



## POLICY BRIEF

POLICY BRIEF (max 4 pages)	
Project acronym and number:	CALLMEBLUE — 101124967
<b>Policy impact</b> (max 100 words) <i>How does your project contribute to the policy objectives indicated in the Call document (including more recent policy initiatives at EU or national level).</i>	
<p><i>CallmeBLUE (CMB) addresses the challenges faced within the Mediterranean Sea by promoting a sustainable blue economy and enhancing the cooperation among northern and southern clusters, consolidating maritime cluster ecosystems in Southern Mediterranean region, in alignment with the Goal 2 of WestMED Initiative and specifically with its priority 2.2 "Maritime Clusters Development".</i></p> <p><i>CMB aims to contribute to the Roadmap for the implementation of the Union for Mediterranean Ministerial Declaration on sustainable blue economy, promoting the empowerment of emerging maritime clusters ecosystem and the mechanisms of cooperation through the organization of local workshop, tailored learning labs and regional dialogue with key stakeholders.</i></p>	
<b>Impact for citizens and communities</b> <i>Describe the impacts for EU citizens and citizen communities.</i>	
<p>The CallmeBLUE (CMB) project can enhance the everyday life of EU citizens by contributing to the sustainable growth of the blue economy, which is a crucial sector for many EU coastal regions. By fostering the development and strengthening of maritime clusters, particularly in the Southern Mediterranean, the project will promote innovation, sustainable practices, and economic diversification.</p> <p>Local communities in the Southern Mediterranean will potentially benefit from the CMB project. In particular, the matchmaking local workshops and learning labs that will be organized in Tunisia, Algeria, and Mauritania will provide local stakeholders with valuable opportunities to connect with international partners, gaining insights into best practices, and strengthening existing maritime clusters while supporting the creation of new ones. The empowerment of local actors could potentially support the development of a more robust and sustainable local blue economy, directly benefiting the communities involved. The regional dialogue promoted at governance level within the Mediterranean Sea basin will promote the attractiveness of investments in the blue economy sector and raise awareness on the strategic role of maritime clusters for plans of investments in the sector.</p> <p>While the CMB is still in its early stages, it lays the groundwork for job opportunities by fostering the role of maritime clusters. These clusters are recognized as key drivers for innovation, economic diversification, and sustainable growth in the blue economy. As these maritime clusters grow, they are likely to create new employment opportunities and investments in the blue economy sector.</p> <p>CMB targets professionals within maritime clusters, focusing on enhancing leadership skills, business capacities, and access to financial resources. Additionally, it aims to foster cross-sectoral cooperation and internationalization, directly benefiting those involved in maritime cluster ecosystems. It also aims at increasing the capacity to mainstream involvement of women and young people in participating to the blue economy at Mediterranean and local level.</p>	
<b>Impact for companies and businesses (if applicable)</b> (max 100 words) <i>Describe the impacts for EU companies and businesses.</i>	
N/A	
<b>Barriers and future needs</b> (max 100 words)	
<p>No significant barriers have impacted the implementation of the project. The main challenge, successfully faced, was engaging local stakeholders and policy actors at country level to obtain feedback for the capacity gap mapping amongst embryonic and emerging maritime clusters.</p> <p>Based on the CMB project's initial experience, a set of recommendations can be made:</p>	



- **Enhancement** of tools of collaboration, knowledge sharing, and joint initiatives for sustainable blue economy projects among Southern and Northern Mediterranean countries.
- **Legislation and funding initiatives** that prioritize mechanisms of cooperation aimed at facilitating the engagement of local and regional stakeholders, especially in regions where capacity gaps exist.

**Market readiness and IPR (if applicable)** (max 100 words)

N/A

**Other**

*Are there any other elements about the project relevant for being mentioned?*

One relevant element about CMB is its strong focus on fostering sustainable blue economy actions through a dual regional cooperation framework. On one side, the promotion of cross-sectoral stakeholders' engagement and cooperation (South-South cooperation) will enhance the capacity of creating synergies which facilitate the creation of emerging maritime clusters involving the different actors of the blue economy and those crucial for sustainable blue economy boosting. On the other side, the promotion of knowledge and tailored peer support on maritime clusters functioning and management (North-South cooperation) is crucial for emerging maritime clusters. It is essential to enhance understanding and awareness of this powerful policy tool, not just among policymakers but also among blue economy stakeholders across the region. The project emphasizes a "learning by doing" approach, where future cluster managers — such as presidents, secretary generals, and other key leaders — gain invaluable insights by hearing directly from those involved in the daily management of more mature maritime clusters. This hands-on experience is vital for comprehending cluster strategies, organizational structure, and the development of services, ensuring that new clusters can operate effectively and sustainably. The project's structured approach and potential for transferability to other regions make it a valuable model for future initiatives aimed at sustainable maritime development and cooperation models.

**EU funding statement**



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