

CMA Regional Stakeholders Conference

#BlackSeaAgenda2021

22 November 2021

Common Maritime Agenda for the Black Sea *2021 Turkish Coordination*

Regional Stakeholders Conference
*Towards CMA projects for a resilient and
sustainable blue economy in the Black Sea*

Hackathon Goal 2





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Competitive, innovative and sustainable blue economy

PROJECT CONCEPT 2A

Set-up a network to boost local green/smart ports through coordinated pilot initiatives

OBJECTIVE

Set-up a **network to boost local green and smart ports** for the implementation of energy-efficiency policies and measures and to improve the regional uptake of low-carbon technologies and operations. This will also take into account feasibility studies in this area to develop and apply the concept of smart and green sea traffic management more broadly.

RATIONALE

The Black Sea basin is a major transport area with a total of 18 major ports. The area enjoys good port infrastructure and connections exist between several Black Sea countries (ferries, maritime transport, etc). To address the economic opportunities related to the increase in maritime (including river) connectivity within the Black Sea, the existing status of the marine and coastal environment in the Black Sea must be considered. Efforts are needed to tackle pollution from ships but also in ports. Efforts are requested with the upgrade of port standards but also with multilateral sharing of maritime surveillance data. Importantly, several actions to sustain the adoption of international standards are already ongoing.

For example, the EU funded Black and Caspian Sea project provides training in several areas: (i) on IMO Port State Control Procedures for non MoU on Port State Control countries; (ii) for full endorsement of the responsibility of Vessel Traffic Services staff in accordance with the guidelines set out in IALA (International Association of Marine Aids to Navigation and Lighthouse Authorities) Recommendation V-103/1; (iii) for promulgation, establishment of legislation, and implementation of national procedures enabling Black Sea countries to effectively perform their obligations, and to exercise an effective Flag State jurisdiction in accordance with relevant instruments. These **activities should be further supported to achieve a sufficient level of capabilities across the Black Sea** to boost green port facilities and international environmental standards. There is a strong need to explore pathways for **ports to become energy hubs in the transition to sustainable and renewable energy** in the Black Sea, considering that greening the sector will be supported by both policies and funding in the following years. Beyond transshipment and logistics the future of ports lies in developing their key role as energy hubs (for integrated electricity, hydrogen and other renewable and low-carbon fuels systems), for the circular economy (for collecting, transshipping and disposing of waste from ships and other port industries, and for decommissioning ships), for communication (for submarine cables), and for industry (as industrial clusters).

MAIN TASKS

- Work with maritime administrations, port authorities and other relevant public and private stakeholders to **facilitate the uptake of low-carbon technologies and operations** through pilot projects;
- **Identify local barriers and bottlenecks** to improving technologies and fostering alternative sources of energy, towards fully sustainable energy/fuel sources;
- Support the **acceleration of innovative business models, SMEs and administrative practices** (e.g., innovative procurement to support local innovation);
- Duly **consider and reflect upon the feasibility study on Sea Traffic Monitoring**, currently under discussion in the Black Sea¹.

¹ To be launched in 2022 by European Maritime Security Agency (EMSA)

PROJECT CONCEPT 2B

Support local strategies for sustainable tourism in coastal and maritime areas including through greater use of digital tools

OBJECTIVE

Support a greater **uptake of innovative and sustainable services**, including through robust generation and access to data and a better understanding of the role to be played by big data.

RATIONALE

The Black Sea is an increasingly attractive tourist destination. A clearer assessment of market potentials, and current patterns of visits and tourist preferences at the regional level is essential for effective marketing activities. And yet, such assessment is not possible at the time being due to a highly fragmented range of data across providers and countries and a limited use of new technologies to overcome such barriers. In this respect, greater adoption of ICTs, social media and other high-end technological innovation would be beneficial not only to boost new services, marketing approaches and access to global niches of visitors, but also to allow a better understanding of market trends and future opportunities² and foster tailor-made marketing approaches

Digitalisation and data analytics offer a huge opportunity to innovate and transform the sector but **remains largely unexplored**.

MAIN TASKS

- **Assess the many good practices available across the Black Sea** region and try to extract some general insights and recommendations for a full upscaling of digitalisation opportunities;
- Address **bottlenecks for a full uptake of sustainable tourism development** in a selected number of pilot areas;
- Foster **alternative tourism experiences including** the discovery and promotion of **underwater cultural heritage**, through interactive maps and big data (e.g., multidisciplinary underwater archaeology exploration as a source for on and off-line experiences).

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²https://www.researchgate.net/publication/295594839_ENVIRONMENTAL_SUSTAINABLE_TOURISM_WITHIN_THE_BLACK_SEA_REGION