



Supporting innovation in traditional industries and rural communities

About Blámi



Stjórnarráð Íslands
Umhverfis-, orku- og
loftslagsráðuneytið

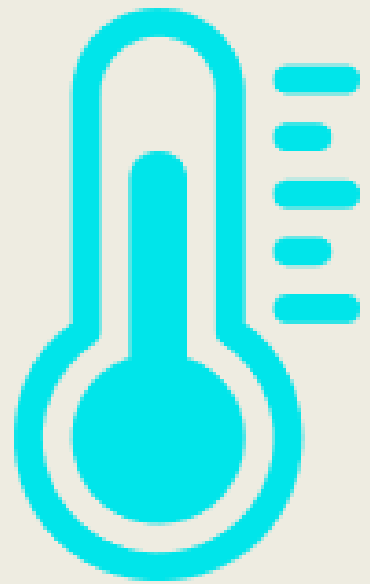


Vestfjarðastofa



ORKUBÚ VESTFJARÐA

The challenges



Cost of heating



**Energy for emerging
industries**



**Micro-solutions to
meet regulations**








Our approach

- Understand strength and weaknesses
- Honest about how we can contribute and be of assistance
- More carrots - less sticks

I'm from the government and I'm here to help you !

Strength and weaknesses

-  Traditional well establish industries
-  (Surprisingly) open for new solutions
-  Purchasing power and long-term vision
-  Traditional well establish industries
-  Projects must have higher ROI than other planned investment projects
-  The lack of time and people to plan, execute and follow through

How can Blámi contribute?

- Understand the industry, culture and competitors
- Understand the green technology and what fits different industries
- We can do the groundwork for grant applications, assist with communications between users and the energy companies etc.



Incentives and support

- More quota for hybrid or fully electric boats
- Discount of recourse tax, based on investment in green technology
- More/stable capex funding schemes
- Regulatory simplification and focus on easier implementation





Thorsteinn Masson

thorsteinn@blami.is

Mobile: +354 696 6565