



FACILITY
FOR BLUE GROWTH
IN THE BLACK SEA

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

10th International Black Sea Symposium,
6th March 2019 - Athens



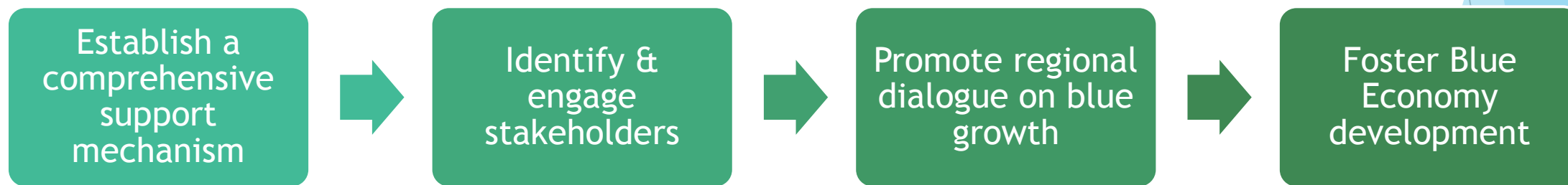
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Facility for Blue Growth in the Black Sea

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



Our Objectives

Further develop maritime policies

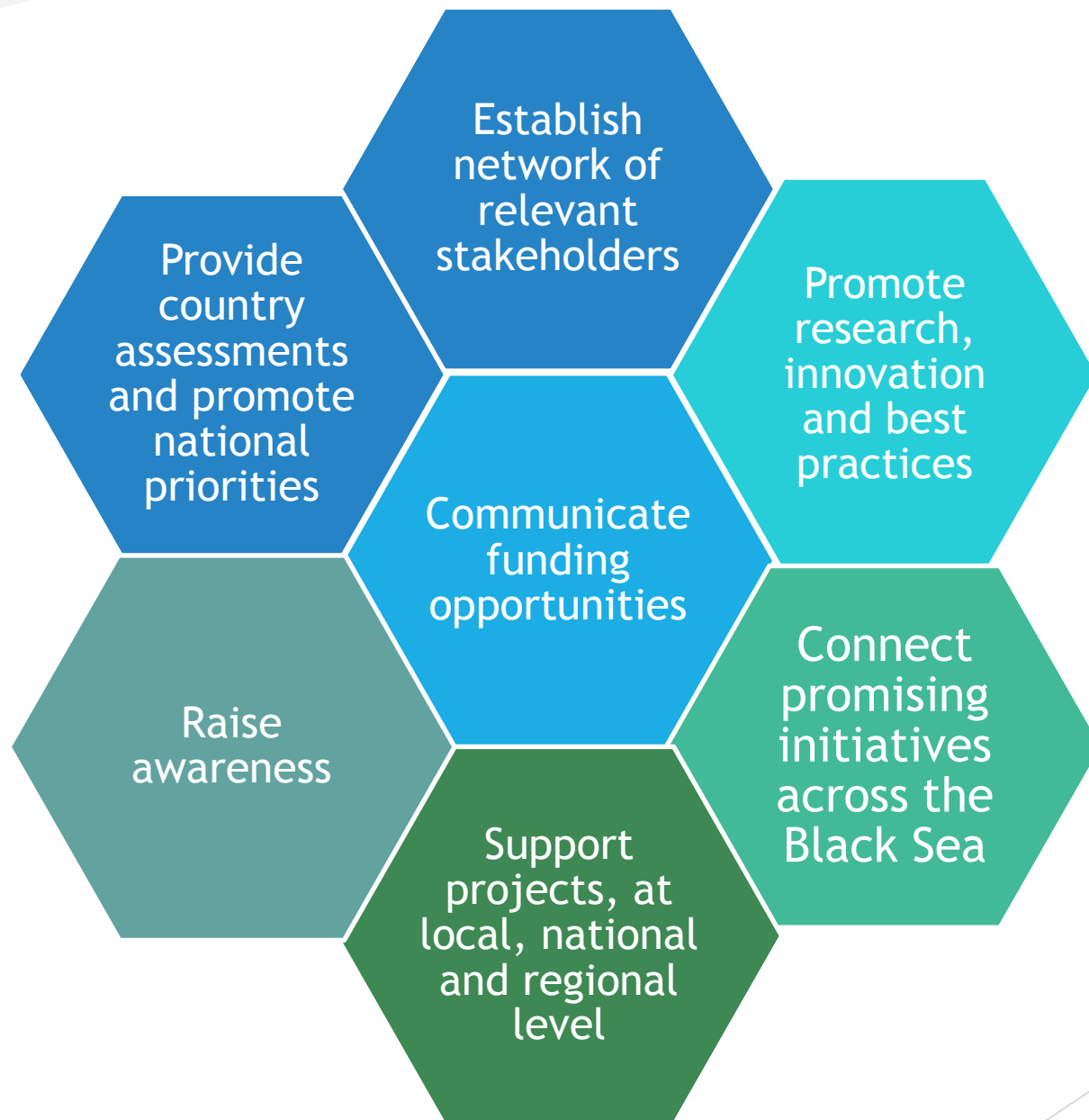
Promote maritime cooperation at regional level

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



Expected Results

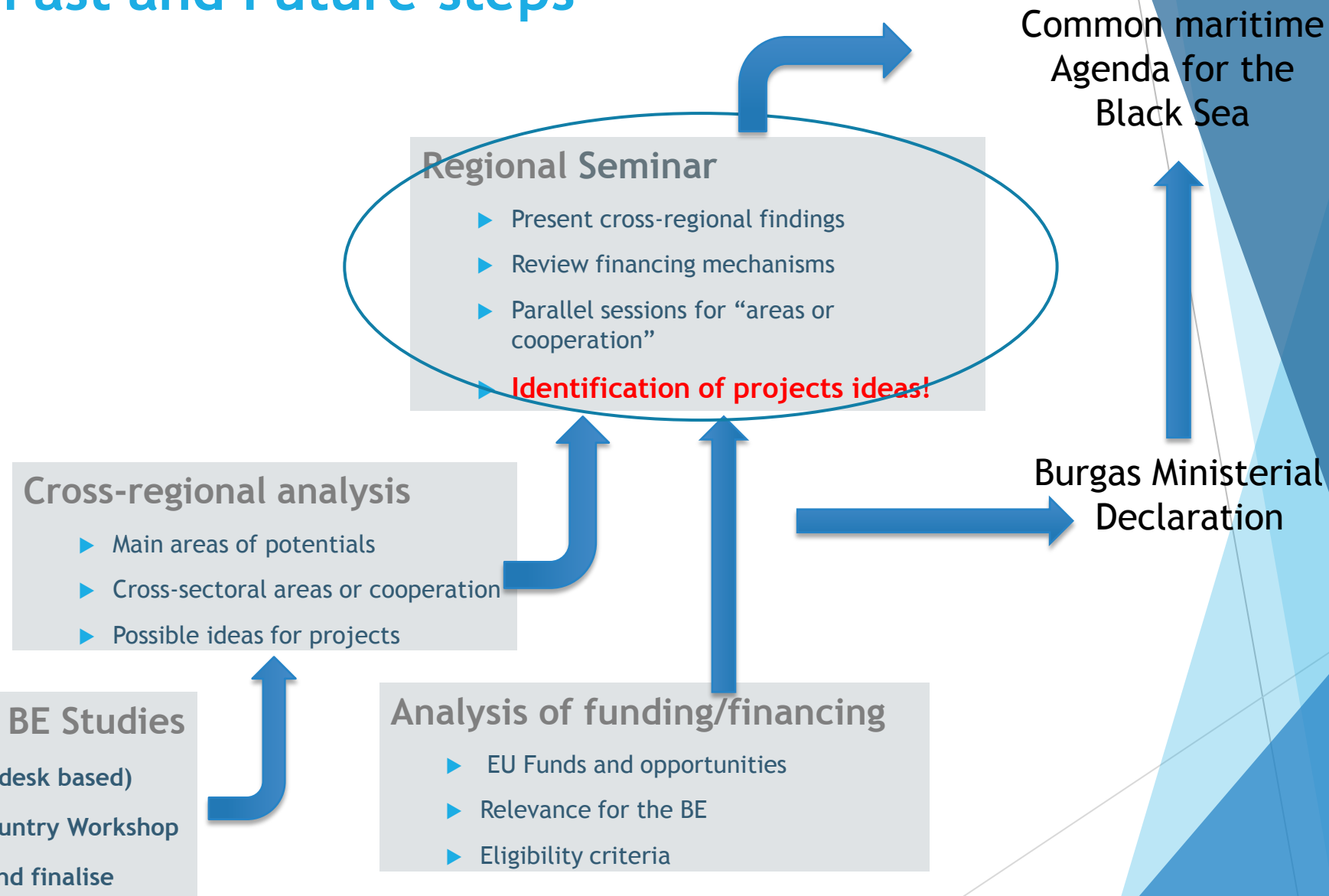
Identify ways to further boost economic growth and sustainability in the region

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





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Cruise & tourism

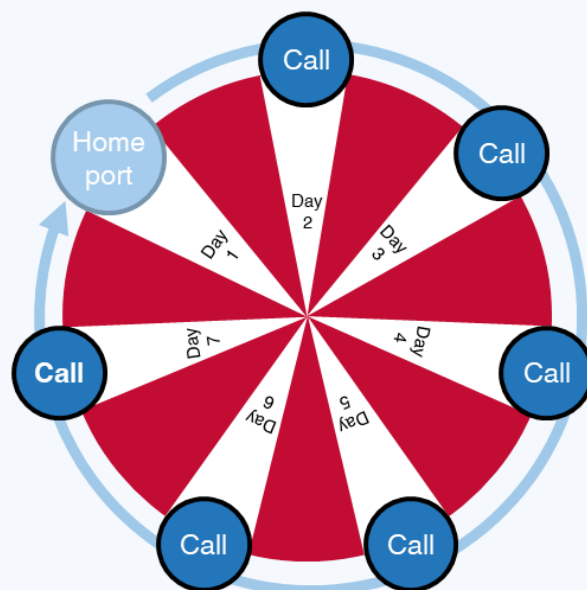


Funded by the
European Commission

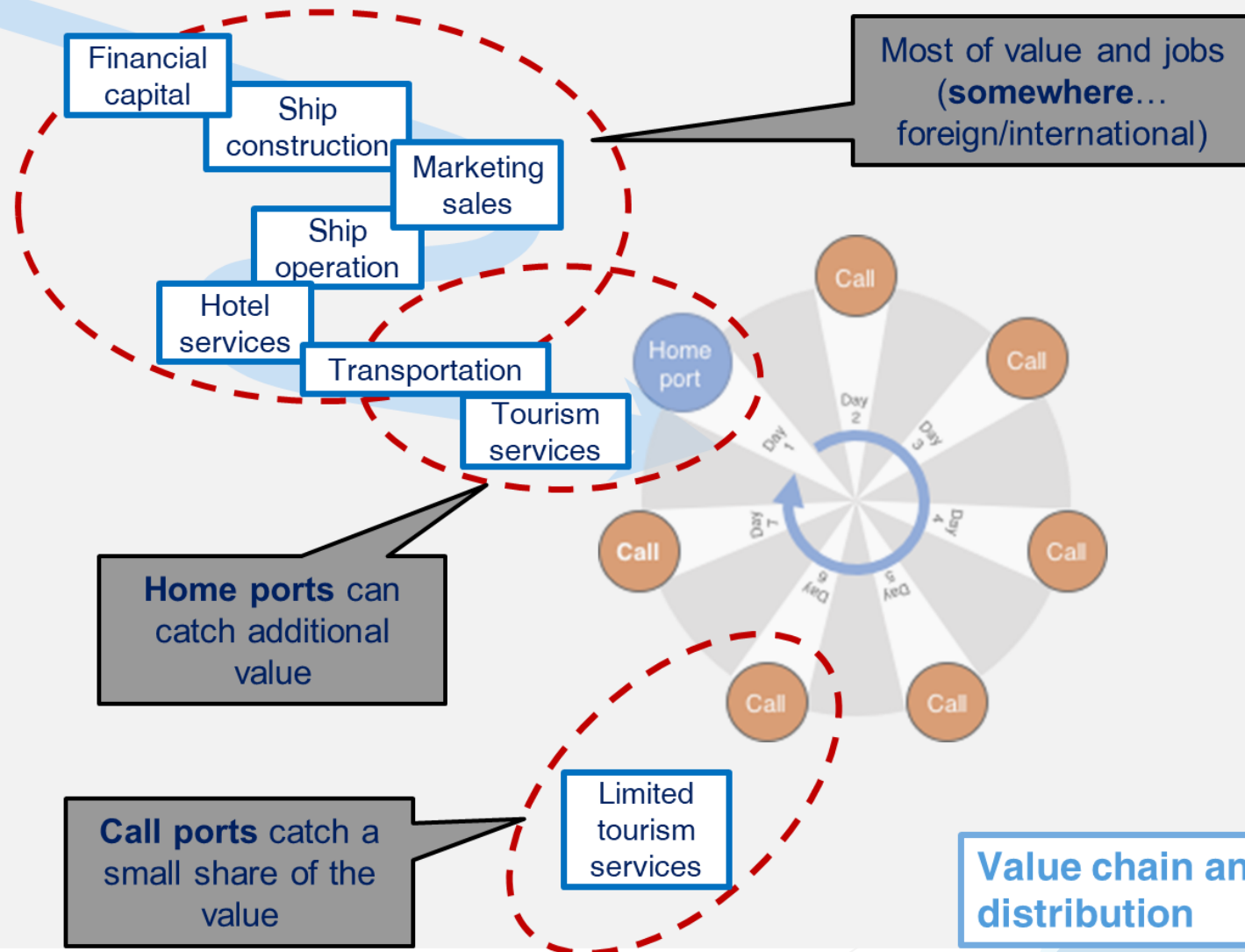


Cruise tourism: increase local return

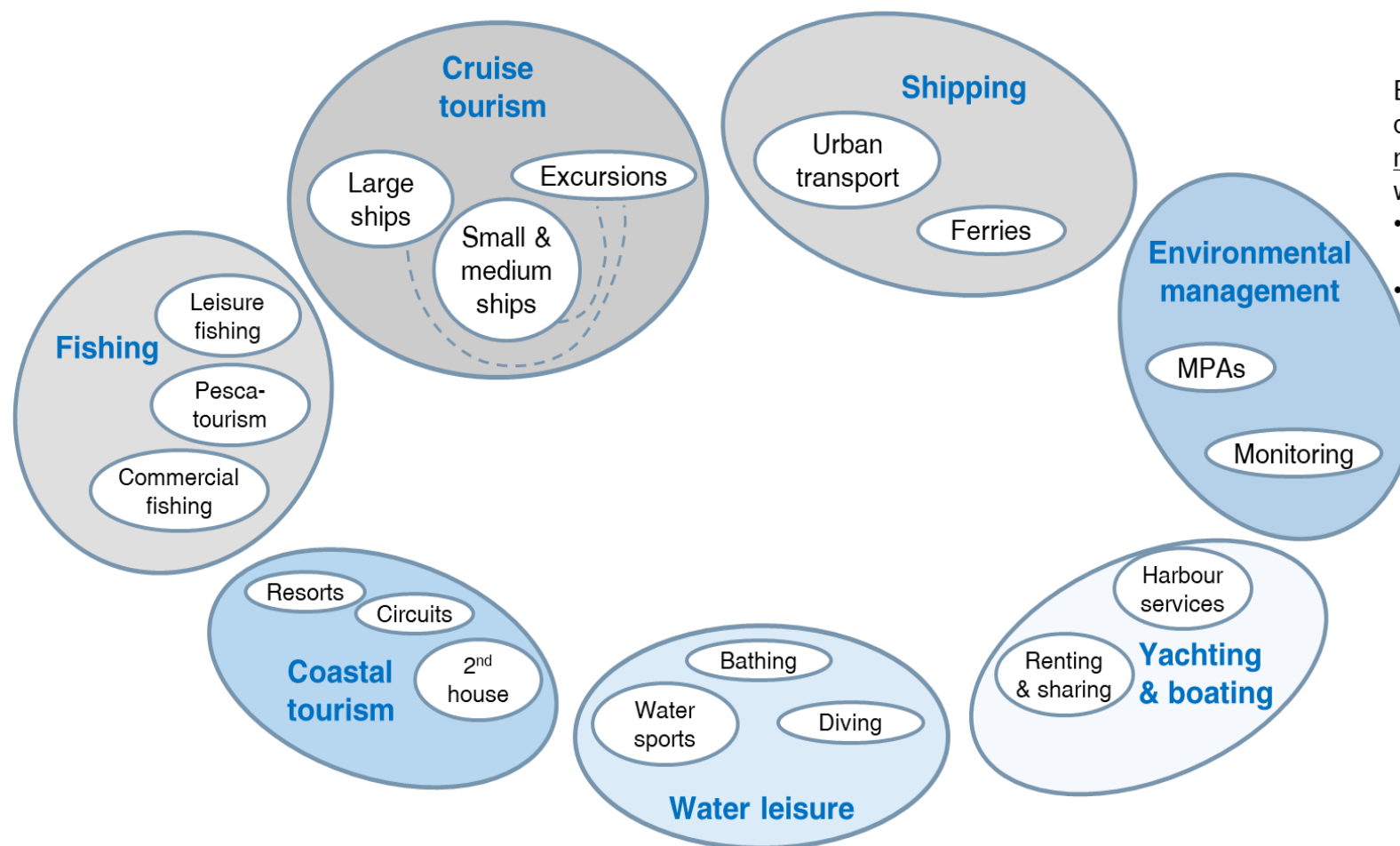
« Standard » MED cruise



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



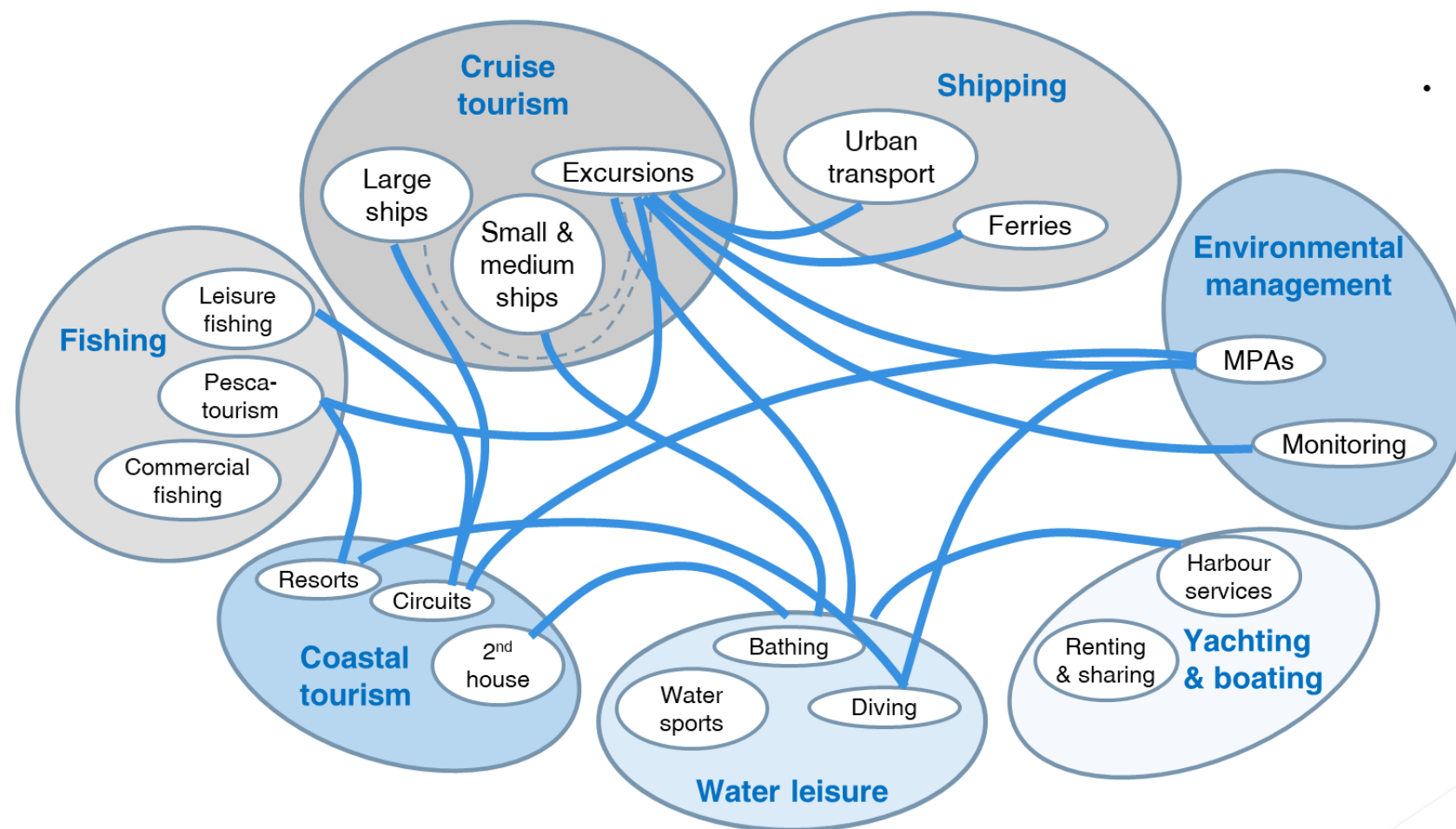
Integrated Functional Cluster «Maritime and coastal tourism and leisure»



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....

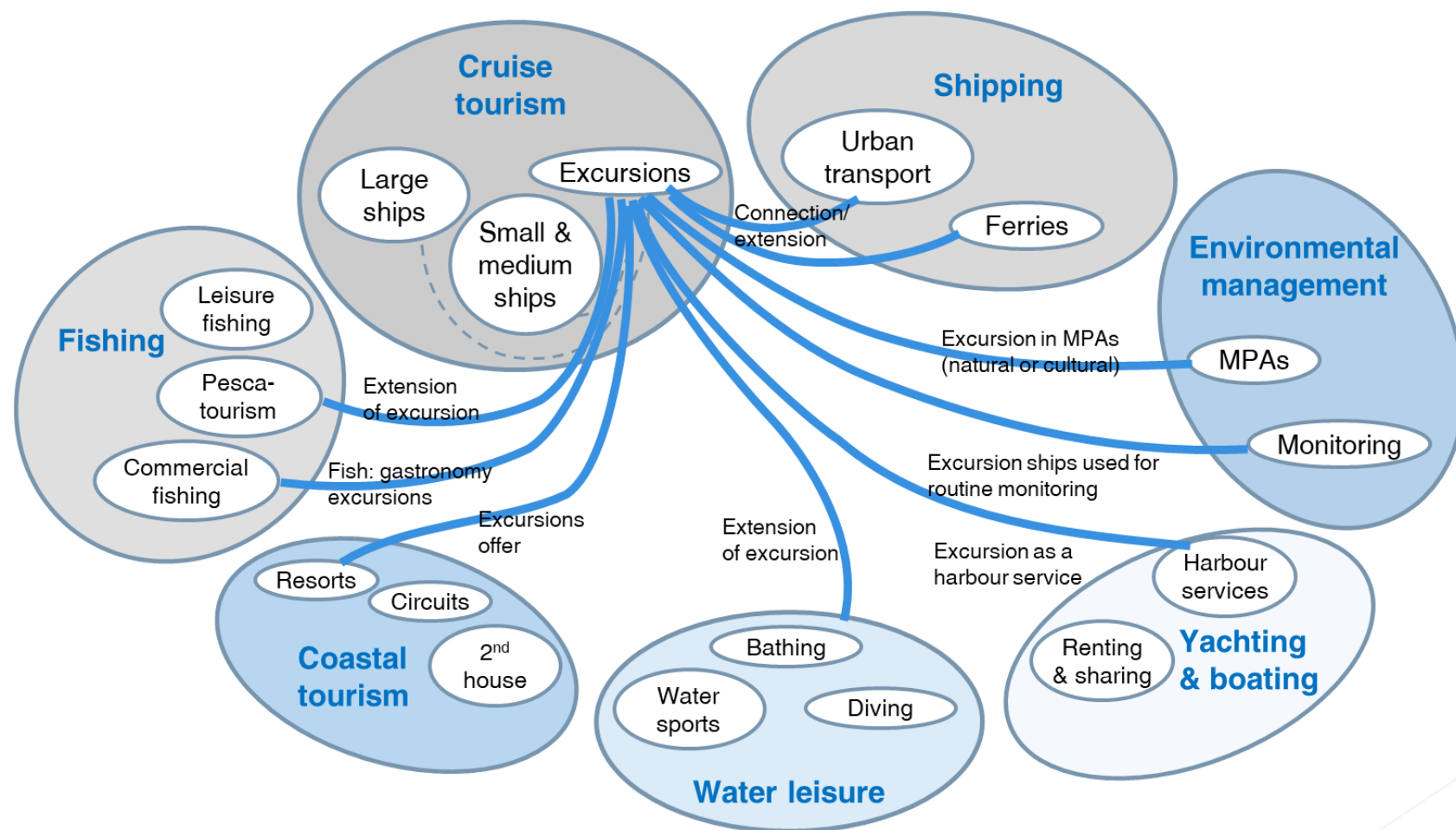
Integrated Functional Cluster «Maritime and coastal tourism and leisure»



- 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?

Situation : Low added value from cruise calls



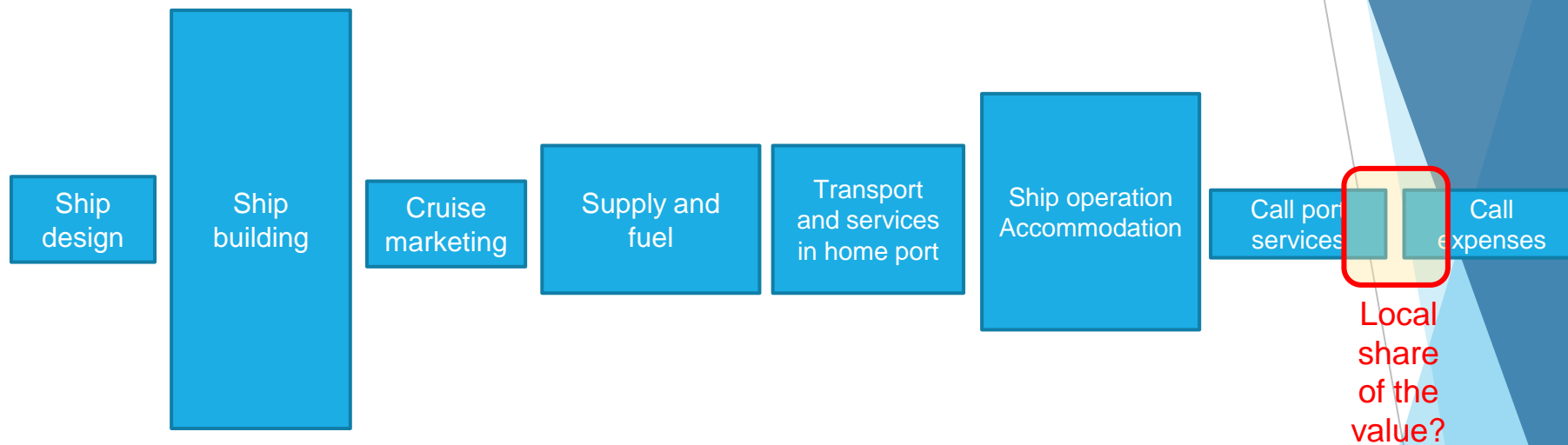
**Proposed strategy:
2+3**

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

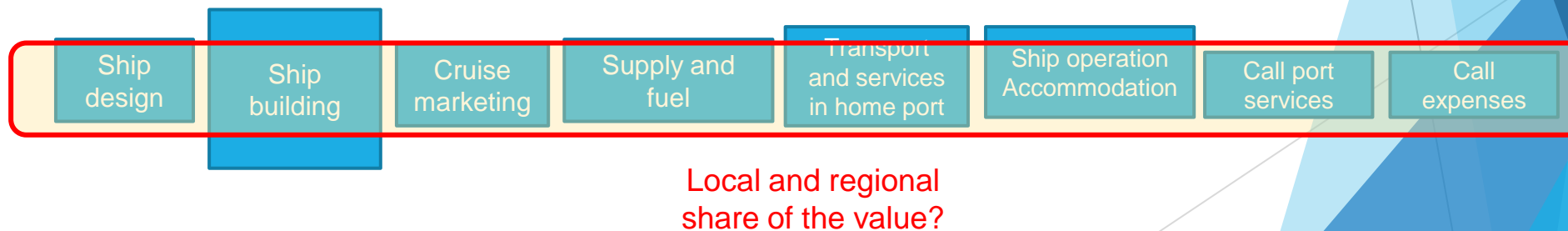
Create value... in the region

Example of cruise tourism

Large cruises



Small cruises



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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://blackseablueeconomy.eu>



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Thank you and see you in Istanbul !

Thanos Smanis
Blue Economy expert