



**One Mediterranean:**  
practices, results and strategies for a common Sea

*BlueMed CSA Final Conference*  
Feb. 22-24, 2021

# Start-up Action: BlueBoatsMed

*Foresight on cruise & recreational boating, their potential for transition towards a blue economy in the Mediterranean and associated environmental challenges*

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# blueMed

Research and Innovation  
for blue jobs and growth  
in the Mediterranean Area

With support from:



# Objective:

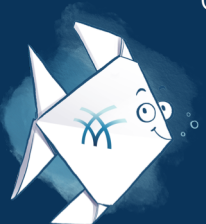
Explore the potential for a blue transition of the recreational boating and cruise sectors



© H. Caric, 2014



© PeaceBoat Ecoship



# Four steps and four meetings

1

Analyze the prospects for further and sustainable expansion in the cruise and recreational boating sectors in the Mediterranean, based on partners' knowledge and on-going research → Trends analysis

2

Agree on up to 4 main environmental challenges associated with this expansion:  
→ Safeguarding biodiversity, impacts on socio-economic systems, air pollution, circular economy

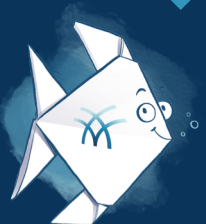
3

For each challenge, present up to 3 promising innovations through case studies  
→ 28 innovations identified

4

Discuss the potential and readiness for further uptake of these innovations, and identify the main instruments (or policy mixes) necessary to accompany these transitions in the short, medium and long term  
→ Scoping study for further activities and foresight study

4 meetings: Web-based 05/2019; Genoa 06/2019; Marseille 11/2019; Web-based 10/2020



# Outcomes

Short foresight report → [www.planbleu.org](http://www.planbleu.org)

## Cruising

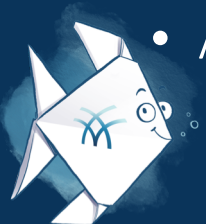
- General trend: market and environmental/social impacts ↑
- Future (f)actors: saturation of destinations, social opposition of local actors, regulation (practices, technologies, carrying capacity, routing, ...), air traffic

## Yachting

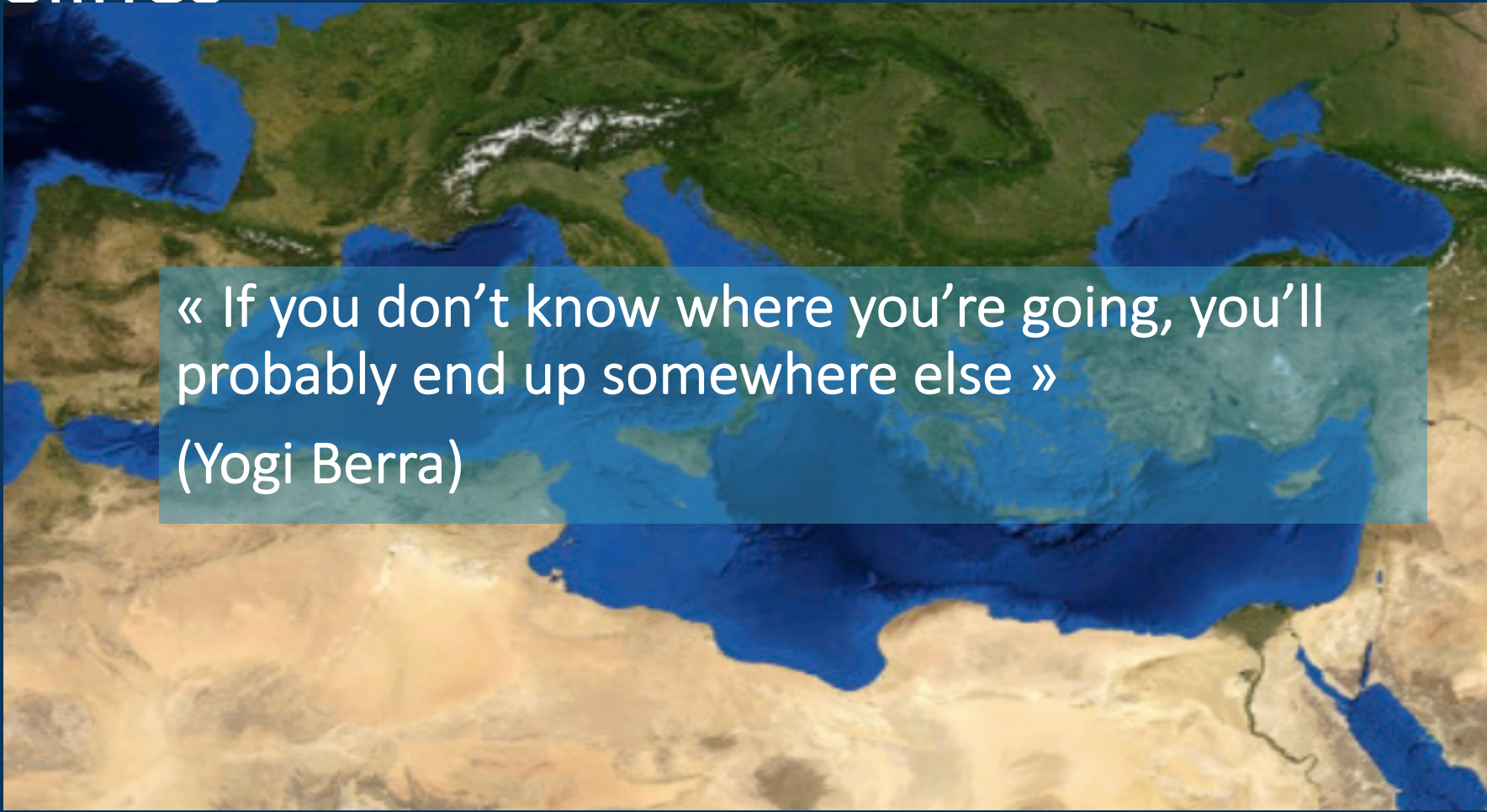
- General trend: market and environmental/social impacts ↑
- Future (f)actors: saturation of marinas, regulation (practices, technologies, spatial measures, ...), air traffic

## Recreational boating

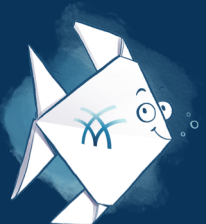
- General trend: market and envir./social impacts →
- Future (f)actors: generational change of boats and boat owners, practices/values change from ownership to use, replacement of the fleet by new less polluting boats
- A sector that is conducive to structural change!!!



# Next step: A common vision for setting guidelines

A satellite map of the Mediterranean Sea and surrounding landmasses, including Europe, North Africa, and the Middle East. The sea is a deep blue, while the land is shown in various shades of green and brown. A semi-transparent blue rectangle is overlaid on the sea, containing white text.

« If you don't know where you're going, you'll  
probably end up somewhere else »  
(Yogi Berra)



# Thank you for your attention!

Fabio Badalamenti (CNR Italy), Amélie Bataille (CNRS/ Bluemed CSA), Jean-François Cadiou (IFREMER), Valentina Cappanera (Portofino MPA), Alberto Cappato (Porto Antico di Genova), Thomas Corona (Marseille Cruise Club), Carla Danelutti (IUCN Med), Anne-France Didier (Ministère Français de la Transition écologique et solidaire), Céline Dubreuil (Plan Bleu), Marjan Dumanic (RERA SD), Slim Gana (SPA/RAC), Alejandro Gonzalez (eco Union), Anna Goubert (Plan Bleu),

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