

# **Group A**

Facilitator:

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# Overview

- History of collaboration, especially in fisheries science and management of stocks
- A lot of new busswords
- Targeted marketing
- Create alternative

# Results

- 1. Focus should be on work regarding sustainable **fisheries**
  - Need to do something – now
  - If cheaper to collaborate, then collaborate – else not
  - Fiskifelagid/organisations leading the work in Iceland
  - ? Leading the work in Faroe Islands
  - “cheap marketing”: the producers using the label

# Results 2

- 2. Work in other aspects of sustainability of the **value chain** of fish products
  - 1. Watch what happens (cheap), when time to react, then react.
  - 2. Influence what happens (expensive)
    - Research
    - Financing through one of three channels
      - 1. Government funding
      - 2. Official governmental funds (competition funds)
        - » Iceland/Faroes
        - » EU
      - 3. The industry sharing the cost