The Black Sea - Silk Road corridor: Building bridges of cooperation

10th International Black Sea Symposium,
6th March 2019 - Athens
Facility for Blue Growth in the Black Sea
Facility for Blue Growth in the Black Sea

- 2-year capacity building project launched by the European Commission in 2017
- focused on the promotion of blue growth & blue economy development in the Black Sea basin

Our mission

- Establish a comprehensive support mechanism
- Identify & engage stakeholders
- Promote regional dialogue on blue growth
- Foster Blue Economy development
Our Objectives

Further develop maritime policies

Promote maritime cooperation at regional level

Engage with all relevant parties, promote awareness & facilitate ownership of Blue Growth opportunities

Foster cooperation with national authorities, NCPs, NGOs, private businesses & society
Our Services

- Establish network of relevant stakeholders
- Promote research, innovation and best practices
- Communicate funding opportunities
- Connect promising initiatives across the Black Sea
- Support projects, at local, national and regional level
- Raise awareness
- Provide country assessments and promote national priorities

Funded by the European Commission
Identify ways to further boost economic growth and sustainability in the region

Establish and maintain national structures on maritime issues

Facilitate engagement in and ownership of the topic of Blue Growth amongst society of the Black Sea countries

Common Maritime agenda for the Black Sea region agreed among the participating countries which will set common priorities and concrete actions for cooperation
Past and Future steps

Regional Seminar
- Present cross-regional findings
- Review financing mechanisms
- Parallel sessions for “areas or cooperation”
- Identification of projects ideas!

Cross-regional analysis
- Main areas of potentials
- Cross-sectoral areas or cooperation
- Possible ideas for projects

BE Studies
Draft initial analysis (desk based)
Present and discuss in Country Workshop
Receive feedback and finalise

Analysis of funding/financing
- EU Funds and opportunities
- Relevance for the BE
- Eligibility criteria

Common maritime Agenda for the Black Sea
Burgas Ministerial Declaration
Cruise & tourism
Cruise tourism: increase local return

- 1 week, 6 calls. Sail overnight
- Calls: a few short circuits/visits
- Not all passengers disembark

Home ports can catch additional value

Call ports catch a small share of the value

Limited tourism services

Value chain and distribution

Most of value and jobs
(somewhere... foreign/international)

Financial capital
Ship construction
Marketing sales
Ship operation
Hotel services
Transportation
Tourism services
Integrated Functional Cluster «Maritime and coastal tourism and leisure»

Each sector has its own dynamics, but there are many potential synergies within this cluster:
- Driven by tourism and leisure
- Many possible links to be explored (only some represented here)
  - E.g. MPAs and excursions, diving, water sports, tourism circuits, yachting, leisure fishing, etc.
Integrated Functional Cluster «Maritime and coastal tourism and leisure»

- A national «cluster» may gather all these stakeholders: project developments, marketing (global offer), etc.
IFC «tourism-leisure»: Examples of potential synergies with maritime excursions within a cluster
Get the best from maritime cruise

What is the best way to value your maritime and coastal capital through local jobs and local assets?

<table>
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<tr>
<th>Strategy</th>
<th>Pros</th>
<th>Cons</th>
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<td>1 - Development of cruise based attractiveness for foreign companies for calls&lt;br&gt;« global » model, in line with global market requirements (full availability of infrastructures, competitive prices)&lt;br&gt;Valorization of natural &amp; human heritage</td>
<td>Low medium basket at call, limited local value (few jobs, most value in cruise home port&lt;br&gt;Environ. Impact &amp; infras saturation (e.g. crowded call)&lt;br&gt;High dependance (cruise companies</td>
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<td>2 - Development of medium cruise at regional level with regional actors&lt;br&gt;Low investments&lt;br&gt;Cruise program and call duration in accordance to discover the coastal capital.&lt;br&gt;Low environmental impact</td>
<td>Need for national training and fleet (investments)</td>
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<tr>
<td>3 - Development of small cruise at regional &amp; national level&lt;br&gt;Cruise program and call duration in accordance to discover the coastal capital.&lt;br&gt;Low environmental impact</td>
<td>Need for national training and fleet (investments)</td>
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<td><strong>Local or subregional tours</strong>&lt;br&gt;<strong>Synergies with tourism and ferry passengers</strong>&lt;br&gt;<strong>Regional &amp; local maritime Cluster creation</strong>&lt;br&gt;Human and natural capital valorization with sustainable cruise with low environment footprint and maximum added value along the value chain</td>
<td>Need for training and local capital - Common strategy needed with tourism, passengers transport</td>
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Create value... in the region

Example of cruise tourism

Large cruises

Ship design  Ship building  Cruise marketing  Supply and fuel  Transport and services in home port  Ship operation  Accommodation  Call port services  Call expenses

Local share of the value?

Small cruises

Ship design  Ship building  Cruise marketing  Supply and fuel  Transport and services in home port  Ship operation  Accommodation  Call port services  Call expenses

Local and regional share of the value?

Create value... in the region

Example of cruise tourism
The Facility for Blue Growth in the Black Sea provides guidance and support to governments, private investors, trade and industrial associations, research institutions and universities and to the general public regarding opportunities to engage in Blue Economy maritime activities in the Black Sea region.

http://blackseablueconomy.eu
Thank you and see you in Istanbul!

Thanos Smanis
Blue Economy expert