



Proposal of the NEA 2 Network for an Action Plan within the framework Atlantic Maritime Strategy
Synthesis Document April, 7th 2012.

1 – The potential of development of the Marine Leisure and its economic sector in the Atlantic Area

The actions of the NEA2 project and the European Conference « Nautisme Espace Atlantique » of the 26th and 27 of October 2011 have allowed highlighting:

- The economic and social importance of the marine leisure sector to the Atlantic Area, which consists mainly of SMEs, represents 85,000 jobs and brings in € 9 billion in turnover through its production, businesses, maintenance, service and trade companies, supervised activities centres and marinas,
- The contribution of marine leisure to planning and development in the European Atlantic regions, to environmental protection and to coastal and maritime policy formation, to the touristic development, to the technological innovation, the strengthening of the links between activities and sectors of the maritime and littoral economy, to the education and the maritime culture of the populations, to the promotion of the sea offices, to the quality of life and the improvement of health, to the social cohesion and to the Atlantic maritime identity.
- The strong potential of development of this Atlantic marine leisure sector allowing, considering the important demand for practice inside and outside the Atlantic Area, to consider, if the relevant investments are made, a doubling of its activity, its employment and its turnover by 2020.
- The need to strongly support the innovation, the investment, the development as much for the production companies as for services, providers of activities, marina to answer to this great challenge
- The need to support the strengthening of the Atlantic marine leisure industry in particular through organization at local, regional, national and transnational levels, as part of networks and clusters
- The viability of a major development project in this sector across the Atlantic Area which takes its place in the Atlantic Maritime Strategy, and which aims to make Atlantic Marine Leisure an international reference in terms of blue growth, economic performance, development of the employment, environmental protection, contribution to quality of life and social cohesion, and contribution to performance in internal organization and cooperation capacity.

2 – Towards a development plan of the Atlantic Marine Leisure sector

The NEA2 network proposes to develop, as part of the Atlantic Maritime Strategy, an action plan which aims for blue growth and employment, and which is based on two great themes:

1. A strong Atlantic nautical economy creating jobs, founded on the production of activity supports adapted and innovative, on the supply of quality services and an efficient offer of leisure activities and nautical touristic products answering to the expectations of the publics and customers.
2. A marine leisure which, widely open to all the population of the Atlantic Area, favours, through educational, sport and leisure practices and nautical events, the opening to the sea, the strengthening of the maritime culture, as well as the development of a strong maritime image of the Atlantic Area.

This action plan will be essentially centred on the innovation, the investment and the networking.

It will be declined in territorial development projects of the marine leisure and its sector (by country, great regions, regions, departments or district...), coordinated on the transnational scale.

It will also include a strong action on the structuring of the sector and the governance.

3 - The two great themes of action

A – A strong Atlantic nautical economy creating jobs

The objective is to support the **development of the businesses.**

- Support the innovation to answer to the expectations of the different publics and to develop the product quality,
- Support the development of the companies to better answer to the European and international demands,
- Strengthen the marine leisure sector in the regions and its capacity to develop sustainable cooperations on a local, regional, national, cross-border and transnational scale.

Generic program "Support innovation" (Answer the expectations and prepare the practices, the boats and nautical activity supports to the future, economical, environmental and social innovation)

Generic program "Support investment" (support the installation, expansion of the production capacities, the strengthening of the supervising, and the training within the businesses)

Generic program "Support export" (Invest the emerging markets, export the material, products, and knowhow)

Program « Structuring the Nautical Atlantic economic sector» (Towards a transnational network of the nautical Atlantic clusters)

Example of Flagship program:

- « Marine leisure boats electrically propelled» (Promote the future motorisations on the nautical centres and marinas: supervision of the activities, promenades, discovery of the environment, renting...

The objective is to make the Atlantic Area a recognised **Touristic nautical destination** in Europe and on the international scale,

- To develop and promote together a range of leading edge products of nautical tourism, at the same time innovative and responding to the touristic demand, marked « Atlantic », carried by networks of efficient providers.
- Strengthen the technical and environmental qualities as well as the accessibility and animation of the infrastructures, buildings and location of practice.

Generic program "Destination Nautical Atlantic"(range of nautical tourism products)

Examples of Flagship programs

- « Atlantic Nautical Activity centres»(network of high quality activity centres)
- « Nautical Coastal shipping »(develop the exchanges between marinas)

B - A population of the Atlantic Area directed towards increased access to and use of marine leisure and the sea.

The objective is to contribute to **the development of the maritime culture and identity** of the Atlantic populations through

- nautical education of the young in school
- giving access to marine leisure activities to all publics,
- developing the marine heritage of the Atlantic Area
- promoting to the young the professions of the marine leisure and maritime sectors
- Developing together the trainings of tomorrow professionals.

Generic program "Opening to the marine leisure and the sea"(initiatives using the marine leisure activities to develop population awareness on maritime issues.

Example of Flagship programs:

- « Atlantic Sea Discovery Classes »(nautical and maritime education in school)
- « Atlantic Sailing Academy »(Team offshore navigation for the youth with environmental monitoring)
- « Highlighting the Watersports voluntary clubs» (Local development, projects youth, territorial cohesion)
- « Attractivity of the nautical and sea offices» (Contribute to the awareness raising of the youth to the nautical and sea carriers, outside of school)

The objective is also to strengthen the image of the Atlantic Area, internally and externally.

Through:

- Its role in the appropriation of the maritime field by the population,
- The training of numerous great Watersports international champions,
- The organization of nautical and maritime events, of international level
- Its knowhow, high-tech businesses, international visibility

Generic program « Atlantic Marine leisure image » (Transform the Atlantic Area into a predilection location for sports, heritage, economic events...

Example of Flagship programs:

- « Course au large Atlantique » (Make the Atlantic Area the world high place of the ocean racing– Atlantic training centres network)
- « Atlantic Games » (Make the Atlantic Games the nautical youth European event)

4 – Governance Nautisme Espace Atlantique

To create the conditions of success, the action plan must take into account the following objectives:

- Encourage, coordinate the implementation of the nautical part of the action plan of the Strategy
- Encourage the structuring of the networks on a regional and national scale, federate the organisation, institutions, networks, cooperation projected concerned by this nautical part,
- Ensure their representation to Europe, the states, the regions...
- Organise every two years a great Conference on marine leisure in the Atlantic Area, allowing making a balance on the progress of the action plan, the results, the stakes and opportunities of development...

Program "Network Nautique Atlantique" (Organise the management of the Project (technical coordination, meetings, dislocations))

Program "Shared knowledge" (acquire tools favouring the development of the Atlantic Nautical Project)

Program semi-annual Conference "Nautisme Espace Atlantique" (reunite every two years the key players and the partner of marine leisure: balance of the actions, perspectives...)