

Blue Growth in Europe's smart specialisation



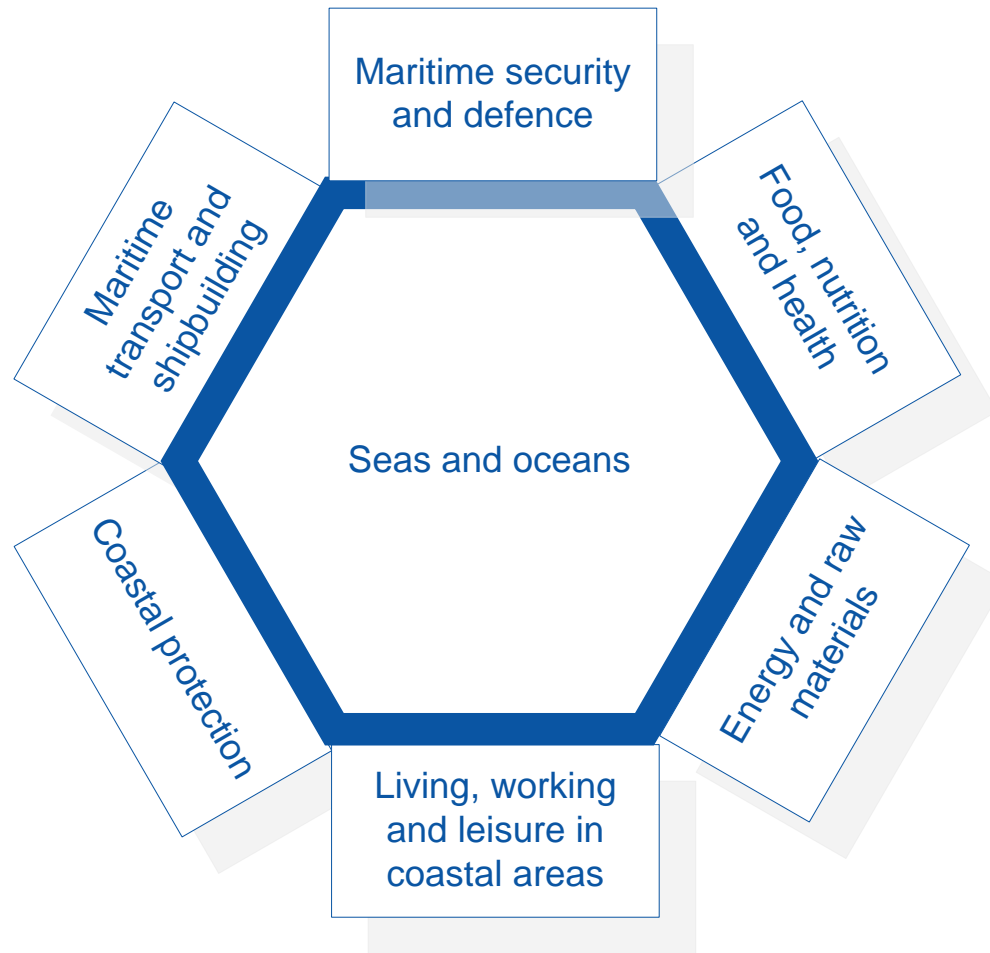
Jan Maarten De Vet, Ecorys

Be Smart, Think Blue Conference & Brokerage Event 2016

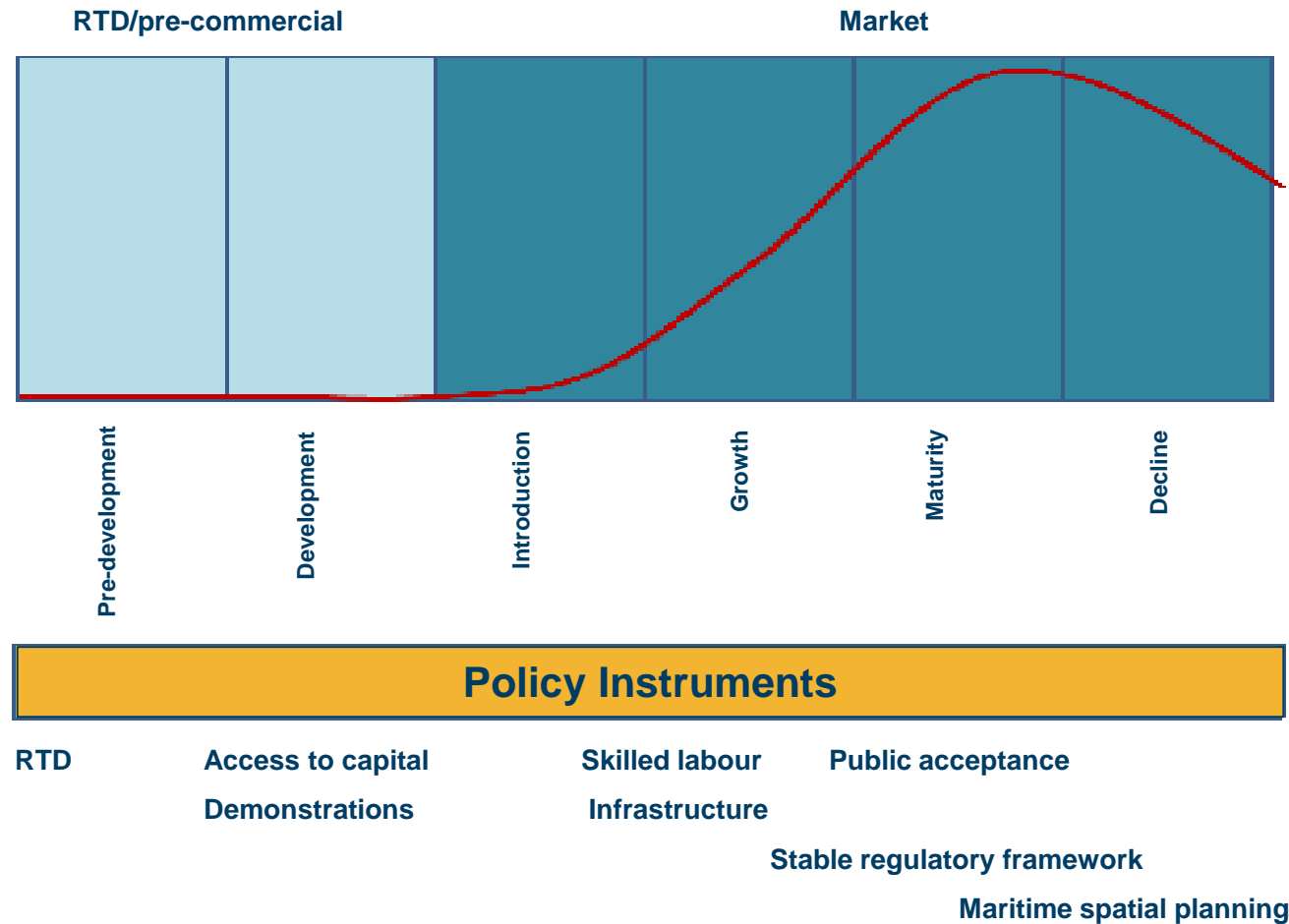
Content

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- I. Why is Blue Growth important for Smart Specialisation?
 - II. A bit of concepts – from value chains to value nets
 - III. Pathways for building Blue Value Nets
 - IV. What the public sector can do

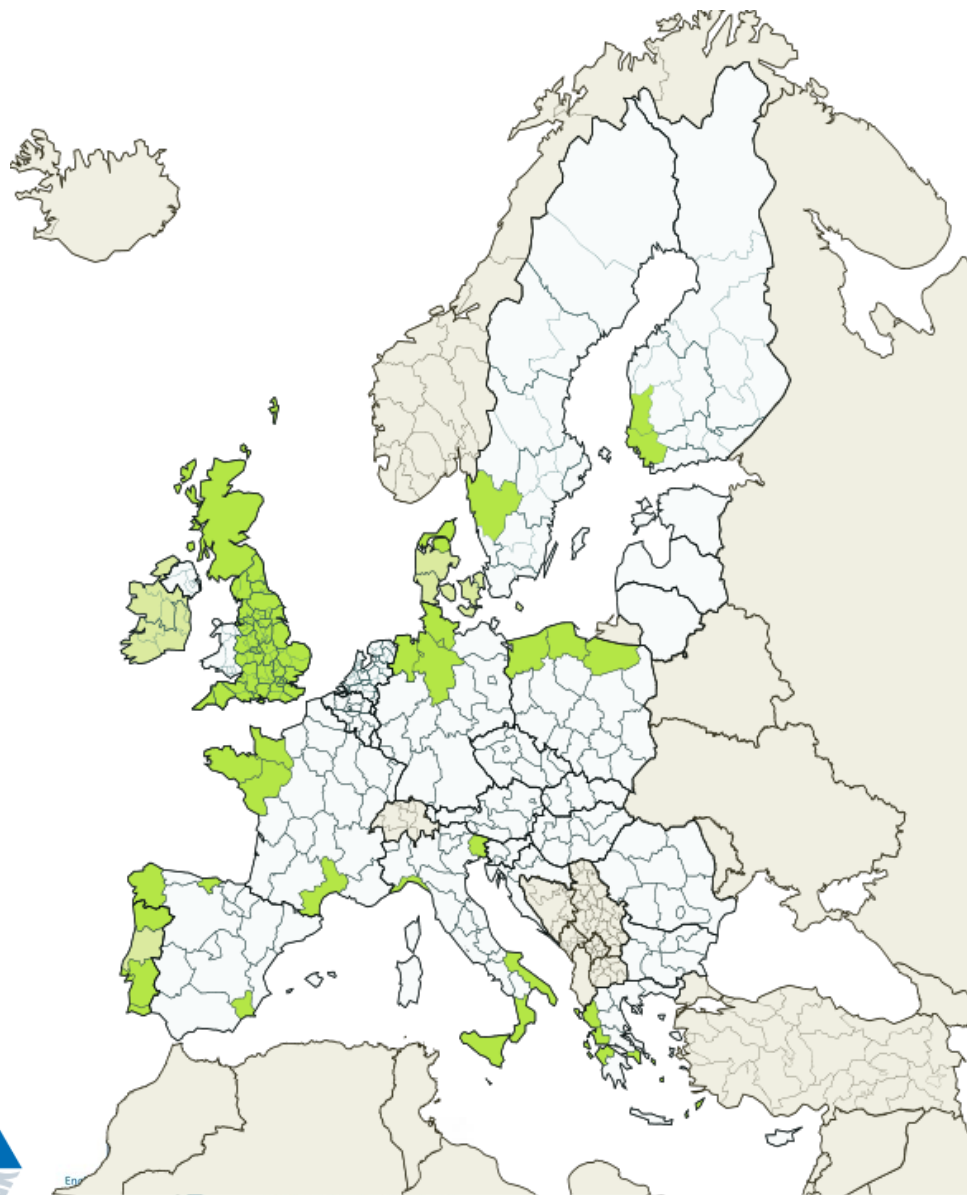
I. Blue Growth: Maritime functions as a starting point



I. A life-cycle approach to support innovation

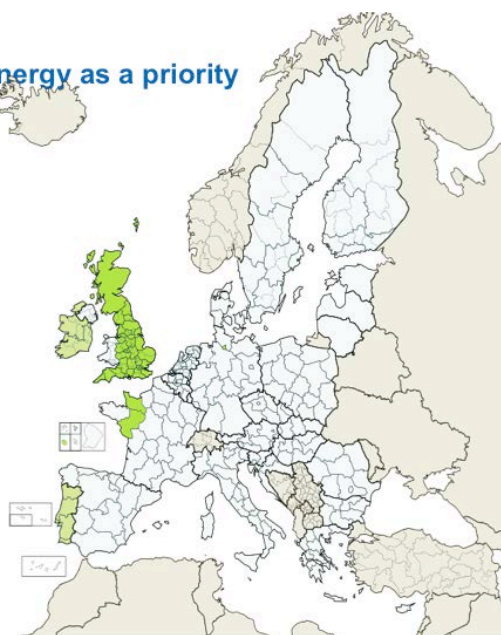


I. Blue Growth as EU Priority (RIS3)

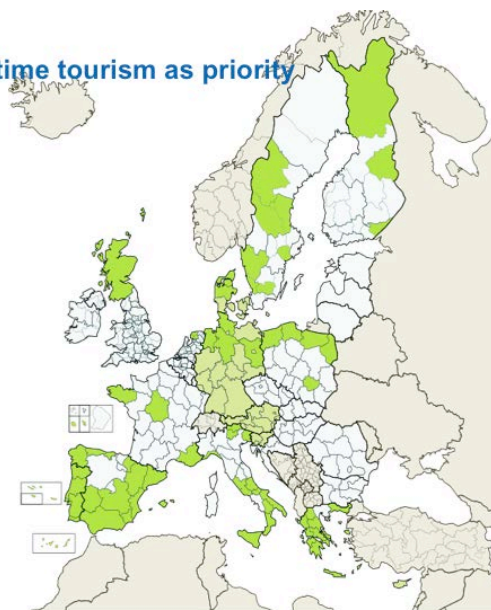


I. Strategic importance of Blue Economy in 3S

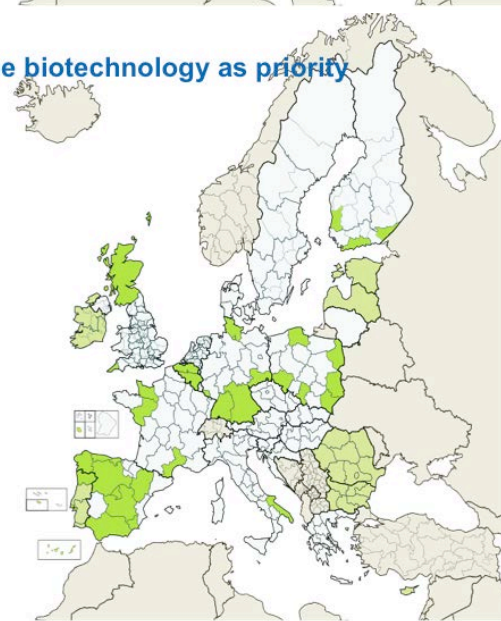
Blue Energy as a priority



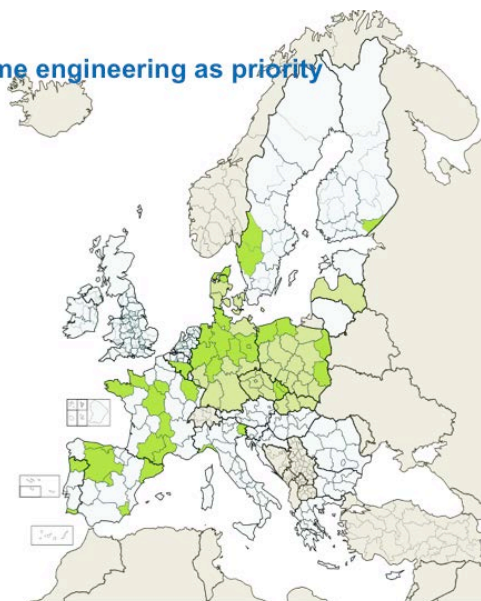
Maritime tourism as priority



Marine biotechnology as priority

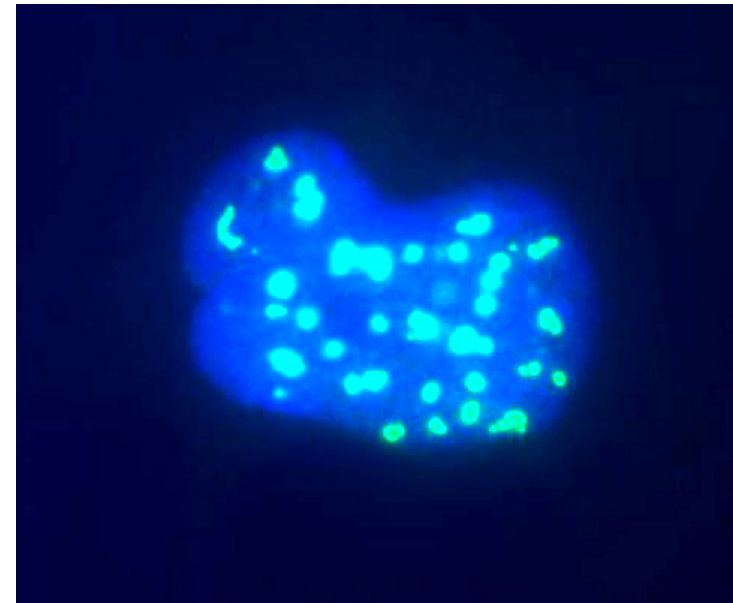


Maritime engineering as priority



I. Blue Growth and Smart Specialisation – Two similar concepts

- Both concepts embrace an integrated approach – beyond sectors
 - Both embrace innovation and young firm formation
 - Both promote synergies between different economic activities
 - Regional variety requires bottom-up approaches
- > *Both underline value chains*



II. Example of synergies between MEA's

[illegible]

II. Limitations of value chains

- Maritime value chains include backward and forward linkages
- A need to include 'new activities' irrespective of their location (fragmentation and internationalisation of value chains)
- Maritime value chains are rarely linear – as unexpected synergies can emerge throughout the process of innovation
- Large international players often command more power in value



II. What is a value net?

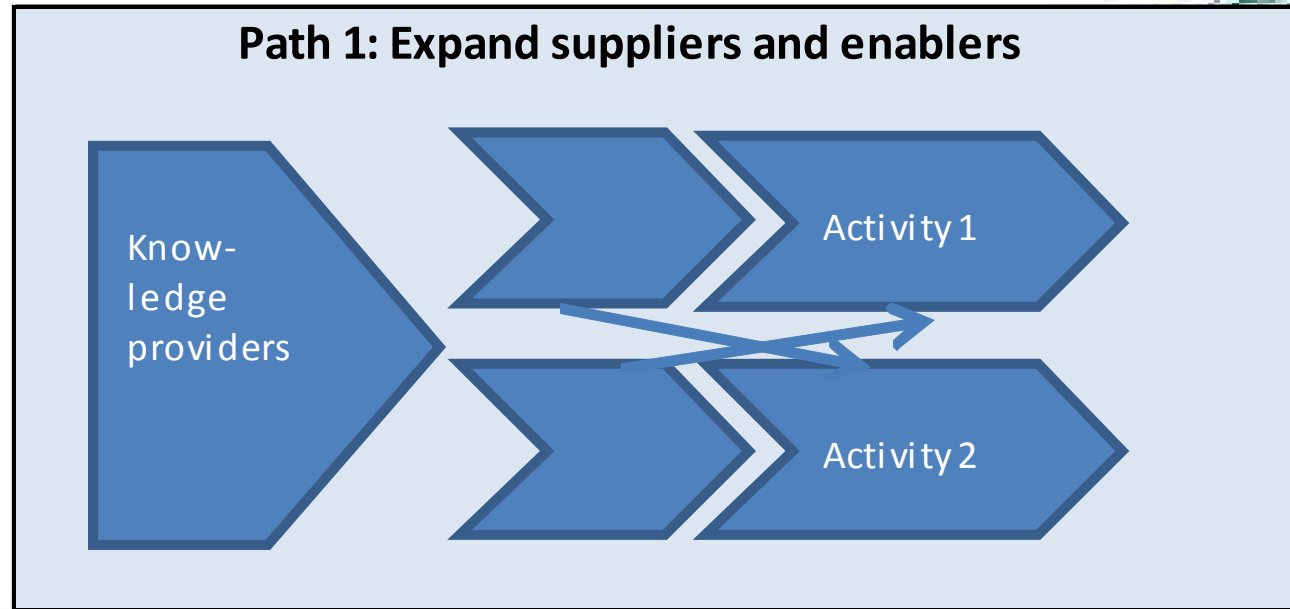
- A business analysis perspective that “describes social and technical resources within and between businesses. The nodes are connected by interactions that represent tangible and intangible deliverables (knowledge and/or financial value).
- Value nets exhibit interdependence. They account for the overall worth of products and services

II. Advantages of value nets

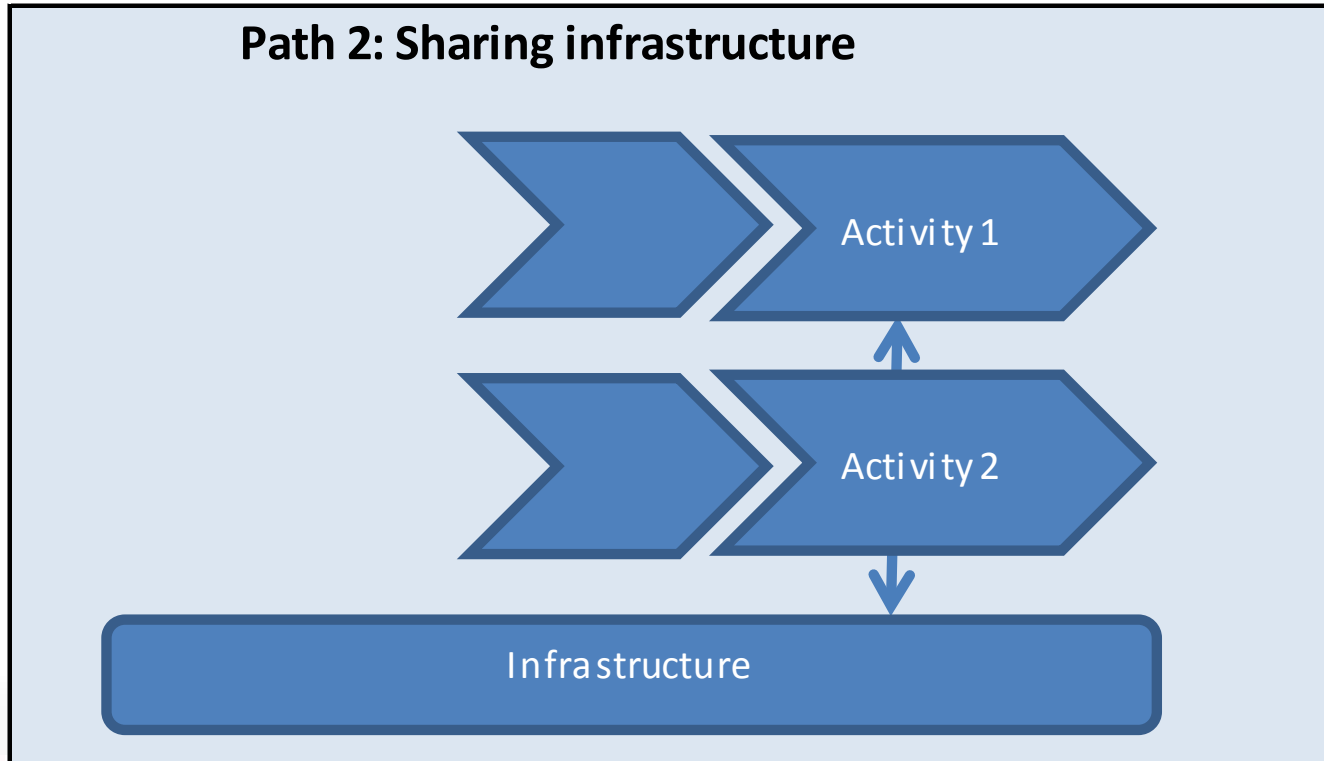
- **Non-linear nature**
- **Inclusion of supporting services and enablers**
- **Synergies and spill-overs**
- **Acknowledge framework conditions (e.g. ports)**
- **Notion of 'capturing' value**



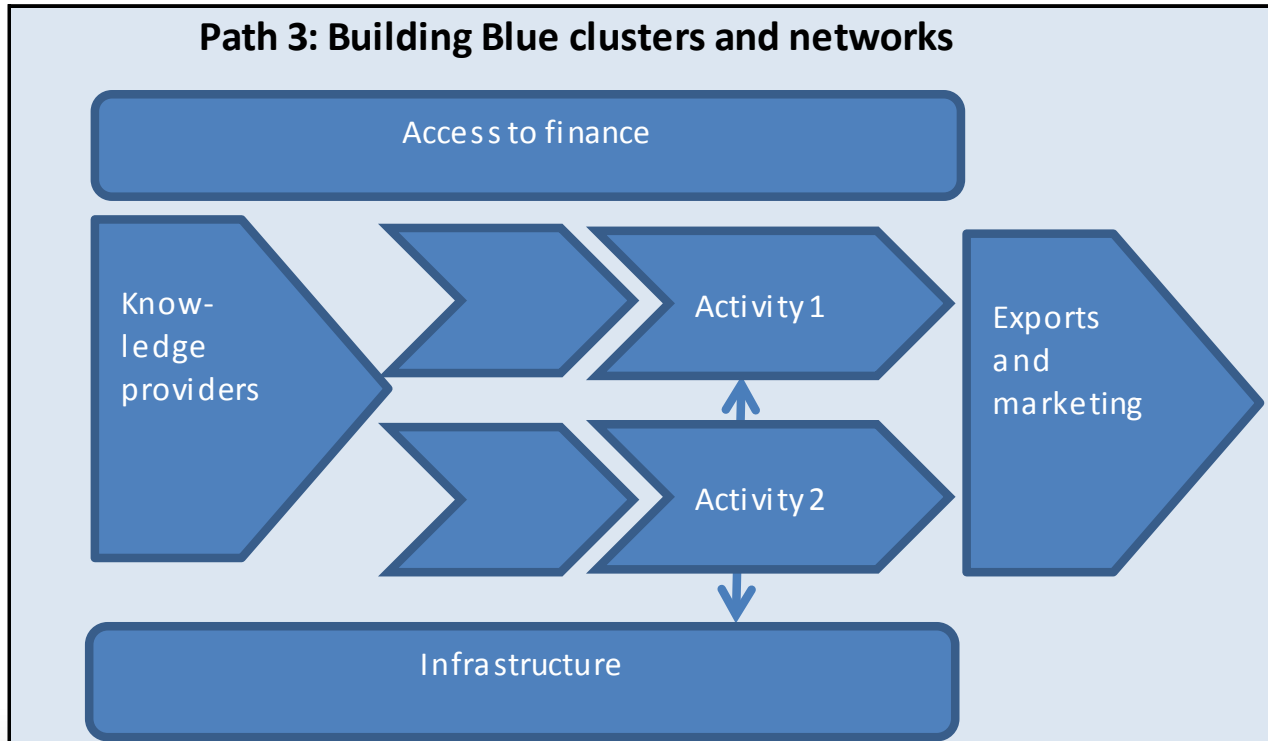
III. Path 1: Expanding nets through suppliers and enablers



III. Path 2: Sharing infrastructure



III. Path 3: Boosting Blue Clusters and Networks



IV. What can government do? (1)

Access to finance

1. Make full use of existing funding programmes
2. Promote the use of risk capital in the maritime economy
3. Promoting the interest of venture capitalists through clustering/incubators, etc.

Maritime R&D

4. Increase the visibility of research to mobilise the private sector
5. Promote more informal exchange between science and business world.
6. Specific maritime R&D programmes, taking full account of the characteristics and limitations of actors, Horizon 2020
7. Encouragement of Member States to use Structural Funds, also for R&D purposes
8. Stimulation through tax incentives to attract private resources
9. Attention to pre-market demonstrators ('valley of death')

IV. What can government do? (2)

Smart Infrastructure

- 10. Support investment schemes for port development
- 11. Develop multi-purpose platforms and islands based on proven business plans

Cluster support

- 12. Promote greater visibility of maritime clusters
- 13. Mapping of value chains and webs at local and regional level
- 14. Strengthen cooperation between maritime clusters in Europe

Skills

- 15. Attract youngsters into maritime professions (e.g. campaigns_
- 16. Promote maritime education and training through cooperation
- 17. Foster mobility of highly skilled maritime workers, e.g. Marie-Slodowska-Curie scholarships

For further information:

JRC TECHNICAL REPORTS

Blue Growth and Smart Specialisation

*How to catch maritime
growth through 'Value Nets'*

*S3 Policy Brief Series
No. 17/2016*

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