

Hidden champion at a glance



Seaweed (macroalgae) provides a range of product applications...



...which could scale the European seaweed industry,...

€9.3bn

potential market value by 2030

(of which **30%** supplied by seaweed grown in Europe)

...creating significant environmental benefits...

Mitigation of

>5m t¹ of CO₂e emissions p.a.

Absorption of

20,000 t of nitrogen and **2,000 t** of phosphorus from the ocean p.a.

Provision of **ecosystem services** (food, habitat, nursery ground for marine species)

No need for freshwater, fertiliser or cleared land

...and strong social impact.

Creation of

115,000 jobs for different skill and experience profiles

Revitalisation of coastal communities

Improvement of diets and general **health**

Europe is perfectly suited for such a scale up.

Ideal growing conditions with nutrient-rich, cold waters

Burgeoning innovation community including start-ups and SME players across the value chain

Existing and fast-growing demand for seaweed-based products and ingredients

Strong alignment with European Green Deal objectives and priorities

To deliver this potential, the nascent European seaweed industry must accelerate and significantly grow its production capacity.

From **~300.000 t** of fresh weight seaweed produced today



to **>8m t** of fresh weight seaweed produced in 2030

By following five key guiding principles, the industry can become a pioneer for green and equitable growth and play an integral part in our "new normal".



Embrace a system view



Make the system resilient



Share benefits fairly among stakeholders

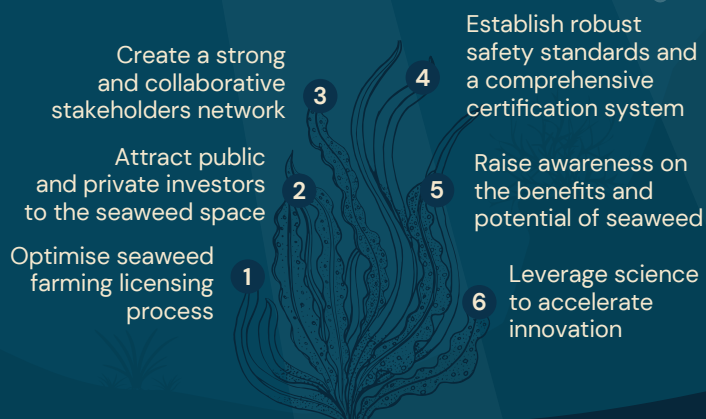


Be guided and informed by science



Measure and monitor success using holistic metrics

Targeted action in six priority areas can put this industry on the right track to fully unlock this promising potential.



¹ Further research needed to determine full industry potential. Due to limited data availability, figure only includes mitigation potential for animal feed, bio-packaging and biofuel.

² Based on consideration of every part-time role as a separate job. Equivalent to 85,000 FTE