



Regional cooperation for coastal and maritime tourism. The shift after pandemic

THE GREEN CONNECTIONS OF THE BLUE WATERS. The Baltic Perspective.

25 August 2022, on line

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DG MARE, European Commission*

Commission Communication (COM(2014) 86) on a European Strategy for more Jobs and Growth in Coastal and Maritime Tourism

Boost competitiveness and sustainability of the sector, unlock its potential for growth and jobs.

4 pillars with EU actions that need a joint implementation:

- ✓ Stimulate performance and competitiveness
- ✓ Promote skills and innovation
- ✓ Strengthen sustainability
- ✓ Maximise available EU funding



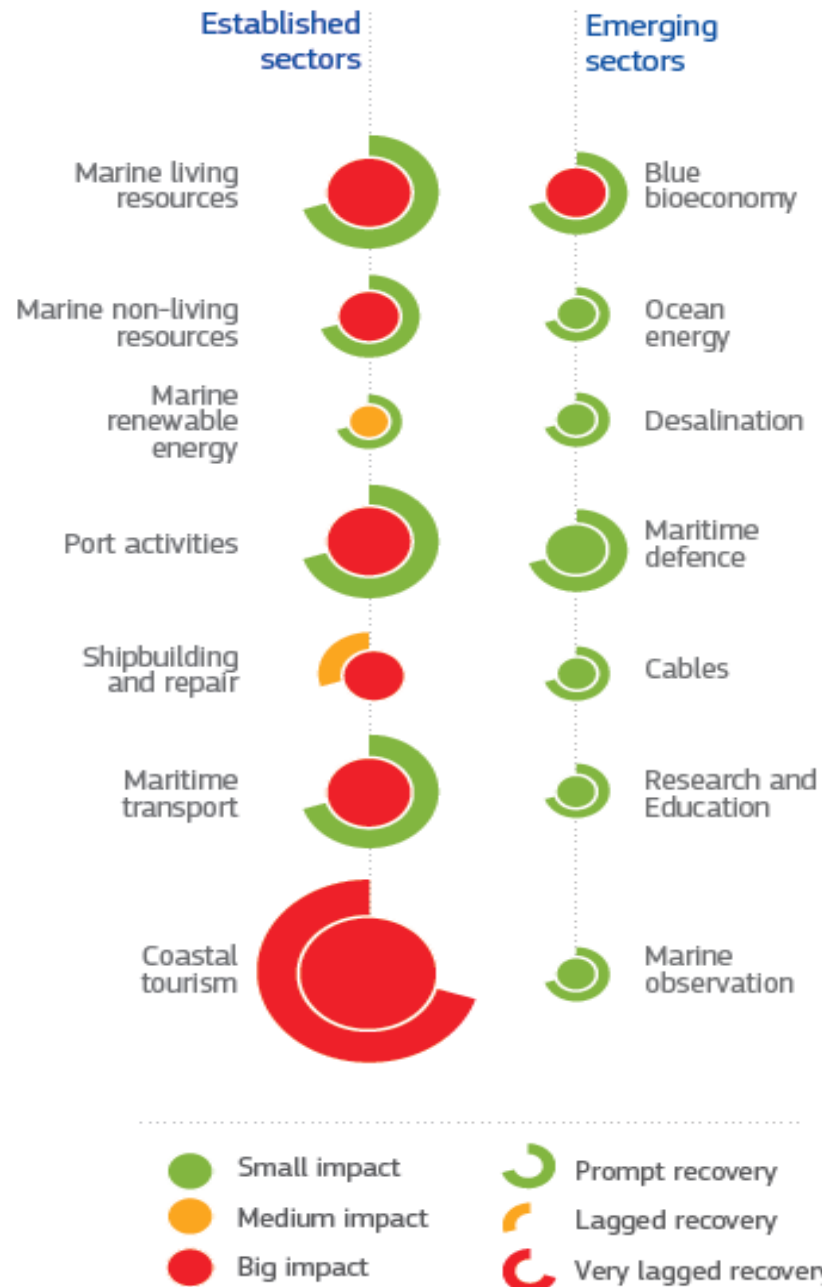


Europe's tourism sector is at the heart of European ecosystems and a major part of it is linked to oceans and seas. Over half of the EU's tourist accommodation establishments are located in coastal and insular areas.

According to the figures of our Blue Economy report, coastal and maritime tourism is representing 45% of the GVA and 64% of the employment of the EU Blue economy.

However the tourism sector, along with the other sectors of the Blue Economy, is particularly exposed to the threats of climate change and biodiversity degradation

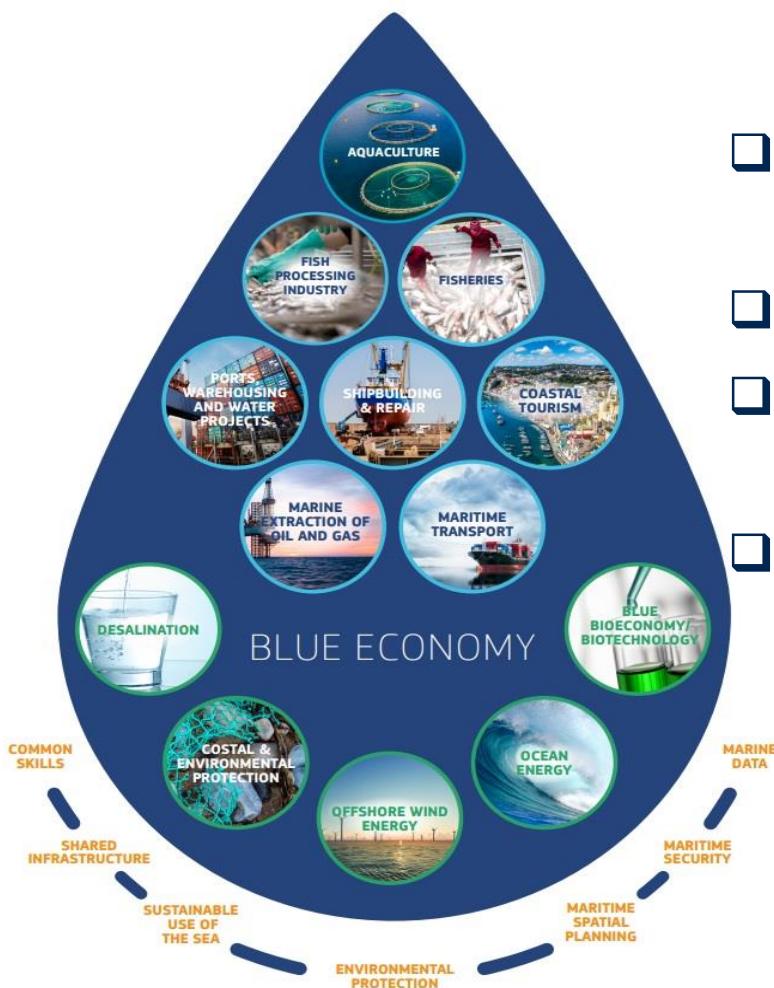
COVID impacts



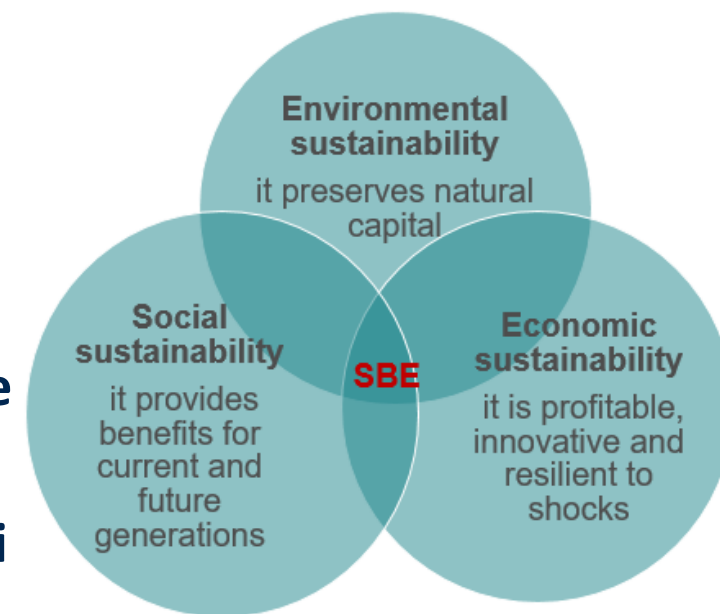
Among the Blue Economy sectors, coastal and maritime tourism has been severely affected by the COVID 19 pandemic, especially the coastal and insular territories heavily reliant on tourism

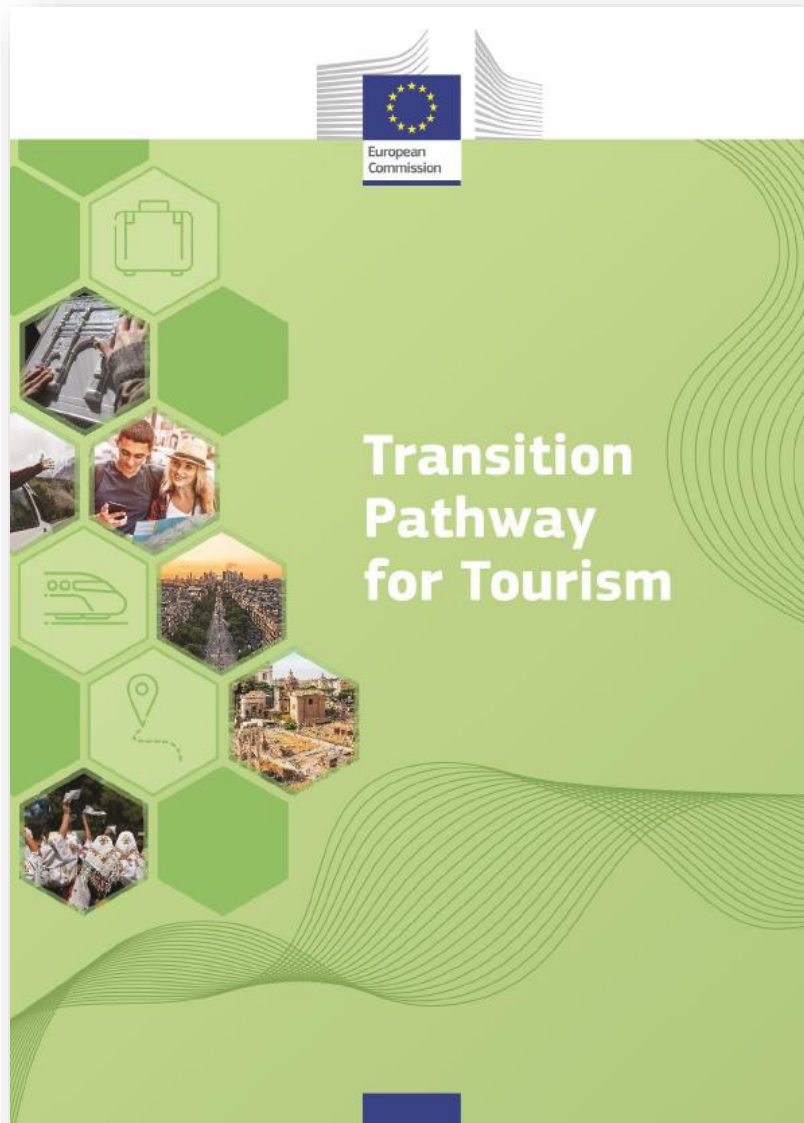
New approach for a **sustainable blue economy** in the EU

Enormous Blue Economy **growth potential still untapped**
Opportunities to be exploited in a **sustainable way**



- ❑ **2030 Agenda**
European Green Deal
- ❑ **There is no green without blue**
- ❑ Support **recovery** and more **sustainable resilient socio economic models**
- ❑ **Need for a reinforced multi level/multi sector governance and cooperation**





The Commission has outlined possible scenarios for a **transition pathway toward a more resilient, sustainable and innovative tourism ecosystem** (February 2022).

In the context of greener tourism destination and services, there is need on **strengthening the sustainable development of coastal and maritime tourism including cruise and yachting, for increasing coastal resilience, by investing in nature based solutions.**

Member states and Regions could actively support sustainable mobility developments while destinations and Industry could actively collaborate with local administrations to diversify to find innovative business models for a more sustainable coastal, maritime and cruise tourism

Regional cooperation is essential in promoting the sustainable blue economy

Sea Basin Strategies

Atlantic Maritime Strategy:

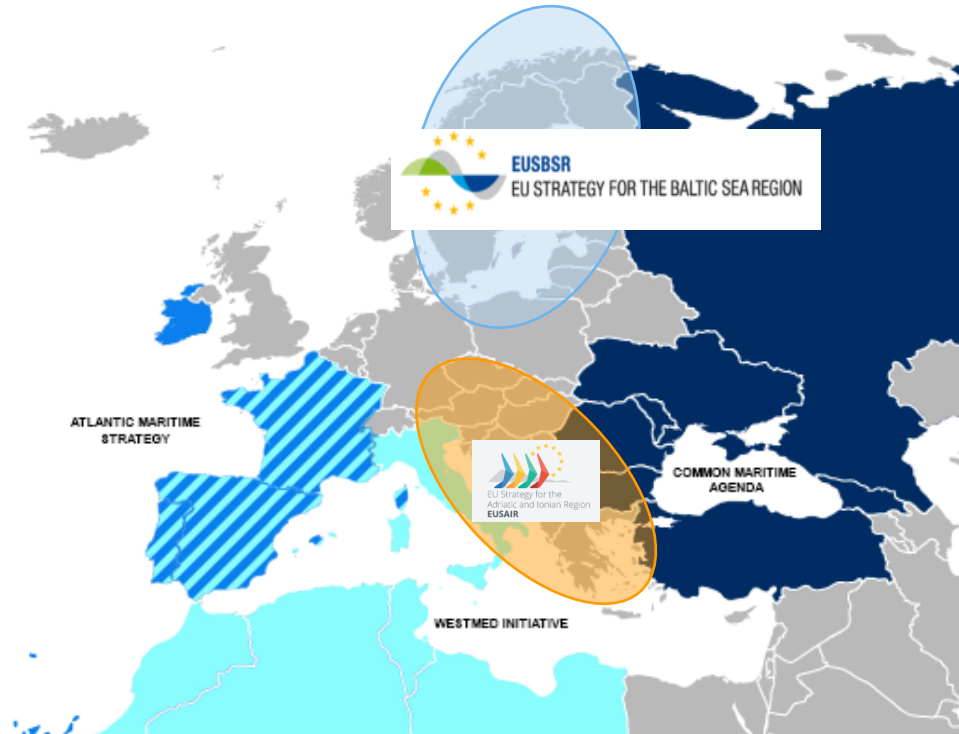
- France
- Ireland
- Portugal
- Spain

Common Maritime Agenda for the Black Sea:

- Bulgaria
- Georgia
- Moldova
- Romania
- Russia
- Turkey
- Ukraine

West Mediterranean Initiative:

- Algeria
- France
- Italy
- Libya
- Malta
- Mauritania
- Morocco
- Portugal
- Spain
- Tunisia



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Countries around the sea basin are cooperating well through the **EU Strategy for the Baltic Sea Region (EUSBSR)**

The Baltic Sea region is one of the most advanced and experienced areas in terms of maritime spatial planning and regional cooperation on marine issues.

This is another key asset that will help cross-border cooperation and deliver on the sustainable development of Blue Economy sectors.

Synergies

BLUEINVEST

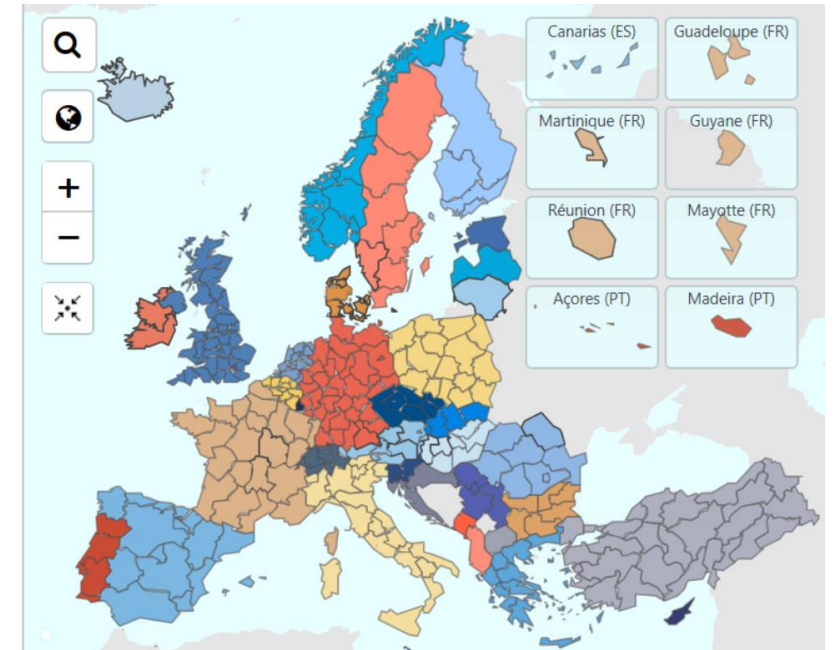


European Maritime, Fisheries and Aquaculture Fund EMFAF



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Interregional Investment Instrument projects

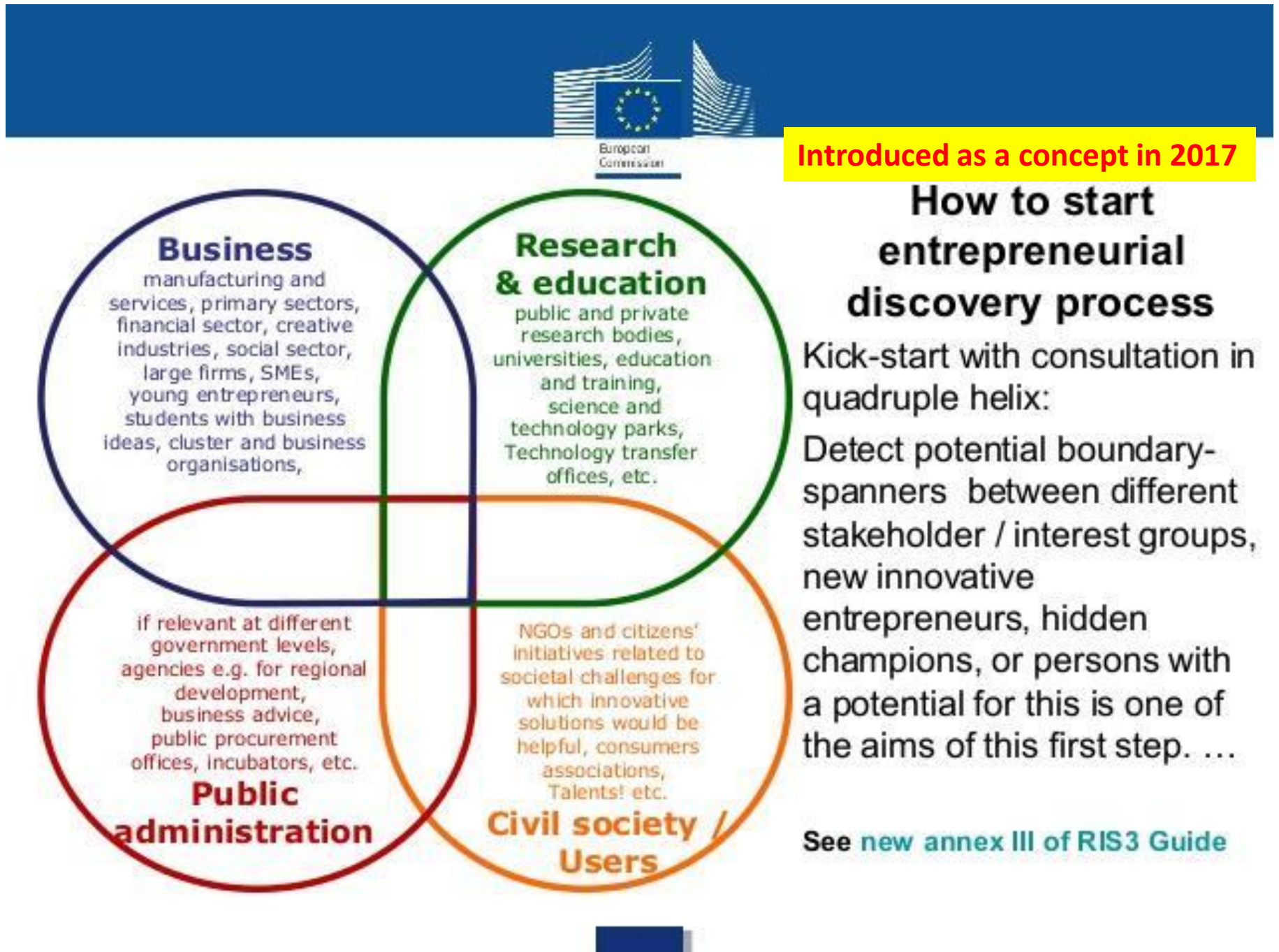


- Regional Operational Programmes
- National Programmes
- (ERDF, ESF, EMFAF)
- BLUEINVEST
- HORIZON EUROPE
- Interregional Investment Instrument
- INTERREG, LIFE.....

Smart
Specialization
Strategies

and

The **quadruple
helix
model**



Introduced as a concept in 2017

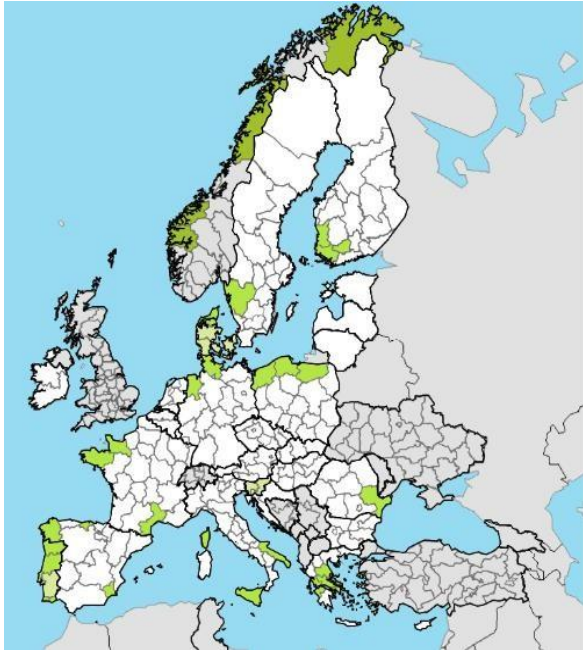
How to start entrepreneurial discovery process

Kick-start with consultation in quadruple helix:

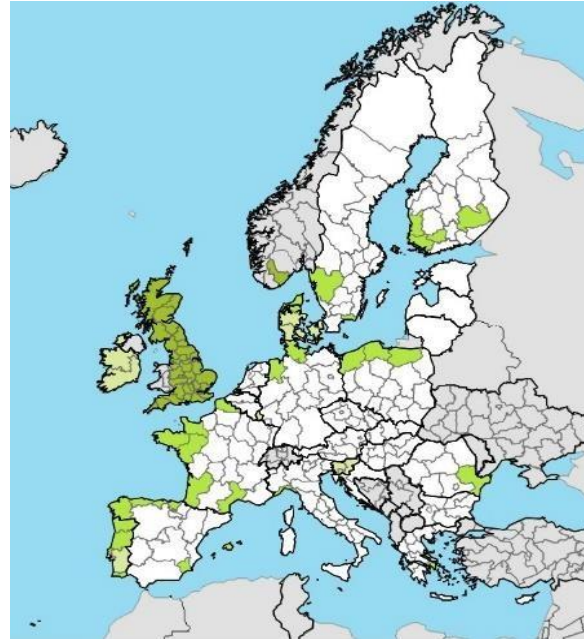
Detect potential boundary-spanners between different stakeholder / interest groups, new innovative entrepreneurs, hidden champions, or persons with a potential for this is one of the aims of this first step. ...

See [new annex III of RIS3 Guide](#)

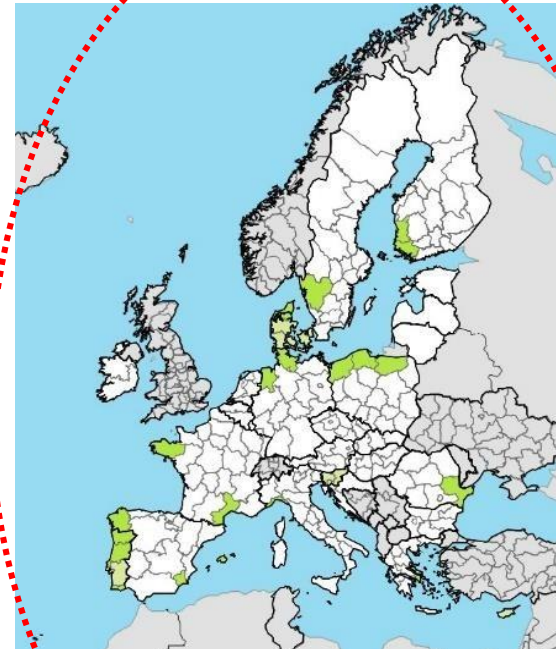
Regions with Blue economy priorities included in their smart specialisations strategies in the programming period 2014-2020



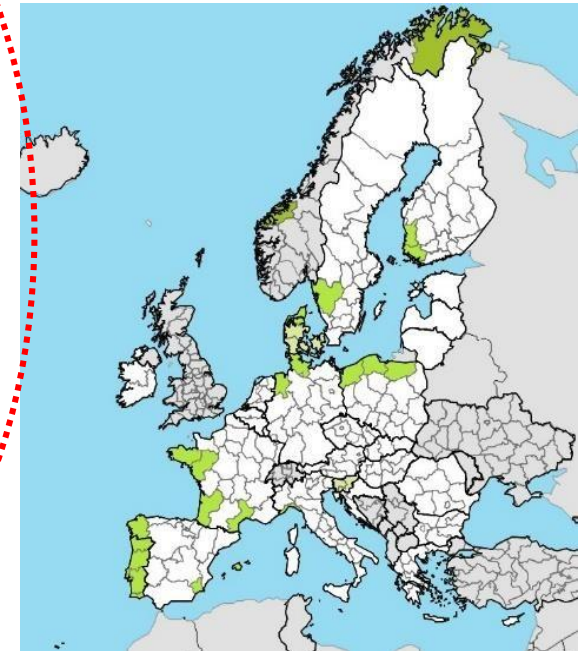
Fisheries/Aquaculture



Marine renewable
energies



Coastal and maritime
tourism



Blue biotechnology

A new S3 Thematic Interregional platform on Sustainable Blue Economy

Promoting innovation and investments in interregional partnerships and value chains

Provide an **interactive** and **participatory environment** to support **S3 implementation** also through interregional cooperation/partnerships

BlueInvest,
EMFAF, PAs, sea
basin and macro
regional
strategies,
Horizon Europe
Mission Ocean,
and lighthouse
projects, Blue
Forum

S3 – Inter territorial cooperation and platforms



Open to: **regional and national administrations of EU, candidate, neighbouring countries and to any other non-EU third country national or regional administration that wish to be involved and participate in the S3 Platform.**

Inter territorial cooperation

S3 Thematic Platforms

Joint initiatives that encourage **regions and their innovation actors** across the EU to build strategic partnerships, promoting complementarity of regional funding for innovation in **specific smart specialisation areas**



S3 and Blue Economy. Brokerage Workshops

When	Where	Co organiser	Event	BE sector
9 May	Barcelona	CPMR and EU4Algae EMFAF project	BlueFasma Interreg MED Capitalization event and SwitchMed	Blue biotechnology
10 May	Santander	Atlantic sea basin strategy	Pillar III Marine Renewable Energies Event	Marine Renewable energies
15 June	Helsingborg	CPMR and Skåne Region	CPMR Political Bureau	Coastal and Maritime Tourism
21 June	Brussels	EATip	EATip General Assembly	Aquaculture
1 July	Brussels	FAME-NET	-	Fishery

S3 and Coastal Maritime Tourism Brokerage Workshop in Helsingborg Sweden, 15th June 2022



Topics raised, with an Innovation Potential

1. *Circularity in Tourism*
2. *Digitalization – digital transformation*
3. *Data indicators*
4. *Ecotourism*
5. *Nautical Tourism*
6. *Sustainable Cruise tourism*
7. *Fishing Tourism*
8. *Sustainable Mobility in Tourism*
9. *Seasonality*
10. *Skills and Capacity*

SAVE THE DATE

Follow up event on Smart Specialization Strategies and Sustainable Blue Economy

To take place in Agios Nikolaos Crete Greece, **25th October 2022**

Back to back with:



Follow up event on Smart Specialization Strategies and Sustainable Blue Economy

To take place in
Agios Nikolaos
Crete Greece,
**25th October
2022**



DRAFT AGENDA (all times local)

1 st Session: Welcome addresses and Introduction	
09:00 - 09:30	<i>Registrations and Welcome Coffee</i>
09:30 - 09:40	Welcome and short introduction on the objectives of the event Stavros ARNAOUTAKIS, Regional Governor of Crete (Greece) (5 min) George ALEXAKIS, Crete Vice Governor for European and International Affairs, CPMR Vice President on Maritime Affairs (Greece) (5 min)
2 nd Session: Outcome of S3 brokerage events and further perspectives <i>Moderated by DG MARE</i>	
09:40 - 09:50	Presentation of the outcomes of the five brokerage events (DG MARE) On blue biotechnology, marine renewable energies, coastal & maritime tourism, aquaculture, fishery
09:50 - 10:10	The new thematic platform on Sustainable Blue Economy Views from DG MARE (10 min) Services and stakeholders support (DG REGIO) (10 min)
10:10 - 10:20	Innovation in ETC Programmes _ Creating Synergies (DG REGIO) (10 min)
10:20 - 10:35	<i>Debate</i>
10:35 - 11:15	Fostering synergies with cooperative frameworks (40 min) Interventions from EU sea basins and macro regional strategies representatives and UfM
11:15 - 11:45	Discussion with the participants
11:45 - 12:00	<i>Coffee break</i>
3 rd Session: Open discussion: Promotion of interregional value chains on Sustainable Blue Economy <i>All participants, moderated by CPMR</i>	
12:00 - 13:00	Blue Biotechnology
13:00 - 14:15	<i>Lunch on site</i>
14:15 - 15:15 15:15 - 16:15	Marine Renewable Energies Coastal Maritime Tourism
16:15 - 16:25	<i>Coffee break</i>
16:25 - 17:25 17:25 - 18:25 18:25 - 18:35	Aquaculture Fishery <i>short break</i>
Wrapping-up	
18:35 - 19:00	Main outcomes and conclusions CPMR DG MARE, DG REGIO
20.30	Dinner hosted by Crete Region. Venue: tbc



European
Commission

Thank you!



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