2nd MISSION ARENA

25/4/2024 – 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

2nd MISSION ARENA

25-26 April 2024

Riga - Latvia

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

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PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

PREP4BLUE's objective is to support the R&I goals of the 'Mission: Restore our Ocean & Waters' and facilitate its successful implementation, especially during this first phase (2022-2025). Through a series of pilots at the Mission's demonstrator or 'Lighthouse' sites, PREP4BLUE will develop tools, guidelines and methodologies to be used by stakeholders on all Mission funded projects. This co-creation approach will optimise and create synthesis across Mission activities and solutions, ensuring cohesion and connectivity across sectors, and between European citizens and stakeholders.

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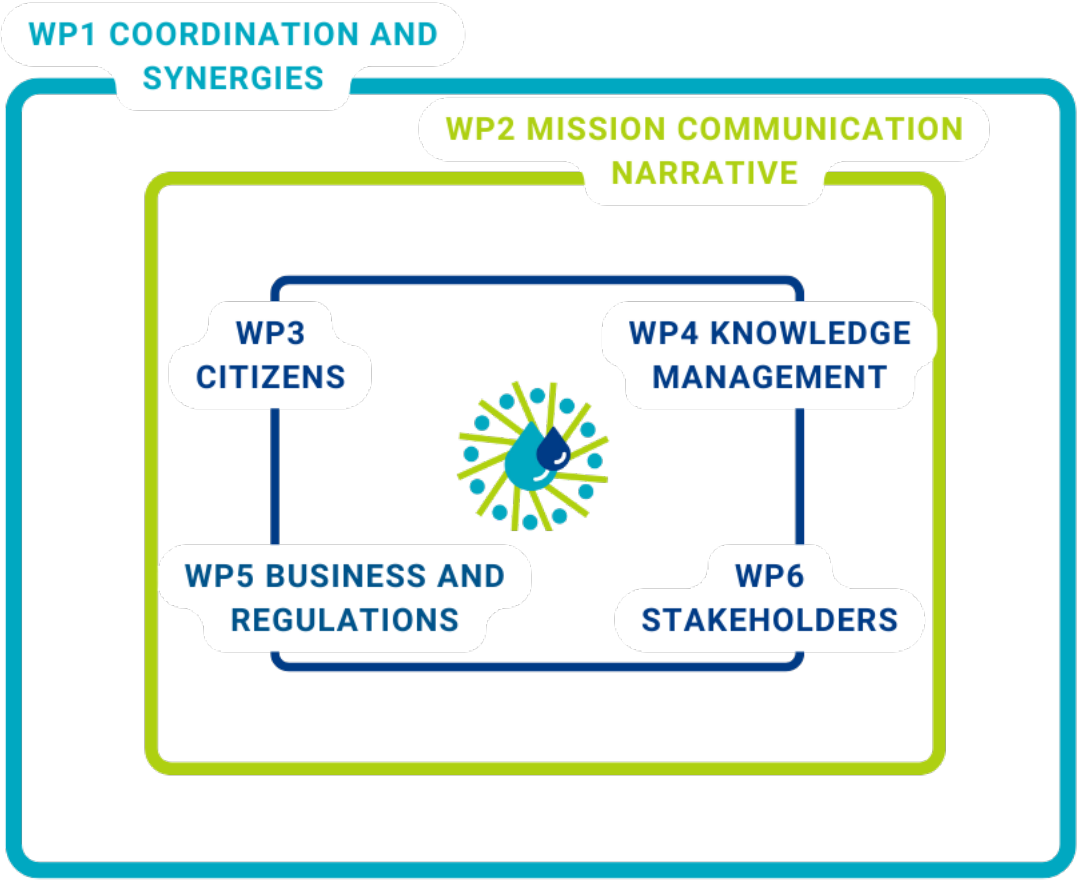

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EUROPEAN UNION

EU MISSIONS

RESTORE OUR OCEAN AND WATERS

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

PROTECT AND RESTORE MARINE AND FRESHWATERS ECOSYSTEMS AND BIODIVERSITY

- Protect at least 30% and strictly protect 10% EU's sea areas
- Restore 25.000 km free flowing rivers
- Marine nature restoration targets (incl. degraded seabeds, coastal ecosystems)

PREVENT AND ELIMINATE POLLUTION OF OUR OCEANS, SEAS AND WATERS

- Reduce by at least 50% plastic litter
- Reduce by at least 30% microplastics
- Reduce by at least 50% nutrient losses, chemical pesticides

MAKE THE BLUE ECONOMY CARBON- NEUTRAL AND CIRCULAR

- Net zero maritime emissions
- Zero carbon aquaculture,
- Low carbon multipurpose use of marine space

ENABLERS

Digital Ocean and Waters Knowledge system

Public mobilization and engagement

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

Caecilia Manago
KTIO
ERINN Innovation

Lottie Dahl Ryde
Development manager
Region Blekinge

Vaiva Indilaite-Girtze
Stakeholder and communities manager
Ignitis Renewables

Natalie Helenius
Coordinator
City of Turku

Alberto Terenzi
Team Leader, Business and Policy Support
SUBMARINER Network for Blue Growth

Tarmo Pilving
Estonian University of Life Sciences

Matthias Sandra
Senior Science Officer
Flanders Marine Institute

Erika Augustinsson
Innovation manager
Region Blekinge

PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Supporting Mission Ocean through Business and Policy Support

25 April 2024

Alberto Terenzi, SUBMARINER Network

Matthias Sandra, VLIZ

Caecila Manago, ERINN Innovations

EU MISSIONS
RESTORE OUR OCEAN & WATERS
Concrete solutions for our greatest challenges

A 'Mission Restore our Ocean and Waters' initiative.

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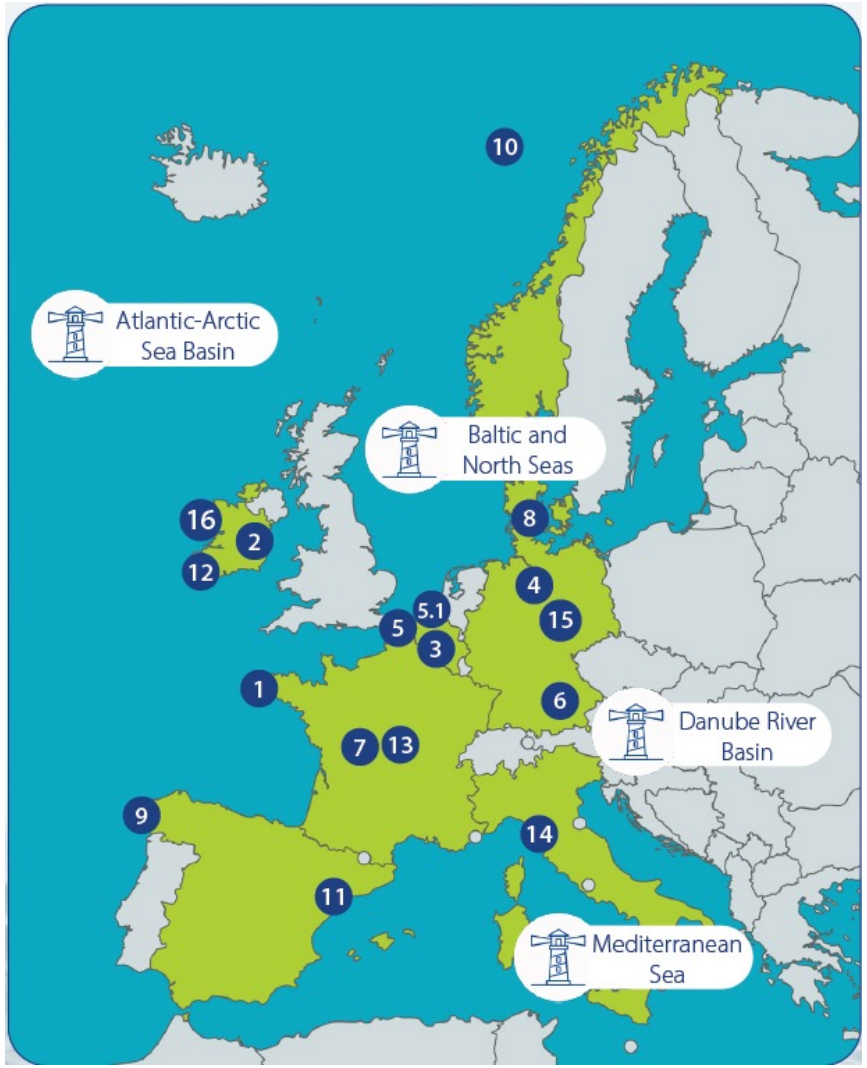
17 partners from
8 European countries



Research Institutions and Universities

RÉPUBLIQUE FRANÇAISE
Liberté
Égalité
Fraternité

Ifremer

SDU
University of Southern Denmark

Fraunhofer IGD

VLIZ

Institut de Ciències del Mar

CETMAR
CENTRO TECNOLÓGICO DEL MAR

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

MaREI
Energy · Climate · Marine

NORDLANDSFORSKNING
NORDLAND RESEARCH INSTITUTE

Consiglio Nazionale delle Ricerche

SMEs

ERINN INNOVATION

s.Pro sustainable projects

International Organisations

CPMR
CRPM

JPI OCEANS

Research Networks

EUROMARINE
EUROPEAN MARINE RESEARCH NETWORK

KDM
Konsortium Deutsche Meeresforschung
German Marine Research Consortium

Outcomes

Synergies between Mission governance & stakeholders

Inspiring and innovative communication to engage stakeholders with Mission

Database of projects & innovative solutions & AI digital tools to create a Knowledge management system for the Mission

Recommendations for the creation of an enabling regulatory and financial environment for the Mission

Online tools, guidelines, trainings, helpdesk and four pilots to test methodologies for co-creation and co-implementation of knowledge with citizen and stakeholders

Key recommendations for Interregional financing – some findings

- Smart Specialisation Strategies (S3) can unlock blue innovation
- Sustainable Blue Economy Platform: Regions can create Thematic Smart Specialisation Partnerships (TSSP) to collaborate on a specific topic to support their S3.
- Regional authorities can apply to be associated regions to Mission Ocean-funded projects, learning from pilot regions and receiving grants to conduct actions that tackle challenges linked to Mission Ocean's objectives.
- The Interregional Innovation Investments Instrument (I3) is specifically designed to promote the creation and development of interregional value chains based on S3.

Full report available **here**!

Funding models for Mission Ocean

FUNDING MODELS FOR MISSION ROLL-OUT

Funding Models

Milestone M5.3 prepared by the University of Southern Denmark identifies ten funding models for Mission roll out. A funding model is an **instrument or modality** for funders to support innovation and for researchers and entrepreneurs to finance an idea that is not yet commercially mature.

Donations or Grants

Can be made available by any type of entity and are characterized by the funder having no expectation of financial repayment or profit of the investment made.

Recipients of donations and grants are typically expected to report on adherence to any requirements related to the funding and on results achieved.

Cascade financing

A sub-form of grants in which large funders make funding available for re-granting in the form of smaller grants by consortia that are delegated the responsibility for the selection and monitoring of such smaller grants.

Concessional finance

Financial and tax instruments offering preferential terms for certain types of investments or activities. Financial guarantees are a form of concessional finance where a third party bears the risk by assuming the responsibility towards the creditor in case the borrower defaults on the loan.

Blended finance

A model in which concessional capital is provided, typically by public institutions, to reduce the risk and thereby attract commercial capital.

Equity financing

An investor receives ownership in return for an investment. There are different ways of providing equity financing, typically depending on the maturity of the company invested in. Founder, Friends and Family (FFF)-funding, angel investors, venture capital, and Initial Public Offerings are examples of subcategories pertaining to the increasing maturity stages of a company.

Debt financing

Raising capital by borrowing funds to be repaid, typically supplemented by interest payments. Public or private financial institutions may make capital available for borrowing at preferential terms for specific purposes. There are several subcategories of debt financing, including various forms of bonds, which is debt in the form of tradable securities.

Pre-commercial procurement

used by public authorities to address societal challenges and meet public needs through the acquisition of innovative solutions that are not yet commercially available. It involves a series of competitive procurement phases from solution exploration and design to validation/testing of a limited set of first products.

Public procurement of innovative solutions

The phase when a product, service or process has been developed, but is not yet available on a large-scale commercial basis. It is thus complementary as a possible next step to PCP.

Crowdfunding

an approach to other funding models where capital is raised through relatively small contributions from a relatively large number of individuals. This can be in the form of donations, loans, or equity financing.

Project finance

It could be argued that also project finance is more of a financial construction than a separate funding model, as funding needs to be raised with one of the other funding models, such as grants, debt or equity. A separate legal and commercially self-contaminated entity is then established to separate a project from the balance sheet to protect a firm's other assets.

Fu

Funding sources

JPI Oceans conducted an exploration of the funding landscape based on input from partners in PREP4BLUE and a non-exhaustive desktop review, including consultation of earlier or ongoing mappings. This has resulted in the following list of notable funding sources of relevance to the Mission, with an overview of the funding models they use.

Funding sources		Type of funding model									
		Grants	Cascade	Concessional finance	Blended finance	Equity financing	Debt financing	Pre-commercial procurement	Public procurement of innovative solutions	Crowd-funding	Project finance
Cohesion Policy Tools	Cohesion Fund	✓									
	European Regional Development Fund	✓				✓					
	European Social Fund Plus	✓		✓		✓	✓				
	Interregional Innovation Investment (I3) Instrument		✓								
	Just Transition Fund	✓									
Connecting Europe Facility (CEF)		✓		✓			✓				
Digital Europe		✓									
EEA and Norway Grants		✓	✓								
EU Innovation Fund		✓		✓	✓						
European Agricultural Fund for Rural Development (EAFRD)		✓		✓		✓	✓				
European Bank of Reconstruction and Development (EBRD)			✓	✓		✓	✓				
European Defence Fund		✓									
European Investment Bank				✓			✓				
European Maritime, Fisheries, and Aquaculture Fund (EMFAF)		✓					✓				
Horizon Europe	European Innovation Council	✓									
	European Research Council	✓									
	Innovate SMEs / EUROSTARS	✓									
	Sustainable Blue Economy Partnership	✓									
InvestEU	InvestEU Blue Economy Instrument			✓		✓					
Joint Programming Initiatives		✓									
LIFE		✓									
Single Market Programme		✓				✓	✓				

Sustainable Business Model Blueprints

- **Accessing Funding:** Sustainable startups often face difficulties in attracting traditional financing due to perceptions of high risk. Clear communication of sustainable business models is key to securing investment.

- **Navigating Regulations:** Regulatory intervention can improve the conditions for sustainable startups, fostering an ecosystem more conducive to mission-driven innovation.

- **Scaling Sustainably:** Focus on out-scaling - expanding the reach and impact of sustainable solutions - rather than simply upscaling operations.

Full report available soon: Deliverable D5.2 Business model blueprints and de-risking recommendations, Jochen Theis and Dennis van Liempd

Regulations and Policy – Enablers, Barriers and Recommendations

- ✓ Policy Heatmap
  - ✓ Map existing policies/regulations with link to Mission Ocean

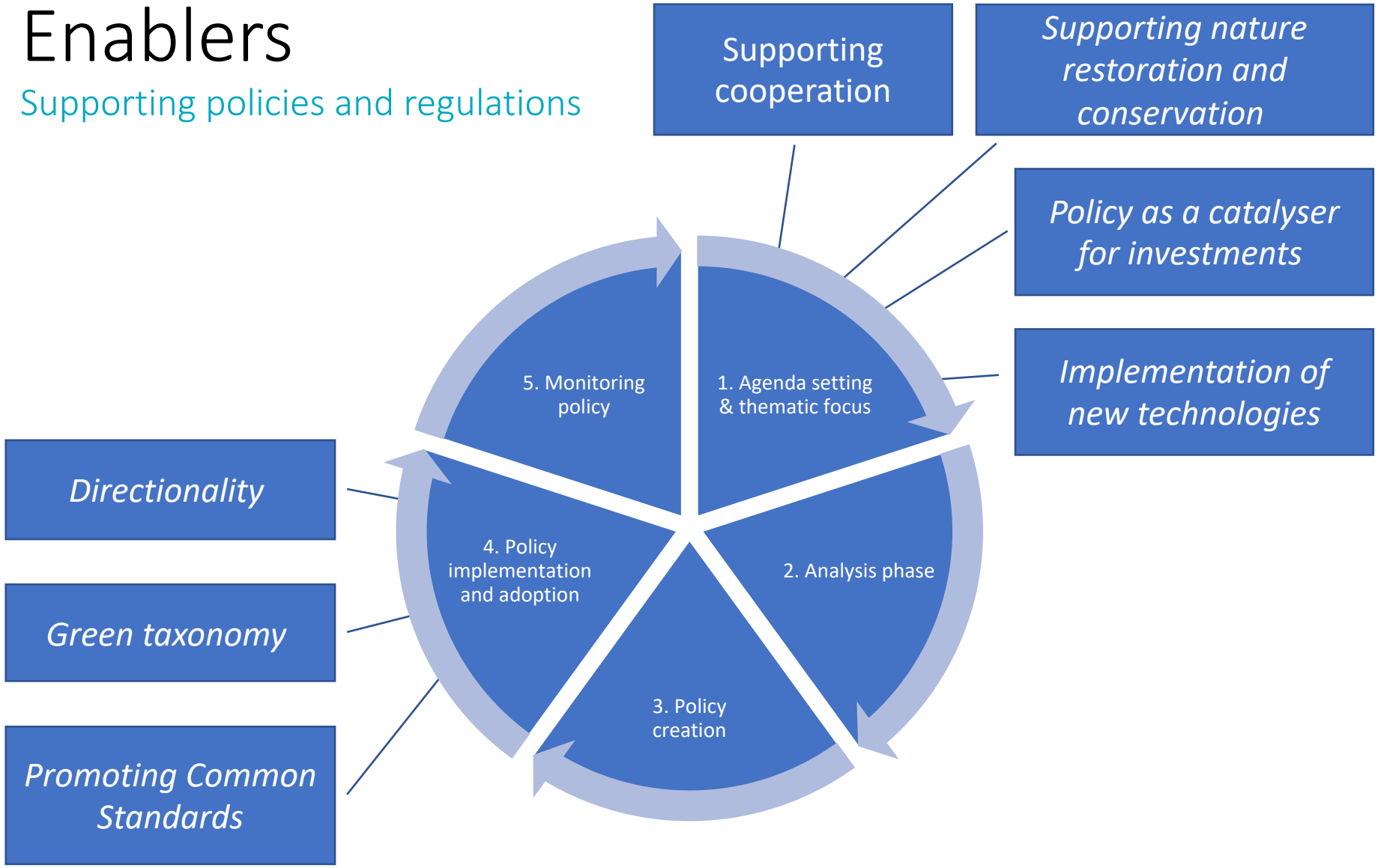
- ✓ Interviews, surveys and workshops with experts
  - ✓ Identify supporting and hindering effects of existing policy on the implementation of the Mission Ocean objectives

- ✓ Outcome
  - ✓ Examples of key enablers and obstacles
  - ✓ Overview of solutions and recommendations
    - ✓ To address barriers/obstacles
    - ✓ To reinforce incentives/enablers

→ Create a roadmap to success for future Lighthouse projects

Enablers

Supporting policies and regulations



Barriers

Hindering policies and regulations

Policy evaluation and actualisation

Disparity of implementation

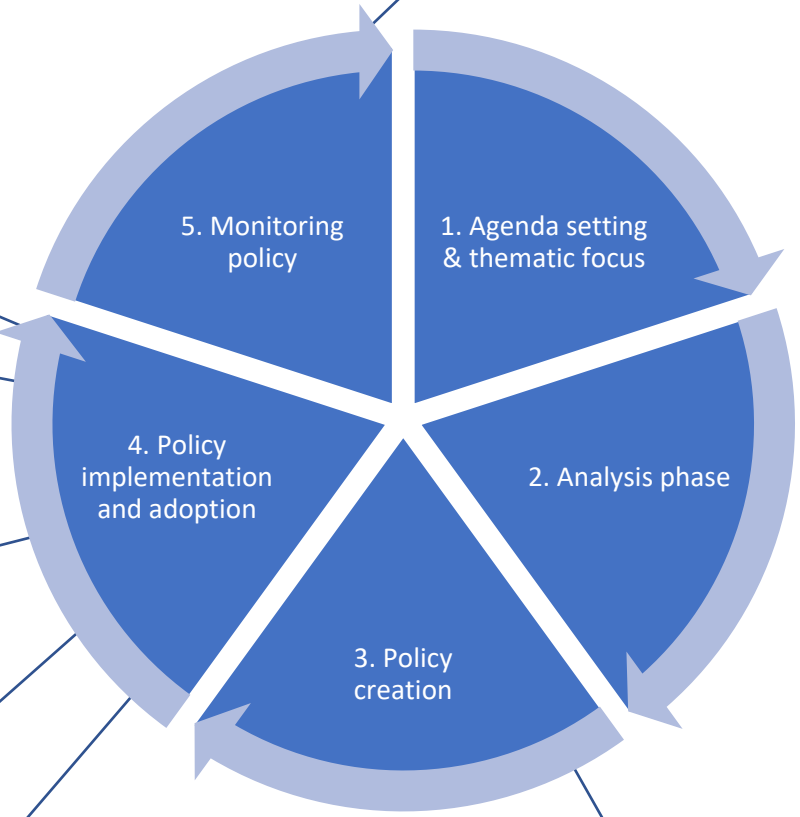
Administrative overload

Lack of communication

Inadequacy of certain policies

Contradictions and prioritisation in existing policies

Ambiguity of definitions



Recommendations

Redefinition of profit

Favour (long-term) innovation through adjusted cost and tax systems

Allow faster access to testing and licensing

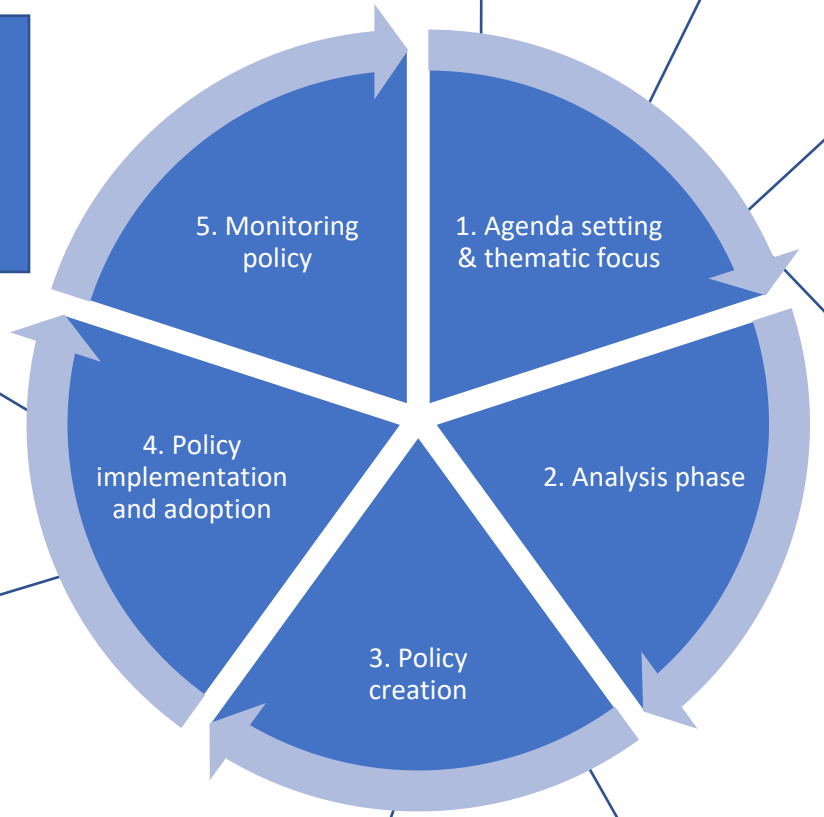
Improve ways in which local contexts can be included

Carefulness in writing new policy

Easier language to understand initiatives, policies, etc. as well as clear definitions

Communicate the hindering factors that limited development of business and initiatives

Adequate implementation of existing regulations



PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

WaveLinks.eu

EU MISSIONS
RESTORE OUR OCEAN & WATERS
Concrete solutions for our greatest challenges

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What is it ?

WaveLinks is an application that maps the research and innovation landscape of the Mission Ocean, fosters collaborations between projects and reinforces links between academia, industry and society.

Our mission is to ensure that valuable insights and discoveries no longer remain isolated but instead become catalysts for innovation and progress.

Collaborate with other projects

Connect with stakeholders

Explore citizen science initiatives

Discover engagement methods

And more to come on services, policies, funding, events and many others

Wave Links

Dashboard

Welcome back, SDU RIO

My dashboard | PREP4BLUE | BlueMissionAA | BlueMissionBANOS

- Dashboard
- Explore
- Networking
- Monitoring

- Settings
- Help
- Contact us

My contacts

45

Linda Yenn	IFREMER	✉
Steve Rob	IFREMER	✉
Tom Evans	ATBS	✉

Pledges

79

Events

Some people from your network are going to these events

25 - 26 April	BANOS Lighthouse	Hamburg (DE)
24 - 26 May	PREP4BLUE meeting	Brest (FR)
14 - 17 Nov	BANOS Arena	Gothenburg (SE)

Projects

You may be interested in these projects

Title	CC	Objective	Lighthouse
The impact of education in building a better future	DK	1, 2, 3	Baltic & North Sea
The impact of citizens living near the ocean	PT	1	Atlantic & Arctic
Best approaches to engage with ocean stakeholders	FR	1, 2	Mediterranean
Make the sea a priority to all citizens	IT	1, 2, 3	Mediterranean
Using games as a way to educate society	SE	2	Baltic & North Sea

Organisations

You may be interested in these organisations

Name	CC	Objective	Lighthouse
SeaC	AT	1, 2, 3	Mediterranean
Bio	IT	1	Mediterranean
Eversea	DE	1	Danube
Air Center	PT	3	Atlantic & Arctic
FLTA	NO	1	Baltic & North Sea
SDU	DK	1, 2, 3	Baltic & North Sea
IFREMER	FR	2	Mediterranean

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PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

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4blue.eu
MissionOceanWaters.eu

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BlueRev

Bio-based revitalisation
of local communities

Blue Bioresource Valorization Challenges And New Business Models

BLUE MISSION BANOS

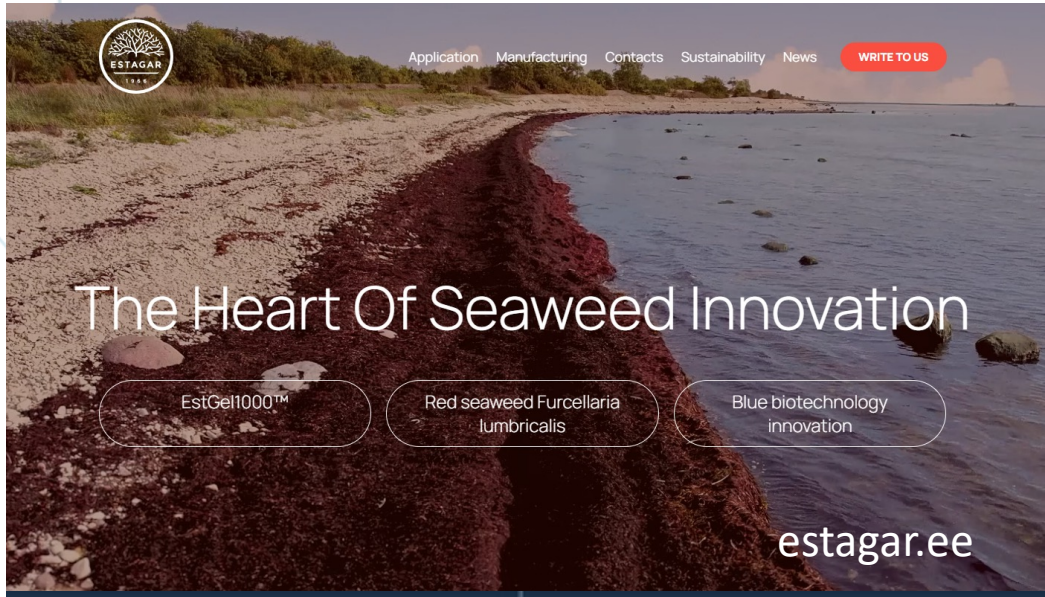
2nd Mission Arena in Riga, Latvia

April 25th-26th 2024

Funded by
the European Union

Objectives

- Social and economic barriers and potentialities for blue biomass valorization and collaboration along the bio-based value chain
- New business models and local capacities and innovation actors for impacts and performance of pilot region
- Environmental footprints
- Training for new jobs opportunities and SME capacity building



Funded by the European Union

Local challenges

- Lack of awareness
- Underutilization
- Lack of human resources
- Infrastructure challenges
- Limited ability to develop and bring niche products to export markets
- Potential resource constraints for increase of production volume
- Bureaucracy related to environmental permits and planning of facilities at the sea

Opportunities

- Local product development capacity increase with new laboratory
- Exploration of other uses and by-products for additional application and valorization in other industries and markets
- Energy efficient and modern technologies for more circular production;
- The unused potential for business model innovation, incl.
  - Co-location of seaweed and off-shore wind farming
  - Models for nutrient removal
  - Macroalgae farming

Funded by
the European Union

APRE
Agenzia per la Promozione della Ricerca Europea

Food & Bio Cluster Denmark

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EMU Estonian University of Life Sciences

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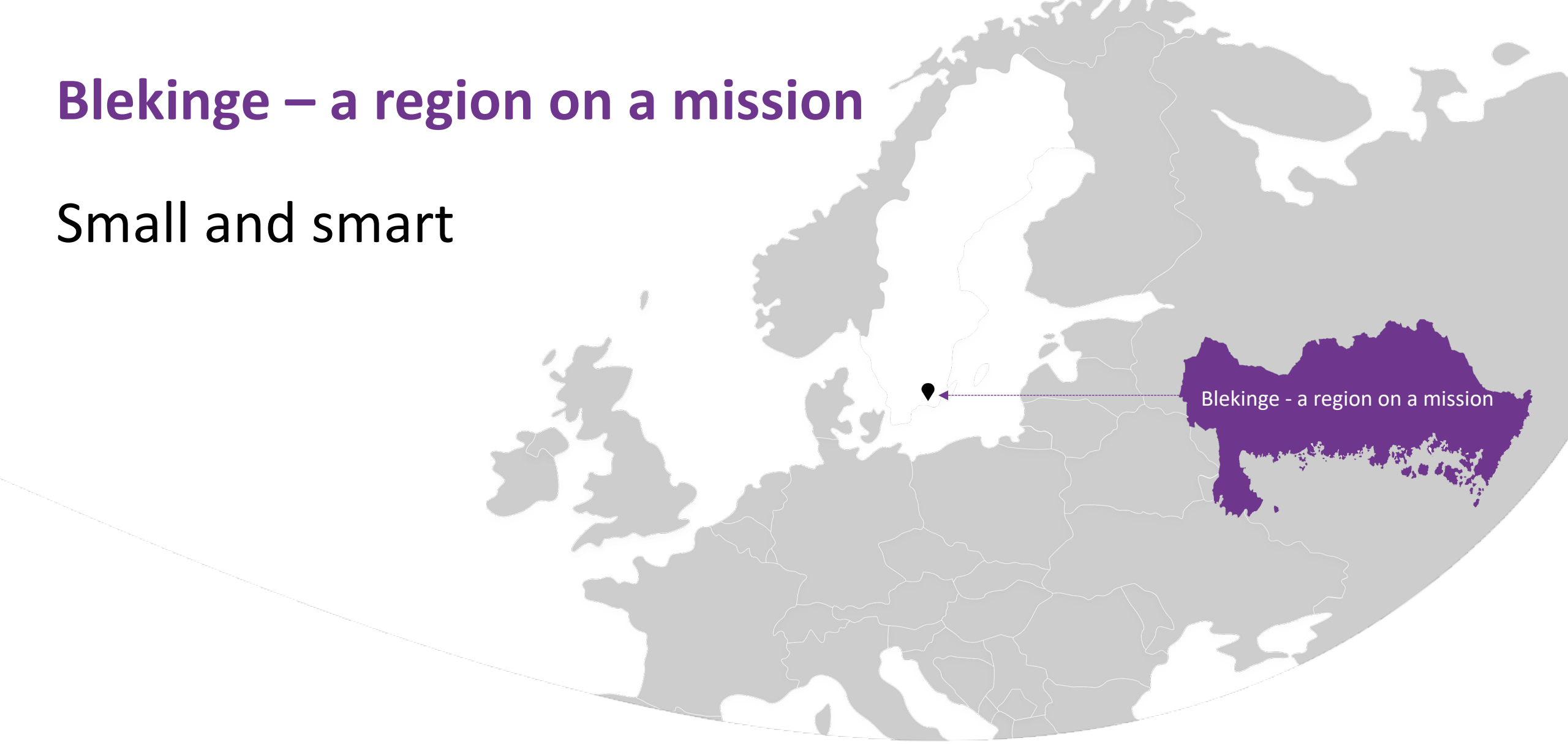
Università degli Studi di Palermo

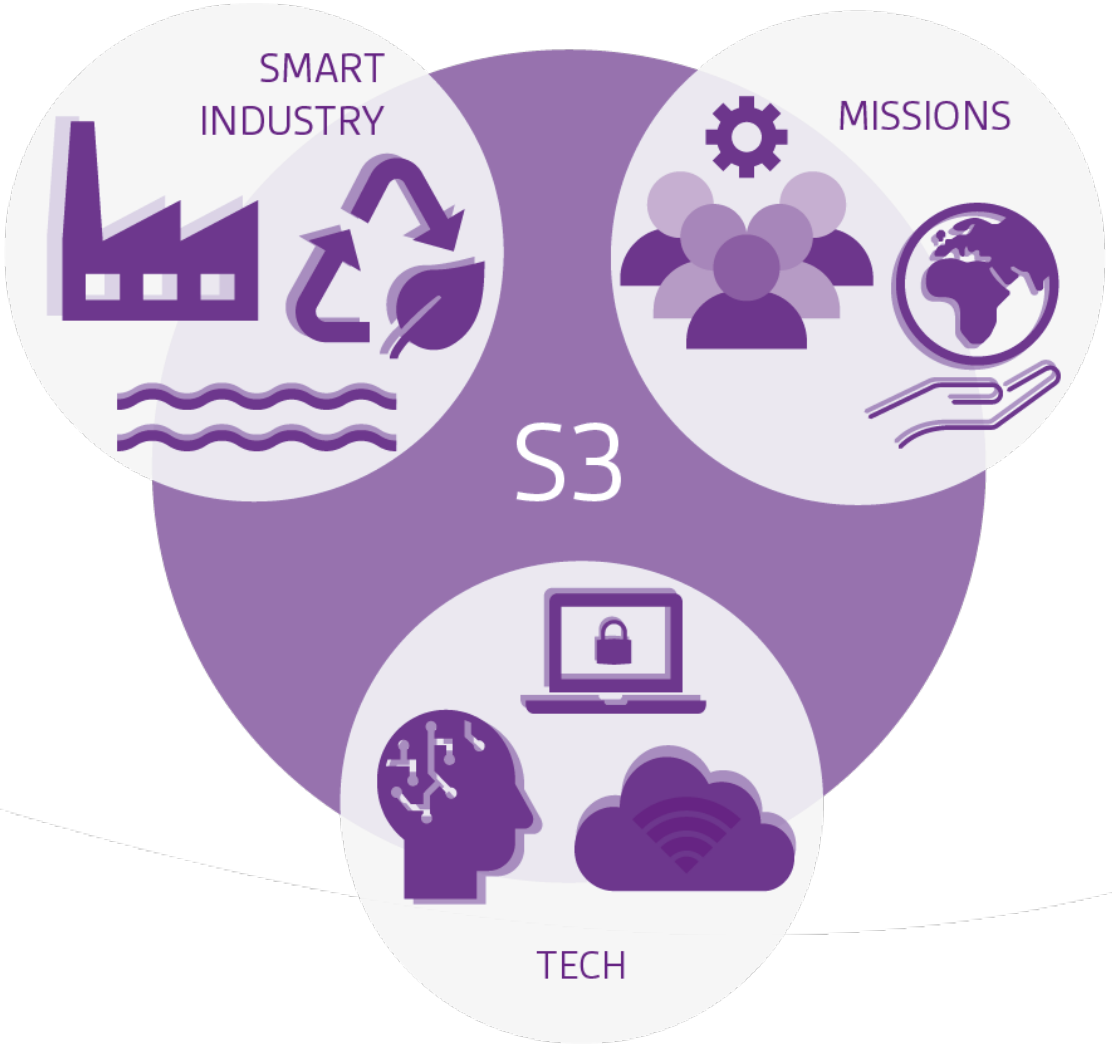
Blekinge – a region on a mission

Small and smart



REGION BLEKINGE

Smart specialization



REGION
BLEKINGE

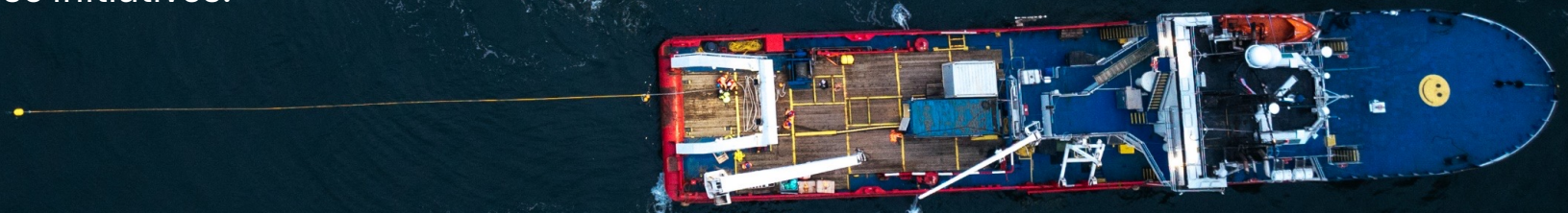
Reality touch base 4- Interaction between business, policy, and local communities for offshore wind installations, the cases of Lithuania.

The Lithuanian offshore wind stakeholder management strategy is a sector-tailored strategy aiming to ensure the **happy coexistence** between the OWF, local businesses, the local community, and established maritime activities such as fisheries, shipping, military operations, aquaculture, tourism, and nature.

We aim to create a comprehensive system that allows all relevant parties to express their thoughts and feedback, ensuring a thorough and inclusive approach.

We also use a communication toolkit that includes various time-based, provisional, and functional integrations customized to meet each stakeholder's specific requirements.

By joining Table 4, we will explore what possible business models for community-inclusive and environmentally sound offshore wind can look like. Our aim is not just to include local communities but to empower them to actively participate and benefit from these initiatives.



ignitis renewables

Cities as innovation hubs: the Baltic Sea Challenge

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The Baltic Sea Challenge - what and why?

- Initiative that **invites all organizations to do concrete and voluntary actions** for the wellbeing of our waters founded in 2007 by the cities of Turku and Helsinki.

- Network of 350 international partners

- Aims:

    1. Bringing every organization to **join the effort** in a way that is the most suitable for them
    2. Strengthen the role of **the cities as pioneers** in Baltic Sea conservation

Multiple roles of cities in a blue network

Facilitator
spaces, events, discussions

Co-creator
other cities and municipalities, research facilities

Client
for businesses, pilots

Initiator
innovation companies

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

Thank you

For your kind attention

Caecilia Manago

caecilia@erinn.eu

ERINN INNOVATION

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

Group work:

Business interaction for Mission Ocean Scale-up

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

TABLE TOPICS:

Table 1: Cities and regions: how can they be hubs for blue innovation in support of Mission Ocean? (Facilitator/Notetaker: Lottie Dal Ryde, Outi Seppälä, Natalie Helenius)

Table 2: Business Models for innovative, sustainable macroalgae applications (Facilitator: Tarmo Pilving / Note-taker: Anne Pöder)

Table 3: Business models for Ocean Restoration (Facilitator: Caecilia Manago Matthias Sandra / Note-taker: Silvia Tosatto)

Table 4: Viable business models for community-inclusive and environmentally sound offshore wind (Facilitator: Vaiva Indilaitė-Girtzė / Note-taker: Katharina Kurzweil)

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

Table 3:

Business models for Ocean Restoration

Facilitator: Caecilia Manago Matthias Sandra

Note-taker: Silvia Tosatto

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

EU Mission Implementation Plan (2021):

- Lighthouses will act as hubs and platforms for the development, demonstration and deployment of transformative innovations of all forms – technological, social, **business**, governance – in order to reach the three specific Mission objectives.
- The Mission will deliver a core of scalable and replicable, excellent and impact-driven research and innovation solution: technological, **business**, social and governance.
- **Business innovation:** know-how and new business models for generating revenue from restored ecosystems and from blue carbon sequestration, including blue biotechnologies, new carbon farming' business models of aquaculture, near-shore restoration actions, tidal area management, and inland waters.

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Viable business models for a sustainable blue economy:

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Barcelona Statement:

The UN OCEAN DECADE Conference, in Barcelona in April 2024, discussed and identified the following **future priorities** for ocean knowledge and science generation and uptake that could be fulfilled via the Ocean Decade framework. These include the **co-design and co-delivery of science and knowledge** to:

- Strengthen sustainable aquatic food production and innovation for new frontiers with a focus on developing countries and **strengthened public-private partnerships.**
- **Develop economic models**, policies, and innovative financial instruments to diversify and accelerate investment in ocean science, including for enhanced digital representation of the ocean and sustained and sustainable ocean observing and infrastructure.

2nd MISSION ARENA

25/4/2024 - 16h

Viable business models for a sustainable blue economy:

How can we improve interaction between research, public sector and the business community?

Key Questions:

- In your experience, what have the most successful interactions between the public/research sector and the business sector been? Can you tell us a bit more about your practical experience with that?
- In which sector do you see the highest potential for on-the-ground actions that contribute to Mission Ocean?
- Have these examples led to funding?
- What models supporting the blue economy would you like to see more of (E.g. innovative business/funding models)?
- What are the main obstacles or gaps, also in terms of policy?

Final questions in the tables to wrap up:

- What are low-hanging fruits?
- What should we wish for in the long run?