- pioneering a sustainable ocean

Video

www.havbyenbergen.no

If Vestland succeeds, Norway succeeds!

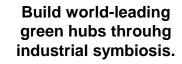
il.





Out of the **blue** Comes the **green!**

Green region Vestland – Our must win battles





Take the position as the globally leading ocean region.



Build innovative green infrastructure.

Increase the pace through prioritising and optimizing cooperation structure.



Kilde: Vestland fylkeskommune – Grøn region

- pioneering a sustainable ocean

Ocean City Bergen - Mandate

Definition	The Ocean City Bergen are actors with a focus on sustainable value creation linked to the sea in Western Norway							
Vision	Pioneering a sustainable ocean							
Mission	Promote increased interaction, attractiveness, sustainable growth and competence in the ocean industries with Bergen as a key driving force							
Focus areas	UN STDs • Partnerships to achieve the goals (17) • Life below water (14)		Climate Action (13) Affordable and Clean Energy (7) Industry, Innovation and Infrastructure (9) Zero Hunger (2)					
	Interaction	Attractiveness	Sustainable growth	Competence				
Goals	Common identity and culture for cooperation	Increase the number of establishments of leading companies and startups	Increased restructuring, sustainable value creation and employment	The world's best ocean research region				
	Increased collaboration between research, education, public actors and business	Access to capital, area, infrastructure, talent and expertise	Transfer of expertise from non- renewable to renewable industries	 Relevant and attractive education for the ocean industries 				
	Strengthen collaboration arenas and joint projects	 Global knowledge and preference to Ocean City Bergen 	• Ensure protection of decent work for all and equality between the sexes	 Internationally leading knowledge- based management and business expertise 				

Vision: The Ocean City of Bergen's dream that we can never stop reaching for Mission: Why The Ocean City of Bergen exist Sustainable: People, planet and profit

Ocean City Bergen - Our main focus

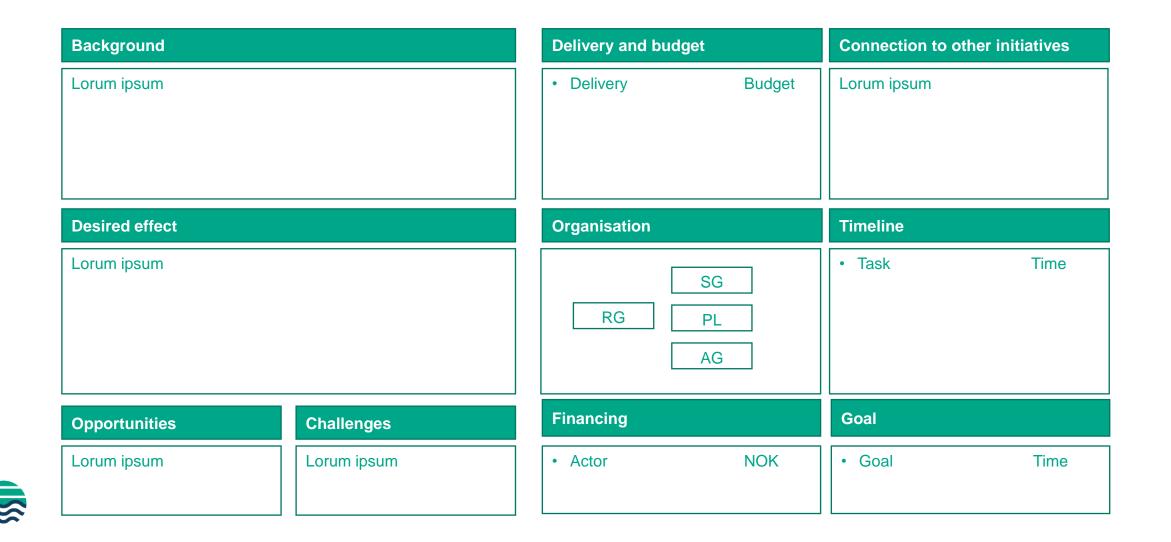
CREATE A GLOBAL BRAND		CREATE JOINT PROJECTS
We are a world-leading ocean region, but have not taken the position to exploit our potential to attract talent and business	WHY	We have too few joint projects to ensure that we can implement the green shift and ensure future value creation
Our ambition is to create a brand that our partners want to use and a yearly event in Bergen that creates attention internationally (One Ocean Week)	HOW	Create workgroups with mandate to define potential joint projects that can be owned by the project (Havbyen Bergen) or their partners
Create global knowledge and preference to Ocean City Bergen	WHAT	Strengthen collaboration arenas and the implementation of joint projects

People Don't Buy What You Do, They Buy Why You Do It

Ocean City Bergen - Organisation

Part	ners	Board				
 Akvariet i Bergen Bergen Havn Bergen kommune Næringsalliansen Vestland Bergen næringsråd Bjerknessenteret Corvus Energy DnB Equinor Farvatn Fiskeridirektoratet 	 21. LO Vestland 22. Maritime Bergen 23. Museum Vest 24. NCE Finance Innovation 25. NCE Maritime CleanTech 26. NCE Media 27. NCE Seafood Innovation 28. NHO Vestland 29. NHH 30. NIVA 31. NORCE 		Aslak Heining, C Beate Myking, S Kenneth Bruvik (Margareth Hage Marianne Wik Sa Marit Warncke, (or of Vestland County Larsen, City Government, Berger EO, Pure Lobster VP Renewable Solutions, Equinor Communications manager, Stift. F n, Pro Rector, UiB ætre, Site Manager, DnB CEO, Bergen Chamber of Comme mstø, CEO Institute of Marine Re	ramtidshavet prce and Industry	
 Stiftelsen Framtidshavet GC Rieber Eiendom GCE Ocean Technology 	32. NOSCA 33. Pure Lobster 34. PWC	Project management				
 15. Grieg Group 16. Havforskningsinstituttet 17. Høgskulen på Vestlandet 18. Invest in Bergen 19. KPMG 	 35. Raftostiftelsen 36. Statsraad Lehmkuhl 37. UiB 38. Vestland fylkeskommune 39. VIS 	Vidar AarhusHelene Myking	Project manager Communiactions i	manager		
20. Lerøy Seafood Group	40. Visit Bergen	Project groups				
		Interaction Leader: TBD	Attractiveness Leader:TBD	Sustainable growth Leader:TBD	Competence Leader: TBD	

Workgroups – Template for describing joint projects



VISION

Pioneering a Sustainable Ocean

MISSION

Promote increased interaction, attractiveness, sustainable growth and competence in the ocean industries with Bergen as a key driving force Welcome to One Ocean Week 2023 in Ocean City Bergen 15 - 21 April 2023

- pioneering a sustainable ocean