

From Benefits to Business: Strategizing Commercialization of Ocean Multi- Use with UNITED

THEME: **Multi-Use – UNITED Final Event**

AGENDA

ROOM PASCAL	From Benefits to Business: Strategizing Commercialization of Ocean Multi-Use with UNITED
<p>The session focuses on unlocking ocean multi-use innovation and commercialization potential. Explore UNITED's Ocean Multi-Use Commercialization Roadmap, business plans and wider socio-economic benefits. Hear from the expert panel on commercialization and Intellectual Property of ocean multi-use solutions.</p>	
<p>10.45 – 11.00</p>	<p>Opening remarks: Ocean Multi-Use Commercialisation Roadmap Ivana Lukic, SUBMARINER Network for Blue Growth EEIG</p>
<p>11.05 – 11.25</p>	<p>Socio-economic benefits and business plans Manuel Lago, Ecologic Institut gemeinnützige GmbH; Youssef Zaiter, Acteon Environment</p>
<p>11.25 – 11.35</p>	<p>Nordic Innovation: A joint Nordic push towards multi-use at sea Thordur Reynisson - Head of Program, Sustainable Ocean Economy, Nordic Innovation</p>
<p>11.35 – 12.15</p>	<p>PANEL: Commercialisation potential of multi-use pilot projects: what are the benefits, to whom, and how could be exploited? SLIDO interaction with the audience</p> <ol style="list-style-type: none"> 1. Tim Staufenberger - Kieler Meeresfarm GmbH & Co. KG 2. Joost Wouters - The Seaweed Company 3. Hans Chr Sørensen - SPOK 4. Brigitte Vlaswinkel - Oceans of Energy



OCEAN MULTI-USE COMMERCIALISATION ROADMAP



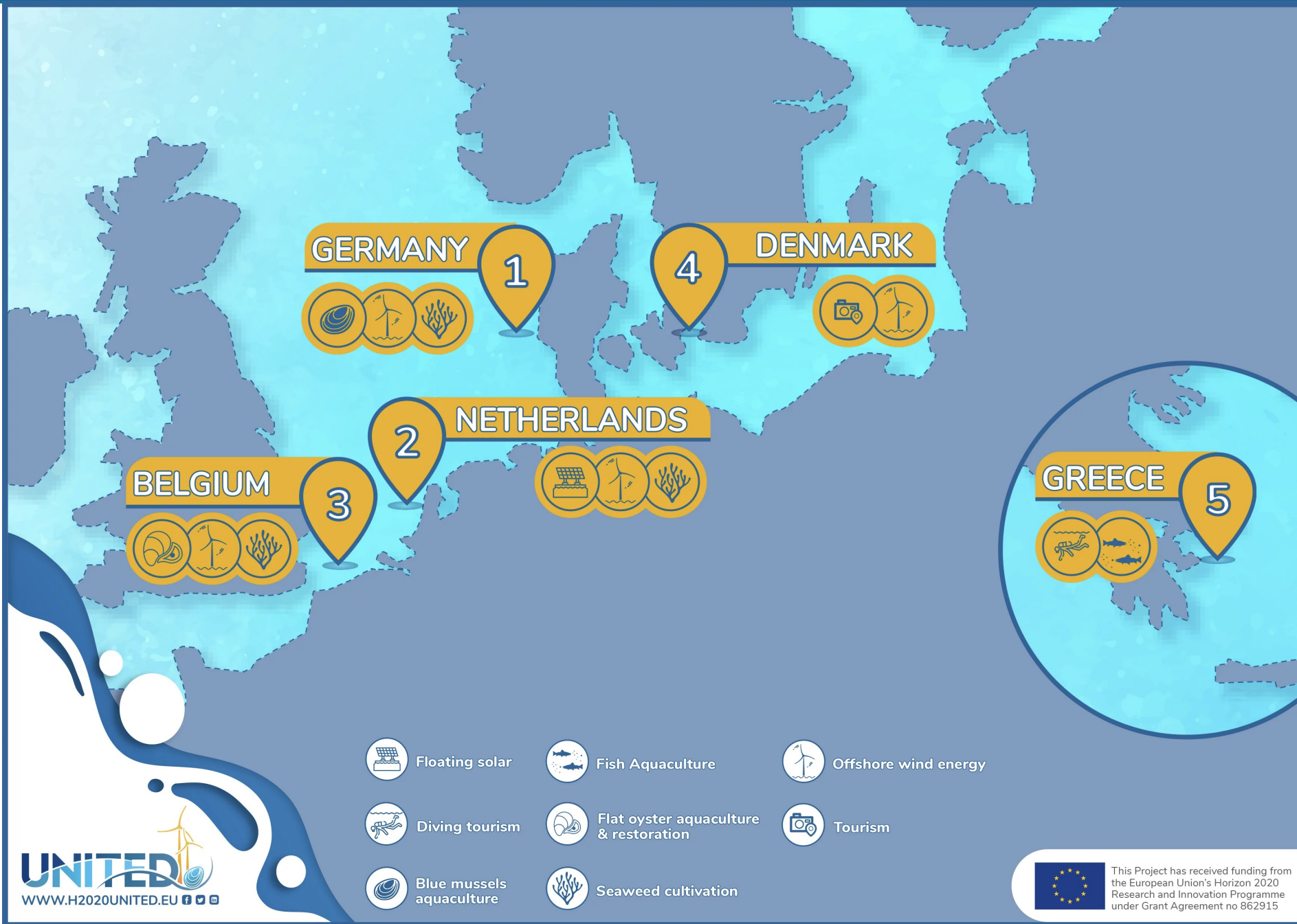
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UNITED Achievements

4 years

5 multi-use pilots in real environment

TRL 4 → 7



Multi-Use over the years...

20+ pilots

10 years

Are we ready to transition from pilot to commercial scale?

SUBMARINER
TROPOS
MERMAID
MUSES
WIN@SEA
WIER&WIND
UNITED
MUSICA
MULTI-FRAME
ULTFARMS
OLAMUR
...

POLICY LEVRS

EU POLICY

1. Enhance Regional Cooperation on Multi-Use

2. Revise the Maritime Spatial Planning (MSP) Directive

3. Mainstream Multi-Use in Sectoral Policies



EU Policy Makers, National Policy & Regulation

2026

2024

2025

INSURANCE & CERTIFICATION

1. Develop Platforms for Sharing the Risk Assessment Data

2. Develop the Multi-Use Related Certifications and Standards (e.g. ISO).

3. Create Government-Backed Insurance Funds



National Policy & Regulation, Industry, Insurance & certification

NATIONAL POLICY

1. Enhance Inter-Administrative Cooperation

2. Integrate Multi-Use in Maritime Spatial Plans
e.g. Area Passport in the NL

3. Provide a clear legal framework
e.g. permitting procedure in the NL

4. Provide regulatory incentives

e.g. non-financial tendering criteria for offshore wind projects or fast track sustainable coastal aquaculture projects if associated with tourism.



National Policy & Regulation.

LEVERAGING MARKET FORCES

AQUACULTURE

1) Encourage farmers' active involvement in the planning

2) Provide financial support to pilot profitable and tech. viable off-shore projects

TOURISM

1) Capitalise on the growing demand for sustainable adventure & retreats

2) Connect tourism multi-use projects with the cultural values of the region

OFFSHORE WIND

1) Identify suitable multi-use zones within existing and future wind farms

2) Provide clear regulatory and financial incentive
e.g. MariPark concept



National Policy Makers & Regulators, Research, Industry, NGOs

2024

2025

2026

REALISE BUSINESS OPPORTUNITIES

MILESTONES

2030

OFFSHORE WIND AND AQUACULTURE

Ongoing funding support for demos in existing and new wind farms ✓

Premium multi-use products and certifications ✓

First large-scale, long to medium-term commercial multi-use project reaches the break-even point ✓

Multi-use integrated into offshore energy islands concepts ✓

OFFSHORE WIND AND TOURISM

Mapped where multi-use can bring the most local socio-economic benefits ✓

Existing business models replicated in other areas. e.g. Models from UNITED ✓

Well-developed market ecosystem around wind farms ✓

112 GW OF OFFSHORE WIND CAPACITY

fully integrated with multi-use for sustainable food provision and nature conservation, while preserving spatial resources for future use.

2024

TOURISM AND AQUACULTURE

Expanded market and consumer preferences for low trophic species (e.g. small or invasive species) ✓

Diversified tourism offerings, for increased socio-economic benefits. ✓



**Subscribe to
the Ocean Multi-Use Newsletter
to get informed once the Roadmap is
published (Jan 2024)**

SCAN ME!





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