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Curriculum Development for the Sustainable Blue Economy Study toward
the achievement of Ocean Decade in Tunisia, Egypt, and Jordan / BLUE-
ERA



Project: 101128861 — BLUE-ERA

Workshop title: Unlocking the Potential of the Blue Economy: Regional Workshops for Sustainable Development and Innovation

Introduction:

The BLUE-ERA project proudly announces a series of one-day workshops dedicated to harnessing the blue economy for sustainable development and innovation across the Mediterranean region. These workshops, scheduled in Jordan, Tunisia, and Egypt, aim to serve as a pivotal platform for dialogue, education, and collaboration among stakeholders in the blue economy sector. By bringing together industry professionals, academics, students, and policymakers, we aim to spark passion and interest in the vast potential of the blue economy to drive economic growth, environmental sustainability, and job creation.

The workshops are designed to:

- **Highlight the Importance of the Blue Economy:** Explore the key role of the blue economy in promoting sustainable development, conserving marine resources, and enhancing livelihoods in coastal communities.
- **Foster Innovation and Collaboration:** Encourage the exchange of ideas and best practices among participants, fostering a collaborative environment that promotes innovation and sustainable practices.
- **Bridge Local and Global Perspectives:** Connect local experiences and challenges with global trends and opportunities in the blue economy, facilitated by the involvement of European partners attending remotely.
- **Encourage Active Participation:** Motivate companies and individuals to engage with the BLUE-ERA project's initiatives, contributing to a vibrant and sustainable blue economy ecosystem.





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Scheduled Workshops:

- **In Tunisia:** April 17, 2024, at the University of Sousse. This French-language workshop focuses on integrating the blue economy into the broader economic landscape of Tunisia, emphasizing sustainability and innovation.
- **In Jordan:** April 24, 2024, at the University of Jordan. Conducted in Arabic, this workshop aims to engage the local community and stakeholders in understanding and leveraging the opportunities presented by the blue economy.
- **In Egypt:** April 30, 2024, at AASTMT. A bilingual workshop in Arabic and English aims to highlight the dual importance of local initiatives and global trends in shaping the future of the blue economy in Egypt.

Join us to explore the endless possibilities of the blue economy, share your insights, and learn from peers and experts in the field. Together, we can unlock the potential of our seas and oceans for a sustainable and prosperous future.

Objectives of the Workshop:

1. **Project Introduction and Overview:** To introduce the BLUE-ERA project comprehensively, highlighting its aims, scope, and the pivotal role it plays in advancing the blue economy across the Mediterranean region. This objective seeks to provide participants with a clear understanding of the project's mission and how it intends to foster sustainable development and economic growth through education and innovation.
2. **Understanding the Blue Economy:** To elucidate the concept of the blue economy, detailing its significance for economic development, environmental sustainability, and social inclusion. Participants will explore how the blue economy impacts various stakeholders, including





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industry professionals, academics, and students, and how it underpins the foundation of the BLUE-ERA master's degree program.

3. **Curriculum Design and Case Studies:** To detail the development of the BLUE-ERA master's program curriculum, emphasizing the integration of academic knowledge, scientific research, and industry needs. The objective is to bridge the gap between theoretical learning and practical application, ensuring that the curriculum includes case studies and projects relevant to the labor market. This approach aims to equip students with the necessary skills and knowledge to address real-world challenges in the blue economy sector.
4. **Stakeholder Engagement and Needs Assessment:** To engage with stakeholders and academics in Egypt, Tunisia, and Jordan, identifying their specific needs, expectations, and contributions to the blue economy. This objective involves gathering insights that will inform the continued development of the BLUE-ERA program, ensuring it remains responsive to regional needs and global trends in the blue economy.
5. **Enhancing Employability:** To promote the employability of students graduating from the BLUE-ERA master's degree program by aligning the curriculum with industry demands and fostering a network of professional contacts. This includes facilitating discussions on emerging job opportunities in the blue economy sector, skills requirements, and pathways for students to transition effectively from academia to the labor market.

Through these objectives, the workshop aims to create a collaborative platform for sharing knowledge, fostering innovation, and building a strong community of stakeholders committed to advancing the blue economy in the Mediterranean region and beyond.

Participants:





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The upcoming workshops on the blue economy, organized under the auspices of the BLUE-ERA project, are designed to convene a diverse and dynamic group of participants, each bringing unique perspectives and expertise to the discussion on sustainable marine development. Our target audience encompasses a broad spectrum of professionals and academics who are directly engaged with or interested in the blue economy sector.

- **Academic Personnel:** Scholars and educators from universities and research institutions who are involved in marine studies, environmental science, economic development, and related fields. These participants play a crucial role in shaping the future workforce and research agendas related to the blue economy.
- **Maritime Industry Representatives:** Professionals from various facets of the maritime industry, including shipping, fisheries, aquaculture, marine biotechnology, and others, whose work is directly influenced by blue economy practices and principles. They offer invaluable insights into the practical challenges and opportunities within the sector.
- **Maritime Sector Associations:** Members of associations and organizations that represent the interests of maritime professionals and businesses. These participants provide a collective voice on matters affecting the blue economy, from regulatory changes to innovation and sustainability practices.
- **Public Authorities:** Officials from local, regional, and national government bodies responsible for maritime policy, environmental regulation, economic development, and education. Their involvement ensures that the dialogue around the blue economy is aligned with public policy objectives and supports a coordinated approach to sustainable development.
- **Goal-Oriented Professionals:** Individuals working in fields related to the blue economy who seek to deepen their understanding of its applications and implications. These participants are





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keen to enhance their skills and knowledge to meet the evolving demands of the job market within this sector.

By bringing together this diverse group of stakeholders, the workshops aim to foster a rich exchange of ideas, promote collaborative learning, and facilitate networking opportunities. Participants will have the chance to engage with cutting-edge research, discuss industry trends, explore innovative solutions, and contribute to shaping a sustainable future for the blue economy.

General Schedule (All Locations)

Workshop Agenda

10:00 - 10:10 | Opening Remarks

- Welcome and a brief introduction to the workshop's objectives and the BLUE-ERA project.

10:10 - 10:30 | Keynote Address: "The Sustainable Blue Economy: Vision and Progress"

- Insights into the strategic importance of the blue economy for the Mediterranean region.

10:30 - 10:50 | Panel Discussion: "Academia and Industry: Collaborating for a Sustainable Future."

- A concise panel featuring insights from academia and industry leaders on fostering sustainability in the blue economy.

10:50 - 11:00 | Coffee Break and Quick Networking

- A short break for refreshments and informal discussions.

11:00 - 11:20 | Online Presentation: "Innovation in the Blue Economy: Bridging Technology and Sustainability"





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- Presented by the Project PI from France, highlighting innovative practices and technology transfer in the blue economy.

11:20 - 11:40 | Online Presentation: "Building an Inclusive Blue Economy."

- Insights from a partner in Greece on ensuring inclusivity and equity within blue economy initiatives.

11:40 - 12:00 | Interactive Session: "Mapping the Future: Stakeholder Needs and Expectations."

- An engaging session to discuss stakeholder expectations and how they can shape the future of the blue economy.

12:00 - 12:20 | Closing Panel: "Next Steps and Closing Thoughts."

- Brief reflections from speakers and a look at the BLUE-ERA project's next phases.

12:20 - 13:00 | Structured Networking and Wrap-Up

- A final opportunity for structured networking, allowing participants to discuss collaborations and exchange contact information before the workshop concludes.

