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# Cruise business and innovation for the blue economy of the Black Sea

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# Global Innovations in the Cruise Industry

## ► Examples of Leading Cruise Lines

Cruise Company	Key Innovation	Focus Area
<b>Norwegian Cruise Line Holdings (NCLH)</b>	<i>“Sail &amp; Sustain”</i> strategy: reducing GHG emissions, advanced wastewater treatment systems, partnerships with local suppliers for sustainable sourcing	 Sustainability & Supply Chain Innovation
<b>Royal Caribbean Group</b>	<i>Destination Net Zero</i> program: LNG propulsion, hybrid fuel cells, coral restoration & waste-to-value projects in private destinations	 Zero Emission Technology & Eco-Resorts
<b>Princess Cruises</b>	<i>Closed-loop recycling initiative</i> and organic waste composting program, major reduction of single-use plastics	 Circular Economy Practices
<b>MSC Cruises</b>	<i>MSC World Europa</i> — one of the world’s most efficient LNG-powered ships; onboard waste-to-energy system, carbon-neutral operations through MSC Foundation projects	 Green Energy & Carbon Neutrality

# The Golden Period: Black Sea Cruise Market 2012

- ▶ 28 cruise companies
- ▶ 38 ships
- ▶ Odessa - 77 calls
- ▶ Yalta - 72 calls
- ▶ Active new ports: Sochi and Batumi

## Popular Ports & Developing Destinations



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# Port Odessa

For 2020, 10 ship calls with 4,200 tourists on board were planned - cancelled due to the pandemic.

For 2022, 31 ship calls were planned, including 18 overnight stays, but these were cancelled due to military action.



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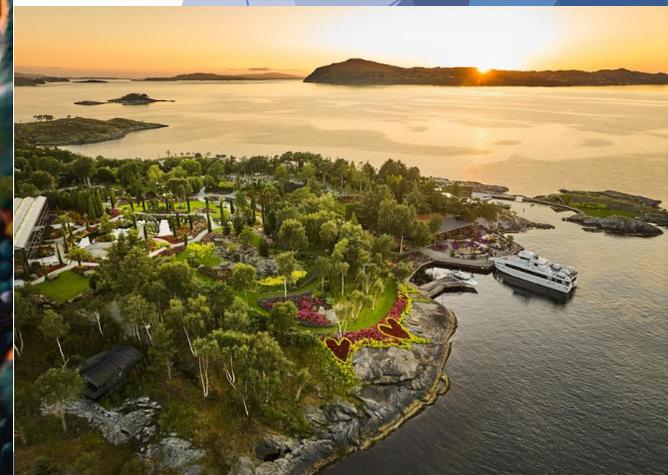
## Galataport Istanbul – A Flagship of the Blue Economy



- ▶ 💰 \$1.7 B investment (public-private partnership)
- ▶ 🌿 First underground cruise terminal – full operations below sea level
- ▶ 🚶 1.2 km public promenade – reconnecting city & waterfront
- ▶ ⚡ Shore power + smart energy + digital port management
- ▶ 📍 Blue Economy alignment: urban renewal | eco-efficiency | social value

# Shore excursions. Innovation That Connects People and Places

- ▶ From standardized tours to authentic, community-driven experiences –the new wave of cruise tourism turns local creativity into global value.
- ▶ Examples of community-based innovation:
  - Vineyard visits with local winemakers 🍷
  - Honey & olive oil tastings on family farms 🍯
  - Ceramic & embroidery workshops 🧶
  - Guided heritage walks sharing stories, not just sights 🏛️



# From Waste to Wonder: Innovation as Experience

- Every cruise ship generates waste.
- Cruise lines (Virgin Voyages, Princess Cruises) use **closed-loop systems**: bio-composting, greywater reuse, no single-use plastics.
- Ports can create **circular hubs** — recycling centers, water-treatment plants, and innovation labs.
-  *Waste can become a story, not a problem.*

## Example — CopenHill, Copenhagen

- Waste-to-energy plant → public attraction
- Rooftop ski slope, park & café
- Guided tours show how waste becomes clean energy
- Proof that **sustainability can be experienced**



# Connectivity & Blue Skills: The Human Engine of the Blue Economy

 *The strength of the Blue Economy lies in connectivity – between ports, countries, and people.*

 *A Smart Cruise Black Sea Corridor can align schedules, standards & shared marketing.*

 *Blue Skills and innovation clusters link education, business & ports.*

 *Knowledge creates trust – the foundation of regional cooperation.*

# Policy Framework for the Blue Economy in the Black Sea

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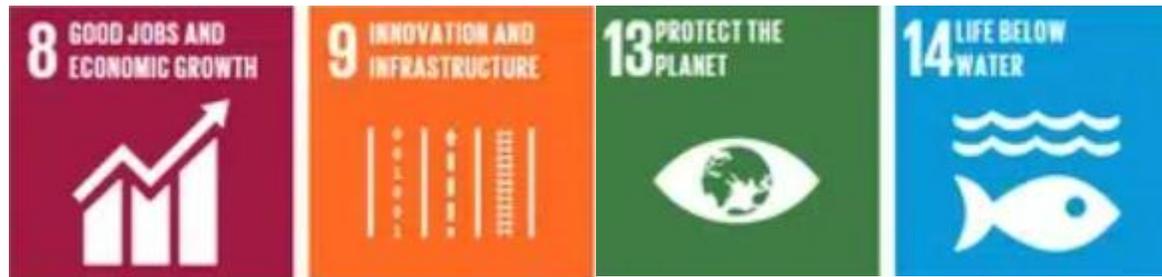
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- ▶ **Black Sea Strategic Research & Innovation Agenda (SRIA)**
- ▶  *Adopted: 2020 | Initiative: EU Black Sea CONNECT*  
Defines research and innovation priorities – sustainable resources, digital ocean data, and blue growth cooperation
- ▶ **Common Maritime Agenda for the Black Sea (CMA)**
- ▶  *Endorsed: 2019 by Bulgaria, Romania, Georgia, Turkey & Ukraine*  
Regional platform for sustainable coastal tourism, clean shipping, and smart port development
- ▶ **Horizon Europe Programme (2021-2027)**
- ▶  EU's flagship framework for innovation & research.  
Supports cross-border projects on climate, marine sustainability, and circular economy
- ▶ **Interreg NEXT Black Sea Basin Programme (2021-2027)**
- ▶  EU-funded cooperation initiative linking coastal regions of Bulgaria, Romania, Ukraine, Georgia, Turkey & Moldova.  
Focus: innovation, green transition, sustainable tourism, local partnerships
- ▶ **UNDP “Blue Acceleration” Initiative**
- ▶  Global UNDP program promoting ocean innovation, sustainable investments, and inclusive growth.  
Framework for integrating SDG 14 (*Life Below Water*) in regional recovery

**These frameworks provide the foundation for innovation, cooperation, and sustainable growth in the Black Sea region.**

# Imagine the Black Sea 2035

-  **Connected network of green ports** powered by renewable energy
-  **Digital cruise corridors** linking sustainable destinations
-  **Local communities benefit** directly from every ship arrival
-  Cruise business as a **catalyst for cleaner coasts & stronger economies**



If we act together, the Black Sea can become a model of how the cruise business and innovation work for people, for nature, and for the future.

**Thank you for attention!**