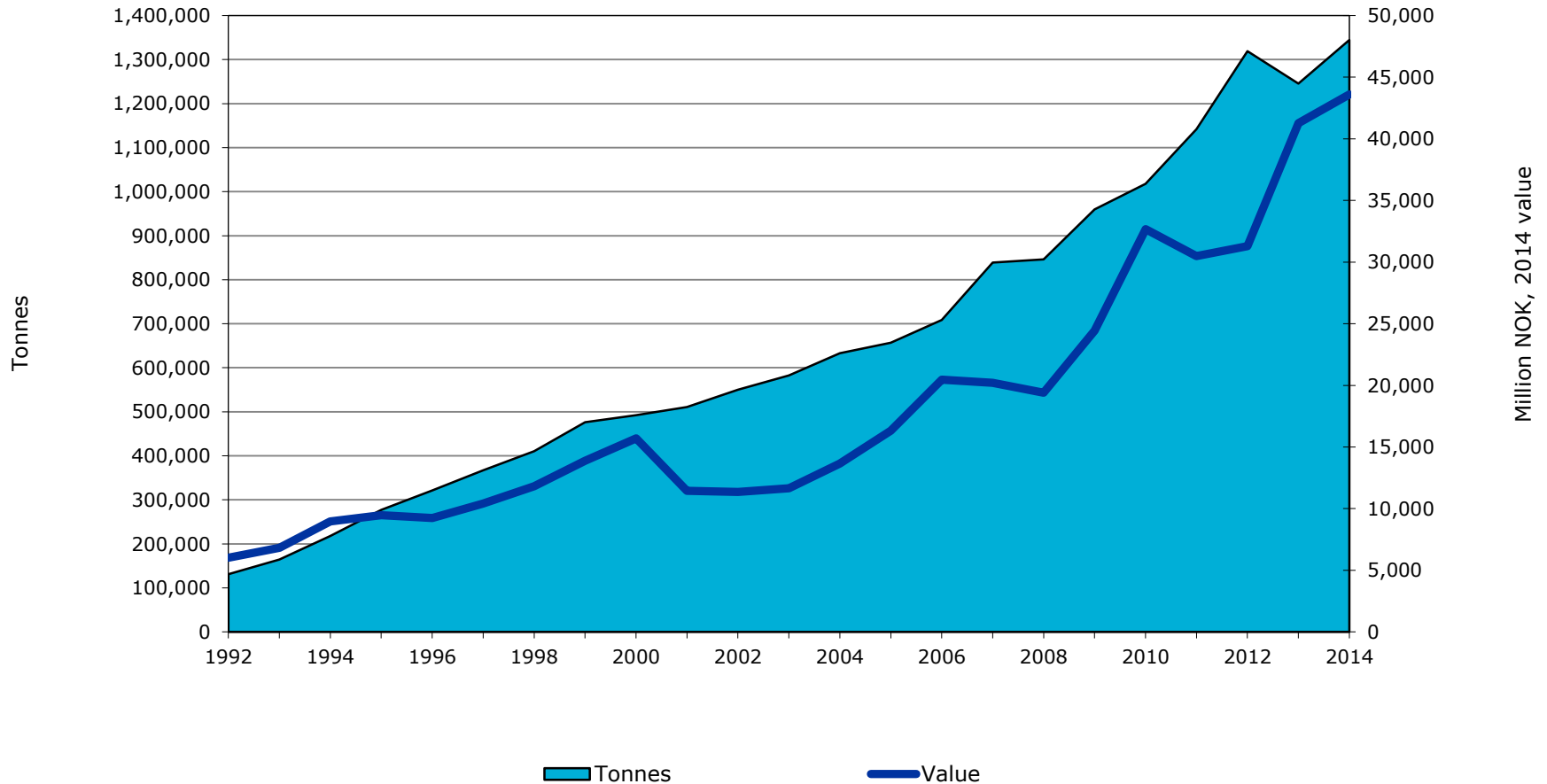


Sale of farmed fish 1992-2014

Tonnes and value



DIRECTORATE OF FISHERIES



* Preliminary figures



The Aquaculture Act

Based on the principles of prohibition - obligations and rights:

- You need a license, restricted by biomass

Main objective:

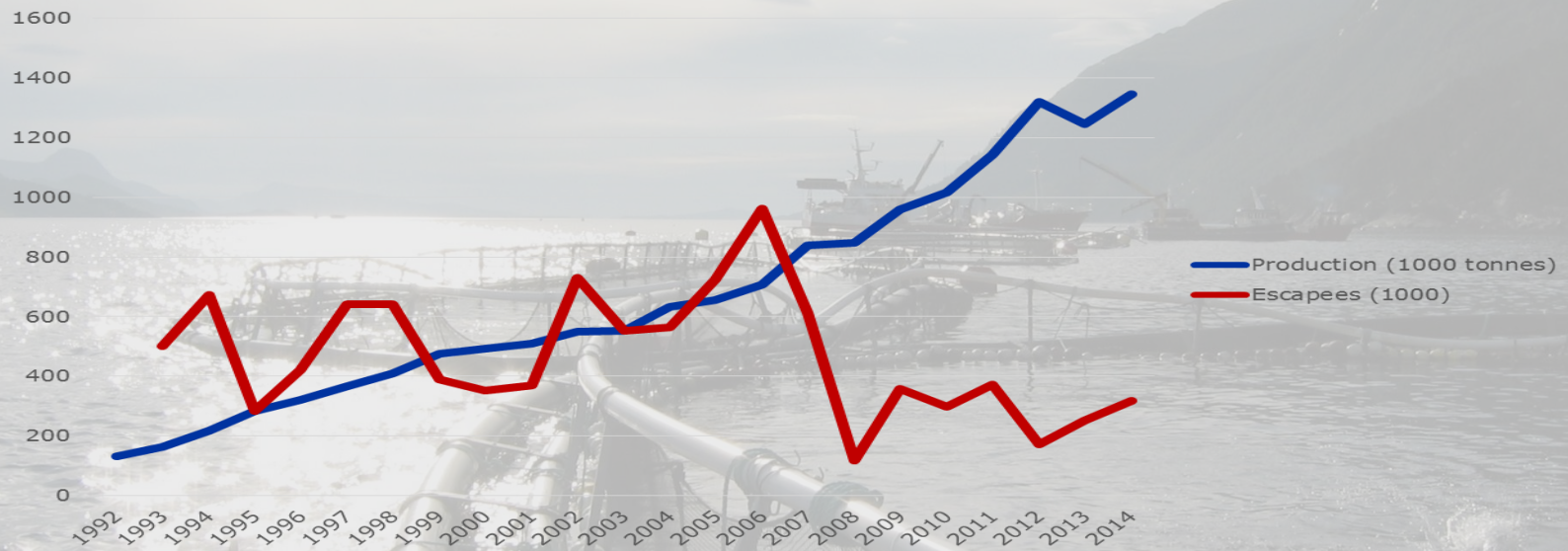
- To contribute to increased profitability and value enhancement

Important regulations for environmental sustainability

- technical regulations
- operational regulations
- internal control regulations

Some challenges

- Reducing escaping from fish farms



- Fighting diseases and parasites
- Feed ingredients – access to marine meal and oil
- Area conflicts - Access to new areas



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It's a VUCA World: Seafood Trade in the 21st Century

Upskilling for a Sustainable Future

Keynote by Chris Grieve

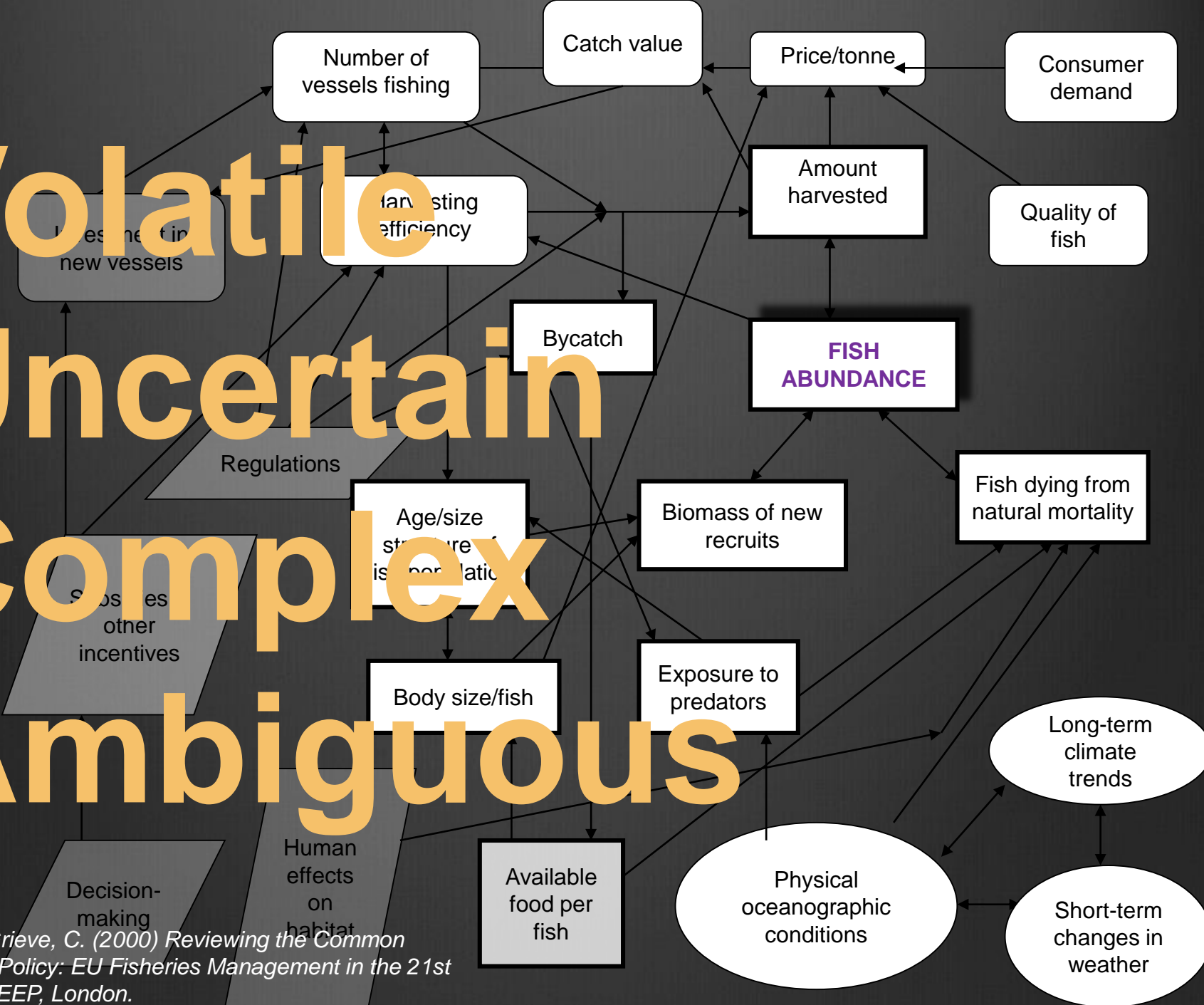


***“The future is
already here –
it’s just not
very evenly
distributed”***

William Gibson, author

Photo credit: ©Thinkstock

Volatile Uncertain Complex Ambiguous



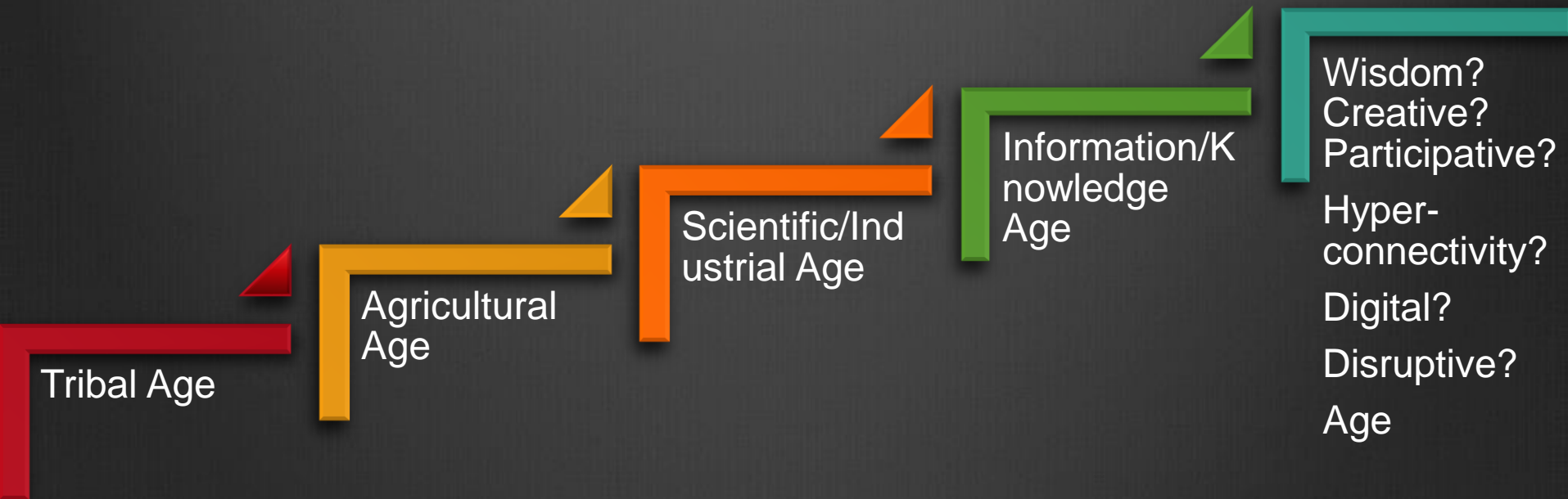
Source: Grieve, C. (2000) *Reviewing the Common Fisheries Policy: EU Fisheries Management in the 21st Century*. IEEP, London.

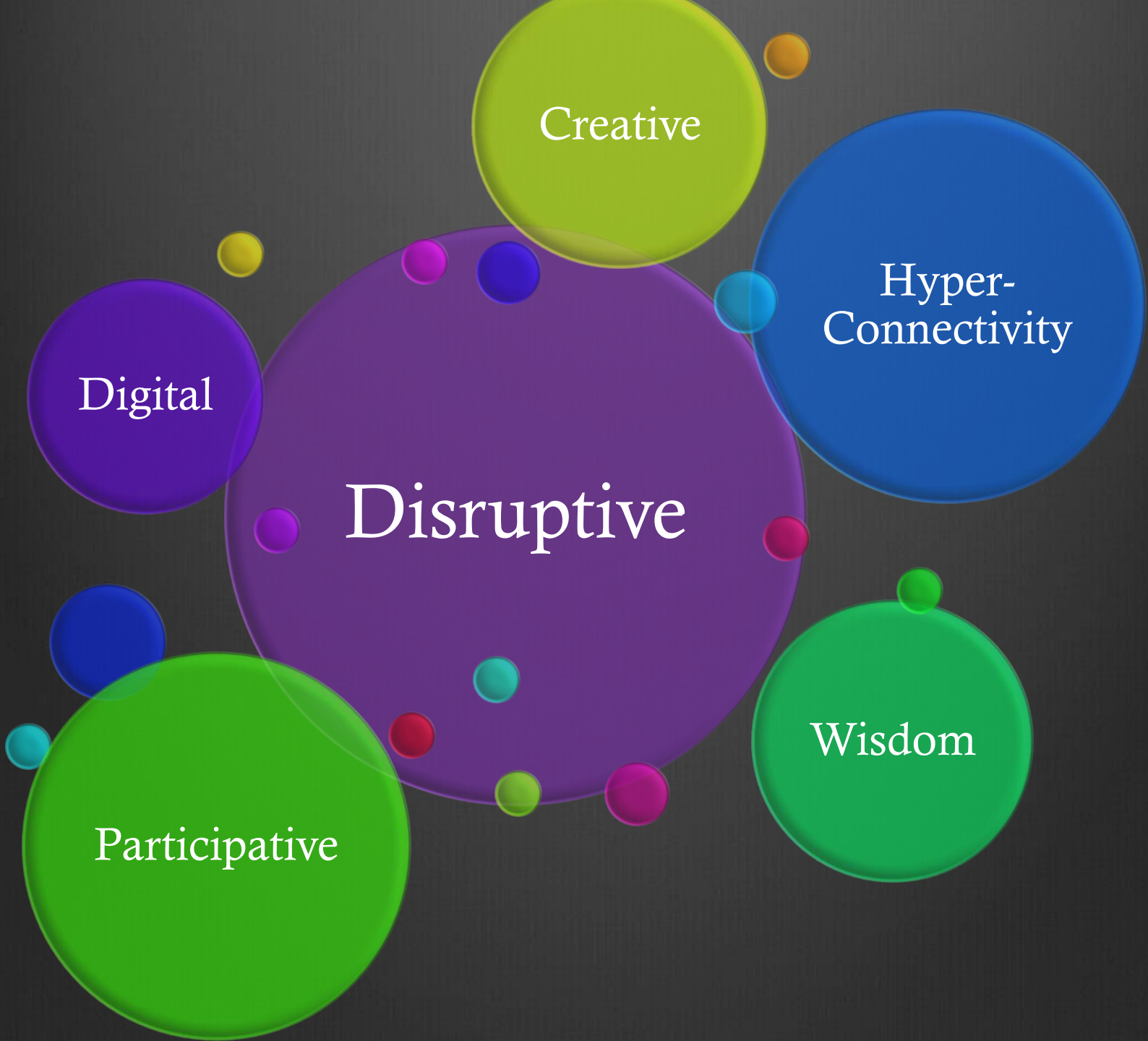
MEGATRENDS

- **Demographic & social change**
- **Climate change & resource scarcity**
- **Rapid urbanisation**
- **Shift in global economic power**
- **Technological breakthroughs**

STRUCTURAL TRANSFORMATION

Evolving Human Society





Creative

Hyper-Connectivity

Digital

Disruptive

Wisdom

Participative



Photo credit: Adam Fagen/Creative Commons

WELCOME HOME

Rent unique places to stay from local hosts in 190 countries.

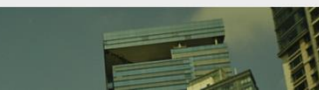
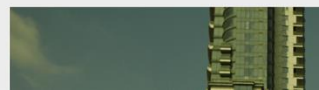
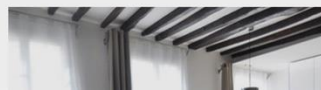
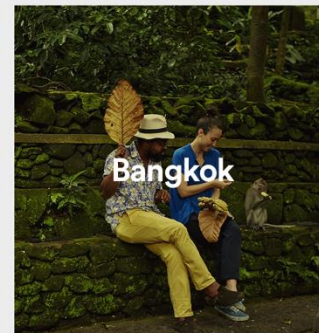
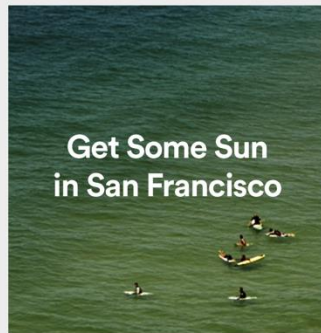
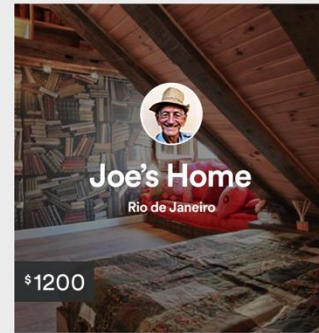
How it Works

Where do you want to go?

Arrive

Depart

2 Guests



UNILEVER'S SUSTAINABLE LIVING PLAN - 2020

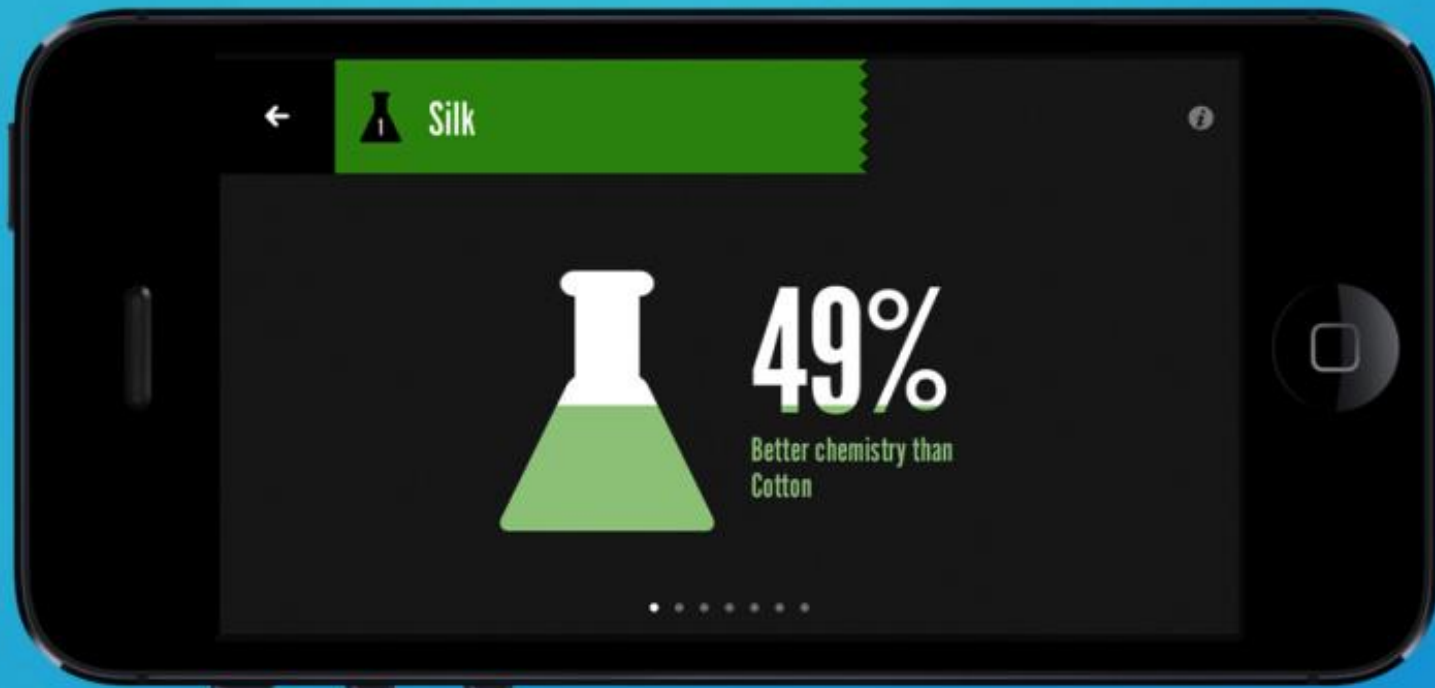


Double company size while halving environmental footprint / sourcing 100% of agricultural raw materials sustainably / enhancing livelihoods of people across value chain

Source: Unilever



Making



“A database to inspire sustainable choices in the creative community”

Source: Nike



THE END OF BUSINESS AS USUAL

The Challenges below get right to the heart of the issues that cause companies to remain rooted in Plan A – business as usual. They are our initial framework for Plan B, which we will continue to develop with help from like-minded leaders around the globe.

The Challenges:

Drive full transparency

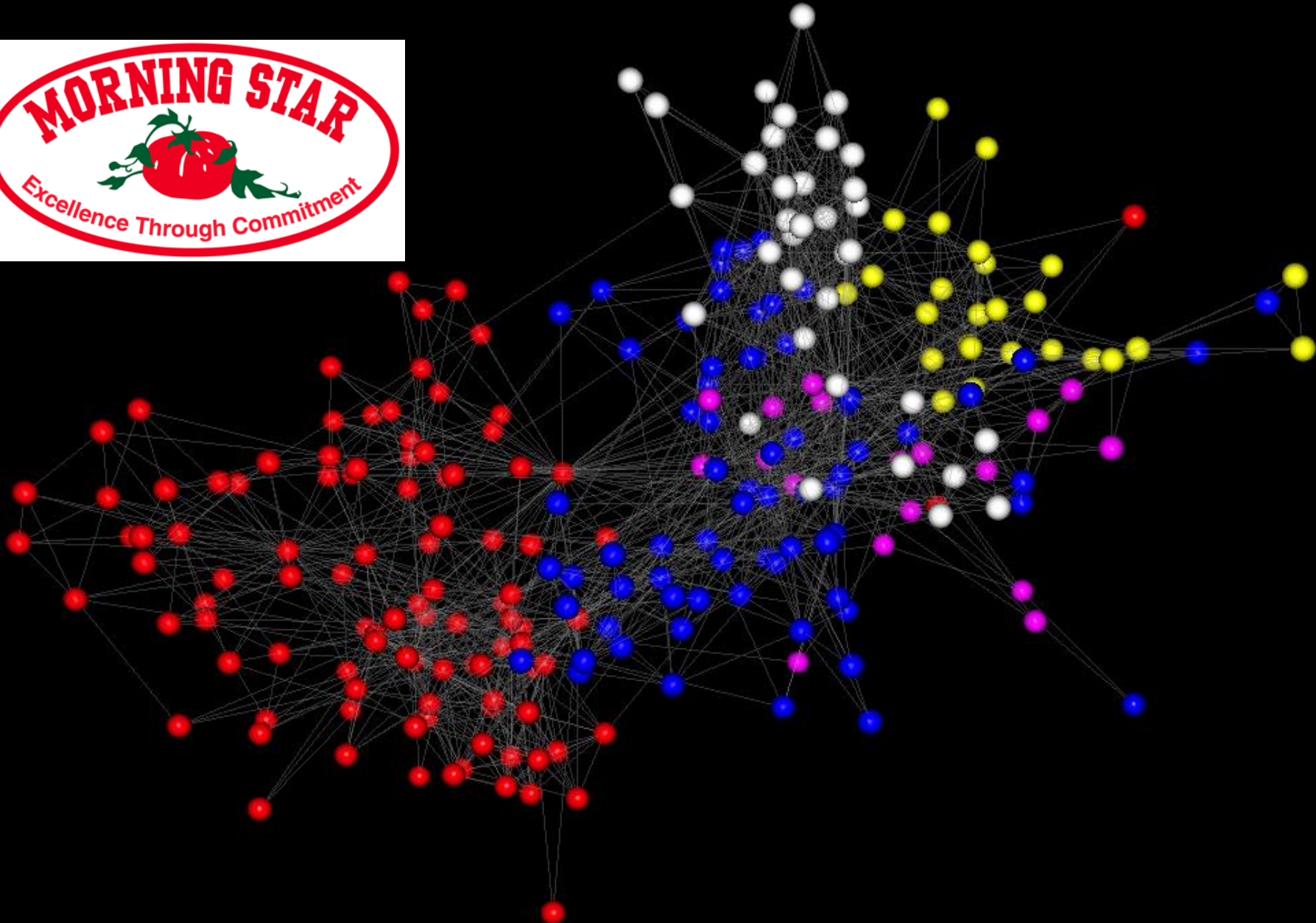
Foster collaboration

Restore nature

Scale true accounting

**Create the
commun**

MORNING STAR – WEB OF COMMITMENTS



Source: M-PRIZE, Management Innovation eXchange

GPS-enabled drones

Ethical Trade

Cloud

BIG DATA

Security

Downloadable
Apps

Emerging Markets

Diversity
& Equality

Self Managed
Organisations

Internet
of Things

Autonomous
vehicles

Virtual
Retail

RFID

Digital
Inclusion

Crowdsourcing

Robotics

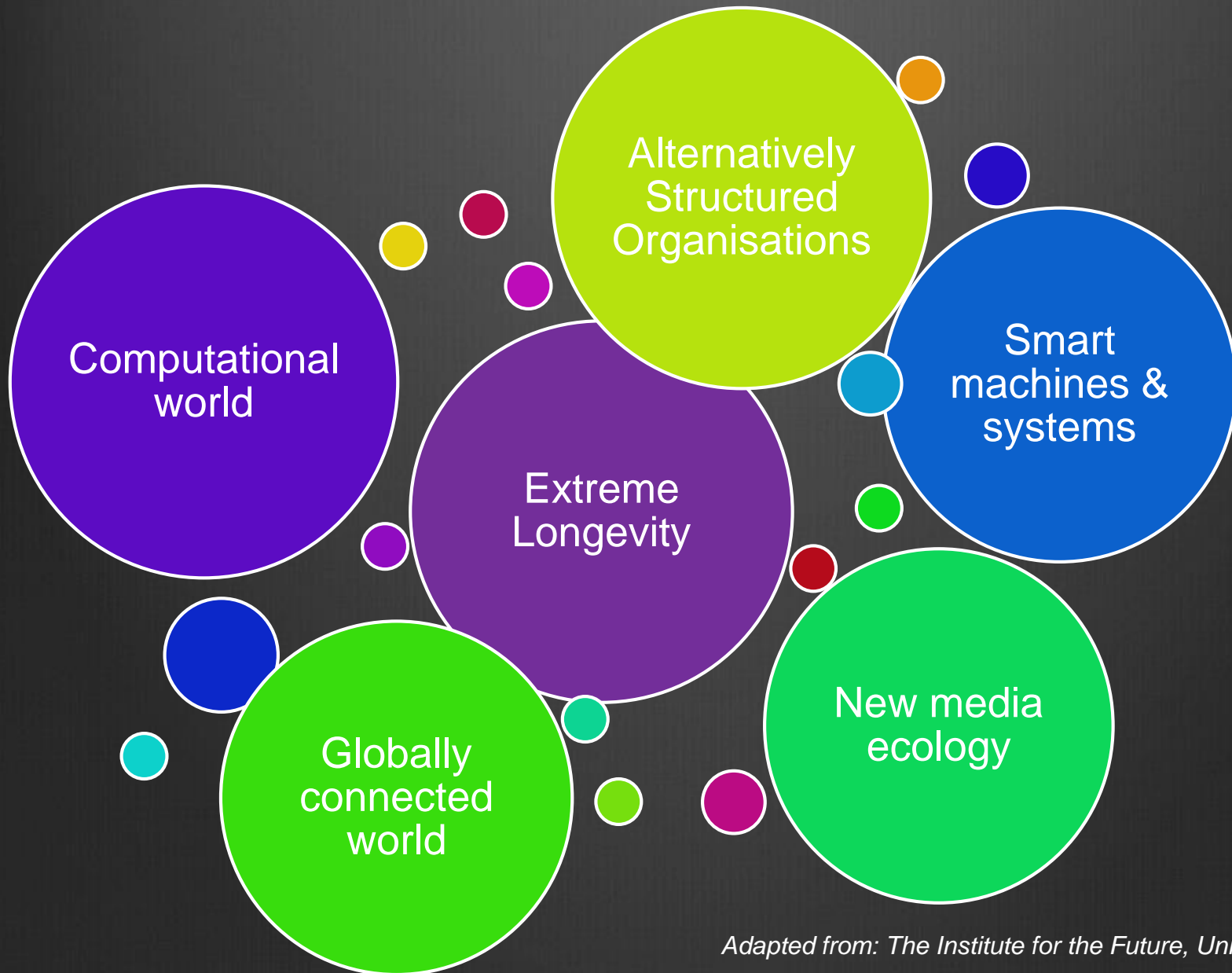
Social Media

Biomaterials

Health, Fitness, Nutrition

Sustainability

DISRUPTIVE SHIFTS RESHAPING OUR WORKFORCE



*Adapted from: The Institute for the Future, University of Phoenix
Research Institute*

WILL YOUR JOB BE COMPUTERISED?

PROBABILITY

1 = YES; 0 = NO

Inspectors, testers, sorters, samplers & weighers	0.98
Agricultural & food science technicians	0.97
Auditors & accountants	0.94
Agricultural inspectors	0.94
Meat, poultry & fish cutters and trimmers	0.94
Fishers & related fishing workers	0.83
Light truck or delivery service drivers	0.69
Atmospheric and space scientists	0.67
Transportation, storage and distribution managers	0.59
Commercial divers	0.18
Reporters & correspondents	0.11
Chefs & head cooks	0.10
Fish & game wardens	0.08
Food scientists & technologists	0.08
Mathematicians	0.05
Conservation, biological scientists	0.02

SOCIAL INTELLIGENCE



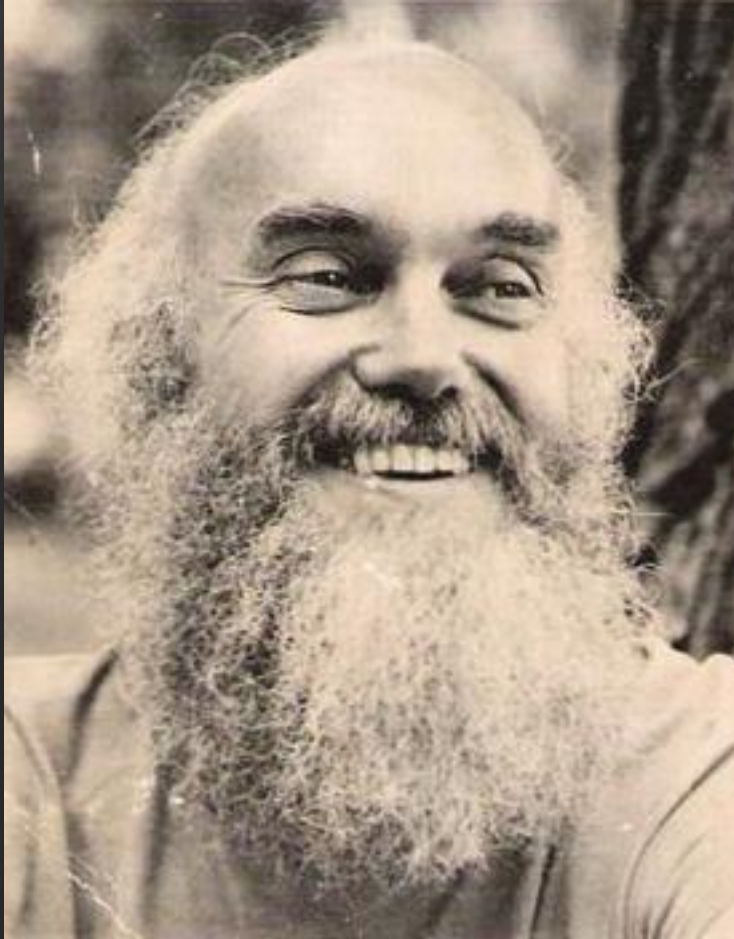
CREATIVE & COGNITIVE INTELLIGENCE



MANUAL PRECISION / DEXTERITY



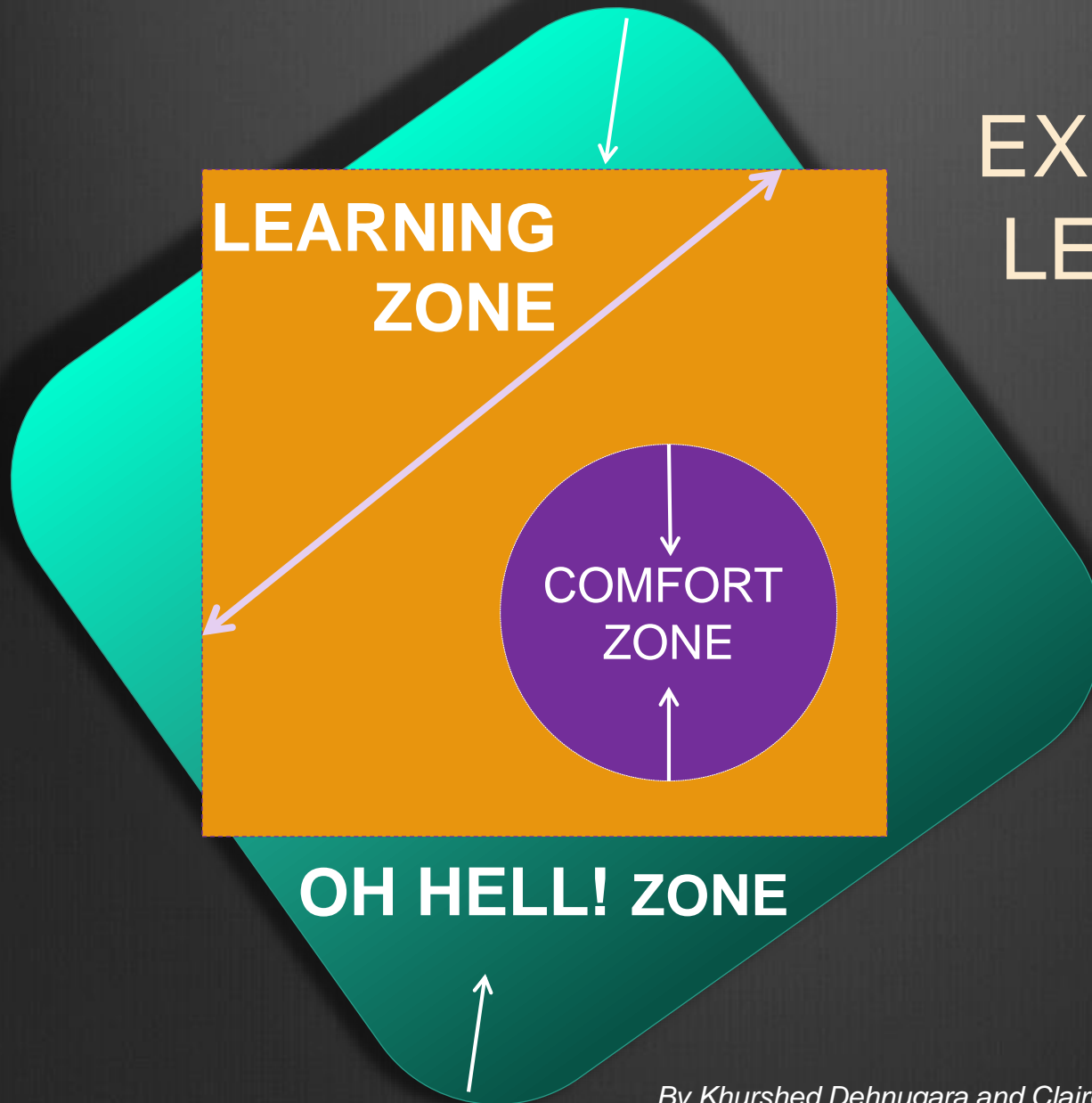
Photo credit: ©Thinkstock



“We cannot solve problems by using the same kind of thinking that we used to create them.”

Ram Dass (1969)
often attributed to Albert Einstein

REFRAME RESPONSES TO VUCA



EXPAND the
LEARNING
ZONE

MANAGE and
REDUCE the
COMFORT and
OH HELL!
ZONES

CHALLENGE ASSUMPTIONS & ORTHODOXIES

Explore opportunities –
become deeply curious

REINVENT REFRESH REIMAGINE REFLECT



CULTIVATE GROWTH MINDSETS

“I divide the world into learners and non-learners.”



CAROL DWECK Ph.D, Stanford University

NOVEL & ADAPTIVE THINKING



Photo credit: ©Thinkstock

VIRTUAL COLLABORATION



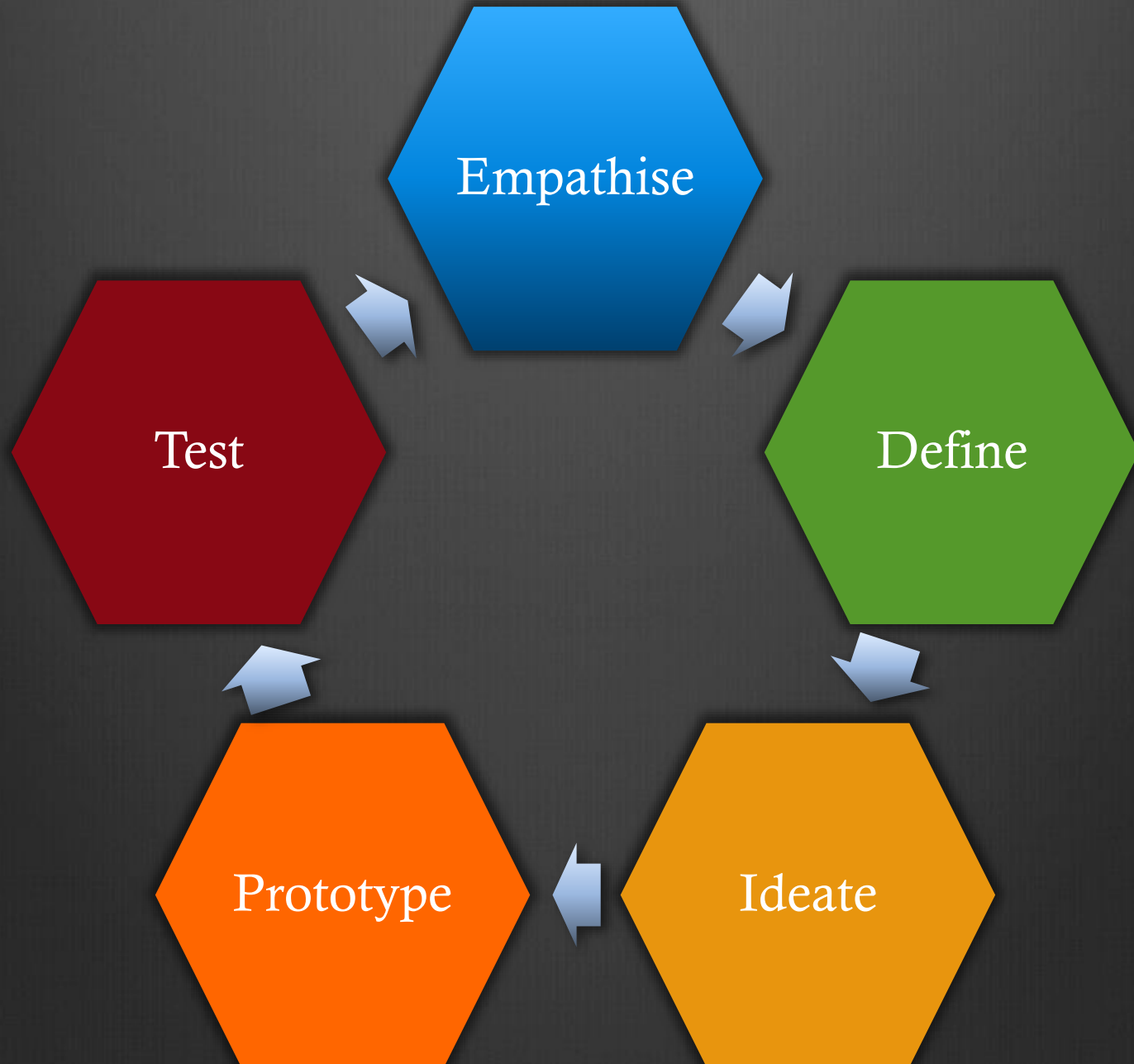
Photo credit: DTTSP, Creative Commons

TRANSDISCIPLINARY



Photo credit: DTTSP, Creative Commons

HUMAN CENTERED DESIGN THINKING



WHAT WAVE COULD YOU RIDE?



Photo credit: ©Thinkstock

HUMAN FLOURISHING



REWARDING

USEFUL

PRACTICAL

PURPOSEFUL

SUSTAINING
& SUSTAINABLE

RESILIENT

INSPIRING

CREATIVE

Photo credit: ©Thinkstock

“We will always overestimate the change that will occur in the next two years & underestimate the change that will occur in the next ten.”



Bill Gates

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W: www.meridianprime.co.uk

 [@shiftstirrer](https://twitter.com/shiftstirrer)

 www.facebook.com/shiftstirrer

Thank you for your attention



Sveinn Margeirsson

CEO, Mattis



World Seafood Congress 2017

ICELAND



September 10-14th

Growth in the Blue Bioeconomy

Practical approach and cutting edge research for market innovation, food safety and food integrity



VALUE CREATION IN THE ICELANDIC FISHING INDUSTRY



[Link: VALUE CREATION IN THE ICELANDIC FISHING INDUSTRY](#)



Growth in the Blue Bioeconomy

Practical approach and cutting edge research for market innovation,
food safety and food integrity



Three main pillars

- Seafood Innovation – Innovation stories and investment opportunities
- Food safety in the context of seafood innovation and international trade
- Food integrity – How to counteract food fraud in the age of increased e-commerce, tourism and demands of value chain transparency



Connected with the Icelandic Fisheries Exhibition
Exhibition, held September 13-15 2017.

www.icefish.is



Venue & practical information

Harpa Convention Center (www.harpa.is)

- Located in the city centre with wide range of hotels in a walking distance
- Hotel capacity will be reserved
- 3 parallel sessions in connected halls
- Option for the 4th hall if needed
- Main hall seats 800

World Seafood Congress 2017

ICELAND



Iceland

World Seafood Congress 2017

ICELAND



- **Home of UNU-FTP**
- **Beautiful nature** – Various options for short excursions, for instance Geysir, Gullfoss and the Blue Lagoon
- **Reykjavík** – Culture and close to major seafood companies
- **Excellent dining options**







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Thank you and see you in 2017





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