



Creating markets and public awareness for new marine products

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- 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 ?????



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)

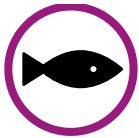
Market surveys about potential for new marine products:

- 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)



Action 3

Info campaigns, workshops, etc. for companies:



new & local fish species



new fish & chicken feed (from mussels)



organic fertilisers



blue biotechnology applications



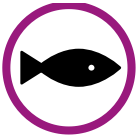
reed as ecological insulation / construction material



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 !



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