

“Guidelines for the sustainability of cruises and recreational boating in the Mediterranean region”

23rd November 2020

Webinar

REGISTRATION

1. Context

With EUR 40 billion economic impact and 6 million passengers, the cruise sector plays an important role in the economies of the Mediterranean countries. Although it owns huge potential in terms of jobs creation and business opportunities, the prevailing business model adopted by the cruise industry poses serious environmental challenges and exerts growing social pressures at destination level. A growing number of stakeholders are raising their voice for an innovative and inclusive approach able to increase sector’s environmental and social standards.

The two Europe’s largest markets of recreational boating are located in France and Spain that, along with Italy, account for 80% of the total demand in the Mediterranean region. The sector, in particular the specific segment of super yachts, generates revenues and employment with a positive economic impact on local communities. Although its sustainability standards have significantly increased, several sector common practices pose a serious threat to Mediterranean marine ecosystems.

This webinar is organized by Plan Bleu in partnership with three Interreg Med horizontal Projects (2019-2022); the [Blue Growth Community](#), the [Sustainable Tourism Community](#) and the [Mediterranean Biodiversity Protection Community](#). A common objective is to capitalize on innovative knowledge and experiences addressing the main sustainability gaps of the cruises and recreational boating sectors. This webinar should also consolidate and further expand the space of dialogue and exchange created on this issue through the project [BlueBoatsMed](#).

With the financial support of:

2. SCOPE:

The scope of the webinar is to brainstorm over the structure and main contents of “*Guidelines for the sustainability of cruises and recreational boating in the Mediterranean region*” (hereinafter the Guidelines). The ultimate aim is to give visibility and operationalize innovative approaches, methods, tools, practices, etc. able to address the main sustainability challenges of the two sectors, including cruise ports and marinas. The Guidelines will provide Mediterranean decision makers and major stakeholders with an evidence-based sustainability roadmap capable to harness the opportunities offered by the two sectors while mitigating their adverse impacts on marine and coastal ecosystems, associated biodiversity, climate, air quality and local communities.

3. METHODOLOGY:

The elaboration of the Guidelines will involve a wide range of stakeholders with complementary knowledge and skills, and take into consideration the results of the “BlueBoatsMed” project (BLUEMED Initiative Start-Up Action), as well as relevant scientific studies and project experiences from Interreg Med Horizontal Projects on Blue Growth, Sustainable tourism and Mediterranean Biodiversity protection.

4. EXPECTED RESULTS:

1. Sustainability goals and objectives for the two sectors are identified;
2. A Mediterranean roadmap to achieve them is built on innovative tools, methods, approaches and practices;
3. The participatory approach used in the BLUEMED Start-Up Action “BlueBoatsMed” is further strengthened with the involvement of additional stakeholders and by focusing on the capitalization of successful sustainability solutions.

5. AGENDA

November, 23rd 2020

10:00 am -12:00 am (CET Time)

Moderator: Representative of Plan Bleu

- Welcome and introduction (10 minutes)
- Short presentation on how the Guidelines could be structured (15 minutes)
- Brainstorming on the Guidelines structure, section by section, and main contents (60 minutes)
- Partners' role and contributions (20 minutes)
- Conclusions and next steps (15 minutes)