

- **(Title) First name and last name:** Jónas Viðarsson
- **Current Company/University/Employer:** Matís – Icelandic food & biotech R&D
- **Current position:** Director of Division of value creation
- **Short Bio highlighting most relevant experience and expertise**

Jonas is the Director of division of value creation at Matís Ltd. (Icelandic food & biotech R&D) which is a governmentally owned non-profit limited company working on research and innovation in food value chains. Jonas has been involved in a large number of national and international research projects, which include being a WP leader in two FP7 projects and three H2020 projects, and coordinator of the H2020 project FarFish. Jonas has been at Matís since 2007, but prior to his scientific career he worked as a fisherman on a number of Icelandic fishing vessels from 1992 to 2006 and has also worked in fish processing plants and companies servicing the seafood industry. His main expertise include studies related to the entire value chain of different food products and circular economy, environmental impact of fisheries and seafood production, environmental labelling, Life Cycle Assessment, traceability, logistics and research on various yield- & quality factors in the value chain of seafood. Fisheries management, aquaculture, climate change impacts and adaptation, fishing gear, decision support systems, stakeholder interaction, dissemination and knowledge transfer.