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# BLUE GROWTH

Sustainable growth from the oceans,  
seas, and coasts



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**An industrial  
policy for the  
globalisation  
era**

**Competitiveness  
of maritime  
activities**

**Agenda for  
new skills and  
jobs**

**Development  
of necessary  
skills**

**Europe 2020**

**Blue Growth**

**An Innovation  
Union**

**Development  
of innovative  
sectors**

**A resource  
Efficient  
Europe**

**Sustainable  
development of  
maritime  
economy**



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# Blue Growth

**Innovation**



**Sustainability**



**Economic  
Growth**

**+**

**Employment**

# Supporting economic activities for coastal regions and communities

Coastal regions home to over  
205 million people

88 million people work there

The blue economy represents  
nearly €500 billion GVA and  
5.6 million jobs



# *A picture of the maritime economy*

## Blue Growth study

Mature, emerging and  
prospective sectors

Assessment of strengths  
and weaknesses

Policy considerations



## Example of value chain

framework conditions

Port planning, External infrastructure (ports and hinterland), Environmental regulation

value chain

shipbuilding incl.  
marine equipment  
manufacturing

operation of  
ships

Cargo  
handling

hinterland  
transport  
services

supply/  
services

R&D, design,

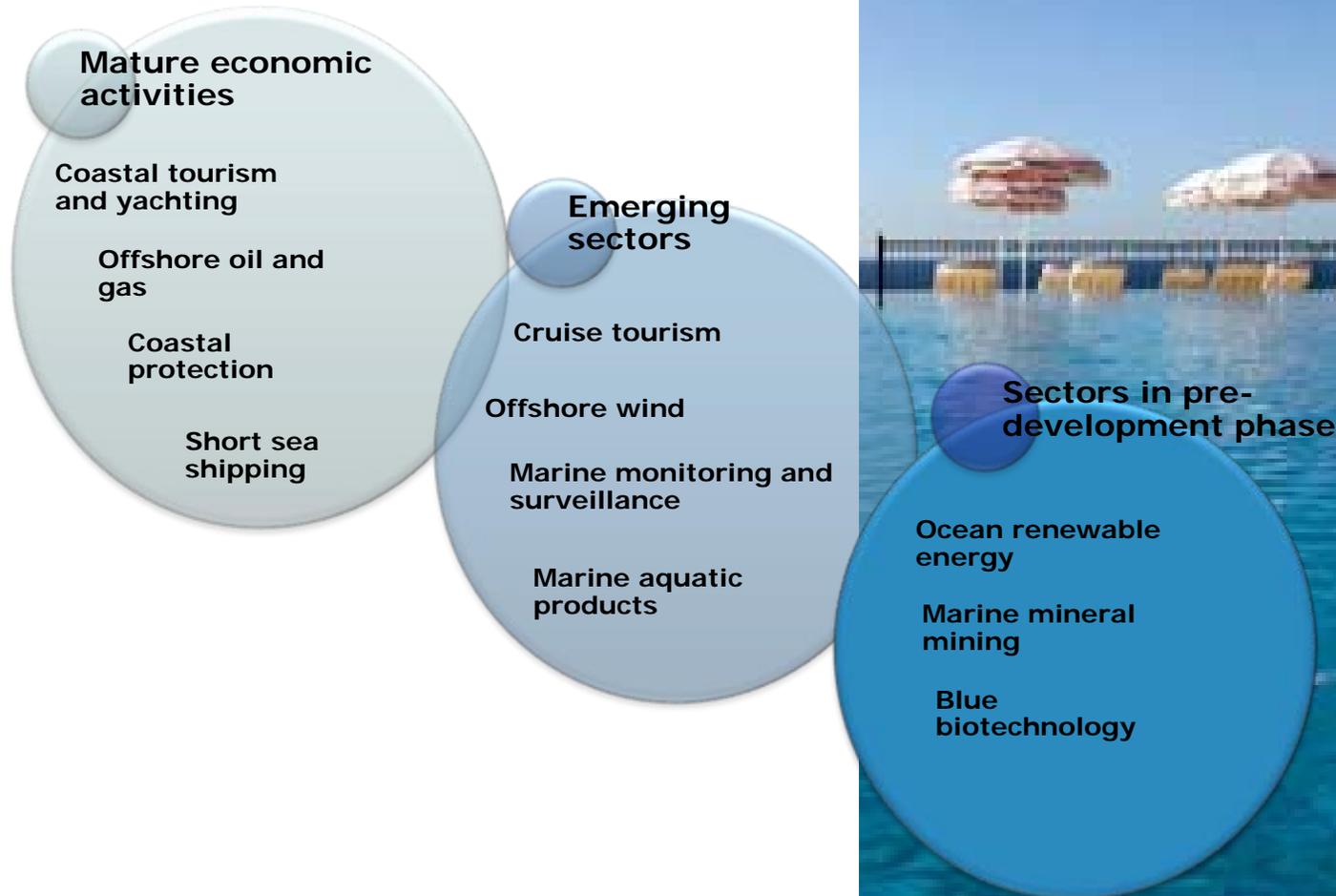
Ship management, crew,  
insurance, financing, etc.

port infrastructure and services

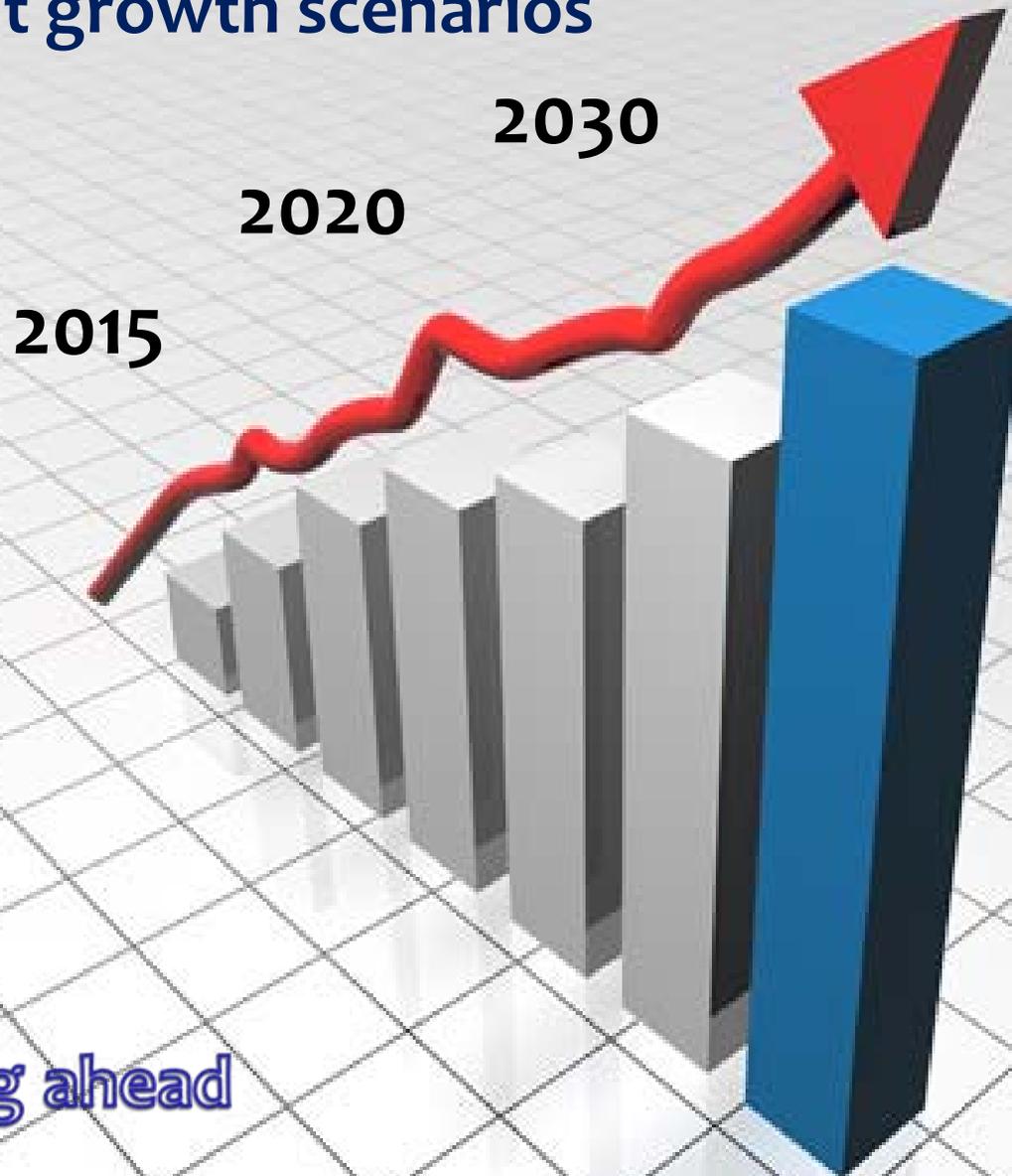


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# Activities with high growth and employment prospects



# Foresight growth scenarios



Looking ahead

# Framework conditions for growth – drivers & bottlenecks

## IMP initiatives

- Maritime Spatial Planning
- Marine Knowledge
- Integrated maritime surveillance
- Sea-basin strategies

Essential smart  
infrastructure

Clusters to  
build critical  
mass

Marine and  
maritime  
R&D&I

Access to  
finance

Public  
acceptance

Skills needs

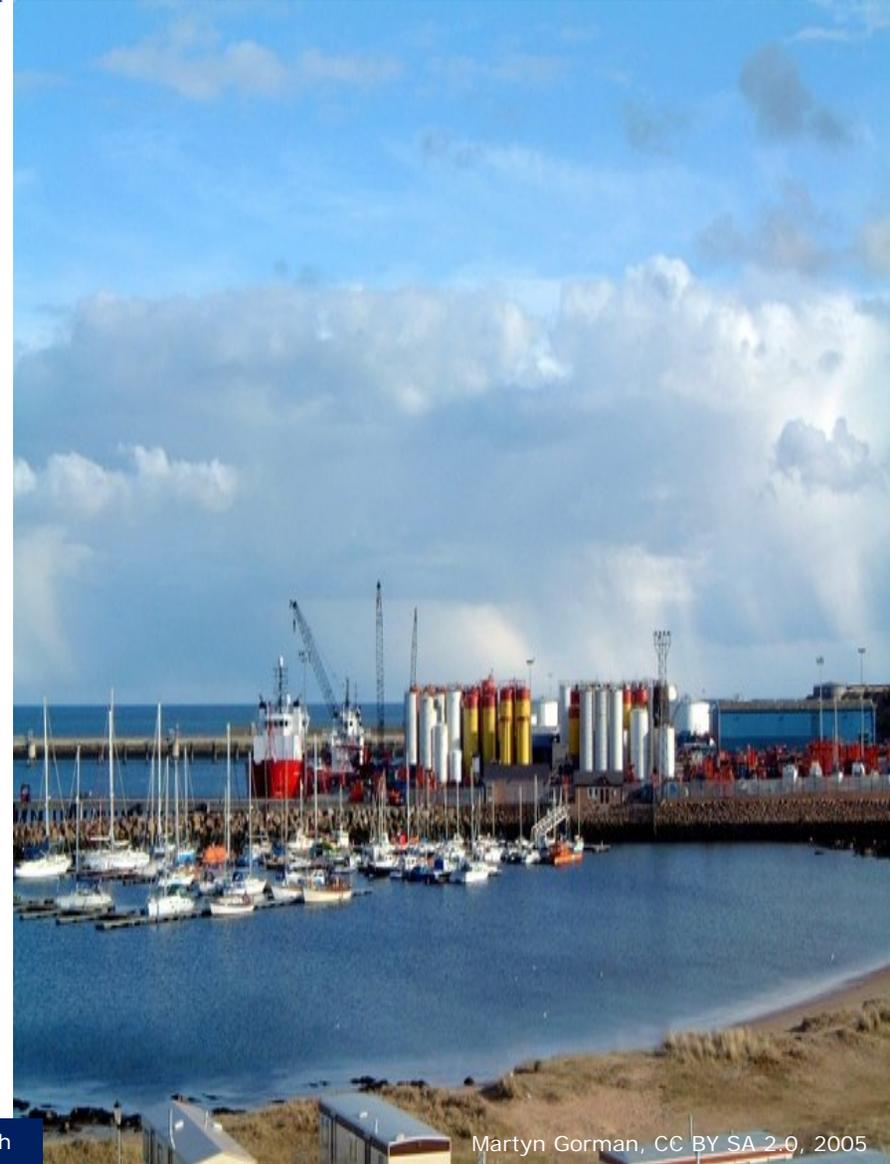


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# *Maritime synergies*

## Maritime clusters and hotspots

## Sea-basin approach





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**Blue Growth for the optimal use  
of marine resources**

**Contribution of the blue  
economy to Europe's growth**

**There is sustainable growth  
potential in all maritime areas**





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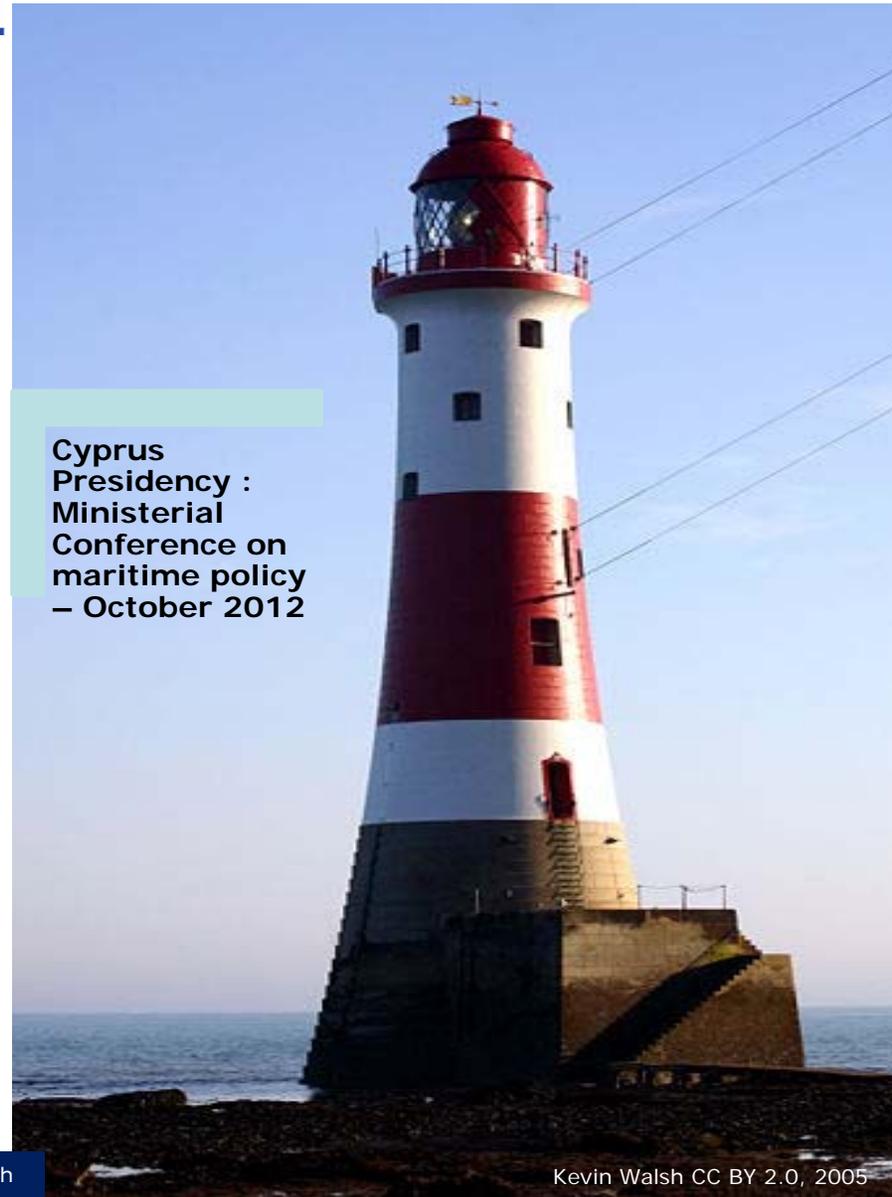
## Process and next steps

Online public  
stakeholders  
consultation

Final report of  
the Blue  
Growth study –  
June 2012

Communication  
on Blue Growth  
– September  
2012

Cyprus  
Presidency :  
Ministerial  
Conference on  
maritime policy  
– October 2012



# Thank you for your attention

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