

WEBINAR:

“Sea Basin Strategies in Action: Innovation and Investment for Ocean Resilience”



Date: 15th JULY



Time: 9:30 – 11:30 (Portuguese time)



Platform: Microsoft Teams

Background and Rationale:

Across Europe, Sea Basin Strategies – such as the Atlantic Strategy and WestMED initiative – play a critical role in supporting the sustainable development of the Blue Economy. They foster cooperation, leverage innovation, and promote investment in resilient ocean ecosystems and thriving coastal communities.

This webinar, jointly organized by Forum Oceano - Portuguese National Hub for both Sea basins and the Portuguese Directorate General for Maritime Policy (DGPM) - Portuguese National Coordinator, in collaboration with the Atlantic Strategy, the WestMED initiative, and the Atlantic Strategy Pillar IV Coordination team will provide a dynamic platform to showcase current initiatives, tools, and opportunities supporting innovation and investment for ocean resilience across European sea basins.

Objectives

- Share the latest developments and cooperation opportunities in Sea Basin Strategies.
- Highlight the role of **BlueInvest** and private investment as enablers of a sustainable Blue Economy.
- Showcase concrete projects and technologies advancing marine ecosystem restoration, pollution reduction, and coastal resilience.
- Promote exchange between key stakeholders from policy, industry, and research.
- Stimulate cross-sea basin synergies and inspire further action in support of the European Green Deal and Sustainable Blue Economy objectives.

9:30 – 9:40: Setting the Scene: Sea Basin Strategies for a Sustainable Blue Future

This opening session introduces the objectives and strategic relevance of Sea Basin Strategies such as the Atlantic Action Plan and the WestMED Roadmap. It will provide the context for regional cooperation and coordinated action towards ocean resilience, highlighting the crucial role of initiatives like Pillar IV of the Atlantic Strategy in fostering healthy oceans and resilient coasts. Speakers from Fórum Oceano, INESC-TEC, and Directorate General for Maritime Policy (DGPM) will offer an institutional framing to set the tone for the discussion.

- Welcome remarks and introduction.

Forum Oceano - Sea Basins' Portuguese National Hub.

- Framing the relevance of Healthy Oceans and Resilient Coasts. Opportunities for coordinated action and regional cooperation.

INESC-TEC – Pilar IV Coordinator, Atlantic Strategy

- [Overview of the Atlantic Action Plan 2.0 and WestMED Roadmap.](#)

Directorate General for Maritime Policy (DGPM) – Sea Basins’ Portuguese National Coordinator.

9:40 – 10:30: Enabling Innovation: BlueInvest as a Catalyst

This session focuses on how investment tools, particularly the European Commission’s BlueInvest platform, are accelerating innovation and sustainability in the Blue Economy. It will present BlueInvest services and upcoming opportunities, showcase the role of private investment across sea basins, and feature success stories from companies supported by BlueInvest. It aims to illustrate how financial mechanisms, and entrepreneurial initiatives can drive tangible impact in ocean resilience.

- Presentation of BlueInvest services, upcoming opportunities and BlueInvest Community
- Relevance of private investments for sustainable blue economy across sea basins.
- Case study/pitch from a BlueInvest-supported projects

Q&A

10:30 – 11:20 - Healthy Oceans: From Policy to Practice

This session brings together practical examples and innovative projects that translate policy goals into action, particularly in the fields of marine pollution reduction, biodiversity restoration, and coastal monitoring. Speakers from leading institutions will share experiences and project results, such as Free LitterAT, NetTagplus, and ESA’s Blue Economy initiative. The session aims to inspire replication and upscaling of effective practices by showcasing real-world solutions.

- Insights from Pillar IV implementation
- Presentations of innovative projects tackling marine pollution, biodiversity restoration, and coastal monitoring

Q&A

11:20 – 11:30: Conclusions and Next Steps

- Key messages and future collaboration pathways under the Atlantic and WestMED frameworks

Directorate General for Maritime Policy (DGPM) – Sea Basins’ Portuguese National Coordinator.

Stay tuned about the incoming Sea Basins’ related big events!

WestMED Stakeholder Conference: <https://westmed-initiative.ec.europa.eu/westmed-conference-2025/>

WestMED Project Awards: <https://westmed-initiative.ec.europa.eu/project-awards-2025/>