



# *from* **SCALE** *to* **TAIL**

WORKSHOP SUMMARY



# OBJECTIVES



From Scale to Tail was a co-creation workshop held in Nelson, organised by **Moananui** and the **Iceland Ocean Cluster**.

The aim was simple: bring together people working across the blue economy – from fisheries and processing to innovation and policy – to talk openly about challenges, opportunities, and ideas.

The focus was on using more of the fish, connecting people who don't usually sit at the same table, and seeing what could happen if we did.

The day was made possible by the Nordic Council and the Ministry for Foreign Affairs of Iceland. We are grateful to them for helping making this happen.



Government of Iceland  
Ministry for Foreign Affairs

NORDIC  
TALKS

moananui





# Setting the scene



After a warm welcome and Karakia from Jodie Kuntzsch, CEO of Moananui, we kicked things off with an interactive round of introductions. It quickly became clear that the room – both in-person and online – was packed with diverse expertise and shared curiosity.

The context-setting session gave us a solid foundation:



**Jodie Kuntzsch** laid out the local context and Moananui's vision for regional innovation and collaboration to support intergenerational prosperity from a thriving blue economy.



**Dr Alexandra Leeper**, CEO of the Iceland Ocean Cluster, introduced the 100% Fish model, where even skins and heads have value – economically and socially.



**Jonathan Peacey**, from the NZ Ministry of Foreign Affairs and Trade, shared insights that support government investment in the Pacific blue economy.



**Dr Craig Pritchard**, from Cawthron Institute, dug into more detail about his research into a needs assessment & infrastructure mapping for Pacific Island tuna fish processing.



# What we heard



## **The first Nordic Talk focused on 100% Fish: Challenges & Opportunities.**

Alexandra Leeper, Susan Marshall (Plant & Food Research), and Johan Svenson (Cawthron) shared practical and scientific perspectives on how more of the fish – and seafood waste – can be used meaningfully.

## **Nordic Talk #2 explored Clusters, Trust, and Collaboration.**

Julie Encausse (Marea), Þór Sigfússon (Iceland Ocean Cluster), Jodie Kuntzsch reflected on building ecosystems that enhance trust and knowledge sharing to accelerate innovation.



> Dr Johan Svenson (Cawthron)



> Dr Susan Marshall (Plant & Food Research)

Key messages across both talks:

*Innovation is not just about tech – it is about people.*

*There is no single model, but collaboration makes ideas stronger.*

*Trust takes time – and space like this workshop helps build it.*



# What we discussed



The two interactive sessions were a real highlight!

## **Session 1 – We explored the potential for enhanced value creation from tuna in the Pacific.**

Ideas included local processing, identity-based branding, and knowledge-sharing across island nations. Barriers like fragmented supply chains, data access, and policy gaps were also surfaced.

The session also included discussion about the need for shifting mindsets, including through education and visibility of success, helping everyone from governments to potential entrepreneurs understand the tangible (and financial) benefits.

## **Session 2 – The focus shifted to collaboration itself.**

Participants discussed what makes collaboration work – and what holds it back. Priorities included building stronger regional networks, making space for Indigenous knowledge, and creating shared incentives.

Innovation coordination emerged as a good starting point, with the desire to create links to capability and resources to support current developments.



# What we discussed



The two interactive sessions were a real highlight!

In both sessions, the mix of perspectives led to thoughtful exchanges and a sense that people wanted to keep talking, not just tick boxes. It raised a few key questions about the journey ahead:

- › There were many 'dots to connect' in the room and across the wider Pacific blue economy. Is there value if we connect those dots? And if so, what is the common purpose?
- › Who else should be brought into this dialogue?

- › Success breeds success and doesn't necessarily require a complicated work programme to make that happen. Is there a role for this group to work together on a flagship project that demonstrates how collaboration can unlock value in Pacific tuna?
- › How does this first step turn into another?



# Next steps



This was not meant to be a one-off. Everyone who attended brought something valuable – experience, questions, connections. It is through first steps such as this that individuals grow into a diverse partnership of companies, innovators, investors and agencies on a shared mission.

Let's keep that momentum going.

In the meantime: follow up with people you met.  
Reach out if you have an idea.  
Keep the conversation going.

>> Join our **follow-up call on Wednesday, 16 July 2025** at 09:00 AEST (11:00 NZST) to reconnect and identify potential flagship or pilot case studies.

>> **Foundational report underway** – Dr Craig Pritchard (Cawthron) is leading a stakeholder and asset mapping study across Pacific Island tuna fisheries to inform pilot project opportunities.

>> Planning a **reciprocal workshop in Iceland in early 2026** to continue the exchange and share progress.

[jodie@moananui.org.nz](mailto:jodie@moananui.org.nz)

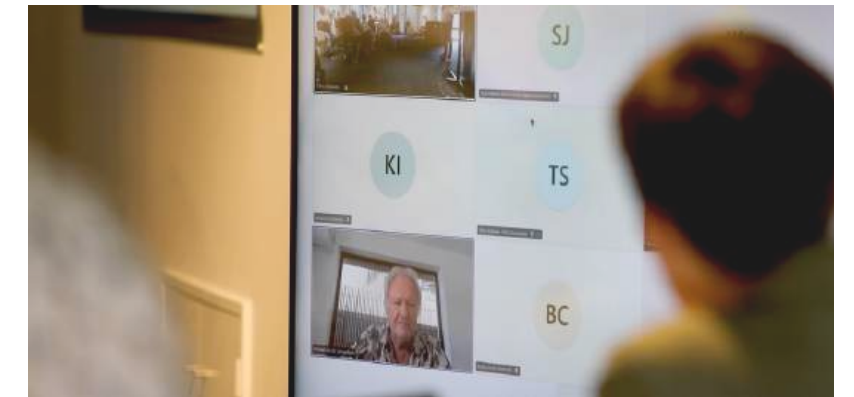
[alexandra@sjavarklasinn.is](mailto:alexandra@sjavarklasinn.is)



# Thank you

Thanks again to everyone who made this happen – from the organisers and speakers to the funders and participants.

Whether you were in the room or joining from afar, your input helped shape a thoughtful, energised, and future-focused day.



> Photographs by Tim Cuff.