

The establishment of a Norwegian salt fish school in Spain - The industrial, scientific and pedagogical basis of a Norwegian-Spanish salted fish school.

1. Name of research leader and members

Associate professor, dr. Odd Inge Steen (UiB)

2. Project objectives

1. An examination of the needs and conditions for a salted fish school in Spain.
2. Discussion of the relevance of the industrial, scientific and pedagogical approaches of the main project for the establishment of a salted fish school in Spain.
3. How should the market characteristics influence the educational facilities of such a school

3. Research Background

A report by Haaland (2002) showed that production workers and quite a few producers of salted fish in Finnmark lacked basic knowledge of who were their buyers, and of the main characteristics of the customers and consumers. The knowledge about Spain as a central buyer country was, according to Haaland, discouraging small. The project on "The Spanish salted fish market and the opportunities for Norwegians" aims at establishing a Norwegian school for salted fish production and trade in Spain. This project will examine the professional conditions for such an establishment.

4. Research Problems

This subproject aims at evaluating the main project activities as a basis for the establishment of a salted fish school in Spain. The investigation will be performed from the following three perspectives:

- a) *Cultural competence*: How may the project contribute to increase mutual understanding and cultural competence of the trade partners (in Norway and Spain), and lead to a better understanding of the market demands – and how may this process be included in the further education of Norwegian salted fish producers?
- b) *Network development*: How may the project and increased cultural insight influence network enlargement, and more direct contacts between Norwegian producers and market actors?
- c) *Barriers and opportunities through innovations*: Which concrete barriers for Norwegian-Spain salted fish trade could be removed through the main project? And how may the project stimulate for a better adaptation in the Norwegian part of the value chain (resource treatment, processing techniques) to the consumer demands?

5. Theories and methodologies.

Theoretical basis will be Coping Strategies, industrial location theories and relevant social geography and pedagogical theories

- Mapping and delimitation
- Analysis of documents and project data
- Interviews with relevant actors and project participants in Spain as well as in Norway.
- Reflexion and response (for instance through suggestions and discussions in work shops
- Work report and scientific article

6. Relation to the tasks of the main project:

Task 5

7. Time-schedule:

2009-2011