Blue Economy
Project founded by the MAVA foundation

Overall project presentation
Jean-Pierre Giraud

1st Advisory Board Meeting
Sophia-Antipolis 7-8 July 2015
Project “A blue economy for a healthy Mediterranean”

- 18th Months project (from June 2015)
- 3 components shared between 3 MAP/RACs: CP/RAC, PAP/RAC and Plan Bleu
- Coordination by Plan Bleu

- Funded by the Foundation MAVA
- Budget 479 keuros inc 381 keuros from MAVA
Context / BC Governance processes

- MSSD 2.0
- ICZM protocol
- ECAP
- SCP Action Plan
- Regional Climate Change Adaptation Framework
- …
Summary: A blue economy for a healthy Mediterranean

“Measuring, Monitoring and Promoting an environmentally sustainable economy in the Mediterranean region”

This project will

- develop and present concrete arguments to promote *Blue Economy* strategy

- create a stronger institutional framework by including the recommendations into key regional agreements, and most especially the Barcelona Convention.
Aims and Objectives

to identify indicators, select tools and recommend policies to promote the "blue economy"

Main objectives:

1. to define a vision and a definition of the sustainable economy in the Mediterranean region based on healthy environmental eco-systems that is shared and acknowledged by all relevant Mediterranean stakeholders;

2. to integrate the tools and measures defined by the “blue economy vision” within four main on-going regional processes contributing to the identification of measures and objectives for sustainable development in the Mediterranean: MSSD review, ECAP, Mediterranean SCP Action Plan and ICZM Protocol
Introducing Blue Economy in the Mediterranean

1. DEFINE & MONITOR:
- Map stakeholders and Establish advisory board
- Define Blue Economy (Scoping study)
- Full study on policies and indicators for Blue economy
- Establish Sustainability dashboard

2. SUPPORT THE IMPLEMENTATION:
- Exhibition on promising cases to scale up at the international summit
- Workshops for connecting and discussing challenges and opportunities

3. PROMOTE & MAINSTREAM:
- Presentations of First draft (Regional conference), in parallel fora & Side events (consultation process), of the final study (regional conference), of final study and submission to the MCSD
- Meetings with BC governance processes within their consultation processes and with other multilateral initiatives within their consultation processes

Conceptual Model: 3 components
Objective 1: Define and Monitor
Coordinator: Plan Bleu
With SCP/RAC and PAP/RAC Contribution

Objective 2: Support the implementation
Coordinator: SCP/RAC
with Plan Bleu and PAP/RAC Contribution

Objective 3: Mainstream/Promote
Coordinator: PAP/RAC with Plan Bleu and SCP/RAC contribution
OBJECTIVE 1. DEFINE AND MONITOR THE ENVIRONMENTALLY SUSTAINABLE ECONOMY (Plan Bleu)

Result 1.1: Creation and “dynamization” of the “strategic” advisory board and institutional partnerships.
- 1.1.1 Stakeholders mapping
- 1.1.2 Meetings of advisory board

Result 1.2: Study on the development of an “environmentally sustainable economy” in the Mediterranean.
- 1.2.1 Scoping study
- 1.2.2 Full study
- 1.2.3 Modelization of a Mediterranean sustainability dashboard
OBJECTIVE 2. SUPPORT THE IMPLEMENTATION OF AN ENVIRONMENTALLY SUSTAINABLE ECONOMY. (SCP/RAC)

Result 2.1: INSPIRE: Exhibition on promising cases to scale up at the international summit.
- 2.1.1 Concept design and development of the exhibition with eco and social innovation cases
- 2.1.2 Set-up and management of the exhibition

Result 2.2: EXCHANGE: Workshops for connecting and discussing challenges and opportunities.
- 2.2.1 Preparation of workshops on eco and social innovations
- 2.2.2 Preparation of summary reports on challenges and opportunities
OBJECTIVE 3. PROMOTE AND MAINSTREAM AN ENVIRONMENTALLY SUSTAINABLE ECONOMY. (PAP/RAC)

Result 3.1: Interaction and commitment with key regional stakeholders.
- 3.1.1 Organization of Regional conferences
- 3.1.2 Participation to regional conferences and organization of side events

Result 3.2: Communication to policy and decision makers.
- 3.2.1 Development of other communication material
- 3.2.2 Integration to existing on-line platforms

Result 3.3: Influence multilateral agreements and international initiatives.
- 3.3.1 Advocacy and follow up on Barcelona Convention
- 3.3.2 Advocacy and follow up on other multilateral initiatives
## Calendar: 18 months

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**Plan Bleu**