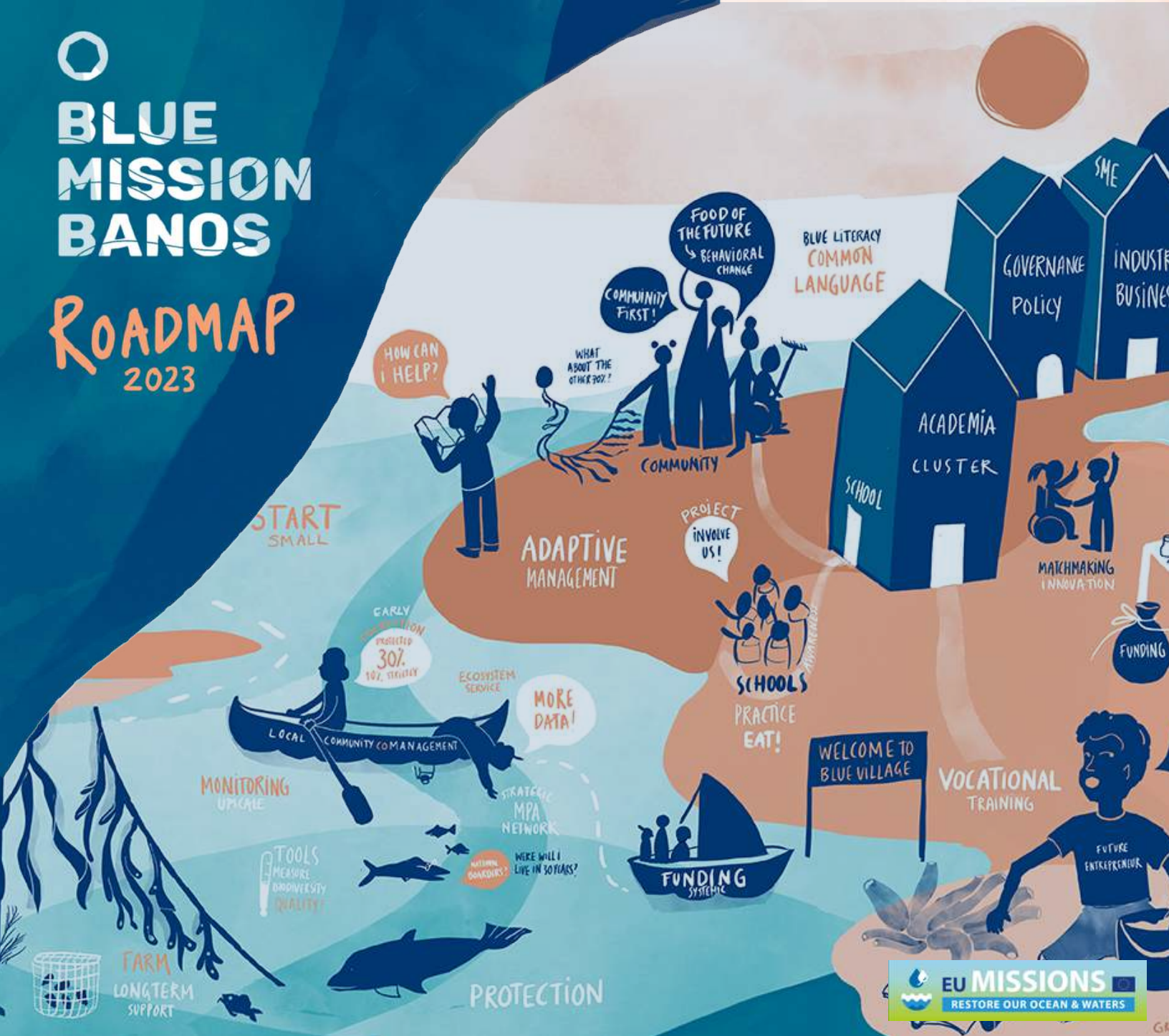


BLUE MISSION BANOS

ROADMAP 2023



ROADMAP 2030

STEPS FOR EFFECTIVE DEPLOYMENT OF THE MISSION OCEAN & WATERS IN THE ARENA 1 REGION



BLUE MISSION BANOS

ROADMAP 2023



Blue Bio Match



NO INSURANCE
NO INFRASTRUCTURE
NO PERMITS
NO COMMERCIAL

MULTI-USE PARK

VOLUME BLUE BIO MASS
DECOUPLE LICENSING



TOURISM



FARM LONG-TERM SUPPORT



MONITORING UPDATE

TOOLS MEASURE BIODIVERSITY QUALITY

EARLY PROTECTION
PROJECTED 30%
10% STRONGER

ECOSYSTEM SERVICE

MORE DATA!

STRATEGIC MPA NETWORK

NATIONAL GOVERNANCE

WHERE WILL I LIVE IN 30 YEARS?

PROTECTION

START SMALL

HOW CAN I HELP?



ADAPTIVE MANAGEMENT

WHAT ABOUT THE OTHER BOX?

COMMUNITY FIRST!



COMMUNITY

PROJECT INVOLVE US!



SCHOOLS PRACTICE EAT!



FUNDING SYSTEMIC

FOOD OF THE FUTURE
BEHAVIORAL CHANGE

BLUE LITERACY
COMMON LANGUAGE



ACADEMIA CLUSTER

SCHOOL



MATCHMAKING INNOVATION



FUNDING



MOTHER CAN I EAT THIS?

LOCAL PRODUCTS ON THE MARKET

VOCATIONAL TRAINING



FUTURE ENTREPRENEUR



BLUE SPOTIFY

1ST MISSION ARENA IN THE CONTEXT OF MISSION OCEAN

In the framework of the [BlueMissionBANOS](#), a lighthouse project supporting the European Commission's [Mission Ocean](#) "Restore our Ocean and Waters by 2030", the **1st Mission Arena** event was organised in Gothenburg, Sweden, from November 14-16th, 2024. The event served as a laboratory to explore innovative blue economy solutions in the Western Baltic (Germany, Denmark, Sweden, and Norway) in line with the project's aim to inspire, engage, and support stakeholders across the Baltic and North Sea to reach a carbon-neutral and circular blue economy.

The eight sub-goals and the actions shown in this document are the result of the discussions held in the 50+ workshops held during the Arena; culminating in the vote taken by the participants in the final Arena assembly on which of them are the most urgent. Hence the actions indicated behind each goal are shown by order to priority.

This Roadmap 2030 is a collective pledge to bring about tangible change in the Baltic and North Seas region, and it serves as a comprehensive guide, outlining the steps the region must take to meet the lighthouse goals and contribute to the broader objectives of the EU's mission.

***This roadmap is a collective
pledge to bring about
tangible change in the Baltic
and North Seas region.***

GOALS

01

To increase sustainable blue biomass production

02

To get more locally produced sustainable blue products on the market

03

To ensure more effective marine protection

04

To bring multi-use solutions with offshore energy into reality

05

To provide effective support to local / regional sustainable blue businesses

06

To increase availability of staff with skills needed

07

To increase the buy-in of citizens

08

To improve Mission Ocean governance and funding efforts



01

TO INCREASE SUSTAINABLE BLUE BIOMASS PRODUCTION



ACTION POINTS



01

Framework Ecosystem Services

Framework (local, national or regional) for quantification and monetisation of Ecosystem Services.

02

Financial Incentives CAP

Framework for long-term financial incentives akin to Common Agricultural Policy.

03

Multi-use setups

Parks for industrial symbiosis (multi-use) setups on land and at sea.

04

Decoupled licensing

Decoupled licensing and monitoring for zero-input / low-trophic from finfish aquaculture.

05

Spatial Plans inclusion

Sites included in spatial plans (both on land and sea) as to promote their strategic placement

06

Joint contracting

Demonstrate cooperatives of farms, pool resources and combine biomass to increase volumes to allow joint contracting to large industry.

07

Low-trophic cultivation in MPAs

Allow low-trophic cultivation as ocean regeneration in (or alongside) MPAs.

08

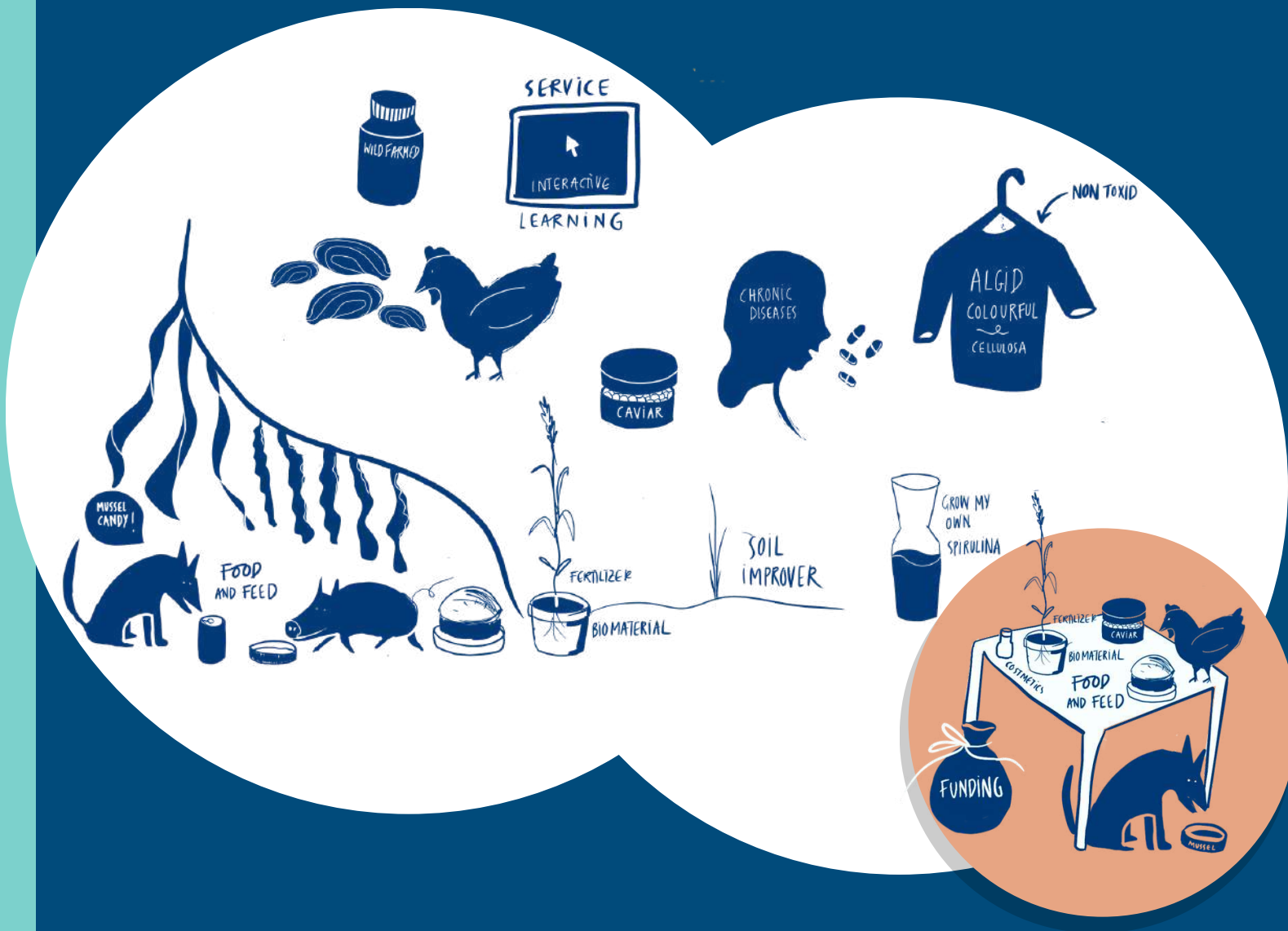
EU-RAS regulatory framework

EU-standardised RAS regulatory framework and system approach (i.e. meetings for inter-departmental and cross-regional alignment).



02

TO GET MORE LOCALLY PRODUCED SUSTAINABLE BLUE PRODUCTS ON THE MARKET



ACTION POINTS

01

Alternative local blue biomass

Develop new products from alternative local blue biomass: e.g. by-catch; new species like seagrass, AND processing side-streams.

02

Replace feed imports

To replace feed imports from overseas, incentivize blue/green transition in production and use of feed components with local resources.

03

Standardisation of new products

Promote standardisation of new products and processes to scale up products, including circular products, promote transparency and consumer trust.

04

Impact Assessment Tools

Develop streamlined and robust impact assessment tools, to enhance circularity of blue/green product systems, including environmental externalities such as ecosystem service valuations, biodiversity effects.

05

New products of medium and high-added value

Support accelerating product developments of new medium and high-added value blue products e.g. bioprospecting programmes for bio-actives from algae.

06

Incentives for circular products

Create incentives to produce more circular products, even though not perfect, e.g. circular plastics paradigm.

07

De-risk supply chain

To de-risk supply chain, increase visibility of biomass suppliers to product developers and manufacturers.

08

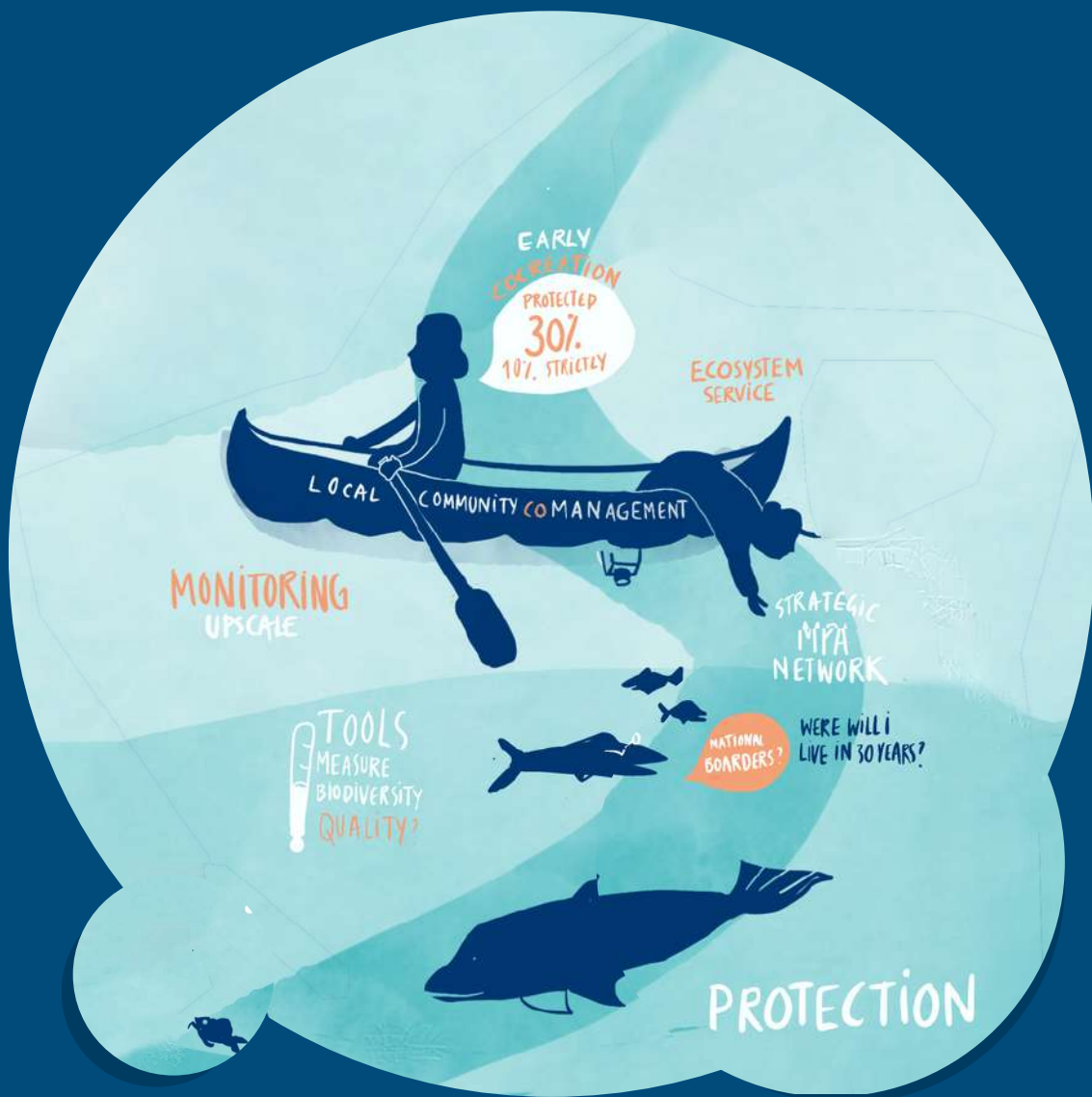
Omnivorous fish species culture

Promote culture of omnivorous fish species (e.g. tilapia, catfish, barramundi) over carnivorous to reduce the demand for fish meal and fish oil.



03

TO ENSURE MORE EFFECTIVE MARINE PROTECTION



ACTION POINTS



01

Sufficient funding

Provide sufficient funding for local implementation and management of MPAs.

02

Start ASAP

Start with 'something' – even small and as soon as possible rather than waiting for comprehensive solutions.

03

Empower local communities

Empower / devolve the establishment, management, monitoring of MPAs to local communities (making use of any kind for good practices elsewhere).

04

Mainstream biodiversity protection

Mainstream biodiversity protection into national / regional MSPs and other sectoral policies.

05

Upscale monitoring technologies

Upscale monitoring technologies to improve effectiveness of strictly protected areas.

06

Better connected and functional MPA networks

Use the transnational HELCOM framework to establish better connected and functional transnational/regional MPA networks, with proper Management Plans.

07

Make tools available

Synthesise the variety of individual tools to help decision making on MPAs and advise on how to use them.



04

TO BRING MULTI-USE SOLUTIONS WITH OFFSHORE ENERGY INTO REALITY



ACTION POINTS

01

Regulatory incentives

Clarify the multi-use permitting processes and provide suitable regulatory incentives e.g. multi-use as a non-financial tendering criteria, or as a permit condition.

02

Multi-use in MSP

Integrate offshore multi-use in maritime spatial plans.

03

Multi-use portfolio

Identify where and what type of multi-use combinations should take place taking into consideration the socio-economic and environmental benefits.

04

Multi-use parks

Set up 'multi-use parks' with clear government support in terms of the permits & insurance but also necessary infrastructure - providing anchors & docking facilities, using buoys to mark the boundaries of multi-use areas in order to reduce costs & risks.

05

Mainstream multi-use into policies

Mainstream the ocean multi-use concept into relevant sectoral policies (e.g. offshore wind development strategies).



05

TO PROVIDE EFFECTIVE SUPPORT TO LOCAL / REGIONAL SUSTAINABLE BLUE BUSINESSES



ACTION POINTS

01

Improve policy framework

Improve the policy framework for aquaculture farmers to be on-level with traditional food and biotech sectors and fast-track approval processes.

02

Support collaboration & co-creation

Support collaboration and co-creation between academia, startups & private sector incl. support for the systems, actors & platforms that facilitate this.

03

Advisory services

Establish outreach advisory services that provide support directly to municipalities / local communities wanting to explore opportunities for developing local & circular blue biobased value chains & also information about funding.

04

New public funding instruments

De-risk and incentivise investments through new public funding instruments and/or public-private partnerships to support all stages of development from research to implementation.

05

Increase demonstration sites

Increase the number of test and demonstration sites, both on land and in the sea. Provide more open and affordable access to them.

06

Reduce nutrient loading risk

Address incentives / disincentives between agriculture and aquaculture regarding nutrient loading and mitigate risks in innovative approaches.

07

Community engagement

Foster and support community engagement, build skills and support local new business models that can link to valorization of ecosystem services.

08

Increase value generation visibility

Increase the visibility of value generation through blue value chains and support the adoption of innovative approaches for diversifying revenues for existing and new businesses.



06

TO INCREASE AVAILABILITY OF STAFF WITH SKILLS NEEDED



VOCATIONAL TRAINING

MOTHER CAN I EAT THIS?

FUTURE ENTREPRENEUR

BLUE

LOCAL PRODUCTS ON THE MARKET

BLUE SPOTIFY

BLUE MISSION BANOS

ACTION POINTS

01

Vocational training

Create dedicated vocational and lifelong learning training programs to up- and re-skill workers to exploit the opportunities in the blue sector.

02

Academia & industry collaboration

Build direct collaboration between academia and industry via internships and project-based classes.

03

Integrate pupils in research projects

Integrate pupils into current research projects, to spark interest and pave way for careers in the blue bioeconomy sector.

04

Collaboration with private sector

Joint efforts by research, university, & clusters as agents of innovation to encourage collaboration with the private sector.

05

Constantly update teaching materials

Develop and constantly reevaluate teaching materials to keep them up-to-date and easily adaptable by teaching staff.

06

Update universities' KPIs

Update KPIs of universities to include more innovation, tech transfer, and entrepreneurship support factors.

07

Support innovation clusters

Invest in innovation-supporting clusters that pool resources (as skills) to make them accessible to new blue start-ups.

08

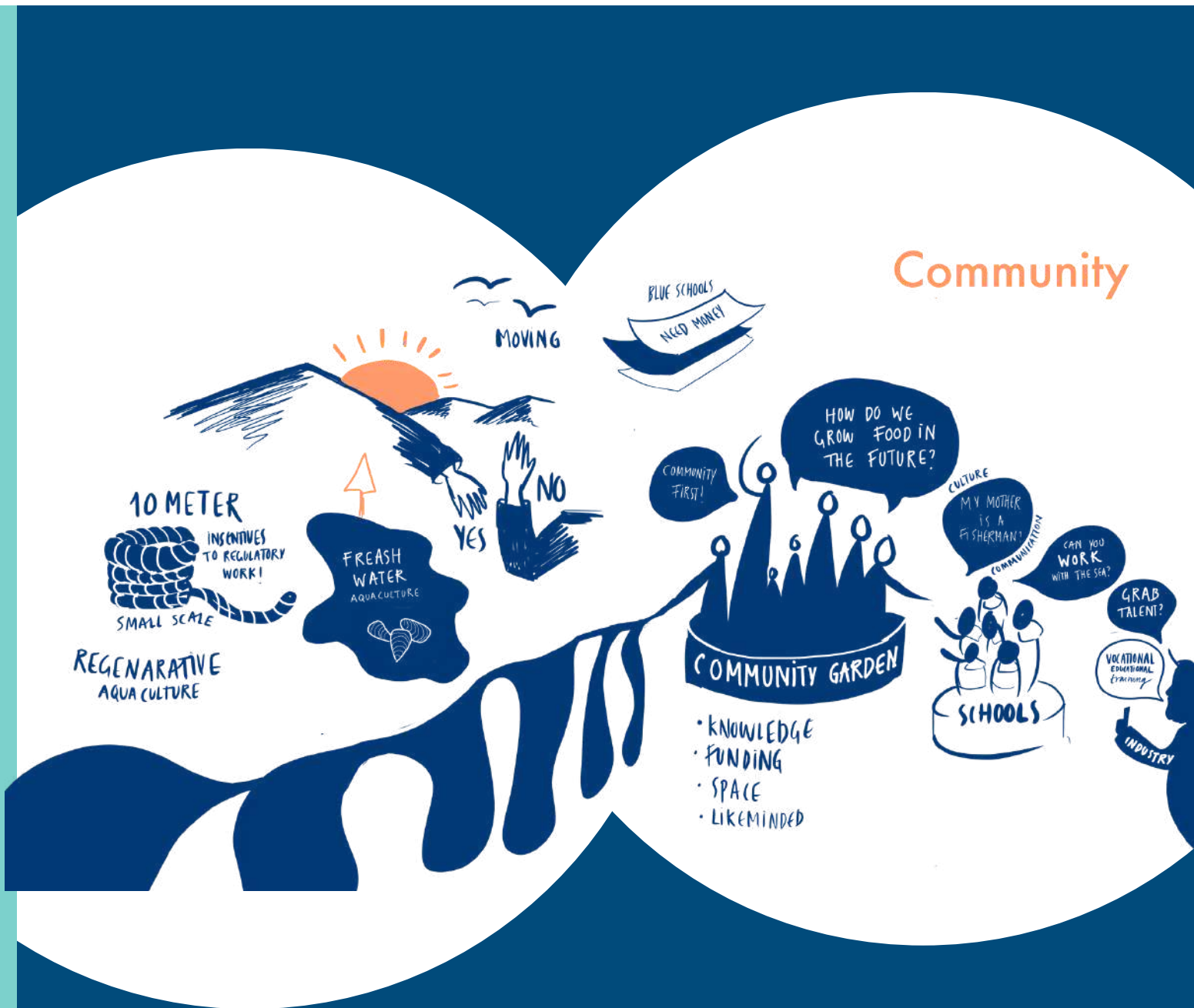
Increase opportunities for women

Abolish gender gaps including increase of opportunities for women to be at management roles.



07

TO INCREASE THE BUY-IN OF CITIZENS



TARGETS/ ACTION POINTS



01 **Involve students in innovative projects**

Involve students actively in professional and innovative projects related to blue economy to inspire them and give the opportunity to develop the necessary skills and gain the interdisciplinary knowledge.

02 **Bridge between citizens and professionals**

Make the bridge between citizens and professionals by adjusting our language to understand the two-directional message.

03

Dialogue between different actors

Create and strengthen the interaction and dialogue between citizens, students, researchers, industry and policymakers locally to make it more relevant for citizens.

04

Ocean topics in school curricula

Explore, in collaboration with students and teachers, the opportunity to integrate ocean-related topics into the school curriculum in order to build knowledge capacity at different educational levels.

05

Back-to-back school programmes

Use back-to-school programmes, where you take experts from different fields and backgrounds to teach at schools and give professionals the chance to learn how to engage and understand children and students.

06

Tools for citizens

Besides creating interaction with citizens and creating a platform, we also need to provide the tools to understand the conversation and adjust your behaviour or understanding of the topic.



08

TO IMPROVE MISSION OCEAN GOVERNANCE AND FUNDING EFFORTS



ACTION POINTS

01

Unlock funding across value chain

Unlock funding across the entire value chain, focusing on systematic funding for implementing “good solutions” and increasing the continuity of existing projects and initiatives rather than only focusing on new ones.

02

Region-specific solutions

Create solutions that are region-specific: support actors from politics, science, industry, and society in forming living labs to test new approaches. Flexible, adaptive governance structures are key to supporting this endeavour.

03

New governance structures

Create new governance structures at vertical (inter-ministerial and intergovernmental) AND horizontal (transdisciplinary and trans-sectoral) levels to engage local, regional and national authorities (e.g., establish Mission Hubs and Mission Ocean Managers).

04

Roundtable of funders

Pilot a round table of funders (public and private) to discuss approaches to fund concrete Mission Ocean relevant actions, i.e., marine litter, aquaculture, ocean regeneration, and sustainable fishing gear.

05

Better knowledge transfer

Foster better knowledge transfer and communication. Make use of the wealth of available scientific knowledge to reach Mission Ocean’s objectives.

06

Multiply opportunities

Orient the goals of existing regional and local structures to align with Mission Ocean’s objectives. Utilize Mission Ocean as a collective experiment to multiply opportunities and increase stakeholder engagement.

07

Contribute to BMB database

Consult and contribute to the BlueMissionBANOS database of Mission-relevant projects including projects funded by national and philanthropic organizations.



ACKNOWLEDGEMENTS



We would like to thank all 400 participants at the 1st Mission Ocean Arena, as well as all speakers and panelists who helped us lead the workshops. A special thanks goes to all those who contributed to making this event a success.

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Angela Schultz-Zehden, Ivana Lukic, Efthalia Arvaniti, Alberto Terenzi, MarianaGMata Lara, Frederick Bruce, Martin Krensel, Annika Steele, Sarah Tamulski, Marko Kovacevic,G Ivana Stojanovic, Katharina Kurzweil, Agnese Cosulich, Franziska Drews-vonG Ruckteschell, Kim Anderle, Ferdinand Bulmer, Maria José de la Peña, SilviaGTosatto, Irina Zimmermann, Karolina Granja, Lotta Torvelainen, Mariia PospelovaGand Tushi Agarwal.

IVL

Marting Sjöberg, Anna Hammarstedt, Karla Tonat and Hanna Oskarsham

And to **BlueMissionBANOS** and **Prep4Blue**'s teams.



We thank you for your continued support in our efforts to contribute to the Mission Ocean.



Funded by the European Union under Grant Agreement ID 101093845. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



ROADMAP 2030: STEPS FOR EFFECTIVE DEPLOYMENT OF THE MISSION OCEAN



PUBLISHED BY:



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FOR BIBLIOGRAPHIC PURPOSES, THIS DOCUMENT SHOULD BE CITED AS:

SUBMARINER NETWORK (2023). BLUE MISSION BANOS ROADMAP 2030: STEPS FOR EFFECTIVE DEPLOYMENT OF THE MISSION OCEAN. GERMANY. 22 PP.





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