GUIDE · CHAPTER 04

Telling your 100% Fish story

Build a presentation that inspires your ecosystem, in eight steps.

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Iceland's 100% Fish journey shows how one fish can go from about $12 to about $5,000. This guide helps you learn from that story and tell your own. Your ecosystem will work with different species, markets and innovation landscapes, and is probably earlier on the journey. Each step shows what Iceland did, then the questions to answer for your own ecosystem.

The eight steps at a glance

Learn from Iceland, then tell your own ecosystem's story

Highlighted steps change most when your ecosystem is earlier on the journey

1 · Hook from your own place
Iceland: a sea lyric and a show of hands
You: a line or image from your own coast

2 · The problem
Iceland: 23.8M tonnes of seafood lost a year
You: what is lost in your chain, and where

3 · Your species and starting point
Iceland: cod, 45% used, about $12 a fish
You: your species, its use and its value

4 · Drivers and opportunity
Iceland: quotas cut catch to 260,000 tonnes
You: the pressures and openings you face now

5 · Where your ecosystem is now
Iceland: easy wins first, then high-tech
You: what exists today, and the next step up

6 · Faces and places
Iceland: Dropi, Feel Iceland and Kerecis
You: local pioneers and their hometowns

7 · The potential
Iceland: 90%+ used, about $5,000 a fish
You: economic and environmental value ahead

8 · Invite and close the loop
Iceland: join the community, let's dive in
You: one next step, then back to the opening

From Iceland's story to yours · 8 steps

Each step pairs what Iceland did with what you show for your own ecosystem. Steps 4, 5 and 7 change most: drivers instead of a past crisis, where you are now instead of a finished journey, and potential instead of results.

Step 1: Open with a hook from your own place

Start with something your audience feels before they think. Use a line, image or tradition from your own coast, lake or harbor, and bring the room into the story early.

From Iceland

> **"Hafið, bláa hafið hugann dregur. Hvað er bakvið ysti sjónarrönd?" (The sea, the blue sea, draws the mind. What lies beyond the farthest horizon?)**
>
> FisherPoets 2025, opening and closing slide

> **"As a show of hands – who has been to this event in previous years?"**
>
> 100% Fish for Profit opening speech

For your ecosystem

- Which poem, song, saying or photo captures your fishing heritage?
- Who in the room has a personal link to fishing or processing? Ask them to raise a hand.
- What one personal line tells people why you care?

Step 2: Name the problem in your value chain

Start with the global picture, then bring it home. Say what is being lost in your ecosystem and at which stage.

From Iceland

> **“We lose more than 23 million metric tonnes of edible quality seafood – and regardless of where you are in the world – the majority of this waste is happening at the processing on land stage.”**

For your ecosystem

- What volumes of side streams do your processors produce, and of which parts (heads, frames, skin, viscera, shells)?
- Where in the chain is most lost: at sea, at processing, in retail?
- If you don’t have the numbers yet, say so. “We are mapping this now” is part of the story.

Step 3: Introduce your species and its starting point

Follow one species, not “marine resources”. Give its starting point in two numbers: how much of it is used, and what it is worth.

From Iceland

> **“We have gone from using just 45% of every Atlantic cod that we catch – so basically just the fillet.”**

For your ecosystem

- Which species has the biggest volume or the most local pride: whitefish, salmon, tuna, hake, shrimp, bivalves?
- What share of it is used today, and for what?
- What is it worth now, per fish or per tonne?

Step 4: Show the drivers and the opportunity for 100% in your ecosystem

Iceland’s turning point was a crisis: quota cuts. Yours may be a crisis, or it may be an opportunity. Name what is pushing your ecosystem towards full use right now, so the change feels necessary, not optional.

From Iceland

> **"When the quotas came in – Atlantic cod went from a catch of 450,000 tonnes down to 260,000 tonnes – which meant to maintain and create value – a focus on volume alone just wasn't enough."**

For your ecosystem

- What pressures do you face: falling catches, rising costs, waste disposal fees or regulation?
- What opportunities are opening: new markets for collagen, pet food or biomaterials; investor interest; policy support?
- Who is asking for change: processors, government, communities, buyers?

Step 5: Showcase where your ecosystem is now

Iceland climbed a staircase: easy wins first, then ideas that needed more research and capital. Show your audience which step your ecosystem is on today. Celebrate what already exists, and name the next step up.

From Iceland

> **"Starting with those ideas that do not take big changes to the existing processing equipment, supply chain and that don't take big investment – the easy wins that build confidence."**

> **"These easier wins lead way for ideas that take more research, time and capital to develop."**

For your ecosystem

- What products already come from your side streams, even simple ones like fishmeal, fertilizer, bait or dried heads?
- Which easy wins could you add with the equipment and supply chains you have?
- Which higher-value ideas are being researched locally?
- Bring a product people can see or hold, even a prototype.

Step 6: Put faces and places on your story

In Iceland, the founders carried the message. Each product came with a person and a fishing town behind it, which showed audiences that "people like us" can do this. For each example, show **the person and their place**, then **the raw material**, then **the product in hand**.

From Iceland

> **"Kerecis – an Icelandic company that were at the first pitch event at the Iceland Ocean Cluster – developing skin grafts for burns and diabetic sores from cod skin and who last year sold for 1.3 billion USD. Iceland's first unicorn."**

Other Icelandic founder stories: three women in Bolungarvík who revived traditional cod liver oil (Dropi), and two friends who turned cod skin into collagen (Feel Iceland).

For your ecosystem

- Who are your local pioneers: processors, entrepreneurs, researchers, artists, Indigenous or community leaders?
- What is their hometown, and what drew them to the idea?
- If you have no founders yet, tell the story of the people already mapping and testing ideas.

Step 7: Reveal the economic and environmental potential

Iceland can show its "after". Most ecosystems are showing a "could be". Paint the opportunity in both kinds of value: money that could be made, and waste that could be avoided. Be clear that your species, markets and innovation landscape differ from Iceland's, so your numbers and products will too.

From Iceland

> **"An Atlantic cod – once worth about $12 for essentially just the fillet, is now worth an amazing $5,000 when innovative value has been created from every part of the cod."**

> **“Not everywhere is like Iceland and not every fish is like Atlantic cod.”**

For your ecosystem

- **Economic potential:** which side streams could move to higher-value uses, and what might they be worth? New jobs, businesses or exports?
- **Environmental potential:** how many tonnes could stay out of landfill or the sea? What CO_2-equivalent savings could that mean?
- **Your fit:** which products suit your species’ nutritional and functional profile, and your local skills, markets and finance?
- Use examples from contexts like yours: freshwater fish in the Great Lakes (fish protein, leather), hake in Namibia (gelatin from skins), shrimp in Greenland (chitosan from shells).

Step 8: Invite people in and close the loop

End with one clear next step for this audience, not a summary. Then come back to your opening image or line.

From Iceland

> **“It is not a one size fits all – it is about identifying what makes most sense for the material, the place, the supply chains and market and the finance.”**
>
> GSA 2024 panel notes

> **“All of this, all the amazing work you are all doing and sharing is driving an awesome ripple effect … without further ado – let’s dive in.”**
>
> 100% Fish for Profit opening speech

For your ecosystem

- What one thing should this audience do next: share data, join a mapping project, pilot a product, sign a pledge, join your cluster?
- Who should they talk to after the session?
- How does your closing line echo your opening?

Fit the story to the room

AUDIENCE	LEAD WITH	SPEND MOST TIME ON
Policy makers, funders	The loss in your value chain	Steps 4 and 7: drivers, and the economic and environmental potential
Industry and processors	Your species and its starting point	Step 5: easy wins they could start with existing equipment
Researchers and entrepreneurs	The opportunity	Steps 5 and 7: gaps on the staircase and products that fit your species
Fishing communities	A local image, story or heritage	Step 6: local people and places
Teaser (5 minutes or less)	One striking number	Steps 2, 4 and 7 in a few lines, then the invitation

Before you present

- [ ] One Iceland number to inspire, and one number of your own
- [ ] The drivers or opportunity for your ecosystem, named clearly
- [ ] An honest picture of where your ecosystem is now
- [ ] At least one local person and place
- [ ] Both kinds of value named: money that could be made *and* waste that could be avoided
- [ ] An acknowledgment that your species and markets differ from Iceland's
- [ ] One clear invitation at the end
- [ ] An ending that comes back to the opening