

INDUSTRY

KEY TAKEAWAYS FROM THE 1ST BLUEMISSIONMED STAKEHOLDER FORUM



CHALLENGE #1

Limited access to finance and investment (public/private) for eco-innovative/circular start-ups and entrepreneurs, linked to a lack of successful bankable solutions.



SOLUTIONS

-  Raise investors' awareness and knowledge by engaging them in educational initiatives that explain the potential of circular/bio-based business models in terms of profitability and growth/new markets for industries;
-  Create additional incentives for pioneers/entrepreneurs/innovators to develop and operate new business models (e.g. development of an enabling fast-track legislative framework for pioneers).

CHALLENGE #2

Bio-based solutions are often not sufficiently cost-competitive or do not meet consumer expectations.





SOLUTIONS

- 🐟 Increase R&D investments in new materials development;
- 🐟 Improve quantification and characterisation of under-utilised resources.

CHALLENGE #3

Regulations are lagging behind (i.e. regarding the use of “new” materials and implementation of innovative technologies). In this sense, there is a need for a comprehensive enabling policy framework for sustainable businesses, including strong support from policy-makers and adequate fiscal policies.



SOLUTION

Role of standardisation, certification and support services for eco-innovative businesses is important for scaling-up and commercialisation.

CHALLENGE #4

Limited awareness and engagement of local stakeholders in the adoption of innovative/transformational solutions.



SOLUTIONS

- 🐟 Promote knowledge transfer between researchers and the industry (e.g., traditional watercraft operators not aware of how noise pollution affects marine life);
- 🐟 Facilitate knowledge transfer and replication through additional innovation testing/piloting sites.

CHALLENGE #5

Need for enhanced synergies across sectors and value chains, including partnerships among stakeholders with common goals at sea basin level.



SOLUTIONS

-  Facilitate networking and collaboration through dedicated cross-sectorial activities along different value chains;
-  Smart Specialisation Strategies are important elements to consider and support financial sustainability.



CHALLENGE #6

Lack of perception of the impact of land industries on the sea pollution.



SOLUTION

Land-sea interaction is an important asset to address as a main source of pollution for the Mediterranean sea.

This document collects the main takeaways emerged during the 1st BlueMissionMed Stakeholder Forum and has been elaborated by the facilitators of the session to be used as a starting point for future activities.



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