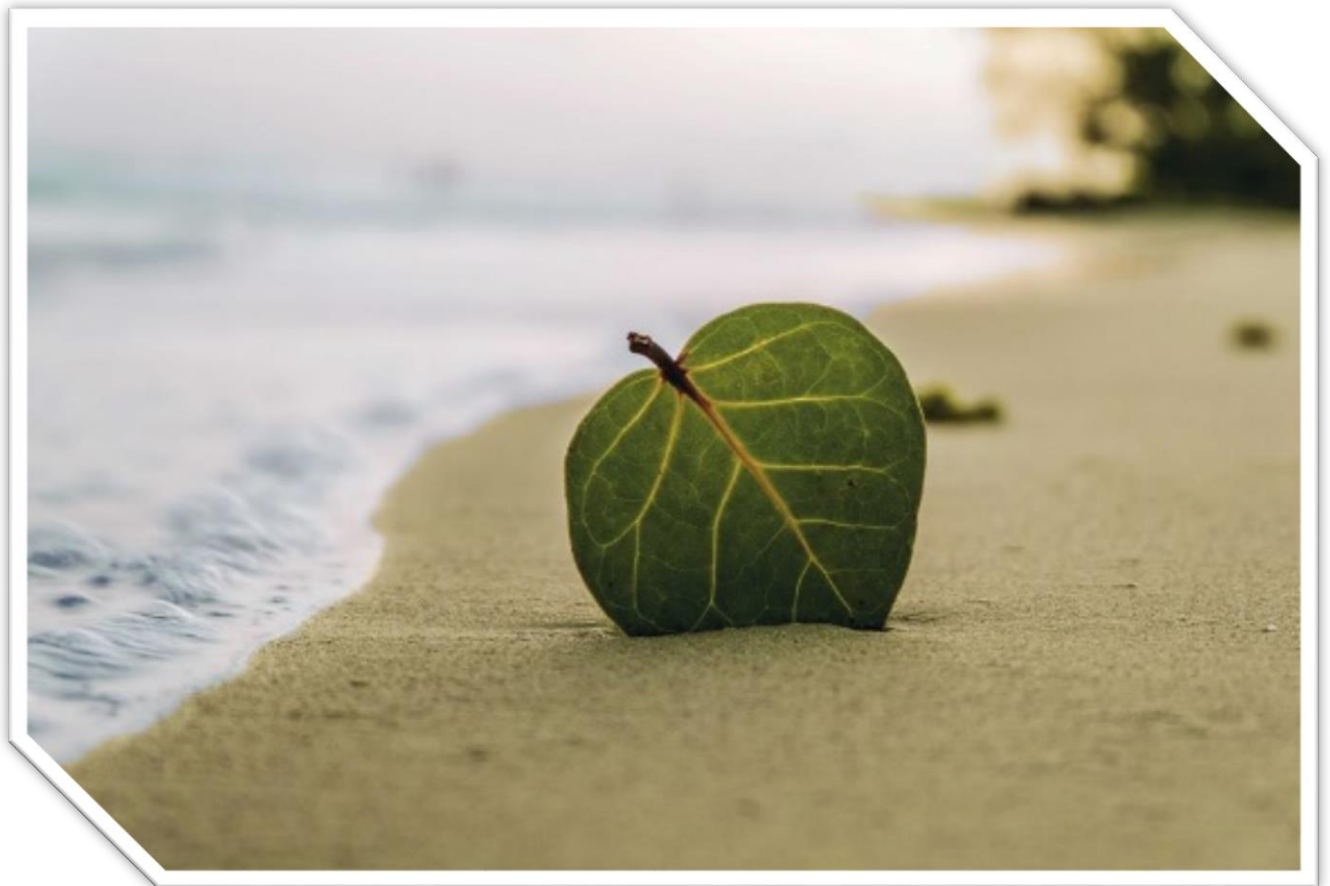




# GROW RUP PROJECT MARTINIQUE ACTION PLAN



## Action plan Template

### Part I – General information

Project: GROW RUP

Partner organisation: Collectivité Territoriale de Martinique

Other partner organisations involved (if relevant): \_\_\_\_\_

Country: MARTINIQUE

NUTS2 region: MARTINIQUE

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### Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:

Programme Opérationnel Feder-FSE CTM 2014-2020

## **Establish how the project can influence the next FEDER programming in favor of job creation in the Blue Economy and the Green Economy**

Martinique is eager to make the most of the potential of blue economy and green growth, in particular because it has natural assets that can be promoted and developed. It is in that sense that the Collectivité Territoriale de Martinique (CTM) has tried to make use of European funding and tools for the 2014-2020 period on a “smart, sustainable and inclusive” growth model: more than €800 million is earmarked for the development of the territory to maximize the leverage of public policies already initiated. In 2016, nearly €95M European funding was allocated to support large-scale projects in the fields of transport, ICT, energy, agro-processing, without forgetting the support of 400 young Martinique "NEETS".

Since 2016, the Collectivité Territoriale de Martinique, the managing authority of the ERDF, EAFRD and part of the ESF, have put in place a new organization, especially within a new Direction dedicated to the management of the European Funds, which support on technical and financial level, Martinican projects leaders.

### **Part III – Details of the action(s) envisaged**

#### **ACTION 1: Establishment of an Aquaculture Technical Center of Martinique**

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

This operation is inspired by the Aquaculture development strategy of Madeira, that was presented at the regional workshop and a detailed visit of the “Centro de Maricultura da Calheta” in June 2018.

Presently, only 20 structures of aquaculture farms are active in Martinique, some of which operate constantly, the others do not operate on a regular basis.

Most of the aquaculture structures do not employ workers apart from the owner, and sometimes members of his or her family to exploit the farm, which is very similar to Madeira experience. Consequently, four aquaculture farms that produce about 20 tons per year employ only one worker. The number of jobs in the aquaculture production is estimated to be about 15. In 2016, the structures produced 59 tons.

The production of the island is still far too low compared to its global capacity, which is estimated to be 300 tons. Aquaculture in Martinique suffer from a lack of organization of the sector and a non-secured procurement of small alevin.

Moreover, there is no real structure dedicated to the production of fish food in the Martinican branch. Therefore, aquaculture professionals must anticipate their nourishment supply and are subjected to uncertainties and additional costs that result from the import of products. Some deficiencies are to be highlighted in domains such as labor and local professional training for the maintenance and the repair of equipment essential for the activity.

Consumption of sea products in Martinique is at 8550 tons on average (about 21kg/hab). Aquaculture contribution is only 0.7% of the total fish consumption in Martinique. (Figure quite similar to Madera's percentage). Consequently, there is a real development capacity as well as job creation potential; both must be well structured and exploited.

The proposed Center would help improve the competitiveness of the businesses and hopefully, in a long term, reduce the extent of importation; like the example of Madeira that now produces 450 tons per year, thanks to its "Centro de Maricultura da Calheta".

2. **Action** (please list and describe the actions to be implemented)

#### 2. A – **Establishment of an Aquaculture Technical Center of Martinique**

This technical center will have to integrate all of the technical functions in relation with the development of aquaculture in Martinique (improvement of the process, production of larvae, management and vocational training). The aim is also to create a breeding ground of companies specialized in aquaculture (food-processing industry in particular), as seen during the visit in Madeira.

#### 2-B **Research Programs Development**

A program dedicated to gathering of knowledge and information on research and maritime environment will be set up, focusing more on aquaculture more particularly. The objective is to study the interactions between ecosystems, and a possible introduction of new native species with high surplus value. For the profession, the aim will be to foster the development of companies in this field.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Collectivité Territoriale de Martinique, Cluster Maritime de Martinique, Services de l'Etat, Université des Antilles, Professionals of the Fishing Industry.

#### 4. Timeframe

<b>Establishment of an Aquaculture Technical Center of Martinique</b>					
<b>ACTIVITES</b>	<b>Semester</b>				
	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>Team nomination</b>	X				
<b>Work programme</b>	X	X			
<b>Study – Mapping of the center needs</b>		X	X		
<b>Development of the strategy</b>			X	X	
<b>Implementation</b>				X	X

#### 5. Costs (if relevant)

#### 6. Funding sources (if relevant)

- PO FEDER-FSE 2014-2020
  - o Measure 1-1-2 : Valorization economic of endogenous products/resources and integrated activities range.
  - o Measure 3a : Foster entrepreneurship, more particularly by facilitating the economic exploitation of new ideas and by stimulating the creation of new companies, including breeding grounds

## **ACTION 2: Increase local treatment of waste in terms of volume and modernization of structures.**

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The initiative was born on the necessity to catch up the delay in the management and treatment of waste in comparison to France mainland, as well as the need of a diagnosis of several main obstacles, in order to elaborate and implement appropriate policies in Martinique.

These obstacles are:

- Insularity because of treatment and valorization costs of wastes and our geographic distance from European continent and its regulation.
- Taking into account European and French regulation, which do not reflect our capacity and the reality of development.
- Size market that is too small to create economy of scale.
- Lack of synergies between economic actors
- High cost of collect and treatment waste

All these observations led to the development of plans, programs and strategies to integrate these specificities so as to cover investment and operating expenses in waste management. This strategy is called *Programme Territorial de Maîtrise des Déchets* "PTMD" and include financial measures to allows the development of waste collecting sector, waste treatment at local to national stage and circular economy actions.

Waste management problems in Azores are related to the absence of waste treatment and disposal locally, which is the same issue in Martinique. Additionally, Martinique has to export most of its waste to France mainland. The actions developed under this theme will allow implementing a more effective waste system at a local level, while involving all the stakeholders of the waste sector in Martinique.

## **2. Actions**

### **1-A Increase the number of public recycling center.**

In Martinique, we have dozens of recycling centers, which do not cover the demand. Similarly to Azores, Martinique have recycling disposal but need to foster, on the one hand the communication toward the population to improve their use of the disposals, and on the other hand, improve the cooperation with others stakeholders involved in the process. This allows creating more free wastes centers all over the territory.

Furthermore, the regional network in recycling centers is one of the actions of the Martinique waste plan approved in late 2019. The increase of this type of structures will allow the creation of direct jobs (objective: 50 new direct jobs for the management of the public recycling center).

#### **1-B Adjustment and optimization of old car center.**

Car trashes is an ecological issue, which also have an impact on tourism. Based on the example of the “Serralharia do Outeiro » in Acores (structure in charge collecting and compacting solid waste, such as ferrous metal or solid plastic), the objective for Martinique is to increase the process for the old car treatment.

The structure in charge will evolve its process to increase the local recovery rate, which will also ultimately facilitate the recovery of compacted car trashes that will be sent to the shredders.

The planned investments contribute on the one hand to the increase in the valuation of waste collected and the regular ramp-up of the company through new deposits collected and treated.

#### **1-C Improvement and enhancement of the communication strategy to increase the rate of selective collection waste.**

The objective of 65% of non-hazardous and non-inert waste towards material recovery or organic for the year 2025 as well as the generalization of sorting at source while respecting the current regulations are an integral part of the ambitious objectives adopted by the Martinique Waste Prevention and Management Plan approved at the end of 2019.

Despite the spreading of collection equipment (equivalent to the French mainland standards) collection rates in Martinique, even though they progress steadily, remain far below the averages national - 5 kg per capita per year of light packaging (against 15.8 in national average) and 6 kg per capita per year of glass in Martinique (against 30.5 kg in national average).

Appropriation of the sorting gesture by the population is difficult to reach. In that sense, two actions will be presented as examples of good practices: communication plan led by an agglomeration of cities from the Centre of Martinique and highlighting of a firm specialized in iron and metal treatment waste.

### 3. Players involved

Direct partners: CTM – Ecological Transition Agency (Ademe) – Representative of French Government (Prefecture de Martinique) and:

Actions	Financial Beneficiary
1A	Syndicat Mixte de Traitement et de Valorisation des Déchets (SMTVD)
1B	METALDOM (metal, ferrous waste treatment company)
1C	Communauté d'Agglomération du Centre de la Martinique (CACEM)
1C	Martinique Recyclage (household waste sorting center)

### 4. Timeframe

In progress during 2018 and 2020.

### 5. Costs (if relevant)

Actions	Beneficiary	Total project cost	Grant
1A	SMTVD	2 978 800€	PTMD and ERDF
1B	METALDOM	155 104,21€	PTMD
1C	CACEM	200 000€	PTMD
1C	MARTINIQUE RECYCLAGE	802 560,74€	PTMD

### 6. Funding sources

#### **Moyens financiers mobilisables :**

- PO FEDER/FSE
  - o Measure 6-1-2 : Increase the quantities of waste recovered