

European Maritime Agenda

Philip Easthill - European Boating Industry (EBI)



Advancing and representing a sustainable boating and nautical tourism industry #MadeInEurope.

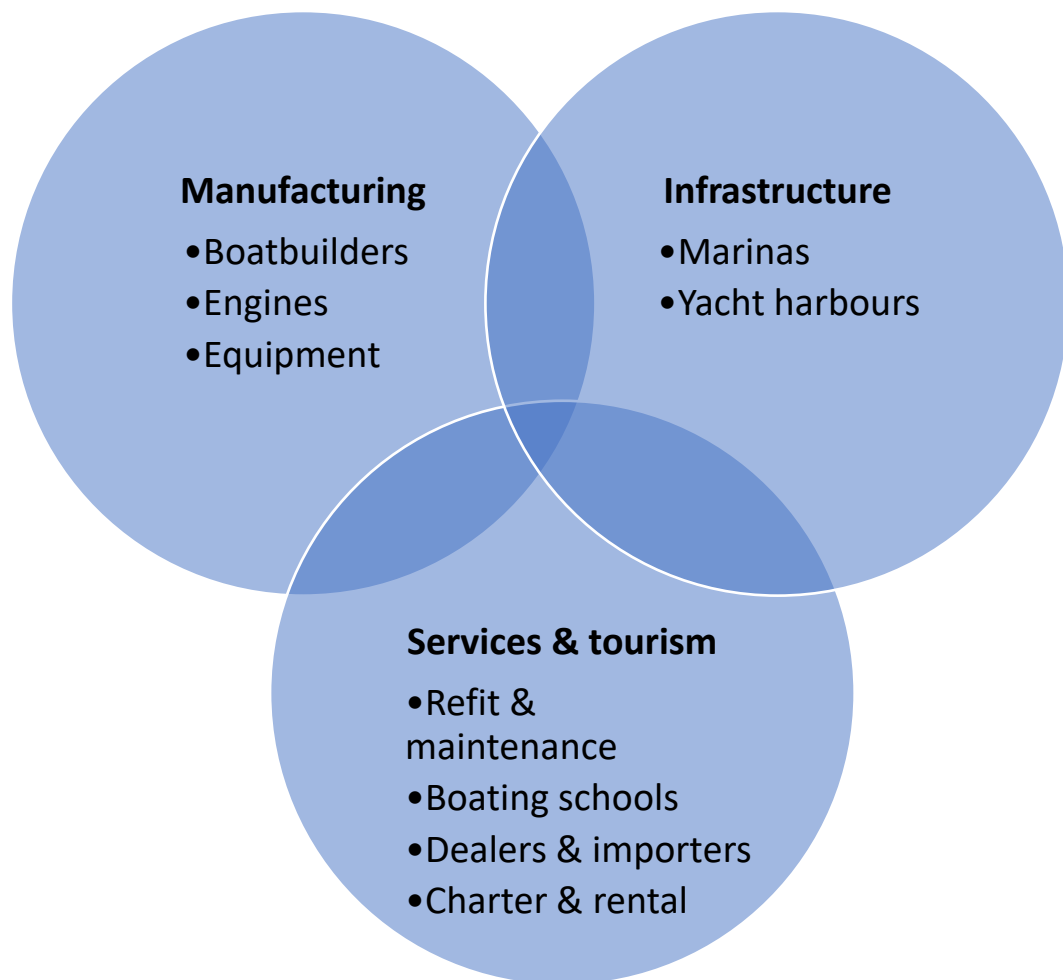
What to expect in the next few minutes

1. The boating industry in Europe
2. Current challenges & opportunities
3. EBI's European agenda & key policy areas
4. Declaration of European Parliament SEArica Intergroup
5. EnviroNaut project
6. Key messages

Introducing EBI

- Mission of Advancing and representing a sustainable boating and nautical tourism industry #MadeInEurope
- Membership of the national associations of the boating industry in Europe and individual sustaining members
- EBI's main activities
 - Advocacy
 - Regulatory intelligence
 - Market intelligence
 - Events

Industry sectors / ecosystem



- **6 million** boats in European waters
- **80%** of boats below 8m
- **36 million** regular boaters
- **32,000** companies
- Over **95%** SMEs
- **280,000** direct employees
- Over **6,000** inland and coastal marinas

Challenges & opportunities for the industry

- **Positive** underlying **consumer trends** for boating industry with decreasing seasonality
- Lack of **marina space** across Europe, with **modernisation** and **greening** of infrastructure as priorities
- Expectation for **sustainable propulsion** and overall lowered environmental impact from society, governments and consumers
- Move to **service-based approach** to boating with boat always ready alongside increase in **digital support services** and connectedness

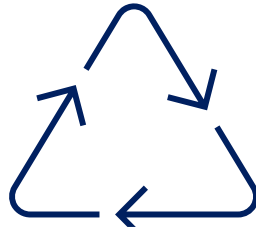
EBI's European agenda



European Green Deal



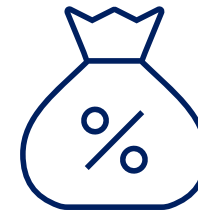
Recreational Craft Directive



Circular Economy/End-of-Life



Tourism



VAT



Qualifications



Blue Economy



Access to finance



Trade policy



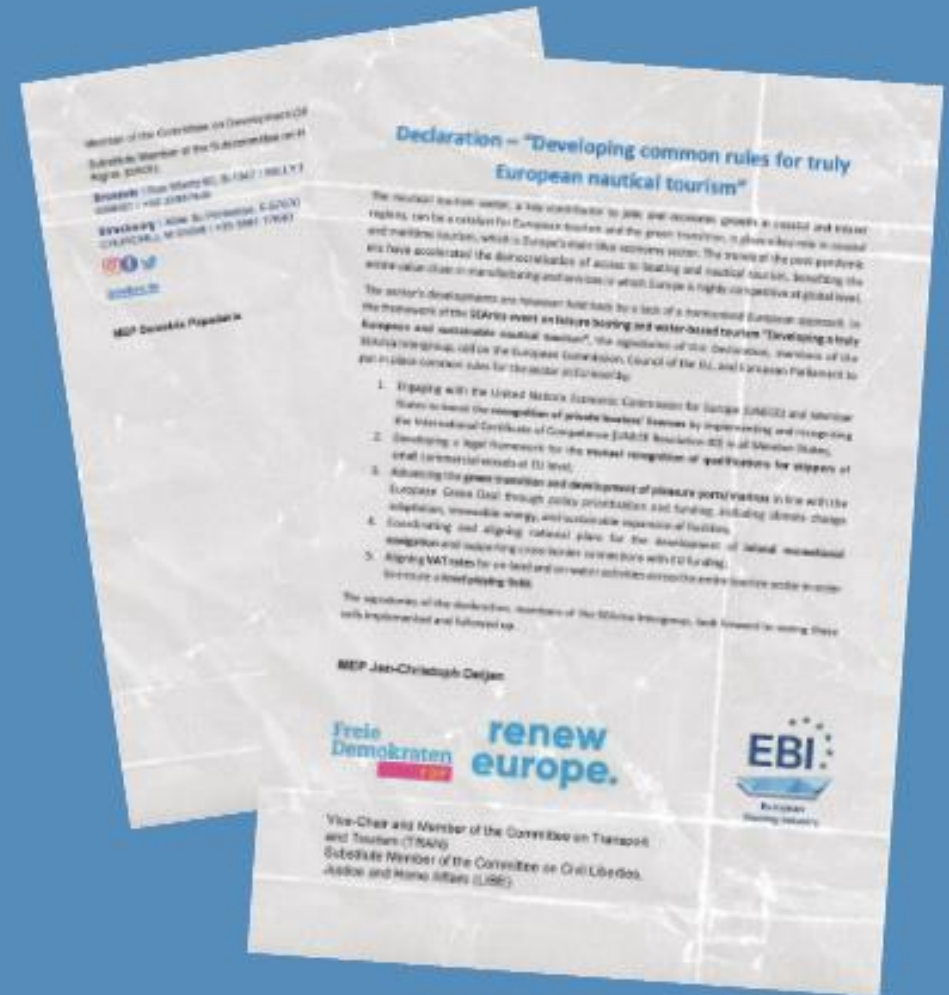
EU water legislation



+ Hot topics

“Developing common rules for truly European nautical tourism”

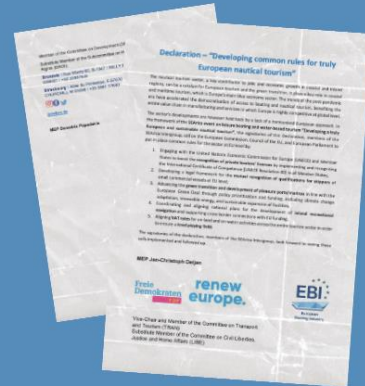
DECLARATION



Declaration European Parliament SEArca Intergroup

“Developing common rules for truly European nautical tourism”

DECLARATION



1. Boost the recognition of private boaters' licenses by implementing the ICC
2. Developing a legal framework for the mutual recognition of qualifications for skippers of small commercial vessels at EU level
3. Advancing the green transition and development of marinas
4. Coordinating and aligning national plans for the development of recreational boating
5. Aligning VAT rates for on-land and on-water activities across the entire tourism sector

EnviroNaut Project

- 2-year project funded by Erasmus+
- Project to develop first-ever “Environmental Officer” curriculum and online course
- Strong demand from the consumers towards more sustainable options in nautical tourism
- Covers all sectors of nautical tourism (marinas, charter, maintenance)
- To develop the course we need help from the industry by responding to [questionnaire](#)



Key messages

1. Opportunity of growing jobs and prosperity in peripheral regions through strong link between marinas & nautical tourism and manufacturing
#MadeInEurope
2. Acceleration of the democratisation of boating and nautical tourism supports move towards low impact tourism and supports destinations
3. Sustainability and digitalisation will be the driving force for the next years
4. European cooperation and involvement of all Baltic countries in EBI's agenda is necessary

Thank you for your attention!



European Boating Industry



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