Defining and quantifying the sea-based economy to support regional Blue Growth strategies - case Gulf of Bothnia

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Economic indicators are valuable because they support decision-making based on current strengths and weaknesses

- What are the main blue industries in the GoB region and their locations?

- How many people the industries employ and what is the monetary effect?

- What is the best way to do the analysis?

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Methods

- Estimates of regional economic impact presented as: 1) turnover 2) employment 3) number of businesses
- Comparing official database, Statistics Finland and internet sources
- Questionnaire to the firms to quantify their maritime activities
- Maps of locations of blue businesses

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RESULTS…..

- only three of the EU focus sectors are present in the GoB economies in larger scale: coastal and maritime tourism, aquaculture and ocean energy
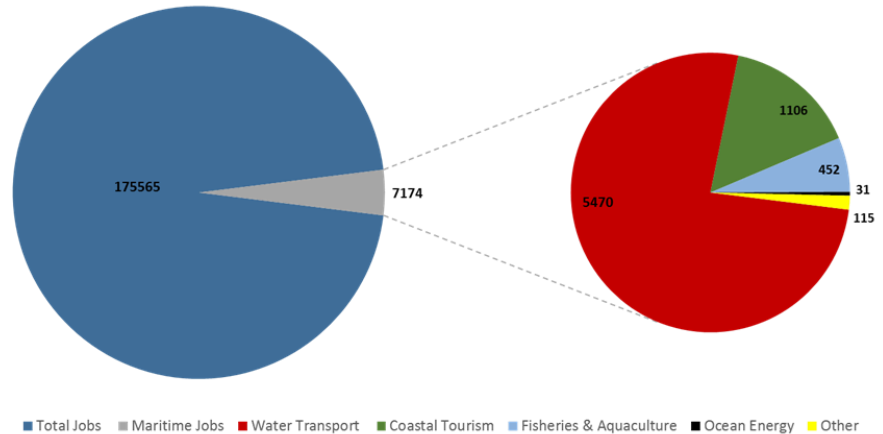- traditional activities will remain significant employers

Population and employment

POPULATION

SWEDEN

FINLAND

Inhabitants per Municipality 2015
○ <10000   ○ 10000 - 70000   ○ 70000 - 140000   ○ >140000

The number of jobs related to maritime activities is low, only representing about 4% (7174) of the total jobs in the, 7.5% in private sector.

Segment of maritime jobs of the total employment in the Gulf of Bothnia

175565   7174

1106
452
31
5470
115

■ Total Jobs ■ Maritime Jobs ■ Water Transport ■ Coastal Tourism ■ Fisheries & Aquaculture ■ Ocean Energy ■ Other

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Employment

- The principal maritime sector in the region is water transportation that includes construction and ships reparation →This sector is established mainly in Vaasa, Rauma and Kokkola

- Coastal tourism follows in second place in employment, tourism activities take place mainly in the municipalities of Oulu, Pori and Vaasa

- Fisheries and Aquaculture accounts for only less than 10% of all maritime jobs, and is carried out mainly in Oulu and Uusikaupunki

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Discussion

- There is a need to collect better regional data on blue economy to be able make good planning

- In order to create future business scenarios, it would be necessary to estimate the main drivers of change and how they would potentially affect each sector

- All regions have their own growth drivers of blue economics, which are based on their specific nature, culture, and population

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