# 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

#### Manufacturing

- Boatbuilders
- Engines
- Equipment

#### Infrastructure

- Marinas
- Yacht harbours

#### **Services & tourism**

- •Refit & maintenance
- Boating schools
- Dealers & importers
- •Charter & rental

- 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"

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#### Declaration - "Developing common rules for truly European nautical tourism"

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#### **Declaration European Parliament SEArica Intergroup**



- Boost the recognition of private boaters' licenses by implementing the ICC
- Developing a legal framework for the mutual recognition of qualifications for skippers of small commercial vessels at EU level
- 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 <u>questionnaire</u>



















#### Key messages

- 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!



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