

General Information – About CALLMEBLUE



The project **GOALS** are to:

- **Strengthen cluster alliances** in the Mediterranean to accelerate north-south regional cooperation
- **Create a strategic vision & transferable models** of interregional cooperation between maritime clusters of the Mediterranean sea basin.

The CallMeBlue **PRIORITIES** are to:

- **provide support** to the establishment & empowerment of maritime clusters as relevant actors for innovation in North Africa
- **enhance cooperation** between Northern & Southern clusters across the Mediterranean (NORTH-SOUTH & SOUTH-SOUTH Cooperation).

Programme	EMFAF - European Maritime, Fisheries and Aquaculture Fund (EMFAF)
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Action	EMFAF-2023-PIA-FLAGSHIP (Regional flagships projects supporting sustainable blue economy in EU sea basins)
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Duration	29 months
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Start Date	01/10/2023
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End Date	28/02/2026
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CALLMEBLUE is a result of a further action toward the **WestMED Alliance priorities**



The project priority is in line with the main priority of the **UfM Roadmap** implementing the **UfM Ministerial Declaration on Sustainable Blue Economy.**



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Consortium & Extended Network



The Project gathers together:

- the **main Maritime Clusters** of the Mediterranean Area of Italy, Spain, Tunisia, France, Algeria, Greece, Portugal
- **Associated Partners** - BUSINESSMED, UNIMED, CLUSTER MARITIMO DE LES ILLES BALEARS

Advisory Board

Egyptian Maritime Transport Ministry

Mauritanian Maritime Cluster

*Département de la Pêche Maritime du Royaume
du Maroc* - Maritime Fisheries Department of
Morocco Regime

- **Advise** on best approaches for project activities in the country and/or competence areas.
- **Ensure** alignment of project actions with policy priorities in the reference country/areas.
- **Participate** to Project Meetings approximately once a year and participate to project initiatives when deemed relevant by the project partners and the advisors.
- **Help** steering the activities in the countries and/or areas of competence.
- **Receive** regular feedback on the methodology and progress of the project based on deliverables, outcomes and demonstrations.

Objectives, Achieved Results, Ongoing Process



OBJECTIVES	ACHIEVED RESULTS & ONGOING PROCESS
Improve availability of relevant data to identify barriers & gaps at sea basin level in the Southern Area.	➤ Maritime Clusters Blue Economy Reporting – Result of the research and field analysis & needs assessment process completed in 6 countries (southern shore) Algeria, Egypt, Libya, Mauritania, Morocco and Tunisia. ➤ <i>The Feasibility Study capitalizes on the potential of Morocco and Egypt's economies and laid the ground to address clusters' implementation challenges.</i>
Promote empowerment of embryonic & emerging maritime clusters ecosystem (<i>internationalisation, sustainable blue economy sectoral specialisation, cluster management</i>)	➤ Matchmaking Local Workshops organized in: Tunisia (14 Oct 2024), Algeria (15 Oct 2024) & Mauritania (20-21 Jan 2025). Westmed & UfM attendance played a crucial role to support the actions. ➤ Learning Labs on Emerging Maritime Clusters to transfer of knowledge and best practices for future actors of maritime clusters. The TOOLKIT was produced as a transferable tool for future maritime actors. ➤ Advanced Learning Labs on Business Activities (<i>in-progress</i>) for emerging Cluster leaders interested in gaining experience on business activities. The TOOLKIT will be produced as a transferable tool for future maritime actors.
Foster regional dialogue processes promoting the relevance of maritime clusters at governance level	➤ Matchmaking Business Forum for Maritime Clustering 24, 25 April in Malta to promote business opportunities for maritime clusters and initiate cooperation discussions. ➤ Regional Cooperation & Policy Support (<i>in-progress</i>) partnership agreements have been signed between Southern countries for complementary activities and future collaboration.
Promoting sustainable follow-up of Maritime Clusters in the Mediterranean	➤ Regional Platform (<i>in-progress</i>): connections among relevant stakeholders of the southern shore (blue clusters, investors, start-up, SMEs, etc.) to support capacity-building initiatives & promote cooperation among the southern and northern countries of the Mediterranean region in the long-term.

Clusters are not just coordination structures, they are **living platforms of innovation and co-creation** that bring together businesses, research, policymakers around a shared mission.

Across pilot regions, we observed how clusters help to:

- **Structure** maritime related value chains,
- **Accelerate** digital and green transitions,
- and **generate tangible opportunities** for industry, youth, and local communities.

Success depends on strong **governance**, **knowledge transfer**, and the **ability to connect local ecosystems** to international dimension.



Trans-Mediterranean cooperation is the only way to scale up.

Through the north-south cooperation, clusters from both shores are now working together and building bridges between ecosystems.

Key Success Factors

to ensure that our work produced real and replicable results:



Local co-construction

Embedding each cluster in its regional priorities and assets

Regional cooperation

Building partnerships across borders to connect expertise and value chains



Human-capital development

Investing in blue skills, applied research, and sustainable entrepreneurship

Impact measurement and replication

Using shared indicators to scale successful models across the Mediterranean



Concrete Results and the Road Ahead

These guiding principles translated into concrete results at local level



Regional feasibility study and held matchmaking events in Algeria, Tunisia and Mauritania

Mapping blue-economy opportunities and connecting key industrial, research, and institutional players.

A two-track capacity-building program — combining Learning Labs and Advanced Labs

Onboarded beneficiaries and local stakeholders , which strengthened technical and managerial capacities among stakeholders.

Moving toward the **WestMED Stakeholders Conference and Final Conference of Callmeblue** (27th , 28th November) these accomplishments are converging into a broader vision — the promotion of a **Maghreb Cluster Alliance**.

Major milestone with Algerian Blue Economy Conference Oct, 24

It mobilized national stakeholders, prepared the ground for policy alignment, and secured an institutional support to the project roadmap. And MoU with EU and Non-EU blue clusters.

HUBAZUL Dedicated digital collaboration platform & B2B Matchmaking event / UNOC

For enhanced access for southern-shore ecosystems to regional networks, improving visibility, connectivity, and knowledge sharing.

This alliance will ensure **continuity, replication, and long-term cooperation** among blue innovation ecosystems across North Africa and the wider Mediterranean.



Call for Joint Action by Maghreb Maritime Clusters and Beyond



The initiative **GOALS** is to:

- Call for Joint Action by Maghreb Maritime Clusters and Beyond
- Accelerate the North–South and South–South cooperation process, fostering stronger regional integration and shared development within the maritime and blue economy sectors.
- Act as a catalyst for achieving the political objectives set by relevant regional initiatives, such as the Union for the Mediterranean Ministerial Declaration on Sustainable Blue Economy and the WestMED Initiative, promoted by the European Union and the Western Mediterranean countries.

- Development of an engagement plan for the establishment of a Union of Maghreb Maritime Clusters, signed on January 21, 2024, marking a significant milestone toward structured regional cooperation in the maritime sector.
- Development of a coordination questionnaire aimed at identifying common priorities, specific needs, and potential areas of collaboration among the maritime clusters of the Maghreb countries.
- Development of a strategic plan for joint action by the Maghreb maritime clusters — Tunisia (2019), Mauritania (2022), Libya (2024), Algeria, and Morocco (in progress) — to strengthen regional governance, competitiveness, and innovation within the blue economy.



VISION : Long-term vision elements

- Making the Maghreb a pioneering region for the sustainable, innovative and inclusive blue economy in the Mediterranean, through strengthened regional cooperation between clusters
- Joining forces of the Maghreb maritime clusters to position the region as a strategic hub for integrated, resilient and attractive maritime development for international investors
- Developing national maritime clusters into a Maghreb cluster to increase the regional impact and international visibility of the blue economy

The role that should the alliance play in strengthening cooperation between countries in the region and promoting the blue economy

- Encourage the establishment of joint projects between Maghreb countries, by promoting the exchange of resources and expertise
- Facilitate access to international financing for joint blue economy initiatives
- Create cross-border partnerships to share best practices and strengthen cooperation between maritime clusters
- Promote innovation and collaborative research to maximize the impact of maritime clusters

Axes 1:

- Strengthening blue capacities and skills
- Implementing regional platforms for sharing information and maritime monitoring
- Promotion of inter-country projects with high economic and environmental impact

Axes 2:

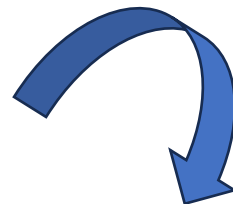
- Development of regional value chains in the maritime sectors
- Creation of joint financing and investment mechanisms
- Valorization of the Maghreb coastal natural and cultural capital

Axes 3:

- Coordination of public policies on the blue economy
- Regional diplomacy to influence Euro-Mediterranean policies

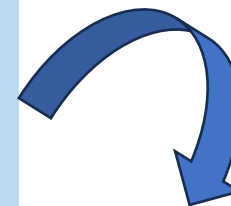
1st priority

- Fishing and aquaculture
- Maritime transport
- Blue Entrepreneurship



2nd priority

- Coastal and marine tourism
- Shipbuilding
- Blue biotechnology
- Green marine energy/hydrogen
- MSP and ICZM
- Port activities



3rd priority

- Seawater desalination
- TIC & Digitalisation

VISION : Sectors to be prioritized



ThankYOU