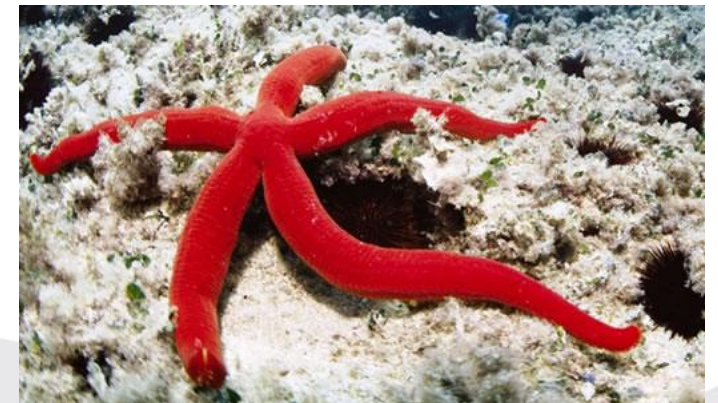# Title

From the Horizon Europe Mission Starfish 2030 to an innovation ecosystem of the Adriatic-ionian Region

Maria Cristina Pedicchio

University of Trieste and OGS

European Starfish Mission Member

EUROPERAN COMMISSION New Priority - MISSIONS
The EU must look at the audacity and complexity of the Apollo program

MISSIONS

Mission-Oriented Research & Innovation in the European Union

A problem-solving approach to fuel innovation-led growth
by Mariana MAZZUCATO

- create a European public good
- audacious and with a wide social relevance
- clear direction and concrete results
- targeted, measurable over time
- ambitious but realistic
- interdisciplinary, cross-sectoral research and innovation actions
- capture the public's imagination

Mariana Mazzucato

Horizon Europe: Missions

MISSION AREAS:

Soil health and food

Cancer

Adaptation to climate change, including societal transformation

Climate-neutral and smart cities

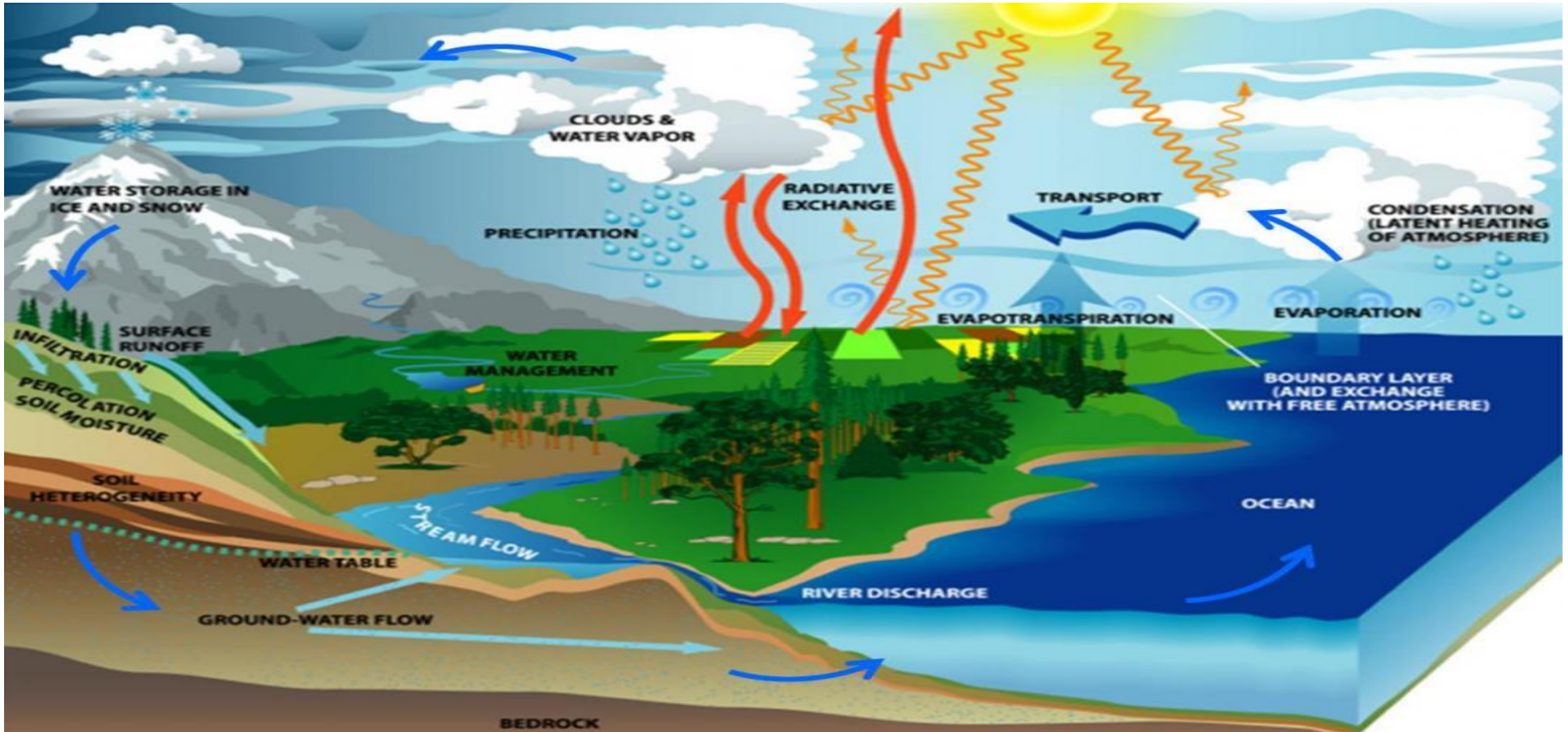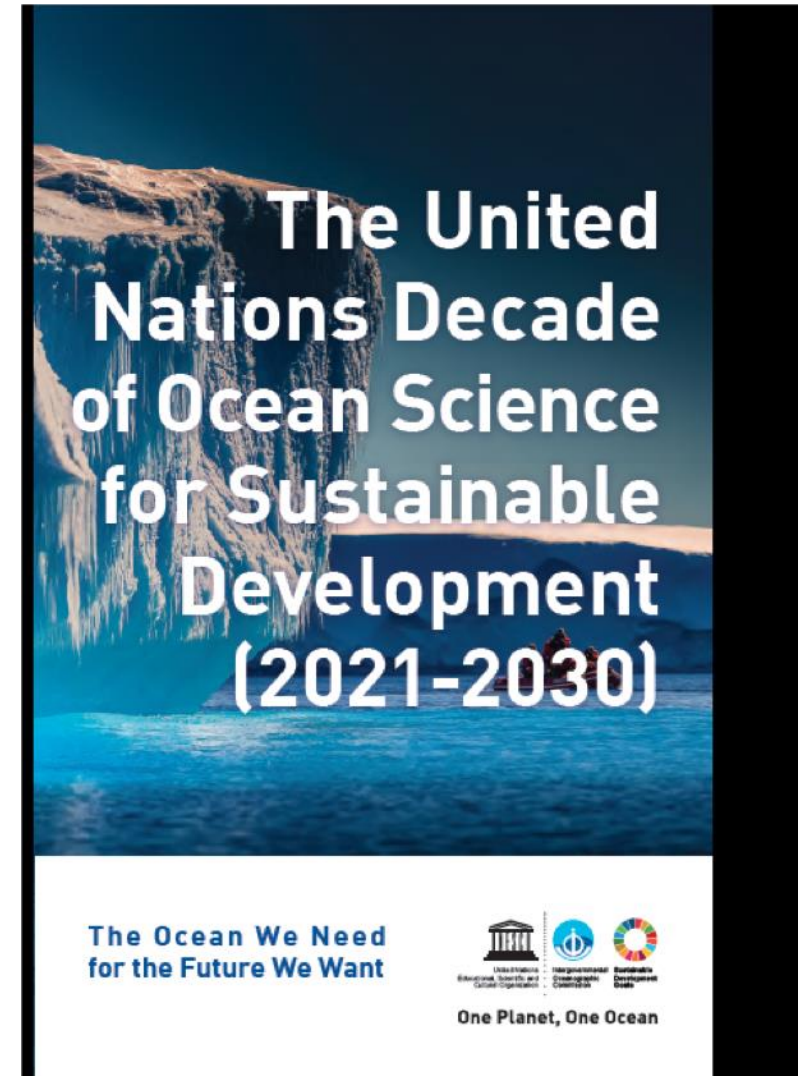Healthy oceans, seas, coastal and inland waters

European Commission

We need to take a holistic approach to address the water system as a whole: oceans, seas, coastal and inland waters
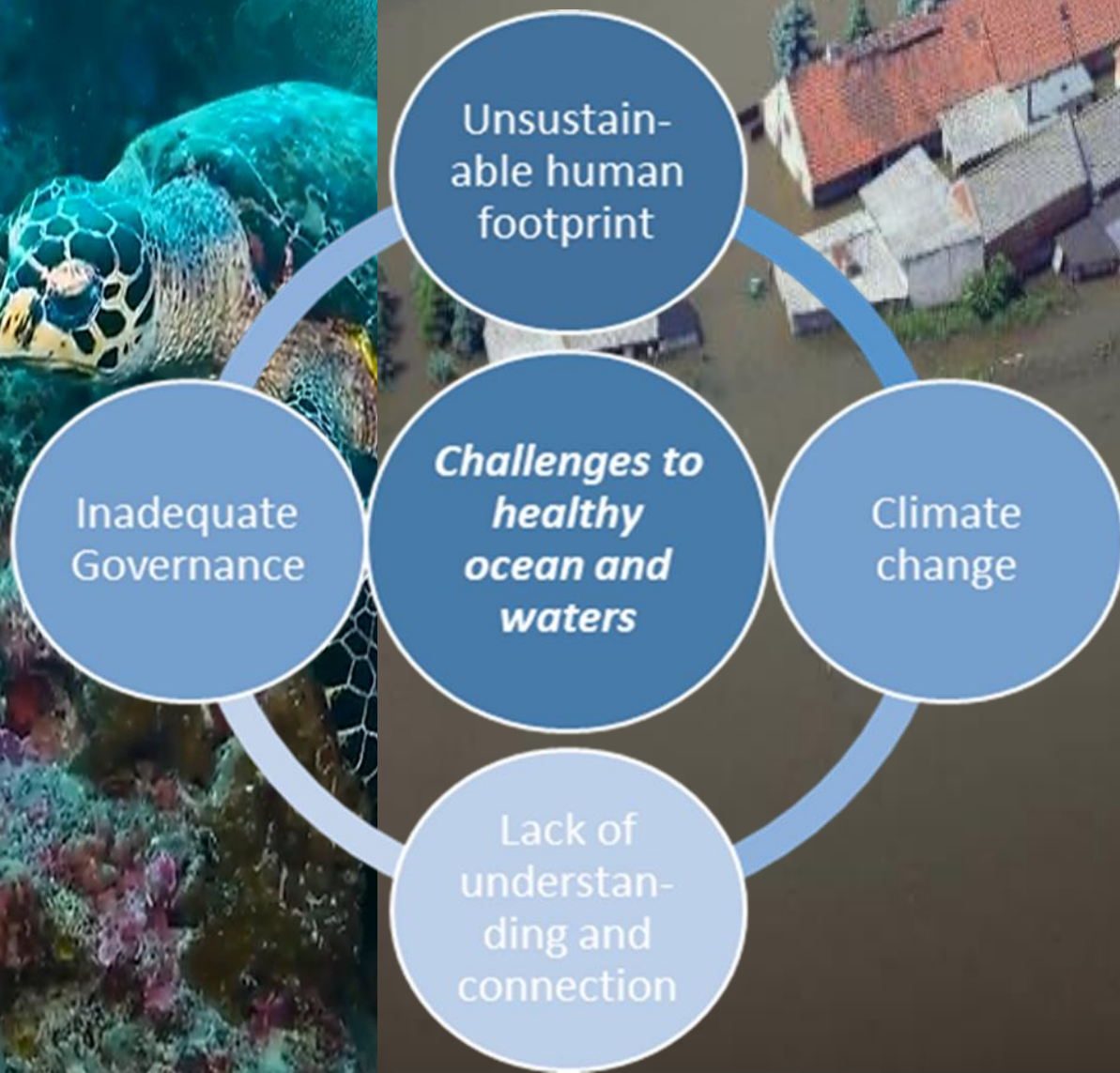
UN Ocean decade

per la conservazione e lo sfruttamento sostenibile dell'Oceano, dei mari e delle risorse marine

UN SDG

The Ocean and Waters are under Threat

Unsustain-able human footprint

Inadequate Governance

Challenges to healthy ocean and waters

Climate change

Lack of understan-ding and connection

Mission Starfish 2030: Restore our Ocean and Waters

Inspired by the shape of the **starfish,** the Mission has **five mutually supporting objectives** for 2030, which together enable the restoration and regeneration of the water cycle as a whole.

Mission Starfish: objectives and targets

Objective		Target
Filling the knowledge and emotional gap	1	Each European is a citizen of our ocean and waters
	2	Marine and freshwater observation is streamlined and accessible to all via a digital twin of the ocean and all waters
Regenerating marine and water ecosystems	3	30 percent of EU waters are highly to fully protected
	4	Active regeneration of 20 percent of degraded habitats
	5	Renaturalise rivers and waters
	6	End overfishing
Zero pollution	7	Zero plastic litter generation
	8	Eutrophication of European seas and waters is halted
	9	Zero spill
	10	Underwater noise is regulated and reduced
Decarbonising our ocean, seas and waters	11	Climate-neutral waterborne transport
	12	Support the energy transition through renewable, low-impact ocean energy
	13	Zero-carbon aquaculture
	14	A thriving blue biotech
	15	Climate-neutral blue tourism
Revamping governance	16	An integrated and participatory EU system of ocean and water governance
	17	EU leadership for effective global ocean governance

Table 1. Five objectives, 17 targets

Lack of understanding and connection
Inadequate governance

Out of side, out of mind and taken for granted

Political and financial underinvestment

Gaps in measurement prediction and management

Fragmentation of instruments and institutions

1. Filling the knowledge and emotional gap

Each European is a citizen of our ocean and waters

- Pan-European Blue education programmes
- European blue regeneration voluntary corps and ambassadors
- Citizen's science with larger public engagement
- New Blue workforce
- Active cooperation and co-ownership by all public authorities

Marine and freshwater observation is streamlined and accessible to all via a digital twin of the ocean and all waters

- Digital Twin of the Ocean
- European Strategy for Marine Science
- Streamlining existing data, models and services

2030

5. Revamping governance

An integrated and participatory EU-system of ocean and water governance

- European Ocean and Water Agency
- European Blue Citizens' Forum
- Integrated Ocean and Water Plan for Europe
- EU Ocean and Water Summit

EU leadership for effective global ocean governance

- UN Agreement on areas beyond national jurisdiction
- International ban on activities causing seabed habitat loss
- IUU fishing eradication
- International Standards for ports harbours and shipping
- UN agreement on protection of major rivers
- Ocean governance agreements with strategic partners
- Circular economy agreements with Mediterranean riparian countries to ban and recycle plastic

2030

Examples of concrete actions. Training and education

- [Call for Ideas and Award Competition](#) of the initiative **"Active Young Citizens for Sustainable Development in CEI and AII areas"**
- to stimulate the engagement of youth in the Central European Initiative and the Adriatic Ionian Initiative regions
- in the framework of the [United Nations Agenda 2030](#) for Sustainable Development.

Examples of concrete actions. Training, capacity building and Science Diplomacy

Summer School in Sustainable Blue Economy

SUMMER SCHOOL 2021 - THE HYBRID FORMULA

- The initiative is labelled by the Union for the Mediterranean

- endorsed by the UNESCO within the Ocean Decade.

- funded by the Italian Ministry of University and Research (MUR)

Examples of concrete actions. The FVG Tecnology Cluster

MARITIME TECHNOLOGY CLUSTER
OF FRIULI VENEZIA GIULIA

- 48 Member

- 25 affiliated enterprises

- 200 stakeholders

ACTIVITIES
CAPACITY BUILDING

We believe in the **importance** of getting young students and citizens in touch with **maritime technologies**,
to better know the huge **potential of seas and oceans** and build the new generation of the **sea workers of the future**.

We organize **conferences** for citizens and students and **didactic-laboratories** for students from primary until high-school.
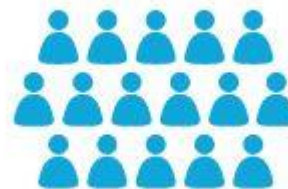
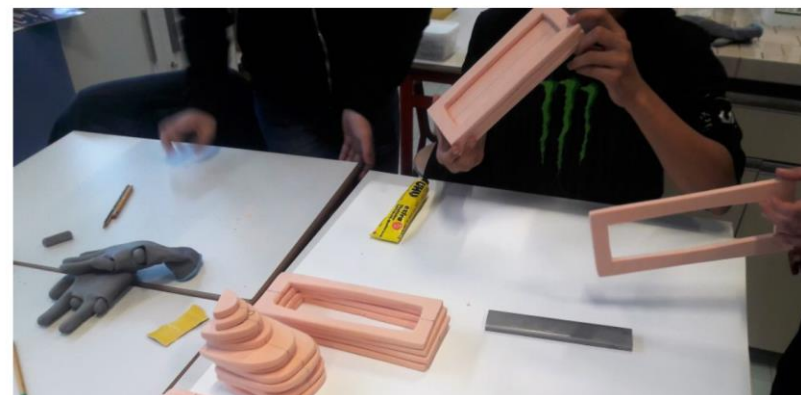| STUDENTS INVOLVED IN DIDACTICT ACTIVITIES	PUBLIC CONFERENCES OPEN TO CITIZENS	CLASSES INVOLVED INTO DIDACTIC ACTIVITIES	UNIVERSITY STUDENTS INVOLVED IN CONFERENCES
Since 2016	Since 2016	Since 2017	Since 2016
>3500	43	191	788
	with international speakers		

ACTIVITIES

navigando

5 Laboratories for primary schools, middle schools and high schools + conferences for university students

WATERBORNE Adriatic-Ionian Technology Platform

From the Horizon Europe Mission Starfish2030 to an innovation ecosystem of the Adriatic-ionian Region: boosting the R&I investiments for a sustainable maritime industry.

- Clusters as key actors of the EUSAIR Macroregion

- Foster collaboration and innovation in a transnational, multi-business, circular bioeconomy network.

- Bring together the various stakeholder groups to go above and beyond project-level and sector thinking

- Integrate the sustainability triad of environmental, social and economic considerations

- Conciliate top down and bottom up approaches