



UNDER  
THE SPOTLIGHT

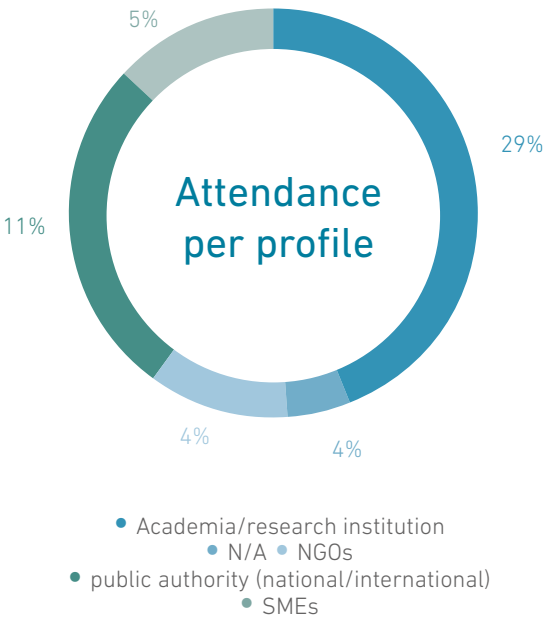
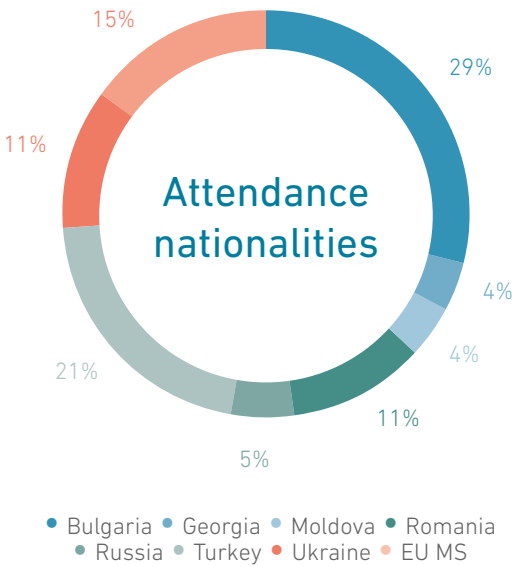


Regional Webinar on  
R&I towards cultivating  
the potential for Blue  
Entrepreneurship

25 May 2021

Organised by BSAM (Black Sea Assistance Mechanism)

The webinar offered 20 panellists and 116 participants from academia, national governments, NGOs and businesses a great opportunity to develop ideas for collaboration in the blue economy across the Black Sea region. Discussions were lively between representatives from the Black Sea countries' and from the CONNECT project. In focus were good practices in innovation in the three target sectors (coastal and maritime tourism, maritime transport, fisheries & aquaculture), considering digitalisation and circular economy as a transversal.



INNOVATION IS ESSENTIAL

MAIN CONCLUSIONS

➤ Better knowledge of marine environment for the sustainable development of maritime activities, in particular for tourism and aquaculture;

➤ Greening of the blue economy sectors through full adoption of circular models, in particular for ports and aquaculture along their respective value chains;

➤ Stronger role of data-sharing and full uptake of innovation potentials offered by the digitalisation of maritime transport, port management and tourism;

➤ Deployment, testing and uptake of sustainable and innovative business models for traditional and emerging sectors through greater technical innovation and managerial capacity;

➤ Full recognition of the pivotal role of maritime clusters, gathering key actors, such as businesses, researchers and investors, thereby pushing the uptake of innovative and sustainable solutions;

➤ Key enablers for business innovation (building on sustainable energy) are technical blue expertise and management skills.

COMING  
UP

A FOLLOW-UP EVENT THIS SEPTEMBER  
STAY TUNED TO [BLACKSEABLUEECONOMY.EU](https://blackseablueeconomy.eu) FOR THE DETAILS!

FOLLOW THE BLACK SEA ASSISTANCE MECHANISM ON



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