



Project co-financed by the European
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New Trends for the Yachting sector in the Mediterranean

InnoBlueGrowth

Capitalization report for recommendations

Version 11/2017



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Acronym: InnoBlueGrowth

Project Title: InnoBlueGrowth – Horizontal Communication & Capitalization project for Innovation in
Blue Growth at Mediterranean level

Priority Axis 1: Promoting Mediterranean innovation capacities
to develop smart and sustainable growth

Specific Objective: 1.1 To increase transnational activity of innovative clusters and networks
of key sectors of the MED area

<https://blue-growth.interreg-med.eu>

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ASCAME (Association of Mediterranean Chambers of Commerce and Industry)

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National Inter-University Consortium for Marine Sciences

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1. Introduction – Objective of the Report

The InnoBlueGrowth project – or “Horizontal Communication & Capitalization project for Innovation in Blue Growth at Mediterranean level” (Interreg MED), led by the National Interuniversity Consortium for Marine Sciences (CoNISMa) and counting on the experiences of the Association of Mediterranean Chambers of Commerce and Industry (ASCAME), the Intermediterranean Commission of the Conference of Peripheral Maritime Regions (CPMR), Plan Bleu, the National Technical University of Athens (NTUA), and the University of Montenegro (UoM), aims at ensuring the connection between communication and capitalization activities of thematic projects dealing with Blue Growth issues in order to increase their impacts towards common identified targets. Its activities are focused on the increase of the transnational activity of innovative clusters and networks of key sectors of the Mediterranean area. IBC is implementing concrete actions such as a *communication strategy*, *community building initiatives* and *capitalization events*, among others, to build a real community of Blue Growth actors. This innovative community will allow the reinforcement of an integrated approach between modular projects and transnational key stakeholders. This approach is indeed a sine qua non condition to support Mediterranean clusters in their transnational activities processes.

The theme chosen for the first Capitalization event organized by IBC is yachting, as one of the modular project it capitalizes is iBLUE. The iBLUE project aims to contribute to the sustainable relaunch of yachting sector by using a new methodology and by integrating the sustainable pillars (economic, environmental and social) in the concept of business model innovation (3-PBM). iBLUE will provide (i) a critical mass of knowledge about Med yachting in terms of economic impact, employment, strengths, weaknesses and sustainability; (ii) an indicator system about the sustainability of the yachting sector, useful to the policy makers for a better resource allocation and for impact evaluation and (iii) a collection of best practices, innovation patterns and policies exploitable by Med yachting sector actors for performance improvement. This transnational action will help establish the first steps towards the sustainable development of the whole yachting sector by involving all actors of the sector.

The event was co-organized by Plan Bleu (IBC project partner) and Kedge Business School (iBlue project partner), with the assistance of InnoBlueGrowth Partners - ASCAME, CPMR, NTUA, CoNISMa - and the iBlue Lead partner – University of Udine.

This capitalization event gathered around 40 participants from 11 countries including a great variety of stakeholders, ranging from policy makers to researchers and academia, representatives of regional administrative bodies, NGOs, and the private sector.

This report contributes to task 4.3.1, entitled “Technical reports corresponding to the themes of the Capitalization events”, which is an element of WP4 - ‘Capitalization’ of IBC HP.

1. Day 1 – 11th October 2017

The Director of Plan Bleu, Elen Lemaître-Curri welcomed all participants in the Villa Valmer (Marseilles) and reminded that *Blue growth is a pillar of inclusive sustainable development* and, therefore, a key issue for Plan Bleu. She also mentioned some key figures such as that the ocean-based economy represents worldwide roughly 2.5% of the world Gross Value Added (GVA). It mainly includes offshore energy (gas, oil), maritime and coastal tourism, maritime equipments and ports. Industrial fisheries bring more than one third of the 31 million jobs, whereas maritime and coastal tourism bring some 25%. *This ocean-based economy is sometimes considered as a new frontier for economic development and could more than double its contribution to world GVA between 2010 and 2030.*

The presentation of the Blue Growth theme in the Interreg MED Programme 2014-2020 was then followed by Mrs. Maria Groueva – Project Officer Interreg Med Joint Secretariat, Marseille – France. It was stressed that one objective of the Interreg Med Programme is *“to improve innovation capacities of public and private actors involved in green and blue growth sectors, cultural and creative industries and social economy by strengthening transnational cooperation and improving connections between stakeholders of the 4Helix (research bodies, businesses, public authorities and the civil society).”*

Ms. Elisabetta Ocello, from University of Udine – Italy, as Lead Partner of iBlue, presented the project *“Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model”* which general objective is to increase the transnational activity of innovative clusters and networks of key sectors of the MED area. The main goal of the iBlue project is *to develop and test a methodology for business model innovation based on the the 3-pillars of sustainability* (economic, social and environmental) in the yachting sector. Activities will span 3 years and encompass a collection of best practices, the development of the 3-Pillar Business Model tool, the creation of an information database about the MED yachting network, a testing phase of the Model and the organisation of training sessions including guidelines for policy-makers.

Ms. Sandrine Devos - European Boating Industry - introduced the theme of Yachting itself by giving some existing definitions, mentioning key economic figures and giving an overview of challenges that the yachting sector is currently facing. Thus, worldwide, 5,600 of 30-meter plus yachts, bring 27 billion euros in economic benefits. A third of the world fleet today operates in the region between Provence Alpes Côte d’Azur and Corsica. In France, the yachting sector represents more than 20,000 employments in design, maintenance, construction, refueling, maritime services and ports. *The presence of yachts, crews and yacht owners represent huge economic benefits for coastal territories.*

This very informative key note speech was followed by sessions and debates underlining various issues such as the lack of harmonization for regulation and taxes throughout Europe, the very slow process toward digitalization of paperwork and administrative procedures, or the difficulty to recycle boats, in particular those made out of composite materials, among other elements.

Mr. Linos Voskarides - Directorate General for Maritime Affairs and Fisheries / European Commission - stressed the *importance to build pleasure boats with clean propulsion and fitted with the latest information and communication technologies*. He highlighted the problem of *recycling* boats arriving at the ends of use (e.g. high cost, no incentive), and the difficulty to define the “end of use” for boats. Other challenges faced by the yachting sector such as the *diverging national safety equipment rules* for yachts, were raised. Finally, he emphasized the need for *common curriculum for skippers* (to facilitate mobility) and to promote *smart marinas*.

Mr. Angel Puig - NauticAdvisor - presented his innovative analysis of "Sailing on Reefs: EU SEAtizenship, paperwork and other digital gaps" and regarding the *energy sustainability of modern ports and technological research on new yachts generation*. Another highlighted point was the need to better inform citizens on the potentialities of the sector, through *developing digital tools, and ease administrative procedures and discrepancies*. According to him, “We already have digital boats but analogic environments”. As an example, he suggested to develop digital paperwork and procedures for Port and charter check-in, and harmonized customs.

Pr. Grigorios Grigoropoulos - National Technical University of Athens - presented the current trends in the design of sailing yachts, highlighting that *many owners ask for a boat that can be used for both cruising and racing, which impacts their design*. Production of sailing yachts depends on tourism, since the majority of them are acquired by the chartering companies. Since the Mediterranean Sea offers ideal conditions for sailing, the *sector is promising* with France being the main provider.

Mr. Aleksandar Drakulovic - Adriatic Marinas Porto Montenegro - described the good practices regarding “*Environmental challenges and litter management in Porto Montenegro*.” Many structures and management tools have been put in place (e.g. regular monitoring of water quality, waste management plan) to deal with environmental issues such as biological contamination, physical and chemical pollution. With a capacity of 455 superyachts, the marina is the largest superyacht homeport in the Mediterranean.

The presentation of an “ideal” marina by Ms. Liana Florou - National Technical University, School of Naval Architecture & Marine Engineering, Athens - brought additional examples of sustainable practices to be implemented in marinas, especially to be *energy independent*. For instance, the Port of Killini in Greece is part of the Elemed project which aims to promote *onshore power supply solutions and electricity based propulsion for vessels leading to improved environmental performance of shipping and ports*.

A great contribution to sustainable shipbuilding has been provided by Dr Vienna Eleuteri – Sustainability manager, Viareggio Super Yachts – with her speech about "*Charting sustainability: how the yachting sector contributes to sustainable blue growth.*"

An interested debate followed among participants and afterwards, other Med initiatives existing in the Yachting sector were presented:

- The [European Nautical Platform](#) was exposed by Mr. George Assonitis – Network of Insular CCI of European Union Regions (INSULEUR). This is an electronic platform, result of a transnational cooperation between Mediterranean islands, that enables the promotion of nautical tourism development and favors a *direct meeting between the entrepreneurial sector and potential users*. Its transnational character and its heterogeneity lie, among others, in the fact that 9 partners from 4 countries, Spain, Italy, Greece and France, participate gathering together the main public and private agents operating in the insular territory (Chambers of Commerce, Regional Governments and Mediterranean Associations at an insular level). The project intends to promote innovation amongst the SMEs of nautical sector, as well as to develop nautical tourism towards EU islands.

The [MENTOR project](#) (Blue Career Centre of Eastern Mediterranean and Black Sea) was presented by Ms. Monica Andreou – Cyprus Chamber of Commerce and Industry. This project aims to *attract young people and experienced workers to key Blue sectors in the Eastern Mediterranean Sea and the Black sea*. Maritime Transport (shipping, ports, ship-repairs and shipbuilding), cruise and nautical tourism, aquaculture and offshore oil and gas.

Three groups exchanged views around the following questions:

1. [What are the main issues to be addressed in the yachting sector?](#)
 - Some *synergies* exist and should be further developed between yachting and blue energy sectors, e.g. *installation of renewable energy devices to improve sustainability at ports*;
 - Who leads the process for development of the yachting sector? The local government or foreigners seeing opportunities? *What governance should the sector be submitted to?*
 - The future of yachting lies in *new technology* (e.g. procedures in port should be digitalized for administrative issues; Industry 4.0 in the yachting sector)
 - Recycling waste of boats and of boats themselves are a key issue. *More efforts should be made towards investigation to build more boats out of sustainable and recyclable material.*
 - Policies and regulations should be *harmonized* between Mediterranean countries

- Raising awareness about the social impact of the development of yachting sector is key to enhance its development throughout the basin.
- There is now a sustainability committee in the Yachting sector.

2. What should be the *priorities*?

- To adopt best practices, rules, regulatory framework from already developed industrial sectors
- Capacity building / education and raise awareness of the public regarding the economic impact of the yachting sector and its development
- To adopt more widely existing innovative tools to avoid water pollution
- Harmonizing regulation at EU level for eased transactions in the sector between EU countries
- Promoting/communicating around common long-term strategies
- Promoting sustainability by presenting different focused solutions for specialized topics (focused solutions for focused issues in Yachting sector)
- Digitalization of paperwork for more sustainability and connected tools, adapted to the new generations of users
- An increased economic, social and environmental sustainability/-ies
- To develop a common way of thinking

3. What are *the main gaps* to be filled in?

- Lack of harmonized safety standard rules
- Need of a global community with minimum established standards for license / certification
- Lack of data, need for sharing knowledge; The absence of EU associations to collect the data and to disseminate a holistic approach for yachting industry (at community level as well)
- Lack of communication / common interest among stakeholders
- Gap among different visions: different directions of policy makers/stakeholders instead of matching all the complementary visions (common vision). *A harmonized governance and decision-making process should apply instead.*
- Need more incentives from “glocal” (global & local) levels for ensuring sustainability, which also is a matter of responsibility
- Need for a new way of business model embracing sustainability.

Discussions that took place during this capitalization event were very useful for the iBLUE project to gather inputs to nourish its research, to identify existing sources of data, best practices especially because it focuses on the issue of relaunching the yachting sector sustainability.