



From Blue Growth to the Sustainable Blue Economy

BLUEAIR ADRION Launch event

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The Blue Economy in the EU



All economic activities related to oceans, seas and coasts.

The blue economy covers a wide range of interlinked sectors, both established and emerging.

Table 1 EU Blue Economy established sectors, main indicators, 2018

Indicator	EU Blue Economy 2018
Turnover	€650 billion
Gross value added	€176 billion
Gross profit	€68 billion
Employment	4.5 million
Net investment in tangible goods	€6.4 billion
Net investment ratio	3.6%
Average annual salary	€24 020

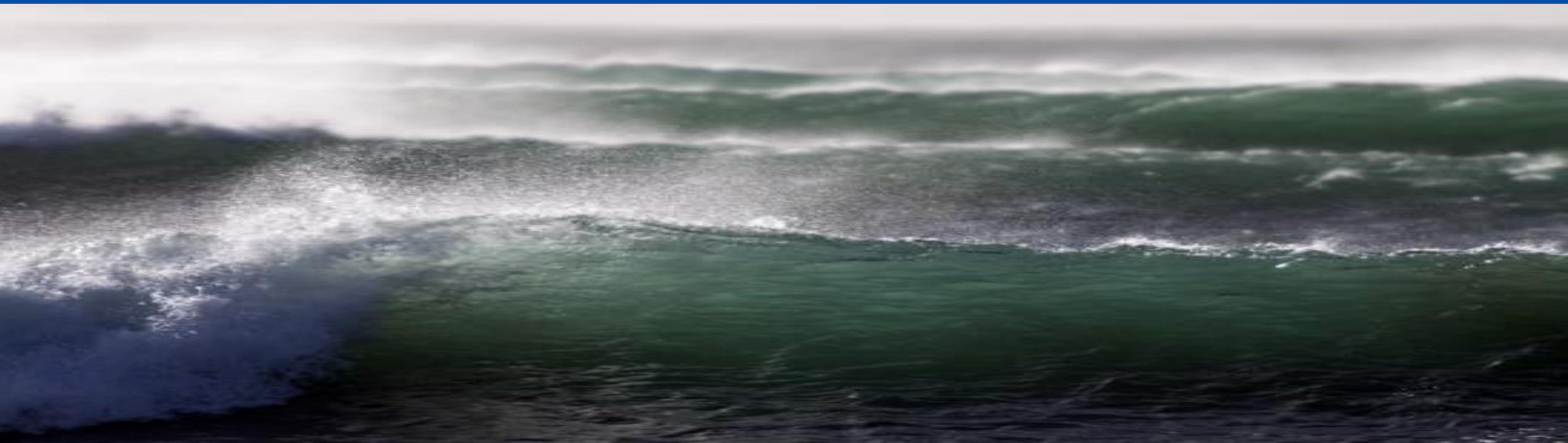


The Blue Economy in the Mediterranean

- **the largest sea basin** in terms of GVA
- **€65.5 billion** or 37% of the EU Blue Economy GVA) where 46% of the Blue Economy employment is located (**2.06 million employees**)
- **key sector : Coastal tourism** (€39 billion GVA and 1.52 million jobs) followed by Maritime transport, Living resources and Port activities (with €7 billion of GVA each).

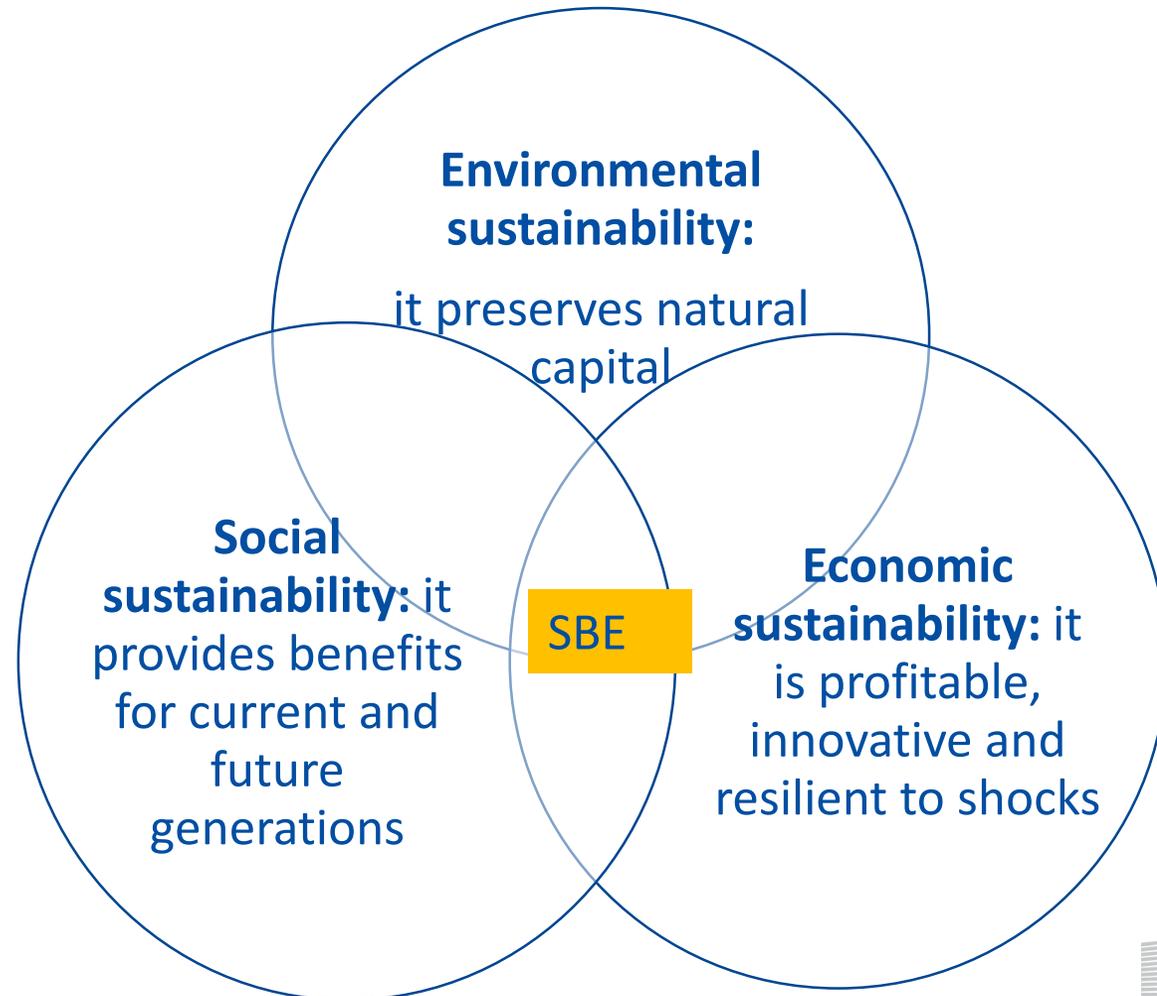


Why do we need a new approach for a sustainable blue economy in the EU?



What do we mean by sustainable blue economy?

Sustainable blue economy is at the intersection of 3 concepts:



17.5.21 COM(2021) 240: A new Approach for the Sustainable Blue Economy - A new context

1. The **2030 Agenda** and the **European Green Deal** call for a sustainable transformation of the EU's economy and the blue economy is no exception;
2. « **There is no green without blue** »: the blue economy is part of the solution; we need to look at oceans to achieve the EGD objectives;
3. Transitioning to sustainable blue economy can contribute to the **recovery** of the sectors affected by the COVID crisis and bring more resilience;
4. Such a major shift call for joint efforts **across the different blue economy sectors** and **across the EU**



Setting a coherent and coordinated vision for blue economy

- **The Communication:**
 - identifies **concrete desirable transformations** in the different sectors of the Blue economy that could guide public and private initiatives;
 - sets directions in which the Commission proposes to intensify efforts, **mobilizing all its policies and instruments**;
 - **complements the other important initiatives of the Commission** - such as the smart mobility strategy, the zero pollution action plan, the strategy for plastic and so on – by proposing a holistic approach.

Transforming blue economy value chains

Decarbonisation

- Explore the full potential of offshore renewable energy
- Transition to zero emission vessels
- Transform ports in hubs for sustainable development
- Etc...

Biodiversity and coastal resilience

- Protect and restore coastal and marine ecosystems
- Invest in nature- based solutions
- Value natural capital by promoting sustainable tourism
- Etc...

Responsible food systems

- Meet the CFP sustainability standards
- Implement the strategic aquaculture guidelines
- Invest in macro and micro algae
- Etc...

Circularity

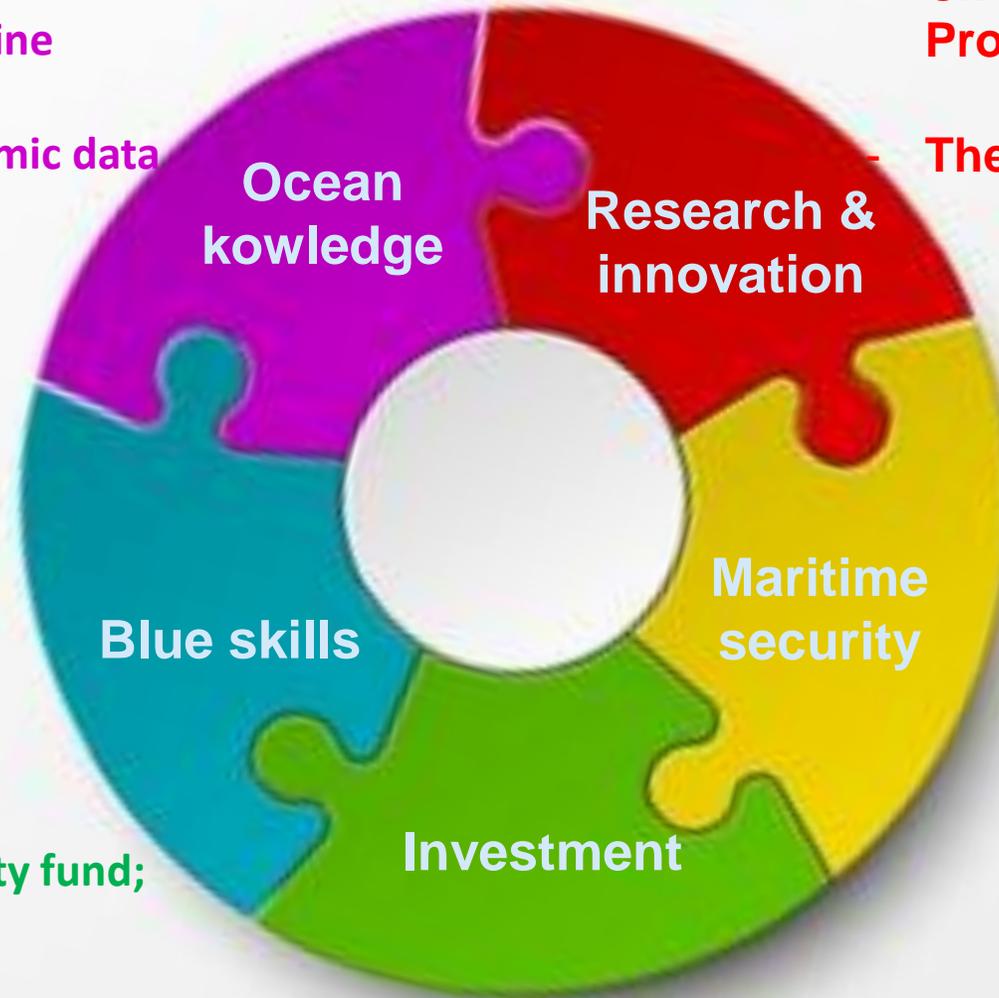
- Get rid of macro-plastics
- Invest in circular design of fishing gears
- Develop recycling facilities for ships, recreational boats, offshore platforms and wind farms
- Etc...

Setting the right conditions

- Ocean observation initiative
- Expanded Copernicus marine service
- Blue observatory on economic data

- Skills partnerships
- Dedicated calls for proposal on blue careers and women in blue economy
- Working conditions (ILO/IMO)

- Taxonomy / Sustainable Blue Economy Finance Initiative
- BlueInvest Platform and equity fund; EIB /EIF
- ESIF (incl. EMFAF) and RRF



- Horizon Europe “Restore our ocean and waters by 2030”
- European Partnership for a Climate Neutral, Sustainable and Productive Blue Economy
- The Mediterranean Lighthouse

- EU maritime security strategy
- Coastguard cooperation
- CISE operational phase

#Be Green. Go Blue!

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