

PROMOTING SMART, SUSTAINABLE AND
INCLUSIVE GROWTH FOR THE ATLANTIC AREA

 SUPPORT TEAM for the
ATLANTIC ACTION PLAN

Atlantic Action Plan Workshop - Cardiff

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Outline

- The blue economy in the UK
- Opportunities / challenges for blue growth in the Atlantic Area
 - 2011. The Atlantic Strategy
 - 2012. The Atlantic Forum
 - 2013. The Atlantic Action Plan (AAP)
 - The role of the Support Team for the AAP
 - Funding and Project Development

Coastal economies

- Some of the poorest performing segments of the economy in the UK
- Do contribute to economy, locally/regionally important and potential to grow has been identified
- Blue New Deal
- Growth - balancing ecological, social and economic objectives
- Cluster organisations forming that represent many SMEs – they will contribute to blue growth goals



Blue Growth

- Blue economy represents over 5 million jobs in the EU
 - Directly 935,000 in the UK
- Contributes over £500 billion in gross value added
 - Directly £51 billion in the UK
- Blue Growth is the EUs long term strategy for sustainable growth in marine and maritime sectors
- Marine contribution in 2020 smart, sustainable growth agenda
- Some traditional sectors that can be further grown
 - Coastal and maritime tourism, fishing, shipping
- Other sectors have significant potential
 - Marine renewables, seabed mining, aquaculture
- Driven by global needs e.g. energy and food
- Sea basin strategies to ensure tailor-made measures and to foster cooperation between Member States
- Action Plans for the Atlantic Ocean and the Baltic Sea

UK Blue Economy Size

	Direct GVA £B	Direct jobs	Total GVA £B	Total jobs
Transport & logistics	13.59	265,500	33.91	685,801
Leisure	3.14	100,470	7.50	273,322
Defence & security	3.55	98,245	8.48	267,269
Energy resources	20.37	171,250	48.58	465,551
Living resources	0.81	31,633	1.93	86,055
Mineral resources	0.11	1,670	0.26	4,543
<i>Vessel construction, propulsion & fuels</i>	<i>1.41</i>	<i>37,000</i>	<i>3.60</i>	<i>81,000</i>
<i>Marine equipment & instrumentation</i>	<i>3.57</i>	<i>156,000</i>	<i>8.60</i>	<i>415,775</i>
<i>Marine autonomous systems</i>	<i>0.00</i>	<i>0</i>	<i>0.00</i>	<i>0</i>
<i>Maritime ICT</i>	<i>2.70</i>	<i>26,750</i>	<i>6.45</i>	<i>72,772</i>
<i>Marine & maritime services</i>	<i>2.54</i>	<i>46,550</i>	<i>5.97</i>	<i>135,582</i>
	51.79	935,068	125.29	2,487,670

- Based on an aggregation by MSE of:
 - Oxford Economics analysis of ports, shipping & maritime service (2011)
 - Oxford Economics update of above + marine equipment, ship/boat building, renewable energy & R&D (2012)
 - Crown Estate analysis of all sectors including oil & gas (2005)



Blue economy is growing

- The Blue Economy is growing, offering business opportunities to a wide range of firms
 - Across diverse markets, beyond traditional ‘marine’ sector
 - Renewable energy, aquaculture (biotech, algae, shellfish, fin-fish), security (defence, ecology), smart logistics etc
 - Along value chains serving multiple end-user markets
- The UK is well-placed to exploit this potential
 - Strong industrial capacity
 - Strong science & technology base
 - Good international links

Atlantic Strategy and the Atlantic Action Plan (1)

- Launched in 2011 to identify key challenges and opportunities to create sustainable jobs and growth.
- Bottom up approach to identify investment and research priorities. Established the “Atlantic Forum”.
- These priorities set out in Atlantic Action Plan 2013 to revitalise the marine and maritime economy of France, Ireland, Portugal, Spain and the UK.
- Objectives in line with the EU’s Blue Growth initiative
- The Atlantic Action Plan is implemented between 2014-2020

Atlantic Strategy and the Atlantic Action Plan (2)

- The Commission are carrying out a mid term review of the Strategy. The benefit of the Strategy and the Action Plan will be, in part, assessed on the basis of “real projects” that have benefited the Atlantic Area.
- The priorities of the Atlantic Action Plan are:
 - Promote innovation and entrepreneurship
 - Protect, secure and develop the potential of the Atlantic marine and coastal environment
 - Improve accessibility and connectivity
 - Create a socially inclusive and sustainable model of regional development
- Along with colleagues in France, Ireland, Portugal and Spain, the Support Team is coordinated in by a team in Brussels to cover all Atlantic regions of the EU
- The Atlantic Strategy and the Atlantic Action Plan are facilitated in the Member States by the Atlantic Strategy Group.

Activities

- Support Team:
 - Outreach to and engagement of stakeholders through the organisation and implementation of events (stakeholder conferences, events, workshops).
 - Over 1,500 stakeholders have attended these events.
 - Support in project identification and matchmaking
 - Over 1,000 stakeholders registered on our database – sector representatives (23%), SMEs (18%), public authorities (18%), Universities (19%), research centres (8%) – main stakeholder categories
- 170 project ideas
- 425 projects identified relevant to blue growth



The Atlantic Action Plan “The Challenge”

There is NO specific financial instrument for the AAP



Opportunities

Potential EU Funding Resources

- ✓ H2020
- ✓ COSME
- ✓ LIFE+
- ✓ Interreg VB
- ✓ EU Structural and Investment Fund (ERDF, EMFF, ESF, EAFRD)



National, Regional and Local Funding

- Innovate UK
- Local Enterprise Partnerships (local – link to national/EU funding)
- Crown Estate
- Coastal Communities Fund
- Fisheries Innovation Scotland
- Private sector - Credit Agricole (private bank) - fund dedicated to maritime projects



Challenges in the UK

- Blue Economy capacity probably largest in the EU, but fragmented regions, sectors, government departments, science.
- Fragmentation is a major barrier
 - Extent of Blue Growth opportunity is not widely recognised
 - Integrated capacity is not promoted – sectors isolated
- Missing stakeholders
 - Those that tend to be more active in research and innovation e.g. universities and research organisations are better represented in the activities of the Strategy and Action Plan (event participation, project idea development, etc.)
- Coordination and communication
 - Linking sectors in blue economy development – both traditional and emerging sectors, including inter-regional and cross border
- Investment in high skilled jobs – not a lack of workforce, but high skilled workforce is limiting factor to realising the potential of the blue economy to create jobs and growth
- Atlantic Action Plan can support new projects & consortia
 - Focus on real customer needs with Blue Economy value chains
 - Utilise existing ‘hubs’ by linking to delivery organisations working in Atlantic blue economy



Future plans...

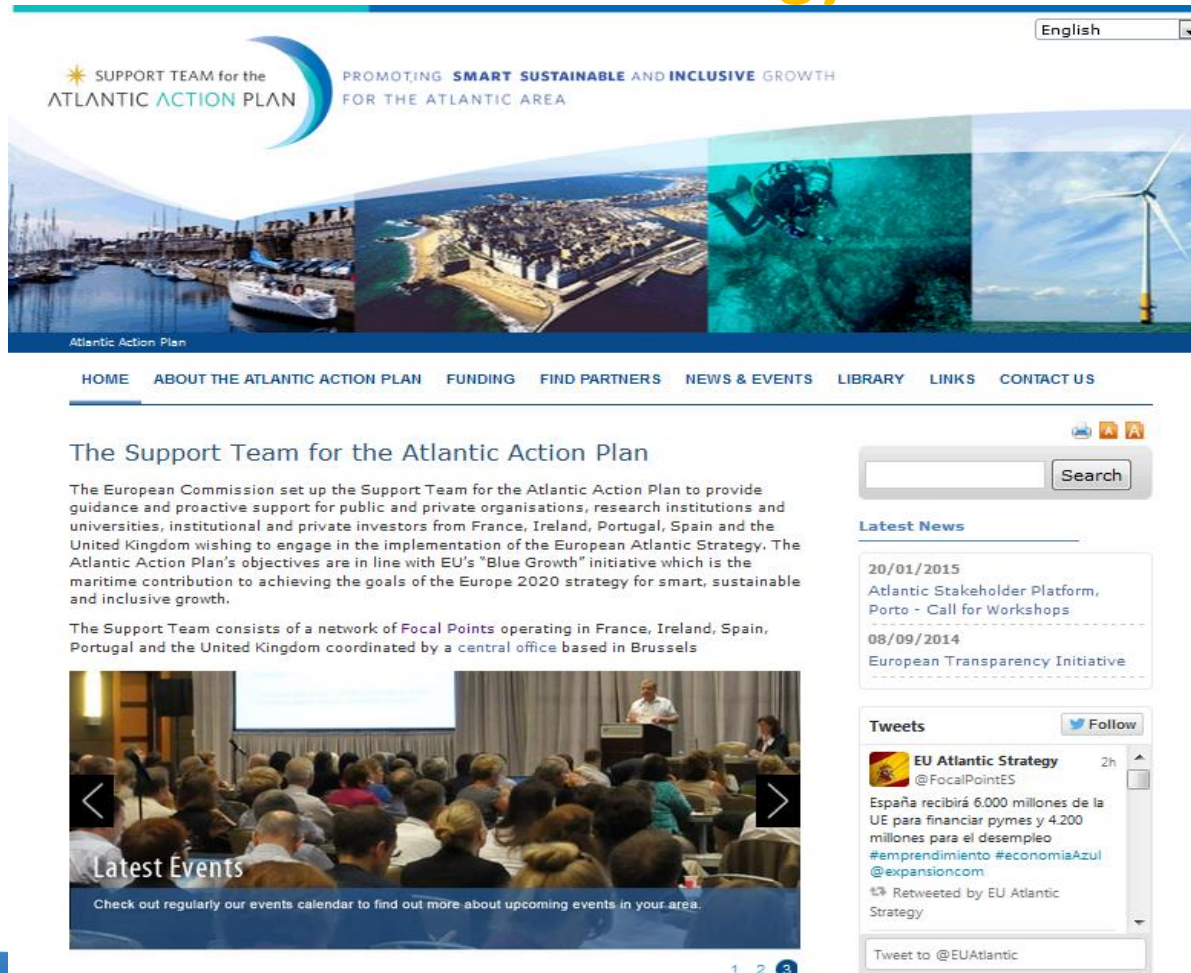
- The Atlantic Action Plan is about helping stakeholders access funding opportunities to develop project ideas to implement the Atlantic Strategy
- This may be linking stakeholders together, advising on funding sources/opportunities and organising events/workshops to assist in project idea development
- Many funding programmes /opportunities support growth and job creation as “tangible” benefits and project legacy.

The Support Team of the Atlantic Action Plan

Your Partners in Sustainable Blue Growth!

www.atlanticstrategy.eu

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The screenshot shows the homepage of the Atlantic Action Plan website. At the top, there is a navigation bar with a language dropdown set to 'English'. Below this is a large banner image divided into four panels: a harbor with boats, an aerial view of a coastal town, a diver underwater, and a wind turbine. The main content area features a navigation menu with links to HOME, ABOUT THE ATLANTIC ACTION PLAN, FUNDING, FIND PARTNERS, NEWS & EVENTS, LIBRARY, LINKS, and CONTACT US. The central heading is 'The Support Team for the Atlantic Action Plan', followed by a paragraph explaining the team's role in supporting the European Atlantic Strategy. Below this is a 'Latest Events' section with a photo of a conference and a call to check the events calendar. On the right side, there is a search bar, a 'Latest News' section with two entries, and a 'Tweets' section showing a tweet from @FocalPointES about EU funding for Spain.



Contact

- For further information about the Atlantic Strategy and the Action Plan can be found at: www.atlanticstrategy.eu
- For further information about the Support Team for the Atlantic Action Plan, please contact:
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