

The Atlantic Action Plan and the Role of the Support Team

2nd Irish National Event for the Atlantic Action Plan
Glenlo Abbey Hotel, Galway
24th November 2015

Twitter: #EUAtlantic

The Atlantic Action Plan

- Adopted by the European Commission in May 2013 with the objective to **revitalize marine and maritime economy** in coastal areas of Ireland, Spain, France, Portugal and the United Kingdom
- Focuses on four areas:
 - **Promote entrepreneurship and innovations**
 - **Protect, secure and develop the potential of Atlantic marine and coastal environment**
 - **Improve accessibility and connectivity**
 - **Create a socially inclusive and sustainable model of regional development**

Priority 4: Create a socially inclusive and sustainable model of regional development

Specific objectives of this priority include:

– fostering better knowledge of social challenges in the Atlantic area

Exchanging best practice on enhancing the health, social inclusion and wellbeing of coastal populations and developing appropriate and usable marine socio-economic indicators to measure, compare and follow trends in the development of the blue economy;

– preserving and promoting the Atlantic's cultural heritage

Combating seasonality and improving prospects for SMEs through diversification of **maritime and coastal tourism** products and development of niche markets by investing in:

- a) marine sport, marinas and nautical leisure activities;
- b) port services, including those for cruise passengers;
- c) identifying and promoting cultural and natural attractions of the Atlantic seaboard such as artisanal fishing, local cuisine and maritime heritage;
- d) protecting and restoring tourist attractions, including coastal and underwater cultural attractions and maritime heritage sites, with archaeological, ecological or historical value.

The Role of the Support Team

- Set-up in August 2014, operational in **Ireland, Spain, France, Portugal and the United Kingdom**, coordinated by a central team in **Brussels**
- **Tasked to promote the implementation of AAP** by providing:
 - **Advice on EU financial instruments** for projects implementing the AAP
 - **Updated information on AAP**, its research and investment priorities
 - **A “match-making” platform** to find potential project partners
 - **Tailor-made answers to queries and face to face support service** in each member state of the Atlantic

Mobilizing Stakeholders: Website



- **Website** online since Dec.2014 (www.atlanticstrategy.eu)
- Interactive **Stakeholder database**
- **Project Development gateway**
- **Social media** dissemination strategy (Twitter and LinkedIn accounts) **#EUAtlantic**

Funding Programmes

- Horizon 2020
- INTERREG:
 - Atlantic Area
 - Ireland/Wales
 - Ireland/Northern Ireland/Scotland
 - Northern Periphery and Arctic Programme
 - North West Europe
- National: BIM, SEAI, Enterprise Ireland
- Private: SBCI, new Juncker plan ‘European Fund for Strategic Investment’ (ESFI), Irish Strategic Investment Fund (ISIF)

Stakeholder Events

- 1st National Event 10th July as part of the Our Ocean Wealth Conference, Cork
- Atlantic Stakeholder Conference, 29th October in Brest
- 2nd National Event 24th November, Galway

Next Atlantic Stakeholder Conference to take place in Ireland next year

The Support Team of the AAP –

Your Partners in Sustainable Blue Growth!



And follow us on the web!

Twitter: #EUAtlantic

LinkedIn: www.linkedin.com/groups/Support-Team-Atlantic-Action-Plan-8178308?home=&gid=8178308

Contact us:

Focal Point IRELAND- Elizabeth O'Reilly

focalpointireland@atlanticstrategy.eu

Or elizabeth.oreilly@nuigalway.ie

Focal Point FRANCE- Gildas BOREL

focalpointfrance@atlanticstrategy.eu

Focal Point PORTUGAL- Jorge GRAÇA

focalpointportugal@atlanticstrategy.eu

Focal Point SPAIN- Federico CARDONA

focalpointspain@atlanticstrategy.eu

Focal Point UK - Ben DRAKEFORD

focalpointuk@atlanticstrategy.eu

CENTRAL TEAM

helpdesk@atlanticstrategy.eu

81, Rue du Marteau BE-1000 Brussels