

PrimeFish

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



**Horizon 2020
Programme**



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Rationale – Investing for impact

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



184 Uefa A-coaches

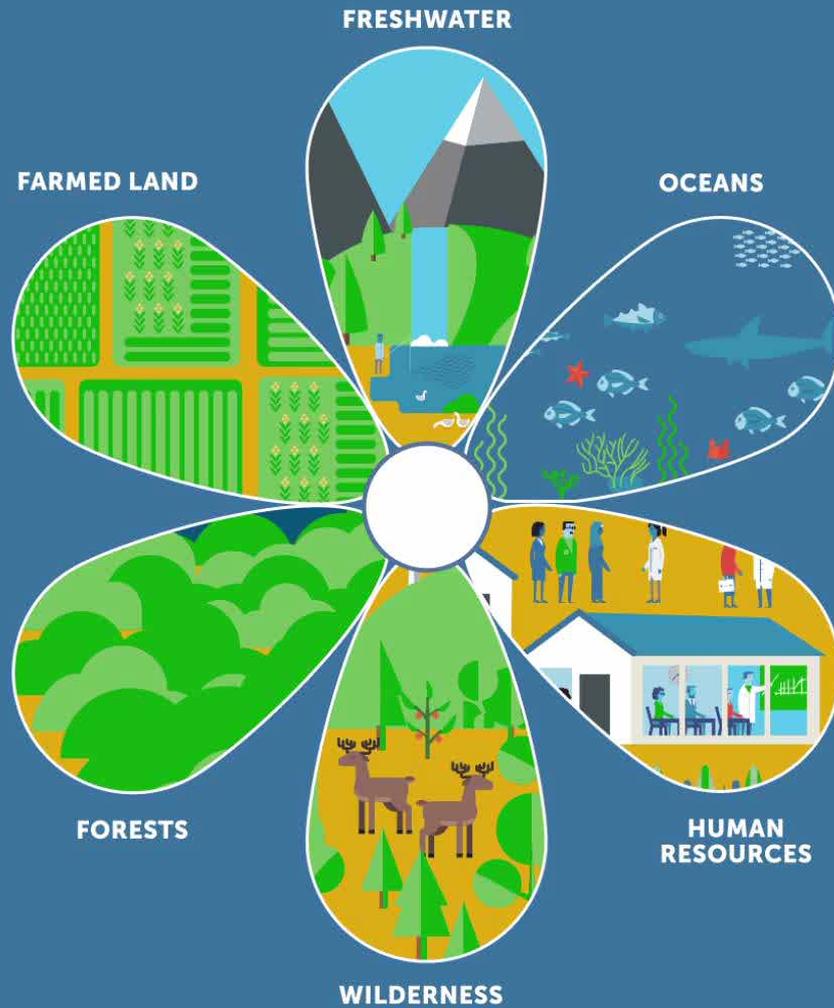
594 B-coaches

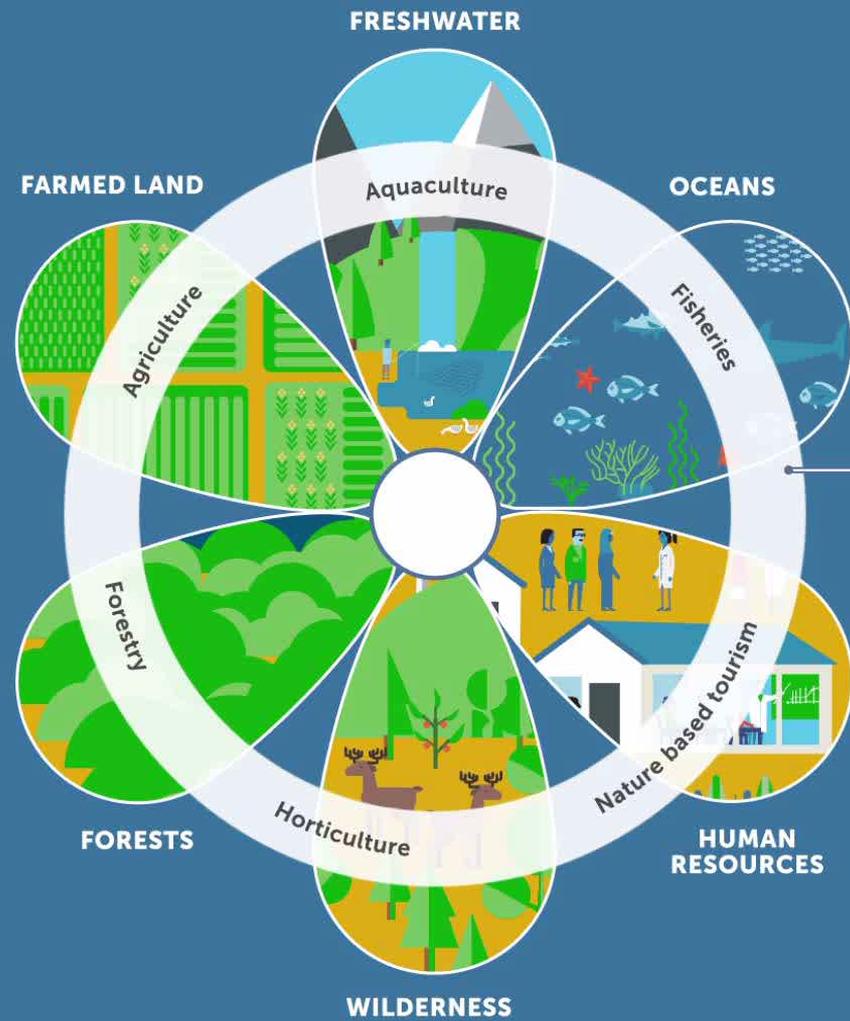
**7 Full-size football houses,
4 half-size**

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

Beer







FRESHWATER

FARMED LAND

OCEANS

Aquaculture

Fisheries

Agriculture

Primary industries

Forestry

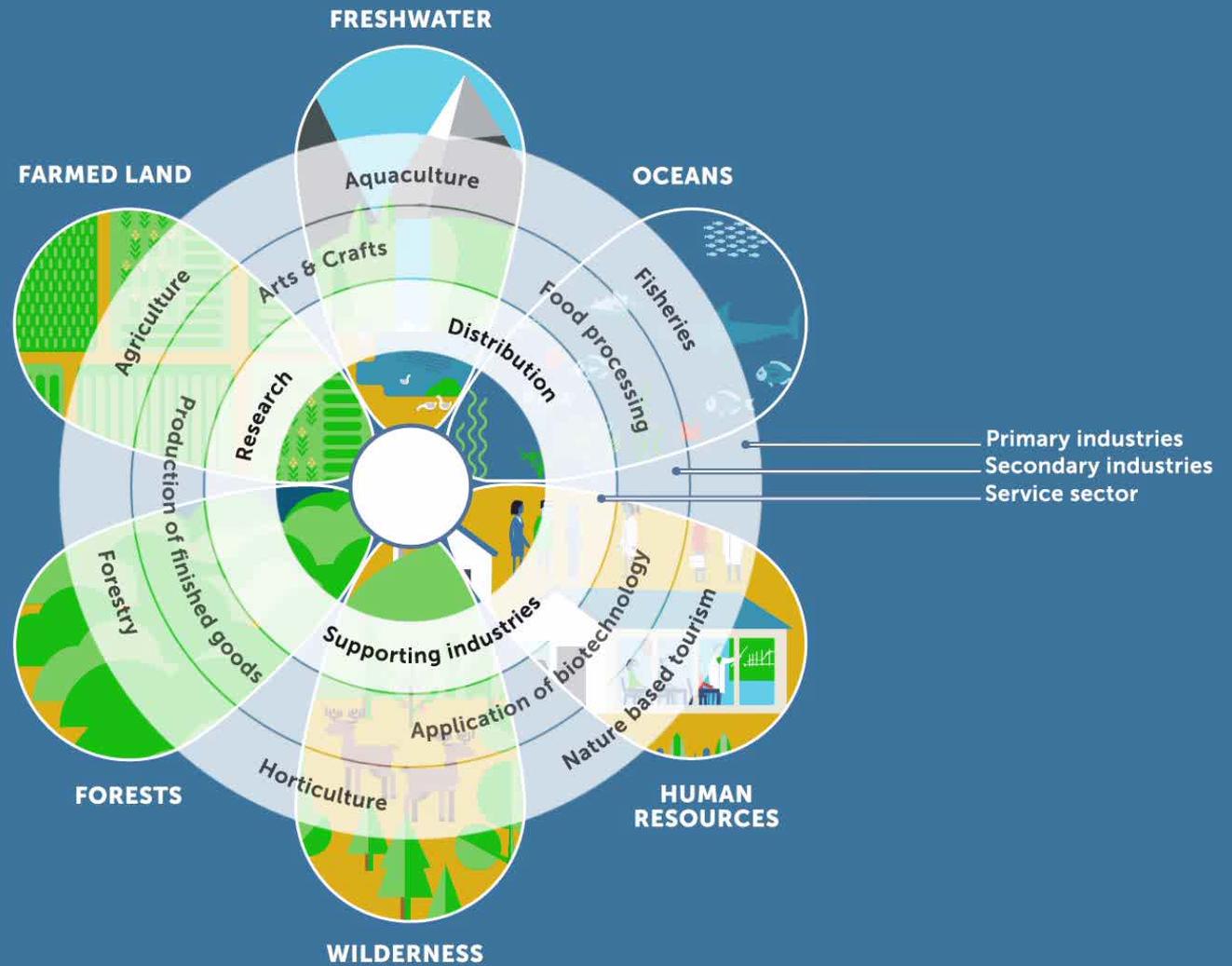
Nature based tourism

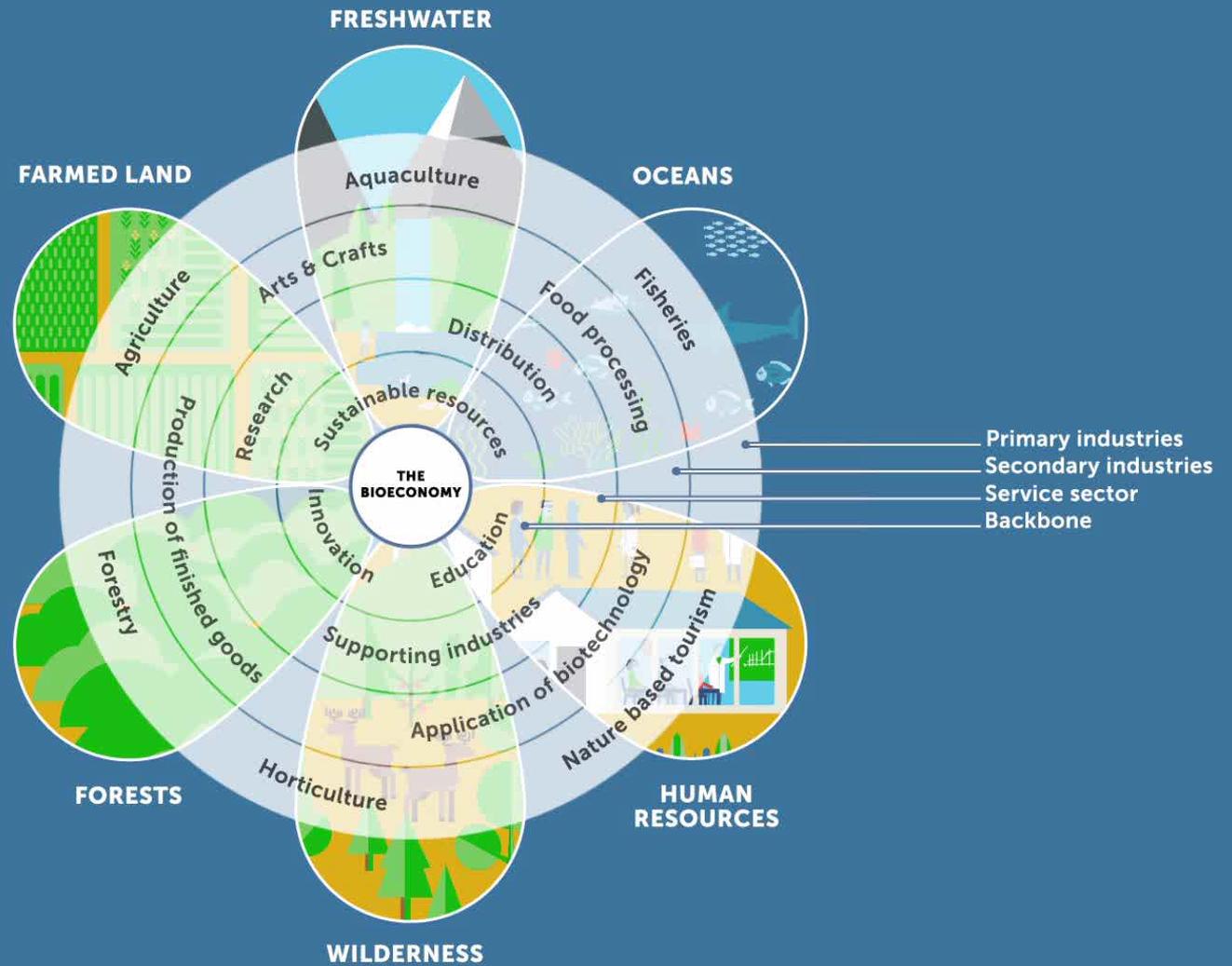
FORESTS

Horticulture

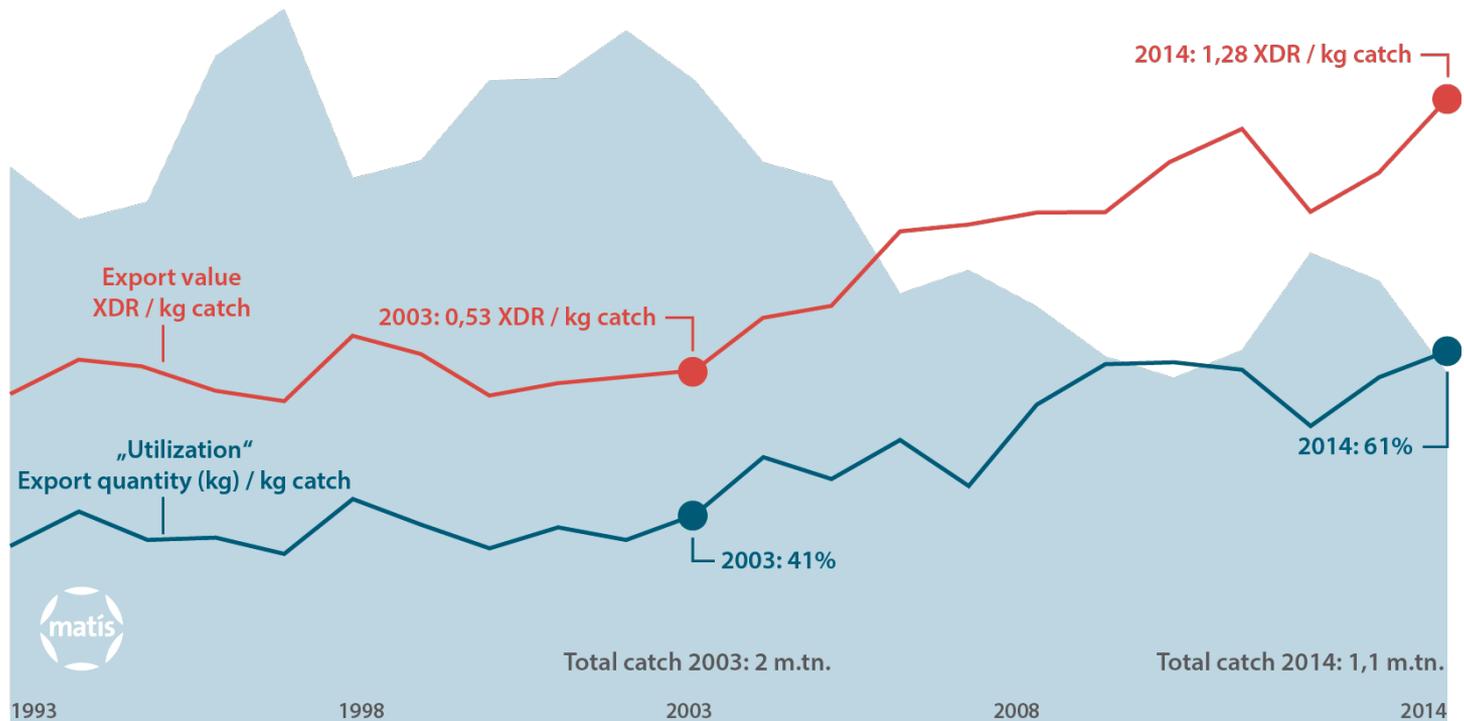
HUMAN RESOURCES

WILDERNESS





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

