

TITLE: Boosting technology, business models and societal engagement for the implementation of the EU Mission Restore our Ocean and Waters in the Mediterranean

November 6, 2024, from 14:00 to 16:00 CET
Sala Diotallevi 1, Hall Sud, Ecomondo Exhibition, Rimini

Organized by: Ecomondo STC & BlueMissionMed CSA, European Commission, BlueMed GSOs, CNR, BusinessMed, Ecorys, FVA, CPMR-IMC, Prep4Blue, RHE-MEDIation

After one year from the launch in Rimini of the Italian HUB, BlueMissionMed CSA brings back all the Mediterranean stakeholders engaged with the EU Mission Restore our Ocean and Waters by 2030 to the Ecomondo Exhibition. BlueMissionMed, with all the co-organizers, embraces this opportunity to shorten the gap between innovative solutions and the business community, and, moreover, to enhance the business capacities to deploy innovative solutions. Demonstration activities for the innovative solutions, targeting different industrial sectors and covering the geographical variability of the Mediterranean, will be organized with the cooperation of the BlueMissionMed HUBs.

Transformative changes require profound societal engagement to be implemented. During the event, the winners of the Society4Med award will be presented to the whole stakeholder community to inspire similar activities across and beyond the Mediterranean basin. This award highlights the essential role of citizens and society in achieving the Mission's goals, emphasizing the collective effort needed to restore our ocean and waters. By involving the public, fostering community initiatives, and promoting educational outreach, we aim to create a collaborative environment where every individual can contribute to the sustainability and health of our Mediterranean waters.

Additionally, after the workshop from 17:00 to 18:00, a matchmaking session will take place at the Pavillon B8 to connect solutions and interested parties to business experts and investors. The networking also allows participants to connect with the winners of the Society4Med award, aiming to inspire and encourage participation in future actions, fostering a collaborative environment for ongoing societal and environmental impact.

Session Chairs

Francesco Camonita, CPMR-IMC - BlueMissionMed CSA; Susanna Albertini, FVA - BlueMissionMed CSA

Programme

14:00-14:05 Introduction by Francesco Petracchini, CNR DSSTTA Director

14:05-14:15 Elisabetta Balzi, DG RTD, EC, Keynote speech from the EU Mission Restore our Ocean and Waters by 2030

14:15-14:50 *Demonstration of innovative solutions for the Mediterranean community of actors for the Mission*; moderated by Francesco Camonita.

- Pitch from selected solutions identified in cooperation with the BlueMissionMed National Hubs (North-South Med):
 - RHE-MEDiation
 - INSPIRE (Po River case study for the Mission Ocean and Waters)
 - REMEDIES
 - UPSTREAM (tbc)

14:50-15:15 *Dialogue with Policy Makers on Solution Implementation*; moderated by Francesco Camonita.

- Roundtable of opinions and contributions with selected policymakers: Hisham Badr, Coordinatore Iniziative Green del Ministero della Pianificazione, Sviluppo Economico e Cooperazione internazionale; Regione Emilia Romagna (tbc); Regione Lazio (tbc).

15:15-15:45 *Society4Med*: award to celebrate the best initiatives involving citizens in transformative actions implementing solutions to reduce and prevent pollution from ocean and waters; moderated by Susanna Albertini.

- 3 Inspirational case studies (WWF Med, Prep4Blue)
- “Society4Med” awarding ceremony
- “Society4Med” winners pitching sessions

15:45-15:55 Andreea Strachinescu, DG MARE, EC, Final remarks from the EU Mission Restore our Ocean and Waters by 2030 (online)

15:55-16:00 Conclusions by the organizers

17:00 to 18:00 Networking session Pavillon B8 (information will follow soon)