



Dear Friends of the Atlantic,

We hope you had a very good and healthy start to the year, and are very pleased to introduce the first Atlantic e-newsletter for 2021.

Last year found us all adapting to - and managing - what we now know as the "new normal". While we were disappointed with having missed out on meeting you face-to-face at the 7th Atlantic Stakeholders Platform Conference, we were still pleased to have added new members to the Atlantic Community, and officially launched the Atlantic Action Plan 2.0 to a wider audience of supporters and enablers.

The pandemic did not stop us from moving forward with the goals and concrete actions set by the Pillars of the Action Plan. And with our pillar coordinators and the national hub experts, we plan to scale up the activities to implement the Action Plan under the leadership of the Irish Presidency of the Atlantic Strategic Committee this year.

Over the next weeks, you will be receiving more information from us about the activities of each pillar, at the national and regional level. You will also be receiving our calendar and invitations for all our upcoming workshops and events. Our ask from you at this stage is: get involved! Feel free to send us information about new initiatives, or updates on your current projects that would benefit from support from our community. You can do this by sending an email to: helpdesk@atlanticstrategy.eu

Last but not least, here is an introduction to the Pillar Coordinators and our team of experts who are contributing to the Atlantic Assistance Mechanism.

Looking forward to hearing from you!

Best regards,
The Atlantic Assistance Mechanism Team

Meet the team

Pillar Coordinators



Liam Lacey
Pillar 1 | Atlantic Ports

Liam Lacey is the Director of the IMDO, where he leads an experienced team of economic analysts and business development professionals.

Liam has over 30 years experience in the ports, shipping and maritime sector, which includes roles as Managing Director with Irish Continental Group's Container and Terminal Division and a Member of IBC's Transport Council, which represents the views of industry in the area of transport and logistics.

In addition to this extensive experience in shipping, chartering and port development, Liam is a Fellow of the Institute of Certified Public Accountants in Ireland, holds a Masters Degree in management from Trinity College, Dublin and lectured in the area of strategic management and innovation in NUI Maynooth.



Ana Noronha
Pillar 2 | Blue Skills and Ocean Literacy

Ana Noronha has been involved in ocean literacy projects and public awareness of science for more than 20 years at her institution. Ciência Viva is a non profit institution in Portugal to promote scientific culture and education, funded by the Portuguese Ministry of Science Technology and Universities.

Her background includes a PhD in Physics, research in non linear dynamics and experience in education of engineering undergraduates at Instituto Superior Técnico, in Lisbon, which resulted in a textbook. At Ciência Viva, she is responsible for the liaison with the scientific community, companies and public institutions, and for following up the work of expert groups and project evaluation committees. Regarding initiatives for public engagement with science and technology, she has organized programmes to promote earth sciences, engineering and space. In particular, Ana Noronha coordinates the ESERO Portugal, a contract programme between Ciência Viva and the European Space Agency (ESA) to promote space education. She is also the Portuguese representative to the ESA Education Advisory Committee.

At Ciência Viva she has been responsible for the participation in European projects on funded under FP7 and H2020, where she has been national coordinator (Sea for Society), or work package leader (H2020 Sea Change, AORA-CSA and presently AANCHOR-CSA), acquiring a large experience in working with expert groups. She was part of the Advisory Committee of the MARINA project and, more recently, of MATES - Maritime Alliance for fostering the European Blue Economy through a Marine Technology Skilling Strategy.



Olatz Ajura Astobiza
Pillar 3 | Marine Renewable Energy

Olatz Ajuria is a Chemical Engineer from the University of the Basque Country and she graduated in European Master in Project Management. Since 2006 she has been working in EVE in several departments such as Renewable Energies, International and Studies, Activities with Local Councils and Promotion and Subsidies Area. Since 2013 she is dedicated to Marine Energies dealing with local and international projects as well as supply chain and managing the Mutriku Wave Power Plant. In 2017 the Basque Government took over the presidency of the Marine Renewable Energy working group of the CPMR Atlantic Arc Commission and Olatz is acting as group coordinator.



Philippe Monbet
Pillar 4 | Coastal Resilience and Healthy Oceans

With a background in chemistry, Phil Monbet completed his PhD in oceanography at the European Institute of the Sea (IUEM, Brest). He then joined several highly renowned research institutions in France, Australia and United Kingdom from 2001 to 2010 with in particular an Outgoing International Marie Curie Fellowship.

Back in France, he has provided consultancies for major French energy stakeholder regarding the ecological monitoring of water around nuclear power plants waterfronts. In 2010, he then joined Pole Mer Bretagne Atlantique, a Sea Innovation Business Cluster dealing with innovation in the maritime sector as Head of European Affairs.

Since 2017 he has been appointed Deputy Director in charge of the cluster management and international affairs. Phil Monbet is also in charge of coordinating MORESPACE, an internal initiative aiming at promoting the use of space data and technologies in the maritime sector. With a substantial experience in cluster activities and management, as well as a multidisciplinary research background, Phil Monbet has a good understanding of innovation processes and a solid knowledge for promoting cross sectorial activities.



National Hubs Experts



Frédéric HERSERS
National Hub France

Frédéric is an engineer in hydrography and oceanography. He has more than 13 years of experience in geosciences for civilian and military purposes. He has 5 years of experience in design and implementation of integrated maritime and coastal policies as IMP advisor for French Prime Minister at Secretariat general de la Mer.



Elizabeth Gavin
National Hub Ireland

Elizabeth Gavin has over 23 years experience working on EU related programmes, firstly as an EU official in both Brussels and The Hague for the European Commission, Eurojust and Clean Sky JU. Over the past 4.5 years based in Ireland, Elizabeth has been supporting companies and third level organisations with EU funding opportunities, including working on maritime and blue economy initiatives in Ireland.



Miguel Marques
National Hub Portugal

Miguel is the Founder and Global Leader of PwC Economy of the Sea (Blue Economy) Worldwide Centre of Excellence, where he has been working in for 16 years as a Maritime/ Blue Economy Policy Expert. He is the author and project manager of the PwC Economy of the Sea (Blue Economy) site (in Portuguese and in English languages).



Marta Pascual
National Hub Spain

Marta Pascual is currently also the Spanish National Hub for the Western Mediterranean Initiative (WestMED). She is former participant of the EU MSP Platform and has also been working as a Senior Associate Expert for the EU Commission and ECORYS in works related to MSP for Blue Growth and Blue Economy.

LEARN MORE

Central team



André Gomes
Manager | PwC

Project Manager | Central Point of Contact

André is an MBA graduate with a technological academic background and successful experiences in top multinational companies in the private sector as well as in the public sector by collaborating with European Union institutions. He is an experienced senior strategy and operations consultant with solid experience in project management, consulting, strategy, operations and innovation.



António Rodrigues
Partner | PwC

Engagement Leader

António is PwC Portugal's Strategy & Corporate Finance Advisor Partner, the Lead Partner in Restructuring Advisory and a member of the PwC Blue Economy Centre of Excellence. In his career, António has developed and implemented several projects related to maritime industries for Ports authorities, offshore energy companies, cargo container operators. More specifically, he has advised in the preparation of the business plan and economic and financial feasibility study of the cruise activity in the Port of Leixões for the launch of a future concession.



Catherine Frideres
Senior Manager | PwC

Communication Expert

Catherine is an entrepreneur and communications specialist with 20 years combined experience in cross-cultural communications, business acceleration coaching and in managing international projects for the public and private sectors. Catherine has successfully extended public awareness of EU programmes to over 3 million European SMEs, led acceleration coaching for over 2,500 SMEs across 9 industry sectors, and managed public sector projects for trade and sustainable economic development.



Elina Zempili
Senior Manager | PwC

Monitoring Expert

Elina has over 20 years of experience in managing complex EU-funded technical assistance projects and in managing multi-national teams of experts. She is a leader in the international project area, specialised on the monitoring and evaluation of development projects, as well as the identification and supervision of international and local experts for the implementation of several EU development assistance projects.



Leonidas Papaioannou
Director | PwC

National Hub Leader

Leonidas is a Director at PwC Greece, and leads the Government and Public Sector industry team, being responsible for all aspects of public sector related services. Leonidas has significant experience in leading large-scale national or European/ international projects in areas such as policy making, public administration and market reforms, large scale transformation programs or implementation of action plans, structural funds programming and administration.

Upcoming events



BlueInvest Day 2021 virtually brings together innovators, entrepreneurs, investors, corporates and enablers in the Blue Economy, with the objective of generating concrete business opportunities and visibility for your business.

Connective entrepreneurs, captains of industry, impact investors and high-level representatives from government and the public sector.

Place: Online event
Date: 26 January 2021

What to expect:

- Business-to-Investor matchmaking & networking opportunities
- Inspiring talks and investor/corporate panels and roundtables
- BlueInvest Awards | A Pitch Battle
- Investor booths featuring their Blue Economy fund, open to receiving a number of pitch decks and 1:1 meetings
- Stakeholder booths featuring their specific activities to support SMEs and start-up growth

[Register now](#)

