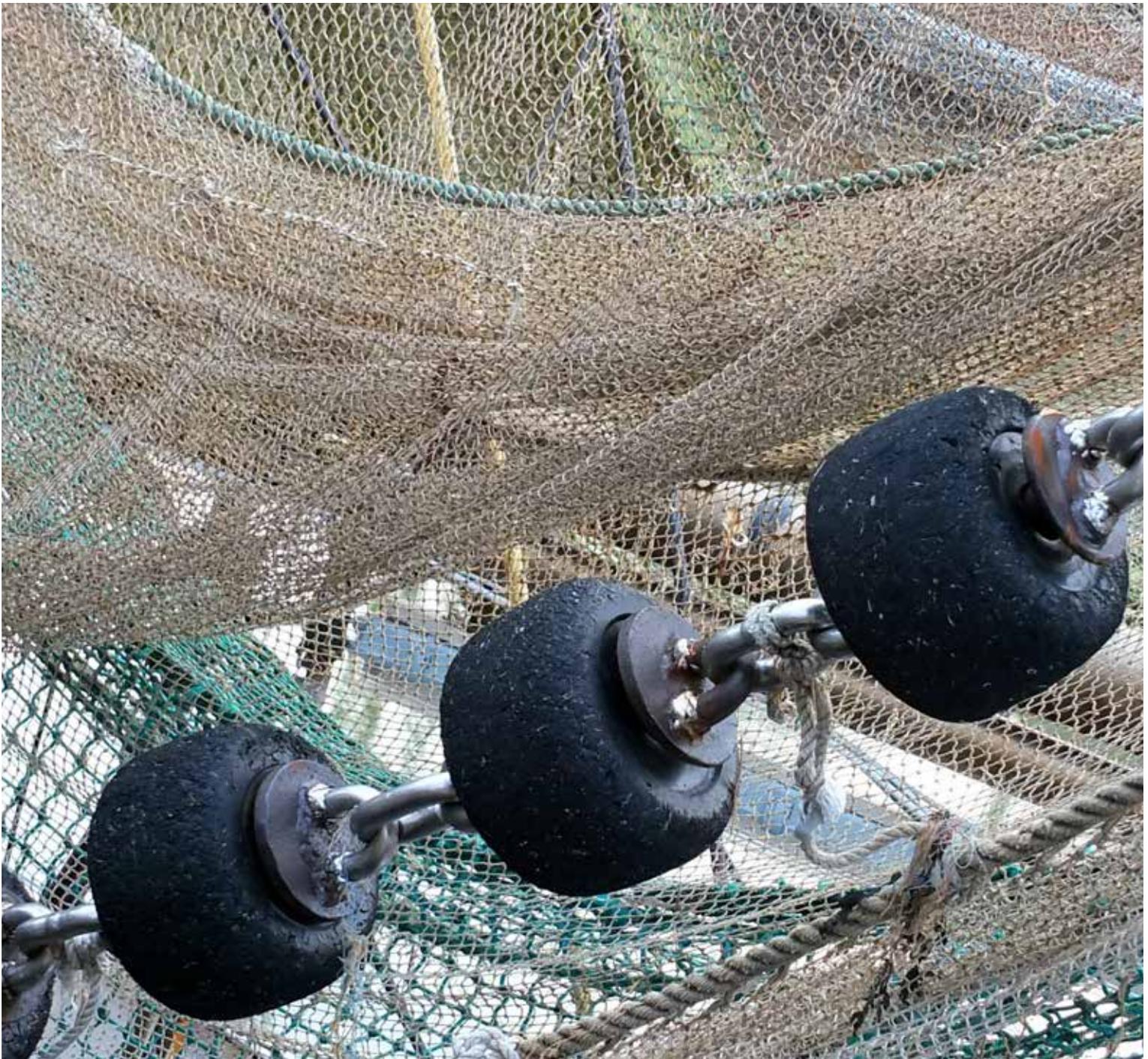


Explore the sea of opportunities Nordic Innovation Marine Marketing Program /NIMMP



Explore the sea of opportunities Nordic Innovation Marine Marketing Program /NIMMP

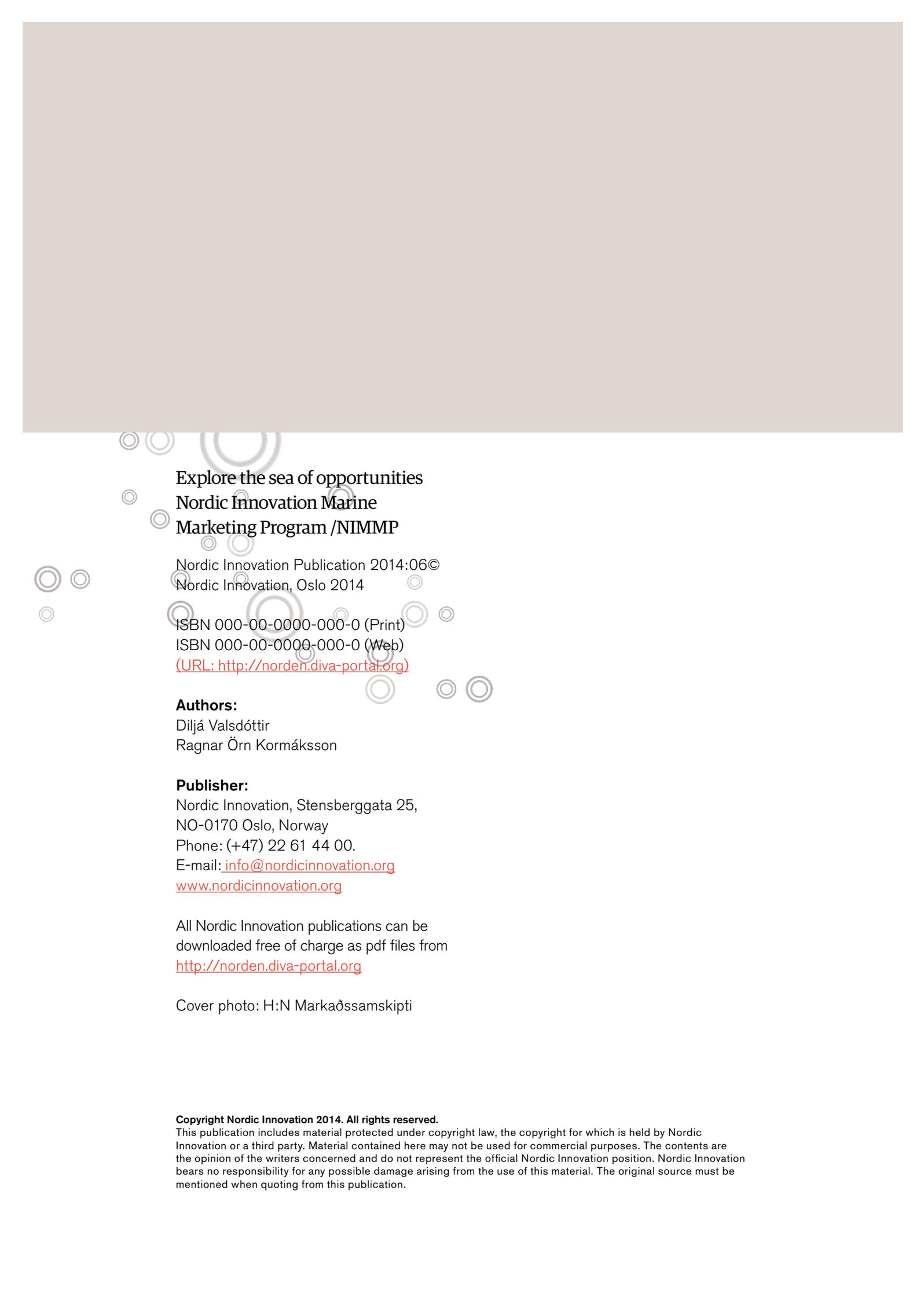


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Explore the sea of opportunities
**Nordic Innovation Marine
Marketing Program /NIMMP**

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Executive summary

From October 29th to November 2nd 2012 eighteen university students from all the Nordic countries assembled at the Faroe Islands to take on a marine sector related challenge in a four days boot camp. The challenge was presented by related members in the sector that are looking for fresh and innovative ideas. The whole trip was recorded and the video used to promote the marine sector as a thrilling career option.

The project Nordic Innovation Marine Marketing Program (NIMMP) was designed to raise attention for students' job and education possibilities within the marine sector in the Nordic countries and encourage young people to consider the sector as a field of study or career. Many countries in the Nordic region are heavily dependent on the marine industry and the demand for people with diverse education, willing to work in a creative and fast growing environment, has never been greater or more urgent.

Three students were selected from each of the Nordic countries to participate in a marine boot camp. The boot camp goal was to improve the Nordic marine companies' international competitiveness by engaging students in consulting solution projects that could increase the Nordic Marine value proposition. The findings of the boot camp was to be displayed in a promotional video and gathered in a report that would aid companies in the sector to come up with innovative solutions to the problem at hand. The promotional video would then be distributed within universities and on other platforms towards young people. The main objective being to increase the number of young people applying for educational program and jobs within the marine sector.

The boot camp was marketed towards students studying in universities in the Nordic region. The partner organizations teamed up with universities and students councils and targeted university students. Social media, target-emails and press releases were used to get the message out. The marketing campaign was ongoing from middle of September to October 3rd 2012. The number of applications was 235 in total. The applicants had various educational backgrounds and ranged from undergraduates to PhD students. Many of them were highly qualified to participate in the project making it a difficult task choosing only 18 to participate in the boot camp.

The Boot Camp

The schedule of the stay in the Faroe Islands included a company visit to Bakkafrost, micro presentations from industry players, working sessions and team pitches. The lectures and field trips aimed to cover perspectives from all players in the value

chain: wild catch, aquaculture, processing plant, sales & distribution and consumption. The work shop was facilitated by Magnús Már Einarsson, co-founder of Innovit Entrepreneurship Center.

The challenge that the eighteen university students approach during a 32 hours long boot camp was to build a business for a company that creates an added value out of traceability:

“In order for a servant at a restaurant to inform its customers in detail about the origins of the meal they will have – what needs to be done in both the aquaculture and marine industry and could it be of any value for the customer?”

The students worked in three teams, which each placed itself somewhere in the marine sector's value chain. Each team included a student studying in university in Denmark, Faroe Islands, Finland, Iceland, Norway and Sweden. The teams had 32 hours to come up with a solution to the challenge and the solution was presented in a report and 15 minutes presentation for a panel of judges. The winning solution, Nordic Fish Tracer, presented a new and innovative way of how traceable data could be collected, processed and traced within the value chain of marine industry. The solution involved creating a user-friendly information gateway for consumers to be able to trace marine related products.

The Promotional Videos

The whole trip to the Faroe Islands was documented by a Danish film production company with the aim of creating a five minute documentary that captured the experience of the boot camp. The main objective of the video was to raise attention for students' job and education possibilities within the marine sector in the Nordic counties and encourage them to consider the marine sector as a field of study or career. In addition to the five minute video, one minute info-graphic video was designed to be interesting to young people, easy to share and go viral – the ultimate goal being to make the marine sector appealing to young people to work in. The video were distributed within universities, in the marine sector and towards the general public with the attention of more students applying for numerous educational programs within the marine industry, more students applying for jobs within the marine industry and changing the way numerous marine institutions, companies and key players view innovative methods to optimize and improve all kinds of working processes within the industry.

The project was funded by the Nordic Innovation and is a joint venture of Klak Innovit Entrepreneurship centre in Iceland, University of Faroe Islands, Stardust CBS in Denmark, Norwegian University of Life Sciences and Swedish University of Agricultural Science. Klak Innovit acts as project owner and the University of Faroe Islands as project leader.

We are extremely happy with the results of the NIMMP project and believe that we have been successful in meeting its goals. We believe that in the long run the project can truly impact the number of young people applying for jobs within the marine sector as well as change the way marine institutions, companies and key players view innovative methods within the sector. Our hopes for the future is that players within the field; universities, marine institutitons, companies and key players will continue to show

interest in the project and its two remaining videos. As partners, we will happily continue to promote the project. We also hope that this project will inspire other sector to take similar approach in raising interest for innovative opportunities, e.g. agriculture, energy and utility, transportation and education.

After the boot camp in the Faroe Islands, Klak Innovit received an offer by Innovasjon Norge to facilitate a similar marine boot camp in Trondheim, Norway. On January 18th – 22nd Klak Innovit will travel to Norway to facilitate the boot camp with 17 university students from Norway. Klak Innovit was also invited to speak at the 2nd Annual World Congress of Marine culture and Fisheries-2013 (WCMF-2013) with the theme of Promoting Sustainable Fishery Development which was held in Hangzhou, China during September 23-25, 2013. Its focus of the conference was to provide a platform for professionals around the world to exchange state-of-the-art research and development and identify research needs and opportunities in the field of fisheries. Unfortunately, Klak Innovit could not commit to the offer. However, both of these spin-off opportunities support our belief of the project's success.

1 Project

From October 29th to November 2nd 2012 eighteen university students from all the Nordic countries assembled at the Faroe Islands to take on a marine sector related challenge in a four days boot camp. The challenge was presented by related members in the sector that are looking for fresh and innovative ideas for the field. The whole trip was recorded and the video used to promote the marine sector as a thrilling career option.

The Nordic Innovation Marine Marketing Program (NIMMP) was designed to raise attention for students' job and education possibilities within the marine sector in the Nordic countries and encourage young people to consider the sector as a field of study or career. Many countries in the Nordic region are heavily dependent on the marine industry and the demand for people with diverse education, willing to work in a creative and fast growing environment, has never been greater or more urgent. The project organized a marine boot camp in the Faroe Islands where 18 university students from the Nordic region were selected to take on a marine related challenge. The whole trip to the Faroe Islands was documented with the aim of creating a 5 minute promotional video that captured the experience of the boot camp. In addition to the 5 minute video, 1 minute info-graphic video was designed to raise attention to the many opportunities within the marine industry in a more simple and appealing way.

1.1 Objectives

The project was to produce videos that should:

- Lead to more students applying for numerous educational programs within the marine industry.
- Lead more students applying for jobs within the marine industry.
- Change the way numerous marine institutions, companies and key players view innovative methods to optimize and improve all kinds of working processes within the industry.



1.2 Partners

The project was funded by the Nordic Innovation and is a joint venture of Klak Innovit Entrepreneurship centre in Iceland, University of Faroe Islands, Stardust CBS in Denmark, Norwegian University of Life Sciences and Swedish University of Agricultural Science. Klak Innovit acts as project owner and the University of Faroe Islands as project leader.

2 Preparation

The project was marketed towards university students in the Nordic countries. The core message of the marketing activity included that three students from each of the Nordic countries would be chosen to go to the Faroe Islands and compete in teams for a solution to an industry specific problem. The problem at hand would be a real issue that companies in the field are currently dealing with. The findings of the boot camp was to be displayed in a promotional video and gathered in a report that will aid companies in the sector to come up with innovative solutions to the problem at hand. The promotional video would then be distributed within universities and on other platforms towards young people. The main objective being to increase the number of young people applying for educational program and jobs within the marine sector.

2.1 Marketing

The program was marketed towards students studying in universities in the Nordic region. The partner organizations teamed up with universities and students councils and targeted university students. Social media, target-emails and press releases were use to get the message out. The marketing campaign was ongoing from middle of September to October 3rd 2012

2.2 Applications

The number of applications was 235 in total. The applicants had various educational background and ranged from undergraduates to Phd students. Many of them were highly qualified to participate in the project making it a difficult task choosing only 18 to participate in the boot camp.

Denmark (39)
Faroe Islands (4)
Finland (26)
Iceland (89)
Norway (28)
Sweden (49)



Will the Faroe Islands be the location of your next adventure?

Participate in an innovation bootcamp hosted by organizations from all the Nordic countries.

University students from the Nordic countries are able to apply to participate with all expenses covered by the project sponsor, Norden - Nordic innovation

Oct. 29th - Nov. 2nd

See more information on nimmp.org

3 Boot Camp

The boot camp Nordic Innovation Marine Marketing Program (NIMMP) was designed in collaboration with Nordic companies in the marine sector where the challenge of traceability is a real issue that companies are currently dealing with. The result of the boot camp and experience are considered important for both the industry and the students participating. The findings of the boot camp were displayed in a promotional video and gathered in a report that were to aid companies in the sector to come up with innovative solutions.

3.1 Participants

Three students were chosen from each Nordic country to participate in the boot camp:

Denmark

- Christos Dimitriou / MS Aquatic Food Production
- Johan Daniel Hylander / MS Finance & Strategic Management
- Louise Helene Søgaard Jensen / PhD

Faroe Islands

- Ari Lamhauge / Diploma in mechanics
- Óli Skarðenni / BS ICT Engineering, Robotics, Computer Science
- Rannvá Danielsen / MA Environment and Natural Resources

Finland

- Helen Melander / BS Environmental & Energy engineering and Safety Engineering
- Leevi Stenbäck / MS Marine Technology
- Povilas Valiauga / MS International Design Business Management

Iceland

- Gísli Kristjánsson / MS Industrial Engineering
- Magnús Valgeir Gíslason / MS Mechanical Engineering
- Tanja Dögg Guðjónsdóttir / BS Fisheries Science

Norway

- Mia Holvik / BS Food Science
- Ola Tobias Hafslund / Science and Teaching
- Sigmar Arnarsson / MS International Fisheries Management

Sweden

- Hannah Stenberg Dean / BS Geography and Law
- Laura Pulkkinen / MS Agriculture Food Science
- Peter Hagelin / MS Economics & Business administration

3.2 Schedule

The schedule included a company visit to Bakkafrost, micro presentations from industry players, working sessions and team pitches. The lectures and field trips aimed to cover perspectives from all players in the value chain: wild catch, aquaculture, processing plant, sales & distribution and consumption. The work shop was facilitated by Magnús Már Einarsson, co-founder of Innovit Entrepreneurship Center.

4 Challenge

“In order for a servant at a restaurant to inform its customers in detail about the origins of the meal they will have - what needs to be done, in both the aquaculture and marine industry, and could it be of any value for the customer ? ”

This is the challenge that the 18 university students approached during a 32 hours long work shop. The challenge was designed in collaboration with Nordic companies in the marine sector and the problem at hand was a real issue that companies in the fields are currently dealing with.

4.1 Execution

The teams were able to choose among three options of execution. Guidelines were provided for each option:

- Consulting firm - The team takes on the role of consultants for a company in the value chain. The goal being to make a report how the company can use traceability to create added value.
- Business plan - The team places itself on the value chain and its goal is to build a business for a company that creates an added value out of traceability.
- Prototype - The team develops a new product where traceability is the main theme. The end product should be in the form of a prototype / mock-up

5 Teams

The students worked in three teams, which each placed itself somewhere in the marine sector's value chain. The goal was to build a business for a company that creates an added value out of traceability. Each team included a student studying in university in Denmark, Faroe Islands, Finland, Iceland, Norway and Sweden. The teams had 32 hours to come up with a solution to the challenge and the solution was presented in a report and 15 minutes presentation for a panel of judges.

The winning solution, Nordic Fish Tracer, presented a new and innovative way of how traceable data could be collected, processed and traced within the value chain of marine industry. The solution involved creating a user-friendly information gateway for consumers to be able to trace marine related products.

5.1 Team 1: Fisherman Friends

Team 1 chose to create a consulting plan for the Faroese fish farming company Bakkafrost. The main focus was to use traceability in aquaculture for marketing purposes and to increase consumer interest in fish. With improved traceability consumers are able to retrieve information such as where the fish was farmed, what does the fish food contain, when the fish was harvested, statistics about the aquaculture itself, e.g. ethical farming, statistics about diseases in the livestock, etc.

5.2 Team 2: Green Combination

Team 2 placed itself as a consulting firm towards fish farming companies, helping them to become more eco-friendly. Their solution was that fish farming companies become sea plant harvesters as well, from a fish farm to a sea farm, responsible for the maintenances of the whole area. The sea plant has many benefits and can be used in different ways. It is nutritious, it is healthy, it is cheap and it can be used for biofuel, cosmetics, medicine and animal food.

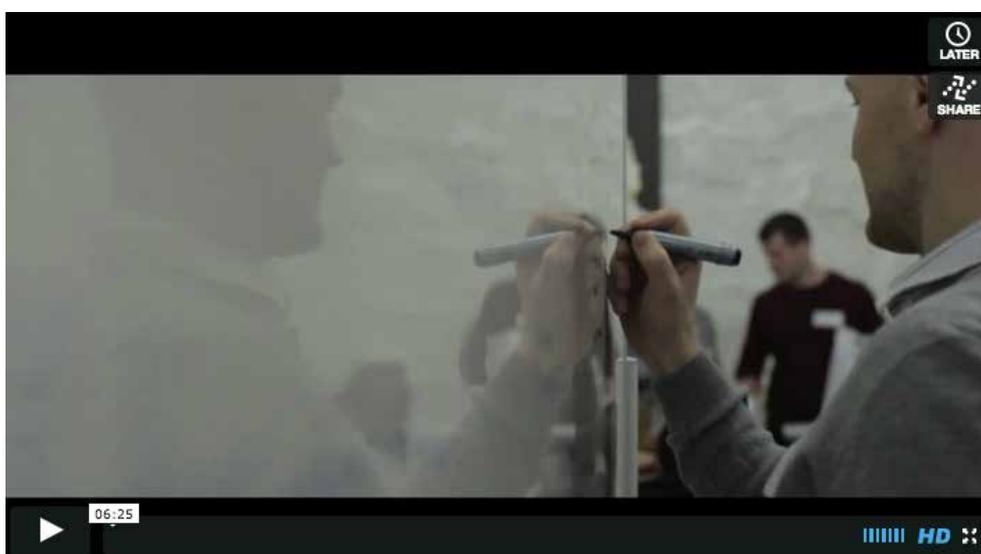
5.3 Team 3: Nordic Fish Tracer

Team 3 presented a new and innovative way of how traceable data could be collected, processed and traced within the value chain of marine industry. The solution involved creating a user-friendly information gateway for consumers to be able to trace marine related products. The benefit from the product was thought to be enhanced consumer awareness, consumer loyalty, assurance of quality, access to high quality market and integrated data collection.



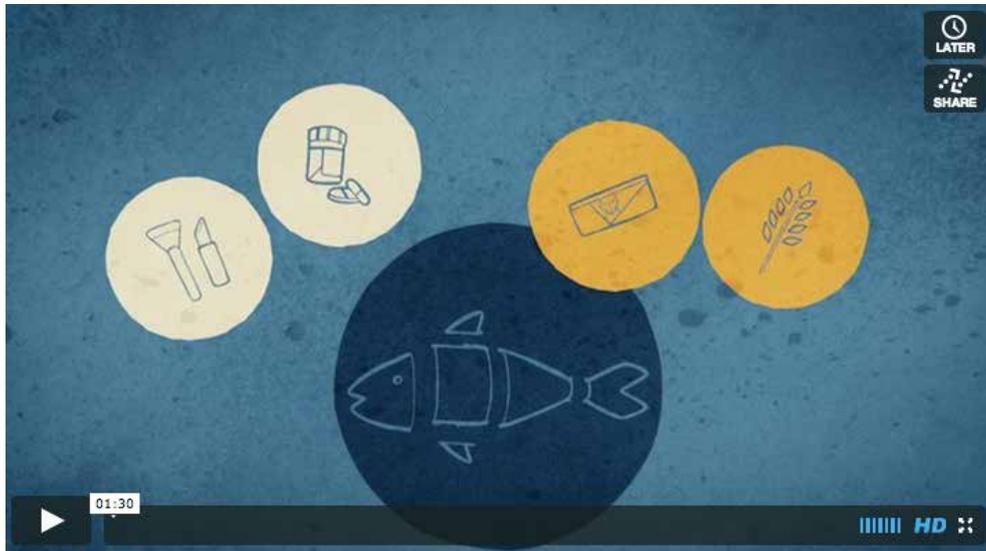
6 Videos

The whole trip to the Faroe Islands was documented by a Danish film production company, Create Copenhagen with the aim of creating a five minute promotional video that captured the experience of the boot camp. The main objective of the video is to raise attention for students' job and education possibilities within the marine sector in the Nordic counties and encourage them to consider the marine sector as a field of study or career. In addition to the 5 minute video, a 1 minute info-graphic video was designed to raise attention to the many opportunities within the marine industry in a more simple and appealing way.



5 min documentary

<https://vimeo.com/70046715>



1 min info-graphic video

<https://vimeo.com/71957917>

7 Marketing Campaign

The videos were marketed within universities, in the marine sector and towards the general public with the attention of more students applying for numerous educational programs within the marine industry, more students applying for jobs within the marine industry and changing the way numerous marine institutions, companies and key players view innovative methods to optimize and improve all kinds of working processes within the industry. The marketing campaign lasted for almost three months with hopes to raise further attention to the project's goals and the Nordic marine industry.

7.1 Website

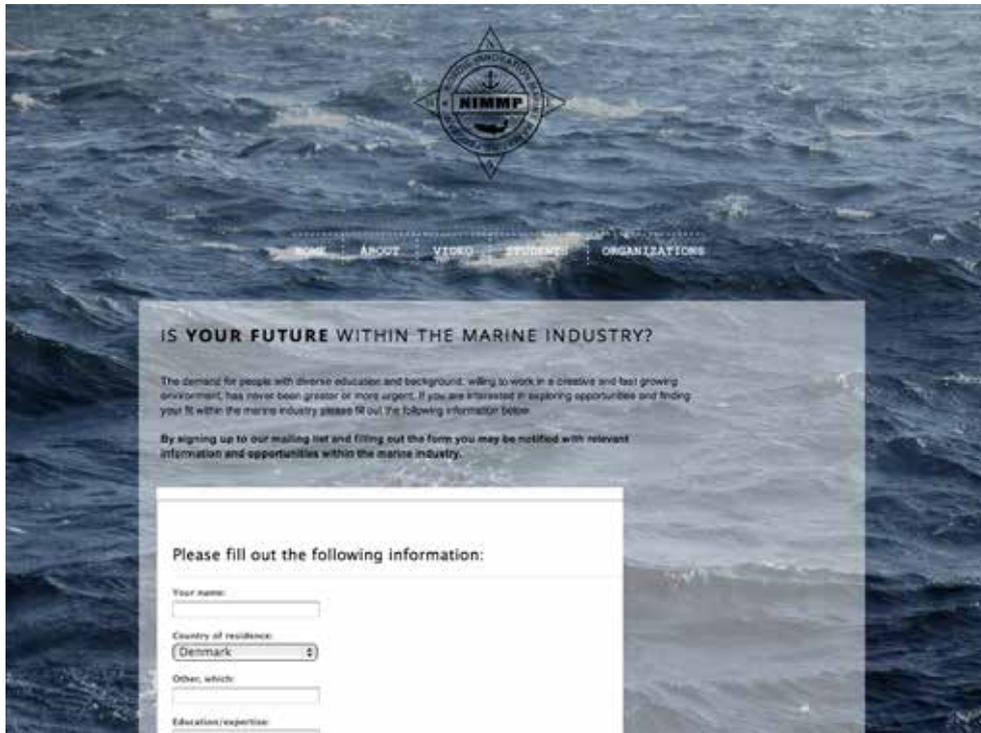
Two websites were built for the project to serve different purposes. The focus of the former website was the NIMMP boot camp in the Faroe Islands, to encourage students to apply to participate in the boot camp. The focus of the latter website was to provide information on the NIMMP project and display the two NIMMP videos. Also to gather interest from organizations and students willing to know more about opportunities within the marine sector. A total of 15 students have already signed up and shown interest in exploring various opportunities within the marine sector.

The website domain is www.nimmp.org



The purpose of the former website was to provide information on the NIMMP boot camp in the Faroe Islands and encourage university students to apply to participate.





The purpose of the latter website was to provide information on the NIMMP project, display the two NIMMP videos and encourage sign-ups.

7.2 Campaign

Before the boot camp in the Faroe Islands the marketing focus was to notify all interested parties and keeping them updated. These included players within the sector, universities and other stakeholders. Press release was sent to each country's national media. During the boot camp in the Faroe Islands a press release was sent to each country's national media with information on the challenge being worked on. Updates (news + photos) will be sent to interested parties and targeted media.

The findings of the boot camp were displayed in a promotional video and gathered in a report that will aid companies in the sector to come up with innovative solution. The videos were marketed within universities, in the marine sector and towards the general public with the attention of more students applying for numerous educational programs within the marine industry, more students applying for jobs within the marine industry and changing the way numerous marine institutions, companies and key players view innovative methods to optimize and improve all kinds of working processes within the industry.

7.3 Highlights

Right column advertisement on Facebook

Display of the 1 minute info-graphic NIMMP video Facebook in Denmark, Sweden, Finland, Iceland, Norway and the Faroe Islands. Campaign reach to 153, 496 unique people. A total of 4,622,085 impressions.

Nordic Marine Innovation Conference

Introduction on the NIMMP project and video display at the Nordic Marine Innovation Conference at Harpa, Iceland on June 3rd 2013.

Aquaculture Europe Conference

Introduction on the NIMMP project and video display at the Aquaculture Europe Conference in Trondheim, Norway on August 12th.

Útvegsblaðið

Media coverage on the NIMMP project in Útvegsblaðið, a monthly newspaper on the marine sector in Iceland. Published July 3rd 2013.

MBL.is

Published interview on the NIMMP boot camp in Faroe Islands on MBL.is, one of the biggest online media in Iceland. A article received a total of 78 shares.

Nýsköpunarhádegi

Introduction to the NIMMP project and display of 1 minute info-graphic video and 5 minute documentary at a lecture on innovation in the marine sector on October 22nd. Other talks were by Norðursalt, marine startup from Iceland and the Icelandic Ocean Cluster.

Viðskiptablaðið

Display of Nýsköpunarhádegi lecture on innovation in the marine sector on Viðskiptablaðið online tv channel, www.vb.is. Viðskiptablaðið is a monthly newspaper and online media on business. Estimated reach of the video is 300 people.

Innovit Entrepreneurship Center Facebook

Display of the 1 minute info-graphic NIMMP video on Innovit Facebook page. A total of 4394 page likes. Sponsored post for campaign reach to 10,651 unique people.

Tjarnargatan Facebook

Tjarnargatan, who created the 1 minute info-graphic video sponsored the video as a right column advertisement on Facebook. A total of 2.522 page likes.

Útvegsblaðið Facebook

Display of the 1 minute info-graphic NIMMP video on Útvegsblaðið Facebook page. A total of 697 page likes.

Copenhagen Business School

Media coverage on the NIMMP project and the 1 minute info-graphic video in the University paper and CBSonline.dk

Stardust CBS Facebook

Display of the 1 minute info-graphic NIMMP video on Facebook page. A total of 1236 page likes.

Facebook

Display of the 1 minute info-graphic NIMMP video on Facebook pages including:

- AQFood International Master Programme
- Stardust CBS
- Klak
- Innovit

Facebook

Display of the 5 minute documentary on Facebook pages including:

- Gate to Create
- KickStart AAU (Aalborg University)
- ITU Innovators (IT University of Copenhagen)
- Krebitat
- Stardust CBS (Copenhagen Business School)
- StartIT (Aarhus University)

Newsletters and webpages

Introduction to the NIMMP project and display of 1 minute info-graphic video:

- Interact newsletter
- Norræna húsið
- Norden.org

Danmarks Fiskehandlere

Introduction on the NIMMP project and videos shared within professional network.

Estimated number of people within the network is 1400.

University of Iceland

Introduction to the NIMMP project and display of 1 minute info-graphic video and 5 minute documentary at the engineering department. Estimated number of students is 30.

University of Iceland

Introduction to the NIMMP project and display of 1 minute info-graphic video and 5 minute documentary at the engineering department. Estimated number of students is 150.

University of Iceland

Introduction to the NIMMP project and display of 1 minute info-graphic video and 5 minute documentary at the engineering department for fresh year students. Estimated number of students is 350.

University of The Faroe Islands

A total of five articles on the NIMMP project on the University of The Faroe Islands webpage.

University of Iceland Facebook

Facebook status on the NIMMP boot camp in the Faroe Islands and two of their participating students. A total of 9.038 page likes.

Vattenbruk - mat, myter och möjligheter

Introduction to the NIMMP project and its two videos during coffee/lunch breaks at the Vattenbruk - mat, myter och möjligheter seminar in Stockholm on December 5th.

Livestock Extension and Research Network LEARN Conference "Animal Health, Production and profit"

Introduction to the NIMMP project and its two videos during coffee/lunch breaks at the Livestock Extension and Research Network LEARN Conference "Animal Health, Production and profit" conference - Aquaculture session on November 27th.

SLU-internal seminar on Aquaculture

Introduction to the NIMMP project and its two videos during coffee/lunch breaks at the SLU-internal seminar on Aquaculture on December 11th.

NKFV.se

Two articles on the NIMMP project and its videos have been published at www.nkfv.se - The Swedish Center for aquaculture.

University of Iceland Facebook - Scheduled for December 2013

Introduction to the NIMMP project and display of 1 minute info-graphic video and 5 minute documentary on Facebook. A total of 9.038 page likes.

Reykjavik University Facebook - Scheduled for December 2013

Introduction to the NIMMP project and display of 1 minute info-graphic video and 5 minute documentary on Facebook. A total of 4.145 page likes.

Danish Technical University - Scheduled for January 2014

Introduction to the NIMMP project and display of 1 minute info-graphic video and 5 minute documentary at the Interact project final event.

8 Revisions to the Main Report

I would like to draw your attention to the original project objectives in the contract (three points). Please describe how and if you have fulfilled these objectives.

The project goal was to produce videos that should (1) lead to more students applying for numerous educational programs within the marine industry, (2) lead to more students applying for jobs within the marine industry (3) change the way numerous marine institutions, companies and key players view innovative methods to optimize and improve all kinds of working processes within the industry. Although the project success has not been directly measured in terms of number of applications to educational programs in the marine industry nor students applying for jobs within the industry, we believe that the project and its videos have and can continue to help change the image of the marine industry in the longterm. In our opinion, highlighting the innovative processes and startup scene within the marine industry will eventually establish new associations to the industry and lead to more young people applying for educational programs and jobs within that field.

In the contract (additional requirements) it's stated that you have to add a chapter in the final report describing the innovation process, the experience from the project work and how this know-how will affect the participants in their future work with innovation.

During the boot camp in the Faroe Islands we focused on providing the students with knowledge, insights, tools and resources as well as support to refine their ideas and develop a business plan / consulting plan / prototype that would meet the presented challenge. The ultimate goal was to provide the students with the essential knowledge and know-how on the entrepreneurial landscape and trigger them to later consider starting their own startup or work within innovation. Although the ideas that the students worked on during the boot camp in the Faroe Islands will not be realized the students are left with entrepreneurial mindset and skills that can be implemented later.

It is also stated that the project shall be linked to other national/Nordic initiatives. Did you have any collaboration with AQ-food project or any other initiative?

Together with AQ-Food, Klak Innovit facilitated a stakeholder meeting or workshop, hosted by fisheries companies (Þorbjörn hf. and Vísir hf.) in Grindavík, Iceland.

The headline of the workshop was "Innovation in the Icelandic marine sector".

The scope of the workshop was the value chain and the Business Model Canvas methodology was applied as a visual chart to describe the current status of the sector and identify opportunities and ways to enhance innovation. The results from the workshop provided us with valuable insight to the marine industry, which we took into account when

we formed the challenge for the boot camp in the Faroe Islands. As well as working together on organizing the workshop in Grindavík, the people behind those two projects have worked together on marketing one another's initiatives within their network.

Could you please also write something about the future of the project and the participants. What will happen now?

With the project we managed to inspire 18 university students directly and open their eyes to opportunities within the marine industry. Their feedback after the boot camp was highly positive. The students were either very satisfied or satisfied with the overall program and each and every one would recommend participating in a similar program to their friends or colleagues. We see many possibilities with the NIMMP project. The project can be considered as a great pilot project which can be replicated to other industries looking to take innovative approaches e.g. agriculture, transportation, tourism and the health care industry. We also see possibilities with more local approaches like we experienced with the marine boot camp in Trondheim.

What feedback have you received from the industry and universities regarding the video?

On those occasions where we have had the opportunity to present the project and its videos in person we have witnessed very positive feedback. Various organizations, universities, associations and media have also raised interest in the project and distributed the videos within their network. See highlights from the marketing campaign in section 7.3.

Table of abstract

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Organisation: Klak Innovit	
Title: Explore the Sea of Opportunies Nordic Marine Marketing Program	
<p>Abstract: From October 29th to November 2nd 2012 eighteen university students from all the Nordic countries assembled at the Faroe Islands to take on a marine sector related challenge in a four days boot camp. The challenge was presented by related members in the sector that are looking for fresh and innovative ideas for the field. The whole trip was recorded and the video used to promote the marine sector as a thrilling career option.</p> <p>The Nordic Innovation Marine Marketing Program (NIMMP) was designed to raise attention for students' job and education possibilities within the marine sector in the Nordic countries and encourage young people to consider the sector as a field of study or career. Many countries in the Nordic region are heavily dependent on the marine industry and the demand for people with diverse education, willing to work in a creative and fast growing environment, has never been greater or more urgent. The project organized a marine boot camp in the Faroe Islands where 18 university students from the Nordic region were selected to take on a marine related challenge. The whole trip to the Faroe Islands was documented with the aim of creating a 5 minute promotional video that captured the experience of the boot camp. In addition to the 5 minute video, 1 minute info-graphic video was designed to raise attention to the many opportunities within the marine industry in a more simple and appealing way.</p> <p>The project was to produce videos that should:</p> <ul style="list-style-type: none"> • lead to more students applying for numerous educational programs within the marine industry • lead more students applying for jobs within the marine industry • change the way numerous marine institutions, companies and key players view innovative methods to optimize and improve all kinds of working processes within the industry 	
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