



BLUE GROWTH

Boosting sustainable development of
marine and maritime economy: the case
of Adriatic-Ionian macroregion

Main workshop outcome

E. Ramieri
Thetis S.p.A.



AGENDA

PLENARY SESSION 9.30-11.00

Blue Growth Strategy: sustainable development for European Coasts and Seas (Chairing: *Thetis, Emiliano Ramieri*)

- Welcome address and introductory statements
(*Thetis, Hermes Redi*)
- The European Blue Growth Strategy
(*DG-MARE, Luca Marangoni*)
- Opportunities from Blue-Growth:
 1. Off-shore sea technologies and infrastructures
(*D'Apollonia S.p.A, Roberto Carpaneto*).
 2. Sustainable tourism in coastal and marine areas
(*CISET, Mara Manente*).
 3. Boosting marine aquaculture
(*Cà Foscari Venice University, Roberto Pastres*).
 4. Maritime transport funding opportunities
(*Rete Autostrade del Mare, Antonio Cancian*).

PLENARY SESSION 11.30-13.30

Blue Growth in the Adriatic-Ionian Region: needs and opportunities (Chairing: *Unioncamere Veneto, EU Policy Department, Francesco Pareti*)

- The EU Strategy for Seas: the Baltic experience
(*DG-REGIO, Odd Godal*)
- The EU Strategy for Adriatic-Ionian Region
(*Marche Region, Marco Bellardi*)
- Implementing EUSAIR Action Plan: Pillar 1 – Blue Growth
(*Veneto Region, Flavia Zuccon*)
- Blue Growth needs and potential in the Adriatic-Ionian Region
(*COGEA, Alvisè Bragadin*)
- Maritime clusters in Adriatic-Ionian Region
(*Ecorys, Matteo Bocci*)
- Introduction to afternoon working method
(*Thetis, Martina Bocci*)

WORKING GROUP SESSION 14.30-16.00

Blue Growth in practice

- Maritime transport clusters working group
(*coordinator Matteo Bocci; rapporteur Sebastiano Carrer*)
- Coastal tourism working group
(*coordinator Mara Manente; rapporteur Emiliano Ramieri*)
- Marine aquaculture working group
(*coordinator Roberto Pastres; rapporteur Martina Bocci*)

PLENARY SESSION 16.30-17.30

Funding Blue Growth

- Resume of working groups results
(*Thetis, Emiliano Ramieri, Martina Bocci, Sebastiano Carrer*)
- ADRION Cooperation Program for the Adriatic-Ionian Region
(*Emilia Romagna Region, Stefania Leoni*)
- Italy-Croatia CBC Program
(*Veneto Region –Managing Authority, Silvia Majer*)



- Disseminate the EU Blue Growth Strategy and EUSAIR
- Share experiences and initiatives
- Discuss and identify ideas supporting the implementation of the Blue Growth Strategy in the AI macroregion in line with EUSAIR objectives

Maritime transport

Tourism

Marine aquaculture



knowledge
for a better
environment



AQUAE VENICE 2015 EXPO

BLUE GROWTH:
boosting sustainable development
of marine and maritime economy

the case of Adriatic-Ionian Region

WORKSHOP REPORT



Two common questions

Three specific questions

Main objective: identify initiatives and new actions that can contribute to the growth and innovation of the three sectors, accordingly to the EUSAIR strategy and Action Plan



Initiatives to capitalize and PPP

Maritime transport clusters can promote the development and sharing of skills and the adoption of innovative technologies, creating synergies between public and private funding

Most relevant technological maritime clusters are located in Friuli Venezia Giulia (maritime and nautical sectors) and Sicily (commercial transport and yachting sectors) regions, whereas emerging clusters may be found in Emilia Romagna (offshore technologies) and Puglia (nautical district) regions

However, the current situation is characterized by strong fragmentation; there are neither clusters able to lead and foster growth nor a trans-sectorial synergy between clusters





Suggested actions

Aggregate Adriatic-Ionian (maritime transport) clusters in a formal trans-sectorial platform

Promote the elaboration of guidelines and tools for legislative simplification and harmonisation of procedures and operations (e.g. in ports or in transport monitoring)

Simplify funding mechanisms (the very high number of possibilities produce longer time to have access to funding and constant fragmentation of available funds)

Promote the adoption of strategic infrastructures (at small and large scales) for the development of liquefied natural gas (LNG) utilization

Promote common technologies and tools for transport monitoring and environmental management, also as drivers for innovation





Initiatives to capitalize and PPP

Tourism as part of integrated coastal development, aiming to establish connections and promote hybridization among different economic sectors (e.g. agriculture, fishery, aquaculture, food processing, etc.)

Economic, environmental and social sustainability of the tourism initiatives, including high-quality of the services offered to tourists

Clear definition of roles and responsibilities of public and private actors, since the beginning of the cooperation process and establishment of a governance mechanism enabling the concrete and efficient implementation of identified roles. This should also lead to eliminate/limit overlappings





Suggested actions

Promote experience tourism and related routes: integration of different typologies of tourism (e.g. historic, bathing, archaeological, natural, food, etc.) valorizing the specific resources of the Adriatic-Ionian territory

Develop common and shared platforms and services (e.g. smart-box) providing information to tourists to improve the tourist experience. These should include services to elaborate tailored made vacations and limit costs (e.g. facilitating reservation, payment, etc.)

Limit tourism seasonality by targeting specific tourism segments, as: students, third age, tourism for all, etc.

Develop a brand for high-quality tourism services and products of the Adriatic-Ionian Region

Develop common monitoring system to evaluate the impacts and (environment, economic and social) sustainability of the tourism in the region





Initiatives to capitalize and PPP

Relevant cooperation experiences are on-running in the Adriatic-Ionian Region; they could be extended in time and enlarged, including other actors. These are both based on projects (e.g. FISHFOREWARD on improving the image & sustainability of fish food products) and on direct cooperation among research institutions

Aquaculture would strongly benefit from the creation of a focal point at national level providing administrative and technical support to farmers

Aquaculture and fishery would benefit from the creation of a unique cluster aiming at developing the whole product supply chain in the AI region. A positive experience of clustering based on the triple helix approach (involving public actors, private actors and civil society) has been implemented in HR to enhance the competitiveness in several sectors (e.g. food production and commercialization)





Suggested actions

Diversification of marine aquaculture: (i) experimentation of introduction of new species; (ii) less impacting methods of production (e.g. polyculture); (iii) synergies with the tourism and other coastal sectors; (iv) valorisation of typical and sustainable production (e.g. extensive aquaculture = *vallicoltura*)

Innovation: (i) promote the introduction of sensors and ICT for remote continuous monitoring of water quality and farmed organisms quality; (ii) invest in genetic selection of farmed organisms

Education: (i) no-stop education and training programs for farmers also through ICT services; (ii) consumers taste education; (iii) cross-sector education programs, like for example cooking + aquaculture, tourism + aquaculture, culture + aquaculture

Promotion of the establishment of Allocated Zones for Aquaculture (AZA) through MSP process





For more information: bluegrowth@thetis.it