Blue Growth, Employment and Training

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The Atlantic Strategy

What is it about?
Atlantic Action Plan

Objectives

- Smart, sustainable growth and employment
- Enhance cooperation in the Atlantic

Key priorities

1. Priority 1: Promote entrepreneurship and innovation
2. Priority 2: Protection of the marine and coastal environment
3. Priority 3: Improve accessibility and connectivity
4. Priority 4: Promote the regional development
Implementation – Funding channels

ESFI funds

Private sector

European Investment Bank

EFSI

HORIZON 2020

COSME

LIFE

synergies and complementarity
Support team

- Coordination team in Brussels (KQ)
- Five focal points (FR, ES, IE, UK, PT)
- Website: [www.atlanticstrategy.eu](http://www.atlanticstrategy.eu)
The human resources of the Blue Economy

Blue growth (Action Plan) → Highly skilled and qualified workforce is needed!!

Communication on Innovation in the Blue Economy (2014)
The key questions

1. Where is the gap?
2. How to increase awareness of career opportunities in the blue economy?
Gap between education offer and labour market needs

1. **Significant differences** according to the economic sector and the geographical area
2. Difficulty for education to **adapt curricula** quickly
3. Relevance of **soft skills** + ICT skills + foreign languages
4. **Industry** to play a more prominent role (i.e. by offering more trainings during the studies)
5. **VET** to be considered not as a second choice
6. **Maritime clusters** as suitable bodies to facilitate the business-education cooperation process
How to increase attractiveness of careers in the blue economy?

The pupils of today are the workforce of tomorrow!

1. **Ocean literacy** activities should be better promoted across Europe
2. Schools leavers are often **not aware of careers** in the blue economy (they know only the traditional sectors)
3. Secondary schools should offer **better guidance** as regards future studies and jobs + activities to **promote blue careers**
Commission's policy reply

Call for proposals on "Blue Careers"
Work Programme 2016 (EMFF)

Strengthening cooperation between industry and educational providers, at local/regional/cross-regional level
- To design and implement concrete actions, to:
  1) Fill the skills gap
  2) Raise awareness of careers opportunities in the blue economy
Commission's action

Call for proposals on "Blue Careers"
*Work Programme 2016 (EMFF)*

- Strengthening cooperation between industry and education
- Partnerships at local/regional level
- Designing and implementing concrete actions
- SKILLS GAP
- BLUE CAREERS AWARENESS
Thank you!

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