

Regeneration across generations

SUPPORT TEAM for the
ATLANTIC ACTION PLAN

Socially Inclusive & Sustainable Development of the Atlantic Seaboard

Year of Scotland's Coast and Waters 2020:

Multi-sector methodology to ensure Blue Growth



The Scottish approach to integrated and collaborative Blue Growth

A direct link with other #EUAtlantic projects:



Scotland's Themed Years have been running since 2009 as a collaborative platform across industries to promote Scotland and its people, while encouraging the events and festivals sector to develop exciting programmes appealing to both visitors and locals. 2020 will celebrate the **Year of Scotland's Coast and Waters**, led by VisitScotland. From the perspective of Cool Route, this will reinforce the scope and relevance of the project, which supports a strategic sector at national level. An opportunity for private as well as public operators to enhance and showcase their services and products.

#ASPC2017

Host and objectives of workshop

#1A

VisitScotland, the national tourism agency for Scotland, is working with partners in public, private and third/charity sectors to help destinations meet demands from national and international marine and coastal tourism markets, including the global cruise industry. The workshop will discuss the preservation and promotion of the Atlantic's cultural heritage through diversification and exchange ideas and solutions to achieve a collaborative and inclusive blue growth strategy.



EU Atlantic Strategy
@EUAtlantic

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#ASPC2017 sneakpeek: @VisitScotland will share its #BlueGrowth plan for 2020, Year of Scotland's Coast & Waters   sailcoolroute.eu/scotlands-2020 ...

