



sea for
SOCIETY • EU
TOWARDS A BLUE SOCIETY

BUSINESS SECTOR

Overview

This information sheet is for educators and other stakeholders interested in organising activities with the business sector in the context of Sea for Society, or other projects raising awareness on marine ecosystem services. Through the involvement of EBN, a network of 160 business and innovation centres, Sea for Society aims to engage otherwise hard-to-reach businesses working on Blue Society topics.



Photo: EBN Conference 2014

Objectives

Aligning business interests with Blue Society principles.

Activities

Blue Entrepreneur of the Year: Sea for Society partners can launch an award for local businesses and industry that best exemplify Blue Society principles. This concept should be developed with and launched through a network of industry partners. A prize giving ceremony should be held as part of an existing Sea For Society event. Media should be targeted in a focused dissemination campaign.

Social network for blue businesses: Sea for Society partners could develop a social network with local business partners, focusing on Blue Society topics. This could take the form of an independent network, a LinkedIn group for example.

Industry visits: Bringing the general public to visit local businesses and industries through visits or Open Doors events is an excellent way to start a dialogue between the general public and professional stakeholders. Sea for Society partners could adapt existing schemes to focus on Blue Society topics.

Other ideas include:

A Blue Society business contact database; Blue Society ambassadors; Blue Society as a label for businesses; public debates (decision makers, business sector and public); a Blue Society stand at the EBN Forum, food tasting events for companies and start-up meetings; Sea Jobs Forum bringing together business professionals and researchers.

Links

EBN network members
<http://ebn.be/?p=members>

Guidelines for industry visits from EU project Ingenious
<http://www.ingenious-science.eu/web/guest/guidelines-for-visits-to-industry>