



Establishing a capacity-building program for developing countries in the “Blue Economy Initiative” of the EXPO 2012 Yeosu Korea

OECD WORKSHOP ON “THE ECONOMICS OF ADAPTING FISHERIES TO CLIMATE CHANGE”

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1. Introduction

What is an International EXPO?

▣ Article 1, BIE Convention

1. An exhibition is a display which, whatever its title, has as **its principal purpose the education of the public**: it may exhibit the **means at man's disposal for meeting the needs of civilisation**, or **demonstrate the progress** achieved in one or more branches of human endeavour, or **show prospects for the future**.

1. Introduction

What is an International EXPO?

▣ Purpose and Contents

Purpose	education of the public
Contents of Display	<ul style="list-style-type: none">● the means at man's disposal for meeting the needs of civilisation● the progress achieved in one or more branches of human endeavour● prospects for the future

1. Introduction

Overview of EXPO 2012 Yeosu Korea

- ▶ **Official Title: “International Exposition Yeosu Korea 2012”**
- ▶ **Shortened Title: “Expo 2012 Yeosu Korea”**
- ▶ **Period: May 12 – August 12, 2012**
- ▶ **Venue: New harbor area, Yeosu (area of 1.74 million m²)**
- ▶ **Expected participants: 8 million visitors**
100 countries, int’l organizations
and global companies

1. Introduction

Purpose of EXPO 2010 Yeosu Korea

- ▶ Raising awareness of the challenges facing oceans and coasts



- ▶ Creating momentum for co-prosperity of nature and humanity, developed and developing countries, and present and future generations by balancing development and preservation



1. Introduction

▣ Aerial View of EXPO Site



1. Introduction



2. Blue Economy, a Main Motif of EXPO 2012

Conceptualization

- 'Blue economy' refers to the new system of ocean-based Green Economy that interweaves creative neo-science and technologies with the ocean.
- More precisely, it implies a new growth engine by promoting both the sustainable use and preservation of the ocean, ensuring the Earth's continued survival.
- 'Blue Economy' also describes the desirable future of the human society to be demonstrated in EXPO 2012.

2. Blue Economy, a Main Motif of EXPO 2012

Common Policy Issues of Major Ocean Powers

Keyword	Related Issues
Increased Interaction <i>Between Oceans and Humanity</i> (Background Factor)	Establishing a comprehensive state maritime policy system, and strengthening the international cooperation
Sustainability (Policy Principle)	Managing ecosystems and ensuring integrated Ocean and coastal management
Innovation (Policy Issue)	Bolstering the maritime R&D investment, industrializing maritime science and technology, creating maritime-industry clusters, and exploring and developing maritime resources

2. Blue Economy, a Main Motif of EXPO 2012

Common Policy Issues of Major Ocean Powers

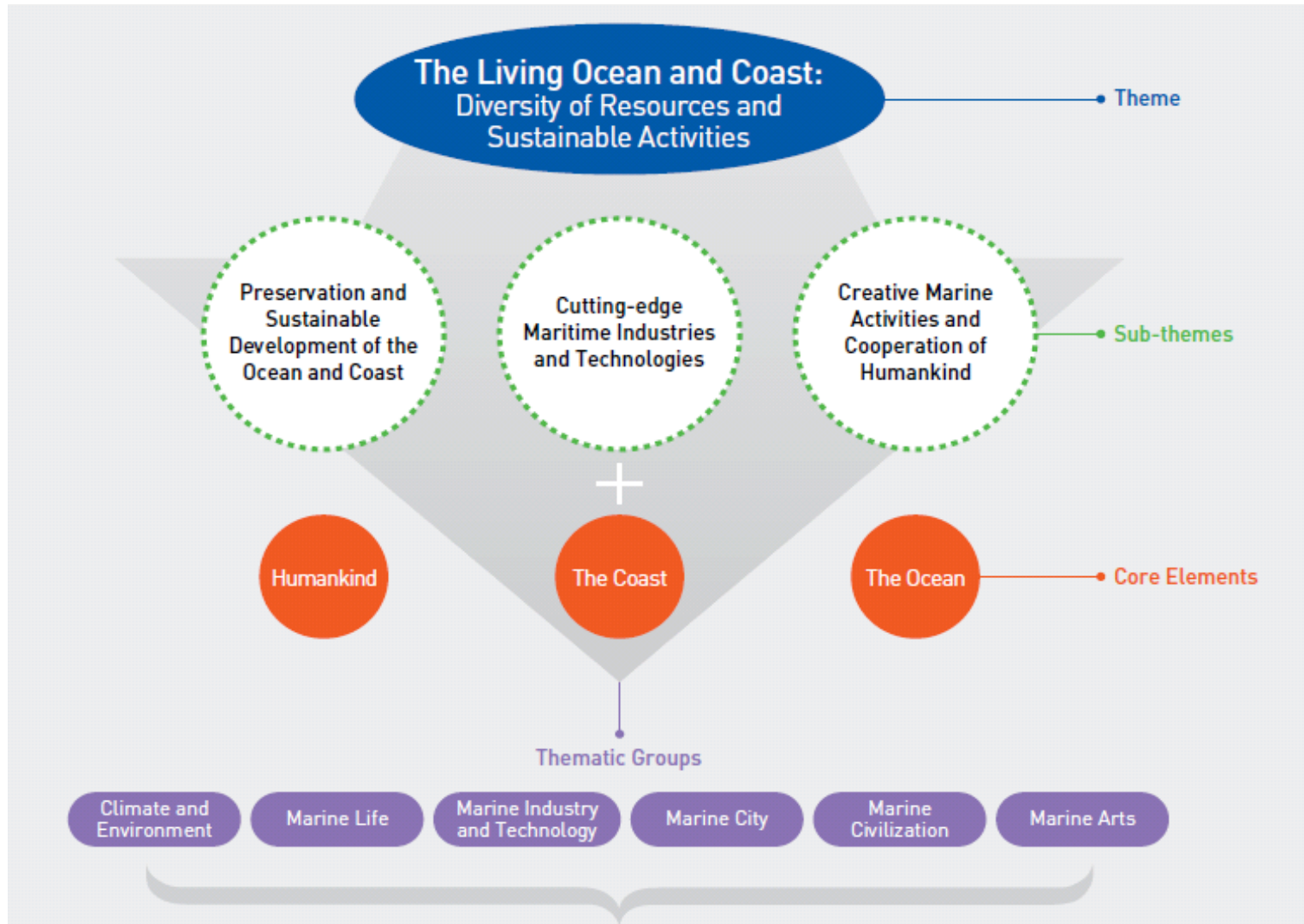
Keyword	Related Issues
Response, Adaptation, and Mitigation (Policy Issue)	Conducting maritime surveys and observations, fostering the basic maritime sciences, developing technologies to respond and adjust to the maritime-environment changes and to reduce the impact of such changes, adjusting the structure of coastal use, and protecting the maritime and coastal environments
International Cooperation (Policy Issue)	Cooperating in the international maritime R&D, and taking the initiative to participate in the international policymaking on maritime-related matters
Public Awareness (Policy Issue)	Educating the public about and publicizing the importance of the maritime industry, and fostering relevant talents

2. Blue Economy, a Main Motif of EXPO 2012

Designing Blue Economy

Definition	<ul style="list-style-type: none">○ global sharing of green growth, based on new science and technology applied to the ocean
Imperatives	<ul style="list-style-type: none">○ Sustainability○ Climate change○ Resource supply○ Technology push
Requirements	<ul style="list-style-type: none">○ a new growth opportunities through development and conservation of the ocean○ Integrated management of the ocean and coasts based on ecosystem approach○ Innovation in marine science and technology and marine-related industries○ global collaboration○ Public awareness

3. Themes of EXPO 2012



3. Themes of EXPO 2012

Main Theme

“The Living Ocean and Coast”

Diversity of Resources and Sustainable Activities



- Commitment to realizing harmony between the earth, life, ecosystem, and humanity through the oceans in the 21st century

3. Themes of EXPO 2012

Sub-themes



▶ Coastal Development and Preservation



▶ New Resource Technology



▶ Creative Maritime Activities



3. Themes of EXPO 2012

Sub-theme 1 : Coastal Development and Preservation

01

Seas as climate moderator,
decomposer of pollutants,
provider of habitats, and
resources tantamount to
land

02

Serious degradation of
earth and marine
ecosystem due to reckless
development

03

Call for international
cooperation against climate
change and present new
vision for sustainability
paradigm between
development and
preservation

3. Themes of EXPO 2012

Sub-theme 2 : New Resource Technology

Major variable for the use and development of the ocean, repository of future resources

Solution to the lack of resources, space, and environmental issues

Demonstrating accomplishments and prospects of marine technology as a new growth engine for humanity's tomorrow

3. Themes of EXPO 2012

Sub-theme 3 : Creative Maritime Activities

01

Seas as source of life and
origins of diverse
civilizations

02

Cradle of culture and
the arts, providing a
platform for common
culture through interaction
with humankind

03

Visualizing interactions
between humanity
and the ocean through
the new concepts of the
"seatizen" and
"seavilization"

4. Blue Economy Initiative of EXPO 2012



**BE Initiative of
2012 Yeosu EXPO**

the Yeosu Declaration

the Yeosu Project

Academic Activities

4. Blue Economy Initiative of EXPO 2012

Yeosu Declaration

- ◉ Enhancing the global awareness of the ocean-related issues such as global warming and sea level rises
- ◉ Promoting international cooperation for turning these challenges into hopes for the future
- ◉ Calling upon international community to find sustainable ways to develop the ocean, and build a global consensus in support of the Expo theme, “The Living Ocean and Coast.”
- ◉ Presenting concrete programs to implement the proposed ideas such as Yeosu Project

4. Blue Economy Initiative of EXPO 2012



Yeosu Project

- A support program for developing countries to resolve marine and environmental issues
- Invite trainees from developing nations, provide financial and technical support for related research programs and launch cooperative programs, etc.

Academic Activities

- Symposia will serve as venues for the international community to discuss global agenda relating to the Yeosu Expo themes.
- The committee will, before and during the Expo period, host and support symposia on the themes, organize a theme week during the Expo period, and publish academic and research materials.

4. Capacity Building Program Associated with EXPO 2012



Background

- Capacity building has been the centerpiece of international development assistance, as a means for organizing coherent multilateral efforts to cope with global issues like managing marine ecosystem and fishery resources.
- Korea has recently joined the Development Assistance Committee of the OECD by committing itself to become a donor nation.
- The Yeosu project is a pilot international cooperation program which embodies the vision of the EXPO 2012.

4. Capacity Building Program Associated with EXPO 2012



Background

- The Korean government committed itself at the assembly of BIE held in June, 2007 to launch an international cooperation program to help developing countries in coping with problems in the field of marine and fishery affairs.
- The Yeosu Project is being implemented as a national project along with Korea's East Asia Climate Change Partnership Program announced at the G-8 summit meeting in 2008 for helping developing nations in Asia cope with challenges caused by climate change.

4. Capacity Building Program Associated with EXPO 2012



Objectives and Actions

- designed to Strengthen developing countries' capacities in addressing marine-related challenges
- providing education and training, R&D assistance, and dispatch of experts
- A detailed action plan to be developed based on consultations with potential beneficiaries
- Budget of total 10 billion KRW(equivalent to 9 million US\$) secured for a pilot program until 2012

4. Capacity Building Program Associated with EXPO 2012



Future Plan

- A pilot program will run from 2010 to 2012, and may be followed by main program from 2013.
- Feasibility studies are being conducted on two alternative plans of the main program as follows:
 - Establishing an education and training center in a close collaboration with international organization related to marine and fishery affairs
 - Establishing postgraduate school in the field of marine and fishery affairs to development international policy leaders with multi-disciplinary understanding of the ocean and field experience
- Either alternative institution should be located at the EXPO site utilizing renovated pavilions in case where the government approve the plan.

A serene sunset scene over a vast, deep blue ocean. The sun is low on the horizon, creating a bright, golden glow that reflects on the water's surface. The sky is a deep, clear blue with wispy white clouds. The text "Thank You" is centered in the middle of the image, rendered in a bold, sans-serif font. The word "Thank" is blue with a white outline, and "You" is green with a white outline. Both words have a subtle drop shadow effect.

Thank You