

# GREEN transition in the RURAL ARCTIC

Final networking conference

31th may 2022  
Online event



**Welcome!**

**Laura Vidje**  
circular consultant  
ELVA HÅLLBARA AB

**REETA SIPOLA**  
manager  
GRUDE

**ARCTIC blue economy sustainable transition**

**NETWORKING**  
Sharing information

**ACTIONS from STAKEHOLDERS**

**BIG GOALS & smaller steps**

**KNOWLEDGE vary. EDUCATION NEEDED**

**target INFORMATION to certain groups**

**Collecting & SHARING Knowledge**

**COLLABORATION**  
a criteria for circularity

**NETWORKING**

**KINE CHARLOTTE JAKOBSEN**  
grude team

**PANEL DISCUSSION and Q&A**

**What's next for the GREEN TRANSITION of the RURAL ARCTIC?**

**LOOK AT MARKETS**

**HYDROGEN**  
SAFETY of BIOFUEL  
CHEAPER is more RISKY

**MORE SIDESTREAMS**  
SEA CUCUMBER

**SAME OWNER MORE beneficial**

**DECREASING NORM of borrowing!**

**SOLAR Potential**

**FUNDING to be available**

**INVESTMENT VITAL for GROWTH**

**GUIDANCE & PROJECT TOOLS**  
trust. GLOBAL responsibility

**WAR creates UNDERSTANDING for RESILIENCE**

**WE CAN INFLUENCE uninterested ACTORS**

**BENEFITS of COLLABORATION**

**KARL ALMÁS**  
Sintef

**BORDER-CROSSING project ideas for BLUE ECONOMY**

**GENETIC potential**  
Renewable energy

**feeding through OCEAN AGRICULTURE**

**HUGE potential**

**only 2% is consumed TODAY**

**the arctic is MOSTLY OCEAN**

**TEMPERATURE resilient**

**NUTRITION PULP**

**FARMING**

**FEDERICO ZENITH**  
Sintef

**producing & exporting HYDROGEN from STRANDED RESOURCES**

**LOW CAPACITY**

**50% effect**

**FISHING boats**

**remove all EMISSIONS**

**the HAEOLUS project**  
2.5 MW

**HYDROGEN Valley**

**PROFIT**

**COORDINATION is KEY**

**INFRASTRUCTURE first**

**DIFFERENT needs**

**LONG TERM**

**PETER ALGURÉN**  
RISE research institute of Sweden

**financing PAAS models**

**LONG LIFE PRODUCTS**  
DIFFICULT to make PROFITABLE

**ASSET**

**ADAPTIVE**

**LEASE BACK**

**BUILD AN AFTERMARKET**

**CONTRACT financing**

**LEASE on LEASE**

**STEP by STEP LOANS**

**RELATIONSHIP BUSINESS**

**REDUCED RISK CONTROLLED GROWTH**

**POSITIVE life time value /CAC ratio**

**CUSTOMER financing**

**LONG TERM RELATIONSHIP**  
niche actors

**TEAM UP**  
specific key partners

**INCLUDE RISK OF LINEAR BM'S in ANALYSIS**

**STABLE REVENUE FLOW**

**ANN-HEGE LUND**  
Visit Narvik

**Close COOPERATION with the MUNICIPALITIES - A NECESSITY for sustainable TOURISM DEVELOPMENT**

**MUNICIPALITY TOURISM**

**2018**

**new jobs**

**more tourists**

**HIGHER income**

**analyzing**

**TRYING EDUCATION**

**LONG TIME plan**

**44 criteria**

**5 municipality**

**NEED each other**

**Label SUSTAINABLE DESTINATION**

**JUKKA LOKKA**  
Luka

**The role of MUNICIPALITIES in GREEN TRANSITION**

**LAPLAND**

**CO<sub>2</sub>**

**LESS emissions**

**BIG EFFECT**

**LOCAL ACTIONS**  
future needs

**DISCUSS**  
problems & solutions

**clear goals**

**AWARENESS & KNOWLEDGE gap**

**SPECIFIC knowledge**

**GOOD examples**

**RENATA MUSIFULUNA**  
ipdm

**TOWARDS GREEN ARCTIC through international CROSS-BORDER ACTIVITIES**  
highlighting the PATHWAY

**common actions**

**projects**

**CREATE road map**

**BRAIN STORM SOLUTIONS**

**PRESENT results**

**DISCUSS**

**RESILIENT fish farming**

**COMPANIES using CIRCULAR MODELS**

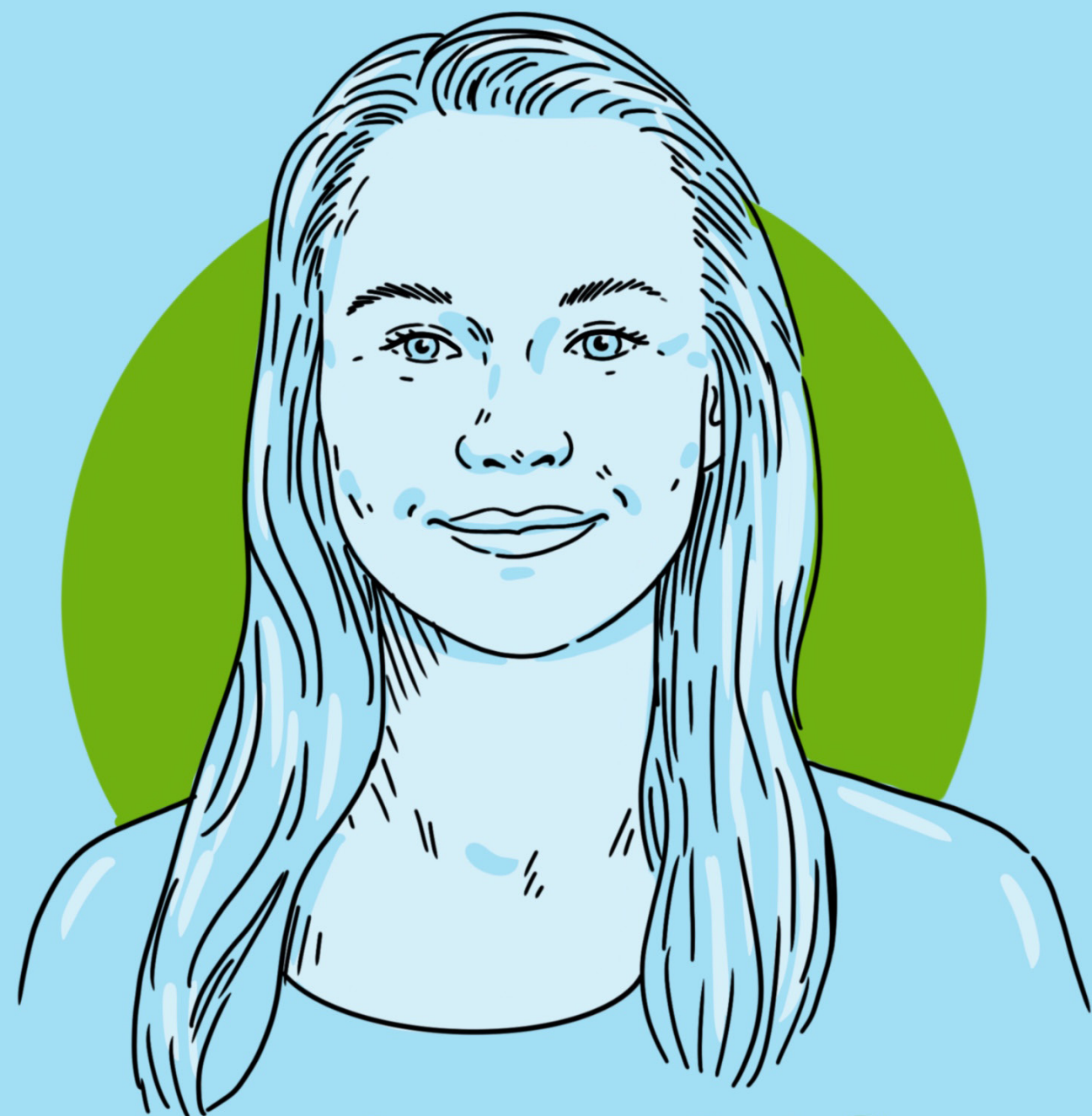
**IDENTIFY the PROBLEM**  
analyze

**BREAK up in small parts**

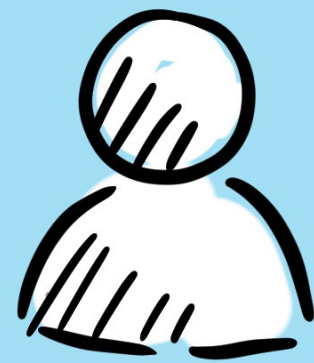
**LOOK for FUNDING**

**PUBLIC invest in REGIONAL RESILIENCE**

Welcome!



**LAURA VIDJE**  
circular consultant  
ELVA HÅLLBARA AB



**REETA  
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manager  
GRUDE

NETWORKING



Sharing  
Information



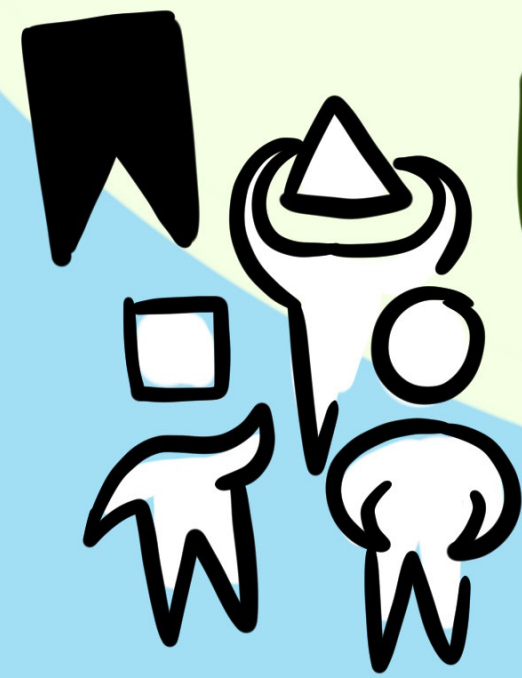
**BIG  
GOALS &  
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**ARCTIC**

**blue  
economy**

**SUSTAINABLE  
transition**

**ACTIONS  
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**KNOWLEDGE  
vary.  
EDUCATION  
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**target  
INFORMATION  
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31th MAY 2022

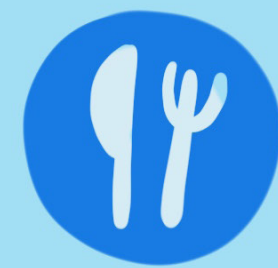




KARL ALMÁS  
Sintef

BORDER-CROSSING  
project ideas  
for  
BLUE ECONOMY

- GENETIC potential
- Renewable energy



feeding through OCEAN AGRICULTURE

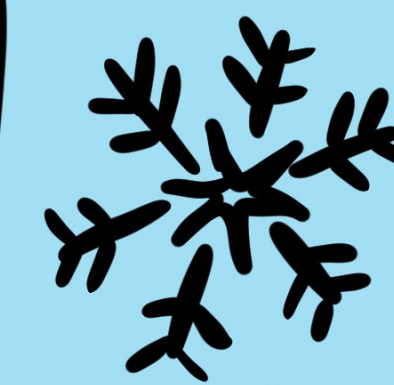
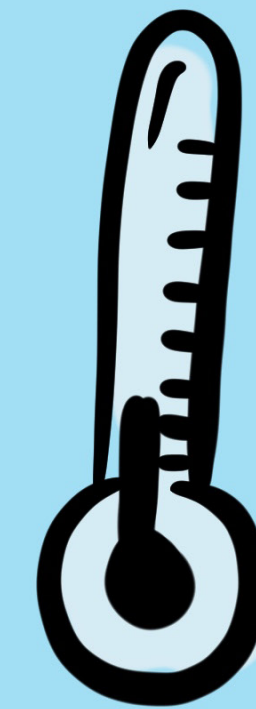


HUGE potential

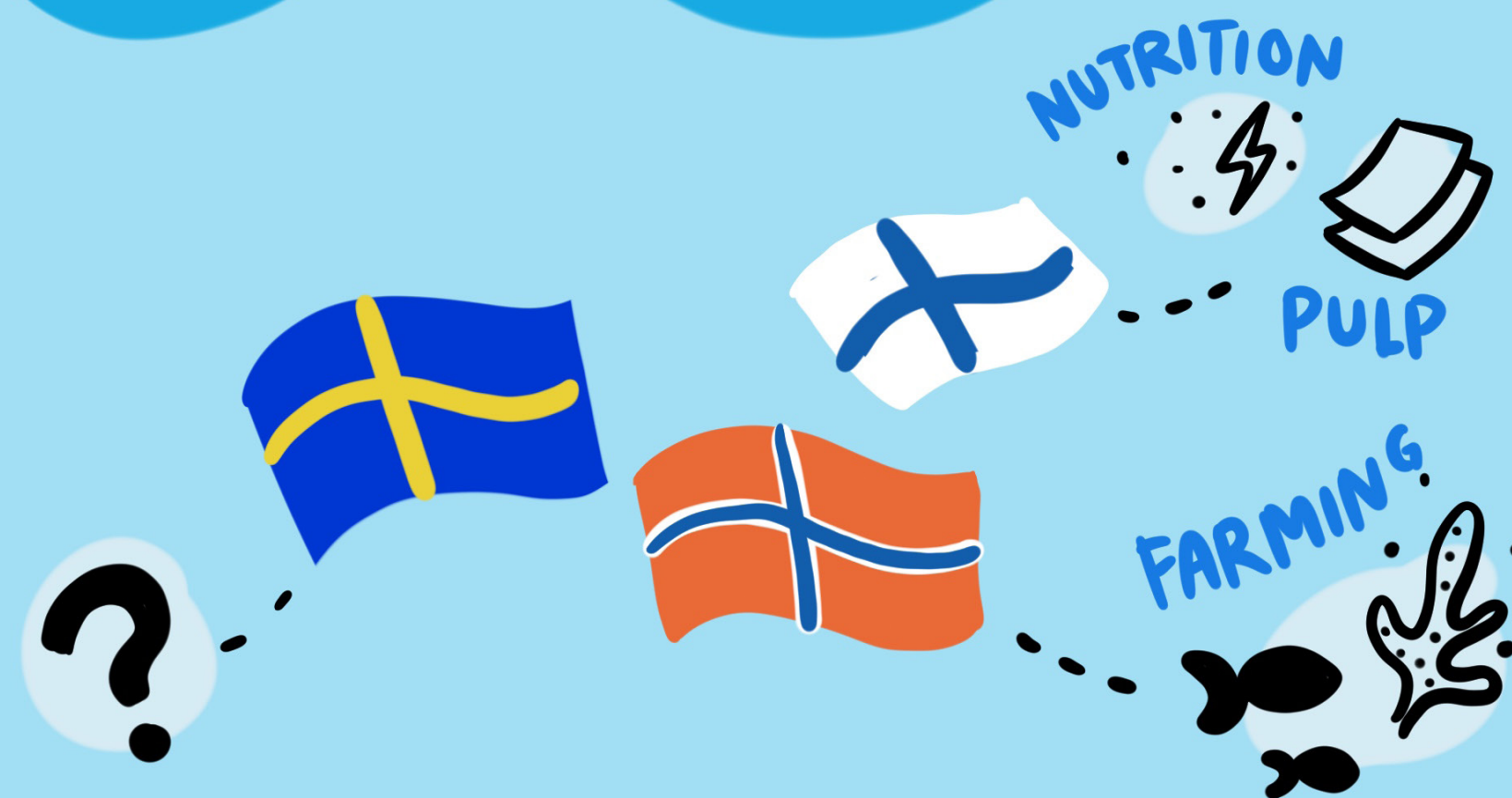
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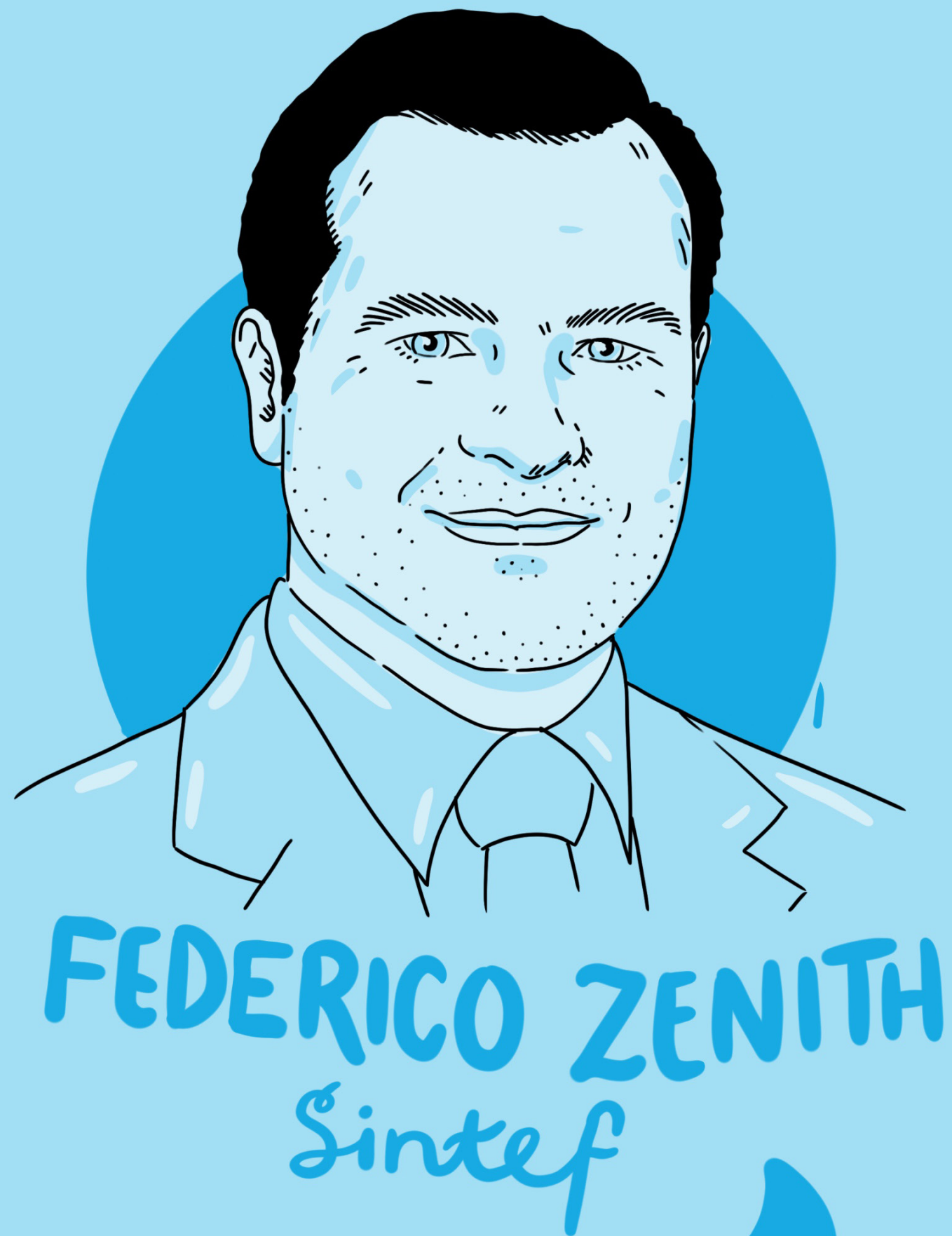


TEMPERATURE resilient

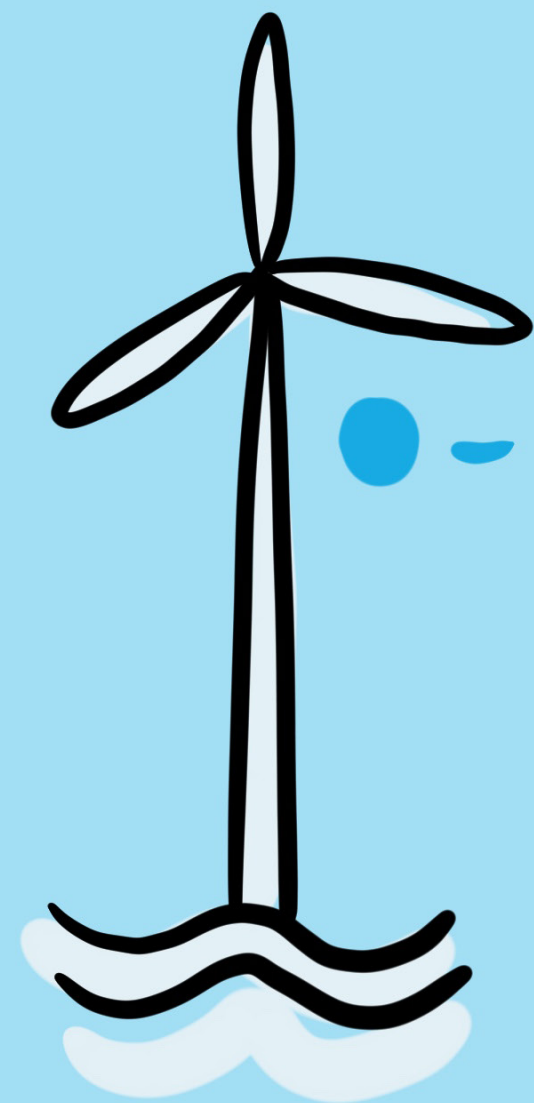


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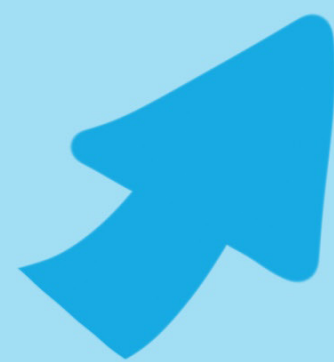




producing & exporting  
**HYDROGEN** from  
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RESOURCES**

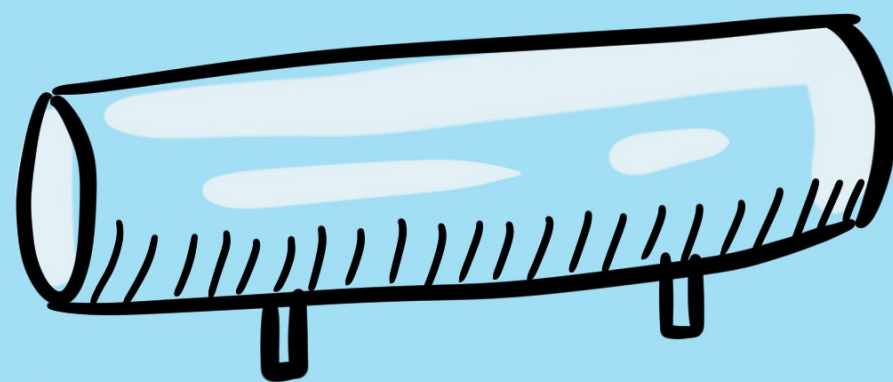


LOW  
CAPACITY



50%  
effect

the  
**HAEOLUS** project



2.5 MW



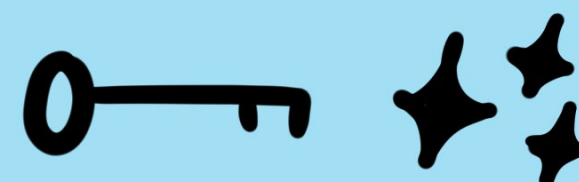
remove  
all  
**EMISSIONS**

**HYDROGEN  
Valley**



PROFIT

COORDINATION is  
KEY

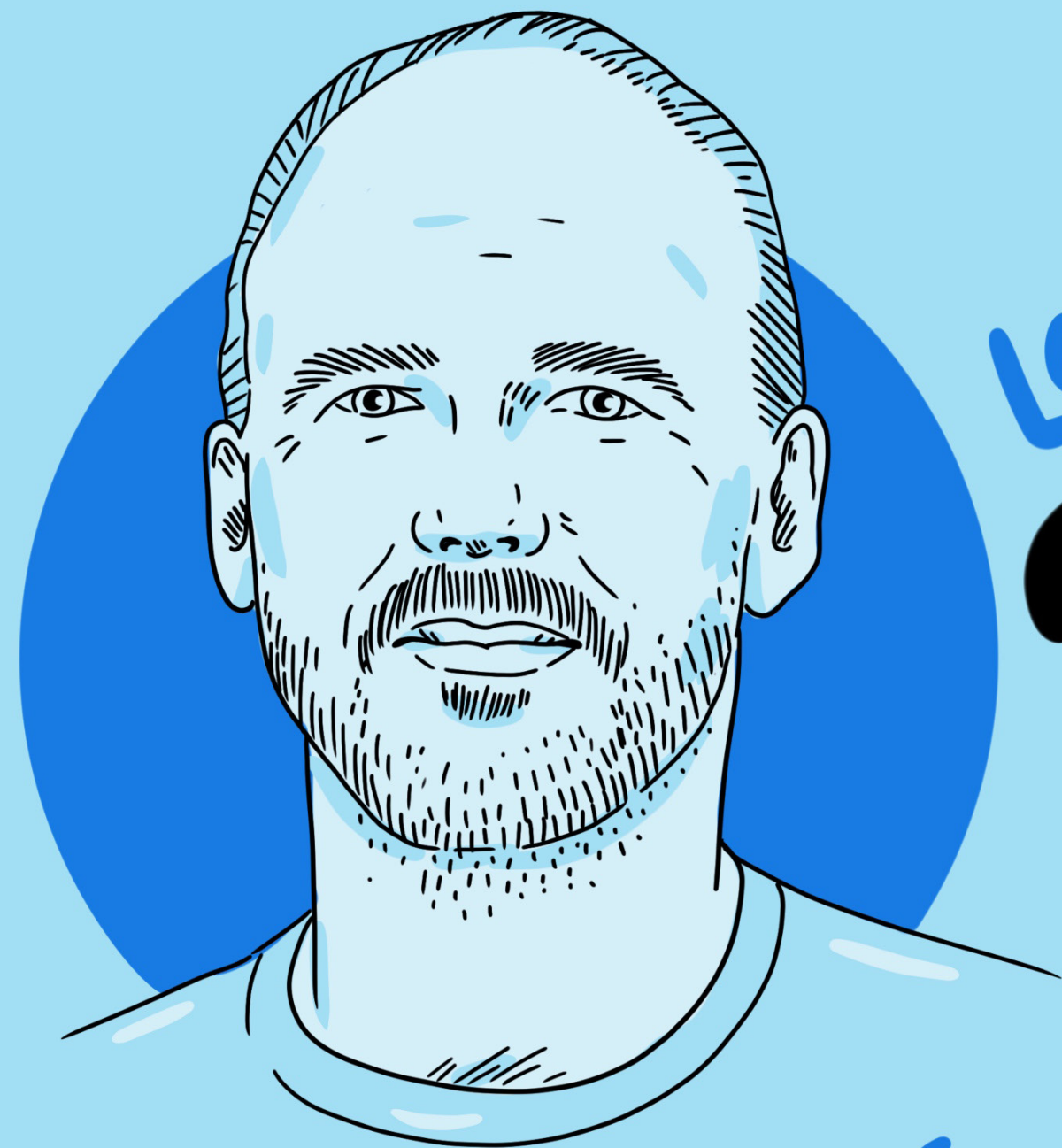


**INFRASTRUCTURE**  
first

DIFFERENT  
needs



LONG  
TERM



**PETER ALGURÉN**  
RISE research  
institute of Sweden

# financing PAAS models

## LONG LIFE PRODUCTS

DIFFICULT to make PROFITABLE



## ASSET

1 ADAPTIVE

2 LEASE BACK

3 BUILD AN AFTERMARKET

4 CONTRACT financing

5 LEASE on LEASE

6 STEP for STEP LOANS

## BUSINESS

7 INCLUDE RISK OF LINEAR BM'S in ANALYSIS

8 STABLE REVENUE FLOW

9 REDUCED RISK CONTROLLED GROWTH

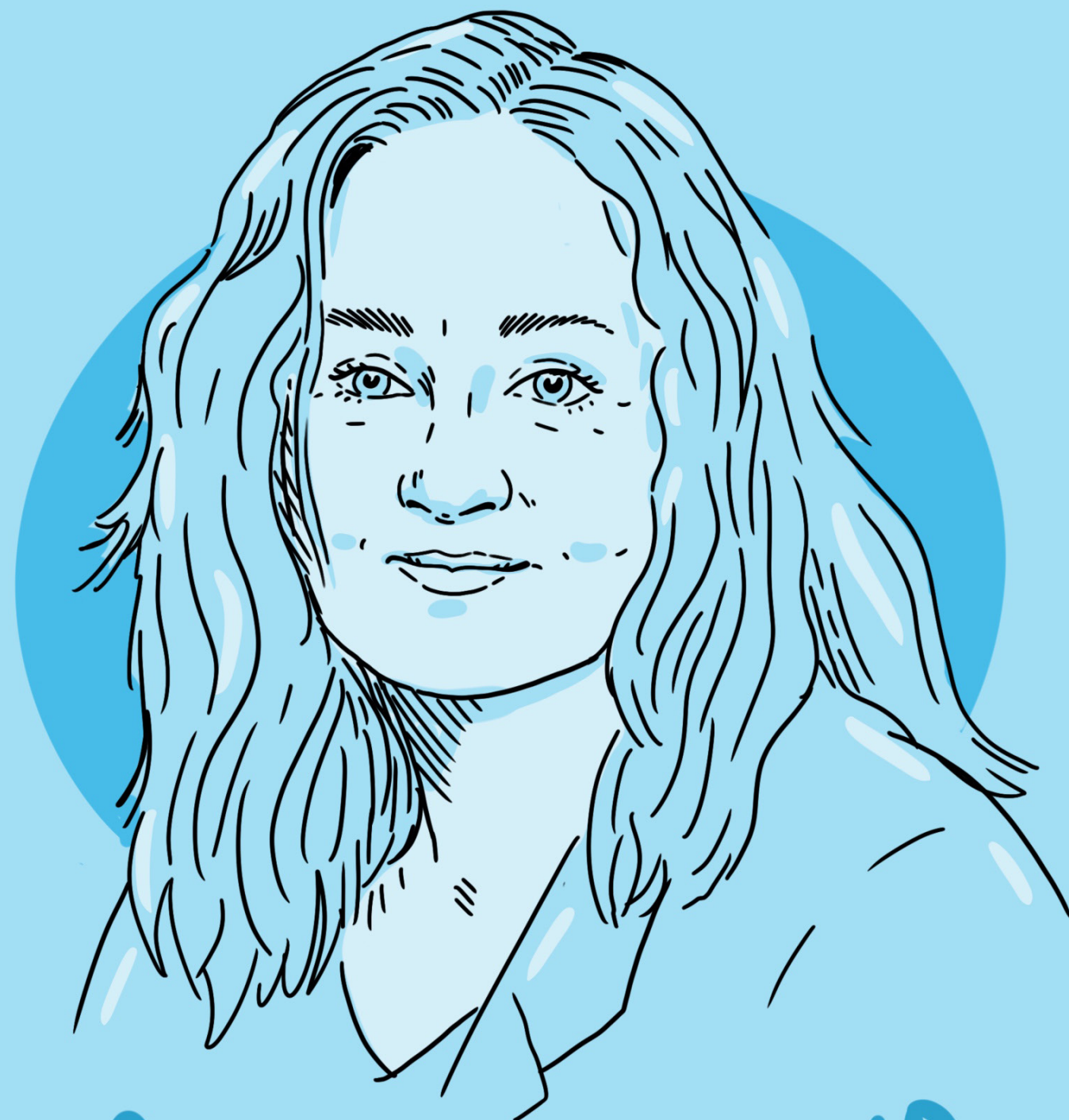
10 POSITIVE life time value /CAC ratio

11 customer financing

## RELATIONSHIP

12 LONG TERM RELATIONSHIP niched actors

13 TEAM UP specific key partners



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Close COOPERATION with the MUNICIPALITIES - A NECESSITY for sustainable TOURISM DEVELOPMENT

LABEL



SUSTAINABLE DESTINATION

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LONG TIME plan

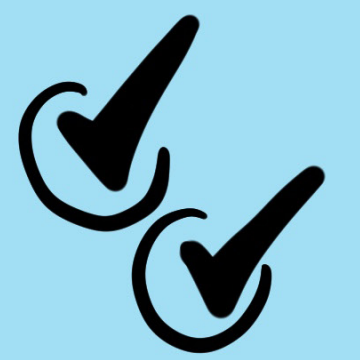
MUNICIPALITY  
TOURISM



NEED each other

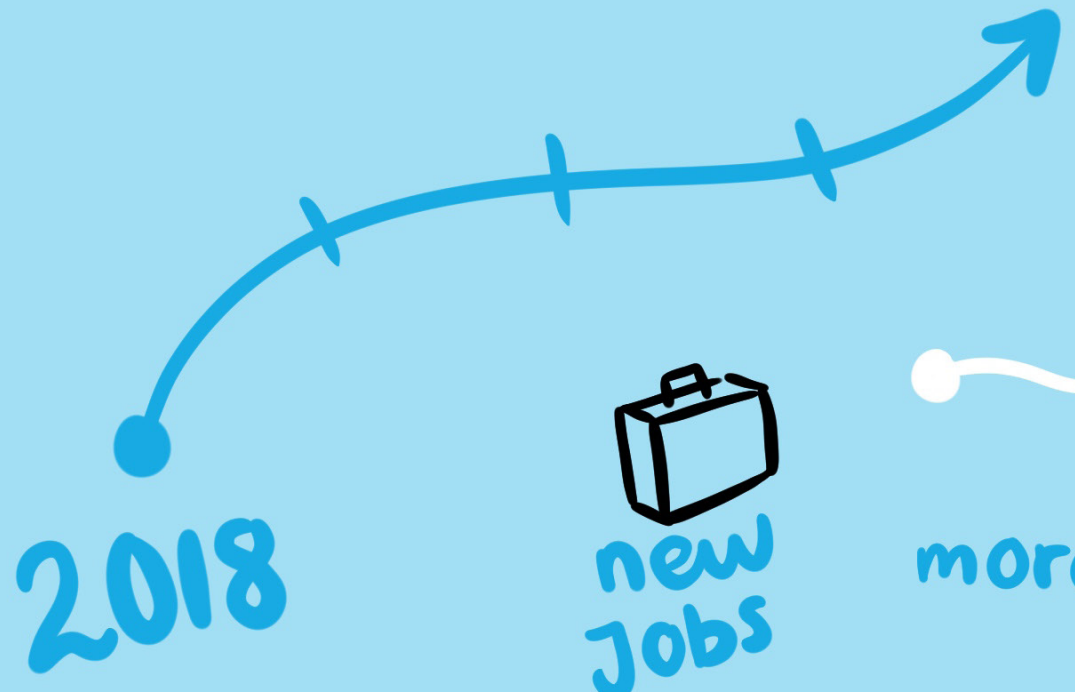


44



criteria

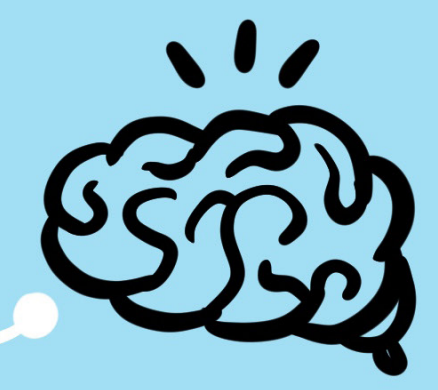
5 municipality



2018



new jobs



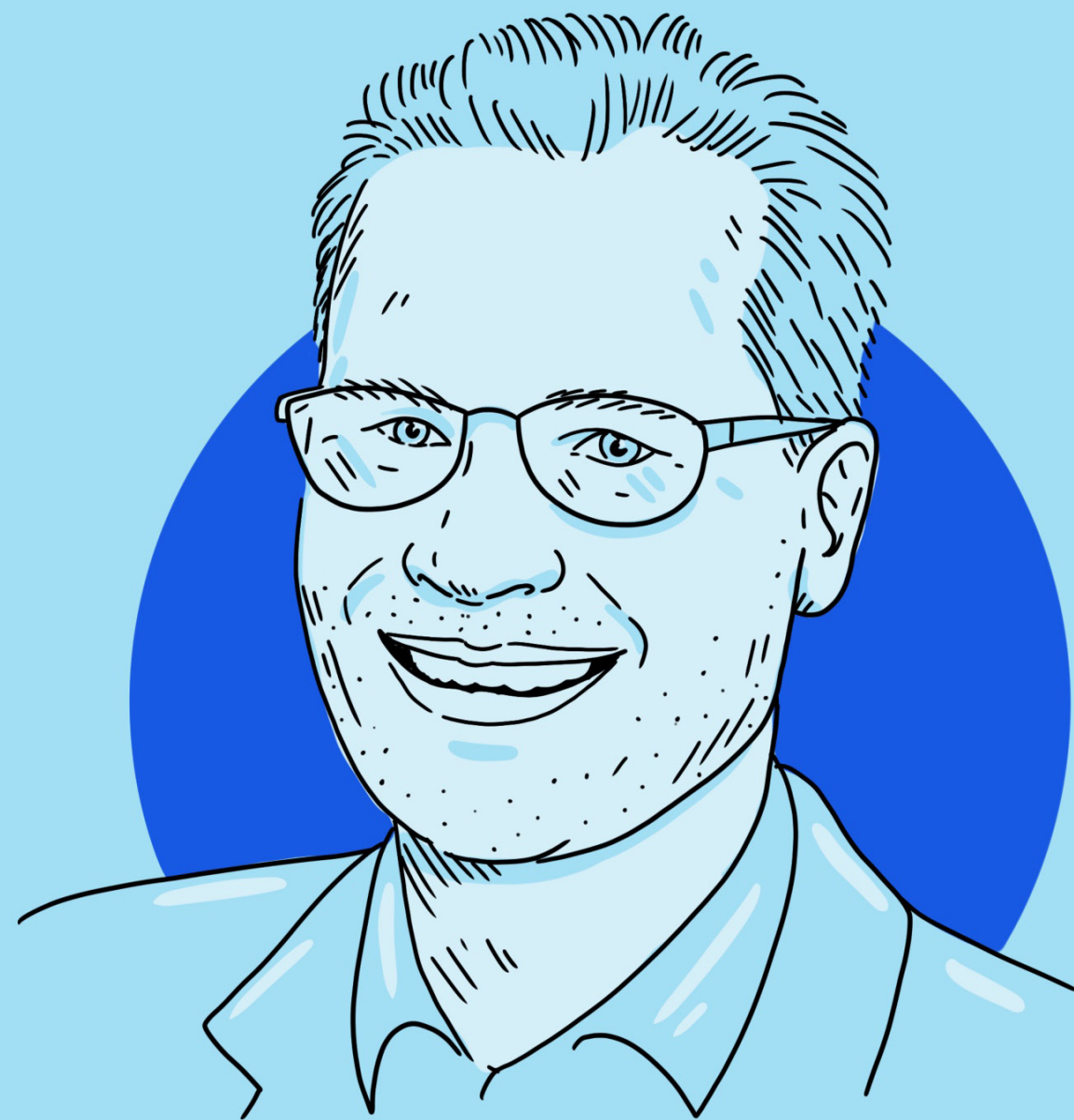
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HIGHER income

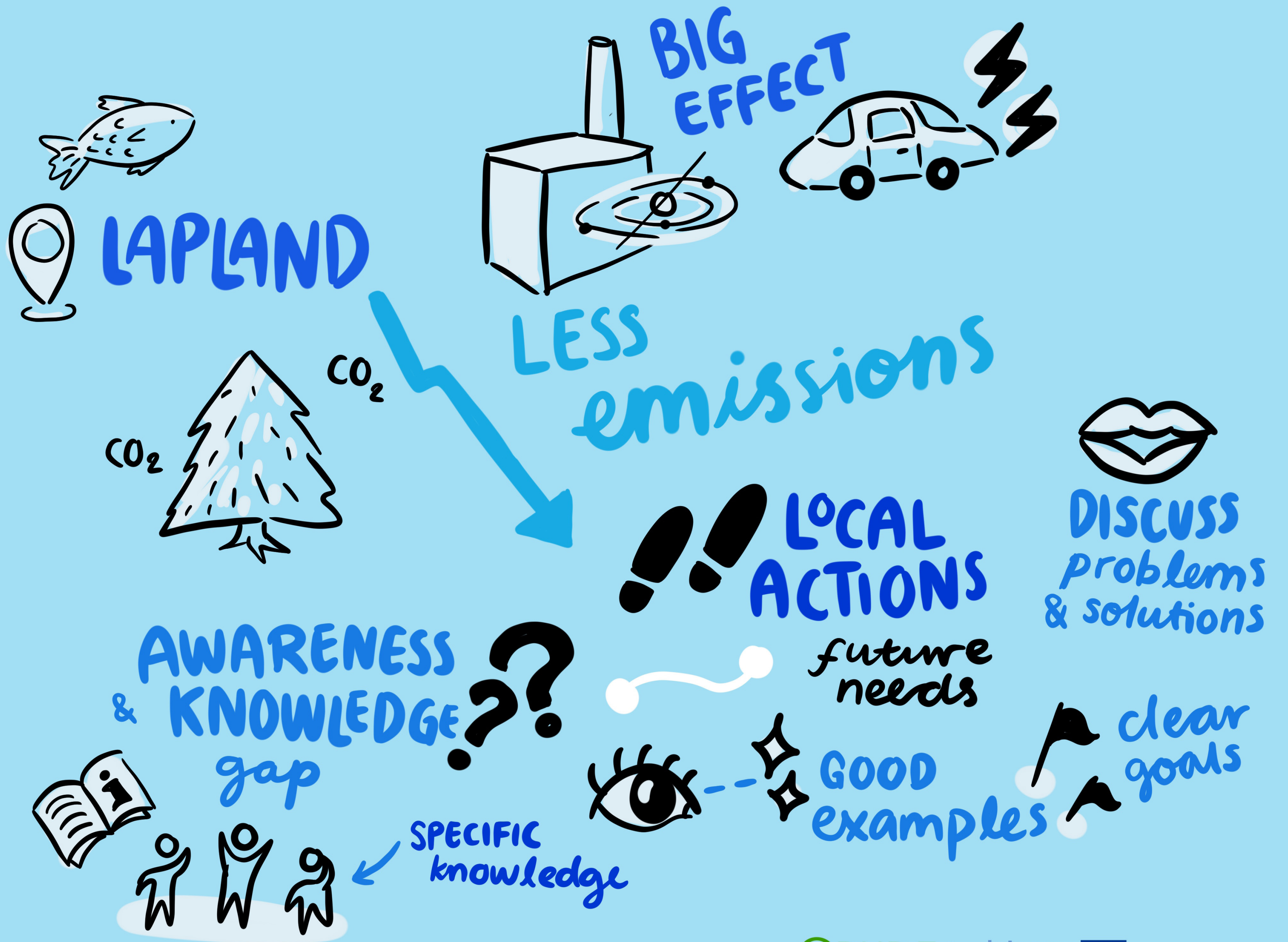
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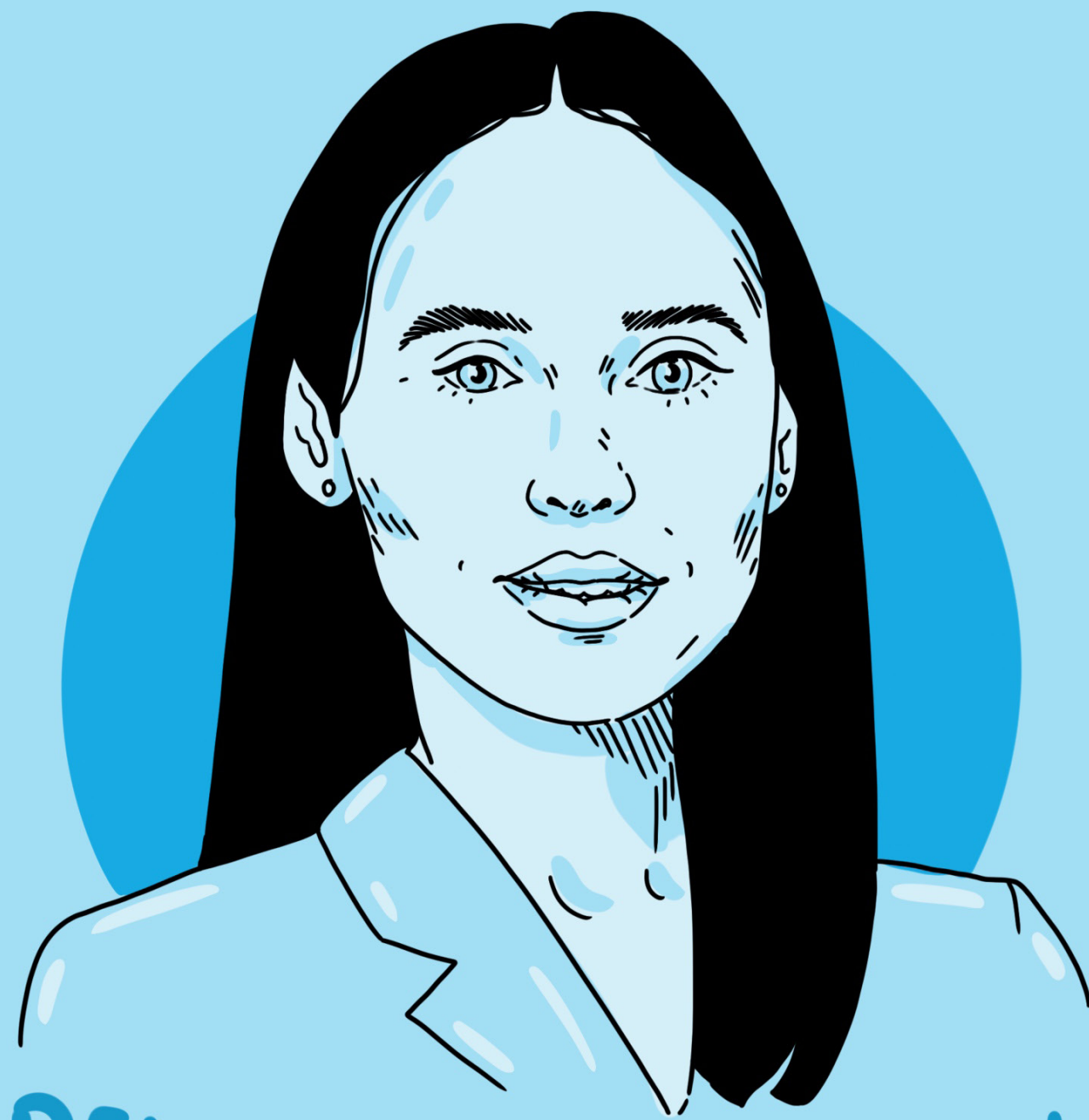




JUKKA LOKKA  
luke

The role of  
MUNICIPALITIES  
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TOWARDS GREEN ARCTIC  
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potential fish food resources  
grass  
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MORE SIDESTREAMS  
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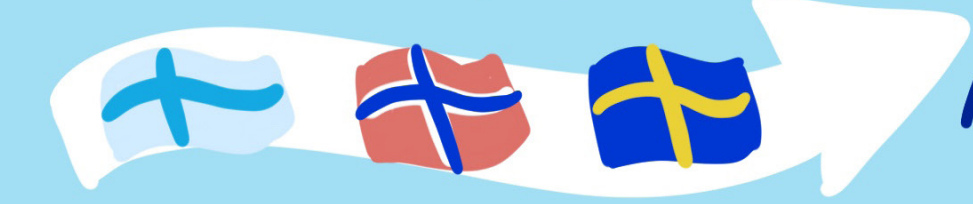
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INVESTMENT from municipalities  
VITAL for GROWTH

GUIDANCE & PROJECT TOOLS creates trust.

PANEL DISCUSSION and Q&A

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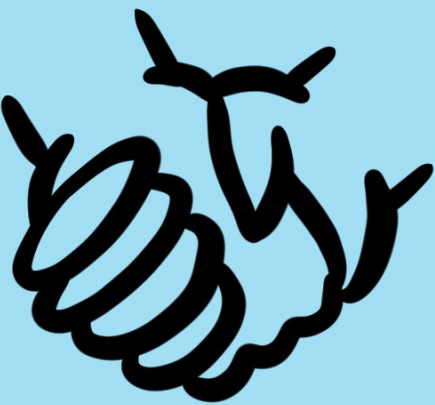


GLOBAL responsibility

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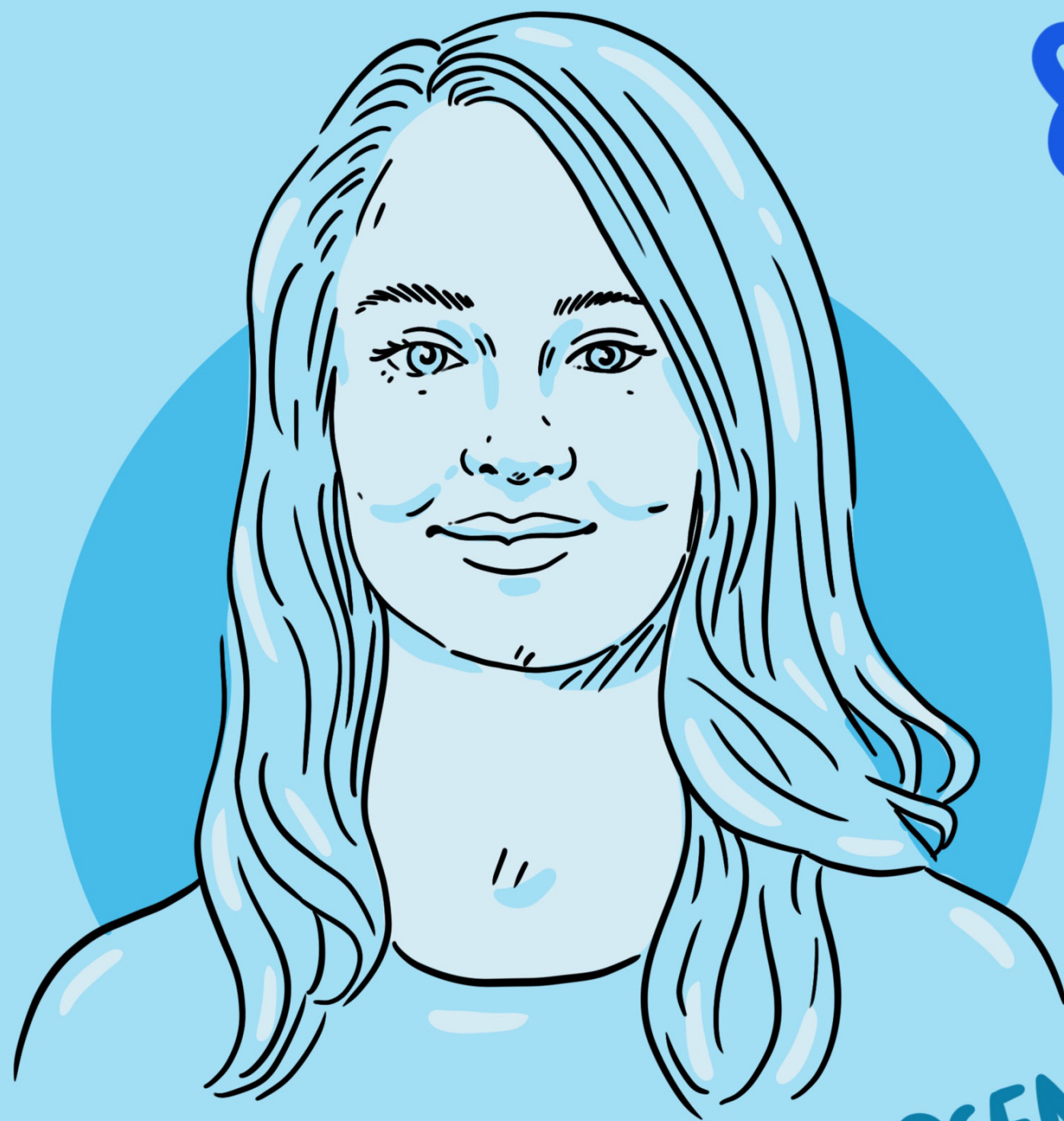


 Collecting  
& SHARING  
Knowledge

 COLLABORATION  
a criteria  
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