



Putting the Blue into the Green

Sustainable Blue Economy

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#EUGreenDeal
#BeGreenGoBlue



"We have an opportunity to start afresh, and we want to make sure that the recovery shifts the focus from mere exploitation to sustainability and resilience. Thus to be truly green, we must also think blue."

*Virginijus Sinkevičius,
European Commissioner for Environment, Oceans and Fisheries*

The **EU blue economy** will help to deliver both the European recovery and the European Green Deal. The objective is a strong **sustainable, resilient and climate-neutral model blue economy**.

The shift to sustainability will open up tangible opportunities for new jobs and businesses. Offshore renewable, green infrastructure, and ecotourism, e.g., offer huge economic prospects, as well as environmental gains.

The European blue economy

All industries and sectors related to oceans, seas and coasts

4.5 million
jobs

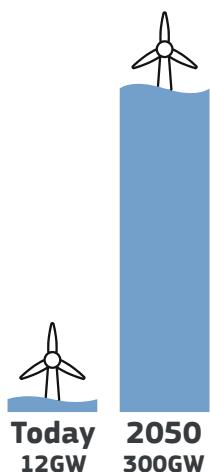
€650 billion
turnover

How can the blue economy contribute to the European Green Deal objectives?

Decarbonisation

Decarbonising maritime transport and fishing will decrease greenhouse gas emissions, air and water pollution and underwater noise.

The energy of the oceans is unlimited and can be harnessed without emitting greenhouse gases. This makes offshore renewable energy a cornerstone of the EU's clean energy transition.



Circular economy

The new EU action plan on zero pollution offers an opportunity to step up action to tackle pollution from plastic, nutrients and contaminants, and underwater noise. Ship recycling will also contribute to the circular economy.

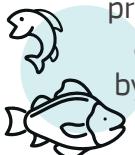
- ➡ The new **European Maritime, Fisheries and Aquaculture Fund** (€6 billion for 2021-2027) will continue to provide financial support for fishers to retrieve and collect litter and lost fishing gears

27,000 tonnes
of plastics in European seas each year



30%

marine protected areas by 2030



Biodiversity

Marine biodiversity is essential for fisheries and our coastal economies. **Marine protected areas** have led to **increased biodiversity and larger fish stocks**, and also contribute to climate mitigation and resilience. They offer opportunities for sustainable tourism and new activities such as bio-technology.

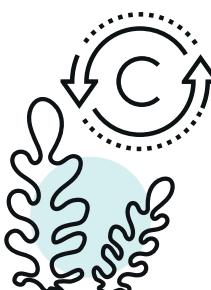
- ➡ Every euro invested in marine protected areas generates a return of at least 3 euros

Climate adaptation

Adaptation activities, such as developing green infrastructure in coastal areas and protecting coastlines from the risk of erosion and flooding will help **preserve biodiversity** and landscapes, while benefitting tourism and the **coastal economy**.

A stylized icon showing a large white wave crashing onto a grey rectangular building, symbolizing coastal resilience.

cost of inaction:
€350 billion
per year



Sustainable food

Sustainable food requires responsible fishing to bring stocks to sustainable levels, sustainable aquaculture and new sources of food and feed, for instance from algae production. New marketing standards will give consumers a transparent choice of sustainable seafood.

- ➡ Proteins from sustainable aquaculture and algae have a much **smaller carbon footprint** than land-based animal proteins

The new Sustainable Blue Economy communication:

- ➡ calls on all maritime players to base their activities on the responsible use of natural resources, on decarbonisation and on circular economy concepts
- ➡ sets out a detailed agenda for greening the blue economy, underpinned by international ocean governance
- ➡ facilitates coexistence and synergies of economic activities in the maritime space through Maritime Spatial Planning, without damaging the environment
- ➡ proposes a series of actions to boost investment in research (e.g. Mission on Oceans and Waters), skills and innovation, and mobilizes financing opportunities under the new European Maritime, Fisheries and Aquaculture Fund, and other EU Programmes (e.g. Resilience and Recovery Facility)