



PRESS RELEASE

April 2011

NEA2 European conference, 26th and 27th October in Brest Turning the Atlantic marine leisure sector into an international reference

As the European “Nautisme Espace Atlantique 2” (NEA2) project enters its final year, Brittany Regional Council, Finistère General Council and NEA2 project partners are organising the first European conference on marine leisure, to be held in Brest on 26th and 27th October 2011. The stakes, dynamism and potential for the sector, in the light of the NEA2 experiment, will be at the heart of discussions that will inform a strategy to ensure that the European Atlantic marine leisure sector is recognised internationally as a sustainable model.

Combining 3 complementary sectors – water sports & activities; industry, commerce & marine leisure services; and marinas - the marine leisure sector has contributed to the change in economic activity along the Atlantic coastlines of Europe. With its 25,000 km of coastline and rich maritime heritage and culture, the Atlantic Area is a key territory for this sector, which generates economic development and creates social links.

23 partners have joined forces to implement the European "Nautisme Espace Atlantique 2" (NEA2) project and promote the development of a sustainable marine leisure sector along the Atlantic coast.

Celebrating three years of significant and exemplary actions

NEA2 seeks to strengthen co-operation and carry out "transnational" actions around three themes: economic development, environmental protection and social cohesion. Between January 2009 and December 2011 the partners have implemented numerous symbolic actions, among which include:

- *Economy*: organisation of an “innovation” conference in Cornwall, England, the development of a “marine leisure sector observatory” tool or the development of “balades nautiques atlantiques” (*Atlantic watersports discovery trails*), a registered trade mark in France).
- *Environment*: the promotion of pilot watersports centres and support towards environmental certification for marinas.
- *Social*: inventory of sites and facilities suitable for people with disabilities and the development of a marine leisure career discovery training module for young people from socially excluded backgrounds.

Boosting a co-ordinated development opportunity for the sector

The NEA2 Project is part-funded by the Atlantic Area Transnational Co-operation Programme (Interreg IVb), and has benefited from ERDF (European Regional Development Fund) grant.

It follows on from the Interreg IIIB “Nautisme Espace Atlantique” project which brought together 11 partners around a common objective between November 2004 and October 2007: co-ordinated development of nautical tourism, a project which achieved very positive results.

At a time when the European Commission is developing its integrated maritime policy for large maritime basins and is preparing a communication on Atlantic maritime strategy, these innovative NEA and NEA2 experiences have provided a boost to an effective co-ordinated development dynamic for the marine leisure sector, a sector where there is a great deal at stake for Europe's regions along the Atlantic coastline.

Press contacts:

300 participants will meet in Brest in October to define a strategy

As part of the final year of the NEA2 project, the Brittany Regional Council and the Finistère General Council, along with NEA2 project partners are organising the first European conference:

NAUTISME ESPACE ATLANTIQUE
***“Challenges and opportunities for sustainable development
of the marine leisure sector in Atlantic regions”.***
26th and 27th October 2011
at the Le Quartz Congress Centre, Brest (France).

One of the main objectives of this conference will be to present the issues, dynamism and the potential for the Atlantic marine leisure sector in Europe, based on the NEA2 experience. It will also develop the main axes of a development strategy to turn the Atlantic marine leisure sector into an international reference.

Supported by the “Atlantic Arc Commission” of the CPMR (Conference of Peripheral Maritime Regions) and warmly welcomed by the European Commissioner for maritime affairs and fishing, this conference will bring together some 300 European representatives, mainly from France, Great Britain, Ireland, Spain and Portugal. Experts and political leaders, economists or representatives of organisations will discuss themes including:

- The marine leisure market: current trends, new products, marketing strategies, etc.,
- The marine leisure economy: sector, competition, innovation, network, careers and employment, etc.,
- The marine leisure sector as provider of social inclusion opportunities and maritime and Atlantic identity: widespread accessibility, integration of excluded audiences, sports, events, etc.,
- Marine leisure and the environment: impacts, example facilities, good practice, public awareness, heritage and asset enhancement, etc.,
- Governance: structuring and representation for the sector, ICZM, integrated maritime policy, etc...

More information at

www.nea2.eu
conference@nea2.eu