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1st Cross-Fertilization Webinar of EU Mission Ocean & Waters vis-à-vis
Interreg Euro-MED

"Boosting synergies for innovative solutions in water management, depollution and restoration in the Mediterranean Basin"

Tuesday 8 July 2025 | 10:00-12:30h CEST | Online

Webinar connection URL will be provided in due time after registration. Click below to register



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DRAFT AGENDA

Event moderated by Francesco Camonita, CPMR Policy & Project Officer, BMM & D4I Partner

PART 1 CROSS-FERTILIZATION ACROSS STRATEGIC GOVERNANCE PROJECTS	
10:00-10:05	Breaking Silos for Innovative Water Management in the Mediterranean: Illustrating today's agenda
5 min	Francesco Camonita, CPMR Policy & Project Officer, BMM & D4I Partner
10:05-10:10	The EU Mission Restore Our Ocean & Waters & the Mission Lighthouses
5 min	Loïc Blanchard, Policy Officer - Oceans, Seas & Waters - DG RTD, European Commission
10:10-10:30	The BlueMissionMed Project: results, outcomes and expected impact
20 min	Fedra Francocci, CNR Project Coordinator, Lead Partner, BMM Irene Alonso, ECORYS, BMM Support Programme Leader
10:30-10:35	The INTERREG Euro-MED programme and its 4 Missions
5 min	Isabelle Nobio, Joint Secretariat Staff, Interreg Euro-MED Programme
10:35-10:55	Innovative Sustainable Economy Mission & Opportunities for the Blue Economy
20 min	Alessandro Daraio, Emilia-Romagna Region, Project Coordinator, Lead Partner, D4I Maria Calderó, BETA/UVIC, Project Coordinator, Lead Partner, C4I
10:55-11:20	Questions, Answers & Reactions
25 min	Comments from other Stakeholders, exploring ways to develop further strategic synergies (Video message from UfM (tbc); Other Euro-MED Missions; Other interventions)
PART 2 EURO-MED THEMATIC PROJECTS' WORKSHOP	
11:20-11:30	Including Euro-MED innovative solutions in the BMM Catalogue: Illustrating the Workshop Methodology
10 min	Susanna Albertini, FVA, BMM Communication Leader
11:30-12:25	Thematic Projects' Workshop via interactive Miró Board
55 min	Susanna Albertini, FVA Coordinator, BMM Communication Leader Francesco Camonita, CPMR Policy & Project Officer, BMM & D4I Partner
12:25-12:30	Wrap-up & Conclusions
5 min	Francesco Camonita, CPMR Policy & Project Officer, BMM & D4I Partner

Who & why?

This webinar is the first in a series of cross-fertilization activities meant to **develop synergies across parallel worlds** with different programme strategies but similar policy and sustainability objectives in the **field of water management, restoration and depollution**. In particular, this activity seeks to build a link between the implementation of the [EU Mission Restore Our Ocean & Waters](#) in the Mediterranean via the [BlueMissionMed \(BMM\)](#) project



with institutional and project-related stakeholders belonging to the world of the [Interreg Euro-MED programme](#). Conversely, in the Interreg Euro-MED, the institutional dialogue project Dialogue4Innovation (D4I) belongs to the [Innovative Sustainable Economy \(ISE\) Mission](#), holding transversal policy and community engagement activities on both the Green & Blue Economy. Through its own Liaising4Advocacy strategy, the D4I (& sister project C4I) seek to involve Thematic Projects from all 4 Euro-MED Mission (ISE, Green & Living Areas, Natural Heritage, Sustainable Tourism) in order to develop potential synergies with the EU Mission Ocean & Waters.

This event is **co-organised by project partners across the two projects**: IFREMER, CPMR-IMC, CNR, FVA, Emilia-Romagna Region (ERR). Liaising for cross-cooperation is sponsored by CPMR-IMC, partner in both projects.

For Whom?

The Webinar potentially targets a broad audience, including:

- **BlueMissionMed Consortium Partners**
- **EU Mission representatives**
- Staff from the **Euro-MED Joint Secretariat**
- The Partners of the **other Euro-MED Mission Governance Projects from and beyond ISE** (i.e. Tourism, Natural Heritage, Green Living Areas)
- The institutional stakeholders of the Mediterranean **Blue Economy Taskforce** in the framework of the BLUE ECOSYSTEM project (e.g. WestMed, EC reps from DG Mare, UfM...)
- **All of the Euro-MED projects across the four missions mainly dealing with innovative solutions/methodologies for water management, restoration and depollution**

What?

In **PART 1**, the **BlueMissionMed project and the ISE Mission Governance Projects exchange knowledge and opportunities for synergies** and cooperation by presenting main activities and results. Other relevant Euro-MED Missions and institutional stakeholders can also intervene and offer their own ideas for synergies. For example, BlueMissionMed will propose its own [showcase of identified innovative solutions for water depollution](#)¹ or the [BMM Support Programme](#) for upscale and implementation of solutions directed at both providers and solution seekers. Meanwhile, the ISE Mission will illustrate the Community Engagement opportunities of the [Innovative Sustainable Economy Community \(ISEC\) Hub of the Mediterranean](#), alongside the opportunities for involvement in policy lab activities (e.g., CPMR-IMC TIPL on Sustainable Water Management in 2026). All other participants (projects, institutions) are welcome to join and/or get more info about these activities.

PART 2 is entirely dedicated to Euro-MED Projects across the 4 Missions (ISE, Green & Living Areas, Natural Heritage, Sustainable Tourism. The

¹Note that **BlueMissionMed works in the field of seven industry sectors across the Med. basin**: agriculture, fisheries, aquaculture, plastic industries, ports & transports, wastewater & waste management, tourism.



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BlueMissionMed project is looking for further providers of solutions/experts capable of helping Mediterranean stakeholders via their own products, services and expertise. Thanks to an interactive Miró board focus group, **BMM gives the opportunity to projects to sponsor themselves and be included in the future BlueMissionMed's Catalogue of Services & Experts for increased visibility and capitalization of results.** Other relevant Euro-MED Missions and institutional stakeholders act here as observers and can effectively learn more about what the Thematic Projects are concretely doing for Mediterranean waters.