



FÓRUM  
**OCEANO**

Associação da Economia do Mar

Online event: 90 minutes for discovering the EU Overseas: BEST innovative & key partners of the EU Biodiversity strategy



29 September 2020, 10:30 – 12:00 CEST  
GO-TO-WEBINAR



Hosted by MEPs Stéphane Bijoux & Sara Cerdas  
Co-Chairs of the 'Islands and Overseas Entities' Working Group  
of the EP Intergroup on 'Climate Change, Biodiversity and Sustainable  
Development'

&

Co-organized with the International Union for Conservation of Nature  
(IUCN)

# A BLUE EUROPEAN DREAM FOR THE EU GREEN DEAL: AN OCEAN OF OPPORTUNITIES



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29<sup>th</sup> September 2020

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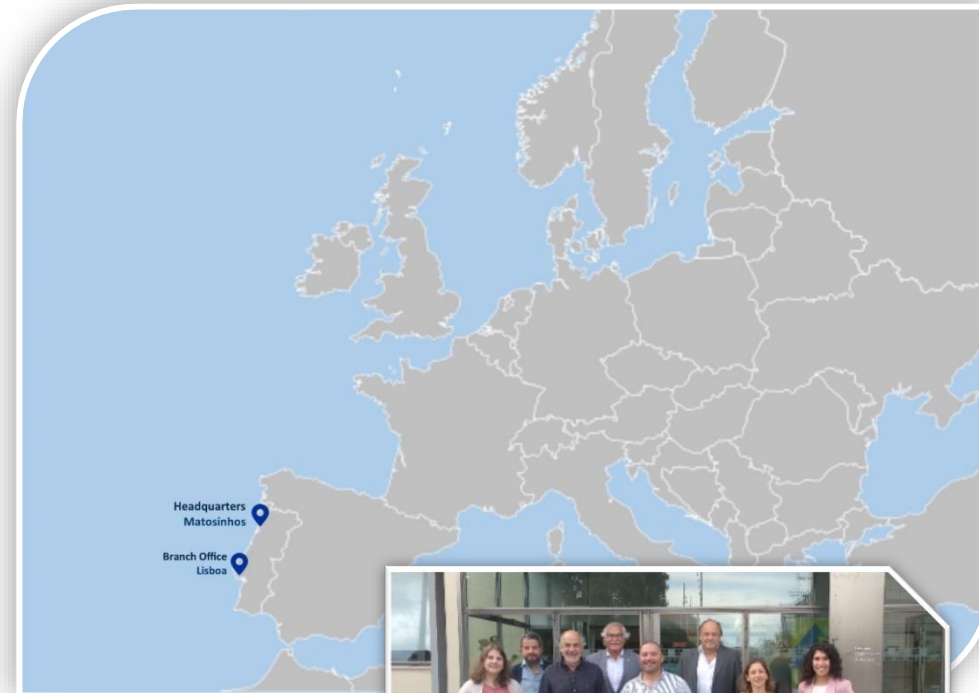


## Portuguese Maritime Cluster

*Recognised by the Portuguese  
Government as a Competitiveness  
Cluster*

(2009 and 2017)

To develop a set of cooperation initiatives involving companies and respective associations, public institutions and other relevant support entities namely Universities, R&D centres, training and educational institutions aiming to promote **innovation**, enhance **entrepreneurship** and support **internationalisation** in one or various sectors of activity and to promote ocean literacy.





**Daniel Ek, Spotify Founder:**

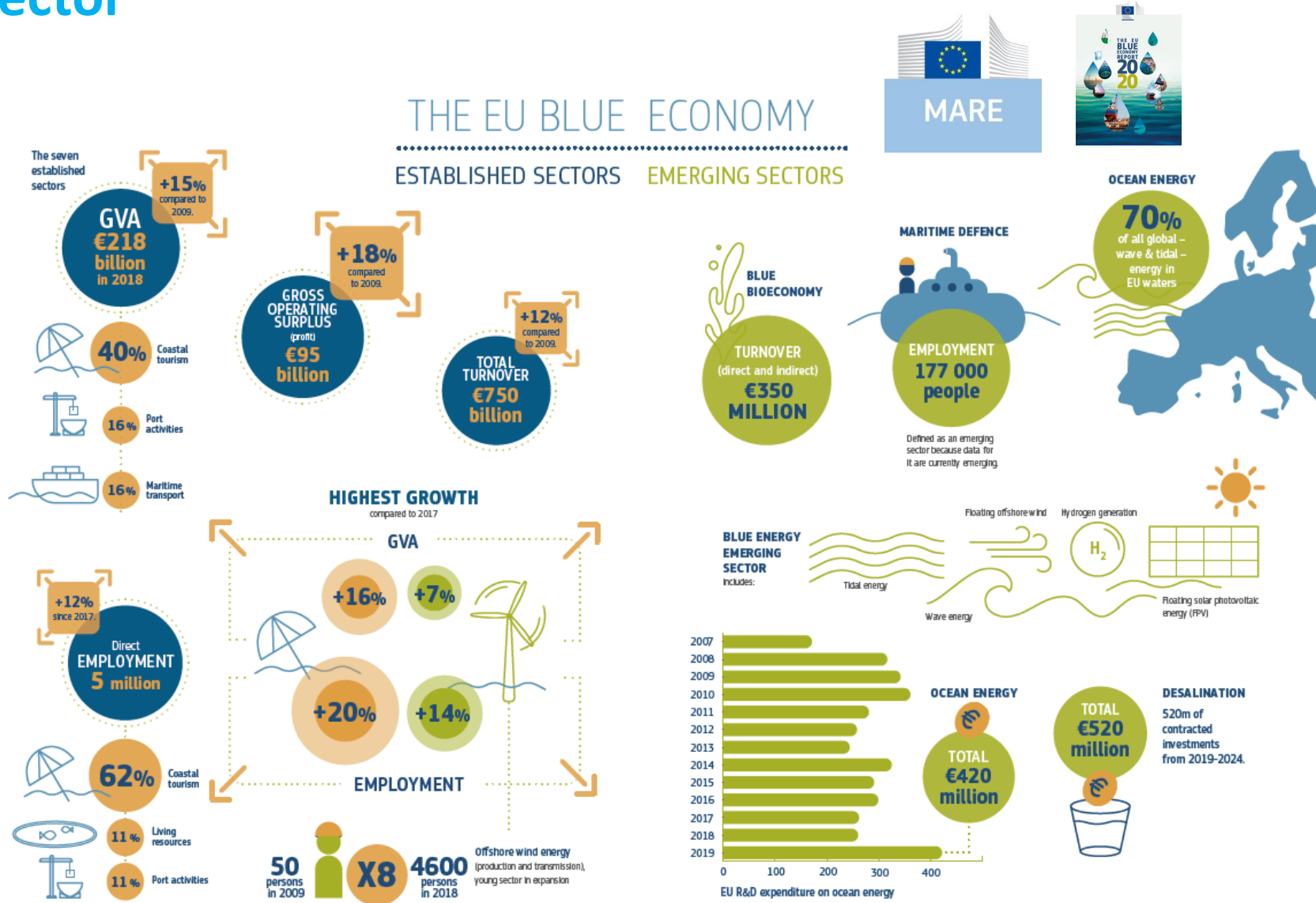
***Let's make happen the "European dream", focusing more on building a "better future for the collective, not just the individual", in contrast with the American Dream***



## ***EUROPE'S BLUE DREAM:***

***build the world's most prosperous sustainable ocean economy, creating jobs, wealth and restoring ocean's health and abundance***

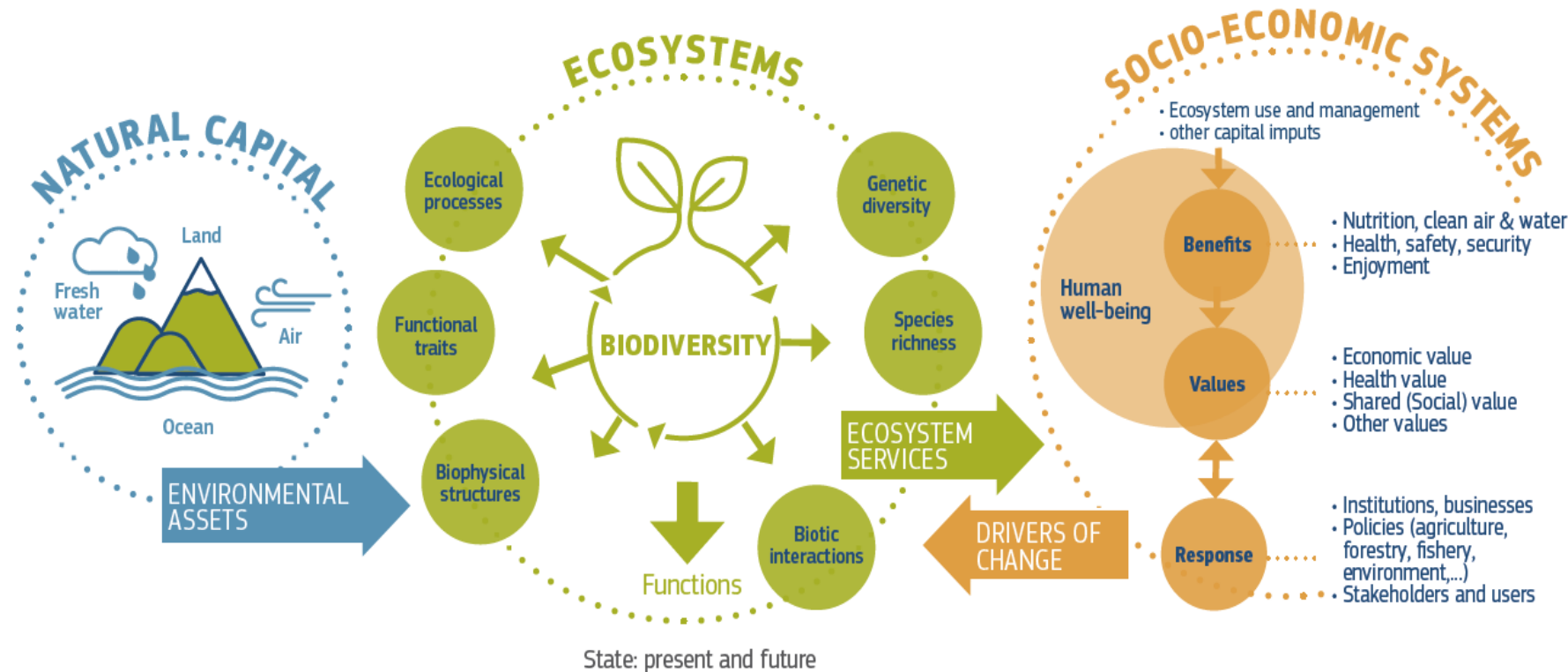
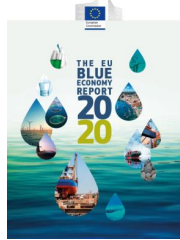
# Blue Economy is a highly diversified and steady growth sector



- In Pre-Covid19, EU's Blue Economy GVA grew 15% in 10 years – main drivers are tourism, port activities and shipping
- In Portugal, Blue Economy's GVA grew ~40% from 2015 to 2018
- It employed 5M people in EU
- Emerging sectors, like offshore wind, grew 7%
- OECD previews that Blue Economy will represent 10% of world's GDP in 2030

# What is the business model for a Sustainable Ocean Economy?

**ECOSYSTEMS SERVICES**  
From natural capital to benefits to society

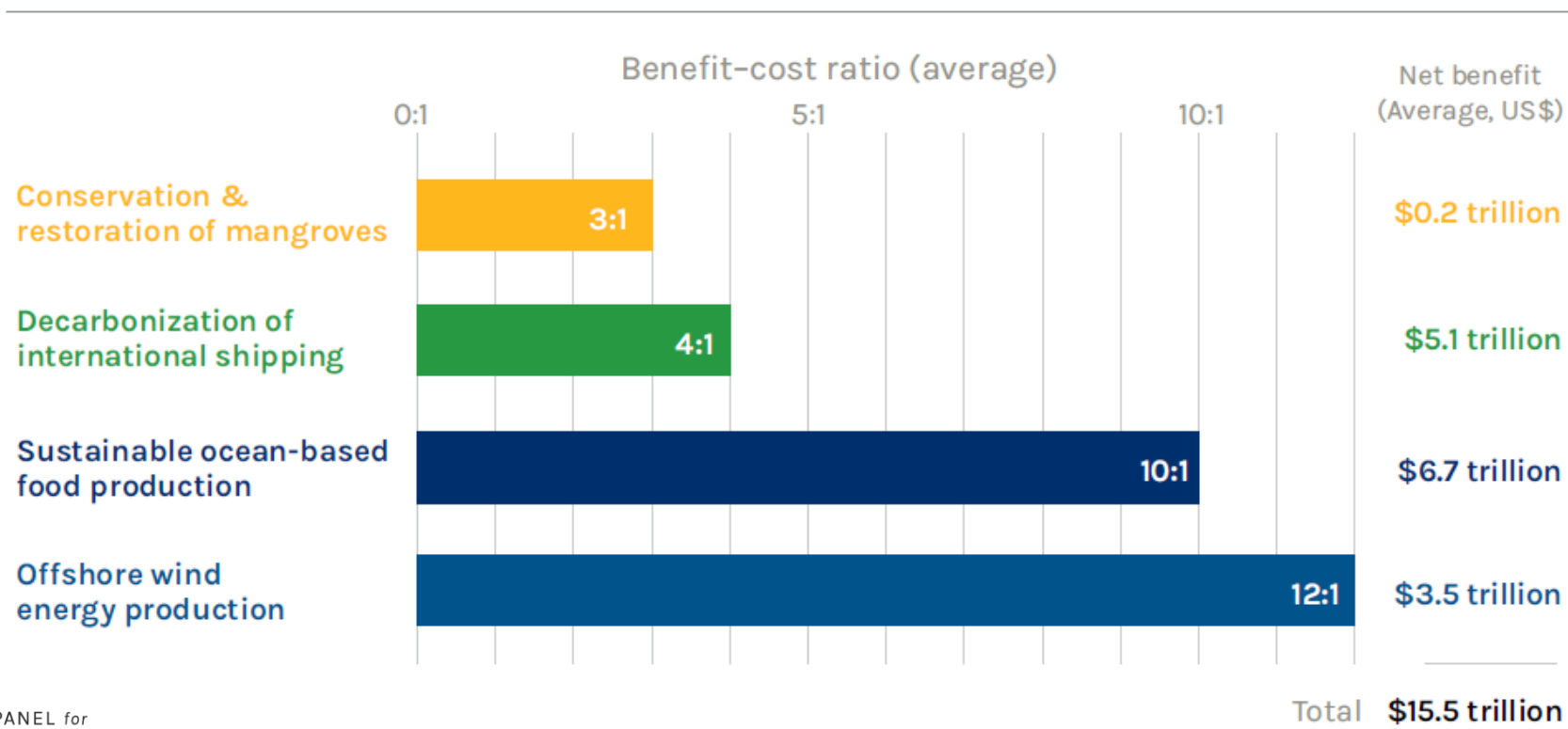


Own elaboration based on Erhard et al, 2016.

- It means integrating ecosystems natural capital protection and restoration into the business model equation
- It means integrating human well being benefits in to the business equation
- It means business models that are profitable based on low carbon performance, negative carbon performance and circular economy processes
- It means remuneration of fund managers and finance industry based not only in financial return, but also in ESG return

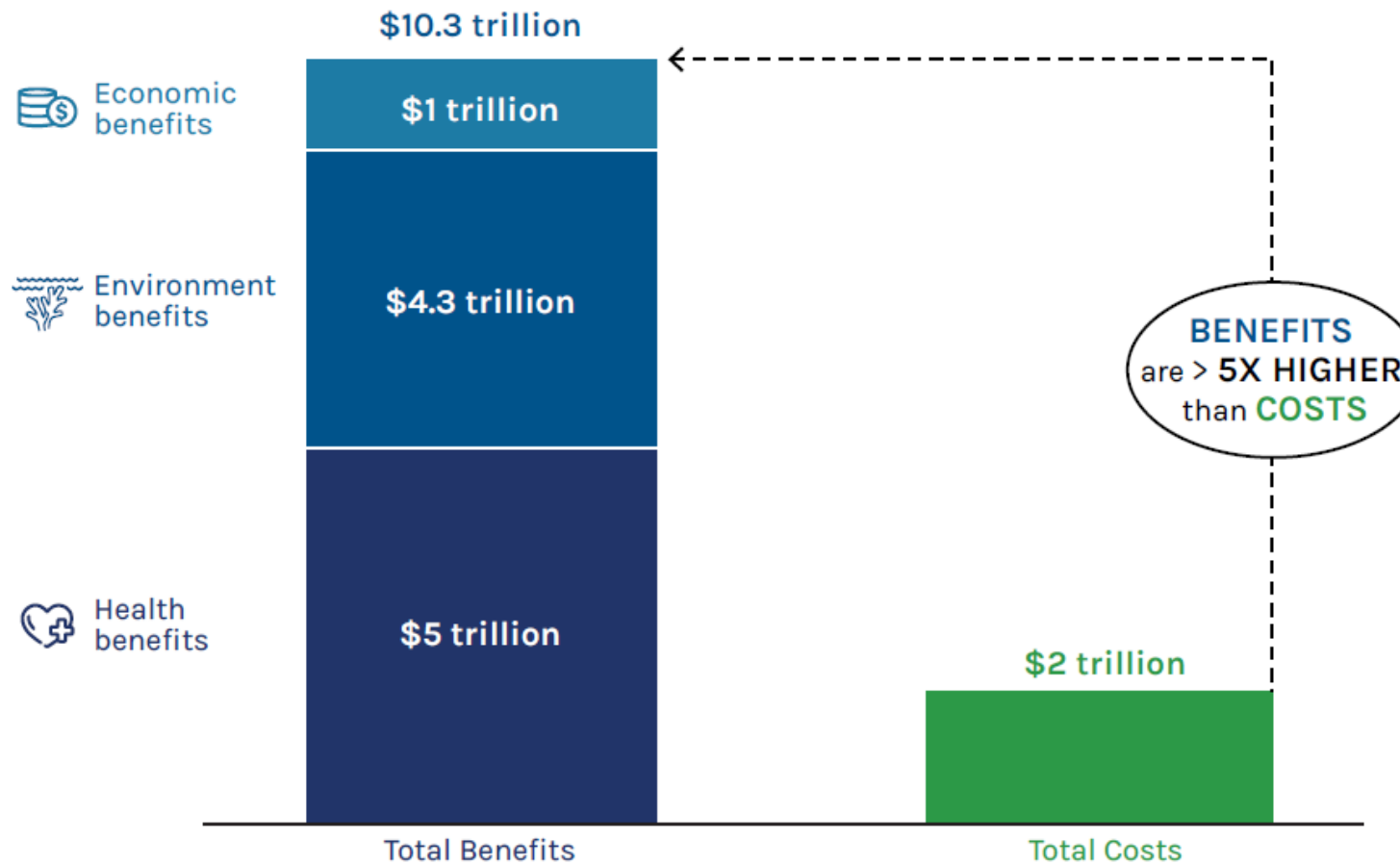
# A Blue European Dream will deliver to investors a return of \$3-12 for each \$1 invested in the Sustainable Ocean Economy agenda...

**Figure ES-1.** Benefits Significantly Outweigh Costs across Sustainable Ocean-Based Interventions, with Average B-C Ratio Ranging between 3:1 and 12:1



# ...where benefits are 5X higher than costs

Figure ES-2. Sustainable Ocean Investments Yield Benefits at Least 5x Higher than Costs





# EIB's EU Taxonomy: a tool for financing the Blue European Dream



Taxonomy: Final report of the Technical Expert Group on Sustainable Finance  
March 2020

The EU Taxonomy is a tool to help investors, companies, issuers and project promoters navigate the transition to a low-carbon, resilient and resource-efficient economy.

The Taxonomy sets performance thresholds (referred to as 'technical screening criteria') for economic activities which:

-  Climate change mitigation
-  Climate change adaptation
-  sustainable and protection of water and marine resources;
-  transition to a circular economy
-  pollution prevention and control;
-  protection and restoration of biodiversity and ecosystems.

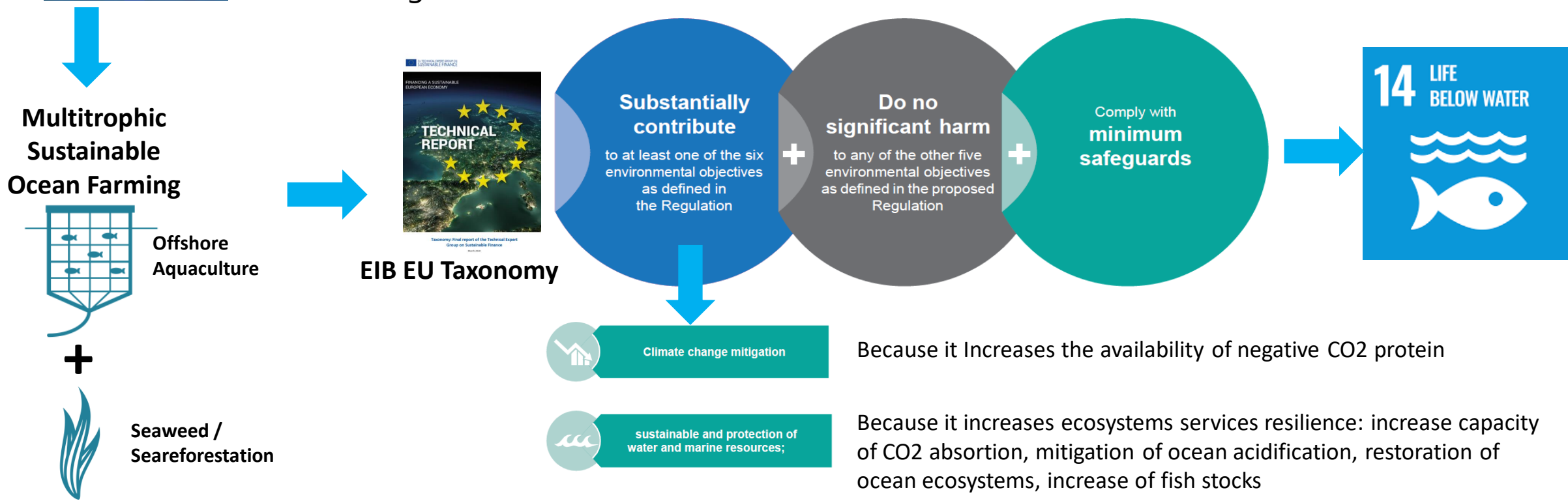


# An example: sustainable aquaculture and ocean farming



With a **17% increase in GVA** and a **29% reduction in CO2 emissions per unit of gross value added** between 2009 and 2017, the growth of fisheries and aquaculture is completely decoupled from greenhouse gas production.

Aquaculture is an appropriate activity to build synergies and uses combined with coastal tourism and floating offshore wind farms





*Let's build EUROPE'S  
BLUE DREAM!*

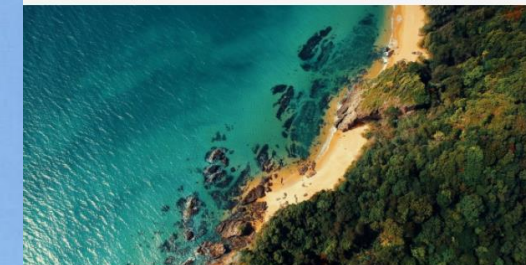
*Let's make Europe a  
BLUE POWER for  
business with purpose!*



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