

# Biosmart Start up Conference Trondheim 1. june 2015

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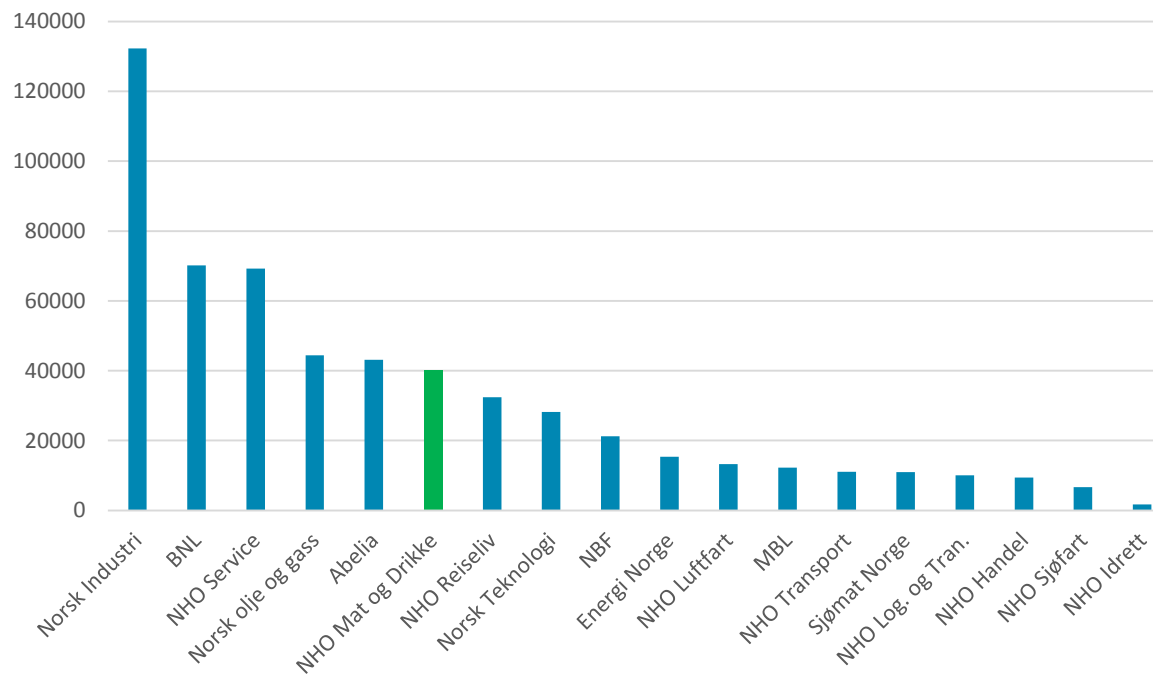
LANDSFORENINGEN FOR MAT, DRIKKE OG BIONÆRINGER

# The outline

- Norwegian food industry and my federation
- Our experience in communicating/promote bioeconomy
- How to make the transition?

# Federation of Food, Drink and Bio enterprises

- Established 17. march this year!
- «*Increased growth and competitiveness for Norwegian food industry*»



# Food industry position in a national production chain



# Norwegian food industry in numbers

- Food industry is Norway's largest industry sector
- 20% of industry employment
- 25 %-28 % of investments in the total industry

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# Bioeconomy is

*more sustainable and more competitive*

# Why will bioeconomy be a winner?

- **Three megatrends**
  - **Climate change**
  - **Population growth**
  - **Welfare growth**
- **Meaning**
  - **Demand for biobased products, knowledge and services will increase**
- **The question is**
  - **How much?**
  - **And how will Norway manage to position it self?**

# Norway has a unique position

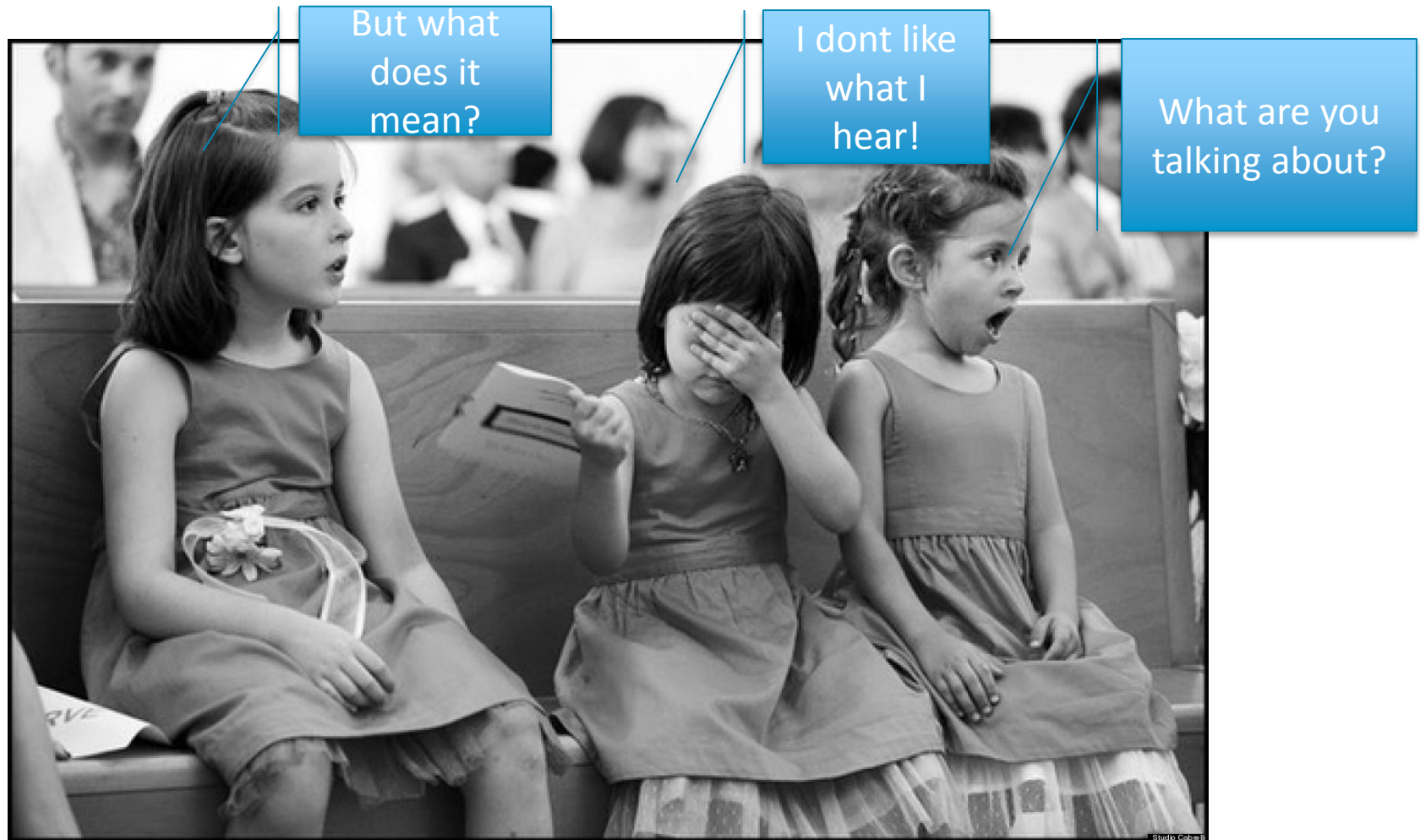
- **Large natural resource base (forest, agric. and the ocean)**
- **Well functioning value chains**
- **Strong R and D institutions**
  - **Trondheim, Oslo, Ås and so on**
- **Financial flexibility and strength**



# What have we been working for?

- **Promote the word and the concept**
- **Governmental strategy for the bioeconomy**
- **More practically**
  - **Conference November 2013**
  - **NHO policy documents on climate and energy**
  - **Influence the government to set up a strategy for the bioeconomy**

# Communicating the bioeconomy



# Communicating the bioeconomy!

- Level 1: What are you talking about?
- Level 2: What does it mean, where are we going?
- Level 3: Resistance. I don't like it!!

# Level 1: What are we talking about?

## What is a bio- economy?

- Other and similar expressions:
  - Green economy/Green shift
  - Low carbon/emission society (lavutslippssamfunnet)
  - New climate economy
- «The believers» highlight different aspect, focus on «ME»
  - E.g. resource base or biotech (BIOVERDI report)
- Its a bit confusing:
  - No/weak intuitive understanding of the word and concept
  - We(the in-siders) confuse people



# Key element in communicating the bioeconomy and the transition

- Its all BIOMASS
  - The Bioeconomy – encompassing the sustainable production of renewable resources from land, fisheries and aquaculture environments and their conversion into food, feed, fiber bio-based products and bio-energy as well as the related public goods

# Level 2: What does it mean, where are we going?

Transition to what and where?

- Low emission/low carbon society(overarching term)
  - Fossile products + CCS(carbon capture and storage )
  - Wind and solar energy
  - AND bioeconomy
- Sustainable and Competetive
- Phasing in and phasing out
  - That is the transition

# Level 2: What does it mean, where are we going?

...we do it now....what is new.....?

**MORE and BETTER!**

- **FUNDAMENTAL SHIFT IN UNDERSTANDING AND THE IMPORTANCE**
  - ....of the carbon cycle and the photosynthesis
  - ....of resource efficiency
  - ....of optimal long term management of natural resources
- **Better models for management and harvest of biomass**
  - What to harvest from which level in the production chain?
  - Or, how do we best use the log/timber

## Level 3: Resistance. I dont like it?

- Petro: The elephant in the room
  - Strong position in pol. parties, gov. and business
  - A fundamental change in the last two last years
- Same shit, new wrapping
  - More subsidies to farmers
- The bioeconomy cant loose
- The question is: How much can we win?



# Communicating the bioeconomy a challenge!



# How do we get there?



# How? More cooperation/dialogue lead to well functioning production chains

- **Ag sector, the forestry sector and the marine sector**
  - **Who is taking responsibility for the overarching issues**
- **Between R and D and business**
- **Well functioning/integrated value chain necessary**
  - ***Efficient and relevant biomass production***
  - ***Efficient and relevant processing of biomass***

# How? Public policy/incentives I

- **Three examples- what to learn?**
  - **Tesla**
  - **Energiewende**
  - **Shale gas**
- **Markets work according to economic theory**
  - **Internalize external costs**



## How? Public policy/incentives II

- **Use economic incentives to help the consumer make the BEST choices**
  - **Tesla: Tax reductions vs. fixed refund per car**
- **A strategy for the bioeconomy must discuss the role of markets, and the role, performance and effect of different economic incentives**

# How to achieve all this?

- **Clear, common and understandable vision**
- **Overarching and long term strategy**
  - **We need a biostrategy**
  - **Sustainable and competitive**
- **Brave politicians**