



Improve the Ecosystem to Enhance Business

Blue Bioeconomy: valorisation of marine resources between environmental protection and economic and social development.

The sea represents for the Italian territory a great opportunity for growth and economic and social development through the enhancement of the marine ecosystem. The balance between environmental protection and the needs of economic and social development is essential for a sustainable development.

In the context of the events connected to Maker Faire (<https://2019.makerfairerome.eu/it/>), BIOVOICES in collaboration with Biobridges and MISTRAL projects organized a regional MML workshop entitled “Blue Bioeconomy: valorisation of marine resources between environmental protection and economic and social development”. The workshop took place Thursday 26 September from 10:00 am to 1:00 pm at the Spazio Attivo of Latina.





In the first part of the workshop, speakers of the most important realities concerning the Blue bioeconomy and Circular Economy of the Sea, including Marevivo, CNR, Legambiente Terracina, Enea, together with Biobridges and BIOVOICES projects shared their good practices, research, ideas, projects and solutions.

In the second part of the workshop has been made a discussion about biodiversity conservation, sustainable development, enhancement and promotion of marine protected areas, and environmental education to address, through the involvement of all the participants, challenges, opportunities and barriers in order to promote territorial development.

Which are the actionable points to Improve the Ecosystem to Enhance Business?

- 1. Improve the knowledge and increase BBPs adoption** through communication activities, informing the large public, setting up awareness and Information campaigns.
- 2. Share good practices and highlight excellence and good practices to inspire** other initiatives, rather than highlight the problems and negative aspects.
- 3. Importance of promoting the advantages of environmental culture.**
- 4. Promote the creation of a new (participative) governance. Start a dialogue** with citizens the policy makers and public administrations.
- 5. Awareness campaigns** with qualified information through attractive communication addressed to the younger generations but also to the older ones. Use a terminology that everyone can understand.
- 6. Support active engagement of citizens.** Stimulate all actors to be involved and train young generation in order to change bad habits
- 7. Inform and train young people.** Organize events on the territory stimulating knowledge sharing, new ideas and collaboration among stakeholders.
- 8. Facilitate the collaboration between sectors.** Offer and promote initiatives that support the creation of multi-level cooperation and creation of multi-stakeholder networks





- 9. To promote regional development**, an integrated strategy and action plan should be planned, involving stakeholders from different domains (primary production, port management, tourism, food and feed, industry, finance, etc.). Bioeconomy policies should be connected with other policies.

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