



# *Blue Economy*

Project founded by the  
MAVA foundation

## *Overall project presentation*

Jean -Pierre Giraud



### 1<sup>st</sup> Advisory Board Meeting

Sophia-Antipolis 7-8 July 2015

# Project “A blue economy for a healthy Mediterranean”

- 18<sup>th</sup> 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 MAVVA
- Budget 479 keuros inc 381 keuros from MAVVA

# 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.

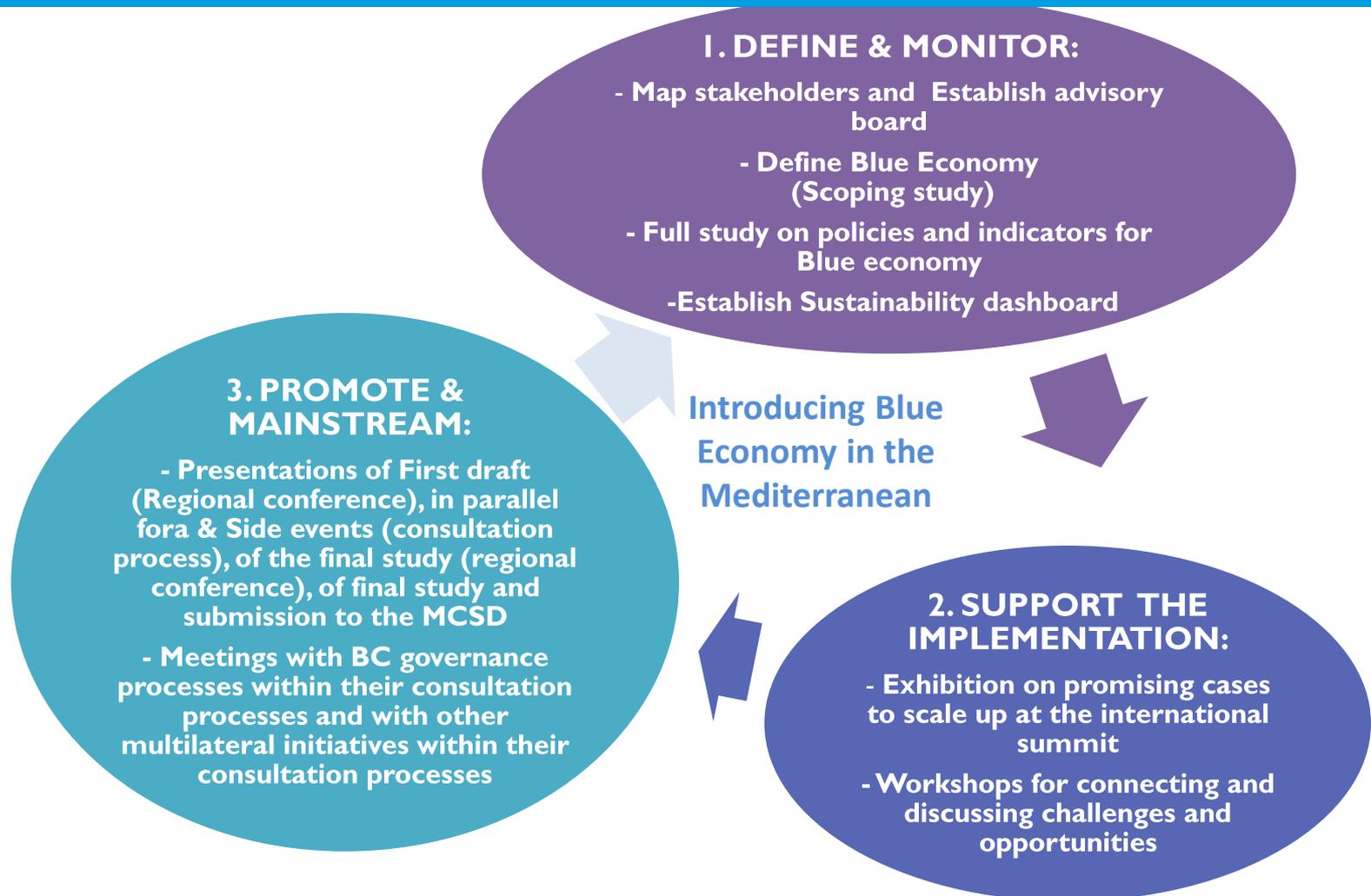
# Aims and Objectives

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

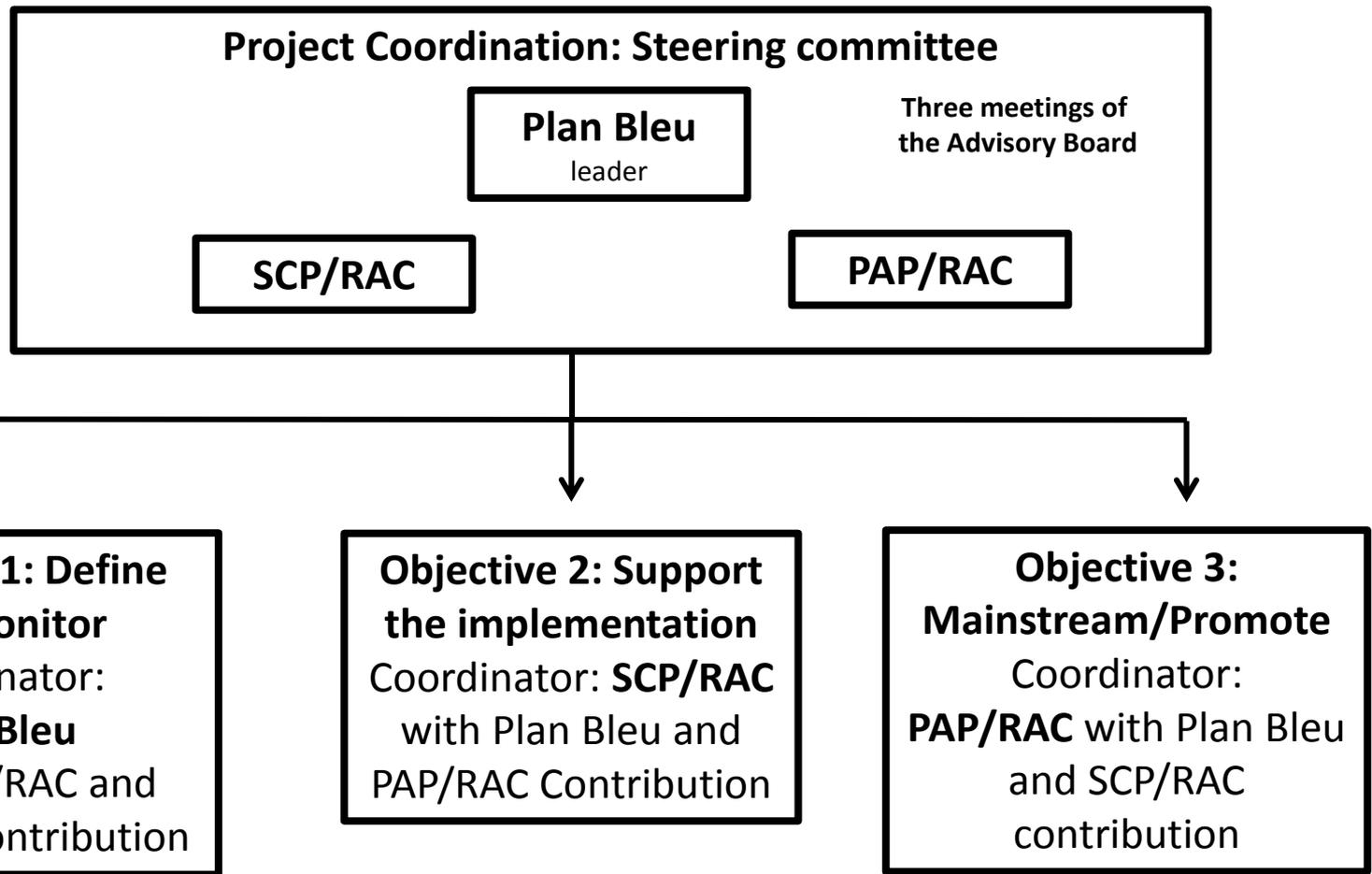
## **Main objectives:**

1. to define a vision and a definition of the sustainable economy in the Mediterranean region based on healthy environmental ecosystems 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

# Conceptual Model : 3 components



# Organigram



# **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.**

- I.1.1 Stakeholders mapping
- I.1.2 Meetings of advisory board

**Result 1.2: Study on the development of an “environmentally sustainable economy” in the Mediterranean.**

- I.2.1 Scoping study
- I.2.2 Full study
- I.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

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18
	juin-15	juil-15	août-15	sept-15	oct-15	nov-15	déc-15	janv-16	févr-16	mars-16	avr-16	mai-16	juin-16	juil-16	août-16	sept-16	oct-16	nov-16
Stakeholders mapping (1.1.1), Scoping study (1.2.1) and creation of the advisory board (1.1.2) (MAB : meeting of the Advisory Board)		MAB						MAB					MAB					
Full study (1.2.2)																		
Modelization of a Mediterranean sustainability dashboard (1.2.3)																		
Exhibition on promising cases to scale up at the international summit : Concept design (2.1.1)																		
Set-up and management of the exhibition (2.1.2)																		
Preparation of workshops on eco and social innovations (2.2.1) and Preparation of summary reports on challenges and opportunities (2.2.2)																		
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