

Transnational ESPONontheRoad Meeting

"Integrated development through land-sea interaction: dimensions and perspectives of blue growth in Europe and in Greece"

Piraeus, 10, 11 & 12 November 2014

The **National Contact Point ESPON 2013** in the framework of the transnational networking activity entitled "[ESPON-on-the-ROAD](#)" in which it is currently participating as **key partner** in cooperation with 18 other countries and **Lead partner the Federal Institute for Research on Building, Urban Affairs and Spatial Development (BBSR)**, organizes a 2-days Transnational and a 1-day National Meeting in Piraeus on the 10th, 11th and 12th November 2014.

The meeting is aiming at presenting and analyzing all dimensions that Blue Growth has for our country, especially in times of economic crisis and substantial reforms in spatial and urban planning and mainly in coastal zone management. The title of the meeting clearly shows the emphasis on unfolding the territorial potential of coastal areas and stressing the interest on the maritime dimension of Europe 2020 Strategy by using the triptych of smart, sustainable and inclusive growth.

The event, through a series of thematic priorities and documentation by specialists and experts, aims at highlighting the forms of land-sea interaction as elements of integrated coastal zone management and development, also in response to the need for an effective **Maritime Spatial Planning** that is expected to be formed in the coming years in the context of the European Blue Growth strategy and the Territorial Agenda of the EU 2020. According to the Territorial Agenda *'Maritime activities are essential for territorial cohesion in Europe.....The Marine Strategy Framework Directive and EU Integrated Maritime Policy call for coordinated actions from Member States on maritime spatial planning. Such planning should be integrated into the existing planning systems to enable harmonious and sustainable development of a land-sea continuum.'*

Why Piraeus?

The selection of Piraeus as the reception area of this event was designed to highlight its importance for both our country and Europe as well. Besides, Piraeus, the largest port in Greece and one of the most important Mediterranean ports will host the **European Maritime Day on May 2015**. We would like this meeting to become a **forerunner of the European Maritime Day** in all Blue Growth issues. Thus, different stakeholders are invited to attend the meeting, public and private bodies, as well as experts and researchers in relevant matters.

All aspects of "Blue Growth" will be presented, analyzed and discussed and conclusions will be published in a collective electronic volume (e-book) that will be disseminated to policy makers. The meeting has been placed under the aegis of the Ministry of Shipping, Maritime Affairs and the Aegean, the Ministry of Tourism, the Piraeus Port Authority, the Decentralized Administration of the Aegean and the Municipality of Piraeus.

What is ESPON?

The ESPON 2013 Programme, the **European Observation Network for Territorial Development and Cohesion** aims at supporting policy development in relation to territorial cohesion and a harmonious development of the European territory' Today the demand for policy-relevant evidence is greater than ever before. Policymakers need solid and timely input from the research community in order to assess territorial challenges and propose effective strategies for exploring them. For more than a decade ESPON has played the key role of supporting policy development by providing comparable pan-European evidence, analyses and scenarios on territorial dynamics that help regions, cities and larger territories in taking evidence-based decisions on their future development.

The ESPON funded projects are defined by policy needs and help improve understanding, formulation, implementation and impact assessment related to policy development at European, national, regional and local levels. Within the current 2013 Programme, ESPON has continued strengthening the pan-European territorial evidence and knowledge, made it useful in analyses together with stakeholders and created supporting tools for policy-makers and practitioners:

- 25 Applied Research projects on a variety of cross-thematic and thematic issues that together provide a substantial amount of new insight and evidence on European territorial trends, perspectives and policy impacts.
- 23 Targeted Analyses using ESPON evidence have been implemented meeting demand from national, regional and local stakeholders in understanding better the European perspective and position of their territories.
- 10 larger projects related to the Scientific Platform and Tools have contributed to the use of the ESPON knowledge and unique database to the benefit of stakeholders including other European Territorial Cooperation programmes as well as regional and urban actors;
- 8 Transnational Networking Activities projects have in different ways supported the capitalisation and awareness-raising of ESPON results at the transnational level as a complement to the pan-European capitalisation done within the programme as such.

Moreover, 16 smaller projects led by the ESPON Managing Authority, each including several actions contracted as service provisions, have supported the implementation of the ESPON 2013 Programme. Ensuring the continuation of ESPON during 2014-2020, EU Member States together with the four Partner States (Iceland, Liechtenstein, Norway and Switzerland), have been working on shaping the Cooperation Programme for ESPON 2020. The programme will address the thematic

Objective 11 of the EU Cohesion Policy with the aim of “Enhancing institutional capacity and an efficient public administration”. In doing so, “analyses of development trends in relation to the aims of territorial cohesion” shall support further “strengthening the evidence base in order to reinforce the effectiveness of cohesion policy and the achievement of the thematic objectives through the analysis of development trends.”

What is the “ESPON-on-the-road” transnational networking activity ?

The ESPON 2013 Programme has produced a lot of results and the applied research, targeted analyses, scientific tools and publications provide a huge pool of knowledge that can be actively used in decision making. The ESPONontheRoad project aims at strengthening the bridge between ESPON knowledge and local reality by bringing ESPON results closer to potential users. The project shall provide a platform for discussion with stakeholders and the wider public, on a local level, in order to provide for higher publicity and transparency on territorial development issues as well as feedback on ESPON scientific evidence from a more practical point of view.

The key aims of the project are:

- Boost the outreach and use of ESPON results by regional/local policy makers. In addition to the key stakeholder communities the project will engage with new target groups so far not reached by capitalisation activities.
- Actively contribute in innovative and creative ways to advancing the capitalisation and outreach efforts towards the identified target groups, including direct and interactive communication activities, such as “**road shows**”.

The project has nineteen country partners divided into four transnational working groups. The transnational working groups will adapt the activities of the project into the specific context of their transnational macro-region, customise ESPON messages targeted to their relevant thematic focus and target groups, and use the most appropriate communication tools.

European seas : for jobs and growth

Traditionally, cohesion policy has focused almost **exclusively on the land**. However, as the strong ties existent between land and sea become more and more evident, European policy is increasingly addressing the marine environment as an integral part in a comprehensive territorial development. The “Blue growth” initiative, **priority of the recent Presidency of Greece to the EU Council** aims to harness the untapped potential of the oceans, seas and coasts of Europe for growth and employment. Here are some facts: In 2012, the blue EU economy accounted for 5.4 million jobs and a gross added value of nearly 500 billion annually. 75% of foreign trade in Europe and 37% of trade within the EU are due to the sea and much of this activity is concentrated on the coasts of Europe. Europe’s coastal regions are home to over 205 million people and 88 million people work there. **However, the maritime economy is also relevant to regions situated far from coasts and ports**, due to the fact that they manufacture marine equipment and are engaged in activities in

transport, logistics and R&D. Furthermore, coastal and maritime tourism can contribute to expanding economic activity in the hinterland, which is particularly relevant for SMEs.

Thus, representing the maritime dimension of the Europe 2020 strategy, Blue Growth is a long-term strategy that embraces the economic, social and environmental aspects of Europe's seas. It focuses on emerging, existing and potential activities as diverse as **short-sea shipping, coastal tourism, offshore wind energy, desalination and use of marine resources** in the pharmaceutical and cosmetics industries. Blue Growth is the Integrated Maritime Policy's contribution to achieving the goals of the Europe 2020 Strategy for smart, sustainable and inclusive growth. At the same time it also creates a path for cohesion policy to enlarge its scope of action, in order to include the marine and maritime aspects in the pursuit for economic, social and territorial cohesion.

The development opportunities for the European economy related to maritime activities are of strategic importance. To fully tap this potential, though, it is crucial to follow a place-based approach in policy-making and to account for the existing endogenous development opportunities and challenges because the regions located on the banks of the six European seas are very diverse. For instance, northern coastal regions experience various impacts through climate change while southern regions are currently facing bigger economic constraints and becoming more dependent on the tourism industry. The balanced development of all maritime regions needs to be pursued in the framework of territorial cohesion, so that territorial diversity becomes an asset for a sustainable development of the entire European Union.

Wishing to emphasize that the seas are important for territorial cohesion, the **European Observatory for territorial development and cohesion ESPON** prepared the ESaTDOR project **"European seas and territorial development, opportunities and risks"** which, among other things, highlighted that the seas matter for territorial cohesion: "...the European seas ... are places that offer growth opportunities and should be considered as an integral part of territorial development (...) this implies challenges as to how they will be managed such growth opportunities where certain activities pose risks and can lead to competition between different interests. " Governance arrangements are of crucial importance in the context of maritime policy, which touches upon various different policy sectors ranging from energy, transport, fishing, over climate and environmental matters to research, education and employment. Governance is also of particular relevance in cross-border and transnational contexts, as well as across the land-sea divide. Effective governance and wider coordination between public authorities and stakeholders can lead to better results, to the benefit of the territories involved not only regarding their current situation, but also while planning and preparing their development strategy in order to obtain smart, sustainable and inclusive growth.

Sea-basin and macro-regional strategies like the latest EU Strategy for the Adriatic and Ionian Region provide the potential and constitute a challenge where cohesion policy principles can meet the objectives of the Blue Growth Strategy. They can serve as a vehicle for growth and jobs by providing

an appropriate mix of measures that take account of the endogenous economic, cultural, social, oceanographic and climatic factors. In Greece, a thorough discussion on blue growth opportunities arising from the seas, coasts, islands and the mainland, is needed, more than ever. The ESPON findings are extremely useful for understanding the dynamics and trends in this field. Without ignoring the environmental and social dimension, the "smart blue growth" paradigm, based on knowledge and innovation must now be subject of the Greek regions: innovative sectors, strengthening research, promoting education and lifelong learning to ensure long-term economic competitiveness. The most important of all however is the effective governance and broader coordination between public authorities and all stakeholders. The coastal zones and seashores, privileged point of interaction of land and sea can be the first paradigm for an integrated blue growth strategy coordinating all sectoral policies (environment, mobility, energy, tourism, regional policy and employment).

The major themes of the event

- The maritime dimension of European Cohesion Policy
- Regions and Cities: Integrated forms of governance to unfold blue growth territorial potential
- Smart and sustainable paradigms of land-sea interaction
- Poverty, youth unemployment, social vulnerability and the challenge of inclusive prosperity in coastal and island areas: Aspects and policy recommendations
- Insularity and integrated development in the islands : The "Sustainable Aegean" Project
- Investments in blue economy for growth and employment
- Maritime Spatial Planning : From institutionalization to implementation at local level and in cross-border regions
- Tourism and culture, drivers of blue growth in coastal zones: Trends and case studies
- Energy and Environmental Challenges in Ports : the road towards Blue Growth
- Maritime Transport, Transeuropean networks, Challenges for Blue Growth
- Social Entrepreneurship, Innovation & Start-Up: Policies and Best Practices from young entrepreneurs
- Start-up & Shipping - Blue Growth: Establishment - Formation -financing
- Implications for Policy, Solutions, Networking, Success stories & Methods and opportunities paving the way out of unemployment- Future Projects of startups
- Geopolitical dimensions, energy and maritime safety issues with an emphasis on the Mediterranean basin

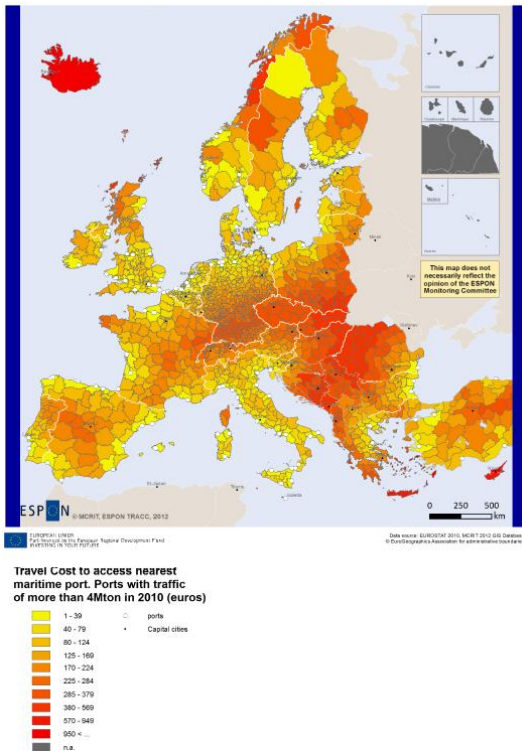
For more information please see www.sd-med.org/en

Register here : <http://sd-med.org/en/form>

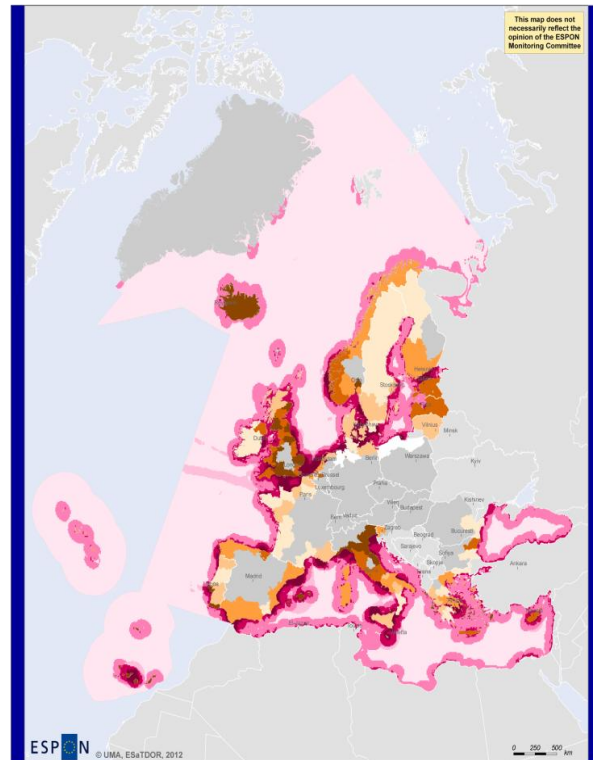
* The seminar has a maximum capacity of 200 participants and there is no registration fee. Please register as soon as possible by filling in the [online form](#).

** A certificate of attendance will be delivered to students and young researchers.





Travel costs to access the nearest maritime port



Intensity of maritime activities along the coasts

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The ESPON on the Road Project is a Transnational Networking Activity of nineteen ESPON Contact Points, financed by the ESPON 2013 Programme with the aim to bring the results of applied research on European territorial development closer to decision making.

The ESPON 2013 Programme is part-financed by the European Regional Development Fund, the EU Member States and the Partner States Iceland, Liechtenstein, Norway and Switzerland. It shall support policy development in relation to the aim of territorial cohesion and a harmonious development of the European territory.

For more information visit the project website or follow us on facebook or twitter.

<http://esponontheroad.eu>

