

# Illustrations to develop Blue economy strategies and to support integration





### Coastal zone: essential for maritime activities

Coast: not just the end of land, but the beginning of sea



**Intensity of maritime activities** is maximum in CZ Ressources biodiversity costs Distance...

Ports, shipyards **Shallow waters** Cables and pipes landings...



All maritime activities need access to the coast and to the land

**Coastal maritime zones are crucial for** maritime activities

No maritime activity can develop without access to land

Cannot be reserved to land-based activities...

Some coastal space MUST be reserved to maritime activities...

Consequence:

it is essential for coastal management to consider maritime activities (first!)



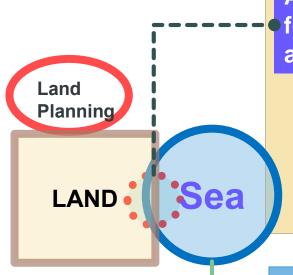








## Towards sea and coast management



**Attention initially** focused to coastal zones and to management

> Led to emergence of CZM Integrated Coastal Zone Management

Slow percolation from science to policy...

Strong focus to land part ...

> ... And to environmental concerns

LP, IMP, MSP and **ICZM:** overlapping (scope, objectives)

**Growing awareness of** need for a « holistic vision » and a policylevel approach to development

ntegrated Maritime

Policy

**Need to address problems** (impacts, conflicts)

But also new opportunities (Blue Economy)

Need for implementation instruments such as MSI Maritime Spatial Planning



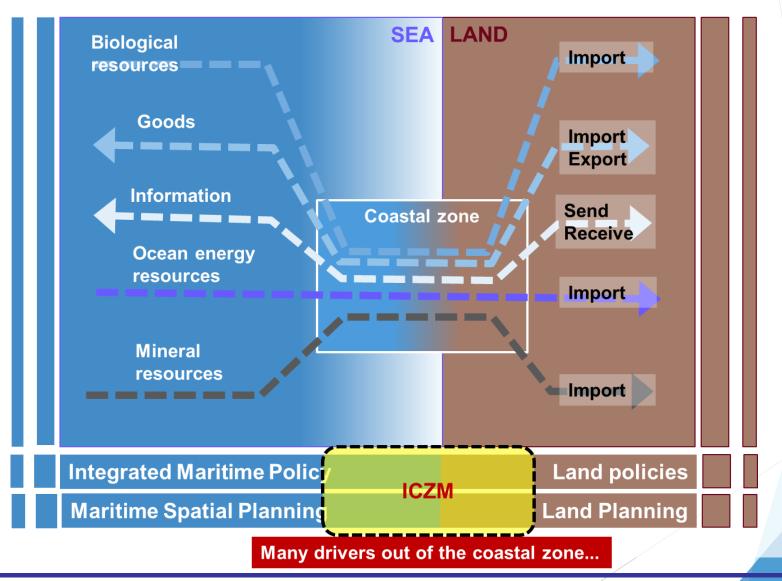








### Land-sea (sea-land?) interactions: the full picture...











### What is missing? A common framework

#### Terrestrial policies

Land planning

**ICZM** MSP

have been developed separately in order to address different objectives

But share the same principles and meet/overlap in coastal zones

Need for a common framework, using each instrument the best way

#### **IMP**

Wide marine/maritime forward vision, maritime governance, resources, guidelines, principles,

#### **MSP**

**General instrument for** implementation of this vision in all maritime areas

Including the coastal zone

#### **Terrestrial Policies**

Loosely connected sectoral policies (private property, natural borders...), terrestrial overnance, etc.

#### LAND PLANNING

Common framework for all terrestrial activities and policies, including in the coastal zone

#### **ICZM**

- Can provide integration of MSP with Land Planning
- Can support specific/local objectives (maritime/terrestrial)
- Can provide a framework for local adaptation of general principles

Coastal

Manage ment

In the maritime part of the coastal zone, ICZM can support achievement of IMP objectives









# Examples

### ICZM

- projects in Mediterranean Sea but mainly more coastal than marine CAMP project map
- in Black Sea
  - ▶ Some projects : Gelendzhik- RU, Akcakoca-TR and Tskaltsminda-GE
  - ▶ BSC Advisory Group on the Development of Common Methodologies for Integrated Coastal Zone Management
  - National and regional report and propositions (BSC)

### MSP implementation

- at national level
- at transboundary level : MARPLAN (Romania and Bulgaria)
- ▶ At regional level : Baltic
  - ▶ BALTIC SEA BROAD-SCALE MARITIME SPATIAL PLANNING (MSP) PRINCIPLES
  - REGIONAL BALTIC MSP ROADMAP 2013-2020
  - ► HELCOM-VASAB MSP WG

### MPA

protection but also sustainable use for existing activities (artisanal fisheries ) and emerging ones (marine renewable energies - specific objectives to be included in MSP











# Cruise & tourism





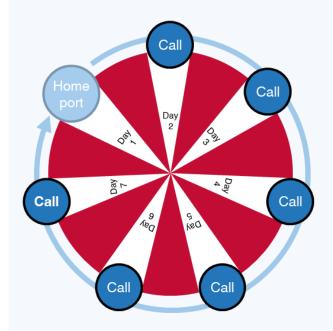




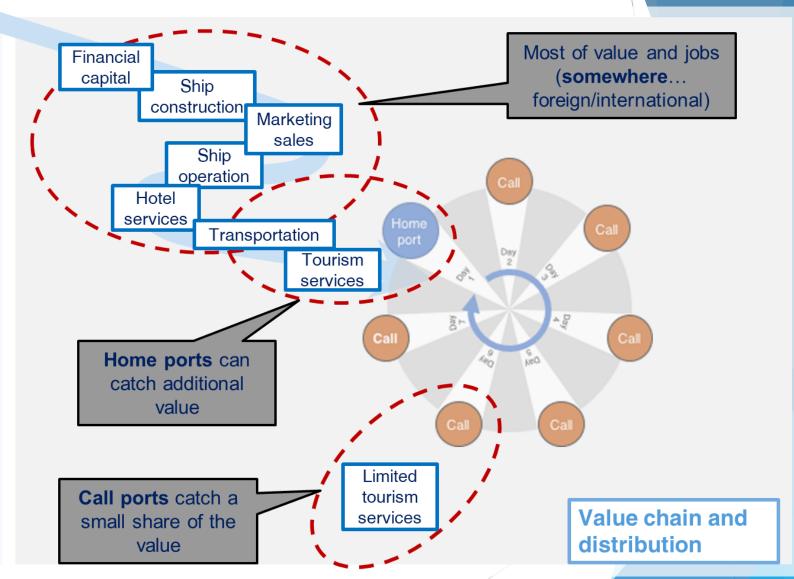


# Cruise tourism: increase local return (1)

# « Standard » MED cruise



- 1 week, 6 calls. Sail overnight
- Calls: a few short circuits/visits
- Not all passengers disembark



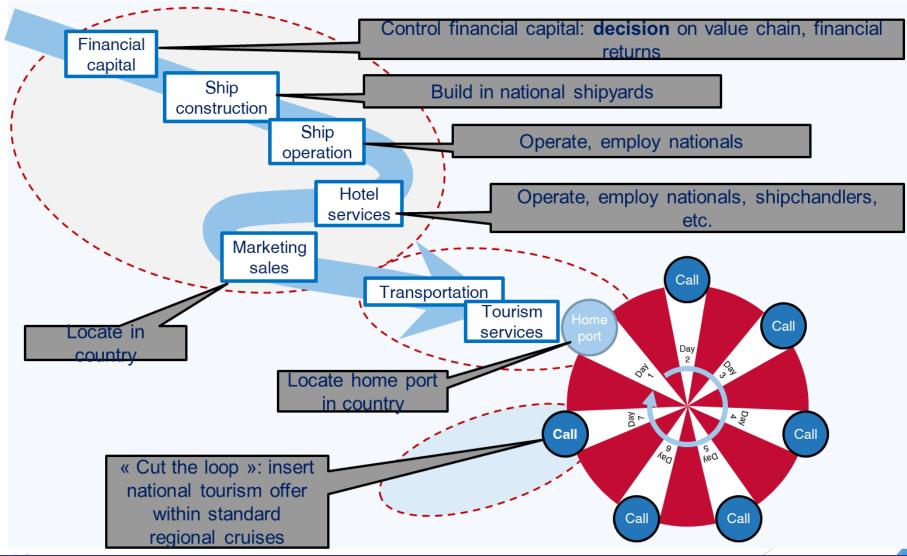








# Cruise tourism: increase local return (2) Some opportunities



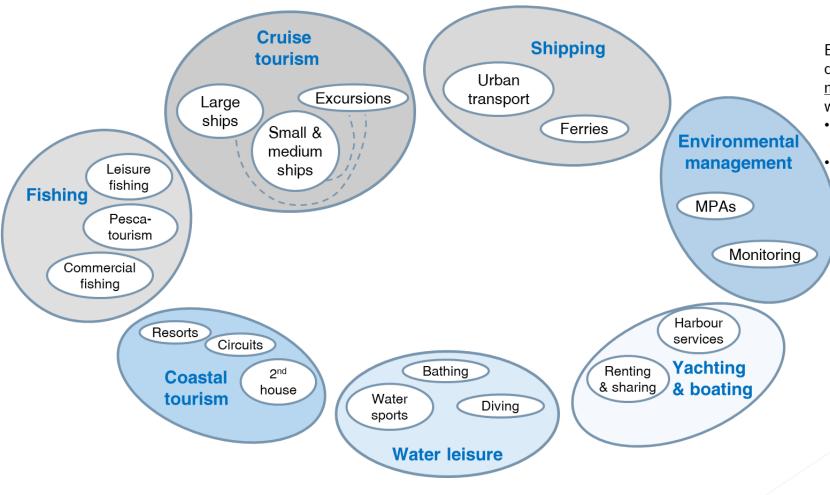








# Integrated Functionnal Cluster « Maritime and coastal tourism and leisure



Fach sector has its own dynamics, but there are many potential synergies within this cluster

- Driven by tourism and leisure
- Many possible links to be explored (only some represented here)
  - E.g. MPAs and excursions, diving, water sports, tourism circuits, yachting, leisure fishing....

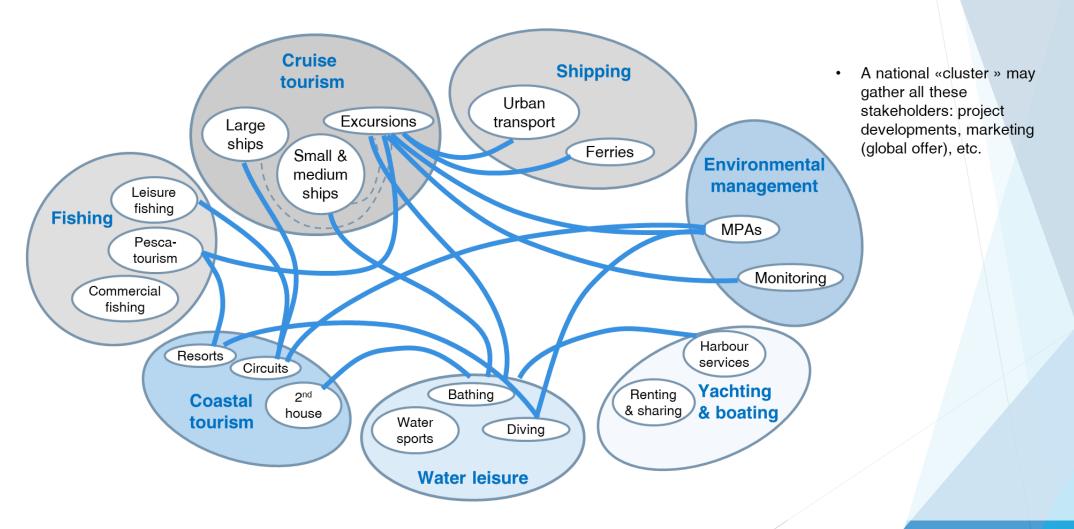








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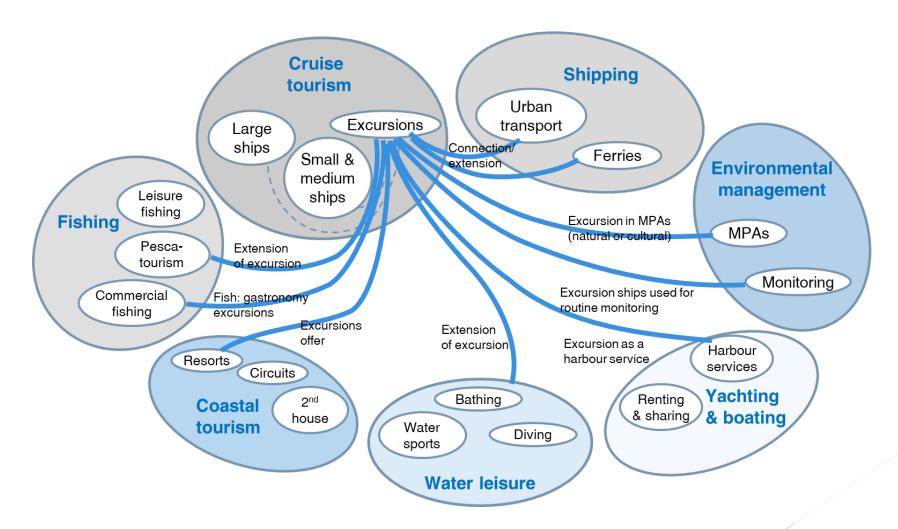








## IFC « tourism-leisure »: Examples of potential synergies with maritime excursions within a cluster









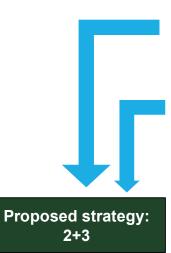




### Get the best from maritime cruise

What is the best way to value your maritime and coastal capital through local jobs and local assets?

**Situation**: Low added value from cruise calls



Strategy	Pros	Cons	
1 - Development of cruise based attractiveness for foreign companies for calls	« global » model, in line with global market requirements (full availability of infrastructures, competitive prices) Valorization of natural & human heritage	Low medium basket at call, limited local value (few jobs, most value in cruise home port Environ. Impact & infras saturation (e.g. crowded call) High dependance (cruise companies	
2 - Development of medium cruise at regional level with regional actors	Low investments Cruise program and call duration in accordance to discover the coastal capital. Low environmental impact	Need for national training and fleet (investments)	
3 - Development of small cruise at regional & national level	Cruise program and call duration in accordance to discover the capital.  Low environmental impact	Need for national training and fleet (investments)	
Local or subregional tours operated by locals Synergies with tourism and ferry passengers Regional & local maritime Cluster creation	Human and natural capital valorization with sustainable cruise with low environment foot print and maximum added value along the value chain	Need for training and local capital - Common strategy needed with tourism, passengers transport	









# Fisheries & tourism





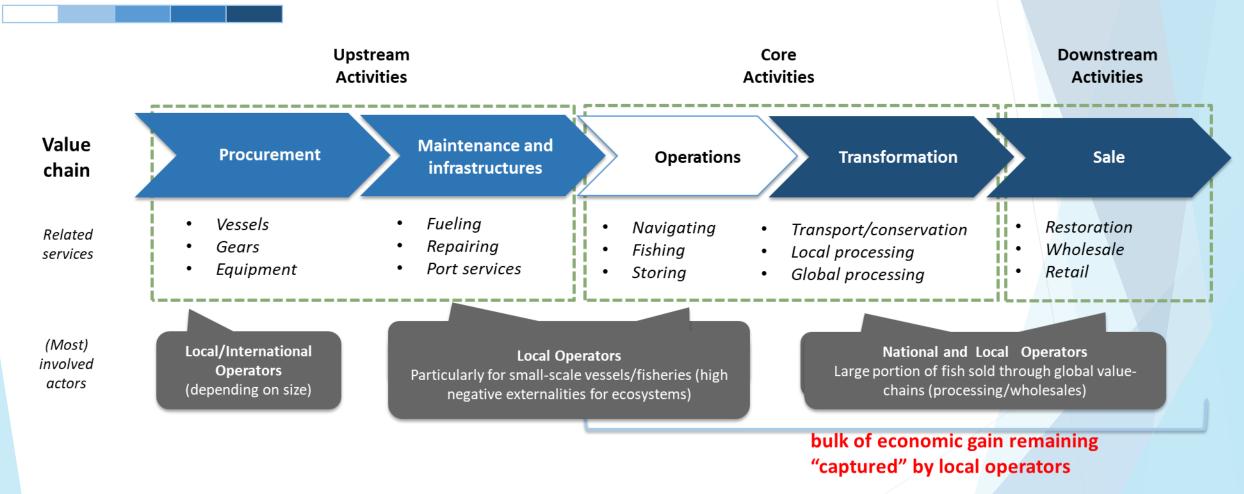






# FISHERIES - Value Chain Analysis

Added Value (from "low" to "high")













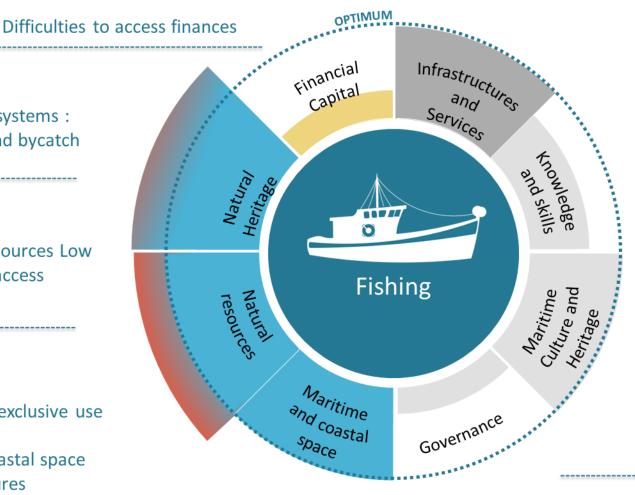
# FISHERIES - National Capital Analysis

# (illustration)

Impacts on marine ecosystems: destructive methods and bycatch

Over-exploitation of resources Low management and free access

> Significant but non-exclusive use of marine space Moderate use of coastal space through infrastructures



Significant amount of related infrastructure - adapted fleet

Good knowledge and skills but gaps (stocks and associated ecosystems, ecosystem-based management)

Strong historical culture: sailors, gastronomy even if low visibility

Low representation of professional traditional fisheries





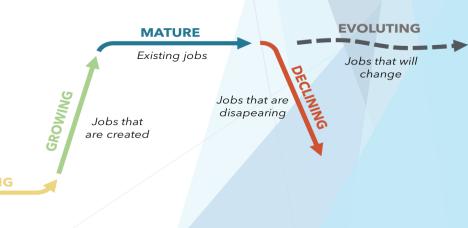






### **Statements**

- Business model of fisheries is based on fish catches of commercial fishs with low price for human or animal consumption.
- The sector faces with decreasing commercial fishing stocks (overfishing, illegal fishing, unselective fishing, environmental deterioration).
- In many countries :
  - fishing fleet adaptation and/or fishing practices are requested
  - high /mid employement what about jobs if less catches
  - good level of infrastructures (ports)
  - National Added value gain more or less along the value chain
  - ► Fisheries a mature sector requesting adaptation







Jobs that will be created



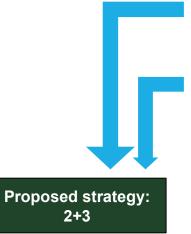




### Get the best from limited fishery resources

What is the best way to value these resources through local jobs and local assets?

**Situation**: Small countries with limited coastline and limited marine areas have only limited fisheries resources.



Strategy	Pros	Cons
1 - Optimize exploitation to maintain low price	<ul> <li>Standard » model, in line with global market requirements</li> <li>Global capital available</li> </ul>	Low price at 1st sale, limited local value (few jobs, most value in downward segment of value chain) Environ. impact (e.g. trawling)
2 - Allocate fish resources to artisanal local fleet for local market	Low investments, many jobs, higher value at first sale, potential synergies (tourism) Low environmental impact	Need for training and (moderate) local investments (fleet, port infras)
3 - Allocate some areas/resources to leisure fishing	Low environmental impact High local value - Potential synergies (tourism, MPAs)	Balance with local professional fishing
MPAs: leisure fishing only Other areas: low impact artisanal fisheries	Better protection, lower environmental impact, best value from limited resources, more jobs (leisure+fishermen) and more value	Need for training and local capital - Common strategy needed with tourism and environmental protection





