



PrimeFish



Horizon 2020
Programme



INNOVATION AND GROWTH: RATIONALE FOR PARTICIPATORY RESEARCH IN R&D PROJECTS

Sveinn Margeirsson – Matís CEO
Valur Gunnlaugsson – Impact Liaison

Rationale – Investing for impact

In the past 3 years, Iceland is up 109 spots in the FIFA ranking... WHY?



184 Uefa A-coaches

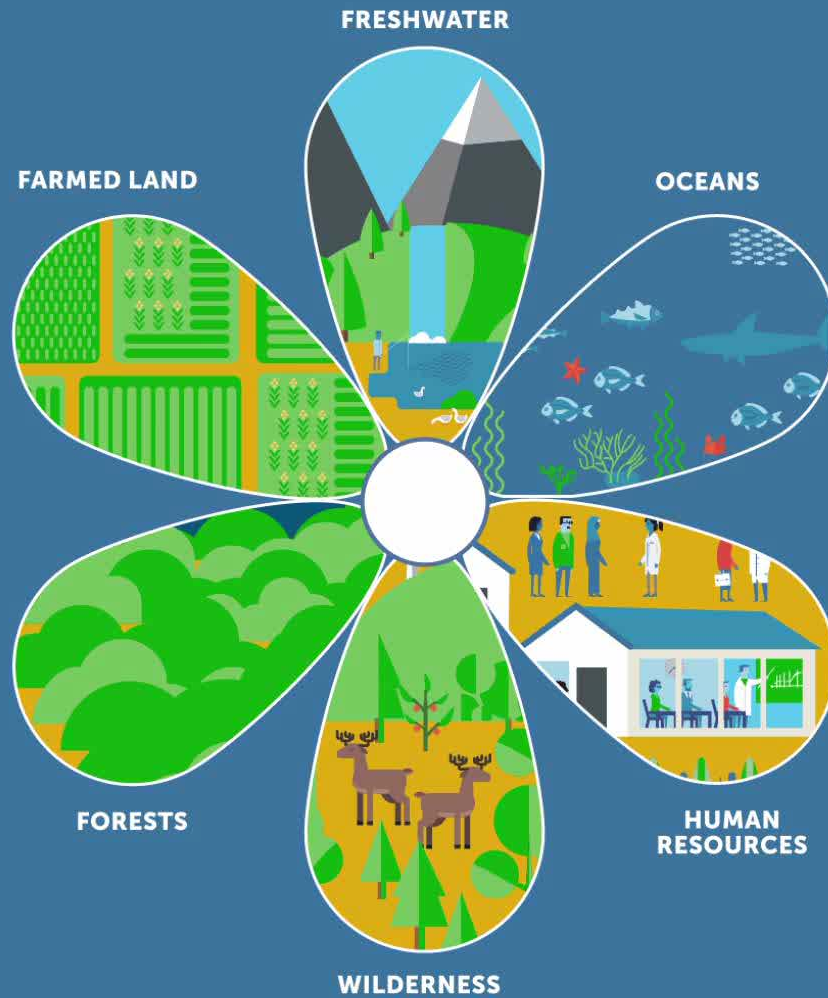
594 B-coaches

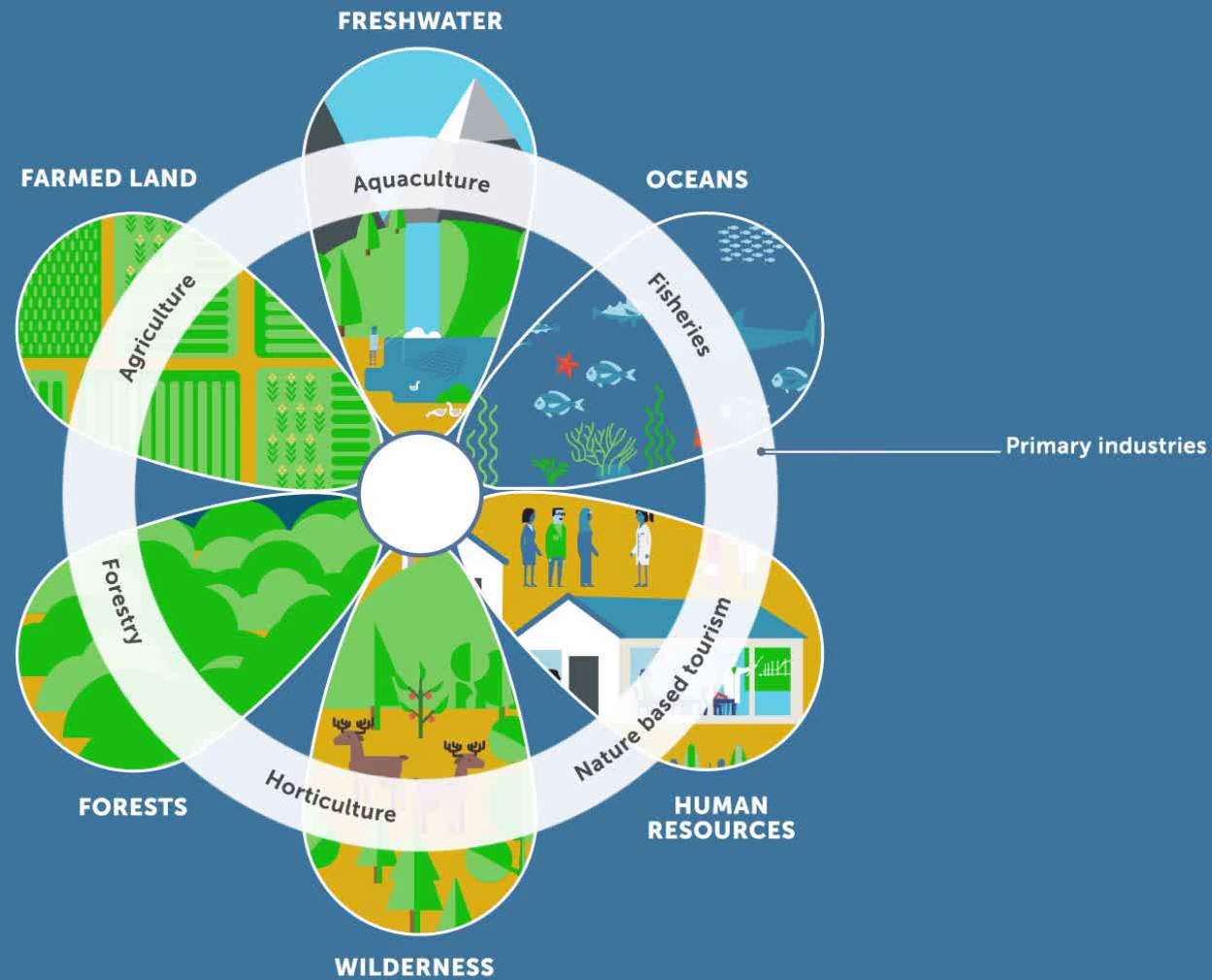
**7 Full-size football houses,
4 half-size**

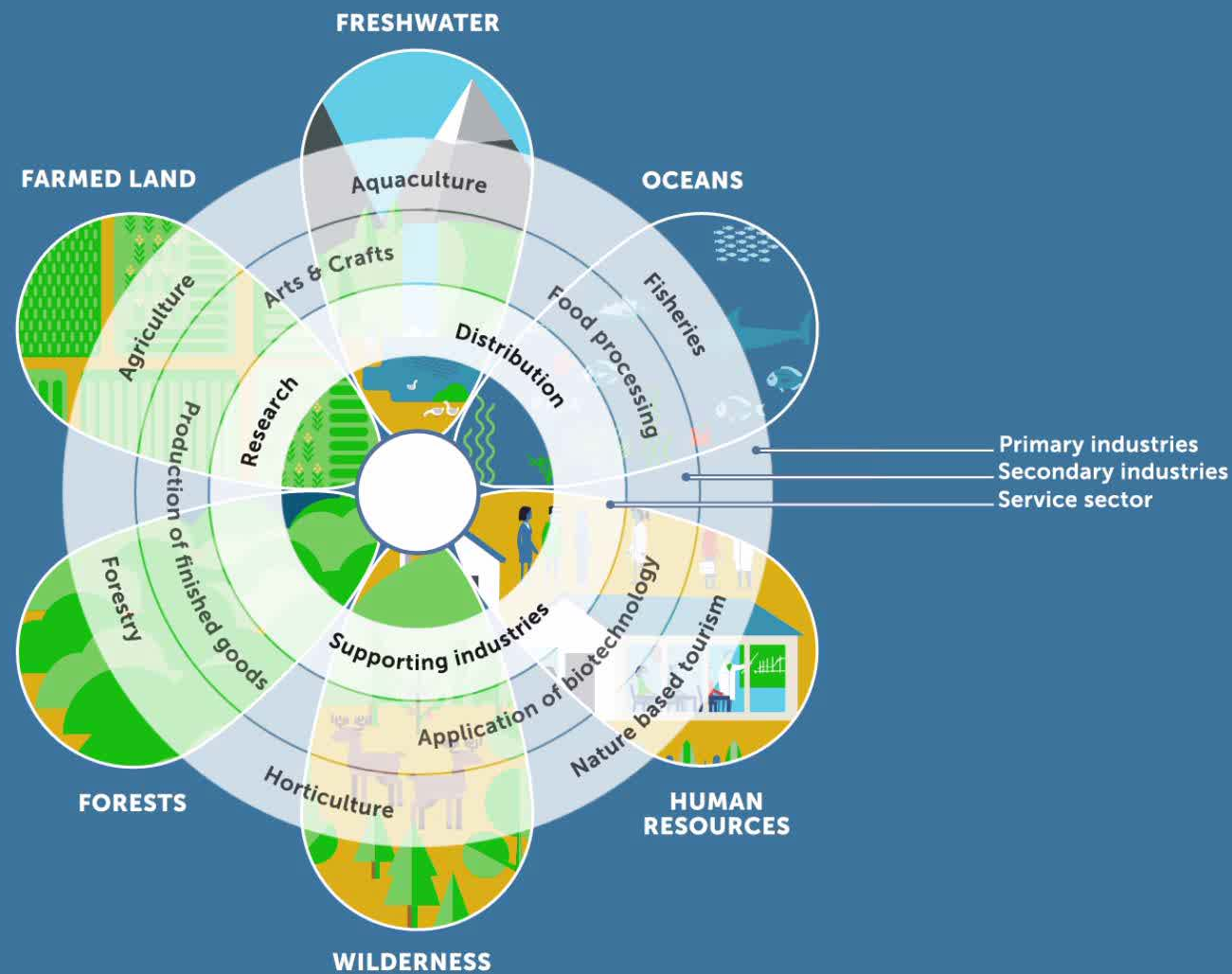
**“If you meet somebody
from Iceland, they’re
almost delusional about
their ability”**

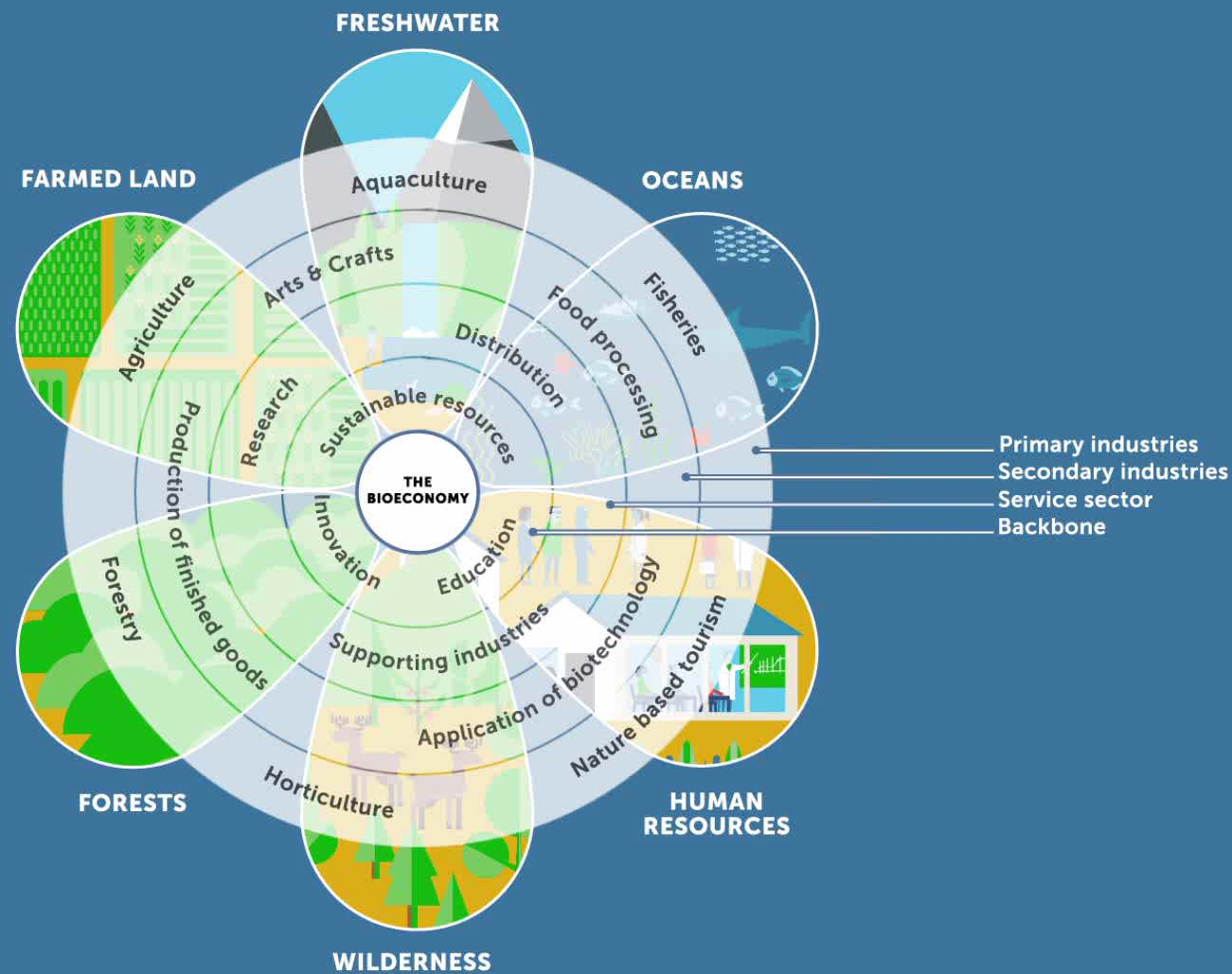
Beer



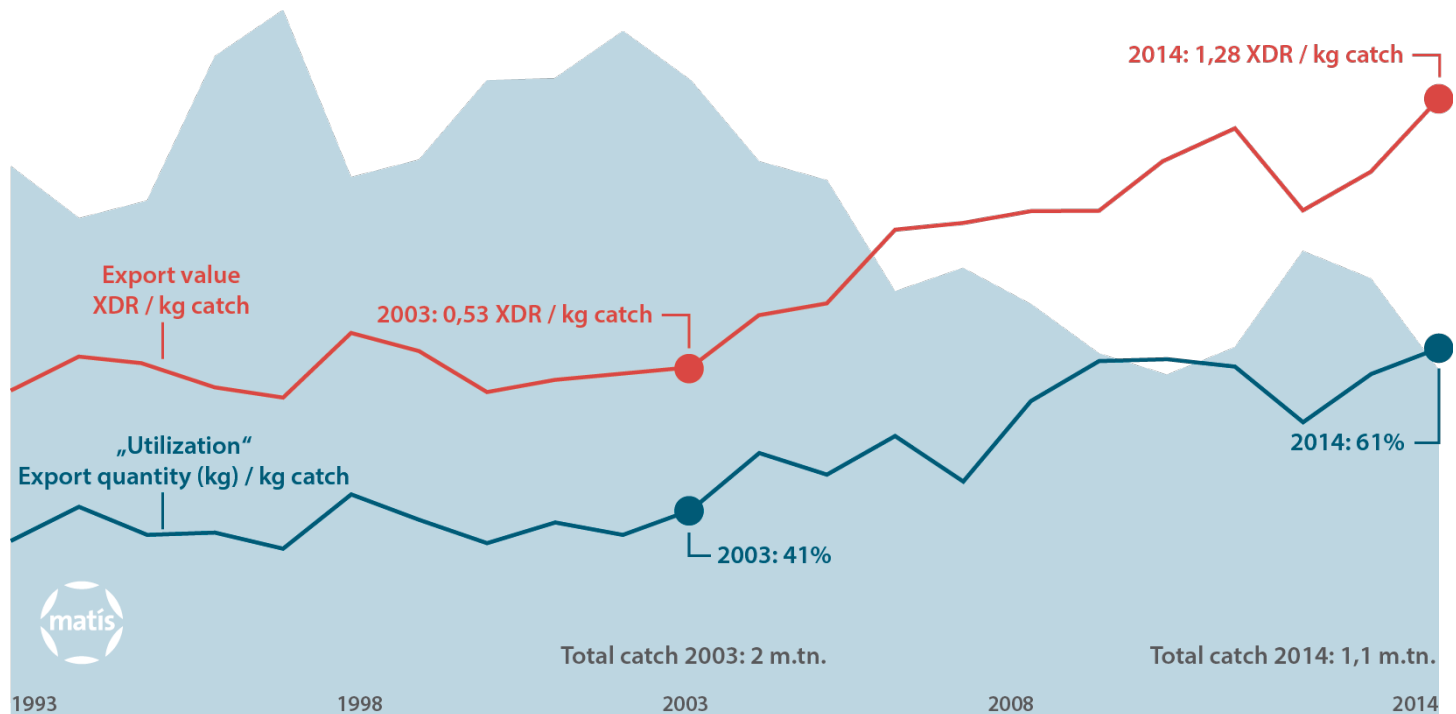








Implementation of research outcomes creates impact





World Seafood Congress 2017

ICELAND



10 – 13 September

www.wsc2017.com

Growth in the Blue Bioeconomy

Practical approach and cutting edge research for market innovation, safe seafood supply and food integrity

