

OUTPUTS

The project promotes the development of blue economy in the partner countries strengthening cooperation between industry and education, to fill the skills gap in this sector and to raise awareness of Blue Careers. BLUES contributes concretely to the uptake of the actions and priorities of the "Blueprint for Sectoral Cooperation on Skills", the EU Digital Agenda and the New Skills Agenda. The project brings together 5 key partners from different countries which cover EU seas and are dealing with Blue Economy and Education, providing coherent response to the challenges facing the sector by complementing and adding value to existing initiatives by Member States, regions and other stakeholders.

More specifically the following products will be developed:

- **Training Course on Maritime Safety and Security and Greening Maritime**
- **Training Course on Coastal and Cruise Tourism**
- **Training Course on Fisheries Monitoring and Aquaculture**
- **BLUES One Stop Shop Portal**

PARTNERSHIP

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Erasmus+

BLUES – BLUe growth connects European Seas

BLUES
BLUE GROWTH CONNECTS EUROPEAN SEAS

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About BLUES

The **BLUES Project (BIUe growth connects European Seas)** is co-funded by the European Commission under Erasmus + Programme – KA2 Cooperation for innovation and the exchange of good practices – Strategic Partnership for VET. The project started on 1st October 2017 with a total duration of 24 months.

Project objectives

The BLUES project aims to improve the skills and competences to professionals who are working in the field of blue economy.

It aims at training a new generation of students, scientists, professionals, technicians and entrepreneurs to equip them with the right skills for the needs of the labour market and the industry.

The aim of the One Stop Shop Portal is to develop a common area with concrete actions to facilitate communication and offer country specific information on new skills and competences in Blue Economy, new career demand trends, training opportunities

- Improve professionals income;
- Improve the position of the target group in the labour market;
- Strengthening of occupational/ career profiles of job seekers and young professionals;
- Fostering longer– lasting employment in the blue economy industry and sector;
- Increase market opportunities;
- Increase investment with direct economic and employment effects which allows maritime and coastal tourism businesses to modernize their offer, upgrade their facilities and reduce energy costs, with increased opportunities for employment and profitability for the businesses involved;
- Increase satisfaction of tourists resulting in additional tourists flows within those parts of the business which have been upgraded as a result of skills development initiatives.



TARGET GROUPS

The main target groups the project is addressing are SMEs professionals working in blue economy sectors, VET Participants, Unemployed people, Students searching for education in the areas of blue economy field.

EU ADDED VALUE

- Promote a pan-European dialogue between Public Authorities, SMEs, VET providers, tourism operators, ports and coastal tourism stakeholders;
- Develop a blue economy sectors focus in EU tourism initiatives, including promotional and communication campaigns;
- Support the development of trans-national and interregional partnerships, networks, clusters and smart specializations strategies;
- Promote ecotourism and encourage linking to other sustainable actions;
- Raising awareness about EU funding and tools available for the sector.

