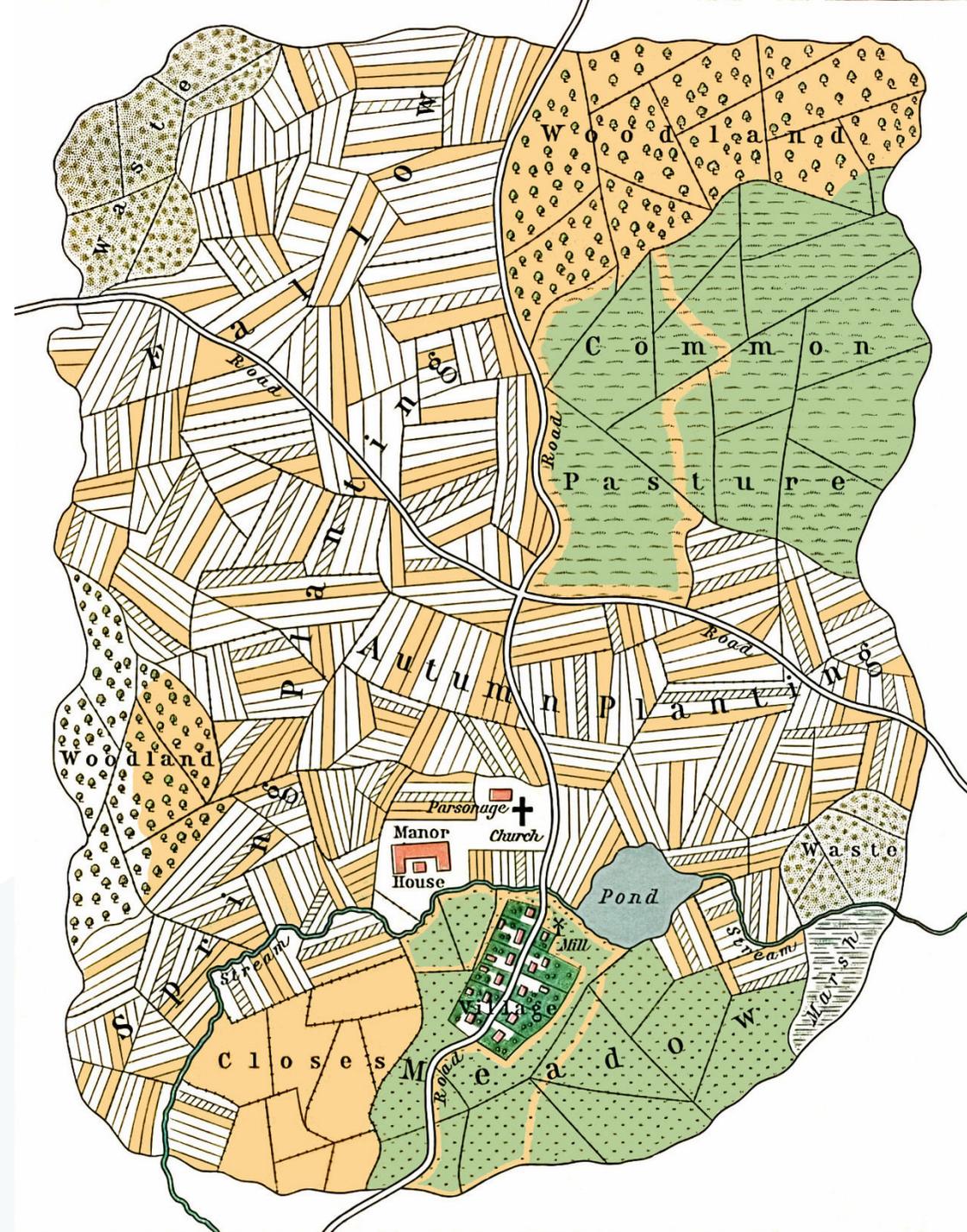


The logo for the Arctic Economic Council (AEC) is centered on a background of overlapping geometric shapes in various shades of blue. The acronym 'AEC' is rendered in a large, bold, white sans-serif font. A thin horizontal line, colored in a light orange or yellow, runs beneath the 'AEC' text. Below this line, the full name 'ARCTIC ECONOMIC COUNCIL' is written in a smaller, white, all-caps sans-serif font.

AEC
ARCTIC ECONOMIC COUNCIL







ARCTIC OCEAN

A QUICK GOOGLE SEARCH



the Arctic Circle ...
science.howstuffworks.com



Where Is the Arctic & How Can I Get Th...
explore.quarkexpeditions.com



Whose job is it to protect the...
theconversation.com



Pollutants in the Arctic – Norsk ...
npolar.no



How Polar Bears Are Truly The Queen...



Who Owns the Arctic? | Live Science

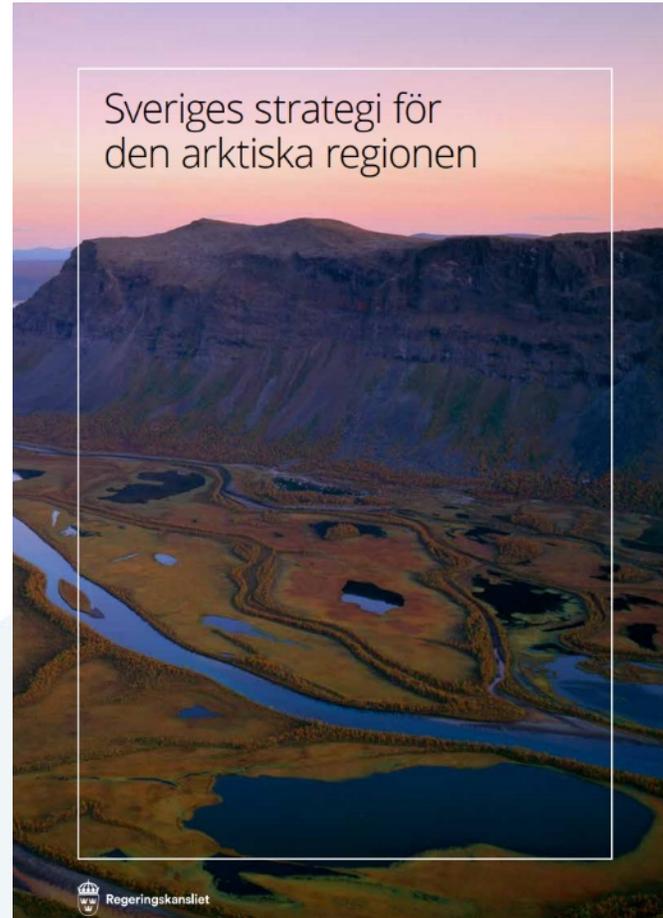


When will the Arctic be ice free?

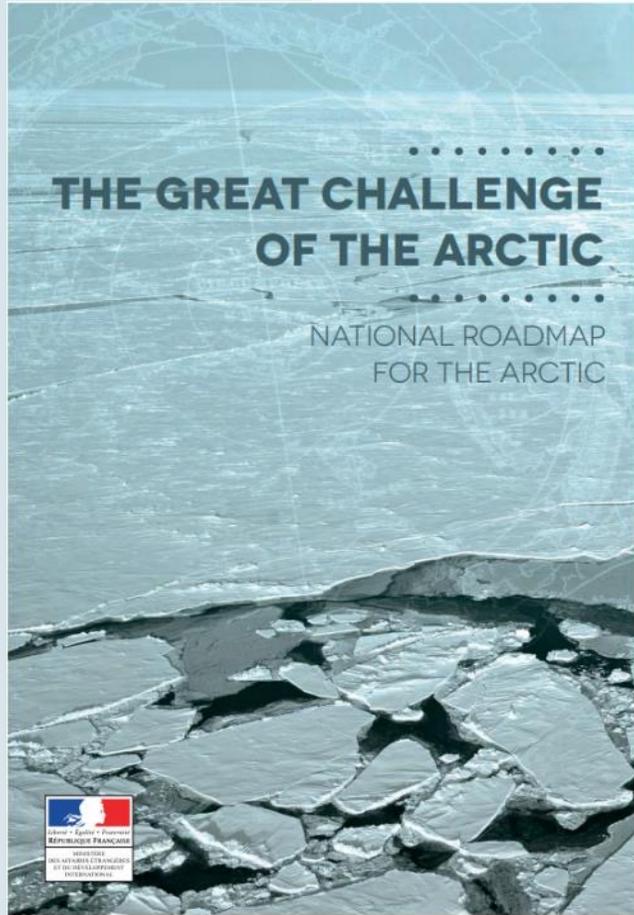


Analysis: The Arctic conflict - truth ...

STRATEGIES FULL OF NATURE...



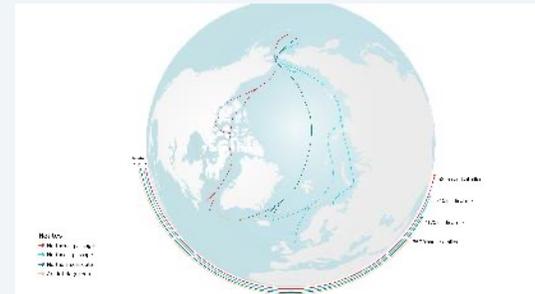
BUT FEW PEOPLE...



WELCOME TO THE NORTHERN SPARSELY POPULATED AREAS

*“The regions of northern Finland, Norway and Sweden have many common circumstances such as **sparse population**, **harsh climate** and **long distances**. This part of Europe is also specifically affected by globalisation, energy-supply, **climate change** and **demographic change**. The region has a population density of only 4.9 inhabitants per km², something that cannot be found in any other part of the European Union.”*

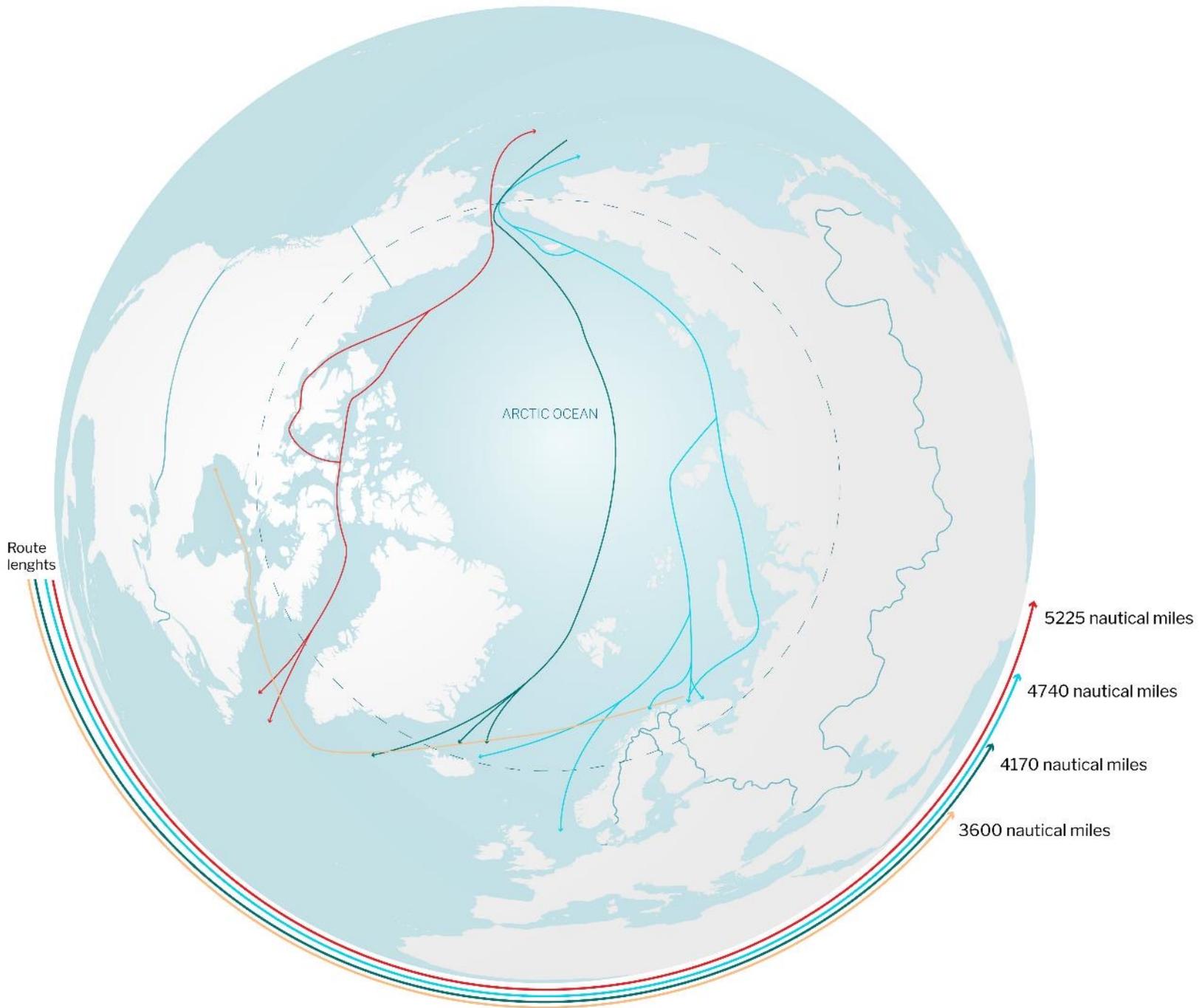
ARCTIC IS ALSO ...



”

85% of the Earth's population live in the northern hemisphere – and the Arctic connects it all





Routes

- Northwest passage
- Northeast passage
- Northern sea route
- Arctic bridge route



Companies that has signed the Arctic Corporate Shipping pledge

H&M Group	Bestseller	Ralph Lauren
Puma	Columbia sports wear	GAP
Nike	ASOS	Allbirds
Li & Fung	Hapag-Lloyd	PVH
EVCargo	Kuehne+Nagel	Hudson Shipping Lines
Hillebrand	Bureo	Evergreen Line

Attachment A Arctic Corporate Shipping Pledge

The Arctic is warming two to three times faster than other parts of the planet –resulting in shrinking summer sea ice, restructuring of marine ecosystems in ways never seen by humans, and great uncertainty for people living in the Arctic. Increasing vessel traffic on Arctic shipping routes poses additional risk of greater impact. Local and regional shipping in the Arctic are important for northern economies and indigenous communities, but trans-shipment of global goods on container ships along new Arctic shipping routes (“**Arctic Trans-Shipment Routes**”) are beginning to be considered as an alternative to traditional, non-Arctic shipping routes.

As companies who ship goods across the globe, we acknowledge that greenhouse gas emissions from global shipping are jeopardizing the Arctic and will continue to do so even if we avoid Arctic Trans-Shipment Routes. As such, we will continue to explore ways to reduce emissions from global shipping. As companies who care deeply about the climate risks already impacting or threatening Arctic peoples, sea life, and ecosystems – we refuse to add to the risk of greater impact and pledge to:

1. Avoid Arctic Trans-Shipment Routes –
 - a. For Consumer Goods Companies: Recognizing the potential impacts, we voluntarily agree not to intentionally allow our product to be trans-shipped on vessels via Arctic Trans-Shipment Routes, as shown on the Arctic Trans-Shipment Route Map, set forth in [Attachment B](#). Similarly, no ocean carrier or freight forwarder retained by us may have our product on a vessel sailing or intending to sail these Arctic Trans-Shipment routes.
 - b. For Logistics Service Providers: Recognizing the potential impacts, we voluntarily agree not to intentionally sell services or allow our vessels to use Arctic Trans-Shipment Routes as shown on the Arctic Trans-Shipment Route Map, set forth in [Attachment B](#).
2. Promote Precautionary Arctic Shipping Practices – In addition to our pledge to avoid Arctic Trans-Shipment Routes, and recognizing that some companies may refuse to make that pledge, we support the development of precautionary Arctic shipping practices to enhance the environmental and human safety of current and future Arctic shipping.¹



Infrastructure requirements in the Arctic region alone are expected to reach nearly \$1 trillion over the next 15 years

Guggenheim Partners (2015)





Investments in the entire [Barents] region reach a total of EUR 178 billion over the coming years

Lapland Chamber of Commerce 2022





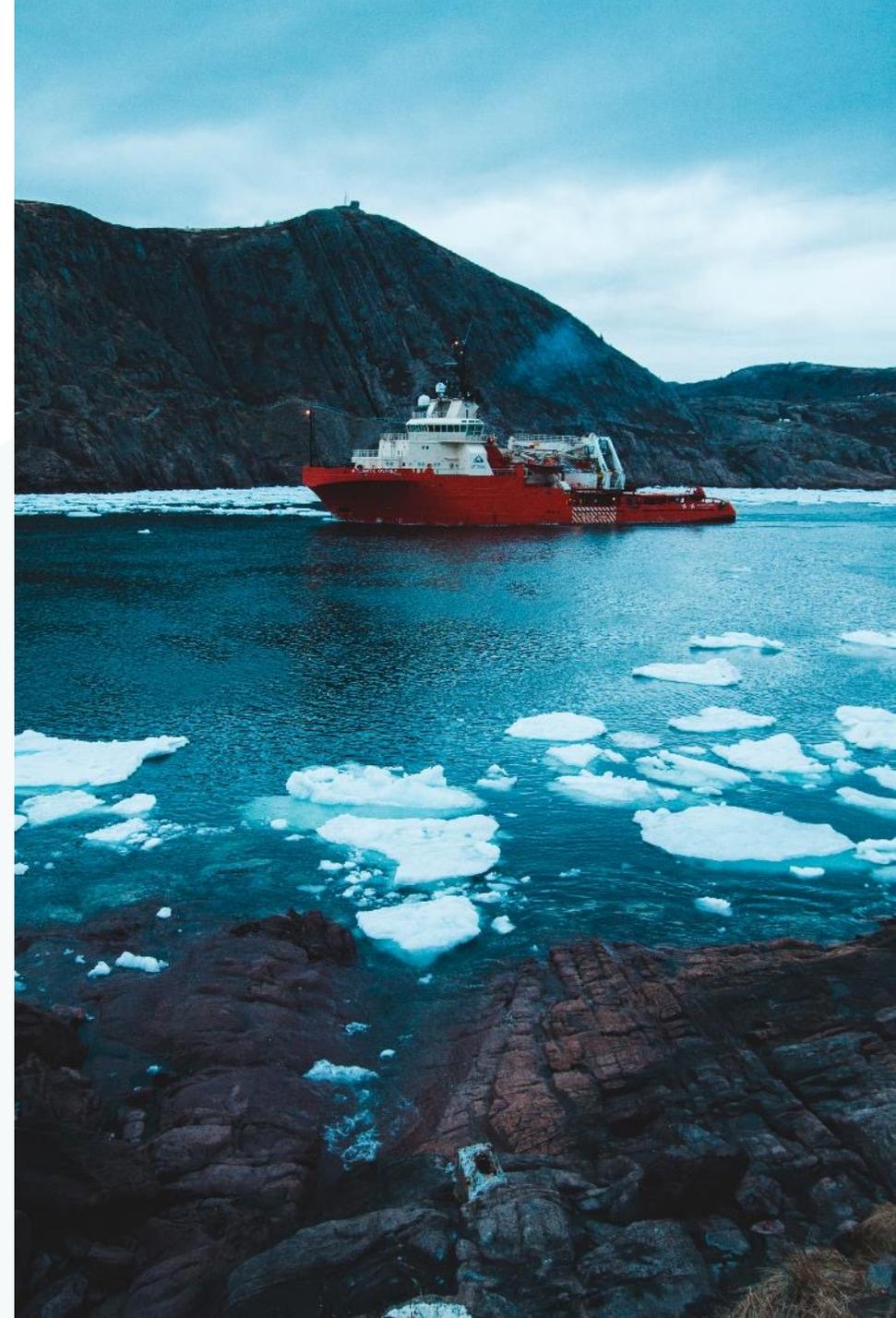
Banks that have publicly stated not to invest in certain projects in the Arctic

- | | | |
|--------------------------|---------------------|--------------------------------|
| Wells Fargo | Lloyds Banking | UBS |
| US Bancorp | Standard Chartered | Nordea |
| JPMorgan Chase | BNP Paribas | Swedbank |
| Goldman Sachs Group Inc. | Crédit Agricole | SEB |
| Morgan Stanley | Société Générale | KBC |
| Bank of America | Natixis | Danske Bank |
| Citibank | Crédit Mutuel | CaixaBank |
| Bank of Montreal | Commerzbank AG | Santander |
| Royal Bank of Canada | Deutsche Bank | BBVA |
| TD | ABN AMRO | National Australia Bank |
| CIBC | ING | Commonwealth Bank of Australia |
| Scotiabank | Rabobank | Westpac |
| HSBC Holdings PLC | UniCredit Group | SMBC |
| Barclays | Intesa Sanpaolo | Mizuho Financial Group |
| NatWest | Credit Suisse Group | Mitsubishi UFJ Financial Group |



MEGATRENDS

- Demographic changes
- Urbanisation
- Digitalisation
- Sustainability
- 4th Industrial Revolution
- Globalization
- Climate change





**More people are
living inside the
circle than outside
of it**

AN EXPORTING REGION – WITH SOLUTIONS TO MEGATRENDS



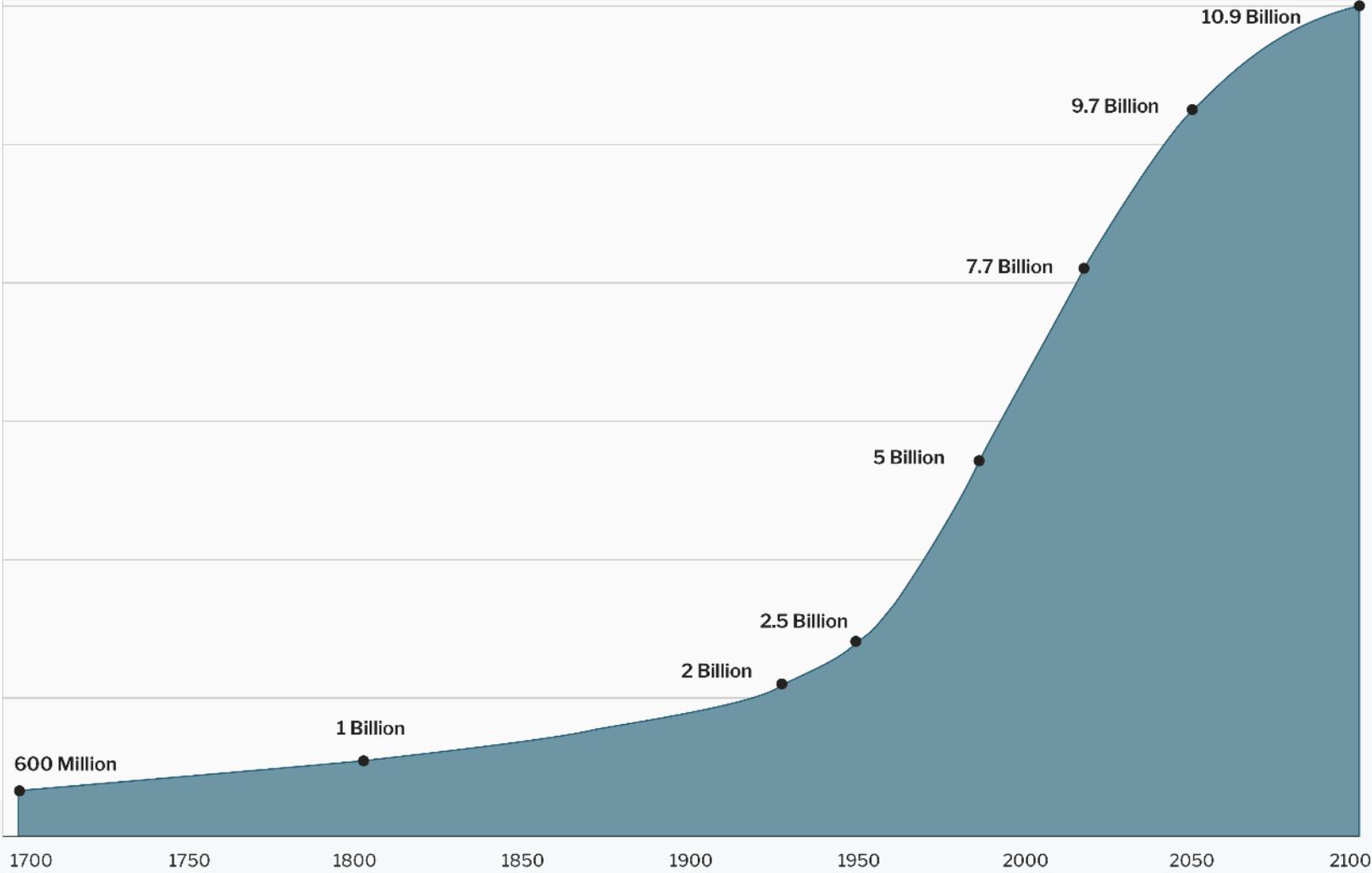
Fish to feed the world



Energy to power the
industries



Raw materials to help in the
green transformation



AN EXPORTING REGION – WITH SOLUTIONS TO MEGATRENDS



Fish to feed the world

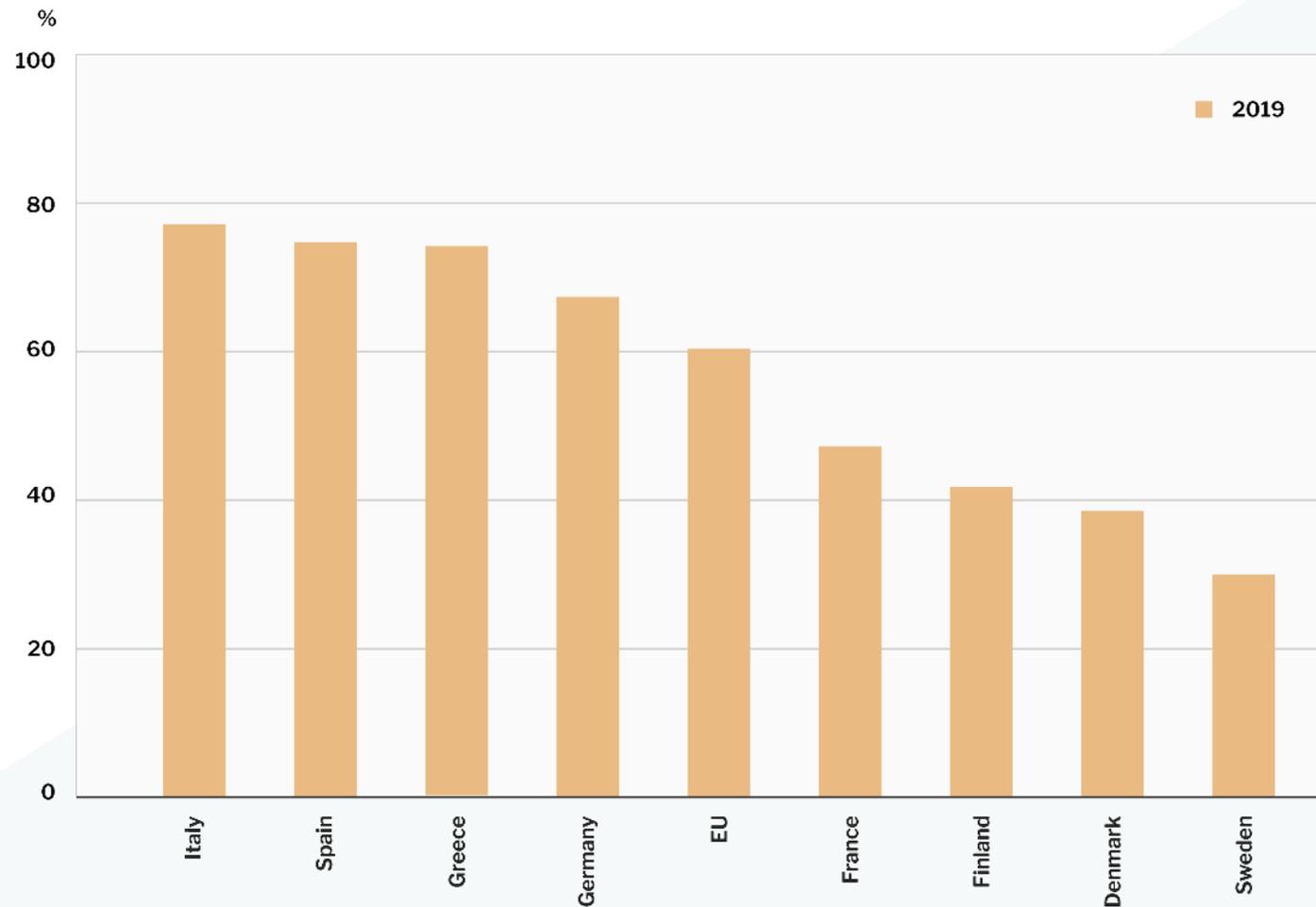


**Energy to power the
industries**



Raw materials to help in the
green transformation

EU ENERGY DEPENDENCY RATE (%)



AN EXPORTING REGION – WITH SOLUTIONS TO MEGATRENDS



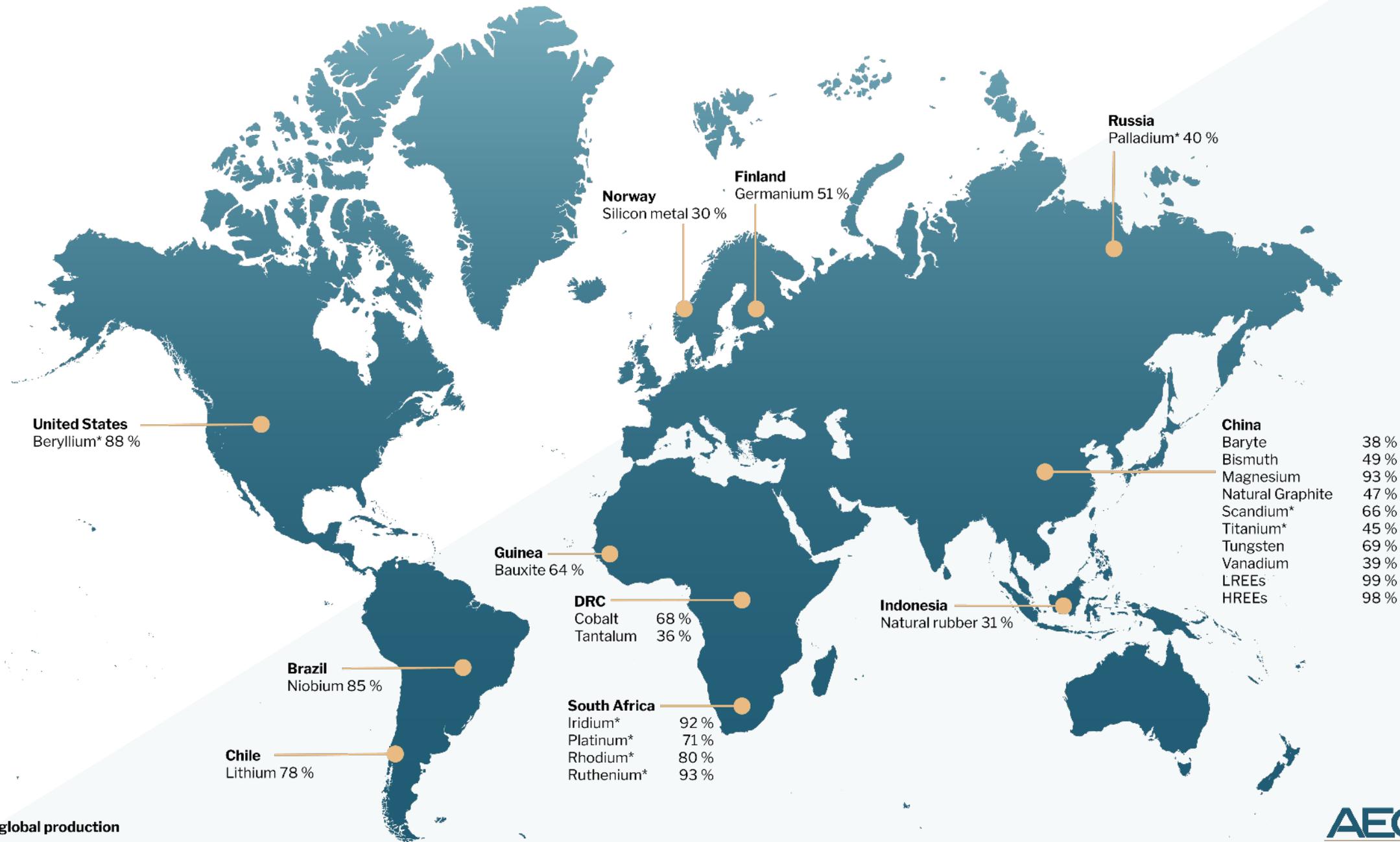
Fish to feed the world



Energy to power the
industries



**Raw materials to help in the
green transformation**



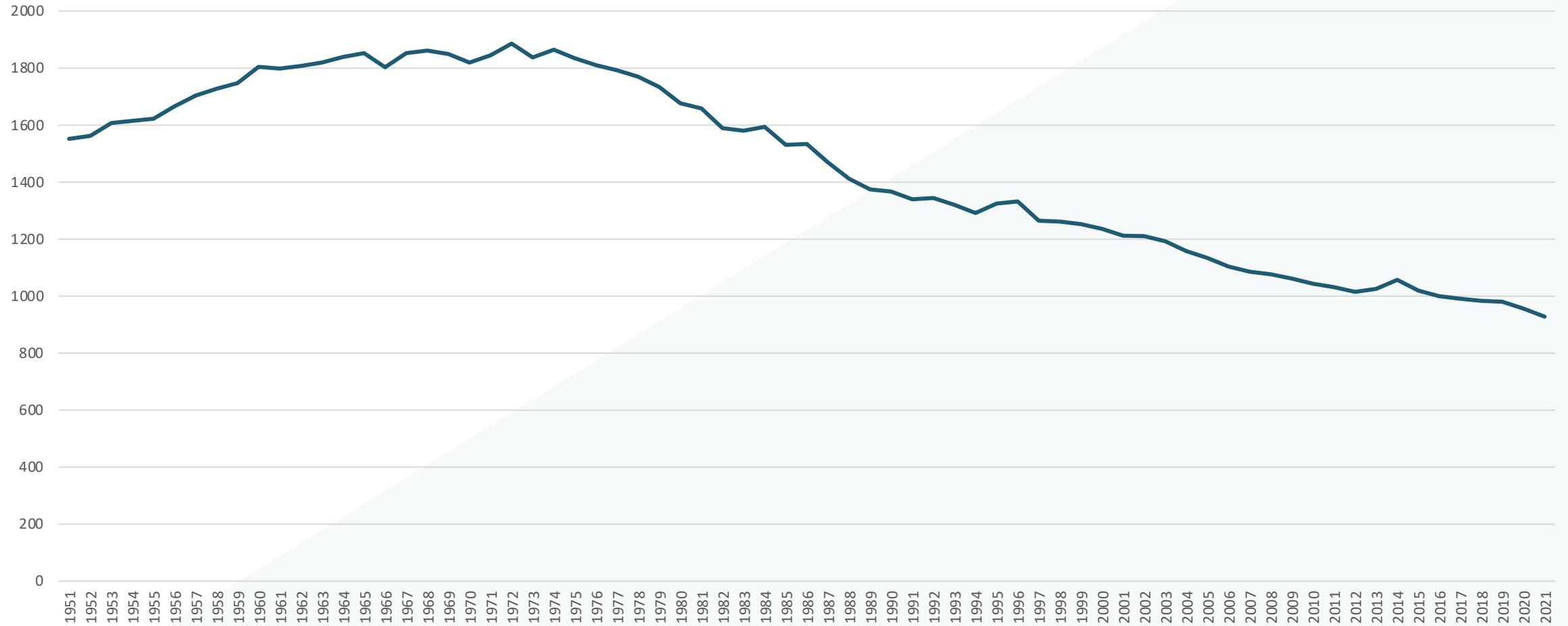
* Share of global production



Population 2020

- < 5000
- < 30000
- < 100000
- > 100000

POPULATION OF BERLEVÅG

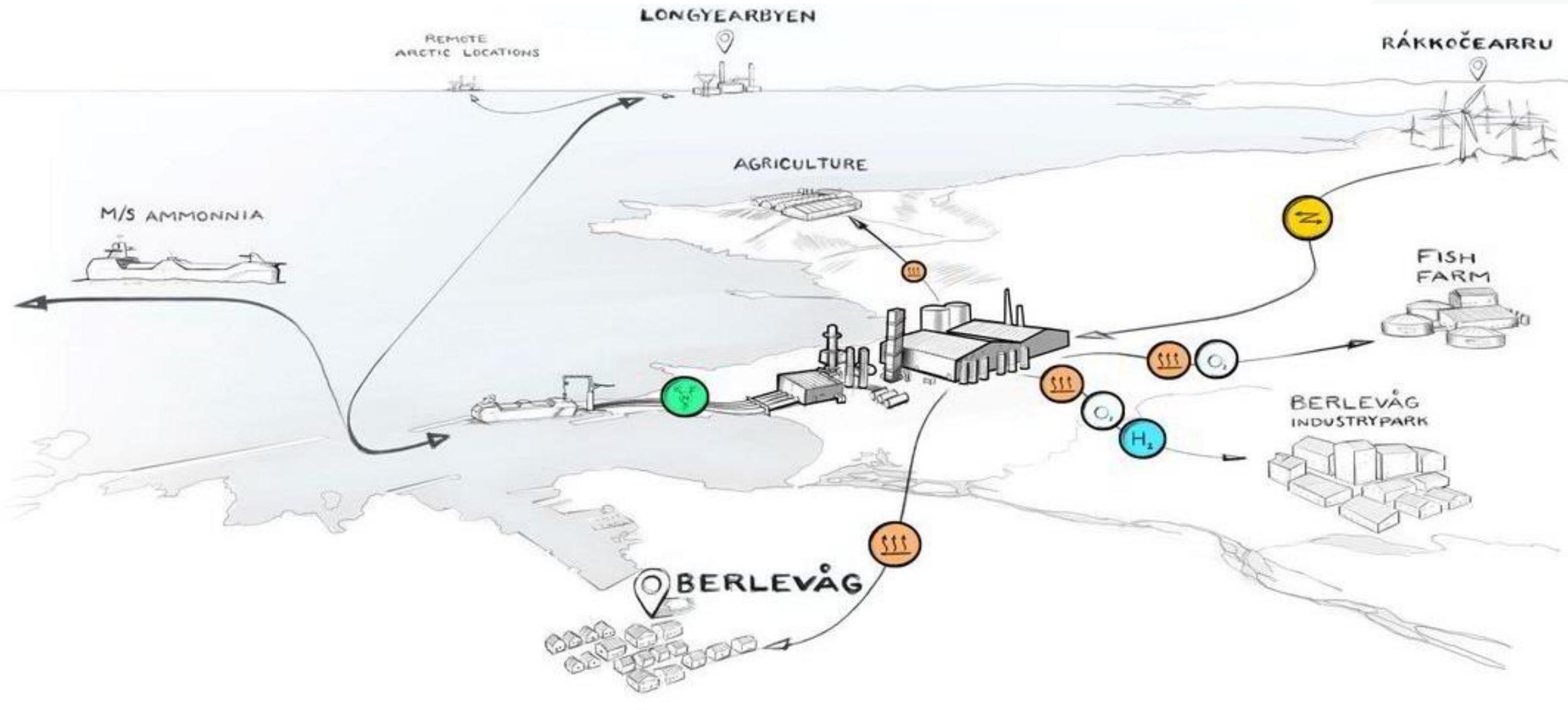


Per. January 1
Norwegian Statistic









SKELLEFTEÅ



Skellefteå från flygplan.

Fotografi

33170

Ensamt: Axel Eliassons Konstförlag.
Fot. 5 722

INVESTMENTS IN ITS PEOPLE



BUILDING THE FUTURE



**WITH PEOPLE FROM AROUND
THE WORLD**



GLOBAL PARTNERS



PREPPING FOR THE FUTURE USING HISTORICAL KNOWHOW



”

*We meet in an hour of change and challenge, in
a decade of hope and fear, in an age of both
knowledge and ignorance.*

President John F. Kennedy
September 12, 1962



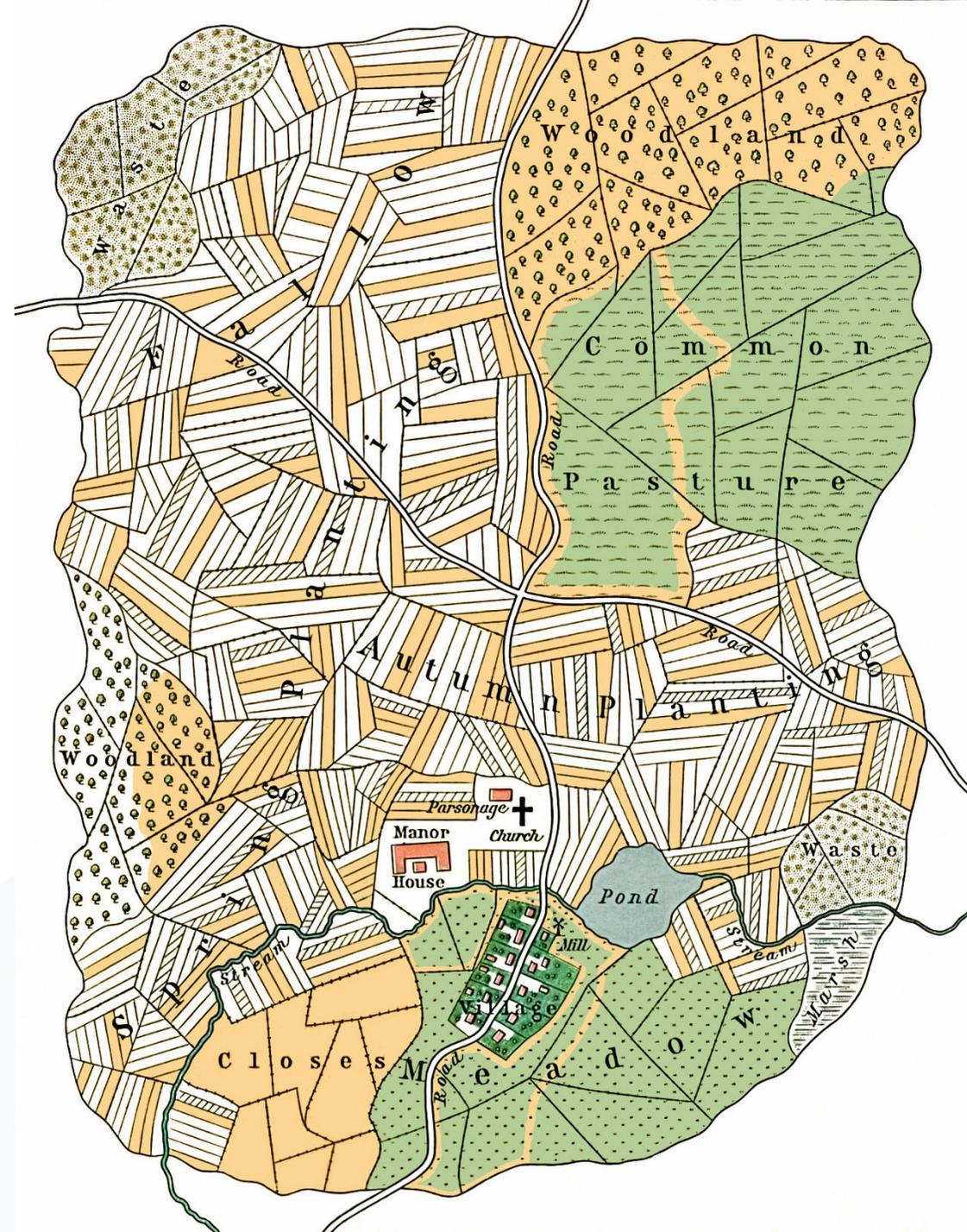


We choose to go to the moon in this decade and do the other things, **not because they are easy, but because they are hard**, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.

John F. Kennedy



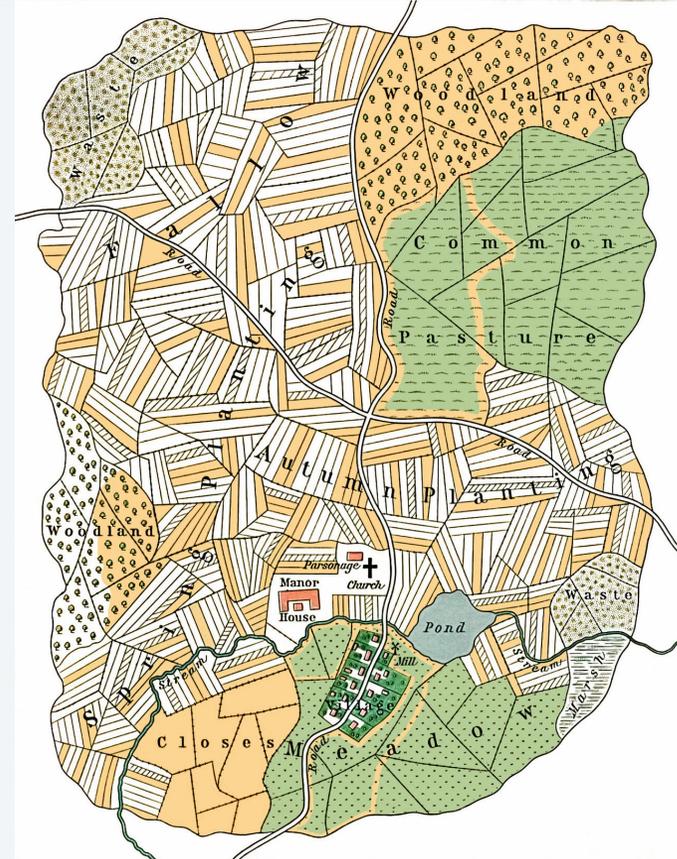
**MAKE THE ARCTIC “ZLATAN”
AGAIN**



ARCTIC COMMONS – FÆLLEDEN – ALLMÄNNING – ALLMENNING

- An area that the local people as a whole is responsible for
- If one takes too much, the commons is destroyed
- The commons grow and prosper because of the collaboration

When is the right time to plant a tree?



START – STOP - CONTINUE

Start

- Go from strategies to action – take risks
- Mapping the competitors
- Divide and Conquer – avoid cannibalization
- Promoting work-life balance
- Positioning yourself in a new world paradigm – never let a crisis go to waste

Stop

- Branding locally – avoid the echo chamber
- Focusing on how to get funding – focus on how to benefit EU
- Focusing on the challenges
- “Northern Sparsely Populated Arctic Area next to Russia”

Continue

- Think in infrastructures
- Focus on recruitment, reception, integration
- Focus on strengths
- Collaboration
- Speak with outsiders about the business case
- Work with the EU

WANT TO KNOW MORE?

Mads Qvist Frederiksen

Director, Arctic Economic Council

mads@arcticeconomiccouncil.com

