



EU STRATEGY FOR THE BALTIC SEA REGION
TOURISM

**Mecklenburg
Vorpommern**

Staatskanzlei



Blue Growth – Challenges and Opportunities for Maritime and Coastal Tourism in the EU

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Outline:

Integrated Maritime Policy

Blue Growth

Maritime and Coastal Tourism





Integrated Maritime Policy (1/2)

- IMP: new approach to promote the development of all maritime activities in a sustainable way
- 2007 IMP presented by EU COM, adopted by Council
- 2009 First Progress Report
- 2012 Second Progress Report



Integrated Maritime Policy (2/2)

- Existing cross-sectoral instruments are “bundled” and better coordinated
- covers cross-cutting policies such as:
 - Blue Growth
 - Marine Data and Knowledge
 - Maritime Spatial Planning
 - Integrated Maritime Surveillance



Blue Growth

- 2nd phase of IMP: long-term strategy to support growth in the maritime sector as a whole (innovation, growth and sustainability)
- maritime dimension of Europe2020
- at present 5.4 million people employed in relevant sectors (e.g. shipbuilding, tourism, fishing, offshore wind, cosmetics)
- by 2020 approx. 7 million jobs



Blue Growth supports the ``blue economy`` as it benefits coastal regions and maritime sectors (=> interdependency).



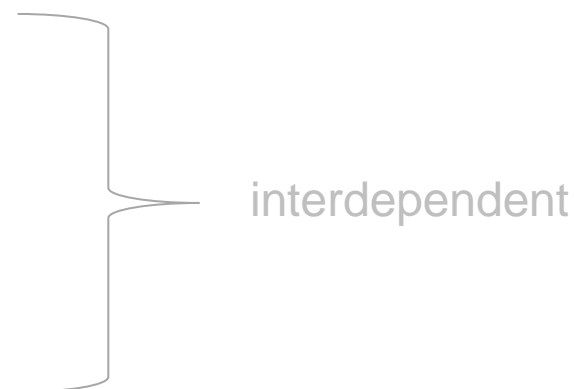
Objectives: Blue Growth

- identify and tackle challenges affecting all sectors of maritime economy;
- highlight synergies between sectoral policies;
- explore interactions and their potential impact on the marine environment and biodiversity;
- identify activities with high growth potential.



5 focus areas

- Blue Energy
- Aquaculture
- Maritime, Coastal and Cruise Tourism
- Marine mineral resources
- Blue Biotechnology



- EU COM is currently checking political options in all of these 5 areas.
- ongoing public consultations



Maritime and Coastal Tourism (1/2)

- single largest maritime economic activity
- employs ~ 2.5 million people, equivalent to 1.1% of total EU employment
- expected growth to 3% by 2020; e. g. cruise tourism by 2020 ~ 100.000 new jobs created compared to 2010
- Public Consultation 14 May – 6 August 2012 (“Challenges and Opportunities for Maritime and Coastal Tourism“)
- Results will lead to an official Communication by the EU COM



Maritime and Coastal Tourism (2/2)

Results of Public Consultation EU COM correspond with results of online stakeholder consultation, carried out by PAC Tourism

Preference is given to activities in the following fields:

- Non-beach related tourism (e.g. land tourism excursions, gastronomy tours, events and festivals)
- Yachting, boating and cruising
- Eco-tourism



Conclusion / Where do we go from here?

- regional needs detected
- in line with sea basin strategy (EUSBSR, Action Plan)
- available project ideas? -> project consortium -> seed money application -> flagship project
- funding?

**Information: European Maritime Day 2013, 21-22 May 2013,
Valletta/Malta,**

**“Coastal development and sustainable maritime tourism: an investment
for Blue Growth“**



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