

4helix+

Empowering the 4 helix of MED maritime clusters through an open source/knowledge sharing and community based approach in favour of MED blue growth

3.1.1

4helix+ Pilot Action's Report

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Abstract

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²PU (Public); PP (Restricted to other program participants); CO (Confidential, only for members of the consortium)

This overall/transnational level report includes all methodological and operational steps of the 4helix+ Pilot Action from Activity 3.2 “4helix+ Fine Tuning Study” to Activity 3.9 “External Evaluation of the 4helix+ of the 4helix+ Pilot Action”.

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Introduction

4helix+ aims at strengthening and reinvigorating the transnational innovation process of blue economy clusters within the eight involved MED maritime regions, by supporting their innovation capacity and creative culture.

The focus is on both traditional blue sectors, such as fisheries, shipbuilding, coastal and marine tourism, and emerging ones i.e. aquaculture, blue biotechnologies and green shipbuilding. The project offers coaching and funding to blue sector MSMEs and START-UPS wishing to revolutionize their processes, products or services, and to improve their competitive strategies through knowledge sharing and innovation.

A key role in this path is played by Cultural and Creative Industries (CCIs): by providing their expertise to companies as knowledge providers, in combination with ‘new innovation agents’ (fab-labs, makerspaces, etc.), CCIs shall trigger creativity and innovation in both traditional and emerging blue economy sectors.

4helix+ also intends to favor the embedding of the project concepts and processes into regional and national RIS3 strategies, as well as into other relevant regional plans and programmes within the eight involved MED regions and beyond.

The 4helix+'s partnership is made of 10 partners from 7 countries (Italy, Greece, Croatia, Spain, Portugal, Albania, France). More analytically, the partners are:

- Lead Partner:
 - SVIM – Sviluppo Marche S.r.l. (IT)
- Partners:
 - University of Camerino (IT)
 - Central European Initiative (IT)
 - Thessaloniki Chamber of Commerce and Industry (GR)
 - Croatian Chamber of Economy - Zadar County Chamber (HR)
 - Official Chamber of Commerce, Industry and Shipping of Seville (ES)
 - XXI Dinamic Network (PT)
 - Albanian Development Fund (AL)
 - Barcelona Official Chamber of Commerce, Industry, Services and Navigation (ES)
 - Chamber of Commerce and Industry Marseille Provence (FR)
- Associated Partners:
 - Innovation and Development Agency of Andalusia – IDEA (ES)
 - Development Agency of Thessaloniki S.a. - ANETH (GR)
 - Croatian Maritime Industry Competitiveness Cluster (HR)
 - Vertigo Lab, Think and do tank in Environmental Economics (FR)
 - Association of Mediterranean Chambers of Commerce (ES)

- Make it Marseille (FR)

The main goals of the project are the following:

- ✓ Strengthen transnational activity of regional innovation clusters for development of smart and sustainable growth in the Mediterranean area;
- ✓ Support trans-sectoral and cross-border cooperation between innovative maritime clusters and within their respective regional quadruple helix of influence, stimulating also social innovation;
- ✓ Foster creative innovation in MSMEs and START-UPS operating in MED maritime industry through innovation voucher scheme;
- ✓ Provide coaching on creative innovation to maritime sectors' MSMEs and START-UPS;
- ✓ Offer €480.000 funding to selected companies for implementing creative innovation;
- ✓ Promote expertise of CCIs and 'new innovation agents' in transnational context;
- ✓ Transfer and embed innovative concepts, tools and processes tested by the project into regional strategies and policies for smart specialization (RIS3) and into national strategies and plans within the MED area and beyond.

The aim of this report is to provide an overall overview at transnational level of all the methodological and operational steps followed during the implementation of the 4helix+ Pilot Action starting from Activity 3.2 "4helix+ Fine Tuning Study" to Activity 3.9 "External Evaluation of the 4helix+ of the 4helix+ Pilot Action". It is based on the information included in the following Deliverables:

- D. 3.2.1 "4helix+ Fine-Tuning Study"
- D. 3.3.1 "4helix+ CYBERSPACE"
- D. 3.3.2 "Portal for Applications to 4helix+ EoI and Call for ppts Proposals"
- D. 3.3.3 "4helix+ transnational KPs Gallery"
- D. 3.4.1 "4helix+ BLUE BOOT CAMPS transnational report"
- D. 3.5.1 "4helix+ transnational EoI for KPs application package"
- D. 3.5.2: Transnational Call for project proposals to be awarded with innovation Vouchers application package
- D. 3.6.1: 4helix+ Regional Infodays Transnational Report
- D. 3.7.1: 4helix+ Transnational Brokerage Report
- D. 3.8.1: Regional reports of the 4helix+ transnational voucher scheme
- D. 3.9.1: External Evaluation Report of the 4helix+ Pilot Action

1. 4helix+ Fine-Tuning Study

The purpose of the Fine Tuning Study was to collect and analyse data and information provided by project's partners to find complementarities and future collaboration scenarios to be realized during the subsequent phases of the project.

This study had the main aim of analysing the Blue Economy and Blue Growth (hereafter BE-BG) sectors in the regions involved in the project and the potential for relations between these sectors and the creative and cultural industries. This analysis was functional to promote interactions between actors from different regions.

The collection and analysis of information took place through a continuous interaction between the University of Camerino and the Project Partners. This interaction aimed at guaranteeing the homogeneity and comparability of the information collected for the different territories and the subsequent analysis of the regional context.

The Fine Tuning Study was developed in three phases defined as follow:

- 1) BE-BG sectors: consistency and characteristics.
- 2) The regional system of cultural and creative industries.
- 3) Relatedness & connectivity, aimed at finding potential interactions within and between regions.

1.1 BE-BG sectors: consistency and characteristics

The project partners are quite different in terms of absolute size, the structure of economic activities and the consistency of BE-BG sectors

When considering the consistency of BG-BE sectors, in some cases it may be overestimated because the sectors comprise activities which are not strictly in the Blue Economy (for example tourism activities which are not related to the sea); in other cases it is underestimated because of the absence of relevant data. In terms of employees, the most important sector is tourism with about 60% of the total employees. The weight will exceed 70% if we consider other touristic and leisure activities; however, as mentioned, some of them are not strictly related to coastal areas. When considering tourism and leisure we must also take into account that the number of employees overstates the importance of these sectors because most of the employees are hired on a seasonal base and the value added per employee is below the average.

Other relevant area are utilities, with about 30 thousand employees (5.19% of the total), and fisheries and the commercial and processing activities connected to fisheries (Fisheries other). These two activities account respectively for about 6.04% and 3.94% of total employees.

The third area in terms of employees is Marine aquatic products (Other), particularly in the Catalonia region. Overall, this area account for about 3.65% of total employees.

The selection of the sectors by PPs has been made taking into account the characteristics and importance of BE-BG in each region and the PPs prior knowledge about their local economy.

Specifically, PPs have taken into account the following criteria:

- relevance of sectors within the BE-BG of the region (i.e., importance in terms of number of enterprises, people employed, value added, etc.);
- presence of small and medium-sized firms (given that these firms are the target of the project);
- innovation potential for the aims of the project (capability of firms to introduce innovations through the relation with cultural and creative industries);
- relatedness potential (so as to maximize inter-sectoral collaboration for innovation);
- connectivity potential (so as to maximize inter-regional collaboration for innovation).

To enhance the potential relatedness between selected sectors and maximize the results of the activities planned within the project, it was desirable to select only a few number of sectors. This is also in accordance with the latest strategies of EU innovation policy (Smart Specialization Strategy) that stresses the concentration of resources in a few promising sectors.

However, PPs decided to follow a more flexible rule; they agree to select from 3 up to 7 sectors each and to provide a list of sectors that are also relevant for their region. Table 4 shows the Project Partners' choices.

	Blue Economy	Blue Growth
Zadar County	Shipbuilding and Ship Repair	Aquaculture Coastal and Maritime Tourism
Marche	Fisheries Fisheries (other)	Aquaculture
Central Macedonia	Fisheries Sea shipping/Transport Shipbuilding and Ship Repair	Coastal and Maritime Tourism
Andalucia	Sea shipping/Transport Shipbuilding and Ship Repair Tourism/Leisure (Other)	Biotechnology Coastal and Maritime Tourism
Catalonia	Shipbuilding and Ship Repair Sea shipping/Transport Fisheries Fisheries (other) Coastal Protection Desalination Marine aquatic products (Other)	Coastal and Maritime Tourism Biotechnology (Other)
Provence-Alpes-Cote-d'Azur	Sea shipping/Transport Shipbuilding and Ship Repair Utilities Biotechnology (Other)	Renewable Energy
Albania	Fisheries	Aquaculture Coastal and Maritime Tourism
Lisbon Region	Sea shipping/Transport Fisheries	Coastal and Maritime Tourism

Table – Selected sectors

1.2 The cultural and creative industries

Cultural and Creative industries (CCI) refer to a range of economic activities which transform Cultural and Creative inputs into goods and services embodying both cultural and economic values. These sectors are largely dominated by SMEs that bring creativity, skills and talent into production, distribution and promotion of Cultural and Creative activities. Activities within the CCI includes Advertising, Architecture, Archives and libraries, Artistic crafts, Audio-visual, Heritage, Design, Festivals, Music, Performing arts, Publishing, Visual arts, Textiles/clothing, Tourism, etc....

Since only some PPs have gathered data on the consistency of the regional CCI s(see Table below), it was not possible to have a detailed picture of the CCIs in all the regions involved in the project.

Number of employees in CCI by region Number of Employees

Zadar County	n.a.
Marche	109.935
Central Macedonia	11.224

Andalucia	38.676
Catalonia	106.621
Provence-Alpes-Cote-d'Azur	n.a.
Albania	n.a.
Lisbon Region	42.359
Source: UNICAM elaborations on PPs data	

Whatever the quantitative relevance of CCI sectors, they are important because their outputs shape the identity of the countries and regions in which they are located. They also contribute to economic prosperity: CCI grow faster than most other sectors and generate new jobs.

1.3 Regional innovation ecosystems for the Blue Economy

All the sectors chosen by PPs can be classified as low-tech (such as, for instance, Fisheries, Coastal Tourism) or medium-tech (such as Aquaculture, Ship Building and Ship repair, Coastal protection).

In terms of innovation activities these sectors are characterized by a low level of investment in R&D, little capacity for autonomous innovations and the lack of absorptive capacity for collaboration. Overall, they may be considered as 'supplier dominated', because the innovative activity is highly dependent from knowledge and information supplied by external sources.

According to the latest regional innovation scoreboard, published by the European Commission, all the regions involved in the project, except the region of Provence-Alpes-Cote-d'Azur, are classified as Moderate innovator (within the four classes of Modest, Moderate, Strong and Leader). It is likely that also Albania would be included in this class. Within this class the EU scoreboard differentiate between three additional sub-level: Moderate+, Moderate, Moderate-.

The only region in the first sub-class (Moderate+) is Catalonia. Marche, Central Macedonia and Andalucia are included in the second sub-class (Moderate). Croatia (Zadar County) is classified within the Moderate (also Albania is likely to belong to this former sub-class). The most "innovative" region is Provence-Alpes-Cote-d'Azur, which has value above the EU average and is classified as Strong. This is thanks to especially an above average score in "Life-long learning" and "R&D expenditures public sector", which are two of the indicators composing the overall regional innovation scoreboard.

Adriatic Croatia is the only region that improved its score compared to its relative position in 2011. All the other regions experience a worsening of their relative position within the EU.

The regional innovation scoreboard measures the overall potential for innovation in the region, taking into account a large number of indicators referring to framework conditions for innovation (human capital,

research infrastructure, etc.), the amount of investment in R&D and innovation, the innovative activities of firms (patents, level of collaboration, etc.).

Overall, the Moderate level of innovation that characterize most of the regions is the result of two main features: the large presence of SMEs operating in low or medium-tech industries; the weakness of the research infrastructure; the low level of investment in R&D. These features characterize also the BE-BG sectors that are relevant in the regions.

It is also worthwhile mentioning that some of the PPs choose sectors that are the specialization domains within the Smart Specialization Strategy (S3). Specifically, Andalucia included the following S3 technological domains that may be of interest for BE-BG sectors; 1) Promotion of Renewable Energies; 2) Natural resources management (such for instance, Integrated management of coastal areas, water cycle management); 3) Tourism innovation. Provence-Alpes-Cote-d'Azur instead choose: 1) Cultural industry, and 2) Tourism and digital content, while Cataluna 1) Energy and Natural Resources, and 2) Cultural and Experience Based Industries, and Lisbon Region 1) Tourism and hospitality based on natural, historic and heritage including eco-tourism.

The coincidence between the BE-BG sectors chosen by PPs and those indicated in the S3 is important because of the availability of financial resources to sustain the innovative projects that would result from the activities of the project. This coincidence is valid for Andalucia, but not for Provence-Alpes-Cote-d'Azur or Catalunia.

1.4 Relatedness & connectivity, aimed at finding potential interactions within and between regions.

Relatedness between BE-BG sectors:

Besides the flow of new knowledge from knowledge providers, a key role for innovation is played by the interrelation between firms in related sectors. For this reason the concept of relatedness has gained increasing relevance in innovation policy; for example, targeting related sectors is one of the recommended guidelines within the S3. Assessing the degree of relatedness between sectors (in our case the BE-BG sectors) is not easy given that potential relations are highly dependent on the specific needs that firms are trying to address. For instance, if the innovation in fisheries is about on-board safety the most relevant relations could be with firms operating in the construction of fishing boats or with ICT firms for the development of control and communication devices.

Although some of the PPs have selected sectors that show a high degree of potential relatedness, the degree of total relatedness of each region is generally low. This is affected by the high number of sectors chosen by the PP. This is the case for instance of Catalunia. In other cases, such as the Zadar County, Marche and Albania, the degree of relatedness between the selected sectors is higher given that these PPs have chosen a few sectors that also show more potential in terms of relatedness.

Connectivity in the BE-BG sectors and CCIs:

Connectivity refers to the potential relations between subjects (firms, research institution, and other knowledge providers) in different regions. The connectivity between sectors may be of two types:

- based on the similarity of needs, when firms belonging to different regions are interested in developing or applying the same technology);
- based on complementarity, when a firm belonging to a region is developing a technology that may be of interest for a partner in another region.

The potential relations based on similarity are high for regions that have chosen Fisheries; Coastal and Maritime Tourism; medium for those that choose and Aquaculture Sea Shipping and transport, and Shipbuilding and ship repair, and low for the regions that choose the other BE-BG sectors. The potential relations based on complementarity are similar, given that most of the research centers located in PPs regions are dealing with Fisheries Coastal and Maritime Tourism and Aquaculture.

2. 4helix+ CYBER SPACE

The Cyberspace is a large web application that has supported the 4Helix+ project throughout its entire lifecycle. It is composed of various functionalities that were incrementally added in order to support various project activities such as:

- (i) the expression of interest for Knowledge Providers (KPs);
- (ii) the development of KPs and MSMEs gallery;
- (iii) the calls for the 8 boot camps' travel fiches;
- (iv) the call for travel fiches for the Transnational Brokerage Event in Zadar;
- (v) KPs and MSMEs matching activities;
- (vi) the call for innovation Vouchers;
- (vii) the call for the European Patent;
- (viii) Transferring corner.

In the following is described how the Cyberspace supported some of the aforementioned activities.

The Cyberspace has implemented two main galleries that are the Knowledge Providers (KPs) and the Micro, Small and Medium Enterprises (MSMEs) galleries. The former displays all the knowledge providers that have been approved by a Pilot Project Partner (PPP) while the latter all the MSMEs that have been approved by a PPP.

The Cyberspace successfully handled various calls that are:

- Expression of Interest for empanelment of Knowledge Providers
- Calls for travel fiches for KPs willing to participate in the 8 Blue Boot Camps

- Call for travel fiches for KPs and blue MSMEs willing to participate in the Transnational Brokerage Event in Zadar
- Call for Innovation Vouchers
- Call for blue MSMEs – Voucher beneficiaries willing to apply for a European Patent

The cyberspace provides also an advanced matchmaking environment to encourage KP and MSME collaborations. The matchmaking engine uses innovative information retrieval techniques to create an efficient indexing of the MSMEs and KPs information. The KPs and MSMEs indexing can allow the discovery of KPs and MSMEs with common interests. Matching can be used to favour project collaborations and voucher submissions. The matchmaking also allows moderators (in the following also referred to as matchmakers) to animate the interaction between matching KPs and MSMEs. The matchmaking is also a content management system (CMS) which allows the generation of web sites for meeting events. These events can include matching KPs and MSMEs for face-to-face discussions on topics of interest. The matchmaker can create web sites for meeting events by adding the text related to the following pages:

- home;
- an agenda;
- the location;
- the participants.

The cyberspace automatically generates the following web pages: home.php, agenda.php, location.php and participants.php. These pages are automatically generated from the event id and contains the gallery of KPs and MSMEs that will participate to the event. Web site generation has been successfully used for the bootcamps and the brokerage. The sites that have been generated are available at the following link: https://4helix.unicam.it/kp_fiches.php.

The cyberspace supports the interaction between KPs and MSMEs. KPs and MSMEs can see the participants of bootcamps or Zadar brokerage and decide to join the on line discussion with them or join the event.

The Transferring Corner platform is a Web platform that has been developed in the context of the 4helix+ project. This allows users to upload and view multimedia content, in addition to the possibility of using communication tools.

Access to the web portal is restricted to the 4helix+ users, thanks to an authentication system that uses the credentials provided by the system administrator.

Specifically, the Platform is characterized by two main services: (i) "Transferring Events" and (ii) "Webinars".

The "Transferring Events" service consists of a Web page with a dynamic and modular structure that allows the administrator and users with write permissions to insert different multimedia materials in a simple and user-friendly way, thanks to the ability to upload content directly in the platform, also via drag and drop.

The platform allows the administrator and authorized users to upload any type of multimedia content, up to 500mb in size for each file, such as:

- videos in mp4, swf and flv format;
- audio in mp3, aac, wma and ra format;
- word processor in docx, doc, odt, pdf format;
- documents spreadsheet in xlsx, xls, csv, sxc format;
- presentation documents in pptx, ppt, odp format.

It is also possible to add content of any website, thanks to the "URL" module that allows users to add links to any website (e.g. Youtube, Google, Wikipedia).

In addition to the possibility of inserting multimedia content, it is also possible to insert additional modules that allow users to communicate with each other in synchronous and asynchronous mode. More precisely, there is the possibility of integrating the following communication tools:

- Chat, which gives the possibility of communicating in a synchronous mode between users; the module also includes session saving and conversation history;
- Forum, which gives the possibility of asynchronous communication, which provides in addition to the opening of new topics and to reply to topics, also the possibility of attaching documents in the reply.
- Wiki, a tool that allows the possibility of creating documents thanks to collaborative writing amongst users; the module also allows tracking of all changes made by users and their history, with the possibility of restoring previous versions.

It is also possible to insert other tools such as: Polls, labels, images, questionnaires, quizzes, web pages.

The "Webinars" service consists of a new web page that allows authenticated users to access virtual classrooms in live streaming. Webinar means a live event made available through the web, which allows multiple users, even in different physical locations, to connect at the same time to participate in a seminar, a conference, an interactive lesson, a training course divided into more sessions, a workshop.

3. Portal for Applications to 4helix+ EoI and Call for pjt proposals

The Cyberspace successfully handled various calls that are:

- Expression of Interest for empanelment of Knowledge Providers
- Calls for travel fiches for KPs willing to participate in the 8 Blue Boot Camps
- Call for travel fiches for KPs and blue MSMEs willing to participate in the Transnational Brokerage Event in Zadar

- Call for Innovation Vouchers
- Call for blue MSMEs – Voucher beneficiaries willing to apply for a European Patent

3.1 Call for Expression of Interest (EoI) for the enrolment of Knowledge Providers in the KPs Gallery

Expression of Interest (EoI) for enrolment of a Knowledge Provider in the KPs Gallery https://4helix.unicam.it/approved_kp.php requires a KP to register to the Cyberspace. Information about this expression of interest can be found at the link https://4helix.unicam.it/kp_eol.php.

The KP registration requires a form to be filled in. This contains all the information required by an applicant wishing to be enrolled in KPs Gallery as it was defined by the PPs.

The applicant KP has to upload compulsory the following documents:

- CV/Company/Organisation Resume in English,
- A scanned copy of the Establishment Act/Statute (for Public or Private Research Organisations only).
- A scanned copy of an official document proving that at least one of its economic activities belongs to those mentioned in Annex 2 of the Call for EoI (Economic activities belonging to Cultural Creative Industries), indicating also relevant NACE(s) Code(s) if NACE classification is in use in its country. This obligation does not concern public or private Research Organisation (Universities, Technological Research Centers, other research organisations) and Non Institutional Agents.

Once the form is submitted, the private account for the KP is created and the responsible Pilot Project Partner is alerted about the new application and the new approval to be performed. The information that are provided in the form are also used for KP gallery generation.

3.2 Calls for travel fiches for KPs wishing to participate in 4helix+ Blue Bootcamps

Eight (8) Calls for Expression of Interest for allocation of Travel Fiches to Knowledge Providers willing to participate in the 8 Blue Bootcamps organized by 4helix+ Pilot Project Partners have been uploaded on CYBERSPACE.

4helix+ Blue Bootcamps were immersive training events where the 4helix+ Knowledge Providers met blue entrepreneurs from 8 pilot regions and engaged together in open-innovation processes and cross-sector collaboration sessions, guided and assisted by the blue growth and open-innovation experts, to generate new

embryonic business ideas & solutions to be developed possibly thanks to the funding available from the 4helix+ Innovation Voucher Scheme.

More specifically the following Calls were uploaded on CYBERSPACE:

1. The Call for EoI for travel fiches to participate in the Blue BootCamp of Lisbon (Ericeira) realized the 7-8/02/2019
2. The Call for EoI for travel fiches to participate in the Blue BootCamp of Seville realized the 20-21/02/2019
3. The Call for EoI for travel fiches to participate in the Blue BootCamp of Barcelona realized the 4-5/03/2019
4. The Call for EoI for travel fiches to participate in the Blue BootCamp of Marseille realized the 11-12/03/2019
5. The Call for EoI for travel fiches to participate in the Blue BootCamp of Thessaloniki realized the 18-19/03/2019
6. The Call for EoI for travel fiches to participate in the Blue BootCamp of Tirana realized the 20-21/03/2019
7. The Call for EoI for travel fiches to participate in the Blue BootCamp of Ancona realized the 28-29/03/2019
8. The Call for EoI for travel fiches to participate in the Blue BootCamp of Zadar realized the 09-10/04/2019

Travel fiches are released to the KPs in order to cover the expenses for traveling to a Blue Bootcamp. All Blue bootcamps Calls and relevant information are available at https://4helix.unicam.it/kp_fiches.php.

A link to the agenda and to the Blue Bootcamp Web Site, in case the latter it was created by the responsible project partner, was also provided. Various Bootcamp Web Sites were automatically generated by using the Cyberspace Web generator. Web site generation was possible since KPs and MSMEs had to register via Cyberspace for bootcamp participation and presentation. Thus the agenda and participant page could be easily generated.

Each KP could apply to the travel fiches after being approved by a PP. The application could be performed by logging into the KP reserved areas. Most of the KP information was automatically filled in by the Cyberspace. The KP had only to provide information about the attendee and whether or not he/she was willing to give a presentation during the bootcamp.

The applications for travel fiches for each blue bootcamp were evaluated by the responsible Pilot Project Partners. More specifically each PP selected the applications submitted by KPs located in the area of his responsibility on the basis of the criteria described in the relevant Calls. Results were registered on Cyberspace.

After the application for travel fiches the KP could see the application list and its outcome on its reserved area.

3.3 Call for the transnational brokerage event in Zadar

The Transnational Brokerage Event aimed at providing an effective matching between KPs and MSMEs operating in the blue sectors. It was held in Zadar, Croatia the 11/04/2019.

Before the Zadar event was held, registered KPs and MSMEs could explore collaboration opportunities via the Cyberspace. This virtual interaction facilitated MSMEs in finding suitable Knowledge Providers to collaborate with. The Zadar event gave the possibility of face-to-face meetings where participants MSMEs were facilitated in finding suitable KPs for drafting innovative projects of new products/services/processes to be presented under the 4helix+ Call for Expression of Interest for Innovation Vouchers.

KPs and MSMEs, after approval of their enrolment in the respective 4helix+ galleries, could apply for travel fiches in order to cover the travel expenses of the Zadar transnational brokerage event. A relevant form had to be filled in by KPs and MSMEs.

Responsible PPPs evaluated the applications submitted by KPs and blue MSMEs located in its area of responsibility. Each PP selected the applicants to be awarded with travel fiches on the basis of the criteria described in the Call for EoI <https://4helix.unicam.it/brokerage.php> Results were registered on Cyberspace.

The matchmaking was used to automatically generate the Web site for the Zadar brokerage. The automatic generation was possible since all participants registered via Cyberspace.

3.4 Call for innovation vouchers

The 4helix+ Call for Innovation Vouchers https://4helix.unicam.it/kp_voucher.php offered blue MSMEs the possibility to explore a business opportunity or solve a small-scale innovation related problem by acquiring knowledge and coaching services supplied by a registered KP. The aim was to help the MSMEs to develop such an innovation project. MSMEs could register to the Cyberspace platform and explore the Cyberspace Knowledge Providers Gallery in order to select a KP for the innovation need. The MSMEs could contact the KP by using the gallery information for the purpose of a successful Voucher application.

The Cyberspace call page of the innovation voucher contains the registration link for the MSMEs and the KP gallery plus various links to all relevant documents for the application.

Registration required the compulsory uploading of a scanning document proving that the MSME operates in at least one blue growth/blue economy activities (described analytically in the Annex 12 “Eligible SMEs business activities” of the Call).

After registration, the MSMEs had to wait for the approval of the responsible Project Partner (PP). The latter had to review the MSMEs data and check whether or not it was eligible for voucher application. Once approved, the MSMEs Cyberspace status would go from LOCKED to UNLOCKED status. In this status the MSMEs would automatically appear on the gallery (which is available at https://4helix.unicam.it/approved_sme.php) and would be allowed to apply for calls.

At the initial portion of the voucher application form the MSMEs had to specify the chosen KP, the reason for selecting the KP and provide general information about the project. At the final portion of the voucher application form the MSMEs had to specify the project costs and upload all required accompanying documents (in PDF format) that are:

1. the statue of the applicant,
2. a “De minimis” declaration,
3. an agreement stipulated with the KP specifying collaboration terms, and
4. an applicant statement (declaring that the applicant represents an SME, he/she is not in financial difficulties, no governance relationship exists with the selected KP, he/she is not in a situation of conflict of interest with 4helix+ Responsible Pilot Partner, the members of the Local Innovation Committee and the Local Assessment Board etc.)

A save button could be used in order to save the project draft and log out. The last saved draft of the project could be loaded again by logging into the platform. A check box could be used in order to close the application and submit the final project version. After clicking this checkbox the Cyberspace would complete a complex submission procedure composed of the following phases:

- **submission validation:** the Cyberspace would validate that all inputs (e.g., text areas and selection items) have been properly filled in. The Cyberspace would also validate all PDF documents in terms of format and size;
- **submission confirmation:** the Cyberspace would ask for a final confirmation before closing the submission;
- **receipt generation:** the Cyberspace would generate three receipts in order to acknowledge the successful project voucher submission;

An online acknowledgement receipt generated after a successful project submission. This was automatically generated by the Cyberspace and contained all the details of the submitted project and various acknowledgement information such as submission date and details about the PP to contact in case of any doubt. Together with the online acknowledgement receipt an email was automatically generated by the Cyberspace to the MSMEs. Last but not least the MSMEs could access the platform and print the project and its receipt at any time.

A Pilot Project Partner could log into its private account in order to see all submitted projects and manage their evaluation.

The Pilot Project Partner could also see the list of all submitted projects, print each project and insert the final score of the project. After each PPP evaluated its projects the Cyberspace allowed the automatic generation of a page with the project ranking. The project ranking page is available at https://4helix.unicam.it/voucher_result.php.

3.5 Restricted Call for EoI for the blue MSMEs/Start-ups - beneficiaries of Innovation Vouchers in receiving financial support to apply for a European Patent

The objective of the Call was to support blue companies (MSMEs/start-ups), already awarded with the 4helix+ innovation vouchers from the 8 Pilot regions, in the process of applying for patent protection of results achieved during the 6 months implementation period of the projects financed with the 4helix+ transnational Innovation Voucher.

This opportunity was offered to up to eight (8) blue MSMEs/Start-ups out of the forty-eight (48) beneficiaries of the Innovation Vouchers already awarded in the framework of 4helix+ Voucher Scheme listed in the official ranking list published on the 4helix+ Cyberspace.

The Call and all relevant information on Cyberspace can be seen here: https://4helix.unicam.it/epo_call_upload.php

Applicants had to download from Cyberspace fill in and upload dully signed scanned copies of the following requested documents:

- a) ‘‘Application Form’’ (Annex 1 of the Call),
- b) ‘‘Applicant’s Statement’’ (Annex 2 of the Call),
- c) ‘‘De Minimis Declaration’’ (Annex 3 of the Call)
- d) ‘‘Service Provider’s Statement’’ (Annex 4 of the Call)
- c) ‘‘Collaboration agreement’’ with the service provider.

Each Pilot Project Partner had to evaluate the applications submitted by the MSMEs/Start-ups located in its area of responsibility in base of the criteria described analytically in the Call.

4. 4helix+ transnational KP's Gallery

The Cyberspace has two main galleries that are the Knowledge Providers (KPs) and the Micro, Small and Medium Enterprises (MSMEs) galleries. The former displays all the knowledge providers that have been approved by a Pilot Project Partner (PPP) while the latter all the MSMEs that have been approved by a PPP. Approved KPs and MSMEs can apply to the 4helix+ project calls. Today the Cyberspace database contains 194 KPs registrations while the gallery displays 165 KPs. In other words a KP registration to the Cyberspace portal does not mean the KP immediately appears in the public gallery. This happens only after a PPP performed an approval process via Cyberspace. The KP gallery can be found at https://4helix.unicam.it/approved_kp.php.

A filter selection “by state” has been implemented. This allows the visualization of all the KPs that belong to the same state. The logo of each KP could be clicked in order to have more details such as previous experience, services reference person and so on.

The KPs gallery had a basic role during the 4helix+ calls (Voucher, Bootcamp and Brokerage) since it was a quick means for SMEs and KPs to overview each other information and get in touch for collaboration.

A similar gallery was implemented for the SMEs. This contains all the SMEs that were approved by the PPPs and is available at https://4helix.unicam.it/approved_sme.php.

KPs and MSMEs had to be registered in the Cyberspace portal to appear into the public galleries. As regards KPs, registration was also necessary for:

- A. applying for travel fiches in the framework of the relevant Calls for participating in the 8 blue boot camps organized by the Pilot Project Partners https://4helix.unicam.it/kp_fiches.php
- B. applying for travel fiches for participating in the Transnational Brokerage Event organized by the Croatian Chamber of Economy, in Zadar <https://4helix.unicam.it/brokerage.php>
- C. Being selected as collaborators by the blue SMES willing to apply for a Voucher in the framework of the 4helix+ Call for Innovation Vouchers.

MSMEs registration was needed for:

- A. applying for travel fiches for participating in the Transnational Brokerage Event organized by the Croatian Chamber of Economy, in Zadar.
- B. applying for a Voucher in the framework of the 4helix+ Call for Innovation Vouchers https://4helix.unicam.it/kp_voucher.php

5. 4helix+ Blue Boot- Camps

In order to raise awareness about 4helix+ Voucher Scheme, promote cross sectoral innovation and facilitate international collaboration, Pilot Project Partners in collaboration with UNICAM, organized 8 Blue Bootcamps (one in each pilot area), a Transnational Brokerage Event in Zadar, and 18 Regional Info-days (2 in 6 out of 8 pilot areas, 3 in the area of Central Macedonia and 3 in the area of Tirana – Vlora - Durrës). Blue Bootcamps were immersive training and coaching events where the 4helix+ Knowledge Providers met blue entrepreneurs from the 8 pilot areas and engaged together in open-innovation processes and cross-sector collaboration sessions, guided and assisted by blue growth and open-innovation experts. The aim was to generate new embryonic business ideas and solutions to be developed possibly thanks to the funding available from the 4helix+ Innovation Voucher Scheme. Relevant calls for EoI for allocation of Travel Fiches to Knowledge Providers willing to participate in the 8 Blue Bootcamps were published on 4helix+ Portal ‘‘CYBERSPACE’’ https://4helix.unicam.it/kp_fiches.php.

The Blue Bootcamps held in the framework of the 4helix+ were designed to work as a way to increase the chances of having good applications to the voucher scheme, in the pilot phase of the project.

With this intent, the Blue Bootcamps were conceived with two specific objectives in sight:

- a) to provide networking opportunities between SMEs and KPs and among themselves;
- b) to supply some basic opportunities for SMEs and KPs to reflect on the main themes of the project: innovation, the blue growth sector, the differences between the participating pilot regions.

These specific objectives were mostly achieved and, as a result, the voucher scheme was a success.

The Blue Bootcamps were organized following a blueprint that was firstly designed and all of the 8 editions followed that blueprint quite closely. This instrument, designed and executed for the purpose of the 4helix+ project, can therefore be considered a success.

5.1 Blue Bootcamp in Ericeira

Main theme of the BB and expected results

The Ericeira Blue Bootcamp was the first edition of the 4helix+’s Blue Bootcamp.

Its focus was coastal tourism and the majority of SMEs and KPs who attended the Blue Bootcamp were focused on this subsector of the Blue Growth.

Targets of the event

The Ericeira Blue Bootcamp was meant to attract SMEs from the Blue Growth sector, particularly from the coastal tourism. On the other hand, knowledge providers from the CCIs were also targets of this event.

- 44 participants
- 8 KPs participated
- 14 blue SMEs participated

Location of the event and justification

The Blue Bootcamp was held at Ericeira, in the Lisbon nut2 region.

The facilities of Ericeira Business Factory were used and revealed themselves very good for this kind of event. Ericeira is a small town by the sea, with a small harbor. It is a town that lives of the Blue Growth Sector: coastal tourism, surf, fishing and even aquaculture. Ericeira Business Factory is a business incubator running on a building that used to be a basic school for kids 6-10 years old.

Time of the event

The Ericeira Blue Bootcamp was held in the 7th and 8th of February, 2019.

Short report on outcomes

Resulting from this event, there are several SMEs / KPs partnerships in the making.

The local authorities (Mafra municipality) were very impressed with the participants and offered to support SMEs that would move their operations to the region.

Results of the critical evaluation of the event

Dos	Don'ts
<ul style="list-style-type: none"> • No session was longer than 90 minutes and most were under 60 minutes. This seemed to work in keeping people engaged. • The existence of multiple spaces in a short area facilitated the interaction between people. Meetings were more formal or less formal according to people's choice. • Involving other helices partners (like the municipality of Ericeira and business angels) may prove to be very useful in later stages of the project. They showed quite some interest. In fact, the deputy mayor emailed me Monday morning asking if any SME was 	<ul style="list-style-type: none"> • The bootcamp started without a formal introduction. People got to know each other along the 2 days. Maybe they could do better if there was a formal introduction in the beginning. • We did not collect formal authorization from participants to share their contacts latter. Now everybody is asking us to share information we were not authorized to share GPDR. • We were not able to conduct a field visit to a success case. We had it arranged, but a last-minute issue prevented it. I guess it would

interested in establishing its project in Ericeira, because he had secured a funding source for that	make the BB more interesting. On the other hand, something would have to be cut from the agenda
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5.2 Blue Bootcamp in Sevilla

Main theme of the BB and expected results

Sevilla Blue Bootcamp was the second edition of the 4helix+'s Blue Bootcamp.

Its focus was nautical sector, maritime and logistics, as well as import-export of fish. The majority of SMEs and KPs who attended the Blue Bootcamp were focused on this subsector of the Blue Growth. Two provinces of Andalusia were represented: Sevilla and Cádiz.

Targets of the event

The Sevilla Blue Bootcamp was meant to attract SMEs from the Blue Growth sector, particularly from the sectors mentioned before. On the other hand, knowledge providers from CCI also attended the event, as main targets.

- 38 participants
- 8 blue SMES participated
- 13 KPs participated

Location of the event and justification

The Blue Bootcamp was held at Sevilla, in the Andalusia nut2 region. The facilities of Chamber of Commerce of Seville were used and revealed themselves very good for this kind of event.

Sevilla is the capital of the province. It is relevant to highlight that the Port of Seville is the only inland seaport in Spain, being the waterway from Seville to the coast. The seaport is exceptionally situated in southern Spain's main metropolitan area with a surrounding population of over 1.5 million and it boasts intermodality based on ideal connections between ship, train and truck within the public port facilities.

In addition, nautical sector is very present in Seville, through a strong tourism activity in Rio de Guadalquivir and leisure port of Gelves.

Time of the event

The Sevilla Blue Bootcamp was held in the 20th and 21st of February, 2019.

Short report on outcomes

Resulting from this event, there are several SMEs / KPs partnerships under development.

Both blue smes and KPs were satisfied with the event, which had a high networking component. Design thinking session proved to be very efficient and composition of working tables of the session favoured networking and assessment of blue SMEs needs.

Both KPs and blue SMES were highly interested in participating in the B2B and attendance on Day 2 was as important as Day 1.

Results of the critical evaluation of the event

Dos	Don'ts
<ul style="list-style-type: none"> • Design Thinking session was highly appreciated and favoured assessment of needs of blue smes. • The existence of multiple spaces in a short area facilitated the interaction between people. Meetings were more formal or less formal according to people's choice. • Regional stakeholders showed interest in 4helix+ and in the bootcamp methodology and stayed at the design thinking session • Prepare B2B and consult both KPs and Blue SMEs to know their interest for whom they want to meet in B2B • For the design thinking session, it is positive to place in the different tables KPs and SMEs that are likely to match, after identifying profiles and possible matches during the pitch session 	<ul style="list-style-type: none"> • We could not conduct a technical visit during the bootcamp, so since CCSEV is in charge of final conference, study visit will be organized at this occasion. • We did not collect formal authorization from participants to share their contacts later. 4helix+ platform gallery is arranging this mistake since platform includes contact details of both SMEs and KPs. • We were not able to communicate beforehand to partners and KPs the list of blue SMEs participating to the bootcamp

5.3 Blue Bootcamp in Barcelona

Main theme of the BB and expected results

The Barcelona Blue Bootcamp was the third edition of the 4helix+'s Blue Bootcamp. According to the previous fine-tuning study results, we established 3 thematic focus for the bootcamp: Shipbuilding and ship-repair, sea shipping/transport and coastal and maritime tourism.

The bootcamp has two main objectives: The first objective was to promulgate the Catalan- European maritime strategy, and on the other hand, to explain different financing ways for the blue-growth sector and success funded projects as a source of inspiration for companies. The second objective was to explain the call for innovation vouchers, focusing on the innovative projects as potential recipients of the vouchers, and to offer a networking space among blue SMEs and external experts (KP) that will provide the services.

There were also two main expected results: the improvement of the blue SMEs projects/ideas considering the innovation voucher scheme call requirements thanks to the working activities proposed. The second one was the promotion of commercial agreements among KP and SMEs aroused from the networking activities.

Targets of the event

The Barcelona Blue Bootcamp was meant to attract potential beneficiaries of the innovation vouchers: Micro & SMEs and start-ups from the blue-growth & blue-economy sector in Catalonia, and Knowledge providers (KP) - Expert service providers: Innovation agents, research centres, companies or freelancers with experience and / or skills in the Cultural and Creative Industries sector and interest in the growth and blue economy sector.

- 51 participants
- 19 KPs
- Blue SMEs

Location of the event and justification

The Barcelona Blue Bootcamp was held at Casa Llotja de Mar: Passeig Isabel II, 1- Barcelona. Casa Llotja de Mar belongs to the Barcelona Chamber of Commerce and it is the ideal location to celebrate events that requires versatile spaces to develop different activities.

Its spaces can be adapted to the event necessities as it is possible to move walls, tables, chairs, black-whiteboards, etc. For the Barcelona BB, we used 3 different rooms-spaces. In pictures 3 & 4 there are some examples of the first conference room used for the first day and half of the second day. It is a regular conference room with a stage, a large screen to project presentations and audio recording options. The attendees' tables have micros incorporated that were useful for the debate and questions & answers end section. We used the space in between rooms to celebrate the coffee breaks and lunch. A third room was used for the working sessions and group dynamics.

Time of the event

The third Blue Bootcamp was held in Barcelona the 4th and 5th of March 2019, at Casa Llotja de Mar. Starting the 4th at 14:50h and ending the event the 5 at 18 h.

Short report on outcomes

Resulting from this event, there were several agreements or at least, common interest between SMEs and KPs, even apart from the 4helix+ voucher scheme. This was a great result/outcome obtained by the BCC considering the limited number of vouchers available (6). One of our objectives was to explain the innovation voucher methodology to SMEs and KP to help them with the application procedures. The other objective was to facilitate a space of networking among Catalan SMEs and Med KP. We expected to have satisfied participants that could benefit from their participation to the bootcamp in at least one aspect: understanding of the innovation call requirements, commercial agreements, a better-structured project, contacts, inspiring ideas, voucher opportunities, etc. According to the feedback received, SMEs and KP were satisfied with the working sessions, the organization and the information and materials received.

Results of the critical evaluation of the event according to the participants feed back

Dos	Don'ts
<ul style="list-style-type: none"> • Pleasant environment and a meeting venue close to public transport and close to the sea and port. • B2B first day starting at midday to allow partners, SMEs and KP to arrive with enough time and have a light lunch during the registration. • Involving of relevant stakeholders to the Bootcamp like the Catalan Government, European representatives, Innobluegrowth project representatives (Blue Growth Community), associates partners, etc. • First day of presentations to inspire blue SMEs and to address their projects according to the Catalan & European maritime strategy. • Request of KP & SMEs ppt/prezi presentations to study the services of the KP and necessities of the SMEs, to create the sub-groups for the working sessions of the second day. • KP & SMEs pitch presentations, of 3 and 5 minutes respectively, to facilitate the match-making and networking. • Development of a dossier for the BB participants with the agenda, a table with the following information of blue SMEs: SME name, typology, activity, innovation project, KP services needed. A second table with the KP participants that included KP name, typology, services offered and country. This was very useful for participants as they could establish better connections for the b2b meetings of the second day. • Introductory session showing different tools/methods available on regards innovation. • Group dynamics based on Business Model Canvas to help SMEs to improve their projects with the help of the KP, projects partners and LICs. • Working space to revise the SME projects to fit them within the 4helix+ innovation voucher call and revision of practical aspects of the call. • Enough time for B2B voluntary meetings 	<ul style="list-style-type: none"> • We did not collect formal authorization from participants to share their contacts latter. We only shared the information that was expressly provided by the KP & SMEs in their presentations. Not personal names and emails/ phones were shared. 4helix+ platform gallery arranged this mistake since platform includes contact details of both SMEs and KPs. • We were not able to communicate beforehand to partners and KPs the list of blue SMEs participating to the bootcamp, we did this the same day of the event with the folder that was given to them. • We could not conduct a study visit due to lack of time. BCC team decided it was preferable to give free time to participants as some of them had long day trips arriving.

between KP and LICs at the end of the session of the second day and within the breaks.	
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5.4 Blue Bootcamp in Marseille

Main theme of the BB and expected results

The Marseille Blue Bootcamp focused mainly 5 sectors according to the study realized in 4helix+ in blue growth and blue economy sectors.

- Traditional sectors
 - Shipbuilding and Ship Repair
 - Sea shipping/Transport
 - Utilities
- Emerging sectors
 - Coastal and Maritime Tourism
 - Biotechnology
 - Renewable Energy

The majority of SMEs and KPs who attended the Blue Bootcamp were focused on this subsector of the Blue Growth.

Targets of the event

The Marseille Blue Bootcamp was meant to attract two kinds of targets:

- SMEs in blue growth and blue economy sectors motivated for develop an innovative project and apply to 4helix+ project
- On the other hand, knowledge providers from Innovation and CCIs sectors in order to help the SMEs to develop their projects.
 - 54 participants
 - 24 KPs
 - 12 Blue SMEs

Location of the event and justification

The Blue Bootcamp was held at Marseille, in the city center.

The event was held at the headquarters of the Chamber of Commerce and Industry at the Palais de la Bourse, a unique place representative of the local economy.

The central situation of the place was a criterion in order to facilitate the access of all the participants, mainly the foreigners partners. It was also very useful from here, to organize at the end of the 2nd day a special visit of the port installations.

The facilities of the Chamber of Commerce were used and revealed themselves very good for this kind of event.

Time of the event

The Marseille Blue Bootcamp was held in the 11th and 12th of March, 2019 during 2 full days.

Short report on outcomes

The event was a great success and was very much appreciated by the participants.

They particularly appreciated the quality of the welcome and the organization, the content of the program, the quality of the exchanges between SMEs, KP and partners - local and transnational - and the opportunities for future collaborations.

Results of the critical evaluation of the event

Positive	Negative
<ul style="list-style-type: none"> • Good timing of each sessions • New ways of work / reflexion by using new tools of collaborative intelligence • The existence of multiple spaces in a short area facilitated the interaction between people. Meetings were more formal or less formal according to people's choice. • The possibility to visit local installations of the port, linked with the project topics • many foreigners KP participate to the Marseille BBC 	<ul style="list-style-type: none"> • Intensive program

5.5 Blue Bootcamp in Thessaloniki

Main theme of the BB and expected results

Thessaloniki's Blue Bootcamp focused on the following sectors: Coastal and Maritime Tourism; Fishery and Aquaculture.

Targets of the event

During this two-day event of Thessaloniki's Blue Bootcamp, the participating Knowledge Providers already registered in 4helix+ Gallery had the opportunity to meet and work closely with participating blue SMEs/Start-ups active in the aforementioned blue growth sectors.

Through specific workshops on blue growth issues, creativity, case studies presentation and a field visit to a success blue growth case in the organizing region, the Knowledge Providers and the blue SMEs/Start-ups that participated to Thessaloniki's Blue Bootcamp gained a precious and holistic blue experience which helped them explore new ideas and approaches, discuss new products, identify new blue market niches and scrutinize further collaborations for the purpose of designing successful innovation projects in the Call for Innovation Vouchers. Knowledge Providers also presented quickly their specific expertise during a specific workshop (pitch event).

- 57 participants
- 13 KPs
- 13 Blue SMEs

Location of the event and justification

The Blue Bootcamp was held at Thessaloniki, at hotel Mediterranean Palace (<https://www.mediterranean-palace.gr/en>)

Time of the event

Thessaloniki's Blue Bootcamp was held on 18th and 19th of March 2019.

Short report on outcomes

After analyzing the evidence collected from the participants, it can be stated that experts' presentations of the first day were critical and enlightening, for the given details of the project and for the wider sector of "Blue Growth". In addition, the second-day presentations led to a large number of B2B meetings (50) between Knowledge Providers and business.

Moreover, the participants were satisfied from the event, the content, the speeches, the business game, the B2B meetings, the Study visit, the hospitality and the facilities. Thus, the event achieved the following objectives: a. the dissemination of knowledge and communication of the 4helix + project, and b. effective networking between knowledge providers and businesses (SMEs), and was concluded with absolute success.

Results of the critical evaluation of the event

After Thessaloniki's Blue Bootcamp all participants were asked to fill in an online evaluation sheet for the Blue Bootcamp. The evaluation sheet can be found in the link <https://forms.gle/prnmigVfUWmY5Exo9>.

According to the participants the following summarize the views, regarding the Blue Bootcamp, collected:

- ✓ A great experience,
- ✓ Very useful and interesting feedback to companies and to their innovative projects,
- ✓ Transnational contacts,
- ✓ Networking,
- ✓ New collaborations,
- ✓ Interesting contacts,
- ✓ New business leads,
- ✓ International cooperation,
- ✓ New ideas and new acquaintances.
- ✓ New opportunities for innovation,
- ✓ Greek situation on Blue Economy,
- ✓ A general overview of the Blue Growth as a term and approach in Greece,
- ✓ An overview of the area of expertise that Greek SMEs exhibit in the Blue sector,
- ✓ Meet and relate with professionals and companies that operate in the same field,
- ✓ A better understanding of the SMEs communication needs,
- ✓ Interesting information about innovative plans and acknowledge the needs for visual communication in this sector,
- ✓ The meetings were very useful, interesting and with people from different industries and cultures.

The results of the critical evaluation of the Blue Bootcamp can be summarized in the following table:

Positive aspects	Aspects to be improved
<ul style="list-style-type: none"> • The selected presentations of the first day were interesting and gained the participants' attention • The Speakers had the properly knowledge of subjects they presented, with the appropriate style of presenting and communication • The participants found interesting the Study visit • The Business Game on blue MSMEs' needs identification was useful for improving the innovation projects and skills • The working tables were well balanced with project experts, KPs and SMEs • Facilities and venue of Blue Bootcamp, and 	<ul style="list-style-type: none"> • More time for B2B meetings and Pitch sessions • More strict control of the duration of the meetings and a notification by the organizers when the meeting should be over

<p>the provided Catering services were suitable for this kind of event</p>	
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5.6 Blue Bootcamp in Tirana

Main theme of the BB and expected results

Tirana Blue Bootcamp was the first edition of the 4helix+'s Blue Bootcamp.

Its focus was coastal & maritime tourism; Nautical Sector; Sea shipping transport; Agriculture and agro processing. The majority of SMEs and KPs who attended the Blue Bootcamp were focused on this subsector of the Blue Growth.

Targets of the event

The Tirana Blue Bootcamp was meant to attract SMEs from the Blue Growth sector, particularly from the coastal tourism in the area of Shengjin; Durres; Vlora; Saranda.

On the other hand, knowledge providers from the CCIs were also targets of this event.

- 36 participants
- 10 KPs
- 8 Blue SMEs

Location of the event and justification

The Blue Bootcamp was held at Xheko Imperial Hotel, in Tirana, capital City of Albania.

The event was chosen to be held in Tirana, due to the participation from 4 different regions. Tirana is more appropriate in relation to the distance.

Time of the event

The Tirana Blue Bootcamp was held in the 20th and 21st of March, 2019.

Short report on outcomes

Knowledge Providers already registered in 4helix+ Gallery were given the opportunity present their services to blue SMEs/Start-ups active in the blue economy sectors.

Blue SMEs from Albania presented their offering focusing on what they aim to achieve from the cooperation with creative KP in pitching sessions.

Through the BBC on blue growth, creativity, case studies presentation in the region, participants in Tirana Blue Bootcamp gained an experience which will help them explore new ideas and approaches, discuss new products, identify new blue market and make further collaborations for the purpose of designing successful innovation projects in the upcoming Call for Innovation Vouchers.

Results of the critical evaluation of the event

Dos	Don'ts
<ul style="list-style-type: none"> Each session was between 30 to 45 minutes than 90 minutes and most were under 60 minutes. This seemed to work in keeping people engaged. The existence of multiple spaces in a short area facilitated the interaction between people. Meetings were more formal or less formal according to people's choice. In the BBC have been involved other helices partners (like the Albanian Investment Development Agency, dealing with innovation, European University of Tirana). For the matchmaking session, it was positive to place in the different tables KPs and SMEs that were e likely to match, after identifying profiles and possible matches during the pitch session. For example 1 Albanian SME matched with 1 foreign KP. 	<ul style="list-style-type: none"> We did not collect formal authorization from participants to share their contacts latter Due to tight time and proximity to Bootcamp of Thessaloniki, it was not planned to organize a field visit.

5.7 Blue Bootcamp in Ancona

Main theme of the BB and expected results

The Ancona Blue Bootcamp was focused on fisheries & aquaculture, ship-building, offshore industry and coastal tourism. Facts and figures, trend and best practices at national and EU level have been analyzed in order to prove the potential of growth and innovation of the blue sector. In particular, the theme of contamination among different capabilities has been underlined as a driver of the innovation of the blue

sector. The different sectors combined together were Creative and Culture Industries with Blue Economy segments.

Targets of the event

The Ancona Blue Bootcamp was meant to attract from one side, the SMEs from the Blue Growth sector, particularly from fisheries & aquaculture, ship-building, off-shore industry and coastal tourism, in order to give voice to their innovation needs; from the other hand, knowledge providers coming from Research Development and Innovation Body / RD&I skilled enterprise, having specific expertise in the fields of the Cultural and Creative Industries or a Non Institutional New Innovation Agent already registered in 4helix+ online transnational database - 'KP Gallery'.

- 140 participants
- 42 blue SMEs
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Location of the event and justification

The Blue Bootcamp was held at Mole Vanvitelliana in Ancona, the cultural center of the city, symbol of the art and creativity, ideal location for hosting exhibition and artistic and cultural events. The Mole Vanvitelliana or Lazzaretto of Ancona is a pentagonal building, located inside the Port of Ancona, designed by the architect Luigi Vanvitelli. It was built in 1733 on an island and is connected to the mainland by three bridges. The Lazzaretto in the past was used as: public health lazaret, fortification to defend the port, storage for goods, protection of the port from the action of the waves. Affiliation for its geometric shape with 5 sides, to date, throughout the year, the monument is used to host exhibitions and other cultural events; Part of it is intended to house the Tactile Omero Museum. <https://www.lamoleancona.it/la-mole/>

Time of the event

Ancona's Blue Bootcamp was held in the 28th and 29th of March, 2019.

Short report on outcomes

The event, as a whole, had a good number of participants even if the category of knowledge providers was predominant. The sessions in the morning during the first day contributed to outline a very exhaustive frame of the Blue economy sectors, throughout current and perspective trends analysis. Many stakeholders participated bringing the demands of the categories of companies represented, such as fishermen, tourism operators and companies in the ship supply sector. Most of the knowledge providers participating represented their clients in the different nautical segments.

The parallels thematic group and methodological workshop, in the afternoon during the first day, tried to encourage the exchange of ideas between supply and demand about blue growth and innovation. Several

innovative business analysis tools have been suggested and tested. During those sessions, the contamination between creatives and blue companies was established.

The second day was very interested for the study visit at the Cantiere delle Marche, one of the several local excellences in the world for the luxury yachts construction and for having collected a series of regional best practices in the field of Blue growth and Blue contamination. Infact, many stakeholders coming from different field (business incubation, relevant blue events, scientific research, University) exposed their projects. This second day took place at the headquarters of the Ancona Port Authority, that reported an accurate presentation of the most important projects related to the blue growth and innovation, strictly connected with the Municipality of Ancona. In addition, we have invited to present also the activities of another blue project related to the innovation blue growth, named Blue Boost, represented by the University of Camerino.

Results of the critical evaluation of the event

Dos	Don'ts
<ul style="list-style-type: none"> • Identification pass for each categories in order to favor the cross fertilization and socialization in a direct and informal way • Field visit at the Cantiere delle Marche, one of the excellence in the world for luxury shipbuilding • The existence of multiple spaces in a short area facilitated the interaction between people. Meetings were more formal or less formal according to people's choice. • We did collect formal authorization from participants to share their contacts latter. • High quality methodological group us the Lego serious player 	<ul style="list-style-type: none"> • Too many knowledge providers in comparison with Blue SMEs • Too longer the knowledge providers presentations

5.8 Blue Bootcamp in Zadar

Main theme of the BB and expected results

The Zadar Blue Bootcamp was the last 8th edition of the 4helix+'s Blue Bootcamp.

Its focus was: Coastal and Maritime Tourism; Aquaculture; Shipbuilding and the majority of SMEs and KPs who attended the Blue Bootcamp were focused on this subsector of the Blue Growth.

Targets of the event

The Zadar Blue Bootcamp was meant to attract MSMEs / Start ups from the Blue Growth sector in Coastal and Maritime Tourism; Aquaculture; Shipbuilding.

On the other hand, knowledge providers from the CCIs were also targets of this event.

- 59 participants
- 17 KPs
- 10 blue SMEs

Location of the event and justification

The Zadar Blue Bootcamp was held at Kneževa palača (Duke's palace), Poljana Šime Budinića 3 in Zadar. The facilities of Duke's palace were very useful and revealed themselves very good for this kind of event.

Time of the event

The Zadar Blue Bootcamp was held in the 9th and 10th of April, 2019.

Short report on outcomes

Resulting from this event, there are several SMEs / KPs partnerships in the making.

Results of the critical evaluation of the event

Dos	Don'ts
<ul style="list-style-type: none"> • Few introduction presentations just to present Zadar County in short. Didn't want to bother participants with irrelevant informations. • Pleasant environment and meeting place that encouraged informal gathering and contributed to the relaxation of all participants • Involving other helices partners like Zadar County, University of Zadar and the Agency for Rural Development of Zadar County AGRRA may prove to be very useful in later stages of the project. They showed quite some interest. • Planned time for pitch sessions where everybody could meet others • Enough time for B2B session which proved 	<ul style="list-style-type: none"> • We did not collect formal authorization from participants to share their contacts latter. Now everybody is asking us to share information we were not authorized to share GPDR. • We were not able to conduct a field visit to a success case in a full scale because of the weather.

to be a success	
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6. Launch of the 4helix+ Innovation Voucher Scheme

6.1 4helix+ transnational EoI for KPs

The 4helix+ project launched the Call for Expressions of Interest (Call for EoI) for KPS (https://4helix.unicam.it/kp_eoi.php), on November 5th 2018, with the aim of setting up a transnational list of Knowledge Providers (KPs), being firms or professionals or Research Development and Innovation Bodies having specific expertise in the domain of Cultural and Creative Industries and/or Community Spaces considered as Non Institutional New Innovation Agents (fab labs, maker spaces, living labs, co working spaces...).

The KPs accredited in the 4helix+ KPs list (Knowledge Providers Gallery) had the opportunity to:

- Gain the visibility at transnational level and broaden their professional network through the 4helix+ Cyber Space, an innovative and interactive open space platform, where their profiles will be published and promoted among blue SMEs community;
- Take advantage of the networking opportunities organized by the project, both virtual and real (Blue Bootcamps, Regional Infodays, Brokerage Event, Roadshows, Transnational Conference in Seville, Matchmaking Environment...) to meet potential business clients and professional peers, exchange ideas and explore collaboration opportunities;
- Apply for the Travel Fiches to participate to the key networking/matchmaking events foreseen by the project (Blue Bootcamps and Transnational Brokerage Event in Zadar.
- Jointly draft and present innovation-driven project proposals in collaboration with Blue SMEs/ Start-ups to be awarded with 4helix+ Innovation Vouchers.

The KPs thus, were invited to support the implementation of the Innovation Voucher mechanism by coaching SMEs/ Start-ups from the Mediterranean Regions involved in the 4helix+ project activities and operating in the blue growth sectors, to generate new ideas, test new products, processes, services, business models and marketing strategies.

The support of KPs focused on strengthening traditional and emerging economic activities related to the maritime economy with innovative business ideas, through transferring of knowledge and creative breakthrough solutions to blue SMEs/ Start-ups and through identification and sharing of innovative

experiences, such as spatial cross-sectoral collaboration (where inter-sectoral innovation has special conditions to occur: incubators, fab labs, co working spaces etc.)

Knowledge Providers (KPs) invited to submit the EoI (online Application Form) and accompanied documents in order to be evaluated. KPs submitted applications evaluated by project partners in base of the selection criteria. Every partner was responsible for its region. KPs should be located in one of the eligible INTERREG MED areas.

If the evaluation result was positive, the KP registered in the online ‘Knowledge Providers Gallery’. Its profile and communication details were public and available to Blue SMEs/ Start-ups seeking for collaboration in elaborating innovation projects. It was also in this platform where KPs had the opportunity to apply for the Travel Fiches to participate to the key networking / matchmaking events foreseen by the project.

SMEs/ Start-ups from the blue sector and located in pilot partners’ areas, needed to select a KP registered in the Gallery. SMEs/ Start-ups, in collaboration with a KP, invited to submit blue-innovation project proposals in the framework of the 4helix+ Transnational Call for Innovation Vouchers launched and promoted in all 8 pilot areas.

The Call for EoI described the selection criteria and application procedure, the Evaluation of the Applications.

Also the Call for EoI outlined the deadline for application:

- For Knowledge Providers that willing to jointly draft and present innovation-driven project proposals in collaboration with Blue SMEs/ Start-ups to be awarded with 4helix+ Innovation Vouchers, the Expression of Interest must be submitted online by 31 March 2019 at midnight CET.
- For Knowledge Providers willing to be simply registered in 4helix+ online international catalogue (Knowledge Providers Gallery) in order to gain visibility and have the opportunity to be chosen as collaborators by Blue SMEs/ Start-ups, regardless of project’s Innovation Vouchers mechanism, the Call was remain open until the 31 of July 2020

Finally the EoI for KPs included also as Annexes the following files which can be found at the specific report:

Annex 1 Non Institutional New Innovation Agents

Annex 2 Activities (by NACE codes) belonging to Cultural and Creative Industries

Annex 3 DECLARATION OF HONOUR

6.2 Transnational Call for Blue Project Proposals to be Awarded with Innovation Vouchers

The 4helix+ Transnational call for Blue Project Proposals to be Awarded with Innovation Vouchers was published on February 1st 2019.

The objective of the Call was to offer the opportunity to micro, small and medium sized enterprises and Start-ups operating in blue growth sectors or blue economy (fishing, aquaculture, coastal and maritime tourism, shipbuilding, blue biotechnologies etc.) to acquire knowledge and coaching services supplied by Knowledge Providers (KPs) who could help MSMs to develop an innovation project.

KPs are Research Development and Innovation bodies and skilled enterprises belonging to the Cultural and Creative industries, or Non Institutional New Innovation Agents (such as fab labs, maker spaces, co-working spaces, creative hubs, living labs, tech shops, contamination labs, etc.). They had to be already registered in the international database (Knowledge Providers Gallery). Pilot Project Partners evaluated the applications of the KPs that requested to be enrolled in the Gallery. The call for KPs and the KPs Gallery are available online in the 4helix+ Portal ‘CYBERSPACE’ <https://4helix.unicam.it/>.

The aim of the innovation voucher call was to help MSMEs to design and/or create, through small innovation projects lasting 6 months, new products, services or processes. To this aim, the consortium had a budget of 480.000€ in innovation vouchers, amounting 10.000€ per project, that was granted, after evaluation, to 48 MSMEs/Start ups located in pilot projects’ regions (6 vouchers for each target region).

More analytically, the call included general information of the project, the objective of the call, the financing of the call, the eligible regions and the institutional regulation framework.

The call described the eligibility criteria for Applicants, the process for selecting a Knowledge Provider, the required relationship between the Applicants and the Knowledge Providers and the requirement of no conflict of interest of Applicants with 4helix+ Pilot Project Partners and the members of the Local Innovation Committees / Assessment Boards.

Also, it described what the Innovation Voucher offers to MSMEs/Start-ups, the type of Innovation Voucher, the innovation projects’ potential activities, the eligible activities for Voucher support and the types of not eligible activities.

Moreover, it explained the submission procedure (online submission of the Application Form and accompanied documents on ‘CYBERSPACE’ https://4helix.unicam.it/kp_voucher.php) and determined the deadline for the submission of Applications.

MSMEs/Start-ups willing to apply for a Voucher were also requested to submit online an official document proving they have at least one ‘blue’ business activity which have been checked by the Pilot Project

Partners. Applicants having at least one proved ‘‘blue’’ business activity were registered in CYBERSPACE SME Gallery https://4helix.unicam.it/approved_sme.php.

The closing day for the submission of Applications was the 30th of April 2019 at midnight CET. After a deadline extension foreseen only for the blue MSMEs/Start-ups already registered in the SME Gallery until that date, they had the opportunity to submit their applications for the Innovation Vouchers by 10th of May 2019.

In addition, the call presented the evaluation procedure with the specific evaluation criteria, the implementation, monitoring and completion of awarded projects and vouchers’ redemption and the exact timeschedule of the call for innovation voucher (Launch date, Closing date, Evaluation – Contracting Phase, Implementation period, Request for Payment Submission and Payment). Finally, the project’s privacy and disclaimer were cited.

The call included also as Annexes the following 14 documents:

- Annex 1 Application Form
- Annex 2 Applicant’s Statement
- Annex 3 Acknowledgement of receipt
- Annex 4 Confidentiality and Conflict of Interest declaration
- Annex 5 Eligibility check-list
- Annex 6 Request for further information/documentation
- Annex 7 Evaluation Form
- Annex 8 Evaluation Report
- Annex 9 Notification form of rejection
- Annex 10 Notification of Awarding
- Annex 11 Request for Payment
- Annex 12 Eligible MSMEs Business Activities
- Annex 13 De Minimis Declaration
- Annex 14 Three Party Contract

7 4helix+ Regional Infodays

During the Info-Days the blue MSMEs have been informed about 4helix+ Voucher Scheme and the typologies of activities to be realised in the proposals including all stages of innovation cycle -at technical (product, service, process), organizational, marketing level- from conception and prototyping, to transfer, patenting, commercialization, etc. They have also been informed about innovation protection issues in order to create the premises for possible applications for European Patents by the most innovative awarded proposals.

7.1 Calendar of Regional Infodays

LP (SVIM, Italy)	Info day #1	06/12/2018	Marche Region – Room Raffaello - Raffaello's Building
	Info day #2	13/02/2019	University Politecnica delle Marche –Polo Monte D'Ago –Blocco Aule Sud –A11/A12
PP2 (TCCI, Greece)	Info day #1	28/01/2019	Thessaloniki Chamber of Commerce and Industry - Thessaloniki
	Info day #2	26/02/2019	Thessaloniki Chamber of Commerce and Industry - Thessaloniki
	Info day #3	16/04/2019	TCCI's premises
PP4 (CCE, Croatia)	Info day #1	31/01/2019	Croatian Chamber of Economy - Zadar County Chamber
	Info day #2	03/14/ 2019	Croatian Chamber of Economy - Zadar County Chamber
PP5 (CCSEV, Spain)	Info day #1	11/07/2018	Chamber of Commerce of Seville
	Info day #2	17/12/2018	Chamber of Commerce of Seville
	Info day #3	18/12/2018	Chamber of Commerce of Seville
PP6 (APREDIN, Portugal)	Info day #1	11/02/2018	Univ. Lusófona - Lisboa
	Info day #2	02/12/2019	Mafra Business Factory
PP7 (ADF, Albania)	Info day #1	21/11/2018	Tirana International Hotel
	Info day #2	05/04/2019	Visitor's Center in Rradhime, Vlora
	Info day #3	06/04/2019	Vila Lule, Durrës
PP8 (BCC, Spain)	Info day #1	10/10/2018	International Nautic Show in Barcelona
	Info day #2	11/10/2018	Annual breakfast Barcelona Cluster Nautic
PP9 (CCIMP, France)	Info day #1	12/03/2018	Technopole Château Gombert - Marseille
	Info day #2	02/19/2019	Palais de la Bourse - CCIMP Marseille

7.2 Profile of participants

As planned, the Blue SMEs were the main target who have participate to the regional infodays, but as the objectives of the event was to promote 4helix+ project to a large audience, a such number of other category have participated, as institutional, public and of course potential Knowledge providers/partners.

Number total of participants: 457

213 SME

181 other (institutional/public/ partners)

7.3 Communication tools

The partners have used a large diversity of tools to promote specially their regional infodays. Each partner has adapted the general documents to reach its target on his area.

7.4 Qualitative evaluation by the project partners

There was a real interest for 4helix+ project, whatever the audience of the regional infodays. During the events the participants blue SMs interested to apply for the vouchers and KPs asked meny technical questions.

Some specific comments from the organizing partners are reported below:

- ✓ Strong interest by the SMS, but also a lot of questions related to the eligibility of the SMs and also the KPs. Some participants have declared to participate to the next blue bootcamp
- ✓ Strong interest by several KPs and SME on the event theme: "Empowering the 4helix of MED maritime clusters through an open source/knowledge"
- ✓ Sharing and community-based approach in favor of MED blue growth" especially on the voucher opportunity for project financing"
- ✓ Strong interest from the participants Knowledge Providers. Questions about the details of the Call for Expression of Interest for KPs answered by the speaker
- ✓ Good Interest from SMEs, confusing eligible sectors from Cultural and Creative Industry explained to them. Announced bootcamps and registration to platform
- ✓ Attendees showed lots of interest. Made many questions. People wanted to understand the project and, in particular, wanted to know more about the Voucher Scheme (conditions, deadlines...)

8 4helix+ Transnational Brokerage Event

The Transnational Brokerage Event, that took place in Zadar (Croatia), aimed at providing an effective matching between Knowledge Providers and SMEs / Start – ups operating in blue growth or blue economy. A relevant call for EoI for allocation of Travel Fiches to Knowledge Providers and SMEs/Start-ups willing to participate in the Transnational Brokerage event in Zadar (Croatia) was published on 4helix+ Portal “CYBERSPACE” <https://4helix.unicam.it/brokerage.php>

During 10h of the TBE participants presented their work, products and services, used plenty opportunities to meet and discuss important issues regarding the Voucher Call and an application to it.

In total, there were participants from 18 BLUE MSMEs; 20 KPs; 12 LICs, 13 PPs, 2 Associated Partners and 2 others.

8.1 Main theme of the TBE and expected results

The Transnational Brokerage Event aims at providing an effective matching between the project main target groups/categories as individuals or legal entities that have been registered at the project Cyber space (Knowledge Providers, MSMEs/Start–ups)

During the one day event participants had the opportunity to exchange ideas and explore collaboration possibilities in order to create successful partnerships for the project proposals development for the Voucher Call. Brokering as a tool is crucial to feasibility of a voucher scheme to minimize the application burden on MSMEs and to provide effective matching to suitable KPs, by creating the favourable ground where ideas, collaboration, networking activities are fertilized.

Expected results are B2B meetings and B2KP meetings bringing an innovation potential. Testing the on-line system (MATCHMAKING ENVIRONMENT, hosted by Cyber Space) as a central mechanism to favour best matchmaking between Demand (blue SMEs) and Supply (KPs) all together animated by the LICs is envisaged as one of the crucial TBE results.

8.2 Targets of the event

Transnational delegations composed of 4helix+ PPs, blue SMEs/start-ups of the 8 MED areas participated on the Event. The PPs selected participants after the public EoI and winners received the travel fiches, at maximum 6 per PP. The matchmaking process has been facilitated by the PPs and the LICs to possibly draft innovative projects of new products, services or processes that will be presented or applied to the 4helix+ Call for Expression of Interest for Innovation Vouchers.

The TBE carries the crucial role for testing the pilot activities of transnational cross-fertilization and knowledge transfer among the participants. Once proofed successful, the Pilot activity can take a role of a model in future blue sector projects in the MED region.

8.3 Location of the event and justification

The TBE venue is Kneževa palača (Rector's Palace), Poljana Šime Budinića 3, in Zadar, Croatia. The reasons for this object selection as an event place is, first of all, in its function matching the project's tune – CCI; it is a multifunctional gallery with rooms equipped and convenient for this type of event. Secondly, it's location in the heart of the Old town which is very approachable from many different travel directions.

8.4 Time of the event

The TBE timeframe: date - 11 April 2019; 09 – 19 h

8.5 Short report on outcomes

Many business cards were exchanged among the possible project partners and a foundation established for future collaboration.

Although some project partners did not succeed in attracting blue companies and knowledge providers to come to the transnational brokerage event in Zadar, there was a sufficient number of blue companies and knowledge providers for quality B2B and B2KP matchmaking. During the introductory part of the brokerage event in which the companies had an opportunity to present themselves, their business and the expertise they are offering or looking for, the present companies could choose who they want to meet on individual B2KP meetings. Over 60 individual B2B meetings were held during the second part of TBE. Blue SMEs also got a suggestion of matchmaking from PP4 (Croatian Chamber of Economy) as CCE is responsible partner for matchmaking tool on 4helix+ Cyberspace.

Suggestions were generated on 4helix+ Cyberspace with a help of algorithm created by UNICAM, although only 3 KPs, suggested to present Blue SMEs by matchmaking tool as one of 5 best KP matches, were present on TBE. That companies representatives have met on B2B meetings. The day before TBE, PPs decided on SC meeting to make matchmaking tool available for SMEs and KPs that are using Cyberspace. On that way, registered KPs and SMEs can get suggestions of perfect matches by themselves at any time. After the Voucher call closure Partnership will know how successful was brokerage and were there any transnational cooperation's on voucher call applications.

Dos	Don'ts
<ul style="list-style-type: none"> • Bringing together transnational actors playing roles on 4 levels (MSMEs, KPs, LICs, PPs) • Matchmaking tool application • Location and the venue are excellent • High level of interest of the participants to apply to the Voucher Call • Excellent cakes • Nice city tour and cultural events 	<ul style="list-style-type: none"> • Presenters should be limited in time for their presentations • Next time - matchmaking tool usage should be an obligation for participants to select at least a week before the event happening • More information on the national legal obligation of the Voucher

9 Selection, Monitoring, EPO Call, Final Reporting and Payment of Awarded Projects

9.1 Selection

The evaluation of the Applications submitted in the framework of the 4helix+ Transnational call for Blue Project Proposals to be Awarded with Innovation Vouchers was made at regional level by the 8 Selection Boards, composed by the members of the Local Innovation Committees (specialists in blue-growth / trans-sectoral innovation and pilot project partners representatives), that were constituted by the Pilot Project Partners.

The members of the Selection Boards had to have no conflict of interest with applicants which could affect the potential performance of the innovation projects. To this purpose, all members of the Selection Boards signed a confidentiality and not conflict of interest declaration prior to joining the Boards (Annex 4 of the Call).

Evaluation phase had to be concluded by the Selection Boards within a month from the deadline for the submission of the applications.

Applications were firstly checked as far as their completeness and eligibility criteria fulfilment.

The following documents (foreseen in the Call for Innovation Vouchers), were examined during the check:

- Statute(s) of the applicant
- Scanned copy of a declaration signed by the legal representative regarding previous aid received by the MSME/Start-up under the De Minimis Regulation

c) Scanned copy of the collaboration agreement signed by the MSME/Start-up and the Knowledge Provider selected

d) Scanned copy of the Applicant's Statement (declaring that the applicant represents an SME, he/she is not in financial difficulties, no governance relationship exists with the selected KP, he/she is not in a situation of conflict of interest with 4helix+ Responsible Pilot Partner, the members of the Local Innovation Committee and the Local Assessment Board etc.)

After checking, Pilot Project Partners responsables filled in and signed the "Application Eligibility Checklist" (Annex 5 of the Call) for each application submitted.

Some applicants were requested for integration documents or details. In these cases was used the form "Request for further information or documents" (Annex 6 of the Call)

Applications fulfilling the eligibility criteria were evaluated by relevant Selection Boards in base of three groups of criteria namely "Excellence", "Impact" and "Capability".

More specifically, submitted Applications were evaluated on a "competitive basis" in base of the following criteria and according to the "Evaluation form" (Annex 7 of the transnational voucher call):

a) Excellence (40%)

a.1 Clarity of the objectives and pertinence with the general aims of 4helix+;

a.2 Technical /Scientific quality;

a.3 Innovation potential (ground-breaking objectives, novel approaches);

a.4 Effectiveness of the proposed budget;

a.5 International collaboration (if selected Knowledge Provider is not located in the country of the Applicant);

b) Impact (30%)

b.1 Enhancement of the innovation capacity of the company;

b.2 Market Potential;

b.3 Energy savings;

b.4 Contribution to the protection of the environment;

c) Capability (30%)

c.1 Experience of the applicant in collaborative projects with research institutions or R&D skilled companies;

c.2 Adequacy of the Knowledge Provider to the requirements/objectives of the project;

c.3 Availability of relevant human resources and technical infrastructure assuring new knowledge integration in the company

Rating took place using scale 0-5 and step 0,5. The overall score of each application came from the average of the members of the Selection Board. Evaluators used the same evaluation grid (the corresponding to Annex 7 "Evaluation form" of the Call) to rate and calculate the overall score of each application submitted. Evaluators took also into consideration a "Clarification document", approved by Project Partners and uploaded on CYBERSPACR, which specified among others how the thresholds and the scoring

associated to the main evaluation criteria had to be understood. Each evaluator assessed separately the applications submitted by the blue SMEs of the region of the relevant Pilot Project Partner on the basis of the evaluation criteria mentioned above. Therefore, the overall score obtained by each application was the average of the single scores given by each evaluator.

Applications were ranked in base of the overall score – in descending order from highest to lowest score. Selection Boards' members, filled in and signed the Evaluation reports (Annex 8 of the Call), which were accepted by the representatives of the Pilot Project Partners.

Evaluation results were approved by Pilot Project Partners responsables bodies/persons and published on CYBERSPACE. They are available at https://4helix.unicam.it/voucher_result.php.

Each Pilot' s area Selection Board selected the 6 highest ranked applications to be awarded with innovation vouchers (10.000€ each one) by the responsible Project Partner. A number of applications were kept in reserve in order to be awarded with innovation Vouchers in case of availability of extra funding.

The Six Applicants from each pilot region that submitted the highest ranked applications were also checked by the responsible Project Partners as regards their obligations relating to taxes, social security contributions and also the “De Minimis” rule.

Applications not fulfilling the eligibility criteria were rejected. Rejected applicants received the Notification of Rejection” (Annex 9 of the Call).

After checking, succesfull applicants (48 in total) received the “Notification of Awarding and Voucher Payment Method” (Annex 10 of the Call) from the Pilot Project Partners. Furthermore, successful Applicants, Knowledge Providers involved and the legal representatives of the Pilot Project Partners signed Three Party Contracts - describing the specific conditions and also respective rights and obligations for the implementation of the innovative projects.

9.2 Monitoring

At the end of the third month of implementation, Voucher beneficiaries and relevant Knowledge Providers, were requested by Pilot Project Partners to provide information on their status, innovative projects' progress, problems, possible benfits for the SME, etc. by responding to a short questionnaire. Furthermore, Local Innovation Committes members realized on the spot visits at the premises of the beneficiaries or the involved Knowledge Providers in order to check inoovative project' s progress, identify and discuss possible problems during projects' implementation etc. Relevant questionnaires were filled in by LICs members. First trimester monitoring results were presented by LICs and discussed during the 4th Steering Commette meeting held on September 26th 2019 in Ancona.

During the 6th month of implementation, Voucher beneficiaries and involved Knowledge Providers, were requested once again by Pilot Project Partners to provide information on their status, innovative projects' progress, problems, possible benefits for the SME, etc. by responding to a short questionnaire. 2nd trimester monitoring results integrated with information included in the Request for Payments submitted by the voucher beneficiaries to the Pilot Project partners upon the conclusion of their innovative projects were presented by LICs during the 5th Steering Committee Meeting held the 30 – 31 of January 2020 in Thessaloniki.

9.3 EPO Call

A Restricted Call for Expression of Interest for the blue MSMEs/Start-ups beneficiaries of Innovation Vouchers willing to be supported in applying for a European Patent was published on CYBERSPACE https://4helix.unicam.it/epo_call_upload.php the 17th of January 2020 and it remained open until the 15th of February 2020. The objective of the Call was to support blue companies (MSMEs/start-ups) already awarded with the 4helix+ innovation vouchers, in the process of applying for patent protection of results achieved during the 6 months implementation period of the projects financed with the 4helix+ transnational Innovation Voucher. The opportunity to receive a consulting service up to 3.500,00€ (including EPO's fees and taxes) financed by 4helix+ was offered to up to eight (8) blue MSMEs/Start-ups (one from each pilot area) out of the forty-eight (48) beneficiaries of the Innovation Vouchers.

More analytically, the Restricted Call for Expression of Interest for the Blue MSMEs/Start-ups beneficiaries of Innovation Vouchers willing to be supported in applying for a European Patent included the Objective of the call, information about the European Patent such as the European Patent Office (EPO), the Nature and purpose of the European Patent, the items making up a European patent application, the fees, the options for filing European patent applications and how the applicants can find a professional representative.

In addition, the Restricted Call included the Financing of the call, the eligible MSMEs/START-UPS, the Institutional Regulation Framework. Also, described the eligible costs covered by the grant and the Grant payment policy.

Also, explained the application procedure and the eligibility criteria for the support and determined the deadline for the submission of Applications.

Moreover, the call presented the evaluation procedure with the specific evaluation criteria, the application for the European patent - grant redemption and the exact timetable of the restricted call for EPO application grant. Finally, the privacy and disclaimer were cited.

The restricted call included also as Annexes the following 7 documents:

- ANNEX 1 Application Form
- ANNEX 2 Applicant's Statement
- ANNEX 3 De Minimis Declaration
- ANNEX 4 Service Provider's Declaration
- ANNEX 5 Three Party Contract
- ANNEX 6 Request for Payment

ANNEX 7 Evaluation form

9.4 Final Reporting and Payment of awarded projects

Each beneficiary, upon the completion of its project, submitted to the responsible Pilot Project Partner the “Request for Payment” (Annex 11 of the Call) accompanied by the following documents:

- a final report on the project elaborated and previously submitted to the beneficiary by the KP involved.
- a copy of the collaboration agreement between the SME Beneficiary and the Knowledge Provider (in case the version provided in the application phase was amended) and
- A one-sheet document describing barriers/challenges found during the project and this call, including contributions from beneficiary to improve future actions based on this initiative

The Request for Payment and accompanying documents submitted by each beneficiary had to be reviewed and approved by the Responsible Pilot Project Partner before proceeding with the payment of the voucher sum to the Knowledge Provider involved. In case the Request for Payment was recognized as incomplete or incorrect, the Responsible Pilot Project Partner had to ask the SME to submit complete and correct Request for Payment in due time. Only complete and correct Requests for Payment were accepted.

All Requests of Payments were considered correct and they were accepted by Pilot Project Partners.

Pilot Project Partners, after the acceptance of the “Request of Payments” submitted by the beneficiaries of their pilot regions, asked each Knowledge Provider involved to issue directly to them an invoice with the amount reported in the relevant Request for Payment.

All 48 Vouchers were paid out by the mid of May 2020.

9.5 Main characteristics of the awarded projects

Below are reported the main characteristics of the awarded projects according to the eight Regional reports of the 4helix+ transnational voucher schemes submitted by the Pilot Project Partners (Deliverable 3.8.1).

9.5.1 SVIM – Sviluppo Marche S.r.l. (IT - LP)

• Applications Received

In Marche Region territory, a total of 15 applications were received. All applications were considered eligible. After evaluation, 6 projects were selected for funding and proceeded to the following steps of signing the Three Party Contracts and effective implementation.

In the following table the list of the funded projects and short description.

Name of MSME	Name of KP	Project Acronym	Title of the project	Short description	Type of Innovation	International cooperation/Local/National
Ittica co.pe.ri. srl	BLU MARINE SERVICE SOC COOP	BP	Bio-Packaging: Use of eco-sustainable materials for packaging the sea food products	The project foreseen the use of innovative biodegradable and compostable packaging for some of the product lines of the seafood. The new packaging similar in shape and characteristics to the currently used, is made of "poly-lactic acid" (PLA) which has the important characteristic of being biodegradable and compostable in industrial composting plants.	Product/process	Local-regional
Polenta Raffaella	NASCENTE Srls	SEALAND	From the land to the sea: Innovating through heritage tourism	The project SEALAND combines communication activities never used before by the farmhouse: heritage tourism storytelling, digital PR management, digital PR event and new food product/recipe testing. A new storytelling was created through heritage tourism, using the fascinating territory's history that combines life stories of fishermen, peasants, and cooks. The mosciolo (exclusive wild mussel of the Portonovo) was a relevant part of the story, created in collaboration with the local partners Portonovo Fishing Cooperative and Slow Food Ancona & Conero. A digital PR campaign has been developed, inviting main bloggers and guests to live this 360° experience	Market oriented/organisational	Local-regional

Ebiketruck Srl	Sineglossa	eBT	e-Bike Telling	e-Bike Telling project matches art and entrepreneurship, aiming at market development and prototypes of a new experiential bike tourism service. The project is based on the innovative approach of Art&Business, that exploits creative and disruptive competences, typical of artistic projects (Sineglossa), to bring innovation within enterprises (Ebiketruck).	Product/service	Local-regional
Impresa lavori marittimi ancona Ilma Srl	Differens Srl – Marketing & Innovation	M.F.M.&M. (MARITIME FLEET MONITORING AND MANAGEMENT)	Development of company's maritime fleet monit & management dashboard and integration with website	The project aims to design and develop an innovative monitoring system for the company's maritime fleet and a dashboard for real time monitoring the position of vessels, speed and other information. Online dashboard and data extraction in graphical and tabular form, data aggregation and drill-down for each maritime company's asset. The second objective of the project is the penetration into new markets through the development of a new multilingual and SEO optimized website.	Process	Local-regional
Palm Riviera Società Cooperativa	ALTAGAMMA Srl	Beachtime	Beachtime	The Beachtime app, thanks to the simplicity and immediacy of its use, allows the dissemination of information services by public and private operators, as well as the management of booking services, integrated by a social system aimed at the community of establishments and users of the beach. The aim of the APP is to provide a series of services (eg request and reservation of umbrellas and deckchairs, consultation of events and other info) and social functions (chat / messages). Users will have the opportunity in	Service	Local-regional

				real time to know the beach where to spend their holidays by the sea, the exact price of the requested service and all the ancillary services they will be able to use, avoiding unpleasant surprises and also relying on past reviews left by previous customers.		
Lega Navale Italiana sezione di San Benedetto del Tronto	MANIACARD – Free Card, Advertising & Media	“Gente di Mare”	“Gente di Mare” – Promoting Sport, Tourism & Environment.	Through ‘Gente di Mare’ project, we will define the image that best identifies Italian Naval League, section of San Benedetto del Tronto, focusing on environmental protection and in particular on the respect of our fragile marine and coastal ecosystem. The first step to undertake is refreshing the existing brand in order to have a more representative and impactful profile. Through defining a communication strategy we will build awareness and strengthen the image of the association as the leader in the	Process	Transnational

- **Awarded projects**

The final awarded list and reserve list, after the evaluation is as follows:

Rank	Outcome	Project ID	MSME ID	MSME name	Project acronym	score
1	awarded	19	82	ITTICA CO.PE.RI. SRL	BP	3.834
2	awarded	43	74	Polenta Raffaella	SEALAND	3.636
3	awarded	16	72	ebiketruck srl	eBT	3.615
4	awarded	14	67	IMPRESA LAVORI MARITTIMI ANCONA ILMA SRL	M.F.M.&M. (MARITIME FLEET MONITORING AND MANAGEMENT)	3.593
5	awarded	25	97	Palm Riviera Società Cooperativa	Beachtime	3.54
6	awarded	78	62	LEGA NAVALE ITALIANA Sezione di SAN BENEDETTO DEL TRONTO	"Gente di Mare"	3.509
7	reserve	15	71	La Baia srl uninominale	360Lock	3.466
8	reserve	44	65	CNT Technologies	COSMETIC-using Comics	3.447
				S.r.l. semplificata	as a Medium for TechnIcal Communication	
9	reserve	21	89	MARIVER SRL	MARIVER CRM	3.371
10	reserve	41	102	Ge.fim srl	3-4D NautInnova	3.368
11	reserve	20	83	ADVANCED MECHANICAL SOLUTIONS SRL	INACAP2019	3.335
12	reserve	49	120	SAILADV SRL	H-SIS2019	3.258
13	reserve	68	137	CANTIERE NAVALE FRANCHINI SRL	NEPTUNE	3.188
14	reserve	62	145	CHS WIND SOLUTIONS SRL	S&D	2.893
15	reserve	83	148	Bigoni Galiano & C. snc	storyFISH: The story of fishing and fishermen of Ancona	2.55

- **EPO Application**

SVIM published the call on SVIM web-site too and Social FB, in order to disseminate it to the Innovation Vouchers final beneficiaries and communicate the opportunity.

On the 9th of December 2019, SVIM organized a Blue Innovation Lab in Marche Region headquarters in the framework of the Organization's projects managed (among them 4helix+, INVESTINFISH, BLUECROUWDFUNDING) with the regional Stakeholders and innovation vouchers beneficiaries in order to describe the opening of the restricted EPO Call for Expression of Interest and present the details and functioning.

At the closure of the call foreseen for the 15 of February 2020 17:00 h (CET) Brussels time CET, no proposals were received by SVIM by the vouchers beneficiaries. As such SVIM closed the procedure with internal Decree of the Sole Manager.

- **Final reporting – request for payment**

The Marche Region MSMEs Innovation Vouchers beneficiaries presented their Annex 11 – Request for Payment Form between the 9th and the 17th of January 2020 after the closure of the projects implementation.

SVIM managers checked all the documents and annexes filled by beneficiaries, in a very few cases requested some integrations or details.

All 6 Voucher projects reports were qualified as successful and considered for payment. SVIM Sole Manager approved the Vouchers payment on the 2nd of March 2020 and SVIM Administration Office was then authorized to proceed to bank transfers.

- **Vouchers Redemption**

All payments were processed on the 3rd of March 2020. All KPs beneficiaries received the bank transfers in due time.

9.5.2 Thessaloniki Chamber of Commerce and Industry (GR –PP2)

- **Applications Received**

Sixteen (16) applications (innovative projects) were submitted by blue MSMEs located in the Region of Central Macedonia in the framework of the 4helix+ Call for Innovation Vouchers.

The following table presents all the applications submitted through “CYBERSPACE” by MSMEs/Start-ups located in the Region of Central Macedonia:

	Project ID	MSME ID	MSME name	Project name / acronym
1	81	126	SKOPELOS DIVE CENTER P.C.	Virtual Dive at Christoforos shipwreck / SEE THE SEA
2	32	59	SYMEON NALMPANTOGLOU	Smart life Jacket for watersports (sailing, kitensurfing and windserfing) / Smart life jacket
3	1	9	Konstantinos Koukaras	PROMote Innovative Sustainable aquaculture best practices in the context of blue Economy / PROMISE

4	37	79	YAKO SAILING MARITIME	UDISSEA / U Define Your Sea, Sailing & Environmental Action
5	51	56	ANASTASIOS PAPIAS AE	Hotel Customer Service Application + Website / N/A
6	52	100	Yachting Venture	Develop and Improve Marketing Strategies through Machine Learning Algorithms and AI / DAIMSTMLAAA
7	35	93	DIOPAS SA	ECONET Branding and Promotion / N/A
8	10	48	AVGITA N & CO LP	Innovative Digital & Marketing For Business Enhancement /
9	54	128	APEIRON YACHTING	Boost Blue Economy Through Eco Friendly Vacations /
10	22	91	Charisios & Vasiliki Tarnana Bros	Design Business Boost for Little Big House / Little Big
11	47	95	Thessaloniki Convention Bureau	Promoting Thessaloniki Activities by the Sea / PROTEAS
12	64	122	Sailing Time	Thessaloniki Sailing League
13	55	90	IOLE TRAVEL	DO IT WITH THE LOCAL / IOLE (INNOVATION-ONLINE-LOCAL-
14	8	41	Vasilios Zamanis - MY DREAM FOR	Platform development with the aim to combine all possible sea
15	36	87	PYTEL VACATION	REBRANDING OF AN INCOMING TOURISM AGENCY SPECIALISED IN
16	75	150	IOAN. CHOROZOGLU & CO GP	Aquaculture Leisure Facilities / ALF

More analytically, the following innovation projects were submitted from blue MSMES located in the Region of Central Macedonia:

1) "Virtual Dive at Christoforos shipwreck / SEE THE SEA" Submitted by "Skopelos Dive Center P.C.". Knowledge Provider: "3DRResearch s.r.l" "Italy"

Skopelos Dive Center (<http://sporadesdiving.gr/>) is a certified PADI Dive Center, fully licensed by the Greek Port authorities and supported by DAN Europe (Dive Alert Network). The aim of the project is to combine the knowledge of 3DR in digital technologies with the skills of the Skopelos Diving center to develop an innovative tourist product, a "Virtual Dive of Christoforos shipwreck", a VR app that gives the opportunity to enjoy the treasures of the sea to those who cannot dive. Skopelos Dive Center will benefit from the project's results having the chance to boost its tourism attractiveness presenting this touristic

product into tourism trade events and capitalizing the acquired skills in developing apps and creating underwater multimedia contents to offer innovative diving services and technologies.

Type of Innovation project: Innovative product design/development

Type of collaboration with the KP: International

2) “Smart life Jacket for watersports (sailing, kitensurfing and windsurfing)/ Smart Life Jacket” submitted by “Symeon Nalmpantoglou (Go Zone)”. Knowledge Provider: “ENTREAUTRE” (France).

The micro enterprise Symeon Nalmpantoglou (<https://www.active-sport-club.eu/>) specializing in water sports such as windsurfing, kite surfing and small boats sailing. The project concerns the design and creation of an upgraded prototype of a lifejacket for watersports that embeds a GPS tag that can accurately locate the user in distress and send help directly to the right place (PORT POLICE, rescue teams, watersports rescue boat team). The jacket also has a heating system that maintains body temperature and prevents hypothermia. The energy required to power the heater is provided by photovoltaic cells.

Type of Innovation project:

- Innovative product design/development
- Innovative service design/development
- Experimental testing /measuring
- New market / sector development

Type of collaboration with the KP: International

3) “Promote Sustainable Aquaculture Best Practices in the context of Blue Economy / PROMISE” submitted by “Konstantinos Koukaras”. Knowledge Provider: “KALIRIS” (France)

Mr Konstantinos Koukaras (www.kostaskoukaras.com) is a Professional Freelancer as Marine Biologist, promoting sustainable Aquaculture as an expert. The proposed project aims to promote the benefits of aquaculture best practices using a global innovative business design method that includes the design thinking approach. Once the project is implemented the SME will have at its disposal a set of innovative tools that will help it to promote innovative aquaculture methods, in order to move the European aquaculture sector forward for future sustainable innovations.

Type of Innovation project:

- Innovative service design/development
- Innovative process design/development

Type of collaboration with the KP: International

4) “UDYSSEA / U Define Your Sea, Sailing & Environmental Action” submitted by “YAKO SAILING MARITIME”. Knowledge Provider: “Tessera Multimedia S.A.”(Greece).

YAKO Sailing Maritime (<https://yakosailing.com/>) is a yacht charter company est. in 2014 and offers crewed and bareboat cruises in N. Greece. UDYSSEA is an innovative project, which adds value to the sailing experience and nautical tourism, as it provides ready-made solutions for sailing routes, but also offers the opportunity for tailor-made nautical routes combining elements from the local natural, cultural and human environment. It provides a personalized interactive experience to travelers of all ages through a dynamic e-shop, via which the potential visitors can be well-informed about the offered products/services, and create an excursion on their own, choosing among a variety of interactive and educational activities.

Type of Innovation project:

Type of Innovation project:

- Innovative service design/development
- Innovative process design/development
- Experimental testing /measuring

Type of collaboration with the KP: National

5) “Hotel Customer Service Application + Website” submitted by “Anastasios Papias AE (Golden Star City Resort”. Knowledge Provider «Slab design studio» (Greece)

Golden Star City Resort (<https://www.goldenstarhotel.com/>) is a 4-star awarded hotel situated right on the blue flag awarded beach of Perea, just a few minutes away from the historic center of Thessaloniki. The project concerns the innovative application “Golden App” which will be designed to offer breakthrough online services to guests and thus enhance their experience with the hotel. Additionally, the project includes the creation of a brand new hotel web site.

Type of Innovation project: Innovative product design/development

Type of collaboration with the KP: National

6) “Develop and Improve Marketing Strategies through Machine Learning Algorithms and AI / DAIMSTMLAAA” submitted by “YACHTING VENTURE”. Knowledge Provider: “Moras Dimitriou Ioannis (DTEK)” (Greece)

Yachting Venture (<https://yachtingventure.com/>) is an online marina which hosts yachts in Greece. The proposed project is the implementation of a smart and innovative AI mechanism which will enhance the capabilities of the current platform. Furthermore, Search Engine Optimization will take place in the whole platform in order to increase the organic results.

Type of Innovation project:

- Innovative service design/development
- Innovative process design/development

Type of collaboration with the KP: National

7) ‘‘ECONET Branding and Promotion’’ submitted by ‘‘DIOPAS S.A.’’.

Knowledge Provider: ‘‘Molivi design studio’’(Greece).

DIOPAS SA (<https://www.diopas.com/>) is a family business that manufacture nets and ropes with high quality materials according to the end-user’s needs. The proposed project aims to meet the market demand for innovative products that could help the fishing industry apply large scale fish protection programs. The ECONET devices can be described as nets that enable to build three-dimensional structures in order to provide shelter and food to many fish species in the juvenile phase of their lives.

Type of Innovation project: Innovative product design/development

Type of collaboration with the KP: National

8) ‘‘Innovative Digital & Marketing For Business Enhancement / I.D.M.B.E.’’ submitted by ‘‘AVGITA N & CO LP (Think Green)’’. Knowledge Provider: «Moras Dimitriou Ioannis (DTEK)»(Greece).

AVGITA N & CO LP (<http://thinkgreen.gr>) is producing Greek organic premium products based in Greek traditional and Mediterranean recipes used eco friendly technologies. The aim of the proposed project is to upgrade the visual branding of the company by upgrading online presence and also the implementation of a digital marketing strategy which will increase the brand awareness and the sales of the company.

Type of Innovation project:

- Innovative product design/development
- Innovative service design/development
- Innovative process design/development

Type of collaboration with the KP: National

9) ‘‘Boost Blue Economy Through Eco Friendly Vacations / B.B.E.T.E.F.V’’ submitted by ‘‘APEIRON YACHTING’’. Knowledge Provider: «Moras Dimitriou Ioannis (DTEK)» (Greece).

APEIRON YACHTING (<https://apeironyachting.gr/el/>) was founded in early

2019 and the activity of the company is to charter a vessel to potential customers with or without skipper. The proposed project includes the implementation of a smart web application that will propose, plan and create eco-friendly sailing holidays that nowadays are getting more popular.

Type of Innovation project:

- Innovative service design/development

-Innovative process design/development

Type of collaboration with the KP: National

10) “Design Business Boost for Little Big House / Little Big Boost” submitted by “Charisios & Vasiliki Tarnana Bros”. Knowledge Provider: “Business and Cultural Development Centre”, (Greece).

Little Big house (<https://www.littlebighouse.gr/>) is a hospitable, soulful and relaxing hostel which can host a total of 36 guests at a time. The proposed project aims to address the seasonality of Little Big House. This project will use Design Methodology to come up with a range of strategies that will be tested at the enterprise levels to ameliorate the effects of seasonality.

Type of Innovation project:

- Innovative service design/development
- Innovative process design/development
- Business model generation
- Experimental testing /measuring
- Prototype development

Type of collaboration with the KP: National

11) “Promoting Thessaloniki Activities by the Sea / PROTEAS” submitted by “Thessaloniki Convention Bureau”. Knowledge Provider: “Moras Dimitriou Ioannis (DTEK)” (Greece).

Thessaloniki Convention Bureau (<https://www.thessalonikiconventionbureau.gr/>) was created in 2014 by a group of private companies, with the participation and support of the Municipality of Thessaloniki. TCB is a member-based organization, counting 50 members.

The primary objective of the PROTEAS Project is to improve the quality of provided services in order to attract individual travelers, events and congresses. The development and implementation of the strategy will be achieved through: a website, a new video featuring the coastal area of the destination, Social Media Marketing and Promotional Material.

Type of Innovation project: Innovative service design/development

Type of collaboration with the KP: National

12) “Thessaloniki Sailing League” submitted by “Sailing Time”. with Knowledge Provider: “Slab design studio” (Greece)

Sailing Time (<https://www.sailingtime.gr/el/>) established in 2009 as an innovative “Sailing and Windsurfing School”. Instead of owning a sailing boat Sailing Time, through the innovation projects, plan on hosting a

sailing regatta where boats will be provided by the organizing authority and all that sailors willing to participate have to do is pack their sailing gear and catch a plane.

Type of Innovation project:

- Innovative service design/development
- Prototype development

Type of collaboration with the KP: National

13) “DO IT WITH THE LOCAL / IOLE (INNOVATION-ONLINE-LOCAL-ECOLOGIC) Travel” submitted by “IOLE TRAVEL. Knowledge Provider: “Slab design studio”(Greece).

IOLE TRAVEL (<https://ioletravel.gr/>) is a travel agency and operating most outgoing tourism. With this project the company wants to radically transform their website, make it user friendly and establish it as a booking engine. They also want to expand their services and target to an international market by offering walking-talking and food experience.

Type of Innovation project:

- Innovative service design/development
- Prototype development

Type of collaboration with the KP: National

14) “Platform development with the aim to combine all possible sea holidays in eight regions in Greece / ACTION SEA” submitted by

“Vasilios Zamanis - MY DREAM FOR YOU”. Knowledge Provider: “One Drop Concept Studio”(Greece)

The company (<https://www.mydreamforyou.eu/>) provides individual and tailor-made holidays for small groups from 6 to 16 people. The proposed project is the new platform “Action Sea” – Your Sea Holidays in Greece with the aim to combine all possible sea holidays in eight different regions in Greece. Those possible activities are: Sailing cruises, motor yacht cruises, scuba diving and fishing.

Type of Innovation project:

- Innovative service design/development
- Business model generation

Type of collaboration with the KP: National

15) “REBRANDING OF AN INCOMING TOURISM AGENCY SPECIALISED IN LOCAL, TAILORMADE TOUR / Re-BrandTOURS” submitted by “PYTEL VACATION”. Knowledge Provider: “Slab design studio” (Greece).

PYTEL VACATION (<http://www.pytelvacation.com/>) is an incoming tourism agency, active since 2014 and specialized in tailor-made tours. Core aim of the proposed project is a new image for the travel agency that will impact both ends of the service; the visitor and the local destination.

Rebranding will provide the necessary change to convey the message of its innovative activities.

Type of Innovation project: Innovative service design/development

Type of collaboration with the KP: National

16) ‘‘Aquaculture Leisure Facilities / ALF’’ submitted by ‘‘IOAN. CHOROZOGLOU & CO GP’’. Knowledge Provider ‘‘Slab design studio’’ (Greece).

The company (<http://www.ixthiotrofiakidikis.gr/>) is engaged in aquaculture and fish production of *sparus aurata*, *decentrarhus labrax* and *pagrus pagrus*. Through the innovation project the company will (i) Provide access to the public to use the aquaculture facilities of the company (ii) build a special cage of 2.800 cubic meters where the facilities visitors can spend their free time by fishing their own fish in a protected environment, (iii) increase its revenues from the new service and make a brand name as the first aquaculture company which opens its doors to the public to come and fish in its cages.

Type of Innovation project: Innovative service design/development

Type of collaboration with the KP: National

- **Awarded projects**

The following Blue MSMEs received from the TCCI an innovation voucher:

1) ‘‘Skopelos Dive Center P.C.’’ for the innovative project «Virtual Dive at Christoforos shipwreck». KP: «3DResearch s.r.l.» from Italy.

2) ‘‘Symeon Nalmpantoglou (Go Zone)’’ for the innovative project ‘‘Smart life Jacket for watersports (sailing, kitensurfing and windserfing)’’. KP: ‘‘ENTREAUTRE’’ from France.

3) ‘‘Konstantinos Koukaras’’ for the innovative project ‘‘Promote Sustainable Aquaculture Best Practices in the context of Blue Economy’’. KP: ‘‘KALIRIS’’ from France.

4) ‘‘YAKO SAILING MARITIME’’ for the innovation project «UDYSSEA» (U Define Your Sea, Sailing & Environmental Action). KP: ‘‘Tessera Multimedia S.A.’’ from Greece.

5) ‘‘Anastasios Papias AE (Golden Star City Resort)’’ for the innovation project «Hotel Customer Service Application + Website». K.P: ‘‘Slab design studio’’ from Greece.

6) “YACHTING VENTURE”, with the Knowledge Provider “” from Thessaloniki (Greece) for the innovation project «Develop and Improve Marketing Strategies through Machine Learning Algorithms and AI». KP:

’Moras Dimitriou Ioannis (DTEK)’ from Greece.

In addition, 10 applications kept in reserve in case of extra funding becomes available.

The following table presents the outcome and the score of the applications submitted by the MSMEs of the Region of Central Macedonia in the framework of 4helix+ Voucher Call:

Rank	Outcome	Project ID	MSME ID	MSME name	Project name /acronym	score
1	awarded	81	126	SKOPELOS DIVE CENTER P.C.	Virtual Dive at Christoforos shipwreck / SEE THE SEA	4.453
2	awarded	32	59	SYMEON NALMPANTOGLOU	Smart life Jacket for watersports (sailing, kitensurfing and windsurfing) / Smart life jacket	4.176
3	awarded	1	9	Konstantinos Koukaras	PROMote Innovative Sustainable aquaculture best practices in the context of blue Economy) / PROMISE	4.13
4	awarded	37	79	YAKO SAILING MARITIME	UDISSEA / U Define Your Sea, Sailing & Environmental Action	3.618
5	awarded	51	56	ANASTASIOS PAPIAS AE	Hotel Customer Service Application + Website / N/A	3.592
6	awarded	52	100	Yachting Venture	Develop and Improve Marketing Strategies through Machine Learning Algorithms and AI / DAIMSTMLAAA	3.547
7	reserve	35	93	DIOPAS SA	ECONET Branding and Promotion / N/A	3.518
8	reserve	10	48	AVGITA N & CO LP	Innovative Digital & Marketing For Business Enhancement / I.D.M.B.E.	3.35
9	reserve	54	128	APEIRON YACHTING	Boost Blue Economy Through Eco Friendly Vacations / B.B.E.T.E.F.V	3.302

10	reserve	22	91	Charisios & Vasiliki Tarnana Bros	Design Business Boost for Little Big House / Little Big Boost	3.234
11	reserve	47	95	Thessaloniki Convention Bureau	Promoting Thessaloniki Activities by the Sea / PROTEAS	3.198
12	reserve	64	122	Sailing Time	Thessaloniki Sailing League	3.182
13	reserve	55	90	IOLE TRAVEL	DO IT WITH THE LOCAL / IOLE (INNOVATION-ONLINE-LOCAL-ECOLOGIC) Travel	3.165
14	reserve	8	41	Vasilios Zamanis - MY DREAM FOR YOU	Platform development with the aim to combine all possible sea holidays in eight regions in Greece / ACTION SEA	3.12
15	reserve	36	87	PYTEL VACATION	REBRANDING OF AN INCOMING TOURISM AGENCY SPECIALISED IN LOCAL, TAILORMADE TOURS / Re-BrandTOURS	3.021
16	reserve	75	150	IOAN. CHOROZOGLOU & CO GP	Aquaculture Leisure Facilities / ALF	2.748

- **Final Reporting**

During the innovation projects implementation at the Region of Central Macedonia, there were no difficulties and problems. All MSMEs started and finished their Projects within the time plans, in line with the forecasted costs and all the activities carried out were in line with the ones that were described in the Application Forms.

- **EPO Application**

TCCI didn't receive any applications for European patent from the 6 selected Blue MSMEs which were informed about the Call through e-mails and phon calls. The TCCI Administrative Committee was informed about the closure of the Call and the fact that no applications were submitted the 11 March 2020.

- **Vouchers Redemption**

According to the three party contracts, upon the conclusion of each innovative project, a Final Report describing the activities developed in its framework had to be issued by the relevant Knowledge Provider and delivered to the MSME – Startup. The Final report had to be attached to the Request for Payment which

had to be submitted by the latter together with further supporting documentation to the relevant Project partner.

After the conclusion of the innovative projects of Central Macedonia, 6 Requests for Payment (Annex 11 of the Call for Innovation Vouchers) - one for each project - including the Final Reports and further supporting documentation (photos, designs, etc.) produced during the 6 months projects' implementation period together with one-sheet documents describing barriers/challenges that were found during the implementation of each project, including contributions from the beneficiaries to improve relevant future actions, were submitted to the TCCI by the following Voucher beneficiaries:

1. Skopelos Dive Center
2. Symeon Nalmpantoglou (Go Zone)
3. Konstantinos Koukaras
4. YAKO SAILING MARITIME
5. Anastasios Papias AE (Golden Star City Resort)
6. YACHTING VENTURE

The members of the Selection Board the LIC expert in Blue Economy, validated the Final Reports within 15 days from the date of submission, by accepting the Requests for Payments mentioned above.

The acceptance of the Requests for Payments was finally approved by the Administrative Committee of the TCCI the 21/12/2019 and the 23/01/2020 (TCCI A.C. Decisions of 21/12/2019 and 23/01/2020).

After the approval of the Requests for Payment the 6 Knowledge Providers (1. "3DResearch s.r.l.", 2. "ENTREAUTRE", 3. "KALIRIS", 4. "Tessera Multimedia S.A.", 5. "Slab design studio" and 6. "Moras Dimitriou Ioannis (DTEK)") involved in the implementation of the selected innovative projects were asked to issue directly to the TCCI invoices with the amounts reported in the relevant Requests for Payments (corresponding to those reported on the Innovation Vouchers) and to send them to the TCCI in order to be checked.

The TCCI checked the invoices sent by the aforementioned Knowledge Providers and made all relevant payments by the 3rd of March 2020.

9.5.3 Croatian Chamber of Economy - Zadar County Chamber (HR- PP4)

- **Applications Received**

	Name of the Organization	Project Acronym	Title of the project

1.	Foka doo (LTD)	VRD	Virtual Reality Diving
2.	Magic Croatia d.o.o.	Virtual reality of Zadar history	VR of Zadar history
3.	Zara Agent d.o.o.	DV: ZASA	Digital visibility: Zara Agent Shipping Agency
4.	Ribarski obrt Milivoj Blaslov, suvl. Milivoj Blaslov i Božidar Blaslov	VRF	Virtual Reality fishing
5.	Obrt LANĐIN	VIP	Visual identity and publicity of small entrepreneur R
6.	Shuttle Tours d.o.o.	Memory Box of Dalmatia	Taste Dalmatia Memory Box
7.	Maloižanin d.o.o.	CAP	Clean Anchorage Program
8.	Sub mission j.d.o.o.	SUB	Under the Sea
9.	Moje More	Innovation in marketing	Innovation in marketing as a source of enterprise competitiveness
10.	KNEŽAK, suvl. Robert Vlakić, Oliver Grzunov i Nenad Špehar	KPAV	KNEŽAK - PROMOTION AND VISIBILITY
11.	SUN SAILING D.O.O.	Be ECO-tourist!	The eco-friendly approach to tourism as a factor of the company's competitiveness improvement
12.	Marina Signum d.d.	4helix+ Empowering the 4helix of MED maritime clusters	"Olive Island Marina – promotion of tourism and the natural beauty of the island of Ugljan"
13.	BEGONJA D.O.O (CHASING THE DONKEY)	3LB	3 Little Birds: Scientific Tourism-Birdwatching and Nature Interpretation in Zadar County
14.	Obrt Dario Marinov	SF-IT	Defining functional requests for developing IT platform for buying and selling fish and seafood

	Number of applications	Funding required
Applications received	14	140.000
Review		
Eligible applications	12	120.000
Application rejected	2	20.000
Evaluation		
Applications above threshold	12	120.000
Selected (ranked) applications	6	60.000
Reserve list applications	6	60.000
Application rejected	2	20.000

DESCRIPTION OF THE INNOVATIVE PROJECTS RECEIVED

1. Virtual reality diving, Blue MSME: Foka doo (LTD), Košljun, selected KP: Novena d.o.o., Zagreb

The topic of the project is the production of innovative educational and promotional materials for the blue SME Foka business. Its innovativeness lies in the use of Virtual Reality (VR) and Augmented Reality (AR). To realize this, Foka company proposed two basic types of materials. The first ones are AR educational materials used to educate beginner divers. The other ones are promotional AR materials. Foka also suggested two types of promotional AR applications. One is used in the center when visitors come to arrange the dive, and the other is used to introduce diving sites to tourists in tourist agencies. It is challenging to sell diving to a non-diver, for the reason that the buyer does not see the product he is getting. It is also very demanding to equip people in charge of selling with the knowledge required to market such product, if they are not divers themselves. With augmented reality, this bridge between sellers and buyers would be more easily crossed.

2. Virtual reality of Zadar history, Blue MSME: Magic Croatia d.o.o.,

Briševo, selected KP: Spectre j.d.o.o., Valpovo Topic: Zadar's history through VR glasses Proposed product/service/process: -Aerial footage with DJi drones -3D modeling -Animation and ringing -Virtual reality development The advantages of this project include: -Magic Croatia company will be owner of an innovative and unique product -the product will bring new customers - company will offer a new product to previous customers -extending tourist season -company will increase income -integrating new knowledge - applying modern audiovisual technologies will lead to learning and memorizing more easily.

3. Digital visibility: Zara Agent Shipping Agency, Blue MSME: Zara agent d.o.o., Zadar, selected KP: SERVICIOS INTEGRALES LOGIPYMES, S.L., Sevilla Logipymes, Zara agent company Knowledge provider, will build a new custom market with blue vision thanks to the capacity of the customer for offering services in other local markets in addition to Croatia. In other words, the customer should increase the visibility provide that Logipymes execute actions

- 1) to protect of the environment
- 2) to remove obsolete communication.

In the first steps, the KP will analyze the internal factors, new proposal of segments and new improvements in the website in order to increase the potential marketing. Thanks to this, the customer can obtain these results:

- A) Personalisation and segmentation - with email marketing the customer can personalise messages.
- B) Environmentally-friendly - email marketing is better for the environment than direct marketing by postal mail.
- C) Real-time marketing – through email marketing the customer can connect with customers in real-time.
- D) Time-saving - through automation the customer can trigger emails to be sent to customers based on an action they have performed on your website

Conversions and increased sales - if Zara Agent has a new promotion people can click on links and follow your call-to-action immediately.

4. Virtual Reality fishing, Blue MSME: Ribarski obrt Milivoj Blaslov, suvl. Milivoj Blaslov i Božidar Blaslov, Kali, selected KP: Printshop d.o.o., Zadar

The project's goal is diversification of income by introducing new fishing tourism activities, which will be realized through web site design and promotional films, enabling international access to increasingly demanding and dynamic younger clientele. Through this innovation, visitors will have the opportunity to experience new tourist offer, in a new, specific way. Along with the existing basic fishing activity, it is intended to start fishing tourism as a form of innovation in business, which will ensure additional income for enterprise throughout the year. Fishing tourism is a representation of economic fishing in such a way that interested tourists / visitors can get an insight into the performance of this activity, where in direct contact with the fishermen they can experience traditional fishing. Along with the aforementioned, it is planned to innovate the business by using innovative technologies such as Virtual Reality VR, which will enable tourists to virtually experience the complete process of fishing starting from getting out of the harbor, laying the net in the sea, to final catch and unloading the fish on the vessel.

5. Visual identity and publicity of small entrepreneur R, Blue MSME: Obrt LANDIN, Kraj, selected KP: Printshop d.o.o. Zadar

The crafts company Landin project goal is innovation through diversification of its income and through marketing activities. The company's plan is to take engage in touristic fishing, taking fishing tours with small groups of tourists and thus secure additional source of income through the touristic season in Pašman. The new website of the Landin Touristic Fishery will enable the company's potential clients and fishing partners to obtain all relevant information regarding traditional fishermen life in Pašman, information on local food specialties, especially those from the sea. The accent will be on the ecological, traditional and sustainable fishing.

Combining these two activities, fishing and tourism, the small enterprise Landin will be able to generate sufficient income without the need for additional fishing effort. Using the small and low motor power and low energy consumption Boat the impact on the environment is additionally minimized.

Communication with Landin's potential clients will be greatly improved as direct contact with the business owner will be enabled through contact and reservation pages.

6. Taste Dalmatia Memory Box, Blue MSME: Shuttle tours d.o.o., Zadar, selected KP: Motus Vis d.o.o., Zagreb

The Shuttle tours company goal is to connect its 2 brands TASTE DALMATIA (www.tastedalmatia.hr) and DALMATIA HERITAGE (www.dalmatia-heritage.com), i.e. multi day tailor-made tours based on food and wine, but also on history, culture and heritage intended for smaller groups. At the end of the tour, the idea is to give some kind of gift box that would contain different souvenirs with emphasis on a Cookbook with traditional authentic recipes, that the company's guests have tried during their time spent traveling and socializing with the company Shuttle tours. What is innovative in this project, besides having a souvenir regarding the company's business, is also a new way of marketing; idea that guests who use the company's services when arriving to their homes and when they are telling their families, friends and colleagues how they spent their vacation they actually use Shuttle tours company memory box. They cook according to the company's recipes and thus pass on the emotions, tastes and scents that followed them on their journey. This is how direct marketing is done by telling about the days spent on the tour, eating food and having fun in flavors and scents that remind them of beautiful memories, and thus encourage a new round of people to use Shuttle tours company services.

7. Clean Anchorage Program, Blue MSME: Maloižanin d.o.o., Mali Iž, selected KP: Media oglasi d.o.o., Zadar

The project aims to help the Maloižanin company to create a more eco-friendly anchorage for the thousands of guests from around the world staying at one of the company's 28 berths. The company saw an opportunity to increase awareness of maritime pollution amongst those who enjoy the sea the most - nautical tourists. ii) The process entails illustrating the problem and offering a way to help solve it. The company's plan helps guests at its anchorage understand the extent of marine pollution, putting scientific data into context by using the company's small stretch of shoreline as an example of a much bigger problem. The company will then point them to several nonprofit organizations helping clean the world's waters, while also giving them an opportunity to make a smaller difference in the company's bay. iii) The project will benefit the company in two ways. First, by helping it keep its anchorage clean, something the company Maloižanin has been trying to do by themselves for the last eight years. Second, it will also help rebrand the company's anchorage as an eco-friendly destination.

8. Under the Sea, Blue MSME: Sub mission j.d.o.o., Zadar, selected KP: Printshop d.o.o., Zadar

Making a website is an innovation in the company Sub mission, and in a way it would also allow diversification of its business, as it would enable its potential clients with insight of all the situations that the company is able to do. By doing this, people will come up with new ideas that can be done under the sea (lighting or underwater exhibition, info projectors under the sea) and enriching the company's business with the ability to engage in more diverse activities and experience some new opportunities. Such a system would also make it easier for the company to do business because it is difficult to explain to its clients without its visual presentation of the company's business opportunities.

9. Innovation in marketing as a source of enterprise competitiveness, Blue MSME: Moje more, crafts business, Molat, selected KP: Motus Vis d.o.o., Zagreb

Project: Innovation in marketing as a source of enterprise

competitiveness The Project Goal: Increasing market competitiveness through a well-designed marketing strategy In the blue economy of small and medium enterprises still the central problem of all is low competitiveness. The situation is similar in the craft for tourism 'Moje More', which has owned the wooden boat Gostilje. The project refers to a new marketing strategy where the following innovative methods are seen: digital marketing, cross-marketing, outdoor marketing, inbound marketing, social media marketing. In the marketing strategy, the company would emphasize the originality of the wooden boat Gostilje, which was built in 1911. and it is a proud example of Croatian wooden boats. Another very important aspect of the marketing strategy, that will lead the craft of 'Moje More', is to preserve the environment.

10. KNEŽAK - PROMOTION AND VISIBILITY, Blue MSME: KNEŽAK, suvl. Robert Vlakić, Oliver Grzunov i Nenad Špehar, Sutomišćica, selected KP: Media oglasi d.o.o., Zadar

This innovation project aims to increase visibility, promotion, and recognition of Knežak brand, creating at this point crucial foundation for the enterprise's plan of a new business model of merging fishery with tourism - the opening of a first of this kind local fish restaurant in Sutomišćica that will serve the enterprise's own catch. In order to promote Knežak and to increase visibility and recognition of Knežak brand among tourists, local community and nautical tourists from Olive Island Marina Sutomišćica, together with our KP the enterprise will develop: Knežak logo design, professional photos and video content, brochure, memorandum, business cards, Wordpress website, social media campaign, and promotional items - t- shirts, caps, flags, lighters, pens. The work the enterprise does here will provide it with a foundation, support, and marketing framework in the planned restaurant project. KPAV is for the enterprise Knežak an innovative project and a first building block for a bigger innovative project - the restaurant.

11. The eco-friendly approach to tourism as a factor of the company's competitiveness improvement, Blue MSME: SUN SAILING D.O.O., Privlaka, selected KP: 10RV, Zadar

'Be ECO-tourist!' is an innovative project which aims to increase the company's competitiveness within the current market by including the ecological factors towards the services provided. The company decided to take some steps towards building a foundation for creating an ecological reputation of the products and services as well as the company's brand image. The innovations proposed are organizational- related where the planned improvements relate to: workplace organization; principles of operations and relations between the company and its environment. For the six months that the project will last the company Sun sailing plans to use the Knowledge Provider alongside its employees to create an eco-image of the Sun Sailing brand via the previously stated activities, which the company will continue to use long into the future.

12. "Olive Island Marina – promotion of tourism and the natural beauty of the island of Ugljan", Blue MSME: Marina Signum d.d., Sutomišćica, selected KP: 4film d.o.o., Zagreb

Olive Island Marina is a small family marina located in Sutomišćica on the island of Ugljan, in a deep and well-protected bay. It is a newly opened marina, club type, which dedicates special attention to its guests by offering them a range of additional facilities (swimming pool, sunbathing area, beach, bar, terrace overlooking the open sea, children's playground). The rich gastronomic offer of the Olive Garden restaurant

includes indigenous Dalmatian specialties spiced up with the ideas of modern cuisine. Great attention is paid to quality, so the food is prepared in the traditional way. Marina is surrounded by beautiful nature with rich horticulture that, together with an unforgettable sunset, contributes to a relaxing ambience.

With a professional approach to the creation and implementation of promoting technical and tourist potential of the marina located in a beautiful natural environment will allow increased development of tourism offer and the economy of the island Ugljan.

13. 3 Little Birds: Scientific Tourism-Birdwatching and Nature Interpretation in Zadar County, Blue MSME: BEGONJA D.O.O (CHASING THE DONKEY), Privlaka, selected KP: Saltwater Workspace Split (by Salt with Philosophers d.o.o.), Split

Birdwatching tourism refers to travel with the main purpose of viewing birds in their natural habitat. This type of tourism takes place mainly in natural environments, with the specific purpose of viewing and experiencing the natural features of a destination. Zadar county is one of the most relevant bird areas in the country for its geography and feeding grounds for many endemic and migratory species. Birdwatching is among the fastest growing outdoor activity in the planet, moving millions of people to new destinations worldwide looking for new birds species and generating billions of dollars on traveling, accommodation and birding paraphernalia. Birdwatchers can be men and women of all ages. They are usually well educated, relatively affluent and interested in other wildlife as well. Scientific Tourism-Birdwatching and Nature Interpretation is a mix of activities: exploration and adventure, scientific research collaboration, Education & Learning and Culture & Interpretation.

14. Defining functional requests for developing IT platform for buying and selling fish and seafood, Blue MSME: Obrt Dario Marinov, Split, selected KP: Minshara d.o.o., Split

Topic of this project is preparing detailed functional requirement for developing IT platform that will benefit not only Investor, but also other companies involved in fishing, selling and buying fresh fishes. Main output from this project will be document called 'Functional requests for building IT solution'. This document is firm base what needs to be done and will serve to any company that will develop this solution. It defines platform's architecture and, based on this document, Investor will be able to receive precise offers that include exact price and timeframe for developing solution. This project is first and most important phase in overall project of building and setting IT platform in motion. This IT platform will be company's innovative service/product that will be used not only by Investor, but also by other fishermen and fish buyers. This will expand company's sales processes and income and help others to do their business more efficient and more economic.

INTERNATIONAL COOPERATION

With regard to the international aspect, the international cooperation was established in one of the application: blue SME was Zara agent d.o.o. from Zadar, Croatia and its Knowledge provider selected was the Spanish company SERVICIOS INTEGRALES LOGIPYMES, S.L., Sevilla

- **Awarded projects**

The blue MSMEs which received the innovation vouchers and their selected Knowledge providers, respectively, are:

Croatia

Rank	Outcome	Project ID	MSME ID	MSME name	KP name	Project acronym	score
1	awarded	11	49	Foka doo (LTD)	Novena d.o.o.	VRD	4.205
2	awarded	46	42	Magic Croatia d.o.o.	Spectre j.d.o.o.	VR of Zadar history	3.898
3	awarded	48	22	Zara agent d.o.o. pomorska agencija	Servicios integrales Logipymes s.l.	DV: ZASA	3.85
4	awarded	33	147	Ribarski obrt Milivoj Blaslov, suvl. Milivoj Blaslov i Božidar Blaslov	Printshop d.o.o.	VRF	3.585
5	awarded	6	34	Obrt LANĐIN	Printshop d.o.o.	VIP	3.448
6	awarded	59	132	Shuttle Tours d.o.o.	Motus Vis d.o.o.	Memory Box of Dalmatia	3.371

- Final Reporting**

All the Blue MSMEs and Knowledge providers had no major problems with regard to the punctuality on the time plan, except for one case in which photo shooting of tourist accommodation offer could not be done in high tourist season as initially planned in the project collaboration agreement, and it had to be postponed for late season.

- EPO Application**

No applications were received to the EPO call by the pilot partner CCE.

- Vouchers Redemption**

All six innovation vouchers were paid in February 2020

9.5.4 Official Chamber of Commerce, Industry and Shipping of Seville (ES-PP5)

The Official Chamber of Commerce, Industry and Shipping of Seville received eight SME's proposals and has selected six applications:

1. Title of the Project: Acronym: ANDA19

BLUE E-LEARNING INNOVATIVE PLATFORM

Name of the Company: MARIO FLORIDO FRANCISCO ANDALUZA DEBARCOS

Company ID: 27

Blue sector/Nace: 9331.1 Alquiler de embarcaciones 8552.1 TTE. Cabotaje y vias interiores viajeros 7331.1

Description project& innovation features:

Topic

New Blue e-learning innovative platform for online nautical courses is a virtual school project associated to a remarketing strategy based on a specific methodology to boost proactive sales (not only on-demand sales);

Target product & innovative features

ANDA19- New Blue e-learning innovative platform permit to offer new services without distance barrier, previous level of knowledge in students and personalized experience

Target service

ANDA19 - increase and company according with improve the capacity for innovation of a SME Blue the sector demand and evolution;

Name of the KP selected: SERVICIOS INTEGRALES LOGIPYMES SL KP ID: 166

KP profile: Digital marketing projects. Experienced in organic positions in Google, SEM (PPC) and social media.

Successful cases on Tourism sector as well as companies within the freight, logistic and foreign trade sector.

LOGIPYMES has solid experience in projects which requires a new development with specific custom needs as well as implanting new business process. For them, it is really usual to define big several years, they have developed these aspects for different industries and companies.

- Preparation of personal back-ends in projects related to commercial trade
- Development through Content Management System (CSM) adapted to the customer.
- Development of ecommerce platforms in different methods (Woocommerce, Magento or PrestaShop)
- Analysis of indicators related to customer satisfaction
- Improvements of front – ends in order to increase of number of sales

LOGIPYMES professionals are integrated by young professionals, fully multidisciplinary, innovative and knowledgeable to provide companies with solutions in terms of brand and image communication

International cooperation:

ANDALUZA DE BARCOS ensured a constant dialogue with national and transnational KP's, as well as members of the 4HELIX+ project. He analyzed and promoted his ANDA9 project according to the

concepts of the program, analyzing relevant experiences and best practices at the macroregional level during the 4HELIX+ events: Blue Bootcamps, Workshops, and Matchmaking sessions.

2. Title of the Project: DESIGN AND DEVELOPMENT OF WEBSITE AND TOURIST INFORMATION APP

Acronym: GUADALUXE APP

Name of the Company: ELECTRIP, ECOCRUCEROS POR EL GUADALQUIVIR SL

Company ID: 32

Blue sector/Nace: 5010 Transporte marítimo de pasajeros

Description project & innovation features:

Topic

GUADALUXE APP is an automatic tourist information project based on an Audio-Guide system using a WebApp with Points of interest geolocated and active during a Guadalquivir river-tour.

Target product & innovative features

GUADALUXE APP provides to client-travelers 25 audio tracks_(Spanish/English) with information regarding the major active POIs during a Guadalquivir-tour through a mobile device used by travellers.

Target service

GUADALUXE APP allows a tourist visit on a cruise on the Guadalquivir without human assistance, through an audio-guided and multilingual system.

Name of the KP selected: NTL STUDIOS CONCEPTOS EN DISEÑO S.L KP ID: 198

KP profile: Innovation and technology-oriented projects: Big events, museums, expositions, product design and communication. Technology for conceptual projects. Augmented reality & Architectural projects. NTL STUDIOS is a company specialized in design and innovation with a strong experience in team management of design, organization, advice and integral production of innovative and technological services, cultural architecture, museums, exhibitions, stands and general events. The company offer professionals of great experience who they come from the field of design, architecture, and with permanent collaborators within the field of fair marketing and the management of congress and exhibition halls.

International cooperation:

ELECTRIP ensured a constant dialogue with national and transnational KP's, as well as members of the 4HELIX+ project. He analyzed and promoted his GUADALUXE APP project according to the concepts of the program, analyzing relevant experiences and best practices at the macroregional level during the 4HELIX+ events: Blue Bootcamps, Workshops, and Matchmaking sessions.

3. Title of the Project: DESIGNING INNOVATIVE LOGISTICS SERVICES VIA CUSTOMER RESEARCH

Acronym: DesINNOLOSERV

Name of the Company: LAMAINER LOGISTICA S.A.

Company ID: 78

Blue sector/Nace: 5229 – Otras actividades anexas al transporte

Description project & innovation features:

Topic

DesINNOLOSERV is a research project on the perception of customers about Lamage services, as well as the needs of current & future logistic services in order to re-design current services or to develop new ones that will fulfill these needs.

Target product & innovative features

DesINNOLOSERV allows large international companies to have an offer of logistics services adapted to them, using all the innovative Database & Social Networking Applications.

Target service

DesINNOLOSERV allows Lamage to obtain a large amount of information on their clients' perceptions of the quality of services, their satisfaction of certain service attributes and on their level of commitment and loyalty.

Name of the KP selected: MARKETING LABORATORY MARLAB - UNIVERSITY OF MACEDONIA
KP ID: 161

KP profile: Cultural Creative Sector Abilities: Marketing Research Areas (indicative) Brand & Brand Equity New Product Development; Attitude Research Sales Research Target Segment; Analysis Segmentation Advertising Effectiveness Website Research Competitive; Analysis Quality & satisfaction Research Methods & Techniques Experimental Research; Qualitative Market Research; Quantitative Market Research Market Research Survey Online Market; MARLAB is research laboratory that conducts research for all Cultural and Creative Industries in topics related to customer behaviour such as motives, personality type, attitudes, experiences, purchase behaviour of their customers. In addition MARLAB contact research in relation to distribution channels (e.g. retailers), communication (media), pricing and product/service testing.

International cooperation:

LAMAGNERE CARGO SA ensured a constant dialogue with national and transnational KP's, as well as members of the 4HELIX + project. He analyzed and promoted his DesINNOLOSERV project according to the concepts of the program, analyzing relevant experiences and best practices at the macroregional level during the 4HELIX + events: Blue Bootcamps, Workshops, and Matchmaking sessions. Furthermore, it should be noted that LAMAGNERE chose a Greek KP, with which transnational cooperation was complete and technical and cultural exchanges were constant.

4.Title of the Project: INNOVATIVE AND INTEGRATED APPROACH FOR NEW MARKETS AND COMMERCIAL PROCESS DEVELOPMENT

Acronym: MARABISUCCESS

Name of the Company: MAR ABISAL SL

Company ID: 24

Blue sector/Nace: 4638 Comercio al por mayor de pescados y mariscos y otros productos alimenticios

Description project & innovation features:

Topic

MARABISUCCESS has built a digital marketing strategy to support and develop new markets and new business in target countries with a New Brand identity and an innovative multilingual and SEO optimized

web including landing pages. The project includes the design and development of the innovative suppliers' quotes comparison tool (web app).

Target product & innovative features

New site and innovative digital marketing strategies will allow MarAbisal to penetrate new markets and increase sales and the Innovation introduced by the new quotation comparison tool allows the adoption of a new purchasing process with consequent time savings and increases in the company's competitiveness.

Target service

MARABISUCCESS allows Mar Abisal increase sales and find new providers in the EU, Latin America and Asia. Thanks to an innovative providers selection's criteria Mar Abisal will be able to improve the sourcing process, increase productivity, efficiency and effectiveness.

Name of the KP selected: DIFFERENS SRL - DIGITAL - MARKETING – INNOVATION KP ID: 125

KP profile: Books and Press - Publishing of journals and periodicals; Visual arts - Specialised design activities

Audiovisual and multimedia; Motion picture, video and television programme production activities; Motion picture, video and television programme postproduction activities; Advertising – Advertising Agencies. DIFFERENS is a specialized company in managing projects linked with Digital Marketing, Web development, Video production, Growth Marketing, Communication Branding, Advertising, Marketing, Digital Marketing, Marketing Strategy, Marketing automation, Web Marketing, Graphic Design, Copywriting, Digital Strategy, Marketing Communications, Marketing Research, Marketing Strategy, Social Media Marketing, Web Development, SEM (Search Engine Marketing) Marketing communication, Management, SEO (Search Engine Optimization), Brand Positioning, Social media Management, Web Analytics & Social networking.

International cooperation:

MAR ABISAL ensured a constant dialogue with national and transnational KP's, as well as members of the 4HELIX+ project. He analyzed and promoted his MARABISUCCESS project according to the concept of the program, analyzing relevant experiences and best practices at the macroregional level during the 4HELIX+ events: Blue Bootcamps, Workshops, and Matchmaking sessions. Furthermore, it should be noted that MAR ABISAL chose an Italian KP, with which transnational cooperation was complete and technical and cultural exchanges were constant.

5.Title of the Project: EMOTIONAL BRANDING AND INNOVATIVE WEBSITE FOR TRIMAN NAUTIC

Acronym: EBIWTN

Name of the Company: JOSE DEL MORAL DE LA BASTIDA (TRIMAN NAUTIC)

Company ID: 140

Blue sector/Nace: 7525 Serv. Salvamento y recuperación barcos - 371.1 Construcción naval - 7528Serv. Señales marítimas y costeras

Description project & innovation features:

Topic

EBIWTN has built a new brand identity for the SME and a web platform which integrates an online booking system. The project has focused on two main areas: the adaptation of the SME image and its offer presentation to the market and the optimization of the selling procedure

Target product & innovative features

EBIWTN allows Triman to show its offer in a modern, attractive and also accessible way to anybody who is interested on live nautical and aquatic experiences and want to organize the activity and/or booking it in advance, through any device and obtain an immediate response through the use of new market-place available communication technologies.

Target service

EBIWTN integrates the entire range of nautical and aquatic activities and presents them attractively and accordingly to the market and the potential clients' profile. It allows the SME optimize response times with customers and the efficient management of reservations and customers' information. The SME will be able to apply a unique brand for all its communication materials, products/services and business areas

Name of the KP selected: AGUDIZA EL INGENIO KP ID: 170

KP profile: Branding: creation of brand names, brand logotypes and corporate visual identity. Graphic design. Web and e-commerce design. Packaging design. Advertising campaigns and communication programs. Events organization. Interior and rotation design. AGUDIZA is specialist in innovative creativity applied to communication. AGUDIZA has made complete innovation projects that include an analysis of communication problems in the company and the innovative actions to solve them. AGUDIZA has long experience in building creative brands and visual identities for all kinds of companies and institutions

International cooperation:

TRIMAN NAUTIC ensured a constant dialogue with national and transnational KP's, as well as members of the 4HELIX+ project. He analysed and promoted his EBIWTN project according to the concepts of the program, analysing relevant experiences and best practices at the macroregional level during the 4HELIX+ events: Blue Bootcamps, Workshops, and Matchmaking sessions.

6. Title of the Project: MAN OVER BOARD AUTOMATED SOLUTION TO HELP RESCUE SAILORS FALLEN FROM VESSELS USING ROBOTICS, DRONES

Acronym: SEA2CAM

Name of the Company: ZYRKIA SYSTEMS SL

Company ID: 117

Blue sector/Nace: 6201 -Actividades de programación informática

Description project & innovation features:

Topic

SEA2CAM project is about designing a robotic arm and casing to grab and release a drone from sailing boats

Target product & innovative features

SEA2CAM final product would be a fully autonomous Man overboard system to help locate fallen sailors from boats in open waters. This project has covered the design of the hardware (robotic arm, case and drone hook).

Target service

SEA2CAM has been drawn in an unobtrusive way so that when the system is not deployed, it doesn't draw any attention and melts into the boat look. Zyrkia received references of standard components used to make a prototype of their product.

Name of the KP selected: ENTREAUTRE KP ID: 181

KP profile: Visual arts - Specialised design activities; Non Institutional new Innovation Agents - Fab lab / Maker-space / Co-working space / Creative hub.

ENTREAUTRE design studio has created delicate design experiences and received 8 international design awards. ENTREAUTRE is specialised in design thinking, industrial design and innovation. ENTREAUTRE help companies to develop their businesses, innovate and create meaningful product and services. ENTREAUTRE manage all the phases of global design project (creativity workshop and design thinking process). ENTREAUTRE sketch creative idea, prototype unique concept, do the 3D modelling and conception, and finally bring an award-winning product/service to the market.

International cooperation:

ZYRKIA ensured a constant dialogue with national and transnational KP's, as well as members of the 4HELIX + project. He analysed and promoted his SEA2CAM project according to the concepts of the program, analysing relevant experiences and best practices at the macroregional level during the 4HELIX+ events: Blue Bootcamps, Workshops, and Matchmaking sessions. Furthermore, it should be noted that ZYRKIA chose a France KP, with which transnational cooperation was complete and technical and cultural exchanges were constant.

The following page shows the evaluation results of the 8 applications received.

Rank	Outcome	Project ID	MSME ID	MSME name	Project acronym	score
1	awarded	50	117	Zyrkia Systems	sea2cam	4.82
2	awarded	27	24	Mar Abisal	MarabiSuccess	4.25
3	awarded	40	32	ELECTRIP, ECOCRUCEROS POR EL GUADALQUIVIR S.L.	Guadaluxe APP	4.05
4	awarded	34	27	MARIO FLORIDO FRANCISCO ANDALUZA DE BARCOS	ANDA19	3.84
5	awarded	57	78	Lamaignere Logistica S.L.	DesINNOLOSERV	3.82
6	awarded	28	140	JOSE DEL MORAL DE LA BASTIDA (TRIMAN NAUTIC)	EBIWTN	3.62
7	reserve	63	115	MP Mecánica de Precisión, S.L.	PABOBSCOMP	3.22
8	reserve	56	31	SUN SAILS CHARTER S.L.	Sun Sails Com	2.99

- **Final Reporting**

All the 6 MSEM's awarded projects concluded satisfactorily, according with the expected results. Just 1 MSEM project was delayed due to changes in the MSEM Human resources linked with the project, but finally get the expected results.

- **EPO Application**

At the end of the 2nd period, only 1 MSEM presented an EPO Application to the Official Chamber of Commerce, Industry and Shipping of Seville.

Title of the Project: MAN OVER BOARD AUTOMATED SOLUTION TO HELP RESCUE SAILORS FALLEN FROM VESSELS USING ROBOTICS, DRONES

Acronym: SEA2CAM

Name of the Company: ZYRKIA SYSTEMS SL Company ID: 117

Results achieved:

- 3D design to build a fully functional prototype
- Detailed analysis of alternative solutions and technical review of chose options.
- Documentation on the design journey to a professional level to help during promotion and pitches
- 3D models and diagrams of the final product

ZYRKIA has an owning a 3D design of the final product and a detailed presentation of the step by step conceptualization, design analysis and chosen design models. ZYRKIA aims to use these results to proceed into building a fully functional prototype to complete on-site testing before moving into production.

As a Blue MSME-Beneficiary of Innovation Vouchers as part of the 4HELIX+ project, ZYRKIA presented an EPO Application to receive a financial support to apply for a European Patent.

- **Vouchers Redemption**

All the Vouchers were paid according with the initial proposal applications and awarded projects

9.5.5 XXI Dinamic Network (PT-PP6)

- **Applications Received**

APREDIN received a total o seven (7) applications, that were submitted by blue MSMEs located in the Region of Lisboa in the framework of the 4helix+ Call for Innovation Vouchers.

	Project ID	Project Acronym	MSME name	Project name / acronym
1	86	SEaFI	Lusalgae Lda	Seaweed Excellence For Industries
2	146	Salys	Bioexplant, Lda	Bioexplant
3	154	Tuktuber	Fairtstart Lda	Mobile Application Service for TukTuks
4	159	ScoringXXI	Agroludo Lda	Development of a Scoring Platform for the Coastal Tourism Sector
5	153	Hacker Hostel	Percursos de Vanguarda Lda	Hacker Hostel Portugal
6	165	WTE360	Wine Tour Experience Lda	Automated Digital Marketing solutions for the Wine Tourism sector
7	160	Matching	DigiVanguarda Lda	Development of a Matching Platform for the Blue Economy

In a little more detail, the projects presented to the call can be seen like this:

1) SEaFI

Project summary

Lusalgae is a biotech start-up that works with macroalgae seaweed. At the moment, we intend to develop seaweed as a raw material / ecogreen product. For this we propose that the approach be made, following two main lines: - On the one hand, it is necessary to ISO certification of algae as an organic and biological product, suitable for the food market, which can only occur when done through one of the accredited entities; - On the other hand, the development and consolidation of a sales channel for this product, being for that reason a very thorough study of the market. The expected results for this project would have to do with obtaining certification of our seaweed as organic and biological product, adding value to the product and responding to the requirements of many customers of this market. On the other hand, it is expected that it will be possible to carry out an exhaustive study of the food market in order to identify companies that may be Lusalgae clients.

Detailed description of the innovative project and the service to be provided

The objective of the project is the development of macroalgae (seaweed) as a raw material / ecogreen product. As will be explained, the demand for seaweed for incorporation in various industries has increased, as has interest in these organisms as raw material. Lusalgae intends to grow seaweed by aquaculture to supply the food and beverage industries, including food production companies (such as grain and other food producers, canneries, brewers, among others). For this we propose that the approach be made, following two main lines: - On the one hand, it is necessary to ISO certification of algae as an organic and biological product, suitable for the food market, which can only occur when done through one of the accredited entities;

- On the other hand, the development and consolidation of a sales channel for this product, being for that reason a very thorough study of the market. Aquaculture of seaweed in an open inshore system is a form of cultivation of these organisms that allows their exposure and growth in conditions very close to those observed in natural ecosystems. With a system of these, consisting of tanks, filtration, oxygenation, it is

possible, with the use of marine water, to mimic the conditions found on the Portuguese Atlantic coast, which allows the cultivation of algae with bioactive compounds (such as iodine, omega 3 and other PUFAs, vitamins, phycocoloids of high commercial value, amongst others) of a quality superior to what can usually be found in the market. Nowadays, it is possible to do aquaculture on a large scale. However, algae suppliers can not currently meet global demand. As a solution to this problem, Lusalgae proposes to scale step-by-step its laboratory culture to a saltpan, where we will have space not only to expand our production, but also serves as a guarantee to mimic the conditions observed in the Portuguese coast. The expected results for this project, besides the increase in algae production, both in quantity and variety, would have to do with obtaining certification of our seaweed as organic and biological product, adding value to the product and responding to the requirements of many customers of this market. On the other hand, it is expected that it will be possible to carry out an exhaustive study of the food market in order to identify companies that may be Lusalgae clients.

2) Salys

Project summary

At the moment, for the SALYS project, it will take about 10,000 euros to align production with distribution. Namely in contacts for export and have raw materials needed for such export. It will also require an investment in consultancy, namely in financial and strategic forecasts to operate in certain external markets.

Detailed description of the innovative project and the service to be provided

Bioexplant is a plant biotechnology company. We want to use different laboratory methods and hydroponic growth, with the aim of producing plants with high added value. This positioning is due to its characteristics of sanitification and growth in a controlled environment. Regarding the laboratory process, Bioexplant developed a Samphire (*Salicornia* spp) production process by coupling two processes, in vitro micropropagation and hydroponic growth, and this technique is expandable for many other species. This method has been shown to be highly efficient, with a high multiplication rate and consequent growth. This method has been shown to be highly efficient, with a high multiplication rate and consequent growth. The high rates are a consequence of a year and a half of technology development and optimization of the most diverse inputs associated with this biotechnological methodology. After the laboratory process, the growth of the plants will be carried out in acclimatized hydroponic greenhouses and in constant monitoring, controlling the constant hygiene, nutritional quality efficiency in the use of resources, factors that Bioexplant intends to maintain as priorities throughout the production process. The growth in this type of greenhouses allows a higher yield of biomass and a better final quality of the product. Companies competing in the pharmaceutical, cosmetic or food sector have demanding standards in terms of acquiring plants for a wide range of purposes, and Bioexplant intends to fulfill all of these in order to be able to market to these sectors. As a complement to the laboratory process, the hydroponic process will allow the production of plants of high economic and commercial potential, at any time of the year. It does not depend on factors like climate change or the seasonality of some plants. The oscillation of this type of factors are consequently associated with a price increase. The production process of Bioexplant allows autonomy and independence in the creation, and use of the raw material. Being this a competitive advantage and eventual critical success factor, the approach presented allows us to attenuate our dependence on suppliers to our potential customers. Bioexplant intends to produce plants without interruption maintaining a high accuracy in the fulfillment of

the deadline of delivery of the product to the customer. SALYS is the first Bioexplant product and brand. Due to the current lifestyle, where excessive salt intake is present in the daily lives of the general population, the World Health Organization (WHO) and the European Union have already recommended a reduction of 3% to 4% per year during the next four years, hoping to obtain in 2025 a daily consumption of only five grams of salt per capita. At the moment the average per capita consumption is eleven grams daily, value quite distant of the intended one.

These values and measures imposed by the rulers indicate a clear concern in the improvement of the living conditions of the population. SALYS is a product that contains halophytic plants (commonly referred to as green salt) and various organic herbs. This product allows the reduction of salt consumption in the food. Halophytic plants like Samphire are described in the literature as healthy and present a low risk for hypertensive individuals with cardiovascular problems. SALYS is a blend of Samphire with herbs.

Samphire is a plant with salty flavor, that allows to salt the food in a healthier way. SALYS It is a new salt and seasoning food with all the salty flavor, coming exclusively from plants Samphire Aromatic Herbs, Organic Production, Less sodium, Salty flavor, 100% plants.

3) Tuktuber

Project summary

Tuktuber is a mobile app which provides touristic tours in Tuk Tuks To ease the offer and search of Tuk Tuk services by converging the service providers and their potential users in one application, with added value for both. The complete development of the application, its business plan and legal aspects, with the marketing and communication plan, should create a solid basis for a major work tool in tourism, impossible without 4helix+.

Detailed description of the innovative project and the service to be provided

The development of this mobile application service, Tuktuber, will let us considerably improve the quality of the experience of driving or being driven by a Tuk Tuk, not only in Lisbon, but throughout the country.

It should help to increase the use of Tuk Tuks as an alternative way of mobility in town, it would improve the security of the client and would help to regulate its marketplace, namely in Lisbon. The application should also help improve the production time of each driver as well as their time management. Beside helping to establish the first connection between a driver/company and a possible client, for fair prices, Tuktuber wants to be a helpful work tool for the drivers/touristic animators, and their clients by providing real time useful information before, along and after each tour. For the drivers, easy access to information like the one given in Waze (seeing where accidents, the police or other issues that could cause delays might be), Google Maps or other georeferencial service provider, an education section, with a real time crib sheet, a concise set of notes used for quick reference about where they are at (monuments, interesting points, historic stores, places to eat, toilettes...), the possibility of sending specific and unique information during the tour to the client, through a notebook, as well as of sending pictures or vídeos. The creation of a Tuk Tuk marketplace with specific services for the drivers, from the Tuk Tuk menu in pastry stores and restaurants, to gyms, massages, healthcare services, culture, information related to the city and the country, flexible enough

to create new categories and offers at anytime. Beside the present touristic circuits general offers, the driver must be able to design his/her own tours and or use the offer of his/her company while working for this company (rotative activity). The driver must evaluate the client, for future reference of other drivers or partners of the drivers marketplace. Client The client must be able to choose the service by price, type of Tuk Tuk, by thematic tours, driver profile, or create their wishing tour through several options available, namely by “Distance” and “Time”. The client can choose a pick up and drop off point, as long as the Tuk Tuk can park. The client pays for pick up points out of the city center, by time/distance, as much as they do for the tours (minimum of 60€ an hour for 2 or 80€ for 3 to 6 people, on a limousine, eQuads are more expensive as they have half of the battery capacity). The client must have access to real time information on where they are at at any given moment of the tour, take pictures, create videos and add their own information to the map of the tour they are doing. Once the tour is concluded, this possible personalized map should be automatically sent by e-mail to the client by the end of the tour, letting them keep it as a memory, also with access to a printable version and the possibility of later change the information included, for different printings. The client should be able to share his/her experience through Tuktuber on the web. The client should evaluate the driver and the vehicle, write a review, for future reference of other clients (as in TripAdvisor). Partnering with Tuk Tuk drivers, Tuk Tuk companies and professional associations. Partnering with Tuk Tuk service providers (mechanics, restaurants, etc.) Partnering with public institutions such as the Tourism of Portugal and the city halls Online and offline marketing, i.e. through the airline companies that fly to Portugal, travel agencies abroad, through the local partners (hotels, restaurants, etc...), specialized media, merchandising and other communication options. Advertising in strategic places, such as airports, train stations, docks, subway, buses. Development costs for developing applications have been decreasing which makes it possible to create an application with this initial investment. The absence of direct competitors to offer this service, makes it possible to acquire a huge vantage in the national and international marketplace while helping the public organizations to regulate this market. Lead this market and scale the application later into other markets, such as Spain and France.

4) ScoringXXI

Project summary

This project will help the company to enlarge the scope of activities by creating a new growth area in the Tourism sector. With the implementation of this new service will allow the company to cover a new spectrum of activities, increasing therefore the revenue of the company. When someone wants to go overseas, we will be able to check the ability of the company to do it by testing a couple of questions/indicators whereby at the end of the day that company will get to know if is ready to go overseas.

Detailed description of the innovative project and the service to be provided

We believe that, by implementing such project will increase the rate of success of Coastal Tourism companies when going abroad. We intend to develop an algorithm specially targeted at Coastal Tourism Sector. We have been studying the market, and what we have seen, either does not fit into our requirements projet or does not have the necessary functionalities needed. Therefore we have identified a market need that, eventually this platform will solve. The expected results will be : enlarge the scope of the activities of the company and its revenue increase the rate of success better preparation when thinking going global.

5) Hacker Hostel

Project summary

The Hacker Hostel is an Economic Creative Hub including: Hostel, Coworking, Coliving, bar and restaurant. The project is focused in providing a differentiated hostel, thus promoting an innovative technology lifestyle for entrepreneurs and digital nomads developing their skills and abilities in a collaborative way obtaining bigger results as the sum of their individuals skills. The incentive offered by the 4helix + project will be used in the development of the website, registration of trademarks, designing the business plan, the marketing and the internationalization plan according to each target country.

Detailed description of the innovative project and the service to be provided

Increasingly, new generations seek to work remotely, without the need to settle down in a single place, looking for less and less, to buy houses, cars and expensive goods that compel them to do so. They seek essentially to have unique experiences, looking for a freer way of living. Therefore, there is a need to offer different locations, further highlighting HACKER HOSTEL from its competitors. With a more digital world, and the increase of different tools that require specific knowledge in these areas, and adding the increase of new ventures and startups, globally leads us to the fact that the demand of professionals in the area of technology is increasing fast especially in Europe, where through recent research we can see that there are around one million professionals missing in the most diverse specialties, and this number only tends to increase. Promoting the training of professionals who are increasingly able to excel in their professions is one of the most important aspects of our business. The digital nomads will be encouraged to acquire weekly or monthly accommodation packs which contemplates an interaction and professional qualification program. They will be hosted by a "Leader Community," whom is responsible for promoting interaction between visitors and older residents. The Program of Activities and Experiences will offer works with solutions of real problems and will be defined according to the profile of the participants and the demands of the Partner Software Factory. Activities will include Soft Landing in the local Ecosystem, classes in unconventional formats, monitoring and analysis of projects in production, Happy Hours and Hackathons. Hacker Hostel has as a strong innovation factor, the process of professional training through a collaborative economy, a radical teaching and learning, from the Hacker lifestyle, where digital nomads and students have the possibility to participate in the experience of training in working context, together with Startups and Software Factories with the most modern methodologies. Thus, they will be immersed in an ecosystem of innovation and surrounded by an environment prepared for interaction between multidisciplinary and multicultural teams. Hacker Hostel sells lifestyle. It is a Hacker School, Incubator of Programmers and a Hostel School directed to digital nomads. As a result of the program 4helix+ we expect: the creation of the web site, the marketing and internationalization plan and the TradeMark Registration in the European Union.

6) WTE360

Project summary

In response to the increasing search of tourism activities in Portugal, specially in relation to the Wine Tourism, and face to the unstructured and unprofessional management of digital solutions (e-commerce, online booking, digital marketing, multilingual interfaces) by the wine-tourism hosts (i.e. properties), we have developed an integrated platform for Wine Tourism. In the scope of this project we proposed a

automation of digital marketing which will promote the experiences registered in the platform on social medias. Also, users data analytics will be employed to define the customers profiles and to create directional advertising campaigns to specific public's and interests. As reseller of wine tourism experiences the platform will take a percentage of selling revenues, take advantage of special prices and benefits provided by the partners (B2B model). The platform could also take benefits of paid plans to promote premium partners and merchandising.

Detailed description of the innovative project and the service to be provided

The project aims to contribute toward the development of a digital marketing solution to be integrated into innovative service for the wine tourism sector in Portugal. Besides this project has a limited scoped to develop the marketing solution the whole service has the follow specific objectives: Design a scalable, repeatable and profitable automated process for reservations management combining principles of social networks and Web/mobile applications with the "Wine Experience" concept. (almost done) Development of a mobile application which will act as intermediary in the communication between different types of clients: a customer (i.e. a traveler) and a property (i.e. a wine tourism facility), and will implement the reservation process mentioned on the previous item. (out of the scoped in this project) Development of application clients for social media and search engines API's (e.g. Facebook, Instagram, Google) to automate marketing and social analytics tasks. (in the scoped of this project). The automated process for reservations management handle customers bookings made through the Web and mobile applications and delivery it to respective wine tourism property (e.g. a partner). In a similar fashion, the partners have the opportunity to confirm, cancel or suggest another date for bookings and interact with customer using the platform through the Web and mobile applications. In order to automated the reservations process a backend application (e.g. a Web Service) basically receive customer booking requests specifying the Experience, the date/time and the number of persons, and creates a reservation in the database. A new reservation has a "pending" status which denotes that the reservation is waiting for a partner action (i.e. confirm, cancel or suggest a new date). Notifications are then sent to both customers and partners to alert them of the reservations statuses changes, and they are allowed to indirect interact each other in order to complete the reservation. The Web and mobile applications act as clients of the mentioned Web Service and allow customers to search for Experiences based on categories, location, prices, and reviews. In addition, through the clients the customers have access to a variety of wine tourism activities offered by our partners and make their reservations easier and faster. On the other hand, the partners have access to the reservation requests and could response to them accordingly with their availability. As long as, a reservation has been confirmed by the partner a electronic voucher (evoucher) containing a QRCode (within a unique identifier) will be emitted and sent to customers. The partners, in turn, have the ability to validate the e-vouchers using one of the application clients (web or mobile). Therefore, the customers acquisition and conversions (sellings) greatly depends on the promotion of the experiences and of the platform. Since the experiences registered in the platform contain many advertisement elements, such as, description of the regions of the country, high quality photographs and customers reviews, some tasks of digital marketing can also be automated. Content publishing, feedback analytics, segmentation and multilingual content could be automated to feed social medias with specific and appropriate content from the platform. Thus, we seek together with the KP for digital marketing solutions the best fit the wine tourism sector, and so, to expand our knowledge about digital marketing methods and tools

in order to design robust and resilience automated solutions for the experiences and platform promotions on Internet.

Besides the model presented have been already adopted for other sectors, including tourism sector, in the wine tourism it represents a novel approach to explore the potential and growth of wine tourism in Portugal.

According to the 2014 Wine Tourism report of Portugal Tourism Authority besides that the presence of wine tourism on internet (85% of properties have a website).

7) Matching

Project summary

This project will help the company to enlarge the scope of activities by creating a new growth area in the Tourism sector. With the implementation of this new service will allow the company to cover a new spectrum of activities, increasing therefore the revenue of the company. The idea is to bring business angels to the Blue Economy , helping funding new projects-

Detailed description of the innovative project and the service to be provided

We believe that, by implementing such project will increase the rate of success of Tourism companies when going abroad. We intend to develop an algorithm specially targetted at Tourism Sector. We have been studying the market, and what we have seen, either does not fit into our requirements projet or does not have the necessary functionalities needed. Therefore we have identified a market need that, eventually this platform will solve. The expected results will be : - improve funding - get startups funding – new ideas funding.

• Awarded projects

The following table presents the score of the applications submitted by the MSMEs of the Region of Lisboa in the framework of 4helix+ Voucher Call:

4helix+ Innovation Vouchers Evaluation Grid Summary				
		Avaliação		
Projeto	Acrónimo	Final	Fé de Pinho	Carlos Cortes
86	SEaFI	4,22	4,14	4,31
146	Salys	4,07	4,14	4,00
154	Tuktuber	3,89	3,53	4,25
159	ScoringXXI	3,71	3,60	3,82
153	Hacker Hostel	3,41	3,41	3,41
165	WTE360	3,18	3,53	2,82
160	Matching	2,60	2,48	2,72
	Média	3,58	3,55	3,62

- **Final Reporting**

During the innovation projects implementation at the Region of Lisboa, there were no difficulties and problems. All MSMEs started and finished their Projects within the time plans, in line with the forecasted costs and all the activities carried out were in line with the ones that were described in the Application Forms.

More specifically, all the following 6 innovative projects selected and monitored by the Local Innovation Committee of Lisboa were successfully concluded.

- **EPO Application**

After consultation with all MSMEs awarded with vouchers and all KPs and after all of them having communicated to APREDIN that they did not see their projects as “patentable”, APREDIN decided not to open a call for EPO application.

- **Vouchers Redemption**

According to the three-party contracts, upon the conclusion of each innovative project, a Final Report describing the activities developed in its framework had to be issued by the relevant Knowledge Provider and delivered to the MSME – Startup. The Final report had to be attached to the Request for Payment which had to be submitted by the latter together with further supporting documentation to the relevant Project partner.

After the conclusion of the innovative projects of Lisboa, 3 Requests for Payment (Annex 11 of the Call for Innovation Vouchers) - one for each project - including the Final Reports and further supporting documentation (photos, designs, etc.) produced during the 6 months projects’ implementation period together with one-sheet documents describing barriers/challenges that were found during the implementation of each project, including contributions from the beneficiaries to improve relevant future actions, were submitted to APREDIN. The other 3 were expected very soon.

The members of the Selection Board the LIC expert in Blue Economy, validated the Final Reports within 15 days from the date of submission, by accepting the Requests for Payments mentioned above.

The acceptance of the Requests for Payments was finally approved by the board of APREDIN and the 3 payments were made.

9.5.6 Albanian Development Fund (AL- PP7)

- Applications Received**

The Albanian Development Fund received seven (7) applications in the framework of the 4Helix+ Call for Innovation Vouchers and they were all considered eligible. Having all fulfilled the eligibility criteria, they were all evaluated. After the evaluation process, six (6) of these applications were selected for funding and proceeded with signing the Three Party Agreement. One (1) of the applications was kept in reserve in case that further funding to award a seventh voucher was possible at a later stage.

The selected applications details for the innovation voucher are as follows:

Name of MSME	Name of KP	Title of Project	Short description of Project	Type of innovation	International cooperation/ Local or National
Bojo	Mandarina Communications	Bojo Resort-Live the Green Experience	Bojo aims to bring together tourism and a green style of life; a traditional, but ecological and modern way of tourism; a resort with a unique suggestion that seeks to understand touristic business as a Green and Ecological Experience. A Strategic communication plan involving social media, a new brand image, communication campaign involving video commercials, branded elements and merchandising, and a new website will be developed in order to reach new customers in both the high and low season and to promote the “green experience”.	innovative service design/development	International
Jorgji Skura	Grid Cartels	Zero Waste Soaps	Jorgji Skura produces olive oil using only centuries old olive trees of Himara. Currently, around ten different types of olive oil infusions which use local herbs and plants are produced. Zero Waste Soaps transform olive oil debris into biodegradable soap in a practical and safe way, avoiding water pollution. The soap formula is simple and has three ingredients: olive oil, water and caustic soda. Himara’s well-known herbs will combine with the ten different olives to create different soaps for a perfect natural line of products. Each packaged soap will present a “story”. Product development in new sustainable ways, custom packaging with new labels for every product and overall brand design will be developed.	innovative product and service design/development	National

Marigo Souvenirs and Gifts Shop	New Media Communications	Durres Unique Souvenirs	Marigo Souvenir and Gifts, unlike a typical souvenir shop, plans to introduce unique souvenirs related to the history, geography, and tradition of Durres. Three types of Souvenirs will be developed: seafood souvenirs, classical souvenirs redesigned with inspiration from the history and tradition of Durres, and authentic souvenirs based on artifacts from the Durres Archeological Museum. The main target groups, though not only limited to them, are tourists and visitors of the city of Durres. Marigo Souvenirs and Gifts will display its unique products in social media platforms and in a modern website where orders can first be done by contacting the shop and at a second stage, a more sophisticated e-commerce model	innovation product and service design/development; innovative process design/development; business model generation; experimental testing measuring; prototype development	National
Rapsodia	Europrint	Rapsodia, The Territoriality, the Products, The Market. A new Approach	Rapsodia has oriented its business towards the blue economy by producing a first range of bio products with a simple packaging. Today these packaging solutions feel outdated. Rapsodia plans a general re-launch, expansion and positioning of the Bio Food products in the national market and the opening of a flagship store in Shengjin. A marketing Strategy, restyling of the product line including the new seafood products, in-store positioning, communication strategy, creative social and digital campaign, and branding of the point of sales are the innovative ways which will help the company penetrate the national market as an authentic, natural, and innovative brand.	innovative service design/development	National
Life on a Boat	Moras Dimitriou Ioannis	Life on a Boat the Web	Life on a Boat wants an interactive way to present the company to a larger market and to facilitate some of the services inside the company. Life on a Boat wants to reach customers by offering them a new approach to the maritime and sailing culture in the region. To effectively promote the company and expand the market, a Website connected to a Web App will be developed. To engage the user in an interactive and playful way, the app, called Boat Finder, will ask simple questions to propose to the user the type of boat that fits them best.	innovative service design/development; innovative process design/development	International

TSTS Group	MANIACARD-Free Card Advertising Media	Blue is the Color of my Future	TSTS Group is a maritime training and naval employment center internationally recognized and a leader in the Albanian market in the following three main activities: Training Center, Employment Agency, Port and Yacht Services. All these areas are related in a complimentary way, but as an innovative market reality, they need to be promoted and communicated carefully to a much segmented target audience. To be competitive and increase the number of people attending the blue training, increase employment through the employment agency, as well as boost demand for the company's overall services, a communication strategy along with a new brand image, video commercials, designing of informational tools, social media planning, and leads generation will be developed.	Innovative service design/development	National
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The Details of the seventh application which was kept in reserve are as follows:

Name of MSME	Name of KP	Title of Project	Short description of Project	Type of innovation	International cooperation/ Local or National
Dea Lines	Servicios Integrales Logipymes, S.L.	Friendly Environment Guide Tour in Green Technology	Dea Lines is a Travel and Tour Operator which offers local guiding tours that are sustainable and environmentally friendly. Dea Lines wants to rebovate its brand image with a new logo. Another important step is the preparation and publication of a website that offer the possibility to buy any tourism product online with the option of online payment, as well as the development of a mobile app which offers the visualization of tours on the map and the possibility to pay for them.	innovative product design/development; innovative service design/development; innovative process design/development	International

- Awarded projects**

The ranking from highest to lowest was as follows:

ID sme	sme_company_name	Status	sme_vat	score
45	Bojo Resort	awarded	K26813201S	4.477
43	RAPSODIA	awarded	L88217501D	4.303
46	Jorgji Skura	awarded	K76626208A	4.049
44	TSTS GROUP	awarded	L01809506A	3.849
36	Marigo Souvenir and Gifts Shop	awarded	L62413504A	3.667
35	LIFE ON A BOAT	awarded	L52014057U	3.567

- **Final Reporting**

During the innovation project's implementation there were no difficulties and problems encountered by the MSMEs. All six of them concluded their projects within the time plans and in line with the forecasted costs. All the activities carried out were in line with the Application Forms.

- **EPO Application**

The 6 awarded MSMEs were informed of the EPO call through emails and phone calls. At the closure of the call foreseen on February 15, 2020 17:00 h(CET) Brussels time, no proposals were received by ADF.

- **Vouchers Redemption**

According to the three party contracts, upon the conclusion of each innovative project, a Final Report describing the activities developed had to be issued by the relevant Knowledge Provider and delivered to the MSME – Startup. The Final report had to be attached to the Request for Payment which had to be submitted by the MSME with further supporting documentation to the relevant Project partner.

Six Requests for Payment (Annex 11 of the Call for Innovation Vouchers) the Final Reports, along with supporting documents and a document describing barriers and challenges faced during the implementation of the projects were submitted by the following MSMEs:

- Life on a Boat
- Marigo Souvenirs and Gifts Shop
- Rapsodia
- Bojo Resort
- TSTS Group
- Jorgji Skura

Following internal procedure, these documents were approved and directed for payment accordingly. All Innovation Vouchers were redeemed

9.5.7 Barcelona Chamber of Commerce (ES-PP8)

- **Applications Received**

During the time that the call for an innovation voucher was open, at least 11 SMEs express their interest in participating and in submitting a project proposal. However, by 30th April 2019, 9 SMEs from Catalonia had submitted their application. None of the applications was rejected, so all 9 project proposals were classified

as eligible thus were evaluated. Out of the 9 submitted projects, only 6 were awarded with an innovation voucher and the 3 remaining proposals were listed as reserve.

The applications received were really different among them. 1/3 (3 out of 9)of the submitted projects were composed by a trans-border tandem (SME- KP). The Catalan SMEs who presented international cooperation projects were: Cap a Mar who chose an Italian KP (3D Research) and Seastanable Ventures and Shareknots who selected Greek KPs (Fab Lab Ioannia and Molivi respectively). The types of innovation of each project present some similarities: 6 of them planned an innovative product design and 2 of them were an innovative service design; other types of innovation were experimental testing, new markets, innovative process and prototypes development.

Here is a list of the main features and a short description of each submitted project.

Project ID: 2

SME Daevi

KP Universitat Politècnica de Catalunya (UPC)

Project Acronym MAXPROFR

Project Title Development of a fire-retardant and eco-friendly solution for boat protection during refitting

One of the main problems of the SME product is the low capacity for reuse and recycling, so the company wants to use innovation to start in the blue and circular economy. Together with the KP, it is intended to find materials that comply with the current legislation on this type of products based on sustainability. The main product to improve are the protections of the covers in the ship repair work.

Project ID: 4

SME Business Yachtclub Barcelona

KP Guillem Lorman

Project Acronym Business Yacht Club - 4Helix+ project

Project Title From Sailing to Co-Saling

The project seeks to design a web application for the SME with which, SME customers have direct access to more information such as ship control, weather conditions, geolocation in navigation, improve the boat reservation system and promote the shared information between customers. In general, it is intended to connect all parts of the service, from hiring to sharing experience on the platform.

Project ID: 13

SME Xarter Nautic Eli

KP Susana Grau - Seeding Growth

Project Acronym Business Dev&Search of N.O.

Project Title Business development and search of new opportunities

The project is based on the accompaniment by the KP in the process of developing new business ideas and in the search for new opportunities. The advice will be based on the application of creative techniques, as well as creative problem-solving techniques. The method applied will always be within the framework of sustainability and environmental protection.

Project ID: 18

SME Seastainable Ventures

KP Fab Lab Ioannia

Project Acronym SV

Project title Seastainable Ventures

The main objective of the project is to maintain and strengthen biodiversity; protect and preserve the environment in a sustainable way economically and environmentally. In broad terms, the project is based on the recovery and improvement of Natural capital. To achieve all this, the two companies will design an artificial modular reef which will allow fishes to move inside the reef and not around. Moreover, the reef will be equipped with a ctd system and sensors that will facilitate the data collection and analyse the state of the seabed.

Project ID: 30

SME Avant Navegants

KP Studio 45 - Chris Russell

Project Acronym Impulse Games

Project Title Impulse Games: Barcelona Business Team Challenge

The project consists in the development of a 10-month training program and a final event. The participants will be companies who will participate in 5 different sports: sailing, kayaking, paddle rowing and cross beach. The event of the competition will consist of two days: the first one will serve as internal selection, so each team assigns participation roles; during the second one, the competition between companies will take place.

Project ID: 31

SME Shareknots (Albert Val)

KP Molivi Design Studio

Project Acronym DS

Project Title Delta Sail - Developing the innovative platform for sailing enthusiasts

The project seeks to create a digital platform (App and software) that allows sailors from around the world to use aquatic material owned by different yacht clubs. The target audience of the project are those who love water sports who are not members of any club or who are, but want to have access to more than one material. It is also an opportunity for those clubs that want to reach a wider audience than their own subscribers.

Project ID: 53

SME Q-STAR Serveis Costers Integrals

KPAC Studio Product Design

Project Acronym Hidroala

Project Title Transportation solutions nautical sport do not exist in the different nautical sport windsurf

The project arises from the need to facilitate the transport of hydrofoil in different sports. The objective is to provide the hydrofoil with a mounting mechanism, without needing tools, that facilitates the transport of this type of equipment. It is perfectly plausible that the result of the project allows the registration of intellectual and exclusive exploitation rights.

Project ID: 67

SME Cap a Mar

KP 3D Research

Project Acronym Sea 360^O

Project title

Sea in 360: Climb aboard with Barcelona's last fishermen

The SME's main activity is to bring the daily life of fishermen to people. It proposes activities to know from first hand the arrival of the fishing boats to the port, the download of the catch and proposes to taste the fish at KM0. To better reflect the day-to-day life of fishermen on the Catalan coast, the SME together with the KP seek to create a 360^O video that will stage and show the viewer a normal day in the life of a fisherman.

Project ID: 82

SME Turismon

KP 100x100 Net sitter

Project Acronym WINCOM

Project Title Combining audiovisual resources for an effective commercialization of innovative tourists services

Through the collaboration of the SME and the KP, the project seeks to summarize and immortalize the activities carried out by the SME clients through photos and videos taken during the course of the activities in order to summarize the experiences and use it as a tool commercial when attracting new tourists. By highlighting the sensations and experiences, it is intended to focus on those elements that differentiate quality tourism.

• Awarded projects

SME	KP	Project Acronym	Project Title	Evaluation	Status
Seastainable Ventures	Fab Lab Ioannia	SV	Seastainable Ventures	4, 47	Approved

Cap a Mar	3D Research	Sea 360°	Sea in 360: Climb aboard with Barcelona's last fishermen	4,28	Approved
Shareknots (Albert Val)	Molivi Design Studio	DS	Delta Sail - Developing the innovative platform for sailing enthusiasts	3,91	Approved
Daevi	Universitat Politècnica de Catalunya (UPC)	MAXPROFR	Development of a fire-retardant and eco-friendly solution for boat protection during refitting	3,67	Approved
Q-STAR Serveis Costers Integrals	AC Studio Product Design	Hidroala	Transportation solutions nautical sport do not exist in the different nautical sport windsurf	3,56	Approved
Business Yachtclub Barcelona	Guillem Lorman	Business Yacht Club - 4Helix+ project	From Sailing to Co-Saling	3,53	Approved
Turismon	100x100 Net sitter	WINCOM	Combining audivisual resources for an effective commercialization of innovative tourists services	3,43	Reserve List
Avant Navegants	Studio 45 - Chris Russell	Impulse Games	Impulse Games: Barcelona Business Team Challenge	3,41	Reserve List
Xàrtter Nàutic Eli	Susana Grau - Seeding Growth	Business Dev&Search of N.O.	Business development and search of new opportunities	3,25	Reserve List

- **EPO Application**

By the time that the EPO call was launched, 3 SMEs had been interested in applying for the grant (Seastainable Ventures, Q-Star and Daevi). Finally, only one SME submitted the application, DAEVI.

Daevi presented their candidacy jointly with INGENIAS CREACIONES, SIGNOS E INVENCIONES S.L.P. a consultancy agency specialized in patents. Even if they were the unique submitted application from Catalonia, experts evaluated their proposal. The evaluation was based on three aspects: Innovation potential of the invention (40%), contribution in the enhancement of the innovation capacity of the company (30%) and the market potential (30%). The range was between 0 and 5 with 0.5 step. The final mark obtained by Daevi's application was 4,1.

Due to COVID-19 pandemic, the contract was not signed because the SME was facing several difficulties to develop its activity. The company could not reach the deadlines and in solidarity with other SMEs that could be interested in applying for an EPO patent, DAEVI decided to resign the grant. Aiming to offer the support to other SMEs that could be interested, the call for Expression of Interest for the blue MSMEs/Start-ups beneficiaries of Innovation Vouchers willing to be supported in applying for a European Patent was re-opened.

Since the aim of the re-opening was to offer the support to SMEs to apply for an EPO, the bases for the call were strictly the same as for the previous one. Except for deadlines and for the fact that patent consultant fees, EPO submission fees and any kind of eligible costs incurred to the purpose of the application for a European Patent could be dated from the moment the previous call was closed (15 February 2020) onwards.

SMEs could submit their application from 8 July 2020 to 15 July 2020 by sending all the documentation required to UNICAM and BCC. Only one company submitted the application, Seastainable Ventures, which candidature was forwarded to LICs to be evaluated. After the experts' approval, the SME was notified (17/07/2020) that its application had been selected for approval. During August and September the SME and the Service Provider (SP) have been working together to submit the European Patent application. Due to the intense focus work, to optimize the chances of success in the final result developed, the SME requested an extension of the deadline to submit the EP application of 3 weeks, which was approved.

Finally, the 29 September 2020 the application was submitted and the SME delivered a report containing all the necessary information to proof that the application was duly proffered. After assessing the report, BCC approved the request of payment and started the invoicing process. Finally, the Service Provider sent the invoiced to BCC who paid the amount of 3.500€ the 25 October.

- **Vouchers Redemption**

The redemption process was structured and all participants involved developed their tasks on time. However, before launching the invoice and payment procedure, Barcelona Chamber of Commerce needed the approval of the LICs and the SMEs. From one side, SMEs jointly with the report, had to deliver the payment request, a document certifying that they were satisfied with the services provided by the KP. On the other side, LICs had to validate the results obtained by each project in comparison with the application form and validate the payment request delivered by each SME. Annexes C.6 covers the final evaluation results and the payment approval.

For each payment approval that the Chamber received, the correspondent KP was asked to issue the invoice. All invoices were received with any remarkable incidences, thus, Barcelona Chamber of Commerce proceed with the payment respecting the internal rules. By April 2020, all invoices had been paid.

9.5.8 Metropolitan Chamber of Commerce and Industry Aix Marseille Provence (FR-PP9)

The Metropolitan Chamber of Commerce and Industry Aix Marseille Provence received the following applications:

Number of applications received : 8

MSME	Whimsitech
Title of the project	Creation of promotional contents for the Whimsifoil
Description of the project	The goal of this collaboration with 4 Film was the creation of high quality promotional video contents to help promote the Whimsifoil and favor the development of a community around the product, the amazing experience it provides and the respect of the environment values it carries.
Type of innovation	Innovative product design/development
Selected KP	4 FILM D.O.O.
Expertise of the KP	Media campaigns, documentary and feature films, advertising, visibility
International cooperation	YES : France - Croatia

MSME	Team Sardine
Title of the project	Shade for Boat

Description of the project	Team Sardine is a hostel where customers will sleep in old sailing ships turned into rooms. This hostel enters into an environmental approach. In order to avoid an intolerant heat in the boats without using a highly energy-consuming air conditioner, they wanted to design a new way to provide shadow and coolness. This project was the creation of an ecological shading system from reused material (sails and metal structure). They are using old sailing boats to make the different rooms of an outdoor hostel in a park in Marseille (Southern France). This hostel is a place where people can meet, exchange, and share knowledge, know-how, and which promotes an ecological development model. They propose an original accommodation and tourism offer. The opening of this hostel is conditioned by the temperature in the boats. They can't offer boats as accommodation if they don't have a strong and effective shading system. Thus this project is crucial for them. This could develop their activity.
Type of innovation	Innovative product design/development; Experimental testing /measuring
Selected KP	ICI Marseille
Expertise of the KP	ICI Marseille is a collaborative manufacture that has multiple aims. They mainly focus on accompanying artisans to set up and develop their activities and help them update their knowledge and skills as they bring a new digital dimension to their work process. Their mission is to offer solutions to produce innovation locally gathering a strong community of skilled workers who collaborate on large scale projects. Their skills include engineering, product and graphic design and maker skills
International cooperation	No

MSME	Seazen / Seamagine
Title of the project	Scalability Solution for the development of Solar Boating

Description of the project	Seamagine Eco Navigation operates Solar Boating since 2016 under the trade mark seaZen®. Solar Boating targets a new market, new public, new sector. Its unique B2B2C platform integrates: - Solar Boat Rental processes from the EV mobility industry - License free solar boating from its e-learning academy - Multi-channel distribution services from the hotel industry - SeaZen® quality label The B2B clients are afraid to invest in such new market, they need proof of concept, sales results, and client reviews. SeaZen already won +1500 final users, 100% satisfaction and a growth rate x3 / year. Since June 2016 it never had to plug the 100% solar powered boat to the electric grid. The time has come to take advantage of the experience gained with the 3-year-old web site www.seaZen.fr. The next step is to enhance the traffic. With this new development SeaZen will offer a more competitive solution for its B2B prospects and develop its B2C sales.
Type of innovation	Prototype development
Selected KP	RIA CREATION SAS
Expertise of the KP	Website creation: High quality custom graphics Elegant, ergonomic, scalable Optimized for SEO Suitable for mobiles and tablets Supplied with a management interface Creation of e-commerce web applications High-performance online store Over 300+ features 100% manageable and scalable Optimized for SEO Mobile responsive version SEO
International cooperation	No

MSME	Watch The Sea
Title of the project	Watch The Sea
Description of the project	WATCH THE SEA project aims at: <ul style="list-style-type: none"> - Creating a new innovative ECO-TOURISM experience for the MED region; - Creating a new PRODUCT engineering innovation to collect trash in oceans; - Contributing to SCIENTIFIC activities and research on macro-plastic pollution; - Developing an EDUCATIONAL program, both for the general public and for professionals. The project is aimed at the entire MED region, including and not limited to France, Spain, Italy, Croatia, Malta and Greece. It actively contributes to the Blue economy by providing customers with a deep personal experience of the marine ecosystem through the organization of outdoor activities involving swimming, snorkeling and hiking along the Mediterranean coastlines. The result is a new innovative, environmentally and socially responsible activity for the MED economy.
Type of innovation	New market / sector development Innovative service design/development; Business model generation; Prototype development
Selected KP	Inter-Made

Expertise of the KP	To follow entrepreneur day by day and provide them resources to maximize their chances of success : skills, network, services design. Specialised in the projects which produce social utility and build their business as answer for environmental or social problems on their area. Provide advice and expertise for institutions and companies who search for create new activities in answer to a specific social
International cooperation	No

MSME	Abim Tech
Title of the project	See What You Can't Sea
Description of the project	New business model on expertise of submerged structures 3D modeling of sub. Struct, development of BIM UFM dedicated collaborative web platform based on normative inspection docs. Until now, their activity provided "classical" submerged technical reports. But their objective is to disrupt sector by providing a new service to their clients. Thanks to special tools developed, this new project represents real opportunity to accelerate their development by making them the first company involving the submarine 3D into the infrastructure management. They develop a web platform for the management of sub struct. in order to allow their customers to know the state of their structure in real time. Their tools apply to all sub. struct. with significant environmental, economic strategic interest. Majors from the MRE sector, shipping, shipping in France but also internationally are already waiting for the result pilot project. So there are many management contracts could be entrusted to ABIM in the short term
Type of innovation	Innovative service design/development Innovative process design/development Business model generation Prototype development New market / sector development
Selected KP	APINGO DESIGN
Expertise of the KP	APINGO DESIGN offers services merging asset management database driven Web(applications) systems, with 3d/design visualisation solutions. Their principal activity is 3D modelisation and rendering, Webapp development and design for communication. They work for Engineer's offices, Expert geometers, Architects, Designers, communication agencies and for several small or medium Businesses
International cooperation	No

MSME	GM Pro
Title of the project	Stop Ancre

Description of the project	Financing, lobbying, Research, development, engineering and commercialization of an ecological anchor. This anchor allows a quick embedment of the anchor in the ground and stabilizes wetting avoiding a skid. It is a system that increases safety at sea and protects marine biodiversity including posidonia (essential for the production of oxygen and thus helps to fight against climate change and the protection of biodiversity). This anchor is recommended by ecological associations, national parks specialized magazines, and scientists
Type of innovation	Experimental testing /measuring; Prototype development; research and development in deck technology and engineering
Selected KP	Marha Conseil
Expertise of the KP	Support innovative projects (products or services) who protect the environment. Check the viability of the project (study of the technical realization, industrialization, market ...), Put them in link with the good partners (institutions, financial elected). Open to them a network of companies which will help with the environmental strategy. Help the pairs of innovative companies and enterprises in the transition to the new model business, the training of decision makers and their employees
International cooperation	No

MSME	Team Winds
Title of the project	Innovative Digital Marketing Strategy Plan
Description of the project	Team Winds specializes in participative regattas for companies. Because they strongly believe in their concept and its potential, and since they already have some European and successful experiences they want to have an international approach with some European partners who share their values of cooperation, global consciousness and passion. This is how the Sail Incentives Group project was born. They needed to boost it, using the easy and efficient digital possibilities. They want to build a strong digital strategy for this new Blue Economy European Entity. Boosted by Team Winds, Sail Incentive Group is a soft network involving 4 Sailing Companies specialized in teambuilding activities at sea, from Italy, Spain and France, as a way to mutualize different national networks, resources, methods and skills to get a better impact on this competitive market.
Type of innovation	Innovative process design/development
Selected KP	LA TEAM WEB
Expertise of the KP	"La Team Web" is a digital marketing agency based in Marseille and Lyon
International cooperation	No

MSME	Voyage Byblos
Title of the project	New look for the European Blues Cruise
Description of the project	<p>They want to renew and make even more competitive a unique in the Mediterranean blue economy tourist service the European Blues Cruise, improving the offer by testing it, thus favoring a new development of the unique proposal of the Mediterranean tourism market. The activity of the KP Golden Show srl will be aimed at:</p> <ul style="list-style-type: none"> - analysis and verification of tourist and customer flows since the beginning of the cruises - verification of the approval of the cruise public - study and proposal of programs and an offer that expands users - study of new production and artistic models to integrate the offer - study of new production and artistic models to expand the offer - study to improve communication and promotion on specific categories of users - analysis of the coherence between the product and its graphic identity (logo, website, community management content etc ..). The project is carried out as part of the international collaboration
Type of innovation	Innovative product design/development; Innovative service design/development; Innovative process design/development; Business model generation; Experimental testing /measuring; Prototype development; New market / sector development
Selected KP	GOLDEN SHOW SRL IMPRESA SOCIALE
Expertise of the KP	<p>Long-term experience as fundraiser and innovator in various cultural fields and in show business in general</p> <p>Management and organizational consulting activity in show business and the entertainment industry with advice on artistic, organizational and sponsor-related aspects dealing with cultural investments in Italy and abroad</p>
International cooperation	YES : France - Italy

• Awarded projects

Here are the final global marks and positions:

Company / Structure	TOTAL	Excellence	Impact	Capability	Position		
WHIMSITECH	4.437	1.907	1.060	1.470	1		
Team Sardine	4.053	1.493	1.340	1.220	2		
Seazen / Seamagis	3.989	1.387	1.203	1.400	3		
Watch the Seas	3.955	1.360	1.195	1.400	4		
ABIM TECH	3.943	1.413	1.380	1.150	5		
GMPRO	3.459	1.187	1.288	0.985	6		
TEAMWINDS	3.358	1.240	1.018	1.100	non retenu >6		
Voyages Byblos	3.817	1.627	1.110	1.080	Éliminé (notes éliminatoires sur critères : b3 et b4)		

Here is the list of the projects which were awarded with the innovation vouchers (Blue MSMEs and start-ups / selected KPs):

- WHIMSITECH / 4 FILM
- ABIM / APINGO
- SEAMAGINE / RIA CREATION
- TEAM SARDINE / ICI MARSEILLE
- GMPRO / MARHA CONSEIL
- WATCH THE SEA / INTERMADE

- **EPO Application**

Whimsitech MSME expressed some interest ; they already are in the process of applying for a French patent and they wondered if they'd still be able to submit its proposal for the call for a PCT (Patent Cooperation Treaty) extension (to extend patent's coverage to Europeans countries) rather than a « pure » European Patent application.

TCCI provided guidance and help to CCIAMP by explaining that, even though the European Patent Office can also acts as a Receiving Office for PCT applications, the whole procedure is different from this described in the EPO call, the fees are different and the result wouldn't necessarily lead to a European Patent. Therefore, Whimsitech didn't further proceed with the call.

GM PRO MSME could also have been interested but they already have an ingoing patent process and didn't apply either.

- **Vouchers Redemption**

The project partner (CCI Aix Marseille Provence) and the LICs (TheCamp and See'Up) carried out a qualitative discussion on the projects, their results and the validation of their completeness. All 6 Voucher projects were qualified as successful. All KPs involved were paid out by the mid of May 2020.

10 External Evaluation Report of the 4helix+ Pilot Action

The External Evaluation Report describes in detail the methodology, provides input for the implementation, and describes the lessons learned of the 4helix+ Blue Bootcamps as well as evaluates through a survey the impact of the Voucher Scheme. As such, it supports interested SMEs, KPs and other organisations to develop similar programs as whole or selected parts of it.

- **Methodology**

The methodology of data collection has been established by the project partners to keep documentation about participation of each category in the activities organized such as info days, Blue Bootcamps, brokerage event, etc.

The data collected shows that the number of SMEs, local KPs and international KPs has been quite satisfactory.

During the BBcamps, questionnaires prepared by the Albanian Development Fund (ADF) and approved by the Lead partner – SVIM Sviluppo Marche Srl (IT), have been distributed to Associated Partners (APs); KPs; and blue SMEs. The level of participation in the project activities has been extensive, resulting in introducing and networking between each other.

Besides this, another questionnaire was created by the end of the project implementation period (during August – September 2020) to gather feedback and input from beneficiary SMEs for the implementation and lessons learnt during the 4helix+ project as a whole in order to provide suggestions for future similar schemes to support innovation, particularly to blue economy sector. Of the 43 answers received totally, we removed the duplicates and considered 40 valid answers.

• Blue Bootcamps Questionnaire Analysis

During the time-frame February-April 2019, in the framework of innovation support, there have been organized two-day events as Bootcamps in each of the 8 project regions, with a focus on specific Blue Economy subthemes:

Bootcamp City	Country	Dates	Blue Bootcamp focus
Lisboa	Portugal	07-08/02/2019	Coastal Tourism; Fisheries & Aquaculture; Marine biotechnologies
Sevilla	Spain	20-21/02/2019	Coastal and maritime; tourism Nautical Sector; Sea shipping-transport
Barcelona	Spain	05-06/03/2019	Shipbuilding and ship repair; Sea shipping/Transport; Coastal ad Maritime Tourism
Marseille	France	11-12/03/2019	Shipbuilding and ship repair; Maritime transport services; Blue biotechnologies; blue renewable energy; Coastal and Maritime tourism
Thessaloniki	Greece	18-19/03/2019	Coastal and Maritime Tourism; Fishery and Aquaculture
Tirana	Albania	20-21/03/2019	Fisheries & Aquaculture; Coastal and Maritime Tourism

Ancona	Italy	28-29/03/2019	Fisheries & Aquaculture; Ship-building & Off-shore Industry; Coastal Tourism
Zadar	Croatia	09-10/04/2019	Coastal and Maritime Tourism; Aquaculture; Shipbuilding

- **Blue Bootcamps Evaluation by Associated Partners**

Associated Partners have provided their input based on the evaluation questionnaire distributed during the Blue Bootcamps where they participated

- Associated Partners Evaluation is on average as shown below:
- General Evaluation – average 4.75 (out of 5 – Excellent)
- Specific Evaluation – average 4.75 (out of 5 – Excellent)
- Outcomes – average 4.3 (out of 5 – Excellent)

General evaluation	
General preparation and organization of the training	5
Venue and logistics of the training	4.75
Relevance of the training's theme	4.75
Adequacy of training participants to address the theme	4.75
The visual aids and documentation/handouts provided	4.75
The exchanges and networking during the event	4.5
Specific evaluation	
Structure and contents of the event's sessions	4.75
Quality of the event's speaker(s) / moderator(s)	5
Clarity of the presentation(s)	5
Level of involvement and interaction of the participants	4.25
Outcomes	
Your knowledge/understanding acquisition/improvement	4.25
The relationships established/strengthened	4.25
The degree to which your expectations were met	4.5
The value of the event's results for your business/activity	4.25

- The aspects of innovation that they intend to engage in are: product / service; technological processes; and internal organizational.
 - 50% of input was provided by female representatives and 50% by male representatives.
- **Feedback input from KP questionnaires**

The total number of questionnaires collected by KPs/experts is 50.

KPs involvement in research, development and innovation were in these main areas: research in European and National programs, R&D in healthcare, tourism, education, space and environment; HW/SW system integration, web and mobile platform, wearables, Virtual Reality (VR) for touristic tours; innovation consulting & technology development and transfer, crafting, business model development, business acceleration; new type of marketing, digital marketing, branding, new ways of communication; user experience innovation; consultancy with international development; industrial/mechanical/service design, design research, production /prototyping; digital fabrication, creative industry, strategic innovation, co-working space services, fab-lab product development services, etc.

80% of KPs have had projects with SMEs in blue economy during last three years. KPs having projects with SMEs in blue economy have experiences in sustainable practices, eco production, many new things that SMEs need to implement; there is business need & impact.

55% of KPs are engaged in transfer between regions/transboundary, while almost all the others were supportive on doing this.

Departments of KP organization/experts having expertise in innovation development are mostly specialized in production and processes, market /-ing and project application / Business plan / business development.

- **Feedback input from SMEs questionnaires**

The total number of questionnaires collected by SMEs is 58.

When asked about the increase in investment level planned during the next year, the rate the importance of the following innovation areas for SMEs answered is on average as follows:

20%	Technology improvement
19%	Production capacity increase
20%	Process and organisation
23%	Marketing
17%	Staff (training, etc)

For SMEs operating in Blue sector, whether they are willing to connect with culture/creative industry, 96% SMEs answered positively.

About the way of planned improvements or developments, they answered on average as follows:

33%	use knowledge provider / voucher scheme for product development
21%	developed own system for product development
11%	look at competitors
14%	think it out with employees
20%	work with customers
1%	Other (<i>research for current and new products</i>)

Whereas if their business strategy / model includes the following, the average answers are as below:

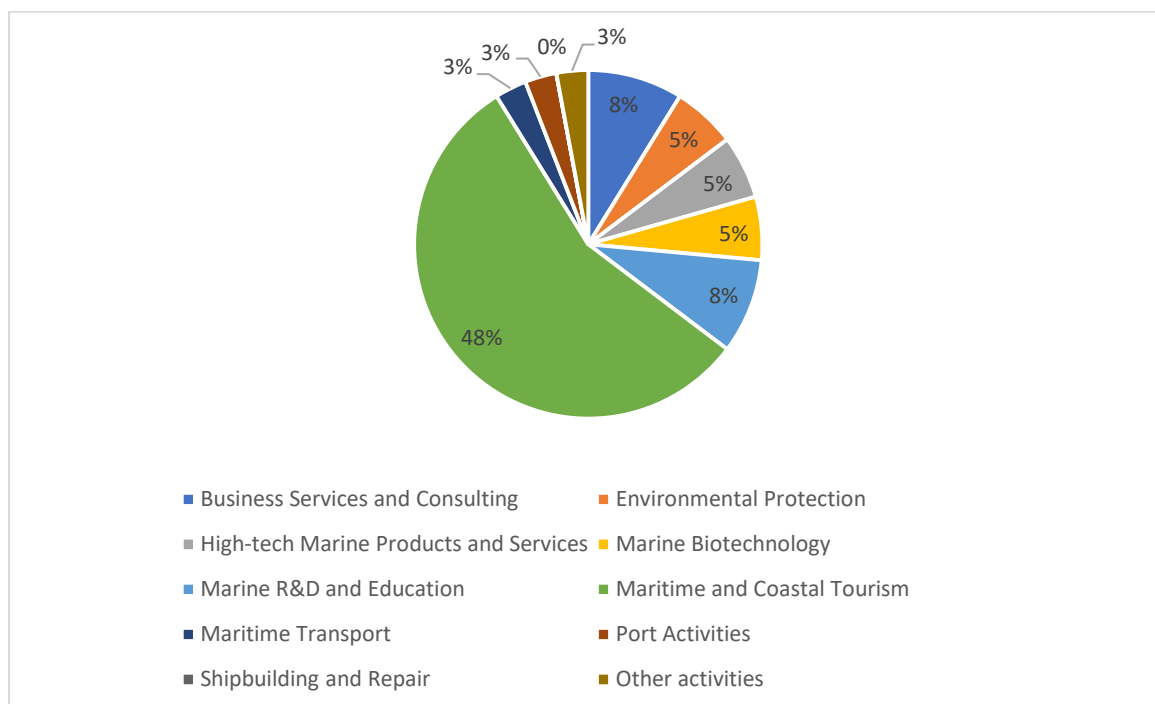
15%	improvement of existing outputs
19%	development of new products and/or services
10%	developing new ways of making money
17%	looking for new clients
15%	looking for new markets
12%	improvement of existing processes and organisation
8%	meeting quality standards
6%	training of staff and/or management

96% of participating SMEs answered that they plan to enter new markets in the next two years.

- **Feedback input from impact survey done through survey monkey to beneficiary SMEs**

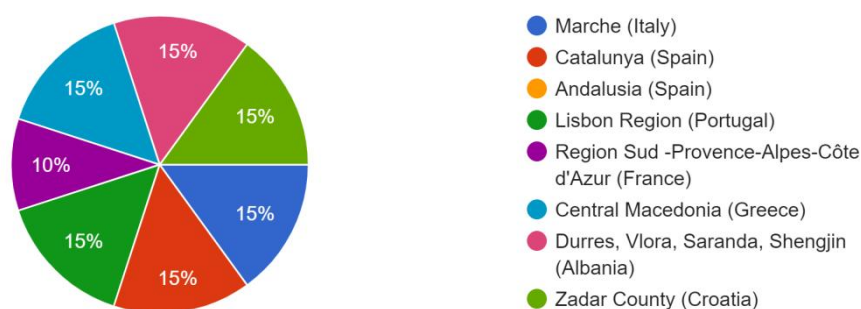
This survey's aim was to evaluate the impact of the overall project intervention for the innovation of blue economy sector SMEs and their cooperation with Knowledge Providers (KP) as a pilot action, as well to receive feedback on their satisfaction and the effect of KP creative industry innovation implemented by them through the awarded innovation vouchers

The total number of questionnaires collected by beneficiary SMEs is 41.



From the answers received from beneficiary SMEs regarding the blue economy sector where they were operating, mostly companies were coming from Maritime and Coastal Tourism (48%), Marine R&D and Education (8%); and Business Services and Consulting (8%).

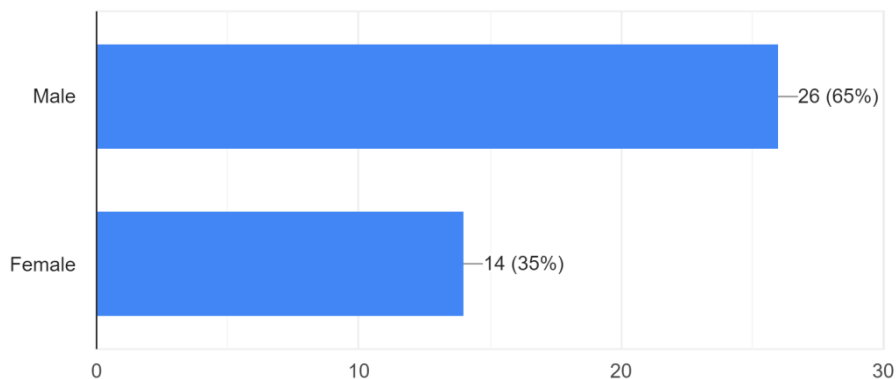
Region
40 responses



From the answers received from beneficiary SMEs, we see an overall similar distribution among regions where they were operating.

Gender of entrepreneur

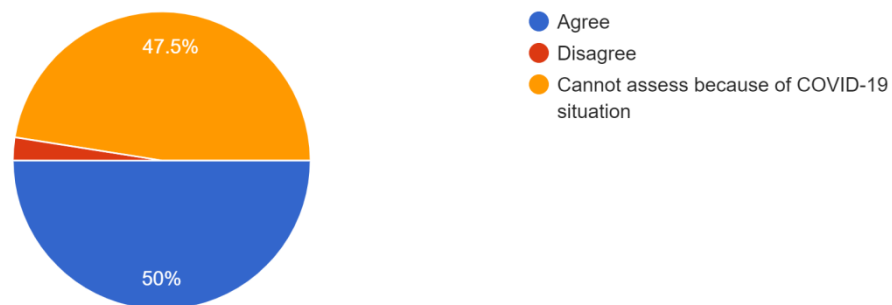
Gender of entrepreneur
40 responses



Although participation of female entrepreneurs was satisfactory, 35% female figures are quite good in the blue economy, representing both each region, and also each sector.

Positive changes regarding the number of customers of the business.

Since joining the project, there are positive changes regarding the number of customers of the business.
40 responses

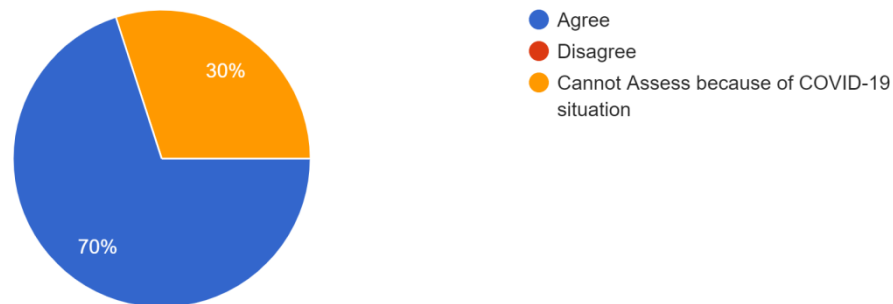


The input of companies shows 47.5% positive changes on number of customers, 50% answered on difficulty to measure because of Covid-19 impact, and only 1 (2.5%) did not have positive changes for number of customers (same or maybe less).

Impact of the project on the quality of company's products / services

Since joining the project, the quality of my/our products/services has improved.

40 responses

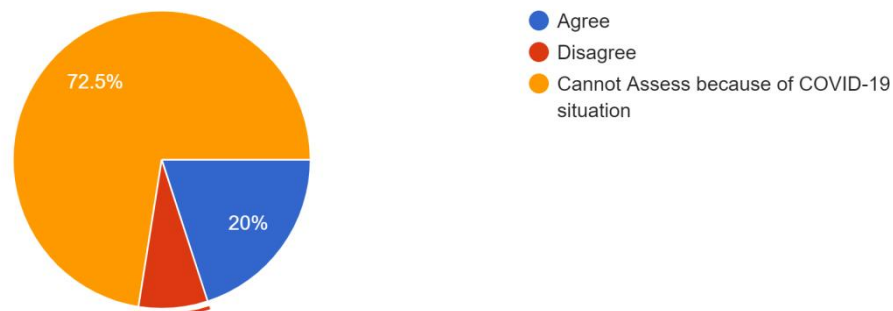


While quality of products/services has improved for 70% of beneficiary SMEs that have provided input, and 30% cannot assess because of Covid-19 situation, none have disagreed on this.

Impact of the project on the turnover of the company

Since joining the project, the turnover of the company has improved.

40 responses



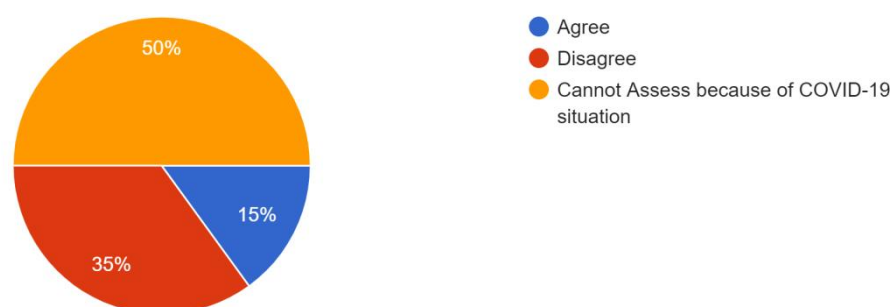
Turnover of beneficiary blue economy SMEs have improved for 20% of the cases, 72.5% cannot assess because of Covid-19 situation, while 3 (7.5%) did not report improved turnover (same or maybe decrease).

Although the number of customers (in question 2.1) is improved, the financial impact does not reflect the same impact, due to the effect of Covid-19.

Impact of the project on the number of employees in the company

Since joining the project, the number of employees in the company has increased.

40 responses

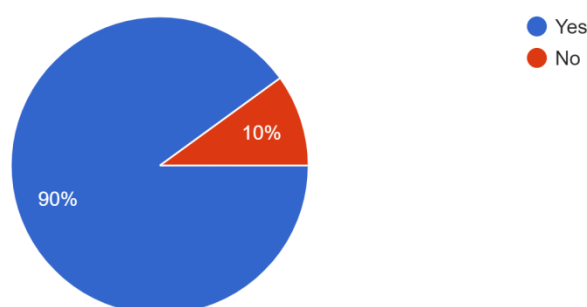


Regarding the number of employees, it has increased for 15% of answers received, 50% cannot assess because of Covid-19 situation; while 35% declare no increase (same or maybe less and that could count as effect of Covid-19 situation, not because of innovation voucher in creative industry).

Particular benefit from the collaboration with the regional/national/ foreign Knowledge Provider

Did your company have a particular benefit from the collaboration with the regional/national/ foreign Knowledge Provider?

40 responses



For 90% of innovation voucher cases there has been a benefit from the collaboration with the regional/national/foreign Knowledge Provider, which are mentioned shortly as below:

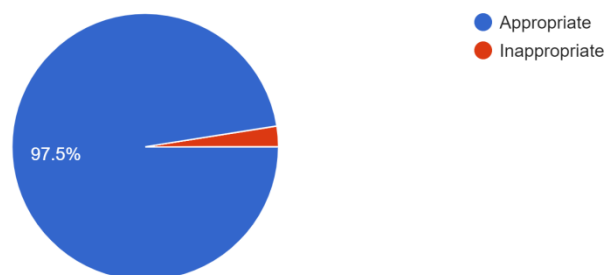
- direct new contacts with new clients; increased brand awareness; improved image; increased number of clients compared to same period of previous year;
- marketing assistance; improved the ability to intercept new customers; communication and promotion on social media - more efficient digital marketing; stronger value proposition and differentiated product in the market;
- improved company presence (brand, uniforms, communication elements)
- delivery as expected;

- benefit from foreign KP;
- design a better product optimizing our efforts; technical knowledge; use new technologies; created 2nd prototype or new product.

Assessment of the “The Innovation Voucher scheme” and working approach

Based on your experience, how do you assess “The Innovation Voucher scheme” and working approach?

40 responses

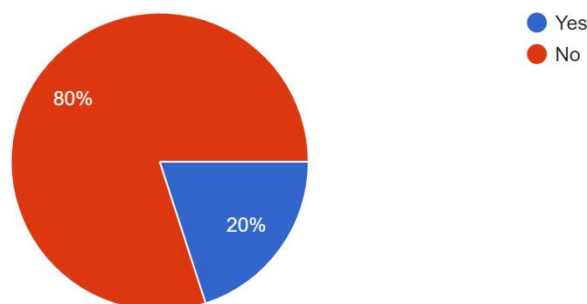


97.5% of answers is positive on the working approach on the Innovations Voucher scheme offered to them.

The usage another voucher instrument in the past

Has your company already used another voucher instrument in the past?

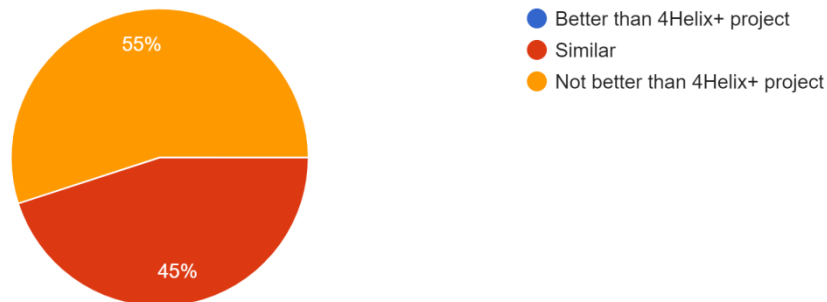
40 responses



Comparison with the 4helix+ project

If your company has already used another voucher instrument in the past, how would you compare it to 4Helix+?

40 responses



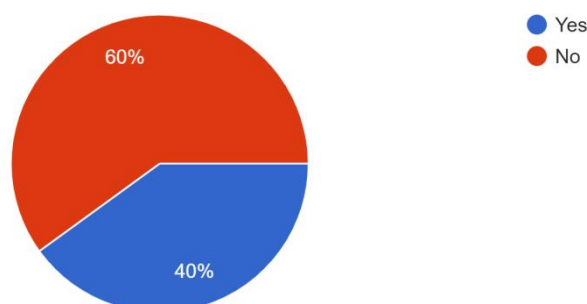
Of 80% of SMEs which have already used another voucher instrument in the past, none has answered that it was better than 4helix+ project.

While 20% of SMEs have not previously used another voucher instrument in the past.

Difficulties after the project ended

Did you face any difficulties after the project ended?

40 responses



Of 40% of SMEs which have faced difficulties after the end of the project, some of the issues are:

- high impact of Covid-19 lockdown and limitations, mostly because the blue economy sector operates mainly during summer season. For the most part marketing was the tool to rip the benefits or get the full potential, difficult to reach more clients, product launch and sales have been suspended for 2020, slowed down the efforts to get the product to the market,
- short time period,

- timing of the project (Shuttle Tours is a travel agency and the period June / December is part of the year when we provide most of our services. The first part of the project is the peak of the tourist season as well.)
- the partner chosen to develop the prototype according to the KP guidelines has not been involved as expected.
- more money was needed to keep developing the product.

Suggestions for improvement of the 4helix+ Project

- “ more vouchers”
- the amount of the voucher could be increased to carry out more complex projects (for example some marine operations are expensive and with a small amount of the voucher is very difficult to cover the costs of boats and marine services);
- roadshow mandatory participation (to share the experience) should be specified from the beginning
- more often and intensive meetings prior to choosing the partner; more interaction between ideas and projects;
- shorten the duration of the project, from participating in the preparations to reporting,
- given polls is too long period – monitoring
- longer deadlines for applying and writing the project, to focus the work to direct the development,
- project could be longer
- less paper work
- the foreign language used for the whole project's documents
- create a community with the people involved in the projects around Europe so we could see how all evolve.
- “other national and international projects in the future shall use the same approach of the 4Helix+ project: quickly, simple and efficient. Thank you!”

Conclusions from impact survey done to beneficiary SMEs

As a summary of all the inputs provided, most of the companies have evaluated the collaboration with KP and the overall experience from the 4helix+ project as very beneficial. Although the timing of the project and the Covid-19 pandemic has impacted a lot their business and they could not rip the benefits during 2020 season, they remain optimistic that the impact will show during 2021 onwards.

As a result, they also expressed positive that the vouchers scheme should be implemented more widely to encourage collaboration and information sharing, even during bootcamp activities. They also suggested for a wider range of KP services, to address requests and challenges of SMEs in regard to innovation in other areas as well.

Finally, they all would suggest this project to other businesses.

11 4helix+ Pilot Action Conclusions

As an overall comment it can easily be stated that the 4helix+ Pilot Action was implemented successfully. The project specific objectives were mostly achieved and, as a result, the voucher scheme was a success.

The 4helix+ project gave to Blue SMEs and START-UPS new opportunities for innovation, new ideas, new acquaintances and the possibility to meet with KPs as well as with potential business clients.

All events (such as info days, Blue Bootcamps, brokerage event, Road Shows) managed to bring several stakeholders, the Blue MSMEs and KPs in contact, to efficiently exchange their ideas. The selection and the collaboration with the proper KP were crucial for the MSMEs in order to submit sufficient project proposals and the successful realization of their innovation project. Through the innovation, Blue MSMEs can offer a substantial change in their sector which will result in sector's significant development. The events were organized following a blueprint that was firstly designed and all of the project partners followed that blueprint quite closely.

In addition, the Cyberspace supported efficiently the projects activities and successfully handled the various project's calls.

Moreover, the 4helix+ Pilot Action enhanced the International Cooperation since several Projects, from each participating region, were implemented by a Local SME and an International KP.

Regarding the awarded innovation projects implementation there were no difficulties and problems. All MSMEs started and finished their Projects within the time plans, in line with the forecasted costs and all the activities carried out were in line with the ones that were described in the Application Forms. All partners followed efficiently the same methodology for the project implementation and thus it was successfully completed.



Project Partners



SVIM - Sviluppo Marche S.r.l. (IT)
Lead Partner



University of Camerino (IT)



Central European Initiative (IT)



Thessaloniki Chamber of Commerce
and Industry (GR)



Croatian Chamber of Economy
Zadar County Chamber (HR)



Official Chamber of Commerce,
Industry and Shipping of Seville (ES)



XXI Dinamic Network (PT)



Albanian Development Fund (AL)



Cambra de Comerç
de Barcelona
Barcelona Official Chamber of
Commerce, Industry,
Services and Navigation (ES)



Chamber of Commerce and Industry
Marseille Provence (FR)

Thessaloniki Chamber of Commerce and Industry (TCCI)
Thessaloniki, Greece
<https://www.ebeth.gr/en>

<https://4helix-plus.interreg-med.eu>