HOW TO IMPLEMENT THE MARINE LEISURE DIMENSION OF THE ATLANTIC MARITIME STRATEGY

ATLANTIC STAKEHOLDER PLATFORM CONFERENCE

Porto, 20 January 2015

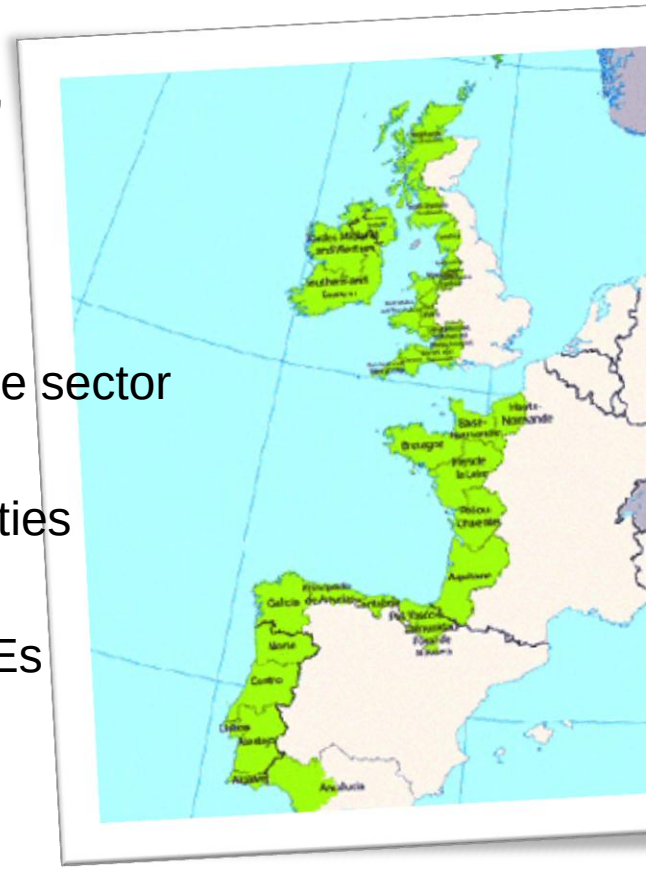
Marine leisure in the Atlantic Area

- Marine leisure
  - Watersports and leisure activities related to water: recreation, discovery, group or lone activities, marine education, sporting competitions, events, adventure, lifestyle choice.
  - Sailing, kayaking, surfing, rowing, diving, sand-yachting, kite surfing, water skiing, surf life saving, angling, swimming, coasteering, aquatic walk, trips, discovery of maritime and aquatic environment…
  - Growing popularity of those activities on the sea and also on inland waters

- Marine leisure sector : the private, public and voluntary organizations of three complementary and interdependent subsectors:
  - Supervised activities : teaching, training, coaching, club activities, …
  - Ports and marinas of all sizes: pontoons, moorings, dry marinas, tidal slipway
  - Industry, services and trade: equipment manufacturing, maintenance, services delivery, retail

Marine leisure in the Atlantic Area

- European Atlantic Area
  - Ireland, West UK, West France, West Spain, Portugal and Macaronesia
  - 30 000 km of coastline, a huge number of estuaries, beaches, bays, islands, rivers, lakes,…
  - 58 million habitants
  - 100 million tourists



- Economic and social weight of the Atlantic marine leisure sector
  - 9 million participants
  - 6 000 structures for marine leisure supervised activities
  - 1 600 marinas, 230 000 berths on pontoons
  - 8 500 businesses: industry, trade and services, SMEs
  - 9 billion euros in turn-over
  - 85 000 direct equivalent full-time jobs

- 2008-2014: several projects: NEA2, Sail West, Dorna, ….but, as it is a new sector, still few stakeholders and few territories

Marine leisure in the Atlantic Area

- NEA, NEA2 and several projects have shown the benefits of marine leisure
  - Economy : production of goods and services, contribution to tourism
  - Human and social development: employment, maritime education and culture, social and territorial cohesion, well-being of the local populations
  - Environment: protection, development, valuation
  - Marine leisure: key interface between the populations and the Ocean

- The NEA2 network has contributed to the preparation of the action plan :
  1. a strong Atlantic marine leisure economy, creating employment.
  2. a population of the Atlantic Area focused on marine leisure and sea
  3. the development of the marine leisure governance in the Atlantic Area

- 26 June 2013: It is recognized in the Action Plan of the Atlantic Maritime Strategy that marine leisure can contribute to the AMS
  - An economic sector, with a high potential, relying in particular on tourism and production of equipments
  - A major vehicle for awareness and maritime education of the populations

Marine leisure and Atlantic Maritime Strategy

Marine leisure is concerned by 3 of the 4 priorities of the Atlantic Maritime Strategy

1. Priority 1: Promote entrepreneurship and innovation: development of businesses, development of maritime education in order to raise awareness of the maritime carreers.
2. Priority 2: Protect, secure and develop the potential of the Atlantic maritime and coastal environment: contribution of marine leisure to the environmental protection, awareness and development
3. Priority 4: Create a model of regional development inclusive and sustainable: contribution to employment and well-being of local communities, social and territorial cohesion. Development of the local economy on tourism and production of equipment,

A full range of EU funds available for the development of the marine leisure part of the Atlantic Strategy

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Creation of an Atlantic one stop shop used as a leverage for the marine leisure sector

WHY ?

- ➔ To develop the marine leisure part of the Atlantic Strategy
- ➔ To support and promote the marine leisure development projects
- ➔ To clarify and simplify the message sent to marine leisure stakeholders
- ➔ To support stakeholders to access EU funds
- ➔ To facilitate project inventory and monitoring
- ➔ To qualify and quantify the benefits of EU funds on the sector

Creation of an Atlantic one stop shop used as a leverage for the marine leisure sector

HOW ?

- ➔ By creating a network of identified national help desks acting in each country of the Atlantic area
- ➔ By gathering all the local, regional, national, crossborder, transnational marine leisure projects of the Atlantic area
- ➔ By developing common actions: several thematic conferences, a biannual conference of the Atlantic marine leisure sector, emblematic sport events (Atlantic Games, Atlantic offshore race,…)
- ➔ By developing common tools: « Atlantic Marine Leisure » web portal, common indicators,….
- ➔ By organising strategic and regulatory surveillance on EU funds and providing advise to potential applicants

Examples of cooperation thematics for marine leisure development

- ➔ Innovation in boatbuilding (eco-building,…)
- ➔ Atlantic destination (quality label for coastal tourism)
- ➔ Atlantic networks of marinas
- ➔ International promotion of the Atlantic marine leisure sector
- ➔ Maritime education at school
- ➔ Maritime and marine leisure professionnal training
- ➔ Social inclusion through marine leisure
- ➔ Heritage boats and maritime culture
- ➔ Atlantic environmental good practises
- ➔ Atlantic Watersports Games (« Atlantic Games »)
- ➔ Development of local strategies

Our proposal :
the Atlantic Marine leisure Umbrella Project

- ➔ 2015 : Project development
- ➔ aiming to cover the whole Atlantic area and all the interested stakeholders
- ➔ alined to the Atlantic Maritime strategy, to the Atlantic Area Transnational Cooperation Programme 2014-2020 and to Europe 2020
- ➔ working with the Support team for the Atlantic Action Plan (DG Mare)
- ➔ getting the support of CPMR
- ➔ providing advise on any EU funds (from local to EU cooperation level)
- ➔ coordinating and promoting the marine leisure projects of the Atlantic Area in order to implement the marine leisure part of the Atlantic Strategy
- ➔ needing the support of the European Commission DG's

Calls for interest

1) You want to be a national help desk for the development of the marine leisure part of the Atlantic Maritime Strategy? Contact us and join the Atlantic network for marine leisure!

1) Your project fits with the initiative we want to promote ? Contact us to benefit from our advise and professional network