

# IMPLEMENTING THE ATLANTIC ACTION PLAN – OPPORTUNITIES FOR SMEs

## The Atlantic Action Plan and the Role of the Support Team

*1<sup>st</sup> National Event  
Cork, Ireland July 10<sup>th</sup> 2015*

# Structure

- The Atlantic Action Plan
- The Role of the Support Team
- Mobilizing Stakeholders
- Communication/Facilitation of Projects
- Focal Point Service in Ireland

# The Atlantic Action Plan

- Adopted by the European Commission in May 2013 with the objective to **revitalize marine and maritime economy** in coastal areas of Ireland, Spain, France, Portugal and the United Kingdom
- Focuses on four areas:
  - Promote entrepreneurship and innovations
  - Protect, secure and develop the potential of Atlantic marine and coastal environment
  - Improve accessibility and connectivity
  - Create a socially inclusive and sustainable model of regional development

# The Role of the Support Team

- Set-up in August 2014, operational in **Ireland, Spain, France, Portugal and the United Kingdom**, coordinated by a central team in **Brussels**
- **Tasked to promote the implementation of AAP** by providing:
  - **Advice on EU financial instruments** for projects implementing the AAP
  - **Updated information on AAP**, its research and investment priorities
  - **A “match-making” platform** to find potential project partners
  - **Tailor-made answers to queries and face to face support service** in each member state of the Atlantic

# The Role of the Support Team (cont.)

- **The Support Team** concentrates its efforts to achieve the following objectives:
  - **Provide guidance and real time support to mobilize stakeholders** through various means (country-based focal points, the Assistance Mechanism website and its dynamic tools, as well as the Assistance Mechanism Helpdesk)
  - **Focus communication to stakeholders on existing funding opportunities** and relevant partners and facilitation of projects/investments in the field of the AAP

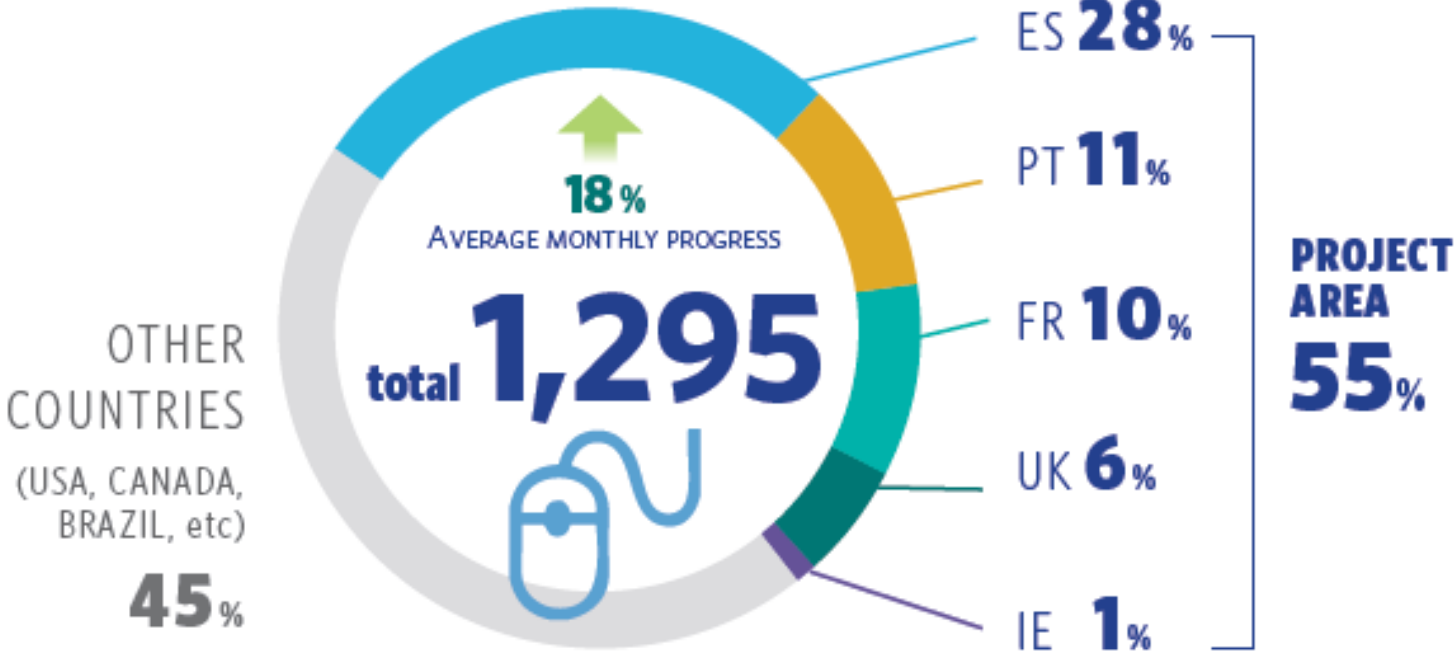
# Mobilizing Stakeholders: Website



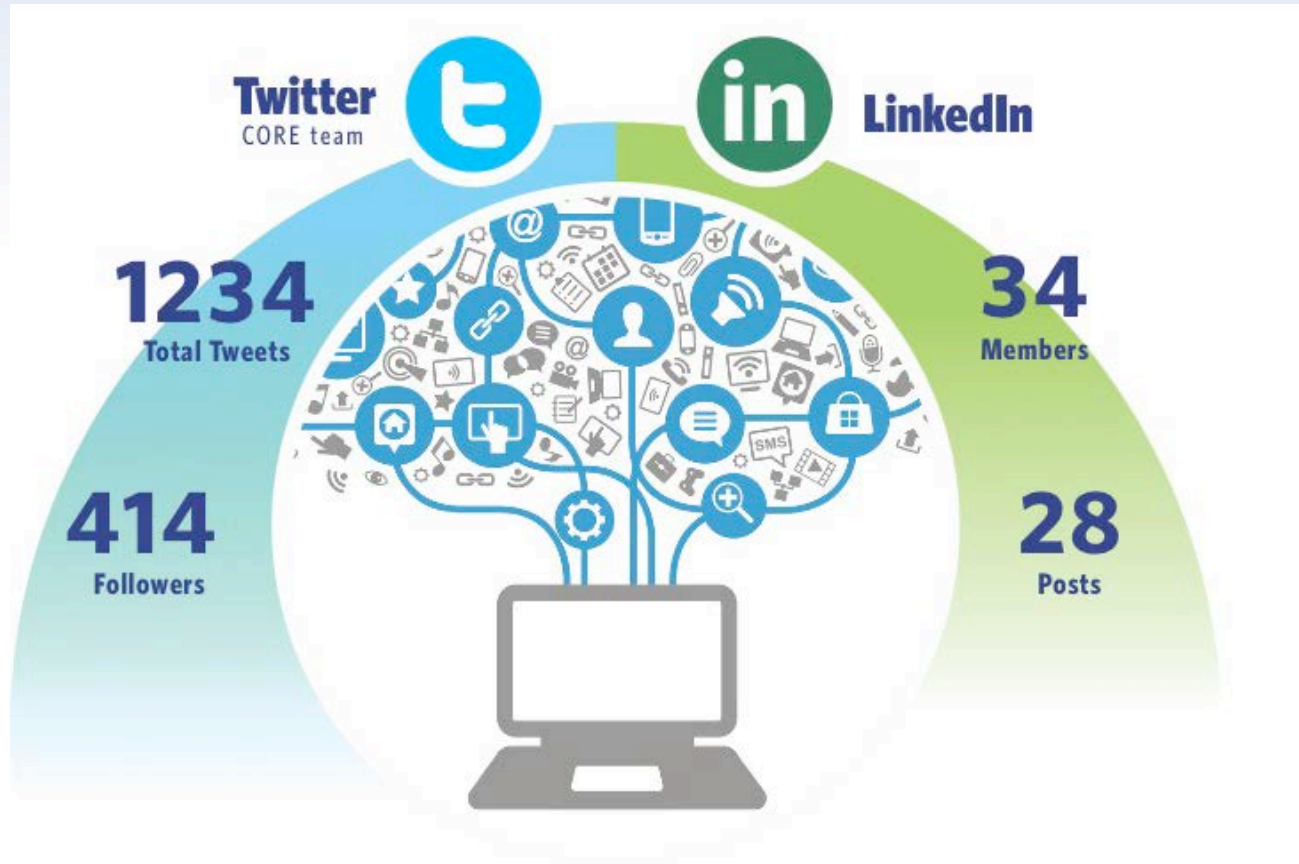
- **Website** online since Dec.2014 ([www.atlanticstrategy.eu](http://www.atlanticstrategy.eu))
- Interactive **Stakeholder database**
- **Project Development gateway**
- **Social media** dissemination strategy (Twitter and LinkedIn accounts)

# Mobilizing Stakeholders: Website

## How many visitors this month?



# Mobilizing Stakeholders: Social Media Presence



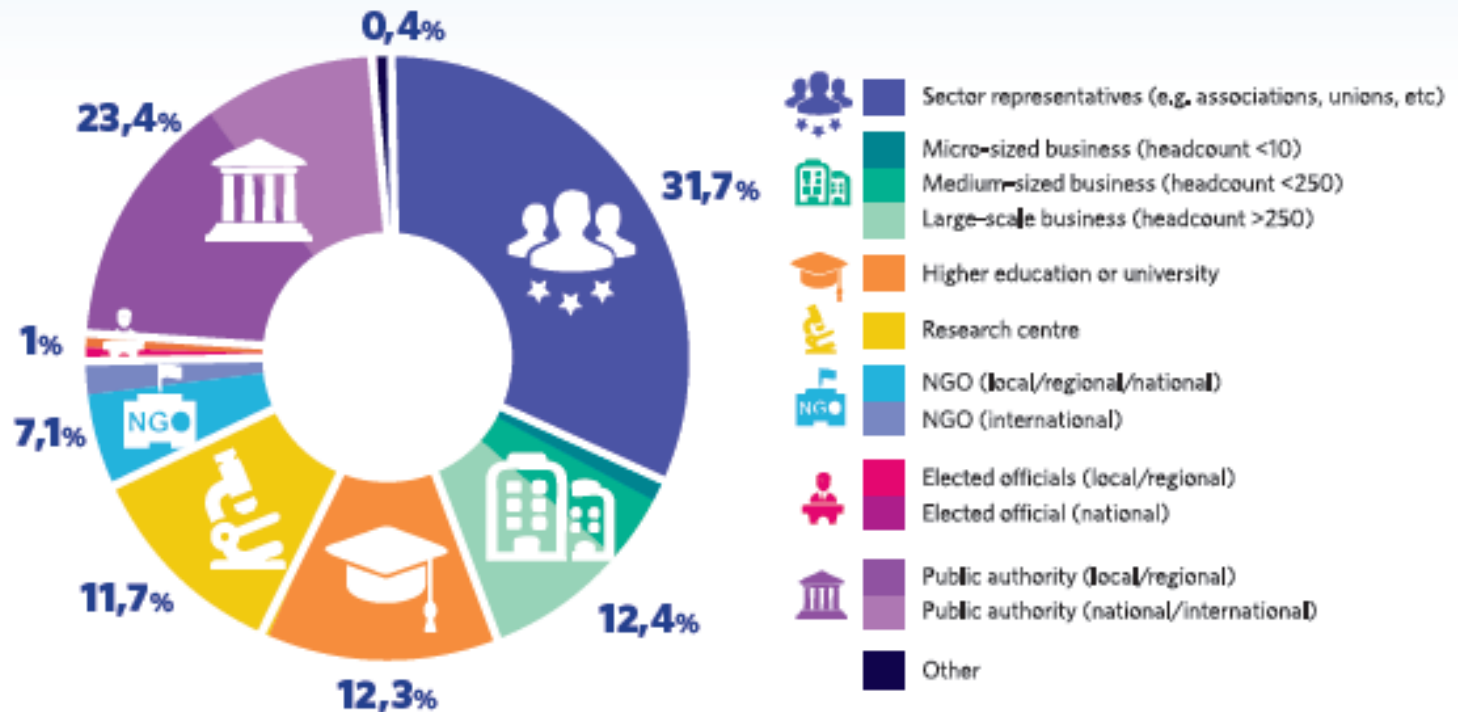


# Mobilizing Stakeholders: Focal Point Service

- **More than 1100 Atlantic stakeholders contacted**
- **68 meetings organised by third parties attended by the Focal Points**
- **Links established with programs** receiving national and European funding
- **1<sup>st</sup> round of events in each country** raising awareness of the target audience about the AAP (on-going)
- **26 project ideas** have been assessed and forwarded to DG MARE
- **42 funding opportunity alerts**

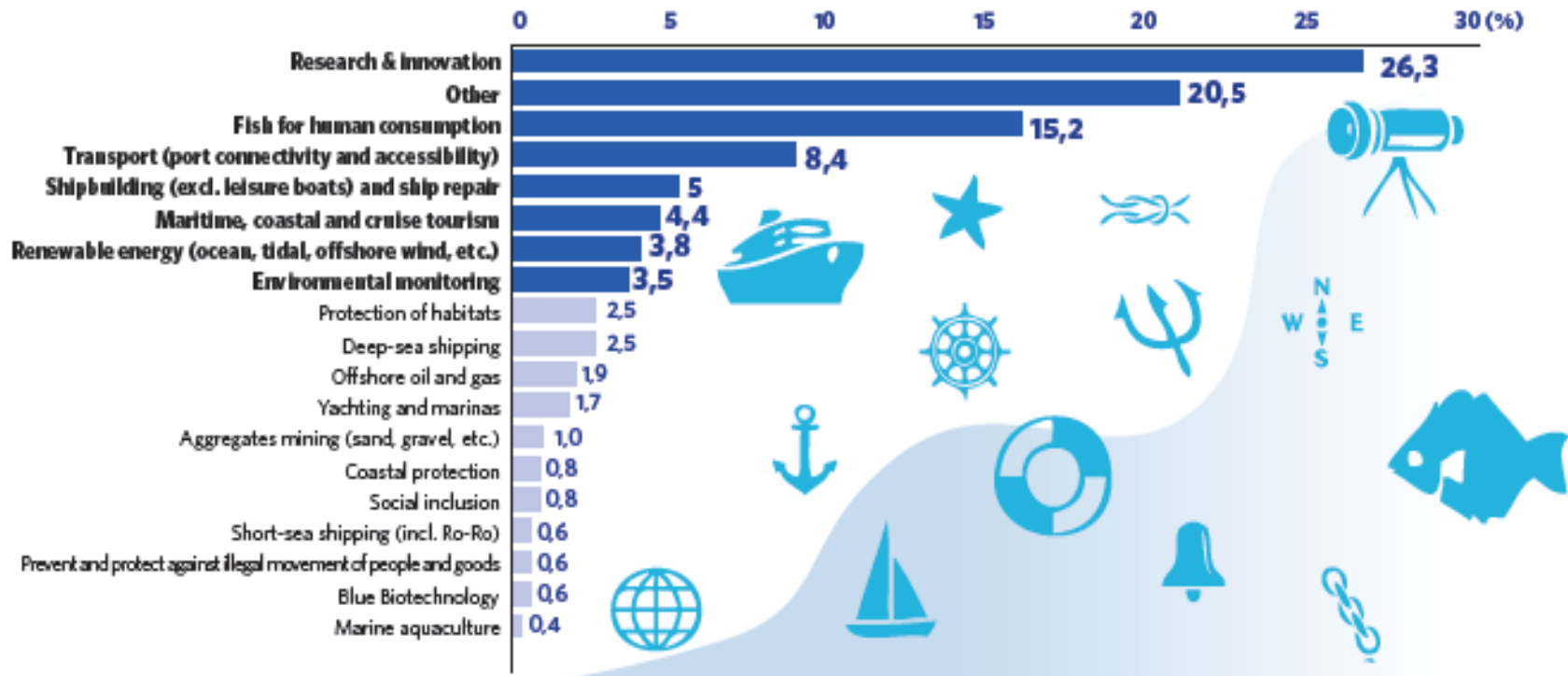
# Mobilizing Stakeholders: Online Stakeholder Database (cont.)

## What is their typology?



# Mobilizing Stakeholders: Online Stakeholder Database (cont.)

In which main sector do they operate?



# Mobilizing Stakeholders: Going Forward

- **Pro-active project development** focusing on:
  - Media Communication and information on **match-making** and **target SMEs on a regional level**
  - **Tailored follow up** on partnerships identified, intensify **new partnership building**
  - Structure, strengthen and broaden **communication** with European, national and regional **Managing Authorities**
  - Enhance cooperation with DG MARE and ASG Delegates for **identifying and “pushing” relevant ideas**
  - Second round of **national events** targeting **project development**
  - **Next Atlantic Platform event** to be partially **dedicated on project development and partnership building**

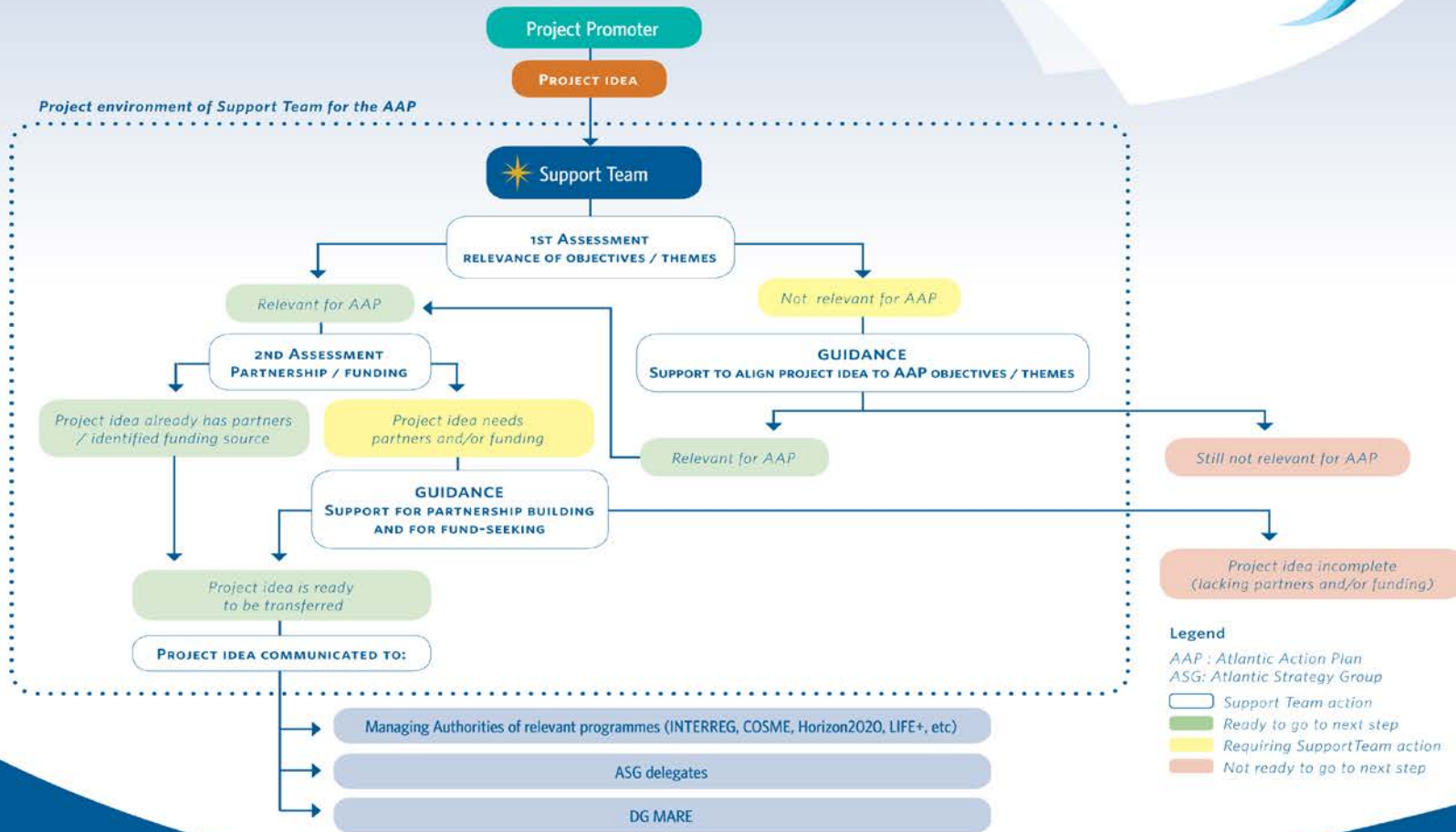
# Mobilizing Stakeholders: Going Forward (Atlantic Stakeholder Conference)

- **October 29<sup>th</sup> 2015**, in Brest, France
- **Networking activities** are being scheduled (exhibition stands, match-making area and Support Team Help Desk)
- **4 Parallel sessions** to be held
- **July 15<sup>th</sup> 2015**, **workshop proposal submission deadline**



# Facilitation of Projects/Investments

## PHASE 2 GUIDANCE TO PROJECT DEVELOPMENT



# Focal Point Service In Ireland

- Focal Point Ireland has attended 28 events to date, meeting 100 stakeholders, 9 'one on one' meetings and numerous email enquires.
- We are promoting and communicating project ideas and Irish partners with our EU Focal Point counterparts.
- We have put together a summary sheet of EU and National funding programmes that are available for implementing the AAP.
- Contact [focalpointireland@atlanticstrategy.eu](mailto:focalpointireland@atlanticstrategy.eu) to organise face to face meetings and discuss opportunities for your business.

**Your Partners in Sustainable Blue Growth!**



# Focal Point Service in Ireland - Cork Event Expected Outcomes

1. Provide practical information to SMEs
2. Encourage partner 'matchmaking'
3. Support and collect project ideas

Project Idea Profile

Name of Organisation	
Contact person	
Country	
Email	
Sector of Activity	
Name of Project	
Description	
Funding Options	
Objective	
Beneficiaries	
Main Activities	
Main Deliverables	
Partners needed	
Timetable	
Budget	
Geographical target area	
Countries	
Agreement to put on website	Yes/No

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The main recipients of EU grant-aid in from 2007-2013 were the Higher Education Sector (43%), followed closely by the SME sector (29%) (New Connections II, 2014).

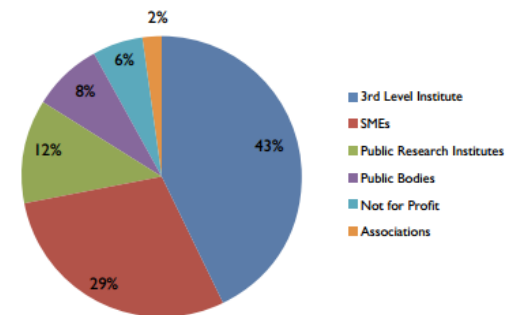


Figure 3.1 INTERREG-IV Programmes, including the number of marine-related projects (in brackets), in which Ireland participated during the period 2007-2013.