Creating markets and public awareness for new marine products

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Main SUBMARINER findings

• The situation as it is at the moment:
  – Low level of awareness about potential of marine resources among all kind of stakeholders and the general public – also concerns the role of the sea in general for the economy and the environment
  – Lack of experience on commercial implementation
  – Benefits of innovative uses of marine resources not (made) clear and long process for new products to achieve market appeal

• BUT: Growing demand for:
  – Local Baltic Sea Products
  – High-value products (medicine & cosmetics, bioengineering products)
  – Sustainable feed for organic farmers & aquaculture enterprises
  – Energy from alternative sources
Main Issue!

How to convince general public as well as political level to pay „premium“ price for innovative SUBMARINER products ????

Session H: Creating markets and public awareness for new marine products
Objective:

Create positive image for products and services from marine resources:

- Raise awareness on environmental functions / benefits provided by new uses of marine resources
- Create markets for new (high-price) products from marine resources
Action 1 (all topics):

Public awareness campaigns:

- Information Material: flyers, presentations, newsletter, magazine
- Identify & create success stories (local, regional, national)
- Regional & national campaigns on value of ecosystem services such as nutrient recycling
- Cooperation with media to integrate them into public campaign
Action 2 (all topics)

**Market surveys** about potential for new marine products:

- Studies on current / future market situation for products from marine resources at relevant level (from local to international)
- Identify potential target groups & companies as customers for new applications
- Conduct specific market survey studies on acceptance of new products (aquaculture products, algae for food, genetically modified microorganisms)
Strategic Action Field “Image”

Action 3

Info campaigns, workshops, etc. for companies:

- new & local fish species
- new fish & chicken feed (from mussels)
- organic fertilisers
- blue biotechnology applications
- reed as ecological insulation / construction material
Strategic Action Field “Image”

Action 4
Support establishment of Baltic Sea Brand & Distribution Network:

- Fish from Baltic Sea Region aquaculture
- Mussel meal products and organic fertilisers
- Cosmetics, health care & wellness products
- Production of raw materials from Baltic sea organisms such as agar from algae Furcellaria
SUBMARINER Actors & funding opportunities

Possible Actors:

• Sector associations / organisations
• Individual companies
• Regional / national ministries ( => but which ones ?)
• Baltic Development Forum (?)
• Baltic Sea Action Group (?)
• Who else ???

Funding ?

• see above (own finance !?!?)
• but also: BSR Programme (2014 – 2020)
• Any other source ???
Thank you – let’s start!