

# SUSTAINABILITY & INNOVATION IN THE OCEAN INDUSTRIES

## COURSE BACKGROUND

The sea and ocean industries play an increasingly important role in solving our global sustainability challenges, such as the production of renewable energy, food production and transport. At the same time, the need for innovative approaches to ensure sustainable use and long-term value creation is growing.

At this 1-day course we will delve into several key topics, among other things:

## COURSE TOPICS

- What sustainability, circularity and innovation mean in the ocean industries
- How to identify new business models that promote sustainability and at the same time create value for the players
- How to work in a structured manner with sustainability in your own firm
- How to strengthen the ability to innovate in your own organisation

## TARGET GROUP

Managers, advisers and others with an interest in sustainability and innovation, sustainability officers, HR, business development and line managers.

An active day is planned with a combination of professional activities and work aimed at your own firm.

The course has been developed in accordance with the ISO 56000 series on innovation management.



## THE LECTURERS

Kjersti Aarak Tvedt (MSc) and Rune Schanke Eikum (MSc) are senior consultants specializing in sustainability and innovation. Rune is currently doing a PhD at BI on the topic and Kjersti is in charge of this work at Tinkr.

## REGISTRATION BY EMAIL TO

[Ocean Industry Forum Oslofjord](#)

## TIME, PLACE AND PRICE

Thursday 31 August, 2023

10.00–16.00 incl. Q&A

Norwegian Shipowners' Association

Members' price (NOK): 7,900\*

Ordinary price: 9,900

*The price includes food incl. lunch, course material & signed diploma.*

*\* Members of the [Maritime Oslofjord Alliance](#)*

The course is made in close collaboration with:



CREATIVITY DRIVEN INNOVATION

[Tinkr](#) is a consultancy firm with special competence in creativity driven innovation processes, focusing on developing innovative organizations and projects.

## LEARNING OBJECTIVES

1. What sustainable innovation is and why it is important
2. How to innovate for sustainability – tools and processes
3. How to improve organizational competence capacity for sustainable innovation

## COURSE TOPICS

- **What sustainability, circularity and innovation mean in the ocean industries**
- **How to identify new business models that promote sustainability and at the same time create value for the players**
- **How to work in a structured manner with sustainability in your own firm**
- **How to strengthen the ability to innovate in your own organisation**

## COURSE PLAN

### BLOCK 0

#### **A short presentation of the main content for the day**

- Setting expectations and intentions
- Who are in the room?
- Agenda/practical information

### BLOCK 1

#### **Context**

- Environmental degradation, new regulations, technology development and stakeholder expectations are disrupting the business as usual and calls for new solutions and new ways of working

### BLOCK 2

#### **Eco-centric leadership //**

#### **Personal contribution and motivation**

- What is eco-centric leadership?
- What does it mean to you, personally?
- How to identify and use your own personal motivation

### BLOCK 3

#### **Sustainable innovation 101**

- What is sustainable innovation?
- Principles for a paradigm shift (key principles in new economic models like Circular economy, Biomimicry, Regenerative business models, Doughnut economy)
- Creating sustainable business models

### BLOCK 4

#### **Starting with impact. The innovation system.**

- The starting point for the innovation work: Identifying positive impact – what is the key contribution?

### BLOCK 5

#### **Innovative organizations The innovation system**

- How to work targeted with sustainable innovation in your organization
- How to strengthen your organization's innovation capacity and capability

### BLOCK 6

#### **Debrief and closing**



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