



REPUBLIC OF KENYA



Funded by  
the European Union



**JUMUIYA**  
YA KAUNTI ZA PWANI  
Sea - Land of Opportunities . Shared Prosperity



UNITED NATIONS  
**OCEAN**  
CONFERENCE

## Event concept note

**ADVANCING THE BLUE ECONOMY IN KENYA: INNOVATION IN ECONOMIC GROWTH THROUGH VALUE CHAINS STRENGTHENING, INTEGRATED LAND SEA PLANNING AND MANAGEMENT AND MARITIME SECURITY, IN AN INCLUSIVE, PARTICIPATORY AND SUSTAINABLE MANNER**

2022 UN Ocean Conference – Virtual side event

Tuesday 28 June 2022

13h-14h15 (Lisbon Time)

### Implementing Partners





REPUBLIC OF KENYA



Funded by  
the European Union



**JUMUIYA**  
YA KAUNTI ZA PWANI

Sea - Land of Opportunities . Shared Prosperity

### Brief information of the Project

<p><b>Title</b></p>	<p>Coastal Economic Development in Kenya (Partnership between the EU and the Government of Kenya to advance the Blue Economy Agenda through Coastal Development - "Go Blue")</p>
<p><b>Key Donors &amp; budget</b></p>	<p>The total investment corresponds to EUR 24.75 million (m), that is managed by six implementing partners (IP):</p> <ul style="list-style-type: none"> <li>- Result Area 1 – Italy (through AICS) – EUR 4.75m</li> <li>- Result Area 1 – Portugal (through Camões) – EUR 1.5m</li> <li>- Result Area 1 – Germany (through GIZ) – EUR 6.5m</li> <li>- Result Area 2 – UN-Habitat and UNEP – EUR 7m</li> <li>- Result Area 3 – France (through Expertise France) – EUR 5m</li> </ul>
<p><b>Partners</b></p>	<p>GIZ, AICS, Camões IP, Expertise France, UNEP, UN-Habitat</p>
<p><b>Geographical scope</b></p>	<p>Kenyan Coastal Counties - Mombasa, Kwale, Kilifi, Lamu, Taita Taveta and Tana River</p>
<p><b>Key objectives</b></p>	<p>The overall objective of the Go Blue programme is to unlock the potential of sea-land opportunities in coastal urban centres for sustained, inclusive and sustainable economic growth with employment impact, while conserving and sustainably using the coastal and marine environment as well as promoting effective and integrated maritime governance.</p> <p>The specific objectives aim at:</p> <ul style="list-style-type: none"> <li>- Strengthened inclusive and sustainable blue economy value chains;</li> <li>- Ensured integrated approach to sea-land planning and management in a participatory and inclusive manner, especially for women and young people;</li> <li>- Strengthened effectiveness and integration of maritime law enforcement.</li> </ul>
<p><b>Brief overview</b></p>	<p>Go Blue is funded by the EU to unlock the potential of land-sea opportunities in coastal urban centres for sustained, inclusive and sustainable economic growth with employment impact, while conserving and sustainably using the coastal and marine environment as well as promoting effective and integrated maritime governance.</p> <p>The Go Blue programme is implemented under the overall coordination of the JKP secretariat, the economic bloc of the Kenyan coastal counties, together with technical and professional experts drawn from the six County Governments, three coastal universities and private sector partners.</p>

### Implementing Partners





REPUBLIC OF KENYA



Funded by  
the European Union



**JUMUIYA**  
YA KAUNTI ZA PWANI  
Sea - Land of Opportunities . Shared Prosperity

### Brief information of the event

<b>Title of the event</b>	Advancing the Blue Economy in Kenya: innovation in economic growth through value chains strengthening, integrated land-sea planning and management and maritime security, in an inclusive, participatory and sustainable manner		
<b>Event date</b>	28/06/2022		
<b>Time slot</b>	13h-14h15 (Lisbon time)		
<b>Total duration (minutes)</b>	75		
<b>Brief concept</b>	<p>The main feature of the side event consists on a debate with the thematic focus on Blue Economy innovation in Kenya in value chains, sea-land planning and maritime security. The event's main contribution to the 2022 UN Ocean Conference is to promote the discussion on "How innovative solutions applied to the blue economy sector can help harnessing its potential and be beneficial for coastal communities in an inclusive, participatory and sustainable manner?".</p> <p>The debate will include speakers with technical knowledge and experience in key contributing sectors for the development of the Kenyan Blue Economy agenda, namely Fisheries, TVET and Aquaculture, Tourism and Cultural Heritage, Sea-land planning and management and maritime security. The debate will also include the participation of youth and women, as representatives of the concerns and ambitions of those benefiting from the blue economy coastal development innovations.</p>		
<b>Key objectives</b>	<p>The side event intends to promote awareness on the thematic focus, showcase examples and success stories that can be replicated globally and potentially inspire new ideas and solutions to support populations living in coastal areas facing economic, sea-land environment and insecurity challenges to unlock the full economic possibilities of coastal and marine resources through actions that involve effective participation of all relevant people while protecting these resources for present and future generation, while developing ecosystem resilience.</p>		
<b>Expected outcomes and impact</b>	<p>Share initial results from the Go Blue Project and its three pillars: Growth, Environment and Security.</p> <p>Get inputs from relevant actors in academia, private sector and civil society.</p> <p>Share best practices and provide a networking opportunity for partners active in the blue economy, with a special focus on women and youth.</p>		
<b>Event streaming link</b>	<a href="https://youtu.be/Sd31dp2bG-c">https://youtu.be/Sd31dp2bG-c</a>		
<b>Additional event streaming platforms</b>	<a href="https://twitter.com/camoes_ip">https://twitter.com/camoes_ip</a> <a href="https://www.facebook.com/camoes.ip">https://www.facebook.com/camoes.ip</a> <a href="https://www.linkedin.com/company/camoes-ip/">https://www.linkedin.com/company/camoes-ip/</a>		
<b>Event Speakers</b>			
<b>Entity</b>	<b>Level of participation</b>	<b>Name</b>	<b>Title</b>
JKP Secretariat	Host	Gladys Mnjama	Sector Lead Financial Services & Investments

### Implementing Partners





REPUBLIC OF KENYA



Funded by  
the European Union



**JUMUIYA**  
YA KAUNTI ZA PWANI

Sea - Land of Opportunities . Shared Prosperity

European Union Delegation to Kenya	Keynote address speaker and moderator	Alina Neacsu	EUDK Project Manager
AICS	Debate technical speaker - Fisheries	Dr. Cosmas Munga	Senior lecturer in fisheries and marine sciences at Technical University of Mombasa
Camões I.P.	Debate technical speaker – Cultural Tourism	Dr. Mohammed Ali Mwenje	Curator, Lamu Museums, Sites and Monuments National Museums of Kenya
EF	Debate technical speaker – Maritime Security	Mikael delrue/Jérôme Michelet	Team leader/Maritime Organization expert
GIZ	Debate technical speaker - TVET and Aquaculture	Brenda Kibiku/Faith Odero	Technical Advisor - TVET & MSME Support/ Regional Coordinator
UN-Habitat/UNEP	Debate technical speaker - Land-sea planning and environment	Dr. Jared Bosire	Programme Manager, WIOSAP project, Nairobi Convention, UN Environment Programme

#### Event Agenda

Agenda Item	Duration (minutes)	Time	Description
Slide show	2	13h	Generic introduction before the opening of the event
Welcome introduction	2	13h02	Presentation of event purpose, agenda and technical speakers and guests and followers participation instructions at the debate
Opening remarks	5	13h07	Brief description of national government policies, goals and accomplishments on the Blue Economy agenda Brief description JKP regional economic development experience in light of the Blue Economy national agenda"
Keynote address	5	13h12	Joint speaking points in representation of all IP's,

#### Implementing Partners





REPUBLIC OF KENYA



Funded by  
the European Union



**JUMUIYA**  
YA KAUNTI ZA PWANI

Sea - Land of Opportunities . Shared Prosperity

			including a brief summary of each Go Blue project component
Go Blue vídeo	3	13h15	Go Blue video screening
' - Debate - How innovative solutions applied to the blue economy sector can help harnessing its potential and be beneficial for coastal communities in Kenya, in an inclusive, participatory and sustainable way?	56	14h11	Topic "How innovative solutions applied to the blue economy sector can help harnessing its potential and be beneficial for coastal communities in Kenya, in an inclusive, participatory and sustainable way?"  Introduction  Kick of questions  Q&A from Audience  Debate summary
Closing remarks	1	14h12	
Closing slide	1	14h13	
<b>More information available at</b>			
Camões IP	Twitter	<a href="https://twitter.com/camoes_ip">https://twitter.com/camoes_ip</a>	
	Facebook	<a href="https://www.facebook.com/camoes.ip">https://www.facebook.com/camoes.ip</a>	
	LinkedIn	<a href="https://www.linkedin.com/company/camoes-ip/">https://www.linkedin.com/company/camoes-ip/</a>	
	Website	<a href="https://www.instituto-camoes.pt/">https://www.instituto-camoes.pt/</a>	
	Youtube	<a href="https://www.youtube.com/c/CamoesIP">https://www.youtube.com/c/CamoesIP</a>	
Go Blue	Twitter	@GoBlueKenya	
	Facebook	Go Blue Kenya	
	Instagram	@GoBlueKenya	
	Website	<a href="http://www.goblue.co.ke">www.goblue.co.ke</a>	
EF	Twitter	@expertisefrance	
	Facebook	@expertisefrance	
	LinkedIn	@Expertise-France	
UNEP	Twitter	UN Environment Programme (@UNEP) / Twitter	
	Facebook	UN Environment Programme   Facebook	
	Instagram	<a href="https://www.instagram.com/unep/">https://www.instagram.com/unep/</a>	
	LinkedIn	UN Environment Programme   LinkedIn	
	Youtube	(176) UN Environment Programme - YouTube	
	TikTok	TikTok oficial de UNEP (@unep)	
	Snapchat	UNEP (@unep) on Snapchat	
UN-Habitat	Twitter	@UNHABITAT	
		@urbancampaign	
	Facebook	@UNHABITAT	
		unhabitatworldurbancampaign	
	Instagram	@unhabitat	

### Implementing Partners

