

Innoceana and the Blue Economy in Barcelona:



Strategic Approaches to Engaging Tourists in Ocean Conservation

THE CHALLENGE

Coastal tourism drives Barcelona's **Blue Economy** but places pressure on its coastline. Weakened national and local coordination, limits conservation efforts. Many tourists intend to act sustainably, yet barriers such as cost, accessibility, and lack of information prevent meaningful sustainable action.

Developed with Innoceana, this Capstone examines how **Barcelona's Blue Economy** can better engage tourists in ocean conservation. By combining **policy analysis**, **sector mapping**, and **tourist behavioural profiling**, it identifies leverage points for a more coherent and conservation-oriented tourism model.

INNOCEANA

Innovation in the Ocean

An international marine conservation NGO working to protect and restore the ocean through research-driven conservation, education and advocacy.

- **Global organisation** headquartered in Barcelona
- **Interdisciplinary team** of marine conservationists, scientists, and educators
- Works through **local partnerships** and **community engagement**

KEY FINDINGS

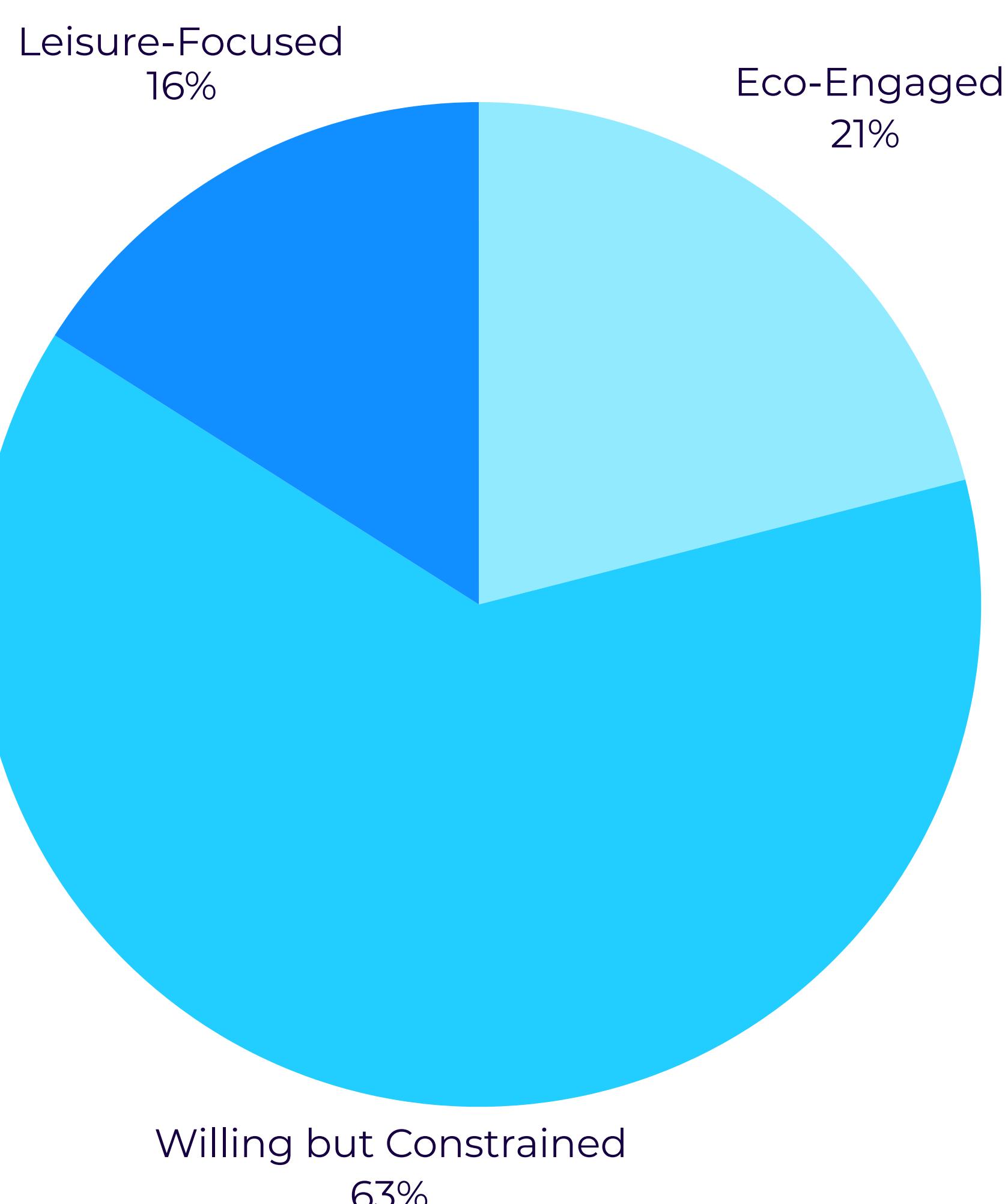
Informing the Capstone Product

The sea is central to why people visit Barcelona and many tourists say they want to act responsibly, but they mostly stick to easy steps because clear information, affordable options and simple ways to support ocean conservation are still missing.

Main Barriers:

- **61%** – lack clear information on what to do
- **57%** – say there are too few sustainable options
- **54%** – feel prices are too high
- **48%** – report low promotion of sustainable choices
- Only a much smaller share say sustainability is “not a priority”

Who can Innoceana activate? Tourist profiles in Barcelona:



EXPLORE THE CAPSTONE PRODUCT

A practical engagement toolkit and roadmap for Innoceana to activate coastal tourists in ocean conservation in Barcelona (2026–2030). It links tourist profiles to pilot activities, partner roles, and simple impact tracking, with a funding ladder to support scale-up.

Scan to explore the full product!



Innoceana and the Blue Economy in Barcelona:

