

## **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**

### **D.4.1.1**

#### **4helix+ Plan of Results Portability**

Due delivery date:

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#### Abstract

This Plan for Results Portability contains the operational indications and steps for the implementation of the project's transferring strategy by the Project Partners.

<sup>1</sup> WPL (Work Package Leaders); PP (Project Partners); AP (Associates); Stakeholders; Decision Makers; Other (Specify)

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

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# 1- Introduction

Transferring results is defined as a process of identifying and learning from best practices and applying them in a new configuration or a new location. The key factor in the transfer of best practices is to make the recipients of best practices understand the need for the implementation of best practices. Managers of the recipient organizations should focus on how to create this perception among their stakeholders (management, employees, service users, policy makers, etc...). Essentially, the transfer of best practices demands changes in performance, communication and behavior. Therefore, the two parties involved in the exchange of best practices, 'the source' and 'the recipient' should work together on the teaching, learning and improvement process.

The main objective of the Plan of Results' portability in 4helix+ is to facilitate operational indications and steps for the implementation of the project's transferring strategy by the Project Partners. The main objective of transferring activity is to work hand in hand with our stakeholders to transfer the 4helix+ model and methodology, once tested and refined, through a complete set of activities, and to influence regional RIS3 strategies and contribute to establish Blue Growth a more visible Horizontal priority cutting across many other RIS3 priorities in the Regional/National Operative Programs.

The Plan of Results Portability of 4helix+ has been designed in such a way so as it helps embedding the tested innovation process, optimizes its value, enhances its impact and facilitates its integration at policy level. The Plan thus pays particular attention to the sustainability of the results and the enhancement of its impact on regional level, and to the involvement of stakeholders.

The present document outlines the methodology that should be followed for a correct implementation of the 4helix+ transferring phase (WP4).

Finally, the Plan of Results Portability is intended to provide a specific assessment on regional policy context and opportunities for policy change, paying specific attention to the Albanian Case.

Finally, it aims at providing partner regions with detailed information regarding target groups, transferring campaign methodology, transferring tools, mapping of stakeholders. It also makes a comparative analysis and detailed criteria for the implementation of specific tools and events included in the transferring activity.

The document is intended to be a lively document, and will be updated during the project lifetime.

## 2- Objectives

Transferring results is defined as a process of identifying and learning from best practices and applying them in a new configuration or a new location. The key factor in the transfer of best practices is to make the recipients of best practices' understand the need for the implementation of best practices. Managers of the recipient organizations should focus on how to create this perception among their stakeholders (management, employees, service users, policy makers, etc...). Essentially, the transfer of best practices demands changes in performance, communication and behaviour. Therefore, the two parties involved in the exchange of best practices, 'the source' and 'the recipient' should work together on the teaching, learning and improvement process.

According to the Application Form of 4helix+, the main objective of the transferring activities is to raise awareness of 4Helix+ concepts among stakeholders of involved MED ecosystems, as it is crucial for early success and transferring of the Project results, and for partners' ambition to influence their Regional RIS3 strategies key actors towards BLUE GROWTH.

Indeed, even if Blue Growth is included in the 7 ERDF regions, it is important to contribute to:

- Identify key players, synergies and spill-overs across regional, national and transnational maritime ecosystems, including new innovation phenomena like fab labs, co-working spaces, innovation hubs, etc...;
- Boost and accelerate maritime clusters establishment and their cross-sectorial cooperation;
- Provide relevant regional, national and macroregional actors and policy makers with evidence from successful examples of transnational cooperation projects based on favouring RD&I processes in blue SMEs, in view of preparation works for the 2021-2027 programs;
- Enhance maritime clusters through an open source, knowledge sharing and community-based approach;
- Evidence the potential of the Blue Growth sector to create jobs through innovation.

Finally, a special attention will be paid to Albania since it is necessary to engage Albania in the definition of the national Blue Growth Strategy.

This plan shows the process to follow in order to transfer the results and experience of 4helix+ to the actors.

## 3- Transferring Campaign Methodology and Tools

Transferring requires common criteria principle that must be applied to all types of transferring actions proposed within the framework of this Plan. In order to approach transferring activities, it is necessary to build a methodological guidance and detailed workplan of the different tasks of the project.

For this purpose, this section is divided in two main sections:

### 3.1 Main tasks

The Official Chamber of Commerce, Industry and Shipping of Seville is the responsible partner for the transferring phase, however tasks and sub-tasks are also assigned to other partners who are not in charge of the coordination of the whole WP:

ACTION	TASK RESPONSIBLE	DATE TO BEGIN	DATE DUE	PARTNERS INVOLVED
<b>Task 4.1 – Coordination of WP4 Transferring:</b> <i>detailed analysis, workplan and common/customised criteria for the implementation of the specific transferring of project results at transnational level.</i>	CCSEV	01/04/2018	31/07/2020	AssP IDEA
<b>Task 4.2 – Transferring Corner:</b> CAMBRACN uses the Cyber Space platform for organising 2 transregional webinars (to MED and extra-MED territories asking for further information, instructions after visiting the Transferring corner) dedicated to effective familiarisation with 4helix+ process and innovative model.	CAMBRACN	01/03/2018	31/03/2018 31/07/2019 31/07/2020	UNICAM
<b>Task 4.3 – Regional/National/MACroregional Roadshows:</b> each Pilot PP organises at least 3 road-shows dedicated to well identified regional and/or national/macoregional private and public stakeholders presenting the 4helix+ successful transnational showcases and the transferring multimedia tools offered by the 4helix+ Cyber Space	CAMBRACN	01/02/2020	31/07/2020	ALL PPs

<b>Task 4.4 – Blue Matchmaking Environment:</b> <i>a long-lasting web facility hosted on the 4helix+ Cyber Space, aimed at offering permanent virtual brokerage, where blue SMEs/StartUps and KPs (registered in the KP Gallery), can meet and generate blue project ideas, etc. Regional ateliers for regional users (and web seminars for transnational users) for promotion and training on proper and effective utilisation of Matchmaking Environment web tool.</i>	CCE	01/06/2018	31/07/2020	UNICAM
<b>Task 4.5 – Transnational Final Event in Seville:</b> <i>1-day event dedicated to the official presentation of 4helix+ results.</i>	CCSEV	01/06/2018	30/06/2020	ALL PPS/AssPPs

## 3.2 Sustainable Elements and methodological approach for 4helix+ transferring opportunities

Specific Actions Conducted	Products/outputs implemented	Methodological Approach	Analysis of Sustainable Elements
Improvement of cross-sectoral and trans-boundary R&D+i actions of med area maritime clusters key actors.	Complete Pilot Action based on integrated model that creates an innovative transnational framework for funding through a voucher-scheme system, facilitating knowledge transfer and implementation of new products-services or business models of Blue sector SMEs/Start-ups.	The communication activity 2.2.8. Storytelling merged with the activity 2.2.4 Project Video will provide a visual representation of the 4helix+ success story. In fact, while containing also concrete elements from the pilots implementation, the video will tell a short story about how small-scale innovation actually succeeded in a blue growth sector company thanks to the 4helix+ project. This storytelling video thus will have strong impact not only in terms of dissemination of project's results, but will also be a perfect tool for integration with the project's transferring activities.	4helix+ pilot action (PA) model has been designed in a way that it is enough flexible so that it can be replicated in other sectors, regions. In this sense, a smart way to ensure sustainability is to make a strong communication campaign during the pilot action (through communication campaigns, infoday events, etc...) and after the completion of the PA. The transferring campaign includes a mix of transferring web-based tools and events among the identified stakeholders.  Plus, the design of transnational voucher scheme followed in 4helix+ is aligned with recommendations under preparation by DG Growth. This will be underlined to our target groups from public sector as a positive starting point to stimulate new approaches in favour of the maritime clusters.



Specific Actions Conducted	Products/outputs implemented	Methodological Approach	Analysis of Sustainable Elements
<b>Creation of a web-based transferring corner and library</b>	Web-based transferring corner aimed at transferring tested processes, techniques, tools and methods.	The transferring corner is a Cyber Space platform dedicated to 4Helix+ activities. The aim of the corner is to promote among practitioners and 4Helix+ stakeholders the activities carried out by partners in their regions. Moreover, the platform pretends to be a debate forum where SMEs, innovation and blue growth experts, KPs and partners can share their opinions and interests about the blue economy.	As for the transferring corner hosted in the Cyber Space, it hosts a multimedia portfolio of 4helix+ knowledge and experiences, including tools and services accessible to all users even after the end of the project. It Will be created with a long-term sustainable functionality.
<b>Implementation of blue-matchmaking environment</b>	Cyber Space equipped with: -Knowledge Provider Gallery -Permanent open brokerage	The cyberspace provides 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 MSMSs and KPs information. The KPs and MSMEs indexing will 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.	Matchmaking environment, dedicated to permanent brokerage where blue firms and Knowledge Providers can meet and generate new project ideas, beyond those developed in the framework of the pilot actions, will be designed as a long-lasting facility in the 4helix+ cyberspace.
<b>4helix+ transferring Events</b>	At least 3 road-shows per each pilot partners 1 Final Transferring event	1 Final Transferring event including 1' pitch sessions with the 48 awarded SMEs/KPs will be organized to give visibility to most promising awarded projects and to testimonials of innovative financial/incentives instruments to facilitate Blue SMEs' access to seed&venture	Road-shows will be dedicated to identified regional and national/macoregional stakeholders, (for public institutions, specially those directly in charge of RIS3 definition/launching, and ROPs for 2021-2027 mainly to present 4helix+ success story and process, dedicating specific

Specific Actions Conducted	Products/outputs implemented	Methodological Approach	Analysis of Sustainable Elements
		<p>capital, crowdfunding, etc..., including sessions to present 4helix+ transferring process results.</p> <p>Each Pilot partner should organize 3 road-shows dedicated to regional/national/macroeconomic private and public stakeholders. These stakeholders should be directly in charge of the RIS3 definition/ launching/ financing initiatives under the ROPs/NOPs 2014-2020 and mostly 2017-2021 and EUSAIR Action Plan, Albanian relevant institutions, regional business support org., cluster org, FLAGS, higher education and RD&amp;I organisations.</p> <p>The purpose of the road-show is to present the 4helix+ successful transnational showcases and transfer the multimedia tools offered by the 4helix+ Cyberspace. The road-shows can be merged with other events and dedicated voucher poster sessions can be organised. Presence of private and public stakeholders: The participation of “political” and decision-makers is highly recommended, stakeholders and representatives who can influence the policies of the region or the country.</p>	<p>session on voucher scheme tested in 4helix+.</p> <p>These road-shows will enable public stakeholders to know firsthand 4helix+ story and evaluate possible the implementation and flexibility of methodological approach of cross-innovation at different scales and for different sectors. The objective is to gain knowledge in view to the improvement of blue growth presence and new measures to favour blue growth in ROPs. There is no security that this objective can be achieved, but road-shows will ensure that lessons learnt are transferred, and will help to create the necessary framework for effective implementation.</p>

## 4- Target Groups and Audiences

As described in the Communication Plan of the project, the 4helix+ concept and main messages are anticipated to penetrate 4 Main Audiences:

- SMEs
- Blue/ innovation CCI experts
- Support organisations
- Public Authorities

Inside these four main categories, we identified 9 target groups, all of them are considered as key players. In the transferring process in 4helix+, Public authorities are specifically addressed as they are relevant to and involved in their regional innovation system and processes. In that sense, the target groups are:

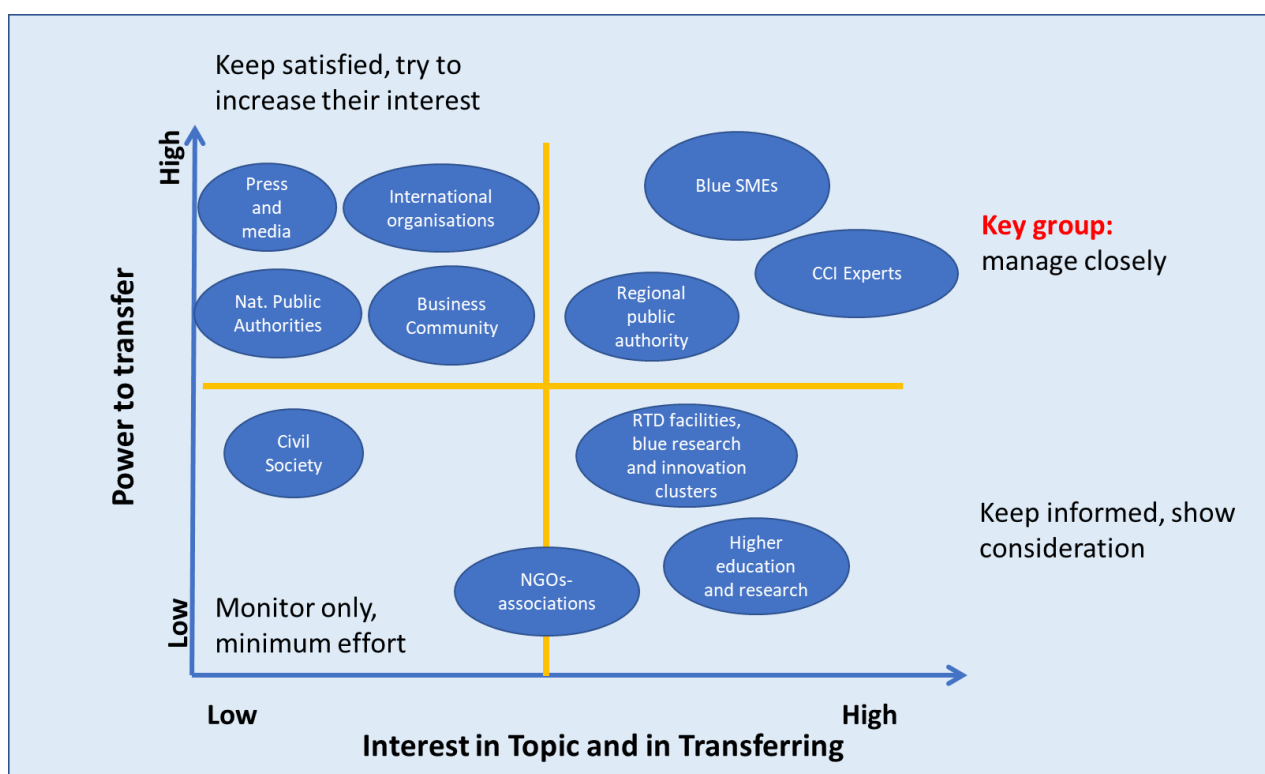
- 4helix+ project partners and associates
- Business Support Organisation
- Enterprise, except SME
- Interest Groups including NGOs
- Higher education education and research
- International organisation, EEIG
- National Public Authority
- SME
- Regional Public Authority

## 5- Mapping of Stakeholders

Stakeholders represent a key aspect of 4helix+ Plan for results portability since their identification, their role and influence, are key to target effectively the transfer or results. Indeed, the better knowledge of project stakeholders will help selecting the types of partners/public to meet when organizing transferring

roadshows, final event, and also when developing the transferring webtools “blue matchmaking environment”.

Stakeholders map shows the influence and power of stakeholders which, enables to understand the environment and the place and roles of our stakeholders to understand the opportunity and the ecosystem to act upon and how to target the transferring activities.

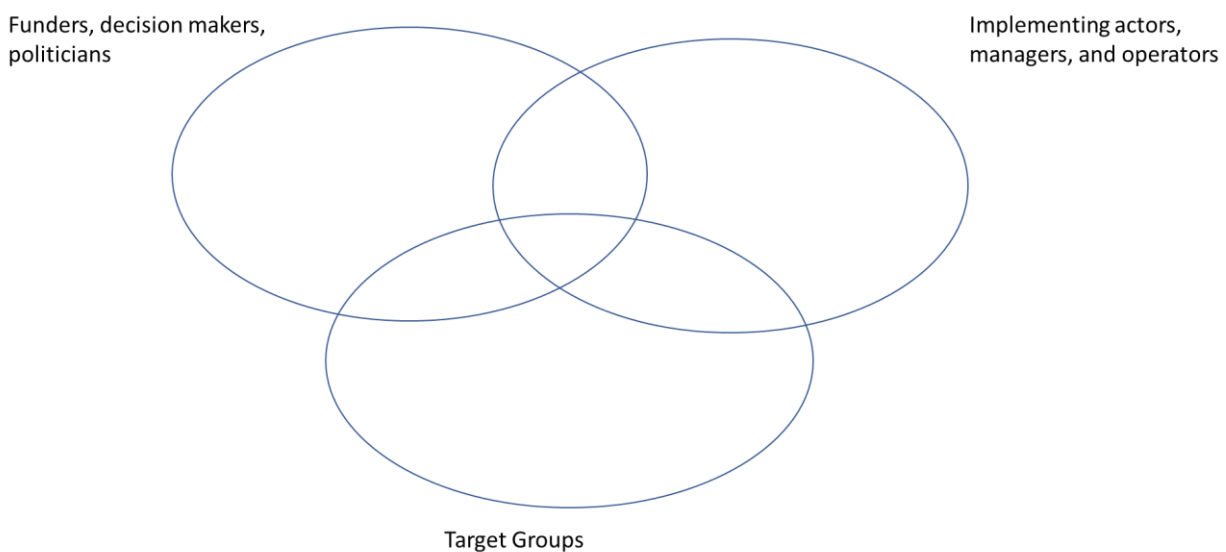


Stakeholders map enables to analyse which stakeholders are going to be crucial in our transfer process, and with whom a direct relationship should be established during 4helix+. Blue SMEs and CCI experts will be involved from the start of the process in the pilot action, whereas regional public authorities will not.

shows the influence and power of stakeholders which, enables to understand the environment and the place and roles of our stakeholders to understand the opportunity and the ecosystem to act upon and how to target the transferring activities.

Another tool that can be used to represent the links between target groups is the Sociogram. A sociogram is a tool for charting the relationships within a group. It's a visual representation of the social links and preferences that each perso/organisation has in a specific ecosystem (Classroom, company, etc...).

In our case, it provides information about the composition of the 4helix+ ecosystem of stakeholders and the interactions and is an interesting means of showing what takes place in the group of actors of the project.



Each one of the actors involved in the project is placed in the sociogram, either in one of the circle if he belongs to only one category, either in the intersection of 2-3 circles if it belongs to several categories.

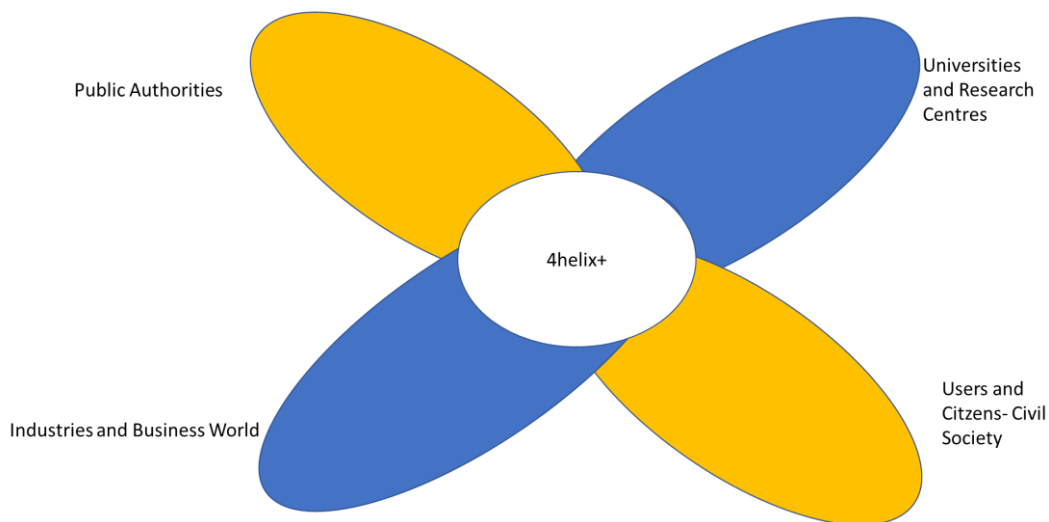
- The circle of “funders, decision makers, politicians”, represents the decision makers of the project, key target for transferring activities.
- The circle of “implementing actors” represents bodies in charge of the operational and daily implementation of the project.
- The circle of “target groups” represents the final beneficiaries or targets of the project pilot action: BG/BE SMEs and CCI experts.

The use of the sociogram in 4helix+ can help to develop a better knowledge of stakeholders and their place in the 4helix+ ecosystem, and better select the stakeholders for transferring activities.

Both graphic and sociogram can be used for mapping stakeholders in 4helix+ and will be helpful to better target and tailor-made activities and events in WP4 Transferring.

A 4Helix picture can also be used to map stakeholders in function of their role inside the maritime cluster, and will also be helpful to tailor-made activities inside WP4, namely:

- Participation in Roadshow event
- Transferring Corner
- Matchmaking Tool



## 6- Comparative Analysis of Project pilot areas

Starting from fine-tuning study (3.2), a specific and comparative analysis of the 8 project pilot areas on complementarities with the regional/national RIS3, macroregional strategies will be conducted. In the first intermediary version of the document, a methodological approach is proposed. It will be completed during the project lifetime.

This analysis includes in a first step a regional benchmarking of blue growth related policy frameworks and RIS3 Strategies and will help to define strategies to be implemented thanks to operational instruments kit developed under 4helix+ and recommendations for policy changes.

## 6.1 Regional benchmarking of Blue Growth Policy Frameworks and RIS3 Strategies, Opportunities and Recommendations for Policy Change

### 6.1.1 Italy: Marche Region

- **Regional Analysis**

The Regional Operational Programme of the European Regional Development Fund (ERDF ROP) 2014-2020, approved by Community decision on February 12, 2015, is the implementation tool defined by the Marche Region to achieve on its own territory the aims and actions of the Cohesion Policy of the European Union for the period 2014-2020. The European Union's cohesion policy is divided into 11 Thematic Objectives (OT) aimed at reducing disparities in development of its territories and to contribute to the priorities of smart, sustainable and inclusive growth envisaged by the strategy "Europe 2020". The regional administration's strategic choices are focused on 6 to 11 thematic objectives of the EU Regulation 1303/2013.

Several Axis and Action of the ERDF ROP 2014 – 2020 are addressed to the blue economy (e.g. the Marche Region intends to achieve the goal of expanding the tourism offer of the Marche through actions of seasonal adjustment of tourist flows through the creation and enhancement of thematic clusters named "Marche in Blu"). Axis 3 aims to promote the competitiveness of small and medium enterprises and the actions 8.1. and 8.2 are addressed to support the enhancement of identified cultural and natural attractions of the territory, also and the competitiveness of businesses in tourist destinations. Axis 6 aims to protect the environment and promote efficient use of resources. In August 2019, the regional act DGR 954/2019 updates the action 23.1 that aims to support the enhancement of identified cultural and natural attractors of the territory, also through the integration between companies.

- **Innovative non-repayable financing schemes already implemented in the Marche Region**

SVIM has a long and consolidated experience in the implementation of the transnational voucher programme, through regional or transnational pilot actions financed by the Interreg IV C Programme (Innovage), South East Europe Programme (See Innova), Horizon 2020 - Innosup Programme (Innovoucher) and MED (Wider). In the framework of WIDER for example pilot actions a Voucher scheme mechanism to facilitate collaboration between Knowledge Providers (Research Institutions/ R&D skilled Enterprises) and smart housing sectors' MSMEs was tested. Five SMEs from the Marche Region were awarded with innovation vouchers (up to 10.000€ each one, 100% financed by the pjt) to implement their projects of entering/repositioning in the market of smart housing for elderly through new products/services creation/upgrade. All projects were successfully concluded. Currently SVIM is involved in the 4helix+ project (MED ) and Investinfish (Italy – Croatia).

- **Degree of Regional cooperation in blue growth**

The Regional Law no. 11/2004 established the Regional Consult for the fish economy that involves private and public key actors in periodical meetings to discuss the plans and programmes about the fish economy. It is supported by a Technical Committee, composed by Universities, Research entities and the National Research Council (CNR). Stakeholders are also involved in several project in the framework of the EU Cooperation. Currently the Marche Region is involved in 4 Interreg projects: DORY- «Capitalization actions for Adriatic Marine environment and ecosystem based management», ARIEL- «Promoting small scale fisheries and acquaculture trasnational networking in Adriatic», SUSHIDROP - «Sustainable fisheries with drones data processing» and ADRISMARTFISH- « Valorisation of small-scale artisanal fishery of the Adriatic coasts in a context of sustainability» and also BLUE KEP project “Blue Knowledge Exchange Program and integration of education systems” financed by the Programme: Interreg Italy – Croatia. SVIM is developing the MED 4helix+ project and the Italy-Croatia Investinfish project that aims to boost INVESTments in INnovation of SMEs along the entire FISHerY and aquaculture value chain.

- **Policy integration:**

The National Operational Programme of the European Maritime and Fisheries Fund (EMFF) 2014-2020 is one of the five European structural and investment funds (ESIF) that complement one another and are intended to promote an economic recovery based on the increase in growth and employment in Europe.



The general objective of the EMFF OP is to support the sustainable management of the fishing and aquaculture industry and to boost, at the same time, the competitiveness and the ability to generate development, employment and territorial cohesion.

The Programme for the years 2014/2020 is focused on the innovation of the structures that concern the management and trade of the catch and the seafood traceability process.

All the Regions involved in the EMFF, including the Marche, activated the specific Measure for INNOVATION and soon calls will be launched to fund the modernization of the Fish Markets and of the Online Auctions.

The OP addresses the general reform of the Common Fisheries Policy (CFP) and fully supports the priorities defined in the EMFF Regulation. The main objectives of the OP aim at enhancing the competitiveness of the aquaculture sector and processing sector, the viability of sea fisheries sector and the sustainable development of traditionally fisheries-dependent areas. The Programme also addresses the need for protection and rehabilitation of the marine environment and its living resources, the control of fisheries activities, the collection of fisheries data and the improvement of knowledge on the state of the marine environment.

In the Marche Region during the 2014-2020 programming period, coordination and coherence between cohesion policy and the other EU policies contributing to regional development, namely rural development and fisheries and maritime policy, has been strengthened by laying down common provisions for the ERDF, the ESF, the Cohesion Fund, the European Agricultural Fund for Rural Development (EAFRD), and the European Maritime and Fisheries Fund (EMFF).

In the framework of a new integrated policy called the National Strategy for Inner Areas (NSIA) in Italy, the Marche Region selected 3 inner areas to be enhanced thanks to Integrated Territorial Investments (ITI) where the measure financed by ERDF, ESF, EAFRD and through National Law are strictly integrated and coordinated also to link the inner areas with the opportunities of blue economy (e.g. coastal tourism).

The regional RIS3 strategy doesn't foresee actions addressed to the regional blue growth clusters development.

In the framework of EUSAIR first pillar «Blue Growth», regional guidelines will foster job creation and business opportunities in different sectors of blue economy.

- **Better Integration of the Voucher Scheme into the regional policy instruments:**

Axis 7 action 18.2 aims to support the local actors in developing ideas and interventions to be co-financed in the framework of the Programme that aim at strengthening and promoting the project capacity of the SMEs through voucher of € 10.000 €. Voucher scheme helps Regions to define a clear focus on regional needs &

challenges, to stimulate Innovation and new products/service development and cooperation between knowledge providers & SME's. The ROP 2014-20 already encompasses the voucher scheme as an instrument to promote innovation in the MSMEs of the Region. According to the SVIm experience in voucher transnational scheme, the integration of the voucher into the regional policy instrument could be favoured by including in the voucher mechanism and calls an expert/facilitator to help SMEs in the application and in the choice of foreign KP.

- **Other projects working on improving blue growth/or innovation and/or cross sector support in the region**

As above mentioned, 6 projects are currently ongoing (4 involve the Marche Region and 2 SVIM).

The project **DORY**, capitalizing the results of the IPA Adriatic ECOSEA project, intends to promote the adoption of common management models for supporting sustainable fisheries and development of alternative spatial management measures. The pilot activities will test the innovative solutions for reducing the negative aquaculture ecological impact of the economic activities and to enhance the biodiversity of fish habitats.

**ARIEL** project is jointly promoted and developed by 9 scientific and institutional partners of 4 Countries (Italy, Croatia, Greece and Montenegro) and focuses on small-scale fishery and aquaculture which are two key drivers for blue and sustainable growth of Adriatic and Ionian communities. ARIEL overall objective is to promote technological and non-technological solutions for innovation up take of small-scale fishery and aquaculture in Adriatic-Ionian basin, acting as knowledge network and performing a set of transferable activities to better understand threats and solutions for a more successful and sustainable management of policies and practices.

Within **SUSHI-DROP**, a customized unmanned underwater vehicles will be developed and equipped with acoustical and optical technologies in order to implement a non-invasive mean to assess environmental status of habitats, fish stocks population and, in general, to monitor the biodiversity of marine ecosystems. We are planning to assess the accuracy of the opto-acoustic surveys in deriving single-species abundance indices (in numbers or weight) for direct input into stock assessments, and to evaluate the benefits brought by these new technologies with respect to the classical procedures based on fish sampling. Moreover, a dedicated open-access database system will be created to collect, maintain and share the scientific data acquired by the UUVs.

**The Adri.SmArtFish Project** (Valorisation of SMall-scales ARTisanal FISHerY of the Adriatic coasts, in a context of sustainability) is part of the Interreg Italy-Croatia group of projects and concerns that small-scale artisanal

fishing using hulls of less than 12 meters in length and does not use tools for trawling. The project actions aim to promote small-scale artisanal fishing as it respects the balance of the marine environment and biodiversity, as well as overcoming the difficulties of access to the market, the low level of consumer prices and the growing management costs.

**INVESTINFISH** main objective is strengthening of competitiveness of F&A production system through promotion of investment programs aimed at acquisition of innovation services. INVESTINFISH implements pilot actions providing some IT-HR F&A SMEs with a roadmap to innovation instruments & services, boosting creation of marketable innovative products and/or processes that will improve the SMEs potential market positioning. Expected benefits for enterprises are: accelerate time to market, increase linkages with innovators, increase F&A enterprises R&D expenditures in new&greener components/technologies/services, to boost HR-IT competitiveness. INVESTINFISH intends also to offer to the F&A sector to substitute the value chain concept with value network, proposing a shift from traditional value chains towards more collaborative value networks.

4helix+ project aims at stimulating, coaching and funding CROSS-SECTORAL & TRANS-BOUNDARY INNOVATION OF THE MED KEY SECTOR “BLUE GROWTH ” which deserves to be better supported being an economic driver and a potential generator of development & jobs. Main change sought is to improve basic conditions for bridging the gap among the MED maritime clusters and within their 4helixes thanks to the collaboration with the NOT INSTITUTIONAL NEW INNOVATION AGENTS such as like fablabs, co-working spaces, makerspaces, creative hubs, etc. For sustaining innovation in Blue Growth, beside typical research facilities, it is imperative to favor its partnership with and within open spaces for exploratory interaction and creativity that may find room in this new kind of innovation agents. This innovative partnership is also empowered by the ground-breaking combination with CULTURAL&CREATIVE INDUSTRIES knowledge and expertise.

In addition, the Marche Region is involved in the **BLUE KEP** project “Blue Knowledge Exchange Program and integration of education systems” financed by the Programme: Interreg Italy – Croatia. The main topic is the innovation in nautical and maritime sectors by strengthening integration of education systems. Traineeships and mobility exchanges for students and teachers are foreseen.

- **Transferring Opportunities**

The project will contribute to the Regional Strategy of SMEs competitiveness and innovation in Blue Economy in view of Boosting Innovation for regional Blue Growth. Thanks to this strong commitment to transnational

cooperation, Marche Region set up a network of 32 partners working in the Blue Growth sectors in 8 Mediterranean Countries, among which 10 Regional Authorities (Veneto, Emilia Romagna, Friuli Venezia Giulia, Sicily, Apulia – Italy; Zadar, Split and Dalmatia, Istria, Primorje – Croatia; Western Greece), 2 National Ministries (Ministry of Agriculture and Rural Development of Montenegro – EUSAIR Pillar 1 Coordinator; Ministry of Agriculture of Croatia), 8 Universities and Research Centers (among which the CNR – Italy and Hellenic Centre for Marine Research – Greece, both partners of the Blue Med Initiative) and 5 Chambers of Commerce in Croatia, Greece, Spain and France.

The Marche Region adopted the voucher mechanism the ROP of 2014 - 2020. Svim can transfer to the policy makers and executives of the Marche Region the experience gained by its participation in 4helix+ in promoting blue growth through innovative tools (Transnational Voucher Scheme, match making tools and networking activities) during face to face meetings and also through the preparation phase of the next ROP. Furthermore, Svim can give an insight into the methodology and the implementation of the Voucher Scheme and project results in other regional level stakeholders (e.g. -Regional Organizations for Fisheries, SMEs Associations and Intermediaries - CNA; Confindustria, Confcommercio, Confartigianato -, Regional Chamber of Commerce).

- **Means for addressing opportunities**

Infodays, Blue bootcamps, face to face meetings with decision makers and executives of relevant regional/national level stakeholders and especially with the Marche Region decision makers and executives to present them the 4helix+ methodology and results. Svim participated in EU events (e.g. Open Days 2019 - Workshop “Boosting Innovation for Mediterranean Blue Growth” Brussels, 9th Oct 2019) organized by the Marche Region aiming at promoting the voucher scheme, the blue growth, by improving the matchmaking mechanism between Creative Industries and MSMEs.

- **Anticipated benefits**

The Marche Region can benefit from the experience gained by SVIM through its participation in 4helix+ in better programming, focusing on blue MSMEs’ needs and simplifying its Voucher Schemes, expected to be implemented in the framework of ROP 2014 – 20 but also in the framework of the next ROP 2021 – 2027. Other regional/national level stakeholders involved in blue growth could better adapt their policies to the

specific needs of the blue MSMEs taking into account the methodology and the results of 4helix+. Other benefits for cooperating in the abovementioned projects could be:

- Enlarge cooperation at Mediterranean Countries level;
- Capitalize the work done in the area and the above mentioned projects having the opportunity to implement actions for SMEs participating in the projects.

## 6.1.2 Greece: Central Macedonia Region

- **Regional Analysis**

The Operational Programme (R.O.P.) of the Region of Central Macedonia (RCM) aims to boost economic development and create job opportunities. It contributes to achieving the Europe 2020 targets for smart, sustainable and inclusive growth, also in line with the RIS3 strategy which focuses on the following priority sectors: a) Agri food, b) Construction materials, c) Textile and clothing, d) Tourism, e) Information and Communication, f) Energy, g) Environment, and h) Transports and logistics. Blue Growth issues are mainly included in Axis 1 “Research, Technological Development and Innovation in the RCM”, Investment Priority 1b “Promotion of investments in research and Innovation, development of synergies among enterprises, R&D Institutions and academia...” and in Axis 3 “Competitiveness and extroversion of the regional economy”, IPs: 3a “Promoting entrepreneurship in particular through economic exploitation of new ideas and supporting new enterprises’ creation especially through business incubators”, 3c “Supporting the creation and enhancement of advanced skills in new products and services development” and 3d “Supporting SMEs ability to expand in regional, national and international markets and participate in innovation processes”. Nevertheless, most of the Calls for proposals’ submission in the framework of the aforementioned investment priorities were published just during 2019 due to administrative/organizational reasons. RCM blue SMEs can also benefit from funding opportunities in the framework of the Sectoral OPs “Competitiveness, Entrepreneurship, Innovation” and “Fisheries and Maritime 2014 – 2020”.

- **Innovative non-repayable financing schemes already implemented in the Region of Central Macedonia:**

a) The TCCI together with SVIM (as LP) participated in the MED project WIDER, the aim of which, was to improve and share knowledge management regarding innovation, markets opportunities and new products of SMEs, all along the supply chain of the eco-smart housing for independent living of elderly sector in 7 MED regions (Algarve, Central Macedonia, Catalonia, Rhone-Alpes, Marche, Slovenia and Sarajevo Macro Region). In the framework of WIDER pilot actions, a Voucher scheme mechanism to facilitate collaboration between Knowledge Providers (Research Institutions/ R&D skilled Enterprises) and smart housing sectors’ MSMEs was tested. Five SMEs from the RCM were awarded with innovation vouchers (up to 10.000€ each one, 100%

financed by the pjt) to implement their projects of entering/repositioning in the market of smart housing for elderly through new products/services creation/upgrade. All projects were successfully concluded.

b) The RCM published a Call for “Technology Vouchers for MSMEs of the Region of Central Macedonia”. Vouchers are funded 100% by the ROP and vary from 5.000€ to 15.000€. The aim of the action is to enhance competitiveness of MSMEs of the region through the acquirement of innovative informatics and communication technologies. The Call targeted to a variety of sectors (mainly manufacturing and commerce) including also some blue growth sectors (mainly coastal and maritime tourism, marine aquatic products and utilities). In the framework of the Call a number of 869 project proposals were submitted of a total budget of 9.800.000€. Projects are currently under evaluation.

- **Degree of Regional cooperation in blue growth:**

a) In the Region of Central Macedonia there is a significant number of Research Institutes and Labs specialized in issues such as food microbiology, applied biosciences, ichthyology, harmful marine microalgae etc. A lot of blue MSMEs, mainly operating in aquaculture (and especially in mussel farming), fish/crustaceans processing and fishing tools production (fishing nets etc), cooperate with these organizations to control/upgrade the quality of their productive processes or products.

b) The TCCI by participating in two ERDF projects focusing on blue growth issues (4helix+ and the ADRION project Blue Boost) facilitates through networking activities and Voucher Schemes the collaboration among Blue MSMEs of the Region and Knowledge Providers (Research Institutes/R&D skilled enterprises and New Innovation Agents) from Greece and abroad.

c) a Blue Energy Lab (BEL) as a cooperation mechanism at national/regional level in the field of Blue Energy is created by the Aristotle University of Thessaloniki in the framework of its participation in the MED project “Maestrale”. Representatives of the Ministry of Energy and Environment, the RCM, the Municipality of Thessaloniki, the Aristotle University of Thessaloniki, the University of Macedonia, the Centre for Research and Technology Hellas and the TCCI participate in the BEL.

- **Policy integration:**

Greece National Strategic Reference Framework 2014 – 20 includes 7 Sectoral Operational Programs, covering one or more sectors at country level and 13 Regional Operational Programs (ROPs), encompassing

regional-scale activities. The ROP of Central Macedonia focuses, among others, on Axes 1 “Research, Technological development and Innovation in the RCM” and 3 “Competitiveness and extroversion of the regional economy” which concerns also some Blue Growth related activities. Axis 1 is complementary to the National OP “Entrepreneurship, Competitiveness, Innovation” in the framework of which, investment projects of diverse sectors (including blue growth activities except fisheries, aquaculture and fish processing supported by the Sectoral OP “Fisheries and Maritime 2014-20”), are supported. Under Axis 1 are eligible for being supported (for R&D and clustering activities) only MSMEs operating in the priority sectors selected in the framework of the RIS3 Strategy of the RCM. Axis 3 mainly focuses on activities aiming at the exploitation by the MSMEs of the knowledge produced by the academic/research system and it is complementary to the Sectoral OPs, especially “Entrepreneurship, Competitiveness, Innovation”, and the European Program COSME. Under Axes 3 are supported in priority MSMEs operating in RCM RIS3 priority sectors.

- **Better Integration of the Voucher Scheme into the regional policy instruments:**

The ROP 2014-20 already encompasses the voucher scheme as an instrument to promote innovation in the MSMEs of the Region. The RCM has already published a Call for Technological Vouchers under Axis 2 “Improvement of access, use and quality of ICT” of the ROP. Furthermore a Call for Innovation Vouchers which entails a matchmaking mechanism to facilitate collaboration among Knowledge Providers and MSMEs operating in Region's RIS3 sectors will be published in the framework of Axis 1 “Research, Technological development and Innovation in the RCM”. RCM executives taking into consideration the experience gained by the Call for Technological Vouchers believe that it is necessary to simplify the whole procedure of the Call for Vouchers and decrease the number of documents required by the MSMEs to better integrate such a mechanism into the regional policies.

**Other projects working on improving blue growth/or innovation and/or cross sector support in the region:**

a) **Blue Boost:** An Interreg ADRION project, the aim of which is to improve the basic conditions for bridging the gap between the 3 helixes of the focused 7 maritime clusters (from Croatia, Italy, Western Greece and Albania), between research/SMEs, users/SMEs, etc. thanks to the collaboration with New Innovation Agents. A voucher mechanism to facilitate knowledge/technology transfer from Research institutes/R&D skilled enterprises and New Innovation Agents to blue MSMEs of the involved areas in order for them to create new products/services is realized in the framework of the project. The TCCI participates in the project.



b) **Maestrale:** A MED project aiming to lay the foundations for a strategy for the deployment of marine renewable energy in the Mediterranean area. Based on a survey of existing and innovative technologies, barriers and potentials, MAESTRALE aims to broaden knowledge-sharing among scientists, policy makers, entrepreneurs and citizens and to foster measures and investments for Blue Growth. The Aristotle University of Thessaloniki – School of Architecture participates in the project.

- **Transferring Opportunities**

The TCCI was involved in the elaboration of the RIS3 Strategy for the Region of Central Macedonia through the active participation of its representatives in the thematic commissions formed by the Region in the framework of the relevant social dialogue. Furthermore, the TCCI on the basis of the experience gained from the WIDER pjt proposed to the RCM the adoption of a voucher mechanism in its ROP 2014-20 as a simple and effective means to stimulate innovation through collaboration between R&D institutions/skilled enterprises and MSMEs. The RCM adopted indeed such an instrument in the ROP of 2014 - 2020. The TCCI can transfer to the policy makers and executives of the RCM the experience gained by its participation in 4helix+ in promoting blue growth through innovative tools (Transnational Voucher Scheme, match making tools and networking activities) during face to face meetings and also through the preparation phase of the next ROP and the update of the RIS3 strategy. Furthermore, the TCCI can give an insight into the methodology and the implementation of the Voucher Scheme and project results in other regional level stakeholders such as the three Universities of the Region, the Centre for Research and Technology Hellas, the Alexandrian Innovation Zone, the Organization for Tourism Promotion and Marketing of Thessaloniki, the Chamber of Professionals of Thessaloniki, the Chamber of Chalkidiki and the Development Agencies of Thessaloniki and Chalkidiki as coordinators of Fisheries Local Action Groups (FLAGS), created in specific coastal areas of the RCM.

- **Means for addressing opportunities**

Face to face meetings with decision makers and executives of relevant regional/national level stakeholders and especially with RCM decision makers and executives to present them the 4helix+ methodology and results. The TCCI will participate in events to be organized by the RCM aiming at improving the matchmaking mechanism between Research Institutes and MSMEs (including the blue ones) in the framework of the

forthcoming Call for Innovation Vouchers that will be published by the RCM under Axis 1 “Research, Technological Development and Innovation in the RCM”.

- **Anticipated benefits**

The Region of Central Macedonia can benefit from the experience gained by the TCCI through its participation in 4helix+ in better programming, focusing on blue MSMEs’ needs and simplifying its Voucher Schemes, expected to be implemented in the framework of ROP 2014 – 20 but also in the framework of the next ROP 2021 – 2027. Other regional/national level stakeholders involved in blue growth could better adapt their policies to the specific needs of the blue MSMEs taking into account the methodology and the results of 4helix+.

## 6.1.3 Albania

- **Regional Analysis**

Blue Economy in Albania consists mainly in Coastal and Maritime Tourism and in Aquaculture and Fishing. While there is no single strategy regarding blue growth, various strategies and legislative steps have been taken or are in the process of being drafted to tackle the issue.

Albania has approved the “Integrated Cross Sectoral Plan for the Coastal Belt” (ICSP for the Coastal Belt) which aims to act as a “constitution of the coastal region development, which will promote a sustainable economic development, social integrity and protection of the nature assets” until 2030 (ICSP). The implementation of this plan is foreseen to impact the economic growth of the country as a whole.

The Ministry of Environment and Tourism with the involvement of the National Tourism Agency plans to draft the Strategy for Blue Tourism in 2020.

The Ministry of Agriculture plans to draft in 2020 the Strategy for Fishing.

Albania registered in the Smart Specialisation Platform (S3P) in November 2017. Albania's smart specialization process is currently being prepared with assistance from DG NEAR and the Joint Research Centre and the draft plan should be finalized by the end of 2020. Albania is among the non-EU countries that have initiated their S3 process development.

- **Innovative non-repayable financing schemes already implemented such as voucher scheme**

The Albanian Development Fund is currently implementing two transnational pilot actions financed by Interreg Programme: 4Helix+ (MED) and Blue Boost (Adriatic). Similarly to 4Helix+, Blue Boost is facilitating the collaboration of SME and start-ups with Knowledge Providers and funding 5 blue economy SMEs through a voucher scheme (10,000 Euro; 100% funded by the project) to improve their activities by implementing innovation. Both projects are under way and have progressed successfully.

In 2007, national schemes for support of agriculture and rural development were introduced with the adoption of the Law on Agriculture and Rural Development. This law regulates the programming of policy measures related to agriculture and rural development, provides for public advisory services for agriculture, research and training, and for the setting up of information databases. It also provides the legal basis for the institutions responsible for the implementation of agriculture policy by establishing the Agriculture and Rural Development Agency (ARDA) for the implementation of national support schemes and introduces the principle of monitoring and evaluation of the national support schemes. The National Action Plan programs measures that are enforced by a Decree of the Council of Ministers. The Action Plan defines the measures for implementation of the agricultural and rural development policy in the respective year, the financial plan and eligibility criteria and support rate /amount. The implementation of the National Action Plan is the

responsibility of the ARDA and the Rural Development Directorate within MARDWA under the supervision of the InterMinisterial Committee for Agriculture and Rural Development. The national support schemes increased in number from 3 in 2007 to 23 in 2013. Till 2010 the annual budget of the national schemes had been increasing reaching the maximum of EUR 11.5 million in 2010. Due to the budgetary constraints, the budget allocation was reduced to about EUR 7 million in 2012 and 2013. In 2012, the number of applications was 11,340 and the number of beneficiaries 7,729. In 2018, the aquaculture and fisheries sectors were included as priority in the national schemes for support of agriculture and rural development.

The government of Albania has created the “Innovation Fund” in April 2018 for the period 2018-2020 which offers financial grants of up to 400,000 ALL (around 3300 Euro) for SMEs to audit their needs for innovation and technology, to identify technology suppliers and partners in other countries, and facilitate the promotion and licenses/patents of innovations. This fund also offers 600,000 ALL (around 4900 Euro) for SMEs to buy technology equipment. This financing scheme covers only 50% of the investment while the rest is covered by the SME. The total amount approved to give off as grants for the last 3 years has been 15,000,000 ALL/year or around 123,000 Euro/year.

The Albanian Investment Development Agency also gives grants (total approved amount 10,000,000 ALL/year or around 82,000 Euro/year for the last 3 years) through the “Fund for the support of Start-Ups” to Start up SMEs which have been registered for 2 or less years. This fund aims to help startup companies that operate in the sector of production and services, tourism, research and development, design, and agro-processing. This fund only covers up to 70% of the expense for a maximum of 500,000 ALL (around 4000 Euro) for technological equipment which increase production/service, marketing and promotion, web designing, staff training, and participations in national or international fairs.

Another fund in support of SME by the Albanian government is the “Creative Economies (Artisanal) Fund”. This grant scheme (total amount offered is 10,000,000 ALL/year or around 82,000 Euro/year for the last 3 years) aims to develop the artisanal sector of Albania by creating a favorable environment for sustainable economic activities and the creation of new jobs. This fund supports artisanal SMEs in these fields: new product development, the purchase of equipment that boost production, product marketing, and capacity building and qualification trainings for management skills. This fund covers up to 80% of the expense for a maximum of 500,000 ALL (around 4000 Euro) while the remaining 20% has to be covered by the applicant SME.

Another grant offered is through the “Competitiveness Fund” which aims to support and improve Albanian SMEs to increase their competitiveness in the international market and employment. The total amount of funding offered through this grant for 2019 is 38,000,000 ALL (around 311,000,000 Euro). SMEs that are in the business of industrial processing, agro-processing, and research and development can benefit from these grants. The grants is considered a form of subsidy and covers 70% of the expenses for a maximum of 1,400,000 ALL (around 11,500 Euro) while the remaining 30% will need to be covered by the applicant SME. Applicants can apply for this grant for product certification, participation in international fairs, promotion

and publication, product labeling and packaging, web development, and consulting services for up to 50% of the expense.

The total number of applicants for the last 3 years for these grants has been: 2017- 57 applications; 2018- 69 applications; 2019- 120 applications. No public data is available yet regarding the efficiency of these funds in stimulating innovation and the derived benefits from these programs, but a noticeable increase in applications can be seen through the years. This would help in assessing in the future whether these non-repayable financing schemes do stimulate innovation and employment. It is important to note that since these grants only co-finance a project and the SME has to cover part of the financing itself, there is more interest from SMEs in applying for something that really does make a difference in their daily operation and economic growth and in implementing it and investing itself fully.

- **Degree of regional cooperation in blue growth**

In EU level, Albania benefits from financial assistance under IPA II. Funding allocation 2014-2020: €649.4 million.

The priority sectors for funding in this period linked to Blue Growth/Blue Economy Sectors are as follows:

Environment & climate action (alignment with EU law and standards, better treatment of waste and water, controlling air pollution);

Transport (better infrastructure and regional connectivity, improved road safety, increased interoperability);

Competitiveness & innovation (supporting business competitiveness, greater market integration, improving the business environment, developing tourism);

Education, employment & social policies (providing effective vocational training, better employment services and labor market policy, inclusion of vulnerable people, efficient health and social services.);

Agriculture & rural development (more competitive farming and food sector, application of food safety standards, better quality of life in rural areas);

Regional & territorial cooperation (promoting regional networks, reconciliation and good neighborly relations, encouraging sustainable local development in border areas).

The European Union (EU) launched a call for proposals in support of the fishery sector named “To increase the contribution of fishery sector to the economic development of Albania by improving management and protection of fishery resources in line with the EU Common Fishery Policy”. The overall indicative amount made available under this call for proposals is euro 3.4 million. Euro 1.9 million will be used for technical assistance, Euro 100,000 for supplies for the fishery administration and Euro 1.4 million for the application of the investment grant scheme. Although small compared with other sectors of the economy, the fisheries in Albania represent an important socio-economic sector. The sector embeds high growing potentials to be exploited through formulation and adoption of appropriate policies sustained by

efficient investments. Moreover, it specifies that the fisheries chapter is one of 35 chapters of the Acquis: the most important part of this chapter is the body of law implementing the Common Fisheries Policy (CFP), which manages EU fisheries and aquaculture based on Articles 38-43 of the Treaty of the European Union.

Albania is part of the Adriatic-Ionian EUSAIR initiative, which focuses on “Blue Economy,” Regional Liaison, Quality of Environment and Sustainable Tourism.

The Albanian Development Fund is currently implementing, along with 4Helix+ under Interreg Med, the “Blue Boost” project as part of the Interreg Adriatic Programme. Blue Boost aims to facilitate the collaboration of SMEs and start-ups with Knowledge Providers and it funds 5 (five) blue economy SMEs through a voucher scheme (10,000 Euro; 100% funded by the project) to improve their activities by implementing innovation.

An active involvement of all stakeholders and actors, along with sound Governance is needed for regional cooperation to be successful.

- **Policy integration**

The Albanian 2014-2020 business and investment development strategy sets the strategic framework for Albania’s enterprise and industrial policy and addresses its strategic approach to industry and competitiveness. Albania is following the South-East Europe 2020 regional initiative, which mirrors the Europe 2020 strategy and has already adopted an action plan for its implementation. The business and investment development strategy is crosscutting and sets out the roadmap for: business development, including SMEs and increased competitive skills; developing innovation; promoting sustainable growth; and creating the conditions for attracting foreign investment. In January 2017 the government adopted an action plan based on a ‘triple helix’ model that incorporates measures requiring the involvement of the public and private sectors together with universities. However, its implementation needs to be further improved. Some progress was made by introducing incentives to stimulate investment in the tourism sector and maintaining a focus on the principles of the Small Business Act. Regarding indirect taxation, the standard value added tax (VAT) rate is 20 %. Since June 2017, a reduced rate of 6 % is applied to tourism accommodation services. Exemptions from VAT for supplies without right to input deduction are largely aligned with the acquis.

The “Integrated Cross Sectoral Plan for the Coastal Belt” (ICSP for the Coastal Belt) acts as a “constitution of the coastal region development, which will promote a sustainable economic development, social integrity and protection of the nature assets”. This plan integrates various sectors such as tourism, environment, transport, energy, mining, cultural heritage, etc in its approach to the development of the coastal area.

- **Better integration of the voucher scheme into the regional policy instruments**

No voucher scheme is being implemented at the moment on a national level. Grants that are financed by both the government and the applicant are considered a better option.

- **Other projects currently working on improving blue growth and/or innovation**

Various projects such as Easea-Way, Carica, Adria Seaplanes, etc. in the field of blue growth were successfully finished.

“Blue Boost” is currently being implemented under the Interreg Adrion Programme- boosting the innovation potential of the triple helix of Adriatic-Ionian traditional and emerging blue growth sectors clusters through an open source/knowledge sharing and community-based approach.

Another project being implemented right now under the Interreg-IPA CBC is Food4Health- Joint promotion of innovative production techniques and high-quality standards for processing the typical and traditional products in the agro-food and fisheries sectors, inside the Programme area.

- **Transferring Opportunities**

Not yet having a finalized draft regarding the S3 process, Albania is limited in accessing the S3 platform. Nonetheless, this should not be detrimental as there are still opportunities to transfer information, best practices and methodologies, promote mutual learning and transnational co-operation. The Albanian actors that have a stake in Blue Growth can join other actors, nationally and internationally, cooperate, and exchange best practices and information to further develop projects and policies that prioritize Blue Growth and innovation. It is important to actively involve stakeholders to bring attention to the benefits of innovation in the blue economy and its effects on economic development to policy makers.

- **Means for addressing opportunities**

Albania has access to funds from Instruments for Pre-accession Assistance, as well as Horizon 2020. These funds could be used to further develop blue growth and innovation initiatives. The government of Albania has a stake in the development of the coastal region and funds already given in the form of grants can be used to encourage innovation in the blue economy, which is expected to generate job opportunities and sustainable development.

- **Foreseen benefits**

Albania has access to funds from Instruments for Pre-accession Assistance, as well as Horizon 2020. These funds could be used to further develop blue growth and innovation initiatives. The government of Albania has a stake in the development of the coastal region and funds already given in the form of grants can be used to encourage innovation in the blue economy, which is expected to generate job opportunities and sustainable development.

## 6.1.4 Croacia

- **Regional Analysis**

ROP is presented in the Zadar County Development Strategy (ZCDS) for the period of 2013-2020, and have been conceived on the basis of the Europe 2020 strategy and its proposed three priorities that complement each other. Smart growth: developing knowledge-based and innovation-based economies; Sustainable Growth: Promote economies that use resources more efficiently, which is greener and more competitive; Inclusive growth: fostering economies with a high employment rate that brings social and territorial connectivity.

Blue growth/blue economy issue are not the terms that are used in Strategy.

ZCDS analyzes the existing state of the economy as a whole and its parts of the blue economy - fishing together with marine aquaculture, tourism, shipbuilding, maritime transport - and brings possible scenarios and provides guidelines for further development.

Development needs of this sector are: the construction and development of coastal infrastructure, the construction of overhaul shipyards, the implementation of Integrated Coastal Zone Management of the Zadar County through the elaboration of a foundation for the expansion of mariculture, further strengthening of the association in fisheries with the aim of establishing producer organizations, linking tourism and fisheries sector, and placement and promotion of products through fishing tourism, use of EU funds for infrastructure development, increasing shellfish farming, establishment of the Sector Competence Center in Zadar County that will be engaged in scientific research on new technologies in the field of breeding and training of the necessary professional staff.

Strategy particularly highlights the need to make agriculture and fisheries more efficient and recognizable in the segment of natural and healthy food and quality food products specific to Zadar region and the wider Mediterranean area. It is the direction that further development of economic fishing should be pursued, with the strengthening of fishing associations in order to establish producer organizations and link the tourism and fisheries sector with the placement and promotion of products through fishing tourism.



- **Innovative non-repayable financing schemes already implemented such as voucher scheme:**

On regional level we can not speak about innovative non-repayablwe financing schemes, only on national level the Business and Innovation Agency of the Republic of Croatia – BICRO, through its programs, motivates the private and public sectors to invest in research and development. In the near future, BICRO will additionally facilitate the absorption of EU structural funds by the Research & Development & Innovation sector, and private companies in particular.

- **Degree of regional cooperation in blue growth**

In the Zadar County at the moment the centers of competences are under elaboration. Competence centers are part of the innovation infrastructure and one of the main instruments for strengthening innovation value chain in the Republic of Croatia and for stimulation of innovativeness of the business sector and its connection with scientific research institutions. One of them will be the “The Blue - Green Center of Competence”, a specialized business entity to implement research and development projects and develop competences in fish processing (blue part) and processing of fruit (green part). The Competence Center will focus on development and applied research initiated by industry and/or scientific community and on the commercialization, support and the strengthening of intellectual property within the above areas.

The goal of the project is to establish a Competence Center for fish and fruit processing (Blue Green center) that will improve the competitiveness of the food processing industry in the Adriatic region. The Center will continuously conduct education for the economic sector and the population and it will also provide consulting services to the industry.

The innovation system of the Republic of Croatia on state and regional levels has been developing in recent years, but still shows results under real potentials.

In Blue Growth sectors, general innivation effect is proportionally low in comparison with the EU levels. One of the reasons for that is surely the fact that capacities and activities in the framework of scientific-research sector have not been put in function of enhancing the competitiveness of the economy, and that the results of scientific-research work have not been used for innovations’ commercialization, application of advanced technologies and realizing of bigger production in the economy.

The business sector of Blue economy and other sectors, therefore, still doesn’t represent a key subject in the innovation area and is still not sufficiently integrated in the innovation value chain. There is a shortage of structural changes directed towards production which is more strongly based on knowledge. What is needed,

is to direct future efforts towards enhancing the companies' inclination to innovations and towards strengthening of links inside the innovation system.

The regional RIS3 strategy doesn't foresee actions addressed to the regional blue growth clusters development.

- **Policy integration:**

The measures envisaged by the ROP at the county level which will contribute to integration and cross-sectoral policies are:

1. Strengthened MSM entrepreneurship and improved entrepreneurial environment by Strengthening the capacity of entrepreneurial support institutions, with the development of new services and infrastructure.
2. Increased role of R&D in Zadar County's economy with objective to improve the framework conditions for the stimulation and application of research and innovation in Zadar County's economy by improving the capacity and strengthening cooperation between universities, research centers and business entities with the aim of transforming innovative ideas into products and services that generate growth and jobs. that includes
  - Strengthening the developmental research dimension of the business sector
  - Improving the capacity of the University of Zadar as one of the leaders of economic development
  - Encourage application of knowledge and innovation development in the economy
3. Increased efficiency and greater coordination of development management institutions to improve the business and the establishment of a modern public administration that responsibly and transparently manages the development potential of Zadar County, with respect and application of a participatory approach in the creation and implementation of development activities and public policies within its scope:
  - Increasing the level of competencies and skills of institutions in the field of development management
  - Increasing the level of staff training of institutions in the area of preparation and implementation of projects co-financed by the European Union and other available resources,
  - Enhance the coordination and networking of all stakeholders in the local development management system,
  - Improving the work of the County Partnership Council and the decision-making process on the integrated development of the Zadar County.

List of County Strategic Projects connected to Blue Economy:

- Fish and Fruit Processing Competence Center - Blue-Green Center
- Development of a fishing port with associated superstructure in Gaženica
- New Campus - A center for new technologies, education and cultural resources  
Of the University of Zadar

- **Better Integration of the Voucher Scheme into the regional policy instruments:**

Introduction of the voucher scheme as regular financing of the MSME-s on local and regional level could overcome very limited participation in RD&I and low capacity to access to finance for the MSME-s.

Voucher Scheme in MSME funding could enable easier access to finance for their projects, while at the same time providing greater freedom to choose knowledge providers as opposed to standard funding. Better integration of such funding would be beneficial to the positive experience of so far implemented Voucher Schemes for which we still do not have feedback, and also dissemination and capacity building that would be organized through newly established institutions at the local and regional level.

- **Other projects working on improving blue growth/or innovation and/or cross sector support in the region**

Some of the projects are directly working on improving of blue growth, innovation and cross-sector support in our region and some of them are create preconditions for that (education projects):

**BE UNIZD-** Internationalization of Blue Education, Maritime Department and Department of Ecology, Agronomy and Aquaculture of the University of Zadar in cooperation with company Tankerska plovdba d.d. and associate institutions at the Faculty of Maritime Studies and Transport of the University of Ljubljana (Slovenia) and the Applied Sciences School in Flensburg (Germany); ESF; Objective of the project is development and promotion of a new joint graduate study in marine management and ecology and aquaculture courses in English

**BLUE SMART-** Blue Education for Sustainable Management of Aquatic Resources, University of Zadar, Cromaris d.d., WWF Adria, Zadar County Rural Development Agency (AGGRA); EASME/EMFF. The objective of the project is to create new skills and competences in sustainable aquaculture sector and increase the employability of current and future sectors' workers in the County of Zadar, Croatia.

**Blue NET** – Maritime Clusters Network for Blue Growth, University of Zagreb, Faculty of Mechanical Engineering and Naval Architecture; EASME/EMFF; Project general objective is to enhance the SME's capacity

to develop networking among maritime clusters in the Mediterranean, in particular in the area from the Adriatic-Ionian Seas to the Black Sea.

**MERCES** -Marine Ecosystem Restoration in Changing European Seas; University of Zagreb, Faculty of Science, H2020; The project is focused on the restoration of different degraded marine habitats, with the aim of: 1) assessing the potential of different technologies and approaches; 2) quantifying the returns in terms of ecosystems services and their socio-economic impacts; 3) defining the legal-policy and governance frameworks needed to optimize the effectiveness of the different restoration approaches.

**MedAID**- Mediterranean Aquaculture Integrated Development, Croatian Veterinary Institute; H2020; Project is structured in a first interdisciplinary WP to assess technical, environmental, market, socioeconomic and governance weaknesses, and is exploring innovative solutions, followed by an integrating WP, which will provide codes of practice and innovative tool-boxes throughout the value chain to enhance the sector performance holistically.

**PerformFISH** -Consumer driven Production: Integrating Innovative Approaches for Competitive and Sustainable Performance across the Mediterranean Aquaculture Value Chain, Institute Ruđer Bošković; H2020;The overarching objective of the project is to increase the competitiveness of Mediterranean aquaculture by overcoming biological, technical and operational issues with innovative, cost-effective, integrated solutions, while addressing social and environmental responsibility and contributing to Blue Growth.

**DORY**- Capitalization actions for Adriatic marine environment protection and ecosystem based management, Zadar County; INTERREG V-A Italy - Croatia 2014 – 2020; The project is capitalizing the results of the IPA Adriatic ECOSEA project, intends to promote the adoption of common management models for supporting sustainable fisheries and development of alternative spatial management measures. The pilot activities will test the innovative solutions for reducing the negative aquaculture ecological impact of the economic activities and to enhance the biodiversity of fish habitats.

- **Transferring Opportunities**

CCE-ZCC was involved in the elaboration of the development strategy for the Zadar County through the active participation of its representatives in the thematic commissions formed by the Region authorities. CCE can transfer to the policy makers and executives of the Zadar County the experience gained by its participation in 4helix+ in promoting blue growth through innovative tools (Transnational Voucher Scheme, match making tools and networking activities) during face to face meetings, organized road-shows and also through the

preparation phase of the next Development strategy. Furthermore, CCE-ZCC can give an insight into the methodology and the implementation of the Voucher Scheme and project results in other regional level stakeholders such as the two Universities departments of the Region (Department for Ecology, Agronomy and Aquaculture and department for Tourism and Communication Science), The Croatian Chamber of Trade and Crafts, Three Fishing Actions Groups operating in the County, Development agency of Zadar County (ADRA NOVA), Agency for Rural Development of Zadar county (AGRRA), The institution for development of competence, innovation and specialisation of Zadar County (INOVACIJA), Two Zadar County departments, Local authorities etc.

- **Means for addressing opportunities**

Face to face meetings and organized road-shows with decision makers and executives of relevant regional/national level stakeholders and especially with Zadar County decision makers and stakeholders to present them the 4helix+ methodology and results. CCE will try to find a model of collaboration with regional stakeholders to continue with similar innovation voucher calls.

- **Foreseen benefits**

The Zadar County can benefit from the experience gained by the CCE through its participation in 4helix+ in introducing, better programming, focusing on blue MSMEs' needs and simplifying its Voucher Schemes, expected to be implemented in the framework of new Development strategy of Zadar County 2014 – 20. The same could maybe be adapted with FLAGs, Rural development Agency and institution INOVACIJA. Other regional/national level stakeholders involved in blue growth could better adapt their policies to the specific needs of the blue MSMEs taking into account the methodology and the results of 4helix+.

## 6.1.5 Spain: Andalusia Region

- **Regional Analysis**

Under TO 1: Research, technological development and innovation, the strategic line “A. Creation, consolidation and improvement of scientific-technical infrastructures” emphasizes: “investments will be made, and grants will be granted for the construction, expansion and / or improvement of scientific-technical facilities and for their provision with the appropriate equipment and researchers oriented in the priorities of specialization of the Andalusian RIS3, and in the Associated areas of opportunity, such as: Digital Economy, Blue Economy”.

Special consideration of Andalusia, having a central position in the axis of international maritime transport”: Priority axis 7: Promote sustainable transportation and eliminate the strangulations in the fundamental network infrastructures: “Potentiality of the ports ... and the network of Andalusian logistics areas to contribute to regional economic development. - central position of Andalusia in the axes of international maritime transport”.

Blue economy is also considered by two Integrated Territorial Investment (ITI): the ITI Azul (Blue ITI) for the development of the Atlantique Strategy (including two Andalusian provinces: Cádiz and Huelva) and the ITI of Cádiz.

- **Innovative non-repayable financing schemes already implemented such as voucher scheme in the region**

The Andalusian ‘Innovation Voucher’ initiative (Cheque Innovación) implemented some years ago, consisted in providing to SMEs (less than 50 workers operating in Andalusia) four types of assessment and consulting services in the field of business innovation. A conscious review of this initiative leads us to the different following arguments playing in favour and against it:

- Thanks to standardization the program reached to connect advance services supply with SMEs’ demands covering the cost for participants, both (offer and a high price) used to be the main barrier for small companies.
- ‘Innovation Voucher’ served to some SMEs participating at the program as first step to incorporate innovation to their daily management.

- The practice shows that the real value of a total free service as the 'Innovation Voucher' was, is not appreciated by beneficiaries. Participants should have pay a certain amount for it.
- Service providers of 'Innovation Voucher' should be permanent and closely monitored to guaranty the quality of the service.

At the moment, the financial schemes and instruments used by the different departments of the Andalusian Government to implement RIS3 Andalucía' actions (mainly coming from ERDF Andalusian OP) are basically incentives under the form of competitive grants.

Nevertheless, RIS3 Andalucía is also currently implementing its strategic action lines and priorities through projects and initiatives such as H2020, FSE, ... as funds coming from these programs are considered part of the RIS3 Budget.

- **Degree of regional cooperation in blue growth**

The RIS3 Andalucía identifies Blue Economy as an important area of opportunity in our region. With its more than 800 kilometres of coastline, Andalusia is clearly open to the sea.

The RIS3Andalucía echoes this advantage, including the Blue Economy as an area of opportunity that is related to several priorities of the Innovation Strategy of Andalusia, especially with the promotion of mobility and logistics, due to the importance in the Andalusian economy of exports through maritime traffic and the network of ports in our region.

Thus, the participation of different entities and actors involved as they are linked to several sectors would require a sound Governance that is an important element to be assessed. The connections and roles of different actors involved should be monitored, as it reflects the participative character at the implementation of the measures and priorities linked to the Blue Growth.

- **Actions that had been already defined and proposed in RIS3 and/or OP2014-2020 and have produced impact on regional blue growth clusters**

Some relevant initiatives are being defined under the RIS3 priority "Advanced industries linked to transport". A relevant one has been defined as consequence of the development for this priority: the CFA in Cádiz: Centre for Advanced Manufacture, counting with the commitment of the Andalusian naval industry.

But also, different possibilities have been opened to companies working in the tourism sector as well as opportunities under the sustainable use of endogenous resources represented in areas ranging from Healthy

Food and Agro-industry to the impulse to the marine renewable energies. The blue economy is linked to the importance of turning Andalusia into a territory of high strategic, commercial and environmental value.

Some other relevant existing initiatives and clusters working under this current framework are: CEIMAR, the International Campus of Excellence in marine science involving the Andalusian Universities; the Andalusian Platform for the Blue Economy; the Cádiz Maritime Naval Cluster and the Marine Maritime Cluster of Andalusia (CCMA). All of them are contributing to organize forums, discussions and related events such as “Innovazul”, the first International Meeting on Knowledge and Blue Growth held in Cádiz in 2018.

- **Policy integration**

RIS3Andalucia is acting as an ‘umbrella-strategy’, as their priorities guide the whole set of sectorial strategies (the Andalusian Industrial Strategy, the Andalusian Plan for R&D&I, the Andalusian Digital Plan, the Andalusian Mining Plan, ....) establishing and identifying the common and general objectives together with a set of lines and measures orienting and framing, from a general approach, the specific actions included at each one of the sectorial Plans.

At this moment the use of a voucher scheme is not being implemented, neither foreseen.

- **Other projects working on improving blue growth/or innovation and/or cross sector support in the region**

Beyond those already mentioned at the previous question, a wide range of actions are currently been implemented both with the involvement and participation of the public sector, such as the ESFRI “Lifewatch”, the private sector or public-private partnerships:

- The Blue Economy Committee at the Andalusian Business Confederation (CEA) has been recently created and its members are already working on the elaboration of a Report on the Blue Economy in Andalusia that is conceived to “serve and establish the foundations of a future Andalusian Blue Economy Strategy
- 'Emporia4KT', funded by 'Interreg-Atlantic Area' program, an European project to "create value and promote the 'blue economy'".
- FOCOMAR project on the promotion of maritime commerce and transport under Interreg POCTEP with the participation of the Andalusian Ports, IDEA Agency, Andalusian Chambers of Commerce,



together with the correspondent Portuguese partners, technological parks, and Academia through University.

- The Vanguard Initiative pilot project in Advanced Manufacturing for Energy Related Applications (ADMA Energy) seeks to make Europe the global leader in manufacturing robust, high-integrity components for the marine renewable, traditional offshore energy and subsea industries. Counting with the Andalusian participation, this pilot project is being developed across some of the most advanced European regions in this sector, to pool resources and expertise for the benefit of industry.
- PROTEUS, (Interreg MED) aims to boost the growth of industries related to maritime surveillance and security in the Mediterranean area, generating economic growth and new employment opportunities in the sector. To achieve this objective, a maritime surveillance cluster has been created in the Mediterranean, which will promote innovation and R&D. Spanish node of the Cluster, coordinated by Chamber of Commerce of Seville, has been launched gathering 13 members from Andalusia.
- Oddysea Blue Heritage (POCTEP) Aims to capitalize and extend European good practices and ICTs applied to tourism to promote sustainable economic development in the network of coastal, maritime and river cross-border space.
- Blue Crowdfunding (Interreg Med) aims to explore and test alternative tools for financing blue growth projects.

- **Transferring Opportunities**

Enhancing the promotion and development of Technology Transfer opportunities is a crucial element for territories and regions to promote the growth within the Technology, Science and Industry System, thus being the basis for a new development model based on innovation and knowledge. Research and Technology transfer should also evidence the commitment with the society and industry challenges.

The Thematic Platforms promoted by the S3 Platform of the European Commission can be considered as suitable instruments to be used. The Blue Economy Andalusian actors can join the one/s that could include the objectives/actions of Blue Growth policy, thus making contact similar clusters in other EU regions, looking for synergies, exchange of experiences, putting in common good practices or developing joint initiatives

and/or projects. Andalusia is currently leading three thematic Sub-platforms on: Agrifood Traceability and Big Data, Sustainable Building, and Security and Digitisation within Tourism Sector.

- **Means for addressing opportunities <sup>3</sup>**

Andalusian Regional Blue Growth actions and initiatives can be developed counting with the resources from the ERDF Andalusian OP, especially those included at the “ITI Azul” (Blue ITI, as commented at the firsts questions of this survey), the multiregional ERDF OP, those coming from some other European programs such as H2020 and the own resources of the Andalusian Government (Junta de Andalucía), as well as contributions from the private sector committed to the Blue Economy.

The financial framework of RIS3Andalucía does not contemplate a budget distribution for its lines and priorities. This applies also for Maritime Economy and Blue Growth. Nevertheless, RIS3Andalucía includes funds from the European Maritime and Fisheries Fund (EMFM) that will particularly address to Blue economy, supporting the transition towards sustainable fishing and coast communities for the diversification of their economies, financing innovative projects generators of new jobs and improvers of the quality of life on the Andalusian coasts areas.

The Chamber of Commerce of Seville has established a strong and close collaboration with blue economy agents in Andalusia. At the province level, it is collaborating with Sevilla Port Authority as well as with the nautical sector. Synergies have been set in order to reach a larger impact on activities through joint events, strengthening links and relations among SMEs of both sectors.

- **Foreseen benefits**

The wealth in Andalusia will be increased through the enhancement of Blue resources of Andalusia, taking into account that this sector constitutes almost the 10% of Andalusian GDP and generates employment for more than 300,000 people in the region.

The relevant initiatives currently been developed can have a significant meaning within the regional industry, i.e. the consolidation of the Center for the Advance Manufacture in Cádiz would represent a significant project offering opportunities for the industry and Andalusian SMEs linked to blue growth and working on this field.

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<sup>3</sup> a specific Workshop entitled “[Opportunities for Blue Economy in Andalusia](#)”, was held on 10th July 2019 (co-organise by WestMed and CMMA).

## 6.1.6 Portugal: Metropolitan Area of Lisbon

- **Regional Analysis**

The Blue economy is presently seen as a strategic asset for the Portuguese economy and particularly for the Lisboa area. That was the main reason that led to the formalization of the Sea Cluster in the past year.

As early as 2014, the region of Lisboa has declared the “sea economy” as a strategic choice for the development of the region. The municipality of Lisboa estimates that local companies represented in 2012 about 29,8% of the national blue sector. The blue economy contributed in that year to 4,5% of local employment (about 32,8% of national blue jobs).

In fact, the blue sector has been important in the Portuguese economy for centuries. However, the recent explosion in the coastal tourism subsector, particularly visible in the Lisboa area, made the blue economy the corner stone for the Portuguese economy’s growth and development. This is clearly also the case for Lisboa’s region.

The objectives declared by the Portuguese blue sector cluster for the Lisboa region are:

- Increase both the added value and total sales in the sector
- Promote new activities in the sector
- Increase internationalization

Lisboa’s blue ecosystem has been mapped by the local authorities and actors from a wide range of sectors have been identified: Governance and unions, Defense and security, R&D, Teaching, Naval construction, Sea resources exploration, Ports and sea transportation, Fishing, Nautic tourism and Nautic leisure.

This is the framework in which the region of Lisboa struggles to adapt to the explosive growth of tourism and to the dramatic drop in unemployment figures, making it a hard task these days to secure qualified human resources.

- **Degree of regional cooperation in the blue growth sector**

It is one of the main issues currently under work and great expectations were created with the birth of the official Sea Cluster. It should increase the cooperation in a sector where it did not exist in the past, contributing to its development.

- **Existing initiatives**

The Speedup project, leaded by the city of Florence, Italy with the municipality of Lisboa as a partner, works with the objective to implement regional policy instruments of structural funds programs dedicated to support entrepreneurship and particularly business incubators. This project supports a collective learning process and capacity building to support business creation, development and growth. The project helps partners develop innovation ecosystems. Being several of Lisboa's incubators vocationally devoted to Blue Growth. This project does assume some importance in the development of the sector.

- **Policy integration**

The official strategy to develop the Blue Growth sector is stated in all the region's documents and websites, particularly in the municipality's "investing in Lisboa" web pages, but not much is apparent about the integration with other policy instruments and with the national policies. It somehow works the other way around: the region assumes a "leadership" role and expects to be followed.

There seems to be no other voucher or innovation financing scheme in place in the Lisboa region as of this date.

- **Transferring Opportunities**

In the Lisboa region there are a large number of events that can be used as transferring opportunities. Probably the most important are:

- Websummit (November)
- Nauticampo (May)
- Bolsa Turismo Lisboa (June)
- 2020 UN Ocean Conference (June)
- Volvo Ocean Race
- Tall Ships regate

These events can be used to disseminate the results of the 4helix+ vouchers and are opportunities to make an impact on the sector's actors.

- **Means for addressing opportunities**

The means for addressing the opportunities identified will come from several sources.

Starting with Dynamic Network's own resources. The research activities, the events organized and the other projects the association is involved in will always look for opportunities to capitalize on the 4helix+ project's activities and results.

In the second place, all the association's members are also involved in research, teaching, tech transfer and innovation promotion activities and this means their resources are also mobilized to look for opportunities to capitalize and disseminate 4helix+'s results.

Finally, there are other sector actors whose action is devoted to the development of the Blue Growth sector, specially the newly created "Cluster do Mar" (ocean's cluster). Actually the Lisboa region is implementing a project called "Lisbon Ocean Innovation Centre" with the purpose of creating a reference of excellence for the Blue Growth and this is an actor with excellent resources to address the opportunities in the sector. This will be targeted by our dissemination activity with the objective of mobilizing their resources as well.

- **Foreseen benefits**

Specific goals have been set by the government and the "Cluster do Mar" for the whole Portuguese economy in this sector. These goals can be adopted conservatively for the Lisboa region, since it actually represents a large percentage in most of the blue growth subsectors.

Sales and gross added value are expected to rise 3,5%, exports 12,7%, employment 3,5% and R&D 13,8%. These goals seem quite realistic, even though the employment numbers may be harder to achieve, in face of workforce shortage situation the country as a whole is facing. Lisboa's urban capacity to attract migrations from the interior may offset this problem and make the goal possible.

## 6.1.7 Spain: Catalonia Region

- **Regional Analysis**

The Catalan coast stretches for more than 780 kilometres, with diverse natural conditions and a privileged climate, making Catalonia an ideal region for taking part in nautical activities. In 2016, the Catalan government realised how important it was to define a strategy thought to empower the blue economy. For that reason, the government established the bases to work and develop an action plan focused on designing a maritime policy capable to promote the blue economy in a sustainable and harmonic manner. One of the main elements that guided the elaboration of the strategy was to empower the blue economy guaranteeing a social and territorial equilibrium, always considering the sustainability as a key element.

The scope of the Catalan Maritime Strategy 2030 (Estratègia Marítima de Catalunya – MEC) is the group of activities related with the Catalan sea area, including business, leisure, cultural, research activities. Activities such as merchandises and passengers transportation, logistics and port-related are not included in the strategy since this activities were already under the influence of a previous strategy. However, they will be considered in actions that require a fully integrated vision.

The MEC, as a modern integrated maritime policy, contemplates the joint and integrated management both of sectoral activities in the maritime scope and their associated environmental challenges and aspire to achieve sustainable economic growth with clear benefits for society. The strategy manager is the Catalan Maritime Co-management Council (CCCM), which is an innovative governance framework in charge of driving the strategy and guaranteeing its operability. The manager body must enable the participation of the actors in the definition, development and execution of maritime policies, sharing responsibility with the government. The CCCM is the responsible for reviewing and adapting the EMC and for its implementation and monitoring.

In order to develop the MEC, eight economic sectors have been identified as targets due to their presence and influence in the area. All the selected sectors have great potential to contribute positively to develop the blue economy in the maritime area of Catalonia. The selected sectors are maritime tourism, aquaculture,

professional fishing, recreational fishing, recreational and sporting maritime activities and shipbuilding; and two emerging sectors offshore wind energy (originated in the sea) and marine biotechnology.

This strategy gathers the priorities of the Catalan government in the maritime sphere, which are detailed in the four scopes of action of the strategy.

The first scope of action is related with **sustainable, integrated and harmonious development of the blue economy that respects the human uses of the sea**. This first scope of action includes nine strategic goals, among them we can find a strong, modern and properly dimensioned maritime sector, based on knowledge; a modern and sustainable maritime tourism; a competitive fishing sector committed to bio economic management; a new recreational fishing model that respects the environment and the development of offshore wind energy.

The second scope of action is the **resilient and fully functional marine ecosystem**. The EMC defines the maintenance and strengthening of ecosystem services as a cornerstone to the development of the blue economy since a good marine environmental status is an essential condition to guarantee a strong blue economy. The strategic goals that include the second scope are: Preserve, diverse and fully functional marine ecosystems that guarantee the provision of services to society and a significant contribution to combating climate change in the maritime environment, in addition to the effective management of its impacts.

The third scope of action concerns the **improvement of citizens' quality of life**. For Catalonia the sea is an essential element in terms of culture, artistic and identity terms, the development of the blue economy are not only evaluable in economic terms but also is a common good in terms of wellbeing for population. In this scope, there are three strategic goals: A society close to the sea and the maritime activities, a rooted local and social economy in the maritime sectors and a social recognition of the role of woman in the maritime scope and fostering their involvement in the sectors.

The last scope refers to the **innovative governance framework to drive the strategy and guarantee its operability**. The MSC includes a group of actions committed to stablish an integrated maritime policy capable to empower the economic, social and environmentally sustainable development. The strategic goals of this fourth scope are: fully developed and consolidated innovative management and co-management

participation mechanisms, excellence in scientific advice for management and use of maritime spatial planning as a tool to achieve an integrated maritime policy.

- **Transferring Opportunities**

Since 2012, several ad hoc initiatives are being developed in Catalonia that promote co-responsibility in the decision making on fisheries management. On this basis, and taking into account a broad sectoral and social consensus, on June 21st 2018 was published the model of Professional Fishing Governance in Catalonia, based on the Co-management, a bio-economic approach and an ecosystem, adaptive and precautionary management.

The Barcelona Chamber of commerce participates in a Blue economy ad hoc group; institutions, public administration, Business organizations and associations coming from the civil society form this group.

- **Means for addressing opportunities**

The Barcelona Chamber of Commerce collaborates closely with different agents of the blue economy of Barcelona, including the Nautical Cluster. With this organism, synergies have been created which allow the chamber to reach the public of the Cluster thanks to events carried out jointly, these events help to strengthen the blue economy while creating a link between companies and the nautical sector.

In addition, the Chamber of Commerce has a close relationship with the Association of Chambers of the Mediterranean (ASCAME) with whom collaborates in different projects.

- **Foreseen benefits**

So far it is too early to see tangible results, the maritime strategy is still at a very early stage of implementation, moreover, the direction of the maritime strategy corresponds to a new format and therefore we cannot appreciate results.



## 6.1.8 France: Provence-Alpes-Côte d’Azur Region

- **Regional analysis**

The new rules and legislation governing the next round of EU Cohesion Policy funding for 2014-2020 were formally approved by the Council of the European Union in December 2013.

The Interreg Med Helix + project is part of the national and regional Research and Innovation Strategies for Smart Specialisation (RIS3).

France and the PACA Region are also involved in this strategy and have deployed actions supporting a number of economic sectors, including the blue economy.

### **Public dynamics supporting the blue economy**

Without presenting an exhaustive list, the following are notable public dynamics pertaining to the blue economy:

#### **Mediterranean Sea Basin Strategy Document**

This document defines shared socio-economic development objectives:

- Develop renewable marine energy in the Mediterranean
- Contribute to a sustainable, competitive maritime transport system based on complementary ports
- Support a sustainable, innovative, resource-efficient fishing industry
- Support sustainable, innovative, resource-efficient and competitive aquaculture
- Organise competitive, complementary networks of operators specialising in public works, submarine activities and eco-engineering
- Guide and support the nautical and naval industries
- Support the development of environmentally-friendly recreational activities, water sports, underwater activities and recreational boating activities that co-exist harmoniously with other activities
- Foster an environmentally-friendly tourist economy that co-exists harmoniously with other activities

These objectives have been transposed into the planning documents and the economic development strategies of the Région Sud (PACA) and its three Metropolises (Aix-Marseille Provence, Nice and Toulon). Among the many Région Sud (PACA) planning documents with the most structuring impact in terms of economic development, we can cite the following:

**The Regional Plan for Sustainable Development and Territorial Equality** (SRADDET - Schéma Régional d'Aménagement, de Développement Durable et d'Égalité des Territoires) defines objectives relating to port development, ship repair, sustainable tourism, etc.

The PACA Regional Plan for Economic Development, Innovation and Internationalisation (SRDEII - Schéma Régional de Développement Economique, d'Innovation et d'Internationalisation) is a prescriptive document laying out all of the components of the regional economic development policy. Its objective is twofold: 1) it must promote innovative, sustainable and balanced economic development throughout the region's territory, and work to ensure the continuity of economic activities; and 2) it must organise the complementarity of actions carried out by the various local authorities (and associations of said authorities) across the regional territory.

- **Policy integration**

**Operations of Regional Interest (OIR) implemented by the Regional Council and Rising Sud**

The Region Sud has set up a specialisation strategy focused on eight promising industries in which it has competitive advantages that can be leveraged for success in innovation, growth and jobs.

This initiative brings together all of the region's economic stakeholders.

Four Operations of Regional Interest (OIR) support the development of maritime industries: Future Energy, Tourism and Creative Industries, Wilderness, and Maritime Economy, the latter of which attests to the growing importance of this sector. The maritime economy ecosystem is now being structured around regional excellence projects (Smart Ports, etc.), new sectors (floating wind turbines, etc.) and a Maritime Economy industrial task force.

It is essentially based on 3 main aims (environment, international, innovation) and has set priorities for action, one of which is to facilitate open innovation.

The environment aim ('Une Coop D'avance – La mer au cœur des ambitions régionales sur l'environnement') is to address the major maritime challenges faced by the Mediterranean: pollution, adapting to climate change, driving coastal economies and job growth, and managing the fishing industries.

The international aim is to implement future-oriented management that is open to Europe and the Mediterranean.

Last, the innovation aim is to address the challenges of the digital revolution and the energy transition.

The priorities for action include: anticipating future uses and businesses, structuring the sectors of the maritime economy, promoting open innovation and accelerating company growth.

**The Region Sud also heads the Maritime Assembly for Regional Growth and the Environment (AMCRE - Assemblée Maritime pour la Croissance Régionale et l'Environnement)**, a structure promoting dialogue, cooperation, observation, advising and regional foresight for the PACA coastal and maritime basin. It brings together stakeholders from the maritime coastal sector, pooling their individual skills, know-how and experience in order to leverage them in the public interest.

The metropolises of Aix-Marseilles, Nice and Toulon are deploying development actions in line with the regional policy. For example, 'Le Livre Bleu' is a publication setting out the Aix-Marseilles-Provence Metropolis action plan for its maritime and coastal basin; and with a more environmental focus, the 'Contrat de Baie métropolitain' is an action plan aimed at improving water quality and discharge into the sea.

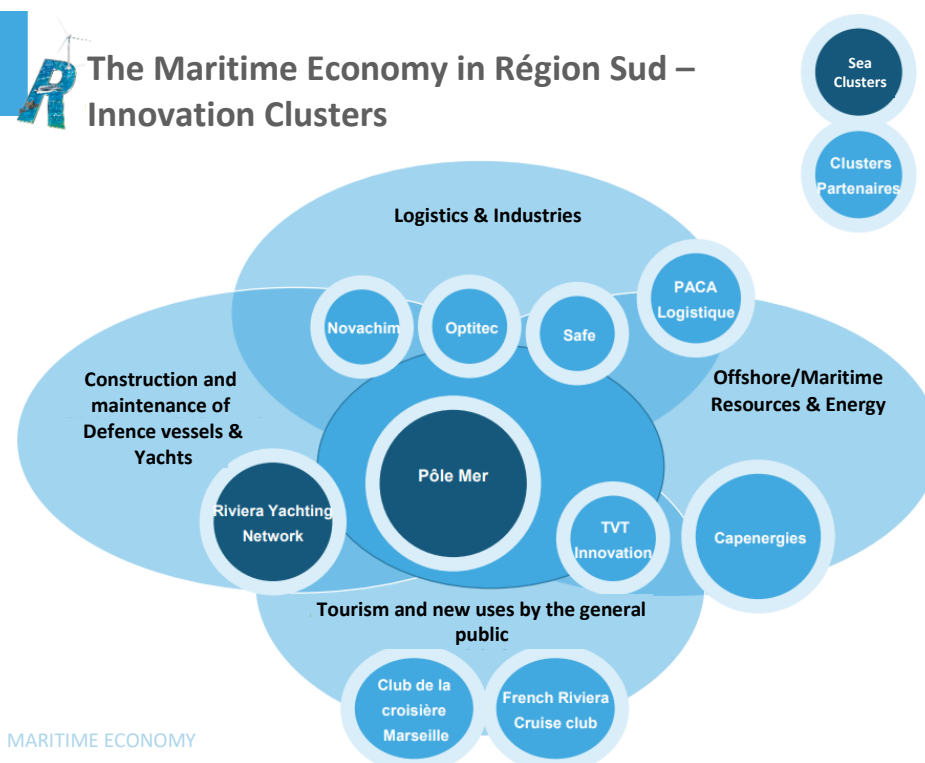
Another instrumental player in the Region, the Port of Marseilles Fos, is reviewing its next strategic project (2019-2023) aimed at developing its green port in order to drive the blue economy.

- **Degree of Regional cooperation in blue growth**

**The innovation ecosystem in the region**

It is structured around Clusters pertaining to the blue economy and related clusters in logistics and industries, Maritime/Offshore resources and energies, construction and maintenance of pleasure boats, defence vessels and yachts, and tourism and new uses of the sea by the general public.

## The Maritime Economy in Région Sud – Innovation Clusters



Source: Operation of Regional Interest (OIR)

### Pôle Mer Méditerranée, a key player in the blue economy

Pôle Mer Méditerranée is a competitiveness cluster that reflects the regional priorities. It promotes all forms of innovation in blue growth sectors: defence, security, naval, yachting, energy, blue bioresources and biotechnologies, environment, coastal tourism, ports and logistics. The cluster has provided a total of 900 M€ in funding to 400 labelled projects, and contributed 350 M€ to co-funded public grants. Alongside mature industries at the forefront in the European ship repair and refit market, the cluster also works with players in emerging sectors showing high growth and jobs potential, such as blue biotechnologies, the smart port, and floating wind turbines.

- **Innovative non-repayable financing schemes already implemented in the Sud Provence Alpes-Côte d’Azur Region**

#### Some initiatives structuring the ecosystem

French Smart Port in Med

The Marseilles-Provence Chamber of Commerce and Industry (CCIMP), Port of Marseilles Fos (GPMM) and Aix-Marseilles University (AMU) are deploying an economic and innovation development initiative in the

metropolitan landscape: “The French Smart Port in Med”. The project pursues four strategic ambitions: improving the economic and environmental performance of the port ecosystem, creating new sources of value, strengthening relations and interactions between the Port and the metropolitan territory, promoting the port community as a differentiating factor.

The initiative involves the following concrete actions:

Setting up a project acceleration program (fifteen projects identified)

Organising an innovation challenge

Creating a Brain Port Community (coordinating a R&D and innovation network)

Defining a Smart Port communication strategy

Deploying the Smart Port Data.

The goal of the innovation challenge held in 2018 was to develop innovative solutions for building the port of the future and confirming its excellence in the fields of port logistics, energy performance and digital solutions: seven large groups or SMEs (CMA CGM, Interxion, La Méridionale, EDF, Hammerson-Les terrasses du Port, and GPMM) selected seven startups capable of meeting the challenges expressed by each major player.

They were supported with targeted expertise and methodological input inspired by design thinking and adapted to the context. At each stage, experts from the Port de Marseille Fos, CCIMP and Aix-Marseilles University provided their expertise in key domains such as prototyping, data, legal, etc.

After four months of experimentation punctuated by several ‘sprints’—where the seven winning challenge-teams came together to discuss their projects and challenge each other—the seven proofs of concept meeting the priorities and challenges of the future port were unveiled at Smart Port Day #1.

This open innovation initiative is comparable to the concept for 4 Helix +, but the eligible startup’s commission was funded by an investment from the corporate sponsor of that challenge. The initiative was co-financed by local authorities (State, Region, etc.). A Smart Port Challenge 2 will be launched in late 2019.

### Blue Connect

The 19 innovative companies supported by the BlueConnect programme--both from the traditional economy (boat rental, safety/security, training centre, marinas, equipment manufacturers, etc.) and startups in the digital or ecology sectors (IoT, weather data, smart port, solar boats, etc.)--presented their innovation projects.

A programme of this type offers concrete support via vouchers, giving projects an effective boost by putting them in the spotlight, and providing access to a strong Franco-Italian network of potential backing, partners and financiers. The success of this first concrete springboard for the laureates calls for another, with the aim of being as tangible as possible, although a “BlueConnect 2” is yet to be defined.

- **Better Integration of the Voucher Scheme into the regional policy instruments**

**Upcoming key events in the region to capitalise on 4 Helix +**

*2019: Méditerranée du Futur Acte III*

Following the two previous years’ events--on climate in 2017 and on youth and innovation in 2018--this third edition of Méditerranée du Futur on 26 November 2019 will focus on investments on both sides of the Mediterranean. This conference on Euro-Mediterranean cooperation will address three main themes: finding ambitious projects to finance on both sides of the Mediterranean, meeting key investment actors in a favourable context, and detecting investment opportunities in the Mediterranean.

*2020: Euromaritime*

A biannual trade show on Blue Growth will be held in Marseilles in February 2020. Euromaritime addresses innovations in the maritime market, from offshore solutions to developing water channels, construction, energy production, shipping, tourism, fishing, and the port industry, etc.

*2021: IUCN World Conservation Congress*

Marseilles is hosting the next Congress of the International Union for Conservation of Nature (IUCN) in 2020, organised as the forum for biodiversity solutions. It is an exceptional opportunity to place the Mediterranean at the centre of international reflections on biodiversity, while capitalising on media coverage of the world’s leading nature conservation event.

- **Transferring Opportunities**

A communication via the OIR is an occasion to reach the largest number of public and private partners for the most optimal transfer. Its project acceleration dimension and its multi-sector nature will also be able to address other actors. This is also a fabulous opportunity for a deployment of 4helix+ to other sectors of activity.



## 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)



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



Chamber of Commerce and Industry  
Marseille Provence (FR)

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



# ANNEXES

## Public Authorities



## Universities and Research Centres



### 4helix+ Marche Region



CAMERA DI COMMERCIO  
DELLE MARCHE



## Industries and Business World



## Public Authorities



Αναπτυξιακή Χαλκιδικής Α.Ε.  
Αναπτυξιακή Ανώνυμη Εταιρεία ΟΤΑ



REGION of  
CENTRAL  
MACEDONIA



CHAMBER OF  
HALKIDIKI



ALEXANDER  
INNOVATION  
ZONE S.A.



## Industries and Business W



PROFESSIONALS'  
CHAMBER  
OF THESSALONIKI



**CERTH**

CENTRE FOR RESEARCH & TECHNOLOGY HELLAS



ARISTOTLE  
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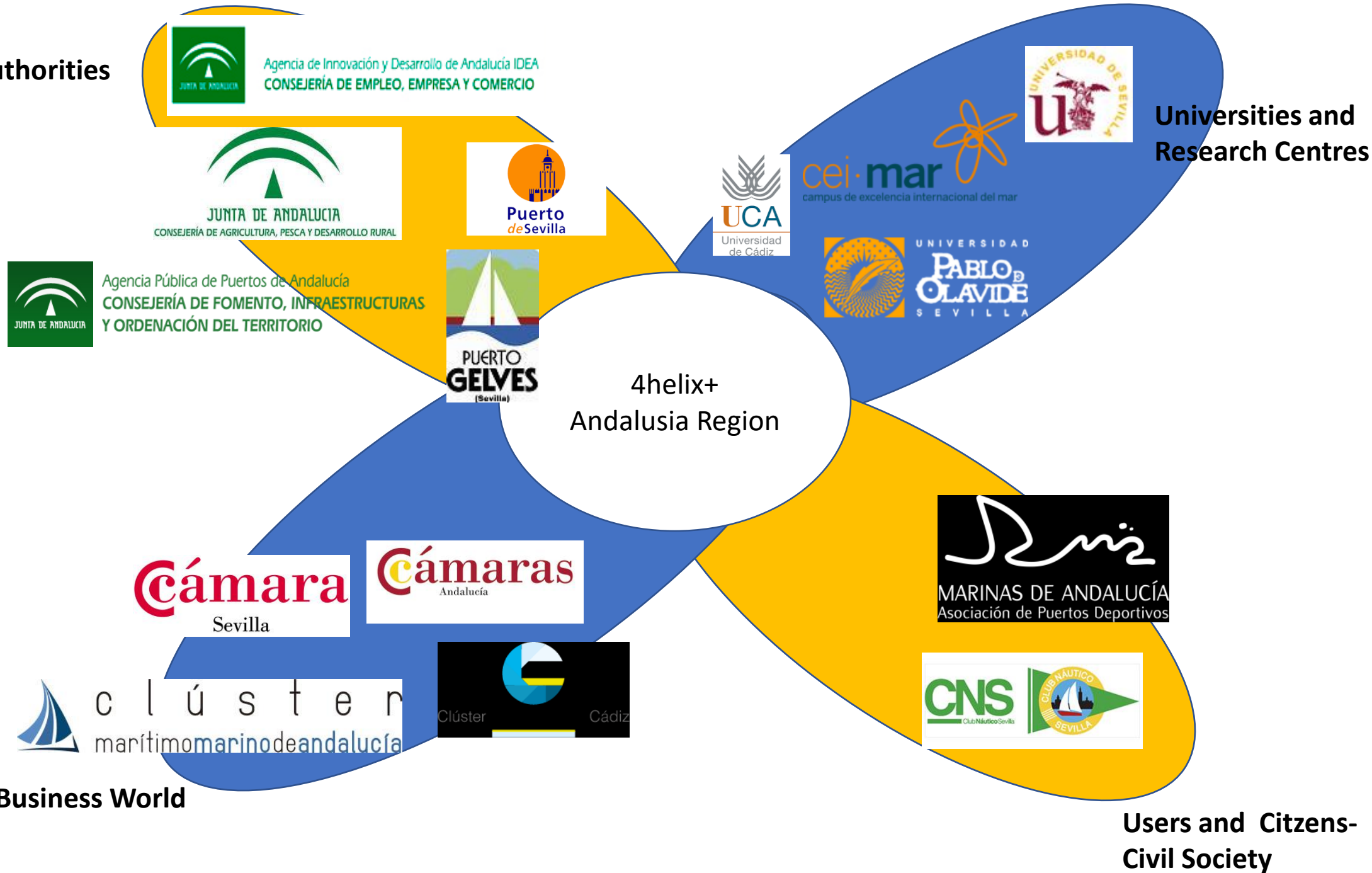
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