

Developing
an **Implementation
Strategy** for the

Sustainable Blue Growth Agenda for the BSR

The Sustainable Blue Growth Agenda for the Baltic Sea Region, adopted by the European Commission in 2014, highlights the **extraordinary potential for developing the maritime economy in the Baltic Sea Region (BSR)**.

A **hotbed for innovation and competitiveness**, the BSR also features a **strong tradition of transnational cooperation** for working with and for a healthy Baltic Sea. In order to harness these unique characteristics, the Commission is now taking the development of the Baltic Blue Growth Agenda one step further.

With this initiative the Commission organises a **multi-sectoral stakeholder dialogue** to discuss and identify in greater depth the processes to realise the **Baltic Blue Growth Agenda**.

The aim is to push the boundaries of strategic transnational cooperation for the maritime economy in the BSR and to **kick-start the implementation of its Baltic Blue Growth Agenda** by raising mutual understanding, creating ownership and stimulating the systematic interplay between the various actors throughout the region.

Focus will initially be on the following mix of high-potential and emerging areas. Their selection does not mean that others are considered less important (e.g. ocean energy or fisheries) and may be taken up in future steps:

- **Blue Bio-economy**,
- **Shipping** (short sea, shipbuilding, maritime technologies, satellite, big data),
- **Environmental & Monitoring Technology**,
- **Tourism & Maritime Experience Industry**.

The **implementation strategy** will comprise a **vision 2030**, lay out strategic **transformation maps** that identify the necessary transformative steps and structures and highlight **priority actions** targeting all relevant stakeholders in the BSR (e.g. industry, regions, research, clusters, projects, EUSBSR). It will be based on a multi-sector and cross-Baltic approach to innovation and sustainability and take due regard of the most urgent **industry challenges** and **entrepreneurial opportunities** throughout the region.

Starting in September 2016 and running for the next 10 months, the process will follow a step-by-step approach with various formats of involving and reaching out to stakeholders:



1

Desk research will provide an initial overview of existing actors, projects and initiatives to identify the most important development trends and action gaps in each of the chosen opportunity areas.



2

Surveys will be carried out to verify and complement the desk research. The surveys will be open to all stakeholders.



3

Interviews will be held with selected stakeholders to gain deepened insight on priorities and possible actors.



4

Scoping papers will be developed for each of the four opportunity areas to capture the results of the three previous steps and identify the most important development fields that have the biggest potential for sustainable growth.



5

Four interactive discussion workshops will be held to discuss and agree on the identified entrepreneurial opportunities, industry challenges and to explore the necessary transformative steps and structures as to finalise the strategic transformation maps for each of the chosen opportunity areas.



6

The implementation strategy will be published, outlining possible activities, projects and interventions for the above-mentioned areas.

The initiative builds on existing work within the framework of the BSR cooperation and will be coordinated with the relevant EUSBSR governance structures.

A **first interactive workshop**, "Blue growth agenda for the Baltic Sea – concrete actions", will be held by the European Commission's Directorate-General for Maritime Affairs and Fisheries (DG MARE) at the **7th Strategy Forum of the EUSBSR in Stockholm**, 9th Nov 2016 in cooperation with CPMR's Baltic Sea Commission to inform and receive feedback from stakeholders on the interim results of the first steps of this initiative.

Want to learn more and get involved?

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