

BlueRev is built on a simple but transformative idea: coastal regions can thrive when marine resources are used wisely and locally. By combining technical innovation with local knowledge and governance improvements, BlueRev aims to strengthen community resilience while advancing Europe's blue bioeconomy.



Our mission includes:

- Enabling sustainable use of marine by-products;
- Building skills through hands-on training;
- Supporting inclusive, transparent governance;
- Demonstrating replicable business models.



Key Deliverables

- D3.4 Analysis of governance models in the pilot regions
- D3.5 Life Cycle Assessment of marine resource use
- D3.6 Business Models Analysis
- D4.1 New Models for Social Innovation
- D4.2 New Business Models
- D4.3 New Governance Recommendations
- D5.1 Training Programme and Materials

Consortium



Contact Us

info@bluerev-project.eu

Follow Us

f in X @ @BlueRevEU

COORDINATOR APRE (Italy) COMMUNICATION LOBA (Portugal) PARTNERS UNIPA, EMU, UiA, FBCD, RISE, NIBIO

FUNDED BY Horizon Europe - Grant Agreement N°. 101060537



Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Revitalising Coastal Regions with Innovation in the Blue Bioeconomy

Empowering people. Transforming side streams. Sustaining oceans.



BlueRev is an EU-funded initiative supporting coastal communities across Europe to explore the power of marine bioresources. From seaweed to fish by-products, BlueRev introduces innovative approaches to sustainability through new businesses, smart governance, and inclusive collaboration.

Pilot regions: Italy (Sicily) Denmark/Greenland, and Estonia (Saaremaa)

Denmark & Greenland

In Greenland and Denmark, BlueRev focused on adding value to what was once discarded. From cod heads to fish skin, local businesses learned to create fish oil, collagen and protein-rich feeds. Innovations in freezing, side streams treatment and logistics are now helping producers reduce side streams and reach new markets.



Stakeholder involvement also led to new governance insights: how to connect industry and academia, encourage entrepreneurial experimentation, and shape policies that support blue innovation.

Estonia

Saaremaa

In Saaremaa, BlueRev demonstrated how seaweed and shellfish could shape a new kind of coastal economy. From offshore macroalgae farms to integrated mussel-trout aquaculture, new models emerged combining environmental care with job creation.

Community labs and regional cooperation networks proved essential. People didn't just learn to grow algae—they learned to grow opportunity, and to communicate the value of these new bio-based products.



Italy

Sicily

In Sicily, side streams from tuna and shrimp processing was reimagined as a source of nutrition and wellness. Through pilot trials, producers began creating fish broths, gourmet bottarga, omega-3 extracts, and even cosmetics.

BlueRev also worked with local cooperatives to boost collaboration, streamline permitting, and improve market access. By aligning science with tradition, the project fostered business innovation and pride in sustainable fishing.



Highlights Across All Regions

Over 10 new business models developed with local stakeholders, using the Sustainable Business Model Canvas to combine ecological, economic and social value.

Public training repository launched, featuring 4 modules and 13+ lessons on resource valorisation, product development, and consumer engagement.

Life Cycle Assessments showed clear GHG and side streams reduction benefits from by-product valorisation.

Governance recommendations support replication: simplified rules, better access to finance, stronger local partnerships.

Social innovation models tailored to community needs: cooperatives, co-design, local ownership and youth skills development.