



Get started in Responsible Research and Innovation

POLLUTION CAUSED BY HUMAN LAND AND SEA PRESSURES

Sustainable maritime and coastal tourism



MARINA Project

4th April 2017 – International Mobilisation and Mutual Learning Workshop Phase 1

Organised by ISPRA, hosted by CNCC | Venice (Italy)

marina@isprambiente.it



POLLUTION AND SEA PRESSURES

The extraordinary beauty and cultural wealth of European Union's coastal areas have made them the preferred destination for many holidaymakers from Europe and abroad. Employing over 3.2 million people, this sector generates a total of €183 billion in gross value added. The current tourism offer, however, is not considered sufficiently sustainable or 'future proof', consisting mainly of 'mass-tourism' business model.

The purpose of the 1-day workshop organized by ISPRA was to discuss how to make maritime and coastal tourism sustainable. 22 participants from different stakeholder groups attended the workshop:

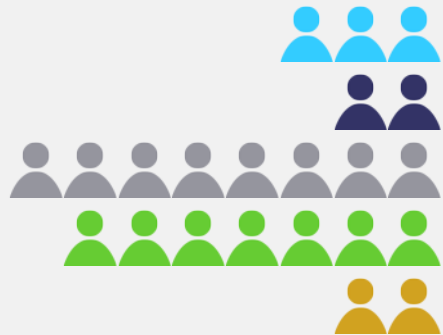
Citizens

Business representatives

Policymakers

Researchers

Others



RESPONSIBLE RESEARCH AND INNOVATION

Responsible Research and Innovation (RRI) engages and brings together all stakeholders, creates dialogue and facilitates knowledge-sharing. It ensures the sustainable use of natural resources and makes sure that the needs of citizens and society are integrated into research and innovation. Participants put forth proposals of collective solutions based on the six RRI dimensions:



WORKSHOP OUTCOMES

Participants agreed on the following path: a solid knowledge base to feed a large information campaign focusing on the environmental, social and economic impacts of tourism. This process will include all groups which share interest in the marine and coastal environment, ending with the establishment of a new generation of citizens who are aware of the problems afflicting their coastal area. Future educated and empowered citizens will be more likely to take part in the policy process and the creation and implementation of touristic strategies that will balance economic, environmental and social aspects.

Local strategies must be supported by structural changes in individual behaviour and in the adoption of innovative, technological solutions such as shifting from oil to cleaner fuels (e.g. Liquefied Petroleum Gas - LPG) for boats and cruise ships.

1



MEASURE

Measure and monitor
tourism impact

Establish baseline parameters
and conditions for sustainable
tourism

3



ENGAGE

Support a network of
“leaders to be” at local level
and at the youngest age

Activate stakeholder participation
in touristic planning

Engage with citizens beyond the
collection of data

2



EDUCATE

Translate facts and figures into
something simple and impactful

Develop a communication strategy
to foster a change in behaviour

Educate people to understand the
value of the marine resources

Develop a Europe-wide educational
programme in main marine issues

4



CHANGE

Build capacity in
developing and implementing
touristic plans

Support the use of clean fuels such
as LPG

Start considering climate resilience
when planning or re-organizing
touristic structures

The MARINA Project is funded by the EU Programme Horizon 2020. 14 partners across Europe are joining forces for a period of 36 months to bring together stakeholders around marine issues and societal challenges and propose RRI driven roadmaps of actions to respond to them.

45 workshops on marine issues in the European Union



- Marine biotechnologies
- Climate change
- Deep-sea mining
- Tourism and coastal cities
- Renewable energy
- Fishing and aquaculture
- Sea transportation
- Pollution caused by human, land and sea pressures

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Coordinator :
Fernando Ferri : fernando.ferri@irpps.cnr.it; marina.pro@irpps.cnr.it

