

Plan Bleu pour l'environnement et le développement en Méditerranée



# *Blue Economy*

Project founded by the  
MAVA foundation



# *Blue Economy concepts*

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for Sustainable Consumption  
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**1<sup>st</sup> Advisory Board  
Meeting**

Sophia-Antipolis 7-8 July 2015

# Objective of the session and plan

## Objective

**“The first meeting of the advisory board will specially work on a definition of Blue Economy for the Mediterranean region”**

## Plan

- I. Existing definitions & visions related to Blue Economy / Blue Growth**
- II. Plan Bleu’s definition & vision submitted to the advisory board**
- III. The scope**

# I - Some useful concepts and definition

I- [Gunter Pauli](http://www.consoglobe.com/economie-bleue-pour-voir-la-vie-en-vert-cg): (Belgian entrepreneur) <http://www.consoglobe.com/economie-bleue-pour-voir-la-vie-en-vert-cg>

## Definition

- The “blue” colour refers to what surrounds us: the sky, the earth, oceans...
- It is the ability to have effective results, always and where everyone contributes according to his abilities
- The blue economy (or circular economy principal) is a sustainable "business model" with :
  - ✓ higher incomes,
  - ✓ better benefits / value,
  - ✓ more jobs opportunities (Blue Economy can create 100 million employments in 10 years)

## Added value of “blue economy” according to him

- The blue economy goes beyond the green economy, it can & **has to be based on ecosystem**. Ecosystems can inspire us to develop technologies
- Concept of “**up-cycling**” (make things always better) rather than only “**recycling**”

# I - Some useful concepts and definition

## 2- The Paris Declaration, COP17 of the BC, 2012

- the Mediterranean region is particularly concerned by the issues of the Green Economy
- **A "blue" economy is a version of the Green Economy that is applied to seas and oceans.**

5 sectors with particular interest for the Mediterranean

# Some useful concepts and definition

## 3- [Blue Economy Concept Paper](#) (UN) « **The Blue Economy is a Framework for Sustainable Development**”

- The **Blue Economy** has the **same outcome as the Rio +20 Green Economy** initiative namely: *“improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities”* (UNEP 2013) and it endorses the same principles of low carbon, resource efficiency and social inclusion.
- The **Blue Economy** conceptualises **oceans as “Development Spaces”** where spatial planning integrates conservation, sustainable use, oil and mineral extraction, bioprospecting, sustainable energy production and marine transport.
- At the core of the Blue Economy concept is the **“de-coupling” of socioeconomic development from environmental degradation.**
- To achieve this, the Blue Economy approach is founded upon **the assessment and incorporation of the real value of the natural (blue) capital into all aspects of economic activity**
- **7 Issues AND 5 Opportunities are considered**

# Some useful concepts and definition

## 4- Blue Growth (CE, Maritime affairs)

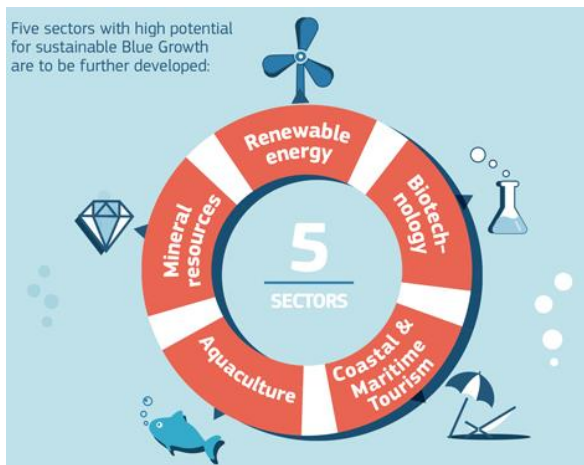
- An EU strategy for Blue Growth in the Mediterranean Sea is setting up in order **to ensure tailor-made measures and to foster cooperation between countries.**

“Blue Growth is the **long term strategy to support sustainable growth in the marine and maritime sectors** as a whole.

**Seas and oceans are drivers for the European economy** and have great potential for **innovation and growth.**

Blue growth is the maritime contribution to achieving the **goals of the Europe 2020 strategy for smart, sustainable and inclusive growth.**”

- One figure :The 'blue' economy represents roughly 5.4 million jobs and generates a gross added value of almost 500 billion € a year in EU.



- The strategy concerns 5 sectors that have a high potential for sustainable jobs and growth



# II - A concrete proposal for the project

## → Context

Project document definition: **A “blue economy” is defined as a sustainable economy in the Mediterranean, valuing and protecting healthy environmental ecosystems.**

During the validation phase of the project, it has been decided to detailed the definition and to : **"be careful to focus the study not only on environmental aspects "**

## → Plan Bleu’s proposal

- Combined existing concepts (presented above) to agree on a common definition to guide our activities
- Tackled issues will be linked to existing Mediterranean policies, protocols,...

The objective of these considerations is to allow us a more robust and easy monitoring.

## → Example to focus on :

**Sectors :** (1) coastal tourism, (2) coastal & artisanal fisheries, (3) coastal renewable energy, (4) port and maritime transport

We propose to focus on specific issues and concrete actions.

## III - Scope

- Will be detailed in the “scoping study” (geographical, sectors, ...)
- But we propose to focus on Marine and coastal regions and ecosystems, with some adaptation to the issue tackled (*example Coastal Hydrological basins for water and land based pollution issues*)
- Synergy with existing “visions” :
  - EcAp
  - MSSD (Obj 5 : [Transition towards a green and blue economy](#))
  - SCP Action Plan
  - PAP RAC Action Plan for the implementation of the ICZM protocol



# Scope - The UNEP/MAP MID-TERM STRATEGY 2016-2021

## ➤ UNEP MAP's vision:

*“A healthy Mediterranean with marine and coastal ecosystems that are productive and biologically diverse, contributing to sustainable development for the benefit of present and future generations”.*

- Under “Biodiversity and Ecosystems” section, one of the strategic objectives is: **“To promote Coastal and Marine Protected Areas as a contribution to Blue Economy”.**

# Scope - UfM roadmap for Blue Investment and Jobs in the Mediterranean

[UfM Stakeholders' Conference](#) was held on May 2015.

## The declaration of the UfM Ministerial Meeting on Blue Economy highlighted:

1. 6 strategic economic maritime sectors in the Mediterranean Sea basin
2. Clean and healthy seas are drivers for national economies
3. Actions required to promote the blue economy are clearly identified as policy priorities and reflected as far as appropriate in national strategies
4. Increase and improve the use of existing financial resources (with International Financial Institutions and donors)

## France proposal within the frame of UfM declaration *(Secrétariat Général des Affaires Européennes)*

*“the need to discuss on a clear and shared definition of the blue economy in order to develop a common approach before starting to work on the roadmap for Blue Investment and Jobs in the Mediterranean”*

# Conclusion - recap

- ❖ Which definition for the Blue Economy in this project ?
- ❖ Which economic sectors and issues to focus on ? (Relevant and Easy to monitor)
- ❖ Which geographical scope to consider ? (focus on sea and coastal regions adapted to the issues)

# Summary of sectors and issues

	The Paris Declaration, COP17	Blue Economy Concept Paper (UN)	Blue Growth (CE, Maritime affairs)	UfM roadmap for Blue Investment and Jobs in the Mediterranean
Sectors	<ol style="list-style-type: none"> <li>1. Fishing</li> <li>2. Tourism</li> <li>3. Maritime transport</li> <li>4. Renewable energy</li> </ol>	<ol style="list-style-type: none"> <li>1. Aquaculture</li> <li>2. Tourism</li> <li>3. Shipping and Port Facilities</li> <li>4. Energy</li> <li>5. Biotechnology</li> <li>6. Submarine mining</li> </ol>	<ol style="list-style-type: none"> <li>1. Aquaculture / Fishing</li> <li>2. Coastal tourism</li> <li>3. Shipbuilding &amp; repairs / transport (cargo &amp; ferry)</li> <li>4. Ocean energy</li> <li>5. Marine biotechnology</li> <li>6. Seabed mining (mineral resources) Offshore (oil &amp; gas)</li> </ol>	<ol style="list-style-type: none"> <li>1. Aquaculture</li> <li>2. Coastal and maritime tourism</li> <li>3. Shipping / Ship-building &amp; repair</li> <li>4. Offshore wind / Clean energy and marine renewable energy</li> </ol>
	Fight against pollution			

Issues listed by Blue Economy Concept Paper :

Sustainable use of biodiversity and coastal tourism

Unsustainable Fisheries

Climate change and managing carbon budgets (*acidification & blue carbon*)

Food security

Pollution and marine debris

Governance and international cooperation

Marine

Thank you for your attention !



*Blue economy initiative : <http://www.blue-economy.ca/report/blue-city>*