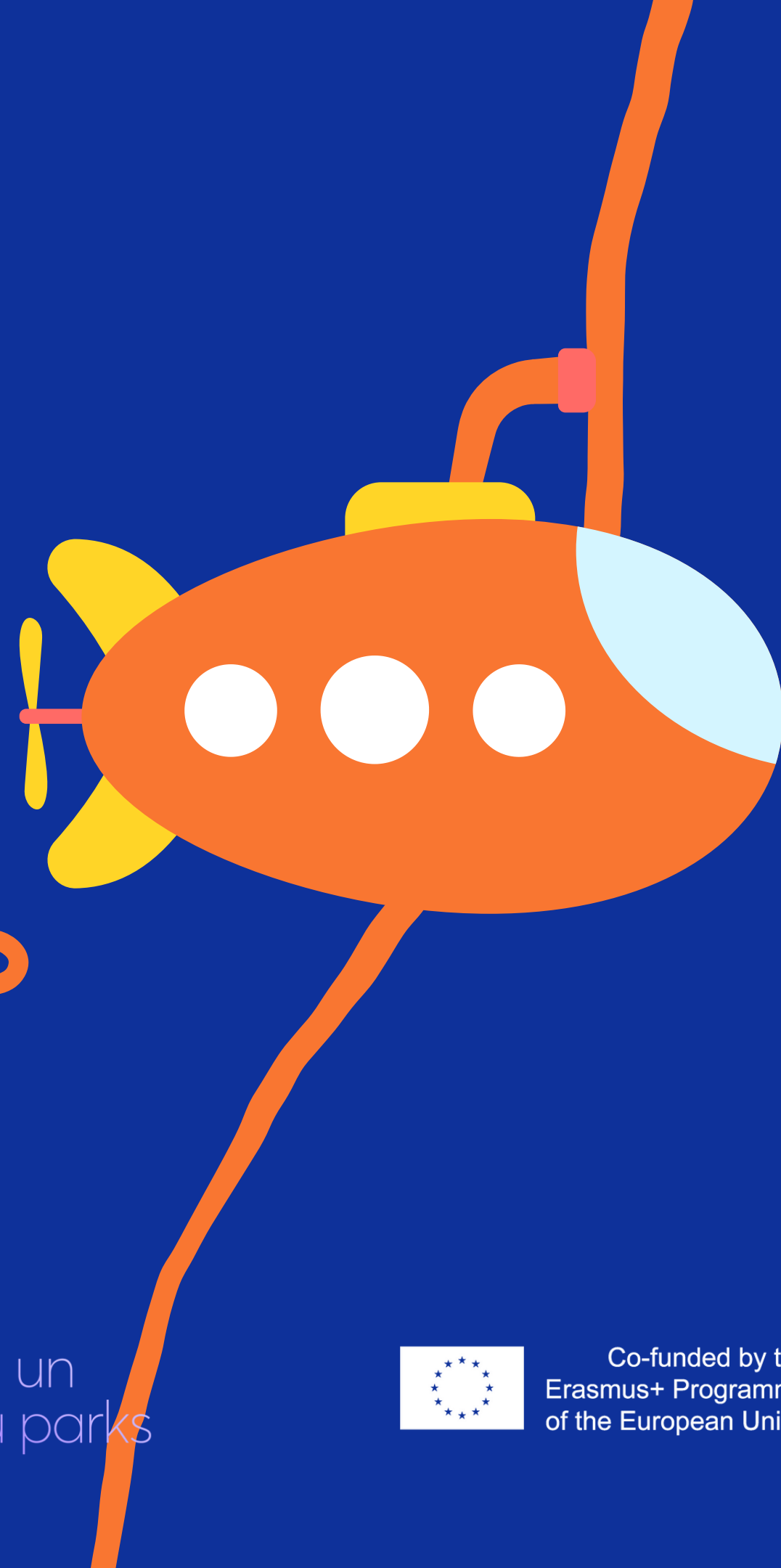




# BLUE LIBRARIES

## HANDOUT: DOES H2O MATTER AND SOMETHING ABOUT **SOCIAL** **ENTREPRENEURSHIP**



By:



KLAIPEDA CITY MUNICIPALITY  
IMMANUEL KANT  
PUBLIC LIBRARY

Partners:



Co-funded by the  
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# WHAT IS THE HANDOUT FOR?

**DURING THE PROJECT "BLUE LIBRARIES" WE HAVE DEVELOPED GUIDELINES OF BUSINESS DEVELOPMENT FOR SOCIALLY RESPONSIBLE, SUSTAINABLE BUSINESS IN BLUE ECONOMY.**

The potential of the blue economy is significant and growing. The blue economy refers to the sustainable use of ocean and coastal resources for economic growth, improved livelihoods, and job creation. It encompasses a wide range of sectors, including marine tourism, fisheries, aquaculture, biotechnology, shipping, and renewable energy.

Estimates vary, but according to the United Nations Development Programme (UNDP), the global blue economy has the potential to generate trillions of dollars in annual economic value and create millions of jobs in coastal and island communities.

## WHAT THE HANDOUT IS FOR? II

The demand for ocean-based **products and services** is expected to increase as the world population grows and becomes more urbanized, and as concerns about climate change and food security intensify. This presents significant opportunities for investment and innovation in the blue economy, as well as for promoting sustainable development and reducing poverty in coastal communities.

However, the growth of the blue economy must be **managed in a sustainable and responsible manner**, to ensure the health of ocean ecosystems and the well-being of coastal communities. This requires the development of effective policies, institutions, and governance systems to support sustainable ocean management and the protection of ocean and coastal resources.

**Dear Future Entrepreneur,** the sustainable blue economy refers to the sustainable use and conservation of ocean resources for economic growth, improved livelihoods, and jobs, while preserving the health of the ocean ecosystem. As a young entrepreneur, starting a sustainable blue economy business can be a challenging but rewarding endeavor. This guide will provide you with a **step-by-step approach** to starting a sustainable blue economy business.

**WITH LOVE, THE OCEAN**





# DEFINITION

The blue economy refers to the sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystems. Here's a list of key sectors within the blue economy, along with some examples:



WHY BLUE  
ECONOMY IS  
IMPORTANT?



# WHY THE BLUE ECONOMY MATTERS?

The blue economy encompasses all economic activities related to oceans, seas, and coasts. It includes fisheries, aquaculture, maritime transport, tourism, and energy sectors, among others. This economy is pivotal for it harnesses the ocean's vast resources for sustainable economic development, improves livelihoods, and creates jobs while ensuring the health and sustainability of our oceans and seas.

## The Importance of Oceans and Seas:

Oceans and seas are the lifeblood of our planet. They produce over half of the world's oxygen, absorb a significant portion of carbon dioxide emissions, and are a primary source of food and economic resources. The global ocean economy is valued at around \$1.5 trillion per year, highlighting the immense economic potential of sustainable ocean-based industries.

## Baltic Sea Pollution: A Call to Action:

The Baltic Sea, one of the world's largest brackish water bodies, is facing significant environmental challenges. Key pollution facts include:



## WHY THE BLUE ECONOMY MATTERS?

**Eutrophication:** Excessive nutrient loads from agriculture runoff, wastewater, and industrial processes lead to harmful algal blooms, dead zones, and loss of biodiversity.

**Chemical Pollution:** The Baltic Sea is contaminated with hazardous substances, including heavy metals and persistent organic pollutants, affecting marine life and human health.

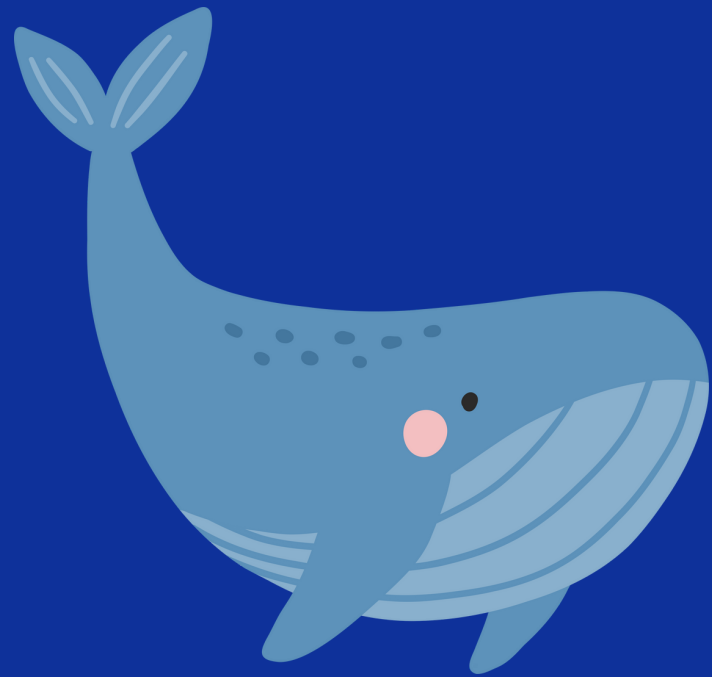
**Marine Litter:** Plastics and other waste materials pollute the Baltic Sea, harming marine species through ingestion and entanglement, and disrupting ecosystems.

# THE ROLE OF YOUNG ENTREPRENEURS

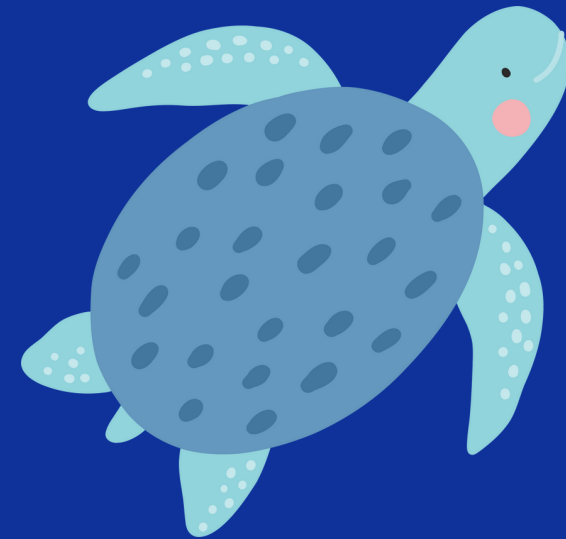
Young entrepreneurs play a crucial role in transforming the blue economy. By leveraging innovation, technology, and sustainable business practices, you can develop solutions that are improving the environment.



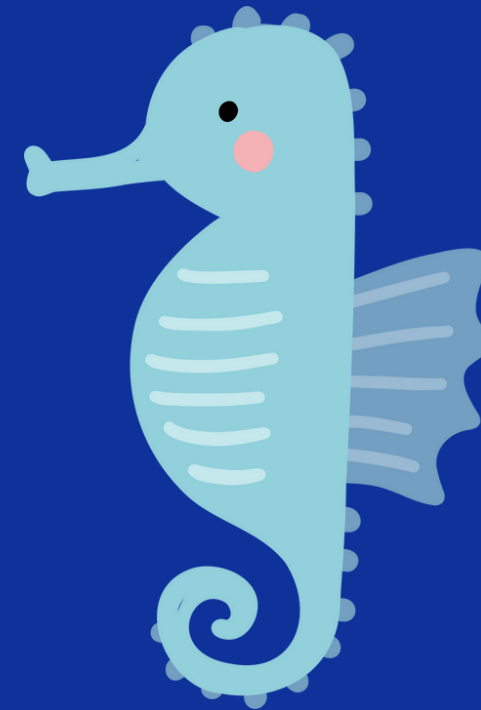
# THE ROLE OF YOUNG ENTREPRENEURS



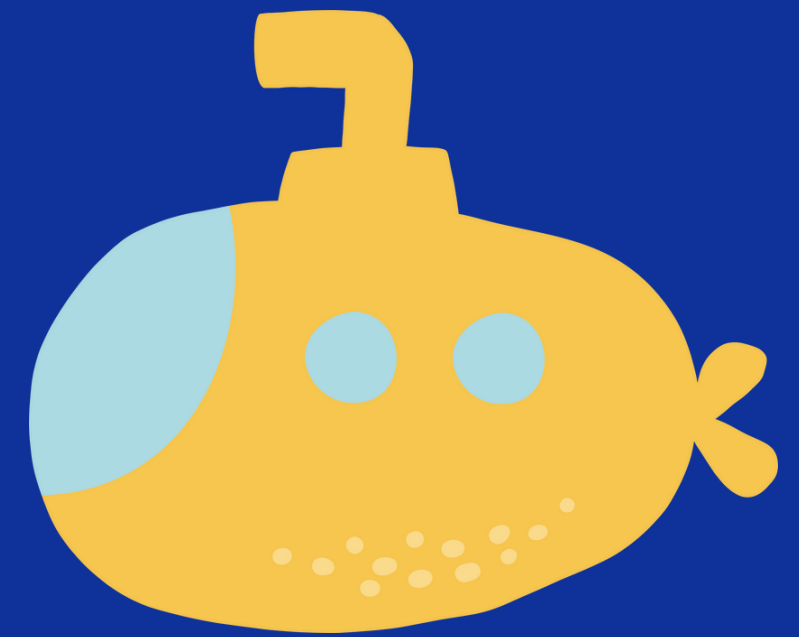
Reduce Pollution: Innovate in waste management, recycling, and pollution prevention to reduce the impact on marine environments.



Promote Sustainable Fisheries and Aquaculture: Develop sustainable fishing practices and aquaculture technologies to ensure food security without depleting marine resources.



Enhance Marine Conservation: Create businesses that contribute to marine conservation efforts, protecting ecosystems and biodiversity.



Drive Sustainable Maritime Transport and Tourism: Implement eco-friendly practices in maritime transport and develop sustainable tourism that respects marine life and ecosystems.

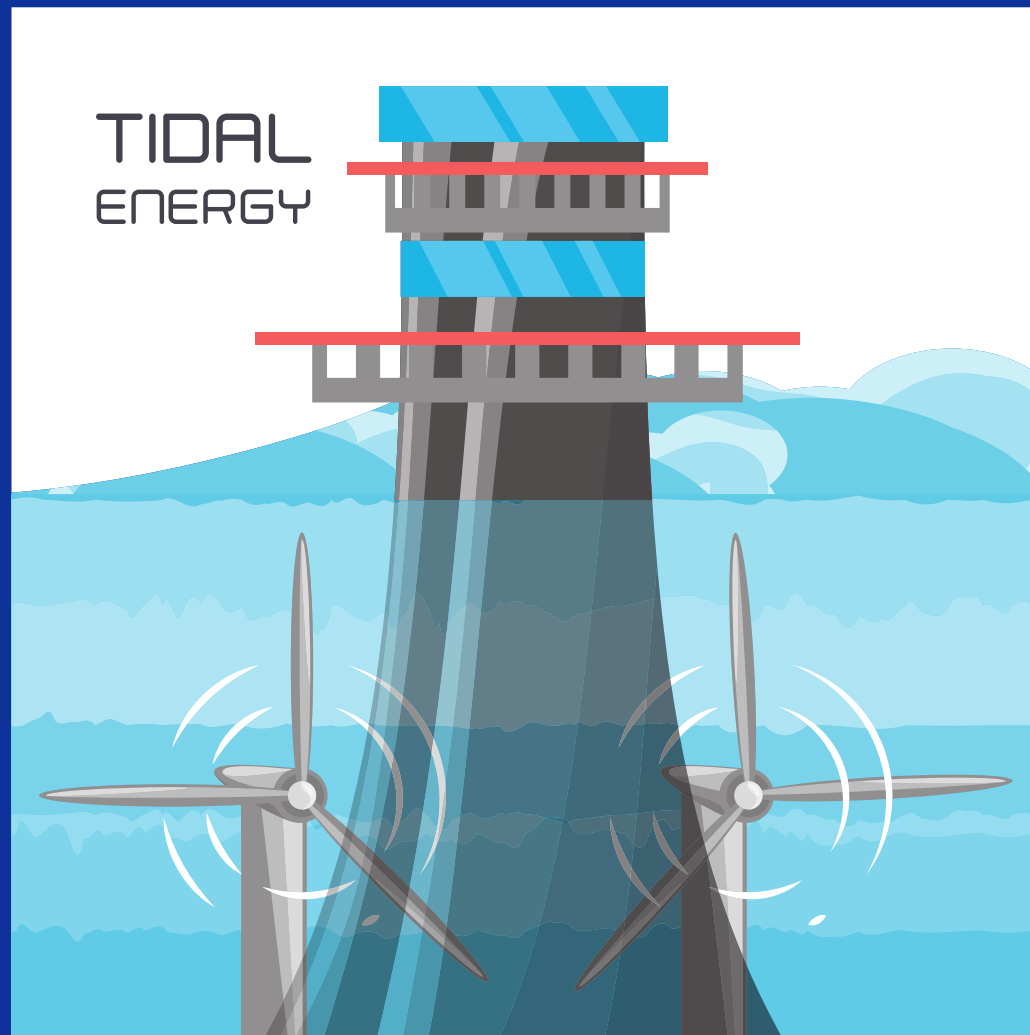


# BLUE ECONOMY SECTORS

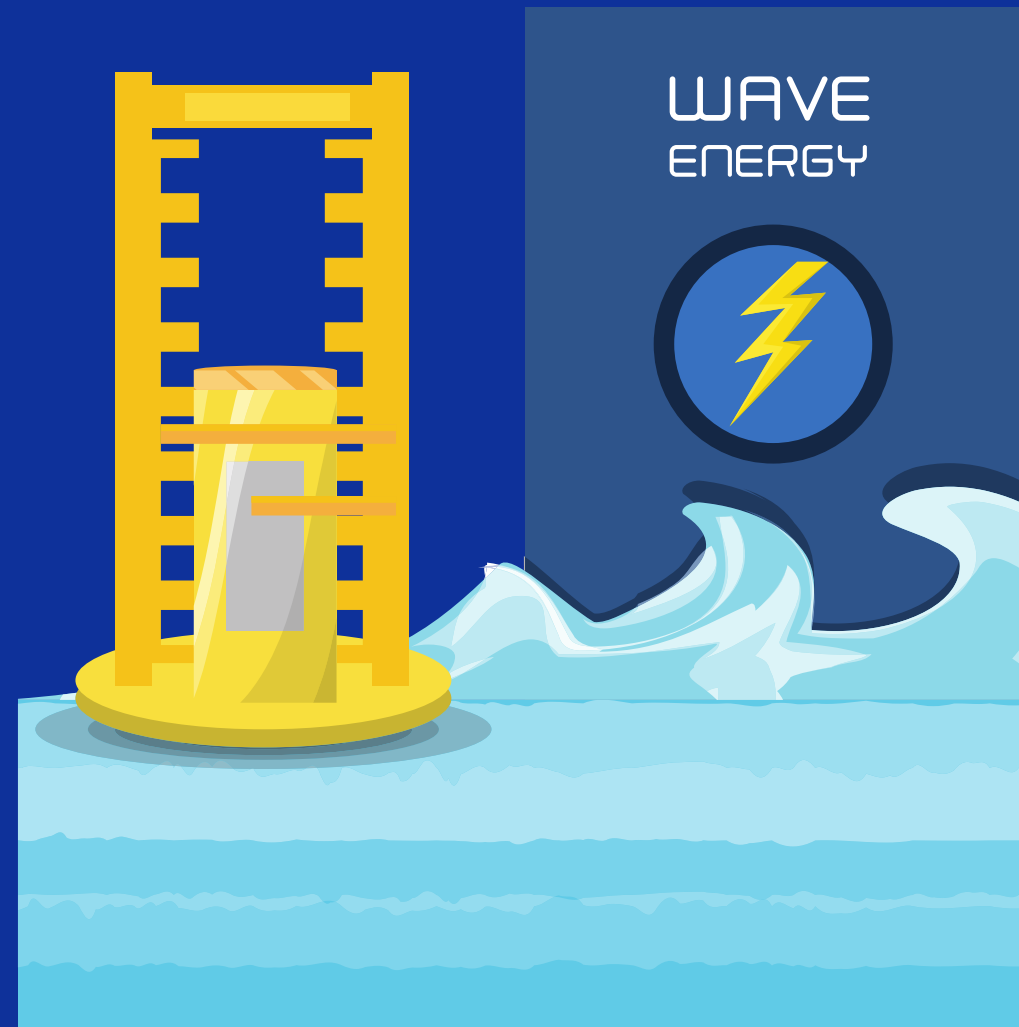


# MARINE RENEWABLE ENERGY

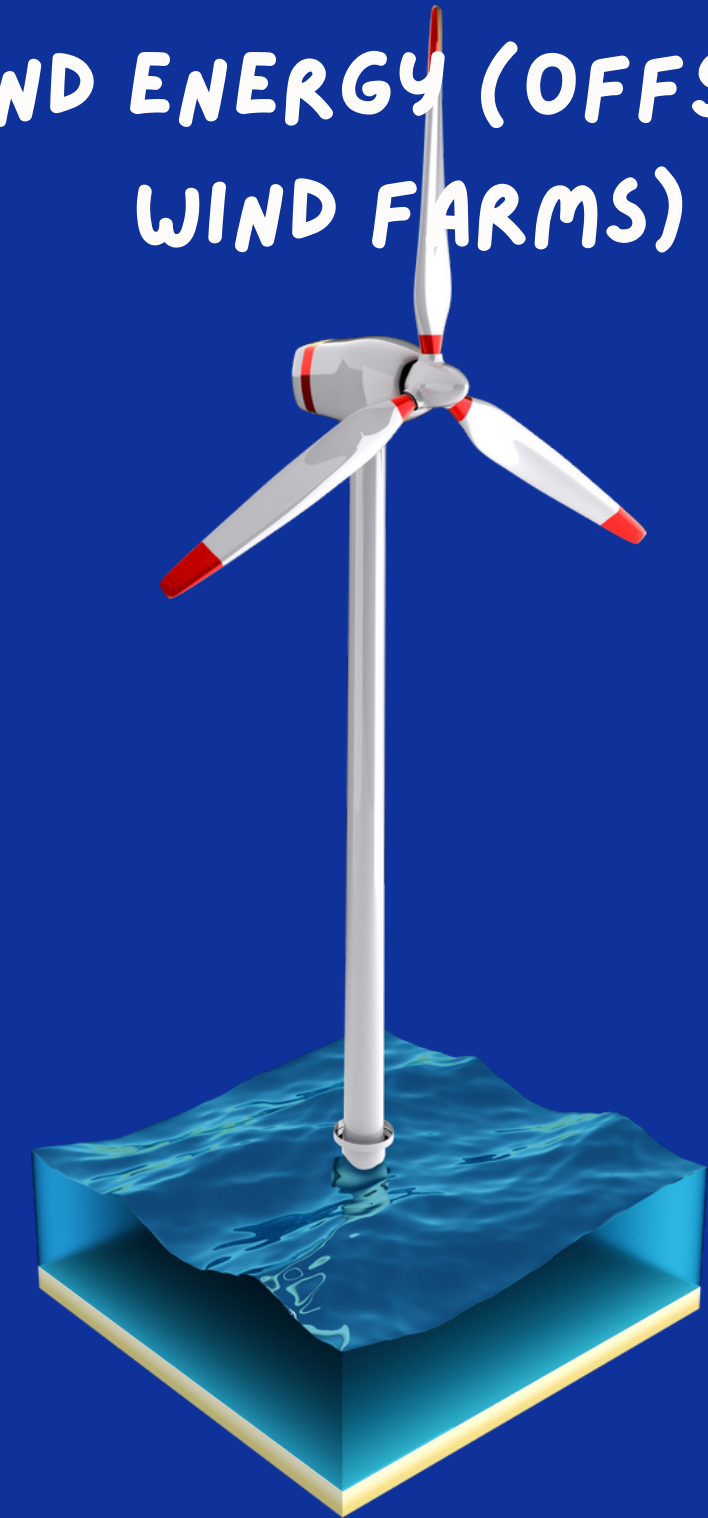
## TIDAL ENERGY (TIDAL STREAM GENERATORS)



## WAVE ENERGY (WAVE POWER STATIONS)



## WIND ENERGY (OFFSHORE WIND FARMS)





# FISHERIES AND AQUACULTURE:

SUSTAINABLE FISHING (POLE-AND-LINE FISHING, TROLLING)



AQUACULTURE (FISH FARMING, SHELLFISH FARMING)





# MARITIME TRANSPORT AND SHIPPING:

## CONTAINER SHIPPING (INTERNATIONAL TRADE)



## CRUISE TOURISM (CRUISE SHIPS, LEISURE BOATS)





# COASTAL TOURISM:

## BEACH RESORTS



## WATER SPORTS (SURFING, SCUBA DIVING)



## MARINE BIOTECHNOLOGY:

PHARMACEUTICAL PRODUCTS (MEDICINES  
DERIVED FROM MARINE ORGANISMS)



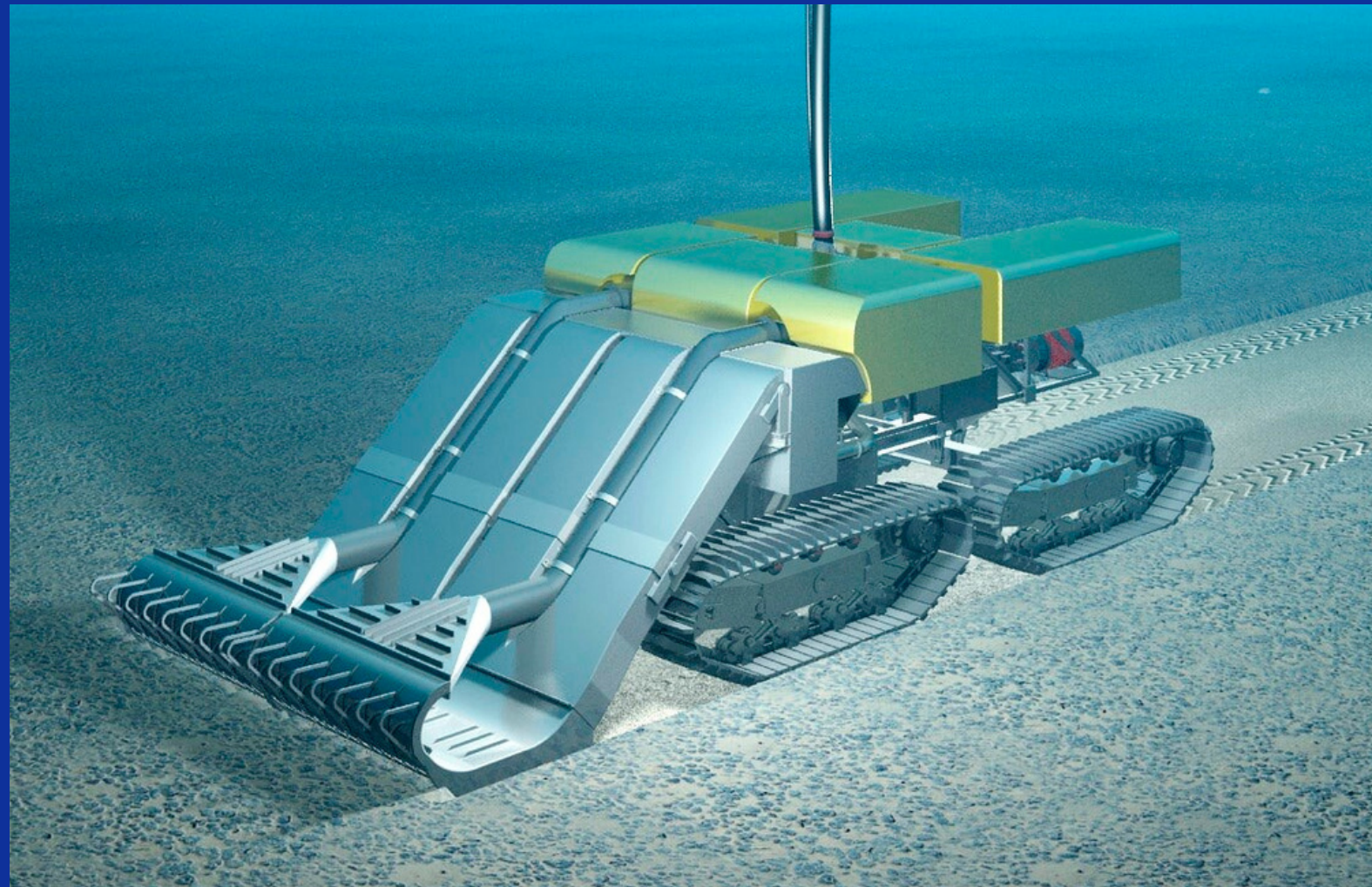
COSMETICS (PRODUCTS USING MARINE  
INGREDIENTS LIKE ALGAE)





# OCEAN MINING AND ENERGY RESOURCES:

DEEP-SEA MINING (MINERALS AND RARE  
EARTH ELEMENTS)



OIL AND GAS EXPLORATION AND  
PRODUCTION



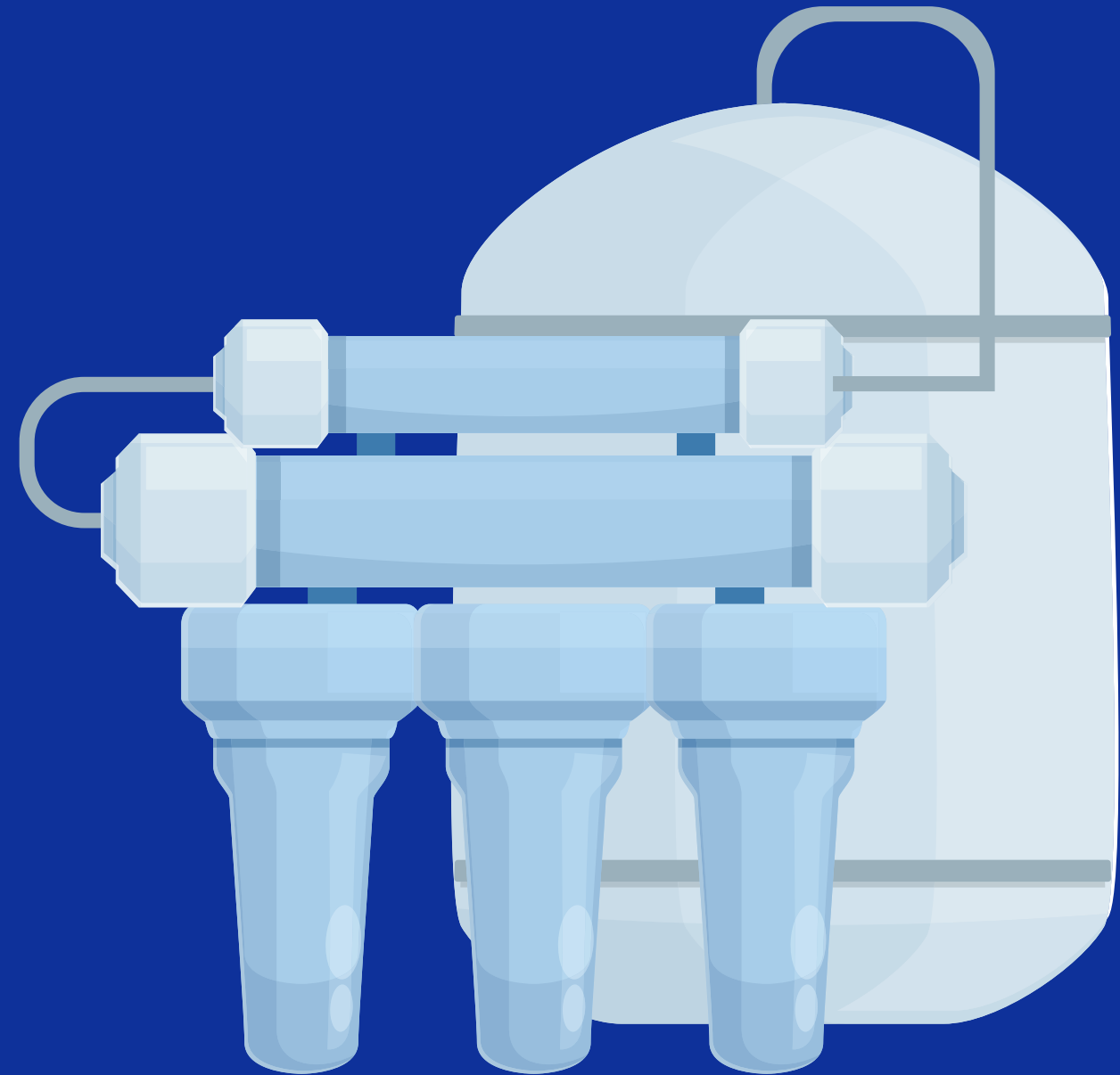


# DESALINATION AND FRESHWATER PRODUCTION:

DESALINATION PLANTS (CONVERTING  
SEAWATER TO FRESHWATER)



BRACKISH WATER PURIFICATION



# PORT ACTIVITIES AND SERVICES:

## SHIPBUILDING AND REPAIR



## PORT LOGISTICS AND WAREHOUSING

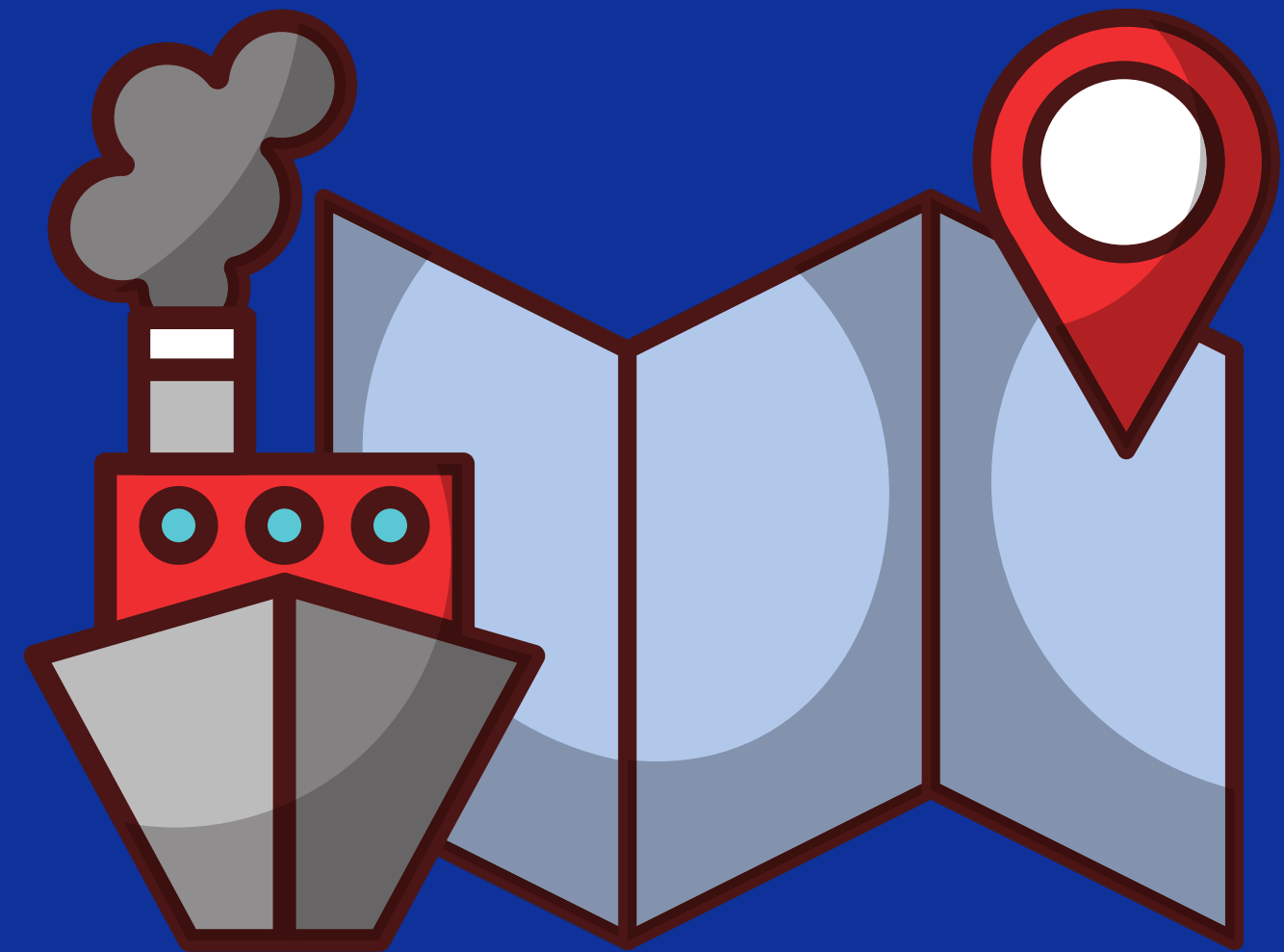


# MARITIME SAFETY AND SURVEILLANCE:

## COAST GUARD SERVICES



## MARITIME NAVIGATION AND TRAFFIC MANAGEMENT

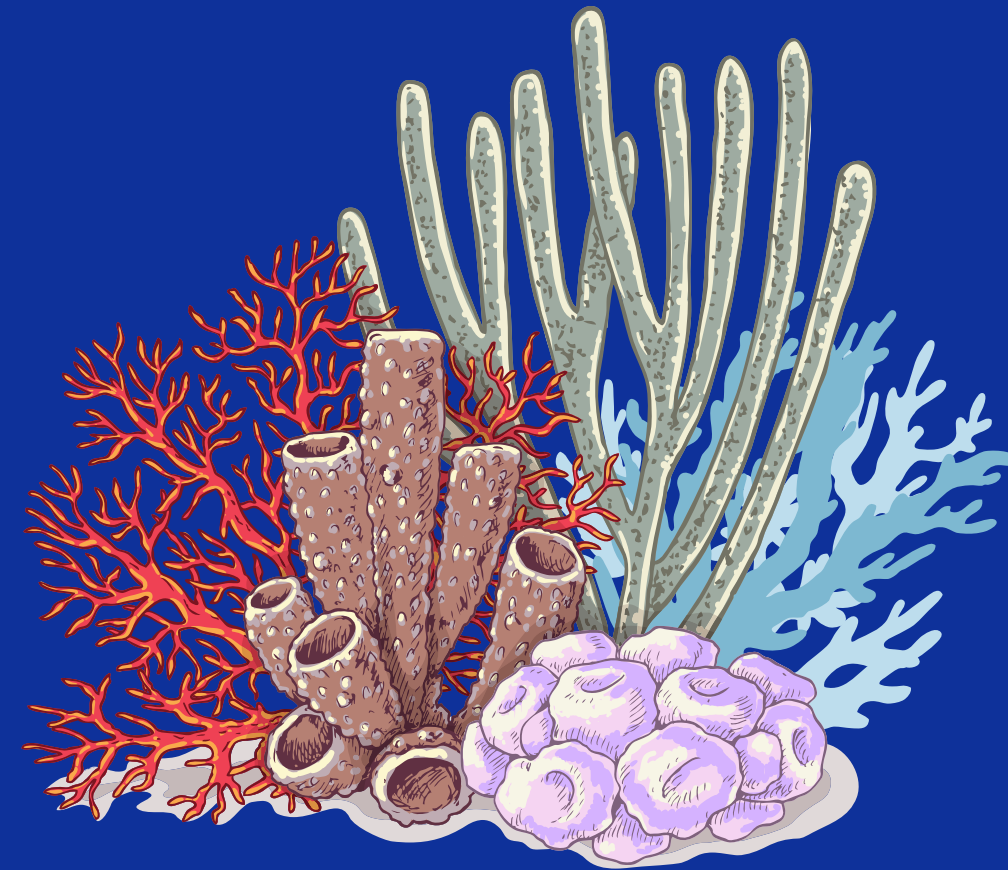


# MARINE ENVIRONMENTAL SERVICES AND PROTECTION:

MARINE CONSERVATION PROJECTS



COASTAL RESTORATION (MANGROVE  
RESTORATION, CORAL REEF PROTECTION)





# THE GLOBAL GOALS



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Each of these sectors contributes to the **sustainable exploitation** of marine resources, balancing economic growth with ecological preservation. As the blue economy continues to evolve, new sectors and innovative practices are likely to emerge, further expanding the opportunities and challenges in this area.



# PERSPECTIVES



TURNOVER



GROSS PROFIT



EMPLOYMENT

2019

€667.2 BILLION

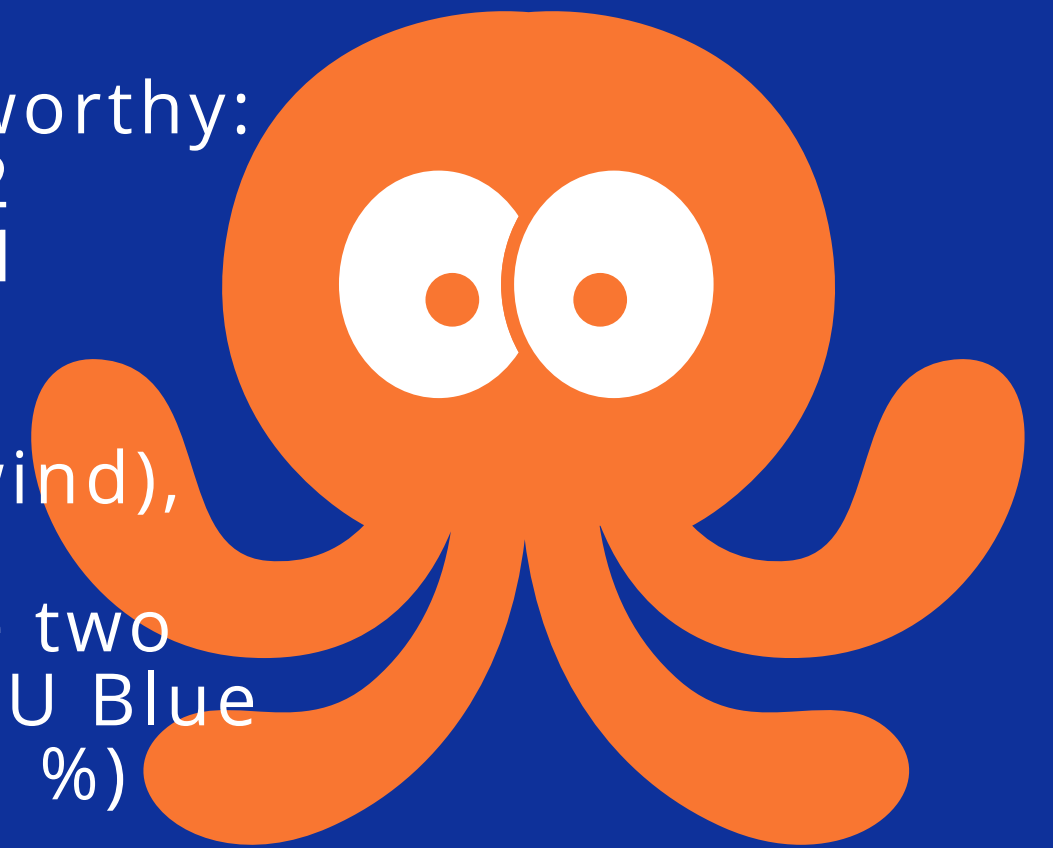
€72.9 BILLION

€24739

According to the "The European Union Blue Economy Report 2022":

"For the established sectors, two sectors are particularly noteworthy: (1) **the living resources sector**, with gross profits valued at €7.2 billion in 2019, saw a 41 % rise on 2009 (€5.1 billion) (by €121.1 billion, 29 % more than in 2009).

And (2) **the marine renewable energy sector** (mainly offshore wind), which has also experienced growing trends, with employment increasing by 17 % in 2019 (compared to 2018). Since 2009, the two sectors that have seen the largest growing trends in terms of EU Blue Economy's Gross Value Added (GVA) were Living resources (+31 %) and **Shipbuilding and repair** (+39 %)."






# RESEARCH





IN ORDER TO  
DEVELOP AN  
ORGANISATION, and  
SOLVING CLIMATE  
CHANGE ISSUES, WE  
NEED TO BE AWARE  
OF CLIMATE THE  
ISSUES AROUND US.

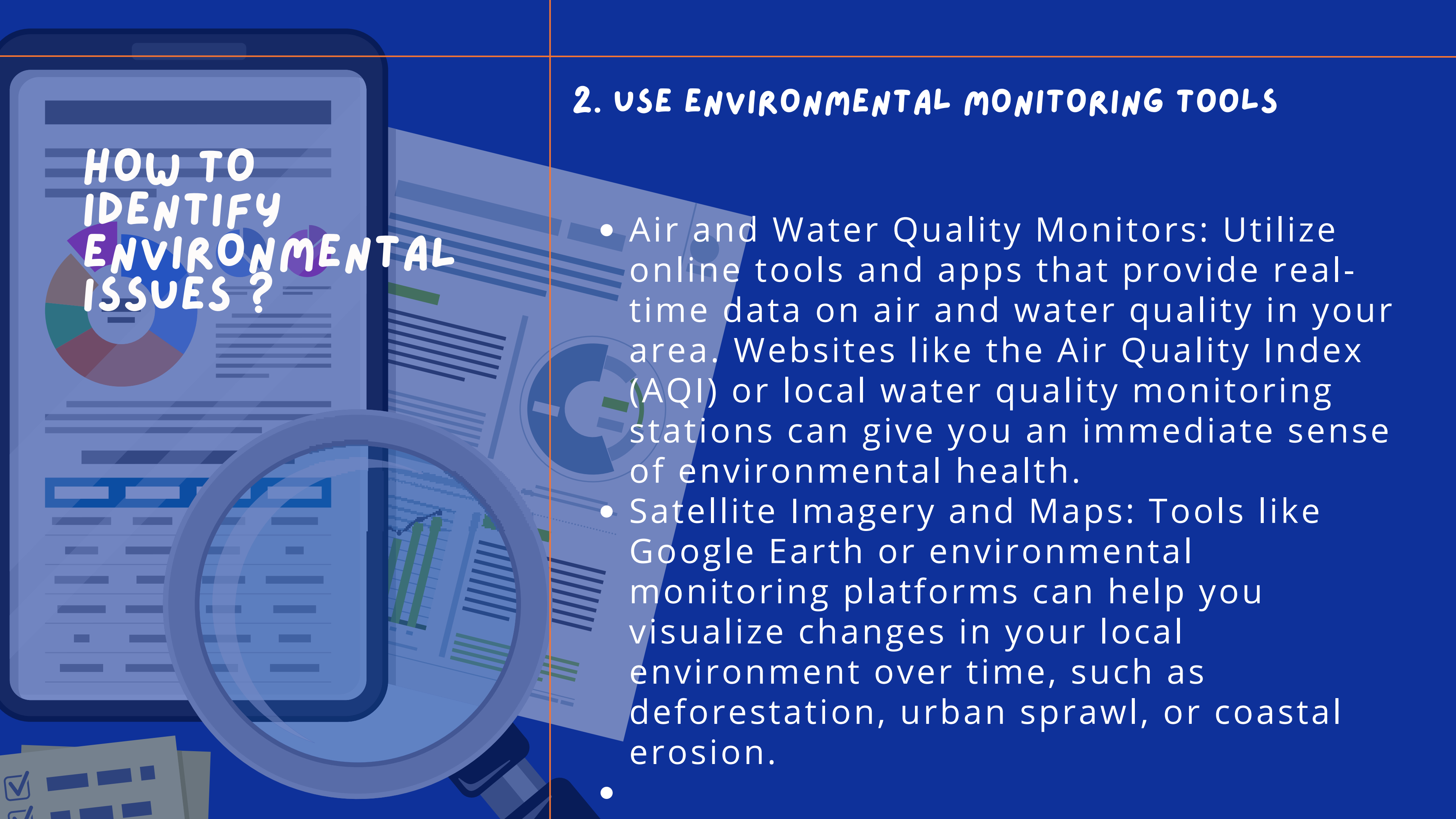




# HOW TO IDENTIFY ENVIRONMENTAL ISSUES?

## 1. CONDUCT RESEARCH

- Local Environmental Reports: Look for environmental studies or reports published by local government agencies or environmental organizations. These documents often contain valuable data on air and water quality, waste management, and other environmental concerns.
- News Outlets: Local newspapers and news websites frequently cover stories on environmental issues affecting the community. This can include reports on pollution, habitat destruction, and local conservation efforts.
- Academic Institutions: Universities and colleges often conduct environmental research. Reach out to environmental science departments for insights into local environmental issues.



## HOW TO IDENTIFY ENVIRONMENTAL ISSUES?

### 2. USE ENVIRONMENTAL MONITORING TOOLS

- Air and Water Quality Monitors: Utilize online tools and apps that provide real-time data on air and water quality in your area. Websites like the Air Quality Index (AQI) or local water quality monitoring stations can give you an immediate sense of environmental health.
- Satellite Imagery and Maps: Tools like Google Earth or environmental monitoring platforms can help you visualize changes in your local environment over time, such as deforestation, urban sprawl, or coastal erosion.
-



## HOW TO IDENTIFY ENVIRONMENTAL ISSUES?

### 3. ENGAGE WITH COMMUNITY AND ENVIRONMENTAL GROUPS

- **Attend Meetings and Events:** Local environmental groups often hold meetings, workshops, and clean-up events. Participating in these can provide firsthand knowledge of the issues and how you can help.
- **Social Media and Forums:** Join local environmental groups on social media or community forums. These platforms can be excellent resources for learning about current environmental concerns and community initiatives.





## HOW TO IDENTIFY ENVIRONMENTAL ISSUES?

### 4. OBSERVE YOUR SURROUNDINGS

- Take Note of Pollution: Pay attention to signs of pollution in your area, such as litter, illegal dumping, or discolored water in lakes and rivers.
- Wildlife and Plant Life: Changes in local wildlife or plant life can be indicators of environmental stress. Note any unusual patterns or declines in local flora and fauna.
- Land Use Changes: Be aware of changes in land use, such as the development of green spaces or industrial activities, and consider their potential impact on the environment.



## HOW TO IDENTIFY ENVIRONMENTAL ISSUES?

### 5. PARTICIPATE IN CITIZEN SCIENCE PROJECTS

- **Contribute to Research:** Engage in citizen science projects where you can contribute data on local environmental conditions. This might involve tracking wildlife, testing water quality, or documenting plant species.
- **Use Citizen Science Apps:** Apps like iNaturalist or Globe Observer make it easy to contribute to global databases on biodiversity and environmental conditions.

# HOW TO IDENTIFY ENVIRONMENTAL ISSUES ?

## 6. CONSULT WITH LOCAL EXPERTS

- Environmental Scientists and Advocates: Reach out to local experts in environmental science or advocacy. They can provide insights into the most pressing environmental issues in your area and suggest ways to help.
- Government Representatives: Contact your local government officials to inquire about environmental policies, initiatives, and how you can support them.





*AND THE  
NEXT STEP  
IS...*

Analyze the root causes: Identify the root causes of each environmental issue, such as unsustainable fishing practices, poor waste management, or weak regulatory frameworks.

Research potential solutions: Research potential solutions to address each environmental issue, such as sustainable fishing practices, waste reduction strategies, or renewable energy sources.

Evaluate the feasibility of solutions: Assess the feasibility of implementing each potential solution, considering factors such as technological readiness, regulatory support, and financial viability.

Prioritize the environmental issues: Prioritize the environmental issues based on their urgency, severity, and potential impact on the sustainability of the blue economy.

Build partnerships: Reach out to organizations working in the blue economy sector and establish partnerships to increase your reach and impact. For example, you can partner with NGOs, universities, research institutions, or media outlets.

Engage with stakeholders: Meet with representatives of the blue economy sector, such as policymakers, industry leaders, or environmental activists, to gather insights and perspectives, and use this information to inform your reporting and advocacy efforts.

Develop an advocacy strategy: Develop an advocacy strategy that leverages your reporting and storytelling to influence policy change and promote sustainable practices in the blue economy sector.

Monitor and evaluate impact: Establish a monitoring and evaluation system to track the impact of your reporting and advocacy efforts, and use this information to continuously improve and refine your strategy.

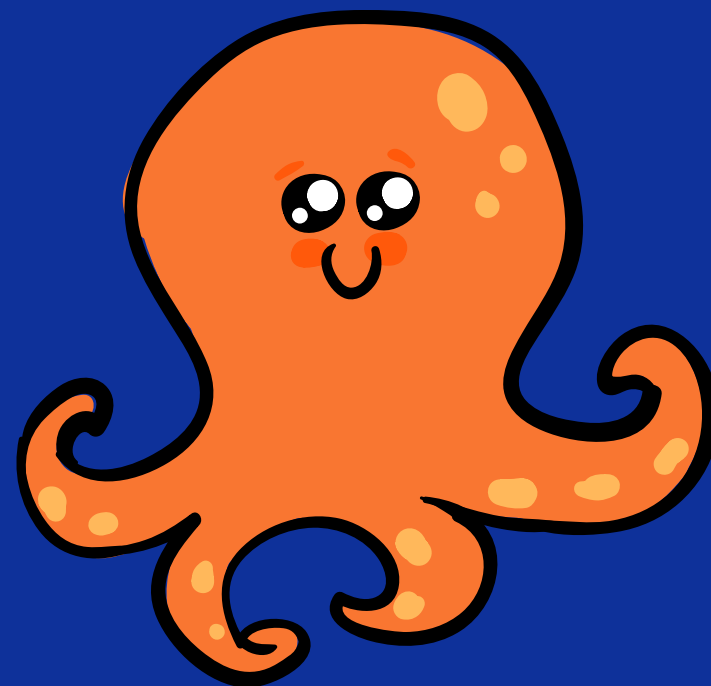
Develop a strategic plan: Develop a strategic plan that outlines the actions needed to address the prioritized environmental issues, including timelines, resource requirements, and stakeholder engagement strategies.

Monitor and evaluate progress: Establish a monitoring and evaluation system to track progress, measure impact, and adapt the strategy as needed.

Build a team, financing plan, action plan and start on working! Further Youw ill find some tips and advices on how to build team, attract **funding**, etc.

# Team

Remember, building a team is not just about finding the right people but also about nurturing and developing that team to work effectively towards your organization's goals. Patience and continuous effort are key to creating a strong, cohesive team.



# BUILDING Team

Building a team for a new organization is a critical step towards ensuring its success. Here are 10 steps to help you find and build an effective team:

1

**Define Your Organization's Vision and Goals:** Clearly outline what your organization aims to achieve. This will help you identify the type of skills and attitudes needed in your team.

2

**Identify Key Roles and Skills Needed:** Determine the roles essential for your organization's operation.

Identify the specific skills and expertise required for each role.



# BUILDING **Team**

**3**

**Create Detailed Job Descriptions:** Write clear and comprehensive job descriptions for each role. Include responsibilities, required qualifications, and desired characteristics.

**4**

**Utilize a Variety of Recruitment Methods:** Use job boards, social media, professional networks, and recruitment agencies to reach a wide pool of candidates. Consider leveraging your personal and professional networks for referrals.

**5**

**Implement a Rigorous Selection Process:** Conduct thorough interviews to assess candidates' skills, experience, and cultural fit. Include practical assessments or tasks where appropriate.

**6**

**Look for Cultural Fit and Soft Skills:** Assess candidates for their fit with the organization's culture and values. Evaluate soft skills like communication, teamwork, and problem-solving abilities.

# BUILDING Team

7  
8

**Offer Competitive Compensation and Benefits:** Research market rates to offer competitive salaries and benefits. Consider non-monetary benefits like flexible work arrangements or growth opportunities.

**Foster a Strong Onboarding Process:** Develop a comprehensive onboarding program to help new hires acclimate to the organization. Include training sessions, mentorship programs, and regular check-ins.

9

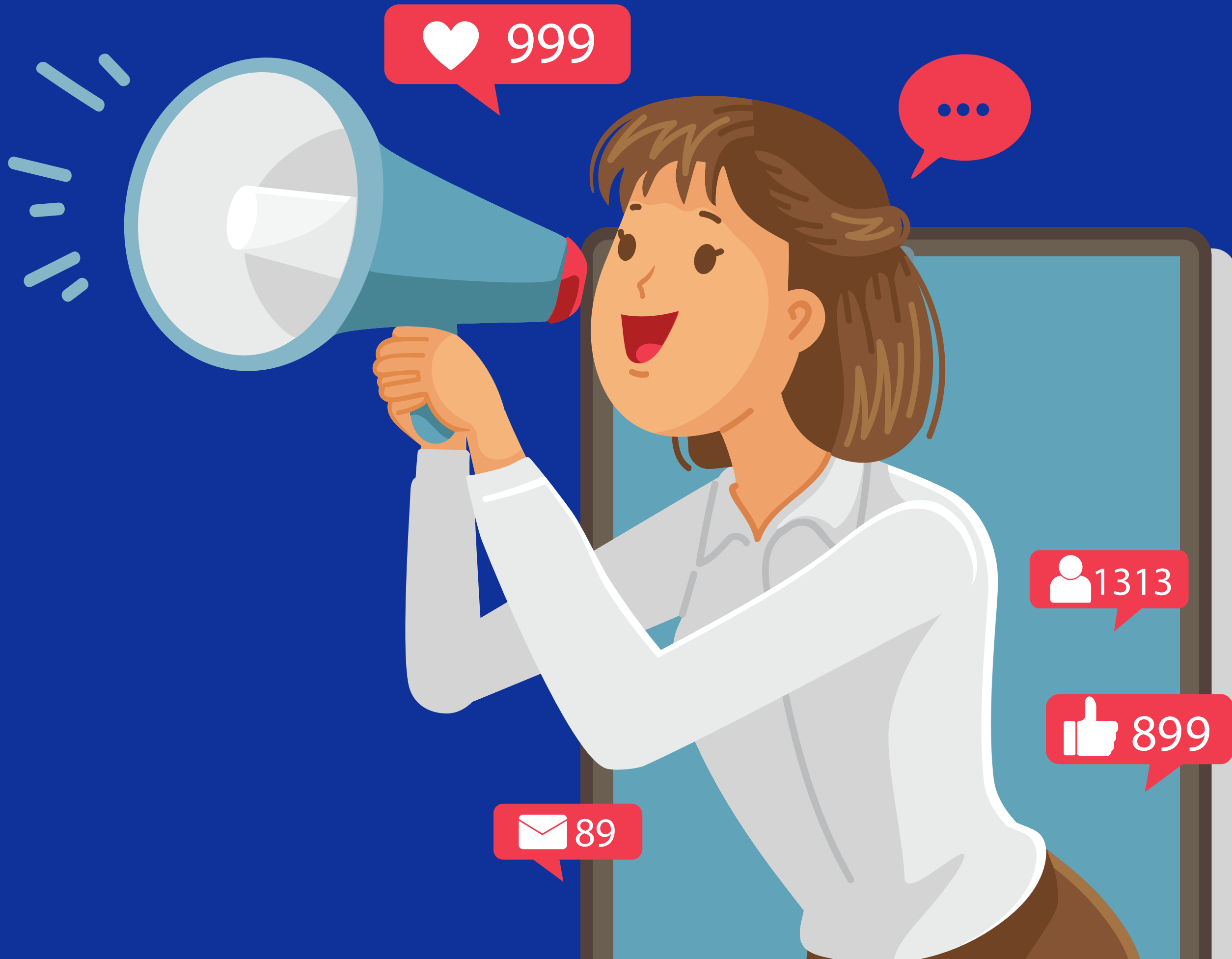
**Promote Team Bonding and Collaboration:** Organize team-building activities and regular meetings to foster collaboration and camaraderie. Encourage open communication and the sharing of ideas.

10

**Evaluate and Adjust:** Regularly assess team dynamics, performance, and satisfaction.

Be open to making changes, such as adding new roles or providing additional training.

# ADVERTISING



# 10 PLANNING TIPS FOR EFFECTIVE ADVERTISING

1. Define Your Objectives: Clearly outline what you want to achieve with your advertising campaign. Objectives can range from increasing brand awareness, generating leads, boosting sales, or launching a new product. Specific, measurable goals will guide your strategy and help assess the campaign's success.
2. Understand Your Target Audience: Know who your customers are. Define your target market in terms of demographics, psychographics, behavior, and preferences. Understanding your audience will help tailor your message and choose the right channels to reach them effectively.
3. Research Your Competition: Analyze your competitors' advertising strategies. Identify their strengths and weaknesses, and look for opportunities to differentiate your brand. This insight can help you position your product or service more attractively.
4. Choose the Right Channels: Select the advertising channels that best reach your target audience. Consider a mix of traditional (TV, radio, print) and digital (social media, PPC, email) platforms based on where your audience spends their time and the nature of your product or service.

5. Craft a Compelling Message: Your advertising message should be clear, engaging, and aligned with your brand voice. Highlight what sets your product or service apart and why it matters to your target audience. A strong call-to-action (CTA) is crucial to prompt the desired response.
6. Design Visually Appealing Advertisements: Visual elements can significantly impact the effectiveness of your ads. Ensure your advertisements are professionally designed, visually appealing, and consistent with your brand identity. This includes the use of colors, fonts, imagery, and logos.
7. Set a Budget: Determine how much you're willing to spend on your advertising campaign. Allocate your budget across different channels based on their reach, effectiveness, and your campaign objectives. Keep track of spending to ensure you're getting a good return on investment (ROI).
8. Plan Your Timing: Timing can be everything in advertising. Plan your campaign to coincide with peak buying times for your product or service, seasonality, or relevant events. Scheduling your ads strategically can maximize impact and engagement.
9. Test and Adapt: Before rolling out your campaign on a large scale, consider testing different ad variations to see what resonates best with your audience. Use A/B testing to compare different messages, designs, or channels and refine your approach based on the results.
10. Measure and Analyze Results: Establish key performance indicators (KPIs) to measure the success of your advertising campaign. Use analytics tools to track engagement, conversions, and ROI. Analyzing these metrics will provide insights into what worked well and what can be improved for future campaigns.



# LEARN BY EXAMPLE





# LEARNING BY EXAMPLE: YOUR NGO:

## "ENVIRONMENTAL BLUE ECONOMY JOURNAL"

steps to develop a blue economy eco-journal NGO:

Conduct a landscape analysis: Evaluate existing NGOs and media outlets working in the blue economy sector in your area, and identify gaps in coverage or opportunities for collaboration.

Define your mission and goals: Develop a clear mission statement and specific goals for your NGO, such as informing the public about environmental issues in the blue economy, advocating for sustainable practices, or influencing policy changes.

Develop a content strategy: Create a content strategy that includes a variety of formats, such as articles, videos, podcasts, and infographics, and covers a range of topics related to the blue economy.

Build a team: Recruit a team of experienced journalists, editors, and multimedia specialists who are passionate about the environment and have expertise in the blue economy.

Identify funding sources: Identify potential funding sources for your NGO, such as grants, sponsorships, or crowdfunding, and develop a fundraising strategy.

# BLUE ECONOMY IN YOUR CITY/AREA

LIST BLUE ECONOMY  
ORGANISATIONS IN  
YOUR AREA:

- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....

WHAT ARE THE  
OCCURRING  
POLLUTION ISSUES  
IN YOUR AREA:

- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....

LIST YOUR  
PERSONAL KEY  
STRENGTHS AND  
KNOWLEDGE:

- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....



Now read the column No.2 and by each line ask if your listed personal qualities can be used to solve any of the issues. For example if you have a quality such as curiosity, you can always choose starting a journalism organization, a not-for-profit company aiming to talk about the blue economy sector.

# GET READY

WE WISH YOU BEST OF SUCCESS!

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