









SUMMARY OF THE DAY AND "HELICOPTER VIEW"

Speaker: Olavur Gregersen, CEO, Ocean Rainforest

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MacroCascade Final Conference





























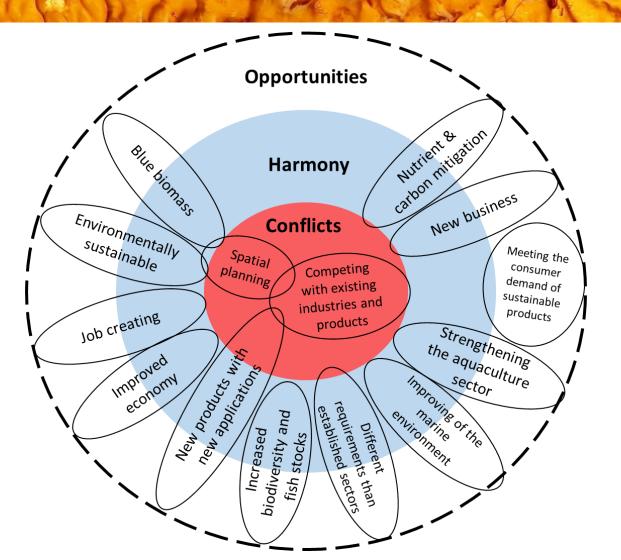








Stakeholder interests















Influence of Stakeholder

Facilitators at risks

- Aquaculture organisations
- Finfish and mussel farmer:
- · Coastal fishermen
- Environemental Interest Groups
- · Regulators & Standardisation bodies
- · Civil society, activie citizens
- Local communities
- Local authorities
- Tourism boards
- Competitions

MEET NEEDS AND INCREASE INTEREST OR NEUTRALIZE (RISKS)

Potentially interested parties

- Potential end useres (so far using conventional approaches or compounds)
- · Uninformed & passive citizens
- General media

KEEP INFORMED AND INCREASE INTEREST

Key stakeholders

- · Seaweed farmers
- · Seed providers
- · Industrial end-users
 - Food & feeds
 - Pharma- and neutraceuticals, healthcare
 - · Fuel and energy
- Engineering (e.g. cultivation systems)
- Consumers
- Supliers
- Investors

Multipliers & Target groups

- Scientific community
- · Adaptors & Trainees
- Capacity builders
- Knowledge brokers
- Related projects
- Informed citizens
- Specialised Media

INVOLVE AS NEEDED TO INCREASE PROJECT IMPACT

Interest of Stakeholder



Attitude to seaweed cultivation and refinery









Attitude and impact

Impact of seaweed cultivation and refinery

,			
	Poor change	Some change	Very comprehensive change
Positive, Enthusiastic	Scientific community	Consumers Aquacul organisa	
	Inves	Environmenta Interest Group	Tarmers
	media Knowled	<u> </u>	Potential Industrial end-users end-users
Passive	Local authorities Tourism boards Local communities		
Negative, Resistance	Regulators & Standardisation bodies	Finfish and mussel farmers Coastal fishermen	













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