

Support an enabling environment: Business models, Regulation and Financial Ecosystem

Alberto Terenzi, WP5 Lead
s.Pro – Sustainable Projects



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.

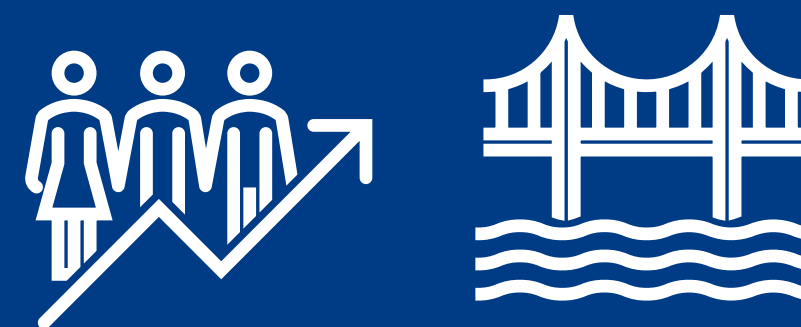


WP5 Outcomes Overview

Business Model Blueprints



Recommendations for Regions on
planning for Mission Ocean



Factsheets on funding and financing models
and concrete business collaboration case
studies



Policy Recommendations on obstacles
and enablers for Mission Ocean



Key recommendations for Interregional financing – some findings (CPMR, Ifremer, s.Pro)



- **Smart Specialisation Strategies** (S3) can unlock blue innovation.
- Sustainable Blue Economy Platform: Regions can create **Thematic Smart Specialisation Partnerships** (TSSP) to collaborate on a specific topic to support their S3.
- Regional authorities can apply to be **associated regions** to Mission Ocean-funded projects, learning from pilot regions and receiving grants to conduct actions that tackle challenges linked to Mission Ocean's objectives.
- The **Interregional Innovation Investments Instrument** (I3) is specifically designed to promote the creation and development of interregional value chains based on S3.



@PREP4BLUE
@OurMissionOcean



prep4blue.eu
MissionOceanWaters.eu

Sustainable Business Model Blueprints (SDU)



- **Accessing Funding:** Sustainable startups often struggle to attract traditional financing due to perceptions of high risk. Clear communication of sustainable business models is key to securing investment.
- **Navigating Regulations:** Regulatory intervention can improve the conditions for sustainable startups, fostering an ecosystem more conducive to mission-driven innovation.
- **Scaling Sustainably:** Focus on out-scaling - expanding the reach and impact of sustainable solutions, rather than simply upscaling operations.

Business Interaction Models for Mission Ocean Scale-Up



- 12 case studies analysed to **showcase successful interactions between businesses, public entities, and other organisations contributing to the Mission's goals**
- Recommendations were derived for businesses, policymakers, academia, and NGOs



MISSION RESTORE OUR OCEAN AND WATERS OBJECTIVES

- Protect and restore marine and freshwater ecosystems and biodiversity in line with the EU Biodiversity Strategy 2030

📍 Atlantic and Arctic Basin
Danube River Basin

- Prevent and eliminate pollution of our ocean, seas and waters, in line with the EU Action Plan Towards Zero Pollution for Air, Water and Soil

📍 Mediterranean Sea Basin

- Make the sustainable blue economy carbon-neutral and circular, in line with the proposed European Climate Law and the holistic vision enshrined in the Sustainable Blue Economy Strategy

📍 Baltic and North Sea Basin



- **Background**

- Belgium's electricity transmission system operator.
- Building the world's first artificial energy island in the North Sea.

- **Collaboration**

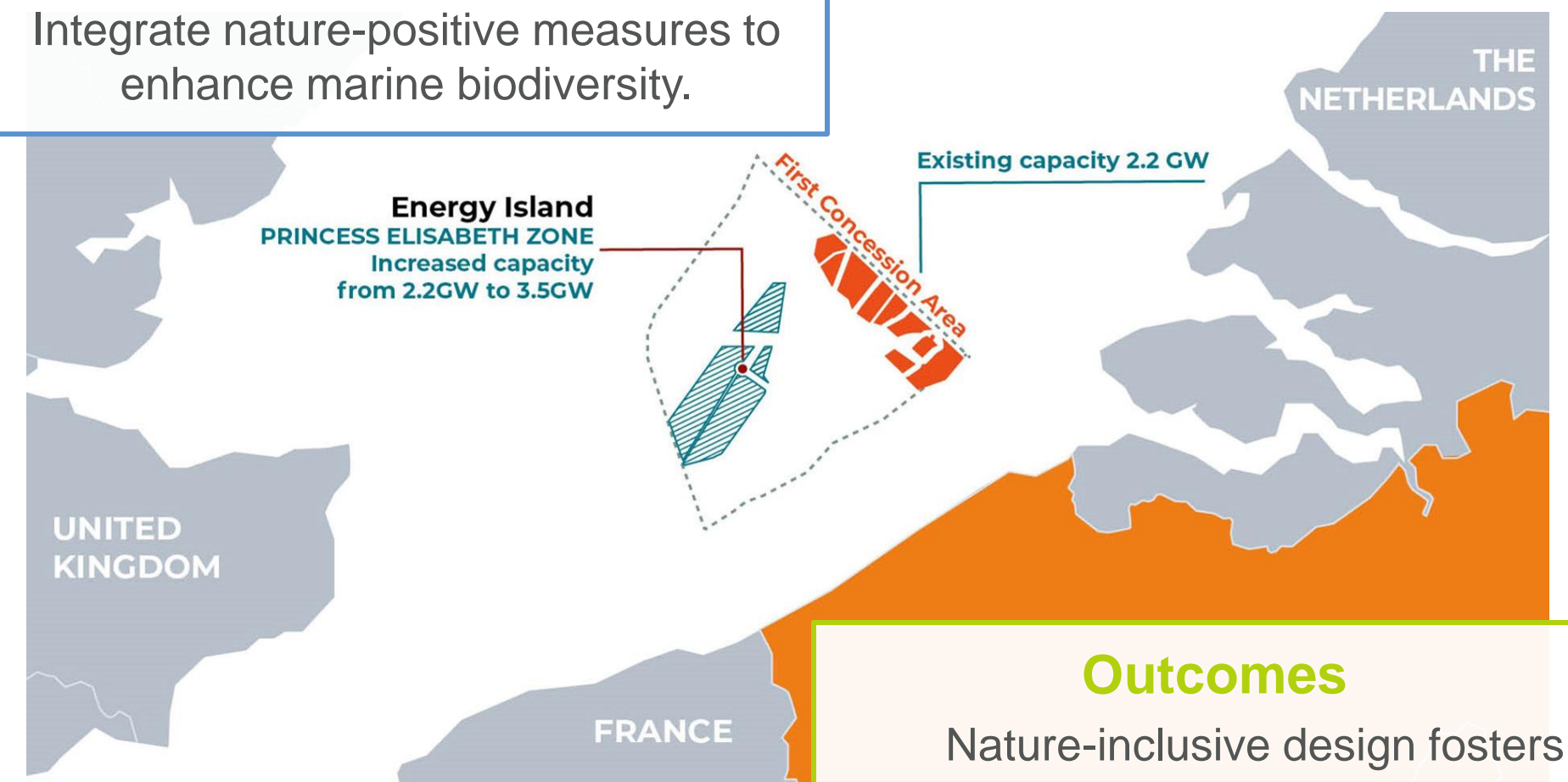
- Consortium of ~15 stakeholders: NGOs, universities, and public/private institutions.
- A neutral process coordinator ensured effective co-creation.

- **Implementation**

- Addressed challenges by aligning technical and biodiversity goals.
- Developed an ecosystem approach spanning the entire water column.

Project Goals

Facilitate renewable energy transition.
Integrate nature-positive measures to enhance marine biodiversity.



Outcomes

Nature-inclusive design fosters marine habitats and biodiversity.
Provides a model for real-life validation and knowledge sharing.



NextTuna - Sustainable Aquaculture for Atlantic Bluefin Tuna

- **Background**

- Founded in Germany in 2020 to address ABT overfishing.
- Pioneering commercial-scale reproduction of ABT in captivity.
- Breakthrough in ABT spawning in land-based RAS systems. Developing Floating RAS-X system: scalable, cost-effective, eco-friendly.

- **Collaborations**

- Co-developing precision farming methodologies for ABT in partnership with Spanish Institute of Oceanography, Fraunhofer, and others.

- **Challenges & Implementation**

- Addressing larvae feeding, reliable spawning, and infrastructure needs.
- Floating RAS-X system operational in 2024 (initial focus: Kingfish).

Key Achievements

Winner of BlueInvest Award 2023
(Sustainable Food & Feed category).
Recognition in EIT Food's Sustainable
Aquaculture Competition.



Outcomes

Reduces reliance on wild ABT stocks,
fostering marine biodiversity.
Advancing carbon-neutral, circular
aquaculture practices.



@PREP4BLUE
@OurMissionOcean



prep4blue.eu
MissionOceanWaters.eu

Blekinge Region – S3 Integration with Mission Ocean and Waters



- **Background.**
 - Blekinge embeds Mission Ocean and Waters in its S3 strategy, emphasising marine innovation, sustainability, and regional growth.
 - Technology pilots across marine resource management, defence, and energy, accelerating cross-sector solutions.
 - Partnerships support eco-innovations like seabed-cleaning in cable installation and manufacturing with recycled materials.
- **Collaborations**
 - Marine Technology Centre fosters collaboration between academia, industry, and local authorities for sustainable marine solutions.
 - Blekinge Archipelago biosphere reserve involves citizens and businesses in protecting biodiversity and reducing microplastics.
- **Implementation**
 - Blekinge launched 2 innovation pilots: (1) multi-use ocean space combining defence, energy, and environment, (2) targeting microplastics through tourism and community involvement.
 - By linking research, business, and governance, Blekinge is a blue economy leader, attracting investment and shaping a sustainable future.

Project Goals

Mobilise funding, drive innovation, and create sustainable business opportunities by addressing pollution and climate adaptation through the Mission Ocean and Waters framework



Outcomes

pioneering pilot projects, cross-sector collaboration, and a scalable testbed model, Blekinge is a frontrunner in blue economy innovation across the Baltic-North Sea region.

Conclusions and Recommendations



- **For Businesses:**

- **Invest in Partnerships:** Collaborate with universities, research institutions, and companies.
- **Leverage Funding Opportunities:** BlueInvest, SBEP, and EIT KICs programs.
- **Focus on Market Readiness:** Align innovations with market demands and environmental frameworks.
- **Adopt Sustainable Technologies:** eco-friendly technologies for profitability and sustainability.

- **For Academia:**

- **Enhance Knowledge Transfer:** Prioritise applied research with business and market value.
- **Align Education with Industry Needs:** Develop programmes addressing skills gaps in blue economy sectors.

- **For Policymakers:**

- **Simplify Funding & Regulations:** Simplify and accelerate permitting. Streamline administrative processes for blue economy projects.
- **Promote Place-Based Innovation through S3:** Align regional strategies with innovation goals to support local economies.
- **Provide Sustainability Incentives:** Offer financial incentives and public contract access to support startups and SMEs in entering the market, scaling their operations, and improving their competitiveness while adopting sustainable practices.

- **NGOs & Civil Society:**

- **Promote Community Engagement:** Raise awareness and involve local communities in conservation efforts.
- **Support Policy Advocacy:** Advocate for policies supporting biodiversity restoration and pollution reduction.