



# Harnessing Norwegian Maritime Capabilities in the Emerging U.S. Offshore Wind Industry

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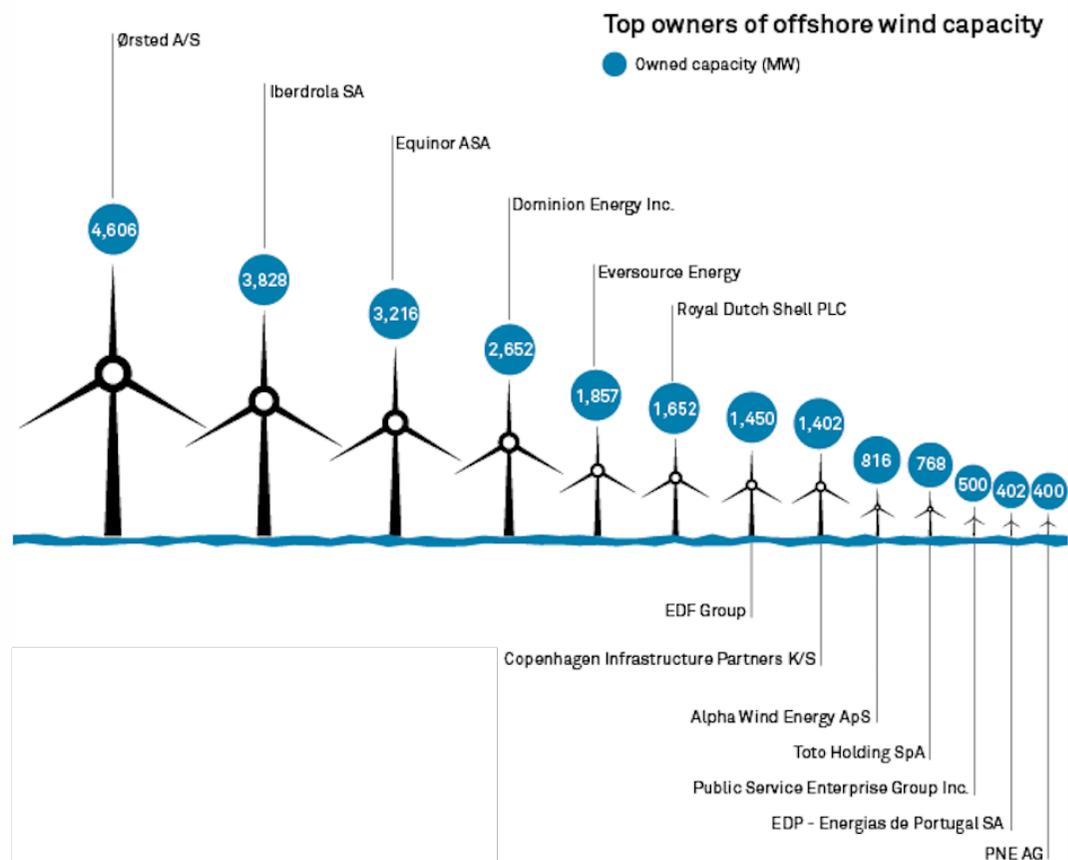
# New opportunities, new challenges

## U.S. offshore wind industry

- Currently only 42 MW in operation
- Expected to reach 25 GW by 2035
- Driven by reduction in cost and state procurement mandates
- European developers hold majority of projects, working in conce with U.S. based utilities
- Norwegian industry playing a key role

## Challenges

- U.S. particular federalist energy policy system is complex, largely controlled on the state-level
- Public is not familiar with commercial scale projects
- Still evolving regulatory framework
- Climate policy is can be partisan



Source: S&P Global Market Intelligence

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# Theoretical Framework

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## Key Resources

Knowledge	Capabilities, technology, interaction, involved companies, networks
Markets	Supporting tax Regulations, subsidies
Financial Investment	Bank loans, capital
Legitimacy	Interst groups, lobbying, institutional change

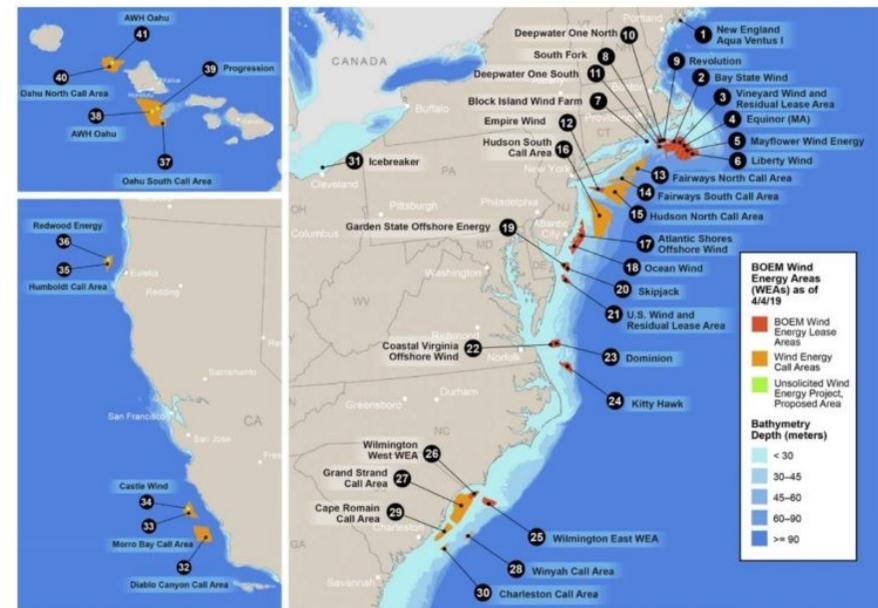
Legitimacy - "a generalized perception or assumption that the actions of an entity are desirable, proper or appropriate within some socially constructed system of norms, values, beliefs and definitions."  
(Suchman, 1995, p.574)

# Research Questions

- How do Norwegian offshore wind firms adapt to the particularities of the U.S. federalist institutional system
- How and if Norwegian firm strategy and stakeholder engagement differ depending on the locality in question.
- What are the key capabilities that are necessary for Norwegian firms to successfully enter U.S. market?

## Case Study Approach

- New York's Empire Wind led by Equinor
- California's Humboldt county floating project led by Aker Solutions



Source NREL

Thank you!

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