

## **BARCELONA BLUE INNOVATION SHOWCASE**

**Event title:** Barcelona Blue Innovation Showcase  
**Location:** Rooftop of TechBarcelona- Pier01  
**Date/time:** Thursday April 11, 2024 6:30 - 8:30/9:00pm

### **1. Context:**

SOA (Sustainable Ocean Alliance) has been selected by UNESCO to organize one of the more than 100 Satellite events that will take place in Barcelona in the Ocean Decade Conference framework.

SOA has a growing network of ecopreneurs, partners and mentors based in Barcelona and this major Ocean event could be a great opportunity to gather our community there and bring visibility to SOA and its partners.

An evening event bringing together sustainable ocean innovators and entrepreneurs with investors, policy-makers, and ocean scientists to demonstrate the power of the emerging Blue Innovation landscape to unlock the Blue Economy's triple bottom line of people, planet, and profit.

### **2. Co-host partners:**

Co-host N-1. Sustainable Ocean Alliance  
Co-host N-2. Port de Barcelona  
Co-host N-3. Seastainable Ventures/ Ocean Ecostructures  
Co-host N-4. Bound4Blue  
Co-host N-5. Ocean Born Foundation

### **3. Objective of Satellite Event**

The objective of this application is to demonstrate how policy innovations can facilitate the growth of sustainable ocean entrepreneurship and align entrepreneurs with the goals of the UN Decade of Ocean Science. This initiative aims to establish a collaborative platform for global stakeholders to discover, engage with, and promote innovative solutions that advance the sustainable blue economy, ultimately driving innovation within this sector.

### **4. Expected Outcomes of Satellite Event:**

**This event aims to be the one of the main satellite events with a focus on the importance of entrepreneurship and policy innovation in the UN Decade of Ocean Science**

Expected outcomes:

**Networking and community:** Connecting startups to investors and policymakers.

**Recruitment potential for Enhanced Understanding:** Participants will gain a comprehensive understanding of the Blue Economy, including implications in the policy and regulatory landscape, which will serve as a strong foundation for future engagement in the sector.

**Inspired Entrepreneurship:** The panel discussion from entrepreneurs like Bound4Blue, B'Zeos, Enjoy Nature, Titanium and Ocean Ecostructures will inspire attendees to explore entrepreneurial opportunities in the sustainable blue economy, potentially leading to the creation of innovative and eco-friendly businesses.

**Informed Decision-Making:** The event will empower attendees to ask questions and receive clarifications, enabling them to make informed decisions and take practical steps toward sustainable ocean entrepreneurship.

**Networking and Collaboration:** The event will provide a conducive environment for networking, fostering collaboration between like-minded individuals and organizations, potentially resulting in partnerships and joint initiatives aimed at advancing the sustainable blue economy.

**Innovation in Blue Economy:** The event will contribute to driving innovation in the blue economy, as entrepreneurs and stakeholders exchange ideas, fostering the development of new sustainable solutions and business models.

These outcomes will collectively contribute to a more informed and engaged community, promoting the sustainable and responsible development of the blue economy.

**5. Target Audience of Satellite Event:** Entrepreneurs, investors, government and policy makers in the Ocean Tech Space

**6. Expected Number of Participants:** 100 – 120

**7. Public of the Satellite Event:** Open general public with previous register.

## DRAFT Agenda

### Public Policy for Ocean Innovation:

### Exploring the public sector's role in growing a sustainable Blue Economy

#### BlueTechPort Barcelona - April 11, 2024, 6:00pm - 8:30pm

Pier 01, Barcelona Tech City, Pça. de Pau Vila 1, Ciutat Vella 08003, Barcelona

Sponsored by Sustainable Ocean Alliance and Port of Barcelona

The World Bank defines the Blue Economy as the “sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health,” and estimates show it already contributes over \$1.5 trillion to the global economy—a figure that is expected to grow exponentially in coming years. Emerging research and technology will be key to unlocking this sustainable economic potential. The Sustainable Ocean Alliance is cultivating a network of young ecopreneurs to lead the rise of this emerging sector that protects and restores our global ocean while creating opportunities for coastal communities around the world. This event will bring together innovators from five leading Blue Economy start-ups in partnership with the Port of Barcelona and the BlueTechPort to discuss how policy-makers can help accelerate this growth trajectory and demonstrate how the UN Ocean Decade Conference's host city is helping to lead this charge to a healthy and productive ocean future.

#### Arrival/Registration: 6:00-6:30

#### PROGRAM BEGINS: 6:30pm

##### Opening remarks:

- 6:30 - 6:38:** Emma Cobos, Director of Innovation and Business strategy, Port of Barcelona - welcome from Port of Barcelona and overview of BlueTechPort project.  
Anna Majo, Director of Strategic Sectors and Innovation, Barcelona Activa
- 6:38 - 6:42:** Brandon Levy, Chief Program Officer, Sustainable Ocean Alliance - welcome from SOA and overview of SOA's involvement
- 6:42 - 6:47:** Ignasi Ferrer, Seastainable Ventures - Barcelona, the Blue Economy Hub of Europe

**Panel Discussion (6:47 - 7:17 PM) - Featuring Barcelona and Spain-based start-ups** (*no audience questions, guests can be invited to talk and network with the entrepreneurs during the happy hour/networking event*).

- MODERATOR: Mike Conathan, Policy Consultant, SOA
- Cristina Aleixandri Muñoz, [Bound4Blue](mailto:cam@bound4blue.com) cam@bound4blue.com
- Adriana Kyvik, Technology Lead, [B'Zeos](mailto:adriana.kyvik@bzeos.com)-adriana.kyvik@bzeos.com
- Anna Lloveras Armengol, Chief Science Officer and Co-Founder, Ocean Ecostructures [annalloveras@oceanecostructures.com](mailto:annalloveras@oceanecostructures.com)
- Francesco Pititto, Chief Executive Officer, Enjoy Nature [francesco.pititto@upc.edu](mailto:francesco.pititto@upc.edu)
- Alejandro Samaniego, Chief Executive Officer and Founder, Titanium [samaniegoal@titech.es](mailto:samaniegoal@titech.es),

#### THEMES:

- How is policy/regulation driving your business? What opportunities/challenges are you facing?



- What are the best opportunities for investment in the Blue Economy?
- How are innovators collaborating together and with government to solve these challenges?
- What are the biggest research needs in your field and how are those gaps being filled?

### **7:30 - 8:30 Networking and Drinks**

**Showcase: Clic Seas Decontamination barriers & filters by Clic Recycle**

*Modular Filter Barriers made from hair waste that naturally adsorb and decontaminate water by removing hydrocarbons and heavy metals*