Prep4Blue

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Journée d'information Financements Européens Mer & Maritime

Brest, France – 13 Mai 2025

A 'Mission Restore our Ocean and Waters' initiative.

Project Overview

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

At a Glance

Duration: June 2022 – May 2025

Budget: €4,997,690

Coordinator: IFREMER

Type of Action: CSA

Consortium: 18 partners (9 countries)

Website: prep4blue.eu

Mission – Community of projects

Objective

Support the R&I goals
&
Facilitate successful implementation
of the Mission

Structure

WP1 COORDINATION AND SYNERGIES

WP2 MISSION COMMUNICATION NARRATIVE

WP3 CITIZENS

WP4 KNOWLEDGE MANAGEMENT

WP5 BUSINESS AND REGULATIONS

WP6 STAKEHOLDERS

Knowledge transfer

Wavelinks.eu

WaveLinks

Join the Mission Ocean Ecosystem

Find projects, citizen science initiatives, stakeholders, engagement methods, events, services, policies and funding, expand your network, stay up to date and keep track of our progress towards restoring our oceans and waters by 2030.

REGISTER

Regulatory & Economic Analysis

Deliverable D5.3

Roadmap to success for future LH projects:
Solutions to better address regulatory barriers and create enablers

Deliverable D5.1

Critical assessment and key recommendations for Interregional financing

Deliverable D5.2

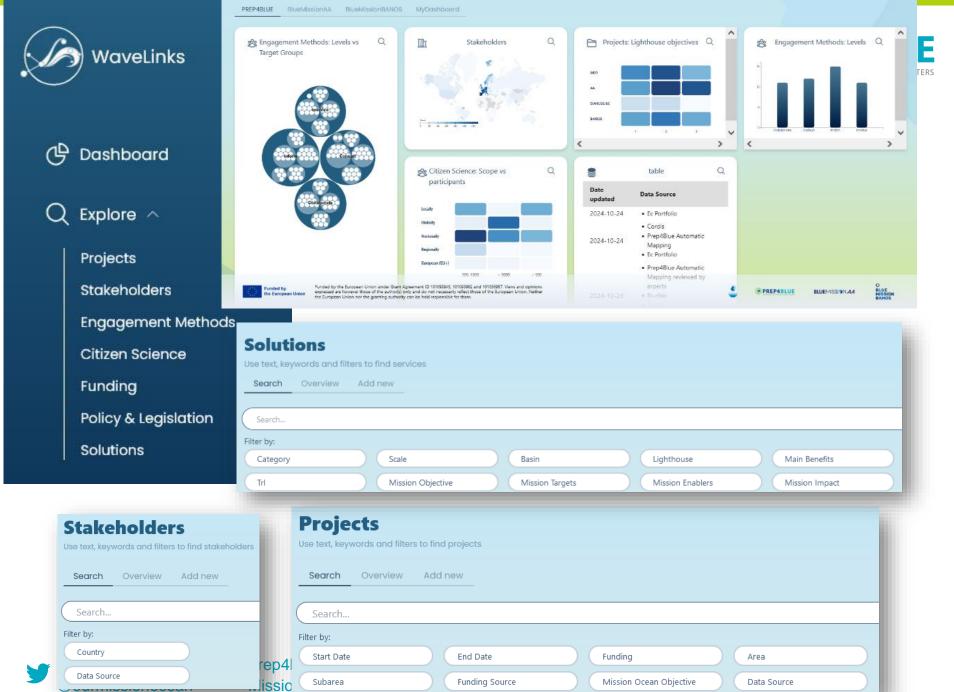Business model blueprints and de-risking recommendations

Deliverable D5.4
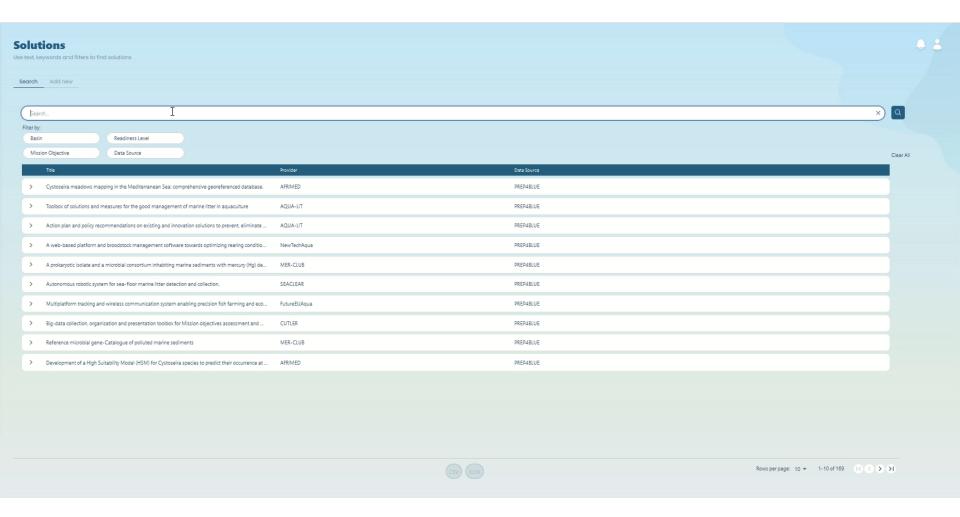
Vision of how to fund scale up solutions beyond 2025

Deliverable D5.5

Business Interaction Models for Mission Scale-Up

@PREP4BLUE
@ourmissionocean

WaveLinks

- **Dashboard**
- **Explore** ⌃
  - Projects
  - Stakeholders
  - Engagement Methods
  - Citizen Science
  - Funding
  - Policy & Legislation
  - Solutions

Engagement Methods: Levels vs Target Groups

Stakeholders

Projects: Lighthouse objectives

MED
AA
DANUBE-BS
BANOS

Engagement Methods: Levels

Citizen Science: Scope vs participants

Locally
Globally
Nationally
Regionally
European (EU+)

table

Date updated	Data Source
2024-10-24	• Ec Portfolio
	• Cordis
2024-10-24	• Prep4Blue Automatic Mapping
	• Ec Portfolio
	• Prep4Blue Automatic Mapping reviewed by experts
2024-10-24	• Bluebic

Funded by the European Union. Funded by the European Union under Grant Agreement ID 101093845, 101093962 and 101056957. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Solutions
Use text, keywords and filters to find services

Search   Overview   Add new

Search...

Filter by:

Category	Scale	Basin	Lighthouse	Main Benefits
Trl	Mission Objective	Mission Targets	Mission Enablers	Mission Impact

Stakeholders
Use text, keywords and filters to find stakeholders

Search   Overview   Add new

Search...

Filter by:

Country

Data Source

Projects
Use text, keywords and filters to find projects

Search   Overview   Add new

Search...

Filter by:

Start Date	End Date	Funding	Area
Subarea	Funding Source	Mission Ocean Objective	Data Source

EU MISSIONS
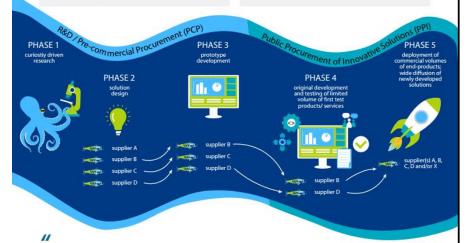### RESTORE OUR OCEAN AND WATERS

PRE-COMMERCIAL PROCUREMENT

Pre-commercial procurement (PCP) involves a series of competitive procurement phases from solution exploration and design to validation/testing of a limited set of first products. It is used by public authorities to address societal challenges and meet public needs through the acquisition of innovative solutions that are not yet commercially available.

PUBLIC PROCUREMENT OF INNOVATIVE SOLUTIONS

Public procurement of innovative solutions (PPI) concerns the phase when a product, service or process has been developed, but is not yet available on a large-scale commercial basis. It is thus complementary as a possible next step to PCP. PPI therefore facilitates wide diffusion of innovative solutions on the market.

R&D / Pre-commercial Procurement (PCP)

PHASE 1 curiostiy driven research

PHASE 2 solution design

PHASE 3 prototype development

Public Procurement of Innovative Solutions (PPI)

PHASE 4 original development and testing of limited volume of first test products/ services

PHASE 5 deployment of commercial volumes of end-products; wide diffusion of newly developed solutions

supplier A, supplier B, supplier C, supplier D → supplier B, supplier C, supplier D → supplier B, supplier D → supplier(s) A, B, C, D and/or X

EuropeWave is an R&D programme for wave energy technology, supported by nearly €20 million in national, regional, and EU funding. It uses a Pre-Commercial Procurement (PCP) model, originally developed by Wave Energy Scotland, to promote collaboration and risk-sharing between the public sector and technology developers. The focus is on designing and demonstrating cost-effective wave energy converter systems for reliable power generation in challenging ocean conditions.
EuropeWave (https://www.europewave.eu/)

EQUITY FINANCING

Equity financing allows companies to raise capital by selling ownership stakes to investors, who in return benefit from capital gains (increase in the value of shares over time) and dividend payments (periodic profit distribution to shareholders). Unlike debt, there is no repayment obligation, but the investors carry the risk of failure. However, issuing shares can dilute founders' control, as shareholders often gain voting rights.

DEBT FINANCING

Debt financing raises capital through loans that must be repaid with interest, without diluting ownership. It must be repaid regardless of the company's financial performance, with a potential risk of default in case of failure to meet repayment obligations. **Bonds**, a type of debt financing instrument issued by governments, development banks or corporations, can be used to finance sustainability projects. **Blue bonds** specifically can raise finance for marine and ocean-based projects.

EQUITY FINANCING
- Dividends or returns expected
- Access to investor knowledge

DEBT FINANCING
- Keep full business ownership
- Capital repayments with interest
- Security required

InvestEU, Growth Blue Fund I
The Growth Blue Fund I is an equity financing initiative supporting SMEs in the blue economy in Portugal. Backed by funding from the EU and the European Investment Bank, it aims to invest in 8 to 12 companies with equity and quasi-equity investments above €1.5m.

European Investment Bank (EIB)
Between 2019 and 2023, the European Investment Bank provided €7.3 billion in loans to the sustainable blue economy, including coastal resilience to climate change, conservation and restoration of ocean natural capital, and innovation, leveraging €30.8 billon of investments.

Recommendations

The Five Commandments

I — ALLOW FASTER ACCESS TO TESTING AND LICENSING, WITHOUT LOSING OUT ON THE NECESSARY DILIGENCE

II — IMPROVE WAYS IN WHICH LOCAL CONTEXTS CAN BE INCLUDED IN POLICY FORMULATION AND IMPLEMENTATION

III — ADEQUATE IMPLEMENTATION OF EXISTING REGULATIONS, INCLUDING FORESEEING THE NECESSARY RESOURCES FOR THIS ON ALL LEVELS

IV — BE OPEN AND CLEAR ABOUT HINDERING FACTORS THAT LIMITED DEVELOPMENT OF BUSINESS AND INITIATIVES SO THAT OTHERS CAN LEARN FROM IT

V — REDEFINITION OF PROFIT: INCLUDE THE TRIPLE BOTTOM APPROACH WHERE ECONOMIC, SOCIAL AND ECOLOGICAL FACTORS ARE TAKEN INTO ACCOUNT

Citizen engagement Resources

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Engaging Citizens with Mission Ocean and Waters: A toolbox of approaches

Guidance on methods for facilitating, monitoring and assessing citizen participation levels and for rolling out a European wide network of assemblies of citizens

BENEATH THE SURFACE

A COLLECTION OF RECOMMENDATIONS AND GOOD PRACTICES IN AQUATIC CITIZEN SCIENCE TO SUPPORT THE EU'S MISSION OCEAN & WATERS

Deliverable D3.3

A co-created portfolio of mission-relevant pilot activities to support evaluation of project tools and methods

Deliverable D3.2

A synthesis report containing bespoke legacy training resources to support citizen action

Citizen Science

Use text, keywords and filters to find citizen

Search   Overview   Add new

Search...

Filter by:

Scope	Number Of Participants	Area	Start Year	Policy Task
Frequency	Category	Activity Location	End Year	Level Of Participation

Database of citizen sciences initiatives
wavelinks.eu/explore/citizen-science

aters.eu

Stakeholder engagement Resources

Helpdesk
prep4blue.eu/helpdesk/

Frequently Asked Questions

Panel of Experts   **Resources**

Deliverable D6.1
Stakeholder engagement guidelines,
including toolkit

Deliverable 6.3
Report on the findings of the stakeholder assembly's engagement pilots

D6.5 - Legacy document with a set of recommendations related to capacity/skills for the Mission community

Engagement Methods
Use text, keywords and filters to find stakeholder engagement methods

Search   Overview   Add new

Search...

Filter by:

Level Of Engagement	Participants
Targeted Groups	Duration

Online Toolkit
47 identified Stakeholder Engagement Methods
(Individual factsheets)
wavelinks.eu/explore/engagement-methods

Communication Training & Resources

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

EU MISSIONS
RESTORE OUR OCEAN & WATERS

PREP4BLUE Communication Toolkit

FOR MISSION OCEAN AND WATERS PARTNERS

EU MISSION
RESTORE OUR OCEAN & WATERS

Our Mission is

... to Restore our Ocean and Waters by 2030.

Discover

MUTE

missionoceanwaters.eu

Trello

Resource Repository
[trello[...]/missionocean-social-media-toolkit](trello[...]/missionocean-social-media-toolkit)

#MissionOcean Social Media Toolkit

Communication Collaborative

Websites & Social Media

Useful Documents

Videos

IA/Project Social Media, Web, & Graphics Info

Important Links

Branded Graphics/Images & Related Guidelines

Social Media Example Posts

Questions?

@PREP4BLUE
@ourmissionocean

prep4blue.eu
MissionOceanWaters.eu

Mission Governance

Ocean Decade,
Mission Ocean and other
international initiatives

EUROMARINE
EUROPEAN
MARINE RESEARCH
NETWORK

TransOcean
Euromarine Outlook on Transoceanic, Transversal
and Transformative International Ocean Research

Guidance for establishing Mission
Ocean and Waters National Hubs

BUSINESS MODELS & FUNDING / PREP4BLUE

RESOURCES

EUROPEAN UNION

EU
MISSIONS
RESTORE OUR OCEAN AND WATERS

Mission Ocean & Waters

Cross-basin Lessons and Insights from CSAs

Prep4Blue ressources

- Websites :
  - Prep4Blue : https://prep4blue.eu/
  - Wavelinks : https://wavelinks.eu/
  - Mission Ocean & Waters (general public) : https://missionoceanwaters.eu/

- Ressources & Results
  - General : https://prep4blue.eu/resources
  - Deliverables : https://zenodo.org/communities/prep4blue_project

PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Thank You

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EU MISSIONS
RESTORE OUR OCEAN & WATERS
Concrete solutions for our greatest challenges

Panel 1

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Communications tools and resources for Mission 'Restore our Ocean and Waters by 2030' stakeholders

WHO IS THIS FOR? MISSION OCEAN AND WATERS FUNDED PROJECTS AND CHARTER SIGNATORIES LOOKING TO ENHANCE THEIR DIGITAL MEDIA SKILLS

About PREP4BLUE
Through co-development and co-creation with stakeholders, the project has prepared a series of
- Communication tools
- Guidelines
- Methodologies
- Recommendations

that can be used by Mission-funded projects to achieve the Mission objectives and inspire citizens and Mission stakeholders.

Mission Ocean and Waters Communication Toolkit

A valuable directory providing Mission Ocean and Waters project beneficiaries with **access to the latest Mission communications resources, networks, news** sources and branding guidelines.

Mission Ocean and Waters Social Media Toolkit

A Trello Board hosting a **variety of guidelines, examples** and **Mission-branded templates** to help Mission Ocean and Waters projects to enhance their digital media engagement and reach new audiences.

Mission Ocean and Waters Digital Academy

An innovative Digital Academy to help Mission-funded projects and charter signatories grow their digital media skills and capabilities.

Access training videos, tutorials, example content, templates, checklists, audit tools, strategies and more!

Find out More below

For the latest Mission Ocean and Waters news, check out:
- Missionoceanwaters.eu
- @OurMissionOcean
- @missionocean
- @missionoceaneu

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Panel 2

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Innovative tools and resources for inspiring Citizen Engagement with Mission 'Restore our Ocean & Waters by 2030'

WHO IS THIS FOR? ALL EUROPEAN MARINE AND FRESHWATER PROJECTS PLANNING CITIZEN ENGAGEMENT ACTIVITIES

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Toolbox for Citizen Engagement

Exploring how citizen engagement can be facilitated in marine and freshwater projects, this practical toolbox presents:
- Key theory
- Approaches for planning and managing citizen engagement activities.
- Examples of stakeholder engagement tools.
- Advice on aligning activities the requirements of the Mission Implementation Plan and Work Programme.

Beneath the Surface

A Collection of **Recommendations and Good Practices** in Aquatic Citizen Science to Support the EU's Mission Ocean and Waters.

Based on PREP4BLUE's extensive research on aquatic Citizen Science.

PREP4BLUE Citizen Engagement Webinar Series

An inspiring series where participants will **learn how to design a project, work package, or programme of activities** in alignment with the citizen engagement targets of Mission Ocean. Ideal for those applying for funding or currently engaged in marine and freshwater projects.

Database of Citizen Science Initiatives

A **database of over 1000 aquatic citizen science** initiatives. Accessible through PREP4BLUE's Wavelinks application, the searchable database allows Mission stakeholders and citizens alike to get involved and be inspired by the innovative citizen science activities taking place across Europe.

Portfolio of Mission-relevant pilot citizen engagement activities

An **exploration** of PREP4BLUE's experience of mobilising citizen engaged networks across Europe to participate in Mission Ocean & Waters. This includes the development of national ocean literacy networks, city-based networks for Mission Ocean & Waters, ocean science-arts networks, and more.

Find out More

Project publication
Nay, K. D., et al. (2024). Planning for citizen participation in the EU mission to restore our ocean and waters by 2030.
Available at prep4blue.eu

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Panel 3

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Knowledge Management Tools for accelerating impact in the Mission 'Restore our Ocean & Waters by 2030' ecosystem

WHO IS THIS FOR? MISSION OCEAN & WATERS AND OTHER STAKEHOLDERS WORKING TO FAST-TRACK THE UPTAKE AND IMPACT OF THEIR SOLUTIONS.

About PREP4BLUE
Through co-development and co-creation with stakeholders, the project has prepared a series of
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- Recommendations

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Knowledge Transfer Methodology

COLLECT KNOWLEDGE — DEVELOP PATHWAYS TO IMPACT — TRANSFER TO END USER

A three-step methodology which can be used by Mission-funded projects, policy makers, applied research and industry stakeholders to ensure the take-up and application of their Mission-relevant solutions.

Knowledge Transfer Analysis Criteria

A set of criteria and indicators, for prioritising knowledge and respective pathways to impact with potential to contribute to Mission Ocean and Waters objectives and targets.

WaveLinks

A web-application, which helps Mission stakeholders to identify **projects, stakeholders, solutions, policies, citizen science initiatives, stakeholder engagement methods** that could support their Mission-relevant activities.

The searchable databases allow Mission stakeholders to expand their network, foster uptake of solutions, transfer knowledge and track the progress of the Mission.

wavelinks.eu

Knowledge Transfer Online Showcasing Module (KTOSM)

Embedded in Wavelinks, the KTOSM is an **interactive tool for visualising linkages** between the solutions, stakeholders, funding opportunities and policies relevant to the Mission.

The KTOSM helps users to:
- Navigate the Mission Ocean & Waters ecosystem
- Draft pathways to impact for their solutions
- Track the progress of their knowledge transfer activities.

Semantic Network

Behind Wavelinks is a powerful AI tool, that analyses databases and establishes linkages between stakeholders and solutions within the Mission Ocean ecosystem.

A programmer's guide for developing Semantic Networks is also available on the PREP4BLUE website.

Find out More below

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Tools for accelerating public and private investment in Mission 'Restore our Ocean and Waters by 2030' solutions

WHO IS THIS FOR? MISSION R&I PROJECTS LOOKING TO SCALE SOLUTIONS & POLICY ACTORS AT EUROPEAN, REGIONAL, NATIONAL OR LOCAL LEVEL

About PREP4BLUE
Through co-development and co-creation with stakeholders, the project has prepared a series of
- Communication tools
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that can be used by Mission-funded projects to achieve the Mission objectives and inspire citizens and Mission stakeholders.

Outputs for Mission project actors

Sustainable Business Model Blueprints

A practical strategy that can be used to **screen, develop, and validate Sustainable Business Model blueprints** for a sustainable company, startup or project focusing on restoring the ocean and waters in line with Mission 'Restore our Ocean and Waters objectives.

Business Models for the scale-up and financing of Mission Ocean solutions

A series of business models and case studies to provide insights and recommendations for **fostering further and improved collaboration** between businesses, policymakers, academia, and NGOs and accelerating the scale-up of R&I solutions
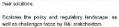
Outputs for Mission policy actors

Critical assessment and key recommendations for European regions on utilising (Inter-) regional financing to support Mission objectives

An in-depth **analysis of the Smart Specialisation Strategy priorities** of key European regions and their alignment with EU Mission Ocean and Water's objectives. Designed to support national, regional and local authorities in maximising interregional funding opportunities.

A Roadmap for the piloting and scale-up of solutions developed by Mission 'Restore our Ocean and Waters' projects

A series of **detailed recommendations and solutions** for Policymakers looking to support Mission projects with the piloting and scale-up of their solutions.

Explores the policy and regulatory landscape, as well as challenges faced by R&I stakeholders.

Find out More below

Contact Us

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Practical tools and resources for driving stakeholder engagement with Mission 'Restore our Ocean and Waters by 2030'

WHO IS THIS FOR? MISSION 'OCEAN AND WATERS' PROJECTS, NGOS, INDUSTRY, RESEARCH & LOCAL GOVERNMENT ACTORS WORKING TO ENGAGE SPECIFIC STAKEHOLDERS IN MARINE AND FRESHWATER-RELATED ACTIVITIES

About PREP4BLUE
Through co-development and co-creation with stakeholders, the project has prepared a series of
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that can be used by Mission-funded projects to achieve the Mission objectives and inspire citizens and Mission stakeholders.

Stakeholder Engagement Toolkit

A collection of methodologies and guidelines on how to best identify, map and approach stakeholders oriented towards the objectives set in the EU Mission "Restore our Ocean and Waters by 2030".

Applicable across all four of the Mission lighthouses, the toolkit incorporates a comprehensive stakeholder mapping, with different examples provided per country.

PREP4BLUE Stakeholder Engagement Webinar Series

A comprehensive webinar series to upskill participants in the use of different stakeholders' methodologies and tools. Over six one-hour sessions, participants will learn about best practice stakeholder engagement in line with targets of the Mission Ocean.

The series is perfect for anyone working on Mission-funded projects and all those working on stakeholder engagement in marine and freshwater-related activities.

Database of Stakeholder Engagement Methodologies

A database of 49 distinct stakeholder engagement methodologies. Accessible through PREP4BLUE's Wavelinks application, the searchable database allows Mission stakeholders to identify best practice approaches for stakeholder engagement that can support their Mission Ocean and Waters activities.

Find out More below

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PREP4BLUE Project Video

PREP4BLUE RESOURCES