

**3<sup>rd</sup> ATLANTIC STAKEHOLDER PLATFORM CONFERENCE  
PROMOTING ENTREPRENEURSHIP AND INNOVATION IN THE ATLANTIC AREA  
27 SEPTEMBER 2016 – DUBLIN, IRELAND**

**DRAFT PROGRAMME 22/08/2016**

**Conference moderated by Karen Coleman**

**09.00-09.30 - Welcome addresses**

- Brendan Carr, Lord Mayor of Dublin
- Karmenu Vella, Commissioner for Environment, Maritime Affairs and Fisheries, European Commission
- Deirdre Clune, Member of the European Parliament
- Michael Creed, Government of Ireland - Minister for Agriculture, Food and the Marine

**09.30-10.15 - Atlantic Project Award Ceremony**

**10.15-10.45 - Cooperation and funding opportunities in the Atlantic Area**

- Vicente Rodriguez Saez, Directorate-General for Regional and Urban Policy, European Commission
- Alexandros Chloros, Support Team for the Atlantic Action Plan, networking and matchmaking possibilities

**10.45-11.15 - Coffee Break, matchmaking and exhibition stands**

**11.15-12.45 - Plenary opening session - Promoting entrepreneurship and innovation in the Atlantic Area: from Atlantic policy objectives to best practices**

*How do policies support innovation and entrepreneurship in the Atlantic Area?*

- Peter Joyce, UK Department for Business Innovation and Skills
- Jorge García Reig, Subdirector General of the Territorial Planning and Community Programmes Evaluation in the Spanish Ministry of the Finance and Public Administrations.

*Illustration of best practices based on concrete stories from successful entrepreneurs/innovators in the Atlantic area:*

- Paul Mullins, Brandon Products Ltd: “Marine Biostimulants in the Circular Economy”
- John Daly, Principle of Sláinte Ól Teo: case study on the Functional Drink ('Liquid')
- Joe Greaney, Director of WestBIC, Ireland and President Emeritus of EBN (European Business and Innovation Centre Network): Applied Innovation supports in place to bring creativity to Market

*Demonstration of how particular maritime and fisheries transnational networks/clusters promoting entrepreneurship and innovation have developed best practices*

- Nuno Almeida, CCDRN- Norte Portugal Regional Coordination and Development Commission

*International dimension of Innovation in the Atlantic area*

Update on Galway statement implementation - state of play, synergy with the Atlantic Strategy

- Jacques Fuchs, Directorate-General for Research and Innovation, European Commission

ATLAS project – A trans-Atlantic assessment and deep-sea ecosystem-based spatial management plan for Europe

- Antony Grehan, National University of Ireland Galway
- David Murphy, Aqua TT

**12.45-14.00 - Lunch, matchmaking and exhibition stands**

**14.00-15.15 - First round of four parallel workshop sessions**

**Workshop 1A: Marine test sites and demonstration areas: hubs to drive Blue Technologies into the market place**

**Organiser:** The Oceanic Platform of the Canary Islands

**Summary:** Emerging economic activities covered within the Blue Growth strategy, such as blue biotechnology, new marine sensing technologies, autonomous vehicles and other maritime robotic technologies, offshore aquaculture and ocean renewable energies, represent key areas to develop innovative technologies and services to compete in global markets. However, products in these sectors are not being introduced fast enough to the marketplace primarily due to technical and financial barriers for sea conditions' testing.

This specialised workshop has been designed to provide a match-making opportunity and an experience and best practice exchange framework among relevant stakeholders and experts of the North East Atlantic Regions. The aim is to highlight this challenge and propose short-, mid- and long-term solutions to speed up the introduction of these new technologies in the market.

**Moderator:** Joaquín Hernández-Brito, Plocan

**Speakers:**

- Matthew Finn, European Marine Energy Centre (EMEC)
- Miguel Lopes, Wave Energy Centre (WaVEC)
- John Breslin, SmartBay Irelands

**Workshop 1B: Supporting implementation of maritime spatial planning in the Celtic seas (SIMCelt): exploring entrepreneurship and innovation opportunities**

**Organiser:** SIMCelt (University of Liverpool)

**Summary:** The workshop connects with the Atlantic Area ambitions to create sustainable growth in coastal and marine regions and drive forward the "blue economy" while preserving the environmental and ecological stability of the Atlantic Ocean. It aims to:

- Provide interactive participation with an inspiring new method of stakeholder engagement related to Maritime Spatial Planning (the MSP Challenge board game – see (<http://www.mspchallenge.info/short-sea-shipping-edition-2016.html>))
- Facilitate discussion of MSP for providing opportunities for related entrepreneurship and innovation, including the potential for associated AAP-related projects.
- Introduce the SIMCelt project as a practical example of transnational working on MSP that connects to the Atlantic Action Plan.

**Moderator:** Sue Kidd, SIMCelt (University of Liverpool)

**Speakers:**

- Lodewijk Abspoel, Dutch Ministry of Infrastructure and Environment
- Igor Mayer, Breda, University of Applied Sciences in the Netherlands
- Rhona Fairgrieve, Scottish Coastal Forum

**Workshop 1C: Bridging skills gaps in the Maritime Sector: how to adapt maritime training to the industry's needs?**

**Organiser:** CPMR Atlantic Arc Commission

**Summary:** As an emerging sector, the Marine Renewable Energy industry needs and will need more workers with new specific skills. Technological innovation does not always go hand in hand with training innovation. Links between training providers and industry are currently fragmented which poses a risk that future graduates will not receive training adapted to their future employers' needs.

The aim of the workshop is to better understand what is needed from the industry sector, how training centres/universities evolve to match these needs and to what extent do regional authorities support these training programmes to create non-relocatable workforce in their Regions. Proposals to bridge this skills' gap will be presented and recommendations on how to improve engagement between industry and academia, with the support of maritime clusters and regional authorities will be discussed.

**Moderator:** Pauline Caumont, CPMR Atlantic Arc Commission

**Speakers:**

- Sébastien Pilard, Regional Council of Pays de la Loire Region
- Cormac Gebruers, Halpin Centre for Research and Innovation at National Maritime College of Cork (NMCI)
- António Sarmiento, Wave Energy Center (WavEC)

**Workshop 1.D - Bluelabs.I/O – developing a collaborative open innovation network for the Atlantic blue economy**

**Organiser:** Vertigolab

**Summary:** Open innovation, local development and European networking can be drivers of change for European fisheries and aquaculture professionals. The project proposal Bluelabs.I/O combines these principles in an innovative approach for the development of services and applications addressing the challenges of maritime professionals, in particular the fisheries sector. Based on the experience of hack-a-thons, the Bluelabs.I/O project proposal intends to demonstrate the added value of connecting and integrating "BlueHacks", open innovation events at the Atlantic basin level organized by teams of researchers, fisheries professionals, students and non-

institutional actors of the open-innovation such as FABLABs & Makerspaces. The Bluelabs.I/O workshop organised by the Vertigolab think&do tank and delivered by experts involved in various domains, will explore opportunities and existing cases of open and participative innovation applied to the fisheries sector.

**Moderator:** Serge Gomes da Silva, Vertigolab

**Speakers:**

- Rui Campos, INESC TEC
- Dan Watson, Satellite Applications Catapult

**15.15-15.30 - Break, matchmaking and exhibition stands**

**15.30-16.45 - Second round of four parallel workshop sessions**

**Workshop 2A: Can combining Blue Sectors in multiple-use of space or multi-purpose platforms produce viable business cases: Case study analysis using Maribe H2020 projects**

**Organiser:** Maribe

**Summary:** The workshop will focus on the debate of efficient use of the ocean spaces. The workshop will explore whether the concept of combining Blue Growth sectors is truly viable. What are the barriers facing the combinations? Technical, economic, environmental and risk barriers will be further discussed. Respective case studies from Maribe projects will be presented. The workshop aims to gather feedback from a wide audience relevant to the Atlantic Action Plan and formulate advice to key stakeholders such as companies, investors and EU policy entities.

**Moderator:** Gordon Dalton, Maribe

**Speakers:**

- Mike Blanch BEng (Hons), BVG Associates
- Dimitrios Pletsas, Swansea University

**Workshop 2B: Strengthening Atlantic competitiveness: the opportunity of a Maritime Entrepreneurship Ecosystem Project**

**Organiser:** University of Cádiz

**Summary:** The maritime world in 2030 will be a connected and digital one, bringing closer integration between people and software and hardware, in such a manner that could transform the way they operate. In this new reality, the early identification of emerging technologies that will have significant value and impact on the commercial shipping, naval, and ocean space sectors will benefit policy- and decision-makers, enabling them to make the right investment decision at the right time.

The workshop will discuss the experience in driving a Maritime Entrepreneurship Ecosystem of the University of Cádiz, Business Angels Network "Océano Azul", FuVeX and the University of Algarve. The aim is to strengthen the maritime start-up community by fostering relationships among academia, entrepreneurs and potential investors in the Atlantic Area. It will bring knowledge, methodology and experience in the different fields of a new maritime entrepreneurship ecosystem: promoting the entrepreneurial spirit and assisting maritime

entrepreneurs to develop every aspect of their business plan. For a maritime start-up, each step should be as simple as possible and require the minimum investment possible.

**Moderator:** Luis Benito, Lloyd's Register Marine Marketing

**Speakers:**

- Alejandra Brome, University of Cádiz
- Jesús Querol, Business Angels Network “Océano Azul”
- Carlos Matilla, FuVeX
- Hugo Barros, Division of Entrepreneurship and Technology Transfer (CRIA), University of Algarve

### Workshop 2C: Resilient coastal communities and efficiently managed harbour inlet areas

**Organiser:** Instituto Hidrográfico

**Summary:** All countries constantly lose territory, infrastructures and, not infrequently, human lives in littoral areas. Creating a more predictable and sustainable littoral is, therefore, a common challenge among the countries along the Atlantic area. Improving the decisions of harbour and coastal authorities requires dedicated predictive services supported by nearshore hydro-morphological products for all space and time scales of observation.

The workshop will consider the use of:

- new remote sensing sensors on board satellites as well as Unmanned Aerial Systems (UAS) to obtain topo-bathymetric estimates even under rough weather conditions;
- new concepts on video surveillance to complement the topo-bathymetric estimates; and
- a monitoring system of the littoral area integrating different instruments capable of obtaining environmental data under energetic wave conditions.

The workshop specifically seeks to be a forum of discussion of:

- instruments required to improve the resilience of coastal communities to natural disasters, and
- economically affordable predictive management tools for harbour authorities.

**Moderator:** António Jorge da Silva, Instituto Hidrográfico

**Speakers:**

- Paulo Baptista, University of Aveiro
- Michael Kennelly, Shannon Foynes Port Company (SFPC)
- François-Régis Martin-Lauzer, ACRI-HE

### Workshop 2D: Open data for Blue Growth in the Atlantic area

**Organiser:** European Marine Observation and Data Network (EMODnet)

**Summary:** Data from the marine and coastal environment are a valuable asset and provide the basis for creation of Marine Knowledge. Better quality and more easily accessible data are prerequisites for innovation and further sustainable economic development in the Atlantic area.

The workshop will consider progress, challenges and opportunities associated with current efforts to streamline the marine knowledge value chain: from observation and collection of marine and coastal data to information, products and services for intermediate and end-users. The aim is to discuss with the conference audience, in

particular maritime industry stakeholders, the opportunities and challenges associated with open sharing of data, as well as the subsequent development of marine data products and services for users, to promote and implement the Marine Knowledge 2020 strategy in the Atlantic area.

To this end, the workshop will share results and experiences from maritime clusters, the EMODnet Atlantic Checkpoint and the transatlantic seabed mapping collaborations in the framework of the Atlantic Ocean Research Alliance (AORAC).

**Moderators:**

- Iain Shepherd, Directorate-General for Maritime Affairs and Fisheries
- Jan-Bart Calewaert, European Marine Observation and Data Network (EMODnet)

**Speakers:**

- Jacques Populus, Ifremer
- Jonathan Williams, Marine South East
- Thomas Furey, Marine Institute (tbc)
- Philippe Craneguy, Actimar
- John Breslin, SmartBay (tbc)

**16.45-17.30 - Coffee Break, matchmaking and exhibition stands**

**17.30-18.15 - Plenary closing session**

17.30-17.45 - Atlantic City of the Year Award

17.45-18.00 - Presentation of workshop sessions outcomes

18.00-18.15 – Closing words

- Felix Leinemann, Directorate-General for Maritime Affairs and Fisheries, European Commission
- Marcella Smyth, Irish President of the Atlantic Strategy Group

**18.15 -19.00 Cocktail reception**