



PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Welcome

Prep4Blue Final Conference – 2025

Online – 29 April 2025

Cécile NYS – cecile.nys@ifremer.fr



A 'Mission Restore
our Ocean and
Waters' initiative.



Funded by the European Union, through its Horizon Europe Program, Grant No. 101056957 (PREP4BLUE). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or of the granting authority, the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.



Final Conference - Agenda



PREP4BLUE Final Conference Agenda
Online, 9:30-13:00 CET, 29th April 2025

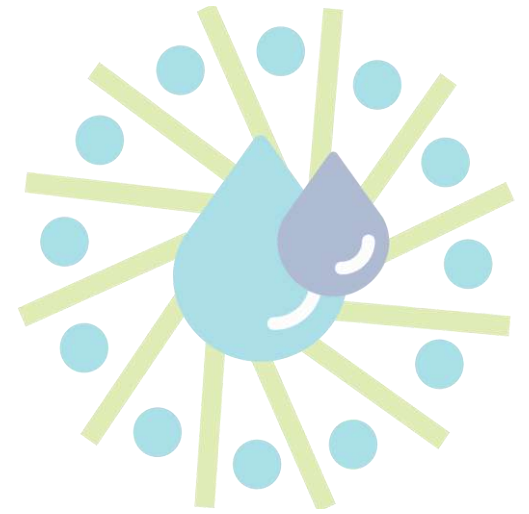
Time	Thematic Session
9:30-9:35	Welcome
9:35-10:05	Solutions & Knowledge <i>Management and Transfer</i>
10:05-10:35	Citizen and Stakeholder Engagement
10:35-11:05	Supporting an Enabling Environment <i>Business Models, Regulation and the Financial Ecosystem</i>
11:05-11:25	Coffee Break
11:25-11:55	Communication & Storytelling in the Mission
11:55-12:30	Recommendations for the next phase of the Mission
12:30-13:00	Q&A



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MissionOceanWaters.eu



Mission & Prep4Blue

Contexte



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Mission ?

The Mission is about...change of paradigm in the scientific approach

Co-creation and co-implementation of research as a mean to have real impact of the knowledge



Creating engagement at national, regional and local levels, as well as **synergies** among different contributors to the Mission



Lighthouses: creating new ecosystems of stakeholders in each basin to develop solutions with impact on the ground & pilot solutions until 2025, replicating and upscaling until 2030



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EU Missions

*A new way to bring **concrete solutions** to some of our **greatest challenges**.*

- **Our Mission?** The restoration of our ocean and waters!
- **Why a Mission?** It tackles the problem on a European scale.
- **What it delivers?** Impact through:
 - ❖ New role for R&I
 - ❖ Portfolio of actions
 - ❖ New forms of governance & collaboration
 - ❖ Citizens' participation



EUROPEAN UNION

Mission objectives and targets

Restore our Ocean and Waters by 2030

Objective 1
Objective 2
Objective 3

PROTECT AND RESTORE MARINE AND FRESHWATERS ECOSYSTEMS AND BIODIVERSITY

- Protect at least 30% and strictly protect 10% EU's sea areas
- Restore 25.000 km free flowing rivers
- Marine nature restoration targets (incl. degraded seabeds, coastal ecosystems)

PREVENT AND ELIMINATE POLLUTION OF OUR OCEANS, SEAS AND WATERS

- Reduce by at least 50% plastic litter
- Reduce by at least 30% microplastics
- Reduce by at least 50% nutrient losses, chemical pesticides

MAKE THE BLUE ECONOMY CARBON- NEUTRAL AND CIRCULAR

- Net zero maritime emissions
- Zero carbon aquaculture,
- Low carbon multipurpose use of marine space

ENABLERS

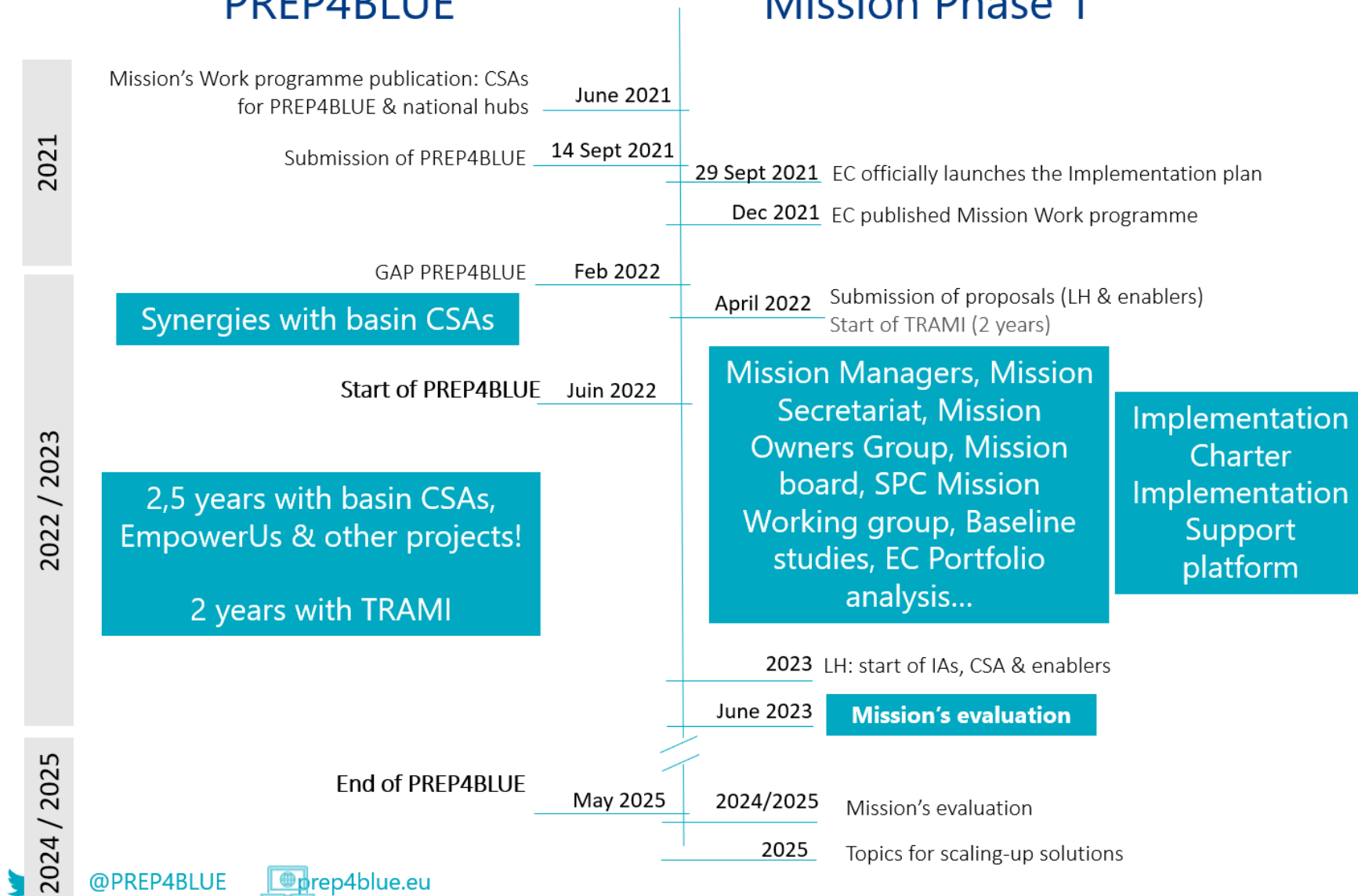
**Digital Ocean and Waters Knowledge
system**

Public mobilization and engagement

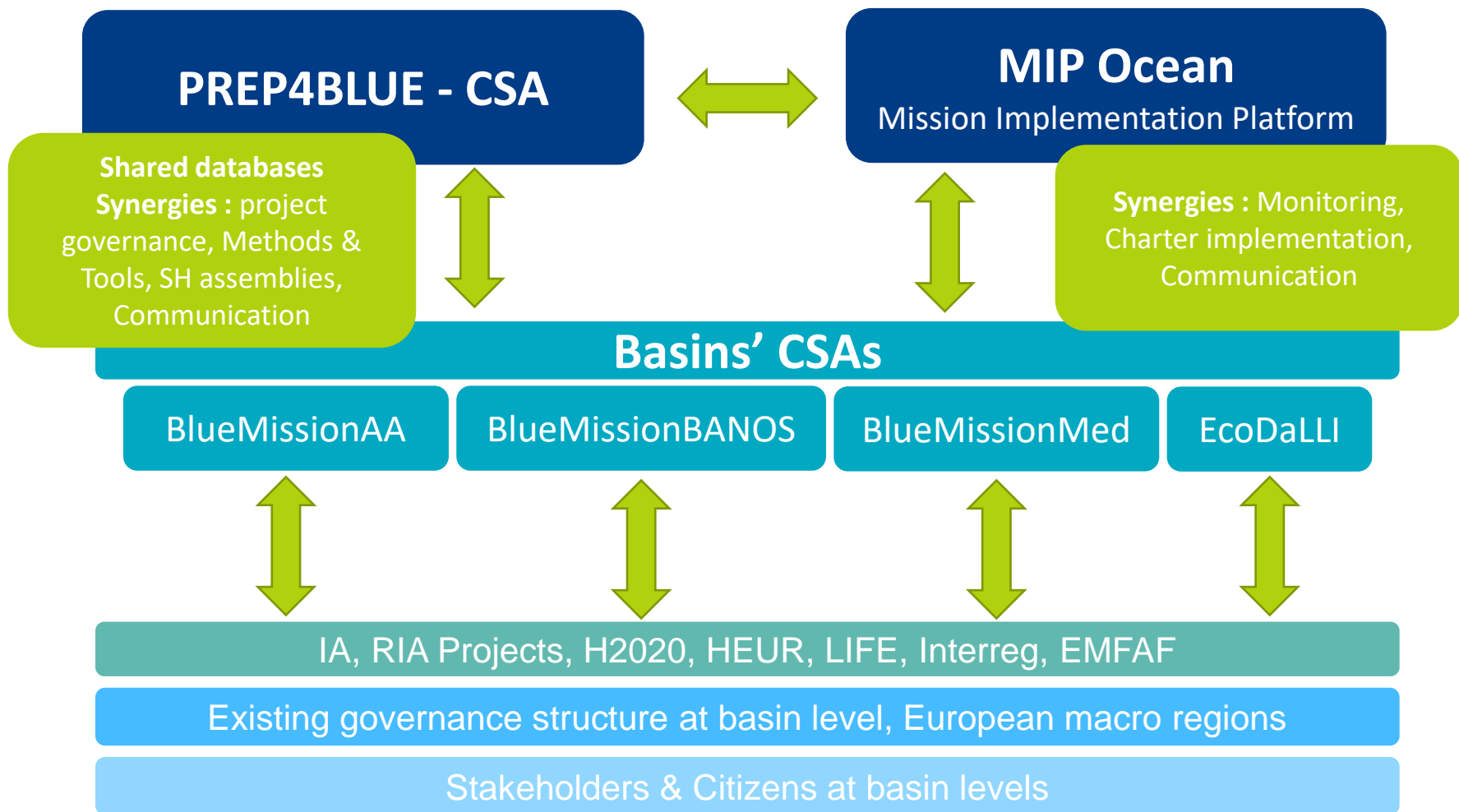
Preparing the Mission – Prep4Blue

PREP4BLUE

Mission Phase 1



Mission Ecosystem – P4B's position



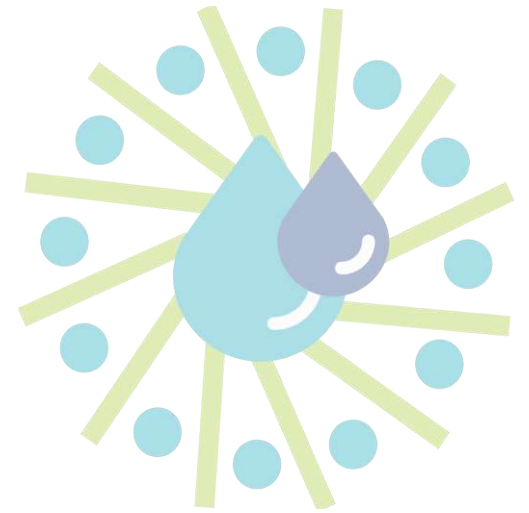
Mission – Community of projects



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Prep4Blue's work



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Project Overview



At a Glance

Duration: June 2022 – May 2025

Budget: €4,997,690

Coordinator: IFREMER

Type of Action: CSA

Consortium: 18 partners (9 countries)

Website: prep4blue.eu



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Support the R&I goals & Facilitate successful implementation of the Mission



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Outcomes

Synergies between
Mission governance
& stakeholders



Inspiring and innovative
communication to
engage stakeholders
with Mission



Database of projects &
innovative solutions & AI
digital tools to create a
Knowledge management
system for the Mission



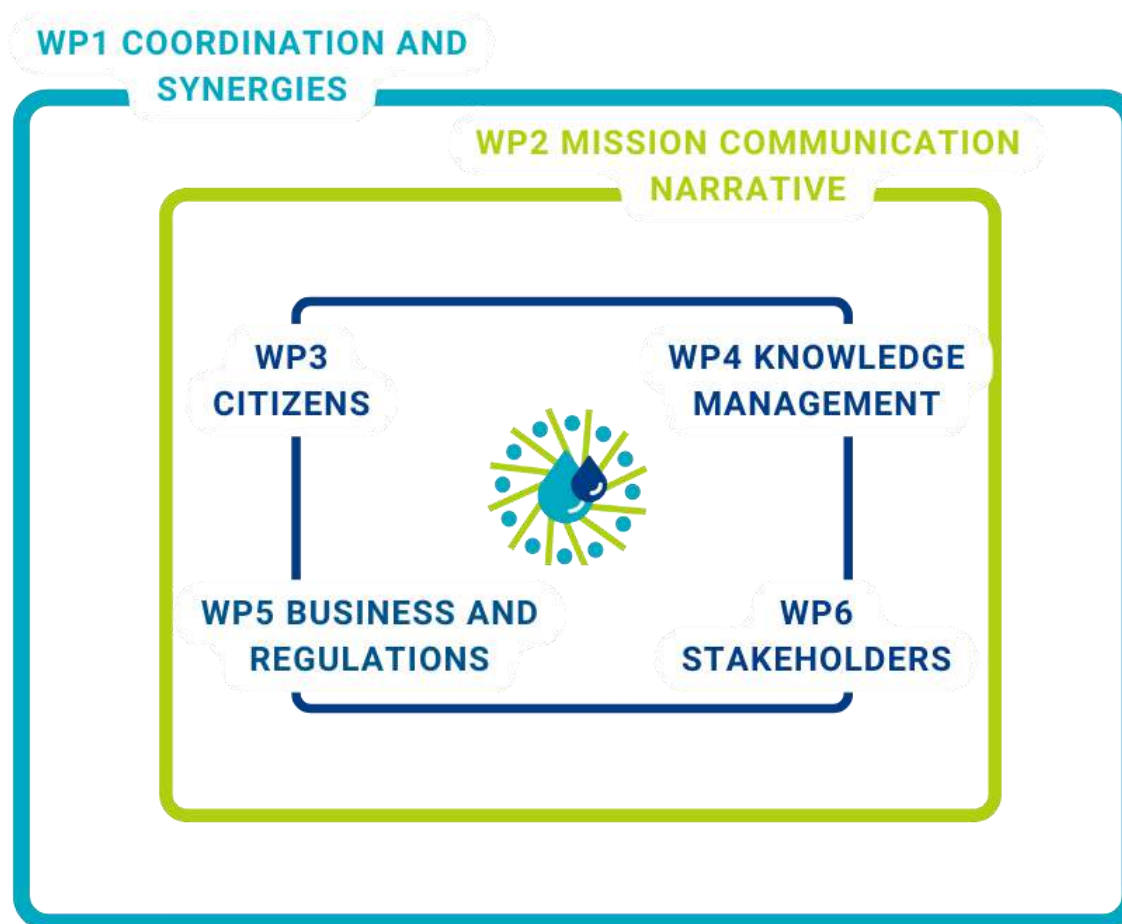
Recommendations for the creation
of an enabling regulatory and
financial environment for the
Mission



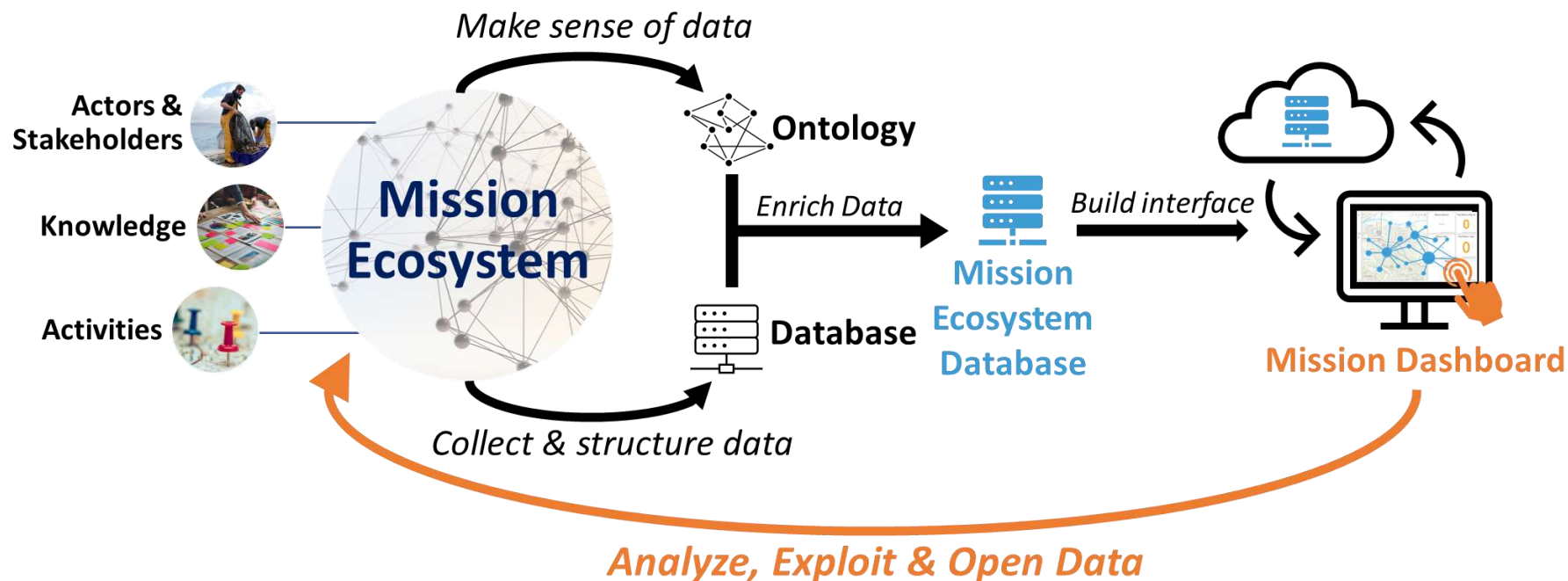
Tools, guidelines, trainings, helpdesk
and four pilots to test methodologies for
co-creation and co-implementation of
knowledge with citizen and stakeholders



Structure



Digital Tools & Mission Ecosystem



Communications tools and resources for Mission 'Restore our Ocean and Waters by 2030' stakeholders

WHO IS THIS FOR? MISSION OCEAN AND WATERS FUNDED PROJECTS AND CHARTER SIGNATORIES LOOKING TO ENHANCE THEIR DIGITAL MEDIA SKILLS

About PREP4BLUE

Through co-development and co-creation with stakeholders, the project has prepared a series of:

- ✓ Communication tools
- ✓ Guidelines
- ✓ Methodologies
- ✓ Recommendations

that can be used by Mission-funded projects to achieve the Mission objectives and inspire citizens and Mission stakeholders.



Mission Ocean and Waters Communication Toolkit

A valuable directory providing Mission Ocean and Waters project beneficiaries with access to the latest Mission communications resources, networks, news sources and branding guidelines.

Mission Ocean and Waters Social Media Toolkit

A Trello Board hosting a variety of guidelines, examples and Mission-branded templates to help Mission Ocean and Waters projects to enhance their digital media engagement and reach new audiences.



Mission Ocean and Waters Digital Academy

An innovative Digital Academy to help Mission-funded projects and charter signatories grow their digital media skills and capabilities.

Access training videos, tutorials, example content, templates, checklists, audit tools, strategies and more!



Find out More below



For the latest Mission Ocean and Waters news, check out:

Missionoceanwaters.eu
@OurMissionOcean
@missionocean
@missionoceaneu

Contact Us

Project Owner: Dr. Cécile Nys
prep4blue@missionocean.eu
Communications & Press: Clémence Chastagnier
c.chastagnier@missionocean.eu

www.prep4blue.eu

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#restoreourwaters

#bluefuture

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Innovative tools and resources for inspiring Citizen Engagement with Mission 'Restore our Ocean & Waters by 2030'

WHO IS THIS FOR? ALL EUROPEAN MARINE AND FRESHWATER PROJECTS PLANNING CITIZEN ENGAGEMENT ACTIVITIES

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Toolbox for Citizen Engagement



Exploring how citizen engagement can be facilitated in marine and freshwater projects, this practical toolbox presents:

- ✓ Key theory
- ✓ Approaches for planning and managing citizen engagement activities.
- ✓ Examples of stakeholder engagement tools.
- ✓ Advice on aligning activities the requirements of the Mission Implementation Plan and Work Programme.

Beneath the Surface

A Collection of Recommendations and Good Practices in Aquatic Citizen Science to Support the EU's Mission Ocean and Waters.

Based on PREP4BLUE's extensive research on Aquatic Citizen Science.

PREP4BLUE Citizen Engagement Webinar Series

An inspiring series where participants will learn how to design a project, work package, or programme of activities in alignment with the citizen engagement targets of Mission Ocean. Ideal for those exploring for funding or currently engaged in marine and freshwater projects.



Database of Citizen Science Initiatives

A database of over 1000 aquatic citizen science initiatives. Accessible through PREP4BLUE's WaveLinks application, the searchable database allows Mission stakeholders and citizens alike to get involved and be inspired by the innovative citizen science activities taking place across Europe.

Portfolio of Mission-relevant pilot citizen engagement activities

An exploration of PREP4BLUE's experience of mobilising citizen engaged networks across Europe to participate in Mission Ocean & Waters. This includes the development of national ocean literacy networks, city-based networks for Mission Ocean & Waters, open science-science networks, and more.

Find out More



Project publication:
Wyllie-Echeverri et al. (2024)
Training for Citizen Participation in the EU Mission to Restore our Ocean and Waters by 2030.
Available at prep4blue.eu

Contact Us

Project Owner: Dr. Cécile Nys
prep4blue@missionocean.eu
Communications & Press: Clémence Chastagnier
c.chastagnier@missionocean.eu

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Knowledge Management Tools for accelerating impact in the Mission 'Restore our Ocean & Waters by 2030' ecosystem

WHO IS THIS FOR? MISSION OCEAN & WATERS AND OTHER STAKEHOLDERS WORKING TO FAST-TRACK THE UPTAKE AND IMPACT OF THEIR SOLUTIONS

About PREP4BLUE

Through co-development and co-creation with stakeholders, the project has prepared a series of:

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- ✓ Recommendations

that can be used by Mission-funded projects to achieve the Mission objectives and inspire citizens and Mission stakeholders.



Knowledge Transfer Methodology



A three-step methodology which can be used by Mission-funded projects, policy makers, applied research and industry stakeholders to ensure the take-up and application of their Mission-relevant solutions.

Knowledge Transfer Analysis Criteria

A set of criteria and indicators, for prioritising knowledge and respective pathways to impact with potential to contribute to Mission Ocean and Waters objectives and targets.

WaveLinks

A web application, which helps Mission stakeholders to identify projects, stakeholders, solutions, policies, citizen science initiatives, stakeholder engagement methods that could support their Mission-relevant activities.

The searchable databases allow Mission stakeholders to expand their network, foster uptake of solutions, transfer knowledge and track the progress of the Mission.

www.wavelinks.eu

Knowledge Transfer Online Showcasing Module (KTOSM)

Embedded in WaveLinks, the KTOSM is an interactive tool for visualising linkages between the solutions, stakeholders, funding opportunities and policies relevant to the Mission.

The KTOSM helps users to:

- ✓ Navigate the Mission Ocean & Waters ecosystem.
- ✓ Draft pathways to impact for their solutions.
- ✓ Track the progress of their knowledge transfer activities.

Semantic Network

Wavelinks WaveLinks is a powerful AI tool that analyses databases and establishes linkages between stakeholders and solutions within the Mission Ocean ecosystem.

A programmer's guide for developing Semantic Networks is also available on the PREP4BLUE website.

Find out More below



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Tools for accelerating public and private investment in Mission 'Restore our Ocean and Waters by 2030' solutions

WHO IS THIS FOR? MISSION R&I PROJECTS LOOKING TO SCALE SOLUTIONS & POLICY ACTORS AT EUROPEAN, REGIONAL, NATIONAL OR LOCAL LEVEL

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Outputs for Mission project actors

Sustainable Business Model Blueprints

A practical strategy that can be used to screen, develop, and validate Sustainable Business Model blueprints for a sustainable company, startup or project focusing on restoring the ocean and waters in line with Mission 'Restore our Ocean and Waters' objectives.

Business Models for the scale-up and financing of Mission Ocean solutions

A series of business models and case studies to provide insights and recommendations for fostering further and improved collaboration between businesses, policymakers, academia, and NGOs and accelerating the scale-up of R&I solutions.



Outputs for Mission policy actors

Critical assessment and key recommendations for European regions on utilising (inter-) regional financing to support Mission objectives

An in-depth analysis of the Smart Specialisation Strategy priorities of key European regions and their alignment with EU Mission Ocean and Waters' objectives. Designed to support national, regional and local authorities in maximising interregional funding opportunities.

A Roadmap for the piloting and scale-up of solutions developed by Mission 'Restore our Ocean and Waters' projects

A series of detailed recommendations and solutions for Policymakers looking to support Mission projects with the piloting and scale-up of their solutions.

Explores the policy and regulatory landscape, as well as challenges faced by R&I stakeholders.



Find out More below



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www.euroarea.europa.eu
#MissionOceans

Contact Us

Project Coordinator: Cecilia Napp
prep4blue@ec.europa.eu
Communications & Press: Clotilde Christmann
clotilde@ec.europa.eu



PREP4BLUE is a project of the European Union, funded by the Horizon Europe programme. It is a joint effort of the European Commission and the European Union Member States. The project is led by the European Commission, with the support of the European Union Member States. The project is a key part of the European Union's efforts to achieve the Sustainable Development Goals (SDGs) and the European Green Deal.

Practical tools and resources for driving stakeholder engagement with Mission 'Restore our Ocean and Waters by 2030'

WHO IS THIS FOR? MISSION 'OCEAN AND WATERS' PROJECTS, NGOS, INDUSTRY, RESEARCH & LOCAL GOVERNMENT ACTORS WORKING TO ENGAGE SPECIFIC STAKEHOLDERS IN MARINE AND FRESHWATER-RELATED ACTIVITIES

About PREP4BLUE

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Stakeholder Engagement Toolkit

A collection of methodologies and guidelines on how to best identify, map and approach stakeholders oriented towards the objectives set in the EU Mission 'Restore our Ocean and Waters by 2030'.

Applicable across all four of the Mission lighthouses, the toolkit incorporates a comprehensive stakeholder mapping, with different examples provided per country.

PREP4BLUE Stakeholder Engagement Webinar Series

A comprehensive webinar series to upskill participants in the use of different stakeholders' methodologies and tools. Over six one-hour sessions, participants will learn about best practice stakeholder engagement, in line with the targets of the Mission Ocean.

The series is perfect for anyone working on Mission-funded projects and all those working on stakeholder engagement in marine and freshwater-related activities.

Database of Stakeholder Engagement Methodologies

A database of 49 distinct stakeholder engagement methodologies. Accessible through PREP4BLUE's Wavelinks application, the searchable database allows Mission stakeholders to identify best practice approaches for stakeholder engagement that can support their Mission Ocean and Waters activities.



Find out More below



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www.euroarea.europa.eu
#MissionOceans

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PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Project Video



PREP4BLUE Project Video

PREP4BLUE RESOURCES



PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Thank You

Cécile NYS

cecile.nys@ifremer.fr

PREP4BLUECoor@euromarinenetwork.eu



@PREP4BLUE

@ourmissionocean



prep4blue.eu

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A 'Mission Restore
our Ocean and
Waters' initiative.

Project Coordinator: Cécile NYS | cecile.nys@ifremer.fr
Project Manager: Eirini APAZOGLOU | eirini@euromarinenetwork.eu



**EU
MISSIONS**

RESTORE OUR OCEAN & WATERS

Concrete solutions for our greatest challenges



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Communication Training & Resources



PREP4BLUE Communication Toolkit
FOR MISSION OCEAN AND WATERS PARTNERS



missionoceanwaters.eu



Resource Repository

[trello\[...\]/missionocean-social-media-toolkit](https://trello.com/join/missionocean-social-media-toolkit)

#MissionOcean Social Media Toolkit

Communication Collaborative



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@ourmissionocean



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MissionOceanWaters.eu

Websites & Social Media

Useful Documents

Videos

IA/Project Social Media, Web, &
Graphics Info

Important Links

Branded Graphics/Images & Related
Guidelines

Social Media Example Posts

Questions?

Citizen engagement Resources

Maritime Studies (2024) 23:44
<https://doi.org/10.1007/s40152-024-00385-x>

RESEARCH

Planning for citizen participation in the EU mission to restore our ocean and waters by 2030

David Whyte¹ · Line Debaveye² · Maiken Bjørkan³ · Vida Maria Daae Steiro³ · Maria Vittoria Marra⁴ · Jan Seys² · Aoife Deane¹ · Wendy Namisnik⁵ · Josep L. Pelegri⁶ · Carine Simon⁶ · Francesco Falcieri⁷ · Rita Giuffredi⁸ · Lucia Laurenza⁹ · Eirini Apazoglou¹⁰ · H. Cecilie Petersen¹¹ · María Elena Carbajal⁶ · Ifigeneia Giannoukakou-Leontsini⁶ · Noemí Fuster⁶ · Cécile Nys¹²

BENEATH THE SURFACE

A COLLECTION OF RECOMMENDATIONS
AND GOOD PRACTICES IN AQUATIC
CITIZEN SCIENCE TO SUPPORT THE EU'S
MISSION OCEAN & WATERS

Deliverable D3.2

A synthesis report containing bespoke legacy training resources to support citizen action

Deliverable D3.3

A co-created portfolio of mission-relevant pilot activities to support evaluation of project tools and methods



Engaging Citizens with Mission Ocean and Waters: A toolbox of approaches

Guidance on methods for facilitating, monitoring and assessing citizen participation levels and for rolling out a European wide network of assemblies of citizens

Database of citizen sciences initiatives

wavelinks.eu/explore/citizen-science

Citizen Science

Use text, keywords and filters to find citizen science initiatives

Search Overview Add new

Search...

Filter by:

Scope

Number Of Participants

Area

Start Year

Policy Task

Frequency

Category

Activity Location

End Year

Level Of Participation

aters.eu

Stakeholder engagement Resources

Deliverable D6.1

Stakeholder engagement guidelines,
including toolkit

D6.5 - Legacy document with a set of recommendations related to capacity/skills
for the Mission community

Helpdesk

prep4blue.eu/helpdesk/

Frequently Asked Questions

Panel of Experts **Resources**

Deliverable 6.3

Report on the findings of the stakeholder assembly's
engagement pilots

Engagement Methods

Use text, keywords and filters to find stakeholder engagement methods

Search Overview Add new

Search...

Filter by:

Level Of Engagement

Participants

Targeted Groups

Duration

Online Toolkit

47 identified Stakeholder Engagement Methods
(Individual factsheets)

wavelinks.eu/explore/engagement-methods

Knowledge transfer

Database – Projects & Innovative solutions (Achievement of Mission objectives)

Wavelinks.eu

Mission ontology

(Harmonisation & interoperability of data)

Deliverable 4.3

Report on FINAL VERSION of Mission ontology and semantic network and guidance for use

Deliverable D4.2

**Customized Knowledge Management Method
for Mission Restore our Ocean and Waters.**

A progress report, including lessons learned and high potential Key Exploitable Results relevant for the Mission

Deliverable D4.5

**Demonstrations of the Knowledge Transfer Online Showcasing
Module (KTOSM)**

An AI-supported, interactive planning and monitoring tool to drive transfer, uptake, application and impact of Mission-Relevant Solutions.

Deliverable D4.4

Report describing Mission Ecosystem Database and dedicated user interfaces for Mission end-users



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Join the Mission Ocean Ecosystem



WaveLinks

 Dashboard

Q Explore ^

Projects

Stakeholders

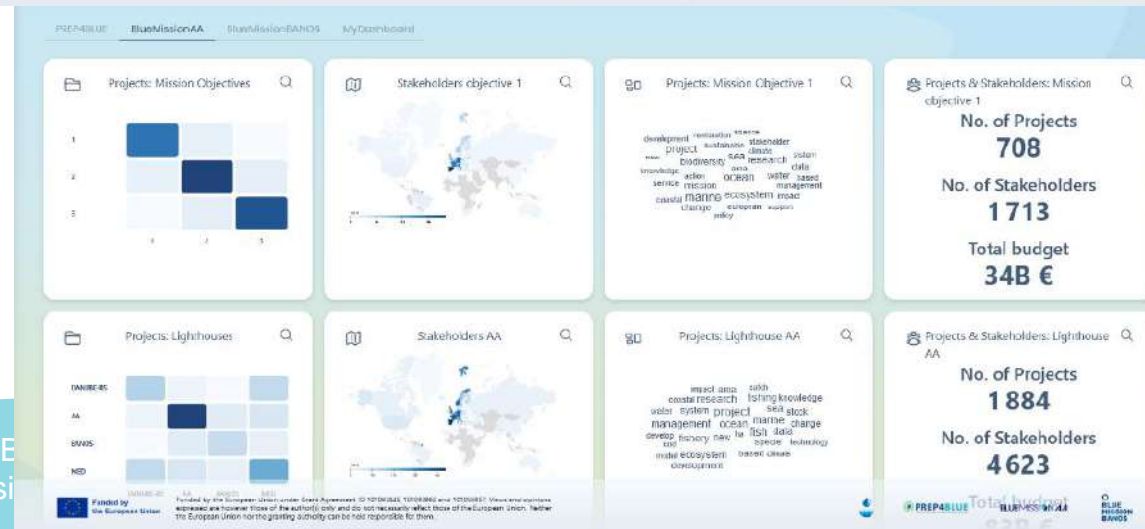
Engagement Methods

Citizen Science

Funding

Policy & Legislation

Solutions



Regulatory & Economic Analysis

Deliverable D5.1

Critical assessment and key recommendations for Interregional financing



Deliverable D5.3

Roadmap to success for future LH projects:
Solutions to better address regulatory barriers and create enablers

Deliverable D5.4

Vision of how to fund scale up solutions beyond 2025

Deliverable D5.2

Business model blueprints and de-risking recommendations

Deliverable D5.5

Business Interaction Models for Mission Scale-Up



BACKGROUND

DEME Group, a Belgium-based dredging and marine engineering leader, integrates Nature-based Solutions into coastal protection and aquatic ecosystem restoration.

Through projects like Dunefront and Coastbusters (coastal protection), Bankbusters (flood prevention), and Reefcovery (environmental restoration), DEME addresses biodiversity loss and climate-related coastal challenges.



© Coastbusters / VLIZ / KVO / The Blue Cluster



MOTIVATION

The urgent need for sustainable coastal defence and biodiversity conservation drives DEME. As traditional complex infrastructure solutions become increasingly expensive and unsustainable, the company explores nature-based alternatives that offer long-term cost efficiency while delivering ecosystem services. Recognising the growing demand for sustainable solutions, DEME aligns its projects with societal needs and business opportunities, reinforcing its role in the global transition to a circular blue economy.

ep4blue.eu
MissionOceanWater

Mission Governance



Guidance for establishing Mission Ocean and Waters National Hubs

BUSINESS MODELS & FUNDING / PREP4BLUE

RESOURCES

**Ocean Decade,
Mission Ocean and other
international initiatives**



EUROPEAN UNION



**EU
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RESTORE OUR OCEAN AND WATERS



Mission Ocean & Waters

Cross-basin Lessons and Insights from CSAs



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