



Image by Maria Elena Buslacchi

The project of a European Capital of the Sea : using a label to improve the well-being of port cities. *Marseille as a case study*

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Zoom link: <https://eur-nl.zoom.us/j/99485929201>

In 2024, France will host the Summer Olympics, for which Marseille will organise the sailing events. According to local association Marseille Capitale de la Mer, this is “a fantastic opportunity to catalyse positive energies, means of action and federative projects”. The association aims to seize this opportunity

to enable the region to reconnect with a maritime culture. By creating an “European Capital of the Sea” label, which can then be exported to other maritime cities, they hope to highlight maritime culture, sport, nautical jobs and to tell “our story, our Mediterranean stories”.