

Gutu, Ioana

**Article**

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## THE TRANSATLANTIC BLUE DIPLOMACY

Ioana GUTU\*

**Abstract:** *The international diplomatic environment has reached to an unprecedented development, involving one of the newly specialized diplomatic types, namely the economic diplomacy. At the core of the fast movements in the diplomatic spheres across the Globe are the international agreements like the Transatlantic Trade and Investment Partnership (TTIP) that determined diplomacy to dissolve into new subtypes, evolving from ground to the ocean and implementing new ways of achieving economic and climate sustainability. One of the newly created diplomatic spheres, is the blue ocean diplomacy that acts mainly in accordance with the rules and regulations that are being applied to the transatlantic economy. Even though TTIP encourages the increase of trade flows across the Atlantic, it will also ease the foreign investment procedures that, under the approach of keeping a sustainable environment, will represent one of the most important initiatives in implementing the blue economy concept within the framework of the transatlantic diplomacy.*

**Keywords:** EU; US; economic diplomacy; blue economy

**JEL Classification:** F02

### Introduction

On a diplomatic level, the 21<sup>st</sup> century is characterized by regional and economic environment changes that are taking to a new level the characteristics of the traditional diplomatic aspects and evolve into new specialized diplomatic types, which are more flexible and that can be easily adapted to the international economic environment. The new diplomatic patterns distinguish among these global economic perspectives, while the internationalization of the internal legislations, the transformation of the sovereignty concepts and the use of new virtual technologies increased the role of the economic diplomatic environment, determining it to evolve and use new instruments like business and corporate diplomacy that can be practiced not only on the land, but also on the international waters.

The blue ocean diplomacy is emergent from the negotiations of the new bilateral and multilateral trade and investment agreements that involved states from all the continents: the Transatlantic Trade and Investment Agreement (TTIP), the Trans-Pacific Partnership (TPP) or the Trade in Services Agreement (TiSA). This international perspective reunites the largest economies

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\* PhD Candidate, Doctoral School of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi, e-mail: gutu.ioana@yahoo.com

of the world, both traditional and emergent, adding value to the diplomatic aspects and forcing them to go on a new scale. The elements of sustainability are to be taken in consideration when negotiating the chapters of the international agreements, the elements of novelty given by the blue ocean perspectives and the blue economy provisions are taking the negotiations on levels never reached before by the diplomats and the specialists attending to the processes of negotiations.

### **1. The International framework of the blue diplomacy**

Water is one of the core factors of every global challenge that the Earth faced during the history of economic developments, and will continue having an even more obvious and important role within the cooperation among states. According to the UN Water estimations (2014), by 2050 the global water withdrawals will increase by 55% due to the higher demand for production, domestic use and agricultural supply of the emerging economies. This fact will be the continuation of the so called – globalization process, an international economic framework that affect each and every state on Earth; one of the components with a significant role for all the actors of the global evolution is the hydro-diplomacy, described by Islam and Repella (2015) as a framework that includes three basic assumptions: (1) water is a flexible resource; (2) science, policy and politics combine to create water networks which (3) are of an increasing complexity. As we can observe, the hydro-diplomacy does not specifically refer to the inner or intra-continental waters, but to all the types of resources, from the continental underground to the Arctic, and from the largest rivers to the Seas and Oceans. As for these reasons, the water diplomacy regards cross multiple domains that interact at different scales, within the same timeframe; this variety of levels contribute to the complexity of the water resources international system, bringing together political, societal and natural factors across jurisdictional and institutional frameworks, that do not only apply within the international order, but are being initiated on national and sub-national levels, by complicating the management of the international hydrographic system to the edge.

According to the Water Diplomacy Organization (2016), the most water management problems have as background the competition, interconnection and feedback among natural and societal processes, seen within a political framework. This background implies factors like the natural ecosystems, the water quantity and quality, the specific and targeted governance, disposable assets, all governed by common norms and values.

The chance for practicing a waters diplomacy stands within the bilateral and multilateral agreements, along with the establishment of river basin organizations and sea and ocean international administrations, whose roles relate with coordinating the activities of the trans-continental navigation companies, as the main actors and users of the global water legal framework; it must be underlined the fact that the global water transportation system represents the latest result of the actions of the foreign policy makers, whose actions have access to the highest political levels, instrumenting inter-governmental conflicts, intermediating compromises within international negotiations and defending the interests of the water policy ministries and organizations. Acting as communication facilitators among interested actors, the policy makers within the water administration act starting from national and sub-national levels, dealing with issues that emerged with basin or global scales; the ardent issue is that policy makers, even if they have similar economics and sustainable goals, internationally they are fragmented and lack political power (Pohl, 2014). For this reason, the international actors whose intentions for blue cooperation are similar, are recommended to initiate processes of negotiating institutional and legal conditions, along with capacity building, financial and political coordination, on all the four levels, as explained in the following table.

**Table 1 - The global framework of the Blue Diplomacy**

Tools for blue cooperation	National / sub-national	Basin	Global	
UNEP	Strengthen the actions of national and sub-national water responsible institutions	Support the development of new and existing basin agreements	Support and apply the International Water Law	Institutional &Legal
UNDP				
UN-Water	Improve the practice and behaviour of the national institutions	Develop the capacities of the diplomatic water communities	Promote the relevant information in regard with the stakeholder processes	Capacity-Building
UNESCO				
UNECE Water Convention	Fund cross-sectoral capacity-building	Fund intra-basin confidence-building processes	Fund global early warning and crisis response mechanism	Financial
Water Cooperation Facility	Ensure cross-sectoral coherence	Offer fact-finding support and engage preventively	Strenghten international agency/create institutional platform	
World Water Council				

Source: adapted after Pohl, Benjamin, 2014

Within this paper, we will focus on the basin and global water diplomacy, whose economic effects and complexity resulted into a subtype of the water diplomacy, namely the ocean diplomacy; respecting the principles of the blue economy and combining the actions of economic diplomacy, the blue diplomatic actions of the riparian countries can only result into two major actions: (1) develop the usual economic and trade actions, without any significant variations, by ignoring or inefficiently exploiting their natural water resources and risk conflicts in transboundary seas and oceans, or according to the second option (2) engage the neighbouring countries in finding and exploiting fair modalities of cooperation, by emphasizing the efforts of planning, managing and use their national institutional bodies within the process (Salman, A, 2015).

On a global scale though, the actions of the blue diplomacy cannot imply rim countries on the same continent, that act within regional frameworks of cooperation; the issue is far more complex, involving partnerships and international bilateral or multilateral treaties where countries across continents can encourage the practice of this newly emerged diplomatic type through exploiting the national resources that result in products and services that can be ultimately exported, instead of importing it from the partner countries, as an act of replacing the lack of productivity of the given state industry. For this reason, we call it blue ocean diplomacy, as a mirroring of the means of transport of the final products and services resulted from the efficient exploitation of the natural resources of countries that are part of the international environment. In our opinion, the result of this process scores better for all the economies, since it encourages sustainability of both environments – earth and ocean, by avoiding the agglomeration of actions concerning the water diplomacy, reassembles the national industries and encourages the activities of the SME's and creates the opportunity of diversifying the home markets, by keeping steady prices for the national products and services and not overcharging the imported ones.

We can conclude this short literature review by adding the view over the blue diplomacy of the Netherlands Institute of International Relations (2016) that sees the new concept as a new way of promoting the sustainability of waters across the Globe by implying numerous tools of cooperation – economic diplomacy, multilateral negotiation skills, international trade over oceans, aquaculture and fisheries, tourism and state branding and the offshore energy opportunities; in our opinion, these tools of the blue diplomacy lack the instruments of uniform implementation and political and economic support, but given the importance of the economic climate changes and the importance in evolution of the negative weather changes, we consider that along with the green economy, the practice of the

blue diplomacy represents the future of the trans-oceanic trade relations, applied to every individual entity that will be a part of it.

## **2. The transatlantic diplomatic relations between the EU and USA**

Trade among Europe and North America has the character of a traditional relation that is integrating different economies from both shores of the Atlantic. Currently, the relations between the two continents are held between the European Union formed by 28 Member States, on one side, and the United States of America on the other.

In the light of consistently different political, economic and social agendas, they are the two biggest economies of the world, representing together over 50% of the global GDP. The trade scenario is developing under the light of low average tariffs (of less than 3%), fact that encourages companies to act within the given transatlantic scene; on June 2013 the European Commission (EC) started negotiating over a Transatlantic Trade and Investment Partnership with the United States of America (USA). The general objective of the treaty regards job creation and the increase on trade and investment flux across the Atlantic; these results can only be achieved as a positive consequence from broadening the existing rules and procedures, and implement a common approach.

The diplomatic transatlantic frame is formed out of the main actors that negotiate in the name of the transatlantic traders – EU and USA. The Member States (MS) of the European Union are acting within the External Affairs Ministries and their Embassies; as an added value to this diplomatic world, the EU created in 2007 an European External Action Service (EEAS) that represents the interests of the Union at the international level. All the 28 Member States have Embassies in the United States; additionally, EU is being represented on the American territory within the Delegation of the European Union to the United States located in Washington D.C. and that is a continuation of the idea implemented in '50 by the European Coal and Steel Community (ECSC).

Within the same frame but seen from another angle, the United States of America has also Embassies in all the 28 Member States of the European Union; additionally it has a United States Mission to the European Union which is located in Brussels, also a reminiscence of the early relations with the ECSC and later with the European Communities.

From a common trade perspective, the activity within the two economic powers is encouraged and controlled through the Transatlantic Economic Council (TEC), an international *fora* that was established at first in 2007 with the occasion of the EU-US Summit. The meetings bring together diplomats and trade and economic specialists along with the US Deputy National Security Advisor

for International Economic Affairs, position that is currently held by Michael Froman, and the EU Commissioner for Trade, Cecilia Malmstrom.

TEC is also hosting a variety of gatherings and sessions along with three advisory groups: the Transatlantic Legislator's Dialogue; the Transatlantic Consumer Dialogue and the Transatlantic Business Dialogue (EC, 2016). Within the development of a similar event (EU-US Summit from 2011) it was established the High Level Working Group on Jobs and Growth (HLWG) that was under the care of the EU trade Commissioner and the US Trade Representative and that issued a report in 2013 that represented the base of the currently negotiated Transatlantic Trade and Investment Agreement (TTIP).

The trade disputes that currently occur among the two economies are handled within the framework of the World Trade Organization (WTO) with the help of dispute settlement mechanisms, and that do not affect an important percent of the existing EU-US trade. Given the global expansion of trade and the new rising economies, the old traditional commerce relation between the two shores of the Atlantic needed insurances for facing the globalization phenomena; for this main reason, they started negotiating over what is supposed to be the largest bilateral agreement of commerce and investments that was ever attempted; in the eventuality of reaching to an end, and after the process of ratification by both powers representatives the European Member States and both of the Houses of the Congress of the United States - TTIP will bring by the earliest 2025 the economies of the two international actors to the top of the markets across the world.

Besides the economic benefits, even from the start of its negotiations, TTIP brought into light a new type of diplomatic cooperation; the old fashioned traditional diplomacy was replaced with hybrid diplomatic categories where communication acts on higher levels, where diplomats are specialists in areas like sustainable development of businesses, economy and/or financial markets. For this reason, TTIP brings the economic diplomacy to its edges, redesigning it and offering new methods to be carried on and even implemented.

In the eventuality of reaching TTIP negotiations to an end, the negotiators diplomats will have to accomplish their duties and start implementing the outcome of their previous work - the negotiation; here is expected another innovative type of diplomacy to come into the light, since countries of EU will have to individually ratify and implement the *acquis* into their national legislation; the federal states of the US will have to comply to the national legislation and the companies that act international will be needed to have a fully understanding of the new provisions

of TTIP; and for the last, the transatlantic space with its two main actors – EU and US – will have to comply to the new rules and legislation and apply them in the actual movement of the trade flows.

Since diplomats do not only represent officials that work inside the Foreign Ministries of the states and within the EU institutions, corporate diplomacy and business diplomacy will bring into the scene specialized diplomats that will actually collaborate with the negotiators of TTIP – diplomats and specialists – and will implement the new provisions within the actual trade flows that are already existing between the two continents. Within this framework will be developing the future of the blue ocean diplomacy, a transatlantic diplomacy that will have the legislative fundamentals mainly under the TTIP provisions and that will be implemented by businesses and corporations that trade across the Atlantic Ocean. It is called blue since it borrows the element of novelty that marketing brings through the alliteration of blue and red oceans concepts; it is also blue, since it refers to trade developed across the international waters of the seas and the Atlantic Ocean that separates Europe from North America; it is diplomacy since this is the main instrument used in implementing international legislation, negotiated by two main economic powers of the world. In order to prove evidence about the movements of the commercial shipping fleet across the Atlantic, we offer a map that plots data points specific for the 1 of January 2012. The map is also taking into light the CO<sub>2</sub> emissions for each hour and the nature of the monitored cargos.

**Figure 1 - Trade flows across the Atlantic Ocean (2012)**



Source: Schuler M., Ship Movements across the Globe (2012)

Since TTIP is expected to respect and implement the concept of blue economy, it will be encouraging trade and the increase of shipping across the Atlantic, while the carbon emissions do not encourage sustainability, given the fact that estimations say that the carbon emissions of one year of transatlantic shipping are bigger than the ones of UK, Canada and Brazil cumulated (Schuler M.,



2016). Here is why it can be said that TTIP is not a very blue agreement, even if it encourages the ideas of sustainability and the protection of the environment, since the main regulations and provisions that TTIP is referring to are about water transportation and the increase of the frequency of the transatlantic relation shipping.

From this view, it appears the necessity of conducting a more blue diplomacy, more creative and efficient, where the natural resources of the waters need to be correctly exploited, where the international legislation needs to clearly allow or prohibit and where the use of local resources need to be encouraged in order to reduce pollution and increase cash flows for the trade actors, meeting once again the six main rules of blue economy, that will be discussed in the following section.

### **3. The blue economy concept and principles**

More than 70% of the surface of the blue planet is covered by oceans; this constitutes an important resource for a large part of the world economy, along with the marine and coastal environment. The waters from the seas and oceans are a source of the so called blue energy, produced from wind, wave, tidal, thermal and biomass resources (UN, 2016).

The global trade is supported in a proportion of almost 80% by oceans, while a large part of it is included in the transatlantic economy, the trade which is traditionally made between the West-European and the North American states. The importance of the trade supported by oceans in meeting the sustainability concepts and in applying them is an important key issue that was recognized for the first time in the Agenda 21 of the Johannesburg Plan of Implementation organized by the United Nations in 1992 at the Earth Summit which was held at Rio de Janeiro, Brazil. Ever since, the idea of sustainability was vastly adopted and implemented in a variety of areas like economy, trade, diplomacy, international relations and energetic industry.

The blue economy concept derives from a project that was launched in 2004 “Nature’s 100 Best” which was designed to find solutions for improving the way the society and the economy work, by finding inspiring models in the nature. The outcome of this project was summed up in a book with the title “The Blue Economy” that promotes the idea of solving a multitude of problems at a time, instead of only focusing in one area, by implementing the idea of sustainability in the industries across the Globe, that are expected to adopt this strategic view and to add value to the new outcome. Starting with 2010, the concept of blue economy and its strategic perspective started to be presented and

adopted within a variety of national and international gatherings and summits, culminating with the planning in 2012 of a World Summit in Berlin which was cancelled one year later.

When about practicing and implementing the principles of the Blue Economy, the European online platform Blue Economy describes the phenomena as a new way of creating and performing business, by using the available resources that the one has in cascading systems, where the lack of usage of one product is seen as a business opportunity for another actor on the market (EC, 2016). The principles of the blue economy represent a matter of polemic discussions among experts and practitioners; the number of supporters is different, according to the political affiliation and the knowledge coming from the practice of the companies representatives that were invited for consultation.

For these reasons, we are going to follow within this paper the side of the Blue Economy team, which identified six modules that capture an *unfix* number of principles, as it follows: *local*, by using what you have in the specific natural environment that you are acting in; *efficient*, by substituting something with nothing; *systemic*, mimic nature; *profitable*, based on the idea of optimizing and generating multiple cash flows; *abundant*, where the rule is about satisfying all the basic needs; *innovative*, that encourages the creation of changes and the seize of opportunities. These six criteria represent the basis for creating and managing a business, especially during the phase of product development and process design, but also for the companies that intent to emerge on the new markets that act globally, since these principles represent a *stay-in* key concept that do not allow them to lose track and fail when facing the big red ocean fishes represented by companies that act on a multi continental stage.

#### **4. The blue provisions of the TTIP economy**

The Transatlantic Trade and Investment Partnership (also abbreviated as TTIP) is a currently negotiated commercial and investment agreement between the European Union (EU) and the United States of America (USA); after more than two years of negotiations, in April 2016 they have reached on the 13<sup>th</sup> round of negotiations; one of the main EU targets of this bilateral economic and investment talks is to achieve a balanced, ambitious and high-standard trade agreement with the US (EC, 2016). Both international players stated their desire of concluding the negotiations by the end of 2016, but due to the substance of the chapters of negotiation and the “square brackets” issues that send the diplomatic talks to the political sphere and that keep the negotiations issues in standby, TTIP will not

be reaching to an end unless the substance of the trade deal is considered to be right by both of the parties (EC, 2016).

TTIP is designed to have 24 negotiation chapters, grouped into three main parts: Market Access, Regulatory Cooperation and Rules. The first part is mainly designed in helping the companies that act on the territory of the European Union and want to emerge on the international transatlantic market and perform activities of import, export and investments. The Regulatory Cooperation concerns technical details and procedures to be followed by the companies when trading with the US, while the Rules chapters are designed to encourage mainly the small companies to invest and access energy and materials by following the new transatlantic market under the light of TTIP.

When presented at first, the TTIP idea was to encourage job creation and economic growth across all the national territories of the European Union, along with lower prices and a larger commercial offer with the help of the improved transatlantic trade and larger capital flows. The Blue Economy concepts are also encouraging companies and governments to invest and create jobs, but with less negative effects over the environment; it does not encourage the migration of companies in searching new materials and perspectives for creating cash flows, and motivates the use of local resources and the re-use of the wasted products, by using innovative technologies and investing in their friendly environmental development.

Even though TTIP chapters are conceived in such a way which has a high consideration for the protection of people and the environment, and while the sustainable development is, as the European Commission (2016) states, “at the heart of TTIP”, it does not support very much the concept of blue economy and the use of the European resources on the European land, while minimizing the needs based on imports from the United States. For this reason, the blue economy concept can only have a larger success if it will be adopted and implemented by the companies that act on the European and transatlantic market, that will redesign their perspectives and beliefs that going international, will not necessarily increase their cash flows.

Another aspect for a better implementation of the blue ocean concept is the opening of the countries to the seas and oceans, since the concept is mainly encouraging the sustainable use of the resources of the waters and the environment of the shores. Given this view, it might be of a certain importance to note that from a geostrategic perspective, the European Union has shores on several seas besides the Atlantic Ocean, among which can be reminded the Black Sea, The Mediterranean Sea, the North Sea and The Norway Sea. The United States of America on the other side, has openings and harbours on both The Atlantic Ocean and the Pacific Ocean, creating even more opportunities for

the companies to implement sustainable blue economy strategies and reduce imports and exports of goods and services from Europe and implement the six blue economy principles that were previously explained and that have as a main objective for the countries - being self-sustainable and avoid excessive commercial international trade. An important key issue of the blue ocean diplomacy behind these actions is represented by the fact that the processes of the blue economy in the transatlantic space can only be developed in the international waters, meaning in the seas and oceans that are subject for the international jurisdiction.

TTIP is an agreement that is designed to mostly develop its actions across the Atlantic Ocean, between the shores of European and US states that have specific ocean/sea based economies. Under this light, the international waters are seen as large development spaces where economic benefits can arise from oil and mineral extraction, sustainable energy production, marine transport and bioprospecting (UN, 2016). This view changes the perspective over these large spaces across the Globe that were used as waste dumping and free resource extraction. The Blue Economy concepts, if adopted and implemented, will create a sustainable development framework for the countries that will choose to use the marine resources and facilitate the job creation and investment in the human capital.

Among the negotiating chapters, both EU and US respect the rules of protecting the environment and creating sustainable economies, in encouraging the protection of biodiversity and exploit the environment in a safe manner. On the same time, they encourage small businesses to emerge on the markets and activate in areas that use the natural resources in a safe and profitable manner, by improving the quality of the environment along with the one of the services performed, by encouraging the use of highly new technologies that will ultimately result in promotion and creation of a sustainable environment. The concept does not apply very much on the intra-continental Member States of the EU and also to the federal states of the US, since the lack of water shores prevents them from using the abovementioned resources and capital, but encourages them in implementing the concepts in regard with the land natural resources, that represent already a major subject in ways of exploitation and creation of a sustainable environment.

## **5. The blue diplomacy**

As previously described, the blue economy concept is promising sustainability within a more intense use of resources provided by seas and oceans across the Globe. The blue diplomacy focuses on the diplomatic actions behind the economic environment so-created, by strengthening the role of

diplomats in promoting within their daily tasks the sustainable development of economic actors. The general idea is a parallel of what the green economy concept promotes, namely reducing environmental risks and ecological scarcities, only that the geographic area which is referred to is not the surface of the land, but the one of the water (UNEP, 2016).

The instruments of promoting this politics are the diplomats that develop their activities in embassies that represent their national interests all across the Globe. Since the issues about investments and trade include an economic factor, it can be talked about a type of specialized diplomacy, where the personnel, namely the diplomats have to gain expertise on issues like climate, water, sustainable development, trade. The role of diplomats is changing on a daily basis, in accordance to the events that come as a result of the development of the global economy. From here it can be observed the growing importance of the economic diplomacy, the international frame of this type of diplomacy being disputed between bilateral and multilateral negotiations over agreements that refer to economic benefits that are mainly developing within the international waters; here it can be referred to the recently concluded Trans-Pacific Partnership (TPP), the Transatlantic Trade and Investment Agreement (TTIP) and Trade in Services Agreement (TiSA). The secret negotiations over these agreements determined a loop in the traditional character of the development of the economic diplomacy; to the lack of transparency, the evolution of communication and the specialization of the diplomacy as a whole, that allows outsiders – namely specialists in the given areas – to attend and negotiate in the name of the states, the economic diplomacy began to each new dimensions, uncommon and innovative, barely transparent, designed to act in the benefits of the states and avoid the potential rising voices of the public opinion.

The new diplomatic dimension is referred mostly to the trade that is developed on waters, oceans and seas that separate countries and continents from each other. The main actors of this stages are corporations and businesses whose management decided to go international. The so called blue diplomacy has a number of aspects that define it: promotion of sustainability and the protection of the environment; the use of local natural resources that can increase considerably the cash flows, reducing the necessity of going international for reaching the needed resources; the space to which these rules are referred to – the international waters of seas and oceans and the most important, the specialization of the diplomats that implement these concepts, CEOs from large corporations or businesses, career diplomats that helped the states to negotiate and implement the international treaties provisions, or representatives of the high-level diplomacy, namely State Presidents or Prime

Ministers, or national and international Institutions that have competence in taking decisions about trade.

The blue diplomacy is the new version of the green diplomacy, developed on waters; the blue ocean diplomacy is referred to the trade actions across the world, the commerce which is made with the help of naval fleets, transporting goods and performing services for a large number of seafarers. The principles are complementary, both on land and on the waters; the need of economies of going international and performing actions of trade and investments present the need to be considered under the light of the blue ocean diplomacy, since the rules that govern this space (mainly coming from international bilateral and multilateral agreements, besides the WTO) are already designed to obey and promote these policies.

The role of the diplomats represents the key in the future success of implementing these concepts; their academic and practical background should determine economies to respond to their basic needs with the resources that they have available, to encourage the introduction of innovation and new technologies in the industry by respecting nature and investing less, process that will ultimately result in job creation and social capital development.

### **Final remarks**

The economic diplomacy, even if it is a relatively young branch of diplomacy, quickly evolved and disintegrated itself into various types of new diplomatic forms: corporate diplomacy, business diplomacy and the most recent, blue diplomacy. Coming as a parallel of the green diplomacy which is mainly targeting the practice and implementation of rules and regulations on the land, the blue diplomacy keeps the same framework only that it shifts from continents to the oceans.

The actors that are commonly met on the oceans are the trade fleets that represent the interests of corporations, businesses and state interests from all across the world. They only obey the international waters legislation that reunites them under the same WTO and other international frameworks which are generally applied on the seas and oceans. The blue ocean diplomacy is mainly a subject of interest for the states that have opening shores to the waters, since the main provision of this new concept regards the sustainable usage of the natural resources of the waters. This regards mainly the national legislation and it is generally being implemented by the states.

But what is happening when diplomats have to learn to implement sustainable politics throughout negotiations of international trade agreements and have to implement it throughout the companies and businesses that are subjects to the newly adopted international legislation. The

majority of the raw materials movement across the Globe it is made on the water. The transatlantic trade which is performed by the EU and the USA is a subject of a great importance for the international markets; for this reason it is of a great importance that TTIP will be soon going to be completely negotiated and ratified. By following this perspective, the diplomats that attended the negotiations over TTIP, an agreement that promotes the ideas of sustainability and protecting the environment will become the next experts that will help the national representatives, but also the corporations and business that act international, to implement the new provisions.

This newly developed type of diplomacy will regard the reduction of the carbon emissions, the encouragement of implementing new technologies for transportation and exploitation of the available resources, requesting a personnel that shall specialize in the given areas. The blue ocean diplomacy concept will mainly refer to the transatlantic space and the trade that is occurring within the international waters between Europe and North America. The diplomats will be specialists in the specific fields, will be part of the existing and future economic diplomats that act within the Foreign Ministries of the states, but will also count corporate managers and CEOs that will add value to the way the transatlantic trade will be done under the TTIP. The economic diplomacy that will be developed within the transatlantic framework will be a subject of a great interest for the practitioners, both diplomats and business developers, since the idea of sustainability on the waters and cost reduction is not largely embraced and applied by the existent society.

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