

Good Practices

✓ Martinique

- **Schéma Territorial de Développement Economique, d'Innovation et d'Internationalisation (STDEII)**

The STDEII is Martinique's Territorial Authority economic development scheme. It is a global policy defining the development priorities of the territory and the type of support for implementation of these measures (financing, training, subsidy, etc).

The scheme identifies three major development priorities for the island, namely Green Economy, Blue Economy and Sustainable Tourism. Concerning Blue Economy, Martinique's marine area traditionally exploited for its natural resources offers opportunities in a range of activities such as fish processing, green energy, logistics and service activities, shipbuilding/shipbreaking. One major aim of the policy is to structure the blue economy sectors. Initiatives to create inter-professions are also encouraged by funding collective actions and helping the sector's associations.

Four new strategic priorities and innovations have been identified in order for Martinique to embrace the full potential of Blue Economy:

1. Environmental innovations to deal more effectively with issues related to the preservation of marine ecosystems and sustainable fishing;
2. Organizational innovations to strengthen economic structuring, ensuring a good link between traditional sectors and emerging industries;
3. Territorial innovations to rationalize port areas management and transform them into value adding zones;
4. Social innovations to make the blue economy jobs more attractive.

Some examples of the Martinique Authority Blue economy action plan are the following:

- The Maritime Cluster of Martinique will be accompanied in order to coordinate and accelerate the development of individual or collaborative projects.
- The modernization of the fishing fleet will be supported.
- Concerning the structuration of aquaculture, Martinique's Territorial Authority aims at creating a Territorial Aquaculture Technical Application Centre. This centre would be a structuring tool for the development of the sector whose objectives would be the construction of pilot breeding units, monitoring and improvement of breeding techniques, experimentation and transfer of technology. The centre would include an incubator for aquaculture companies.

- A study on the feasibility of the creation of a consular chamber dedicated to fisheries and aquaculture will be conducted.
- Assistance will be given to help in the modernization of educational structures in order to support the transition to new blue economy jobs.
- The local firms do not necessarily find the qualified resources (sailors, specialized workers) to conduct their activities. It is therefore necessary to encourage the recruitment of qualified personnel into the companies.

The STDEII timeline has been organised as it follows:

- 2016 /2017: planning, writing of the action plan and adoption of the scheme;
- 2018 / 2021: implementation of the measures / monitoring and evaluation.

- **Accompagnement des porteurs de projet et chefs d'entreprises à la création et au développement de l'activité**

This policy relates to providing information and training to project leaders, entrepreneurs, unemployed public willing to develop their own activity through practical meetings and workshops, advisory meetings and thematic conferences. In particular, the proposed support encompasses

- How to create a successful business through workshops and information meetings
- Personalized consulting
- Coaching during the development phase of the firm
- Thematic conferences on subjects such as financing, business plan, international development, accountability, etc.

117 business leaders were accompanied in the development of their firms, and 40 people were trained on businesses transmission issues. Some of the beneficiaries are long-term unemployed people.

The practice takes the format of an annual action plan:

- Phase 1: Identification of the training needs and call of interests of the project leaders;
- Phase 2: Communication on the workshops and on the calendar of the training session to the beneficiaries;
- Phase 3: Organization of the training sessions.