

#EU4OCEAN

Webinar Series

#6

Where Ocean Literacy Meets Blue Innovation

This webinar explored how entrepreneurship, investment, and cutting-edge technologies are reshaping our relationship with marine resources. Experts highlighted opportunities and challenges for businesses, policymakers, and innovators working towards a sustainable ocean economy. We were joined by Boris Teillant from Atlanpole and João Rito from BlueBio Alliance. The session was moderated by special guest, Gabrielle Aubert from JPI Oceans.

Gabrielle Aubert



"Ocean literacy helps transform scientific innovation into real-world solutions. Without informed consumers and stakeholders, sustainable blue economy innovations cannot thrive." – João Rito

Challenges

- Scaling up renewable energy technologies (floating wind, tidal, wave) faces technical and social acceptance barriers.
- Businesses and policymakers still struggle to apply scientific knowledge to market-ready solutions.
- Lack of early ocean literacy in education creates resistance to innovations (e.g., aquaculture acceptance).

João Rito



Ideas

- Collaboration between scientists, entrepreneurs, policymakers, and businesses is key to foster sustainable growth.
- Blue economy literacy should start in primary schools, enabling new generations to influence older ones.
- Ocean literacy must bridge the gap between innovation at low TRLs (early-stage tech) and public/policy support.

Boris Teillant



Solutions

- Innovation trends: Offshore renewables moving further offshore, integrating aquaculture, and exploring multi-purpose platforms.
- Citizen engagement: Roundtables, workshops, and digital tools that connect communities, businesses, and policymakers.
- Transparency: Information tools empower consumers to choose sustainable seafood and products.

Watch it again...

