

Innoceana and the Blue Economy in Barcelona:



Coastal Tourist Engagement Toolkit & Roadmap *(2026–2030)*

A practical toolkit and roadmap enabling Innoceana to engage coastal tourists in ocean conservation in Barcelona. It aligns tourist profiles with pilot actions, partner roles, impact tracking, and a funding ladder for scale-up.



Innoceana

HOW THE TOOLKIT WORKS

Part 1: Tourist engagement pilots

(Micro)

- 3 tourist profiles → low-friction pilot actions
- Delivered through tourism partners
- Tracked with minimal metrics

Part 2: Scale, fund & embed

(Meso-Macro)

- Select pilots based on evidence + feasibility
 - Package into measurable project proposals
 - Align to funding ladder (City → EU → CSR)
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Eco-Engaged

- Meaningful participation
- Citizen science / cleanup add-ons

FLAGSHIP PILOT

Citizen Science Add-On:

Water-sports operators, incorporate a brief citizen science module into tours, with Innoceana providing protocols and training for partners.

Willing but Constrained

- Remove friction
- QR guide + “blue add-ons” to tours

FLAGSHIP PILOT

Blue Map / QR Pathway:

Hotels and hostels feature a QR “Blue Map” that connects tourists to verified sustainable coastal options, simplifying decision-making.

Leisure-Focused

- Effortless + fun
- Round-up donations / “party with a purpose”

FLAGSHIP PILOT

Party with a Purpose:

Event organisers add a transparent conservation contribution into ticket pricing, with simple on-site messaging and reporting on what the funds supported.

PARTNER ROLES AT A GLANCE

PARTNER TYPES

Hotels/Hostels

Tour Operators

Event Venues

PARTNER ACTION

Display QR/
Blue Map

Embed engagement
add-on

Ticket contribution +
visibility

INNOCEANA SUPPORT

Curated content +
verification

Protocols + training

Messaging +
transparency



PILOT TABLE (SAMPLE)

PILOT

Citizen science
add-ons

Blue Map/QR
pathway

Party with a
purpose

PARTNER SECTOR

Water-Sports

Hotels/Hostels

Events/Venues

TOURIST ATTRACTION

Join Tour + Short
citizen observation

Scan QR + Choose
one action

Ticket includes
contribution

CORE METRICS

Participants;
Satisfaction

Scans; Clicks; Uptake

Tickets; Money raised;
Reach

MINIMAL IMPACT TRACKING

1) PARTICIPATION

Participants per pilot;
Satisfaction score

2) BEHAVIOUR UPTAKE

Percentage choosing
one action; Repeat
engagement

3) CONSERVATION CONTRIBUTION

Money raised;
Resources mobilised;
Activities funded

4) PARTNERSHIPS & TRACTION

Partners onboarded;
Pilots sustained or
expanded

FROM PILOT TO SCALE (2026-2030)

2026 CO-DESIGN & TEST

Pilot 3 engagement models (one per profile) with early partners



2027-2028 SCALE & EMBED

Expand what works; formalise partners; refine metrics



2029-2030 FUND & REPLICATE

Use evidence for funding bids (City → EU → CSR) and replicate in other coastal sites

FUNDING LADDER: CITY → REGIONAL → NATIONAL → EU → PRIVATE/CSR

An underwater scene featuring several clownfish swimming around a large, textured coral reef. The lighting is dramatic, with bright highlights on the coral and deep shadows in the surrounding water. A central text box is overlaid on the image.

[LINK TO LIVE SHEET](#)