

# Blue Eco Forum

Dialogues, workshops and festival for a  
Sustainable Mediterranean Sea

Barcelona, 25-26 November 2016

## Presentation Dossier



## INTRODUCCIÓN

El mediterráneo es un espacio geográfico y cultural único en el mundo que une a 22 países y más de 450 millones de habitantes, de las cuales la mayoría viven en la franja litoral. En ruptura con su historia de solidaridad y prosperidad, se suceden una serie de crisis que están poniendo en peligro su sostenibilidad. A nivel ambiental, el cambio climático y la contaminación humana degradan el estado de los

recursos naturales y fragilizan el acceso al agua y la producción alimentaria local. A nivel social, la inestabilidad política y conflictos fomentan migraciones y tensiones entre y dentro los países. A nivel económico, la falta de integración regional y la poca diversificación del tejido industrial impide un desarrollo equitativo e inclusivo.



Este encuentro pretende reflexionar sobre estos grandes desafíos regionales de manera participativa, creativa y transversal, poniendo el foco en el mar mediterráneo como fuente de oportunidades y riqueza cultural, social, ambiental y económica. Tiene como objetivo dibujar respuestas colectivas y compartidas hacia un desarrollo más sostenible e inclusivo de la

región mediterránea. Este evento, organizado por la sociedad civil mediterránea, incluye debates, talleres, exposiciones y encuentros - virtuales y presenciales – con la participación de los principales actores relevantes del mundo político, económico y social euro-mediterráneo.

**FECHAS** 25-26 Noviembre 2016

**LUGAR** Museo marítimo de Barcelona

### TEMAS PRINCIPALES

- Estado medioambiental del mar mediterráneo
- Acceso al agua, residuos marinos, pesca sostenible y economía azul
- Geopolítica, interculturalidad y migraciones
- Gobernanza, colaboración y partnerships multi-actores

### PUBLICO OBJETIVO

30 ponentes internacionales & 400 participantes:

- Técnicos y directivos de las administraciones públicas locales, regionales y nacionales
- Técnicos y directivos del sector empresarial y económico
- Estudiantes e investigadores del mundo académico y científico
- Asociaciones y fundaciones ambientales y sociales

## AGENDA (draft)

### Viernes 25 Noviembre: congreso científico y profesional

- 9h-10h30: *Situación ambiental, social y política en el mediterráneo*
  - Experto académico
  - Organización de Naciones Unidas (PNUMA/PNUD)
  - Fundación Anna Lindh
  - Instituto Europeo del Mediterráneo
- 11h-12h30: *¿Que papel para la economía verde y azul?*
  - Economista internacional
  - Autoridad pública de la ribera sur
  - Empresa de economía verde/azul
  - ONG social o ambiental
- 12h30-14h: *Alianzas innovadoras para un desarrollo sostenible*
  - Experto académico
  - ONG social o ambiental
  - Empresa responsable
  - Consorcio público mediterráneo
- 15h-16h: *Talleres paralelos participativos para compartir experiencias y buenas prácticas*
  - Respuesta(s) a los desafíos ambientales, sociales y económicos
  - Procesos de participación ciudadana y colaboración pública-privada
  - Innovación social y ambiental
- 16h-17h: *Conclusión y aprobación de la declaración para un mar sostenible*

### Sábado 26 Noviembre: jornada ciudadana con actividades lúdicas y divulgativas

## LOCATION

The event will be organized in the old royal shipyard, now the Marine Museum of Barcelona, located right in the city center, in front of the old port, 20 minutes from the airport and 10 minutes from the train station.



Marine Museum of Barcelona

## CONCEPT

Organized annually by **eco-union** association in Barcelona, the eco-forums are high-level, multi-stakeholders and participative events **aiming to inspire and act towards advancing sustainability**. Since 2008 they have gathered opinion leaders and change agents to promote dialogue, innovation and collaboration from key actors of the Euro-Mediterranean region. The focus has been on the critical issues related to sustainable development, climate change, energy, water and economy. The eco-forums have taken place in major Mediterranean cities such as Barcelona, Malaga or Marseille.

### How

- Keynotes + Debates + Workshops
- Exhibition & fair
- Networking & Speed dating
- Live performance & Chill out
- On-line streaming & social media outreach

### Who

- Businesses: CEOs, presidents, and directors of CSR, sustainability, strategy, and innovation.
- Governance: local, regional and national authorities, policy makers.
- Civil society: NGOs, academics, trade unions, and professional associations.



Global Eco-Forum 2014, Barcelona.

## General Objectives

- **To inspire reflection, dialogue and action** towards environmental, social and economic sustainability
- **To develop networking, collaboration and commitment** between the main societal actors
- **To build multi-stakeholders**, multi-sectorial and inter-generational alliances and partnerships

## Specific Impacts

- **Forum sessions to be recorded, live streamed and published** with free and open access
- **Workshops to be recorded** and the conclusions will be published on the website
- **The Barcelona Declaration** to share a common statement by all partners

## A Sustainable Event

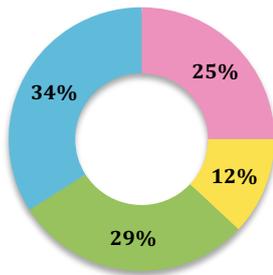
- Fair trade and organic catering; green material, zero waste policy and carbon offsetting
- Eco-friendly accommodation, live streaming and app
- North-South & gender balance policy

## PARTICIPANTS

Based on past editions, participants are mainly from the **private** sector (46%), **public** sector (11%), **academia** (9%) and **NGOs** (9%). Participant positions include **top management** (25%), **experts** (29%), **middle management** (12%) or other functional origin (students, researchers). Participants are between the **20-30** years (29%), **30-40** years (35%) and **40-50** years (24%). The satisfaction rate is over **95%**.

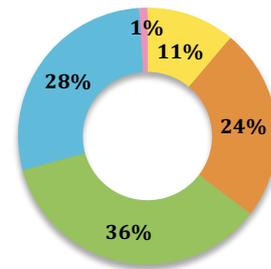
**Functional Area**

■ General Director ■ Area Director ■ Technician ■ Other



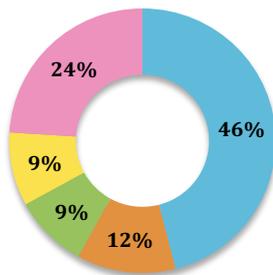
**Age**

■ >50 ■ 40-50 ■ 30-40 ■ 20-30 ■ <20



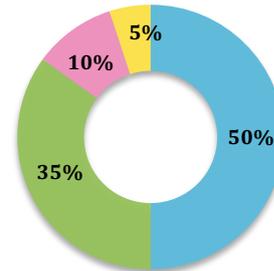
**Sector**

■ Private ■ Public ■ University ■ Tercer Sector ■ Other



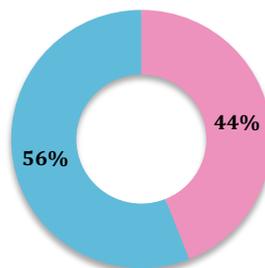
**Satisfaction Rate**

■ Very good ■ Good ■ Reasonable ■ Need improvement



**Gender Distribution**

■ Women ■ Men



## PARTNERS (2010-2015)

The **Eco Forum** showcases initiatives and projects developed by sustainable development stakeholders. We involve our partners in increasing our impact to advance and implement **sustainability principles and practices**.

### Strategic Partners



### International partners



### Institutional partners



### Media Partners



## Why join us as a partner

- To promote **values of corporate responsibility, eco-innovation and sustainability** principles
- To reinforce the **positioning and image** among opinion leaders and decision-making managers
- To influence a wide **local, national and international** audience with an impact on society

## EXHIBITION & FAIR

As an integral part of the **Blue Eco Forum**, a unique exhibition and fair showing innovative and sustainable initiatives and solutions will be organized during the event at the magnificent gothic Royal Shipyard with 1500 m2 available. Attractive images and thematic stands will promote best practices related to sustainable water, waste, fishing, agriculture, tourism, mobility, among other key issues. The aim is to provide a visual experience that educates and inspires visitors to be actors and change makers towards a more sustainable way of living.



### Exhibition

Cube dimensions: 3m (height) x 1m (width)

Available slots: 10 cubes x 4 faces = 40 sides

Lay-out: 1 high quality image + 10 words description (CAT/ESP/ENG) + logos

The exhibition will move to different sites in Barcelona, Catalonia and Spain in 2016 and 2017.



### Fair

Carefully selected partners will present innovative solutions promoting more sustainable way of living.

The space will be divided into thematic islands: Water, Energy, Food, Mobility and Tourism.

Content and visual will be designed to be attractive and easy to understand by visitors.



## CONTACT

**Blue Eco Forum** is hosted by the **Barcelona City Hall** and co-organized by **eco-union** with the support of **ENT Foundation, EUCC, Loom Sostenible Events** and **Podisonia Med Festival**.



eco-union

**eco-union** is an association that empowers, capacitates and brings together actors of change to catalyze the transition towards sustainability.

**Contact:**

[info@ecounion.eu](mailto:info@ecounion.eu)



**EUCC** es el centro mediterráneo para la protección de las costas y áreas marinas. Trabaja por un mar y litoral sano y productivo.

[www.eucc.net](http://www.eucc.net)



**Fundación ENT** es una fundación cuyo objetivo es conseguir una sociedad justa y respetuosa con el medio ambiente. [www.ent.cat](http://www.ent.cat)



**Posidonia Green** is an association promoting environmental awareness through eco-festivals, media, art and culture in the Mediterranean region.



**Loom** is organizing sustainable events promoting respect for the environment, economy and communities.

[www.eco-forum.eu](http://www.eco-forum.eu)

