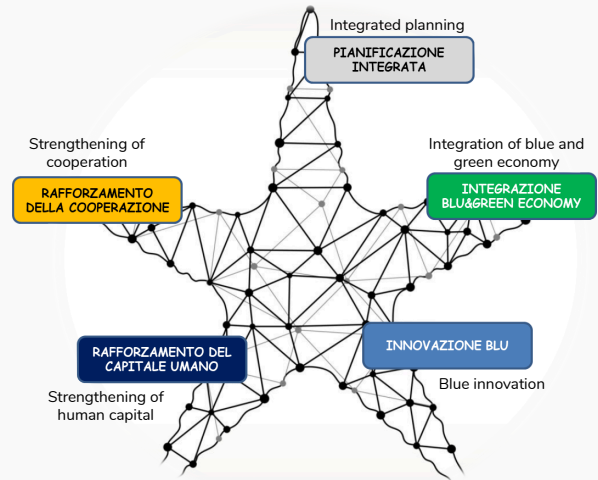


#BLUEVISION2030

The strategy for a sustainable blue economy in Puglia

A sea of opportunities:
innovation, sustainability, and blue growth
for the future of Puglia



REFERENCE FRAMEWORK

Let's explore the blue economy ecosystem, built on three pillars: environmental sustainability (ecosystem protection), economic development (innovation and maritime employment), and social cohesion (equitable benefits and community engagement). Discover how these pillars shape the blue economy at global, European, national, and regional levels.

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DRIVERS OF DEVELOPMENT

For a prosperous and inclusive blue economy in Puglia, a strategic approach is required that leverages regional development factors and the skills of the quadruple helix. This involves connecting maritime sectors, protecting the environment, engaging communities, and fostering collaboration among diverse stakeholders, to achieve sustainable and innovative growth.

OBJECTIVES, ACTIONS, AND MEASURES

Puglia, through Smart Puglia 2030, is moving from objectives to action for the blue economy, leveraging its S3 strategy and the MaSSBE partnership. The "Starfish" Strategy guides development across five dimensions: innovation, integration, planning, cooperation, and human capital. To realise this vision, the Region is mobilising financial resources, with a strong focus on innovation and cooperation.

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GOVERNANCE

The Steering Committee (strategies), Technical-Scientific Committee (advisory), Working Groups (operations), Institutional Tables (coordination), and Networks/Partnerships (collaboration) form a complex yet effective governance system. This system aims for the sustainable development of the blue economy by integrating expertise and resources to address environmental, economic, and social challenges.

STRATEGY CAPITALISATION

The B-VISA 2030 project, led by Puglia, extends the regional Blue Economy strategy to Albania and Montenegro. Through transnational cooperation, the sharing of best practices, and the definition of joint action plans, it aims to create a sustainable development ecosystem in the southern Adriatic, strengthening governance and promoting innovation.

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PARTICIPATORY PROCESS

Puglia adopts a participatory approach for its blue economy strategy, involving citizens and stakeholders. Through consultations, questionnaires, and discussion tables, it aims to create an inclusive and dynamic strategy. The goal is sustainable development of maritime and coastal resources, based on the contributions of all stakeholders.