



Towards a Blue Society

An Ocean of opportunities

OCEAN PLANET

The life-support system on Earth



The Ocean provides essential services and resources for humanity

- The ocean limits climate change.
- 50% of the oxygen we breathe is produced by plankton
- Fish is a primary source of animal protein
- Probably millions of life forms are still to be discovered in the sea

But humanity needs are increasing

- Pressure on marine resources
- Pollution and degradation of the marine environment
- Upsetting of the overall balance of the ocean with climate change & acidification



OUR PLANET OCEAN

Changing our vision



Recently, our vision has changed : we know that to secure our future we have to preserve its potential.

- **We understand better the role of the ocean in climate mechanisms**
- **Pollution from the land has been recognized as a priority issue**
- **Services provided by marine ecosystems have been evaluated on an economic level**
- **Marine protected area networks have been developed**
- **Awareness of the need for better management of living marine resources has improved**
- **The UN General Assembly has decided late December to begin discussions about the high seas governance.**

But this progress is not sufficient...

TOWARDS A BLUE SOCIETY

Taking a new turn

Today, we must :

- **Put out the fire of global warming**
- **Find solutions to environmental disruptions**
- **Find sustainable and more equitable ways to fulfill our needs**
- **Open the field of possible actions to create new economies and technologies, that will provide new jobs, improve quality of life for all, and help fight poverty**
- **We need to change our land-based cultural reference points for a broader view that fully recognizes the role of the ocean in our lives.**



TOWARDS A BLUE SOCIETY

Taking a new turn

Transforming the global crisis in an opportunity

At the beginning of the industrial revolution, we created a society based on technological progress. We could not anticipate that our planet is a limited world, with limited resources and that our activities could impact its balance.

This has led us to the actual environmental, economic and social crisis.

We, the Ocean Community, are convinced that an important part of the solution to this crisis will come from the sea.

We are living today an important moment of changes for humankind: we need to reinvent the world and this means that what we have to think out of the box.

TOWARDS A BLUE SOCIETY

Taking a new turn

What is the Blue Society ?

The Ocean offers us tremendous opportunities for new resources, innovative experiences and positive long term solutions... It means developing new ocean related activities, initiatives and actions based on sustainability, well-being and equity.

It is linking Blue Growth and Citizens.



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Taking a new turn

What is the Blue Society ?

The Blue Society considers the entire ocean as the common heritage and collective responsibility of all nations on the planet.

It aims to fully integrate ocean issues into the policymaking process. For that to happen, outreach and engagement must bring together citizens and stakeholders.



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Taking a new turn

How can it be done ?

By:

- Encouraging innovation
- Sharing information
- Supporting best initiatives and activities
- Promoting success stories
- Duplicating best practices on a large scale
- Building capacity and Knowledge Transfer
- Raising awareness and engagement of citizens



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Taking a new turn

Some lines of actions to develop :

- Cultures of plankton in closed bioreactors to capture CO₂ and produce mineral carbon that can be incorporated in materials for long-lasting use.
- Clean & renewable energy from the sea
- Vessels of the future powered and propelled by wave energy, solar sails, biogas...
- New medicines and products extracted from marine organisms
- Sustainable aquaculture
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Some lines of actions to develop

Communication campaigns

- Sustainable consumption of sea products
- Education and awareness on importance of ocean in daily life (and impact of actions at an individual level)

Community based initiatives for sustainable and integrated management of the ocean

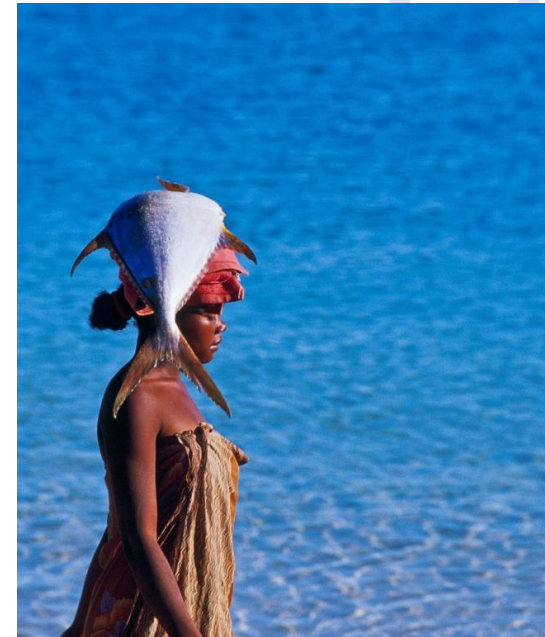
- Marine protected areas
- Restoration of marine ecosystems to limit the impact of pollution, climate change etc.
- Development of new alternative activities to lower pressure on marine environment and find new economical resources ...



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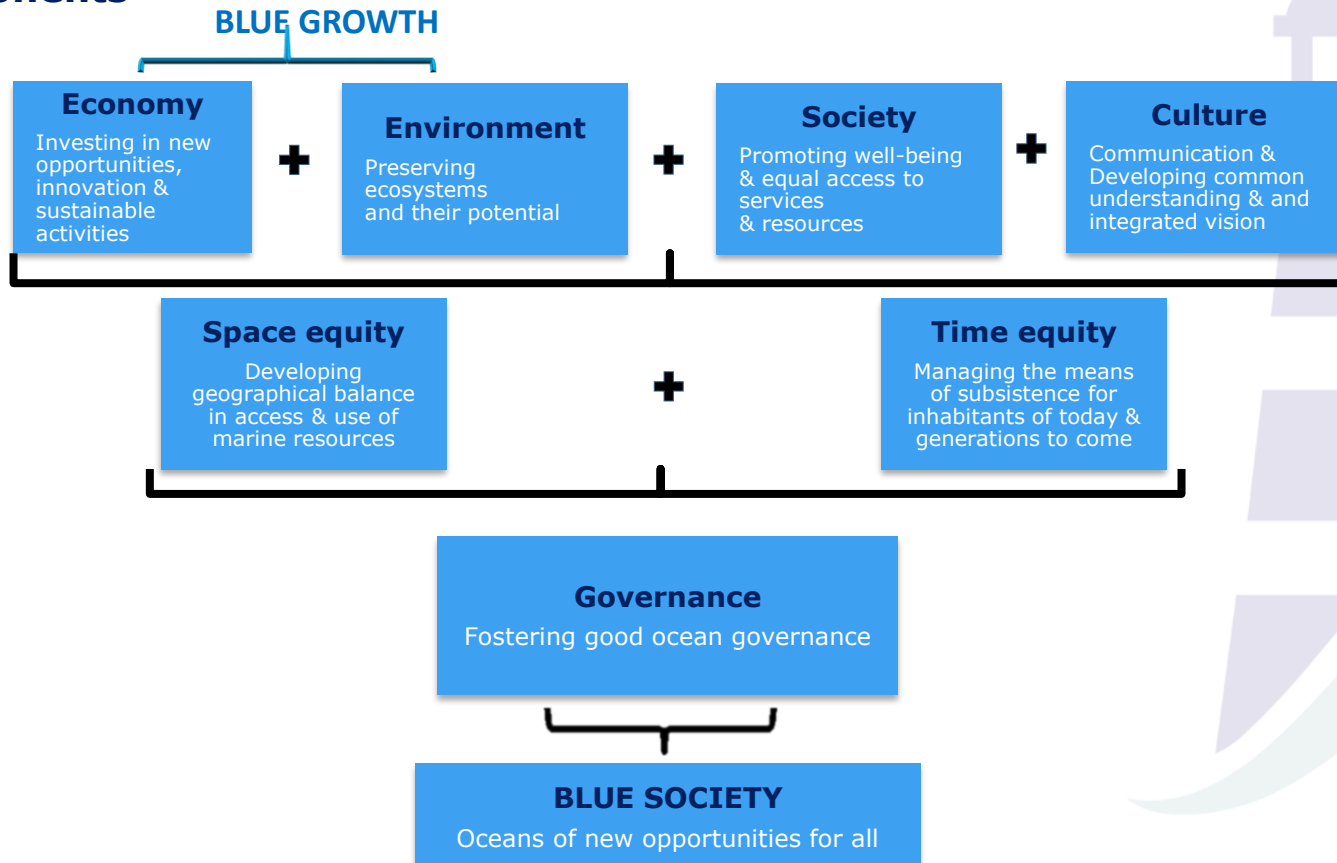
The concept

The Blue Society concept integrates systematically economy, environment, society, and culture in order to improve geographical and time equity and foster good ocean governance.



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Components



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The ocean can be an important solution to get out of the global crisis that we currently experience.

Let us not waste this chance.
Let us believe again in progress.



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Oceans of opportunities...
Oceans of new ideas...
Oceans of partnerships...
Oceans of actions...

THANK YOU

Nausicaá, Centre National de la Mer
Boulevard Sainte Beuve – BP 189
62203 Boulogne-sur-Mer Cedex France
Tel.: +33 (0) 3 21 30 99 99

BLUE SOCIETY AWARDS

Background

This award will highlight best practice examples of successful Knowledge Transfer, specifically those resulting in impactful uptake by end-users contributing to Blue Growth and the implementation of marine and maritime policies such as the Marine Strategy Framework Directive (MSFD) in harmony with the principle of Blue Society.

Overview

- 50 individuals entered the competition
- Five short-listed submissions
- One was ineligible, as it was non EU-funded
- All four eligible submissions were reviewed by an internal COLUMBUS team, against seven criteria

Criteria

Innovative - in terms of concepts, processes, tools, methodologies and/or technology;

Tailored - in terms of the type of research and the specific audiences targeted;

Integrated - covering the entire research project lifecycle, core values and concepts rather than only after the end of the project;

Impactful - in terms of measured impact of both the Knowledge Transfer activities and the resulting uptake by targeted audience;

Leadership and Community Empowerment - How does it contribute to progressing Blue Society and/or demonstrates leadership in inspiring change;

Responsible - How does it comply with the RRI principles?

Legacy - How will the results continue to be impactful?

Short-list

New online training tool on real time monitoring of sea contaminants: This course is designed to familiarise with the SEA-on-a-CHIP device, a remote, miniaturized, autonomous and flexible immuno-sensor platform for real-time analysis of marine waters in estuarine and coastal areas, in multi-stressor conditions.

Figueira da Foz Sea & Industry Business Accelerator: A sea business accelerator directed to knowledge transfer to sea economy (www.ieff.pt)

The DEVOTES project: Aims to develop innovative tools for understanding marine biodiversity and assessing good Environmental Status (www.devotes-project.eu)

The Mr Goodfish programme: Aims to raise awareness of the general public and the fish industry professionals on sustainable consumption of seafood products (www.mrgoodfish.com)

Painel Mar: Brazil's "Future Ocean Panel" which acts as a multi-sectoral collaborative platform for individuals and organizations on the interface of knowledge and decision-making processes, aiming at the qualification of policies for the sustainable use and health of the oceans (<https://oceanconference.un.org/commitments/?id=16174>)

And the winner is...

Due to their efforts to combine numerous Knowledge Outputs into one user-friendly tool and develop capacity of its use, and to have broader, measurable impact on marine policy,...

The DEVOTES project

Ángel Borja

www.devotes-project.eu



Prize

As well as a certificate and small symbol of appreciation, we will be offering full T&S support to the winner to present their activity at COLUMBUS' Parliamentary event on 22 February 2018: "Accelerating Blue Growth through Marine and Maritime Knowledge Transfer".

The event has the aim of reflecting on the lessons learned in the Horizon 2020's flagship project on Knowledge Transfer for Blue Growth, COLUMBUS, in relation to stepping up Knowledge Transfer from European and nationally-funded research and innovation projects in the marine and maritime sphere.