



SEAS-ERA Atlantic Workshop 23 – 24 april 2012 - Lisbonne

Challenges and opportunities for the sustainable development of the marine leisure sector in the Atlantic regions

Research into Atlantic marine leisure



A snapshot of the Marine leisure sector in the Atlantic Area

- 10 millions participants (residents and tourists): Increasing demand. Contribution to quality of life and atlantic maritime identity. Key interface between the communities and the Ocean.
- The sector, not easily relocatable, represents:
 - 16 000 businesses, mainly SME
 - 9 billion € in turnover and 85 000 jobs EFT (direct jobs)
 - From leisure products and services to High Tech (offshore racing, ...)
- The sector is composed of 3 complementary and interdependant sub-sectors :
 - Production, maintenance, component suppliers, services and trade companies (85%, 75%)
 - Supervised activities centers (10%, 20%)
 - Marinas (5%, 5%)
- Potential to double economy and employment for 2025, linked to strong contribution to social and environmental development : a challenge for the Atlantic Area
- A major objective: to promote new products and nautical services with high economic, social, environmental added value
- Problems related to the size of the businesses:
 - How to innovate:
 - How to develop the businesses: business support for SMEs to assist with growth
 - How to export,
 - Strengthen the structuration of the sector,...

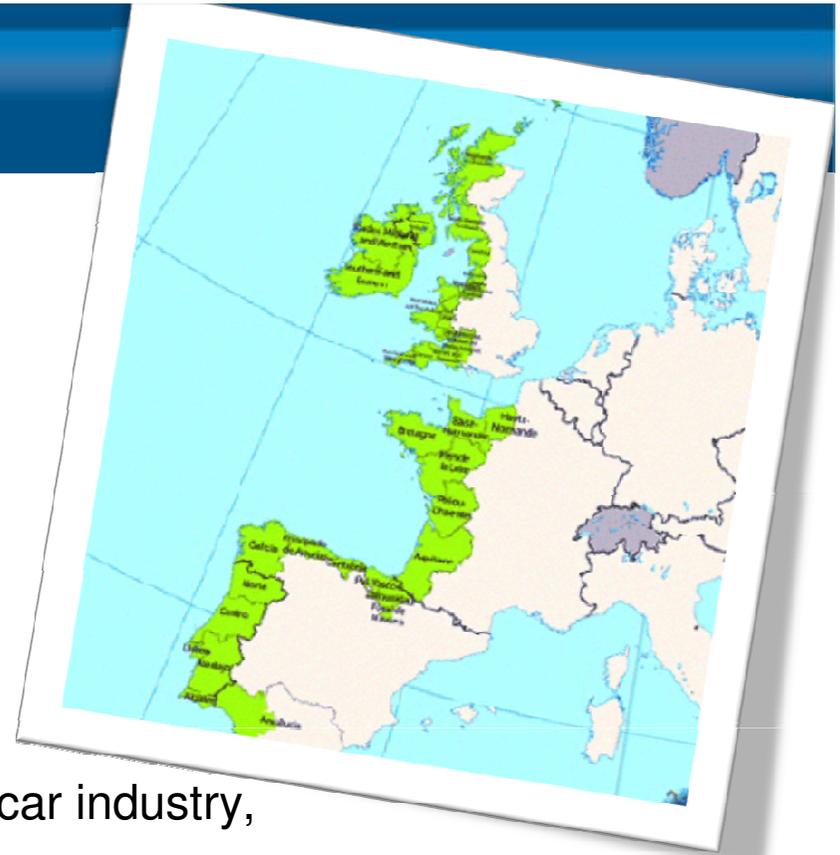
Research needs of the marine leisure sector in the Atlantic Area

Context, economic, environmental and social stakes, changes of expectations, ...

- Economic efficiency
 - better understand expectations, needs of the populations, how to reach new publics
 - develop new products and services, new business models
 - knowing markets and development opportunities at international level
 - prepare marine leisure of 2020, ...
- Technical and environmental performance:
 - numerical modelling, knowledge of mechanical loads, electronic navigation guidance, ...
 - energy input and consumption for activities and boats
 - construction and materials - wood, vegetable fibres, ecological resins,
 - deconstruction, recycling,
 - pollution factors (careening, antifouling, ...), waste, treatment of waters
 - environmental quality of buildings, infrastructures
 - environmental monitoring systems involving marine leisure participants ...
- Democratization, social cohesion, quality of life...
 - accessibility and adaptation of practices, boats, sites, infrastructures and equipments,...
 - less expensive practices and materials, built in the EA
 - contribution to health and well-being
 - contribution to sea education

How to implement Research for the Development of the Atlantic marine leisure sector

- Identify synergies for common approaches in regions and at transnational level
- Transferability between different sectors of research: chemistry, materials, social sciences, energy, health,...
- Transferability with other sectors: shipbuilding, car industry, aircraft industry, environment, tourism, fishing, ...
- Focus on developing research in maritime and marine leisure clusters: territorial groupings of production centers, research centers, training centers,... and networking ...
- Collaborative research at transnational level: target together study topics, and cooperate, organize dissemination.



Research and Innovate for high value, high skilled economic Atlantic growth!