



WEBINAR SERIES

Introducing the BlueInvest Fund: Sustainable financing for the Blue Economy

DG MARE | EIF | PwC

14 May 2020

**BLUE
INVEST**

SPEAKERS



Iain SHEPHERD

Senior Expert
DG Maritime & Fisheries
European Commission



Jerome SAMSON

Investment Manager
Innovation & Technology Investments
European Investment Fund (EIF)



Daniela CEDOLA

BlueInvest Project Director
PwC



Catherine FRIDERES

Lead, BlueInvest Community
PwC

AGENDA

01 Investing in the Blue Economy

- Iain SHEPHERD, DG MARE, European Commission

02 BlueInvest: Updates and Opportunities

- Daniela CEDOLA, PwC

03 Introducing the BlueInvest Fund

- Jerome SAMSON, European Investment Fund

04 Q & A

- Moderated by Catherine FRIDERES, PwC



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**INVESTING IN
THE BLUE
ECONOMY**



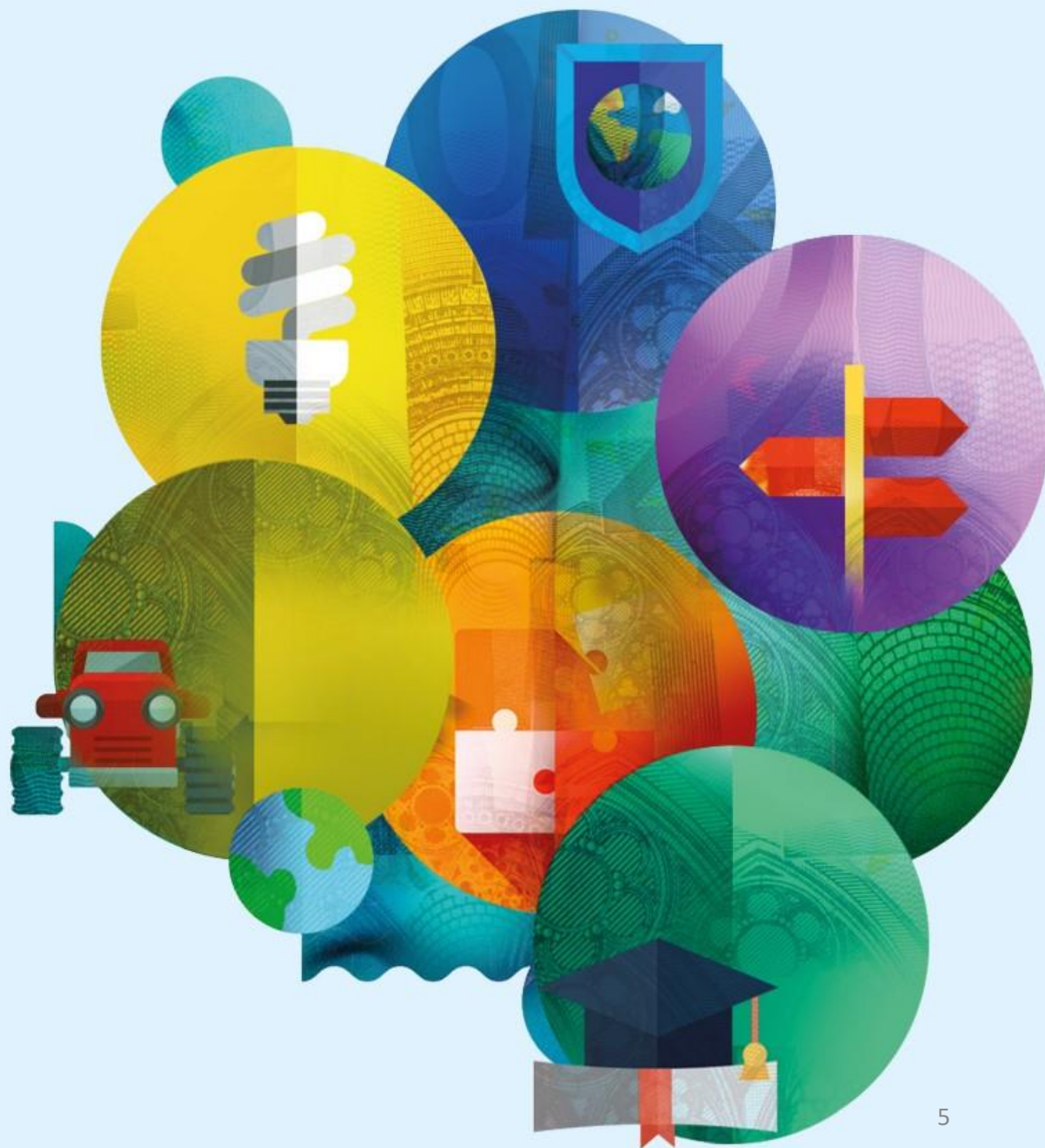
Investing in the blue economy

Iain Shepherd

European Commission
Directorate General for
Maritime Affairs and Fisheries

BlueInvest webinar

14 May 2020

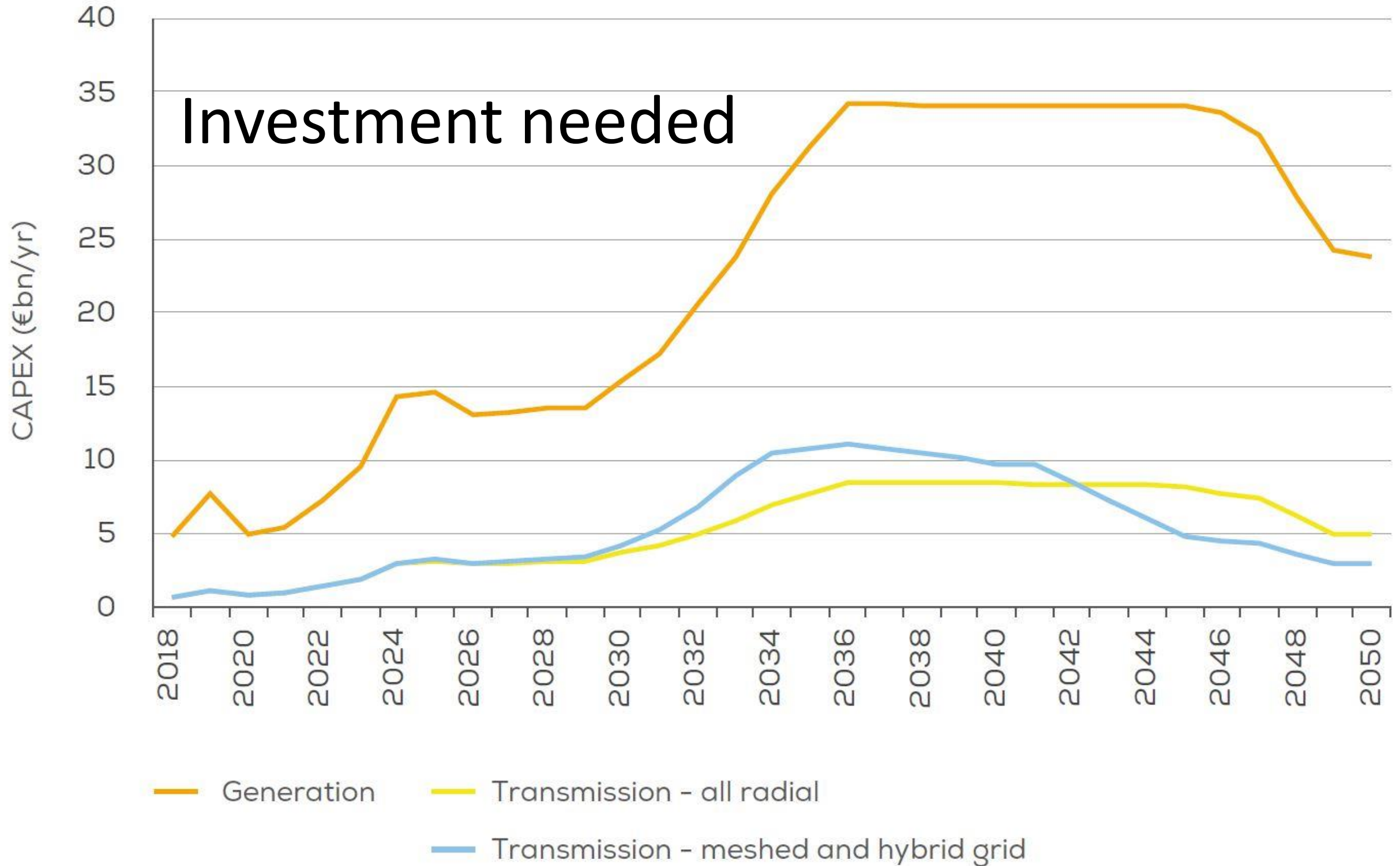


Zero-carbon 2050

- doubling electricity consumption
- more than a quarter generated offshore



Investment needed



More biofuel means less land for food or wilderness



Algae

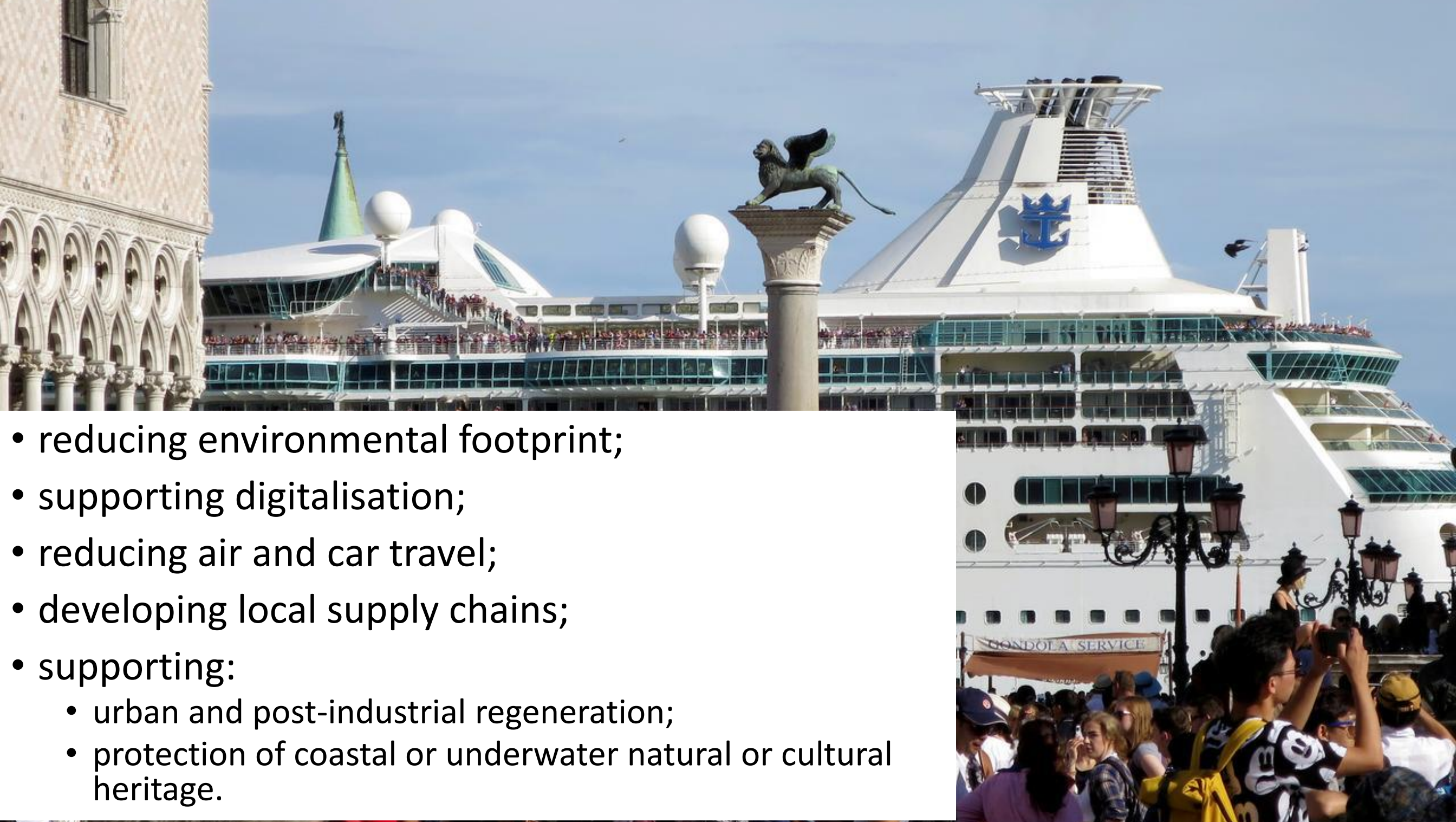


- low impact low carbon protein for food and feed
- also cultivated in bioreactors for carbon capture and use

What can we do for tourism?

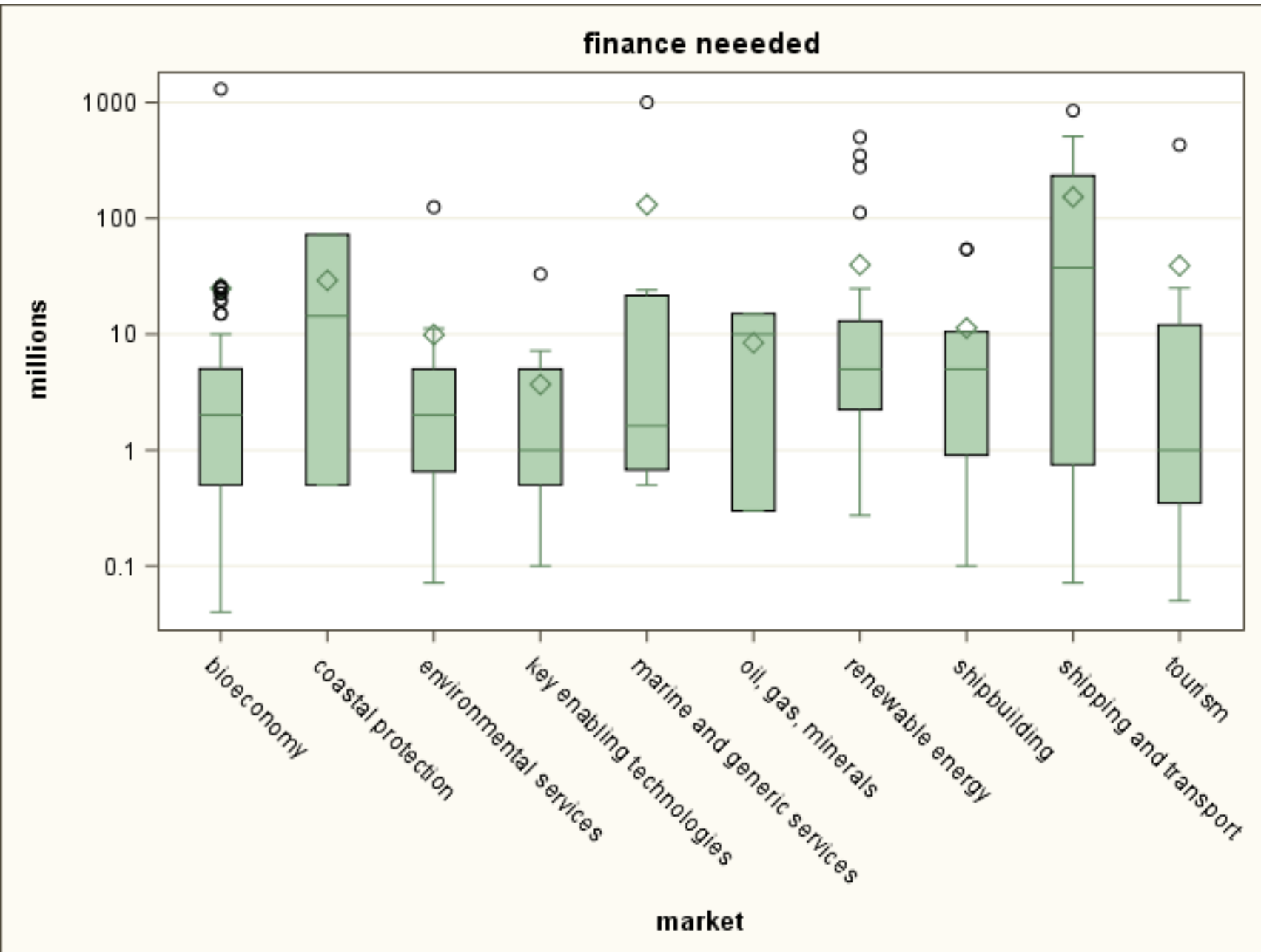


- 38% of nights spent in tourist accommodation are in coastal municipalities
- 30% of nights spent by Europeans are at beach resorts



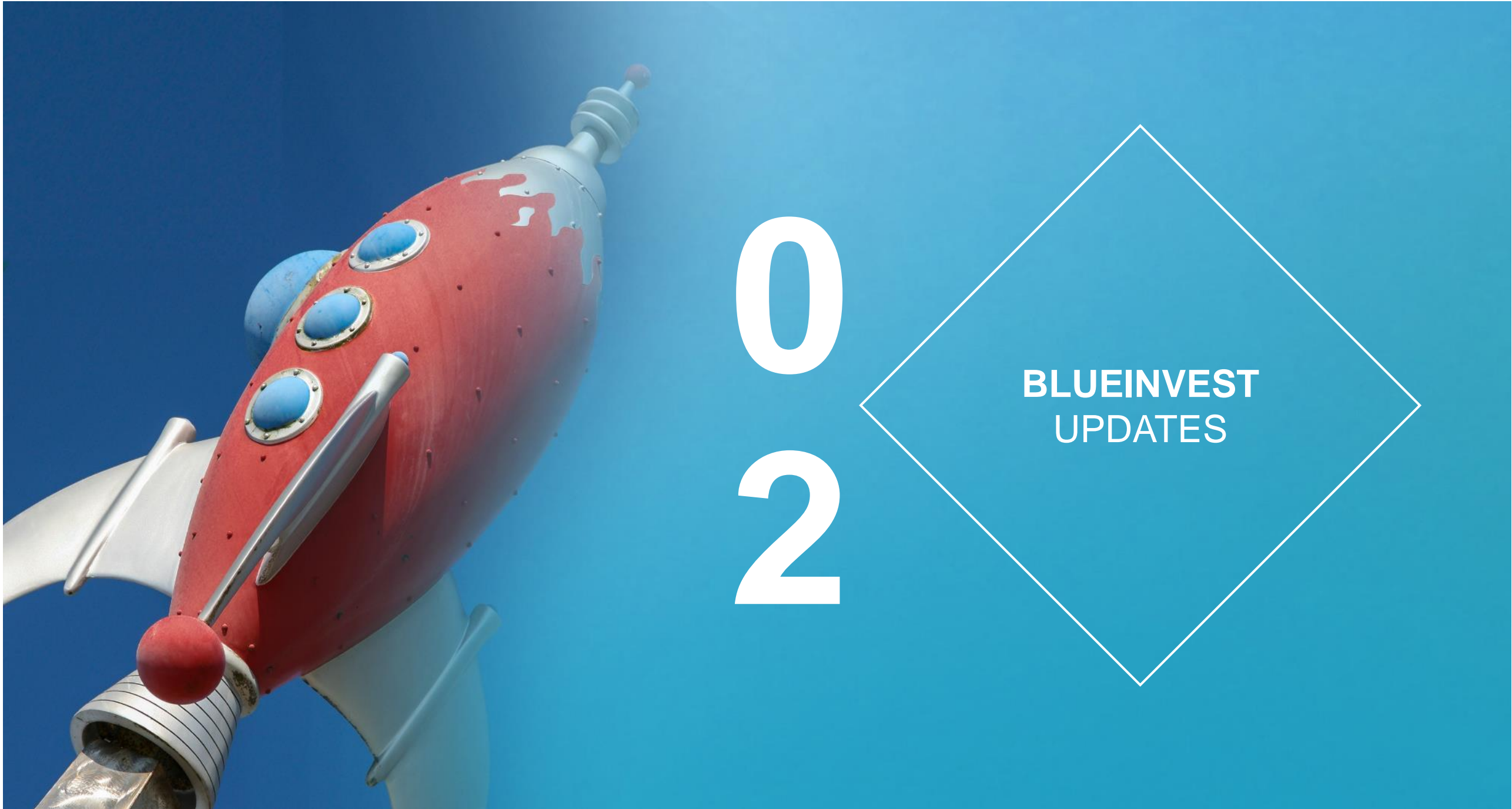
- reducing environmental footprint;
- supporting digitalisation;
- reducing air and car travel;
- developing local supply chains;
- supporting:
 - urban and post-industrial regeneration;
 - protection of coastal or underwater natural or cultural heritage.

Transformation through investment in SMEs



**now let's learn about the
BlueInvest fund**





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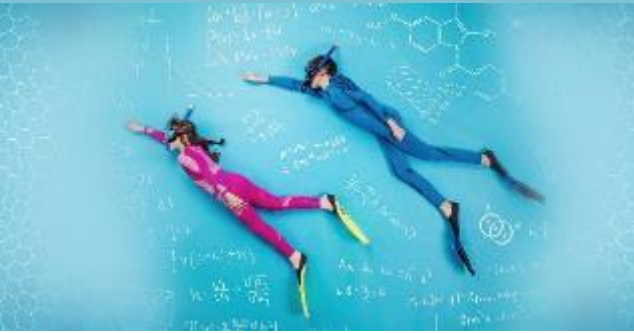
BLUEINVEST
UPDATES

BLUEINVEST FEATURES

**BLUEINVEST
COMMUNITY**



**BLUEINVEST
ACADEMY**



**BLUEINVEST
EVENTS**



**BLUEINVEST
PROJECT PIPELINE**



**BLUEINVEST
READINESS ASSISTANCE**



**BLUEINVEST
COACH**



**BLUEINVEST
GRANTS**



**BLUEINVEST
FUND**



UPDATES AND OPPORTUNITIES

- BlueInvest Online Community in Euroquity
- BlueInvest Webinar Series
- First BlueInvest e-pitching session
- Community events 2020: Oceanology, Posidonia, & Sealogy and virtual events
- We are in social media! Find us on LinkedIn, Twitter, Facebook



EUROPEAN UNION

BLUEINVEST PROJECT PIPELINE

OPPORTUNITIES START HERE.

NOW LIVE USE THE PROJECT PIPELINE ON BLUEINVEST

OPPORTUNITIES START HERE.

The banner features a computer monitor displaying a solar panel array, a tablet, and a keyboard, all set against a blue background with a hexagonal pattern. A small wind turbine is positioned in front of the monitor.



BLUE INVEST READINESS ASSISTANCE

INVESTORS' ADVICE

Source: SLUSH.ORG

RAINER STERNFELD
MANAGING PARTNER AT NORDIC NINJA VC

"This is an opportunity to make your company self-sufficient. Stretch your runway, focus on what matters to grow your company (get rid of distractions), and take care of your people."

INKA MERO, FOUNDER & MANAGING PARTNER AT VOIMA VENTURES

"This is also a great time and an important time to pick up the phone and call your existing customers! When times get rough, now business will go down and the existing relationships matter."

SAMI LAMPINEN
MANAGING DIRECTOR AT INVENTURE

"If no investors or no backing, then I would reduce the burn asap, and look for the support from the customer & partner side. All actions should lead to increased credibility and fundability."

OPPORTUNITIES START HERE.

The banner includes a logo for Blue Invest Readiness Assistance, a stylized Euro symbol, and three portraits of experts with their respective quotes and titles.



EUROPEAN UNION

BLUEINVEST COMMUNITY WEBINARS

Webinar:
Internationalising in the midst of uncertainty: strategies and approaches

This webinar will focus on:

- Strategies for new international customers
- Trends in International Markets
- The socio-economic impact on the global scenario
- Understanding the changing competitive landscape

Webinar details:

Wed 06 May

10:00-11:00 CET

Noelia HERNANDEZ SANCHEZ
International Business Development Director at Euroquity Venture Partners

REGISTER NOW OPPORTUNITIES START HERE.

The banner features a hand holding a tablet displaying a laptop screen, with a globe in the background. It includes a list of topics, webinar details, and a portrait of the speaker.

UPDATES AND OPPORTUNITIES

- BlueInvest Readiness Assistance now accepting applications for Cycle 4
- BlueInvest Community features articles by top coaches
- Project pipeline to be launched soon
- Market Opportunity Snapshots released, covering 6 priority growth sectors
- BlueInvest Club of Investors
- Launch of call for first Corporate Day with DEMA Group

MARKET OPPORTUNITY SNAPSHOT SUSTAINABLE AQUACULTURE

SECTOR DEFINITION
Aquaculture is the farming of fish, shellfish and aquatic plants, to enhance living in the water and produce and harvest products such as fish and shellfish.

EU LONG TERM PRIORITY ACTIONS

- Strengthen sustainable production:**
 - Support the development of sustainable aquaculture production systems, including the development of integrated multi-trophic systems, the use of recirculating aquaculture systems (RAS) and the development of innovative production systems.
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- Secure sustainable development and growth of aquaculture through coordinated spatial planning:**
 - Support the development of coordinated spatial planning, to ensure the sustainable and equitable use of marine resources, taking into account the needs of other sectors and the environment.
- Enhance the competitiveness of EU aquaculture:**
 - Support the development of aquaculture production systems, including the development of integrated multi-trophic systems, the use of recirculating aquaculture systems (RAS) and the development of innovative production systems.
- Promote a level playing field for EU operators by equalising their competitive advantages:**
 - Support the development of aquaculture production systems, including the development of integrated multi-trophic systems, the use of recirculating aquaculture systems (RAS) and the development of innovative production systems.

WHY IS IT IMPORTANT FOR BLUE ECONOMY??
Aquaculture is a key sector of the blue economy, contributing to food security, employment and economic growth. It is also a sustainable and resilient sector, with the potential to play a leading role in the transition to a circular and low-carbon economy.

BUSINESS OPPORTUNITIES & AREAS OF INNOVATION

- Production and generation technologies:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.
- Techniques to increase productivity:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.
- Business management solutions:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.
- Regulatory compliance solutions:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.
- Other technologies:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.

INVESTMENT LANDSCAPE

WHY BLUEINVEST?
The BlueInvest platform supports investment solutions and offers a range of services, including advisory, legal and tax support, to help investors navigate the blue economy.

JOIN THE BLUEINVEST COMMUNITY

MARKET OPPORTUNITY SNAPSHOT BLUE RENEWABLE ENERGY

SECTOR DEFINITION
Blue renewable energy refers to the generation of electricity, heat and other energy services from renewable sources in the marine environment, including offshore wind, wave and tidal energy, and floating solar.

EU TECHNOLOGY-SPECIFIC PRIORITIES

- Wave energy:**
 - Support the development of wave energy production systems, including the development of innovative production systems.
- Tidal energy:**
 - Support the development of tidal energy production systems, including the development of innovative production systems.
- Offshore wind:**
 - Support the development of offshore wind production systems, including the development of innovative production systems.
- Floating solar:**
 - Support the development of floating solar production systems, including the development of innovative production systems.

WHY IS IT IMPORTANT FOR BLUE ECONOMY??
Blue renewable energy is a key sector of the blue economy, contributing to energy security, employment and economic growth. It is also a sustainable and resilient sector, with the potential to play a leading role in the transition to a circular and low-carbon economy.

BUSINESS OPPORTUNITIES & AREAS OF INNOVATION

- Wave and tidal energy technologies:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.
- Offshore wind technologies:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.
- Floating solar technologies:**
 - Advanced species for aquaculture production.
 - Technologies for water quality monitoring and management (including AI and IoT).
 - Technologies for disease prevention and control.
 - Technologies for feed efficiency and waste reduction.

INVESTMENT LANDSCAPE

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THE
BLUEINVEST
FUND



Blue Economy Fund

BlueInvest Webinar

14 May 2020

EIF's Equity Activity in Sustainability

“ Europe's most **long-standing investor** in European Venture Capital ”



Invested in **480+** Venture Capital funds

8000+ Portfolio companies

More than **250+** VC fund manager relationships

99% visibility on European venture market

20+ years on European VC market

Over €5bn Outstanding Equity Investments in European Venture Capital funds

Backing first time funds managed by tomorrow's **top quartile** teams

First mover in Europe's emerging markets and technology sectors

EIF's Equity Activity in Sustainability

“ ...and Europe's most active LP of the decade in **Cleantech Venture Capital** ”



€ 585m invested in **Sustainability-focused funds** since 2006

17 fund managers supported / 23 VC funds

€ 2.8bn raised by EIF **Sustainability-focused funds**

+220 underlying companies

Strengthening the Blue Economy under EFSI

€75m

EIF, in cooperation with the European Commission, has launched a dedicated thematic allocation of €75m, targeting the **Blue Economy sector**

What is Blue Economy?

The EU's Blue Economy encompasses all sectorial and **cross-sectorial economic activities related to oceans, seas and coasts**. We refer to all economic activities that take place in the marine environment or that use sea resources as an input



Scope of the Fund

- Investments alongside **equity funds** and through **co-investments schemes**
- Target to mobilise at least **€150m of private investments**
- Contribute to meeting the goals of the **European Green Deal** and protect marine resources



Investment criteria and terms

Eligible portfolio companies (by invested amounts)



- **>66% in EU** (and Associated Countries), as of first investment
- **SMEs and Mid-Caps**
- **>1x amounts from EIF EFSI Blue Economy to be invested in Blue Economy companies**

Timeframe for selection of intermediaries



- **Applications by 30 September 2020** or such later date as announced officially in the EFSI Equity Instrument's section on the EIF's website.
- **EIF approvals by 31 December 2020**

Maximum Size of a single EIF's investment



- **Maximum €50m, representing at least 7.5% and up to 50% of the aggregate commitments.**
- Only in case EIF participates in the first closing EFSI Blue Economy Investment may constitute up to 100% of total commitments.

Contact Details

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Q & A



community.blue-invest.eu

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