

Webinar Series

Where Ocean Literacy Meets Blue Biotechnology

The third webinar in the series set out to understand the interplay between the Blue Biotechnology industry and awareness of environmental sustainability. Our panelists were Elisabete Costa from Blue Bio Alliance and Katerina Kousoulaki from Nofima, Norway, to discuss the potential of blue biotechnology to address global challenges. The session was moderated by special guest, Gary Kett.

Gary Kett



"While blue biotechnology is a minor sub-sector of the Blue Economy, it is where sectors with high expression are seeking solutions to tackle global challenges." – Elisabete Costa.

Challenges

Markets are increasingly seeking innovative products that serve as alternatives to those based on fossil. Pressure mounts to reduce carbon emissions and environmental impact.

There is growing pressure to cut down on pollution and waste, and to move toward a zero-waste, circular economy.

Demand for new bio products is growing, which can involve repurposing or upcycling waste from industry side streams but also the development of new resources through biotechnology.

Elisabete Costa



Katerina Kousoulaki



Ideas

Ocean Literacy (OL) principles are closely aligned with Blue Biotechnology principles.

OL can help raise awareness to encourage society to accept the solutions coming from the market. OL can encourage community - industry partnerships and advocate for CESR.

There's a need for informative materials to help communicate health benefits of products to the wider public, including the link between the ocean and human health.

Solutions

If industry can change the use of existing biomass it will have positive effects on the environment.

OL can help the general public understand the need for bio-resources, why they exist and appreciate their value.

Involving stakeholders from across the value chain in research, can develop trust and understanding.

Watch it again...

