IMPLEMENTING THE BALTIC BLUE GROWTH AGENDA

What is necessary in the coming years?

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What is the Baltic Blue Growth Agenda?

Published, adopted by European Commission in May 2014:

- Short sea shipping, coastal and cruise tourism, offshore wind, shipbuilding, aquaculture and blue biotechnologies identified as the most promising sectors of the Baltic Sea region’s maritime economy.
What is the Baltic Blue Growth Agenda?

A more strategic approach to the ‘blue growth’ delivery through a dedicated agenda based on the following pillars:

• Boosting innovation and sustainability;
• Developing skills and qualifications, cluster development;
• Using existing cooperation structures and multi-sectoral dialogue;
• Targeting maritime projects for access to finance.
Developing the Implementation Strategy
Survey, Interviews, Workshops ..... 

- Talk & listen to stakeholders
- What are key challenges and drivers?
- Where do we want to be in 2030?
- What needs to be done – and by whom? Get players engaged
Four thematic areas

Shipping

Coastal and maritime tourism

Environmental and monitoring technology

Blue bioeconomy
Blue Bioeconomy

(Commercial) use and conversion of living aquatic resources into a wide variety of products and services such as food, feed, bio-based materials and bioenergy.
Blue bio-products – a reality
Key challenges and drivers

• Political strategies promoting blue growth and the blue bioeconomy on various levels (UN, EU, BSR, national, regional, local)
• Obligation to achieve Good Environmental Status drive innovative measures & technologies
• Excellence and high innovation potential of R&D institutions and SMEs
• Increasing consumer demand for sustainable, regionally produced high-quality products
• Presence of blue bioeconomy-related BSR-wide networks and platforms
• Showcases that blue bioeconomy business support and technology transfer accelerates product development
• Technical advances in e.g. marine robotics, simulation and modelling techniques increasing efficiency

BUT:
• No ongoing transnational financial support for such structures
• Inconsistent and unclear regulatory framework
• Still more R&D => only slowly emerging commercial structures
Strategic action fields: Blue Bioeconomy

Regulation:
Inter-ministerial BSR wide working group – to initiate procedures to streamline regulations and ecosystem payments

Communication, networks, and marketing:
professional marketing and branding campaign for Baltic Sea bioeconomy products and services

Technology development & transfer:
for blue biomass harvesting, preservation, cultivation and storage.
Coordinated network of research and up-scaling infrastructures

Finance & funding:
public funding support for cross-disciplinary scientific and business development advice for blue bioeconomy start-ups
Environmental & Monitoring Technology

Development of the Implementation Strategy for the Sustainable Blue Growth Agenda for the Baltic Sea Region

How to make the most of limited public funding?
- Circular economy
- Energy efficient
- Novel management methods
- Hazard environment

Focus:
- Climate change
- Energy
- Innovation

BSR Centre of Expertise Innovation

Platform Maintenance
Smart Interaction

Monitoring & Information Technology

Integrated Baltic Sea Observation System

Cost EUR
Suppliers & Providers Matching

ICES

Knowledge Platform

Make data available
- Open access
- Open data

EMODnet

Standardisation
- Data formats
- Metadata
- API

S. Pro

Connect

Sustainable projects

SUBMARINER NETWORK
**Strategic action fields**

**Increase effectiveness:**
- Establish a technology exchange platform
- Identify sectoral needs & relevant markets
- Pilot market analysis

**Increase efficiency:**
- Develop common standards
- Complement existing monitoring
- Establish test facilities

**Develop export market:**
- Invest in technology for harsh environment
- Promote first use of novel technology
- Joint export promotion & open new markets by projects

**Develop efficient public-private partnerships:**
- Invest in technology for harsh environment
Shipping

Developing an IMPLEMENTATION STRATEGY for the Sustainable Blue Growth Agenda for the BALTIC SEA REGION

PORT CLOUD
Shared DATA
Mashup
PORT ADAPTATION

DIGITALIZATION

CONTAINER TRANSPORTATION

CONSTRUCTION

AUTOMATION & DIGITALIZATION

AUTOMATION & DIGITALIZATION

INTEGRATION

MULTIMODALITY

INTEGRATION

DOCUMENTS

SPECIALIST

PORT ALLIANCES

LNG

Green Ship

Green Ports

Port Services

SHIPPING

A & PORTS

STAKEHOLDER driven

Sustainable

Shipping

Development

Efficiency

Intelligence

Cargo

Port

CONSTRUCTION

AUTOMATION & DIGITALIZATION

INTEGRATION

MULTIMODALITY

INTEGRATION

DOCUMENTS

SPECIALIST

PORT ALLIANCES

LNG

Green Ship

Green Ports

Port Services

SHIPPING

A & PORTS

STAKEHOLDER driven

Sustainable

Shipping

Development

Efficiency

Intelligence

Cargo

Port
Key challenges and drivers

Shipping is still by far the greatest generator of gross value added in the region

- **Digitalisation and High Tech**: Maritime clouds, computer power, smart sensors, big data & automation systems
- **Up-scaling** of vessel sizes and cargo volumes per port
- **Governmental actions in favour of autonomous shipping**
- **Environmental regulations**
- **Oil price developments**
**Strategic action fields: Shipping**

**Strengthen e-navigation and autonomous shipping:**
- Create improved internet connectivity
- Appropriate regulation globally

**Share data across the entire supply chain:**
- Related to cargo from different transport modes

**Develop green solutions:**
- Onshore power supply

**Framework for shipbuilding:**
Support pre-competitive research (e.g. automation / robotics)

**Ensure skilled labour:**
Education & training in new technologies

**Secure operation of small and medium ports:**
Joint port-community system or hinterland connections
Maritime & Coastal Tourism
Key challenges and drivers

- **Seasonality of demand:** calls for diversification of products & services
- **Concentration of tourism in a few areas:** better development of connections to hinterland destinations
- **Demographic change and new demand patterns:** new services & products
- **Digitalisation:** opens new possibilities
- **Local stakeholders:** need to benefit / not suffer from tourism
- **Higher awareness of sustainability**
- **BSR is a safe and secure place**
Strategic action fields

**Product and service innovation:**
- Invest in digitalisation offers and products
- Identify new business models
- Improve accessibility
- Analyse data

**Marketing & promotion:**
- Innovative marketing concepts
- Create common quality standards

**Cooperation of actors and destinations:**
- Engage and empower local stakeholders
- Cooperation across sectors and value chains; e.g.
  - Underwater cultural heritage, nature protection, tourism
  - Offshore wind & tourism
  - Blue bio-products & tourism
Commonalities

Key Drivers

• Digitalisation / IT Solutions as well as general Knowledge and Technology Development
• Environmental Challenges

Key Actions

• Ongoing support for cooperation
  – fit for purpose: tailor-made dialogue with private sectors
  – coupled with specific targeted actions - prioritise ‘low hanging fruit’
  – provide funding for targeted support to finance
• Clarify and update regulations
• Develop a few common standards
• Export Baltic blue solutions, products & services
• Improve joint end-user marketing & market development efforts
SUBMARINER network as a ‘hub’
to promote and support the Baltic Blue Bioeconomy

Mussel farming in the Baltic Sea

GRASS
Support macro-algae production and use

Baltic Blue Biotechnology Alliance +

UNITED
Multi Use in European Seas

RAS technologies

Maritime Cultural Heritage

InnoAquaTech

Blue Generation
Inspire young people for blue careers

SmartBlue
REGIONS
How we work

1. Identifying actors, competences and initiatives
2. SUBMARINER match-making: website, newsletter, events, projects
3. Members connected to right partners - taking their idea further in joint initiatives
Blue Platform: from website to infoportal on Baltic Blue Bioeconomy

- Reports, data, guidelines, tools, training material, projects, links
- Events, Workshops & study tours
- News, opinions
- ‘Who is who’ – members, business corner
- Match-making / cooperation requests
- Training opportunities, summer schools
- Newsletter service
- Closed section for members
• Where do we stand today?
• Exchange & transfer of knowledge
  • Get new stakeholders & players on board
• Identify & discuss still open challenges?
• Where do we want to be in 2030?
• What needs to be done – and by whom?

Influence future programmes:
EUSBSR, HELCOM, INTERREG, EMFF

Motivate all stakeholders to take action:
Regions, Countries, EU, Companies, Research
Baltic Sea Region vision for 2030

A clear, consistent and harmonised regulatory framework

The BSR is a global knowledge hub for circular economy approaches

More and more marine bio-based are available on end-consumer markets..

Skilled labour is in place for all key blue industries

Commercial macroalgae & mussel cultivation ..
Wild algae removed
Water quality improved
High-value products

Effective & efficient monitoring system – also as export product

A diversified tourism industry which closely cooperates with local business & stakeholders

Digitalisation & green shipping in place

Recirculating aquaculture systems (RAS) have enabled a steep increase of farmed fish and other high-value seafood.

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Interested to join?
What can be YOUR action?
What can you contribute?

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