

Action Plan for a Sustainable Blue Economy

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Action Plan for a Sustainable Blue Economy

- Raise policy awareness for the economic benefits arising from land-sea-based embedded entrepreneurship in coastal areas
- Improve framework conditions for Blue Growth
- Input/sources
 - Desk research (adaptation of Atlantic action plan, EU legislation/strategies, good practices)
 - Experience from LSA case studies
 - Results from Multi-level Governance Agenda
 - Workshop among planners

5 Pillars of Actions

- 🌀 Ports and maritime transport
- 🌀 Sustainable tourism
- 🌀 Renewable energies
- 🌀 Blue bioeconomy
- 🌀 Provision of information and capacity building

Action Plan workshop

For pillar 3 (Blue bioeconomy) what are the needed actions?





Mentimeter



Structure (example)

Action: Create market for blue products	
Challenge: Products of the blue bioeconomy have been researched and are at stages of high technological readiness. Entrepreneurs and investors are ready to utilise these business opportunities. However, regulatory authorities often hinder or delay the process of market access.	
Recommendations: <ul style="list-style-type: none">• Increase knowledge of public authorities about products and their benefits• Improve market access• Remove regulatory obstacles for innovative products• Establish local branding	Expected benefit: <ul style="list-style-type: none">• Development of new products• Faster approval of new products• Attraction of entrepreneurs and investors• Identification with products from blue bioeconomy
Good practice/further information: <ul style="list-style-type: none">• Ten Trends for the Sustainable Bioeconomy (https://pub.norden.org/nord2020-037/nord2020-037.pdf)• GRASS project (https://www.submariner-network.eu/grass)	

General needs for action

-  Knowledge/information
-  Education/research
-  Communication
-  Cooperation



Our project homepage: www.land-sea.eu

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Thank you!