

BLUE

COLLABORATING COASTAL COMMUNITIES
THROUGH
CO-WORK, CO-DESIGN AND CO-CREATION



ABOUT BLUE-C

BLUE-C is a two-year Erasmus+ project where a consortium of six partner countries will collaborate in encouraging blue economy growth. With partners from Ireland, Malta, Spain, Greece, the Netherlands and Finland, we aim to enhance sustainability and competitiveness of the blue economy. We will target all professionals active in the Blue Coastal sector and support them to enhance their sustainable skills, boost their innovation capacity and grow new business opportunities. We will do this by sharing best practices on coastal and maritime tourism, by growing digital competences and by promoting collaboration and connections across our coastal communities.



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DELIVERABLES

BLUE-C Skill Framework
& Best Practices

BLUE-C Learning
Programme & Platform

Establishing a Regional
BLUE-C Network

FIRST RESULTS

To work towards the first results, we started the project off by doing research in our 6 partner countries. We have identified the challenges that different sectors in the Blue Economy are facing, on the basis of both desk-research as field research.



BLUE-C SESSIONS

The field research included the BLUE-C Sessions, where we conducted focus sessions across 6 partner countries involving 30 stakeholders.

Those stakeholders represented different sectors in the Blue Economy, such as:

1. Tourism organisations and owners of a travel agency and Tourism Business Bureau
2. Entrepreneurs and family businesses in Hospitality & Leisure, including a small hotel, cabins, taxi-boat, restaurant, a bistro, apartments to rent, tour operators, a business incubator group
3. Education and training providers and academia
4. Sailing Federation and Charter Shipping Co
5. Arts, entertainment, handicrafts, and photography businesses

During these fruitful sessions we discussed the knowledge, challenges and experiences of each of the stakeholders. Therefore, we have gathered a variety of opinions, experiences and ideas from the diverse group of stakeholders.



**“POSITIVE DEVELOPMENT
BUT STILL ROOM FOR
IMPROVEMENT.”**
- A FINNISH STAKEHOLDER ON THE
SITUATION OF THE BLUE ECONOMY
DURING THE BLUE-C SESSIONS



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The gathered information will be used to develop the BLUE-C Learning Programme, the BLUE-C Platform and the BLUE-C regional networking approaches.

Moreover, through the research we have found the following five themes, on which we will focus during the development of our deliverables:

- Financial Savvy
- Team management & Staff hiring
- Your ecosystem
- Digital marketing & Online presence
- Green Approach

**DO YOU WANT TO
STAY IN THE LOOP?
KEEP A CLOSE EYE ON
OUR FACEBOOKPAGE
AND WEBSITE**



BLUECOMMUNITIES.EU



TRANSNATIONAL MEETING BADAJOZ

In October all partners met face-to-face for the first time! Eolas welcomed all partners in Badajoz, Spain. During this fruitful meeting Inishowen showed the first results, as shown above. Moreover, we have already discussed our next steps of the project. Do not miss anything of our next steps and follow us!

