

ENGAGING THE BLACK SEA COMMUNITIES THROUGH LIVING LABS



Alice Guittard

aguittard@aueb.gr

Athens University of Economics and Business



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No:101000240.



3 Rounds of Living Labs in **6** Pilot Sites

2022 → **+120** 2023 → **+140** 2024 → **+150**

Stakeholders from the blue economy sectors engaged in BRIDGE-BS Pilot Sites Living Labs



BRIDGE-BS LL STAKEHOLDERS' ENGAGEMENT USING A SYSTEM INNOVATION APPROACH

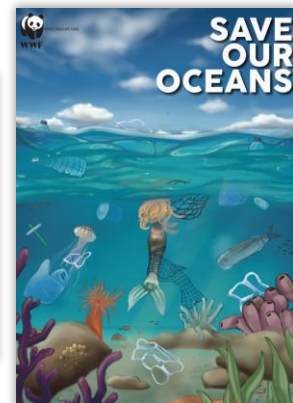




TECHNOLOGICAL



SOCIAL



BARRIERS

Governance fragmentation
Lack of law enforcement
State bureaucracy and regulation complexity
Financial cost
Resistance to change
Lack of a skilled workforce

ENABLERS

EU and international regulations supporting sustainable development
EU funding opportunities
Digital technologies
Advancement in green infrastructures
Public support for more environmentally friendly practices



NEXT STEPS

IMPLEMENT THE TRANSFORMATIVE PATHWAYS
KEEP THE DIALOGUE OPEN & SUPPORT THE CO-DESIGN APPROACH OF THE BS-DTO



BLACK SEA BEO

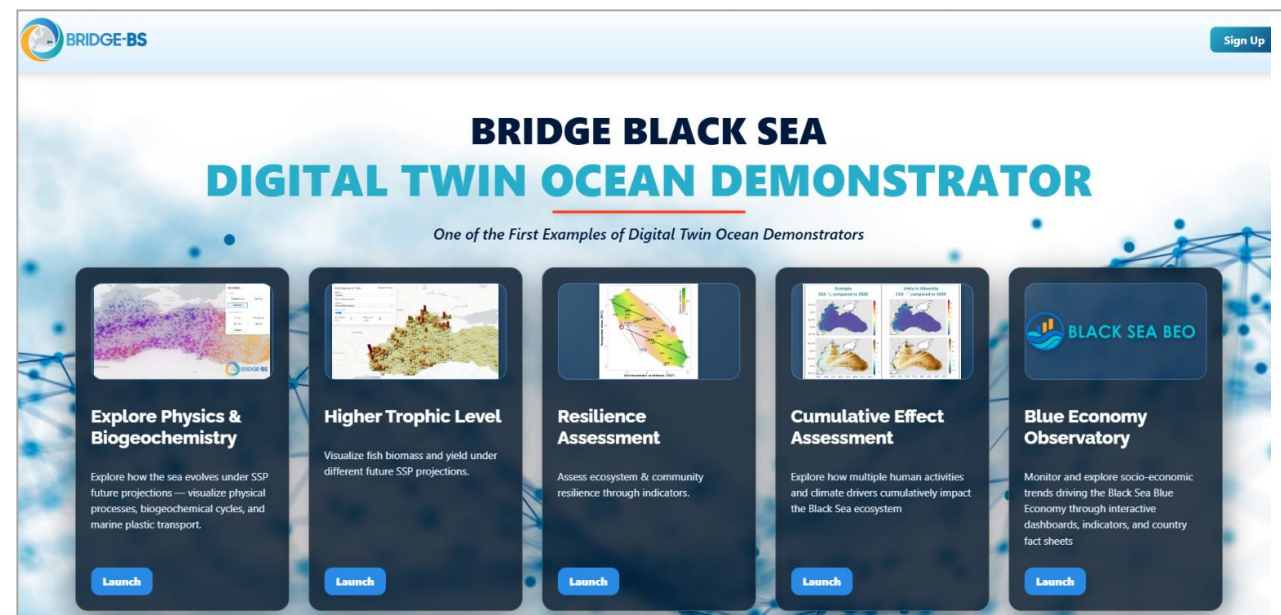
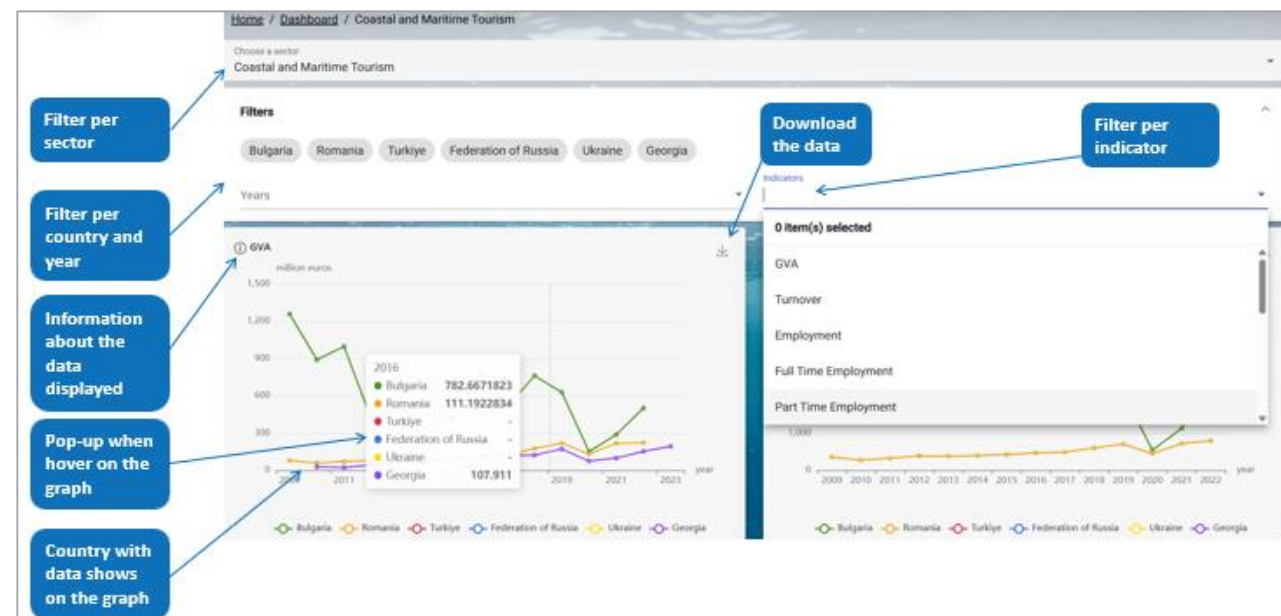
The first attempt to build a BEO dedicated to the Black Sea with a strong sustainability component

VISIT THE BS BEO
WEBSITE!
blackseabeo.eu



REMAINING CHALLENGES

- Not a universal set of indicators to measure the sustainability of the blue economy
- Data Availability and Accessibility
- Country specific monitoring framework
- Need for a harmonized regional data collection and open access policy



THANK YOU!

Contact: aguittard@aueb.gr

STAY TUNED!

bridgeblacksea.org



@BRIDGE_BlackSea



@BRIDGEBlackSea



BRIDGE Black Sea



BRIDGE Black Sea



ae4ria.org

