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# A SUSTAINABLE BLUE GROWTH AGENDA FOR THE BALTIC SEA REGION: SHIPPING AND TRANSPORT

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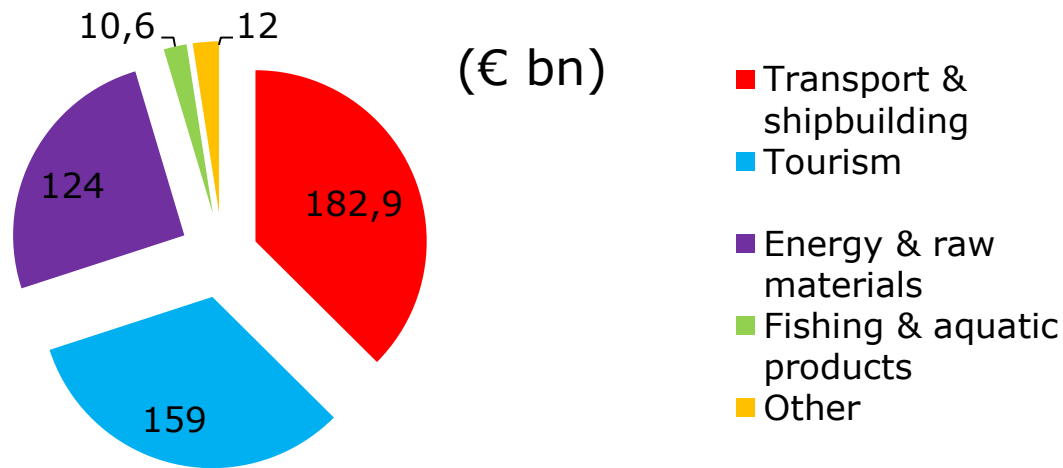


## Blue Growth - Basics

- **Europe's Maritime Economy is worth 3-4 million jobs right now – maybe 7 million by 2020**
- **Gross Value Added of 180 bn.**
  - ... or something of that nature. Because:**
    - It depends on the sectors, statistical methodology etc.**
- **Very diverse: shipping, ports, shipyards, aquaculture, tourism, energy, biotech, minerals**

# The European blue economy of today

Approximately 3-4 million people are working in the maritime economy today. With the right push it could be many more by 2020.



**BLUE ECONOMY now:**

**€ 500 million GVA**



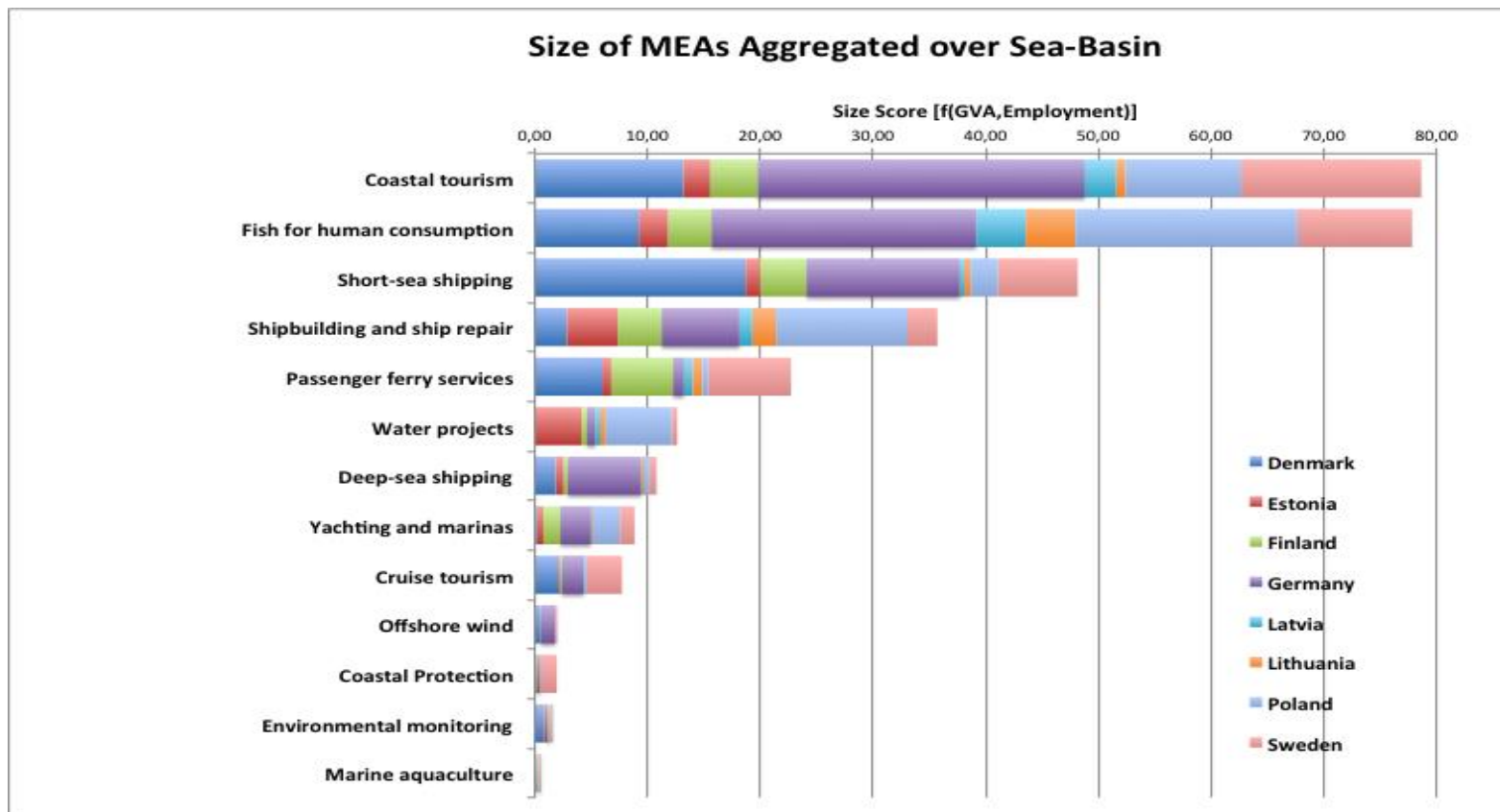
**In 2020:**

**€ 600 million GVA**



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# A Baltic blue economy of today





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# Blue growth – The maritime pillar of EU 2020

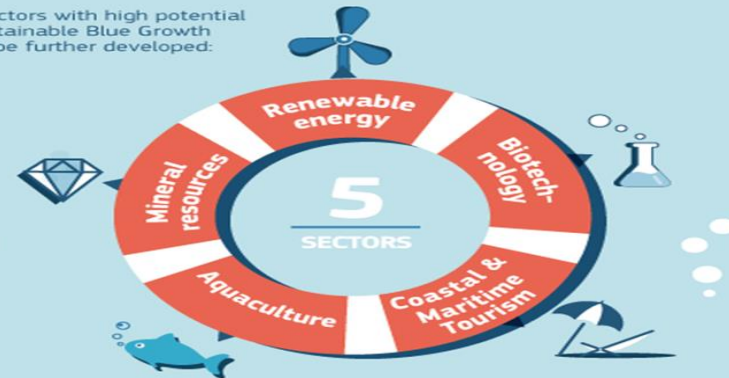
## Why?

Blue Growth is the European Commission's initiative to further harness the potential of Europe's oceans, seas and coasts for:



## Focus Area

Five sectors with high potential for sustainable Blue Growth are to be further developed:



other **sectors of the blue economy** crucial for value & jobs



# **A Baltic blue economy of today**

- **Tourism and short-sea shipping identified as most promising maritime sectors**
- **Very high growth rates in blue growth sectors:**
  - Off-shore wind: 20%**
  - Cruise tourism: 11%**
  - Marine aquaculture: 13%**
- **Significant potential for blue growth in the region!**

# **A blue growth agenda for the Baltic Sea Region (1)**

## **Commission Staff Working Document of May 2014:**

- **Clear focus on innovation, sustainability, skills and access to finance**
- **Aims at mobilising actions of various actors around the Baltic building on regional strengths to deliver on a common regional blue growth agenda**
- **Identifies areas for more blue growth actions in the EUSBSR action plan**

## **A blue growth agenda for the Baltic Sea Region (2)**

- **A Baltic master plan for maritime technologies?**
- **A maritime stakeholder dialogue through a dedicated platform?**



# Shipping, blue growth and the Baltic Sea Region (1)

- **A series of new regulations will reduce the impact of shipping in the BSR**
- **This creates challenges for the sector but also constitutes a great potential that could be turned into commercial possibilities...**
- **...making the Baltic Sea Region a laboratory for marine clean-tech and a pilot region for clean shipping**

## **Shipping, blue growth and the Baltic Sea Region (2)**

- **How to make the Baltic shipping sector the world's most competitive?**
- **Ways to mainstream pilot projects on clean shipping**
- **Identify and visualise good examples...**
- **...that are concrete in terms of output and able to deliver on the growth and jobs agenda**

# Shipping, blue growth and the Baltic Sea Region (3)

## Challenges:

- **Reduce emissions: need to use alternative energy sources, clean fuels directive – LNG in maritime ports by 2025, electricity at shoreside by 2025**
- **Waste: water and solid**



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THANK YOU FOR THE  
ATTENTION!

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