

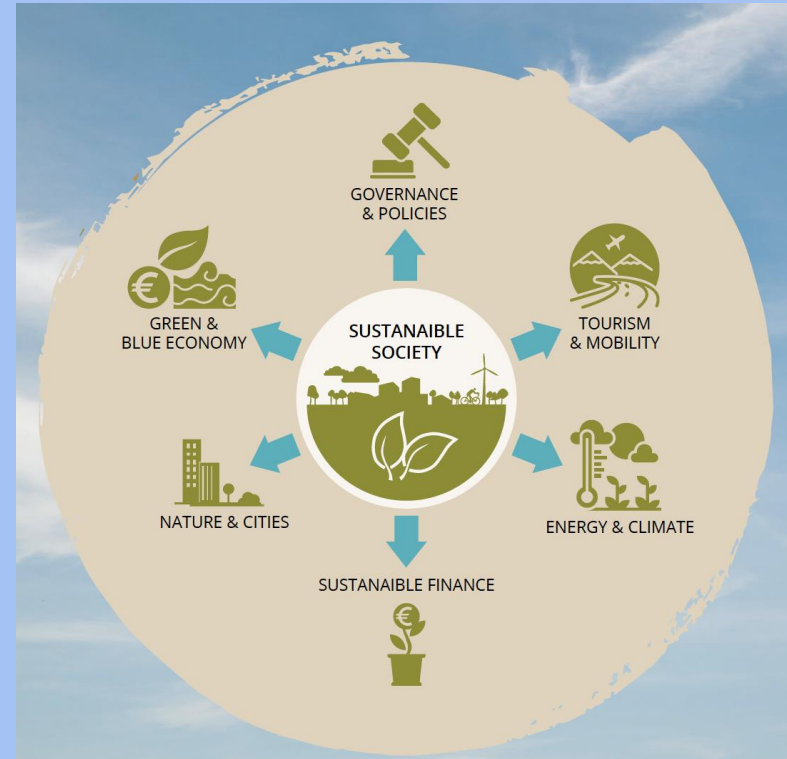


# A Euro-Mediterranean Blue Deal ?

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- **Environmental Think and Do Citizen Tank** based in Barcelona (Spain)
- Focus on **Environmental sustainability** in the Euro-Mediterranean
- Bridging gaps between Sustainability **Science, Policies and Practices**
- **Research, Advocacy and Policy work** on Just Energy transition, Green & Blue Economy, Tourism, Clean Mobility





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# 1- Common understanding of Blue Economy

- Adapted to **local and regional context**
- Listening to all relevant **stakeholders** at local, national and regional level
  
- Integrating whole **Blue Economy** sectors: Tourism, Fisheries, Transport
- Not all blue economy activities are sustainable !
  
- Promoting **Local Communities** interest & **Social Solidarity Economy**
- Providing capacity building and Civil Society **empowerment**

## 2- Regional strategy and cooperation

- **A strong high level political commitment** is needed
- Leverage on the **Agenda 2030** and **Mediterranean Strategy for Sustainable Development** (Barcelona Convention)
- **Engage** with the different political, economic and social actors , Multilateral Banks, large/small NGOs, large /small Businesses, Academia, etc
- Develop and implement common **Action-oriented Road Map** with clear **Targets, Milestones, Indicators**



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## 3- Strong monitoring and accountability

- Transparent, consistent and updated **indicators and reporting**
- Using Digital and open **data sharing platforms**
- Integrating **Big Data** and **Citizen Science**
- Going beyond “**Development as usual**” (Well-being Index, Ecological footprint, Happiness, etc.)
- **Empowering Stakeholders through** knowledge sharing and capacity building
- **Develop a Blue Economy Tracker:** <https://greeneconomytracker.org/>



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# Blue Tourism Initiative



- To reduce the environmental impacts and maximize the socio-economic benefits of **coastal and Marine Tourism** around World Marine regions
- Through better planning, governance and monitoring
- Connecting **environmental, social and economic policies/strategies** at destination, regional and national levels
- Focus in the **Mediterranean** with pilot projects in Morocco, Tunisia, and Lebanon
- Working with IDDRI, IUCN, Plan Bleu and UNEP/MAP through the **Barcelona Convention**

[www.BlueTourismInitiative.org](http://www.BlueTourismInitiative.org)

