



ICOE
2021
INTERNATIONAL CONFERENCE
ON OCEAN ENERGY

ENERGIZING A
POWERFUL
BLUE ECONOMY

BUILDING A MARKET-PULL FOR OCEAN ENERGY SYSTEMS IN AUSTRALIA

Australian Ocean Energy Group (AOEG)



VIRTUAL CONFERENCE

28-30 April
2021

HOSTED BY USA

Australian Ocean Energy Group (AOEG)

INDUSTRY-LED CLUSTER

A cluster is a value creation network that **strives for commercial outcomes for its members.**

MISSION

Accelerate commercialisation of Australia's ocean energy industry as the next frontier in low carbon generating capacity.

VISION

Mobilise the power of a cluster, and its foundations of innovation and collaboration, **to generate market demand for ocean energy.**

AOEG MEMBERS



Technology developers



Organisations and non-for-profits



Academia & Research



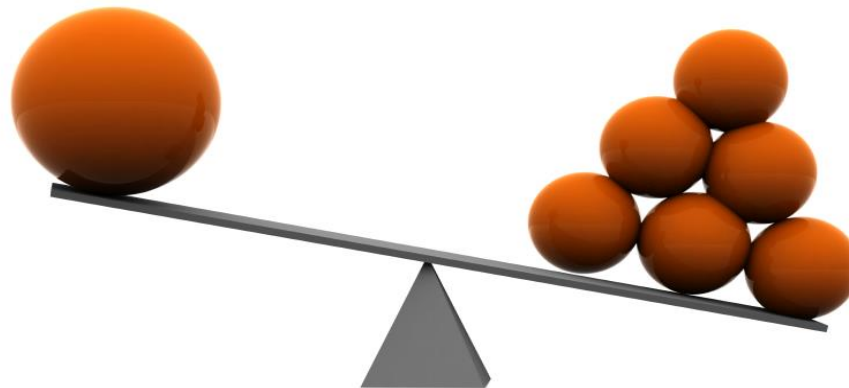
Consultants and Individual Subject Matter Experts



Challenge

To be successful, all industries require supply *and* demand. Globally, the ocean energy industry is strong on supply, but lacks essential demand. Without market demand, the ocean energy industry can not commercialise.

DEMAND



SUPPLY

- Technology developers
- Test Centres
- Research & Development (high academic engagement)
- Device demonstration projects
- Government support & investments programmes
- Conference & industry development
- Peak bodies
- Industry communications (eg, magazines, scientific journals, etc).

Climate change is the defining issue of our time.



- How do we connect-the-dots to form a dynamic offshore renewables strategy that can achieve impactful decarbonisation/emissions reductions?
- How do we form a coalition of big hitters with shared vision for the economic, environmental and social benefits for an offshore renewables strategy? What is the catalyst?
- What strategic partnerships need to be formed? Who are the influential global thought leaders who can actively promote ocean energy to achieve decarbonization strategies?

MARKET DEVELOPMENT PROGRAM



OBJECTIVE

Define the competitive position of offshore renewables within Australia's energy supply market

01. Market Awareness

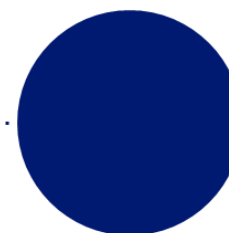
Aim: Build awareness of ocean energy systems and how they can provide solutions to market needs, across market segments and applications.



Output: Identification and economic valuation of priority markets.

02. Market Accessibility

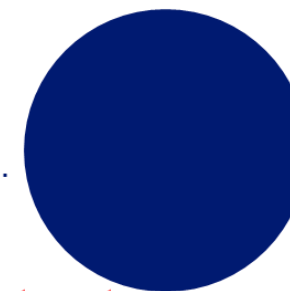
Aim: Illustrate how integrated ocean energy systems work and how they align with specific market needs.



Output: A physical MARKETPLACE to promote integrated ocean energy systems.

03. Market Affordability

Aim: Address issues of cost, risk and energy system integration.



Output: Bespoke integrated ocean energy system business models for individual markets.

APPROACH

Australia's coastal cities, communities, industries and islands are seeking safe, reliable and sustainable ways to support their growing energy needs, while meeting emissions reduction targets and reducing environmental risks.



Get in Touch

Find out more about AOEG and the work we are doing to build market demand for ocean energy.

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