

# The Ocean of Tomorrow

Coordinator:



*EU H-2020 Project  
GreenOffshoreTech*



Cross-Border and Cross-Sectorial Collaboration

To Support SMEs in Development of Innovative- Products, Processes and Services  
for **GreenOffshore Production and Transport/ Logistics – Development of the Regions**



# Et hav av muligheter

Coordinator:



## Green Offshore Tech Project – Det handler om å gå foran

*Utvikle Grønne smarte løsninger til det blå markedet – Utvikle nye verdikjeder ved å styrke SMBene gjennom innovasjonsprosjekter og B2B prosjekter - Utvikle Regionene gjennom et 5 parts samarbeide*

Havner/logistikk, Maritime næringer, Havvind, Havbasert fiskeoppdrett, Grønn O&G, Hydrogen verdikjeder, flytende solceller, Ocean mining og beslektede områder

- *Industri 4.0* - Advanced Manufacturing, Nye Avanserte Materialer, Grønn Teknologi – Kompetansebygging – Region utvikling

*Tverrindustrielt internasjonalt verdikjedebasert samarbeid til det globale blå markedet*

**Hans Bjørn Paulsrud**  
Project Coordinator LEAR  
H 2020 GreenOffshore Tech



# Consortium

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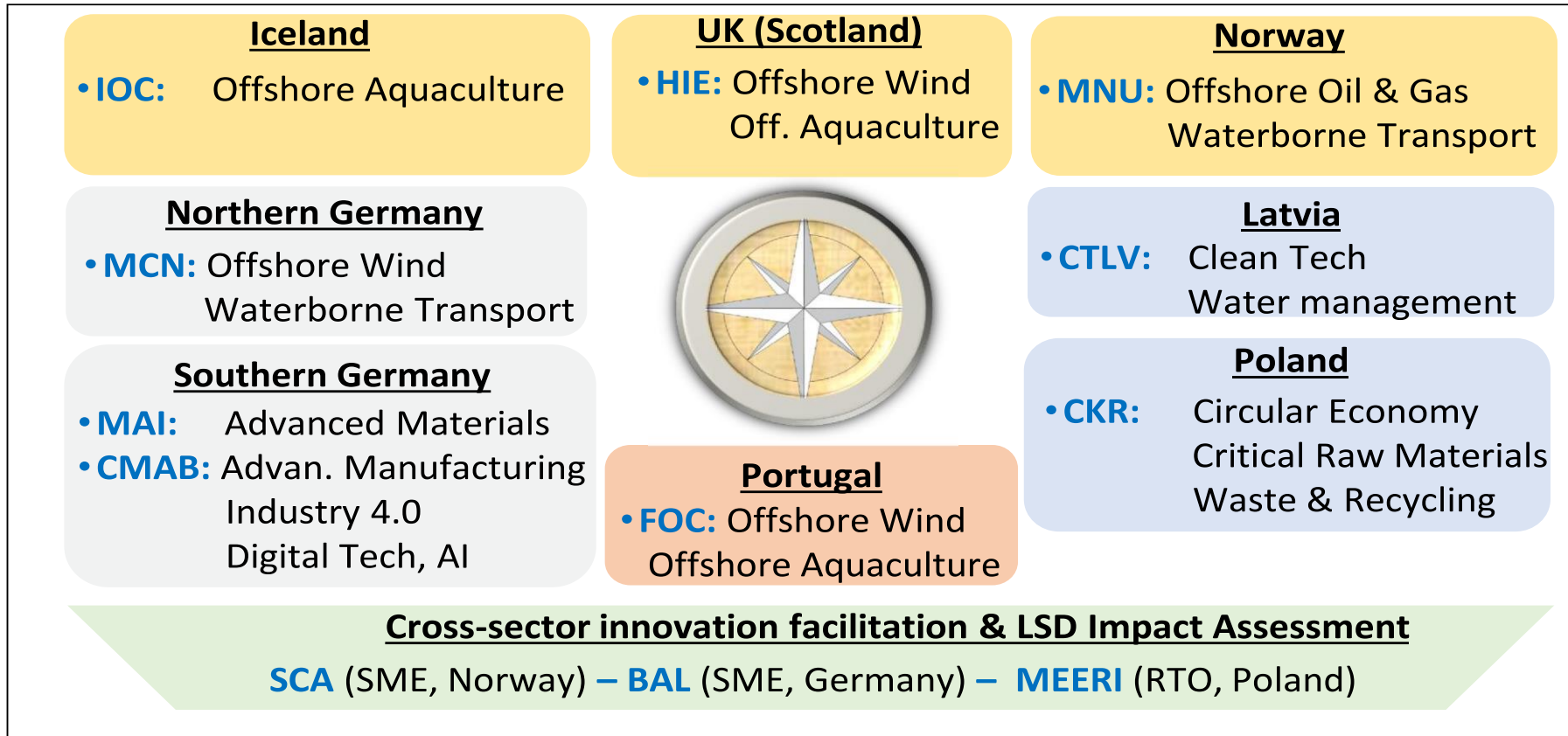


## 4 Geographical Poles:

- Northern Europe
- Western Europe
- Eastern Europe
- South Europe

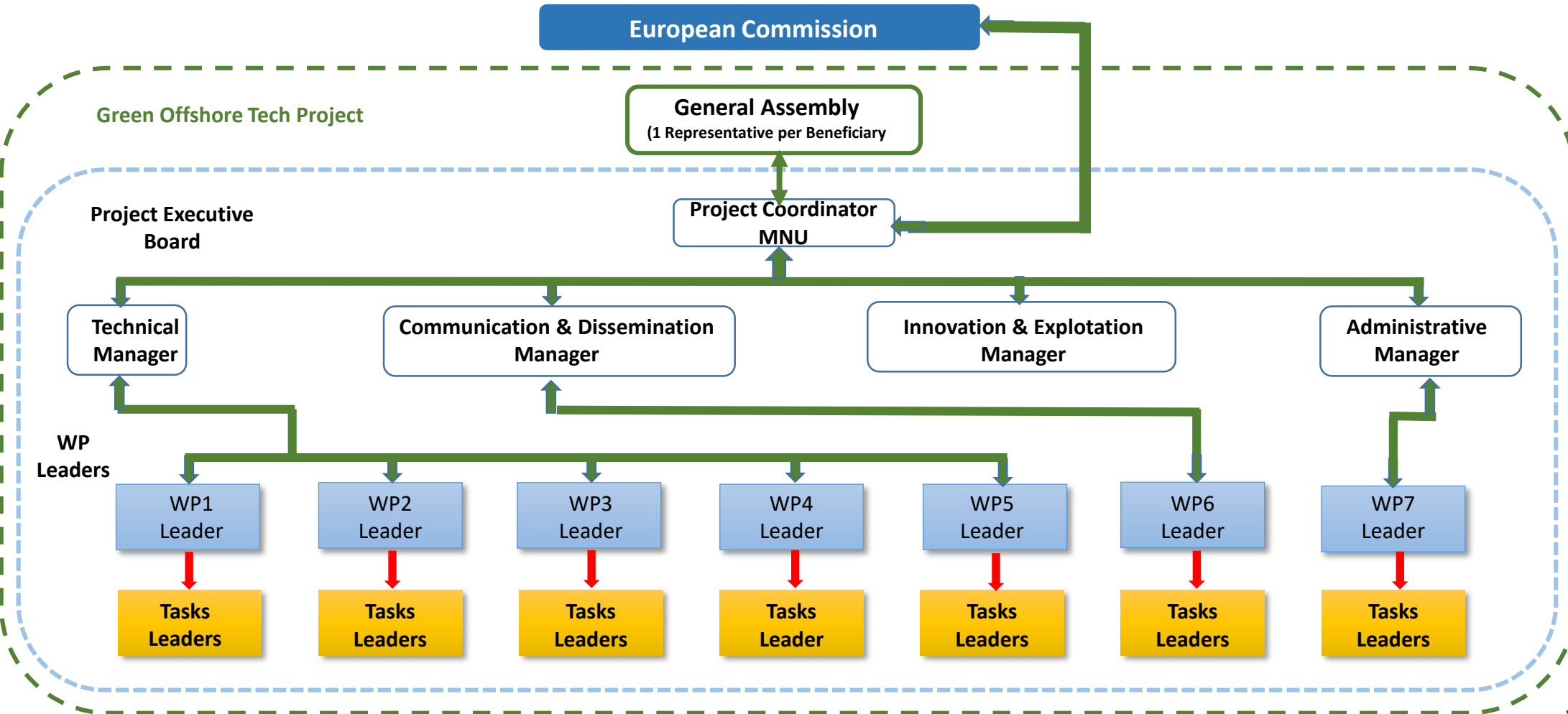
## 3 Sea/Oceans:

- North Sea
- Baltic Sea
- Atlantic Ocean



# Management Structure

Coordinator:



Max Grant: EUR 4.999.000

Project Period: 36 months, start September 2021

# Behov for nye arbeidsplasser og bærekraftig omstilling

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## Grønne løsninger til det globale - Blå markedet



1. Large Scale Demonstrator som verktøy
2. Smart Specialisation Strategy
3. Samarbeide aktivt i
  - *Green Offshore Tech- samarbeide med de andre regionene i prosjektet.*
  - *Bottom Up interaktiv prosess = Large Scale Demonstrator*



# Cooperation Between 3 Clusters in VIKEN Fylke

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## BACKGROUND

MNU (Mossregionens Næringsutvikling) is facilitator of Viken Teknologiklynge 4.0 and Coordinator of the EU project GreenOffshoreTech (H2020, INNOSUP)

### *Request to VIKEN Fylkeskommune:*

- Contribution of financing a person to work full time in the 3 clusters for 36 months
- Main task:
  - ✓ Mobilise and support SMEs to take active part in the EU project GreenOffshoreTech



# 1.

***How can the EU project GreenOffshoreTech  
create possibilities for the SMEs  
taking active part in the project ?***

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# Possibilities for SMEs – Key areas

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**The Vision** of the GreenOffshoreTech project is to **support SMEs** and the **development** of innovative new products, processes, or services for Green Offshore Production and Transport

Towards a resource-efficient **Blue Economy**, adopting EU's Green Deal, while facing reindustrialization.

*– Making Offshore Production and Transport greener, cleaner, and fit for future*





# Summary of Possibilities for SMEs - 1

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## Economy:

- ✓ Easy access for SMEs to financial support for cross-sectoral and cross-border innovation projects;
- ✓ A lump sum of up to 600,000 NOK for Innovation projects, including
  - 50,000 NOK for developing a sound business plan,
  - 450,000 NOK for developing a minimum viable prototype (proof of concept), and
  - 100,000 NOK for activities related to promotion and exploitation (e.g. IP protection).

## International Network & Collaboration partners:

- ✓ Access to new business partners, end-users, customers and R&D partners in the emerging Blue economy, Environmental and Digital industries;
- ✓ Brokerage and B2B Matchmaking events as meeting place for targeted F2F meetings and profiling activities of innovation ideas;
- ✓ Cluster Collaboration Platform for SME profiling and matchmaking;
- ✓ Open space for collaboration – even beyond the project-end;

## EU-wide promotion:

- ✓ Successful SMEs and their innovation projects will be promoted by the clusters across Europe



# Summary of Possibilities for SMEs -2

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## Capitalisation:

- ✓ One-to-one coaching and mentoring;
- ✓ Investor pitching training;
- ✓ Access to investors and participation in investor rounds;
- ✓ Successful projects will qualify to leverage further public funding (regional, national, EU);
- ✓ Successful projects will qualify to leverage private investment capital (e.g. venture capital, business angle);

## Entering new markets:

- ✓ Access to new markets and market channels across Europe;
- ✓ Access to the blue economy, industries and markets of Norway, Iceland, UK, Germany, Latvia and Portugal covering the **North Sea Region**, the **Baltic Sea Region** and the **Atlantic Ocean Region**.

## Competence-lift:

- ✓ Access to cluster's own Tech and Business academies to improve skills and competences of SME's employees.

## Test facilities:

- ✓ SMEs will have access to European test facilities and test infrastructure.



# 2.

What will be the main effects of having 3 clusters working active in the EU project GreenOffshoreTech compared to only Viken Teknologiklynge 4.0 ?

Coordinator:



# Summary of Main Effects

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## Main effects of having 4 clusters in stead of Viken Teknologiklynge 4.0 alone:

- ✓ 6-times higher reach out to SMEs within VIKEN Fylke
- ✓ Reach out to SMEs in the 3 major regions within VIKEN Fylke: Østfold, Akershus and Buskerud.
- ✓ Stronger lobby for Topics of Norwegian interest.
- ✓ Higher success rate for Norwegian SMEs within the «Call for Proposals» in H 2020 Green Offshore Tech.
- ✓ Higher return of investments for Norway.
- ✓ Consolidated channels for investors and venture capital within Blue Economy.
- ✓ Higher potential future export due to the scale-up of a larger pool of innovative SMEs.
- ✓ Cooperation within the international Consortium and the «Open Space for Collaboration» beyond the project-end.
- ✓ Follow-up mechanism to the initial SMEs projects.
- ✓ Implementation of regional RIS3 strategies.
- ✓ Improvement of the regional ecosystem and the region's internal and external connections and cooperations with other regions, clusters and innovation players to position themselves in European and global value chains.
- ✓ Makes VIKEN Fylke more visible for investors and export on international level.



# 3.

## Other effects

coming from an active collaboration  
in the EU project GreenOffshoreTech  
between the 3 clusters ?

Coordinator:



# Summary of Other Effects

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## Other effects coming from an active collaboration between the 4 clusters:

### Benefit for the Cluster Management

- ✓ Integration of SMEs into EU's cluster initiatives
- ✓ Peer-learning of best-practices for cross-sectoral and cross-border collaboration
- ✓ Cluster-induced matchmaking of SMEs (solution provider and end-users/customers)
- ✓ Acceleration of business growth of SMEs
- ✓ Ensure sustainability of EU funding
- ✓ Balance involvement of SMEs (solution-provider) and large enterprises (end-users) in open innovation processes

### Benefit for the Cluster Members

- ✓ New cross-industry value chains between companies within VIKEN Fylke
- ✓ New B2B activities between all 4 cluster organisations and their members
- ✓ New business opportunities for SMEs, including export coaching
- ✓ Green & digital transformation support
- ✓ Follow-up support by the project Coordinator
- ✓ Longevity of the SME projects



# Sammendrag – Et hav av muligheter !

Coordinator:



## Green Offshore Tech Project skal:

- ✓ Gi økonomisk støtte og rådgiving til 100 SMB'er
- ✓ *Utfordringen: Utvikle grønne innovative produkter, prosesser og tjenester til det Blå Globale markedet*
- ✓ *Markedet: Det globale markedet er på jakt etter løsninger som; reduserer klimagass påvirkningene med :  
40 - 50% innen 2030 og til Klimanøytrale blå næringer i 2050*
- ✓ UTVIKLE regionene gjennom 5 parts samarbeide i «Large Scale Demonstrators»
- ✓ Hver region utvikles gjennom arbeide i egen LSD og samarbeide med LSDene i de 9 andre regionene i GreenOffshore Tech prosjektet







Coordinator:

