



Stockholm, June 8th, 2023

## **OCEAN COLLECTIVE LAUNCHES IN A QUEST TO ADVANCE INITIATIVES TO HELP SAVE OUR OCEANS**

**The newly formed Swedish industrial investment group Ocean Collective's mission is to change humanity's relationship with our oceans and accelerate new sustainable solutions. During World Ocean Day the company now officially launches its business and announce that several new initiatives and partnerships shortly will be made public.**

Ocean Collective AB ("Ocean Collective"), a newly formed Swedish industrial investment group, officially launches its business on UN World Ocean Day. Ocean Collective aspire to be a global frontrunner that promotes and develops new businesses that significantly contribute to the wellbeing of our oceans.

- The wellbeing of our oceans is fundamental to our planet's survival. During this decade UN will work to increase awareness of the importance of our oceans, advance scientific research, and expand the protection of our oceans. Ocean Collective was founded to be a positive and inspirational force to advance the solutions that our oceans so urgently need, says Jörgen Bergqvist, Group CEO and one of three founding partners of Ocean Collective.

The first business area within Ocean Collective is sustainable food, i.e., "Blue Food". In January 2023 a long-term and ambitious growth agenda was initiated through the acquisition of the Swedish family-owned company Korshags who has a long tradition of seafood of the highest quality and sustainability coupled with genuine craftsmanship. The next step is now taken by establishing a joint venture together with Nordic Seafarm within plant-based food from the oceans.

- The business idea of Ocean Collective is to create positive impact through combing sustainability (reduced climate impact and improved biodiversity) and value creation (above market ROI), a concept we call "Double Positive". We will achieve our goal by acquiring companies who already are successful within their field and who has an ambitious agenda for sustainability. We then create a formidable team with the entrepreneur and by combining the existing strengths with the competence and network that exists in Ocean Collective we accelerate our "Double Positive". The strength in our method is that we combine operational competence from long and broad business management with deep financial competence from various investment platforms, Jörgen Bergqvist continues.

In addition to developing businesses Ocean Collective aspire to be a collective force for positive initiatives promoting the preservation of our oceans. Against this background Ocean Collective is launching the "OC Day" which will be a yearly recurring event in connection with UN World Ocean Day. This year notable speakers will include marine biologist and docent Fredrik Gröndahl from the Royal Institute of Technology in Stockholm who also is director of Blue Food, and sea adventurer Oskar Kihlborg, as well as Ocean Collective.

- We see ourselves as pragmatic visionaries with the ambition to be a positive force and a source of inspiration for how to combine existing solutions with innovative technology and sustainability to drive change with entrepreneurship as a driving force, Jörgen Berqqvist finish.

### **About Ocean Collective**

Ocean Collective is a newly formed Swedish industrial investment group with the purpose to change people's relationship with our environment and to accelerate new sustainable solutions. We are

pragmatic visionaries and combine existing and new solutions through collaboration with others to achieve maximum positive impact. We believe that the development of new technology combined with reaching broad consumer acceptance will play a decisive role in achieving a more sustainable society.

Find out more: [oceancollective.se](https://oceancollective.se)

**Contact:**

Jörgen Bergqvist, Ocean Collective AB, telephone +46 (0)730 52 24 84