



The U.S.-Sweden Blue Innovation Market Initiative

**Release of 2023 Report
“Building the Blue Innovation Pipeline:
Lessons Learned from the United States and Sweden”
Press Conference**

Hosted By:

Institute for Sustainable Development (ISD)
Swedish-American Chambers of Commerce of the USA, Inc. (SACC-USA)
United States (U.S.) Embassy in Stockholm

Date and Time:

Wednesday, 22 March 2023
1000 to 1100 CET

Location:

Mannheimer Swartling
Norrandsgatan 21
Stockholm, Sweden

On 22 March, the Institute for Sustainable Development, Swedish-American Chambers of Commerce of the USA, Inc., and United States Embassy in Stockholm will present an initial report outlining how the blue economy is taking shape in both the U.S. and Sweden.

Sweden is at the forefront of generating entrepreneurial energy to transform the maritime industry by incorporating enticing environmentally friendly processes, materials, and design factors into traditional products. This emerging blue economy is being driven by various innovation clusters, academic institutions, and leading businesses throughout the country. Meanwhile, the U.S. represents the largest blue economy market in the world and has its own share of promising entrepreneurs and companies that are reimagining how they do business.

This event will help prospective entrepreneurs and large businesses seeking more environmentally friendly supply chains, as well as U.S. and Swedish investors, business leaders, and environmental advocates.



- 1000 Welcome Remarks**
- **Karin Hammar**, Executive Director, SACC-USA
- 1005 U.S. Embassy in Stockholm Remarks**
- **Mark Evans**, Deputy Chief of Mission, U.S. Embassy in Stockholm
- 1015 Presentation of 2023 Blue Economy Market Analysis and Forecast Report**
The blue economy is expected to double in size and grow by an average compound annual growth rate of 6.7% to 2030, but this growth could be even greater. This report highlights current support systems and future opportunities facing the blue economy, as well as recommendations for catalyzing more blue innovation.
- **Stephen Jordan**, CEO, ISD
- 1030 Q&A Session with Blue Innovation Market Initiative Partners**
Attendees will have an opportunity to engage in Q&A with the founding partners and members of the U.S.-Sweden Blue Innovation Market Initiative.
- 1100 Closing Remarks**

The U.S.-Sweden Blue Innovation Market Initiative is endorsed by the United Nations Decade of Ocean Science for Sustainable Development. To learn more, visit www.oceandecade.org.



2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development