

Company Profile



Conwy – North Wales -our location



[Seas The Opportunity](#)

+ 44 7801 697436 / 7984 089225

Seas The Opportunity (STO) was founded in the spectacular coastal community of Conwy on the Irish Sea coast of North Wales, UK in 2017. We take great pride in being embedded in a community with such maritime heritage. This is a constant source of inspiration for us, one which we want to share with others across the seas and oceans.

Our mission is to initiate, drive and deliver scalable marine-based initiatives within the framework of advancing growth of the new blue economy. Shining a spotlight on pioneering, innovative solutions to accelerate the transition to net zero. Founding Directors, **Fiona Trappe** and **Charles Blair**, are championed by an international team of experts across a multidimensional spectrum. Combined, we stand ready to focus our minds on any given challenge and opportunity facing blue growth.

The blue economy - the embodiment of sustainability - is multi-faceted, harmoniously integrating nature, people, and economic development. This demands a cohesive approach from across the stakeholder spectrum by public and private sector actors. By drawing on the directors' wealth of international project experience in regional regeneration, product and market development, Seas The Opportunity creates an inclusive platform that enables the realisation of evidence-based solutions.

At the heart of Seas The Opportunity is the ethos to elevate cross-border collaboration through initiating and supporting B2B engagement for knowledge transfer. The flow of innovation and investment underpins blue growth and regional regeneration. Central to this process, STO promote the key role of ports as supportive environments for transformative new business start-ups and growth in marine-based ecosystems. This brings together the necessary entrepreneurship and exchange of ideas, technologies and opportunities that underpins transformational blue growth.

Recent and Current Initiatives include:

- **Project Madoc**: initiated and led a multi-functional team to design and deliver a comprehensive feasibility study for the development of a sustainable seaweed-based industry for Wales for the Welsh Govt. funded by EMFF – *status*: published March, 2023.
- **Blue Economy Bilateral cross-border initiative**: instigating collaborative bilateral cooperation projects between Wales and Flanders/Belgium) for key blue economy actors through a technical knowledge transfer program with the aim of pursuing collaborative projects for mutual benefit of participating regions– *status*: ongoing, pending MoU's.

- **Integrated Blue Economy Clusters (IBEC's):** designed and developed a scalable platform (IBEC) for port-based, regional marine innovation hubs to accelerate blue growth – expanding the dialogue with port owners and operators for the introduction of IBEC's within strategically located port complexes (e.g. officially designated Freeports within the UK) – *status*: ongoing.
- **Biodiversity Net Gains– for Offshore Wind:** partnering with marine engineers and wind farm developers (Orsted) to explore marine biodiversity net gains for multiuse offshore renewable energy infrastructure – *status*: final report submitted to client (Orsted) in 2023/24.
- **Nature-based Solution Platform:** developing a new platform to link marine-based NbS innovation with ethical investors to accelerate seaweed farming and processing in the UK – *status*: ongoing.
- **Political lobbying: for seaweed farming (UK):** to accelerate deregulation to encourage higher levels of new entrants into the seaweed farming and processing industries – *status*: ongoing.
- **Regional Stakeholder Engagement:** undertaking a comprehensive feasibility study to increase innovation, investment to raise the level of new business entrants in aquaculture in the SW of England – *status*: report submitted to client (Bournemouth University) in 2024.

Co-founders / Directors:

Fiona Trappe: following a stellar career in strategic senior management and market development roles in the corporate sector, predominately within the pharmaceutical sector, Fiona returned to North Wales to start what became a highly successful enterprise development consultancy with an emphasis on innovation, economic development, and sustainability, before following her passion in 2016 for environmental issues and marine nature-based solutions for climate change mitigation and adaptation.

Charles Blair: much of his career has been in a senior advisory capacity on project design, implementation, and management for major international development agencies in emerging markets and developed economies, with a particular focus on the regeneration of coastal communities through promoting sustainable blue growth through innovation, investment and entrepreneurship development.