

THE INVOLVEMENT OF REGION OCCITANIE IN THE BLUE ECONOMY



**BLUEMED
3RD PLATFORMS MEETING & 2ND
FUNDERS WORKSHOP**

25th october 2018, Barcelona



The blue economy, a potential for the Region Occitanie

➔ A territory of opportunities, an experimental space




220
KILOMÈTRES
DE CÔTES


20 STATIONS
BALNÉAIRES
SUR LE LITTORAL


1^{ère} **FLOTTILLE**
FRANÇAISE DE
PÊCHE DE LA
MÉDITERRANÉE


3 PORTS
MARITIMES
EN PROPRIÉTÉ :
Sète, Port-la-Nouvelle, Grau du Roi


70 PORTS
DE PLAISANCE
MARITIMES, LACUSTRES
ET FLUVIAUX

The blue economy, a potential for the Region Occitanie

- ➔ A threatened territory :
 - Erosion of the sideline, marine submersion, marine pollution
 - Aging infrastructures, demographic and urban pressure
 - Economic activities to strengthen and develop

- ➔ Challenge: to be able to reformulate the littoral and maritime territory, give it a new dimension, particularly through support for innovation

- ➔ Blue economy: a vast field that it is now necessary to define (scope, sectors, particularities)

A single regional strategy for blue economy: le Plan Littoral 21

- ➔ In 2017, Région Occitanie launched « **Le Plan Littoral 21** » with a multi-governance level signed by the French State and Caisse des Dépôts
- ➔ Main objective: to have a regional strategy for the blue economy and the coastline
- ➔ 3 orientations



A single regional strategy for blue economy: le Plan Littoral 21

Orientation 1 : to ensure an ecological recovery



Actions

- ➔ Work around the erosion of the coastline
- ➔ Lagoon, littoral and maritime integrated management
- ➔ Preservation and restoration of environments (e.g.: fight against marine pollution, especially plastic waste)



A single regional strategy for blue economy: le Plan Littoral 21

Orientation 2 : to have an innovative blue economy

Floating Offshore Wind strategy :

- To develop the commercial floating wind farms
- To identify and develop suitable infrastructures (port of Port-La Nouvelle)
- To structure the economic identity
- Research and development
- Develop new competences (education)
- Projects visibility

entrepreneuriat
innovation
transition
numérique
éolien
intermodalité
sport **vent**
tourisme



A single regional strategy for blue economy: le Plan Littoral 21

Orientation 2 : to have an innovative blue economy

In 2018, Occitanie launched a **study to establish a picture of the coastline and the maritime economy and to offer growth perspectives:**

- Identification of the several activities composing the blue economy in Occitanie in order to build a regional strategy for the coastline development with an integrated dynamic.
- Recognition of the Région Occitanie as a strategic leader on these topics based on a new governance of maritime actors (ex: to redefine the role of the Parlement de la Mer).
- Helping the regional economical level to find new financial solutions and to determine if and where the need of financial instruments can be a significant leverage.
- Encourage innovation and propose new tools.

A single regional strategy for blue economy: le Plan Littoral 21

Orientation 3 : to have an attractive territory

qualité
modernisation
culture
attractivité
histoire ouverture
ensemble
habitat

Actions

- ➔ Modernization of seaside resorts and marinas
- ➔ Development of the tourist offer
- ➔ Valorisation of the littoral (cultural heritage)
- ➔ Opening on the Mediterranean (cooperation, passenger terminal on the port of Sète-Frontignan)



Innovation and actors



- ➔ Economic action is a regional competence
- ➔ Several tools are existing to help innovation
- ➔ Regional Innovation Strategy (SRI) has defined blue economy as a strategical topic of action
- ➔ Littoral+ project: call from French Government about disruptive innovation for territories.

Main objectives for Occitanie and its dedicated consortium: transform coastline by blue economy

- 1,4 M€ dedicated to develop ideas to projects with experienced economic models until 2027
- Actions are promoting new ways of public action (involvement of citizen)
- Actions are headed by Collectivities, universities & research laboratories, and businesses
- Numeric strategy is supplying the global project.

Role of the Region in innovation

- ➔ Being a facilitator between research, public policy and business
- ➔ Rely on the regional strategic priorities to create a leverage effect (mobilization of actors, financing, ...)



Experience feedback:

- ➔ Temporality of the different actors to coordinate
- ➔ Which economic model behind an idea?
- ➔ Visibility of strategies: be careful of the multiplication of initiatives and projects, need for readability and simple priorities
- ➔ Governance