

DBAN

Digital Blue Economy and Innovation Acceleration Network

Project partners



Investors Guideline

By **IBEDC** – International Business and Economic Development Center



Contents

1.	DBAN Investors Guideline.....	3
1.1.	Executive Summary.....	3
1.2.	Investment guide outline.....	3
2.	Information for Furter Researchers.....	6
2.1.	The Blue Economy.....	6
2.2.	Practical examples.....	7
2.3.	Contributing to the Blue Economy.....	8
2.4.	The Blue Economy Challenges.....	9
3.	Georgia Country Profile.....	14
3.1.	Investment Opportunities in Georgia.....	14
3.2.	Georgian Ports.....	20
3.3.	Key Marine (Maritime) Infrastructure Projects.....	25
4.	Identified Challenges / Opportunities for Investment in Georgian Digital Blue Economy.....	28
4.1.	Fragmented tourism sector.....	28
4.2.	Coastal Truism.....	29
4.3.	Sport Tourism.....	29
4.4.	Eco-Tourism.....	30
4.1.	Ethnographic Tourism.....	30
4.2.	Maritime Cluster Hub.....	31
4.3.	logistics management.....	32
4.4.	Georgian Maritime sector Challenging Project – PCS and MSW projects.....	32
4.5.	Middle Corridor Transformation Project.....	33



1. DBAN Investors Guideline

The information below serves as a starting point for the DBAN Investors Guide, which the researcher can further adapt based on its specific investment interests and target audience.

1.1. Executive Summary

The [DBAN project](#) is a network aimed at assisting small and medium-sized firms in Bulgaria, Georgia, and Ukraine in making the transition to sustainable resource management in the blue economy. The project will examine opportunities for enhancement in coastal and maritime tourism, maritime transportation, marine renewable energy, and marine litter control. Stakeholders will be able to collaborate and share knowledge via an online platform. Innovation hackathons will be held to generate solutions.

1.2. Investment guide outline

Here's an outline for an investment guide focusing on the Blue Economy in the maritime sector in Georgia, following information provided in the current document:

1. Introduction

- Brief overview of Georgia's strategic location and its significance in Euro-Atlantic integration.
- Highlight Georgia's role as a hub for business in the region.

2. Georgia's Economic Profile

- Georgia's economic development and progress regarding democratic institutions since the early 1990s.
- Georgia's low and manageable tax regime and the new tax policy implemented in 2017.

3. Investment Opportunities in the Blue Economy

- **Maritime Tourism:** Discuss potential investment opportunities in developing tourist attractions and facilities along Georgia's coastline.
- **Maritime Transport and Logistics:** Highlight the potential for investing in port infrastructure and logistics services, given Georgia's strategic location.
- **Fishing and Aquaculture:** Explore opportunities for sustainable fishing practices and the development of aquaculture.
- **Connected Industries:** Discuss related sectors that could benefit from the growth of the Blue Economy, such as shipbuilding, marine biotechnology, etc.



4. Key Infrastructure Projects

- Maritime Single Window (MSW) and Port Community System (PCS) projects and their potential impact on the maritime sector.

5. Business Environment in Georgia

- Key facilitating factors that make Georgia an attractive investment destination, such as the stable political and business climate, low operating costs, and supportive government.
- Existing systems of the of licenses and permits, easy procedures of business registration, and low import tariffs.

6. Trade Agreements

- Various trade agreements that Georgia has with other countries and regions, and how they could benefit potential investors.

7. Conclusion

The investment opportunities in Georgia’s Blue Economy and encourage potential investors to explore these opportunities.

In the section below ([Reference](#)), interested individuals/organizations can explore various opportunities. These opportunities include addressing specific issues and opportunities that were identified during workshops with DBAN shareholders organized by IBEDC in 2023-2024)."

Please note that this is a high-level outline and each section should be expanded with more detailed information and analysis. Also, it’s important to tailor the guide to the specific needs and interests of the domestic, regional, and international investors you are targeting.

1.2.1. Investment Opportunity

The DBAN project is a unique opportunity to invest in the sustainable development of the blue economy in Bulgaria, Georgia, and Ukraine. The project will help small and medium businesses to adopt new technologies and practices that will reduce their environmental impact and improve their competitiveness.

Market Opportunity



The blue economy is a rapidly growing sector with a global market value of over \$2.5 trillion. The DBAN project is well-positioned to capitalize on this growth by providing businesses with the resources they need to transition to a more sustainable future.

Technology

The DBAN project will leverage a digital platform to connect stakeholders, share knowledge, and develop innovative solutions. This platform will be a valuable tool for businesses looking to improve their sustainability performance.

Team

The DBAN project is led by a team of experienced professionals with a proven track record of success in the blue economy. The team is committed to making the project a success and delivering value to investors.

Financial Projections

The DBAN project has a strong financial model with a clear path to profitability. The project is expected to generate significant returns for investors over the long term.

Blue Economy Sectors

- Education
- Fisheries and Aquaculture;
- Agriculture;
- Oil and Gas;
- Energy (Sustainable energy);
- Tourism;
- Manufacturing;
- Real Estate;
- Argo Processing;
- ICT – Information and Communication;
- Health Services.



2. Information for Furter Researchers

2.1. The Blue Economy

The **Blue Economy** refers to the sustainable use of ocean resources for economic growth, job creation, and environmental conservation. It encompasses various sectors related to the marine environment, including:

1. **Maritime Transport and Logistics:** This sector involves shipping, ports, and logistics services. It plays a crucial role in global trade by facilitating the movement of goods across oceans.
2. **Marine Tourism:** Tourism activities such as cruises, coastal resorts, and water sports contribute to the Blue Economy. Coastal regions attract tourists seeking recreational experiences.
3. **Fisheries and Aquaculture:** Sustainable fishing practices and aquaculture (fish farming) are essential components. They provide food, livelihoods, and economic value.
4. **Renewable Energy:** Harnessing energy from tides, waves, and offshore wind contributes to the Blue Economy. It promotes clean energy alternatives.
5. **Marine Biotechnology:** Research and development related to marine organisms, medicines, and bio products fall under this category.
6. **Mineral Resources:** Exploration and extraction of minerals from the seabed, such as manganese nodules and polymetallic sulfides, are part of the Blue Economy.
7. **Coastal Infrastructure Development:** Building and maintaining infrastructure along coastlines, including ports, harbors, and coastal protection systems.
8. **Environmental Conservation:** Balancing economic activities with conservation efforts to protect marine ecosystems and biodiversity.

The Blue Economy aims to maximize economic benefits while ensuring the sustainable use and preservation of ocean resources. It's a holistic approach that considers both economic growth and environmental well-being.

- <https://youtu.be/BfuLNtK812w>
- <https://youtu.be/j8U9nM83mHw>
- <https://youtu.be/yoe1-a-ZGnE>
- <https://youtu.be/fzZMJi6uyto>
- https://cinea.ec.europa.eu/featured-projects/dban-digital-blue-economy-and-innovation-acceleration-network_en
- cinea.ec.europa.eu/featured-projects/dban-digital-blue-economy-and-innovation-acceleration-network_en

Tailoring to Georgian Investors:



- **Highlight Country Unique Advantages:** Emphasize Country's advantageous geographic location, transport infrastructure, and its recent Free Trade Agreement with China as key benefits for investors in the blue economy.
- **Address Specific Needs:** Mention how the DBAN project will address challenges specific to Country's blue economy, such as sustainable tourism development or marine litter prevention.

Connecting with DBAN's Goals:

- **Focus on Innovation:** Align your investment message with DBAN's focus on accelerating digital innovation in the blue economy.
- **Emphasize Sustainability:** Highlight your commitment to supporting sustainable resource management, which is a core objective of the DBAN project.
- **Demonstrate Collaboration:** Show your interest in collaborating with other stakeholders on the DBAN platform to drive positive change.

2.2. Practical examples

some practical examples of the **Blue Economy** in action:

1. Marine Tourism:

- **Cruise Ships:** The tourism industry benefits from cruise ships that explore coastal regions, islands, and scenic waterways. These ships provide jobs, stimulate local economies, and offer travelers unique experiences.
- **Beach Resorts:** Coastal resorts, beachfront hotels, and water-based activities (such as snorkeling, diving, and sailing) contribute to the Blue Economy.

2. Maritime Transport and Logistics:

- **Ports and Shipping:** Ports serve as gateways for international trade. Efficient port operations, container handling, and logistics services are essential for global commerce.
- **Shipping Companies:** Shipping lines transport goods across oceans, connecting producers and consumers worldwide.

3. Fisheries and Aquaculture:

- **Commercial Fishing:** Sustainable fishing practices provide seafood for consumption and export. Fishermen, fish farms, and seafood processing plants contribute to the economy.
- **Aquaculture Farms:** Fish, shrimp, and oyster farms cultivate aquatic species in controlled environments.

4. Renewable Energy:



- o **Offshore Wind Farms:** Wind turbines installed in offshore areas generate clean energy. Countries invest in wind energy projects to reduce reliance on fossil fuels.
- o **Tidal and Wave Energy:** Harnessing energy from tides and waves is another form of renewable energy within the Blue Economy.
- 5. **Marine Biotechnology:**
 - o **Pharmaceutical Research:** Scientist's study marine organisms for potential medicinal compounds. Marine biotechnology contributes to drug development.
 - o **Algae Cultivation:** Algae can be used for biofuel production, nutrition, and cosmetics.
- 6. **Mineral Resources:**
 - o **Deep-Sea Mining:** Exploration and extraction of minerals (such as manganese, cobalt, and rare earth elements) from the ocean floor. These resources are essential for technology and industry.
- 7. **Coastal Infrastructure Development:**
 - o **Port Expansion:** Investing in port infrastructure, dredging, and modernizing facilities to accommodate larger vessels.
 - o **Coastal Protection:** Building seawalls, breakwaters, and erosion control measures to safeguard coastal communities.
- 8. **Environmental Conservation:**
 - o **Marine Protected Areas (MPAs):** Designating specific ocean zones for conservation and sustainable use.
 - o **Coral Reef Restoration:** Efforts to protect and restore coral reefs, which support biodiversity and tourism.

The Blue Economy aims to balance economic growth with environmental stewardship. By investing in these sectors, countries can create jobs, enhance livelihoods, and protect our oceans for future generations.

2.3. Contributing to the Blue Economy

Contributing to the **Blue Economy** involves both individual actions and collective efforts. Here are some ways you can make a positive impact:

1. **Raise Awareness:**
 - o Educate yourself and others about the importance of oceans and their role in the global economy.
 - o Share information about sustainable practices and the need to protect marine ecosystems.
2. **Support Sustainable Seafood:**
 - o Choose sustainably sourced seafood products. Look for labels like **MSC (Marine Stewardship Council)** or **ASC (Aquaculture Stewardship Council)**.



- o Avoid overexploited species and support local fishermen who follow responsible fishing practices.
- 3. **Reduce Plastic Use:**
 - o Plastic pollution harms marine life. Reduce single-use plastics, recycle, and participate in beach cleanups.
 - o Be mindful of plastic waste and its impact on the ocean environment.
- 4. **Participate in Coastal Cleanup Events:**
 - o Join local initiatives to clean up beaches, shorelines, and coastal areas.
 - o Volunteering helps keep our oceans clean and raises awareness.
- 5. **Promote Responsible Tourism:**
 - o When traveling to coastal destinations, choose eco-friendly accommodations and tour operators.
 - o Respect marine habitats, avoid disturbing wildlife, and follow guidelines for responsible diving and snorkeling.
- 6. **Advocate for Marine Conservation Policies:**
 - o Support organizations working to protect marine ecosystems.
 - o Advocate for policies that promote sustainable fishing, marine reserves, and pollution control.
- 7. **Invest in Blue Innovation:**
 - o Invest in companies and technologies that contribute to the Blue Economy.
 - o Explore opportunities in renewable energy, aquaculture, and ocean monitoring.
- 8. **Learn About Ocean Science and Research:**
 - o Stay informed about scientific discoveries related to marine ecosystems.
 - o Support research institutions and projects focused on ocean conservation.
- 9. **Engage in Citizen Science Projects:**
 - o Participate in data collection efforts, such as tracking marine species or monitoring water quality.
 - o Citizen scientists play a crucial role in understanding and protecting the oceans.
- 10. **Be a Responsible Boater and Sailor:**
 - o Follow boating regulations, avoid oil spills, and prevent marine accidents.
 - o Be cautious around sensitive areas like coral reefs and seagrass beds.

Every small action counts. By collectively working toward a sustainable Blue Economy, we can ensure a healthier and more resilient ocean environment for generations to come

2.4. The Blue Economy Challenges

The **Blue Economy** faces several challenges that require careful management and sustainable practices. Here are some key challenges:

1. **Overfishing and Depleting Fish Stocks:**



- o Many fish stocks are overexploited, leading to declining populations and potential collapse.
- o Illegal, unreported, and unregulated (IUU) fishing exacerbates the problem.
- 2. **Pollution and Marine Debris:**
 - o Plastic pollution, oil spills, and chemical contaminants harm marine ecosystems.
 - o Proper waste management and pollution control are essential.
- 3. **Climate Change and Ocean Acidification:**
 - o Rising sea temperatures, ocean acidification, and extreme weather events impact marine life.
 - o Coral reefs, which support biodiversity, are particularly vulnerable.
- 4. **Loss of Coastal Habitats:**
 - o Coastal development, land reclamation, and destruction of mangroves and wetlands affect habitats.
 - o Coastal ecosystems provide essential services like storm protection and carbon sequestration.
- 5. **Conflicting Interests and Resource Allocation:**
 - o Balancing economic activities (shipping, tourism, fishing) with conservation goals is challenging.
 - o Competing interests often lead to conflicts over resource allocation.
- 6. **Lack of Integrated Policies and Governance:**
 - o Fragmented governance structures hinder effective management.
 - o Integrated policies that consider social, economic, and environmental aspects are crucial.
- 7. **Technological and Infrastructure Gaps:**
 - o Developing and maintaining port infrastructure, renewable energy projects, and marine research facilities require investment.
 - o Bridging technological gaps is essential for sustainable growth.
- 8. **Data Deficiency and Monitoring:**
 - o Insufficient data on marine ecosystems hampers informed decision-making.
 - o Strengthening monitoring systems and research is vital.
- 9. **Invasive Species and Habitat Destruction:**
 - o Invasive species disrupt native ecosystems and alter biodiversity.
 - o Coastal development often destroys critical habitats.
- 10. **Security and Maritime Safety:**
 - o Piracy, illegal fishing, and maritime accidents pose risks.
 - o Ensuring safety and security at sea is essential for sustainable development.

Addressing these challenges requires collaboration among governments, industries, scientists, and local communities. Sustainable practices, conservation efforts, and innovative solutions are key to a thriving Blue Economy.



2.4.1. Efforts to address the challenges

Efforts to address the challenges facing the Blue Economy involve a combination of policies, initiatives, and collaborative actions. Here are some key strategies:

- 1. Sustainable Fisheries Management:**
 - o Implementing quotas, fishing licenses, and seasonal closures to prevent overfishing.
 - o Promoting sustainable fishing practices and supporting small-scale fishers.
- 2. Marine Protected Areas (MPAs):**
 - o Establishing and expanding MPAs to conserve biodiversity and protect critical habitats.
 - o Enforcing regulations within these areas to prevent destructive activities.
- 3. Integrated Coastal Zone Management (ICZM):**
 - o Coordinating land and sea planning to balance economic development with conservation.
 - o Involving local communities, scientists, and policymakers in decision-making.
- 4. Circular Economy Approaches:**
 - o Reducing marine litter by promoting recycling, waste reduction, and responsible consumption.
 - o Encouraging industries to adopt circular economy principles.
- 5. Climate Change Mitigation and Adaptation:**
 - o Investing in climate-resilient infrastructure and coastal protection measures.
 - o Supporting research on climate impacts and adaptation strategies.
- 6. Blue Innovation and Technology:**
 - o Developing innovative solutions for sustainable aquaculture, renewable energy, and ocean monitoring.
 - o Collaborating with startups, research institutions, and private sectors.
- 7. Capacity Building and Education:**
 - o Training fishermen, coastal communities, and policymakers in sustainable practices.
 - o Raising awareness about the value of marine ecosystems.
- 8. International Cooperation and Agreements:**
 - o Collaborating across borders to address transboundary challenges.
 - o Implementing international agreements like the United Nations Sustainable Development Goal 14 (Life Below Water).
- 9. Corporate Social Responsibility (CSR):**
 - o Encouraging businesses to adopt sustainable practices and invest in ocean conservation.
 - o Holding companies accountable for their environmental impact.
- 10. Blue Finance and Investment:**



- o Mobilizing funds for sustainable projects in the maritime sector.
- o Attracting private investment through green bonds and impact investing.

addressing these challenges requires a holistic approach, involving governments, civil society, academia, and industry stakeholders. By working together, we can ensure a thriving Blue Economy while safeguarding our oceans.

2.4.2. Success Stories from the Blue Economy

Some inspiring Worldwide **success stories** from the Blue Economy:

1. Norway's Sustainable Fisheries Management:

- o Norway is a global exemplar in responsible fisheries management—a critical component of the Blue Economy.
- o Key features of Norway's success story include:
 - **Responsible Fishing Practices:** Norway prioritizes sustainable fishing methods, ensuring that fish stocks are not overexploited.
 - **Robust Resource Management:** The country implements quotas, monitors fishing activities, and enforces regulations effectively.
 - **Collaboration:** Norway collaborates with scientists, industry stakeholders, and international bodies to maintain healthy fish populations.

2. The Seychelles' Debt-for-Nature Swap:

- o The Seychelles, an island nation in the Indian Ocean, faced significant debt challenges.
- o In a groundbreaking move, the Seychelles negotiated a **debt-for-nature swap** with international creditors.
- o Key features of this success story:
 - **Conservation Commitment:** The Seychelles agreed to protect marine areas in exchange for debt relief.
 - **Marine Protected Areas (MPAs):** The country established MPAs to safeguard biodiversity and promote sustainable fishing.
 - **Tourism and Conservation:** The debt relief allowed the Seychelles to invest in marine conservation while boosting its tourism industry.

3. Sharing Success Stories Globally:

- o The United Nations Environment Programme (UNEP) actively promotes success stories to inspire change.
- o [Reports like the “Blue Economy: Sharing Success Stories to Inspire Change” highlight practical applications across different scales, regions, and communities¹²³.](#)

These examples demonstrate that sustainable practices, collaboration, and innovative approaches can lead to a thriving Blue Economy while preserving our oceans for future generations.



Document: [DBAN Investors Guideline](#)

By IBEDC – International Business and Economic Development Center

Author: [Giorgi Lobjanidze](#)

- <https://www.unep.org/resources/report/blue-economy-sharing-success-stories-inspire-change>
- <https://wedocs.unep.org/handle/20.500.11822/9844>
- <https://www.grida.no/publications/70>
- <https://www.aninver.com/blog/the-blue-economy-definition-opportunities-and-problems>



3. Georgia Country Profile

3.1. Investment Opportunities in Georgia

Since regaining its independence in the early 1990s, Georgia has become the regional leader in terms of reforms, economic development, and progress regarding democratic institutions. Striving to succeed on its path of Euro-Atlantic integration, Georgia is positioning itself as a hub for doing business in the region and is developing an advanced international business environment and relations. Located at the crossroads of Europe and Asia, and being the shortest transportation route between the two continents, Georgia is uniquely positioned to capitalize on increasing trade flows between Europe, the Caspian region, Central Asia, and East Asia.

It is important to mention the transit functions of Georgia. Currently, the Country pass the following pipelines: The Baku–Supsa Pipeline (also known as the Western Early Oil Pipeline) is an 833-kilometre-long oil pipeline, which runs from the Sangachal Terminal near Baku to the Supsa terminal in Georgia. It transports oil from the Azeri-Chirag-Guneshli field. The pipeline is operated by British Petroleum (BP). The Baku–Tbilisi–Ceyhan pipeline is a 1,768 kilometers long crude oil pipeline from the Azeri-Chirag-Guneshli oil field in the Caspian Sea to the Mediterranean Sea. It connects Baku, the capital of Azerbaijan; Tbilisi, the capital of Georgia; and Ceyhan, a port on the southeastern Mediterranean coast of Turkey. The pipeline is operated by BP. South Caucasus Pipeline (also: Baku–Tbilisi–Erzurum Pipeline, Shah-Deniz Pipeline) is a natural gas pipeline to transport natural gas from the Shah Deniz gas field in the Azerbaijan sector of the Caspian Sea to Turkey. It runs parallel to the Baku–Tbilisi–Ceyhan pipeline. The pipeline is operated by BP. Another large project - 1,195-kilometer Black Sea submarine electricity cable from Georgia to Romania is in development. European Union “strongly supports” this project and hopes that the South Caucasus will become a “very important” source of energy supply for Europe.

Georgia has one of the lowest and most manageable tax regimes in the world. Only six flat taxes exist in the Country. In 2017, the Government of Georgia implemented a new tax policy and according to the new model of taxation system, companies pay the Profit Tax only on distributed earnings and reinvested profit is exempt from the Corporate Profit Tax. Such facilitating factors as: improving and more stable political and business climate, relatively low operating costs and an increasingly supportive government, modernized system of Licenses and Permits, easy procedures of business (company) registration, low import tariffs, few export/import licenses and permits, no quantitative restrictions on import and export, no customs tariff on export and re-export, simplified export and import procedures, Free Trade Regime – with CIS countries (EXCEPT RUSSIA), Preferential Regime (GSP) – with USA, Canada, Japan, Switzerland, Norway, Preferential Regime (GSP+) – with EU (7200 items) since 2005, Free Trade Agreement with China, Deep and Comprehensive Free Trade Agreement (DCFTA) with the EU, have made Georgia an attractive investment destination. Stable economic development, liberal and free market-oriented



economic policies, advantageous geographic location, and well-developed and multimodal transport infrastructure, all represent a solid foundation for successful operations and overall growth in Georgia.

3.1.1. Georgian Blue Economy and Government Strategy

Georgia's Blue Economy strategy integrates climate change considerations, aligns with international commitments, and focuses on sustainable development. These efforts contribute to Georgia's role in the global Blue Economy.

Article: [WB: Georgia's Blue Economy Can Be a Vehicle for Accelerating Climate Change Adaptation - Georgia Today](#)

Greening the Coast and Blueing the Sea for a Resilient Georgia, a virtual event on climate change and marine pollution, was held on February 25 with the cooperation of the World Bank, the Organization of the Black Sea Economic Cooperation (BSEC) and the Government of Georgia.

The event was focused on the findings and recommendations of two recent World Bank reports: *Impacts of Climate Change on Georgia's Coastal Zone: Vulnerability Assessment and Adaptation Options* and *The Cost of Coastal Zone Degradation in Georgia: A Tool for the Coastal Zone Adaptation and the Nationally Determined Contributions*. The reports identify key climate risks and vulnerabilities and the costs of environmental degradation of the coastal zone due to pollution, flooding, coastal erosion, and agricultural soil and forest degradation. Climate adaptation through resilient use of water resources and bringing back tourism to coastal areas after the COVID-19 pandemic are among the recommended priority coastal adaptation interventions.

“Georgia is committed to making its coastal and marine spaces and tourism more resilient, and our Black Sea less polluted,” said Nino Tandilashvili, Deputy Minister of Environmental Protection and Agriculture of Georgia.

With the World Bank's global knowledge and support, Georgia is well-positioned to enter a new frontier with its climate pledges under the 2015 Paris Agreement. In addition to climate adaptation measures in its coastal zone, a transition to a more sustainable Blue Economy can become a public policy goal that can support Georgia's EU integration agenda and its national development objectives, while preventing environmental degradation and ecological imbalances in the use of coastal and marine resources.



“While the reports seek to raise the level of urgency needed to reduce the impact of climate change on the coastal zone and the escalating cost of inaction, it is not too late for action to ensure that the coastline of the Black Sea of Georgia adapts to climate change. Overall, the blue economy is vital for the social-economic development of Georgia and other countries across the region,” said Sebastian Molineus, World Bank Regional Director for the South Caucasus.

Today’s event also initiated consultations on *Blueing the Black Sea*, a World Bank and BSEC supported new regional initiative to tackle marine pollution and catalyze Blue Economy investments in the Black Sea region. Recognizing the critical importance that environmental rehabilitation of the Black Sea has for the entire region, the World Bank supports Georgia, as well as other countries of the region, in their collaboration for effective pollution prevention, reduction, and control in the Black Sea.

“Transboundary pollution challenges require regional solutions,” noted Steven Schonberger, World Bank Sustainable Development Regional Director. “However, the regional goals have to translate into national investments that promote economic growth. Any country tackling pollution alone cannot guarantee a desirable quality of the sea water in a closed ecosystem such as the Black Sea. Considering this common ecosystem, collaboration at the regional level is essential.”

The *Blueing the Black Sea* consultations contribute to strengthened national and regional dialogue to address marine pollution and provide Georgia with a valuable opportunity to integrate the Black Sea into the country’s strategies for climate adaptation and mitigation.

Source:

<https://georgiatoday.ge/wb-georgias-blue-economy-can-be-a-vehicle-for-accelerating-climate-change-adaptation/>

3.1.2. Georgia’s Role in the Blue Economy

Georgia’s role in the Blue Economy involves leveraging its coastal assets, promoting sustainable practices, and contributing to regional and global maritime activities including Country commitment to climate resilience, sustainable practices, and collaboration contributes significantly to the broader Blue Economy. In particular:



In the section below ([Reference](#)), interested individuals/organizations can explore various opportunities. These opportunities include addressing specific issues and opportunities that were identified during workshops with DBAN shareholders organized by IBEDC in 2023-2024)."

1. Climate Change Adaptation:

- o Georgia is committed to making its coastal and marine spaces more resilient in the face of climate change.
- o [The World Bank, in cooperation with the Organization of the Black Sea Economic Cooperation \(BSEC\) and the Government of Georgia, has highlighted the importance of climate adaptation¹².](#)
- o Key findings from World Bank reports emphasize vulnerability assessment, adaptation options, and the costs of environmental degradation due to pollution, flooding, erosion, and soil degradation.

2. Priority Coastal Adaptation Interventions:

- o Resilient use of water resources and revitalizing tourism in coastal areas after the COVID-19 pandemic are recommended.
- o These measures aim to enhance Georgia's ability to cope with climate impacts.

3. Transition to a Sustainable Blue Economy:

- o Beyond climate adaptation, Georgia can prioritize a more sustainable Blue Economy.
- o This transition aligns with Georgia's EU integration agenda and national development objectives.
- o It prevents environmental degradation and ecological imbalances in coastal and marine resource use.

4. World Bank's Support and Collaboration:

- o The World Bank's global knowledge and assistance position Georgia well for climate pledges under the 2015 Paris Agreement.
- o Collaborative efforts with other Black Sea countries are essential for effective pollution prevention, reduction, and control in the region.

5. Blueing the Black Sea Initiative:

- o The World Bank and BSEC support a new regional initiative called "Blueing the Black Sea."
- o This initiative aims to tackle marine pollution and catalyze Blue Economy investments in the Black Sea region.
- o [Environmental rehabilitation of the Black Sea benefits the entire region¹.](#)
- o **WB:** Georgia's Blue Economy Can Be a Vehicle for Accelerating Climate Change Adaptation ([Link](#)).





Other Georgia's Strategic opportunities aligned with Blue Economy, focusing on its maritime sector and coastal resources:

1. Strategic Location:

- o Georgia is strategically positioned along the **Black Sea** coast, providing access to both European and Asian markets.
- o Its location makes it a potential hub for maritime trade and transport and Tourism
- o Challenges Section:

2. Maritime Transport and Ports:

- o Georgia has several **deep-water ports**, including **Poti**, **Batumi**, and **Anaklia**.
- o These ports serve as gateways for goods entering and leaving the region.
- o Investments in port infrastructure and connected environments enhance Georgia's connectivity to global trade routes.

3. Marine Tourism:

- o Georgia's picturesque coastline, with its beaches, cliffs, and historical sites, attracts tourists.
- o Developing sustainable marine tourism can boost the economy and create jobs.

4. Fishing and Aquaculture:

- o The Black Sea offers opportunities for **commercial fishing** and **aquaculture**.
- o Sustainable practices can support local livelihoods and provide seafood for domestic consumption and export.

5. Blue Innovation and Research:

- o Georgia collaborates with international organizations and research institutions.



- o Marine research, technology development, and innovation contribute to the Blue Economy.
- 6. **Environmental Conservation:**
 - o Georgia is committed to preserving its marine ecosystems.
 - o Efforts include protecting coastal habitats, monitoring water quality, and conserving biodiversity.
- 7. **Legal Framework and Policies:**
 - o Georgia has developed legal frameworks to regulate maritime activities.
 - o These include laws related to fisheries, environmental protection, and maritime safety.
- 8. **Challenges and Opportunities:**
 - o Challenges include pollution, overfishing, and climate change impacts.
 - o Opportunities lie in sustainable practices, eco-tourism, and renewable energy projects.

3.1.3. How to get involved in Blue Economy initiatives in Georgia?

Collective efforts, whether small or large, contribute to a healthier and more resilient Blue Economy. By actively participating and advocating, you can make a positive impact in Georgia's coastal and marine spaces.

Registration and Connection forms:

- Web Site:
- Newsletter Subscription:
- Community for Idea sharing:
- Email:
- Call Center:

Some methods to participate in Georgia's Blue Economy initiatives are listed below for interested parties.

In [Section Identified Challenges / Opportunities for Investment in Georgian Digital Blue Economy](#) you can find practical examples figured out by workshop participants:

1. **Stay Informed:**
 - o Keep yourself updated on Georgia's Blue Economy projects, policies, and developments.
 - o Follow news, reports, and announcements from organizations like the **World Bank** and the **Government of Georgia**.
2. **Participate in Workshops and Events:**
 - o Attend workshops, conferences, and virtual events related to the Blue Economy.



- o These gatherings provide opportunities to learn, network, and collaborate with experts and stakeholders.
- 3. **Join Environmental Organizations:**
 - o Connect with local and international environmental organizations operating in Georgia.
 - o Volunteer, participate in campaigns, and contribute to conservation efforts.
- 4. **Support Research and Innovation:**
 - o Engage with research institutions, universities, and think tanks.
 - o Explore innovative solutions for sustainable marine practices.
- 5. **Advocate for Policy Change:**
 - o Raise awareness about the importance of the Blue Economy.
 - o Advocate for policies that promote responsible coastal development, pollution control, and conservation.
- 6. **Collaborate with Industry and Businesses:**
 - o Engage with businesses, especially those involved in maritime activities.
 - o Encourage sustainable practices and corporate social responsibility.
- 7. **Explore Investment Opportunities:**
 - o If you're an investor, explore opportunities in Georgia's Blue Economy.
 - o Consider supporting projects related to ports, aquaculture, renewable energy, and marine research.
- 8. **Educate Others:**
 - o Share knowledge about the Blue Economy with your community.
 - o Encourage others to take an interest in coastal conservation and sustainable practices.

3.2. Georgian Ports

Georgia's ports are critical components of the Blue Economy, supporting trade, transit, and economic growth. They serve as gateways for goods, passengers, and energy resources, contributing to regional and international connectivity.

In the section below ([Reference](#)), interested individuals/organizations can explore various opportunities for Georgian Ports. These opportunities include addressing specific issues and opportunities that were identified during workshops with DBAN shareholders organized by IBEDC in 2023-2024)."

Please review information about several key ports in Georgia, including their services, cargo handling capabilities, and other relevant details:

1. **Batumi Seaport:**
 - o **Location:** Batumi, Adjara, Georgia.
 - o **Overview:**



- The Batumi Seaport is the largest container, ferry, and general cargo seaport in Georgia.
 - It is situated on the south-east coast of the Black Sea.
 - The port serves as a major transit point for oil refining in Kazakhstan and Azerbaijan.
 - o **Terminals:**
 - The port comprises five terminals:
 - **Oil Terminal:** Handles oil-related cargo.
 - **Dry Cargo Terminal:** Deals with various dry goods.
 - **Container Terminal:** Manages containerized cargo.
 - **Railway-Ferry Crossing:** Facilitates rail and ferry transport.
 - **Passenger Terminal:** Serves passengers.
 - o **Infrastructure:**
 - Equipped with appropriate cranes for efficient cargo processing.
 - Able to meet customer requirements for various cargo types and ships.
 - o **Historical Significance:**
 - The port's history dates back to the Roman Empire, making it one of the crucial points in the Roman merchant network.
 - It received the status of "Porto-Franco" (freeport) from 1878 to 1885 due to its geostrategic advantages.
 - The Baku-Batumi pipeline, built in 1900, was one of the world's first oil pipelines.
 - [The Batumi port played a significant role in shipping oil via the Murex tanker in 1892, which was also the world's first tanker¹.](#)
2. **Anaklia Deep-Sea Port:**
- o **Location:** Anaklia, Georgia (on the western coast).
 - o **Overview:**
 - Anaklia's deep-sea port is an ambitious project with significant geopolitical implications.
 - It aims to be a game changer for the future security landscape in Central Asia.
 - The port, along with trading ecosystems including Poti and Batumi ports, can redefine Georgia's integration with the European Union and the West.
 - o **Potential Impact:**
 - [The port's construction and operation will determine whether Georgia continues to align with the West or pivots in other directions².](#)
3. **Poti Seaport:**
- o **Location:** Poti, Samegrelo-Zemo Svaneti, Georgia.
 - o **Services:**
 - Poti Seaport handles various cargo types, including containers, bulk commodities, and general cargo.
 - It serves as a key gateway for trade between Europe and Asia.
 - The port is well-connected by road and rail to neighboring countries.
 - o **Infrastructure:**
 - Equipped with modern facilities, including berths and handling equipment.
 - Supports efficient cargo processing and logistics.
4. **Kulevi Oil Terminal:**



- o **Location:** Kulevi, Samegrelo-Zemo Svaneti, Georgia.
 - o **Services:**
 - Kulevi Oil Terminal specializes in handling oil-related cargo.
 - It plays a crucial role in the transit of oil from Kazakhstan and Azerbaijan.
 - The terminal ensures efficient loading, unloading, and storage of petroleum products.
5. **Sufsa Port:**
- o **Location:** Sufsa, Guria, Georgia.
 - o **Overview:**
 - Sufsa Port is a smaller port but contributes to Georgia's maritime connectivity.
 - It serves as a regional transport link, connecting the Black Sea region to other countries.
 - The port facilitates trade and transportation of goods.
6. **Railway and Custom Services:**
- o All major Georgian ports are well-connected to the railway network.
 - o Rail transport plays a vital role in moving cargo to and from the ports.
 - o Custom services ensure compliance with regulations, smooth clearance, and efficient cargo handling.

In general Georgia's ports are economic engines, driving growth, employment, and revenue. Their strategic location and efficient operations contribute significantly to the state's prosperity and the broader Blue Economy. They play a crucial role in the state's economy and the broader Blue Economy. Let's delve into their significance:

1. **Economic Impact:**

- o Georgia Ports Authority (MTA – Maritime Transport Agency – Ministry of Economy and Sustainable development of Georgia)) drives development and opportunity across various industries.
- o In **Fiscal Year 2022**, the statewide economic impact of Georgia's ports includes:
 - **xxx full- and part-time jobs**, accounting for one out of every 11 jobs in the state.
 - **xxx billion in sales**, contributing to 12 percent of Georgia's total sales.
 - **xxx billion in income**, equivalent to 6 percent of Georgia's total personal income.
 - **xxx billion in federal taxes**, supporting national revenue.
 - **xxx billion in state taxes** and **axxx billion in local taxes¹**.

2. **Strategic Location:**

- o Georgia's deepwater ports are strategically positioned along the **Black Sea coast**.
- o They serve as gateways for international trade, connecting Europe, Asia, and beyond.
- o The ports facilitate the movement of goods, enhancing Georgia's economic significance.

3. **Port Infrastructure:**

- o Georgia has several major deepwater ports, including **Poti, Batumi**, and the planned **Anaklia** port.
- o These ports handle containerized cargo, bulk commodities, and other maritime traffic.
- o Investments in port infrastructure improve efficiency and attract global shipping lines.

4. **Trade and Logistics:**



- o The ports facilitate imports and exports, supporting industries such as manufacturing, agriculture, and retail.
- o Efficient logistics services contribute to Georgia's competitiveness in global markets.
- 5. **Job Creation and Income Generation:**
 - o The ports directly employ thousands of workers, from dockworkers to administrative staff.
 - o Indirectly, they create jobs in related sectors, including transportation, warehousing, and distribution.
- 6. **Environmental Considerations:**
 - o Balancing economic growth with environmental conservation is essential.
 - o Sustainable practices ensure that port development does not harm coastal ecosystems.
- 7. **Future Growth:**
 - o The Anaklia port project aims to be a **mega-port** with Deepwater capabilities.
 - o It will further enhance Georgia's role as a regional trade hub.

3.2.1. How do Georgia's ports compare to other Black Sea ports?

Georgia's ports play a significant role in the **Blue Economy**, particularly in the Black Sea region. Let's compare them to other Black Sea ports:

1. **Strategic Location:**
 - o **Georgia's Ports:**
 - Located along the eastern coast of the Black Sea.
 - Serve as a gateway between Europe and Asia, facilitating trade routes.
 - o **Other Black Sea Ports:**
 - Ports in countries like **Turkey, Ukraine, and Russia** also benefit from their strategic positions.
 - Each country's ports have unique advantages based on their location and connectivity.
2. **Infrastructure and Capacity:**
 - o **Georgia's Ports:**
 - **Poti and Batumi** are well-developed deepwater ports.
 - **Anaklia**, once completed, aims to be a mega-port.
 - o **Other Black Sea Ports:**
 - **Constanta in Romania** is the largest port on the Black Sea.
 - **Odessa in Ukraine** is another major port with extensive facilities.
3. **Trade Volume and Connectivity:**
 - o **Georgia's Ports:**
 - Handle significant containerized cargo and bulk commodities.
 - Connect to the **Trans-Caspian International Transport Route (TCITR)**.
 - o **Other Black Sea Ports:**
 - **Constanta** handles a large volume of goods, including oil and gas.



- **Novorossiysk in Russia** is a major oil port.
- 4. **Investment and Development:**
 - o **Georgia's Ports:**
 - Attract investments for expansion and modernization.
 - The **Anaklia** project aims to boost capacity and efficiency.
 - o **Other Black Sea Ports:**
 - **Constanta** has seen substantial investments in infrastructure.
 - **Novorossiysk** continues to develop its facilities.
- 5. **Environmental Considerations:**
 - o **Georgia's Ports:**
 - Balancing growth with environmental conservation is crucial.
 - Sustainable practices are essential.
 - o **Other Black Sea Ports:**
 - Similar challenges exist across the region.
 - Efforts to protect marine ecosystems are ongoing.
- 6. **Regional Cooperation and Competition:**
 - o **Georgia's Ports:**
 - Collaborate with neighboring countries for efficient trade corridors.
 - Compete for cargo traffic with other Black Sea ports.
 - o **Other Black Sea Ports:**
 - Cooperation and competition drive regional development.
 - Ports vie for market share and investment.

In summary, Georgia's ports have made significant strides, but they operate in a competitive regional context. Each Black Sea port contributes uniquely to the Blue Economy, emphasizing the need for sustainable practices and collaboration

3.2.2. Blue Economy projects in Georgia

Specific **Blue Economy** projects in Georgia:

1. **Greening the Coast and Blueing the Sea for a Resilient Georgia:**
 - o In February 2021, a virtual event was held in cooperation with the **World Bank**, the **Organization of the Black Sea Economic Cooperation (BSEC)**, and the **Government of Georgia**.
 - o The event focused on climate change adaptation and marine pollution.
 - o Key findings and recommendations from two World Bank reports were discussed:
 - **Impacts of Climate Change on Georgia's Coastal Zone:** Vulnerability assessment and adaptation options.
 - **The Cost of Coastal Zone Degradation in Georgia:** A tool for coastal zone adaptation and nationally determined contributions.



- o Priority coastal adaptation interventions include resilient water resource use and reviving tourism after the COVID-19 pandemic.
 - o [Georgia aims to make its coastal and marine spaces more resilient while addressing pollution and environmental degradation¹](#).
2. **Blueing the Black Sea:**
- o A new regional initiative supported by the World Bank and BSEC.
 - o Focuses on tackling marine pollution and catalyzing Blue Economy investments in the Black Sea region.
 - o Environmental rehabilitation of the Black Sea is critical for the entire region.
 - o [Transboundary pollution challenges require collaborative solutions among Black Sea countries¹](#).
3. **Innovation and Entrepreneurship in the Georgian Blue Economy:**
- o In November 2023, Batumi hosted an in-person event with this theme.
 - o The event aimed to generate innovative project ideas for developing Georgia's Blue Economy.
 - o [It emphasized entrepreneurship, sustainability, and economic growth in the maritime sector²](#).

These projects demonstrate Georgia's commitment to sustainable coastal development, climate resilience, and responsible use of marine resources.

- <https://www.worldbank.org/en/news/press-release/2021/02/25/georgias-blue-economy-can-be-a-vehicle-for-accelerating-climate-change-adaptation-says-world-bank>
- <https://black-sea-maritime-agenda.ec.europa.eu/exploring-blue-horizons-unleashing-innovation-and-entrepreneurship-georgias-blue-tourism>
- <https://openknowledge.worldbank.org/bitstream/handle/10986/34862/Georgia-Towards-Green-and-Resilient-Growth.pdf?sequence=7>

3.3. Key Marine (Maritime) Infrastructure Projects

The Maritime Transport Agency of Georgia ([MTA](#)) is working with the European Bank of Reconstruction and Development (EBRD) and other international donors to integrate and fully digitize the country's maritime transport chain. With assistance from the US Department of Justice for the development of a Maritime Single Window (MSW) in Georgian ports. Building on this support and for the maritime transport chain to be fully integrated and digitized, the MSW should be linked with a Port Community System (PCS). EBRD provided support for developing a PCS for Georgian ports. (The PCS is an electronic platform connecting the various PCS and enabling the secure and fast exchange of information between seaport stakeholders (public and private sector)).

Below we explore the key **Maritime Infrastructure Projects** in Georgia, including their integration and opportunities:



1). MSW (Maritime Single Window Implementation in Georgia).

2). PCS (Port Community System Implementation in Georgia) Project Executed by Consortium:

1. Maritime Single Window (MSW) Implementation in Georgia:

- o The **Maritime Single Window (MSW)** is an electronic platform that facilitates the exchange of information between government agencies and the shipping industry.
- o Its purpose is to centralize reporting and processing of marine transport-related data, such as cargo, vessel, crew, and port information.
- o Implementation of the MSW aims to achieve the following:
 - **Increased Efficiency:** Streamlining administrative processes related to international marine transportation.
 - **Inter-Agency Collaboration:** Encouraging openness and collaboration among government agencies.
 - **Compliance with IMO Rules:** All public agencies in International Maritime Organization (IMO) member states must create, maintain, and use such systems in ports by January 1, 2024.
- o **Georgia's Ports Involved:** Ports such as the **Port of Batumi**, **Port of Poti**, **Kulevi Terminal**, and **Supsa Terminal** handle significant cargo volumes but lack a multi-port data information exchange infrastructure.
- o **Operationalization and Funding:**
 - The project is operationalized by **Amentum** and will be commissioned and managed by the **(MTA)** as the owner of the Georgia Maritime Single Window.
 - Funding comes from the **U.S. Department of State's Export Control and Border Security (EXBS) program** and is managed by the **U.S. Department of Justice's International Crime Investigative Training Assistance Program (ICITAP)**.
- o **Benefits:**
 - Increased efficiency and attractiveness to the logistics industry.
 - Advancement in Georgia's digital supply chain infrastructure.
 - [Crucial development for Georgia's geopolitical significance in the Middle Corridor¹](#).

2. Port Community System (PCS) Implementation in Georgia:

- o The **Port Community System (PCS)** is an electronic platform that connects various port management systems.
- o It enables secure and swift transmission of information between public and private entities.
- o **Feasibility Study:**
 - A feasibility study explored prospects for integration with regional systems, Black Sea and European Neighborhood Policy countries, and EU systems.
 - The study developed PCS strategy and implementation guidelines.
- o **Funding and Contractor Selection:**
 - The project is funded by the **European Bank for Reconstruction and Development (EBRD)** and the **European Union (EU)**.



- The UK Government's **Good Governance Fund (GGF)** supports effective PCS operation.
- The contractor company, **Actual IT**, was selected through an international tender.
- o **Expected Completion:**
 - [The implementation phase of the PCS is expected to conclude by the end of 2025².](#)

Publications:

1. [Publication about Project Launch \(ENG\), #2.](#)
 2. [Publication about Project Launch \(GEO\)](#)
- <https://lnkd.in/dEZjqwKh>
 - <https://lnkd.in/djgA9dnU>
 - <https://lnkd.in/dZamq8GX>
 - <https://lnkd.in/dNXkfETC>
 - <https://lnkd.in/eS8VC8c9>



4. Identified Challenges / Opportunities for Investment in Georgian Digital Blue Economy

In this section interested individuals/organizations can explore various opportunities. These opportunities include addressing specific issues and opportunities that were identified during workshops with DBAN shareholders organized by IBEDC in 2023-2024):

4.1. Fragmented tourism sector

Initiator:

- **TIFA - Tourism Industry Federation of Adjara** ([TIFA.ge](#))
- **Goals** – TIFA's goal is to unite all tourism sectors operating in the region, through mutual aid, sharing of knowledge, promotion of training of service personnel, as well as finding new personnel. Promotion of agricultural products produced in the region and recommendation for catering facilities. Promoting tourism in rural areas and carrying out a number of activities!
- **Facilitators / Consultants:** DBAN Georgia / Gobroni.Fund Team.

What is the Problem:

- all tourism sectors in Adjara are very fragmented, they haven't consolidated trusted services and databases which will connect them to Trusted external and Internal resources and partners and ensure database updates according to – **This is a risk of unsuccessful business operation because they haven't a possibility for evidence-based planning because partners operation capacity can be old and not updated;**
- **Tourist Operators** – most tour operators in Georgia haven't the possibility to visit international Trade shows and Conferences and promote their services internationally;
- **External Visitors** - External Tourists (even internals) use famous I booking services Booking.com, AirBNB.com, and similar to book their tour in Adjara – In this case, they have risks of Disappointment in expectation, because tours have A combination of accommodations and attractions, and they haven't warranty for expected quality in combination.

Overall Problems - Based on the risks mentioned and not mentioned above it is a risk to decrease trust in the Tourism Sector in the Adjara region because of the Lack of quality and freshness of the operator's capacity and data, the complexity of their retrieval, and the availability of services from various reliable sources. As a result, decrease the whole Tourism sector's capacity and Income

Perspective directions and connected services:



4.2. Coastal Tourism

Feasibility study, Initiation, and Development of the Coastal Tourism Services - Goal to join the Black Sea, European, and Global coastal tourism Industries and open jobs for Georgian Citizens.

Maritime Academy in Batumi has faculty Coastal Tourism but graduated students can't find jobs in Georgia because coastal service not exists.

Coastal Tourism Investment Opportunities:

Coastal Tourism refers to travel and leisure activities along coastlines, beaches, and waterfront areas.

1. Within the DBAN context, here are potential investment opportunities related to coastal tourism:
 - 1.1.1. **Beach Resorts and Hotels:** Invest in beachfront properties, resorts, and hotels that cater to tourists seeking coastal experiences.
 - 1.1.2. **Waterfront Infrastructure:** Develop piers, boardwalks, and recreational facilities near the coast.
 - 1.1.3. **Marine Adventure Tours:** Offer boat tours, snorkeling trips, and dolphin-watching excursions.
 - 1.1.4. **Cultural Heritage Sites:** Invest in preserving and promoting coastal historical sites and cultural landmarks.
 - 1.1.5. **Eco-Friendly Coastal Activities:** Promote sustainable practices such as beach cleanups, wildlife conservation, and responsible water sports.
 - 1.1.6. **Coastal Events and Festivals:** Support local events, music festivals, and beach parties.

Reference: Black Sea Success Story: Nurturing a Sustainable and Digitalized Blue Economy in the Black Sea Region ([Link](#))

4.3. Sport Tourism

Facility for Sport Tourism activities

Sport Tourism Investment Opportunities:

Sport Tourism combines recreational sports activities with travel experiences. It attracts enthusiasts who want to explore natural landscapes while participating in sports events.

Within the DBAN context, here are potential investment opportunities related to sport tourism:

- 1.1. **Water Sports Centers:** Develop facilities for water-based sports such as sailing, windsurfing, kayaking, and paddle boarding.
- 1.2. **Adventure Sports Tourism:** Invest in adventure sports like scuba diving, snorkeling, and jet skiing.
- 1.3. **Sporting Events and Competitions:** Organize water-based sports competitions, regattas, and triathlons.
- 1.4. **Eco-Friendly Sports Infrastructure:** Build sustainable sports facilities that minimize environmental impact.
- 1.5. **Sports Tourism Packages:** Create travel packages that combine sports activities with cultural experiences.



- 1.6. **Health and Wellness Tourism:** Promote sports as part of wellness retreats and spa vacations.

Reference: Black Sea Success Story: Nurturing a Sustainable and Digitalized Blue Economy in the Black Sea Region ([Link](#))

4.4. Eco-Tourism

Problem / Opportunity: Eco-Tourism - Lack of ecotourism service level for Ajara Region and Maritime Sector in Georgia

- 1.1. **Goal 01:** Government Initiative to Stimulate Ecotourism (Adapted Tax Regime, Tax Reinvestment Opportunities for ecotourism Support);
- 1.2. **Goal 02:** Government and Nongovernment Organizations Service Level for Maritime and for Ajara Region and Maritime Sector in Georgia
2. **Problem / Opportunity:** household and industrial waste problem resolution to a safe world (Including the maritime sector),
 - 2.1. **Goal:** Collection, sorting, and processing of household and industrial waste and re-use of the obtained raw materials to create new products
3. **Other Eco-Tourism Investment Opportunities:**

Eco-Tourism involves responsible travel to natural areas that conserves the environment and improves the well-being of local communities.

Within the DBAN context, here are potential investment opportunities related to eco-tourism:

- 3.1. **Sustainable Accommodations:** Invest in eco-friendly hotels, lodges, and resorts that minimize their environmental impact.
- 3.2. **Nature-Based Experiences:** Develop guided tours, wildlife safaris, and hiking trails that showcase the natural beauty of coastal and marine ecosystems.
- 3.3. **Community-Based Tourism:** Support local communities by promoting home stays, cultural exchanges, and community-led eco-tourism initiatives.
- 3.4. **Marine Conservation Projects:** Invest in projects that protect marine habitats, coral reefs, and endangered species.
- 3.5. **Eco-Friendly Transportation:** Develop low-carbon transportation options for tourists, such as electric boats or bicycles.
- 3.6. **Educational Programs:** Create eco-tourism programs that educate visitors about marine conservation and sustainable practices.

Reference: Promoting the sustainable blue economy: EMFAF Flagship call 2021 projects – ([Link](#)).

1.1. Ethnographic Tourism



Ethnographic Guest House in, Chakvi, Michaela, and Khulo (Adjara Regions) - involving Regional Agricultural Peasants, Sea seaside Tourism Companies expressed following ideas for Ethnographic Tourism Development in Adjara, Batumi, Georgia.

1. Investment Opportunities in Ethnographic Tourism:

- 1.1. Ethnographic tourism involves exploring and experiencing the cultural heritage, traditions, and lifestyles of local communities. It provides a unique and authentic travel experience for tourists.
- 1.2. Within the DBAN context, here are potential investment opportunities related to ethnographic tourism:
- 1.3. **Digitalization of Cultural Heritage:** Invest in digital technologies that enhance the preservation, documentation, and accessibility of cultural heritage sites, artifacts, and traditions.
- 1.4. **Smart Tourism Platforms:** Develop platforms that connect tourists with local communities, allowing them to participate in cultural activities, workshops, and events.
- 1.5. **Sustainable Tourism Infrastructure:** Invest in eco-friendly accommodations, transportation, and facilities that align with the principles of the blue economy.
- 1.6. **Community-Based Tourism Initiatives:** Support community-led tourism projects that empower local residents and promote their cultural practices.
- 1.7. **Ethnographic Tours and Experiences:** Create guided tours, workshops, and immersive experiences that showcase local traditions, crafts, and rituals.
- 1.8. **Collaboration with Local Artisans:** Partner with artisans, storytellers, and performers to offer authentic cultural experiences to tourists.

Reference: Promoting the sustainable blue economy: EMFAF Flagship call 2021 projects – ([Link](#)).

1.2. Maritime Cluster Hub

1. **Maritime Hub** - Maritime Clusters are in fact important policy tools to support sustainable growth and jobs. They do so by promoting the uptake of innovation, knowledge, skills as well as access to finance – ensuring that the support provided is effective and locally grounded. This is possible through joint actions promoted by socio-economic and institutional actors at the local, national, and sub-regional levels. Maritime Clusters are in fact important policy tools to support sustainable growth and jobs. They do so by promoting the uptake of innovation, knowledge, skills as well as access to finance – ensuring that the support provided is effective and locally grounded. This is possible through joint actions promoted by socio-economic and institutional actors at the local, national, and sub-regional levels.
2. **Lack of integrated Remote Services for Seafarers:**
 - 2.1. **Goal 01:** Maritime Training Institutions - Remote Registration on Training for Seafarers;



2.2. **Goal 02:** Maritime Training Institutions and MTA Maritime Transport Agency Seafarers Documents Issuing Systems Integration;

2.3. **Goal 03:** Training for Seafarers to raise capacity to use Remote Services.

3. Maritime Sector Services Improvement:

3.1. Seafarers Documents Issuing Systems Integration - Training institutions and MTA Maritime Transport Agency;

3.2. **Remote Registration on Training for Seafarers** - Maritime Training institutions.

1.3. logistics management

Actual problems for logistics management and strategies of supply chain in Georgia

By ([Reference](#) : Leila Tsetskhladze*, Nanuli Makharadze, Irma Chkhaidze, Nato Jabnidze and Nazi Baratashvili (*© The Authors, published by EDP Sciences, 2021*))

Batumi Shota Rustaveli State University, Department of Business Administration, Management and Marketing, Ninoshvili/Rustaveli str. 35/32, Batumi, Georgia

In social-economic development strategy, logistics is considered as one of the priority direction to increase the competitiveness of the country. In order to adapt the flexibility of the supply chain, the companies should properly work and carry out such logistics strategy, which allows them to identify the influence of the expected changes and make organizational or functional amendments to ensure the reduction in logistics costs.

The development of logistics system contributes the integration of Georgia in global economy space and strengthens its competitive positions on international logistics market. In the work, it's been studied the potential of increasing the functional load of Georgian ports and the potential of establishing them as logistics centers, it's been reviewed logistics role, as a vital sector in terms of global trade and as a continuous and uninterrupted delivery of goods during a crisis period of Covid-19 pandemic. Strategies for supply chain has been studied and evaluated by sectoral mark according to expertise, economic-statistical and analytical methods and it's been defined the role of Georgia in global logistics network and the actuality of involvement in it.

1.4. Georgian Maritime sector Challenging Project – PCS and MSW projects



As explained above Blue Economy International projects in Georgia, Including Middle Corridor transporting and Logistics, PCS (Port Community System, MSW (maritime Single window) connected services are challenging digital transformation projects which needs educated workforces for project success and future operations and sustainable improvement, so this is opportunity for investment in educational sectors:

1. **Problem / Opportunity:** Education support and future workforce for ongoing Challenging Maritime projects in Georgia
 - 1.1. **Goal 01:** Asses and implement Education support for ongoing Challenging projects in Georgia: Georgian Maritime Single Window (MSW) and Port Community System (PCS);
 - 1.2. **Goal 02:** Long-Term Training Programs for Maritime Profile Universities:
 - 1.2.1. To foster expertise in Port Community Systems (PCS) and Maritime Single Window (MSW) development and operations, we propose long-term training programs. These programs will create a new profession within the sector and encourage research and innovation for future implementation

1.5. Middle Corridor Transformation Project

Impact of the “Middle Corridor Transformation Project” on the PCS (Port Community System) evolution and positive synergies with data sharing between platforms.

*Information was prepared for **Middle Corridor transformation Project** by PCS Project Contractor [Actual I.T.](#) and PCS Local Project Manager (Author of current document) (<https://www.linkedin.com/in/giushki/>)*

The Middle Corridor, a multimodal transport route connecting Europe, Asia, and the Middle East, has long been recognized as a vital artery for international trade.

At the heart of this project lies the concept of seamless connectivity, both physical and digital. As ports and terminals along the Middle Corridor undergo modernization and expansion, there is a parallel need to upgrade PCS – the digital platforms that facilitate information exchange and coordination within port communities. PCS for Georgian Ports plays a crucial role in optimizing port operations, enabling stakeholders to efficiently manage cargo flows, streamline customs procedures, and enhance supply chain visibility.

The impact of the Middle Corridor Transformation Project on PCS evolution is three-fold:

A.: Integration regarding standardization of data formats.

By standardizing data formats and interfaces, PCS integration facilitates interoperability and enhances the efficiency of cross-border trade processes. For instance, the adoption of common data standards such as UN/CEFACT's Electronic Business framework enables smoother information exchange between PCS and other trade facilitation platforms. For example,



standardization of the electronic CIM/SMGS railway consignment note, adoption of the EDIFACT standard for the entire Middle Corridor, consolidation of the data models and data workflows.

B.: Data Sharing Synergies

One of the key benefits of PCS evolution within the context of the Middle Corridor is the proliferation of data-sharing initiatives. By breaking down silos and fostering collaboration among stakeholders, PCS enable the seamless flow of information across the entire corridor supply chain. This not only enhances operational efficiency but also creates opportunities for value-added services such as predictive analytics, real-time tracking, and dynamic resource allocation. Moreover, data sharing between PCS and external platforms such as maritime shipping lines, rail operators, and trucking companies enables end-to-end visibility and optimization of multimodal transport routes.

C.: Port Community System as a Digital Backbone of the Digital Corridor

As the Middle Corridor Project reshapes the global trade landscape, there arises a pressing need to not only modernize physical infrastructure but also to integrate digital systems effectively. In this context, the integration of the Georgian Port Community Systems (GeoPCS) with maritime industry, terminals, dry ports, and rail terminals digital infrastructure, emerges as a pivotal aspect of enhancing efficiency, transparency, and collaboration along the Middle Corridor.

The positive synergies between Georgian PCS evolution and data sharing within the framework of the Middle Corridor Transformation Project:

Facilitated End-to-End Visibility: Integration with the Georgian PCS enables end-to-end visibility across the entire supply chain, from the point of origin to the final destination. The Georgian PCS shall have the possibility to receive the information about arriving cargo at its origin and share this information with Terminals, Georgian Rail and maritime sector. This comprehensive visibility allows stakeholders to track the movement of goods in real-time, identify potential bottlenecks or delays, and proactively mitigate risks.

Facilitated Multimodal Connectivity: Georgian ports serve as crucial hubs for multimodal transportation, linking sea routes with railways, highways, and inland terminals. Integrating PCS with the Middle Corridor enables seamless coordination between different modes of transport, optimizing multimodal connectivity, and facilitating the efficient movement of cargo from production centres to end markets. This integration strengthens the attractiveness of Georgian ports as strategic nodes within the Middle Corridor network. Georgian Railways and local Freight forwarders will be able to monitor and track wagon movements, from China toward Georgia and vice versa.

Enhanced Collaboration and Data Sharing: Integration fosters collaboration among stakeholders, including port authorities, customs agencies, shipping lines, and freight forwarders. Through seamless data sharing and communication facilitated by PCS integration, stakeholders can exchange information more efficiently, coordinate activities seamlessly, and respond swiftly to changing market dynamics, thus



driving operational excellence and innovation. For example, sharing of UN/CEFACT standards in the field of the multimodal digital transformation.

More Efficient Customs Clearance: Enhanced data sharing between Georgian PCS and customs authorities accelerates clearance processes, reducing administrative burdens and facilitating smoother border crossings. Moreover, the implementation of data sharing among different Customs offices from different countries will further reduce the time needed to customs clear goods and facilitate the transit process.

Optimized Trade Flows: Integrating Georgian PCS with the Middle Corridor facilitates smoother trade flows by streamlining documentation processes, customs procedures, and cargo handling operations. This optimization reduces transit times, enhances predictability, and lowers trade costs, thereby boosting the competitiveness of Georgian ports and the Middle Corridor as a whole.

Improved Supply Chain Visibility: By connecting Georgian PCS with the broader Middle Corridor network, stakeholders gain real-time visibility into the movement of goods across borders and modes of transportation. This enhanced visibility enables better coordination of logistics activities, proactive management of supply chain disruptions, and improved customer service, ultimately fostering greater trust and reliability in the trade ecosystem.

Enabling Trade Facilitation Initiatives: Integration with the Middle Corridor supports the implementation of trade facilitation initiatives, such as the harmonization of customs procedures, the adoption of electronic documentation, and the introduction of risk-based inspection regimes. These initiatives reduce administrative burdens, enhance regulatory compliance, and promote a business-friendly environment conducive to trade growth and investment in Georgia.

Additional areas of Improvement:

1. Implementation Scope and Future Financing for PCS Development:

- 1.1. During Phase 1 Current bundle, According contract PCS Team will focus on implementing specific components for the PCS (Port Community System). Additionally, community needs to consider what should be covered and financed in the future to support ongoing development.

2. Software, Hardware, Purchase, Development, and Operational Maintenance Support:

- 2.1. PCS Team Will address the necessary software and hardware requirements for the PCS. This includes procurement, development, and ongoing operational maintenance.

3. Long-Term Training Programs for Maritime Profile Universities:

- 3.1. To foster expertise in PCS and Maritime Single Window (MSW) development and operations, PCS and MSW Teams propose long-term training programs. These programs will create a new profession within the sector and encourage research and innovation for future implementation.

4. Local PMO (Project Management Office):

- 4.1. Establishing a local PMO is crucial. This office will facilitate feedback collection, elicitation, and business requirement analysis. Project managers will prioritize development efforts based on these inputs.

5. Local Data Center development and maintenance Strategy:



- 5.1. PCS Team evaluate the feasibility of hosting a local data center or using an in-house solution. The goal is to create a unified infrastructure data center that supports PCS-MSW services and related functions.



