



Sauðárkrókur, 14. júní 2007

Vestnorrænt samstarf um sjálfbærni í sjávarútvegi Eru sóknarfæri í sjálfbærni?

Ráðstefna um sjálfbærni í sjávarútvegi fer fram á Sauðárkróki þann 14. júní. Hún er hluti af vestnorrænu verkefni sem nefnist "Sustainable Food Information" sem hefur það að markmiði að auðvelda fyrirtækjum í matvælaíðnaði, svo sem sjávarútvegsfyrirtækjum, að sýna fram á sjálfbærni í veiðum, vinnslu og sölu. Matvælarannsóknir Íslands (Matís) annast skipulagningu ráðstefnunnar.

Sjálfbærni er orðið einkar mikilvægt hugtak í sjávarútvegi í ljósi sívaxandi krafna seljenda, verslunarkeðja og neytenda um að ekki sé gengið á auðlindir hafsins. Þá er mikil áhersla lögð á rekjanleika í umræðu um sjálfbærni í fiskiðnaði. Með rekjanleika fást nákvæmar upplýsingar um vöruna og geta seljendur sem búa yfir gæðaafurð aðgreint sig betur frá öðrum á markaði. Rekjanleiki er þar af leiðandi mikilvægur hlekkur í umhverfismerkingum sjávarafurða.

Ráðstefnan fer fram í Verinu Vísindagörðum á Sauðárkróki.

- **Ekkert þátttökugjald er á ráðstefnuna.**
- **Tilkynnið skráningu á matís@matís.is.**

Sjá nánari upplýsingar um ráðstefnuna á ensku hér fyrir neðan.

Schedule:

Time	Duration	Scope	Title of presentation	Presenter
9:00	10 min		Welcome by project coordinator	Name: Mr. Ólavur Gregersen, Organisation: Bitland Title: General Manager Country: Faroe Islands
9:10	25 min	Stakeholder – Catch and Processing	Why is the Faroese fish industry interested in sustainability?	Name: Mr. Meinhard Jacobsen, Organisation: Faroe Seafood Title: CEO Country: Faroe Islands
9:35	25 min	Stakeholder - Logistic	How does the fish industry see logistic to improve the sustainability of the value chain?	Name: Sigurjón Arason Organisation: Matís Title: Head of Process of development Country: Iceland
10:00	25 min	Stakeholder – Retailers & Consumers	How does sustainability help marketing seafood?	Name: TBD Organisation: Vísir Country: Iceland
10:25	20 min	Coffee break		
10:45	25 min	Definition of Sustainability	Definitions on sustainability in a practical context	Name: Ms. Marita Rasmussen Organisation: The Faroe Processor Ass. Title: Co-ordinator Country: Faroe Islands
11:10	25 min.	Info Infrastructure	Eco-labelling and sustainability - Situation in Iceland	Name: Mr. Pétur Bjarnason Organisation: Fiskifélag Islands Title: General Manager Country: Iceland
11:35	25 min.	Info Infrastructure	Can we use traceability and other tools to display sustainability – introduction to TRACE PLACE and LCA	Name: Ms. Birna Guttormsdóttir and Mr. Steinbjørn í Dali Organisation: Matis, Føroya Sporførisskipan Country: Iceland, Faroe Islands
12:00	15 min.	Stakeholder analysis & Network	Introduction to Thematic Discussions	Name: Mr. Ólavur Gregersen, Organisation: Bitland Title: General Manager Country: Faroe Islands
12:15	60 min	Lunch		
13:15	75 min in total; 15 min. presentation	Thematic Discussion A; Collaboration on sustainability	How should Nordic fish industries collaborate on development in sustainability? Facilitator: Sveinn Margeirsson Objective: Commitment to the project objectives and organisation	Name: Mr. Hjalti í Jákupsstovu Organisation: Fiskirannsóknarstovan Title: Manager Country: Faroe Islands

Schedule:

Time	Duration	Scope	Title of presentation	Presenter
	75 min in total; 15 min. presentation	Thematic Discussion B; Market orientation	How to use information about sustainability in seafood marketing. Facilitator: Gisli Þorsteinsson Objective: Analysing how Nordic seafood industry can use sustainability to increase value	Name: Mr. Gisli Svan Einarson Organisation: Verið Visindagarðar Title: General Manager Country: Iceland
	75 min in total; 15 min. presentation	Thematic Discussion C; Stakeholder analysis	Costs and benefits of sustainability; which parties are involved? Facilitator: Marita Rasmussen Objective: Finding pros and cons of sustainability for the Nordic seafood industry	Name: Mr. Skúli Skúlason Organisation: Háskólinn á Hólum Title: Principal Country: Iceland
14:30	15 min.	Coffee break		
14:45	30 min.	Plenum	Conclusion of Thematic Discussion Moderator: Ólavur Gregersen	Facilitators
15:15	45 min.	Plenum	Panel Discussion Moderator: Ólavur Gregersen	All presenters in the panel
16:00	5 min.	End of Workshop	Guðjón Þorkelsson	Representative for MATÍS
16:15	45 min.	Network	On site demonstration at FISK Seafood	
17:00			Possibility to go to a natural swimming pool	Grettislaug, known from the Icelandic Saga of Grettir.
19:00			Work-shop dinner	

Practical information:

Sign up:

Deadline for sign up for the workshop: 7.6 2007.

Accommodation:

A limited number of rooms are pre booked at Guesthouse Mikligarður, Sauðárkrókur. www.skagafjordur.com/mikligardur. Please advise before 1.6 2007 if accommodation is required.

Transport from Reykjavik to Sauðárkrókur:

There will be arranged bus transport from Reykjavik airport to Sauðárkrókur on Wednesday June 13 (evening), and back on Friday June 15 (morning). Please ask the contact persons for further information.

Workshop dinner:

Please advise if you want to participate on the workshop dinner when signing up.

Thematic discussion:

Please prioritise (1,2,3) which thematic discussion you wish to attend:

Thematic Discussion A; Definition of sustainability

Thematic Discussion B; Market orientation

Thematic Discussion C; Stakeholder analysis

Please advise your preferred thematic discussion when signing up.
