



Ensuring sustainable Blue Growth: opportunities and challenges of ocean literacy for policy makers

December 6th 14-15 CET

Webinar focused around the following 3 questions:

1. **How is the blue economy progressing in the EU?**
2. **Development of new activities is slow in some sectors. How to unlock blue growth opportunities? How can literacy help – and support sustainability?**
3. **What are the challenges/solutions in effective Ocean Literacy for policy makers?**

Speakers brought examples from 4 different perspectives:



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1. Blue economy is the 7th economy in the world. Although traditional activities such as fishing and shipbuilding still employ over 5 million people, the fastest growth is in emerging new sectors, such as offshore renewable energy, coastal protection, aquaculture and marine biotechnology. The emerging sectors help to meet EU goals such as emissions reduction, circular economy, energy transition and food security. New opportunities come from key enabling technologies including imaging and sensors, advanced materials, autonomous systems, artificial intelligence, robotics, subsea engineering.
2. We need to **change the narrative to focus on the sustainability of emerging blue growth sectors enhancing smart ocean resources utilization:** Support responsible use of marine resources and protection of the ocean at local/regional economy levels
3. How to use the resources? We need to move away from **being sector specific** to include **all sectors and being trans-sectoral**, as blue economy does not concern only the ocean – but many **land based sectors**. Thus, we need to **change the narrative to re-write the story together with ALL sectors** to show that clean and healthy oceans are a pre-requisite to our

money (for example, decarbonization strategy of Europe – basis of Blue economy to cover all sectors of economy)

4. We need to work with sectors and coastal communities, mainly at local / regional levels
5. How ocean knowledge can support the development of Blue economy? The ocean literacy has its place on this development, raising public awareness as well as policy-maker's perception of the benefits derived from smart ocean resources uses.
6. Also need to work on **how to use the resources together with many economic activities / by many sectors** (example of MSP) taking into consideration cumulative impacts at specific sites.

For this we identified the following needs :

-Develop **coordination and dialogue of many economic actors (industries, NGOs and policy makers)** at different levels;

-Need to target different sectors with different and specific messages ;

- Raise public awareness about the trans-sectoral benefits and environmental interactions

-Practice and communicate about cumulative impacts and Integrated ocean management, for example MSP gives an opportunity to bring many sectors into the picture ;

-Use common platforms – for example Common knowledge foundation (Norway) and /or European MSP Platform ;

-Challenge: development of ~~a large scale~~ successful stories and capacity building;

-Need **knowledge about social processes, legal issues to facilitate social licence to operate** for industries.