

ROADMAP 2030

STEPS FOR EFFECTIVE
DEPLOYMENT OF THE
MISSION OCEAN & WATERS

ARENA 2 REGION: ESTONIA, LATVIA, LITHUANIA, SOUTH FINLAND & SOUTH-EAST SWEDEN





ABOUT THE 2ND BLUE MISSION BANOS ARENA HELD ON 25TH/26TH APRIL 2024 IN RIGA

The BlueMissionBANOS coordination and support project aims to inspire, engage, and support all relevant actors and initiatives across the Baltic and North Sea Lighthouse Area to take the necessary actions to make the Blue Economy carbon-neutral and circular while eliminating pollution and restoring biodiversity. These are the core objectives of the EU Mission Ocean, "Restore our Ocean and Waters by 2030."

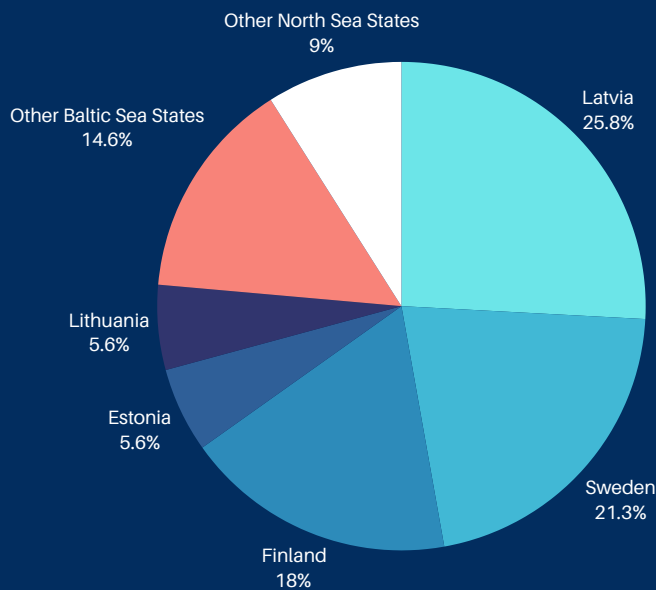
To this end, the 2nd BlueMissionBANOS Arena event held in Riga brought together around 200 regional actors from Latvia, Lithuania, Estonia, Finland, Sweden, and beyond. Over the course of the two-day event, participants and speakers exchanged in fifteen diverse workshops on existing initiatives, lessons learned, knowledge to be transferred and the most pressing remaining issues to be tackled in their region regarding the effective deployment of the Mission. The results of these discussions culminated in a stakeholders' assembly, in which all participants had the opportunity to vote on the priority ranking of actions discussed, fine-tuned, and suggested within these workshops.

This Roadmap is the result of this process and presents the top action points for the coming years in the order of priority as voted on by the Arena 2 participants. The action points are organised around the following six thematic fields of the Arena: (1) freshwater and ocean regeneration; (2) marine protection, planning & policy; (3) sustainable fishery; (4) coastal communities, islands & tourism; (5) shipping & ports, and (6) business support.

**89 participants
voted on the
final roadmap
for the Arena 2
region**

ARENA 2 PARTICIPANTS

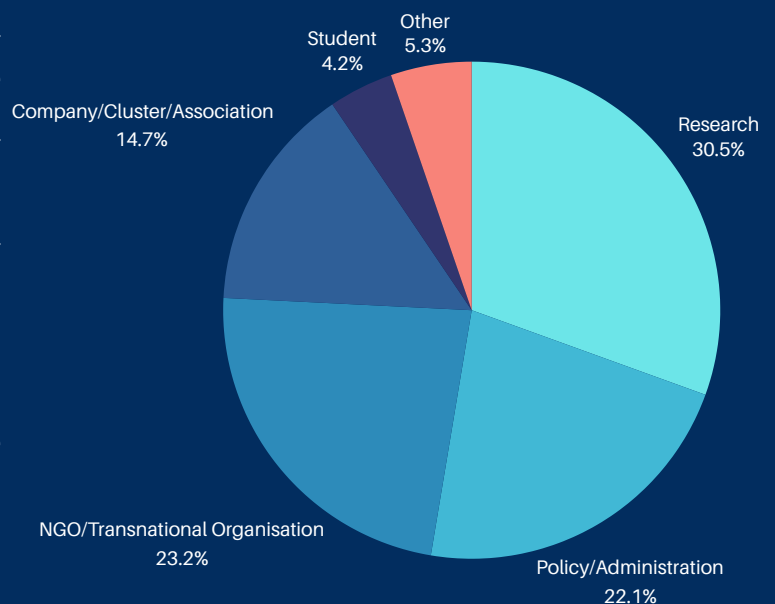
Where are our participants based?



Of the eighty-nine participants who voted in our final Stakeholders' Assembly, over three quarters were from the Arena 2 region, with the highest participation from Latvia, Sweden, and Finland. Over ninety percent of the voting participants were from the Baltic Sea region.

Our Arena 2 participants come from a variety of sectors representing all sides of the blue economy. Of the participants who voted in the final Assembly, 30.5% work in research, 23.3% work in NGOs or transnational organisations, and 22.1% work in policy or administration. In addition, 14.7% of our participants come from a business background and 4.2% are students.

What type of work do our participants do?



GOALS

01

Restore and regenerate oceans and freshwater.

02

Improve and extend marine protection, planning, and the policy framework.

03

Extend and improve the sustainability of fisheries.

04

Support coastal communities, islands, and the tourism industry.

05

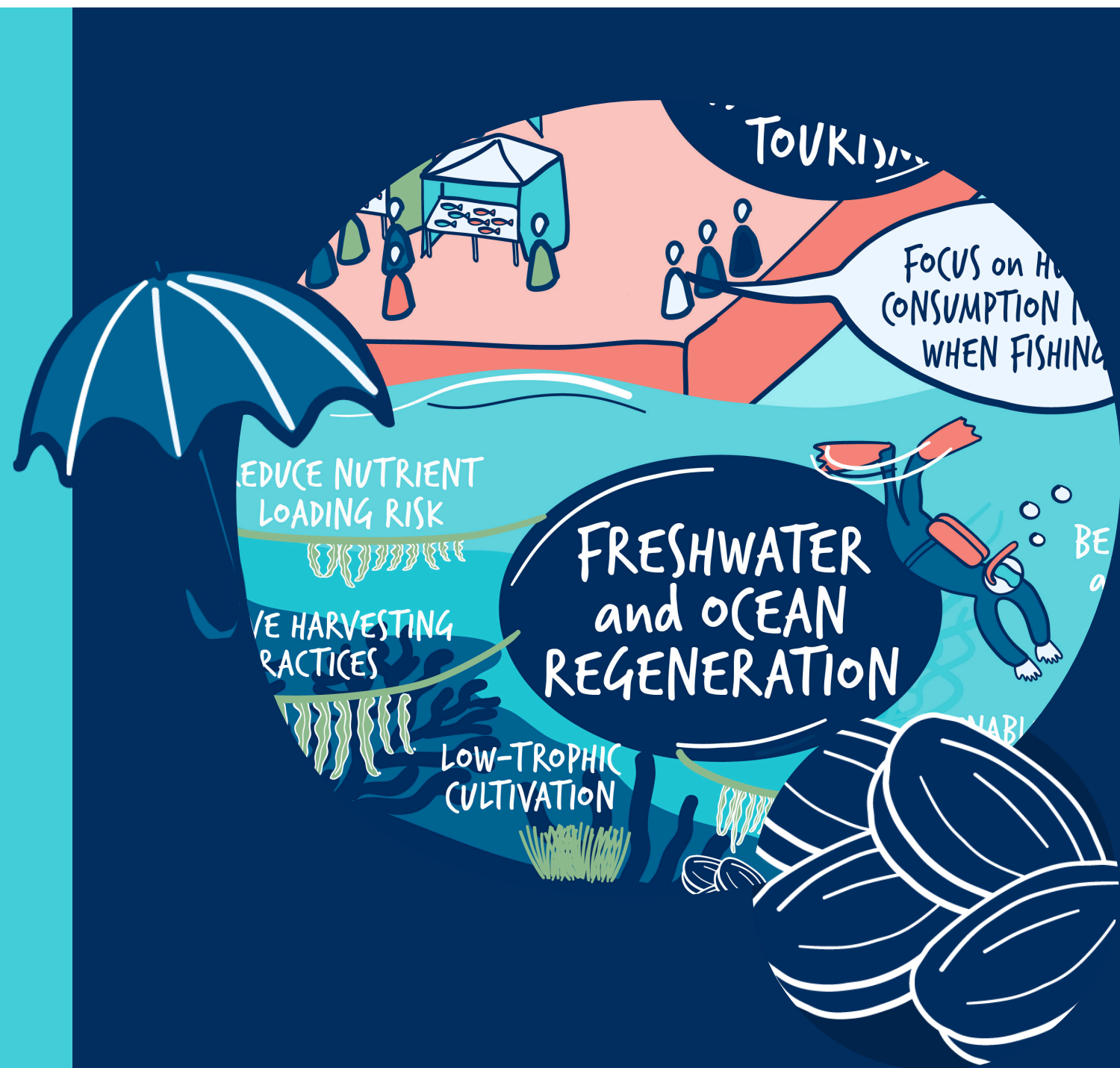
Modernise ports, harbours and shipping processes to be more green.

06

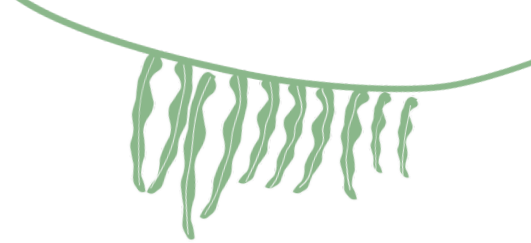
Increase support for blue businesses and related skills development.



FRESHWATER AND OCEAN REGENERATION



ACTION POINTS



01

Develop and implement nature-based solutions: Use the best available knowledge, assess all possible effects, collaborate extensively with stakeholders, have clarity in responsibilities, raise awareness and educate.

02

Aim for a supportive policy framework: Streamline licensing procedures; promote local algae and mussel products; apply the polluter pays principle more widely.

03

Co-management of water bodies: Cooperate with local communities in management activities; present good examples of actions widely; align data needs of stakeholders.

04

Start small, otherwise you will not start at all!
As simple as that.

05

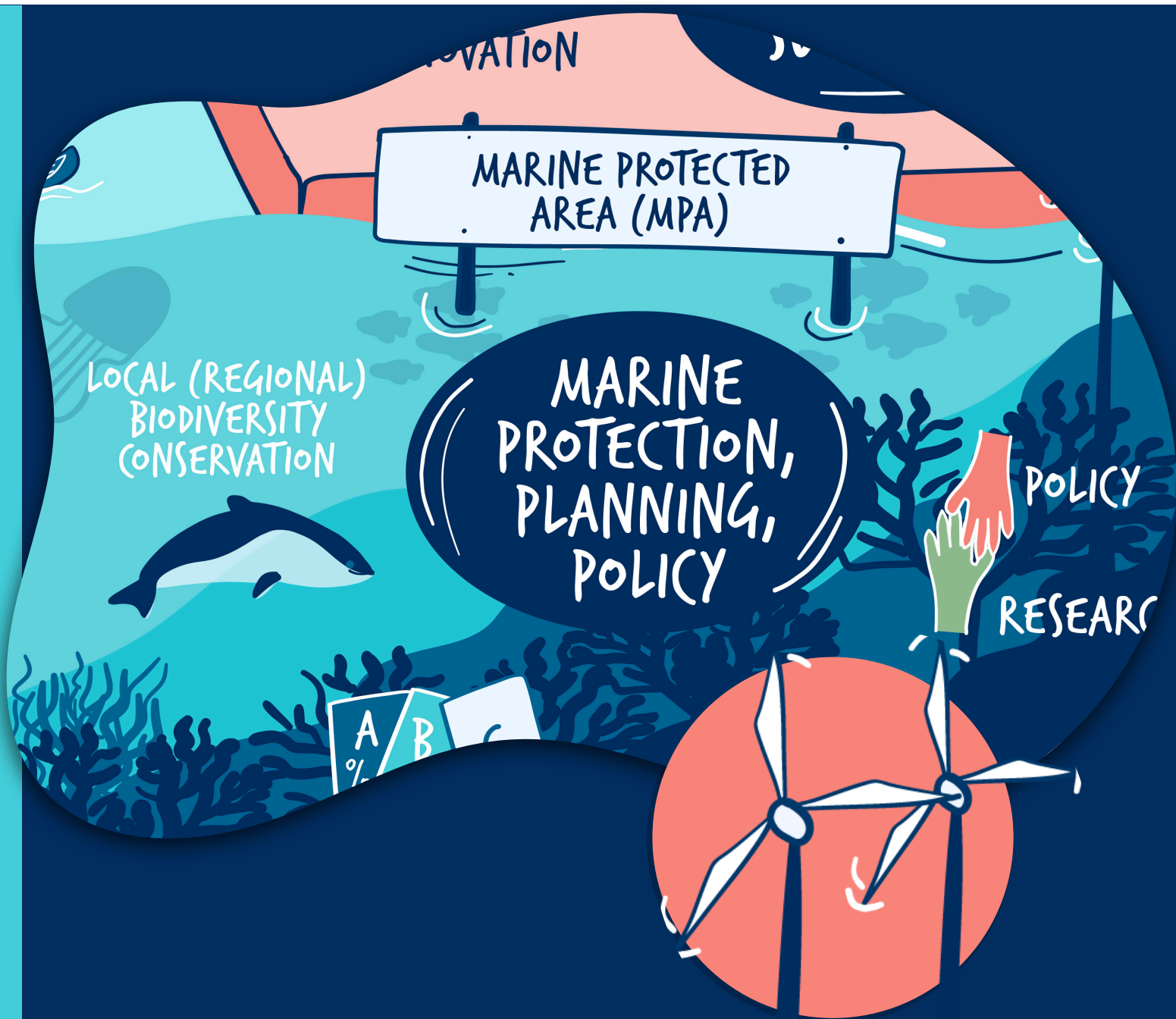
Enable the environment for commercialisation: Identify & support viable business cases through existing business support institutions; allocate more testbeds; promote standardisation for consumer safety.

06

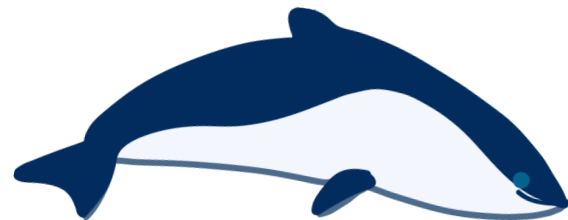
Improve monitoring processes: Aim for procedures showing environmental benefits of algal and mussel farms, use citizen science, align the monitoring requirements of various nature restoration activities.

02

MARINE PROTECTION, PLANNING & POLICY



ACTION POINTS



01 **Include all stakeholders in the MPA processes** from the start, in particular from currently underrepresented sectors such as business (e.g. extractive sector), local communities and fisheries.

02 **Empower the local communities** through ocean literacy and co-management schemes on the establishment, management, and monitoring of MPAs, including initiatives such as blue community gardens, citizen science and active management with fishers.

03 Start implementing **strong and clear communication, education and provide regular information** on marine conservation needs and measures, including their cost-effectiveness, bringing positive perspectives of MPA establishment and effective management.

04 **Improve integration of MSP processes** with land-based activities and planning to ensure better assessment and inclusion of land-sea interactions.

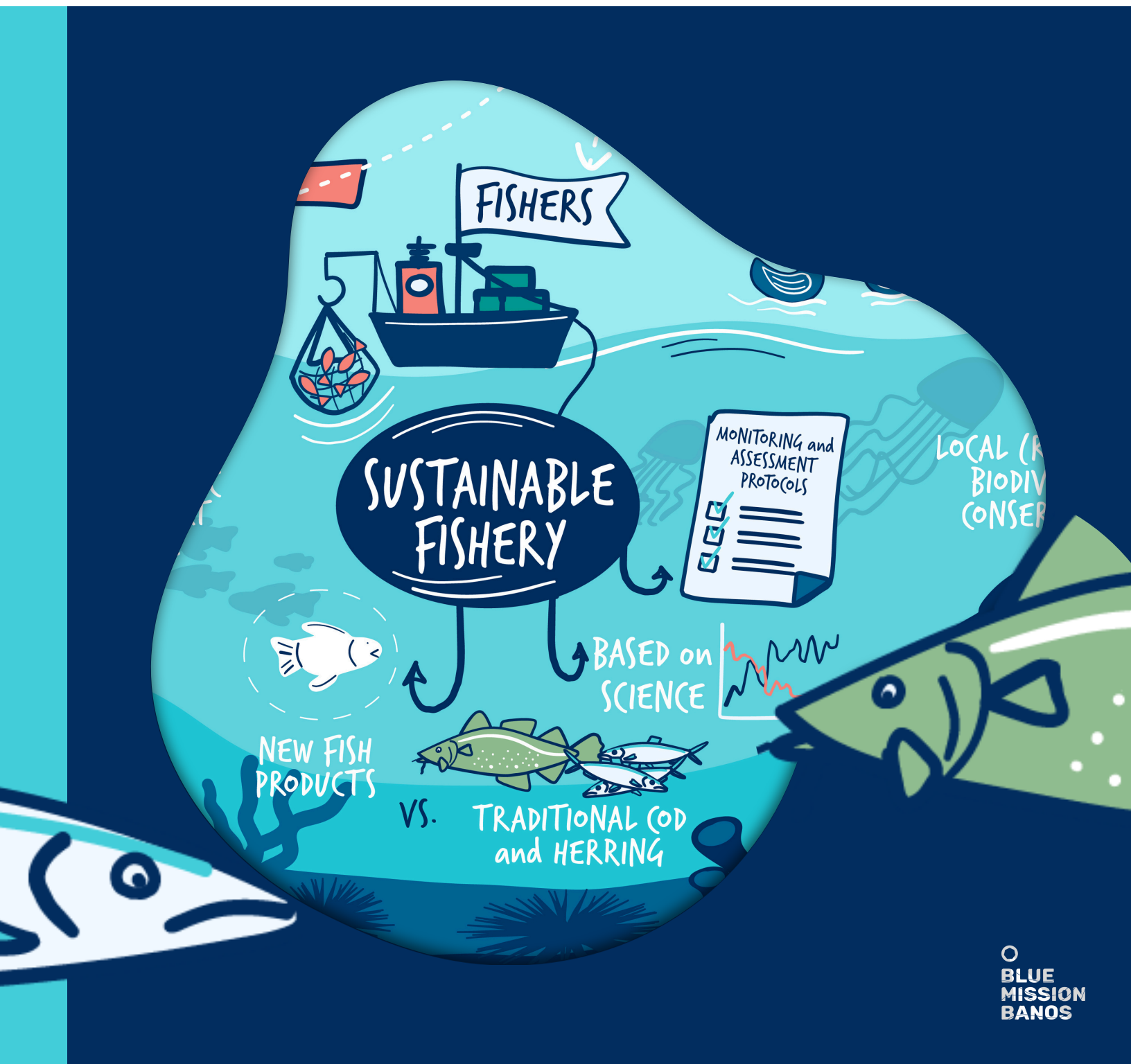
05 **Focus on expanding marine protection** regionally, working towards achieving coherent and effective pan-Baltic MPAs, with particular consideration of ecological connectivity and land-sea interactions.

06 **Strengthen MSP as a policy instrument** on different levels (EU/national/local) for efficient implementation of the ecosystem-based approach and better coordination with and mainstreaming of marine protection policies.

07 **Integrate policy and research efforts** across land and marine realms to effectively tackle pervasive environmental issues in the Baltic Sea.

08 **Coordinate the design** of local and regional conservation and restoration actions to guarantee their successful implementation.

SUSTAINABLE FISHERY



ACTION POINTS



01

Fisheries management should be based on science and be built on solid data from regional and transnational cooperation, rather than political and economic interests.

02

Focus more on small-scale and local coastal fisheries, limiting multi-national large-scale industrial fishing in the Baltic Sea.

03

Present the science in a clear way that cannot be distorted to fit individual countries' fisheries policies and the economic interests tied to these policies.

04

Promote new fish products as an alternative to traditional fish species such as cod and herring. We need to develop new products that fit consumer preferences and simultaneously raise consumer awareness.

05

Fishing should focus more on human consumption and less on supplying industrial fishmeal producers.

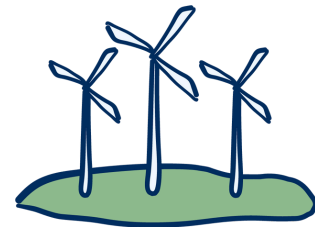
06

Promote economic opportunities for coastal fisheries to fish invasive species such as Round Goby. Specifically, we should provide funding for fisheries to invest in adapted fishing fleets and gear and to test more sustainable fishing methods.

COASTAL COMMUNITIES, ISLANDS AND TOURISM



ACTION POINTS



01

Apply strategic planning at the local, regional, & international levels to balance coastal tourism and boating with environmental & social impacts. It is vital to recognise that a place visited is a resource that must be actively managed.

02

Strengthen data collection and analysis: Support comprehensive studies to understand coastal communities' economic, social, and environmental impacts to inform policy decisions and prioritise funding for sustainable tourism initiatives.

03

Facilitate stakeholder collaboration to empower communities and promote circular business models in collaboration with authorities, NGOs, and tourism actors to achieve common goals.

04

Education, awareness and responsibility are key to creating a culture of responsible tourism and working strategically with challenges.

05

Enhance marinas' role in community development: Collaborate with local stakeholders and communities to tailor strategies addressing marinas' unique needs, fostering job creation & sustainable growth.

06

Promote sustainable boating practices: Urge the adoption of sustainable leisure boating practices (including infrastructure for alternative fuels and charging) to minimise the environmental impact.

07

Maximise the potential of marinas and coastal areas as business hubs, attracting SMEs and providing opportunities for youth engagement in maritime professions and recreational activities geared towards sustainability.

08

Diversify tourism seasons and activities: Encourage the development of off-season tourism by promoting local culture and environment.

05

SHIPPING & PORTS



ACTION POINTS

01

Invest in infrastructure: Upgrade port facilities, improve recycling facilities, enhance power transmission capacity, and develop storage solutions to support the growth of green shipping.

02

Create a more universal definition of Green Shipping Corridors to improve the frameworks, incentives, and monitoring opportunities in the shipping industry across the entire value chain.

03

Address existing loopholes in the governance of the shipping industry through improving the policy frameworks, financial support mechanisms, permitting, and cross-border regulations.

04

Educate the public & engage with stakeholders on the effect of the shipping industry on green goals. This includes increasing communication, education programmes, and organising stakeholder workshops on all levels of the value chain.

05

Improve access and support of green fuel sources by working with intergovernmental institutions, national ministries, stakeholders, and citizens.

06

Engage with private sector actors through partnerships and effective communication to ensure that financial input, new technologies and approaches are carried forward into the future and utilised on the ground.

07

Provide incentives for new collaborative approaches between stakeholders, beyond today's market forces on the regional, national, and global level, for establishing green shipping corridors.



BUSINESS SUPPORT



ACTION POINTS

01

Promote sustainable business models: Use climate change projections to assess the impact on the Baltic and create a business case for ecosystem-positive solutions, as well as incentives to finance them.

02

Foster innovation and research: Allocate funding for technology development, research on low-trophic aquaculture, side-stream valorisation, and incentivise collaboration between academia, industry, and government.

03

Establish a unified regulatory framework: Streamline permitting processes and harmonise standards across sectors. Simplify approval of new compounds to incentivise innovation and consumer awareness in the EU internal market.

04

Enhance education and training: Integrate blue education from primary school to attract talent. Foster collaboration between universities and the blue sector to promote entrepreneurial skills development amongst young graduates.

05

Support startups and SMEs beyond pilots: Provide financial assistance, mentorship programmes, and market access to help startups and SMEs overcome barriers to innovation. Organise support for scaling up to ensure sustained growth.

06

Promote stakeholder collaboration: Facilitate communication and cooperation among industry, scientific communities, and government agencies. Promote face-to-face interactions & make information accessible and relatable to non-experts.

07

Increase consumer awareness: Educate consumers about nutritional and environmental benefits of local species and sustainable production methods (aquaculture, local fisheries). Use creative methods and arts to shift consumers' perspectives.



08

Strengthen regional cooperation: Establish cross-border partnerships and knowledge-sharing platforms (e.g., [BlueBioMatch](#)). Use Smart Specialisation Strategies to put blue innovation on the agenda and link it with wider regional development priorities.

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SUBMARINER Network Team at Arena 2

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**BLUE
MISSION
BANOS**

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BLUE MISSION BANOS