

# Invitation

You and your organization are kindly invited to participate in **C2B2 (Co-create Better Blue)** - an innovative research proposal on Participatory Ocean Governance!



C2B2 aims to address our global ocean challenges through adapting an established stakeholder co-creation approach, to develop holistic and adaptive management practices for science-based ecosystem governance and a sustainable blue economy: ‘from data to knowledge to decisions and action’. To achieve this, C2B2 brings together a set of experienced partners and actors (RISE, Chalmers University, Chalmers Industriteknik, SEI, WMU, SND and IHE Delft) under the lead of Gothenburg University in LivingLabs in three case study areas: 1) North (Bothnian Sea), 2) East (Baltic proper), and 3) West (Kattegat-Skagerrak). **C2B2 is one of three finalists in the MISTRA 2 stage call ‘A sustainable blue economy for Sweden’.**

## We invite organisations from industry and the public sector to join C2B2!

C2B2 approach: Participatory governance and adaptive management processes are one way forward, and C2B2 proposes to support holistic and science-based ecosystem governance of a sustainable blue economy through involving quintuple helix actors across the blue economy in processes ‘from data to knowledge to decisions and action’. Applying an established co-creation approach grounded in social innovation, three C2B2 LivingLabs across Swedish waters will facilitate cost-effective and smart environmental, social and governance monitoring of marine social ecological systems using the offshore installations, shipping and fishery sectors as platforms to collect new and complementary data on ecosystems, biodiversity and climate change impacts. Our careful co-creation with actors across the quintuple helix (university, industry, government, civil society, and the natural environment) will provide data, services, strengthened relationships, and new adaptive management practices for science-based ecosystem governance resulting in a sustainable ‘better blue’: a more sustainable, open and democratic, multi-sector and multi-actor blue economy and sustainable society.



If C2B2 is awarded the grant from MISTRA, we expect to start the programme activities in January 2023.

### What is in it for your organisation?

- Co-creating innovative ocean governance practices,
- Developing new business and value-creation models based on ocean data,
- Networking with companies, organisations, academia and civil society organisations within and across competence areas.

### What do we need from you?

Your time and engagement!

You can choose to join our reference group (light engagement), but we are especially looking for actors who want to be substantially engaged in the LivingLabs via workshops and other interactions. We also invite collaboration around industry PhD students and other forms of collaboration. **Please confirm your interest to join C2B2 via this [online form](#) by the 17<sup>th</sup> of June 2022.**

Do not hesitate to contact the C2B2 coordinator Torsten Linders (GU), [torsten.linders@gu.se](mailto:torsten.linders@gu.se).