

An aerial photograph of a turbulent ocean surface. The water is a deep, dark blue, and the breaking waves create a thick, white foam that contrasts sharply with the dark water. The foam appears to be moving from the top left towards the bottom right, creating a sense of motion and energy. The texture of the water is highly detailed, with visible ripples and eddies.


# **Ocean City Bergen**

***– pioneering a sustainable ocean***

Video

[www.havbyenbergen.no](http://www.havbyenbergen.no)




An aerial photograph of an offshore wind turbine installation in a Norwegian fjord. A large orange and white supply vessel, the 'KONGS ALDER', is moving towards a yellow and white wind turbine foundation. A smaller red tugboat is also visible near the foundation. The background features steep mountains and a cloudy sky.

**If Vestland succeeds,  
Norway succeeds!**







A large offshore oil rig is in the foreground on the left, with a helicopter landing on its deck. In the background, a row of offshore wind turbines stretches across the horizon under a dramatic, cloudy sky at sunset or sunrise.

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

# Green region Vestland – Our must win battles

1

**Build world-leading green hubs through industrial symbiosis.**



2

**Take the position as the globally leading ocean region.**



3

**Build innovative green infrastructure.**



4

**Increase the pace through prioritising and optimizing cooperation structure.**





An aerial photograph of a turbulent ocean. The water is a deep, dark blue, and the surface is covered in intricate, swirling patterns of white foam and lighter blue water, suggesting a strong current or a large wave breaking. The lighting is dramatic, with the foam catching the light and creating a stark contrast with the dark water below.

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# 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	<b>UN STDs</b> <ul style="list-style-type: none"> <li>• Partnerships to achieve the goals (17)</li> <li>• Life below water (14)</li> <li>• Climate Action (13)</li> <li>• Industry, Innovation and Infrastructure (9)</li> <li>• Affordable and Clean Energy (7)</li> <li>• Zero Hunger (2)</li> </ul>			
	<b>Interaction</b>	<b>Attractiveness</b>	<b>Sustainable growth</b>	<b>Competence</b>
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

We are a world-leading ocean region, but have not taken the position to exploit our potential to attract talent and business

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)

Create global knowledge and preference to Ocean City Bergen

**WHY**

**HOW**

**WHAT**

## CREATE JOINT PROJECTS

We have too few joint projects to ensure that we can implement the green shift and ensure future value creation

Create workgroups with mandate to define potential joint projects that can be owned by the project (Havbyen Bergen) or their partners

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

## Partners

- |                              |                            |
|------------------------------|----------------------------|
| 1. Akvariet i Bergen         | 21. LO Vestland            |
| 2. Bergen Havn               | 22. Maritime Bergen        |
| 3. Bergen kommune            | 23. Museum Vest            |
| 4. Næringsalliansen Vestland | 24. NCE Finance Innovation |
| 5. Bergen næringsråd         | 25. NCE Maritime CleanTech |
| 6. Bjerknessenteret          | 26. NCE Media              |
| 7. Corvus Energy             | 27. NCE Seafood Innovation |
| 8. DnB                       | 28. NHO Vestland           |
| 9. Equinor                   | 29. NHH                    |
| 10. Farvatn                  | 30. NIVA                   |
| 11. Fiskeridirektoratet      | 31. NORCE                  |
| 12. Stiftelsen Framtidshavet | 32. NOSCA                  |
| 13. GC Rieber Eiendom        | 33. Pure Lobster           |
| 14. GCE Ocean Technology     | 34. PWC                    |
| 15. Grieg Group              | 35. Raftostiftelsen        |
| 16. Havforskningsinstituttet | 36. Statsraad Lehmkuhl     |
| 17. Høgskulen på Vestlandet  | 37. UiB                    |
| 18. Invest in Bergen         | 38. Vestland fylkeskommune |
| 19. KPMG                     | 39. VIS                    |
| 20. Lerøy Seafood Group      | 40. Visit Bergen           |

## Board

- Chairman of the board: Jon Askeland, County Mayor of Vestland County
- Deputy Chairman of the board: Per-Arne Hvidsten Larsen, City Government, Bergen municipality
- Board member: Aslak Heining, CEO, Pure Lobster
- Board member: Beate Myking, SVP Renewable Solutions, Equinor
- Board member: Kenneth Bruvik Communications manager, Stift. Framtidshavet
- Board member: Margareth Hagen, Pro Rector, UiB
- Board member: Marianne Wik Sætre, Site Manager, DnB
- Board member: Marit Warncke, CEO, Bergen Chamber of Commerce and Industry
- Board member: Nils Gunnar Kvamstø, CEO Institute of Marine Research

## Project management

- |                 |                        |
|-----------------|------------------------|
| • Vidar Aarhus  | Project manager        |
| • Helene Myking | Communications manager |

## Project groups

**Interaction**  
Leader: TBD

**Attractiveness**  
Leader:TBD

**Sustainable growth**  
Leader:TBD

**Competence**  
Leader: TBD



# Workgroups – Template for describing joint projects

<b>Background</b>		<b>Delivery and budget</b>	<b>Connection to other initiatives</b>
Lorum ipsum		<div><div>• Delivery</div><div>Budget</div></div>	Lorum ipsum
<b>Desired effect</b>		<b>Organisation</b>	<b>Timeline</b>
Lorum ipsum		<div><div>RG</div><div><div>SG</div><div>PL</div><div>AG</div></div></div>	<div><div>• Task</div><div>Time</div></div>
<b>Opportunities</b>	<b>Challenges</b>	<b>Financing</b>	<b>Goal</b>
Lorum ipsum	Lorum ipsum	<div><div>• Actor</div><div>NOK</div></div>	<div><div>• Goal</div><div>Time</div></div>



# Ocean City Bergen



## 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**



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