



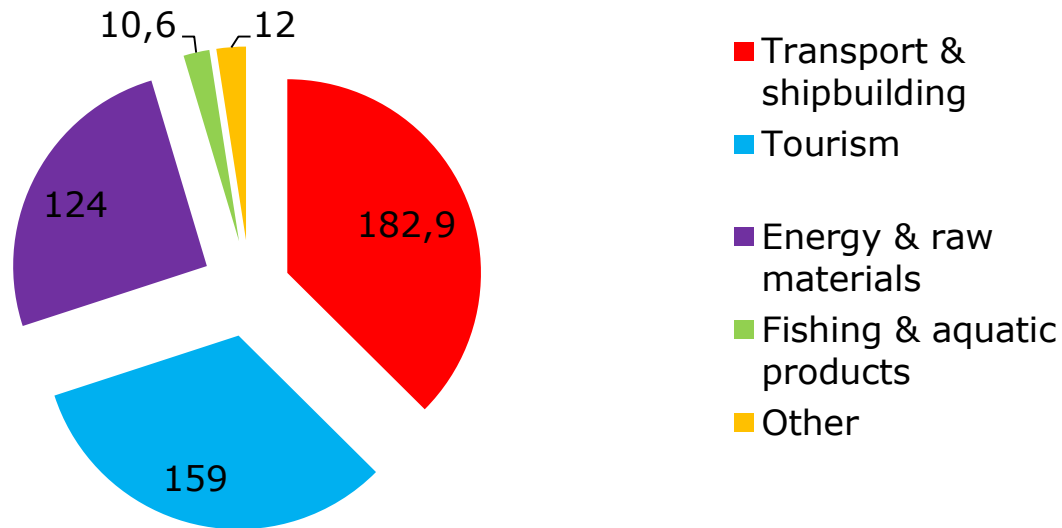
# The implementation of the Atlantic Action Plan



**SEAS-ERA Conference  
Palma de Mallorca, 8-9 April 2014**

**Matthew King, European Commission**

# The Blue economy



**BLUE ECONOMY now:**  
Approx 5.4 million  
jobs

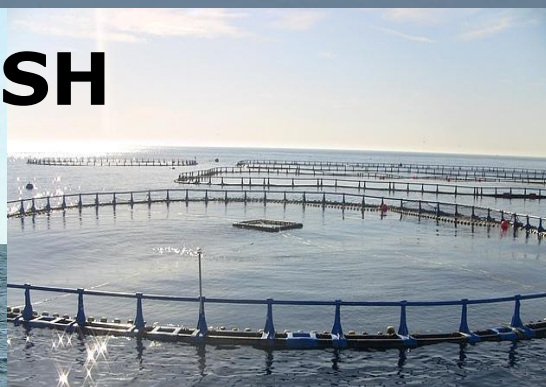


**In 2020:**  
7 million jobs

# The potential of the Atlantic Ocean



**FISH**



**MARINE  
ORGANISMS**



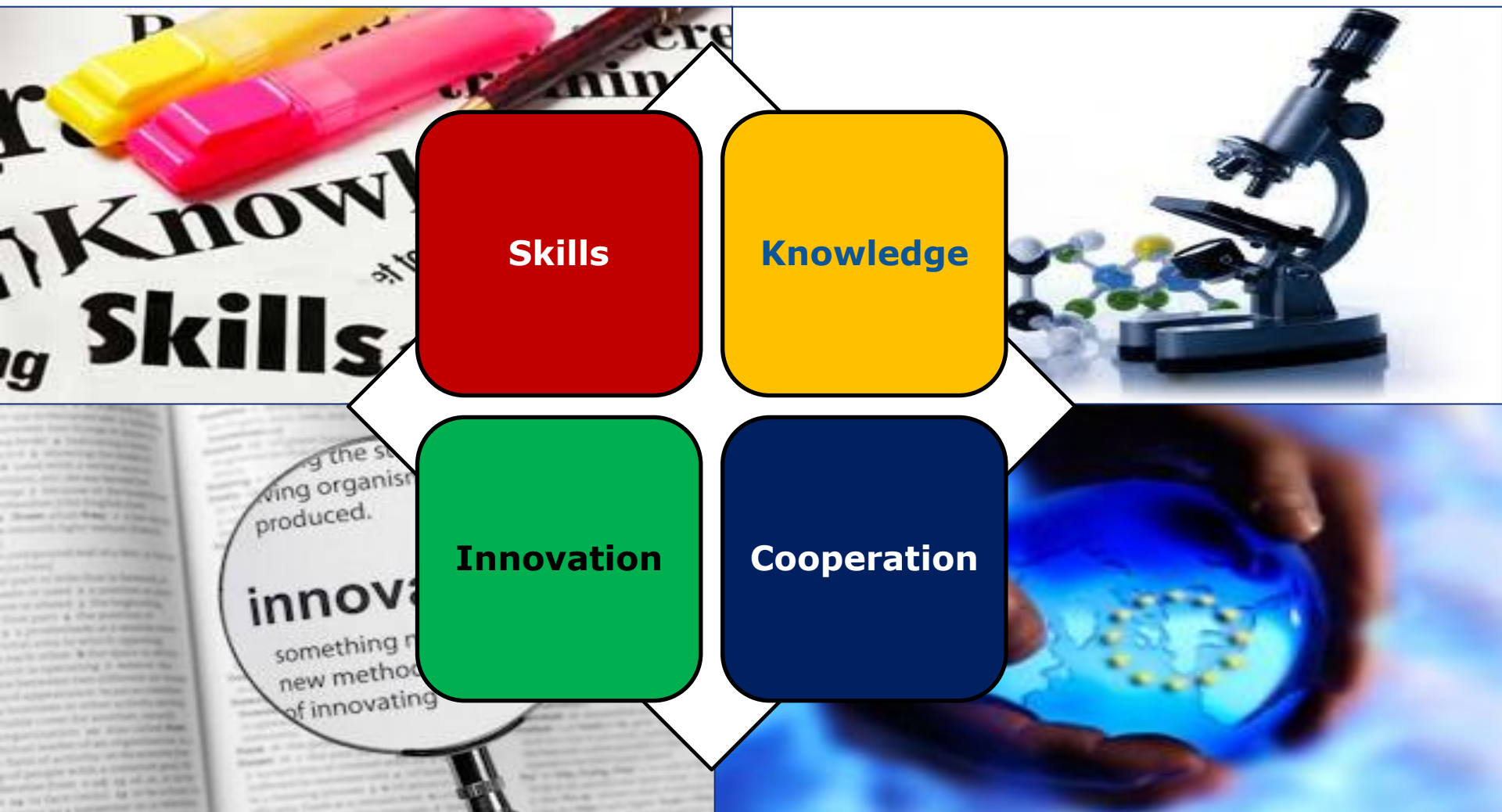
**MINERALS**



**COAST**



**WAVES  
TIDES**

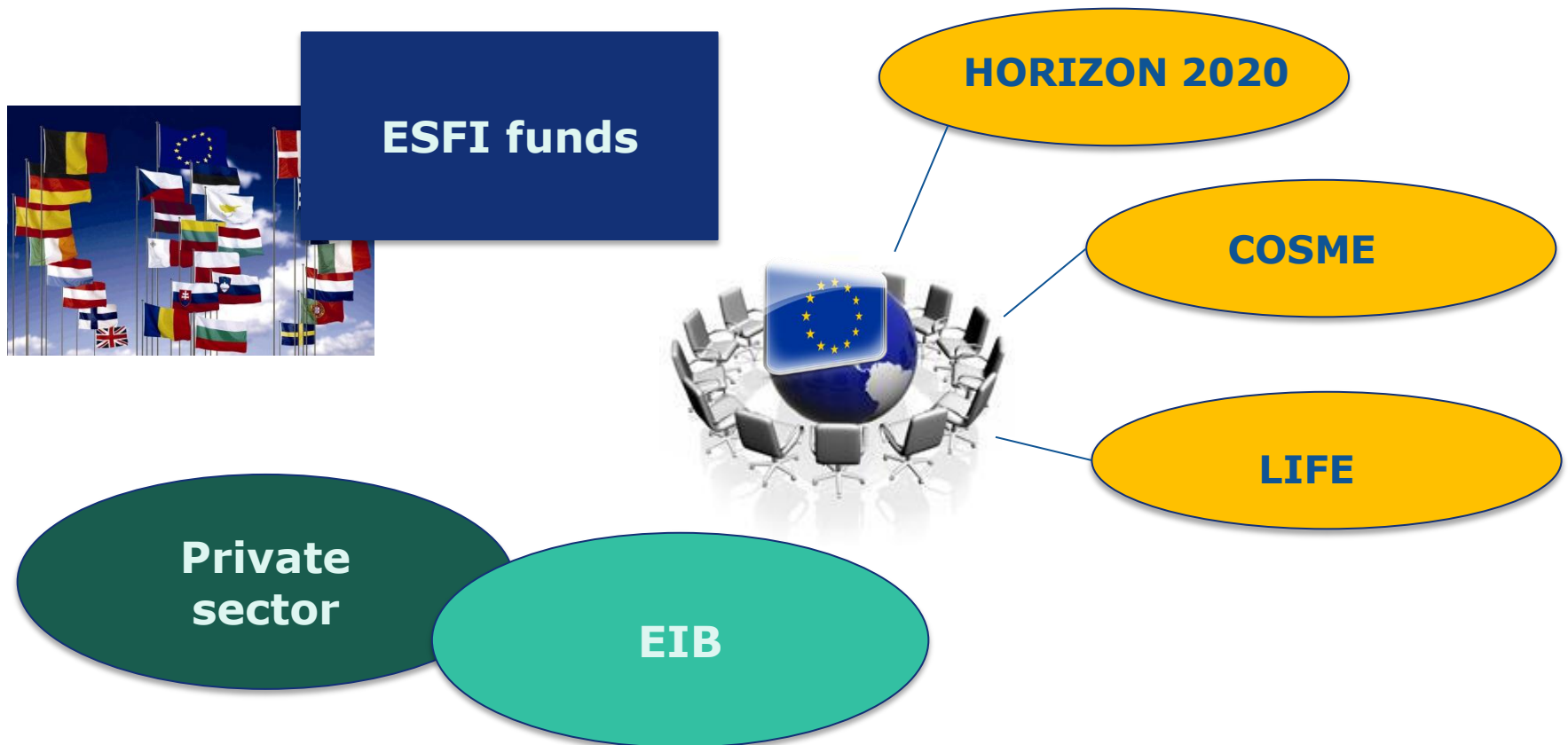


# What is the Atlantic Action Plan about?

## KEY PRIORITIES

- **Promote entrepreneurship and innovation**
- **Protect, secure and enhance the marine and coastal environment**
- **Improve accessibility and connectivity**
- **Create a socially inclusive and sustainable model of regional development**

# Implementation – Funding channels



# Mechanisms for implementation



**Assistance mechanism**



**Atlantic Stakeholders' Platform**



# Thank you

*Comments and suggestions:  
Matthew.king@ec.europa.eu*

More information:

**[http://ec.europa.eu/maritimeaffairs/policy/sea\\_basins/atlantic\\_ocean/index\\_en.htm](http://ec.europa.eu/maritimeaffairs/policy/sea_basins/atlantic_ocean/index_en.htm)**