

2ND SUBMARINER Conference

**Better
off Blue**

#BetterOffBlue17

Creating synergies for a biobased society

Fostering innovation and building new
business models in the Blue bioeconomy

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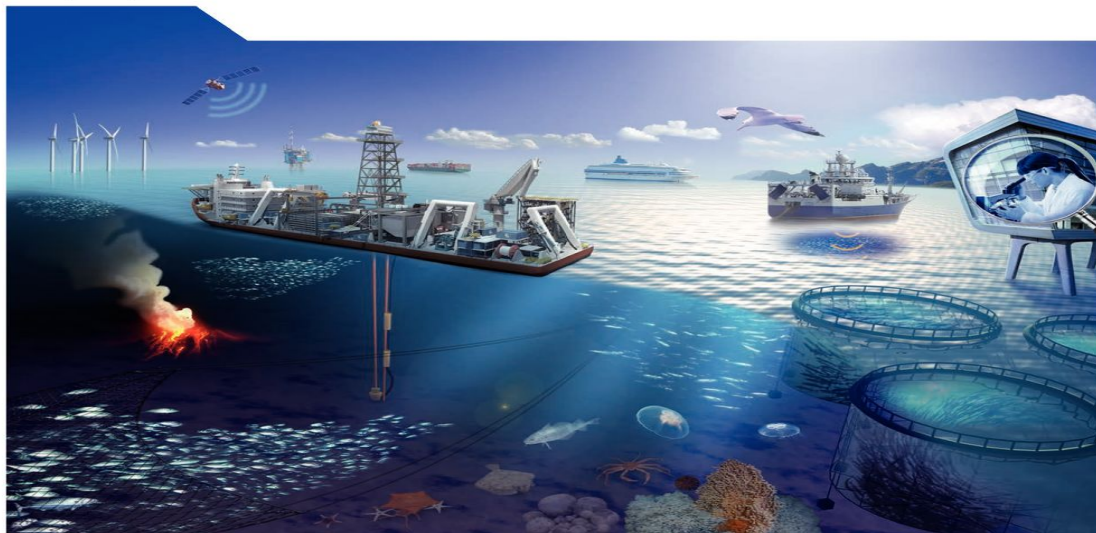
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Blue Growth



The Ocean Economy in 2030

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Blue Growth for Europe



- Blue economy in Europe employs **5,4 million** People and corresponds to **500 billion** Of added value per year. **1/3** of worlds output
- Focus on : **Aquaculture; Coastal tourism ; Blue Biotechnology; Ocean energy; Sea bed mining**

Scope of the Blue Economy

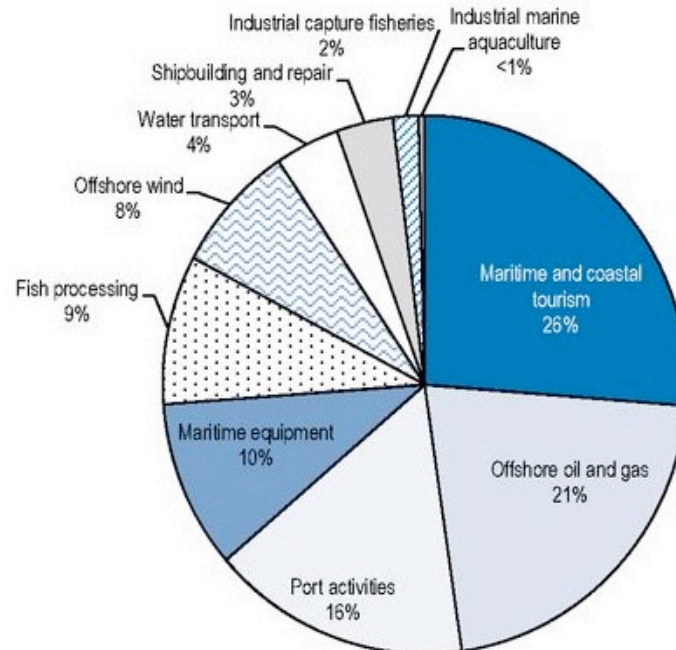


Table 1.1. Established and emerging ocean-based industries

| Established | Emerging |
|---------------------------------------|--|
| Capture fisheries | Marine aquaculture |
| Seafood processing | Deep- and ultra-deep water oil and gas |
| Shipping | Offshore wind energy |
| Ports | Ocean renewable energy |
| Shipbuilding and repair | Marine and seabed mining |
| Offshore oil and gas (shallow water) | Maritime safety and surveillance |
| Marine manufacturing and construction | Marine biotechnology |
| Maritime and coastal tourism | High-tech marine products and services |
| Marine business services | Others |
| Marine R&D and education | |
| Dredging | |

Blue economy in 2030

1.6. Value added of the ocean economy in 2030 in the business-as-usual scenario



Business model innovation



- The goal is to establish the **Shared Value** for the oceans.
- **Employ business models for solving the social problems.**

Challenges as a scope for Innovation of Blue Business models



- Advanced Materials
- Nanotechnology
- Biotechnology
- Subsea engineering and technology
- Sensors and imaging
- Satellite Technologies
- Big data
- Autonomuos systems

Panellists



- Susan Løvstad Holdt, The Seaweed Network in Denmark
- Jaakko Seppälä, EHP Environment Ltd
- Torben Wallach, Musholm A/S
- Tomasz Jałukowicz, Polish Ministry of Science and Higher Education, EUSBSR Policy Area Coordinator Innovation.

- <https://www.youtube.com/watch?v=tbZ6lj92v>
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