



SCIENCE AND PRACTICE

Registration and hotel booking:  
SME Innovation Forum at the IO09 web site:

[www.ioconf.no](http://www.ioconf.no)

# SME Innovation Forum 2009

Integrated Environmental Technologies for improved  
competitiveness and new business opportunities

**WORKSHOP 30 SEPTEMBER – 1 OCTOBER, 2009, TRONDHEIM**

**The objective of SME Innovation Forum 2009 is to discuss how suppliers and oil companies can cooperate to meet the challenges of proactive environmental monitoring and control by deploying the ideas of integrated operations.**

StatoilHydro Integrated Operations Guidelines will be used as case reference throughout the workshop. The reference model for Integrated Operations is our starting point for developing architecture for integrated environmental monitoring. What is available in the market today at the various layers of the reference model? What do we need in a future architecture for proactive, real time environmental monitoring? What can various industry players contribute with and collaborate to supply in this model?

**WEDNESDAY 30. SEPTEMBER      STATOILHYDRO, ROTVOLL**

19:00 – 22:00 Evening Program at the R&D premises of StatoilHydro at Rotvoll. Evening topic:  
"Some thoughts on Innovation and Environment" by Cato Wille (StatoilHydro) and  
"Additional thoughts on vendor collaboration and innovation" (StatoilHydro).

**THURSDAY 1. OCTOBER      ROYAL GARDEN HOTEL**

08:00 – 08:30 Registration and coffee at Royal Garden Hotel

**PART 1: SETTING THE SCENE 09:00–12:00**

08:30 – 08:45 "Introduction of the work-shop" by Arild N. Nystad and Vidar Hepsø, StatoilHydro

08:45 – 09:15 "The importance of innovation cooperation between the suppliers and oil and gas companies"  
Ole Melberg, Managing Partner, Energy Ventures

09:15 – 09:45 Discussion in plenum

09:45 – 10:15 Coffee/Tea & mingling

10:15 – 10:45 "Environmental monitoring and integrated decision systems – status and future challenges",  
Ingunn Nilssen, StatoilHydro and Eirik Sonneland, BiotaGuard

10:45 – 11:10 Discussion in plenum

11:10 – 11:30 "Environment and safety in Integrated Operations – a report from the IO09 Conference",  
Jon Lippe, Manager of IO Center at NTNU

11:30 – 12:30 Lunch & mingling

## **PART 2: WORKSHOPS AND DISCUSSIONS 12:30-17:00**

### **Main Topic: Environmental focus in the O&G value chain – new business opportunities**

12:30 – 12:50 "Environmental focus in the entire value chain – the new business opportunity",  
Kjell O. Johannessen, NCE NODE

12:50 – 13:10 Discussion and workshop in the groups around the tables

13:10 – 13:30 Discussion in plenum

13:30 – 13:50 "Sensor technology for integrated environmental monitoring – Status and technology  
gaps – presentation of a R&D report" Svein Winther, Chief Scientist, UNIFOB (UiB)

13:50 - 14:10 Discussion and work shop in the groups around the tables

14:10 - 14:30 Discussion in plenum

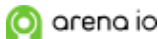
14:30 – 15:00 Coffee/Tea & mingling

15:00 – 15:30 "Enabling environmental technologies for integrated operations - Business Cases"  
• Case: "Integrated real time marine environmental monitoring for the offshore industry  
– status and future perspectives", Frode Berge, Oceanor Fugro (CEO)  
• Case: "Real time monitoring", Terje Torkelsen, Technical Director, METAS

15:30 – 16:00 "Financing innovation and new business opportunities within environment",  
Stein Ivar Strøm, Innovation Norway

16:00 – 17:00 Panel discussion: "IO and Environmental Monitoring – where are we and where do  
we go from here?" Moderator Vidar Hepsø, StatoilHydro  
• The speakers are invited to the panel  
• Environmental technologies and new business opportunities  
• Integrated environmental technologies and improved competitiveness  
• Cooperation between ARENA, NCE and SFI together with the supply  
industry in order to solve the environmental challenge

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StatoilHydro