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*BLUEMED - Building a shared R&I agenda
for blue jobs and growth across the Mediterranean*

UFM REGIONAL STAKEHOLDER CONFERENCE
ON BLUE ECONOMY
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www.regione.campania.it
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Campania: a blue region



Campania owns a very rich coastline: **international tourist attractions**, manufacturing vocation in **shipbuilding**, **two primary industrial ports**, and a multitude of fishing harbours.

In addition to **a blue-biotechnology research system** with industrial applications, medical equipment and environmental issues.

For these reasons, Campania is “naturally” one of the most interesting poles in Italy for the blue economy.

Regional Scenario

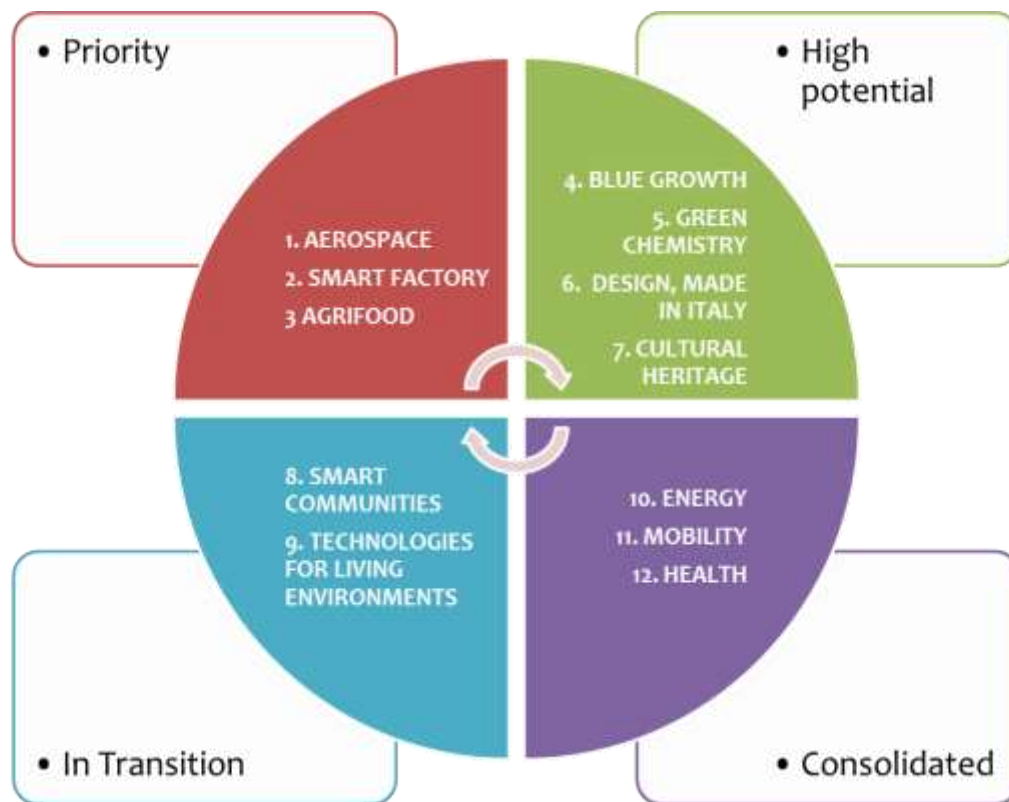
Campania has a wealth of business and research centres active in blue economy and marine resources:

- * **Anton Dohrn Zoological Station**
- * **National Research Council (CNR)** (especially Institute for coastal marine environment - IAMC),
- * **INGV, ENEA, INFN, 7 universities** (among which Università di Napoli Federico II and Università di Napoli Parthenope)
- * **Fincantieri**, Nautical Polo and a presence of historic shipyards

Campania also represents a **natural laboratory** of enormous complexity and criticality for the simultaneous presence of **opportunities (untouched areas to be valued, protected marine areas)** and **threats (polluted areas, contaminated sites)** beyond the National Interest Site of Bagnoli.

The National Programme for Research

The National Research Program 2014-2020 identifies 12 Areas of Specialization - including **Blue Growth** – around which to structure national and regional policies and instruments able to impact on the social and economic development of the country.



Challenges of the regional maritime system

- **Improve the capacity** of its logistic nodes to capture steadily growing commercial flows that have the Mediterranean as a transit area.
- **Diversify the productions** with a view to enhancing the sea resource in the various economic dimensions - in particular those related to bio-economy - also by supporting the **development of new businesses and the dissemination of technological solutions.**
- Increase the “chain” logic and the attainment of a critical mass needed to **compete internationally.**

Blue-economy

The Campania Region has identified the areas of **Blue-economy and Bio-economy** as areas where investments in **RIS3 specialization strategies** can be valued and cross-fertilized.

Blue-economy and Bio-economy are considered strategic for entry into emerging markets, for which broad demand growth rates are expected, aggravated by enhancing the skills and endogenous factors of the regional territory.

Areas of intervention

- **Maritime Technologies**
- **Logistics, security and automation of port areas**
- **Blue Biotechnologies**
- **Protecting and enhancing the marine coastal environment**

Action Plan

- **RIS3** - Expanding technological domains to **Blue Growth**
- **ERDF 2014-2020** - Improving the competitiveness of the port and inter-sea system
- **ESF 2014-2020** - Active policy measures with particular attention to sectors that offer greater growth prospects such as green economy, blue economy, enhancement of cultural heritage
- **Promotion of National Blue Growth Technology Cluster** located in Campania
- **Bagnoli Recovery Plan** (Tourist Port, Blue Mile, University of the Sea, High Tech and Research ...)
- Protocol of Understanding with the **Liguria Region on Sea Economy**

Bagnoli Recovery Plan



- **Blue economy**
 - **Research and Innovation**
 - **Cultural and creative production**
 - **Agri-food**

Four strong key factors that can enable the revitalization of the **Bagnoli Coroglio area** to generate stable and sustainable development processes, with activities that stimulate the presence of citizens, productive activities and tourism, while generating significant employment prospects.

Bagnoli Recovery Plan



Protocol of Understanding on Sea Economy

Campania and Liguria have undertaken to collaborate on research and innovation on the themes of the **sea economy** and **innovation**.

Targeted synergies and actions that can boost the economy of the two regions even in complementary use of the structural funds.



->Strengthening the **competences and specializations** present on their respective territories through Clusters, Research and Innovation Poles, Technological and Industrial Districts.

->Planning Actions, Pilot Projects to **support innovative business creation**.

Thanks for your attention!

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