The Maritime Strategy for Västra Götaland
## Content

### A maritime strategy for Västra Götaland – summary and objectives

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sustainable growth from prioritising shipping and logistics</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Preserve marine biodiversity and the marine ecosystems’ status</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Monitor and analyse the condition of the marine environment and initiate improvement measures</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Recruitment of new generations to the maritime sector</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Exploit the environmental and safety related potential in maritime transportation</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Strengthen development of the marine technology industry and the pleasure craft yards in Västra Götaland</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Sustainable fishery by concentrating on quality, environmental compatibility and collaboration</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>Improve knowledge of the sea, strengthen research and translate maritime opportunities into sustainable growth and development</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Realise opportunities for offshore production of renewable energy</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>Measure the climate effects in the maritime and coastal environments</td>
<td>9</td>
</tr>
<tr>
<td>11</td>
<td>Develop sustainable coastal tourism and the marine experience industry</td>
<td>9</td>
</tr>
<tr>
<td>12</td>
<td>Efficiency and collaboration in the pleasure craft industry</td>
<td>10</td>
</tr>
<tr>
<td>13</td>
<td>Preserve and develop Västra Götaland’s maritime identity</td>
<td>10</td>
</tr>
</tbody>
</table>

*Coverphoto: Johan Willner*
A maritime strategy for Västra Götaland – summary and objectives

Western Sweden has a large and significant maritime sector that is very important to the region and the whole country as regards jobs and growth. The maritime sector is dependent on a living, healthy marine environment.

To develop the maritime sector further, a strategy is needed that brings together all players around a set of objectives and a vision of the direction that development will take. Region Västra Götaland has taken upon itself the task of drawing up a maritime strategy together with all the stakeholders concerned in the region, not least the maritime industry.

*The strategy is based on a vision for the maritime sector in Västra Götaland inspired by the work being done by our neighbours: “A common course for Blue West: Western Sweden shall be one of Europe’s leading maritime regions with solutions focused on innovation and environmentally compatible growth”.*

The maritime partnership in western Sweden is the unifying platform for the maritime strategy in close collaboration with the regional development drafting committee.

Information and knowledge about the maritime strategy is disseminated continuously in Västra Götaland. The intention is that the objectives will lead to activities in the sectors, geographical areas and municipalities concerned. The strategy assumes that initiatives for collaborations and projects will be taken by, for example, local government associations, local authorities, professional associations, company clusters, networks of players concerned, institutions of higher education and R&D institutes. Region Västra Götaland will monitor and stimulate this work.

A strategy must be a living document. We live in an ever-changing world and it is impossible to foresee everything that happens. Evaluation and revision of the maritime strategy and related strategic action are therefore important recurrent activities in driving development forward.
The strategy defines the central development issues and the objectives for the development of the sector. These are:

1 **Sustainable growth from prioritising shipping and logistics**

   – Strengthen Västra Götaland and the Göteborg region as a Nordic transportation and logistics centre and make it possible for the Port of Göteborg to handle 100 million tons of freight a year

   – Eliminate bottlenecks for Swedish industry by developing intermodal transportation solutions that give efficient flows to and from Göteborg and other west coast ports

   – Make the transportation network’s infrastructure more efficient by investing in roads, railways, bridges, etc

   – Develop marine transportation to and from Lake Vänern

2 **Preserve marine biodiversity and the marine ecosystems’ status**

   – Increase knowledge of the importance and benefits of marine biodiversity in the marine ecosystems in the North Sea, Swedish sea areas and in general

   – Expand research on new uses for marine biological resources, e.g. in the biotechnology field (blue biotechnology)

   – Work to ensure that resource utilisation in the maritime sector is based on a practicable ecosystem approach
3 Monitor and analyse the condition of the marine environment and initiate improvement measures

– Collaboration between researchers, authorities and other players in the region must be improved to ensure that we have an up-to-date and relevant picture of the condition of the marine environment

– Observations that the condition of the sea is deteriorating must lead to collaboration on proposals for action

– Players with activities/operations/business in the region must act together to draw up action plans and regulatory frameworks for the marine environment

– Cooperation with our neighbours around a common sea area – Skagerrak and Kattegatt – must be prioritised

4 Recruitment of new generations to the maritime sector

– Invest in attractive, modern education in maritime professions

– Recruit more women to the maritime sector

– Recruit more young people with a non-Swedish background

– Use new methods and media to increase interest in the maritime sector

– Exchange positive experience of recruitment drives between industries and companies

– Create a common transnational labour market in industries urgently in need of people

– Finance transnational education in joint ventures

– Develop mentor programmes for the maritime sector
5 Exploit the environmental and safety related potential in maritime transportation

– Develop and implement safety and risk management systems for greater safety

– Establish Västra Götaland as a knowledge and research centre for environmentally compatible fuels for shipping

– Minimise emissions of sulphur and nitrogen oxides

– Use cleaner fuels in maritime transportation

– Reduce emissions of toxic substances such as toxic fouling inhibitors

– Introduce a credit-based trading system to reduce emissions of NOx and SOx to below the IMO’s limit levels

– Make transportation to and from ports in Västra Götaland more efficient and reduce the environmental loading

– Concentrate on making local shipping more efficient

6 Strengthen development of the marine technology industry and the pleasure craft yards in Västra Götaland

– Build a platform for the marine technology industry, including pleasure craft yards in Västra Götaland

– Create a properly functioning, internationally established marine technology cluster

– Work to promote triple helix collaboration between marine technology companies, researchers and public sector players

– Increase the number of innovations and players in the cluster and its market share

7 Sustainable fishery by concentrating on quality, environmental compatibility and collaboration

– Improve coordination between the common fishery policy and other maritime policy areas

– Increase local and regional influence over fishery administration by introducing joint administration of coastal waters and sea areas where this is possible and an efficient way to increase sustainability

– Work to ensure that industrial extraction from fish stocks is made as efficient as possible, for example through product development based on underutilised high-value species

– Develop sustainable administration, based on effective policy instruments with financial incentives

– Contribute to the development of a fishery administration based on the ecosystem approach

– Develop environmentally compatible high quality marine foods

– Make marine foods traceable down to specific catch and/or production batch

– Increase proximity to and contact with the fisherman/producer, trade channel and consumer

– Work to increase fishing tourism

– Develop logistics and technology for cultivating mussels and other shellfish
– Monitor development of fish cultivation and apply practically in Västra Götaland, where environmental and technical preconditions exist

– Reinforce fishery protection efforts

8 Improve knowledge of the sea, strengthen research and translate maritime opportunities into sustainable growth and development

– Work to attract a growing share of national maritime research funding to Västra Götaland

– Increase integration between education, research and innovation in the maritime area

– Work to ensure that Västra Götaland’s maritime research is recognised as a strong coherent brand in Europe and that the region becomes a more attractive partner in R&D collaborations

– Work to make Västra Götaland one of the world’s leading R&D regions in climate and marine environment issues

– Establish a centre for maritime innovations with a special focus on the exchange of knowledge between industry, academia and the public sector in order to produce more internationally competitive maritime innovations.

– Work to increase the number of patents and published scientific articles based on maritime research in the Västra Götaland region

– Work to make Lighthouse the leading centre for research on shipping and logistics in Scandinavia with a growing share of EU funding

– Work to promote the formation of a national marine environment institute in Västra Götaland. Such an institute would among other things provide Swedish authorities, trade and industry, and international forums with quality assured knowledge about Sweden’s sea areas
9 **Realise opportunities for offshore production of renewable energy**

- Work to increase research relating to offshore production of renewable energy, primarily wave energy and wind power.

- Investigate the consequences of energy installations for the marine environment.

- Increase research into zoning of maritime areas with the objective of utilising maritime resources more efficiently.

- Establish pilot plants for wave energy and wind power that can constitute best practice in international collaborations.

- Prioritise collaboration with maritime regions and clusters that complement competence and business in Västra Götaland.

10 **Measure the climate effects in the maritime and coastal environments**

- Increase research into the effects of the climate change in marine and aquatic environments.

- Begin adapting maritime industries to a changed regional climate.

- Increase regional, national and interregional collaboration in order to prepare coastal and riverside areas for higher sea and water levels.

- The players concerned will begin collaborations in for example the municipalities around Lake Vänern, Lake Vättern and the Göta Älv river and along the coast.

11 **Develop sustainable coastal tourism and the marine experience industry**

- Preserve the quality of the marine environment, which is a prerequisite for the tourism industry.

- Increase accessibility to the coast by public transport.

- Use coastal zone planning as an instrument in the development of the maritime tourism industry.

- Exploit Västra Götaland’s unique maritime cultural heritage in the tourism industry.

- Reinforce the coupling between the maritime tourism industry and the basic maritime industries, e.g. marine food, by prioritising maritime gastronomy based on locally fished produce and developing fishing tourism.

- Develop activities to prolong the tourist season on the coast.

- Market the coast and the sea towards new visitor groups.

- Develop the offerings of the knowledge based and ecologically based maritime tourism industries.

*Photo: Curt Warås*
– Take advantage of the growth potential in tourism industry in Lake Vänern’s and other lakes’ attractive environment and develop sailing tourism

12 Efficiency and collaboration in the pleasure craft industry

– Preserve and develop western Sweden’s leading position as a manufacturer of small craft

– Create a well-functioning, internationally recognised pleasure craft cluster

– Work to establish triple helix cooperation in the pleasure craft sector

– Increase the number of innovations and players in the cluster and its market share

– Work to promote sustainable development of marinas and yachting harbours

13 Preserve and develop Västra Götaland’s maritime identity

– Strengthen protection of the west coast’s maritime environment and preserve the quality of the environment

– Work to preserve and increase public accessibility to riverside and coastal areas

– Preserve historical environments and objects in sea and inland water environments to link the present to maritime history

– Prioritise education about the sea, its importance and its challenges

Photo: Nimbus Boats
– Increase knowledge about maritime history and its importance for Västra Götaland’s development

– Increase awareness of the connection between the historical environment and today’s maritime activities and the development of society as a whole

– Increase the amount of education about the significance and potential of the marine environment and the maritime sector

– Create maritime visitors’ centres for schoolchildren, the public and other visitors

– Draw up conservation plans for environments in the region’s archipelagos of historical importance

– Work to make it possible for more people to live in coastal communities all year round

– Use the experience gained from the East Indiaman Götheborg in respect of how the maritime cultural heritage can be used as a platform for collaboration and development

The maritime strategy for Västra Götaland was approved by the Regional Council on 19 February 2008.

Read more about maritime development in Västra Götaland
www.vgregion.se/maritimstrategi
The sea and the coast – a cultural, natural and industrial heritage that can shape the future

Western Sweden has a large and significant maritime sector that is very important to the region and the whole country as regards jobs and growth. The maritime sector is dependent on a living, healthy marine environment.

Region Västra Götaland has taken upon itself the task of drawing up a maritime strategy together with all the stakeholders concerned in the region including industry, research and development and other concerned parties.

The strategy is based on a vision for the maritime sector in Västra Götaland: ”A common course for Blue West: Western Sweden shall be one of Europe’s leading maritime regions with solutions focused on innovation and environmentally compatible growth”.

For more information about the maritime strategy of Västra Götaland, please contact: Regional development, Västra Götalandsregionen, Box 1091, SE-405 23 Göteborg

Follow the work on our website: www.vgregion.se/maritimstrategi