



Smart Specialisation for Sustainable Blue Economy Brokerage Event- Focus on Coastal and Maritime Tourism

15th June 2022

Clarion Hotel Sea U

Kungsgatan 1, 252 21 Helsingborg Sweden and online

Overall framework

In May 2021 the Communication on Sustainable Blue Economy (SBE) was adopted as integral part of the European Green Deal.

DG MARE has identified **Smart specialisation strategies (S3) as a key tool to implement the Communication.**

In fact S3 represent a key opportunity, not only to prioritise regional research and innovation investments in blue economy sectors, but also to promote interregional partnerships and blue economy value chains across borders.

Accordingly, **DG MARE in cooperation with DG REGIO, is setting up the S3 thematic platform for sustainable blue economy to support interregional partnerships and value chains** thus facilitating the cooperation among blue economy 4 helix stakeholders.

Main objective

S3 are a useful tool to support transition towards a sustainable blue economy by creating the necessary innovation ecosystems in Member States and Regions while promoting investments that boost the competitiveness of blue economy sectors.

DG MARE, in cooperation with the Conference of Peripheral Maritime Regions (CPMR) and Region Skåne is organising **a dedicated brokerage session** to promote towards **coastal and maritime tourism stakeholders** the potentialities of S3 interregional partnerships, in particular in the framework of the I3 instrument and the currently open calls.

Specific objectives

In addition to the information about the opportunities offered by the I3 instrument and the importance to develop blue economy interregional value chains, the event will support matchmaking activities in order to:

- facilitate **coastal and maritime tourism complementarities and synergies** in terms of interregional value chains/partnerships
- support **exchange of potential partnership ideas** and manifestation of interest
- share **best practices and lesson learned on S3** interregional partnerships set up and implementation

Target participants

The brokerage session welcomes the participation of the actors that are part of the smart specialisation 4 helix stakeholders' matrix: regional and national authorities, SMEs/start-ups/industry, clusters/business hubs, universities and research institutes, innovation and technological transfer entities, experts on technological transfer/internationalization and scale-up.



DRAFT AGENDA (as of 1.6.2022)

- 14:30 - 14:50 **Welcome and short introduction on the objectives of the event**
Annika ANNERBY JANSSON, Honorary President of CPMR – President, Skåne Regional Council (Sweden)
Jesper SKALBERG KARLSSON, Vice Mayor of Gotland (tbc)
Eleni HATZIYANNI, Policy Officer - DG Maritime Affairs and Fisheries, European Commission

Warm up - Building on Experience

- 14:50–15:00 **The EU strategy for more growth and jobs in coastal and maritime tourism**
Linus VOSKARIDES, Policy Officer - DG Maritime Affairs and Fisheries, European Commission
- 15:00–15:50 **Best practices and lessons learnt from the 2014-2020 Interregional partnerships on S3**
Debate/reactions

Brokerage session

(moderated by Giuseppe SCIACCA, Director for Maritime Affairs and Climate-CPMR)

- 15:50-16:00 **I3 instrument and next calls for Interregional S3 cooperation.** Synergies and complementarities with BlueInvest, EMFAF and EU Horizon Mission 'Restore our Ocean and Waters by 2030' (DG MARE, speaker tbc)
- 16:00-16:10 Short presentation of the session - **how an interregional partnership coastal and maritime tourism could look like**
Eleni HATZIYANNI, Policy Officer - DG Maritime Affairs and Fisheries, European Commission
- 16:10 -16:50 **1st round of open discussion** to express interest for active engagement in potential interregional partnerships on coastal and maritime tourism
- 16:50 -17:05 Coffee Break
- 17:05-17:50 **2nd round of open discussion** to express interest for active engagement in potential interregional partnerships on coastal maritime tourism

Wrapping-up

- 17:50-18:00 **Main outcomes and conclusions**
Giuseppe SCIACCA, Director for Maritime Affairs and Climate-CPMR
Eleni HATZIYANNI, Policy Officer - DG Maritime Affairs and Fisheries, European Commission
Annika ANNERBY JANSSON, Honorary President of CPMR – President, Skåne Regional Council (Sweden)
- 19.30 (time tbc) **Welcome reception hosted by Skåne Region**