



Blue Economy Potential identified in Plan4Blue Project

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KEY MESSAGES

MSP-relevant sustainable economic growth potential

- Analysis of the **economic development trends** in the Plan4Blue (P4B) project area was firstly identified with data from national statistics and Orbis Europe databases. (Quantitative investigation) Stakeholders were also involved in workshops, interviews and a Delphi process to better understand **sectoral strategies and development trends** in the future. (Qualitative investigation) EU, OECD and national policy papers and research publications were utilised to show connections of P4B data and trends with wider regional economic development in the BSR.

The Project Area Characteristics

The Plan4Blue (NUTS3) regions and (LAU2) areas have:

- Higher GDP rate per capita, higher employment rate and higher population density (especially the capital city areas).
- The Blue Sectors under investigation include:



All P4B Sectors have Sustainable Growth Potential

- **MSP decisions and guidelines impact the future Blue Growth potential** of the sectors. Especially relevant for companies with coastal and marine presence.
- **Sustainability** is a key concern and a source of competitive advantage in the future
- **Cross-border collaboration** between sectors was considered currently limited, yet a few exceptions exist (eg. ports and transport).
- Especially the rising travel and tourism numbers were considered having various **cross-sectoral and cross-border impacts**
- **Collaboration and right timing of marine operations** vital to minimise environmental pressure (eg. related to the nesting of birds and seals)
- Cross-sectoral collaboration and **continuous interaction with stakeholders** are considered essential to achieve **economically, environmentally and socially sustainable** outcomes in the MSP process.
- See report on: [Blue economic potential, sector strategies and development trends](https://syke.fi/projects/plan4blue) in syke.fi/projects/plan4blue

Conclusions & Recommendations

- Industries and businesses in the coastal regions are major drivers of economic growth in Finland and in Estonia.
- The EU Blue Growth Agenda and the cross-sectoral strategies (eg. the updated Bio Economy Strategy,10/2018) promote sustainable **Blue Economy potential** in the EU and in the Baltic Sea Region (BSR).
- Many of the interviewees in the P4B project anticipate **environmental regulation** playing a central role in the change to low carbon economy. New technologies can enhance Sustainability actions and Blue Growth.
- Combining **ecological, economic and social** aims to achieve more sustainable growth in the future calls for mixed-methods approach, continuous, goal-oriented coordination and cross-sectoral & cross-border interaction
- **MSP should support to lever up cross-sectoral and cross-border sustainable growth.**

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