



TOMORROW. OCEANS

17 NOVEMBER 2022, FIRA BARCELONA

Tomorrow.Oceans is the new global summit dedicated to promoting and developing the potential of the **Blue Economy**.

It will celebrate its first edition within the framework of **Smart City Expo World Congress 2022**.

17 NOVEMBER 2022

Fira Barcelona – Gran Via Venue

Tomorrow.Oceans will gather national and international experts on the blue economy and the sectors that make it up, showcasing the interrelation between environment, society and economy through an interdisciplinary focus on innovation, entrepreneurship, sustainability, education, technology and collaboration.

Hosted by:



Strategic Partner:



Organized by:

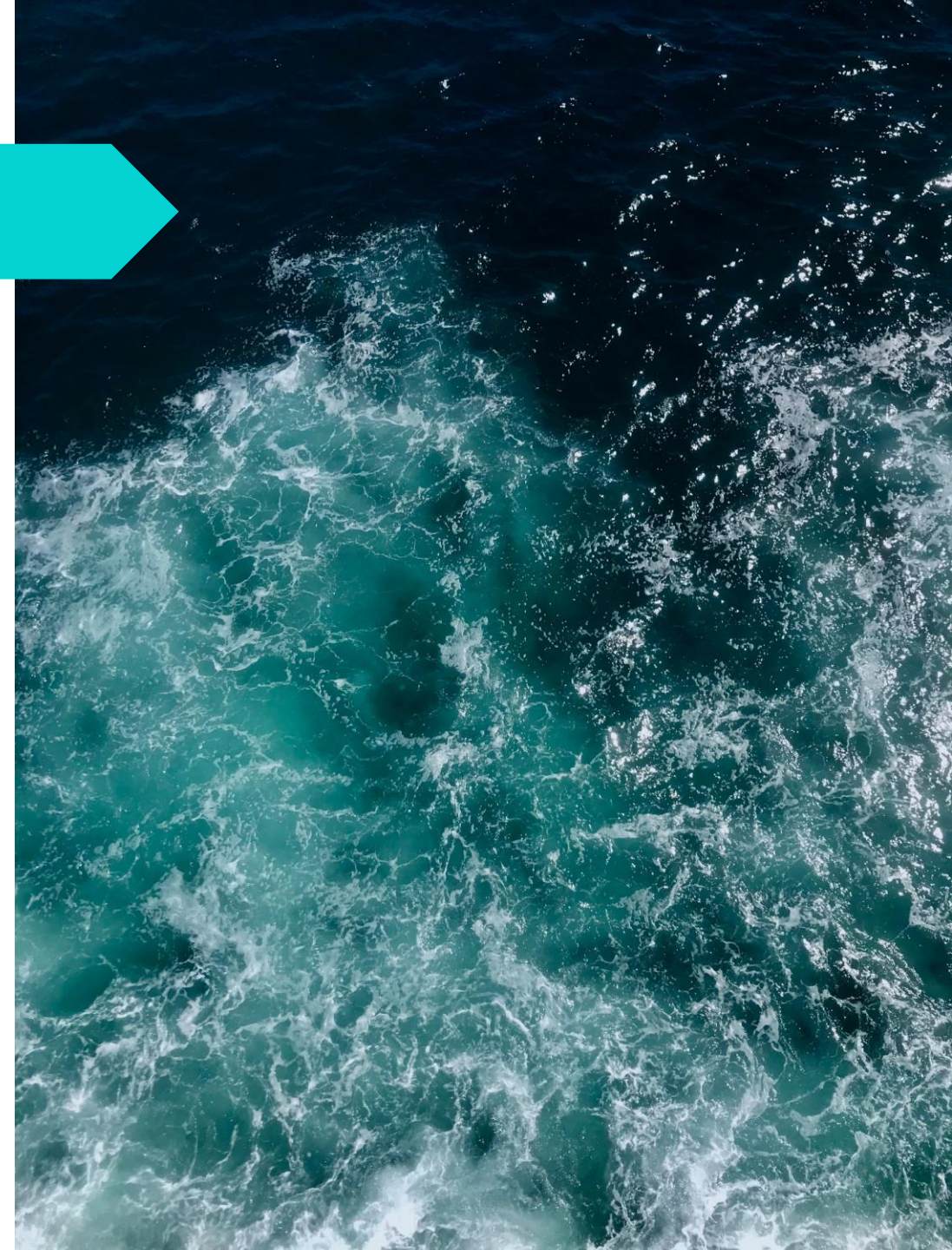


Co-located with:

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71%

of the world's surface
is water



4,45 million

employed in EU Blue
Economy sectors



€667.2 billion

turnover in 2019



€183.9 billion

in gross value added in 2019

THE **POTENTIAL FOR OUR OCEANS** IS VAST...

but years of exploitation
have left them devastated.

The **Blue Economy**
provides a holistic
alternative to existing
models, promoting
sustainable use of ocean
resources for **economic
growth** that can equally
**improve the health of
ocean ecosystems.**

PRELIMINARY TOPICS

BLUE ECONOMIC ACTIVITY

Circularity, Start-up
Ecosystem, Innovation Hubs,
Ocean-based Industries, Eco-
friendly Services, Economy
Diversification, Innovation
and Technology, Job
Creation, Emerging Sectors,
Bioeconomy, PPP
Partnership, Gender Gap,
Reskilling and Upskilling,
Talent Attraction, Education
and Research, Production
Innovation

MARINE ENVIRONMENTAL CHALLENGES

Marine Ecosystem and
Resources, Conservation,
Pollution, Climate Change
Mitigation, Resilience,
Renewable Energy
Generation, Water Treatment,
Rising Sea Temperatures and
Levels, Acidification,
Ecosystem Management, Blue
Carbon

OPENESS TO CIVIL SOCIETY

Cultural Activities, Outreach
Activities, Marine Culture,
Sports and Leisure, Coastal
Public Space for People,
Tourism, Civic Engagement
and Participation, Local
Promotion

2022 FEATURED SPEAKERS

Global experts

from industries
including renewable
energies, tourism,
fisheries and
maritime transport
will share their
views and insights.

More speakers to be
announced soon!



Pau Solanilla
Commissioner for City
Promotion, Barcelona
City Council



Gunter Pauli
Entrepreneur,
Economist and Author
of The Blue Economy



Grant Dalton
Director, Emirates Team
New Zealand & 2024
America's Cup Organizer



Leslie Ryan
Event Director, 37th
America's Cup



Emily Penn
Co-Founder and Mission
Director, eXXpedition



**Maria Cristina
Pedicchio**
President, Maritime
Technology Cluster of
the Friuli Venezia Giulia
Region



Natalia Olson
Director,
Plug and Play Tech
Center



Paolo Tedone
Business Development
Director, Offshore & EU,
ECONcrete



Juliette Lassman
Policy Analyst, OECD



Emma Cobos
Director of Innovation
and Business Strategy,
Port de Barcelona



Noelia Ortega
CEO, Centro
Tecnológico Naval y del
Mar (CNT)



Ignasi Armengol
Managing Director,
Fundació Barcelona
Capital Nàutica



Josep Lluís Pelegrí
Oceanographer, Institut
de Ciències del Mar,
CSIC



Marco Mendoza
CEO & Founder,
Trueworld



Anna Lloveras
Co-Founder, Ocean
Ecostructures



Raúl González
Co-Director of R+D,
Algabrava



Jorge Santamaría
Co-Founder and Co-
Director of R+D+i,
Algabrava



Santi Mier
CEO, Ocean52

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Global experts
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will share their
views and insights.

More speakers to be
announced soon!



Olga Cerezo
Director, Port Olímpic de
Barcelona - Barcelona
de Serveis Municipals



Ignasi Ferrer
Founder & CEO,
Seastainable Ventures



Jordi Oliva
Co-Founder, Good
Karma Projects



Ping Manongdo
Country Manager,
Philippines and
Partnerships Manager,
SEA and EU, Eco-
Business



Laia Romero
Managing Director,
Lobelia



**Manuel Antonio
González del Valle**
Environment area, G2G
Algae solutions



Sergi Vicente
Director, Betevé



Natalie Swan
Business Development
Manager for
Conservation, Nature
Metrics



Sara Sans
Head of Section, Vivir, La
Vanguardia



Anna Majó
Business Innovation
Director, Barcelona
Activa



Ugo Valenti
Director, Smart City
Expo World Congress



Mons Badia
President, Association
of Environmental
Scientists of Catalonia
(COAMB)

2022 SCHEDULE

THURSDAY, NOVEMBER 17th

TOMORROW.OCEANS

10:00	WELCOME & OPENING SESSION
10:20	America's Cup Spearheading Innovation and Sustainability
11:05	New Technologies & Tools for Sustainable Marine Ecosystem
12:00	Keynote Talk by Gunter Pauli: The Blue Economy, a Portfolio of Opportunities
12:15	The Pathway to a Blue Economy
13:15	Inspirational Talk by Emily Penn: Navigating Our Way Towards A Plastic-Free Ocean
13:30	How can Society Get Involved with the Oceans and its Sustainability?
14:00	BlueTech Innovation: Technology Meets Sustainability

CONGRESS SESSIONS

10.00h. WELCOME

Brief introduction on the importance of celebrating Tomorrow.Oceans.

- Ugo Valenti – Director, Smart City Expo World Congress, World Congress, Cities & Society BU, Fira de Barcelona
- Anna Majó – Business Innovation Director, Barcelona Activa

10.05h. OPENING

What are the efforts of Barcelona to boost the Blue Economy? How can we envision the positioning of the city in the short and long run? During this Opening Session, we will hear about the initiatives and experiences Barcelona has been leading since 2021.

- Pau Solanilla – Commissioner for City Promotion, Barcelona City Council

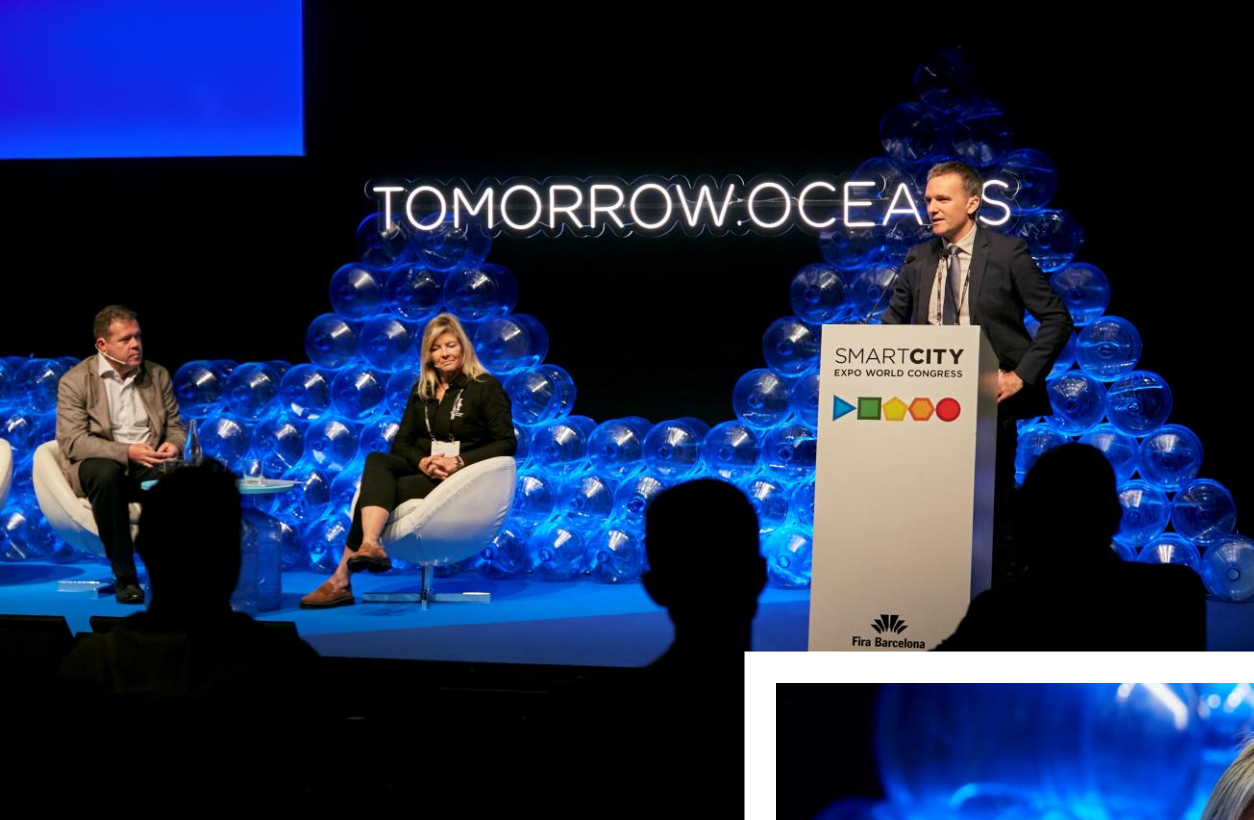


CONGRESS SESSIONS

10.20h. AMERICA'S CUP SPEARHEADING INNOVATION AND SUSTAINABILITY

The America's Cup is not only a sailing competition but a driver of technological and sustainable innovation. Barcelona will host what is described as the most innovative edition. After the implementation of foils to improve light wind performance and the use of Artificial Intelligence for design, now America's Cup is committed to hydrogen to reduce the consumption of fossil fuels. This dialogue will showcase the shift America's Cup is undertaking, setting a new paradigm for the industry while pushing the boundaries for engineering, design and sustainability.

- Grant Dalton – Director, Emirates Team New Zealand & 2024 America's Cup Organizer
- Leslie Ryan – Event Director, 37th America's Cup
- Ignasi Armengol – Managing Director, Fundació Barcelona Capital Nàutica
- Chair: Sergi Vicente – Director, betevé



CONGRESS SESSIONS

11.05h. NEW TECHNOLOGIES AND TOOLS FOR A SUSTAINABLE MARINE ECOSYSTEM

The implementation of new technologies, tools and scientific research in the marine ecosystem and coasts can help us maintain the well-being of the areas. Tracking contamination in the sea, monitoring sea-level rise and temperature, installing renewable energy infrastructure, defining marine protected areas (MPAs), among others can have a positive impact on decision-making and the resources extracted from the sea. This session gathers some successful stories on how these tools and technologies can offer opportunities to improve human activities and safeguard ecosystems.

- Noelia Ortega – CEO, Centro Tecnológico Naval y del Mar (CNT)
- Maria Cristina Pedicchio – President, Maritime Technology Cluster of the Friuli Venezia Giulia Region
- Paolo Tedone – Business Development Director, Offshore & EU, EConcrete
- Laia Romero – Managing Director, Lobelia
- Chair: Josep Lluís Pelegrí – Oceanographer, Institut de Ciències del Mar, CSIC



CONGRESS SESSIONS

12.00h. THE BLUE ECONOMY, A PORTFOLIO OF OPPORTUNITIES

The Blue Economy transforms innovations into novel business models. How to communicate underwater using ultrasound. How to remove microplastics from seawater like our lungs extract CO2 from our blood. How to produce hydrogen from seawater at a third of the cost. How to forecast the weather measuring water density. How to capture wind power at altitudes using robotics and AI securing baseload power... are only a few of the breakthroughs that are the basis of a portfolio of new business models that can very turn into the industries of the 21st century.

- Gunter Pauli – Entrepreneur, Economist and Author of The Blue Economy
- Presenter: Sara Sans – Head of Section, Vivir, La Vanguardia.



CONGRESS SESSIONS

12.15h. THE PATHWAY TO A BLUE ECONOMY

Economy and sustainability can be balanced, and should be balanced, and it is now being defined under the blue economy approach. Thanks to new synergies, innovation, investment, research and new skills, economic activities with a reduced ecological damage coexist in coastal areas. How are coastal cities growing the blue economy? What are the current opportunities? How can cities prepare and educate? What are the impacts on climate change, circularity and infrastructure?

- Juliette Lassman – Policy Analyst, OECD
- Emma Cobos – Director of Innovation and Business Strategy, Port de Barcelona
- Natalia Olson-Urtecho – Director, Plug and Ply Tech Center
- Chair: Ping Manongdo – Country Manager, Philippines and Partnerships Manager, SEA and EU, ECO-Business



CONGRESS SESSIONS

13.15h. NAVIGATING OUR WAY TOWARDS A PLASTIC-FREE OCEAN

Emily Penn, skipper and ocean advocate, will share her adventures of a decade at sea. From rounding the globe on a record-breaking bio-fuelled boat to discovering oceanic "gyres" – huge areas of plastic accumulation. Emily co-founded eXXpedition on a mission to help people understand the true problem of ocean plastic pollution, so they can use their skills to solve it from sea to source.

- Emily Penn – Co-Founder and Mission Director, eXXpedition
- Chair: Mons Badia – President, Association of Environmental Scientists of Catalonia (COAMB)



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CONGRESS SESSIONS

13.30h. HOW CAN SOCIETY GET INVOLVED WITH THE OCEAN AND ITS SUSTAINABILITY?

Cities around the world are already urging the necessity of tackling the effects of the climate emergency. Coastal areas are even more vulnerable as their damages are evident: rising sea levels and temperature, acidification, plastic pollution, etc. What are the most urgent challenges we are facing? How can coastal cities become resilient? What will it take? What is the role citizens play? This session aims to answer these and more questions by combining ecology, scientific understanding and awareness efforts to make society become part of the solution through education and engagement.

- Olga Cerezo – Director, Port Olímpic de Barcelona – Barcelona de Serveis Municipals
- Emily Penn – Co-Founder and Mission Director, eXXpedition
- Jordi Oliva – Co-Founder, Good Karma Projects
- Chair: Mons Badia – President, Association of Environmental Scientists of Catalonia (COAMB)



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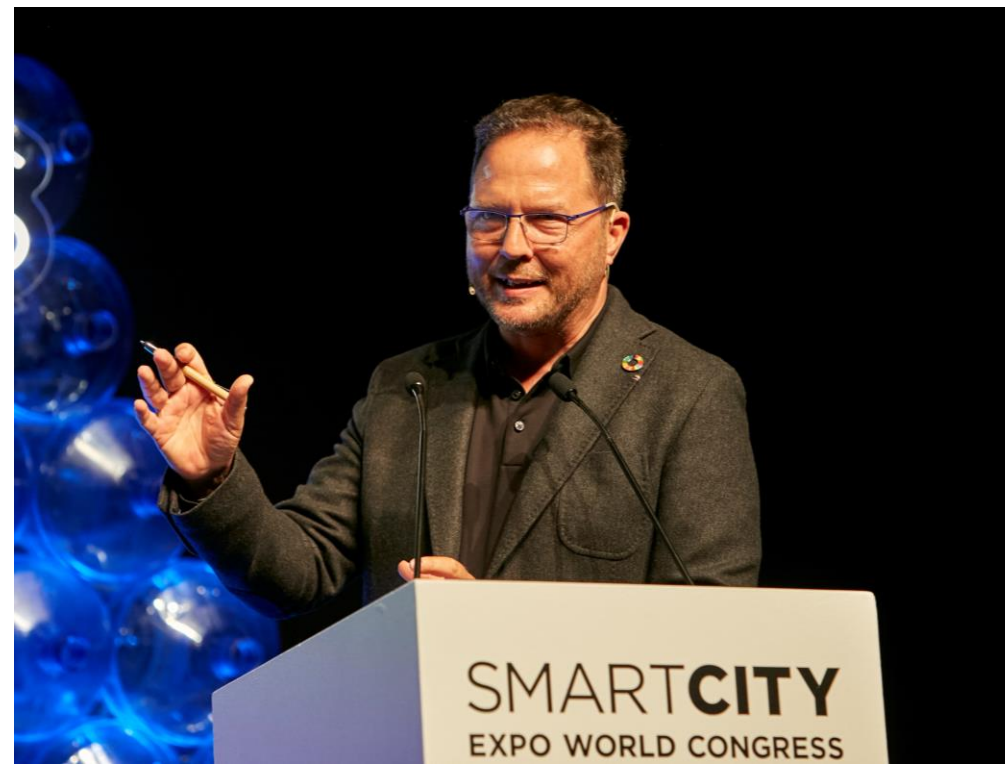
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CONGRESS SESSIONS

14.00h. BLUETECH INNOVATION: TECHNOLOGY MEETS SUSTAINABILITY

This session will show some cutting-edge examples of startups implementing technology for ocean sustainability. An overview of different nature-based solutions to tackle some of the most important challenges we are facing to reach a sustainable development, as well as a restoration of ocean natural capital.

- Marco Mendoza – CEO & Founder, TRUEWORLD
- Anna Lloveras – Co-Founder, Ocean Ecostructures
- Manuel Antonio González del Valle – Environment area, G2G algae solutions
- Raúl González - Co-Directors of R+D, Algabrava
- Jorge Santamaría – Co-Founder and Co-Director of R+D+i, Algabrava
- Santiago Mier Albert – CEO, Ocean52
- Natalie Swan – Business Development Manager for Conservation, Nature Metrics
- Chair: Ignasi Ferrer – Founder & CEO, Seastainable Ventures



SIDE EVENTS

TALENT GENERATION. TALENT DEVELOPMENT FORUM. OPPORTUNITIES IN THE BLUE ECONOMY – KEYNOTE TUESDAY, NOVEMBER 15 12:30 – 13:30

The potential for innovation and growth offered by the blue economy makes it one of the main drivers of the European economy. Spain is the leading contributor to the blue economy in the Eurozone in terms of employment and second in relation to added value. The Princess of Girona Foundation, as part of its efforts to provide Spain's young people with opportunities and improve their employability, has organized a talent development forum focusing on the blue economy, within its 'Talent generation' program.

ORGANIZERS:



SIDE EVENTS

TALENT GENERATION. TALENT DEVELOPMENT FORUM. OPPORTUNITIES IN THE BLUE ECONOMY – BLUE ECONOMY EXPEDITION TO SMART CITY TUESDAY, NOVEMBER 15 14:30 – 17:30

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SIDE EVENTS

TALENT GENERATION. TALENT DEVELOPMENT FORUM. OPPORTUNITIES IN THE BLUE ECONOMY – PANELS ON EMPLOYMENT OPPORTUNITIES IN BLUE ECONOMY COMPANIES AND START-UPS

TUESDAY, NOVEMBER 15
17:15 – 19:00

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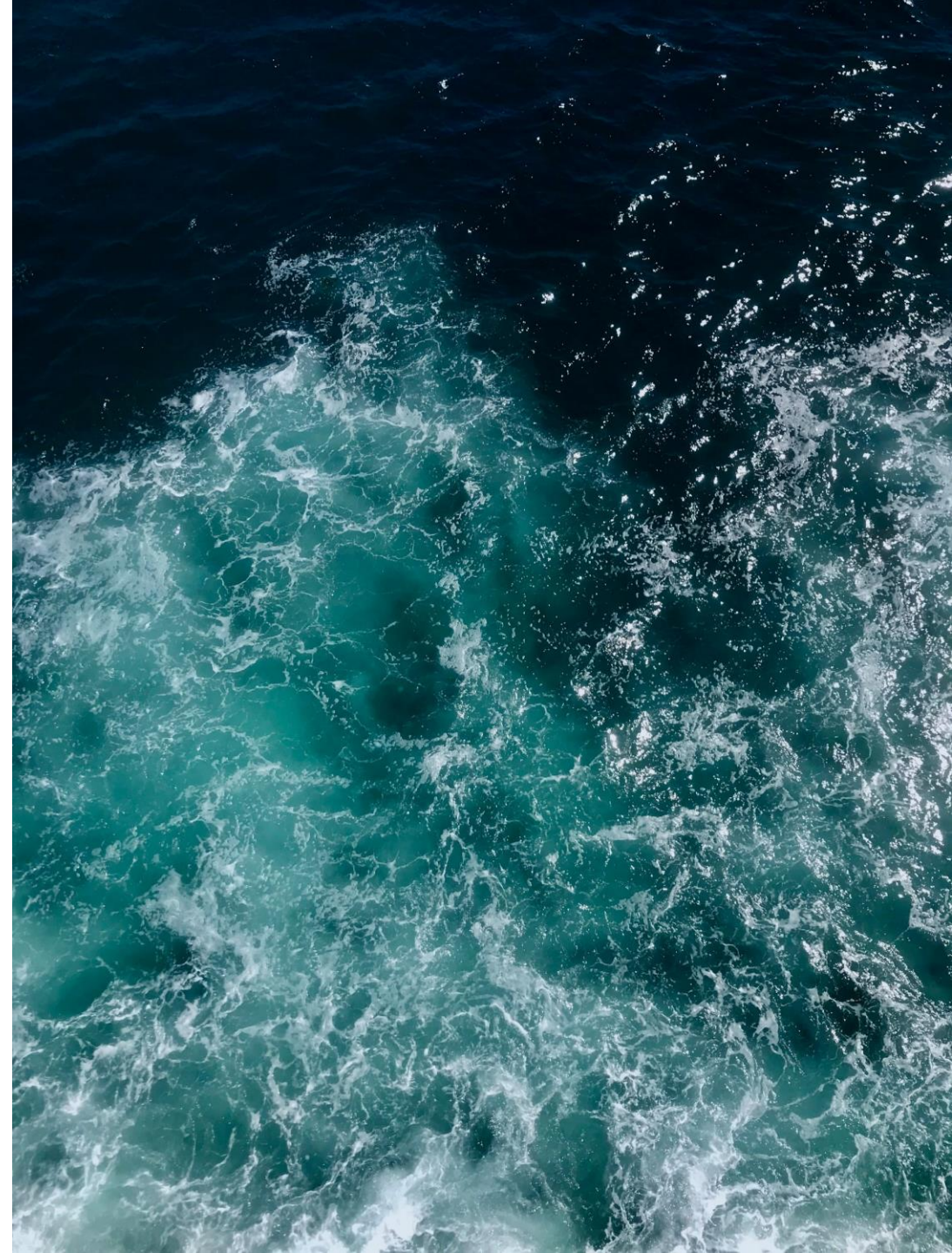
ORGANIZERS:



"The blue economy is the 8th largest economy of the planet. No matter what your interest, there's a place for you in the blue economy and some important value and need for young bright minds' energy and commitment to sustainability."

PAUL HOLTHUS

President & CEO, World Ocean Council



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