

# FLORØ

– for green ventures  
in the big blue



We offer all in one place, making sure existing and new businesses will succeed in the green shift in offshore wind, aquaculture and the maritime industry.



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The local industries are impressively ambitious in lowering emissions. Together with existing and new businesses we will transform the western coast of Norway from fossil to renewable.

We will be climate neutral by 2030!



**Ola Teigen**  
Mayor,  
Kinn municipality

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Considering the high activity and speed of local industries in Florø, our job as a facilitator for growth and development is to make sure that the use of applicable tools and financing opportunities are present. In our work, innovation and development of new green solutions are critical.



**Lone Bareksten**  
CEO,  
Aksello AS

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Norway has led the world's adoption of electric cars. EVOY, founded in Florø with headquarters here, and Norway will lead the world's adoption of electric boats.



**Leif A. Stavøstrand**  
Co-founder and CEO,  
EVOY

# All in one place

Florø is Norway's westernmost town and the administration center of the municipality of Kinn. A municipality with the ambitious goal of being climate neutral by 2030. As the largest town in the municipality, with more than half of its citizens, Florø will together with existing and new businesses transform the western coast of Norway from fossil to renewable.

In Florø there are already numerous big green projects in a broad spectrum of industries, especially in «the big blue». Kinn was in 2022 ranked as one of Norway top five municipalities when it comes to diverse industries.

When the Norwegian Maritime Directorate was announcing three new positions in Norway, in the areas of green shift and future vessels, Florø was prioritized; «...there is a lot going on in Florø when it comes to new technology and the green shift».

Hub For Ocean in Florø – a member organization and networking hub for businesses and organizations in the ocean industries on the Western coast of Norway – is doing a critical job as a door opener to these industries. The SIVA incubator Aksello is ready to make sure sustainable business ideas succeed in the green shift.

Florø is not the place where the industrial area is an hour drive from the city center. The city offers everything in close proximity; industrial area on land and in sea, green energy in a favourable price area, fresh water, ports and other infrastructure. All within a few kilometers. Airport, with many daily flights to Oslo and Bergen, as well as a high-speed boat to Bergen and further north makes Florø a critical transport hub in the region.

The Confederation of Norwegian Enterprise (NHO) have the last two years nominated the municipality of Kinn as the municipality of the year for business development, arguing: «Kinn views business development as a central part in developing society. ... Kinn have established a good, dependent and productive cooperation with the local industry. A consequence is that the industry over time has been systematically prioritized and that Kinn has a growth in new businesses ...»

The city of Florø has 9000 inhabitants, and projections show that Florø has a potential of 2000 new homes close to the city center. The municipality of Kinn won the 2022 «settlement and integration» award from the Norwegian Directorate of Integration and Diversity. We are especially proud of the qualification model REKSAM, developed in cooperation with the industry partner NorTekstil, where 11 participants with both poor Norwegian language and work skills now are in paid jobs. We have lots of space and welcome more people – we take care of everyone.

**Welcome to Vestland, Kinn and Florø!**



# Florø – Norway's industrial capital for green ventures in the big blue!

In Florø we offer critical infrastructure for the industry to succeed with their green projects.

The region of Florø have a huge surplus of renewable green energy in a favourable price range, and the energy provider Sogn & Fjordane Energi are in the process of tripling the local net capacity.

We already have local access to considerable amount of fresh water, and to ensure this Kinn have decided to build a new source of fresh water. Keipevatnet, a few kilometers from Florø, has a medium capacity of providing three times what is needed in Florø, which will also reduce the price.

Kinn have over time provided industry with areas to promote business growth. On «Florelandet north» we have already 1.600.000 square meters regulated for industry. 1.200.000 of this is already prepared and ready for use. All this close to the sea. In addition, we have potential for further development of approximately the same size. Examples are Terøya and Grønenga (picture below), east of Fjordbase, as well as Rota. New projects for increased capacity of net capacity and fresh water to Florø is situated north of these areas.

The county of Vestland have in «Green region Vestland» defined Fjordbase in Florø, Norway's largest supply base for the petroleum sector, as a strategic maritime green hub. At Fjordbase we have big projects in production and bunkering of many new energy sources for the maritime sector and land-based farming of salmon and cod, as well as assembling and transporting offshore wind turbines.

The projects on Fjordbase mirrors Florø's ambition of becoming leaders in the areas of offshore wind, maritime industry and aquaculture. The industry have over decades built critical infrastructure and world class competence.

**We have got what is needed for the blue industries to become a power in the green shift!**





# OFFSHORE WIND

As Norway's westernmost town we have direct access to future offshore wind licenses on the continental shelf.

We have Norway's largest supply base for the petroleum sector, and therefore long experience with huge complex logistic operations to and from the continental shelf. On Fjordbase they have also developed and put into production the software «Saga Connect», a digital tool for optimizing the value chain for maritime operations across various companies on Fjordbase. It is no coincidence that Fjordbase also have reached an agreement with Ocean Grid for assembling their offshore wind turbines in Florø (picture below).

On the yard area in Florø, where the maritime industry have been situated since the 1940s, Westcon have been located for many years. Here they have a deep-water quay and a huge indoor dry dock, where they perform repairs, maintenance and modifications of ships and oil rigs. The huge industry halls on the yard is especially well suited for building subsea and offshore steel constructions. Westcon are highly ambitious in the area of building offshore wind turbines of steel, and have recently reached an agreement for building the fundamnt for the offshore wind turbines for the Swedish company SeaTwirl.

**We have available area, critical infrastructure close to the sea, and suitable world-class competence. Florø welcome all partners in offshore wind!**



# MARITIME INDUSTRY

To move transport from road to green energy on sea have for a long time been a political goal – and in Florø we have a head start.

Multi Maritime have designed the world's first hydrogen-driven cruise liner, and Brødrene AA have an agreement in place to build two electrical speed passenger boats.

Westcon have already finished six car ferries for Florø-based Fjord 1, and the yard are thereby positioning themselves as one of Norway's leading suppliers of battery-driven ferries.

And not to mention Evoy – the Tesla of the sea – who is leading the transition to electric-driven boats. The last few years Evoy has had an impressive journey and have world-class competence in developing the best electric motor systems for the maritime industry.

In Florø we are at the front when it comes to new energy carriers for the maritime industry. The world's first bunkering station will be situated on Fjordbase, and HyFuel (also on Fjordbase) is defined as 1 of 5 hydrogen hubs in Norway, and will produce hydrogen and bunkering infrastructure. Both facilities are planned to be finished in 2024.

To increase the focus of maritime hydrogen Hub for Ocean established their own maritime hydrogen cluster, the Ocean Hyway Cluster. Ocean Hyway Cluster have through their contribution in, among others, these two projects and their yearly international hydrogen conference in Florø a pivotal role to realize hydrogen as a carrier in the maritime industry.

Florø is a central port and an important destination for ships, and has a new office building, boat- and bus terminal, and shore power supply on the new location in the city center.

**We have got what it takes for the whole value chain in the maritime industry to be a power in the green shift, and we have already started!**







# AQUACULTURE

From the first pioneers in salmon farming over 50 years ago, the Florø-region has now thousands of jobs throughout the aquaculture value-chain.

Cargill have one of the world's largest and most modern factories for producing aqua feed in Florø. A huge number of salmon farmers are producing smolt and farming of salmon and cod. In close future the local processing factory for salmon will be situated in new, state of the art facilities at Fjordbase. Here they will receive and process the world's best salmon from the local farmers.



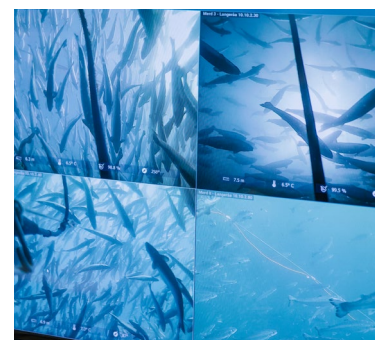
We have the whole value-chain ... from feed to table. Florø will, when the planned projects are finished, become the aquaculture capital of Norway.

CEO of INC Invest, Geir Johannessen (Firdaposten, 18<sup>th</sup> August 2021)

Marine basemaps, including ocean biodiversity maps, will make sure that the Florø-region from 2024 have an area and zoning plan for the ocean that earmarks areas for especially suited industries, and at the same time protects the seabed and oceanlife.

We will together develop Norway's greenest aquaculture, and we have already started. Both Steinvik Fish-farm and Havlandet Aquaculture have promising land-farming projects. Svanøy Aquaculture is the first fish-farming company in the world to use wave power to electrify their facilities. There is a lot of R&D-activity within aquaculture. Havlandet have tested and researched the production of cod fry and have successfully developed it in their land based facilities at Fjordbase for 20 years. Svanøy Aquaculture have recently started a project, with the R&D-institution Nofima, and they will find out how strengthening the pumping function of the heart in rainbow trout will result in increased fish welfare and reduced mortality and waste.

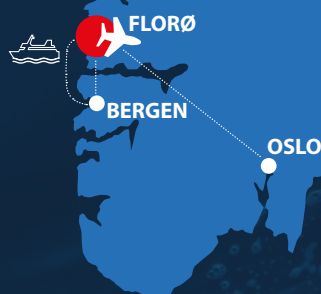
**Florø – together for Norway's greenest aquaculture!**





# FLORØ

– Norway's industrial capital  
for green ventures in the big blue!



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Vestland  
fylkeskommune



Kinn  
kommune



Flora Industri- og Næringsforening

**FJORD BASE AS**



SFE