

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.4.3

4helix+ REGIONAL, NATIONAL, MACROREGIONAL ROAD-SHOWS

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

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

Abstract

This document contains a detailed description of the regional, national, macroregional road-shows developed by partners inside the 4helix+ project. In addition, a quantitative and qualitative analysis of the road-shows impact is included.

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1. Introduction

One of the main objectives of the 4helix+ project is to increase awareness and understanding about the competitiveness advantage of Blue growth through 4helix+ model, between and across stakeholders of the 8 involved regions. Thanks to increased awareness of regional/national policy makers towards blue economy and 4helix+ results, it is expected that the innovation process followed within the project and the results obtained are embedded within the regional RIS3 strategies of the 8 involved territories.

In order to increase the impact of the project results into the regional and national RIS3 strategies and/or other relevant regional plans and programs, it was planned to organise 24 targeted 4helix+ regional, national, macroregional road-shows (3 per pilot partner) focusing on multilevel public institutions in charge of RIS3 definition or financing initiatives. Road-shows were designed to favour transferring of results and practices with regional, national, macroregional policy makers and targeted stakeholders (from business support organisations to ministries).

Each pilot partner had to organise at least 3 road-shows dedicated to well identified regional, national or macroregional private and public stakeholders, presenting the 4helix+ successful transnational showcases and the transferring multimedia tools offered by the 4helix+. In total 24 road-shows have been organised within the 8 involved regions. The activities had to be organised from the moment the first results could be explained until the end of the project. Due to the COVID-19 pandemic, some road-shows have been organised virtually, even if the initial idea was to celebrate it in person.

This document offers a detailed description of the regional, national, macroregional road-shows developed by partners inside the 4helix+ project. In addition, explains the preparatory work carried out by the responsible partners and analyses the activities developed from a qualitative scope.

2. Before the Road-shows

As responsible partner of 4.3. 4helix+ Regional, National, Macroregional Road-show, BCC, together with the WP4 responsible partner, PP5- CCSEV, created a few documents aiming to offer project partners the basis and guidelines to develop the activity in their regions. One of the main objective was to define the backbone of the activity by providing information about which formats the activity could have, the target audience that could be reached and offering possible ideas to organise a successful road-show. In addition, all partners were asked to full fill a report after every road-show in order to analyse its impact.

2.1 Guidelines

The guidelines document was presented to all partners and approved during the Steering Committee in Ancona (25th September 2019).

The objectives of the documents were: I) To offer inspiration and ideas to organise road-shows; II) To narrow down the target audience and III) To homogenize the documents required to assess the sessions' impact. To achieve the above mentioned purposes, the document was divided into two main pillars: I) Guidelines for organizing road-shows; mentioning some considerations to bear in mind when designing activities and II) Report; pointing the relevant information and documentation of each session.

The Guidelines and Report document can be found in Annex 1

2.2 Individual Report Template

The Report Template for Road-shows was presented to project partners and approved during the Steering Committee in Ancona (25th September 2019).

The document offers a homogenized formula to present the activity carried out. Each report has to include the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list include the GDPR consent and the web consent
- Satisfaction questionnaire

The Report Template document can be found in Annex 2.

2.3 COVID-19 reaction

Due to COVID-19 situation in all European countries, we faced new challenges regarding implementation of project activities, which brought us new opportunities to test alternative solutions for traditional event celebration.

Feasibility to organize 3 on-side road-shows until the end of the project was low due to the surrounding confinement circumstances. This was the reason why in order to avoid delays and to ensure the completion of the activities, a contingency plan was designed including possible alternative solutions for the implementation of the activity 4.3 4helix+ Regional, National, Macroregional Road-shows within WP4- Transferring.

As a transferring activity, road-shows were meant to showcase 4helix+ results and pilot action experience. For this reason, and since most of SMEs and most of our stakeholders were working home office, an alternative to in-person road-shows was to organise webinars.

Webinars were suggested as an alternative new format for road-shows. It was a real opportunity to reach our stakeholders and keep them updated with the project, also we could count on their participation and involvement in a period when online events were increasing as a strong interaction communication means.

In that sense, an Annex titled “CONTINGENCY PLAN FOR ROAD-SHOWS DUE TO COVID-19 SITUATION” was included to the above-mentioned Guidelines. The contingency plan pretended to guide partners in organising web events. The plan was presented to partners during a webinar the 2nd April 2020 through the BlackBoard platform.

Contingency plan can be found in Annex 3.

3. Road-shows' Implementation

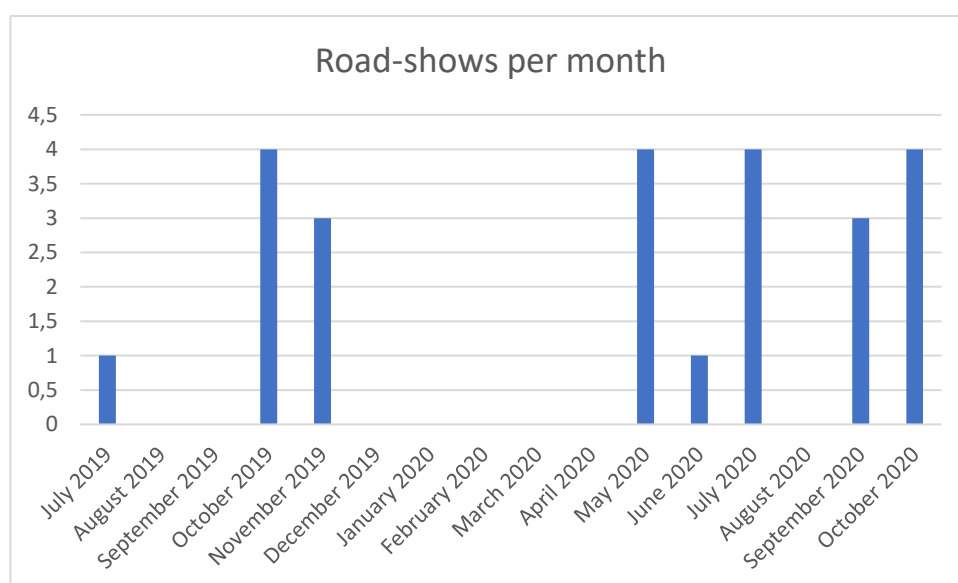
3.1 General overview

In total, 24 road-shows have been developed within the project involving around 600 people. The target audience pointed in the guidelines was well achieved and several policy makers attended some of the road-shows.

Due to the pandemic, 58% present of the sessions were webinars and the other 42% were physical meetings. Among in-person events, the most preferred format was a conference, but in one case, it was around table. Table 1 represents the number of road-shows

organised by months, as it can be seen, the majority of roadshows were developed during the last reporting period (01st March – 31st October 2020), such result was expected since the main objective of the activity is to present and transfer the results achieved. Some partners organised the events before the 1st March, this responds to the need of promote the results obtained not only by the voucher scheme but also by the methodology used, including the info days, blue boot camps, matchmaking events and the Cyber space among others.

Table 1 Road-shows per month



Regarding the topics, as expected, the prevailing topic was the presentation of the 4helix+ methodology results. However, some partners decided to include this presentation and link it with other relevant matters such as the environmental sustainability of Blue SMEs, the COVID-19 impact on the Blue Economy or the challenges that the sectors faces.

3.2 Road-shows by partners

3.2.1 LP – SVIM srl (SVIM)

	Format	Month	Participants	Audience	Main topic
Road-show 1	Webinar	July 20	32	Blue SMEs Public Representatives	Environment sustainability of Blue SMEs

Road-show 2	Webinar	July 20	30	Blue SMEs Public Representatives Tourism Association	Beach and coastal tourism before and after Covid-19
Road-show 3	In-Person Conference	Sept. 20	30	Blue SMEs Public Representatives Voucher Beneficiaries	PROGETTARE IN BLU In Brodetto Festival. Sharing experiences in the field of innovation voucher scheme winners.

SVIM srl organised three road-shows focused on sharing the results of the 4helix+ voucher scheme and linked the 4helix+ results with other topics related with innovation, sustainability and COVID-19 impact in blue economy. In all road-shows there were Marche Region representatives which ensured a well transferability of the results achieved by the project. During the 3rd roadshow it was drafted and presented a video with an overview of the activities of the pilot projects and the presentation of objectives reached and results achieved by the innovation voucher winners.

3.2.2 PP2 – Thessaloniki Chamber of Commerce (TCCI)

	Format	Month	Participants	Audience	Main topic
Road-show 1	Webinar	May 20	34	SMEs Private Companies	Financing startups from European - national programs, investors, and other sources
Road-show 2	Webinar	May 20	23	SMEs Private Companies Public Representatives	Presentation of the Innovation Vouchers Mechanism, 4helix+ Transferring Corner and project results
Road-show 3	Webinar	June 20	18	SMEs Private Companies Public Representatives	Presentation of the Innovation Vouchers Mechanism, 4helix+ Transferring Corner and project results

TCCI succeeded in transferring the project results to stakeholders and public representatives. Between the participants in road-shows we can find representatives from

the Ministry of the Environment and Energy, Directorate of Environmental Licensing, the Hellenic Institute of Transport (HIT) of the Centre for Research and Technology Hellas, the Independent Directorate of Innovation and Entrepreneurship Support of the Region of Central Macedonia, Thessaloniki Tourism Organization and the local Development Agency ANATOLIKI SA among others.

3.2.3 PP4 – Croatian Chamber of Economy (CCE)

	Format	Month	Participants	Audience	Main topic
Road-show 1	In-Person Conference	Oct. 19	28	Blue SMEs University representatives Associations and cluster representatives	4helix+ successful transnational showcases of the new financing ways and the multimedia tools offered by the 4helix+ Cyberspace.
Road-show 2	In-Person Conference	Oct. 19	43	Blue SMEs Development Agencies representatives Other project representatives	Blue Innovation Growth MED FORUM. Results presentation
Road-show 3	Webinar	Sept. 20	16	Representatives of regional development agencies Blue SMEs	Present 4helix+ results and the innovation achieved by the awarded projects

In some sessions, decision makers were present (Zadar County representatives) and also entrepreneurs supportive institutions INOVAcija -The institution for development of competence, innovation and specialisation of Zadar County, ZADRA nova- Zadar County Development Agency that can influence the policies of the region and the country. The attendance of policy makers and their positive reaction to the voucher methodology developed by the projects helps to keep seeking their commitment to boost the blue economy in the region.

3.2.4 PP5 – Chamber of Commerce of Seville (CCSEV)

	Format	Month	Participants	Audience	Main topic
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Road-show 1	In-Person Conference	July 19	37	University representatives Institutions representatives Regional administration representatives	4helix+ project focusing on the pilot action methodology and awarded innovation vouchers
Road-show 2	In-Person Conference – Round table	Nov. 19	14	SMEs Regional Agency of Innovation and Development representatives Agencia IDEA Port Authority of Seville Consultants in blue economy-blue growth	Presentations of the 4helix+ innovation voucher methodology.
Road-show 3	Webinar	June 20	19	Blue SMEs Andalusia Regional Agency of Innovation and Development Agencia IDEA Port Authority of Seville Nautical sector representatives	Security and Sustainability of the Nautical Sector.

CCSEV managed to cover all sectors of the Blue Economy important in Andalusia. The active participation of all stakeholders was also key since there was time for networking and to exchange among participants. In addition, the participation of relevant stakeholders such as the Regional Innovation and Development Agency ensured the transferability of 4helix+ project results.

3.2.5 PP6 – XXI Dinâmica Network (APREDIN)

	Format	Month	Participants	Audience	Main topic
Road-show 1	In-Person Conference	Nov. 19	26	Blue SMEs, public and private Universities, Public institutions	Presenting the 4helix+ voucher scheme and the vouchers' projects

Road-show 2	Webinar	Sept. 20	27	Blue SMEs, public and private Universities, Public institutions	Presenting the results of the 4helix+ vouchers
Road-show 3	Webinar	Oct. 20	15	Blue SMEs, public and private Universities, Public institutions	Presenting the results of the 4helix+ vouchers

Satisfaction surveys showed high interest in the content, high satisfaction with the media used, high satisfaction with the presentations, lower but positive satisfaction with the Q&A and dissatisfaction with the networking possibilities in the last two roadshows. As of today we have knowledge of it influencing Universidade Lusófona's and Mafra municipality's strategies for the near future, thus making the transferability of the 4helix+'s results a reality.

3.2.6 PP7 – Albanian Development Fund (ADF)

	Format	Month	Participants	Audience	Main topic
Road-show 1	Webinar	Sept. 20	25	Blue SMEs University Public institutions	Presenting the 4helix+ scheme and the awarded companies projects
Road-show 2	Webinar	Oct. 20	25	Blue SMEs University Public institutions Stakeholders	Presenting the 4helix+ scheme and the awarded companies projects
Road-show 3	Webinar	Oct. 20	27	Blue SMEs University Public institutions	Presenting the 4helix+ scheme and the awarded companies projects

ADF drawn the attention of stakeholders to 4helix+ project and the innovation voucher scheme. Road-shows succeed on presenting to a broader audience the 4helix+ transnational showcases, and to transfer the multimedia tools offered by the 4helix+ CyberSpace and the usefulness of project's Transferring Corner; in order to have possibility to share challenges and find common solutions for the sector.

3.2.7 PP8 – Barcelona Chamber of Commerce (BCC)

	Format	Month	Participants	Audience	Main topic
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Road-show 1	In-Person Conference	Oct. 19	40	Blue SMEs Nautical Organisations Public Representatives	Presenting the innovation voucher scheme and the awarded companies projects
Road-show 2	In-Person Conference	Nov. 19	30	SMEs Public Representatives Business Development Agencies	Analysing the blue economy challenges of the MED region
Road-show 3	Webinar	May 20	46	SMEs Public Representatives Blue Organisations NGO, organisations	The impact of the COVID-19 in the blue economy.

BCC disseminated the 4helix+ results in 3 road-shows. Each road-show had a specific target audience: SMEs for the first one; regional, national and international public representatives for the 2nd road-show and SMEs and organisations related with the blue economy for the last one. Organising road-shows in the framework of other events such as Saló Nàutic (Nautic trade fare) and MEDAWeek helped to reach a higher number of organisation, stakeholders and SMEs.

3.2.8 PP9 – Chamber of Commerce and Industry Marseille-Provence (CCIMP)

	Format	Month	Participants	Audience	Main topic
Road-show 1	In-Person Conference	Oct. 19	17	Blue SMEs Public stakeholders representative	Present and promote the Voucher-awarded SMEs
Road-show 2	Webinar	May 20	18	Blue SMEs Stakeholders	Present and promote the Voucher-awarded SMEs and highlight the blue economy as a natural strategic sector in Marseille area.
Road-show 3	Webinar	June 20	10	Blue SMEs Stakeholders	Present and promote the Voucher-awarded SMEs and highlight the blue economy as a

					natural strategic sector in Marseille area.
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CCIMP highlighted the stimulating impact, the coaching offering and the funding structure of the 4helix+’s voucher initiative. During road-shows, it was clearly identified that 4helix+ MSMEs created interest among specific participating stakeholders. In addition, the eco-tourism was identified as a real potential to be exploited along the coasts on both sides of Marseille city.

4. Impact and Conclusions

As above-mentioned, around 600 people from blue SMEs, public authorities, policy makers, regional development and innovation agencies representatives, NGOs and chairpersons of institutions from across both sides of the MED region attended 4helix+ road-shows. The high number of attendants as well as their background and their positions has allowed partners to transfer the results and the importance to promote blue economy to multilevel public institutions in charge of RIS3 definition or financing initiatives. After the road-shows, they are familiar with 4helix+ project and the awarded Innovative Projects and all the transferring tools available on the cyberspace.

5. Conclusions

Road-shows has contributed to:

- Visualize the innovative results obtained by blue SMEs awarded with a 4helix+ voucher by presenting successful projects and involving granted SMEs in the road-shows.
- Explain in detail the methodology used within the project to connect SMEs from the blue economy with those from the cultural and creative industry.
- Highlight the need of transnational cooperation to boost innovation in the Mediterranean region.
- Involve stakeholders in policymaking processes.
- Raise awareness among public institutions in charge of RIS3 about how relevant is to promote the blue economy to boost a sustainable, economic and social development of the regions.

- Reach high quality audience, such as policy makers, public administration and institutions representatives in charge of developing new financing initiatives and RIS3.
- Spread the message beyond our borders, so blue economy stakeholders can learn from 4helix+ and have the project as a reference to boost sustainable innovation in blue economy and cross border cooperation in their regions.

In general terms, road-shows have been a fruitful tool to achieve transferring objectives market. In addition, COVID-19 pandemic has been, for this activity, a double-edged sword. On the one hand, the impossibility to develop physical meetings has prevented partners to reach stakeholders in-person and be more persuasive in transferring the results. On the other hand, webinars offered the opportunity to reach stakeholders from other regions in the MED area attracted by the results of the project, to involve a higher number of attendants and to focus on high level target audience which in a physical event would have been more difficult to reach.

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>

Annex 1. Guidelines & Report

4helix+ project

WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Guidelines & Report template



Programme	Interreg Med Programme 2014-2020			
Priority Axis	1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth			
Specific Objective	1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area			
Project Title	<i>Empowering the 4 helix of MED maritime clusters through an open source/knowledge sharing and community-based approach in favour of MED blue growth</i>			
Project Acronym	4helix+			
Type of project	Single module - Testing			
Project Number	2896			
Lead Partner	SVIM - Sviluppo Marche S.r.l.			
Total Budget	Total	ERDF	IPA	National counterparts
	€ 2.193.983,75	€ 1.720.636,95	€ 144.249,25	€ 329.097,55
Duration of the project	Starting Date	Ending Date	Number of months	
	1 February 2018	30 July 2020	30	

Table 1- Project details

1. Introduction

BCC is the responsible partner of 4.3. 4helix Regional, National, Macroregional Road-shows within WP4- Transferring. The starting month of this activity is December 2019 and it will end in May 2020, it means it will last almost until the end of the project.

According to the AF, each Pilot partner should organize 3 road-shows dedicated to regional/national/macroregional 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&I organisations.

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.

2. Guidelines for organizing road-shows

Important considerations:

- 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.
- It is mandatory to make a brief introduction of the project but more important to disseminate and transfer to these stakeholders the successful actions of the 4helix+ (innovation vouchers, cyberspace, etc.).
- It is recommended to sign an attendance list and take some pictures of each event.

Ideas when organizing the road-shows:

- Road-show in the framework of another event related to blue-growth & blue-economy/ maritime or blue-growth policies discussion/ etc. where vouchers beneficiaries could meet each other and do some networking activities/dynamics. First part: introduction of the 4helix+ project and its successful actions/activities. If possible a speech/conference of relevant stakeholders on relation with the regional/national maritime strategy. Second part: Presentation of the projects funded by the project partner (1-2mins/each) and formal vouchers delivery + networking/group dynamics.
- 1 road-show with BUE-SMEs- private presence (not only vouchers beneficiaries) + other relevant stakeholders (clusters, R&D institutions, public bodies, regional agencies, counsels, etc.). Explanation of the innovation voucher methodology, bootcamps, travel fiches, brokerage event, etc. Explanation of this methodology advantage, results, statistics,

transferring corner and posters presenting the projects funded. Networking activities, etc.

- Another road-show mixing concepts from the 2 previous ideas, free format depending on partners' possibilities.
Possibility to include in the road-show "consultation round tables" of 4 helix stakeholders, approaching regional policies and innovation frameworks to boost blue economy and blue growth, existing innovation schemes, (vouchers, financing innovation for blue economy, etc...) and existing and/or potential opportunities to replicate 4helix+ model in the region.

3. Report

After each road-show, project partners should write a short report with the relevant information and documentation of each session. Partners could use this same document. BCC will elaborate a consolidated report based on the partners' information. The minimum content that each report should contain is shown hereafter:

- Agenda of the event
- If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.
- Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.
- Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.
- Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.
- Results, lessons learned, conclusions or any other important fact to highlight.
- Attendance list signed if possible and pictures

Annex 2. 4helix+ Road-show Report Template

4helix+ project

WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report template

1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

3.1 Typology

3.2 Justification

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

7. Result

Results, lessons learned, conclusions or any other important fact

8. Pictures of the session

Annex 1 Attendance list

Annex 2 Satisfaction questionnaire

Annex 3. Contingency Plan for Road-shows due to COVID-19 Situation

Due to COVID-19 situation in all European countries, we are facing new challenges regarding implementation of project activities in the next months, which brings us new opportunities to test alternative solutions for traditional event celebration.

Feasibility to organize 3 on-side road-shows until the end of the project is low due to the surrounding confinement circumstances. This is the reason why in order to avoid delays and to ensure the completion of the activities, a contingency plan has been designed including possible alternative solutions for the implementation of the activity 4.3 4helix+ Regional, National, Macroregional Road-shows within WP4- Transferring.

As a transferring activity, road-shows are meant to showcase 4helix+ results and pilot action experience. For this reason, and since most of SMEs and most of our stakeholders are working home office, an alternative to presencial road-shows, which will be delayed in the next months due to alarm state currently ongoing in all Med countries, is organizing webinars

Webinars are proposed as an alternative new format for road-shows. This is a real opportunity to reach our stakeholders and keep them updated with the project, also we can count on their participation and involvement in a period when online events are increasing as a strong interaction communication means.

Objectives:

As in on-side road-shows, the objectives are to present the 4helix+ successful methodology used in the pilot phase, transnational showcases, future collaboration examples of SMEs and KP after the innovation voucher experience and transfer the multimedia tools offered by the 4helix+ Cyberspace and Transferring Corner.

Create a dialogue between SMEs, stakeholders and partners to keep them informed and interested in 4helix+ experience can have a positive impact on the project.

Target: blue smes, regional stakeholders, decision makers

Depending on the content of the road-show the target audience may vary. Blue SMEs, regional stakeholders, decision makers should be the main target groups. However, also academical audience, both professors and students, could be interested in attending the road-shows.

Due to the unusual situation, it is understandable that the expected audience is lower than in a normal context. Nevertheless, this opportunity can be taken to select more accurately the attendees. The quality of the public should be prioritised to quantity.

Content:

Content of the webinar is similar to the content detailed in the guidelines for on-side road-shows:

- Explanation of the innovation voucher methodology, bootcamps, travel fiches, brokerage event, etc.

- Participation of blue smes as panellists to share their experience in 4helix+
- Introduction of Transferring Corner
- Possibility to include in the road-show potential opportunities to replicate 4helix+ model in the region. Now that SMEs and start-ups are going through a difficult situation, and as most of us are supporting organisations for business and SMEs, we also should enhance our role as Business Support Organisation and also inform and share opportunities and tools oriented to support the recovery of companies after COVID-19, meaning to share with attended which relevant measures have been created to support them and how to access to them (at regional, national and local level).

HOST YOUR ONLINE ROAD-SHOW

Main tips to organize and host an online event and share 4helix+ experience with peers:

Webinar should be:

- **SHORT**

It should not last more than one hour in order to keep participants interested and online.

- **ORGANIZED and EFFICIENT**

- Agenda
- Timescale
- Well defined responsibilities. Create a team with assigned roles: Organiser, presenter, panellists, chat moderator?, etc...
- Agree on a set of rules: Talk freely VS selected, webcams on or off, mute microphones if not speaking
- CREATIVE and ENGAGE PARTICIPANTS to keep the audience interested. Use polls and quizzes, , chat and questions, social media, handouts and other material, surveys and evaluation
- Recording the webinar

Webinar is a good COMMUNICATION EXERCISE:

- Use presentations with slides of 2 minutes each maximum, it creates movement and keeps people engaged.
- Create a conversation outside the event in parallel (if possible, using social media, take pictures, etc...)
- Pre-event Communication: Communicate and use #, send 2 or 3 reminders, focus on 24 hours in advance
- Post-event Communication: publish results, summary, speaker “quotes”, pictures, etc...

TO KEEP IN MIND:

- Formulate key messages
- Design interaction previously
- Content is the cornerstone
- Use an engaging format
- Define roles previously
- Check technology

TOOLS:

There are different available platforms and tools to organize your webinar, among others:

- SKYPE
- GO TO MEETING
- HANGOUTS
- GO WEBINAR
- ZOOM
- BLACKBOARD COLLABORATE

When selecting the tool, define your needs:

- Number of participants
- Closed or open
- Post-event recording or live only
- Features (in-session videos, audience interaction...)
- Flexible or fixed location - How many speakers

Annex 4. 4helix+ Regional, National, Macroregional Road-shows

This Annex contains all reports of road-shows generated by partners.

The structure of the reports is as follows:

LP – SVIM srl (Italy)

PP2 – Thessaloniki Chamber of Commerce (TCCI)

PP4 – Croatian Chamber of Economy (CCE)

PP5 – Chamber of Commerce of Seville (CCSEV)

PP6 – XXI Dinâmica Network (APREDIN)

PP7 – Albanian Development Fund (ADF)

PP8 – Barcelona Chamber of Commerce (BCC)

PP9 – Chamber of Commerce and Industry Marseille-Provence (CCIMP)

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report

4helix+ Blue Digital Road Show

“The Environmental sustainability of Blue SMEs”

10th July 2020 by Cyberspace

Content

Content	2
1. Introduction	3
2. Date, place and duration of the road-show	3
3. Event's framework	3
4. Typology and number of participants	5
5. Activities and agenda	7
6. Road-show influence	8
7. Result	8
8. Pictures of the session	8
Annex 1 Attendance list	8
Annex 2 Satisfaction questionnaire	8

1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees.
The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show / webinar took place on the Cyberspace, the webplatform developed by the project, on 10th of July 2020 from 11,00 -12,30.

3. Event's framework

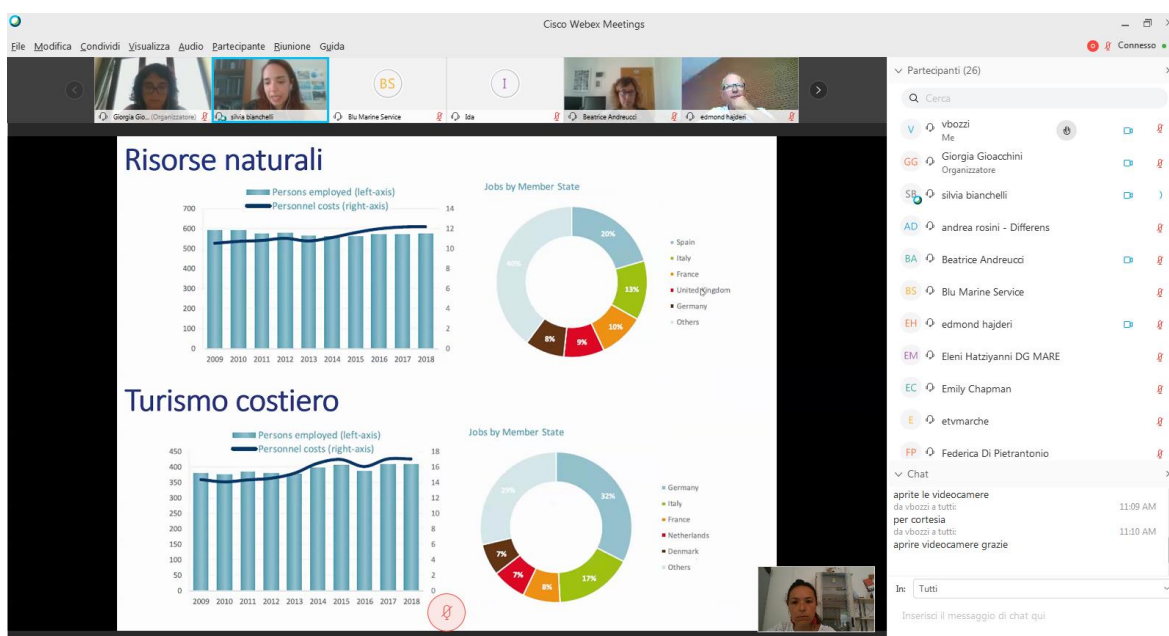
If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

The webinar has been organized as online event because of COVID-19 situation and has been developed by the LIC members (UNIVERSITA' POLITECNICA DELLE MARCHE) and the Lead Partner. It has been oriented towards the item of **environmental sustainability of Blue SMEs** and in this occasion the results obtained by the SMEs winners of the vouchers foreseen by the Pilot Activity of 4helix+ Project have been presented. There was also a focus about the post Covid-19 measures adopted by the Regional Local Authorities for what concerns **fisheries and aquaculture sector**: **PIATTAFORMA 210: urgent local and regional measures to support economy, job and welfare linked to the epidemiologic COVID-19 emergency addressed to fisheries and aquaculture SMEs.**

3.1 Typology

The webinar has been moderated by Mrs. Giorgia Gioacchini, LIC member and technical expert from UNIVERSITA' POLITECNICA DELLE MARCHE – DISVA - **Department of Life and Environmental Sciences**. At the beginning Mrs. Gioacchini presented all the people involved in the discussion and

offered her greetings and salutations to all people connected to the webinar. The floor was given to the Lead Partner and Mr. Gianluca Carrabs, Sole Manager of SVIM – Sviluppo Marche Srl, underlined the importance of 4helix+ Project thanks to the opportunity given to the Blue SMEs to innovate their processes and products. The voucher as innovation tool and support for Blue SMEs to reposition themselves in the blue economy sector. The traditional sectors of Blue Economy move themselves to innovation technology and the Blue Growth Economy linked to the environmental sustainability. Around h.11,15 a Blue Economy Expert, Mrs. Bianchelli Silvia from UNIVERSITA' POLITECNICA DELLE MARCHE, underlined the importance of a more sustainable Blue Economy and the importance of maintaining the natural heritage in the best way it is possible. She also underlined the importance of European and International policies to sustain ocean strategies and sea sustainability.



Three innovation voucher winners have presented their projects and shared their experiences:

- Project "Bio-Packaging" – Mr. Domenico Emanuele Troli
- Project "Sealand" – Mrs. Juliana De Brito
- Project "Maritime Fleet Monitoring&Management" – Mr. Andrea Rosini

For what concerns the institutional part of the Webinar, Marche Region presented, through Mrs. Laura Gagliardini Anibaldi, the regional measures to support SMEs in post Covid-19 period. The measures have been adopted by the Region to support SMEs and to help them in the "reconstruction" post Covid-19.

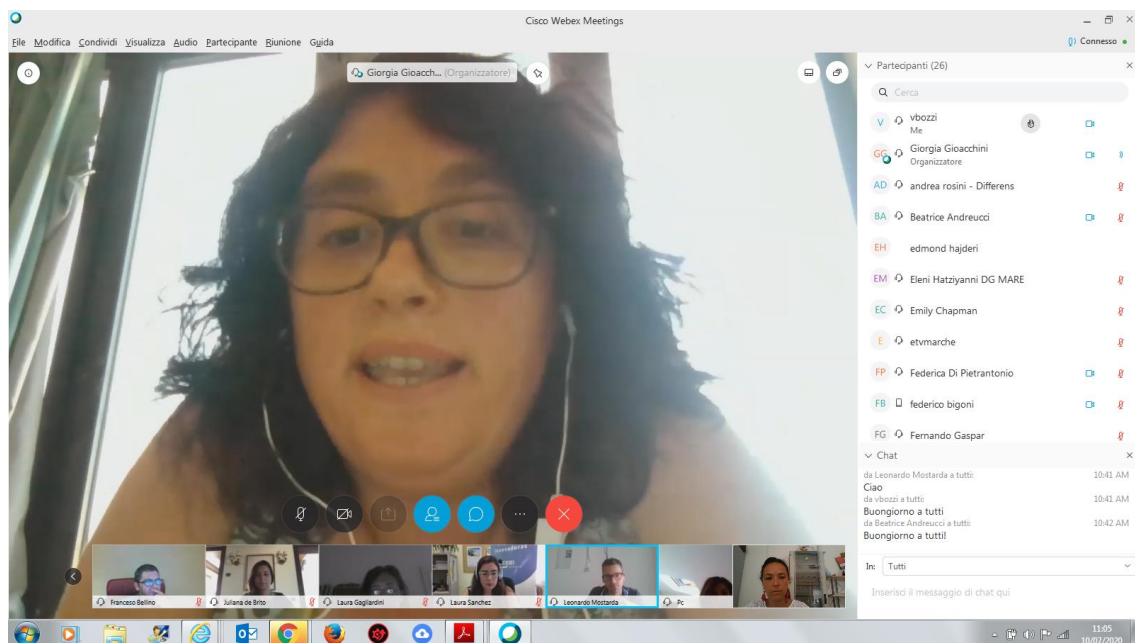
3.2 Justification

Presentation of 4helix+ results and focus on the innovation vouchers and the projects financed.

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

32 Participants among LP / LIC members / 4helix+ partners / Blue SMEs / Federpesca / Public representation by Marche Region / KPs



Cisco Webex Meetings

File Modifica Condividi Visualizza Audio Partecipante Riunione Guida

Partecipanti (25)

Cerca

vbozzi Me

GG Giorgia Gioacchini Organizzatore

AD andrea rosini - Differens

BA Beatrice Andreucci

EH edmond hajderi

EM Eleni Hatziyanni DG MARE

EC Emily Chapman

E etvmarche

FP Federica Di Pietrantonio

FB federico bigoni

FG Fernando Gaspar

Chat

aprite le videocamere da vbozzi a tutti per cortesia da vbozzi a tutti: 11:09 AM

aprite le videocamere grazie da vbozzi a tutti: 11:10 AM

In: Tutti

Cisco Webex Meetings

File Modifica Condividi Visualizza Audio Partecipante Riunione Guida

Partecipanti (26)

Cerca

vbozzi Me

GG Giorgia Gioacchini Organizzatore

SB silvia bianchelli

AD andrea rosini - Differens

BA Beatrice Andreucci

BS Blu Marine Service

EH edmond hajderi

EM Eleni Hatziyanni DG MARE

EC Emily Chapman

E etvmarche

FP Federica Di Pietrantonio

Chat

aprite le videocamere da vbozzi a tutti per cortesia da vbozzi a tutti: 11:09 AM

aprite le videocamere grazie da vbozzi a tutti: 11:10 AM

In: Tutti

Inserisci il messaggio di chat qui

Risorse naturali

Persons employed (left-axis)
Personnel costs (right-axis)

Jobs by Member State

Spain
Italy
France
United Kingdom
Germany
Others

Turismo costiero

Persons employed (left-axis)
Personnel costs (right-axis)

Jobs by Member State

Germany
Italy
France
Netherlands
Denmark
Others

Link video:

https://drive.google.com/file/d/1cBH0zVdXQdkpn7ZP2ZrUapNz_wKDfnfz/view

Users / Participants who received access with entry and exit times:

Partecipanti		X
Nome	Accedi/Abbandona	
vbozzi	11:03 / 12:36	
matteo zarantoniello	11:03 / 12:36	
Giorgia Gioacchini	11:03 / 12:36	
Francesco Bellino	11:03 / 12:36	
Laura Gagliardini	11:03 / 12:36	
Federica Di Pietrantonio	11:03 / 12:36	
Emily Chapman	11:03 / 12:36	
edmond hajderi	11:05 / 11:10	
edmond hajderi	11:10 / 11:17	
edmond hajderi	11:17 / 12:36	
Maurizio Brocchini	11:18 / 11:40	
Blu Marine Service	11:25 / 12:35	
LATITUDE E7470	11:32 / 11:42	

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.



Project co-financed by the European Regional Development Fund



SAVE THE DATE

VENERDI 10/07/2020 h11.00

4helix+ BLUE DIGITAL ROAD SHOW

« La sostenibilità ambientale delle aziende blu »

WEBINAR TECNICO SCIENTIFICO NELL'AMBITO DEL PROGETTO 4helix+

MODERA: Prof.ssa Giorgia Gioacchini
UNIVPM – Dipartimento di Scienze della Vita e dell'Ambiente

INTERVERRANNO

- ✓ I VINCITORI DEI PROGETTI FINANZIATI DAI VOUCHER BLU:
per «Bio-Packaging» - Domenico Emanuele Trolì
per «SEALAND» - Juliana De Brito
per «M.F.M.&M. - Maritime Fleet Monitoring & Management» - Andrea Rosini
- ✓ SVIM SRL Amm. Unico Gianluca Carrabs
- ✓ REGIONE MARCHE - DIP. PESCA MARITTIMA E ACQUACOLTURA
Le misure regionali a sostegno del settore in epoca Covid-19
Laura Gagliardini Anibaldi
- ✓ UNIVPM - ESPERTO DI BLUE ECONOMY
Prof.ssa Silvia Bianchelli














Our road show took the webinar form: - presentation of the main results of the project achieved until now, - objective of the webinar was to talk about interesting items relevant to Blue Growth Economy and innovation, it has been also an occasion to transfer the experience of the pilot project activities.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

Marche Region was present and shared with the participants new opportunities / measures to support Blue SMEs.

7. Result

Results, lessons learned, conclusions or any other important fact

The road-show was dedicated in particular to SMEs but also to regional/national and international private and public stakeholders.

The purpose of the road-show was mostly to present the 4helix+ successful transnational showcases.

8. Pictures of the session

The pictures of the webinar session have been inserted in the section “4 – Typology of participants”.

Annex 1 Attendance list

In the section “5 – Typology and number of participants” it is attached the pictures with all participants.

Annex 2 Satisfaction questionnaire

The satisfaction questionnaire has been sent to all participants after the roadshow occurred.

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report

4helix+ Blue Digital Road Show

“The Environmental sustainability of Blue SMEs”

24th July 2020 by Cyberspace

Content

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3. Event's framework	3
4. Typology and number of participants	5
5. Activities and agenda	7
6. Road-show influence	7
7. Result	8
8. Pictures of the session	8
Annex 1 Attendance list	8
Annex 2 Satisfaction questionnaire	8

1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list includes the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show / webinar took place on the Cyberspace, the webplatform developed by the project, on 24th of July 2020 from 11,00 -12,44.

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

The webinar has been organized as online event because of COVID-19 situation and has been developed by the LIC members (UNIVERSITA' POLITECNICA DELLE MARCHE) and the Lead Partner. It has been oriented towards the item of **beach and coastal tourism before and after Covid-19** and in this occasion the results obtained by the SMEs winners of the vouchers foreseen by the Pilot Activity of 4helix+ Project have been presented. There was also a focus about the post Covid-19 measures adopted by the Regional Local Authorities for what concerns tourism activities: **PIATTAFORMA 210: urgent local and regional measures to support economy, job and welfare linked to the epidemiologic COVID-19 emergency addressed to tourism and SMEs involved in the tourism sector.**

3.1 Typology

The webinar has been moderated by Mrs. Sara Corvaro and Mr. Matteo Postacchini, LIC members and technical experts from UNIVERSITA' POLITECNICA DELLE MARCHE – DICEA – Dipartimento di Ingegneria Civile, Edile e Architettura.

At the beginning Mrs. Sara Corvaro and Mr. Matteo Postacchini presented all the people involved in the discussion and offered their greetings and salutations to all people connected to the webinar. The floor was given to the Lead Partner and Mrs. Ida Prosperi, SVIM – Sviluppo Marche Srl, 4helix+ Project Coordinator, brings greetings from Mr. Gianluca Carrabs, SVIM Sole Manager, engaged in the same time in a conference relevant to sustainable tourism and Raffaello Exhibition. One more time Mrs. Prosperi underlined the importance of 4helix+ Project thanks to the opportunity given to the SMEs of tourism sector to innovate their processes and products.

The floor was given to Mr. Guido Vettorel, Central Adriatic Ports Authority “Impact of the COVID-19 pandemic on passenger traffic in the port of Ancona” <https://porto.ancona.it/it/news/1419-porto-di-ancona-conseguenza-emergenza-covid-calo-contenuto-delle-merci-forte-diminuzione-traffico-passeggeri>

Mr. Vettorel presented an interesting and detailed report about the first information / data on the trend of the traffic in the port of Ancona on the consequences of the health emergency for Covid-19. Commercial traffic has always had continuity even during the lockdown period and thanks to the operators of the Doric airport, who have always worked, the supply of the necessary goods, medicines, food and other products has been guaranteed to the whole territory. However, there was the decrease in passenger traffic and cruises have suffered a total shutdown worldwide.

After the innovation voucher winners, the floor was given to Mr. Matteo Postacchini, LIC Member, UNIVERSITA' POLITECNICA DELLE MARCHE – DICEA – Dipartimento di Ingegneria Civile, Edile e Architettura – Item of his speech “The integrated coastal zone management in the perspective of tourism and restart”. This was an interesting reflection on the engagement of coastal tourism. The presentation in pdf version has been attached to this report.

After these presentations, a discussion occurred on the coastal zone management approaches and on the port authority strategies about the restart for the sea cruises.

Three innovation voucher winners have presented their projects and shared their experiences:

- Project “E-BIKE TELLING” – Mr. Tommaso Sorichetti
- Project “BEACHTIME” – Mr. Andrea Mora
- Project “GENTE DI MARE” – Mr. Antoni Jubani

For what concerns the institutional part of the Webinar, Marche Region presented, through Mr. Stefano Recchi, the regional measures to support SMEs in post Covid-19 period. The measures have been adopted by the Region to support SMEs and to help them in the “reconstruction” post Covid-19 for what concerns the tourism sector.

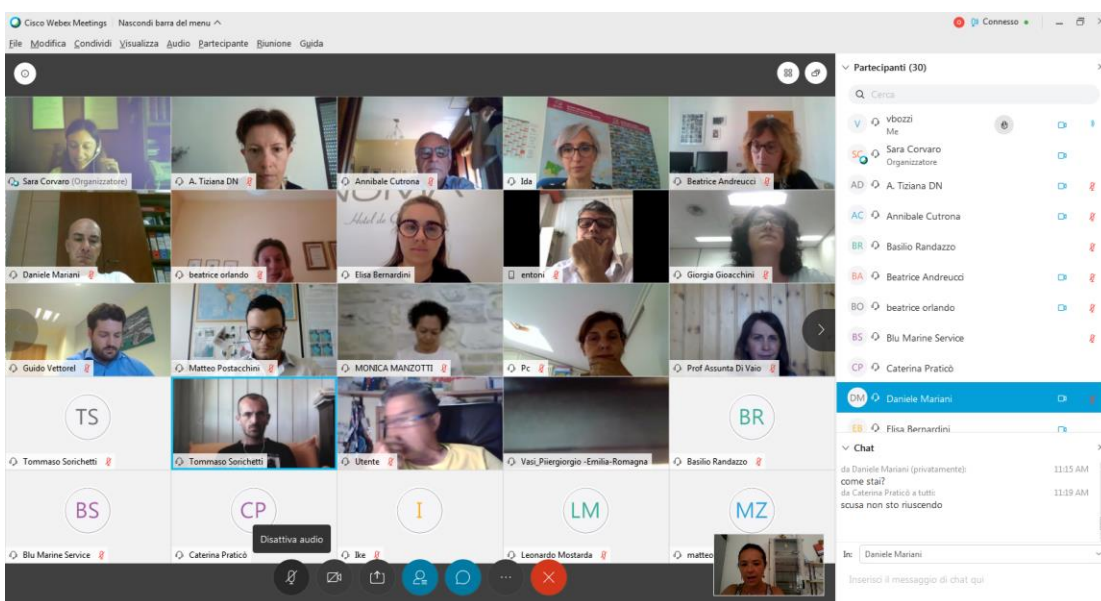
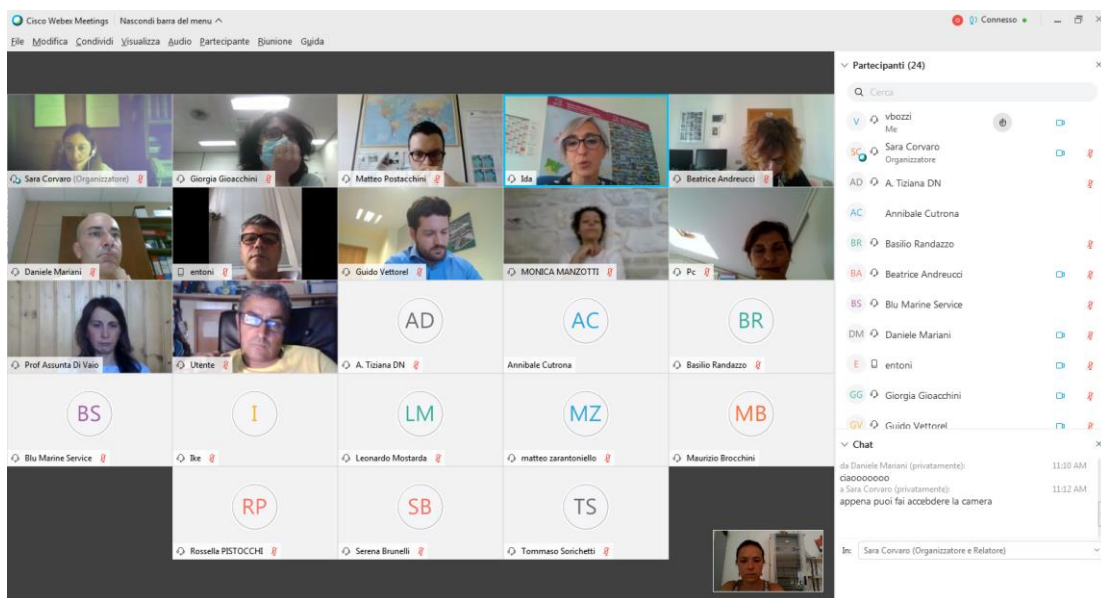
3.2 Justification

Presentation of 4helix+ results and focus on the innovation vouchers and the projects financed. At the end, a final discussion has taken place about the topics of the webinar.

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

30 Participants among LP / LIC members / 4helix+ partners / Blue SMEs / Public representation by Marche Region / KPs / Tourism associations



Link video:

<https://drive.google.com/file/d/1uD8LsypqGlj2Rb9bPrImVArG4WkM7Lcz/view?usp=sharing>

30 Users / Participants who received access with entry and exit times:

Nome	Accedi/Abbandona	Beatrice Andreucci	11:01 / 12:44	Blu Marine Service	11:03 / 12:30
Matteo Postacchini	11:01 / 12:44	Guido Vettorel	11:01 / 12:44	Ike	11:04 / 12:08
Rossella PISTOCCHI	11:32 / 12:25	vbozzi	11:01 / 12:44	Basilio Randazzo	11:05 / 12:44
Rossella PISTOCCHI	11:01 / 11:32	Leonardo Mostarda	11:01 / 12:44	Tommaso Sorichetti	11:06 / 11:14
A. Tiziana DN	11:01 / 12:44	Ida	11:01 / 12:44	entoni	11:07 / 12:44
Giorgia Gioacchini	11:01 / 12:44	Sara Corvaro	11:01 / 12:44	Annibale Cutrona	11:08 / 11:11
Prof Assunta Di Vaio	11:01 / 12:37	Utente	11:01 / 12:44	matteo zarantoniello	11:08 / 12:44
MONICA MANZOTTI	11:01 / 12:44	Pc	11:02 / 12:44	Maurizio Brocchini	11:09 / 11:58
Serena Brunelli	11:01 / 12:21	Tommaso Sorichetti	11:02 / 11:06	beatrice orlando	11:10 / 12:13
		Daniele Mariani	11:03 / 12:35		
Annibale Cutrona	11:11 / 12:44	Sara Di Ruscio	11:22 / 12:44		
Tommaso Sorichetti	11:12 / 11:15	Sara Di Ruscio	11:15 / 11:22		
Caterina Praticò	11:12 / 12:44	1234	11:29 / 12:44		
Elisa Bernardini	11:13 / 11:35	1234	11:18 / 11:18		
Vasi_Piiergiorgio - Emilia-Romagna	11:43 / 11:46	giorgio guidi	11:25 / 12:44		
Vasi_Piiergiorgio - Emilia-Romagna	11:15 / 11:27	Juliana de Brito	12:16 / 12:44		
Tommaso Sorichetti	11:15 / 12:44	Juliana de Brito	11:45 / 12:16		
		Juliana de Brito	11:35 / 11:44		

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

Project co-financed by the European Regional Development Fund

Interreg
Mediterranean

4helix+

REGIONE MARCHE

SAVE THE DATE
VENERDI 24/07/2020 h 11.00 – 12.00

4helix+
BLUE DIGITAL ROAD SHOW
“Il turismo balneare e costiero
prima e dopo Covid-19”

WEBINAR TECNICO SCIENTIFICO NELL'AMBITO DEL PROGETTO 4helix+

MODERANO : Prof. Sara Corvaro & Prof. Matteo Postacchini
UNIVPM – Dipartimento di Ingegneria Civile, Edile e Architettura

INTERVERRANNO

- ✓ AMMINISTRATORE UNICO DI SVIM - Gianluca Carrabs
- ✓ I VINCITORI DEI PROGETTI FINANZIATI DAL VOUCHER BLU:
per «E-BIKE TELLING» - Tommaso Sorichetti
per «BEACHTIME» - Andrea Mora
per «GENTE DI MARE» - Antoni Jubani
- ✓ AUTORITA' di SISTEMA PORTUALE del MARE ADRIATICO CENTRALE:
«Impatto della pandemia COVID-19 sui traffici passeggeri
del porto di Ancona» - Guido Vettorel
- ✓ UNIVPM: «La gestione integrata della costa nell'ottica del
turismo e della ripartenza» - Matteo Postacchini
- ✓ REGIONE MARCHE PF. TURISMO: «Le misure regionali
a favore del settore in epoca COVID-19» - Stefano Recchi

LINK ISCRIZIONE nella news>>>

SVIM
Sviluppo Marche S.r.l. (PS)
Lead Partner

University of Camerino (PS)

CEI
Central European Initiative (PS)

Pharmaceutical Chamber of Commerce
and Industry (SCS)

Coastal Chamber of Economy,
Sector Grouping (Chamber of PS)

Cámara
Baleia

Official Chamber of Commerce,
Industry and Shipping of Baleia (SCS)

ATI (Dynamic Network) (PS)

FONDS EUROPEI
European Development Fund (PS)

Chambre de Commerce
de Bordeaux

Regional Office of Chamber of
Commerce, Industry,
Services and Navigation (SCS)

CCI MARSEILLE
PROVENCE

Chamber of Commerce and Industry
Provence Provence (PS)

Our road show took the webinar form: - presentation of the main results of the project achieved until now, - objective of the webinar was to talk about interesting items relevant to Blue Growth Economy and innovation, it has been also an occasion to transfer the experience of the pilot project activities. This webinar was addressed to beach and coastal tourism and all SMEs that work / share their experiences in this sector.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

Marche Region was present and shared with the participants new opportunities / measures to support Blue / Tourism SMEs.

7. Result

Results, lessons learned, conclusions or any other important fact

The road-show was dedicated in particular to tourism SMEs but also to regional/national and international private and public stakeholders.

The purpose of the road-show was mostly to present the 4helix+ successful transnational showcases and shows how the tourism sector reacted to the Covid-19 emergency.

8. Pictures of the session

The pictures of the webinar session have been inserted in the section “4 – Typology of participants”.

Annex 1 Attendance list

In the section “5 – Typology and number of participants” it is attached the pictures with all participants.

Annex 2 Satisfaction questionnaire

The questionnaire has been sent to all participants. Most of them has answered and underlined the importance of such events especially during this emergency period.

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report

4helix+ Blue Digital Road Show

*“Progettare in Blu – Il nostro contributo alla crescita
tra Europa e territorio”*

*“Designing in Blue - Our contribution to growth
between Europe and territory”*

13th September 2020 – h. 4 p.m.



Project co-financed by the European
Regional Development Fund

Content

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2. Date, place and duration of the road-show	4
3. Event's framework	4
4. Typology and number of participants	5
5. Activities and agenda	7
6. Road-show influence	7
7. Result	8
8. Pictures of the session	8
Annex 1 "Sea food recipe"	8

1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list includes the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show took place on Sunday, 13th of September 2020 from 16,00 to 18,00 (Fano, Marche Region)

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

Blue economy, innovation and European projects led or participated by the Marche Region were the protagonists of the "PROGETTARE IN BLU" event, organized by SVIM Sviluppo Marche as part of the 18th edition of the "Brodetto Festival", an event dedicated to the symbolic dish of the Adriatic seafaring tradition that this year was attended by thousands of visitors.

It is an international Show dedicated to the dish symbol of the Marche Region coastal territory, the BRODETTO. The Festival is full of tastings of soups, cooking star shows, "world" wine tastings, workshops for children dedicated to the discovery of the sea and great guests.

In this occasion, during the last day of Festival, the 3rd 4helix+ Roadshow occurred, and it was about a sharing of experiences in the field of innovation voucher scheme winners.

3.1 Typology

The blue economy of the European Union has been growing steadily since the last decades and has a very promising potential future. Among the most growing sectors, besides biological resources (such as fisheries or aquaculture), new sectors emerge, such as blue biotechnology or the development of biofuels. The Marche Region in the current programming period, has participated in several territorial cooperation projects focused on innovation in the sectors of the blue economy. The Region strongly supports the Ionian Adriatic Strategy which can be further strengthened thanks to the opportunities offered by the sea economy.

A "blue" economic force that has been able, in recent years, to offer - through tourism, shipbuilding and transport - both employment, economic growth and opportunities for trade extremely important.

Svim, Sviluppo Marche Srl, as operating partner of the Region, has presented three projects related to the Blue Economy among which there is also 4helix+: 4helix+ and Bluecrowdfunding belonging to the European funding programme Interreg Med and Investinfish under the Italy-Croatia programme.

The event aims to be a moment of presentation and sharing of some results of these projects: for Investinfish will be the presentation of the winners of the innovation vouchers funded by the project, for 4helix+ will be screened the video that collects the experiences of the companies winning a contribution in the same way for the innovation of the sectors mentioned above and at the same time the taste of a "seafood recipe" that was part of an innovation voucher winner project. Finally, the new Blue crowdfunding project will be presented and crowdfunding will be discussed as an alternative tool to strengthen the financing of the fisheries-aquaculture sector. The common element of these projects is to provide SMEs and regional operators in the maritime sectors with a range of incentives and opportunities to innovate and grow their business.

3.2 Justification

Cooking show of a "seafood recipe" that was a part of an innovation voucher winner project and presentation of a video that collects all the experiences of winner voucher companies.

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

30 Participants among LP / Blue SMEs / Public representation by Marche Region / KPs / Vouchers beneficiaries.



Link 4helix+ video and ETVMARCHE Broadcast:

<https://www.youtube.com/watch?v=Mml26PxDogE&t=4s>

<https://www.youtube.com/watch?v=CxHxjP-63fw&t=64s>

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.



**FANO 11-12-13
SETTEMBRE 2020**

BRODETTOFEST

**FESTIVAL DEL BRODETTO
E DELLE ZUPPE DI PESCE**

WHAT IS THE BLUE ECONOMY?
All economic activities related to oceans, seas and coasts. Blue economy covers a wide range of interrelated established and emerging sectors.



WHAT INSPIRED US

ESTABLISHED SECTORS
Sectors with long-term proven contribution to the economy.

EMERGING SECTORS
New sectors showing high potential for future development.

ENABLERS OF THE BLUE ECONOMY

DOMENICA 13 SETTEMBRE - H 16.00
PalaBrodetto - Lungomare Simonetti, Fano

PROGETTARE IN "BLU"
IL NOSTRO CONTRIBUTO ALLA CRESCITA BLU TRA EUROPA E TERRITORIO

INVESTINFISH: Consegna Voucher per servizi innovativi alle imprese marchigiane del settore Pesca e Acquacoltura

4helix+: Cookingshow dimostrativo del progetto SEALAND

BLUECROWDFUNDING: Il crowdfunding come strumento alternativo per potenziare il finanziamento del settore BLU

REGIONE MARCHE



Svím



Interreg Italy - Croatia INVESTINFISH



Interreg Mediterranean



Project co-financed by the European Regional Development Fund

Interreg Mediterranean



6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

Blue / Tourism SMEs shared their experiences and some results coming from the successful implementation of the projects were presented.

7. Result

Results, lessons learned, conclusions or any other important fact

The innovation voucher scheme as financing tool to promote and support Blue SMEs

8. Pictures of the session

The pictures of the webinar session have been inserted in the section “4 – Typology of participants”.

Annex 1 “Sea food recipe”

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

SEA FOOD RECIPE

Pate, “moscioli” and chickpeas

(about 4 jars of 150 grams)

400g of Moscioli pulp

200 g steamed chickpeas

100 g EVO oil

The grated peel of a lemon

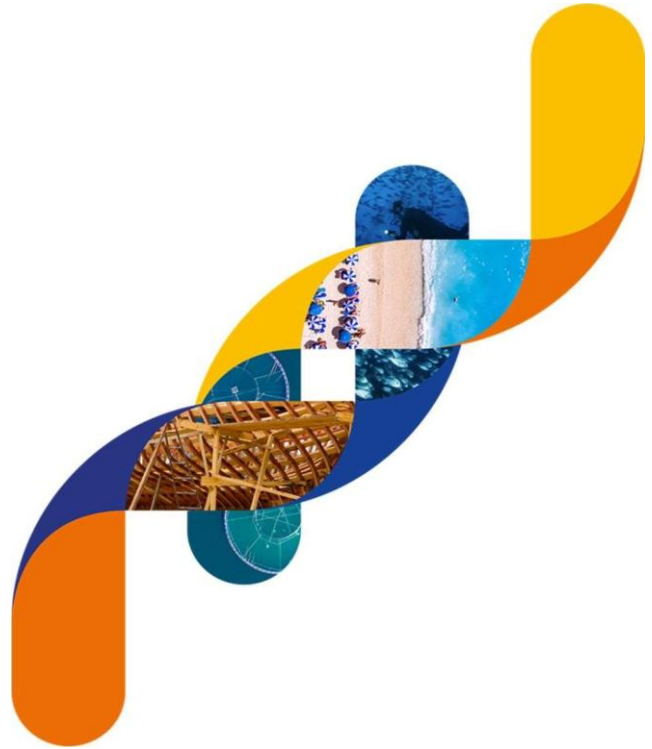
Put all the ingredients in a jar for Pacojet and freeze everything

Transfer to glass jars, close them and pasteurize in a steam oven at 65 degrees for 20 min.

Bread made with the flour of the farm for the taste of pate.

Basic ingredients: Portonovo moscioli, flour and chickpeas from the farm Rustico del Conero.

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

1st Digital TCCI Road Show Report

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1. Introduction

This is the report prepared by TCCI after the conclusion of the 1st road-show and includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

2. Date, place and duration of the road-show

The 1st TCCI's Road Show took place on Monday 25th of May 2020 from 18:00 until 21:15. The road-show held, under the framework of the Venture Garden event, organized by the American College of Thessaloniki, via the online platform Google meet. The participants could join the event through the link meet.google.com/rau-ekdy-ibf.

The agenda of 1st TCCI's Road Show was the following:



VentureGarden

"VentureGarden"- Helping People Grow Ideas, Πρόγραμμα Προώθησης Επιχειρηματικότητας

Agenda παρουσιάσεων 25 Μαΐου 2020

Χρηματοδότηση Startups & 1st Digital TCCI Road Show

25 Μαΐου 2020

στο πλαίσιο της εκδήλωσης

Venture Garden (<https://www.venturegarden.gr>) που διοργανώσε, μέσω ηλεκτρονικής πλατφόρμας, το
American College of Thessaloniki
meet.google.com/rau-ekdy-ibf

ΠΡΟΓΡΑΜΜΑ ΕΚΔΗΛΩΣΗΣ

18:00-18:10	Καλωσόρισμα Γιώργος Κόκκας, Διευθυντής Κέντρου Επιχειρηματικότητας American College of Thessaloniki Αντώνης Μπούμπουλας Προϊστάμενος Τμήματος Μελετών και Έρευνας ΕΒΕΘ
18:10-19:10	Πηγές και τρόποι χρηματοδότησης startups – Γιώργος Κόκκας, Διευθυντής Κέντρου Επιχειρηματικότητας American College of Thessaloniki
19:10-19:30	Παρουσίαση του Μηχανισμού Κουπονιών Καινοτομίας και του Transferring Corner του έργου 4helix+ / Συνοπτική παρουσίαση των έξι καινοτόμων σχεδίων που υλοποιήθηκαν από ΠΜΜΕ

	της γαλάζιας ανάπτυξης της Περιφέρειας Κεντρικής Μακεδονίας - Αντώνης Μπούμπουλας Προϊστάμενος Τμήματος Μελετών και Έρευνας ΕΒΕΘ
19:30-19:50	Αναλυτική παρουσίαση καινοτόμου σχεδίου "Smart life Jacket for watersports (sailing, kitensurfing and windsurfing)" – Συμεών Ναλμπάντογλου, GO ZONE
19:50-20:10	Αναλυτική παρουσίαση καινοτόμου σχεδίου "UDISSEA -U Define Your Sea, Sailing & Environmental Action", Γιάννης Μελάς, YAKO SAILING MARITIME
20:10-20:30	Ερωτήσεις – Απαντήσεις

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

3.1 Typology

As mentioned above, the 1st TCCI Road Show was held under the framework of the Venture Garden event organized by the American College of Thessaloniki (ACT).

3.2 Justification

American College of Thessaloniki (ACT) is the tertiary division of Anatolia, a private not-for-profit educational institution founded in 1886. The American College of Thessaloniki is implementing twice every year, since 2014, the VentureGarden program (www.venturegarden.gr). VentureGarden is a comprehensive educational and training program for innovative start uppers and entrepreneurs that want to develop their skills, gain access to a continuously growing entrepreneurial network and receive hands-on training. VentureGarden presents, also, successful examples of companies that have successfully implemented an innovative project. The topic of the specific training was about financing startups from European - national programs, investors, and other sources. The TCCI presented 4helix+ project and 2 awarded Innovative Projects from blue economy sectors of the Region of Central Macedonia.

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

The first Road Show was attended by 34 people from whom 30 were private representations, 3 were LICs (LIC expert in Blue Economy, LIC expert in Cross Sectoral Innovation, LIC Coordinator) and 1 TCCI representative (the Head of Studies and Research dpt. of the Thessaloniki Chamber of Commerce and Industry). The attendance sheet can be found in Annex 1.

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

Mr. Antonios Boumpoulas, Head of Studies and Research dpt. of the Thessaloniki Chamber of Commerce and Industry, welcomed all the participants and presented the Innovation Vouchers Mechanism, 4helix+ Transferring Corner and mentioned briefly the six awarded Innovative Projects from blue economy sectors of the Region of Central Macedonia. More analytically, Mr. Boumpoulas explained the aims and the goals of the project, the Pilot

Regions, the project's duration, the project's activities and analyzed the Innovation Vouchers Mechanism. In addition, he presented the six awarded Innovative Projects of the Region of Central Macedonia. Finally, he analyzed the project's Transferring Corner.

The Road Show continued with the presentation of two awarded Innovative Projects. More especially:

Mr. Symeon Nalmpantoglou (Go Zone), who collaborated with the Knowledge Provider «ENTREAUTRE» from France, presented his awarded innovation project «Smart life Jacket for watersports (sailing, kitensurfing and windsurfing)». The company specializing in water sports such as windsurfing, kite surfing and small boats sailing. The project concerned the design and creation of an upgraded prototype of a lifejacket for watersports that embeds a GPS tag that can accurately locate the user in distress and send help directly to the right place (PORT POLICE, rescue teams, watersports rescue boat team). The jacket also has a heating system that maintains body temperature and prevents hypothermia. The energy required to power the heater is provided by photovoltaic cells.

Then Mr. John Melas (YAKO SAILING MARITIME) who collaborated with the Knowledge Provider «Tessera Multimedia S.A.» from Thessaloniki (Greece) presented his awarded innovation project «UDYSSEA» (U Define Your Sea, Sailing & Environmental Action). YAKO Sailing is a yacht charter company established in 2014 and offers crewed and bareboat cruises in N. Greece. UDYSSEA is an innovative project, which adds value to the sailing experience and nautical tourism, as it provides ready-made solutions for sailing routes, but also offers the opportunity for tailor-made nautical routes combining elements from the local natural, cultural and human environment. It provides a personalized interactive experience to travelers of all ages through a dynamic e-shop, via which the potential visitors can be well-informed about the offered products/services, and create an excursion on their own, choosing among a variety of interactive and educational activities.

Before the event's closure, Mr. Georgios Kokkas, LIC expert in Cross Sectoral Innovation, presented the official 4helix+ video. The Road Show was concluded with an open discussion with Questions & Answers.

Finally, all participants were asked, via e-mail, to fill in a satisfaction questionnaire for the Road Show that they attended (Annex 2).

The questions that were asked to answer were the following:

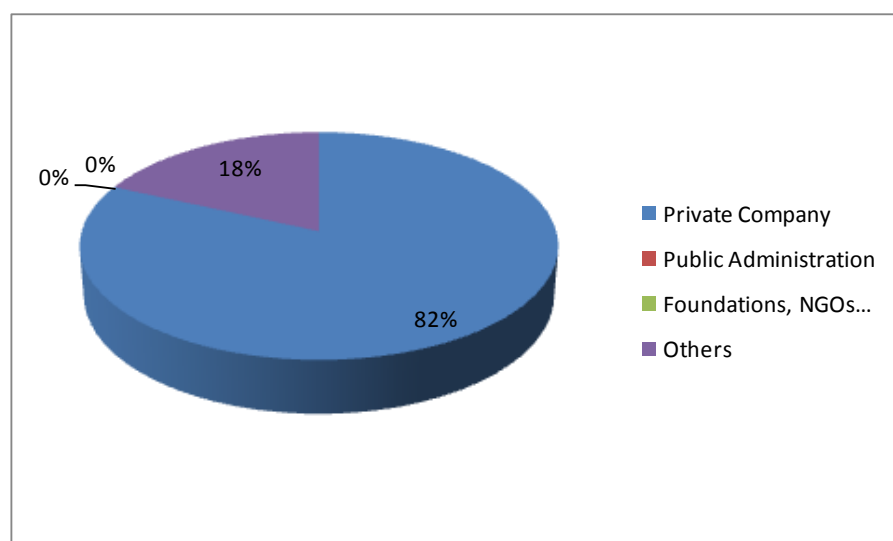
Questions:

- 1) Which kind of organization do you represent?
- 2) Do you have any relation with the Blue Economy?
- 3) Please, rank the success of the roadshow
- 4) Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?
- 5) Was the duration of the workshop adequate?
- 6) Please, rank how interesting was the roadshow
- 7) Would you like to participate in more roadshows like this one?
- 8) Do you have any comment about the roadshow?
- 9) In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region?
- 10) Do you believe that the regional/national government is promoting enough the blue economy?
- 11) Under your opinion, which could be a key element to promote the blue economy?
- 12) Any other comment

The total completed questionnaires that collected were 11. The results were the following:

1) Which kind of organization do you represent?

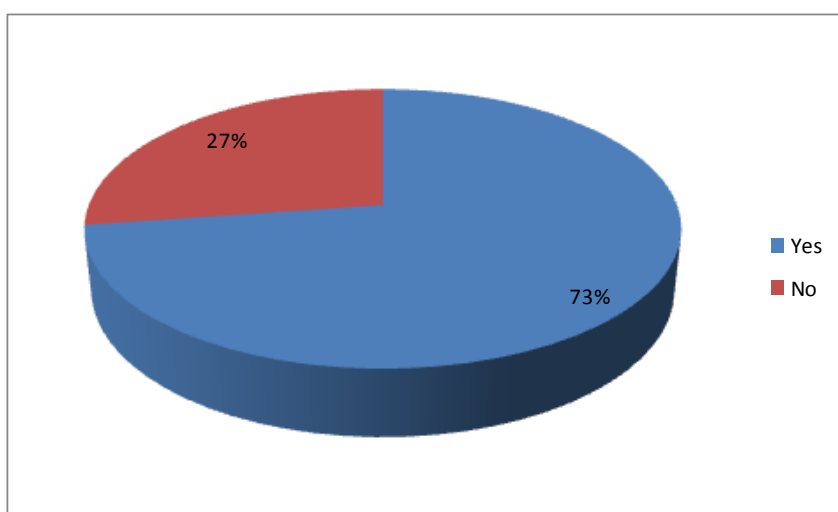
Graph 1 Which kind of organization do you represent?



The majority of the 82% of the respondents were representing a Private Company and 18% were representing other kind of organization. Translating those percentages in participants 9 were from Private Company and 2 from another kind of organization.

2) Do you have any relation with the Blue Economy?

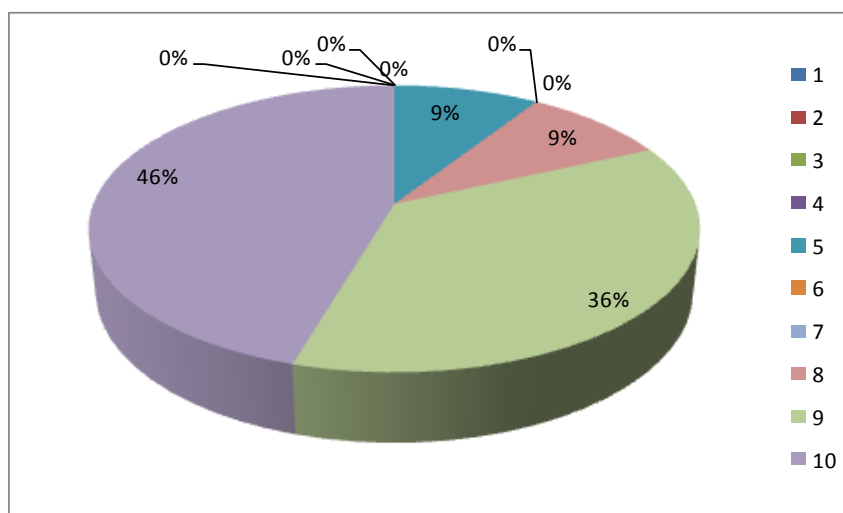
Graph 2 Do you have any relation with the Blue Economy?



73% of the participants were relative with the Blue Economy and only 27% were not, which means 8 participants were from the Blue Economy and 3 were from another sector.

3) Please, rank the success of the roadshow

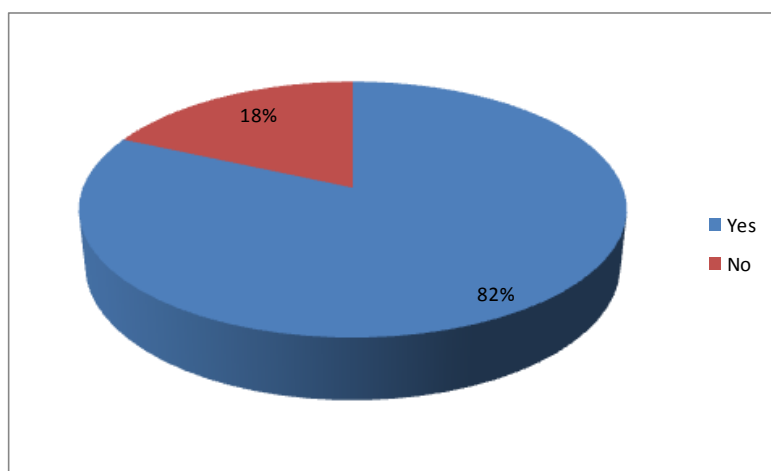
Graph 3 Please, rank the success of the roadshow



When participants were asked about the success of the roadshow 46% ranked the road show with the maximum scale of satisfaction which is 10, 36% with the scale 9, 9% with the scale 8 and also 9% with the scale 5.

4) Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?

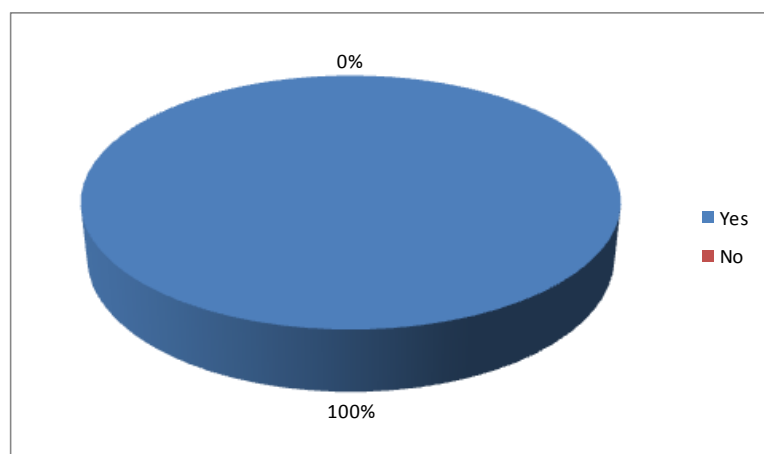
Graph 4 Did you receive previous information/ instructions/ documentation from the organizers before the roadshow



Almost all respondents, 82%, declared that they were received sufficient information/ instructions/ documentation from the organizers before the roadshow.

5) Was the duration of the workshop adequate?

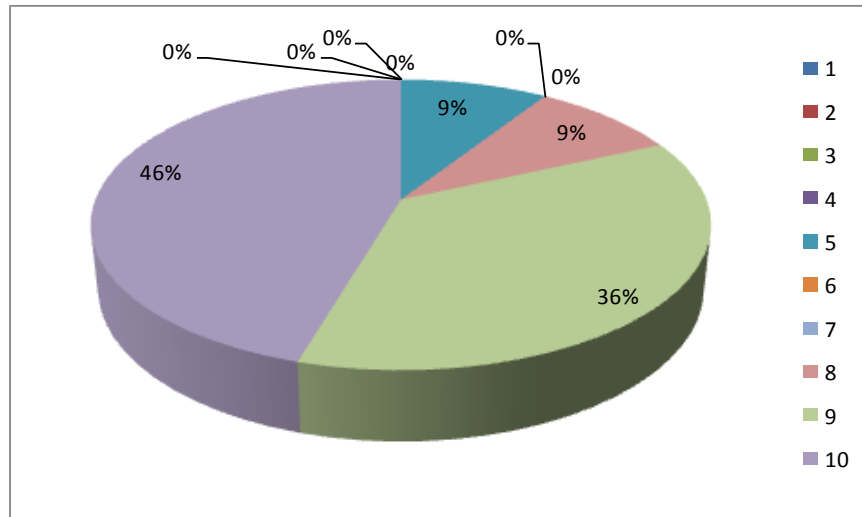
Graph 5 Was the duration of the workshop adequate



All participants declared that they were satisfied of the road show's duration.

6) Please, rank how interesting was the roadshow

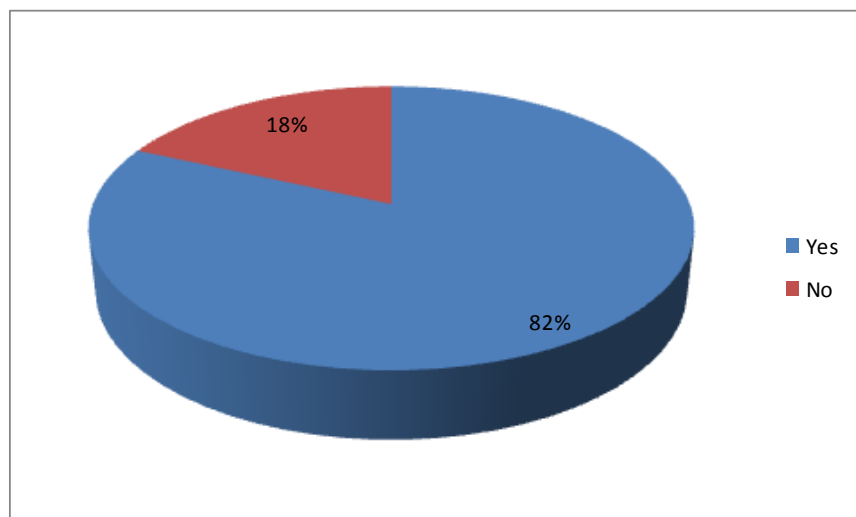
Graph 6 Please, rank how interesting was the roadshow



Combining the scales of satisfaction 9 and 10 the rate 82% was reached, which shows that the participants found interesting the road show.

7) Would you like to participate in more roadshows like this one?

Graph 7 Would you like to participate in more roadshows like this one



The overwhelming majority of 82% stated that they would like to participate in more roadshows like this one, so we can conclude that most of the participants were satisfied. Only 18% wouldn't like to participate in more roadshows and translating this percentage in participants, the 18% is only two participants of the total 11 that answered the questionnaire.

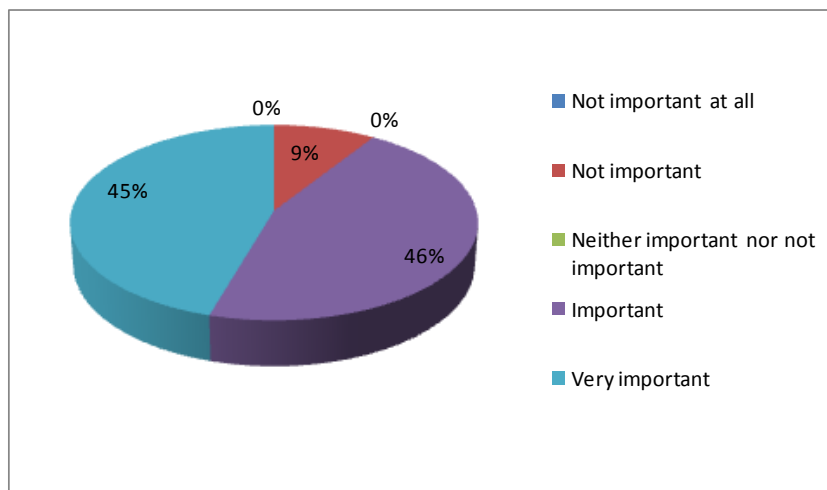
8) Do you have any comment about the roadshow?

Most of the respondents didn't have any additional comment about the road show that they attended. A few of them recommended the following:

- More presentations could have been added
- Presentations from foreign regions involved could have been included to get to know different entrepreneurial cultures and mindsets.

9) In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region

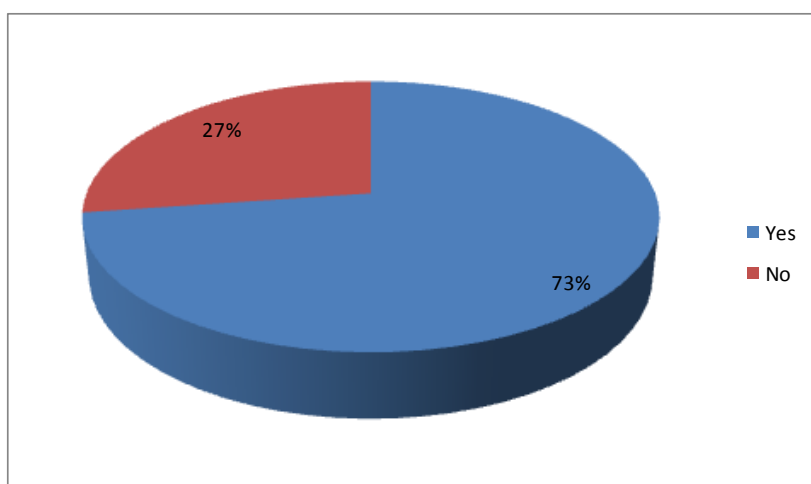
Graph 8 In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region



To this question the participants were asked regarding the importance to promote events where public and private sector can discuss about the state of the art of the blue economy in their region. 46% stated that is "Very important", 45% that is "Important" and only 9% that is "Not important".

10) Do you believe that the regional/national government is promoting enough the blue economy?

Graph 9 Do you believe that the regional/national government is promoting enough the blue economy



Regarding if the regional/national government is promoting enough the blue economy, 73% of the responders answered positively and 27% answered negatively.

11) Under your opinion, which could be a key element to promote the blue economy?

To this question the participants have the opportunity to state which could be a key element to promote the blue economy. The following summarize the answers collected:

- International cooperation
- Organization of similar programs
- Financing Blue companies
- Dismiss tourist services, sport and leisure activities from the agenda.
- Focus on biotechnology, maritime industry, energy

12) Any other comment

Most of the respondents didn't have any other comment. Some of them commented the following:

- Organization of similar events
- Services provided by project collaborators appeared excessively overpriced. Not sure if redeeming vouchers got the SMEs a better value for money than if they were just granted the money to spend at their discretion.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

Since during the road show presented in detail the 4helix+ project, it raised the awareness of the participants towards regional/local/national policies that might be used in the future for funding purposes.

The main influence that can be declared that was highlighted by the Road Show is the possibility of the participants to apply to similar calls, in order to implement an innovative project in the future.

The realization of that kind of projects will boost the blue economy sectors at regional/local/national level.

7. Result

Results, lessons learned, conclusions or any other important fact

The road show's participants informed about the 4helix+ aims and the goals, the innovation project's activities, the 4helix+ Innovation Vouchers Mechanism, Cyber Space and Transferring Corner. They were, also, informed about the awarded Innovative Projects from blue economy sectors of the Region of Central Macedonia.

In addition, they received information about the existence of funding projects and financial tools, like 4helix+, on Blue sector which is very useful since the majority of them were entrepreneurs and start-upers. This kind of potentially support will be an outstanding advantage and will help them to innovate and grow efficiently their business and as a result the development of the entire blue sector.



Project co-financed by the European
Regional Development Fund

8. Pictures of the session

Antonios Boumpoulas is presenting

Δράσεις



- Portal "Cyber space"
- Δημιουργία Διεθνούς Καταλόγου Παρόχων Τεχνογνωσίας (**Knowledge Providers Gallery**)
- Διοργάνωση Διεθνών εκδηλώσεων **Blue bootcamp: brokerage** και **ενημερωτικών ημερίδων** σε περιφερειακό επίπεδο
- Πρόσκληση για κουπόνια καινοτομίας
- "Transfering Corner"
- Road Shows για μεταφορά αποτελεσμάτων /εμπειρι

Interreg Mediterranean

People (34)

Chat

Spiros Chioteria (You)

Active Sport Club watersports

Antonios Boumpoulas

Antonios Boumpoulas (Presen...

Antonis Kazakas

Constantina Melikidou

eleni tsinikou

Eva Tsipikidou

evaghelia charisani

Giorgos Kokkas

Kyriaki Dagkalidou

maria papamarinou

Maria Theodosiadou

Antonios Boumpoulas is presenting

Μηχανισμός κουπονιών καινοτομίας 4helix+

- Δημιουργήθηκε στο Portal του 4helix+ "CYBERSPACE" **Διεθνής Κατάλογος Παρόχων Τεχνογνωσίας (KPs Gallery)** με "δημιουργικές" επιχειρήσεις και φορείς έρευνας/καινοτομίας καθώς και "Νέους Φορείς Καινοτομίας" (fab labs, makerspaces, κλπ.) https://4helix.unicam.it/approved_kp.php
- Οι εγγεγραμμένοι στον Κατάλογο Πάροχοι Τεχνογνωσίας μόνο μπορούσαν να επιλεγούν ως συνεργάτες από τις ενδιαφερόμενες για τα Κουπόνια Καινοτομίας επιχειρήσεις τη γαλάζιας ανάπτυξης για τη διαμόρφωση και υποβολή καινοτόμων σχεδίων δημιουργίας νέων προϊόντων/υπηρεσιών/διαδικασιών στο πλαίσιο της Πρόσκλησης του 4helix+

Interreg Mediterranean

People (34)

Chat

maria papamarinou

Maria Theodosiadou

marina pap

nadia bektasian

Nafsika Stavridou

Nania Giri

Nikoletta Dariva

Panos Fousekis

Sylvana Bereta

Vaso Zerva

Vast Creative Productions

Vicky Konstantinidou

Antonios Boumpoulas is presenting

Μηχανισμός κουπονιών καινοτομίας 4helix+

- Δημιουργήθηκε στο Portal του 4helix+ "CYBERSPACE" **Διεθνής Κατάλογος Παρόχων Τεχνογνωσίας (KPs Gallery)** με "δημιουργικές" επιχειρήσεις και φορείς έρευνας/καινοτομίας καθώς και "Νέους Φορείς Καινοτομίας" (fab labs, makerspaces, κλπ.) https://4helix.unicam.it/approved_kp.php
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Interreg Mediterranean

People (34) Chat

- V&ST Creative Productions
- Vicky Konstantinidou
- Yako Sailing
- Zoe Papadatos
- Αννα Μπαϊτάση
- Αστεριος Τζικας
- Αστεριος Χαρθαλιος
- Δαφνη Βαλαβανη
- Μαρια Στριτου
- ΜΙΧΑΗΛΗΣ ΤΣΑΟΥΣΗΣ
- ΡΕΚΚΑ
- Σόνα Καραμήτσιου
- Σωκράτης Παπαδόπουλος

Yako Sailing is presenting

Bussiness Model

UDYSSEA PROJECT

CUSTOM MADE CRUISES

PRE-FIXED PACKAGES

"Create your route"

Sailing training

Guided Tours

Sports Activities

OUR COMPANY

LOCAL SME'S

3 levels of experience

Historical Destinations

Environmental action

Socio-cultural

Η εφαρμογή meet.google.com μοιράζεται την οθόνη σας

Διακοπή κοινής χρήσης

Αποκρυφή

People (34) Chat

- Vicky Konstantinidou
- Nania Girl
- Antonios Boumpoulas
- Giorgos Kokkas
- Yako Sailing

Active Sport Club watersports is presenting

eleni tsinikou and 22 more

Competitive Landscape

Naval life vests

- Beacon based tracking (open sea optimization)
- Non-ergonomic
- Wear it only in emergency
- Expensive

Sailing Vests

- Observation method
- Expensive SAR
- Environmental Pollution

Lack of IoT logic, integration potential

• SAR (Search And Rescue)

VS

GoZone Benefits

Product

- GPS based tracking (Coastal)
- 2G GSM
- Ergonomic
- Heating system
- Always wear it

Rescue process

- Reduces 80-90% the SAR time
- Less Man Power

Environmental Impact

- Less number of maintenance, vessels, vehicles, planes, helicopters
- Less Fuels

Vicky Konstantinidou

Vast Creative Productions

Antónios Boumpoulas

Giorgos Kokkas

Active Sport Club watersp...

Giorgos Kokkas is presenting

Active Sport Clu... and 18 more

4helix+ Official Video.mp4

Open with

BEACHTIME

Palm Riviera Soc. Coop.
Italy

for improving the currently provided service

Vicky Konstantinidou

Antónios Boumpoulas

Giorgos Kokkas

Yako Sailing

Giorgos Kokkas is presenting

MIXAHE TZAO... and 16 more


24

22

You

4helix+ Official Video.mp4

Open with



received vouchers worth € 10,000

Vicky Konstantinidou

António Bompoulas

António Bompoulas

Giorgos Kokkas

YAKO

Yako Sailing

Annex 1 Attendance list

A/A	Όνομα	Επώνυμο	Email address	Τηλέφωνο	Πόλη διαμονής	Ιδιότητα
1	ΔΑΦΝΗ	ΒΑΛΑΒΑΝΗ	dafni_valavani@yahoo.gr	6937242790	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
2	Κυριακή	Δαγκαλίδου	dagkalidoukyriaki@gmail.com	6948083945	Θεσσαλονίκη	Υπάλληλος
3	ΝΙΚΟΛΕΤΤΑ	ΔΑΡΙΒΑ	nkdariva@gmail.com	6977352348	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
4	Στυλιανός	Δουλιγερδής	sdoulga23@hotmail.com	6976017000	Πολύγυρος, Χαλκιδική	Υπάλληλος
5	Βασιλική	Ζέρβα	vaso_zerva@gmail.com	6949335463	Θεσσαλονίκη	Υπάλληλος
6	ΜΑΡΙΑ	ΘΕΟΔΟΣΙΑΔΗ	theodosiadou.maria95@gmail.com	6994677300	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
7	ΑΝΤΩΝΗΣ	ΚΑΖΑΚΑΣ	akazakas8@gmail.com	6972237676	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
8	Σόνια	Καραμήτσιου	soniakaramitsios@yahoo.gr	6946030869	Θεσσαλονίκη	Άνεργος
9	Βίκυ	Κωνσταντινίδου	vicky_konstantinidou@outlook.com	6945810830	Θεσσαλονίκη	Άνεργος
10	Αναστασία	Λυμπέρη	anastasia_lymperi@hotmail.com	6986658941	Θεσσαλονίκη	Άνεργος
11	Κωνσταντίνος-Διάνα	Μελικίδου	Con.melikidou@gmail.com	6949069552	Θεσσαλονίκη	Υπάλληλος
12	ΣΥΛΒΑΝΑ	ΜΠΑΛΑΚΑΝΑΚΗ	sylvanabereta@gmail.com	6976715065	Θεσσαλονίκη	Συνταξιούχος
13	ΝΑΝΤΙΑ	ΜΠΕΚΤΑΣΙΑΝ	nbektasian@gmail.com	6974110692	Θεσσαλονίκη	Υπάλληλος
14	Ζωή	Παπαδάτου	zoipapadatou89@hotmail.com	6908898420	Θεσσαλονίκη	Άνεργος
15	Σωκράτης	Παπαδόπουλος	swkratispapadopoulos@gmail.com	6909264918	Θεσσαλονίκη	Υπάλληλος
16	ΜΑΡΙΑ	ΠΑΠΑΜΑΡΙΝΟΥ	mari_thes@hotmail.com	2311297142	Θεσσαλονίκη	Άνεργος
17	Μαρίνα	Παπουτσή	marina_papoutsi@yahoo.com	6979222892	Θεσσαλονίκη	Άνεργος
18	Στυλιανή	Ρέκκα	strekka@otenet.gr	6975885657	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
19	Ναυσικά	Σταυρίδου	nafstav@gmail.com	6977662234	Θεσσαλονίκη	Υπάλληλος
20	Μαρία	Στρωτού	mariastroutou@yahoo.com	6984904492	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
21	Αστέριος	Τζίκας	asterios.tzikas@gmail.com	6977264490	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
22	Μιχάλης	Τσαούσης	tsaousismihalis@gmail.com	6986880419	Θεσσαλονίκη	Παρατήθηκε με σκοπό τη δημιουργία επιχείρησης
23	Ελένη	Τσινίκου	eleni.tsnk.mid@gmail.com	6976973598	Θεσσαλονίκη	Μαία σε κέντρο φιλοξενίας προσφύγων
24	Ευα	Τσιπλακίδου	20180324@student.act.edu	6986177437	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
25	Αστέριος	Χαρδαλιάς	asterios_chardalias@yahoo.gr	6983279078	Επανομή	Άνεργος
26	ΕΥΑΓΓΕΛΙΑ	ΧΑΡΙΖΑΝΗ	vagie7@yahoo.gr	6943070882	Θεσσαλονίκη	Επιχειρηματίας / Ελεύθερος επαγγελματίας
27	Γεώργιος	Κόκκας	george@kokkas.eu	6979720292	Θεσσαλονίκη	LIC
28	Σπύρος	Χιωτήρης	sphioter@otenet.gr	6932220580	Θεσσαλονίκη	LIC Coordinator
29	Αντώνης	Μπουμπουλας	antonisb@ebeth.gr	6944675346	Θεσσαλονίκη	ΕΒΕΘ
30	Άνα	Μπαϊτάση	abaitasi@act.edu	6973656131	Θεσσαλονίκη	Στέλεχος του American College of Thessaloniki
31	Παναγιώτης	Φουσέκης	fousekis@econ.auth.gr	6977815080	Θεσσαλονίκη	LIC
32	Συμεών	Ναλμπάντογλου	nalbandoglou.simos@gmail.com	6977347038	Θεσσαλονίκη	Επιχειρηματίας GoZone
33	Γιάννης	Μελάς	melasioannis@gmail.com	6932393669	Θεσσαλονίκη	Επιχειρηματίας/ Yako Yachting Services
34	Ξανθή	Κατσικώρη	xanthikat@gmail.com	6972659281	Θεσσαλονίκη	Υπάλληλος

Annex 2 Satisfaction questionnaire



4Helix+ Road Shows



Project co-financed by the European
Regional Development Fund

Annex 2. SATISFACTION QUESTIONNAIRE AFTER THE 1st TCCI's ROADSHOW:
Held digitally the 25 May 2020 at 19:00 in the framework of the event
"Venturegarden" organized by the American College of Thessaloniki
Road Show1

1. Which kind of organization do you represent?										
<input type="checkbox"/> Private Company <input type="checkbox"/> Public Administration <input type="checkbox"/> Foundations, NGOs... <input type="checkbox"/> Others. Please specify _____										
2. Do you have any relation with the Blue Economy?										
<input type="checkbox"/> Yes <input type="checkbox"/> No										
3. Please, rank the success of the roadshow										
0	1	2	3	4	5	6	7	8	9	10
4. Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?										
<input type="checkbox"/> YES <input type="checkbox"/> NO										
5. Was the duration of the workshop adequate?										
<input type="checkbox"/> YES <input type="checkbox"/> NO (specify your preferences and any comment): _____										
6. Please, rank how interesting was the roadshow										
0	1	2	3	4	5	6	7	8	9	10
7. Would you like to participate in more roadshows like this one?										
<input type="checkbox"/> YES <input type="checkbox"/> NO (Why?): _____										

4Helix+ Road Shows

8. Do you have any comment about the roadshow?

9. In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region?

- ☐ Not important at all
- ☐ Not important
- ☐ Neither important nor not important
- ☐ Important
- ☐ Very important

10. Do you believe that the regional/national government is promoting enough the blue economy?

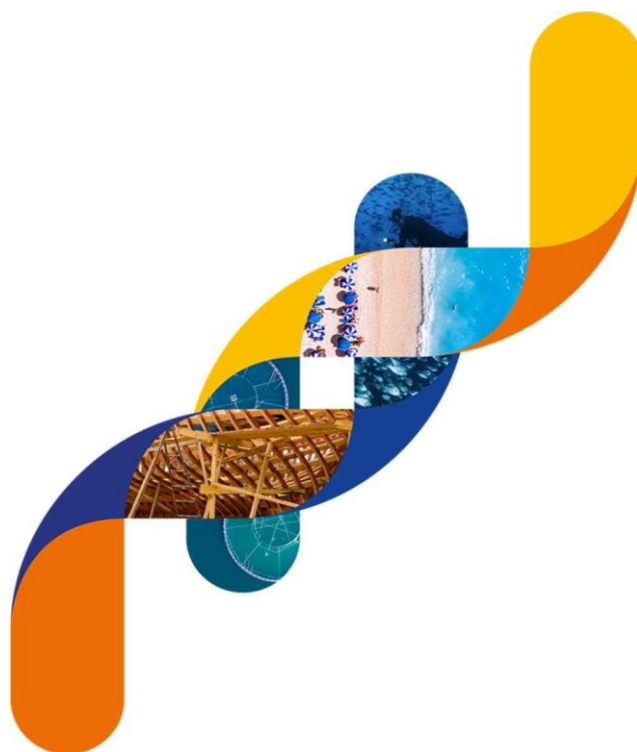
- ☐ YES
- ☐ NO (Why?) _____

11. Under your opinion, which could be a key element to promote the blue economy?

12. Any other comment

Thank you for your collaboration

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

2nd Digital TCCI Road Show Report

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1. Introduction

This is the report prepared by TCCI after the conclusion of the 2nd road-show and includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

2. Date, place and duration of the road-show

The 2nd TCCI's Road Show was organized by the Thessaloniki Chamber of Commerce and Industry in collaboration with the Local Innovation Committee members and the LIC coordinator on Thursday 28th of May 2020 from 10:00 until 12:00. The road-show held, via the online platform Cisco Webex Meetings. The participants could join the event through the link:

<https://meetingsemea20.webex.com/meetingsemea20/j.php?MTID=mb71fac8861e8716c1758733ba54a38f7>

The agenda of 2nd TCCI's Road Show was the following:

"2nd Digital TCCI Road Show"
28 Μαΐου 2020

ΠΡΟΓΡΑΜΜΑ ΕΚΔΗΛΩΣΗΣ

10:00 -10:10	Καλωσόρισμα – Αντώνης Μπούμπουλας Προϊστάμενος Τμήματος Μελετών και Έρευνας ΕΒΕΘ
10:10 -10:30	Παρουσίαση του Μηχανισμού Κουπονιών Καινοτομίας και του Transferring Corner του έργου 4helix+ / Συνοπτική παρουσίαση των έξι καινοτόμων σχεδίων που υλοποιήθηκαν από ΠΜΜΕ της γαλάζιας ανάπτυξης της Περιφέρειας Κεντρικής Μακεδονίας - Αντώνης Μπούμπουλας Προϊστάμενος Τμήματος Μελετών και Έρευνας ΕΒΕΘ
10:30 – 11:00	Αναλυτική παρουσίαση καινοτόμου σχεδίου "Virtual Dive at Christoforos shipwreck" της Επιχείρησης ΚΑΤΑΔΥΤΙΚΟ ΚΕΝΤΡΟ ΣΚΟΠΕΛΟΥ Ι.Κ.Ε. - Άγγελος Μαγγλής
11:00 - 11:30	Αναλυτική παρουσίαση καινοτόμου σχεδίου "Promote Sustainable Aquaculture Best Practices in the context of Blue Economy" της Ατομικής Επιχείρησης Κουκάρας Κωνσταντίνος – Κουκάρας Κωνσταντίνος
11:30-12:00	Ερωτήσεις – Απαντήσεις

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

3.1 Typology

3.2 Justification

As mentioned above, the 2nd TCCI's Road Show was organized by Thessaloniki Chamber of Commerce and Industry in collaboration with the LIC members and the LIC coordinator.

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

The second Road Show was attended by 23 people from whom 11 were private representations, 8 public representations, 3 were LICs (LIC expert in Blue Economy, LIC expert in Cross Sectoral Innovation, LIC Coordinator) and 1 TCCI representative (the Head of Studies and Research dpt. of the Thessaloniki Chamber of Commerce and Industry). The attendance sheet can be found in Annex 1.

Representatives from the following public organizations were attended the event:

- Ministry of the Environment and Energy, Directorate of Environmental Licensing (<http://www.ypeka.gr/el-gr/>)

The Ministry of the Environment, Energy and Climate Change has been established in order to address ever-growing environmental problems and to adopt a new development model – the model of Green Development – that will secure a better quality of life for every citizen.

- Hellenic Institute of Transport (HIT)/ Centre for Research and Technology Hellas (CERTH) (<https://www.imet.gr/index.php/en/>)

The Hellenic Institute of Transport (HIT) is part of the Centre for Research and Technology Hellas (CERTH) which is a non-profit organization that directly reports to the General Secretariat for Research and Technology (GSRT), of the Greek Ministry of Development and Investments.

HIT's main objective is the conduct and support of applied research activities in the field of

transportation in Greece, more specifically on issues relating to the organization, operation, planning and development of infrastructure, the standardization, economic analysis, management, vehicle technology and the impact assessment of land, maritime, air, and multimodal transport services. HIT's services also include the provision of training and education activities in related fields, the dissemination of research activities and the Representation of Greece in Transport Research and other relevant scientific fora abroad.

- Independent Directorate of Innovation and Entrepreneurship Support of the Region of Central Macedonia (<https://www.pkm.gov.gr/>)

The Independent Directorate for Innovation and Entrepreneurship Support was established in early 2017 with a mission to fully support entrepreneurship and strengthening and promoting specific innovation activities in the region through the creation of the mechanism that will play the role of a single interface module (one stop liaison shop), between SME's, their regulatory needs and hinders, their better linking with mainly RTDI actors and also supporting them in their struggle to find ways to fund their business activities.

Under the Independent Directorate operates the Entrepreneurship Support and Incentives (incentives of regional and national development law) Department, which is responsible in particular for administrative and technical support of entrepreneurs, and particularly for the implementation of the legal framework to provide incentives to private companies in their investment priorities.

- Technology Transfer Office, Aristotle University of Thessaloniki ([https://www.rc.auth.gr/Content/Display/RC TECHNOLOGY TRANFER OFFICE](https://www.rc.auth.gr/Content/Display/RC_TECHNOLOGY_TRANFER_OFFICE))

The Technology Transfer Office operates within the scope of the Research Committee, and supports the University research staff, as well as organizations and institutions in the public and private sector that are interested in collaborating with the University for research and technology transfer matters. The mission of the Technology Transfer Office is to use and disseminate the University research results for the benefit of society, through procedures that are consistent with academic principles and codes of conduct.

- University of Aegean, Department of Business Administration (http://www.ba.aegean.gr/default_en.asp)

The Department has 23 faculty members (professors and lecturers) and 2 special faculty members. Additionally, 7 laboratory and special faculty members also teach courses at the Department. There are 5 official specialized research laboratories at the Department.

- Thessaloniki Tourism Organization (<https://thessaloniki.travel/en/>)

The Thessaloniki Tourism Organization is a non-profit organization which constitutes the official tourism board of Thessaloniki's region.

Key objectives:

- Advertising and promoting destination Thessaloniki in Greece and abroad
- Designing the tourism brand of Thessaloniki
- Preparing and implementing tourism development strategic plans

Promoting and highlighting the strategic advantages of Thessaloniki as an important touristic, commercial, economic, cultural, religious and cruise destination as well as a MICE destination.

- Creating promotion and informative material and publications, such as, maps, city guides, and targeted thematic brochures, while designing, implementing and promoting new tourism products and services.
- Supporting and coordinating various events that promote the tourism profile of the Region.

- City College (<https://citycollege.sheffield.eu/frontend/index.php>)

CITY College is a private legal entity located in Thessaloniki, Greece where it operates as College according to the local law. CITY College is the International Faculty of the University of Sheffield. With its main campus located in Thessaloniki, Greece, the College consists of four academic departments. Apart from Thessaloniki, the college also offers programmes in a number of other locations across South East and Eastern Europe. Academic research represents the backbone of college's philosophy and practice. CITY fosters and promotes cutting-edge interdisciplinary research and innovation, providing a supporting environment for the academic staff's research activities within all academic departments.

- Industrial Property Organisation, Regional Sub-office of Thessaloniki (<http://www.obl.gr/en/>)

The Hellenic Industrial Property Organisation (OBI) is the only legally qualified institution for the protection of inventions and industrial designs. It also provides technological

information from worldwide patent databases.

Additionally, OBI has established Regional Sub-offices in Thessaloniki, Patras, Herakleion, Volos, Ioannina, East Macedonia / Thrace (Xanthi, Komotini) and a satellite service office in collaboration with the Technical Chamber of Greece in Athens (TEE-TCG), in order to provide information and personalized assistance on industrial property protection and research results and to promote the technological information in the greater Greek region.

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

Mr. Antonios Boumpoulas, Head of Studies and Research dpt. of the Thessaloniki Chamber of Commerce and Industry, welcomed all the participants and presented the Innovation Vouchers Mechanism, 4helix+ Transferring Corner and mentioned briefly the six awarded Innovative Projects from blue economy sectors of the Region of Central Macedonia. More analytically, Mr. Boumpoulas explained the aims and the goals of the project, the Pilot Regions, the project's duration, the project's activities and analyzed the Innovation Vouchers Mechanism. In addition, he presented the six awarded Innovative Projects of the Region of Central Macedonia. Finally, he analyzed the project's Transferring Corner.

The Road Show continued with the presentation of two awarded Innovative Projects. More especially:

Mr. Angelos Manglis (Skopelos Dive Center), who collaborated with the Knowledge Provider "3DResearch s.r.l." from Italy, presented their awarded innovation project "Virtual Dive at Christoforos shipwreck"

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

Then, Mr. Konstantinos Koukaras who collaborated with the Knowledge Provider “KALIRIS” from France, presented his awarded innovation project «Promote Sustainable Aquaculture Best Practices in the context of Blue Economy».

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

Before the event’s closure, Mr. Antonios Boumpoulas, presented the official 4helix+ video. The Road Show was concluded with an open discussion with Questions & Answers.

Finally, all participants were asked, via e-mail, to fill in a satisfaction questionnaire for the Road Show that they attended (Annex 2).

The questions that were asked to answer were the following:

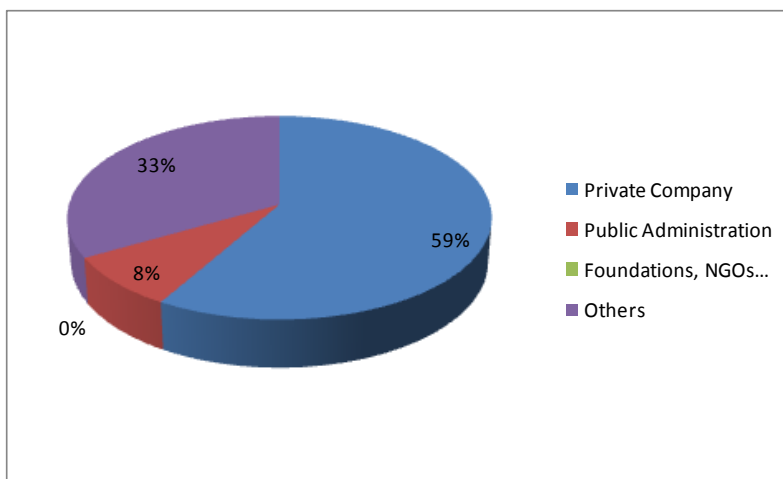
Questions:

- 1) Which kind of organization do you represent?
- 2) Do you have any relation with the Blue Economy?
- 3) Please, rank the success of the roadshow
- 4) Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?
- 5) Was the duration of the workshop adequate?
- 6) Please, rank how interesting was the roadshow
- 7) Would you like to participate in more roadshows like this one?
- 8) Do you have any comment about the roadshow?
- 9) In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region?
- 10) Do you believe that the regional/national government is promoting enough the blue economy?
- 11) Under your opinion, which could be a key element to promote the blue economy?
- 12) Any other comment

The total completed questionnaires that collected were 12. The results were the following:

1) Which kind of organization do you represent?

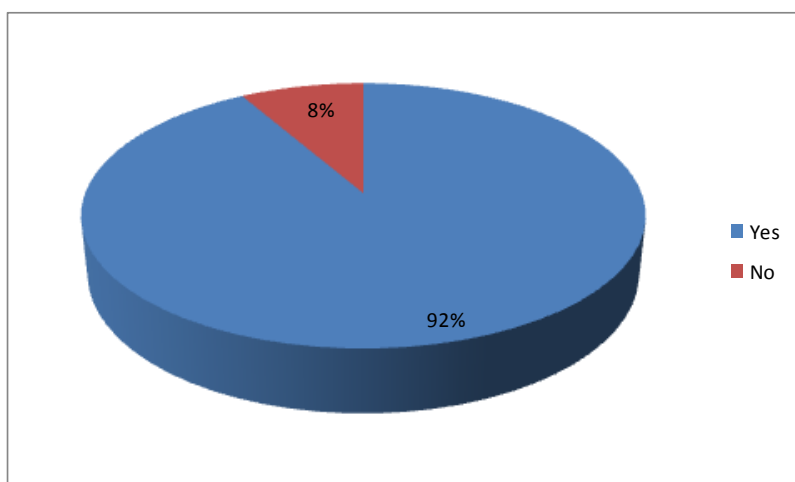
Graph 1 Which kind of organization do you represent?



59% of the respondents were representing a Private Company, 33% other kind of organization and 8% Public Administration sector. Translating those percentages in participants 7 were from Private Company, 4 were from another kind of organization and 1 from Public Administration.

2) Do you have any relation with the Blue Economy?

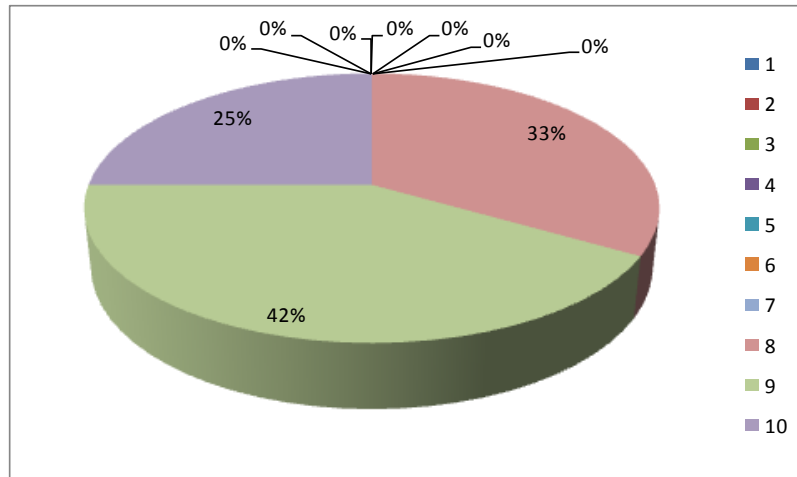
Graph 2 Do you have any relation with the Blue Economy?



The majority of the 92% of the participants were relative with the Blue Economy and only 8% were not, which means 11 participants were from the Blue Economy and 1 was from another sector.

3) Please, rank the success of the roadshow

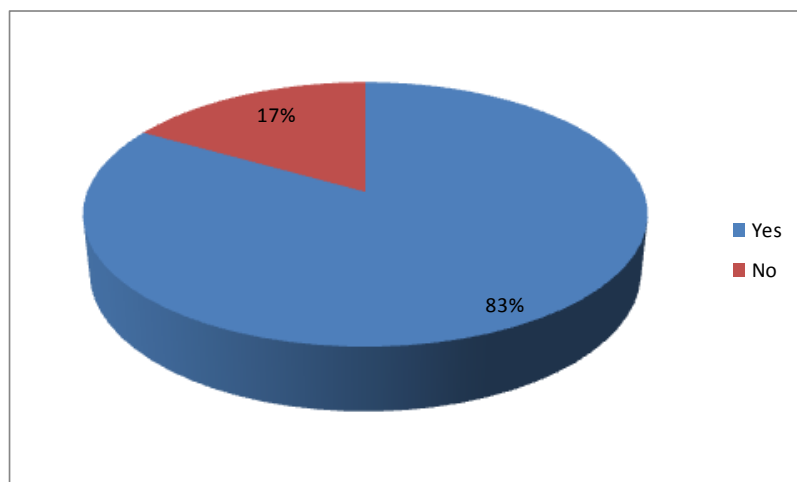
Graph 3 Please, rank the success of the roadshow



When participants were asked about the success of the roadshow 25% ranked the road show with the maximum scale of satisfaction which is 10. In addition, 42% of the participants ranked the success with the scale 9 and 33% with the scale 8.

4) Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?

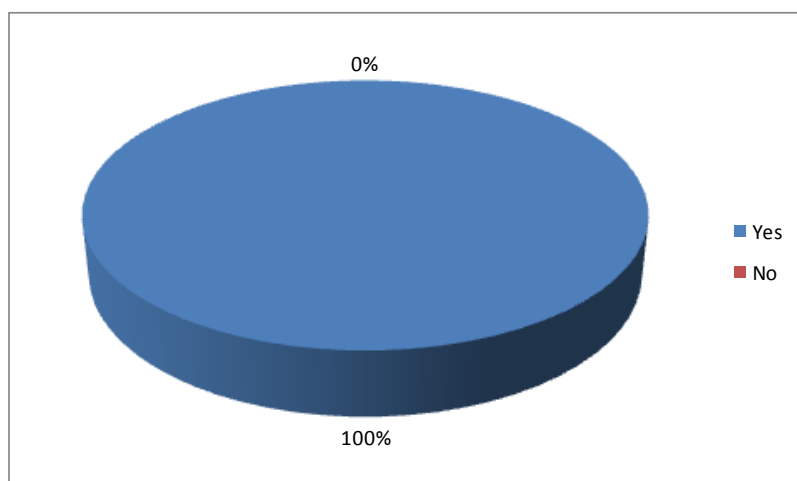
Graph 4 Did you receive previous information/ instructions/ documentation from the organizers before the roadshow



Almost all respondents, 83%, declared that they were received sufficient information/ instructions/ documentation from the organizers before the roadshow.

5) Was the duration of the workshop adequate?

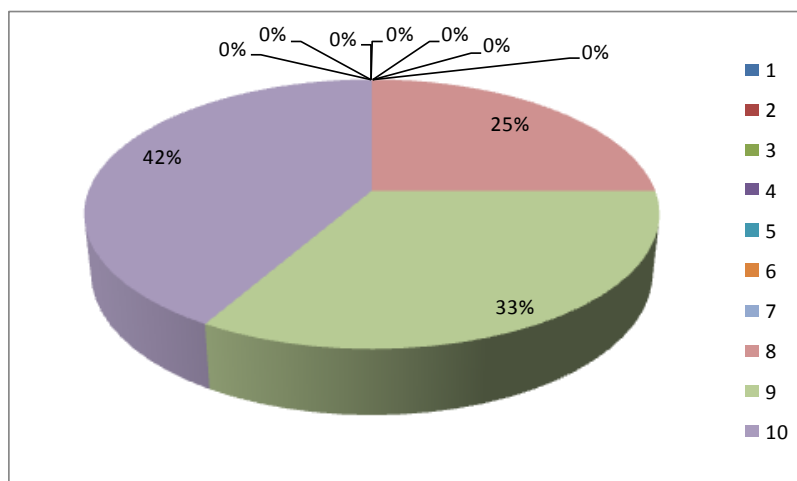
Graph 5 Was the duration of the workshop adequate



All participants declared that they were satisfied of the road show's duration.

6) Please, rank how interesting was the roadshow

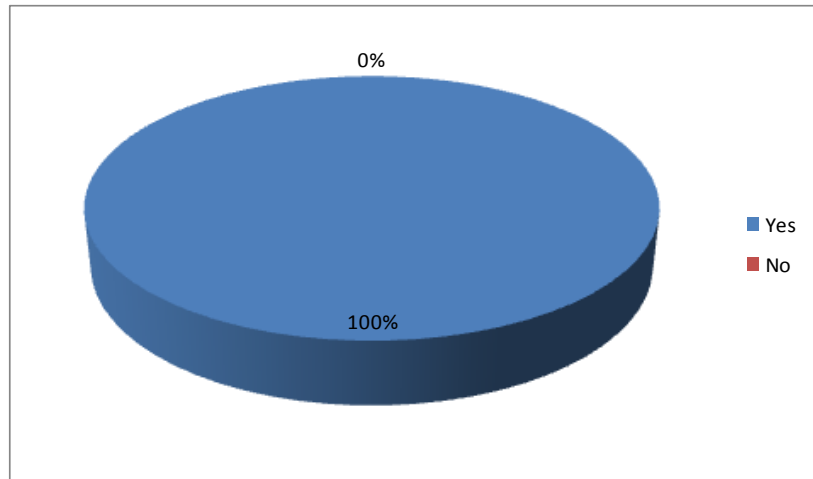
Graph 6 Please, rank how interesting was the roadshow



Combining the scales of satisfaction 9 and 10 the rate 75% was reached, which shows that most of the participants found interesting the road show. 25% ranked the road show with the scale 8.

7) Would you like to participate in more roadshows like this one?

Graph 7 Would you like to participate in more roadshows like this one



The overwhelming majority of 100% stated that they would like to participate in more roadshows like this one, so we can conclude that all the participants were satisfied.

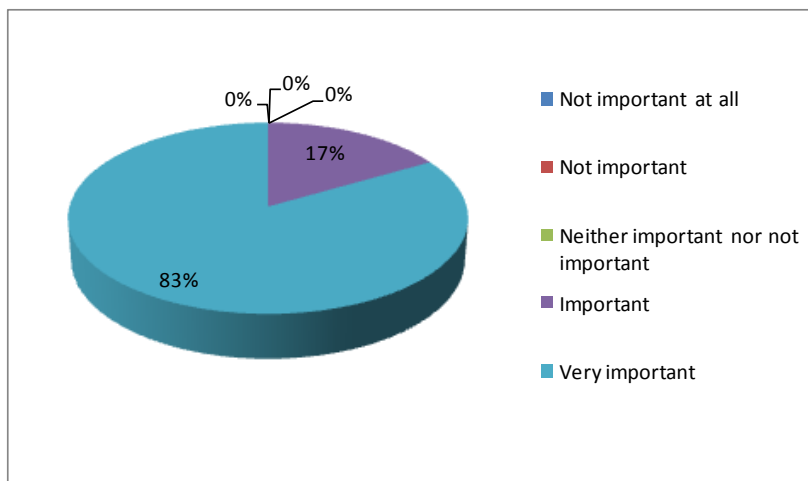
8) Do you have any comment about the roadshow?

Most of the respondents didn't have any additional comment about the road show that they attended. A few of them commended the following:

- It was a very interesting roadshow
- Excellent the case studies presented

9) In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region

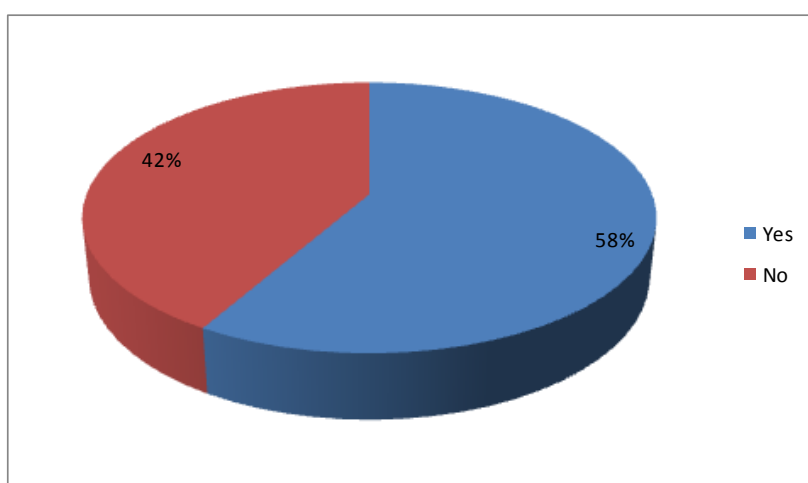
Graph 8 In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region



To this question the participants were asked regarding the importance to promote events where public and private sector can discuss about the state of the art of the blue economy in their region. 83% stated that is “Very important” and 17% that is “Important”. None of the participants declared that the promotion of these kind of events is “Not important” or “Not important at all”.

10) Do you believe that the regional/national government is promoting enough the blue economy?

Graph 9 Do you believe that the regional/national government is promoting enough the blue economy



Regarding if the regional/national government is promoting enough the blue economy, 58% of the responders answered positively and 42% answered negatively.

11) Under your opinion, which could be a key element to promote the blue economy?

To this question the participants have the opportunity to state which could be a key element to promote the blue economy. The following summarize the answers collected:

- To connect the concept with sustainability and create a network in which stakeholders from the blue economy ecosystem will connect and co-ordinate
- Financing
- Promote environmental benefits
- The creation of synergies among government entities, innovative companies and research centres.
- productive dialogue

12) Any other comment

Most of the respondents didn't have any other comment. One of them commented that there is the need for productive dialogue and cooperation between the private and public sectors.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

The potential influence after the Road Show will be to raise awareness to the regional/local/national policy makers representatives about Blue economy sectors of the Region of Central Macedonia so that they could implement similar activities in the future.

In addition, through the road show, policy representatives had the opportunity to learn about 4helix+ project, the Innovation Vouchers Mechanism and 4helix+ Transferring Corner.

Having this information and knowledge, regional/local/national policy making organizations can participate at similar projects and grant innovation vouchers. Finally, more transnational events can be organized bearing in mind 4helix+ and its innovation voucher as a pilot case study.

7. Result

Results, lessons learned, conclusions or any other important fact

The road show focused on transferring the whole 4helix+ innovation voucher scheme experience. The purpose was to present to broader audiences the 4helix+ successful transnational showcases, and to transfer the multimedia tools offered by the 4helix+ Cyber Space.

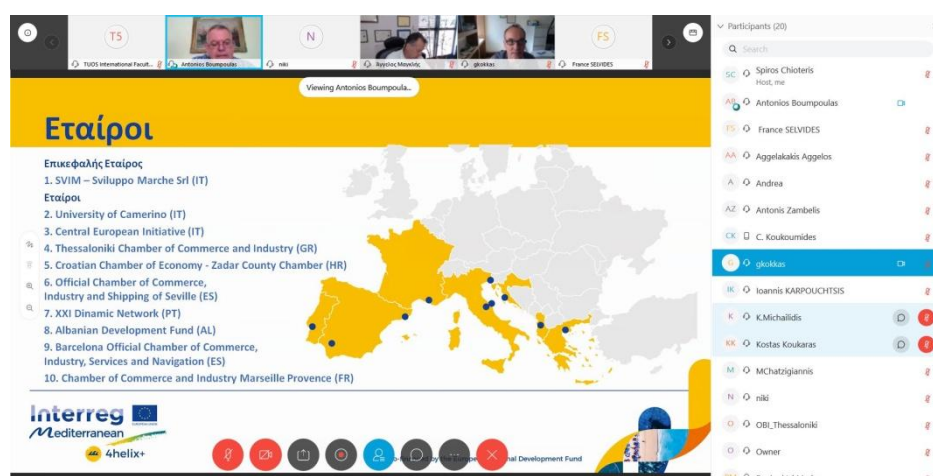
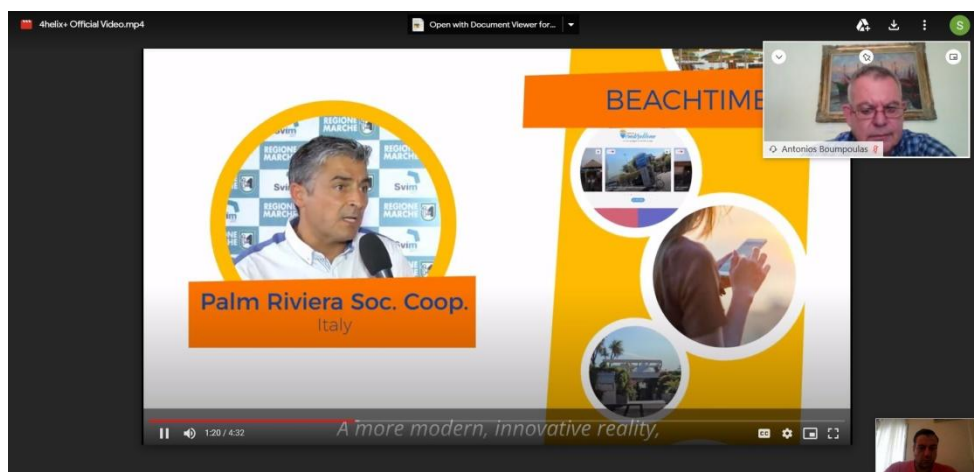
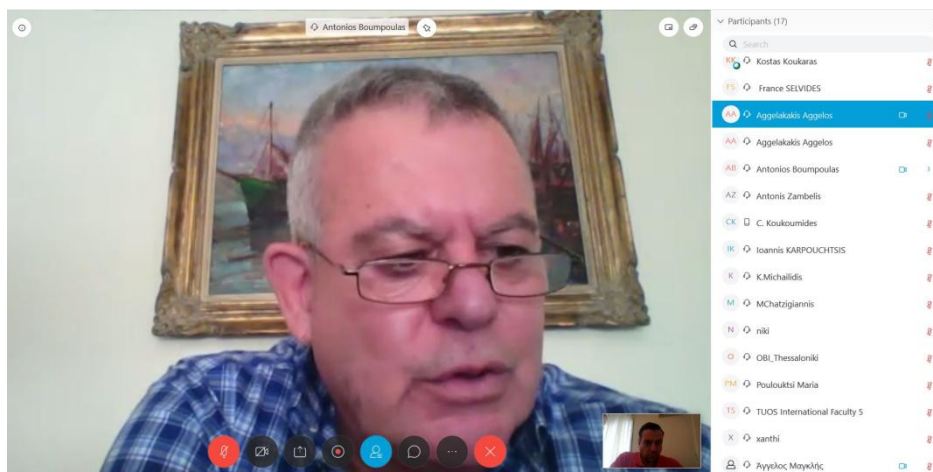
The participants during the road show had the opportunity to learn about 4helix+ project, the Innovation Vouchers Mechanism and the usefulness of project's Transferring Corner.

They were informed about innovations on Blue sector and how Blue SMEs can innovate in their sector efficiently.

Exchange of ideas during the event and the exploration of collaboration opportunities were crucial and enabled the participants to increase their knowledge and capacity and to gain awareness via the 4helix+ platform.

Moreover, they had the opportunity to discuss, place questions and share their opinions and conclusions.

8. Pictures of the session



Συνδεδεμένοι Εταίροι

1. Agency for Innovation and Development of Andalusia (Spain)
2. Development Agency of Thessaloniki (Greece)
3. MARC - Croatian Maritime Industry Cluster (Croatia)
4. Vertigo Lab (France)
5. Association of the Mediterranean Chambers of Commerce and Industry (Spain)
6. Make it Marseille (France)

Interreg
Mediterranean

4helix+

Participants (20)

- Andrea
- Antonis Zambelis
- C. Koukoudides
- gloukas
- Ioannis KARPOUCHTSIS
- K.Michailidis
- Kostas Koukaras
- MChatzigiannis
- nik
- OBI_Thessaloniki
- Owner
- Pouloukti Maria
- TUOS International Faculty 5
- xanthi
- Zoe Papadatou
- Άγγελος Μαγκλής

Δράσεις

- Portal "Cyber space"
- Δημιουργία Διεθνούς Καταλόγου Παρόχων Τεχνογνωσίας (Knowledge Providers Gallery)
- Διοργάνωση Διεθνών εκδηλώσεων Blue bootcamps / brokerage και ενημερωτικών ημερίδων σε περιφερειακό επίπεδο
- Πρόσκληση για κουπόνια καινοτομίας
- "Transferring Corner"
- Road Shows για μεταφορά αποτελεσμάτων /εμπειριών

Interreg
Mediterranean

4helix+

Participants (21)

- Antonis Zambelis
- C. Koukoudides
- gloukas
- Ioannis KARPOUCHTSIS
- K.Michailidis
- Kostas Koukaras
- MChatzigiannis
- nik
- OBI_Thessaloniki
- Owner
- P. Fousellis
- Pouloukti Maria
- TUOS International Faculty 5
- xanthi
- Zoe Papadatou
- Άγγελος Μαγκλής

Μηχανισμός κουπονιών καινοτομίας 4helix+

- Δημιουργήθηκε στο Portal του 4helix+ "CYBERSPACE" Διεθνής Κατάλογος Παρόχων Τεχνογνωσίας (KPs Gallery) με "δημιουργικές" επιχειρήσεις και φορείς έρευνας/καινοτομίας καθώς και "Νέους Φορείς Καινοτομίας" (fab labs, makerspaces, κλπ.) https://4helix.unicam.it/approved_kp.php

Οι εγγεγραμμένοι στον Κατάλογο Πάροχοι Τεχνογνωσίας μόνο μπορούσαν να επιλεγούν ως συνεργάτες από τις ενδιαφερόμενες για τα Κουπόνια Καινοτομίας επιχειρήσεις της γαλάζιας ανάπτυξης για τη διαμόρφωση και υποβολή καινοτόμων σχεδίων δημιουργίας νέων προϊόντων/υπηρεσιών/διαδικασιών στο πλαίσιο της Πρόσκλησης του 4helix+

Interreg
Mediterranean

4helix+


Participants (23)

- George Asmopoulos
- gloukas
- Ioannis KARPOUCHTSIS
- K.Michailidis
- Kostas Koukaras
- MChatzigiannis
- nik
- Owner
- P. Fousellis
- Pouloukti Maria
- ppitsini ppitsini
- TUOS International Faculty 5
- xanthi
- Zoe Papadatou
- Άγγελος Μαγκλής

Viewing Άγγελος Μαγδολής's ...

Το ναυάγιο «ΧΡΙΣΤΟΦΟΡΟΣ»

- Τύπος : Φορητό πλοίο
- Ημ. Κατασκευής: Ιανουάριος 1990
- Τόπος Κατασκευής: Σκωτία (ναυπηγείο Grangemouth)
- Ονομασίες: 1950-1968 "Thomas Hardie"
1968-1975 "Birling"
1976-1983 "Χριστόφορος"
- Μήκος: 85μ- 90μ
- Ημ. Βύθισης: Οκτώβριος 1983
- Μέγιστο βάθος εύρεσης: 42μ
- Κατάσταση διατήρησης: Άρση



Participants (22)

- AB Antonios Boumpoulas
- AZ Antonis Zambelis
- CK C. Koukoulides
- GA George Asimopoulos
- G gkokkas
- IK Ioannis KARPOUCHTIS
- K K.Michailidis
- KK Kostas Koukaras
- M MChatzigiannis
- N niki
- O Owner
- PT P. Fousekis
- PM Pouloukti Maria
- PP ppitini ppitini
- TS TUOS International Faculty 5
- U User


Viewing Άγγελος Μαγδολής's ...

Οφέλη

Το Καταδυτικό Κέντρο Σκοπέλου θα επωφεληθεί:

- Αυξάνοντας την προβολή του σε διεθνές επίπεδο.
- Διευρύνοντας το επαγγελματικό του δίκτυο.
- Αποκτώντας νέες ικανότητες στην καταδυτική του δραστηριότητα και γνώση.

Με την ολοκλήρωση του έργου το Καταδυτικό Κέντρο Σκοπέλου θα μπορεί πλέον ν' απευθύνεται τόσο σε δύτες, κατά την διάρκεια προετοιμασίας μιας κατάδυσης, σε μη δύτες, καθώς για διάφορους λόγους δεν έχουν την δυνατότητα να καταδυθούν, όσο και σε επικείμενους δύτες, μέσω τεχνικών απομακρυσμένης κατάδυσης (dry-dive) ενισχύοντας το ενδιαφέρον τους για τον υποβρύχιο κόσμο.



© Anastasios Khitis 2018

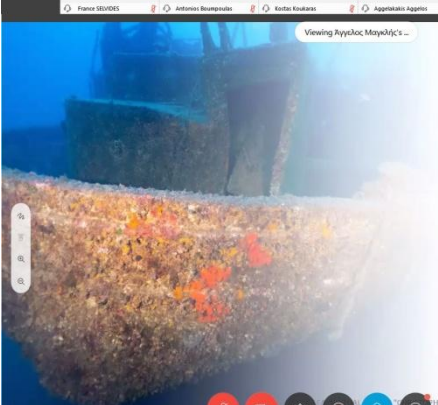
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- PM Pouloukti Maria
- PP ppitini ppitini
- TS TUOS International Faculty 5
- U User

Viewing Άγγελος Μαγδολής's ...

Η υλοποίηση του έργου


- Προετοιμασία των καταδύσεων
- Συγκέντρωση των δεδομένων
- Επεξεργασία των δεδομένων
- Εικονική κατάδυση στο ναυάγιο «ΧΡΙΣΤΟΦΟΡΟΣ»



Participants (21)

- SC Spiros Chioteris Host me
- AM Άγγελος Μαγδολής
- TS France SELVIDES
- AK Aggelakakis Aggelos
- A Andrea
- AB Antonios Boumpoulas
- AZ Antonis Zambelis
- CK C. Koukoulides
- GA George Asimopoulos
- G gkokkas
- IK Ioannis KARPOUCHTIS
- K K.Michailidis
- KK Kostas Koukaras
- M MChatzigiannis
- N niki

Viewing Kostas Koukaras's ap...



Τρισδιάστατη αναπαράσταση

- Τρισδιάστατη απεικόνιση (3D reconstruction) με την χρήση του προγράμματος Agisoft Metashape Pro
- Καθαρισμός ανεπιθύμητων σημείων του τρισδιάστατου μοντέλου για την απεικόνιση του σε εικονικό περιβάλλον

Participants (22)

- SC Spiros Chioteris Host, me
- AG Άγγελος Μαγκλής
- FS France SELVIDES
- AA Aggelakakis Aggelos
- A Andrea
- AB Antonios Boumpoulas
- AZ Antonis Zambelis
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- GA George Asimopoulos
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- KK Kostas Koukaras
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- N niki

Viewing Kostas Koukaras's ap...

Interreg Mediterranean 4helix+

Project co-financed by the European Regional Development Fund

ΕΜΠΟΡΙΚΟ ΚΑΙ ΒΙΩΣΙΜΟ ΚΑΙ ΕΣΤΙΛΙΑΣΤΗΡΙΟ ΔΕΛΤΑΙΟΝΙΣΣΗΣ

**Προώθηση βέλτιστων πρακτικών
Βιώσιμης Υδατοκαλλιέργειας στο πλαίσιο
της Γαλάζιας Ανάπτυξης**

Promote Innovative Sustainable
Aquaculture Best Practices in the context of Blue Economy
PROMISE

4helix+ TCC's 2nd Road Show – 28.05.2020

Kostas Koukaras
Leading Innovation in Aquaculture

KALIRIS
Innovation - Creativity - Development

Participants (20)

- SC Spiros Chioteris Host, me
- KK Kostas Koukaras
- FS France SELVIDES
- AA Aggelakakis Aggelos
- A Andrea
- AB Antonios Boumpoulas
- AZ Antonis Zambelis
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- IK Ioannis KARPOUCHTSIS
- K K.Michailidis
- M MChatzigiannis
- N niki
- O Owner

Viewing Kostas Koukaras's ap...

Ερωτηματολόγιο: Ποια είναι η άποψή μας για την υδατοκαλλιέργεια;

Persona – Empathy card

What does she think & feel? (preoccupations)

- What is important to her?
- What are her dreams?
- What are her unspoken desires?
- Emotionally, what moves her?
- What keeps her up at night?

What does she hear? (influences)

- What do her friends say?
- Significant others? Spouse?
- Who really influences her? News?
- Which media channels are influential? Books, mags, tv?

What does she see? (environment)

- What does it look like?
- Who surrounds her?
- Who are her friends?
- What type of efforts are exposed to?
- What problems does she encounter?

What does she say & do? (behavior)

Pain (fears, frustrations, obstacles)

- What is the client's pain?
- What are her biggest frustrations?
- What obstacles hold her back?
- Which risks might she fear taking?
- What boundaries need to be set?

Gain (wants, needs, measures of success)

- What does the client gain?
- How does she want to achieve it?
- What does she measure success?
- What strategies & shortcuts might help her get to her goals?

© 2017 by Innovatible / www.DesignwithChloe.com Target: User-led Empathy Maps

Kostas Koukaras
Leading Innovation in Aquaculture

Participants (22)

- SC Spiros Chioteris Host, me
- KK Kostas Koukaras
- FS France SELVIDES
- AA Aggelakakis Aggelos
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- AB Antonios Boumpoulas
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- K K.Michailidis
- M MChatzigiannis
- N niki
- O Owner

Viewing Kostas Koukaras's app...

Ερωτηματολόγιο: Ποια είναι η άποψή μας για την υδατοκαλλιέργεια;
Persona – Empathy card

What does she think & feel? (preoccupations)

- What is important to her?
- What are her dreams?
- What are her unspoken desires?
- Emotionally, what moves her?
- What keeps her up at night?

What does she hear? (influences)

- What do her friends say?
- Significant others? Spouse?
- Who really influences her? Press?
- Which media channels are influential? Books, magazines?

What does she see? (environment)

- What does it look like?
- Who surrounds her?
- Who are her friends?
- What type of offers exposed to?
- What problems does she encounter?

What does she say & do? (behavior)

Pain (fears, frustrations, obstacles)

- What is the client's pain?
- What are her biggest frustrations?
- What obstacles hold her back?
- Which risks might she face when?
- What boundaries need to be set?

Gain (wants, needs, measures of success)

- What does the client gain?
- What does she want to achieve?
- How does she measure success?
- What challenges & obstacles might help her get to her goals?

interreg Mediterranean 4helix+

Kostas Koukaras
Leading innovation in Aquaculture

Participants (22)

Search

- AZ Antonis Zambelis
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- GA George Asimopoulos
- G gloukas
- IK Ioannis KARPOUCHTIS
- K KMichalidis
- M MChatzigiannis
- N niki
- O Owner
- PF P. Fousekis
- PM Pouloutsis Maria
- PP pppini pppini
- SP **stefanos ION PLUS**
- TS TUOS International Faculty 5
- X xanthi
- Αλγυλος Μηνάς

Viewing Kostas Koukaras's app...

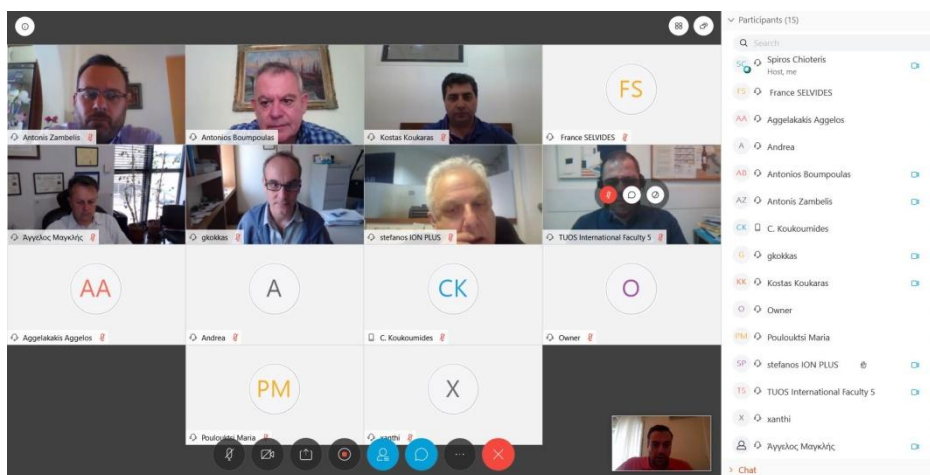
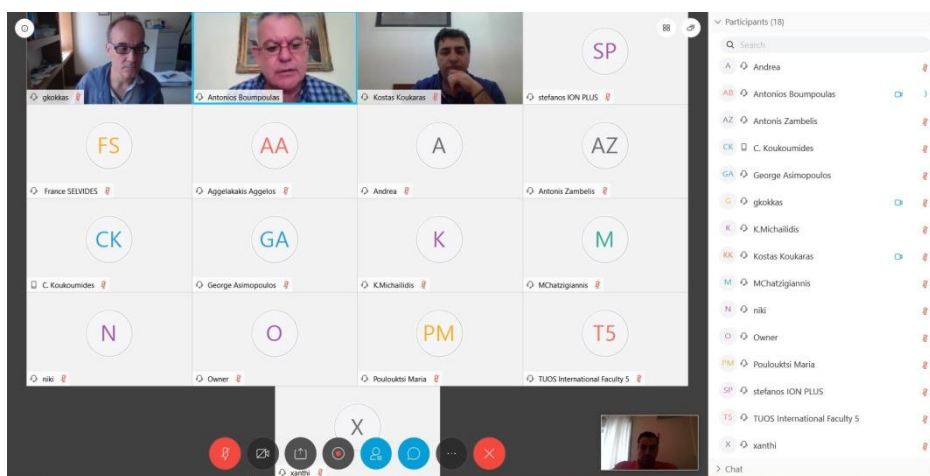
2018-09-14 14:45:39 Fr

ID PTZ Demo

Participants (21)

Search

- SC Spiros Chioteris
Host, me
- SP Kostas Koukaras
- FS France SELVIDES
- AA Aggelakakis Aggelos
- A Andrea
- AB Antonios Boumpoulas
- AZ Antonis Zambelis
- CK C. Koukoulides
- GA George Asimopoulos
- G gloukas
- K KMichalidis
- M MChatzigiannis
- N niki
- O Owner
- PF P. Fousekis
- PM Pouloutsis Maria



Annex 1 Attendance list

A/A	Όνομα	Επώνυμο	Email address	Τηλέφωνο	Πόλη διαμονής	Ιδιότητα/ Επιχείρηση
1	France	Selvides	francekaliris@gmail.com			KALIRIS Υπουργείο Περιβάλλοντος και Ενέργειας, Δ/ση Περιβαλλοντικής Αδειοδότησης
2	Αντώνης	Ζαμπέλης	a.zabelis@prv.ypeka.gr			ION PLUS
3	Στέφανος	Γκουντρομίχος	sgount@ionplus.gr			North Aegean SeaFood
4	Λάζαρος	Πλιάμπας	plampas@gmail.com			Βιολόγος
5	Γιάννης	Καρπουχτής	john.karpouchtsis@gmail.com			Βιολόγος
6	Χρήστος	Κουκουμίδης	koukoumides@yahoo.com			Βιολόγος - εκπαιδευτικός
7	Παναγιώτης	Πισινή	ppitsini@yahoo.gr			Ατομική Επιχείρηση Κουκάρης Κωνσταντίνος
8	Κωνσταντίνος	Κουκάρης	kkoukaras@gmail.com			ΙΝΣΤΙΤΟΥΤΟ ΒΙΩΣΙΜΗΣ ΚΙΝΗΤΙΚΟΤΗΤΑΣ ΚΑΙ ΔΙΚΤΥΩΝ ΜΕΤΑΦΟΡΩΝ (Ι.ΜΕΤ.)/ΕΘΝΙΚΟ ΚΕΝΤΡΟ ΕΡΕΥΝΑΣ ΚΑΙ ΤΕΧΝΟΛΟΓΙΚΗΣ ΑΝΑΠΤΥΞΗΣ (Ε.Κ.Ε.Τ.Α.)
9	Άγγελος	Αγγελακάκης	agaggelak@certh.gr			Προϊστάμενος Αυτοτελούς Διεύθυνσης Υποστήριξης Καινοτομίας και Επιχειρηματικότητας ΠΚΜ
10	Κωνσταντίνος	Μιχαηλίδης	K.Michailidis@pkm.gov.gr			Γραφείο Μεταφοράς Τεχνολογίας ΑΠΘ
11	Μανώλης	Χατζηγιάννης	tto@rc.auth.gr			Καθηγήτρια Τμήμα Διοίκησης Επιχειρήσεων Πανεπιστημίου Αιγαίου
12	Νίκη	Γλαβέλη	nglaveli@aegean.gr			Οργανισμός Τουριστικής Προβολής και Μάρκετινγκ του Νομού Θεσσαλονίκης
14	Μαρία	Πουλουκστή	welcome@thessaloniki.travel			Καθηγητής City College Ελληνική Συμβουλευτική ΜΕΠΕ
15	Χρίστος	Λιασιδής	liassidis@citycollege.sheffield.eu			Skopelos Diving Center
16	Ξανθή	Κατσικώρη				Φοιτήτρια Τμήμα ΟΔΕ ΠΑ.ΜΑΚ
17	Άγγελος	Μαγγλής	amanglis@atlantisresearch.gr			Υπεύθυνος Περιφερειακού Γραφείου Θεσ/νίκης OBI
18	Άνδρεα Χριστίνα	Λιασιδή	bba20198@uom.edu.gr			LIC
19	Ζωή	Παπαδάτου				LIC Coordinator
20	Γιώργος	Ασημοπουλος	obi_thessaloniki@obi.gr			ΕΒΕΘ
21	Γεώργιος	Κόκκας	george@kokkas.eu	6979720292	Θεσσαλονίκη	LIC
22	Σπύρος	Χιωτέρης	sphioter@otenet.gr	6932220580	Θεσσαλονίκη	LIC
23	Αντώνης	Μπουμπουλας	antonisb@ebeth.gr	6944675346	Θεσσαλονίκη	LIC
24	Παναγιώτης	Φουσέκης	fousekis@econ.auth.gr	6977815080	Θεσσαλονίκη	LIC

Annex 2 Satisfaction questionnaire



4Helix+ Road Shows

Annex 2. SATISFACTION QUESTIONNAIRE AFTER THE 2nd TCCI's ROADSHOW:

Held digitally the 28May2020 at 10:00

Road Show2

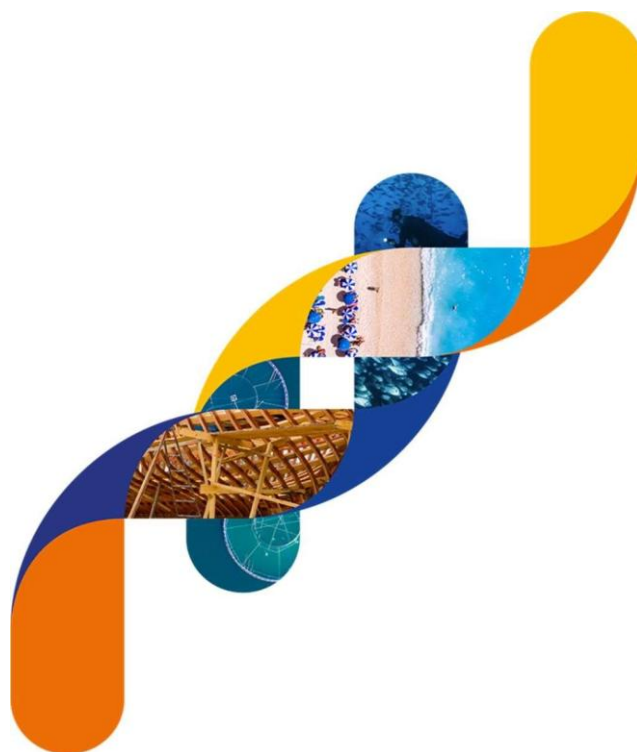
1. Which kind of organization do you represent?										
<input type="checkbox"/> Private Company <input type="checkbox"/> Public Administration <input type="checkbox"/> Foundations, NGOs... <input type="checkbox"/> Others. Please specify _____										
2. Do you have any relation with the Blue Economy?										
<input type="checkbox"/> Yes <input type="checkbox"/> No										
3. Please, rank the success of the roadshow										
0	1	2	3	4	5	6	7	8	9	10
4. Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?										
<input type="checkbox"/> YES <input type="checkbox"/> NO										
5. Was the duration of the workshop adequate?										
<input type="checkbox"/> YES <input type="checkbox"/> NO (specify your preferences and any comment): _____										
6. Please, rank how interesting was the roadshow										
0	1	2	3	4	5	6	7	8	9	10
7. Would you like to participate in more roadshows like this one?										
<input type="checkbox"/> YES <input type="checkbox"/> NO (Why?): _____										

4Helix+ Road Shows

8. Do you have any comment about the roadshow?
9. In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region?
<input type="checkbox"/> Not important at all <input type="checkbox"/> Not important <input type="checkbox"/> Neither important nor not important <input type="checkbox"/> Important <input type="checkbox"/> Very important
10. Do you believe that the regional/national government is promoting enough the blue economy?
<input type="checkbox"/> YES <input type="checkbox"/> NO (Why?) _____
11. Under your opinion, which could be a key element to promote the blue economy?
12. Any other comment

Thank you for your collaboration

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

3rd Digital TCCI Road Show Report

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1. Introduction

This is the report prepared by TCCI after the conclusion of the 3rd road-show and includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

2. Date, place and duration of the road-show

The 3rd TCCI's Road Show was organized by Thessaloniki Chamber of Commerce and Industry in collaboration with the Local Innovation Committee members and the LIC coordinator on Thursday 11th of June from 10:00 until 12:00. The road-show held, via the online platform Cisco Webex Meetings. The participants could join the event through the link:

<https://meetingsemea20.webex.com/meetingsemea20/j.php?MTID=m219f6fc7339b660a46fd3eeff0c1df40>

The agenda of 3rd TCCI's Road Show was the following:

"3rd Digital TCCI Road Show"
11 Ιουνίου 2020

ΠΡΟΓΡΑΜΜΑ ΕΚΔΗΛΩΣΗΣ

10:00 -10:10	Καλωσόρισμα – Αντώνης Μπούμπουλας Προϊστάμενος Τμήματος Μελετών και Έρευνας ΕΒΕΘ
10:10 -10:30	Παρουσίαση του Μηχανισμού Κουπονιών Καινοτομίας και του Transferring Corner του έργου 4helix+ / Συνοπτική παρουσίαση των έξι καινοτόμων σχεδίων που υλοποιήθηκαν από ΠΜΜΕ της γαλάζιας ανάπτυξης της Περιφέρειας Κεντρικής Μακεδονίας - Αντώνης Μπούμπουλας Προϊστάμενος Τμήματος Μελετών και Έρευνας ΕΒΕΘ
10:30 – 11:00	Αναλυτική παρουσίαση καινοτόμου σχεδίου "Hotel Customer Service Application + Website" επιχείρησης Golden Star City Resort – Νίκος Γιούρης, Slub design Studio
11:00 - 11:30	Αναλυτική παρουσίαση καινοτόμου σχεδίου "Develop and Improve Marketing Strategies through Machine Learning Algorithms and AI" επιχείρησης Yachting Venture – Γιάννης Μόρας, DTEK
11:30-12:00	Ερωτήσεις – Απαντήσεις

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

3.1 Typology

3.2 Justification

As mentioned above, the 3rd TCCI's Road Show was organized by Thessaloniki Chamber of Commerce and Industry in collaboration with the LIC members and the LIC coordinator.

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

The third Road Show was attended by 18 people from whom 5 were private representations, 9 public representations, 3 were LICs (LIC expert in Blue Economy, LIC expert in Cross Sectoral Innovation, LIC Coordinator) and 1 TCCI representative (Head of Studies and Research dpt. of the Thessaloniki Chamber of Commerce and Industry). The attendance sheet can be found in Annex 1.

Representatives from the following public and other organizations were attended the event:

- ANATOLIKI SA (<http://www.anatoliki.gr/en/home>)

ANATOLIKI sa – Development Agency was set up as Societe Anonyme, according to article 274 paragraph 1b of the presidential decree 323/89, to act as a Center for the Development of Human Resource and the Strengthening of the Local Economy in the wider area of Eastern Thessaloniki.

Anatoliki s.a. establishment in May 1995 was a result of the region's characteristics and rate of growth, such as the dynamic coexistence of all the sectors of the economy, rapid land use and land value changes, residential pressure and the concentration of service activities of the urban area of Thessaloniki.

- Technopolis Thessalonikis S.A. (<https://www.technopolis.gr/en/mainpage>)

Technopolis Thessaloniki ICT Business Park is an initiative of the Association of Information Technology Companies of Northern Greece (SEPVE) and was founded in 2001 with the participation of Information and High Technology companies from all over Greece, as well as public bodies. The company's aim was the establishment of the first high technology

Business Park in Greece and to resolve some of the problems of companies in the industry, such as housing needs. Also to create a grid of modern infrastructure and investment opportunities, that will contribute to the development of Thessaloniki, the Northern Greece, and the country in general. The area which was selected for the creation of the Park is located on the eastern side of the city, which is the fastest growing area of Thessaloniki, and has already evolved into a centre of innovation and technology, where within a short distance are the National Centre for research and Technology Hellas (CERTH), the Museum of Technology (NOISIS) and CEDEFOP. Also in the wider region there are several commercial and recreational centers, hotels, medical facilities and educational institutions. Today, the original purpose of the company has achieved with the official inauguration of Technopolis Thessaloniki, the first High Technology Business Park in Greece, a result of an investment project of more than 12.5 M. Euros. The company's next goal is the utilization of the accumulated experience to create a network of Technopolis – Incubators in other regions of the country.

- OK!Thess (<https://okthess.gr/en/>)

The mission of OK!Thess is the emergence of a complete and effective innovation ecosystem. An ecosystem with all those who are willing to contribute to the development of innovation in the region. OK!Thess was created to support the operations needed for the healthy growth of the ecosystem.

OK!Thess offers:

- Acceleration programmes along with personalized advisory by the start-up coaches of OK!Thess in a weekly basis
 - A co-working space allowing teams to meet and work together
 - Participation in seminars and lectures related to innovation at the OK!Thess premises
- Black Sea Trade & Development Bank (<https://www.bstdb.org/>)

The Black Sea Trade and Development Bank (BSTDB), an international financial institution with headquarters in Thessaloniki, Greece, was established by Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russia, Turkey, and Ukraine. BSTDB started operations in June 1999 and has authorized capital of €3.45 billion. The Bank supports economic development and regional cooperation in the Black Sea Region through trade and project finance lending, guarantees, and equity participation in private enterprises and public entities in the member countries. BSTDB is rated A-/A-2 by Standard & Poor's, and A2/P1 by Moody's.

- Aristotle University of Thessaloniki (<https://www.auth.gr/en>)

The Aristotle University of Thessaloniki constitutes a comprehensive institution with Faculties and Schools serving a vast array of scientific fields, ranging from natural and technological to social and health sciences, arts and humanities. The University aims to offer equal opportunities for learning, research and communication; it aspires to create an environment where education and research thrive, and subsequently, realize the vision for a better world with equal rights for everybody to claim the fruits of economic growth and social prosperity. There are 41 Faculties and Schools in the Aristotle University of Thessaloniki offering all kinds of studies. Every Faculty/School offers an undergraduate degree, postgraduate degrees (2nd cycle and PhD). A.U.Th. also offers Lifelong Learning courses covering a wide variety of fields of study (<https://www.auth.gr/en/diaviou>), as well as summer schools and other short cycle study programmes.

- Thessaloniki Tourism Organization (<https://thessaloniki.travel/en/>)

Thessaloniki Tourism Organization is a non-profit organization which constitutes the official tourism board of Thessaloniki's region.

Key objectives:

- Advertising and promoting destination Thessaloniki in Greece and abroad
- Designing the tourism brand of Thessaloniki
- Preparing and implementing tourism development strategic plans

Promoting and highlighting the strategic advantages of Thessaloniki as an important touristic, commercial, economic, cultural, religious and cruise destination as well as a MICE destination.

- Creating promotion and informative material and publications, such as, maps, city guides, and targeted thematic brochures, while designing, implementing and promoting new tourism products and services.
- Supporting and coordinating various events that promote the tourism profile of the Region.

- City College (<https://citycollege.sheffield.eu/frontend/index.php>)

CITY College is a private legal entity located in Thessaloniki, Greece where it operates as College according to the local law. CITY College is the International Faculty of the University of Sheffield. With its main campus located in Thessaloniki, Greece, the College consists of four academic departments. Apart from Thessaloniki, the college also offers programmes in a number of other locations across South East and Eastern Europe. Academic research represents the backbone of college's philosophy and practice. CITY fosters and promotes cutting-edge interdisciplinary research and innovation, providing a supporting environment for the academic staff's research activities within all academic departments.

- Industrial Property Organisation, Regional Sub-office of Thessaloniki (<http://www.obl.gr/en/>)

The Hellenic Industrial Property Organisation is the only legally qualified institution for the protection of inventions and industrial designs. It also provides technological information from worldwide patent databases.

Additionally, OBI has established Regional Sub-offices in Thessaloniki, Patras, Herakleion, Volos, Ioannina, East Macedonia / Thrace (Xanthi, Komotini) and a satellite service office in collaboration with the Technical Chamber of Greece in Athens (TEE-TCG), in order to provide information and personalized assistance on industrial property protection and research results and to promote the technological information in the greater Greek region.

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

Mr. Antonios Boumpoulas, Head of Studies and Research dpt. of the Thessaloniki Chamber of Commerce and Industry, welcomed all the participants and presented the Innovation Vouchers Mechanism, 4helix+ Transferring Corner and mentioned briefly the six awarded Innovative Projects from blue economy sectors of the Region of Central Macedonia. More analytically, Mr. Boumpoulas explained the aims and the goals of the project, the Pilot Regions, the project's duration, the project's activities and analyzed the Innovation Vouchers Mechanism. In addition, he presented the six awarded Innovative Projects of the Region of Central Macedonia. Finally, he analyzed the project's Transferring Corner.

The Road Show continued with the presentation of two awarded Innovative Projects. More especially:

The Knowledge Provider Mr. Nikos Giouris (Slab design studio), from Thessaloniki, who collaborated with the blue SME Anastasios Papias AE (Golden Star City Resort) presented the awarded innovation project «Hotel Customer Service Application + Website»

Golden Star City Resort is a 4-star awarded hotel situated right on the blue flag awarded beach of Perea, just a few minutes away from the historic center of Thessaloniki. The project concerned the innovative application “Golden App” which designed to offer breakthrough online services to guests and thus enhance their experience with the hotel. Additionally, the project included the creation of a brand new hotel web site.

Then, the Knowledge Provider Mr. Ioannis Moras (DTEK), from Thessaloniki, who collaborated with the blue SME YACHTING VENTURE presented the awarded innovation project «Develop and Improve Marketing Strategies through Machine Learning Algorithms and AI».

Yachting Venture is an online marina which hosts yachts in Greece. The project concerned the implementation of a smart and innovative Artificial Intelligence (AI) mechanism which aimed to enhance the capabilities of the current platform. Furthermore, Search Engine Optimization was take place in the whole platform in order to increase the organic results.

Before the event’s closure, Mr. Antonis Boumpoulas, presented the official 4helix+ video. The Road Show was concluded with an open discussion with Questions & Answers.

Finally, all participants were asked, via e-mail, to fill in a satisfaction questionnaire for the Road Show that they attended (Annex 2).

The questions that were asked to answer were the following:

Questions:

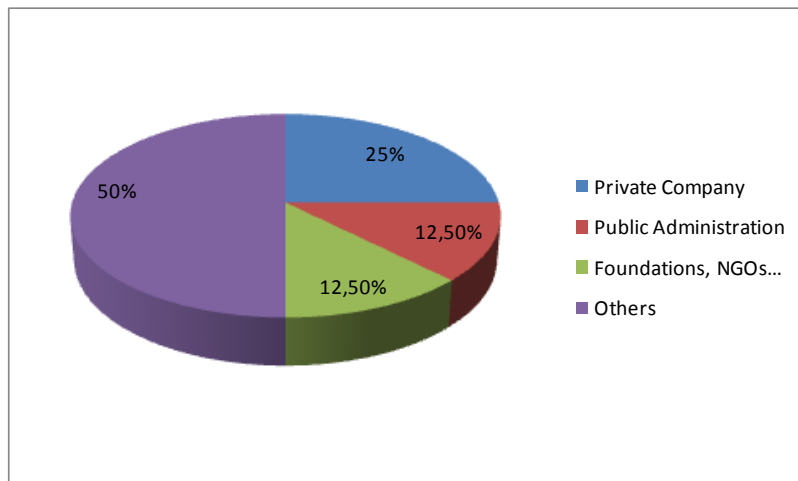
- 1) Which kind of organization do you represent?
- 2) Do you have any relation with the Blue Economy?
- 3) Please, rank the success of the roadshow
- 4) Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?
- 5) Was the duration of the workshop adequate?
- 6) Please, rank how interesting was the roadshow
- 7) Would you like to participate in more roadshows like this one?
- 8) Do you have any comment about the roadshow?

- 9) In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region?
- 10) Do you believe that the regional/national government is promoting enough the blue economy?
- 11) Under your opinion, which could be a key element to promote the blue economy?
- 12) Any other comment

The total completed questionnaires that collected were 8. The results were the following:

1) Which kind of organization do you represent?

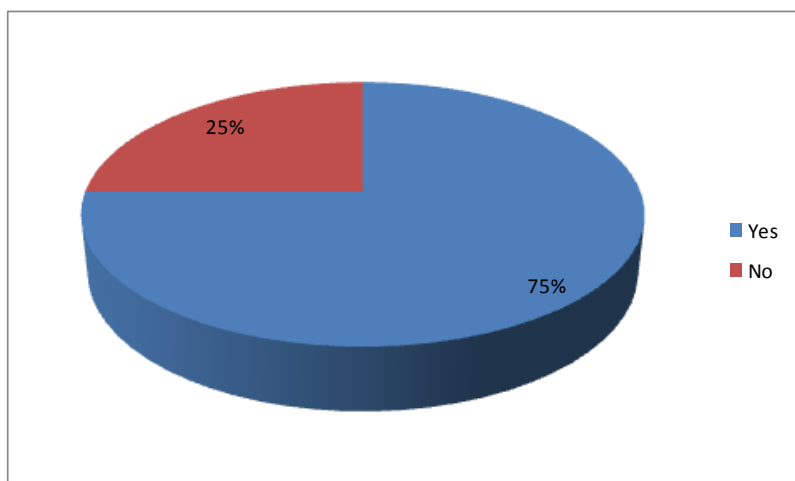
Graph 1 Which kind of organization do you represent?



50% of the respondents were representing other kind of organization, 25% representing a Private Company, 12,5% Foundations/NGOs and 12,5% Public Administration sector. Translating those percentages in participants 4 were from another kind of organization, 2 were from a Private Company, 1 from Foundations/NGOs and 1 from Public Administration.

2) Do you have any relation with the Blue Economy?

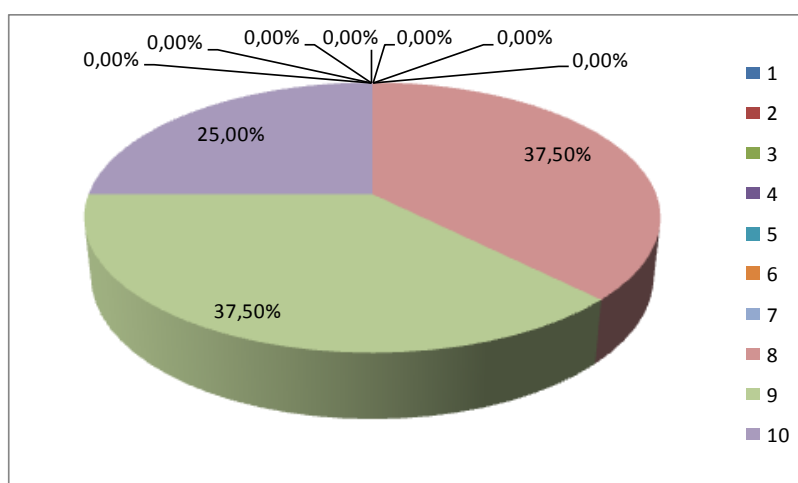
Graph 2 Do you have any relation with the Blue Economy?



The majority of the 75% of the participants were relative with the Blue Economy and 25% were not, which means 6 participants were from the Blue Economy and 2 was from another sector.

3) Please, rank the success of the roadshow

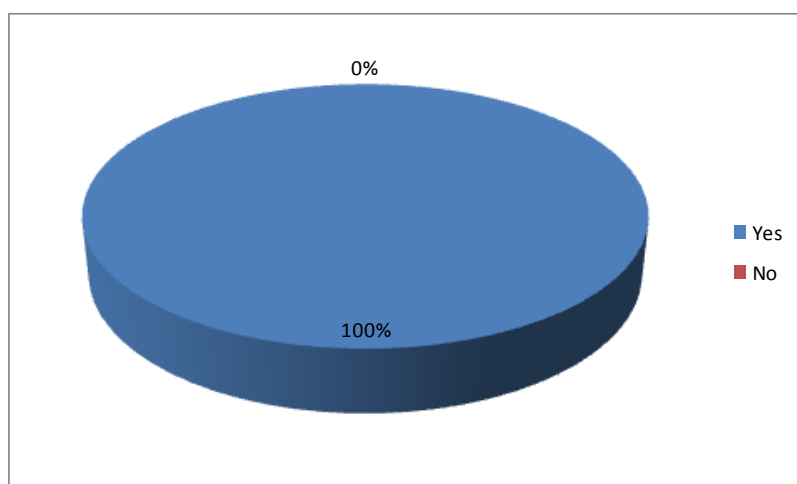
Graph 3 Please, rank the success of the roadshow



When participants were asked about the success of the roadshow 25% ranked the road show with the maximum scale of satisfaction which is 10. In addition, 37,5% of the participants ranked the success with the scale 9 and 37,5% with the scale 8.

4) Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?

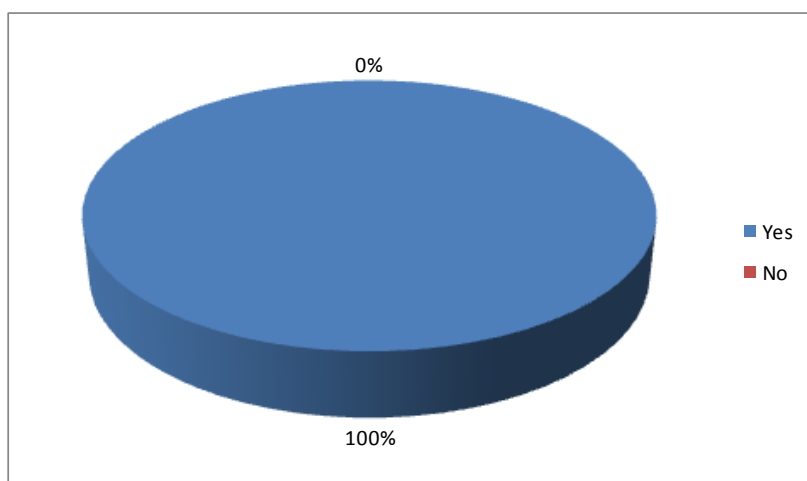
Graph 4 Did you receive previous information/ instructions/ documentation from the organizers before the roadshow



All respondents, 100%, declared that they were received sufficient information/ instructions/ documentation from the organizers before the roadshow.

5) Was the duration of the workshop adequate?

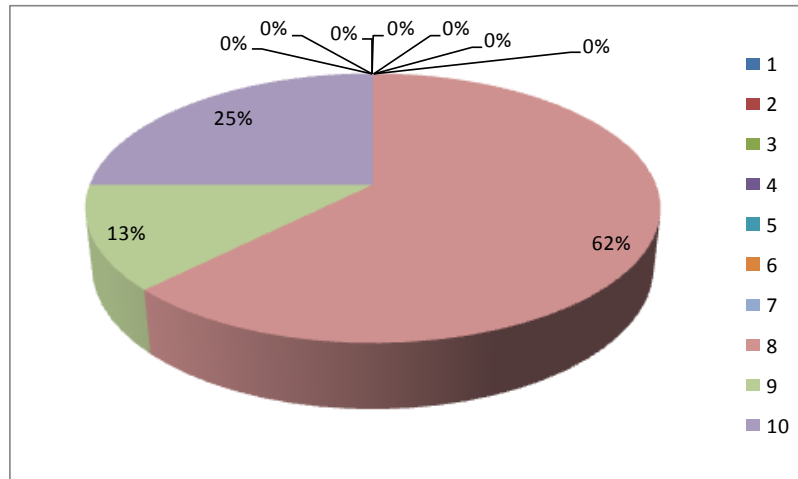
Graph 5 Was the duration of the workshop adequate



Similarly, all participants declared that they were satisfied of the road show's duration.

6) Please, rank how interesting was the roadshow

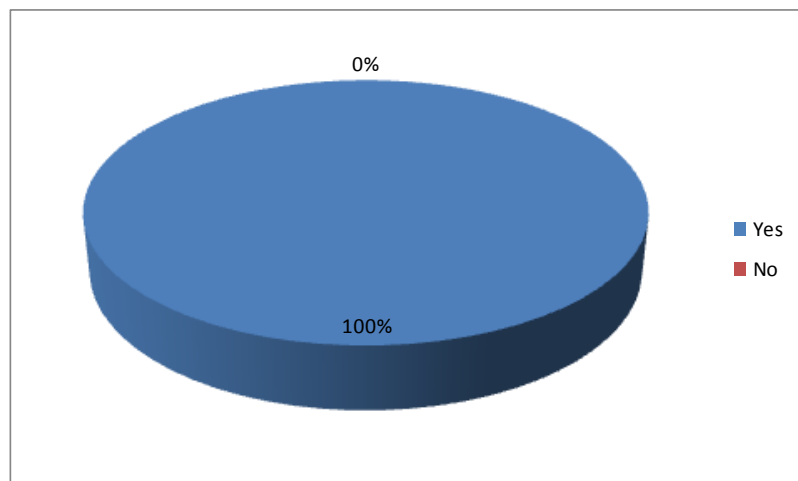
Graph 6 Please, rank how interesting was the roadshow



Combining the scales of satisfaction 9 and 10 the rate 38% was reached. Moreover, 62% ranked the road show with the scale 8, which shows that the participants found interesting the road show.

7) Would you like to participate in more roadshows like this one?

Graph 7 Would you like to participate in more roadshows like this one



The overwhelming majority of 100% stated that they would like to participate in more roadshows like this one, so we can conclude that all the participants were satisfied.

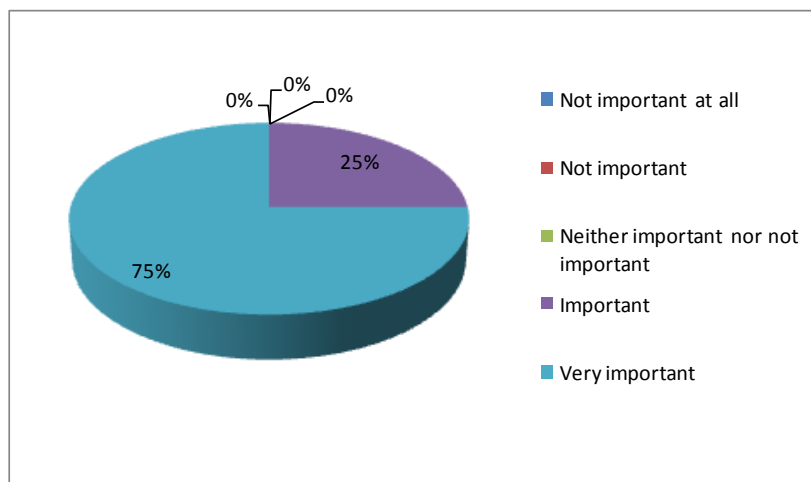
8) Do you have any comment about the roadshow?

Most of the respondents didn't have any additional comment about the road show that they attended. A few of them commended the following:

- It was interesting concise and constructive roadshow
- it was very interesting to participate and see the evolution of the proposed projects and the cooperation of the involved SMEs that occurred from the innovation vouchers

9) In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region

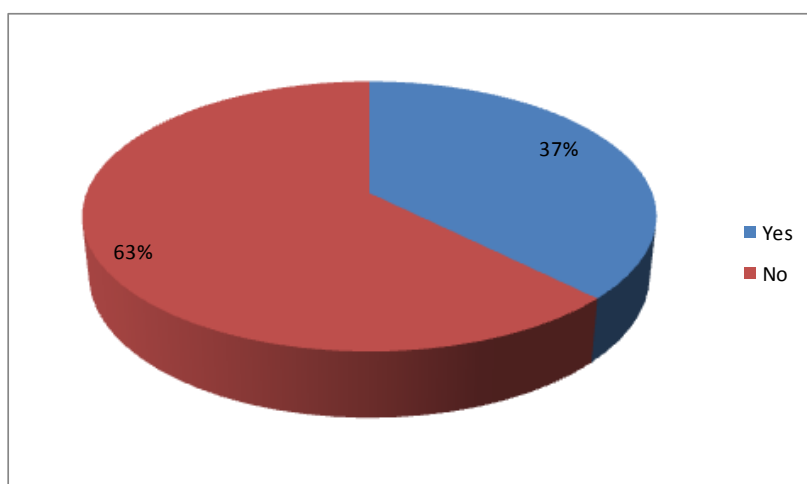
Graph 8 In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region



To this question the participants were asked regarding the importance to promote events where public and private sector can discuss about the state of the art of the blue economy in their region. 75% stated that is "Very important" and 25% that is "Important". None of the participants declared that the promotion of these kind of events is "Not important" or "Not important at all".

10) Do you believe that the regional/national government is promoting enough the blue economy?

Graph 9 Do you believe that the regional/national government is promoting enough the blue economy



Regarding if the regional/national government is promoting enough the blue economy, 37% of the responders answered positively and 63% answered negatively.

11) Under your opinion, which could be a key element to promote the blue economy?

To this question the participants have the opportunity to state which could be a key element to promote the blue economy. The following summarize the answers collected:

- Make consumers to get interested on blue economy
- To include such a concept in financial institutions practice
- Target to long term results (to achieve sustainability)
- Invest in, and use best available science, data, and technology
- Easy accessible information
- User friendly applications for visitors
- Adapt to the impacts of climate change is an essential component of a blue economy
- Education on the subject
- The promotion of the blue economy could be achieved through the adequate information provided to the general public, the private and public sector. The subject of the blue economy and consequently work/job opportunities that blue sector can offer, is still somehow unknown to potentially interested stakeholders. The fact that generally blue growth is a newly introduced subject of focus could be the reason for this. However, the sooner the systemization of the various blue

sectors is achieved and the more analytically the public sector is informed on the subject, the more fruitful growth will be achieved in this area of concentration.

- Promote the principles of blue economy to local and regional authorities as well as to SMEs in order to vividly participate in relative activities

12) Any other comment

Most of the respondents didn't have any other comment. One of them commented that specific strategies and policies should be developed and incentives should be provided to attract community and market.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

The regional/local/national policy making Organization representatives after the road show are more informed about Blue economy sectors of the Region of Central Macedonia.

After the road show, they are familiar with 4helix+ project and the awarded Innovative Projects. This is result of the detailed information about 4helix+ project, the Innovation Vouchers Mechanism and 4helix+ Transferring Corner that they received.

Having this knowledge, the regional/local/national policies can take the advantage and participate, organize and implement projects like 4helix+.

7. Result

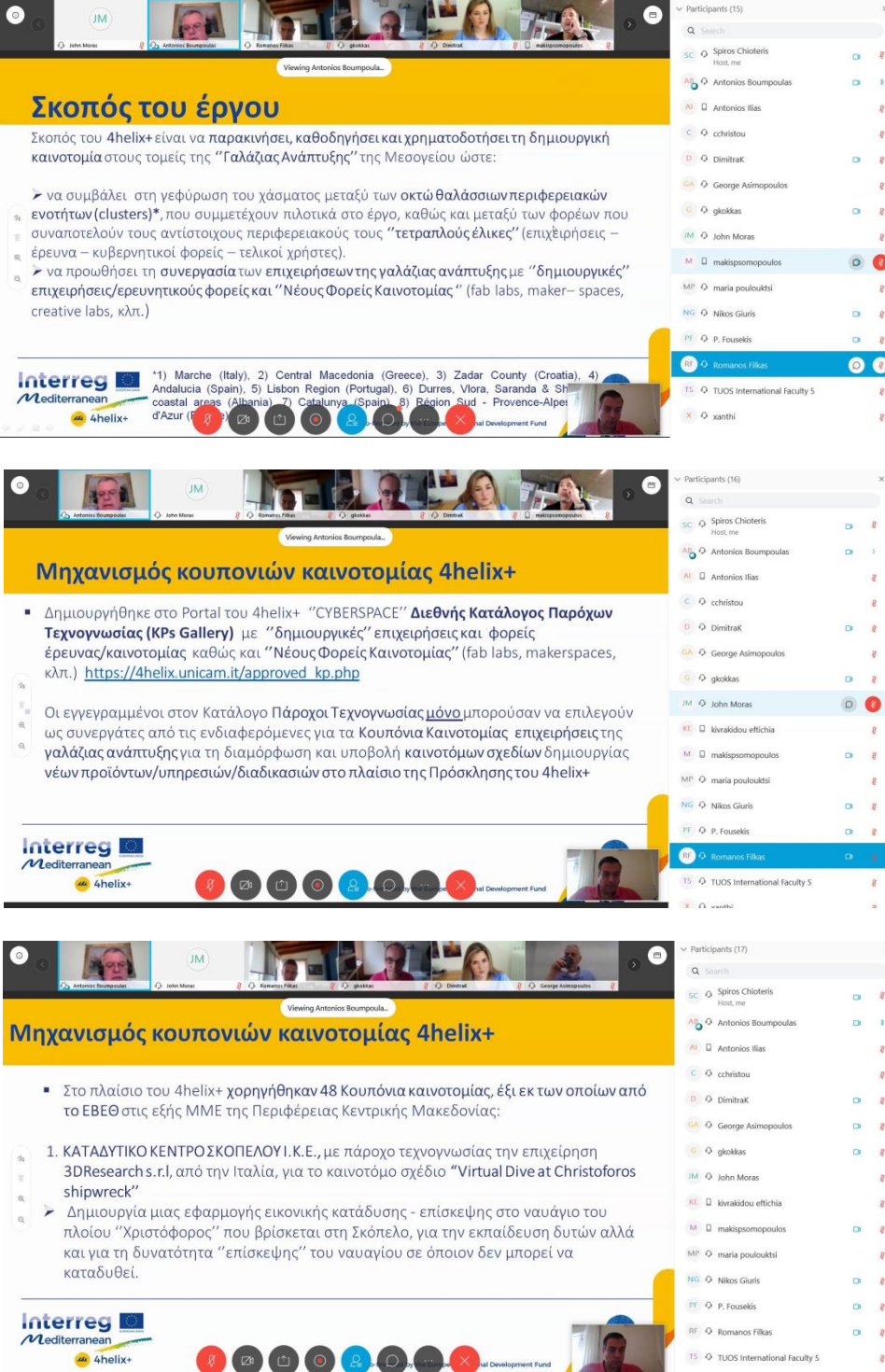
Results, lessons learned, conclusions or any other important fact

The main outcome from the Road Show can be stated that is the necessity for innovation on Blue sector. Through the innovation, Blue SMEs can offer a substantial change in their sector which will result in sector's significant development.

4helix+ project gave to Blue SMEs new opportunities for innovation, new ideas, new acquaintances and the possibility to meet with research centers and other innovative organizations as well as with potential business clients.

Furthermore, the useful discussion before the event's closure gave the opportunity to the participants to communicate their point of view about the situation of Blue economy sector.

8. Pictures of the session



Σκοπός του έργου

Σκοπός του 4helix+ είναι να παρακινήσει, καθοδηγήσει και χρηματοδοτήσει τη δημιουργική καινοτομία στους τομείς της “Γαλάζιας Ανάπτυξης” της Μεσογείου ώστε:

- να συμβάλει στη γεφύρωση του χάσματος μεταξύ των οκτώ θαλάσσιων περιφερειακών ενότητων (clusters)*, που συμμετέχουν πιλοτικά στο έργο, καθώς και μεταξύ των φορέων που συναποτελούν τους αντίστοιχους περιφερειακούς τους “τετραπλούς έλικες” (επιχειρήσεις – έρευνα – κυβερνητικοί φορείς – τελικοί χρήστες).
- να προωθήσει τη συνεργασία των επιχειρήσεων της γαλάζιας ανάπτυξης με “δημιουργικές” επιχειρήσεις/ερευνητικούς φορείς και “Νέους Φορείς Καινοτομίας” (fab labs, maker-spaces, creative labs, κλπ.)

*1) Marche (Italy), 2) Central Macedonia (Greece), 3) Zadar County (Croatia), 4) Andalusia (Spain), 5) Lisbon Region (Portugal), 6) Durres, Vlorë, Saranda & Shkërrë coastal areas (Albania), 7) Catalunya (Spain), 8) Région Sud - Provence-Alpes d'Azur (France)

Μηχανισμός κουπονιών καινοτομίας 4helix+

Δημιουργήθηκε στο Portal του 4helix+ “CYBERSPACE” Διεθνής Κατάλογος Παρόχων Τεχνονομιών (KPs Gallery) με “δημιουργικές” επιχειρήσεις και φορείς έρευνας/καινοτομίας καθώς και “Νέους Φορείς Καινοτομίας” (fab labs, makerspaces, κλπ.) https://4helix.unicam.it/approved_kp.php

Οι εγγεγραμμένοι στον Κατάλογο Πάροχοι Τεχνονομιών μόνο μπορούσαν να επιλεγούν ως συνεργάτες από τις ενδιαφερόμενες για τα Κουπόνια Καινοτομίας επιχειρήσεις της γαλάζιας ανάπτυξης για τη διαμόρφωση και υποβολή καινοτόμων σχεδίων δημιουργίας νέων προϊόντων/υπηρεσιών/διαδικασιών στο πλαίσιο της Πρόσκλησης του 4helix+

Μηχανισμός κουπονιών καινοτομίας 4helix+

Στο πλαίσιο του 4helix+ χορηγήθηκαν 48 Κουπόνια καινοτομίας, έξι εκ των οποίων από το ΕΒΕΘ στις εξής ΜΜΕ της Περιφέρειας Κεντρικής Μακεδονίας:

- ΚΑΤΑΔΥΤΙΚΟ ΚΕΝΤΡΟ ΣΚΟΠΕΛΟΥ Ι.Κ.Ε., με πάροχο τεχνονομίας την επιχείρηση 3DResearch s.r.l, από την Ιταλία, για το καινοτόμο σχέδιο “Virtual Dive at Christoforos shipwreck”

Δημιουργία μιας εφαρμογής εικονικής κατάδυσης - επίσκεψης στο ναυάγιο του πλοίου “Χριστόφορος” που βρίσκεται στη Σκόπελο, για την εκπαίδευση δυτών αλλά και για τη δυνατότητα “επίσκεψης” του ναυαγίου σε όποιον δεν μπορεί να καταδυθεί.

Viewing Antonios Boumpoulas...

Μηχανισμός κουπονιών καινοτομίας 4helix+

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Interreg
Mediterranean
4helix+

Participants (17)

- Antonios Boumpoulas
- Antonios Ilias
- cchristou
- Dimitrak
- George Asimopoulos
- gkokkas
- John Moras
- konradidou eftichia
- makispomopoulos
- maria pouliouktsi
- Nikos Giuris
- P. Fousekis
- Romanos Filkas
- TUOS International Faculty 5
- xanthi
- Μαργαρί Χαρούλης

4helix+ Official Video.mp4

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BEACHTIME

Palm Riviera Soc. Coop.
Italy

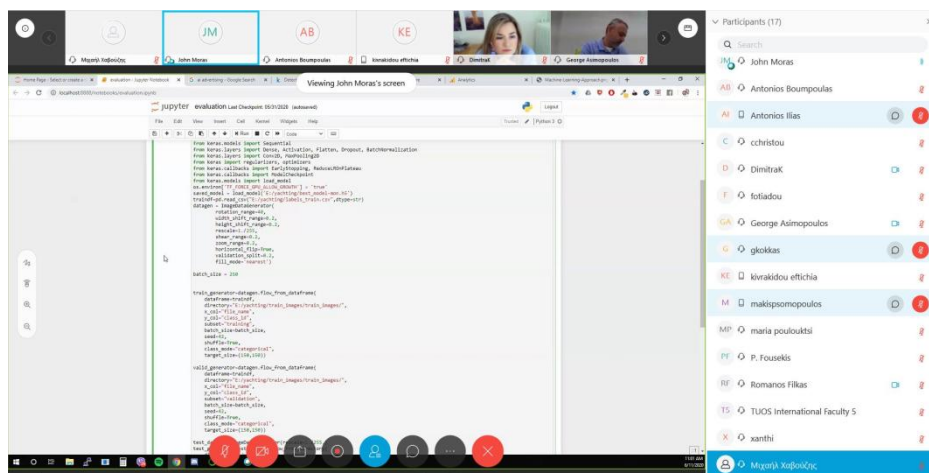
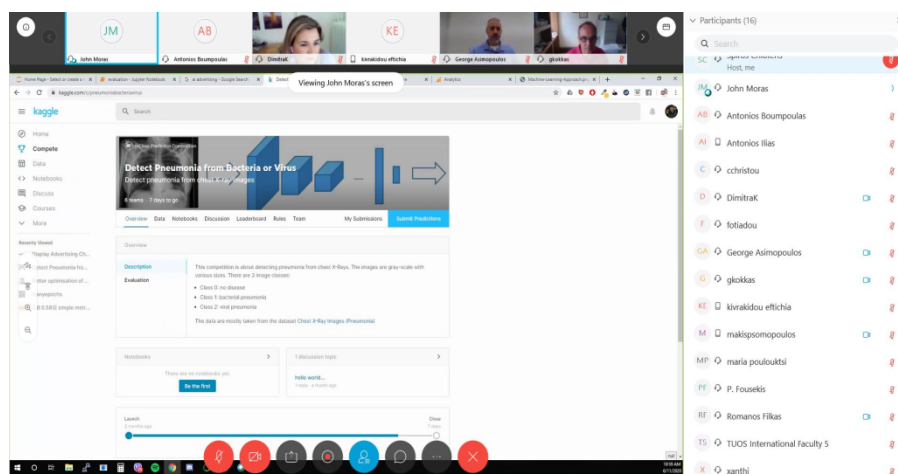
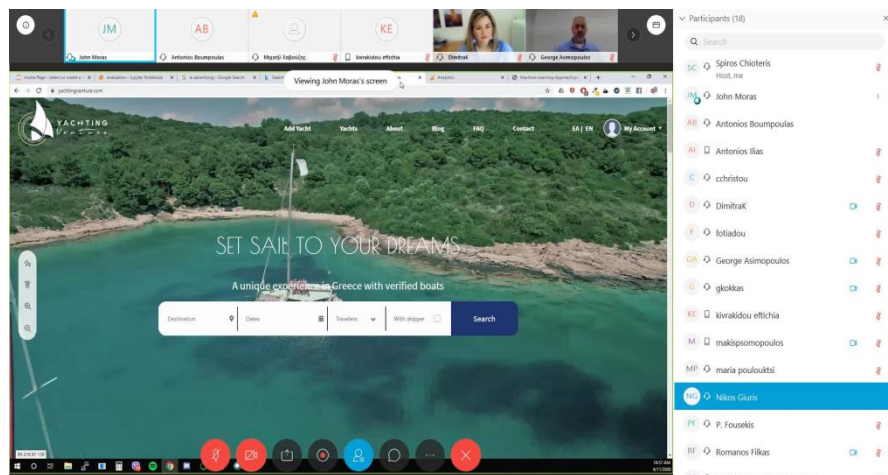
for just a simple weekend

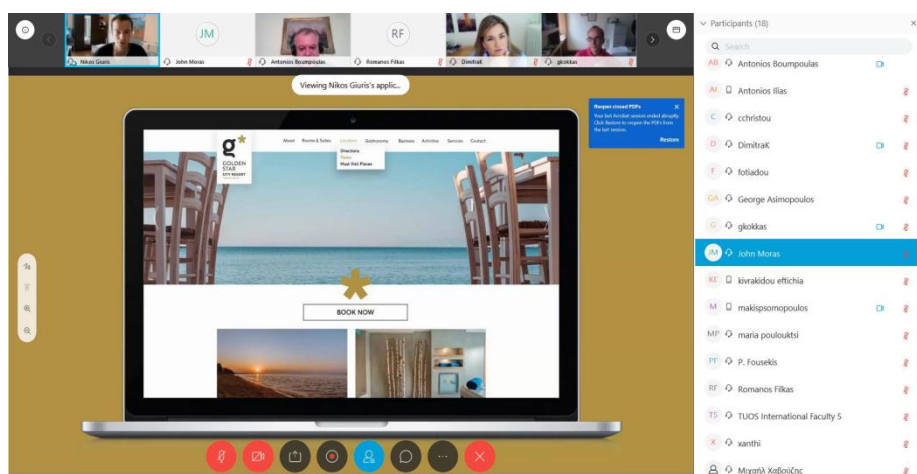
Participants (18)

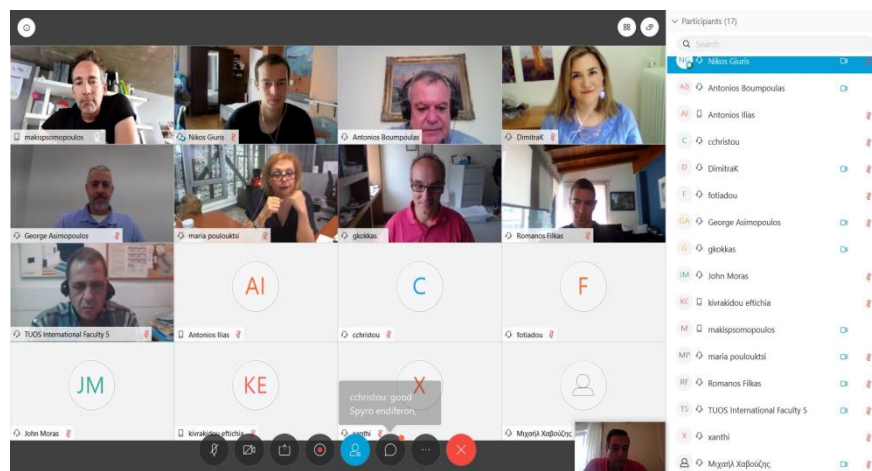
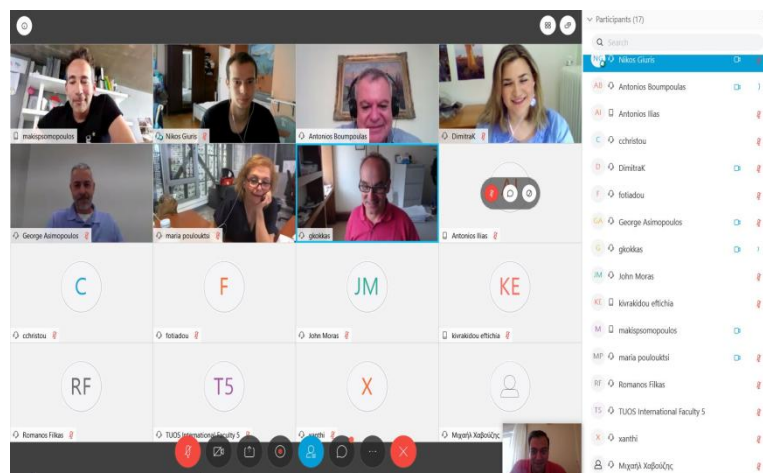
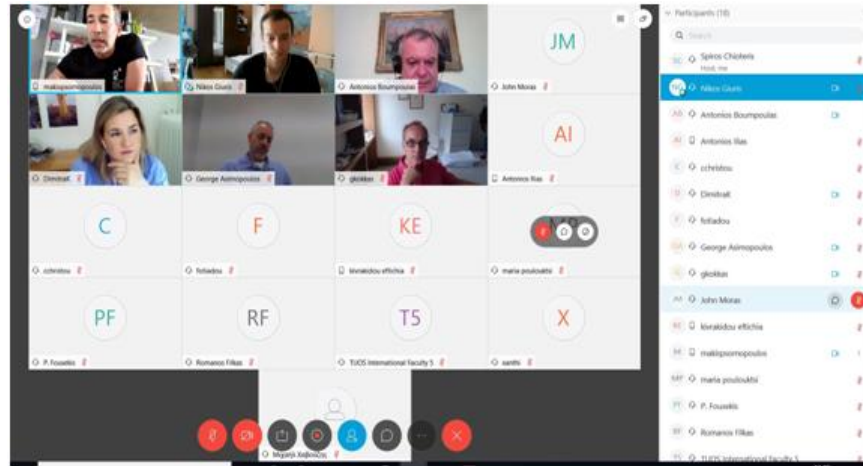
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- Nikos Giuris
- P. Fousekis
- Romanos Filkas
- TUOS International Faculty 5
- xanthi







Annex 1 Attendance list

A/A	Όνομα	Επώνυμο	Email address	Τηλέφωνο	Πόλη διαμονής	Ιδιότητα/ Επιχείρηση
1	Μάκης	Ψωμόπουλος	salesandmarketing@goldenstarhotel.com			Golden Star Hotel
2	Ευτυχία	Κιβρακίδου	ekivrakidou@anatoliki.gr			Ανατολική ΑΕ
3	Μιχάλης	Χαβούζης	m.chavouzis@gmail.com			Τεχνόπολη Θεσσαλονίκης
4	Νίκος	Γιούρης	nikos@slab.design			Slab Design
5	Δήμητρα	Κυριακοπούλου	kyriakopoulou@anatoliki.gr			Ανατολική ΑΕ
6	Αντώνιος	Ηλίας	antoniosilias@okthess.gr			OK THESS
7	Κωνσταντίνος	Χρήστου	cchristou@bstdb.org			BSTDB
8	Ρωμανός	Φίλκας	info@yachtingventure.com			Yachting Venture
9	Αγγελική	Φωτιάδου	angelikifotiadou@gmail.com			ΑΠΘ
10	Γιάννης	Μόρας	jm@dtek.gr			D-TEK
11	Μαρία	Πουλουκτσή	welcome@thessaloniki.travel			Οργανισμός Τουριστικής Προβολής και Μάρκετινγκ του Νομού Θεσσαλονίκης
12	Χρίστος	Λιασίδης	liassidis@citycollege.sheffield.eu			Καθηγητής City College
13	Ξανθή	Κατσικώρη	xanthikat@gmail.com			Ελληνική Συμβουλευτική ΜΕΠΕ
14	Γιώργος	Ασημοπουλος	obi_thessaloniki@obi.gr			Υπεύθυνος Περιφερειακού Γραφείου Θεσ/νίκης OBI
15	Γεώργιος	Κόκκας	george@kokkas.eu	6979720292	Θεσσαλονίκη	LIC
16	Σπύρος	Χιωτέρης	sphioter@otenet.gr	6932220580	Θεσσαλονίκη	LIC Coordinator
17	Αντώνης	Μπούμπουλας	antonisb@ebeth.gr	6944675346	Θεσσαλονίκη	EBEΘ
18	Παναγιώτης	Φουσέκης	fousekis@econ.auth.gr	6977815080	Θεσσαλονίκη	LIC

Annex 2 Satisfaction questionnaire



4Helix+ Road Shows



Project co-financed by the European
Regional Development Fund

Annex 2. SATISFACTION QUESTIONNAIRE AFTER THE 3rd TCCI's ROADSHOW:

Held digitally the 11 June 2020 at 10:00

Road Show3

1. Which kind of organization do you represent?
<input type="checkbox"/> Private Company <input type="checkbox"/> Public Administration <input type="checkbox"/> Foundations, NGOs... <input type="checkbox"/> Others. Please specify: _____
2. Do you have any relation with the Blue Economy?
<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Please, rank the success of the roadshow
0 1 2 3 4 5 6 7 8 9 10
4. Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?
<input type="checkbox"/> YES <input type="checkbox"/> NO
5. Was the duration of the workshop adequate?
<input type="checkbox"/> YES <input type="checkbox"/> NO (specify your preferences and any comment): _____
6. Please, rank how interesting was the roadshow
0 1 2 3 4 5 6 7 8 9 10
7. Would you like to participate in more roadshows like this one?
<input type="checkbox"/> YES <input type="checkbox"/> NO (Why?): _____

4Helix+ Road Shows

8. Do you have any comment about the roadshow?

9. In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region?

- ☐ Not important at all
- ☐ Not important
- ☐ Neither important nor not important
- ☐ Important
- ☐ Very important

10. Do you believe that the regional/national government is promoting enough the blue economy?

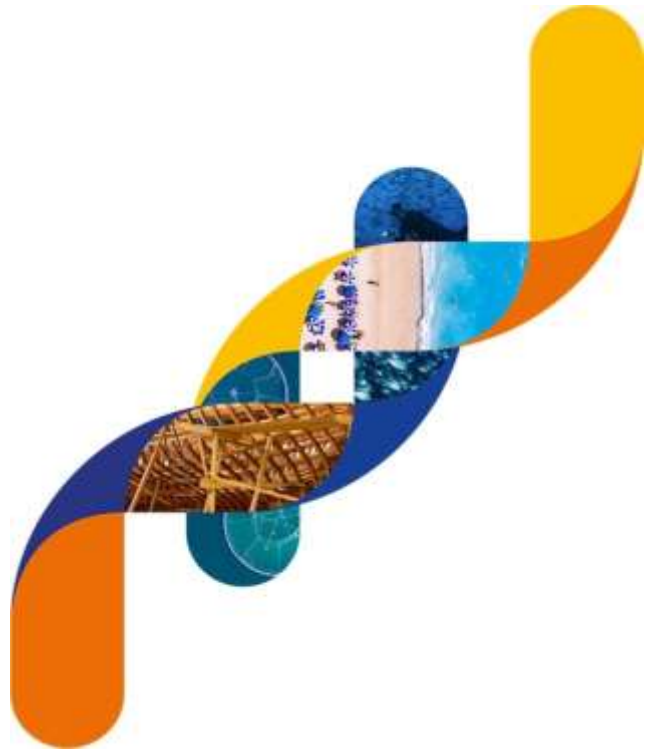
- ☐ YES
- ☐ NO (Why?) _____

11. Under your opinion, which could be a key element to promote the blue economy?

12. Any other comment

Thank you for your collaboration

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report *Biograd Boat Show* *18th October 2019*

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1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees.
The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show took place at Biograd Boat Show in Biograd on 18th of October 2019 from 8,30-14,30.

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

BBS nautical fair - one of the thirty leading nautical fairs in the world, the leading international nautical fair at sea in Central Europe and the largest international nautical fair in the Republic of Croatia. In addition to the exhibition itself, it is a meeting place for all key segments of the Croatian nautical industry and tourism. The goal of the fair is in line with the priorities of the Programme Interreg Mediterranean - Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth, also to increase transnational activity of innovative clusters and networks of key sectors of the MED area, as well as objective of the 4helix+ 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.

The organizer of the fair is -Ilirija d.d. a company with more than 62 years of tradition, founded back in 1957, with headquarters in Biograd na Moru. It is accompanied with only a few other tourism companies whose operations encompass all three segments of the tourism offer: hotels, nautics and camping. Today it is one of the 15 leading tourism companies in Croatia which are the backbone of Croatian tourism development. The company starts from the principle that innovation and product

development are the basis of its market viability, competitiveness, success and recognition.

Two events were organized within the fair:

- The 1st CROATIA CHARTER EXPO - a new two-day business to business event aimed at connecting Croatian charter companies with charter agents from all over world.
- This year's fair was hosted by the 3rd Croatian Nautical Forum - congress program organized by the Croatian Chamber of Economy.

3.1 Typology

In the 2days programme of the of the 3rd Croatian Nautical Forum the project 4helix plus was presented on the 2nd day, on the session from 10,30- 11,30. We made a brief introduction of the project, and below we disseminate and transfer to the stakeholders the successful actions of the 4helix+: the explanation of the innovation voucher methodology and allocation process, short presentation of CCE winners of the vouchers and theirs projects, cyberspace, etc. We also took part in other sessions and has our stand with one of the winners of our vouchers - company "Magic Croatia" in which case participants were able to gain specific insight about the project from one of the stakeholders.

3.2 Justification

- Programme of the 3rd Nautical Forum, Congress of Croatian nautical tourism
- PP presentation about the 4helix+ project.

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

Total number of participants was 60. At our event session there were 28 participants: 18 representatives of MSME-s, Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb (1), MarC -the Croatian Maritime Industry Competitiveness Cluster (1), The Shipping Institute (1), Association of Small Shipbuilders at CCE (1), project staff (6).

At other two sessions - Session of the Association of Small Shipbuilders of CCE and Session of the Association of Marines of CCE we presented the project in front of 32 more participants 30 representatives of MSME-s and CCE staff (2).

During the presentations of the project many questions were asked, especially about the way of financing of the MSME in blue sector and public had a great interest in that type of funding. Our participants also responded positively to the project activities of networking on cyberspace and B2B at international bootcamps and Brokerage events.

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

Our road show took the free form: - presentation on our congress session, - presentation at the stand and also - communication with participants of other sessions. Our plan was to attract as many participants as possible to our congress session, but also to talk to interested stakeholders and to transfer the experience of the pilot project activities.

Unfortunately, decision makers were not present, but the representatives of different institutions (R&D) can also influence the policies of the region and the country.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

Unfortunately, decision makers were not present, but the representatives of different institutions (R&D), can also influence the policies of the region and the country: The Croatian Maritime Industry Competitiveness Cluster, The Shipping Institute, Association of Small Shipbuilders at CCE.

7. Result

Results, lessons learned, conclusions or any other important fact

Results of the road show was:




-road-shows dedicated to regional/national and international private and public stakeholders.

The purpose of the road-show was mostly to present the 4helix+ successful transnational showcases of the new financing ways and the multimedia tools offered by the 4helix+ Cyberspace. The road-show was merged with other event BBS related to blue-growth and blue economy.











The project 4helix+ that was present in the media, but in a sea of similar projects for which we have no educated public, even the most interested - MSMEs. This type of presentation to interested stakeholders is a small step, but in the pilot activities of the project, models and methods are recognized by the public and should be taken as future practice.

Annex 1 Attendance lists

4helix Road Shows
Project co-financed by the European Regional Development Fund

Annex 1- Attendance list. Road Show - held in Biograd na Moru "Biograd Boat Show and 3. CCE nautical days" the 18. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
1	VEŠTA	VEŠTAJEC	CCE-ECC	LIC	vsna.ve@ve.com.hr		YES	YES
2	TRAJNER	TRAJNER	CCE	PROJECT MANAGER	trajner@ve.com.hr		YES	YES
3	ZARNOVA	VERIĆ	CCE	Chair	zarnova@ve.com.hr		YES	YES
4	BOVI	BOVIĆ	CCE	Project Manager	bovi@ve.com.hr		YES	YES
5	VEŠTAJEC	VEŠTAJEC	VEŠTAJEC	Project Manager	ve@ve.com.hr		YES	YES
6	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
7	TONI	MILANOVIĆ	YC MILANOVIĆ	MANAGER	toni@ve.com.hr		YES	YES
8	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
9	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
10	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES

* "By ticking the corresponding consent box, I authorize the organizer to use the institutional name and the pictures taken during the roadshow only for dissemination purposes, reports and eventual promotional videos. The organizer assure there will not be used for any commercial profit".

** "By ticking the corresponding consent box I authorize that the name and contacts of my institution appears on our map within the 4helix+ platform for accountability".

4helix Road Shows
Project co-financed by the European Regional Development Fund

Annex 1- Attendance list. Road Show - held in Biograd na Moru "Biograd Boat Show and 3. CCE nautical days" the 18. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
11	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
12	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
13	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
14	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
15	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
16	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
17	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
18	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
19	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES
20	BOVI	BOVIĆ	VEŠTAJEC	Project Manager	bovi@ve.com.hr		YES	YES

* "By ticking the corresponding consent box, I authorize the organizer to use the institutional name and the pictures taken during the roadshow only for dissemination purposes, reports and eventual promotional videos. The organizer assure there will not be used for any commercial profit".

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4helix Road Shows
Project co-financed by the European Regional Development Fund



Project co-financed by the European
Regional Development Fund

Annex 1- Attendance list. Road Show - held in Biograd na Moru "Biograd Boat Show and 3. CCE nautical days" the 18. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
21	DRAŽAN	MIMICA	MALIK J. A.	ARGUMENT	mimicadrazan@gmail.com		YES	YES
22	IRIS	TRBREG	OUTDOOR EXPERTS d.o.o.	PORT.	iris@outdoor-experts.hr		YES	YES
23	MLADEN	MANZIR	SEAK AND PROBLE CROATIA	DR	mladen@seak-proble.hr		YES	YES
24	MLADEN	MUCIĆ	HGSS	MDI	mladen@hgss.hr		+	+
25	ŠIMUJA	NEČAČO	NEČAČO P&A	MANAGER	simuja@necao.hr		YES	YES
26	RTI	UŠEČIĆ	SILVER SPORT	VLASNIK	rti@silver-sport.hr		+	+
27	NO	UŠEČIĆ	REDUX SPORT	+	no@redux-sport.hr		+	+
28	MIJA	ŽUNE	OUTDOOR EXPERTS d.o.o.		mija@outdoor-experts.hr			
29								
30								

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HRVATSKA GOSPODARSKA KOMORA
Županijska komora Rijeka

POPIS PRISUTNIH ČLANOVA

18.10.2019.
Sjedišta Udruga marina

Br.	Ime i prezime	Naziv tvrtke	Funkcija	Telefon	E-mail	Potpis
1	UŠEČIĆ DRAŽAN	ACI	POSREDOVANJE			
2	ŠIMUJA NEČAČO	D-Nečaćo	POSREDOVANJE			
3	ŠIMUJA NEČAČO	PMSTU	POSREDOVANJE			
4	UŠEČIĆ DRAŽAN	REDUX SPORT	POSREDOVANJE			
5	ALUŠIĆ DRAŽAN	TERMOFON D.O.O.	POSREDOVANJE			
6	ŽEŠKO MILOŠ	ADRIATICA TRADING	POSREDOVANJE	091 25 55 55	zeško.milos@adriaticatrading.hr	
7	KRSTIĆ DRAŽAN	MARINA KAPRIK	POSREDOVANJE	098 569 780	krstic.drazan@marinakaprik.hr	
8	BOGIĆ MILOŠ	MARINA BOSTON	POSREDOVANJE	091 25 55 55	bogic.milos@marinaboston.hr	
9	ŽEŠKO MILOŠ	MARINA BOSTON	POSREDOVANJE	091 25 55 55	zeško.milos@marinaboston.hr	
10	TOČIĆ ANĐELKA	Olive Island	DIREKTOR	091 25 55 55	toctic.andra@oliveisland.hr	
11	ŠIMUJA NEČAČO	MARINA KAPRIK	DIREKTOR	091 25 55 55	simuja@marinakaprik.hr	
12	MARIŠKIĆ ŽELJEZ	MARIŠKIĆ ŽELJEZ	POSREDOVANJE	091 25 55 55	mariškić@zeljez.hr	
13	BOGIĆ DRAŽAN	TERMOFON D.O.O.	DIREKTOR	091 25 55 55	bogic.drazan@termofon.hr	

Sl.	Ime i prezime	Naziv tvrtke	Poslovanje	Telefon	Fax	E-mail
14	SINE NAMDJE	ILICIA 11	TERMINAL - REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
15	MILJKA BOGUMIC	HELIVACAL DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
16	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
17	DRAGAN RADOVIĆ	DRAGAN RADOVIĆ	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
18	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
19	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
20	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
21	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
22	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
23	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
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29	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
30	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
31	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
32	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com
33	FRANKO DEGIĆ	DEGIĆ DOO	REKREACIJSKI KAMP	011 460 961	011 460 961	sinenamdje@gmail.com

Annex 2 Satisfaction questionnaire

Attached with document

Annex 3 Pictures of the session







4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report *Project Mistral- Big Med Forum* *Zadar, 30th October 2019*

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1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show took place at project's Mistral event Big Med Forum in Zadar on 31th of October 2019 from 9,30-13,30.

3. Event's framework

If the road-show is developed within another event, justification of the event on regards blue-growth, blue-economy and 4helix+ objectives.

The Blue Innovation Growth MED FORUM or BIG MED Forum within the EU project MISTRAL, co-funded by the European Regional Development Fund under the Interreg MED program, was held at the Rector's Palace Concert Hall in Zadar on October 30, 2019. The host and organizer of the event was Croatian Chamber of Economy, Zadar County Chamber, one of the project partners.

The BIG MED FORUM is an event that serves to present to all interested parties the MISTRAL project and its activities completed so far and ongoing project activities and, on the other side, to provide information about the project to representatives of local authorities, the scientific community and other relevant stakeholders active in the field of Blue Economy and others interested in the situation and scope of their own work in this sector.

The aim of MISTRAL is to strengthen a transnational partnership made up of 8 countries (2 Ministries, 8 Regions, 5 Clusters, 3 RTOs and other organizations) in order to: i) make marine knowledge and sustainable innovation the key drivers for BG, ii) support MED clusters to become

an excellent intermediary of knowledge for increasing blue economy, iii) design and implement sustainable development trajectories harmonized with the MED regions Smart Specialization Strategies. So, in the framework of the same Programme Interreg Mediterranean this is very similar to the aim of the 4helix+ project: - 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.

3.1 Typology

As part of the BIG MED Forum, CCE Zadar county Chamber presented the results of the transnational EU voucher scheme 4helix +, within which 48 vouchers were awarded in eight pilot regions of the 4helix + project, of which six were vouchers in Zadar County. Their companies and their project were shortly presented. The recommendation of a new concept of the blue business innovation enhancement by international learning and sharing among local companies in the MED region was also presented as well as funding of a MMSE-s by vouchers. The results were presented by external experts of the local innovation committee of the 4helix + project, Vesna Vertovšek and Jadranka Pelikan.

3.2 Justification

- Agenda of the BIG MED Forum,
- PPpresentation of 4helix+ project

4. Typology and number of participants

Number of participants and typology of participants (public- private representation) and short description of the public representation on the event.

Total number of participants was 43: 23 international project staff, Zadar County representatives (5), entrepreneurs supportive institutions INOVAcija -The institution for development of competence, innovation and specialisation of Zadar County (3), ZADRA nova- Zadar County Development Agency (1), representatives of MSME-s (4), MarC -the Croatian Maritime Industry Competitiveness Cluster (1), The Zadar port authority (1) CCE project staff (5).

The results of the transnational EU voucher scheme 4helix+ was presented, 48 vouchers were awarded in eight pilot regions of the 4helix + project, of which six were vouchers in Zadar County. Their companies and their projects were shortly presented. The recommendation of a new concept of the blue business innovation enhancement by international learning and sharing among local companies in the MED region was also presented as well as funding of a MMSE-s by vouchers.

5. Activities and agenda

Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

Our road show consisted of presentation on our session on The BIG MED FORUM and communication with participants and transferring the experience of the pilot project activities. The decision makers were present (Zadar County representatives) and also entrepreneurs supportive institutions INOVAcija -The institution for development of competence, innovation and specialisation of Zadar County, ZADRA nova- Zadar County Development Agency that can influence the policies of the region and the country.

6. Road-show influence

Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them.

The decision makers were present (Zadar County representatives) and also entrepreneurs supportive institutions INOVAcija -The institution for development of competence, innovation and specialisation of Zadar County, ZADRA nova- Zadar County Development Agency that can influence the policies of the region and the country.

7. Result

Results, lessons learned, conclusions or any other important fact

Results of the road show was:

-road-shows dedicated to regional and international private and public stakeholders.

The purpose of the road-show was mostly to present the 4helix+ successful transnational showcases of the new financing ways and the multimedia tools offered by the 4helix+ Cyberspace.

The project 4helix+ that was present in the media, but in a sea of similar projects for which we have no educated public, even the most interested - MSMEs. This type of presentation to interested stakeholders is a small step, but in the pilot activities of the project, models and methods are recognized by the public and should be taken as future practice.

Annex 1 Attendance list

4helix+ Road Shows
Project co-financed by the European Regional Development Fund



Annex 1- Attendance list, Road Show - held in Zadar "Big Med Forum", 30. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
1	DEJIS	IKIC	RCE - Zadar County Chamber	Developer	dejis@rce.hr		✓ Yes	✓ Yes
2	BOŠIĆ	LAŠTRO	ZADAR COUNTY	HEAD OF DEPARTMENT	bošic@zadar.hr		✓	✓
3	DEVI	STANČUK	ACT OF EUROPEAN ADJUDICATION	Agent for Social Change	devi@stancuk.hr		✓	✓
4	HAPO	JOVIĆ	RCE - ZCC	PM	hapon@rce.hr		✓	✓
5	ALIJA	BRANČO	CPHR	PROJECT MANAGER	alija@cp.hr		✓	✓
6	SANJA	BUBIĆ	ZADARSKA ŽUPANIJA	U. Glavni tajnik	sanja.bubic@zadar.hr		✓	✓
7	ŽIGRA	STOJAN	SP CONSULTING	CONSULTANT	zjigra@stojan.hr		✓	✓
8	TERENA	FOREŠLI	SP CONSULTING	CONSULTANT	terena@forešli.hr		✓	✓
9	JADVIG	TELICAN	PERKINSON CONSULTING	CONSULTANT	jadvig@telican.hr		✓	✓
10	DRAGAN	KRSTANČIĆ	HCMA	RESEARCHER	dragan.krstancic@hcma.hr		✓	✓

* "By ticking the corresponding consent box, I authorize the organizer to use the institutional name and the pictures taken during the roadshow only for dissemination purposes, reports and eventual promotional videos. The organizer assure there will not be used for any commercial profit".

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4helix+ Road Shows
Project co-financed by the European Regional Development Fund



Annex 1- Attendance list, Road Show - held in Zadar "Big Med Forum", 30. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
11	ANITA	GIKARDIĆ	HCMA	RESEARCHER	anita.gikardic@hcma.hr		✓	✓
12	JASNA	RUŠIĆ	ZADAR COUNTY	DEPARTMENT OF REGIONAL DEVELOPMENT	jasna.rusic@zadar.hr		✓	✓
13	NA	GOŠPIĆ	ZADAR COUNTY	DEPARTMENT OF REGIONAL DEVELOPMENT	na.gospic@zadar.hr		✓	✓
14	TERENA	STARK	ZADAR COUNTY	DEPARTMENT OF REGIONAL DEVELOPMENT	terena.stark@zadar.hr		✓	✓
15	ANDREA	VITUN KURTIĆ	INOVACIJA	PROJECT MANAGER	andrea.vitun@inovacija.hr		✓	✓
16	ANASTASIA	MAJEROVIĆ	INOVACIJA	PROJECT MANAGER	anastasia.majerovic@inovacija.hr		✓	✓
17	VEDRANA	KOTARAC	INOVACIJA	DEPUTY MANAGER	vedrana.kotarac@inovacija.hr		✓	✓
18	HALA	JAGIĆ	AKRSI	PROJECT STAFF	hala.jagic@akrsi.hr		✓	✓
19	ADIVIG	LUČA	MAERI	PROJECT STAFF	adivig.luca@maeri.hr		✓	✓
20	ALBA	DOVIĆ	MAERI	PROJECT STAFF	alba.dovic@maeri.hr		✓	✓

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4helix+ Road Shows
Project co-financed by the European Regional Development Fund



Annex 1- Attendance list. Road Show - held in Zadar "Big Med Forum", 30. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
21	Tedra	RODRIGUEZ	CNR	PR	tedra@cnr.es	[Signature]		
22	Colin	RUEL	PAN	PD	colin.ruel@pan.com	[Signature]		
23	NANA	STAS	HGB T&M	CCE	isore@hgb.com	[Signature]	YES	YES
24	STANO	VALJUNJI	ART-BL	PM	stano.valjuni@art-bl.com	[Signature]	YES	YES
25	Coima	LE PER	PAN	PD	leper@coima.com	[Signature]		
26	Nerunika	Mudri Jesti	HAGIC CASATTA	CEO	info@hagic-casatta.com	[Signature]	YES	YES
27	Željko	PAJIC	SA-2000	adm	z.pajic@sa-2000.hr	[Signature]	YES	YES
28	VERBA	VERBOUSE	CCE-BCC	UC	verba@cce-bcc.com	[Signature]	YES	YES
29	LUDIA	RODRIQUEZ	ART-ER	OFFICE	ludia.rodri@art-er.com	[Signature]	YES	NO
30	LEDI	HALLUS	ART-ER	PM	ledihallus@art-er.com	[Signature]	YES	YES

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3

4helix+ Road Shows
Project co-financed by the European Regional Development Fund



Annex 1- Attendance list. Road Show - held in Zadar "Big Med Forum", 30. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
31	Elena	PERFORA	CNR		elena.perfora@cnr.it	[Signature]		
32	ANDREA	MARSHALL	CNR		andrea.marshall@cnr.it	[Signature]	YES	YES
33	TERESA	POLEA	ADRA		teresa.polea@adra.com	[Signature]	YES	YES
34	FRANCISCO	SABINO	CC OR A		francisco.sabino@cc-or-a.com	[Signature]	YES	YES
35	ISOLDA	PIEDRA	CMIB		isolanda.piedra@cmib.com	[Signature]	YES	YES
36	JOHN	SOLANO	MADA		john.solano@mada.com	[Signature]	YES	YES
37	MIGUEL	ALVAREZ	MADA		miguel.alvarez@mada.com	[Signature]	YES	YES
38	OSCAR	SANCHEZ	MADA		oscar.sanchez@mada.com	[Signature]	YES	YES
39	GRACIA	LOPEZ	CMIB		gracia.lopez@cmib.com	[Signature]	YES	YES
40	ANTONIO	DOMINGUEZ	ROR		antonio.dominguez@ror.com	[Signature]	YES	YES

* "By ticking the corresponding consent box, I authorize the organizer to use the institutional name and the pictures taken during the roadshow only for dissemination purposes, reports and eventual promotional videos. The organizer assure there will not be used for any commercial profit".

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4helix+ Road Shows
Project co-financed by the European Regional Development Fund



Project co-financed by the European
Regional Development Fund

Annex 1- Attendance list. Road Show - held in Zadar "Big Med Forum", 30. 10. 2019.

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WES Consent (yes/no)**
41	MARCO	JOVAC	CEB-ZCC		m.jovic@ceb.hr		YES	YES
42	IVAN	JOVAC	CEB-ZCC		iv.jovic@ceb.hr		YES	YES
43	VIGOR	STAMIC	MaC		v.stamic@mac.hr		YES	YES
44								
45								
46								
47								
48								
49								
50								

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5

Annex 2 Satisfaction questionnaire

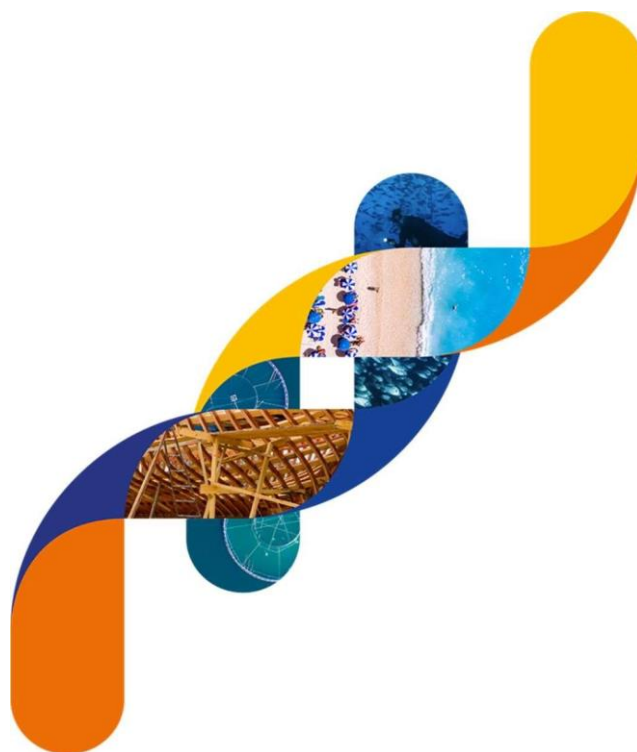
Attached with the document

Annex 3 Pictures of the session





4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Road Show Report

Croatian Chamber of Economy
Zadar 2020.

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1. Introduction

Report on 3rd road show organized by CCE. Last roadshow was organized online due to the restrictions of public gathering and uncomfortable situation for some invited stakeholders to participate on site. This offered opportunity to invite stakeholders outside Zadar County (Development agencies) that can use 4helix+ experience in writing new proposals, 4helix+ Voucher scheme in existing projects etc. Main goal was to introduce everyone to 4helix+ results, share information about interesting innovative project funded by Voucher scheme, to share our experience in the whole process of transnational and cross sectoral cooperation so that stakeholders can get an idea of the whole process and the results that come out of it .

2. Date, place and duration of the road-show

CCE organised 3rd Road Show online on September 29th 2020. The platform used was Microsoft Teams Meeting. The RS started at 11:00 h and finished at 12:30 h.

3. Event's framework

The 3rd RS organised by the CCE took place as an independent online event.

4. Typology and number of participants

The 3rd RS of the CCE gathered 16 participants out of which 5 CCE employees, 2 consultants – LIC members, 1 representative of the associate partner, 1 representative of a private company (Voucher beneficiary), 1 representative of a public company and 6 representatives of regional development agencies from three Adriatic counties (Zadar, Šibenik and Dubrovnik).

5. Activities and agenda

The Road Show Agenda

11 – 11:15 h

Presentation of the scheme of the conducted Tender for awarding innovation vouchers to companies from the Blue Economy of Zadar County within the project 4hellix+ (Jadranka Pelikan, LIC, Pelikan consult d. o. o. Zadar)

11:15 – 11:30 h

Presentation of companies - winners of innovation vouchers in the competition of the project 4helix + (Foka d. o. o., Magic Croatia d.o.o., Zara agent d.o.o , Ribarski obrt Milivoj Blaslov, Obrt Landin and Shuttle tours d.o.o) and their projects (Vesna Vertovšek,LIC)

11: 30 – 11. 45 h

Brief presentation of the 4helix + project, the Interreg Mediteran program, its web platform (Transferring corner) and registration on it (Ivan Jadreško, project manager 4helix+,CCE);

11: 45 – 12. 30 h Discussion

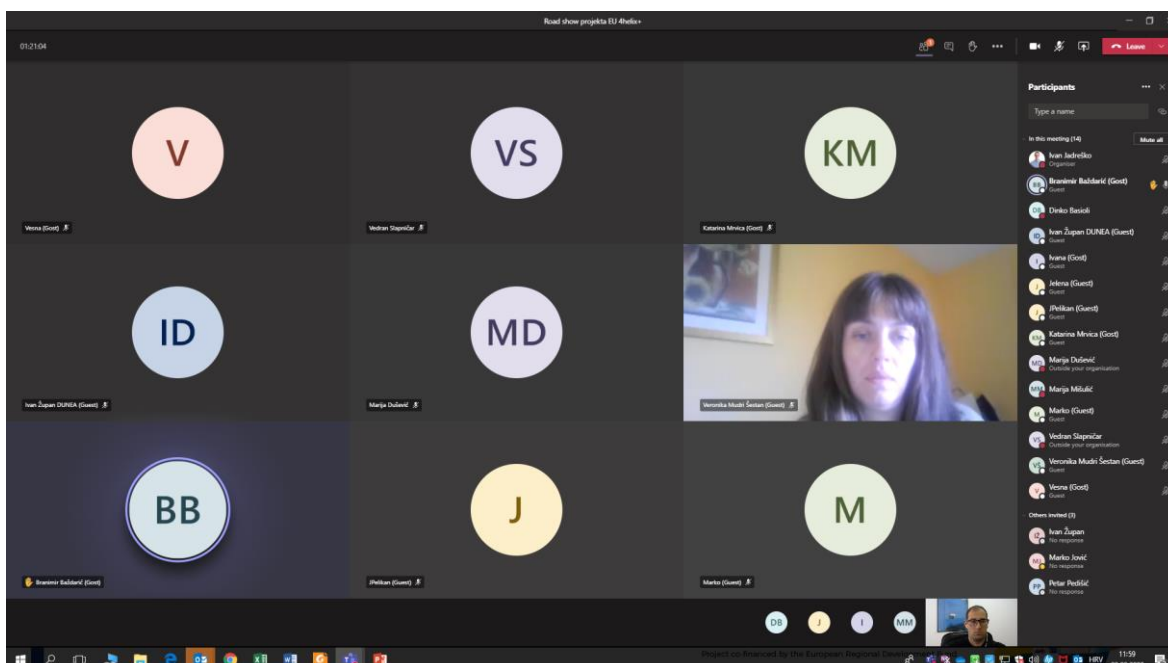
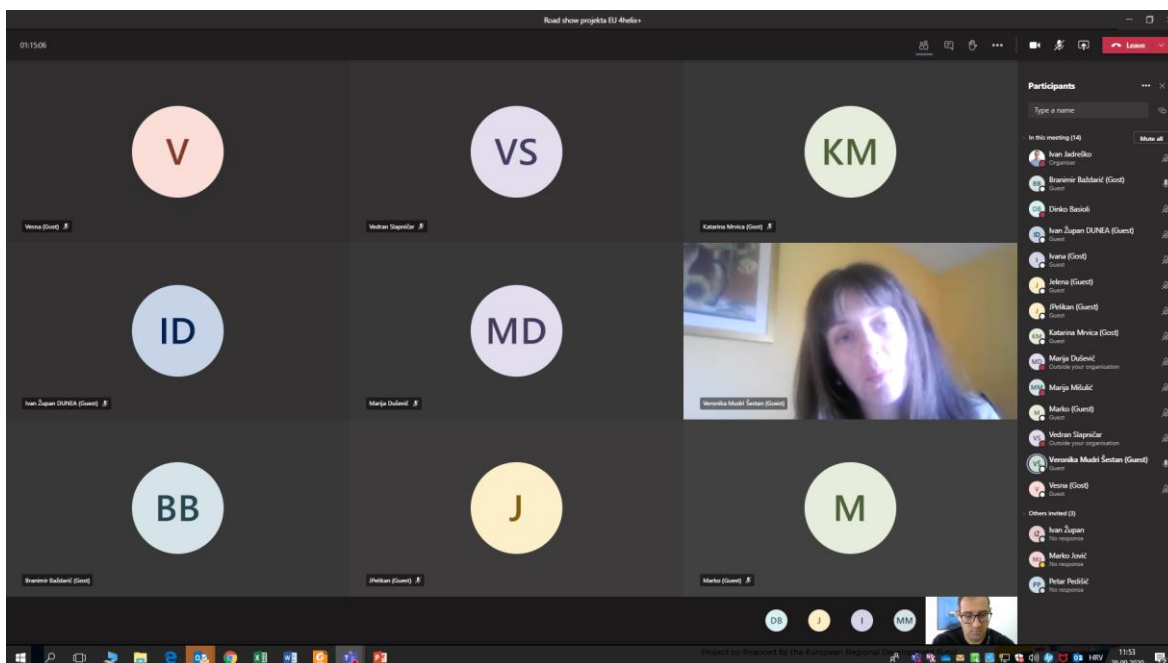
6. Road-show influence

The participants shown interest in the model of the 4helix+ voucher scheme dissemination. There was a discussion on the Cyber space and the Matchmaking tool application for future projects of their own.

7. Result

The concept of the 4helix+ voucher scheme is an innovation to Croatian public bodies regardless if they are regional development agencies, universities, municipalities or counties. Therefore, the participating regional development agencies were interested to adopt the model and adjust it to their own needs and projects.

8. Pictures of the session – screenshot



Annex 1 Attendance list

Annex 2 Satisfaction questionnaire results

Annex 1- Attendance list. Online Road Show held on 29th September 2020

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
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2	DINKO	BASIOLI	Hrvatska gospodarska komora – Županijska komora Zadar	Host	dbasioli@hgk.hr		YES	YES
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4	MARKO	JOVIĆ	Hrvatska gospodarska komora – Županijska komora Zadar	Host	mjovic@hgk.hr		YES	YES
5	VERONIKA	MUDRI ŠESTAN	Magic Croatia d.o.o.	Guest	magic.croatia@gmail.com info@magic-croatia.hr		YES	YES
6	VESNA	VERTOŠEK	Individualni konzultant	Consultant LIC	vesna.vertovsek@gmail.com		YES	YES
7	PETAR	PEDIŠIĆ	Hrvatska gospodarska komora – Županijska komora Zadar	Host	ppedisic@hgk.hr		YES	YES
8	MARIJA	MIŠULIĆ	Hrvatska gospodarska komora – Županijska komora Zadar	Host	mmisulic@hgk.hr		YES	YES
9	KATARINA	MRVICA	RRA Šibenik	Guest	katarina.mrvica@rra-sibenik.hr		YES	YES

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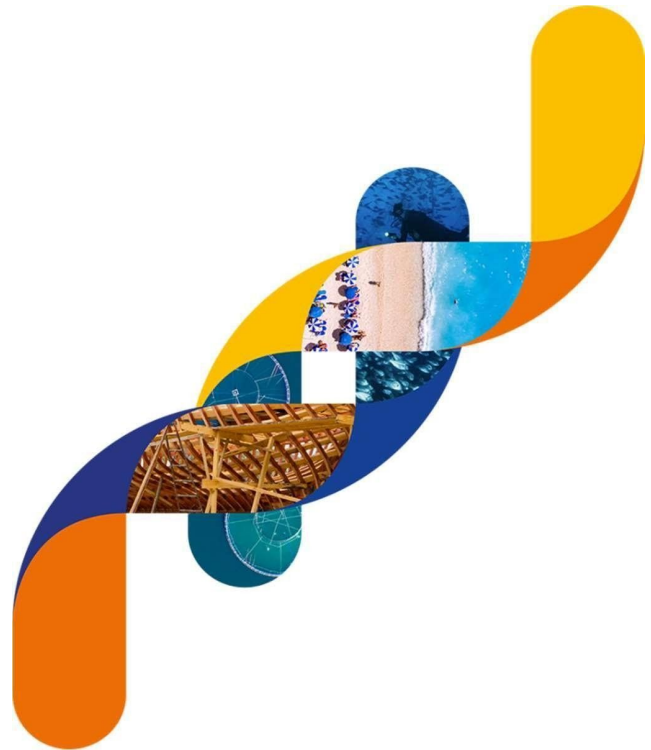
Annex 1- Attendance list. Online Road Show held on 29th September 2020

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
10	VEDRAN	SLAPNIČAR	MARK	Associate partner	vedran.slapnicar@fsb.hr		YES	YES
11	MARIJA	DUŠEVIĆ	ZADRANOVA	Guest	marija.dusevic@zadra.hr		YES	YES
12	IVAN	ŽUPAN	Dunea	Guest	izupan@dunea.hr		YES	YES
13	BRANIMIR	BAŽDARIĆ	AGRRA	Guest	branimir.bazdaric@agrra.hr		YES	YES
14	IVANA	ŠTULINA	INOVACIJA	Guest	ivana.stulina@inovacija.hr		YES	YES
15	JELENA	GRANCARIĆ- MILIN	INOVACIJA	Guest	jelena.grancaric- milin@inovacija.hr		YES	YES
16	MARKO	STANIĆ	Centar za poduzetništvo d.o.o. - Dubrovnik	Guest	karmen@dcp.hr		YES	YES
17								
18								
19								

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4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report template

Introduction	3
Date, place and duration of the road-show	3
Event's framework	3
Typology and number of participants	4
Activities and agenda	4
Road-show influence	4
Result	4
Pictures of the session	5
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1. Introduction

This is the report done by Chamber of Commerce, Industry and Services of Seville in charge of developing the roadshows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list

2. Date, place and duration of the roadshow

The 10th of July 2019 took place the first roadshow attended by Chamber of Commerce of Seville in the framework of the event “Opportunities for Blue Economy in Andalusia”, an event organized by Westmed Initiative.

3. Event’s framework

The session was organized in the framework of an event which gathered the regional authorities and the main agents working in the sector of the Blue Economy in Andalusia. This event was the ideal place for a dynamic of cooperation between the participants and the Spanish National Hub of the Western Mediterranean Assistance Mechanism in order to identify project ideas, experiences, financing opportunities and other synergies in the Autonomous Community of Andalusia.

Chamber of Commerce of Seville was invited to participate in a round table of the event to showcase its experience in 4helix+.

The event took place in the Campus of University of Malaga.

3.1 Typology

The main objectives of the event in Andalusia have been the following:

- Publicize the WestMED Initiative and its Assistance Mechanism
- Interact with the most relevant agents in Andalusia in the area of Blue Economy;
- Learn about examples of Blue Economy projects already under implementation in Andalusia (where 4helix+ was presented) in a round table and a workshop.

During this last part, the representatives of each entity maintained an interesting exchange of ideas based on the following issues:

Experiences of our institutions/companies in Blue Economy in the past and present.
Experiences that we want to elaborate-promote from our institutions-companies for the future.

3.2 Justification

The main objective of our participation in the event was to explain 4helix+ project focusing on the pilot action methodology and awarded innovation vouchers.

4. Typology and number of participants

The meeting brought together a total of 37 people, representatives of universities, companies and institutions (see list of organizations which attended the event), dedicated to the aquaculture, transport sectors, maritime, tourism, fishing, renewable energy, sub-aquatic archeology, biotechnology, marine security and marine conservation.

5. Activities and agenda

The event was divided into four main sessions:

1. Opening with representatives of local and regional administrations, including the Secretary General for External Action of the Ministry of the Presidency, Public Administration and Interior of the Regional Government of Andalusia, as well as the Mayor of Malaga.
2. Presentation of the WestMED Initiative and existing opportunities in Blue Economy at the level of the Mediterranean and Andalusia.
3. Examples of existing projects in Andalusia (4helix+)
4. Round table / Working group (4helix+ participation)

Anne Furphy, project manager of 4helix+ in Chamber of Commerce of Seville, was the person invited to the event who attended it and presented 4helix+, goals, methodological approach of innovation voucher and results of the pilot action.

6. Road-show influence

If we observe the map of the agents who attended the event according to their areas of experience, we observe that the event managed to cover all sectors of the Blue Economy important in Andalusia. Also it permitted determine what these agents were doing and their previous experiences in all maritime sectors.

As for our project is concerned, the large representation of key institutions also benefitted the dissemination and visibility of 4helix+ action.

The active participation of all stakeholders was also key since there was time for networking and to exchange among participants.

7. Results

Main results:

- Presentation and dissemination of the project.
- Increased knowledge in innovation voucher system implemented in 4helix+ and specially cross-sectorial collaboration between CCI sector and blue economy sector.
- Mapping of the agents who attended the event

8. Pictures of the session





Annex 1 Attendance list

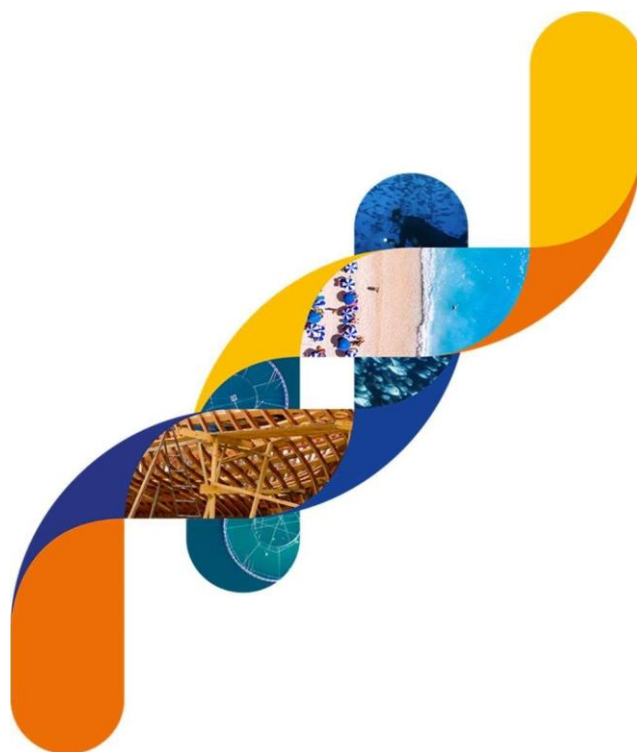


Listado de organismos, instituciones y organizaciones representados en el evento:

ORGANIZACIÓN	POSICIÓN
Agencia de Gestión Agraria y Pesquera de Andalucía (AGAPA)	2 Representantes
Asociación Andaluza de Mujeres del Sector Pesquero (AndMuPes)	Vicepresidenta por el Golfo de Cádiz + 1 Socia + 1 Asesora Técnica
ASPLAN	Asesor Técnico
Ayuntamiento de Málaga	Alcalde de Málaga + Concejala delegada de turismo y promoción de la ciudad
Cámara de Comercio de Sevilla	Jefa del Proyecto 4helix+
CMMA	Presidente + Gerente + Proyectos Europeos + Comunicación
Consejería de la Presidencia, Administración Pública e Interior de la Junta de Andalucía	Secretario General de Acción Exterior + Coordinadora General + Jefe Servicio Relaciones Institucionales y Cooperación Interregional
Delegación del Gobierno de la Junta de Andalucía en Málaga	Delegada de Gobierno en Málaga
EcoFrog	Director Comercial
Ecologistas en Acción Andalucía	Responsable de Aguas- Málaga
Ecorys Spain	Junior Consultant
EnerOcean	2 Asesores Técnicos
Equilibrio Marino	Director
ETC-UMA (European Topic Centre)	Directora
Foro Marítimo	Secretario Provincial Economía Azul PP Málaga. Asesor Marítimo - Capitán de Yates -Director de Foro Marítimo
Fundación CEIMAR	Coordinador CEIMAR en la UAL y Responsable de Gestión y Proyectos
Fundación Centro Tecnológico de la Acuicultura	Gerente
Grupo de Desarrollo Pesquero de Málaga	Gerente
Iniciativa WestMed	Hub Nacional Español Iniciativa WestMed
Iniciativa WestMed / Ministerio de Asuntos Exteriores, Unión Europea y Cooperación	Coordinador a nivel nacional por el Ministerio de Asuntos Exteriores, Unión Europea y Cooperación
Iniciativa WestMed / Secretaría General de Pesca	Coordinador a nivel nacional por la Secretaría General de Pesca
Instituto Español Oceanografía de Málaga (IEO - Málaga)	Director
Marinas del Mediterráneo	Presidente
Navantia	I+D+i del Astillero Bahía de Cádiz
Nerea Arqueología Subacuática	Asesor Técnico
Organización de Productores Pesqueros Artesanales y Litoral del Golfo de Cádiz	Gerente
Universidad de Almería	Coordinador de CEIMAR en la UAL
Universidad de Málaga	Vicerrector Adjunto de Transferencia y Catedrático



4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report template

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1. Introduction

This is the report done by Chamber of Commerce, Industry and Services of Seville in charge of developing the roadshows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list

2. Date, place and duration of the roadshow

The 27th of November 2019 took place the second roadshow organised by Chamber of Commerce of Seville in the framework of Transferring Work Package of the 4helix+ project. The session had a duration of 2 hours.

3. Event's framework

The session took place in the framework of the actions that Chamber of Commerce of Seville organizes in the framework of the Commission of Maritime Sector, in collaboration with Port Authority of Seville and in parallel with different maritime projects implemented by both.

The event took place in the Activity Centre of Port Authority. It was complemented with a complete visit to the port of Seville, different terminals, control and command centre, and finally locks that allow entrance and exit.

3.1 Typology

Since the roadshow was co-organised with Port Authority of Seville, it was divided in different sessions. In the first part, representatives of Port Authority made a warm welcome and presented the Port of Seville. Second session was dedicated to 4helix+ and to present the innovation voucher methodology and our LICs shared with the attendance their experience in the follow-up of pilot actions. After both sessions, a complete visit of Port of Seville was settled, as described previously.

Justification

The main objective of the event was to explain 4helix+ project focusing on the pilot action methodology and awarded innovation vouchers.

Port Authority of Seville is particularly interested in blue growth - blue economy initiatives which can increase competitiveness and innovation capacity of SMEs which are part of maritime sector.

4. Typology and number of participants

Number of participants: 14

Profile of participants:

- Companies from logistic sector
- SMEs that start internationalization process
- Associated Partner: Andalusia Regional Agency of Innovation and Development. Agencia IDEA
- Port Authority of Seville
- Consultants specialized in blue economy-blue growth

5. Activities and agenda

The roadshow started in the morning, with the welcome and presentation of Sevilla Port Authority by Manuel González, Business Development Manager. Next Javier Cuesta from Chamber of Commerce of Seville, project manager of blue economy-blue growth projects, presented the project, its goals and activities done until now. In addition, Marta Salas from Forwit, project manager of LIC team of 4helix+ for CCSEV presented the process of pilot action development and an overview of awarded projects. Explanation of the road-show agenda, conferences, group dynamics and networking activities developed.

6. Road-show influence

The roadshow was useful to showcase to SMEs from maritime sector alternative ways for innovation development, benefits to make alliances with other sectors, and also a path for internationalization.

The support of Regional Innovation and Development Agency was also key since there was time for networking and to exchange among participants and LICs..

7. Result

Main results:

Presentation and dissemination of the project.

Increased knowledge in innovation voucher system.

8. Pictures of the session





Project co-financed by the European
Regional Development Fund

Annex 1 Attendance list

4helix+ : Claves del Proyecto Piloto - 26 de Noviembre de 2019

Centro de Actividades del Puerto de Sevilla
Avenida de la Raza, Sevilla

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4helix+ : Claves del Proyecto Piloto - 26 de Noviembre de 2019


Centro de Actividades del Puerto de Sevilla

 Avenida de la Raza, Sevilla

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4helix+ : Claves del Proyecto Piloto - 26 de Noviembre de 2019

Centro de Actividades del Puerto de Sevilla
Avenida de la Raza, Sevilla

Rosario García Guerra	CPFP los Vivares	residencia para estudiantes	

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report template

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1. Introduction

This is the report done by Chamber of Commerce, Industry and Services of Seville in charge of developing the roadshows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list

2. Date, place and duration of the roadshow

The 16th of June 2020 took place the third thematic roadshow “Security and Sustainability of the Nautical Sector” organised by Chamber of Commerce of Seville in the framework of Transferring Work Package of the 4helix+ project. The session had a duration of 1,5 hour and was organized online, due to COVID circumstances.

3. Event’s framework

The session took place in the framework of the actions that Chamber of Commerce of Seville organizes in the framework of the Commission of Maritime Sector, in collaboration with the National Association of Nautical Companies and Marine Companies of Andalusia.

3.1 Typology

Since the roadshow counted on the participation of the National Association of Nautical Companies and Association of Nautical Ports of Andalusía as well as blue smes awarded by 4helix+, it was divided in different sessions.

After an introduction session held by the President of Association of Nautical Ports of Andalusia highlighting on the one hand the strengths of the sector, perceived as a secure and safe activity and on the other hand different measures in place in nautical ports in Andalusia, Chamber of Commerce of Seville introduced 4helix+ model and pilot action, giving the floor afterwards to blue pilot smes in order to showcase their experiences in the framework of the project.

Both Zyrkia Systems and Electroluxe, blue smes awarded in 4helix+ pilot actions,

presented the results of their pilot projects, focused on the one hand on the safety of the sector (design of a robotic arm for rescue drones on ships, result of the collaboration between Zyrkia Systems and the French company Entre Autre), and on the other hand to the sustainability of the sector (design of a web-app to improve the experience on board of users of Electroluxe, a company dedicated to ecological tourist cruises on the Guadalquivir River that has collaborated in its pilot project with the Andalusian company NTL Studio).

Finally, the National Association of Nautical Companies presented the Guide that includes specific protection and prevention measures that must be complied with by both workers in the nautical sector and users of nautical recreational activities such as safety distance, protective equipment for workers or cleaning protocols and hygiene and that have been established in Spanish “marinas”.

3.2 Justification

The main objective of the event was to explain 4helix+ project focusing on the pilot action methodology and awarded innovation vouchers, focusing on the safety and sustainability of the sector, and to present the Guide that includes specific protection and prevention measures that must be complied with by both workers in the nautical sector and users of nautical recreational activities.

4. Typology and number of participants

Number of participants: 19

Profile of participants:

- Companies from nautical sector
- Knowledge providers
- Associated Partner: Andalusia Regional Agency of Innovation and Development. Agencia IDEA
- Port Authority of Seville
- Nautical sector representatives

5. Activities and agenda

Date: 16th of June 2020

Hour: 12h00

Agenda

11h45: Registration and connexion of participants

12h00: Welcome - José Carlos Martín – President of Marinas of Andalusia

Key points:

Strengths of nautical sector:

Special adaptation to new measures of prevention and security due to COVID-19

The security is one of the strengths of the sector

Presentation of reactivation measures and current situation of nautical sector

12h15: Presentation of 4helix+ blue smes, focusing on innovation and security of nautical sector

- ✓ Zyrkia Systems S.L. : Development and design of a robotic arm for launch of drones in open seas.

Javier Herrera del Toro: CEO de Zyrkia Systems S.L.

- ✓ Guadaluxe: Ecocruises in the Guadalquivir river

Pablo Salcedo: CEO of Electrip, Ecocruceros por el Guadalquivir S.L.

12h30: Presentation of “Guide of Prevention and Protection of the Spanish Nautical Sector under COVID-19 circumstances”

José Luis Fayos Muñoz - Head of Technical Area and Internationalization of National Association of Nautical Companies

12h45: Questions/Answers

13h00: Closure of the event

6. Road-show influence

The roadshow was useful to showcase to smes from maritime sector alternative ways for innovation development, benefits from participating in 4helix+, and also a path for internationalization. It was also useful to learn about security and safety measures in place in nautical sector aligned with COVID-19 protection requirement.

The participation of key speaker from National Association of Nautical Companies was essential since their initiative (Guide of Prevention and Protection of the Spanish Nautical Sector under COVID-19 circumstances), supported and recognized by Secretary of State of Tourism, is relevant for all nautical companies.

7. Result

Main results:

Presentation and dissemination of the project.

Increased knowledge in innovation voucher system.

Interesting highlights on the nautical sector, which is characterized by the high responsibility and security with which it already develops the practice of nautical activities, which is now about extending and adapting to the new normality.

The webinar also highlighted the strengths that the recreational boating sector has as a competitive tourism option in the current situation, key to the economic recovery.

The Andalusian Marine Association also referred to the consolidation of new tourism models in the post COVID-19, focused on user experience and sustainability.

Annex 1 Attendance list

Juan Gil-Delgado
Miguel A. Diaz
ANNE-DOMINIQUE FURPHY
M. Angeles Ruiz
Webmaster Alcaidesa Marina
Maribel Bermúdez jaramillo
Manuel González (Aut. Port. Sevilla)
Jose Carlos Martín
Juan Manuel - Logipymes
Isabel Garcia
Ekaterina Lldzhi
Javier Herrera
REGIS LOPEZ LANG
jose luis fayos
Ramon Ferreiro Ottiger
Javier Cuesta Pérez
OPE Cambra
MARINAS DEL MEDITERRÁNEO
Manuel

Annex 2 Banner of the webinar



Cámara
Sevilla

Interreg
Mediterranean

Project co-financed by the European
Regional Development Fund



WEBINAR GRATUITO
NOVEDADES PARA LA PROTECCIÓN Y
SOSTENIBILIDAD DEL SECTOR
NÁUTICO

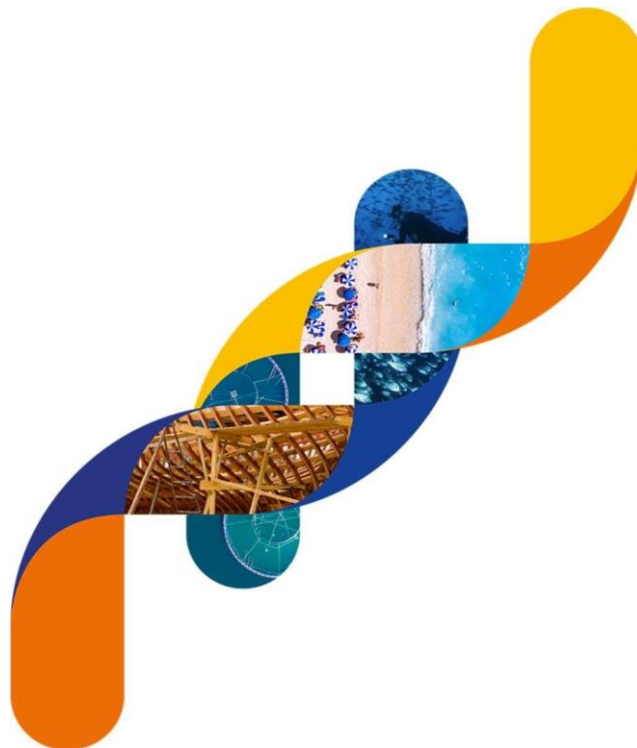
- Situación actual del sector 
- Iniciativas innovadoras para la seguridad y sostenibilidad
- Protocolo de Prevención y Protección frente al COVID-19 

Fecha: Martes 16 de junio
Horario: 12:00 a 13:00 h.

INSCRIPCIÓN



4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report template

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1. Introduction

This report was created by APREDIN to document the realization of the first road-show in the Lisboa region.

This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list (annex 1)

2. Date, place and duration of the road-show

November 2nd, 2019

Universidade Lusófona, Lisboa

The roadshow took most of the day. It was held in the context of an event (Websummit Softlanding 2019) that went on from November 2nd to November 4th.

3. Event's framework

This road show was held in the context of the conference Websummit, held every year in Lisboa since 2017, that brings together about 30/40 thousand people, mostly entrepreneurs, investors, startups, innovation and entrepreneurship support institutions and public authorities (local, regional and national), from Portugal and about 100 other countries.

This Websummit focuses on a wide range of issues, mainly concerning entrepreneurship and technology, and that includes a growing segment on blue growth and the blue economy. One of the reasons for the growth of this segment is the localization. Lisboa's growth became

more and more dependent on coastal tourism, marine biotechnologies, aquaculture and other blue growth subsegments.

4. Typology and number of participants

In this roadshow we had 26 participants.

Two were professors in Universidade Lusófona while the remaining 24 were entrepreneurs, mostly from the coastal tourism sector.

All private.

We also had the participation of 4 keynote speakers, from ISLA (private polytechnic institute).

Skype provided the participation of 3 other speakers from around the world.

The presentation of 4helix+ results and vouchers was also produced by skype, complemented with leaflets made available in the location and the 4helix+ rollup.

5. Activities and agenda

The agenda of the road-show consisted of presentation made by Fernando Gaspar, project coordinator at APREDIN, about the project and the voucher awarded SMEs.

After this presentation, a formal Q&A and networking period took place.

Informal networking and information clarifications were done during the remainder of the day.

6. Road-show influence

This roadshow brought attention to 4helix+ and the innovation voucher from university managers and entrepreneurs who participated.

7. Result

The feedback received from this audience proved a lot of interest in the utilization of voucher schemes.

We will use this feedback in further roadshows.

In the future roadshows an effort will be made to target more public decision makers.

8. Pictures of the session

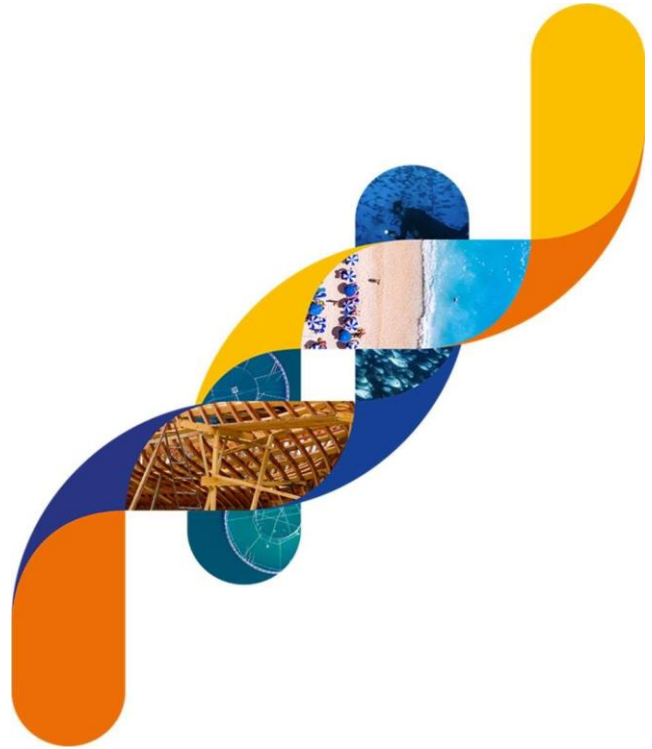


Annex 1 Attendance list

Name	Affiliation	Signature
Andrey Siles Aguiar	F.I.	Andrey Siles
Elton de G. Almeida	F.I.	Elton de G. Almeida
MARCO CESAR CHAUZ	NEOTRANS BRASIL FECOMERCIO-GO SEBRAE-GO	Marco Cesar Chauz
WUNO MALTA	LEWINS NEGOCIOS E INOVACAO DE MO MALTA	Wuno Malta
MAURO REZENDE	BOBUREAU	M.
Nico Trinkelmann	PhotoClim	N. Trinkelmann
Vinicius José Araújo	Selmae-GO-Br.	Vinicius José Araújo
Francisco A. Costa Marques	Globaltec	Francisco A. Costa Marques
F. from Somoza	APREDIA	F. from Somoza
Jean Michel	most	Jean Michel
Christiano Pize	most	most
Frederic Guillaume	most	Frederic Guillaume
SILVIA CHIMENTI	Dopma	Silvia Chimenti
FLAVIA GUERRA	FCT	Flavia Guerra
Daniella Meirelles	DSRAND / GERYUM	Daniella Meirelles
Pedro Riera	PRTE - Tecnologia e Soluções	Pedro Riera

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4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

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1. Introduction

This report was created by APREDIN to document the realization of the second and third roadshows in the Lisboa region.

These last two roadshows were realized in a webinar format, following the decisions taken in SC and in accordance with the restrictions generated by the pandemic.

This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list (annex 1)

2. Date, place and duration of the road-show

Roadshow 2 was held on September 17th, 2020, in the Webex platform.

Roadshow 3 was held on October 22nd, 2020, in the Google Meet platform.

Both webinars took around 70 minutes.

Roadshow 2 was an isolate event, publicized on social media channels and streamed live in our Facebook page, from the webex platform. The recording is available on the Facebook page.

This is an example of the ads produced in the campaign:

Comunicado · 1
Ver tudo


A.P. Rede Dinâmica XXI partilhou um evento
10 de setembro ·

Participa neste webinar onde vamos descrever e discutir casos concretos de inovação apoiada por fundos comunitários, baseados em modelos de inovação aberta 4helix+. Casos portugueses actuais e reais. Escolhe a tua plataforma e participa. Webex ou Facebook ou LinkedIn



Webinar Roadshow 4helix+
17 Setembro 16 h

Sharing experiences
Showing results
Discussing the future

Channels:
[Webex](#), [Facebook](#), [Youtube](#), [LinkedIn](#), [Twitter](#)

Vamos discutir exemplos reais de aplicação de fundos europeus em projetos de inovação aberta. Particularmente importante será a demonstração de aplicações práticas de estratégias 4helix

QUI, 17/09
Webinar Roadshow 4helix+
Gostas de A.P. Rede Dinâmica XXI

Configurar vídeo em direto

Roadshow 3 was held in the context of an event (Rede Dinâmica XXI - Portugal Growth

2020) that went on October 22nd.

3. Event's framework

Both roadshows had similar frameworks.

As part of APREDIN's regular activity focusing on supporting innovation and entrepreneurship, there are regular events showcasing previous results, from all range of activities held by us.

So the results of the project and, in particular, the results of the vouchers were explained and presented as an example of innovating in the Blue Growth sector and as an example of cross fertilization between creative and cultural industries and the Blue Economy.

4. Typology and number of participants

Roadshow 2 had 27 registered participants and an unknown number of Facebook participants. The recorded session was viewed so far 26 times after the event.

Roadshow 3 had 15 registered participants.

Among them were professors from Instituto Politécnico de Santarém (2), Universidade Lusófona (1), Universidade Católica (1) and Universidade Europeia (1).

The remaining were mostly entrepreneurs from startups in the blue growth sector.

The satisfaction surveys showed high interest in the content, high satisfaction with the media used, high satisfaction with the presentations, lower but positive satisfaction with the Q&A and unsatisfaction with the networking possibilities in both roadshows.

5. Activities and agenda

The agenda of roadshow 2 consisted of a presentation made by Fernando Gaspar, project

coordinator at APREDIN, about the project and the voucher awarded SMEs.

The agenda of roadshow 3 consisted of a presentation made by Kaue Camargo, APREDIN's communication manager and by Fernando Mota, APREDIN's communication officer in the 4helix+ project.

After the initial presentation, a formal Q&A period took place.

Informal networking and information clarifications were done parallel to the event, through APREDIN's social networks presence.

6. Road-show influence

These roadshows brought attention to 4helix+ and the innovation voucher from university, managers and entrepreneurs from several countries who participated.

As of today we have knowledge of it influencing Universidade Lusófona's and Mafra municipality's strategies for the near future.

7. Result

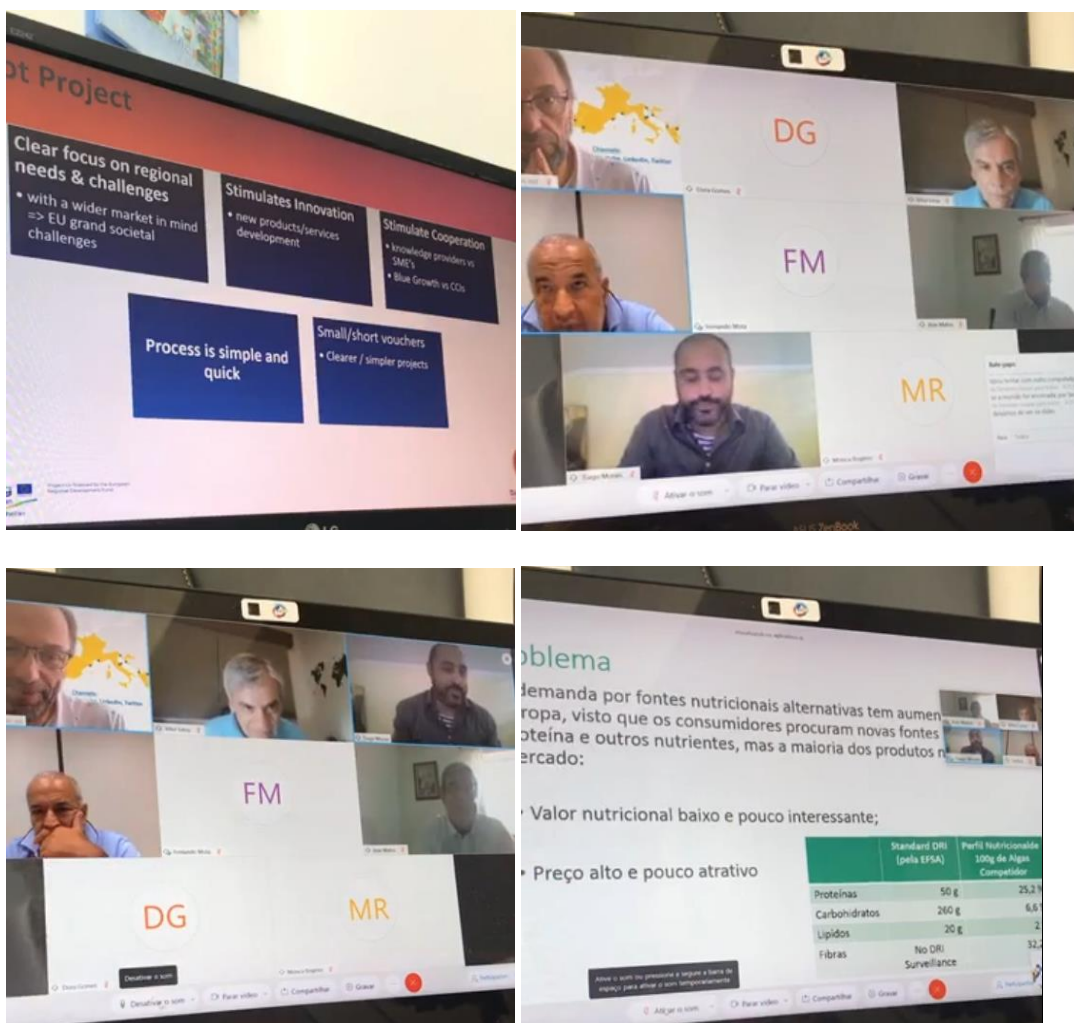
The feedback received from this audience proved a lot of interest in the utilization of voucher schemes.

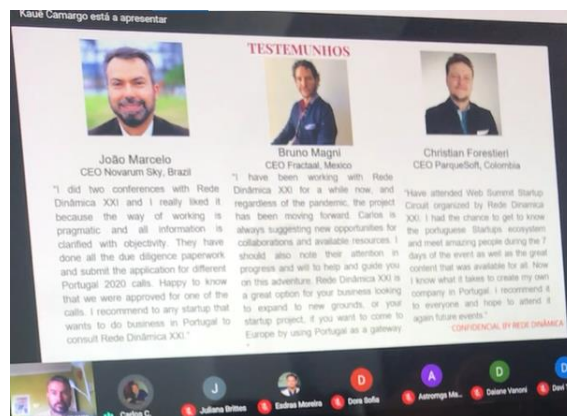
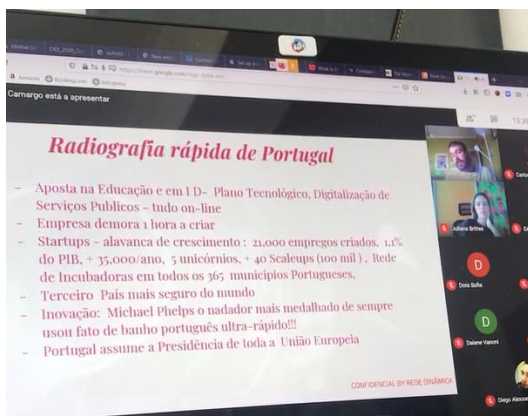
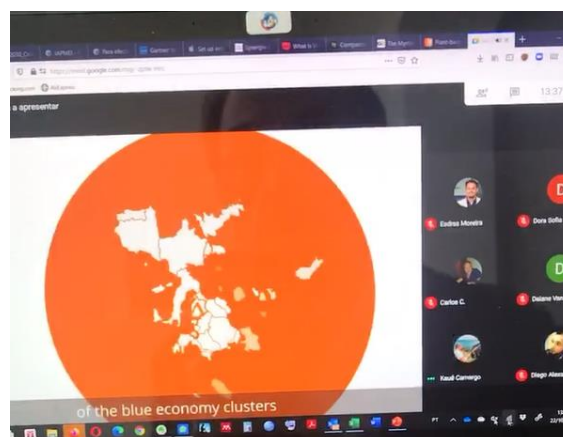
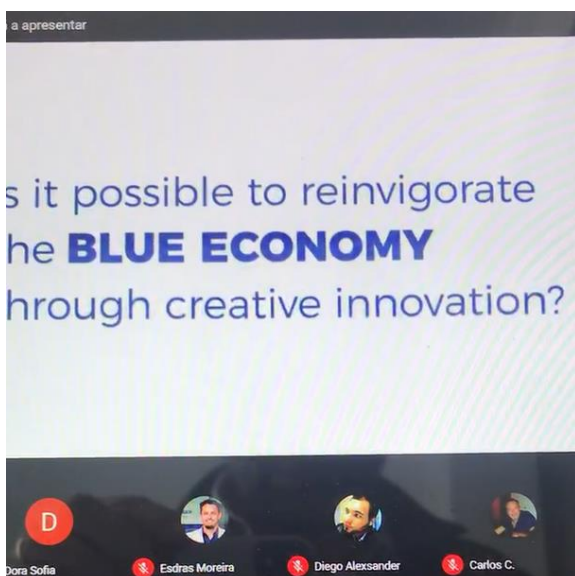
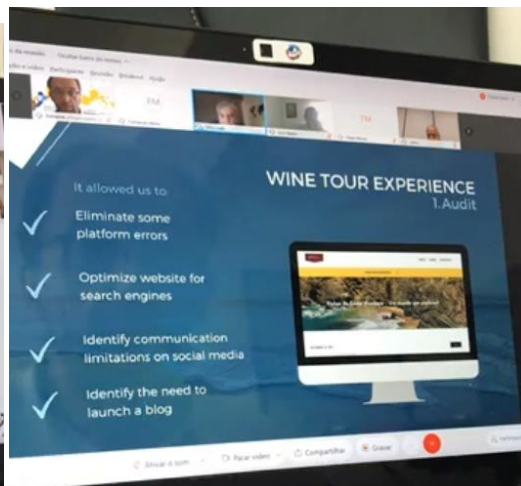
We will use this feedback in further projects and future events.

In future events organized by APREDIN there will always be a presentation about the results of the vouchers and about 4helix+.

The feedback received (in this case from the satisfaction survey) also led us to start looking for a different webinar platform, particularly one that facilitates the interaction and networking between participants, parallel to the main event.

8. Pictures of the sessions





Annex 1 Attendance list

These lists only include the registered participants.

People who assisted the live stream on Facebook and people who viewed the recordings afterwards are not included.

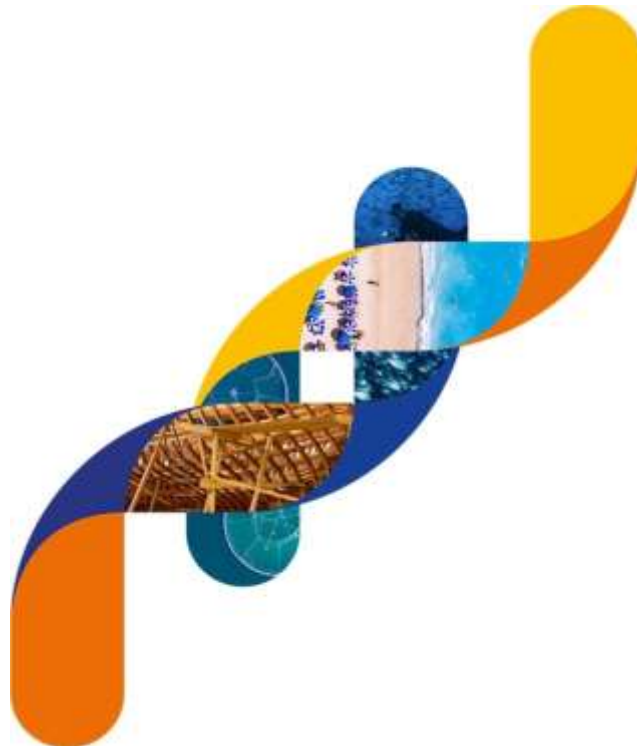
Roadshow #2

Inscrito	Localidade
Fernando C. Gaspar	Cascais
Luis Fé de Pinho	Lisboa
Sarah Corsino	Cascais
Francisco Fonseca da Silva	Lisboa
Carlos Cortes	Rio Maior
Fernando Mota	Lisboa
Cláudia Genovevo	Rio Maior
Mário Ferreira Neves	Lisboa
António Augusto Costa	Lisboa
Cardoso de Matos	Lisboa
Sónia Gomes da Silva	Lisboa
Fernando Tonim	Lisboa
José Fidalgo	Lisboa
GeniusPassion Lda	Santarém
Tiago Morais – Lusalgae	Lisboa
Vitor Lima – Crivosoft	Lisboa
Dora Gomes - Dreamscorpion	Lisboa
Besy Milet-Lopes	San Pedro Sula
Inês Silva	Aveiro
Carl Heinz Gabutero Esver	Chile
Mónica Rogério	Lisboa
Kaué Camargo	Lisboa
João Marcelo Corrêa – Novaforum Sky	Lisboa
Magnezya Event Support	Lisboa
Victor Alves Afonso	Lisboa
Luiz Eduardo Rocha	Lisboa
Sara Dáfine Costa Lopes	Minas Gerais

Roadshow #3

Inscrito	Localidade
Fernando C. Gaspar	Cascais
Carlos Cortes	Rio Maior
Fernando Mota	Lisboa
Cláudia Genovevo	Rio Maior
Mário Ferreira Neves	Lisboa
Dora Gomes - Dreamscorpion	Lisboa
Diego Alexsander	Lisboa
Esdras Moreira	São Paulo
Dora Sofia	Lisboa
Kaué Camargo	Lisboa
Daiane Vanoni	Rio de Janeiro
Juliana Brites	Lisboa
Davi Toledo	Lisboa
Luis Fé de Pinho	Lisboa
Sónia Gomes da Silva	Lisboa

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macro regional Road-shows

Report template

PP6 – Albanian Development Fund (ADF) – Albania

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Annex 3 Pictures of the session	Error! Bookmark not defined.

1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This report is done by the local partner Albanian Development Fund (ADF) in charge after developing the road-show in Albania. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees.
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show event was organized online on 10 September 2020 at 10:00 – 11:30, in Cisco Webex Meetings platform (incorporated in the 4helix+ website Cyberspace as transferring corner) and lasted for 1 hour and 30 minutes.

3. Event's framework

The event was organized as a separate Road-show with relevant stakeholders (public bodies, regional agencies, research organizations, blue economy support institutions, etc) as well as BLUE-SMEs – private presence (not only vouchers beneficiaries).

It was organized online because of Covid-19 situation limitation on gathering.

Panelists from ADF – partner organization and LIC expert explained the developments and impact of the 4helix+ project. Besides this, panelist from the Albanian Ministry of Tourism and Environment presented the tourism framework and support during Covid period this year, especially for blue economy growth.

4. Typology and number of participants

In this road-show there were total of 25 participants from Project partner, LIC experts, policy makers, public institutions, other stakeholders supporting blue economy as well as from private sector, innovation voucher beneficiaries, KP that matched and collaborated

with SMEs in the project.

5. Activities and agenda

The agenda was drafted to present the overall project and activities foreseen transnationally, to explain the methodology and the other details of the process (info days, call for KP and blue SME/startups, bootcamps organized, travel fiches provided for participation in the bootcamps for the possibility to meet live with other participants, SMEs and other KPs, the regional matchmaking event, the achievements from the projects, as well the impact and importance of such a measure. One SME and one KP from the beneficiaries couples (awarded with the innovation vouchers) presented about their own experience during last year in 2019 and the impact it had on their business.

Although the difficulties arising from Covid situation limiting and impacting a lot the tourism industry and the blue economy, measures taken did not help to yield the benefits through creative economy support voucher scheme in the short run during 2020, as it was expected. However, they had a nice experience on the innovation in marketing that shall reap the benefits soon. At the end participants had the possibility to ask and exchange between each-other.

Projekti 4helix+

Blue digital Road Show

10 Shtator 2020

AXHENDA – Road Show 1

10 Shtator 2020

10:00 – 10:10	Regjistrimi i pjesëmarrësve, rregullat e komunikimit dhe axhenda
10:10 – 11:30	<ul style="list-style-type: none"> Hapja / Fjala përshëndetëse, Përshkrimi dhe ecuria e projektit gjatë fazës së implementimit në kushtet para dhe pas pandemisë Covid-19 Znj. Nada Zaimi, Fondi Shqiptar i Zhvillimit Përshkrimi teknik i projektit, i metodologjisë së Skemës Kupon “Voucher”, fazat e implementimit (ditët e informimit, pjesëmarrja në bootcamp-e brenda dhe jashtë Shqipërisë, pjesëmarrja në aktivitetin e ndërmjetësimit, aplikimi, vlerësimi dhe shpallja e projekteve fituese, monitorimi i zbatimit të projekteve nga 6 çifet SME-KP). Znj. Valbona Paluka dhe Znj. Alda Dhamo –Ekspertë Lokalë të Inovacionit Impakti i pandemisë COVID-19 në turizmin dhe ekonominë blu në Shqipëri Z. Elton Orozi, Ministria e Turizmit dhe Mjedisit Eksperienca e sipërmarrjes në zhvillimin e skemës inovative kupon “Voucher” Znj. Genta Ahmeti Eksperienca e ofruesit të shërbimit në koordinim me sipërmarrësin në zbatim të projektit Z. Almir Kulla Mbyllja – Konkluzione



4helix+ Project is co-funded by the European Union

1

6. Road-show influence

This roadshow brought attention of 4helix+ project and the innovation voucher from various actors who participated.

Objective of the road-show webinar was to talk about interesting items relevant to Blue Growth Economy and innovation, it has been also an occasion to transfer the experience and benefits of the pilot project activities as well as provide share on new opportunities / measures to support Blue SME sector or other economy sectors also, how it could have a good impact and result in the development of the entire blue economy as well as in business sectors in the interrelated supply chain.

Having this knowledge, the regional/local/national policies can take the advantage and participate, organize and implement projects similar to 4helix+ by supporting in each step of the cooperation.

7. Result

The road show's participants were informed about the 4helix+ aims and goals, the innovation project's activities, 4helix+ Innovation Vouchers Mechanism, Cyber Space and Transferring Corner. They were informed as well about the bootcamp and brokerage event, the possibility to cooperate transnationally and about the awarded Innovative Projects from blue economy sectors of Albania. Innovation and transnational cooperation among SMEs and other thematic sectors (as core value of Interreg programme) was promoted and participants were invited to think of innovation in various areas (not only technologically) to grow efficiently their business by better marketing and visual items, newly and well-designed products, etc as were the cases from 4helix+ in Albania.

The road show also presented on transferring the whole 4helix+ innovation voucher scheme experience. The purpose was to present to broader audiences the 4helix+ successful transnational showcases, and to transfer the multimedia tools offered by the 4helix+ Cyber Space and the usefulness of project's Transferring Corner; in order to have possibility to share challenges and find common solutions for the sector.

4helix+ project gave to Blue SMEs new opportunities for innovation, new ideas, new acquaintances and the possibility to meet with Knowledge Providers such as research centers and other innovative organizations as well as with potential business clients to boost their activities. The stimulating impact and the coaching offering during the implementation of the funding structure of the 4helix+'s voucher initiative were highlighted, together with importance of both cross fertilization of innovation and the quadruple approach.

Moreover, they had the opportunity to discuss, place questions and share their opinions and

conclusions.

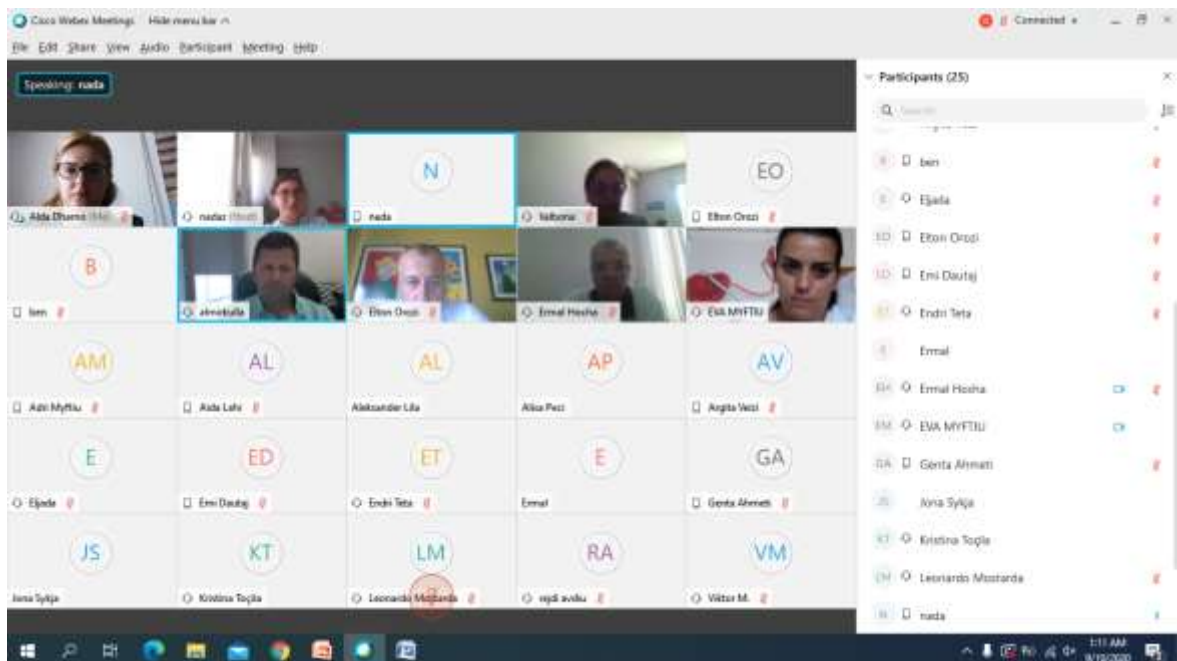
The main outcome from the Road Show can be stated that is the necessity for innovation on Blue sector, as they can offer a substantial change in their sector which will result in sector's significant development. Sustainable economy transitions to continue providing business opportunities and employment. Thus capitalization on the voucher scheme nationally and transnationally would be beneficial in other areas also.

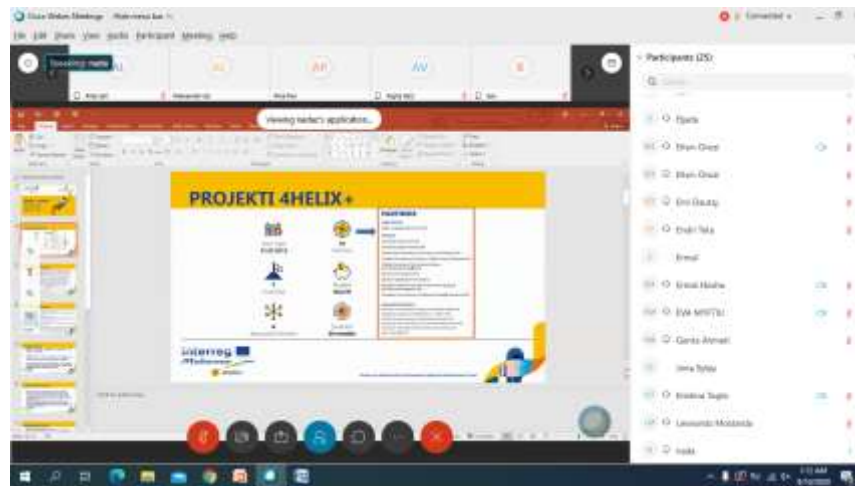
8. Pictures of the session

Link of recorded video session of the Digital Road-show

https://drive.google.com/file/d/16pCBVwt6zfrrvX1fKW6AlsCkRejCUmW/view?usp=drive_web

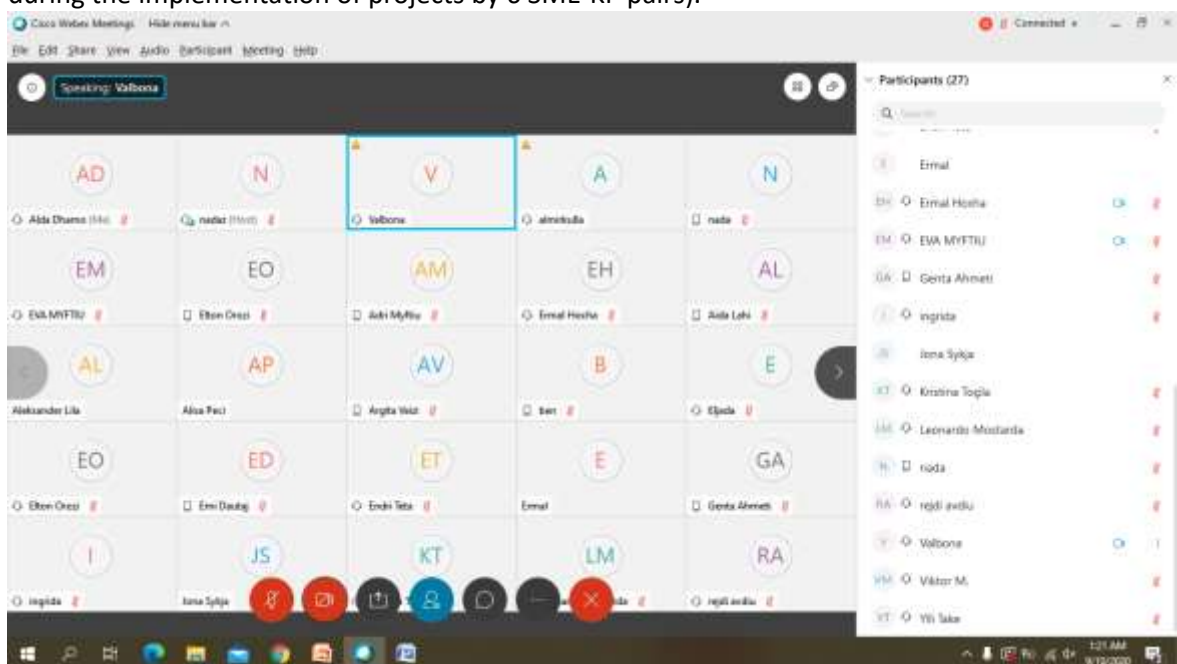
Mrs. Nada Zaimi, Project Manager for Albanian Partner – Albanian Development Fund (ADF) has moderated the digital road show. She greeted and introduced the panel, presented the managerial part of the project, experiences from the regional SC meetings and the progress of the project during the implementation phase in the conditions of the Covid-19 pandemic.

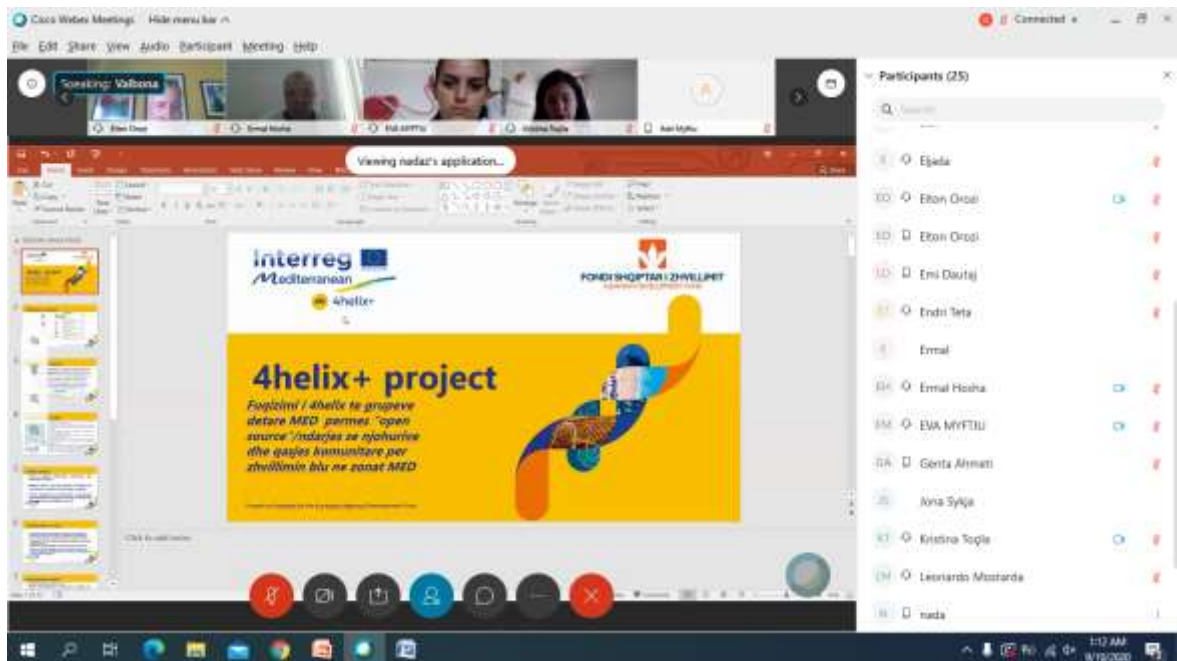






Mrs. Valbona Paluka, LIC expert of 4helix+ project for Albania presenting on Technical description of the project, the methodology of the Voucher Scheme, implementation phases (info days, participation in bootcamp inside and outside Albania, participation in brokerage event Zadar, application of SMEs and KPs, evaluation and announcement of winning projects, monitoring during the implementation of projects by 6 SME-KP pairs).





Projekt-Aplikimet e Përzgjedhura

	Interreg/4helix	Ditues dhe Komunitet
1.	Blue Resort	Maritima Communications
2.	Agooda	EuroHyve
3.	King's Store	King's Cartels
4.	ManuCard	
5.	Mirage and Souvenir and Gifts Shop	New Media Communications
6.	Urban Boat	Marina Development Journals

Monitorimi dhe arritjet

1/ Blue Resort – resort turistik

- ✓ Filmi i sezonit turistik me një markë të re dhe imazh të përmirësuar, me slogan: "Live the green experience – jetoni eksperiencën e gjelbre"
- ✓ Strategjia e komarkimit / marketingut resurcit përdorim të rreptës të medias sociale ku u arritën 1300 ndjekës në FB dhe 450 në Instagram.
- ✓ 4 Video-apotat e prodhuara dhe të postuara në mediat sociale (me 25,775 shikues) kanë krijuar dhe strukturuar pasqyren e shërbimeve dhe u bënë të qartë klientëve se çfarë mund të gjejnë në Blue Resort.
- ✓ Gjithashtu fotoja e internetit – si një hap inovativ për sezonin e verës, për përdorim të rezervimeve dhe marrjen e informacionit nga klientët.
- ✓ Tabela informative për orientim të klientëve
- ✓ Fletëpalosje, kartvizita, letrat me kokë, etj – për prezantim profesional ndaj partnerëve të marketingut.

	<h3>Monitorimi dhe arritjet</h3> <p>2 / Raprodia – restorant</p> <ul style="list-style-type: none"> ✓ Dizajni dhe printimi i etiketave, duke qenë se Raprodia është tashmë brand territorial ✓ Profile të produktit origjinal duke përdorur një markë të re, e cila përfaqëson më së miri kompaninë ✓ Vitelet dhe prani në treg në pikën e shitjes, për mënyrën si re të ekspozimit të produkteve me raftet tradicionale ✓ Produkte të reja : katalogu i produkteve, kartviziti, dizajni i brandit meqenë ✓ Spot televiziv – prezantim duke treguar produktet, linjat e re të pakimit, paketat e veçanta të shitjes dhe sloganin "Aftu si natyra dashuron" ✓ Strategji e planit marketingu dhe elementë kyq vizual për prezantim të produkteve dhe shërbimeve <p>FOND SHQIPTAR I ZHVILLIMIT</p>
<p>Olive oil bottle</p> 	<h3>Monitorimi dhe arritjet</h3> <p>3 / Shkua olive në – vaj ulliri dhe produkte të tjera</p> <ul style="list-style-type: none"> ✓ Përdorimi i palmitësuar për produktet e tyre - si me tërheqje në paratë tregtare dhe me një shprehje ✓ Markë dhe etiketa të reja për vajin e ullit, sapunin e ullit, ullin në kavanoz. ✓ "Mëte Zero" - zgjedhje makshet, mëtejet nga përpunimi i vajit të ullit shëndetshëm në sapun organik. ✓ Kanale të komunikimit, si folla e internetit dhe kanale të mediave sociale – për të rritur reputacionin e markës së kompanisë dhe për të mundësuar mënyrën e tyre të biznesit. <p>FOND SHQIPTAR I ZHVILLIMIT</p>
<p>A SEA OF OPPORTUNITIES</p>  <p>TSTS GROUP</p>	<h3>Monitorimi dhe arritjet</h3> <p>4 / TSTS group – transport ulor, qendër trajnime, agjenci përbashkë</p> <ul style="list-style-type: none"> ✓ Strategji e komunikimit për 3 shërbime të ndryshme (qendra trajnuese, jante dhe shërbime portuale; agjenci përbashkë) – për të transmetuar informacionin të grupit e synuar, për të informuar. ✓ Prodhim i Video institucionale që tregojnë 3 shërbimet kryesore të ofruara. ✓ Brand /Marka e re, si një imazh konkurrues ndërkombëtarisht, prezantohet gjatë pushimeve të fundvitit, si një kohë e mirë për të tërhequr vëmendje të audiencës; 25,000 shikues për 2 javë ✓ Përdorimi i mediave sociale ✓ Logo e re e përdorur në mënyrë të ndryshme në elementë të markës (media sociale, letër me kokë, kartviziti, uniforma, broshura, artikuj të ndryshëm promovues si adhurim, afishapaja, kapotë, kalendare) <p>FOND SHQIPTAR I ZHVILLIMIT</p>
 <p>DURRËS</p>	<h3>Monitorimi dhe arritjet</h3> <p>5 / Maripio Souvenir Shop – produkte turistike dhe сувени</p> <ul style="list-style-type: none"> ✓ Janë dizajnuar ilustrime, anketë dhe shprehje tërheqëse – të përpunuara nga askush më parë në Durres ose në Shqipëri, me tematikën: Tridhigjia Romake dhe Greke. ✓ Produkte unike – për të qenë në stilin e tyre, ndryshe; diferencohen me materiale ilustruese të produkteve të përdorura në prodhim. ✓ Paqymir i jetës detare dhe në plazh; murmurat dhe arkitektura; ullin dhe vajin e ullit; etj. ✓ Klientë të kënaqur: produkte të reja dhe sloganin "Me vendosim për Durres – Ciltori Lëvizë – qytet i ri". <p>FOND SHQIPTAR I ZHVILLIMIT</p>

KED MARLA

KEDHAKUCELLE

JEDLOWSEED GIEFF-ARVA

RECHIE PRAM

Monitorimi dhe arritjet

4 / life on boat - prodhim verbaal

- ✓ Plan marketingu digital
- ✓ Brandin i ri (katalog i ri, kartolina)
- ✓ Faqe interneti për t'u gjetur lehtë nga klientët në Europë <https://lifeonboat.eu> dhe online të optimizuara të motorëve të kërkimit SEO
- ✓ Fushatë buletinësh mujore (email marketing)
- ✓ Mundësi zgjedhjeje të modeleve të varkave online
- ✓ Dhurata të branduara shumë cilësore
- ✓ Zhvillimi i CRM - Sistemit të Marrëdhënive të Mëmshirësive me Klientin

Sfida dhe vështirësi

- Të krijuarit e elementeve të inovacionit
- Platforma Cyberspace për bashkëpunim dhe aplikime
- Skeda udhëtimi (Travel fiche) për pjesëmarrje në Bootcamp jashtë Shqipërisë si dhe në në aktivitetin e ndërmjetësimit
- Gjetja e huaj për kërkuesin të vathueshëm
- Koha e shkurtër për të zbatuar gjithë elementet e propozuar për të parë impaktin dhe për t'u përshatuar kështu dhe tregut
- Më shumë takime biale për biale me Ofuesin e shërbimeve/EP
- Më mirë që KP të jetë nga i njëjti vend
- Për projektin të kthejë në një më të mirë të jetës në punën bashkëpunimi nga biznesi që të kthejë me EP. Më shumë asistencë të ndërmjetësimit dhe kështu kështu të ndërmjetësimit për bizneset, bizneset e vjetra për të entitit verbaal të jetës

Impakti i Skemes Kupon (vouch)

- Kompanitë që përfituan janë shprehur se marketingu është një mënyrë e re për të promovuar.
- Bëri në mënyrë profesionale dhe me strategji i ka ndihmuar për t'u parqitur më mirë dhe me vlerë të shtruar dhe u ka përmirësuar imazhin.
- Tashmë kanë koncepte më të qendrueshme të përgjithshme me kuptim dhe të planifikuar të postimeve në internet e media sociale.
- Elementet të tjera të kanaleve të marketingut, si faqja e internetit për një prezantim dhe të bëtur jep imazh tërësor të markës dhe biznesit.
- Integrimi i njohurive të reja si mënyra e kapacitetit inovativ të kompanisë përmes produkteve të reja dhe parqitjes nëpërmjet videove të realizuara ka qenë me forcim të nivelit të konkurrencës së kompanisë për shfrytëzimin komercial të rezultateve.

Interreg
Mediterranean

EUROPEAN UNION

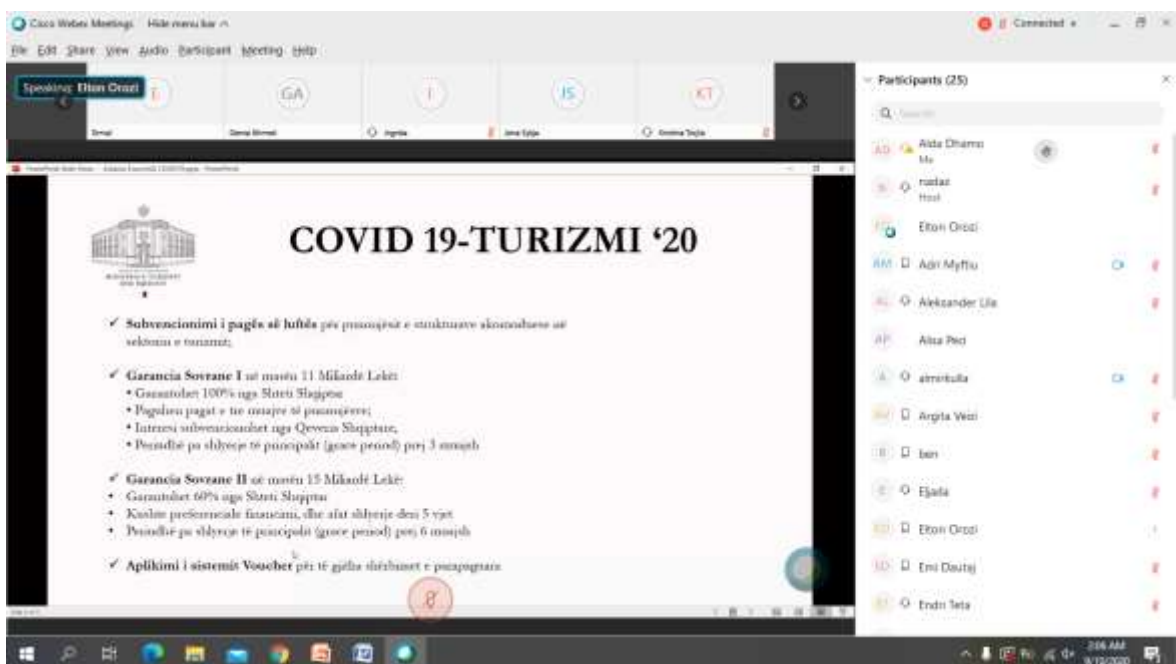
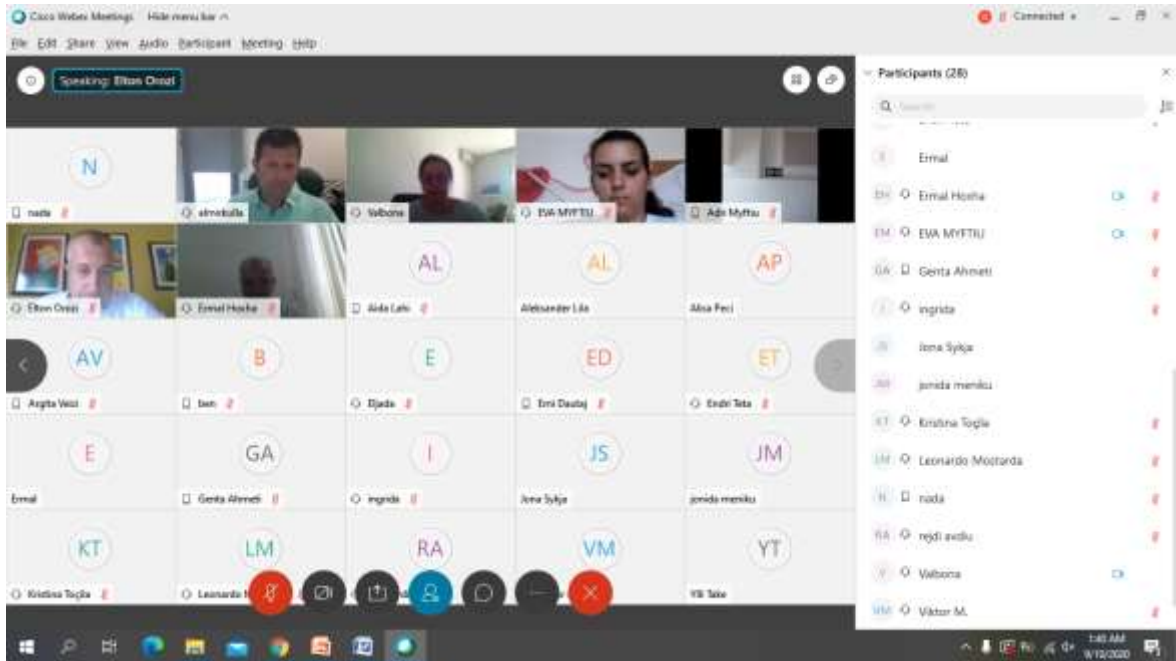
4helix+

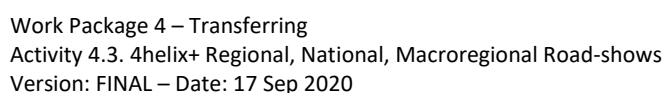
Faleminderit për Vëmendjen!

Valbona Paluka
LIC Expert
Albanian Development Fund

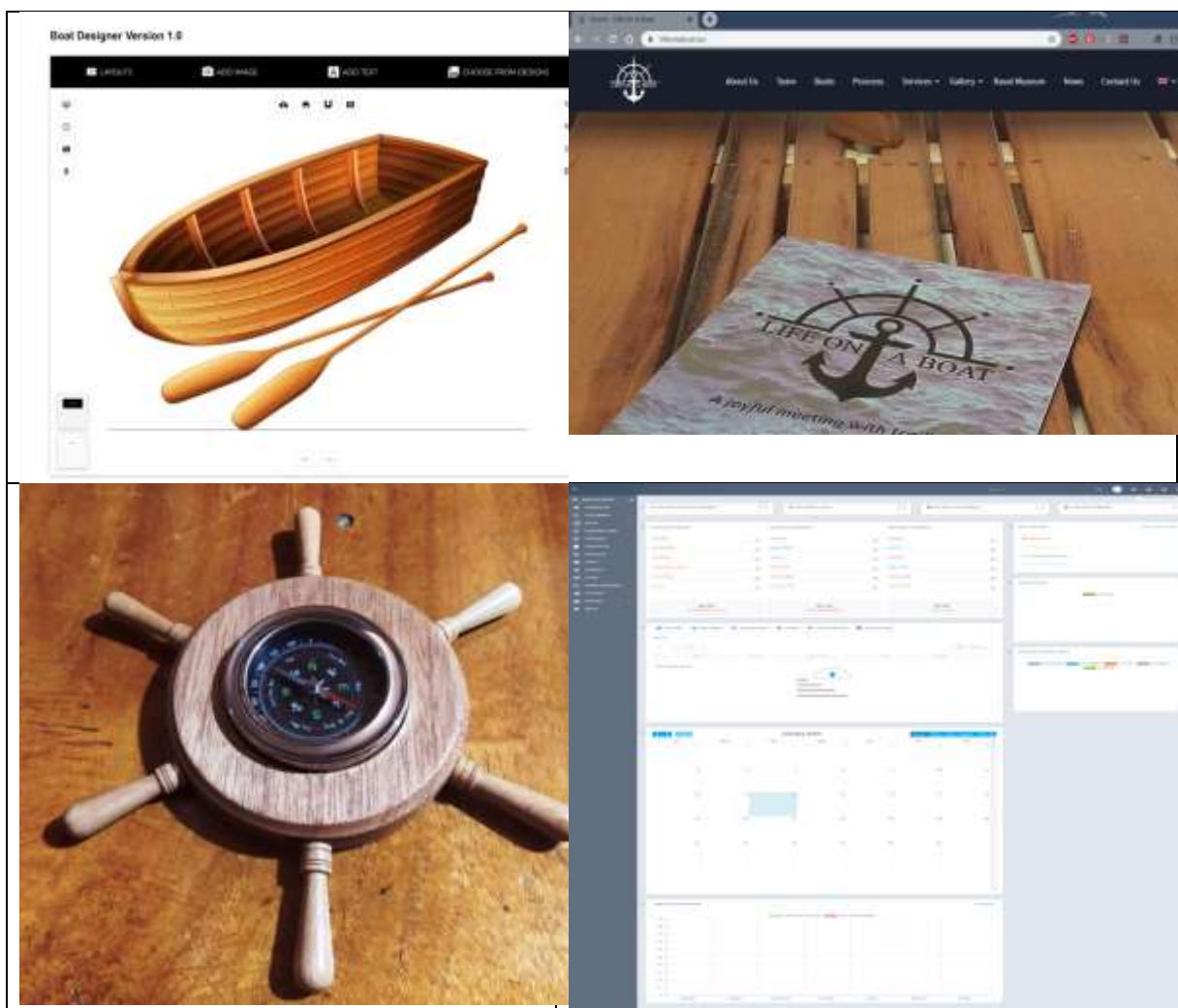
tel: +355 69 2058 466
vpaluka@yahoo.com
www.facebook.com/4helixplus/

Mr. Elton Orozi, representative of Directorate of Tourism Development and Policies at Albanian Ministry of Tourism and Environment presented the impact of the COVID-19 pandemic on tourism and the blue economy in Albania.





Mrs. Genta Ahmeti, is one of the 6 SMEs implementing the Voucher Scheme in collaboration with a Greek KP. She is the owner of “Life on a boat” company and presented the experience during the project implementation and the experience regarding the collaboration with a foreign Knowledge Provider.



Mr. Almir Kulla, Grid Cartels Company, presented his experience as a KP offered expertise for an Olive Oil producer in Himara (Vlora). In addition to the positive experience and satisfaction during the cooperation with SMEs, he also presented the difficulties of SMEs related to the English language in which the project took place (documents, reports, questionnaires, etc.). These difficulties are also reflected to the KP as well.



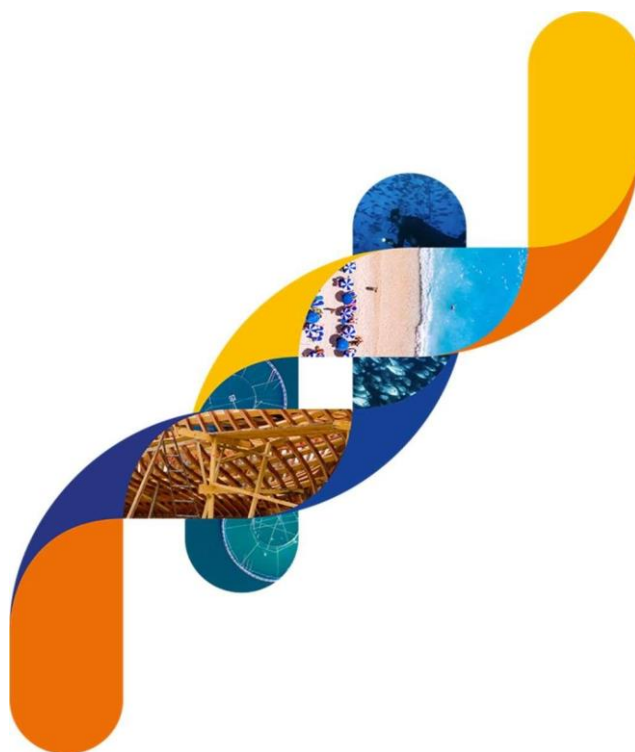
Annex 1 Attendance list

As in print screens above

Annex 2 Satisfaction questionnaire

N/A

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macro regional Road-shows

Report template

PP6 – Albanian Development Fund (ADF) – Albania

Content

Content	2
1. Introduction	3
(Length recommended max 3 pages without considering pictures and annexes):	3
2. Date, place and duration of the road-show	3
3. Event's framework	3
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6. Road-show influence	5
7. Result	6
8. Pictures of the session	7
Annex 1 Attendance list	16

1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

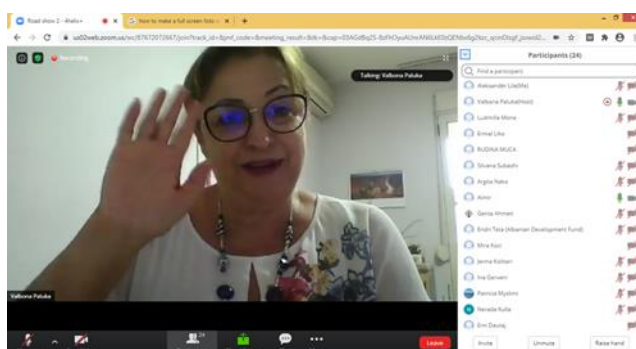
This report is done by the local partner Albanian Development Fund (ADF) in charge after developing the road-show in Albania. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees.

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show event was organized online on 06 October 2020 at 10:00 – 11:30, in Zoom Meetings platform and lasted for 1 hour and 30 minutes, moderated by Mrs. Valbona Paluka (LIC).



3. Event's framework

The event was organized as a separate Road-show with relevant stakeholders (public bodies, regional agencies, research organizations, blue economy support institutions, etc) as well as BLUE-SMEs – private presence (not only vouchers beneficiaries).

It was organized online because of Covid-19 situation limitation on gathering.

Panelists from ADF – partner organization and LIC expert explained the developments and

impact of the 4helix+ project. Besides this, panelist from the University of Tirana; Faculty of Biological Sciences, Diaspora Chamber of Commerce, Shipbuilder, Souvenir shops in Tirana, Restaurants and Hotels in Durres and Tirana, Travel agency etc. presented the tourism chain framework and support during Covid period, especially for blue economy growth.

4. Typology and number of participants

In this road-show there were total of 25 participants from Project partner, LIC experts, University, public institutions, other stakeholders supporting blue economy as well as from private sector, innovation voucher beneficiaries, KP that matched and collaborated with SMEs in the project.

5. Activities and agenda

The agenda was drafted to present the overall project and activities foreseen transnationally, to explain the methodology and the other details of the process (info days, call for KP and blue SME/startups, bootcamps organized, travel fiches provided for participation in the bootcamps for the possibility to meet live with other participants, SMEs and other KPs, the regional matchmaking event, the achievements from the projects, as well the impact and importance of such a measure. Two SMEs (Marigo Souvenir Shop and Life on Boat) and one KP (Gridcartels) from the beneficiaries couples (awarded with the innovation vouchers) presented about their own experiences during last year in 2019 and the impact it had on their businesses.


The difficulties arising from the Covid-19 situation were coupled with the major earthquake that hit Albania last November and its effects, especially in Durres, limited and heavily impacted the tourism industry and blue economy. The measures taken did not help to yield the benefits through creative economy support voucher scheme in the short run during 2020, as it was expected. Marigo emphasized the positive effect of new designs and products motivated by the culture, archeology and nature of Durres. She expressed confidence that these new innovative lines will have an effect on the economy of their business scale.

Life on Boat, in addition to the beautiful and productive experience with the Greek knowledge provider, also presented difficulties of online communication for issues which require face-to-face communication.


Gridcartels expressed that the experience with olive oil producer from Himara (Vlora region) was very productive and beneficial in bringing innovation in marketing, design, packaging, sales process in a family business which has considerable weight in the Himara area where olives are the main economic sector. We have been able to see the business and the project not only with his own eyes but also with the sensitivity to achieve a positive effect on sales, promotion, customer relations. This sector was less affected by the Covid-19 pandemic and the effects and benefits of the project and the coupon scheme will be

evident after the end of this season in the first months of 2021.

However, they had a nice experience on the innovation in marketing that shall reap the benefits soon. At the end participants had the possibility to ask and exchange between each-other.



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FONDI SHQIPTAR I ZHVILLIMIT
ALBANIAN DEVELOPMENT FUND

Projekti 4helix+


Blue digital Road Show

6 TETOR 2020

AXHENDA – Road Show 2

5 Tetor 2020

10:00 – 10:10	Regjistrimi i pjesëmarrësve, rregullat e komunikimit dhe axhenda
10:10 – 11:30	<ul style="list-style-type: none"> Hapja / Fjala përshëndetëse, Përshkrimi dhe ecuria e projektit gjatë fazës së implementimit në kushtet para dhe pas pandemisë Covid-19 Znj. Nada Zaimi, Fondi Shqiptar i Zhvillimit Përshkrimi teknik i projektit, i metodologjisë së Skemës Kupon "Voucher", fazat e implementimit (ditët e informimit, pjesëmarrja në bootcamp-e brenda dhe jashtë Shqipërisë, pjesëmarrja në aktivitetin e ndërmjetësimit, aplikimi, vlerësimi dhe shpallja e projekteve fituese, monitorimi i zbatimit të projekteve nga 6 çiftet SME-KP). Znj. Valbona Paluka dhe Znj. Alda Dhano - Ekspertë Lokalë të Inovacionit Ekspierenca e sipërmarrjes në zhvillimin e skemës inovative kupon "Voucher" Znj. Nerada Kulla – Marigo Znj. Marsida Mersini – TSTS Znj. Genta Ahmeti – Life on a boat Ekspierenca e ofruesit të shërbimit në koordinim me sipërmarrësin në zbatim të projektit Znj. Ingrid Xhaja – New Media Communication Mbyllja - konkluzione



4helix+ Project is co-funded by the European Union

1

6. Road-show influence

This roadshow brought attention of 4helix+ project and the innovation voucher from various actors who participated.

Objective of the road-show webinar was to talk about interesting items relevant to Blue Growth Economy and innovation. This has also acted as an occasion to transfer the experience and benefits of the pilot project activities as well as provide and share on new opportunities / measures to support Blue SME sector or other economy sectors. The roadshow demonstrated how the project processes could have a good impact and result in the development of the entire blue economy as well as in business sectors in the interrelated supply chain.

Having this knowledge, the regional/local/national policies can take the advantage and participate, organize and implement projects similar to 4helix+ by supporting in each step of the cooperation.

7. Result

The road show's participants were informed about the 4helix+ aims and goals, the innovation project's activities, 4helix+ Innovation Vouchers Mechanism, Cyber Space and Transferring Corner. They were informed as well about the bootcamp and brokerage event, the possibility to cooperate transnationally and about the awarded Innovative Projects from blue economy sectors of Albania. Innovation and transnational cooperation among SMEs and other thematic sectors (as core value of Interreg programme) was promoted and participants were invited to think of innovation in various areas (not only technologically) to grow efficiently their business by better marketing and visual items, newly and well-designed products, etc as were the cases from 4helix+ in Albania.

The road show also presented on transferring the whole 4helix+ innovation voucher scheme experience. The purpose was to present to broader audiences the 4helix+ successful transnational showcases, and to transfer the multimedia tools offered by the 4helix+ Cyber Space and the usefulness of project's Transferring Corner; in order to have possibility to share challenges and find common solutions for the sector.

4helix+ project gave to Blue SMEs new opportunities for innovation, new ideas, new acquaintances and the possibility to meet with Knowledge Providers such as research centers and other innovative organizations as well as with potential business clients to boost their activities. The stimulating impact and the coaching offering during the implementation of the funding structure of the 4helix+'s voucher initiative were highlighted, together with importance of both cross fertilization of innovation and the quadruple approach.

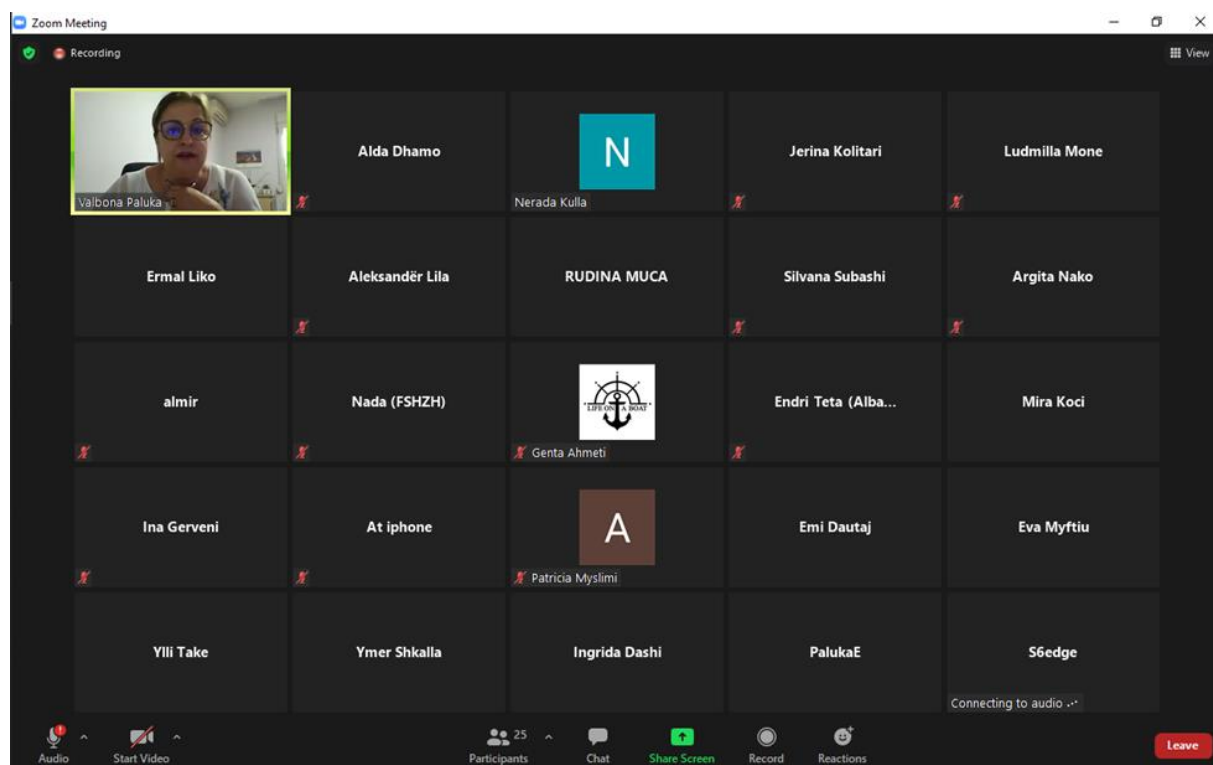
Moreover, they had the opportunity to discuss, place questions and share their opinions and conclusions.

The main outcome from the Road Show can be stated that is the necessity for innovation on Blue sector, as they can offer a substantial change in their sector which will result in sector's significant development. Sustainable economy transitions to continue providing business opportunities and employment. Thus capitalization on the voucher scheme nationally and transnationally would be beneficial in other areas also.

8. Pictures of the session

Digital Road-show is recorded and will be transferred to Transfer Corner in Cyber Space.


Mrs. Nada Zaimi, Project Manager for Albanian Partner – Albanian Development Fund (ADF) has moderated the digital road show. She greeted and introduced the panel; presented the managerial part of the project, experiences from the regional SC meetings and the progress of the project during the implementation phase in the conditions of the Covid-19 pandemic.



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You are viewing Nada (FSHZH)'s screen

Objektivat Specifike



- të mbështesi bashkëpunimin ndër-sektorial dhe ndërkufitar midis grupeve inovative detare;
- të nxisi inovacionin krijues në SME-të dhe Start-UP që operojnë në industrinë detare Mesdhetare përmes skemës së kuponit të inovacionit;
- të ofrojë trajnime për inovacionin krijues për SME-të dhe START-UP e sektorëve detarë;
- të ofrojë 480.000 € fonde për kompanitë e zgjedhura për zbatimin e inovacionit krijues;
- të promovojë ekspertizën e Industrisë Kulturore dhe Krijuese (CCI) dhe agjens agentëve të rinj të inovacionit 'në kontekstin transnacional;
- të transferojë dhe vendosi konceptet, mjetet dhe proceset inovative të testuara nga projekti në strategjitë dhe politikat rajonale për specializimin inteligjent (RIS3) dhe në strategjitë kombëtare brenda zonës së Mesdheut dhe më gjerë.

Interreg Mediterranean 4helix+

Project co-financed by the European Regional Development Fund

Participants (20)

Find a participant

- Aleksander Lila(Me)
- Valbona Paluka(Host)
- PalukaE
- Ymer Shkalla
- Ludmilla Mone
- Ermal Liko
- RUDINA MUCA
- Silvana Subashi
- Nada Zaimi (FSHZH)
- Argita Nako
- Almir
- Nada (FSHZH)
- Genta Ahmeti
- Endri Teta (Albanian Development Fund)
- Mira Koci
- Jerina Kollitari

Unmute Start Video Participants Share Screen Chat More Leave

You are viewing Nada (FSHZH)'s screen

Objektiva e Projektit

4helix+ synon stimulimin, trajnimin dhe financimin e inovacionit krijues brenda sektorit të Rritjes Blu në zonën e Mesdheut. Ai synon të përmirësojë hendekun ekzistues midis tetë grupeve detare mesdhetare *, përmes një shkëmbimi të njohurive me burim të hapur, që rezulton nga bashkëpunimi me Industrinë Kulturore dhe Krijuese dhe 'agjentët e rinj të inovacionit'

Interreg Mediterranean

*1) Marche (Italy), 2) Central Macedonia (Greece), 3) Zadar County (Croatia), 4) Andalucia (Spain), 5) Lisbon Region (Portugal), 6) Durres, Vlora, Saranda & Shengjin coastal areas (Albania), 7) Catalunya (Spain), 8)

Unmute Start Video Participants Share Screen Chat More Leave

Recording You are viewing Nada (FSHZH)'s screen View Options

BOOTCAMP-et BLU

- Organizim dy ditor në secilin prej 8 rajoneve të projektit.
- Blue Bootcamp është një përvojë praktike ku Sipërmarrësit Blue / sipërmarrësit nga rajoni i partnerit organizues kishin mundësinë të takohen dhe të punojnë intensivisht me Ofruesit e Njohurive për:
- Eksploruar dhe diagnostikuar nevojat e tyre për inovacion;
- Gjeneruar ide dhe zgjidhje të reja embrionale të biznesit që donin të zhvillonin me qëllim që të mund të financoheshin nga skema e kuponit 4helix +.


 

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KAPITALIZIMI AFATGJATE

- Kontribujë në strategjitë përkatëse makro-rajonale të BE-së, RIS3 dhe politikat e inovacionit në zonën e Mesdheut dhe më gjerë.
- 4helix + roadshows
- 4helix + organizimi PERFUNDIMTAR TRANSNACIONAL NE SEVILLE, do të promovojë projektet e akorduara

Participants: 24 Share Screen Chat More Leave

Recording

COVID-19

- Efektet dhe ndikimi I COVID-19 ne projektin 4Helix+

1. Aspekti menaxherial I projektit
2. Aksioni pilot
3. Kapitalizimi i projektit

Interreg
Mediterranean
4helix+

Project co-financed by the European Regional Development Fund

almir

Aida Dhama

Jerina Kollari

Nada Zaimi (FS...)

A

Patricia Myslimi

Nerada Kulla

Mrs. Alda Dhama, LIC expert of 4helix+ project for Albania presenting on Technical description of the project, the methodology of the Voucher Scheme, implementation phases (info days, participation in bootcamp inside and outside Albania, participation in brokerage event Zadar, application of SMEs and KPs, evaluation and announcement of winning projects, monitoring during the implementation of projects by 6 SME-KP pairs).

Road show 2 - 4helix+

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Recording You are viewing Valbona Paluka's screen View Options

Monitorimi dhe arritjet

1 / Bojo Resort – resort turistik

- ✓ Fillimi i sezonit turistik me një markë të re dhe imazh të përmirësuar, me slogan: "Live the g experience – Jetoni ekperiencën e gjelbër"
- ✓ Strategjia e komunikimit i mundësoi resortit përdorim të rrjeteve të mediave sociale ku u arritën 1300 ndjekës në FB dhe 450 në Instagram.
- ✓ 4 Video-spotet e prodhuara dhe të publikuar në mediat sociale (me 25,779 shikues) kanë krijuar dhe strukturuar paketën e shërbimeve duke u bërë të qartë klientëve se çfarë mund të gjenden në Bojo Resort.
- ✓ Gjithashtu faqja e internetit – si një hap inovativ për sezonin e verës, për përdorim të rezervimeve dhe marrjen e informacionit nga klientët.
- ✓ Tabela informative për orientim të klientëve
- ✓ Fletëpalosje, kartvizita, letrat me kokë, etj – për prezantim profesional ndaj partnerëve të mundshëm.

Valbona Paluka

Unmute Start Video Participants Share Screen Chat More Leave

Recording You are viewing Valbona Paluka's screen View Options

Monitorimi dhe arritjet

2 / Rapsodia – restorant

- ✓ Dizenjim dhe printim i disa etiketave, duke qenë se Rapsodia është tashmë brand territ
- ✓ Profile të produktit original duke përdorur një markë të re, e cila përfaqëson më së miri kompaninë
- ✓ Vizibilitet dhe prani në treg në pikën e shitjes, përmes mënyrës së re të ekspozimit të produkteve me raftet tradicionale
- ✓ Produkte të reja : katalogu i produkteve, kartvizitë, dizenjim brandim makine
- ✓ Spot televiziv – promovim duke treguar produktet, linjën e re të paketimit, pikat e veçanta të shitjes dhe sloganin "Ashtu si natyra deshiron".
- ✓ Strategji e plotë marketingu dhe elementë kyçë vizualë për prezantim të produkteve dhe shërbimeve

Unmute Start Video Participants 23 Share Screen Chat More Leave

Recording You are viewing Valbona Paluka's screen View Options

Monitorimi dhe arritjet

3 / Skura olive oil – vaj ulliri dhe produkte të tjera

- ✓ Paketim i përmirësuar për produktet e tyre si më tërheqëse në panairë tregtare dhe m
- ✓ Markë dhe etiketa të reja për vajin e ullirit, sapunët e Ullirit, ullirin në kavanozë.
- ✓ "Mbetje Zero": asgjë nuk hidhet, mbetjet nga përpunimi i vajit të ullirit shndërrohen në sapun organik.
- ✓ Kanalet e komunikimit, si faqja e internetit dhe kanalet e mediave sociale – për të rritur reputacionin e markës së kompanisë dhe për të mundësuar rritjen e tyre si biznes.

Unmute Start Video Participants 22 Share Screen Chat More Leave

Recording You are viewing Valbona Paluka's screen View Options

Monitorimi dhe arritjet

5 / Marigo Souvenir Shop – produkte turistike dhe suvenir

- ✓ Janë dizenuar ilustrime unike dhe shumë tërheqëse – të papunuara nga askush më parë në Durrës ose në Shqipëri, me tematikën: Trashëgimia Romake dhe Greke.
- ✓ Produkte unike – për të qenë në stilin e tyre, ndryshe; diferencohen me materiale ilustruese të produkteve të përdorura në prodhim.
- ✓ Pasqyrim i: jetës detare dhe në plazh; marina dhe arkitektura; ulliri dhe vaji i ullirit; etj.
- ✓ Klientë të kënaqur: produkte të reja dhe slogani “Ne vendosëm për Durrës – *Civitas Libera* – qytet i lirë”.

Unmute Start Video Participants Share Screen Chat More Leave

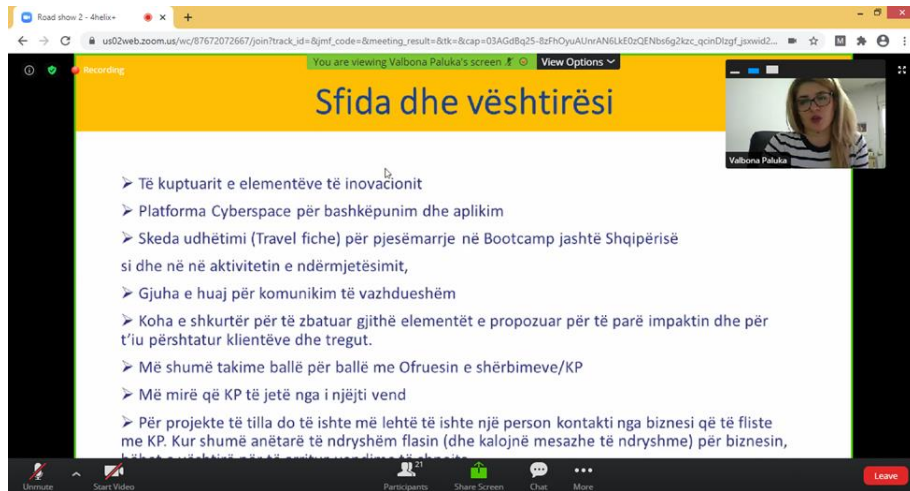
Recording You are viewing Valbona Paluka's screen View Options

Monitorimi dhe arritjet

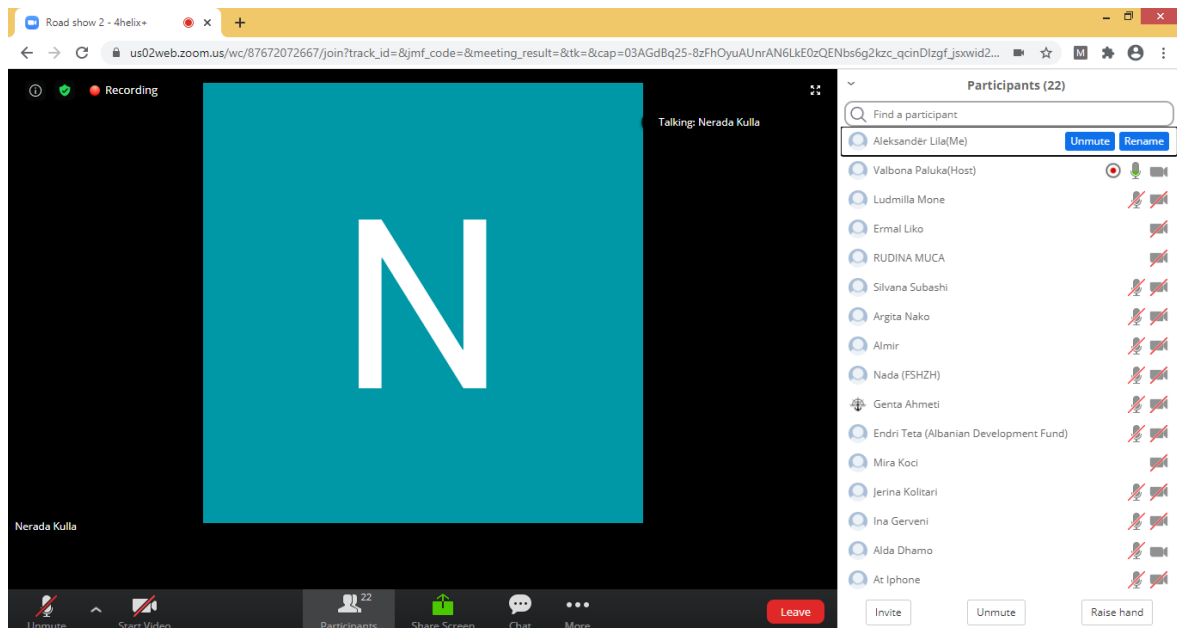
6 / Life on boat - prodhim varkash

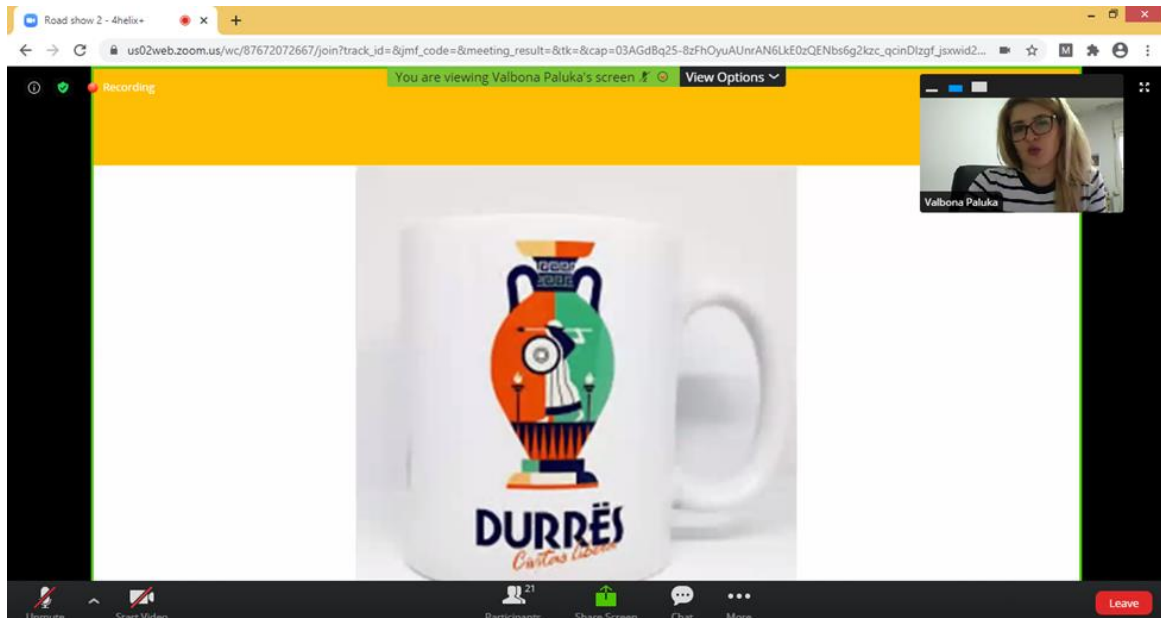
- ✓ Plan marketingu dixhital
- ✓ Brandim i ri (katalog i ri, kartvizita)
- ✓ Faqe interneti për t'u gjetur lehtë nga klientë në Europë <https://lifeonboat.eu> dhe rankimit të optimizuar të motorëve të kërkimit SEO
- ✓ Fushata buletinësh mujorë (email marketing)
- ✓ Mundësi zgjedhjeje të modeleve të varkave online
- ✓ Dhurata të branduara shumë cilësore
- ✓ Zhvillimi i CRM - Sistemit të Menaxhimit të Marrëdhënieve me Klientin

Unmute Start Video Participants Share Screen Chat More Leave

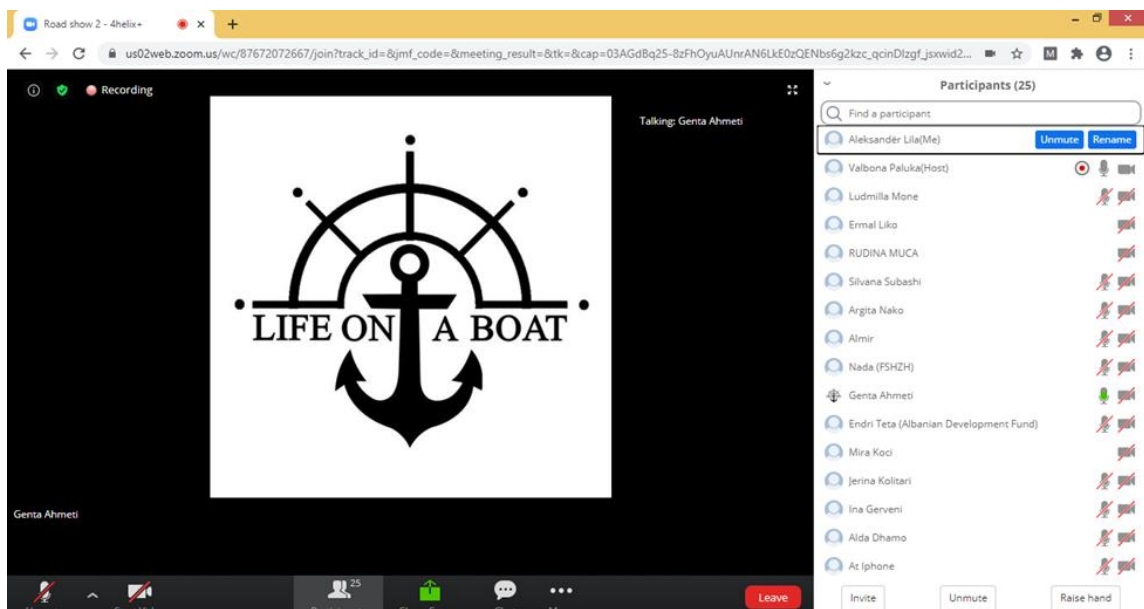


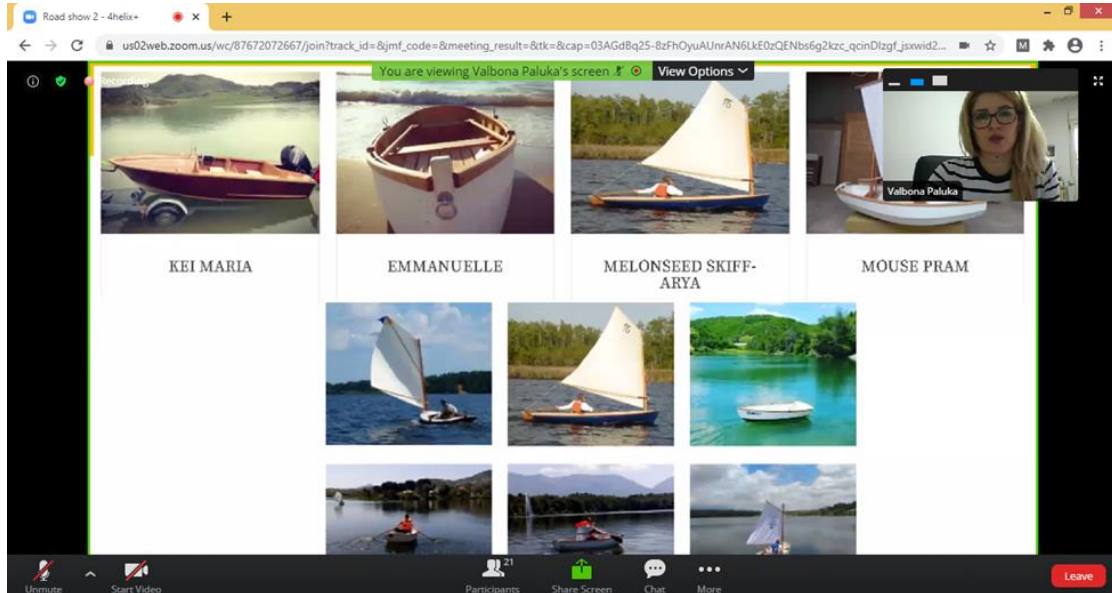
Mrs. Nerada Kulla, is one of the 6 SMEs implementing the Voucher Scheme in collaboration with an Albanian KP. She is the owner of “Marigo Souvenir Shop Durres” and presented the experience during the project implementation, especially on new designs and ideas for souvenirs created by the KP. Impact of earthquake and Covid-19 pandemics effected a lot on tourism in Durres, though many visiting tourists’ feedback has been quite positive and found attractive the new products.



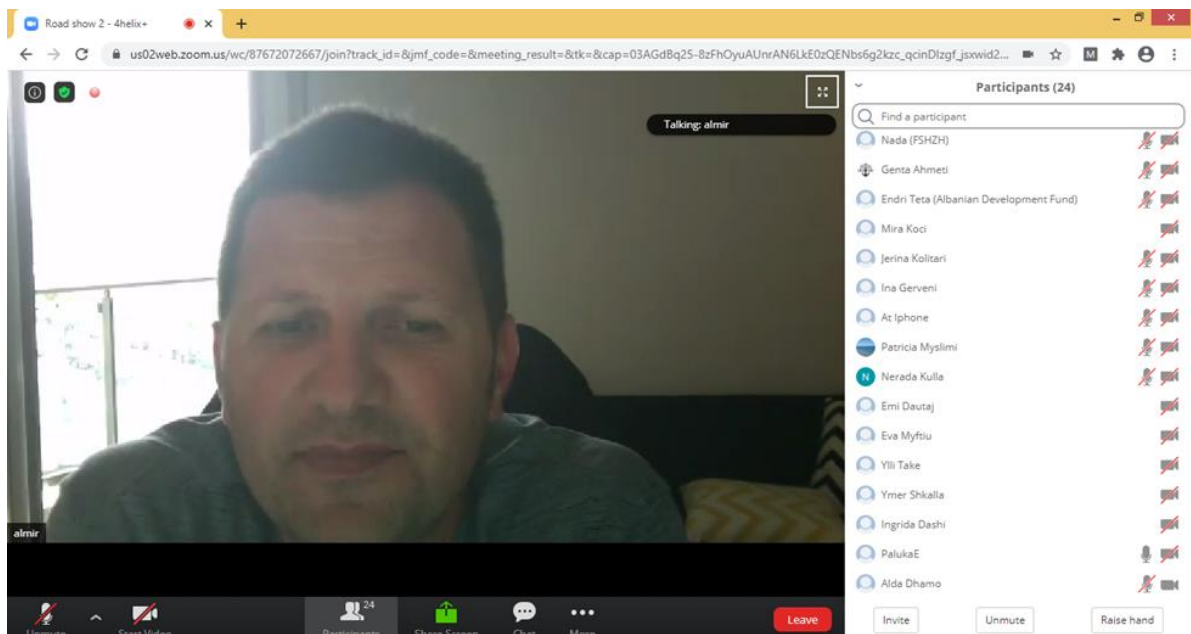


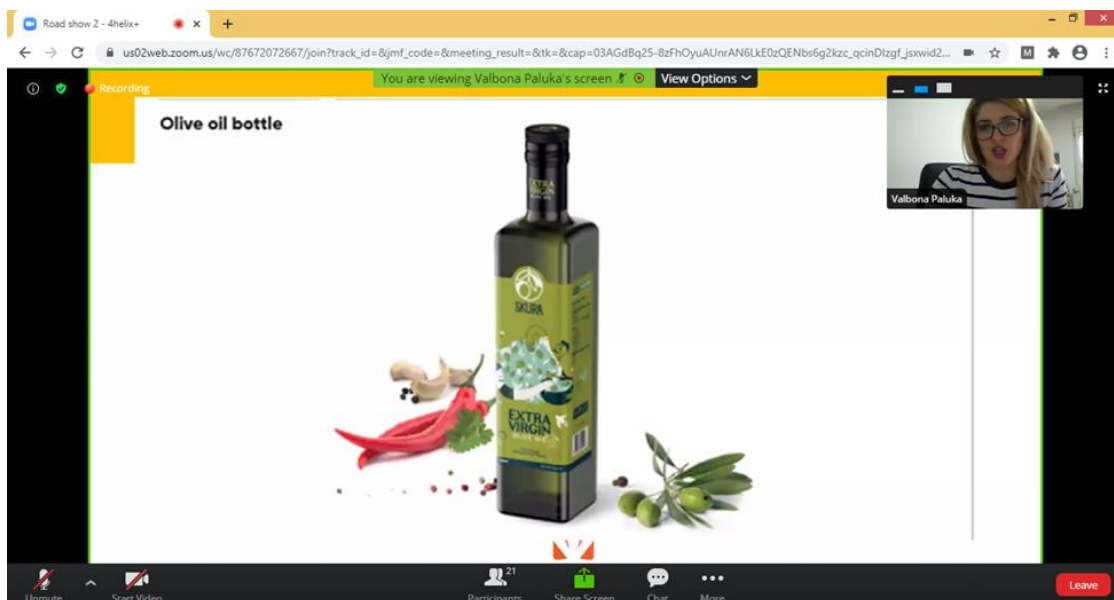
Mrs. Genta Ahmeti, is one of the 6 SMEs implementing the Voucher Scheme in collaboration with a Greek KP. She is the owner of “Life on a boat” company and presented the experience during the project implementation and the experience regarding the collaboration with a foreign Knowledge Provider.





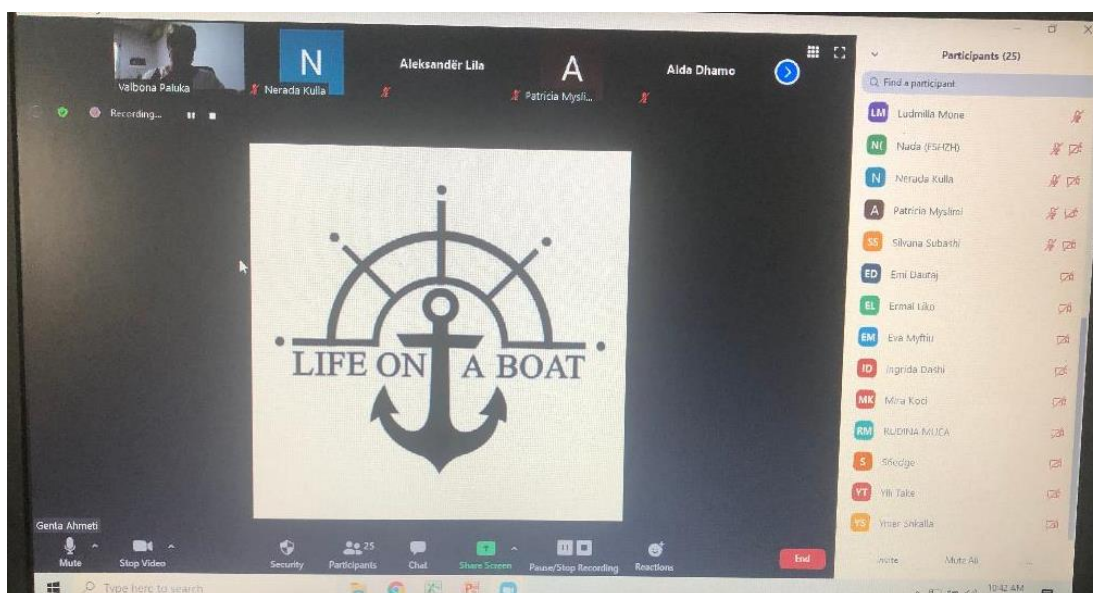
Mr. Almir Kulla, Grid Cartels Company, presented his experience as a KP offered expertise for an Olive Oil producer in Himara (Vlora). In addition to the positive experience and satisfaction during the cooperation with SMEs, he also presented the difficulties of SMEs related to the English language in which the project took place (documents, reports, questionnaires, etc.). These difficulties are also reflected to the KP as well.

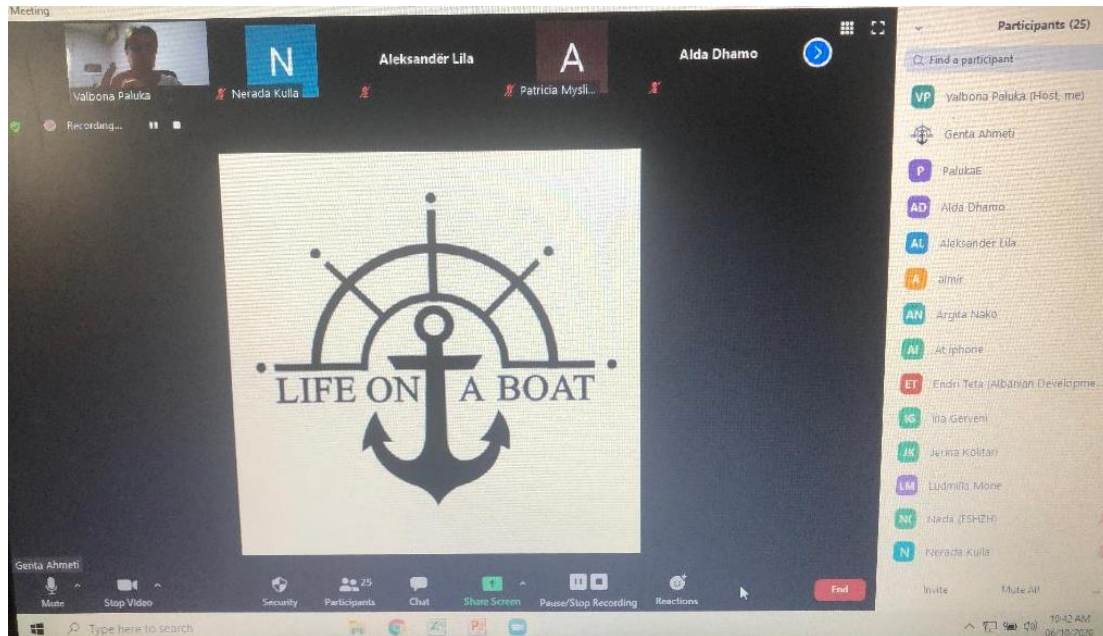




Annex 1 Attendance list

As in print screens above and below:





4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macro regional Road-shows

Report Road Show 3

PP6 – Albanian Development Fund (ADF) – Albania

Content

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(Length recommended max 3 pages without considering pictures and annexes): Error! Bookmark not defined.	
2. Date, place and duration of the road-show	3
3. Event's framework	3
4. Typology and number of participants	4
5. Activities and agenda	5
6. Road-show influence	7
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Annex 1 Attendance list	24

1. Introduction

This report is done by the local partner Albanian Development Fund (ADF) in charge after developing the road-show in Albania. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees.

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The road-show event was organized online on 09 October 2020 at 10:00 – 11:30, in Zoom Meetings platform and lasted for 1 hour and 30 minutes, moderated by Mrs. Alda Dhama, LIC expert.

3. Event's framework

The event was organized as a separate Road-show with relevant stakeholders (public bodies, regional agencies, research organizations, blue economy support institutions, etc) as well as BLUE-SMEs – private presence (not only vouchers beneficiaries). It was organized online because of Covid-19 situation limitation on gathering.

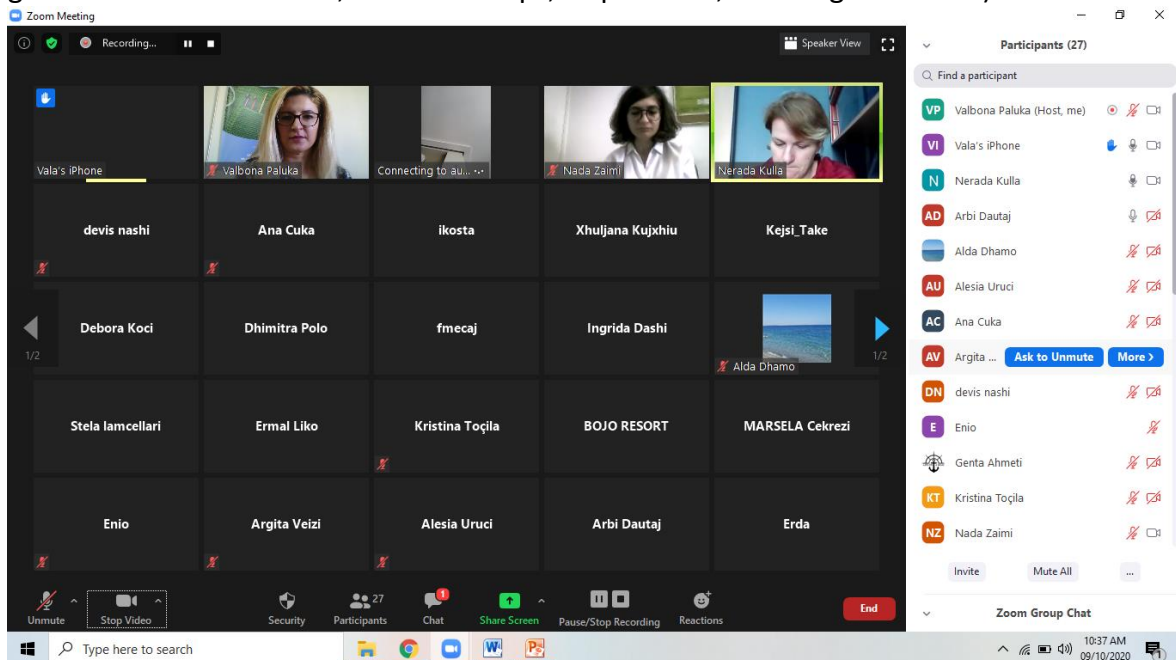
In this digital road show we invited students and professors of universities and faculties, with the mission of transferring experience with voucher scheme to them.

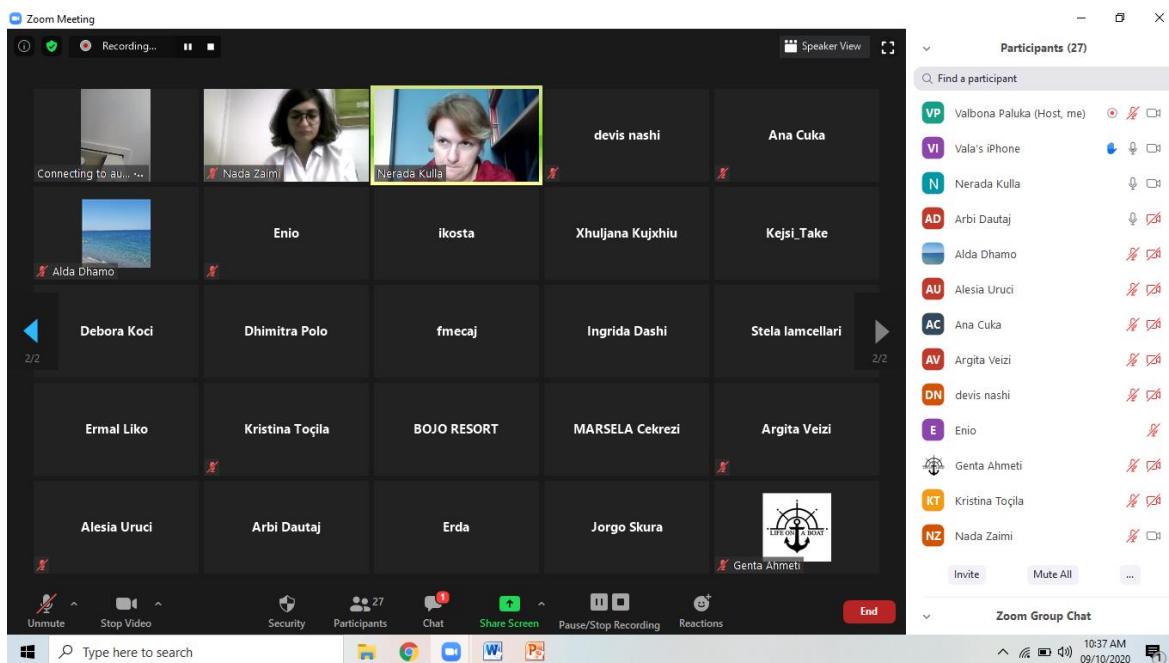
Panelists from ADF – partner organization and LIC expert explained the developments and impact of the 4helix+ project. Besides this, panelist from souvenir shop and boat production showcased their experience from benefiting as SMEs from this project, as well as one KP representative from creative industries from Tirana who explained the process of collaboration, with the aim to transfer the experience to the youth participants. The participants were mainly from university, faculty members and students as well. As such, the introduction and moderation were made possible to introduce them with this pilot action of innovation voucher scheme, value brought to SMEs and whether it should be replicate in the near future by government organizations and donor institutions, e

specially to those affected from Covid-19 and in order to increase blue economy growth and similarly other economy sectors.

4. Typology and number of participants

The total number of participation in this digital road show has been 27 participants, who were from Project partner, LIC experts, 4 beneficiary SMEs and 1 KP, University, public institutions, other stakeholders supporting blue economy as well as from private sector innovation voucher beneficiaries, KP that matched and collaborated with SMEs in the project, Diaspora Chamber of Commerce and SMEs from relevant sectors (hotel – guesthouse – restaurants; souvenir shops; ship builder, travel agencies etc.).





5. Activities and agenda

The agenda was drafted to present the overall project and activities foreseen transnationally, to explain the methodology and the other details of the process (info days, call for KP and blue SME/startups, boot camps organized, travel fiches provided for participation in the boot camps for the possibility to meet live with other participants, SMEs and other KPs, the regional matchmaking event, the achievements from the projects, as well the impact and importance of such a measure. Two SMEs (Marigo Souvenir Shop and Life on Boat) and one KP (New Media Communications) from the beneficiaries couples (awarded with the innovation vouchers) presented about their own experiences during last year in 2019 and the impact it had on their businesses.


Although not only the difficulties arising from Covid-19 situation but even earthquake effects especially in Durres limiting and impacting a lot the tourism industry and the blue economy, measures taken did not help to yield the benefits through creative economy support voucher scheme in the short run during 2020, as it was expected. Marigo SME emphasized the positive effect of new designs and products motivated by the culture, archeology and nature of Durres. She expressed confidence that these new innovative lines will have an effect on the economy of their business scale.

Life on Boat, in addition to the beautiful and productive experience with the Greek knowledge provider (KP), also presented difficulties of online communication for issues that require face-to-face communication.


New Media Communications has expressed the experience with Marigo souvenir shop from Durres. It has been a very enjoyable experience to bring innovation in marketing

through new designs which were created as authentic and original ones from artifacts and various elements of Durres city (history, art, culture, cuisine, sea, beach, etc). They have had continuous communication. This sector was affected by the Covid-19 pandemic and the effects of the project and the coupon scheme will show after the end of this season, in the first months of 2021, where all SMEs expect to capitalize their results.

However, they had a very good experience on the innovation in marketing and creative sector that shall reap the benefits soon. At the end participants had the possibility to ask and exchange between each-other to transfer knowledge from this pilot actions and practice to which they suggest shall replicate more widely.



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Projekti 4helix+


Blue digital Road Show

9 Tetor 2020

AXHENDA – Road Show 2

9 Tetor 2020

10:00 – 10:10	Regjistrimi i pjesëmarrësve, rregullat e komunikimit dhe axhenda
10:10 – 11:30	<ul style="list-style-type: none"> Hapja / Fjala përshëndetëse, Përshkrimi dhe ecunia e projektit gjatë fazës së implementimit në kushtet para dhe pas pandemisë Covid-19 Znj. Nada Zaimi, Fondi Shqiptar i Zhvillimit Përshkrimi teknik i projektit, i metodologjisë së Skemës Kupon “Voucher”, fazat e implementimit (ditët e informimit, pjesëmarrja në bootcamp-e brenda dhe jashtë Shqipërisë, pjesëmarrja në aktivitetin e ndërmjetësimit, aplikimi, vlerësimi dhe shpallja e projekteve fituese, monitorimi i zbatimit të projekteve nga 6 çiftet SME-KP). Znj. Valbona Faluka dhe Znj. Alda Dhamo - Ekspertë Lokalë të Inovacionit (LIC) Eksperiencia e sipërmanjes SME-ve në zhvillimin e skemës inovative kupon “Voucher” Znj. Nerada Kulla – Mango Znj. Genta Ahmeti – Life on a boat Eksperiencia e ofruesit të shërbimit (KP) në koordinim me sipërmanësin në zbatim të projektit Znj. Ingrid Mhaja – znj. Ana Cuka – New Media Communication Mbyllja – konkluzione mbi impaktin e implementimit



4helix+ Project is co-funded by the European Union

1

6. Road-show influence

This roadshow brought attention of 4helix+ project and the innovation voucher from various actors who participated.

Objective of the road-show webinar was to talk about progress and impact of innovation voucher to Blue Growth Economy, it has been also an occasion to transfer the experience and benefits of the pilot project activities as well as provide share on new opportunities / measures to support Blue SME sector or other economy sectors also. Given the academic context of the audience, the webinar also focused on how it could have a good effect and outcome in the development of the entire blue economy as well as in business sectors in the interrelated supply chain, how they can use knowledge transferred from this pilot action to consider pushing and reproducing in other initiatives of collaboration between business and academia/university/research helix.

Having this understanding, the regional/local/national policies can take the advantage and participate, organize and implement projects similar to 4helix+ by supporting in each step of the cooperation.

7. Result

The road show's participants were informed about the 4helix+ aims and goals, the innovation project's activities, 4helix+ Innovation Vouchers Mechanism, Cyber Space and Transferring Corner. They were informed as well about the boot camp and brokerage event, the possibility to cooperate transnationally and about the awarded Innovative Projects from blue economy sectors of Albania. Innovation and transnational cooperation among SMEs and other thematic sectors (as core value of Interreg programme) was promoted and participants were invited to think of innovation in various areas (not only technologically) to grow efficiently their business by better marketing and visual items, newly and well-designed products, etc as were the cases from 4helix+ in Albania.

The road show also presented on transferring the whole 4helix+ innovation voucher scheme experience. The purpose was to present to broader audiences the 4helix+ successful transnational showcases, and to transfer the multimedia tools offered by the 4helix+ Cyber Space and the usefulness of project's Transferring Corner; in order to have possibility to share challenges and find common solutions for the sector.

4helix+ project gave to Blue SMEs new opportunities for innovation, new ideas, new acquaintances and the possibility to meet with Knowledge Providers such as research centers and other innovative organizations as well as with potential business clients to

boost their activities. The stimulating impact and the coaching offering during the implementation of the funding structure of the 4helix+'s voucher initiative were highlighted, together with importance of both cross fertilization of innovation and the quadruple approach.

Moreover, they had the opportunity to discuss, place questions and share their opinions and conclusions.

The main outcome from the Road Show can be stated that is the necessity for innovation on Blue sector, as they can offer a substantial change in their sector which will result in sector's significant development. Sustainable economy transitions to continue providing business opportunities and employment. Thus capitalization on the voucher scheme nationally and transnationally would be beneficial in other areas also.

SMEs express the benefit of the voucher scheme and that they had expressed the experience of 4helix+ project in round tables organized by government institutions. They emphasize that it would be much more profitable for this scheme to be supported by the state budget. The aim is to gain as much SME from this kind of support.

8. Pictures of the session

Digital Road-show is recorded and will be transferred to Transfer Corner in Cyber Space.


Mrs. Nada Zaimi, Project Manager for Albanian Partner – Albanian Development Fund (ADF) greeted the participant and presented the managerial part of the project, overall progress and activities organized, experiences from the regional SC meetings and the development of the project during the implementation phase of innovation voucher for blue economy SMEs, as well as the conditions of the Covid-19 pandemic.




PROJECT OVERVIEW



Start date
01.02.2018




10
Partners




7
Countries



Budget
€2,2 M



6
Associated Partners




Duration
30 months


PARTNERS

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

Partners
 University of Camerino (IT)
 Central European Initiative (IT)
 Thessaloniki Chamber of Commerce and Industry (GR)
 Croatian Chamber of Economy - Zadar County Chamber (HR)
 Official Chamber of Commerce, Industry and Shipping of Seville (ES)
 XXI Dynamic Network (PT)
 Albanian Development Fund (AL)
 Barcelona Official Chamber of Commerce, Industry, Services and Navigation (ES)
 Chamber of Commerce and Industry Marseille Provence (FR)

Associated Partners
 Innovation and Development Agency of Andalusia - IDEA (ES)
 Development Agency of Thessaloniki S.a. - ANETH (GR)
 Croatian Maritime Industry Competitiveness Cluster (HR)
 Vertigo Lab. Think and do tank in Environmental Economics (FR)
 Association of Mediterranean Chambers of Commerce (ES)
 Make it Marseille (FR)





Recording You are viewing Nada (FSHZH)'s screen View Options

BOOTCAMP-et BLU

talking: Nada Zaimi

- Organizim dy ditor në secilin prej 8 rajoneve të projektit.
- Blue Bootcamp është një përvojë praktike ku Sipërmarrësit Blue / sipërmarrësit nga rajoni i partnerit organizues kishin mundësinë të takohen dhe të punojnë intensivisht me Ofruesit e Njohurive për:
- Eksploruar dhe diagnostikuar nevojat e tyre për inovacion;
- Gjeneruar ide dhe zgjidhje të reja embrionale të biznesit që donin të zhvillonin me qëllim që të mund të financoheshin nga skema e kuponit 4helix +.

Interreg Mediterranean 4helix+

Project co-financed by the European Regional Development Fund

Switch to Shared Content Recording... You are viewing Nada Zaimi's screen View Options Exit Full Screen

Vala's iPhone

Alda Dhamo

Stela Iamcellari

Ermal Liko

Connecting to audio...

Kristina Toçila

BOJO RESORT

Arbi Dautaj has entered the Waiting Room for this meeting

Admit See Waiting Room

Nada Zaimi

Unmute Stop Video Security Participants Chat Share Screen Pause/Stop Recording Reactions End

Zoom Meeting You are viewing Nada Zaimi's screen View Options

Participants (26)

Find a participant

- DK Debora Koci
- DP Dhimitra Polo
- E Erda
- EL Ermal Liko
- F fmecaj
- HP HUAWEI P smart Z
- I ikosta
- ID Ingrida Dashi
- JS Jorgo Skura
- K Kejsi Take
- MC MARSELA Cekrezi
- SL Stela Iamcellari
- XK Xhuljana Kujxhiu

Invite Mute All

Zoom Group Chat

Kristina Toçila BOJO RESORT

MARSELA Cekrezi Enio

Argita Veizi Alesia Uruci

Ask to Unmute

3 people have entered the Waiting Room for this meeting

See Waiting Room

KAPITALIZIMI AFATGJATE

- Kontribuojë në strategjitë përkatëse makro-rajonale të BE-së, RIS3 dhe politikat e inovacionit në zonën e Mesdheut dhe më gjerë.
- 4helix + roadshows
- 4helix + organizimi PERFUNDIMTAR TRANSNATIONAL NE SEVILLE, do të promovojë projektet e akorduara

Interreg Mediterranean

Unmute Stop Video Security Participants Chat Share Screen Pause/Stop Recording Reactions End

Type here to search

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10:08 AM 09/10/2020

Exit Full Screen

Mrs. Alda Dhamo, LIC expert of 4helix+ project for Albania has moderated the digital road show together with **Mrs. Valbona Paluka** (LIC expert). She introduced the panel and presented on Technical description of the project, the methodology of the Voucher Scheme, implementation phases (info days, participation in boot camp inside and outside Albania, participation in

brokerage event Zadar, application of SMEs and KPs, evaluation and announcement of winning projects, monitoring during the implementation of projects by 6 SME-KP pairs). She also introduced the impact provided by SMEs benefiting from the innovation voucher done through a survey for all SMEs participating from all countries, where all have expressed positive about the experience and that they would suggest to other businesses as well, despite the fact of Covid-19 effect.



Projekti 4helix+

4helix+ me synim **stimulimin, trajnimin dhe financimin** e inovacioneve krijuese, nëpërmjet instrumentit kupon (voucher), **brenda sektorit të Rritjes Blu** në zonën e Mesdheut.

Qëllimi i projektit – përmirësimi i kushteve për të ulur boshllëkun midis 8 klasterave të përfshira në aktivitetet rajonale detare Med dhe 4 elika (4helix) të tyre (Ndërmarrjet, Kërkimi, Qeveria, Shoqëria).

Kjo është arritur përmes një burimi të hapur, shkëmbimi të njohurive dhe qasjes drejt komunitetit, si rezultat i bashkëpunimit të **NMVM-ve / Start-up Blu**

me **“Industritë Kulturore dhe Kreative”** (Institucione Kërkimore / Ndërmarrje të Kualifikuara)

dhe **“Agjentëve të Rinj të Inovacionit”** (fab labs, hapësira të përbashkëta pune, hapësira krijimi, etj)






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Talking: Vala's iPhone

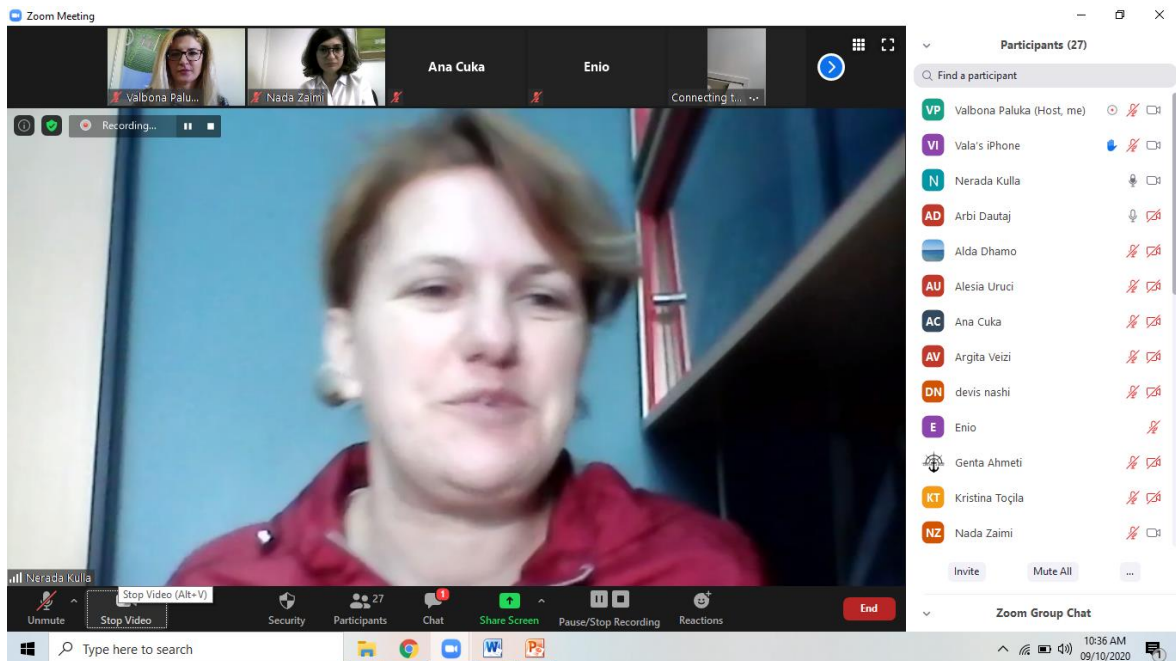
Vala's iPhone

Unmute
Stop Video

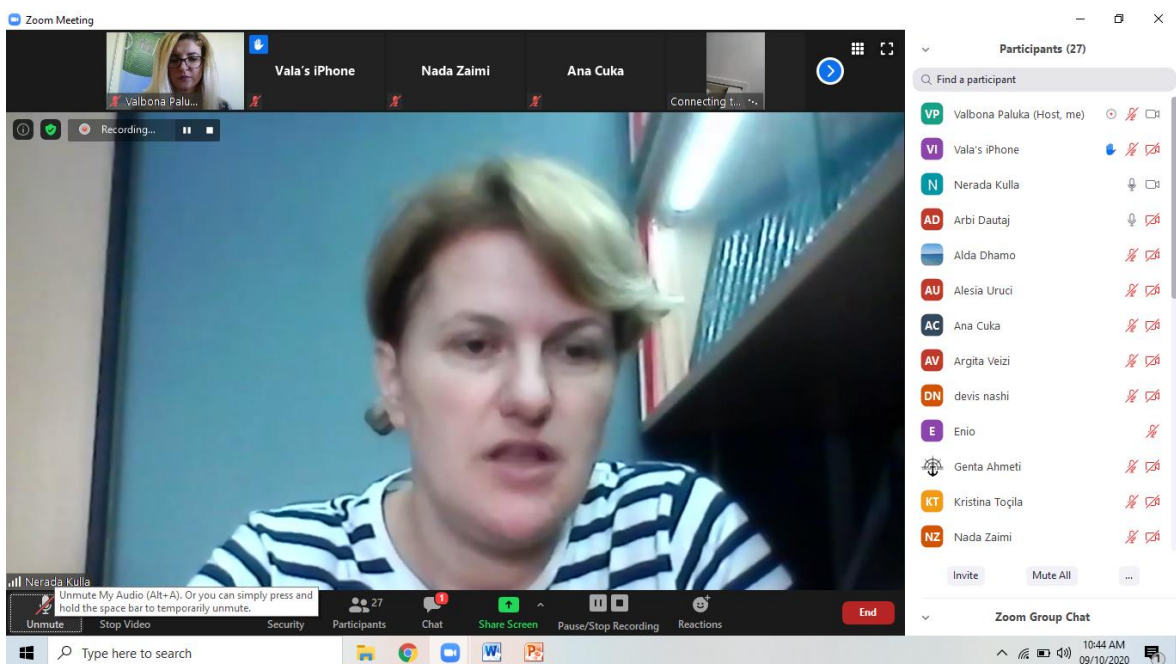
Security
Participants 27
Chat
Share Screen
Pause/Stop Recording
Reactions

End

Mrs. Nerada Kulla, is one of the 6 SMEs implementing the Voucher Scheme in collaboration with an Albanian KP. She is the owner of “Marigo Souvenir Shop Durres” and presented the experience during the project implementation, especially on new designs and ideas for souvenirs created by the KP, as requested. She was very happy with the outcomes of the collaboration, not only her request was met, but the designs were very authentic and original, the KP had presented various forms and models on different items, which they had given to the SME as ready-made already printed copies. She mentioned that although the impact of earthquake and Covid-19 pandemics affected a lot the tourism in Durres, many visiting tourists’ feedback has been quite positive on the new products and found them very attractive. As such, she showed new items were she had replicate the designs, such as in magnets, mugs, cup placing mat, tote bags, etc, as well as use the design in plates by hand drawing, not stamped.





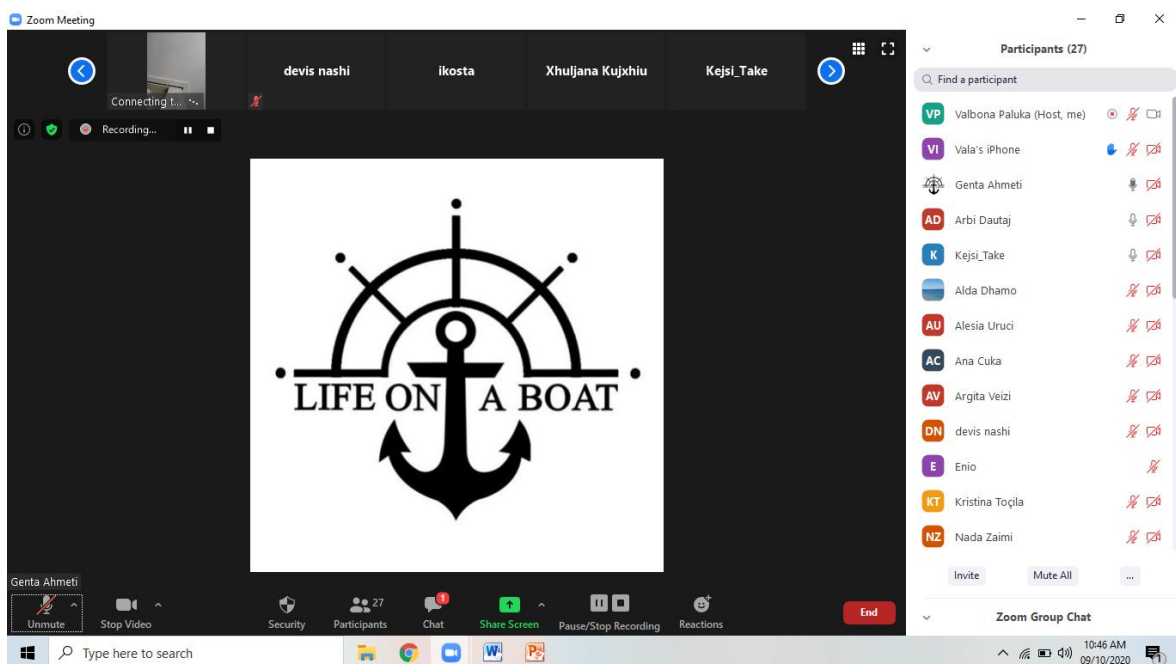


Mrs. Genta Ahmeti, is one of the 6 SMEs implementing the Voucher Scheme in collaboration with a Greek KP. She is the owner of “Life on a boat” company and presented the experience during the project implementation and the experience regarding the collaboration with a foreign Knowledge Provider. She went through the process and mentioned about the difficulty of being not close to

meet in person each time, but rather online via Skype platform. Despite this, she is very satisfied with this project and highly recommended to all of those who can benefit.

She was asked by the moderators whether she would undertake such an experience on its own, with financial or technical assistance, she said that this is very beneficial for start-up businesses which strive to grow, and marketing elements and other items foreseen in her projects help it boost.

As she also takes part occasionally in round tables about business promotion, she also said to present this as a best experience to be implemented by other organizations, including Ministry of Finance and Economy, Albanian Investment Development agency (AIDA) focusing on start-up support and SME development, in order to support innovation and competitiveness state budget funds and other stakeholders to create an ecosystem and provide grants for various types of business and different aspects' support as it would it be very helpful for newly launched start-up.



Zoom Meeting

Participants (27)

Find a participant

VP Valbona Paluka (Host, me)

VI Vala's iPhone

Genta Ahmeti

AD Arbi Dautaj

K Kejsi Take

Alda Dhamo

AU Alesia Uruci

AC Ana Cuka

AV Argita Veizi

DN devis nashi

E Enio

KT Kristina Toçla

NZ Nada Zaimi

Invite Mute All

Zoom Group Chat

10:47 AM 09/10/2020

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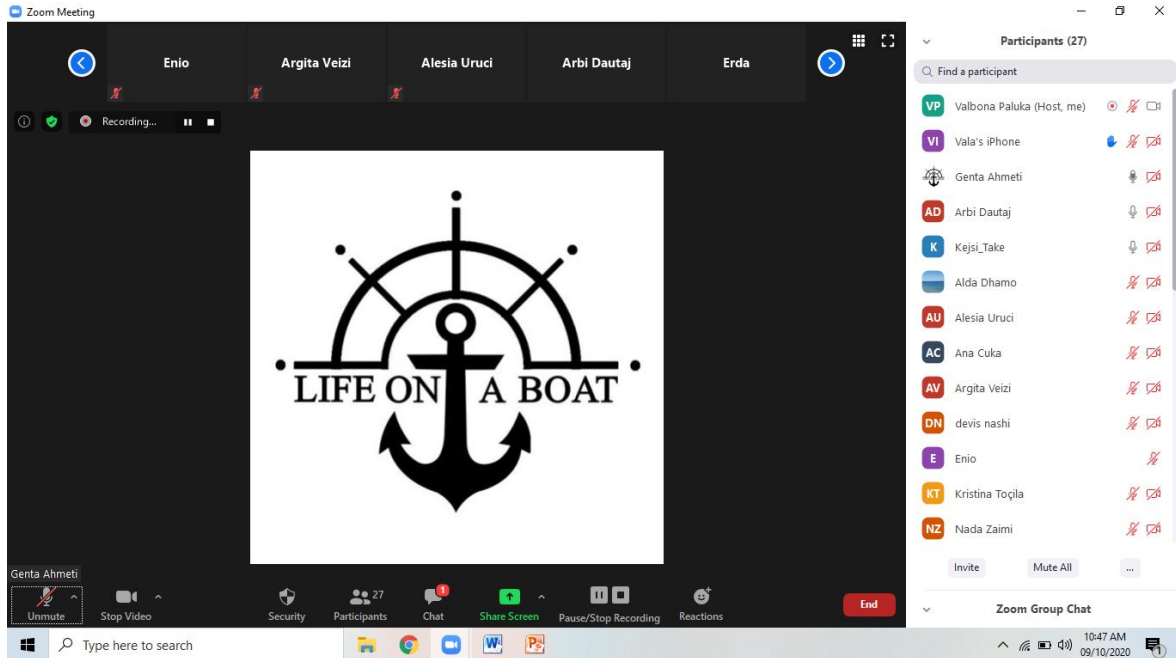
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KEI MARIA

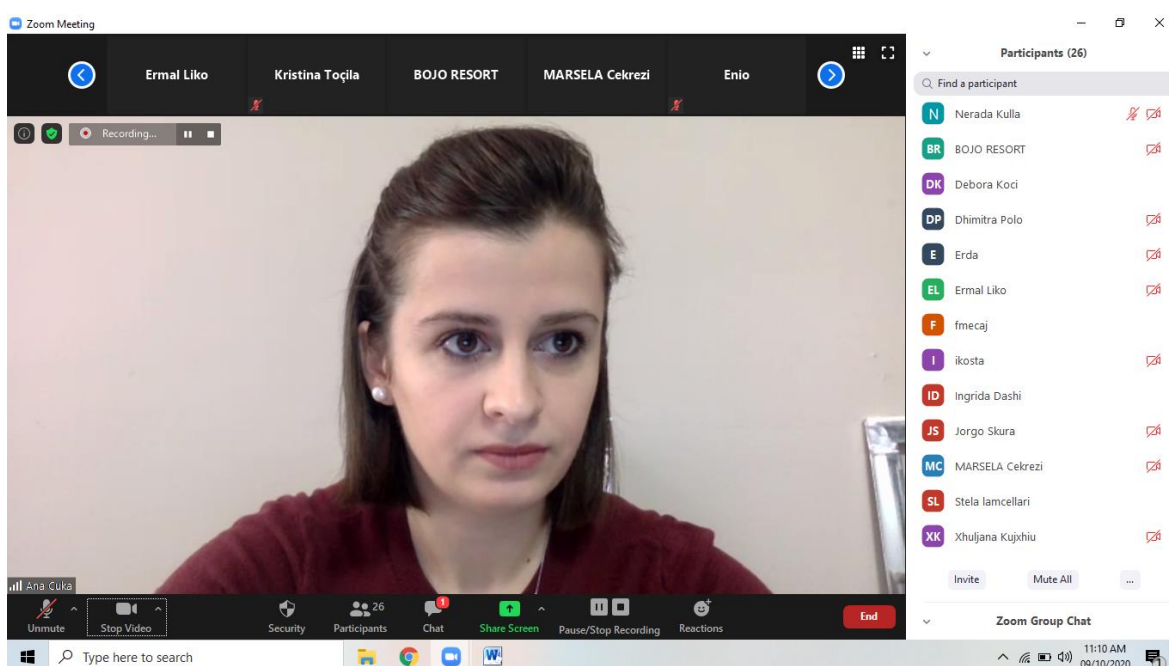
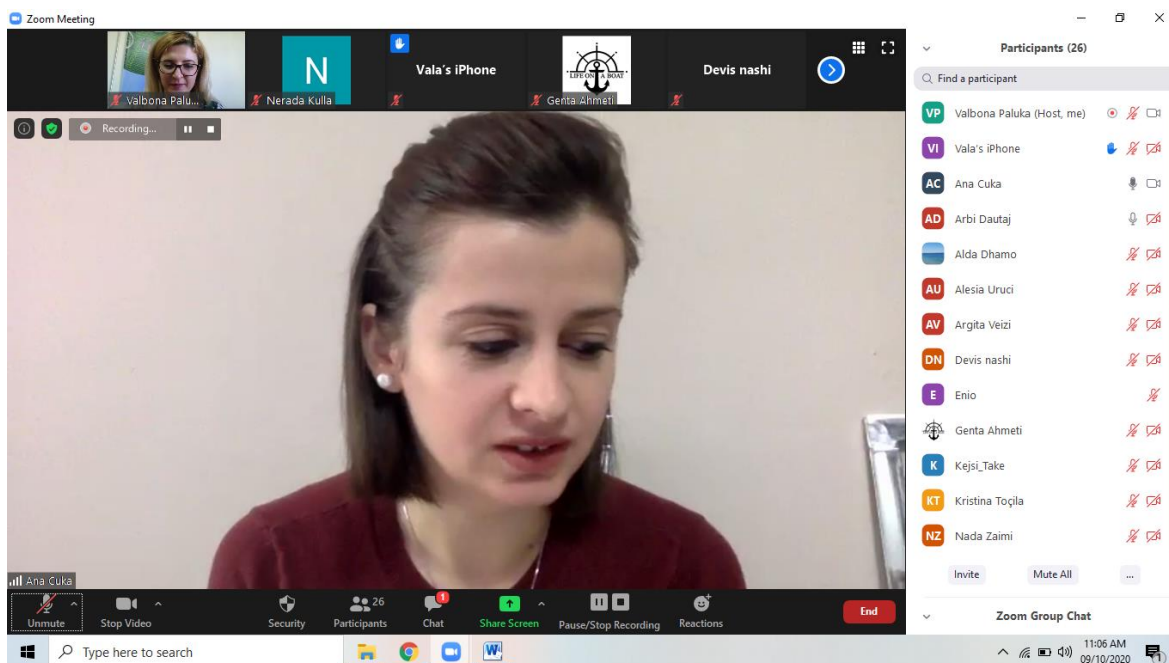
EMMANUELLE

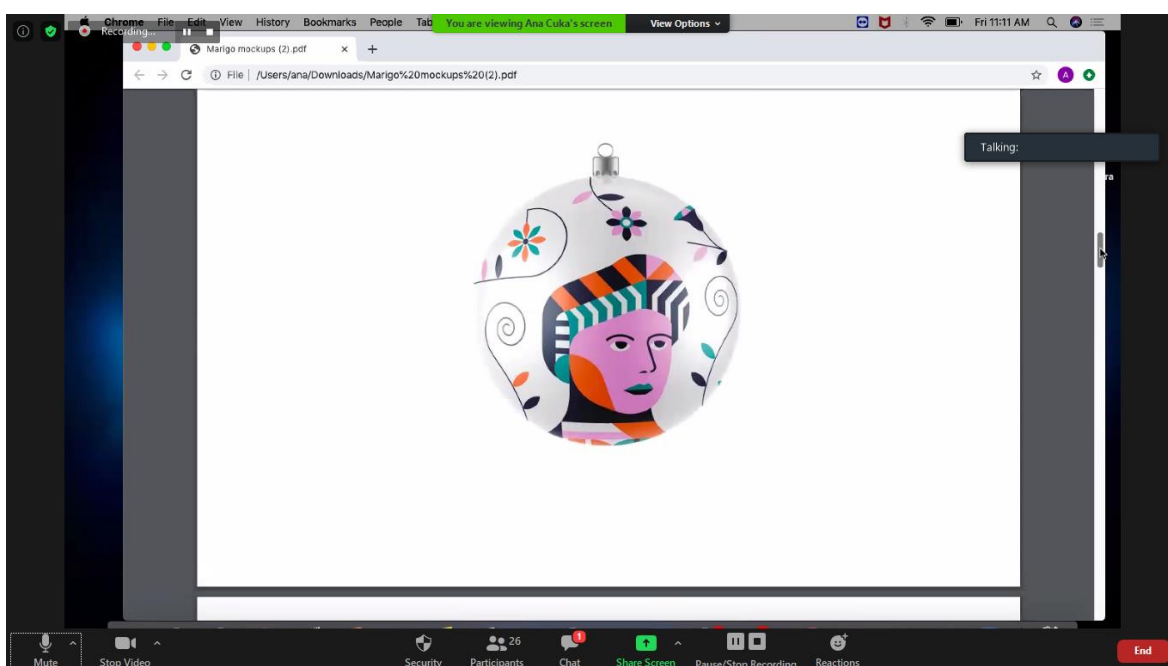
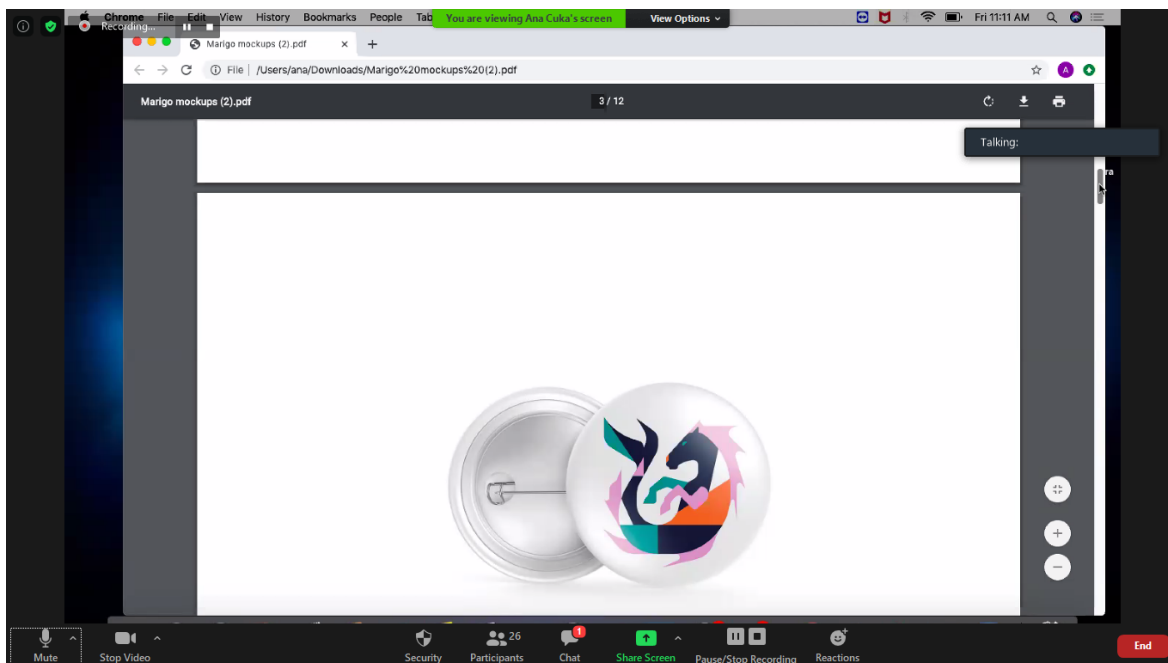
MELONSEED SKIFF-ARYA

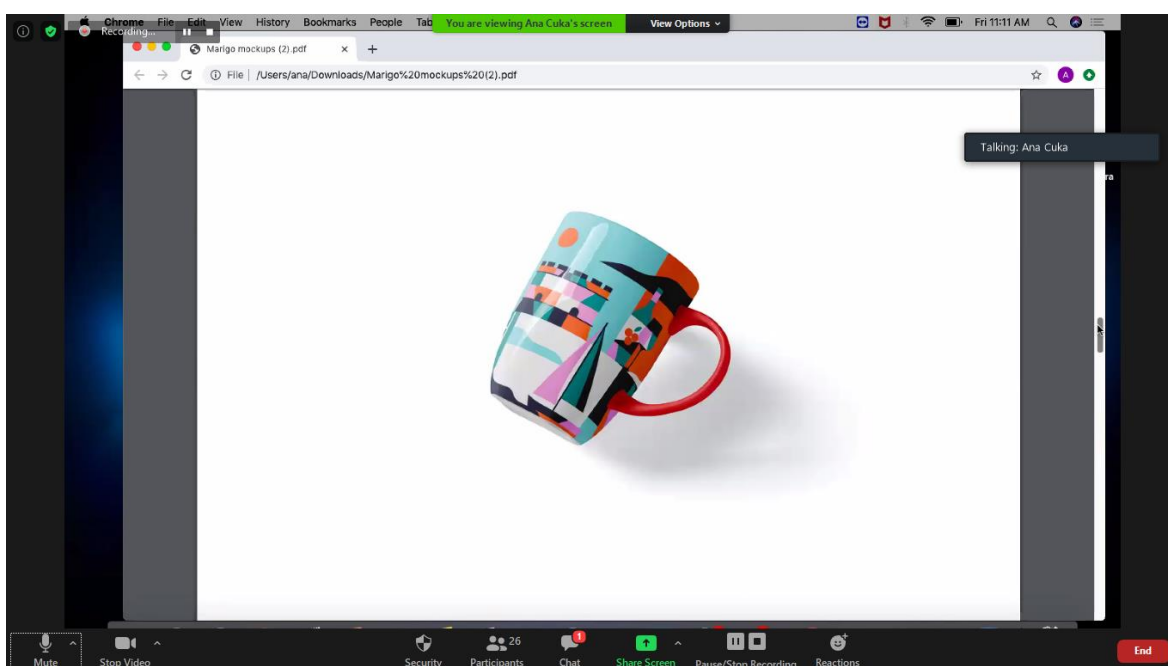
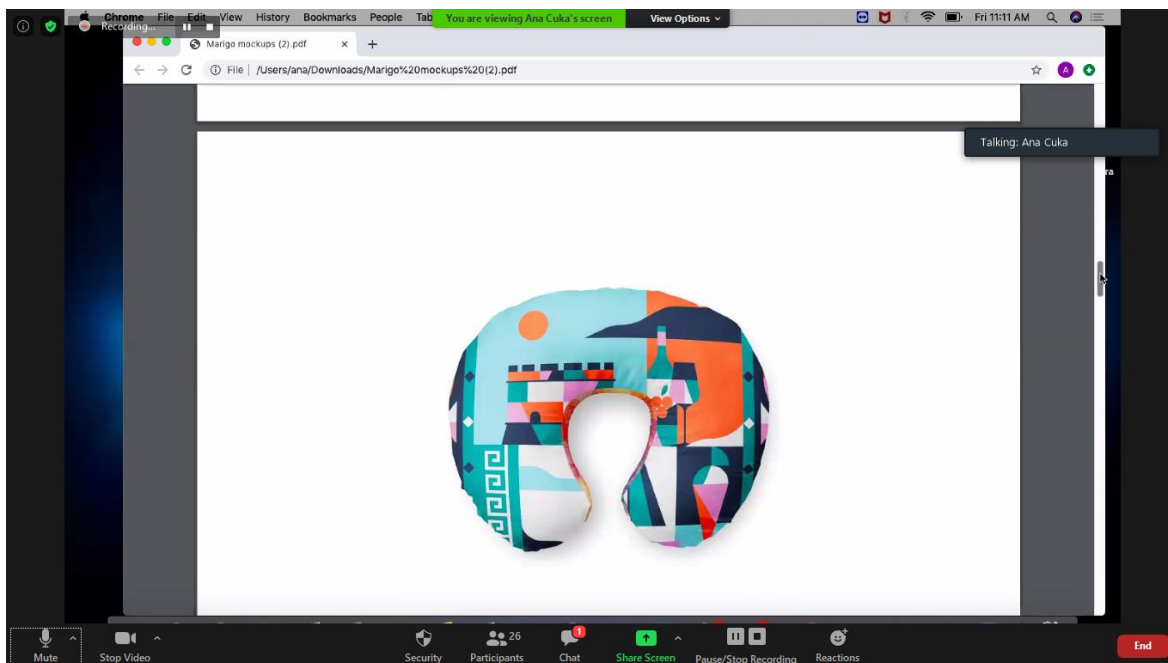
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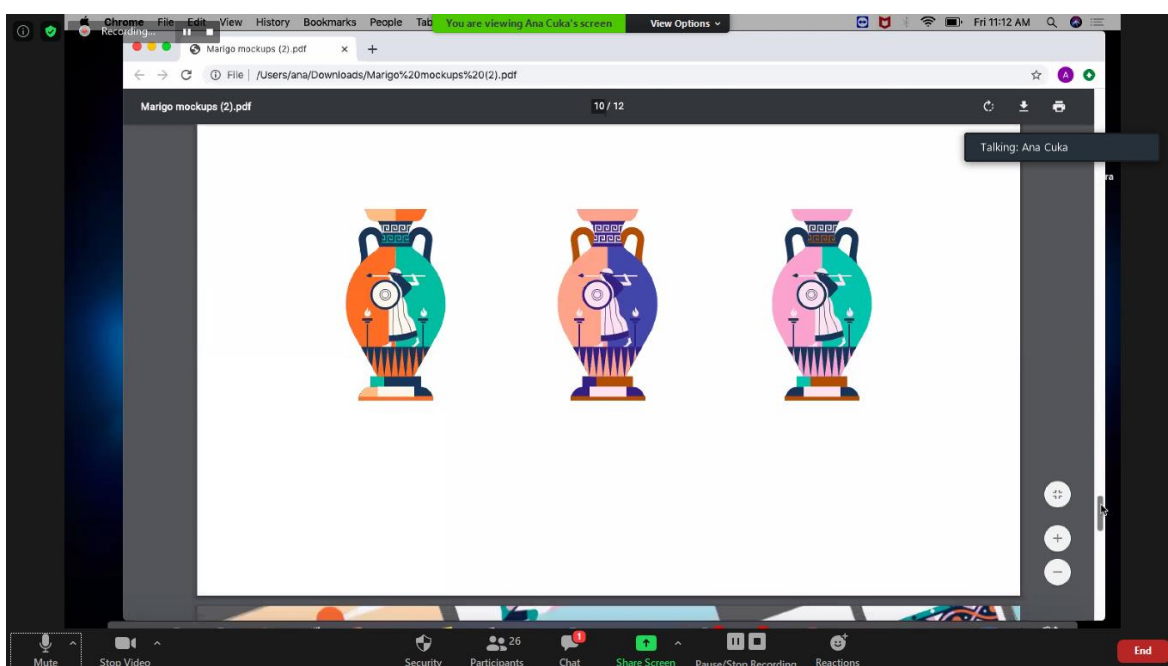
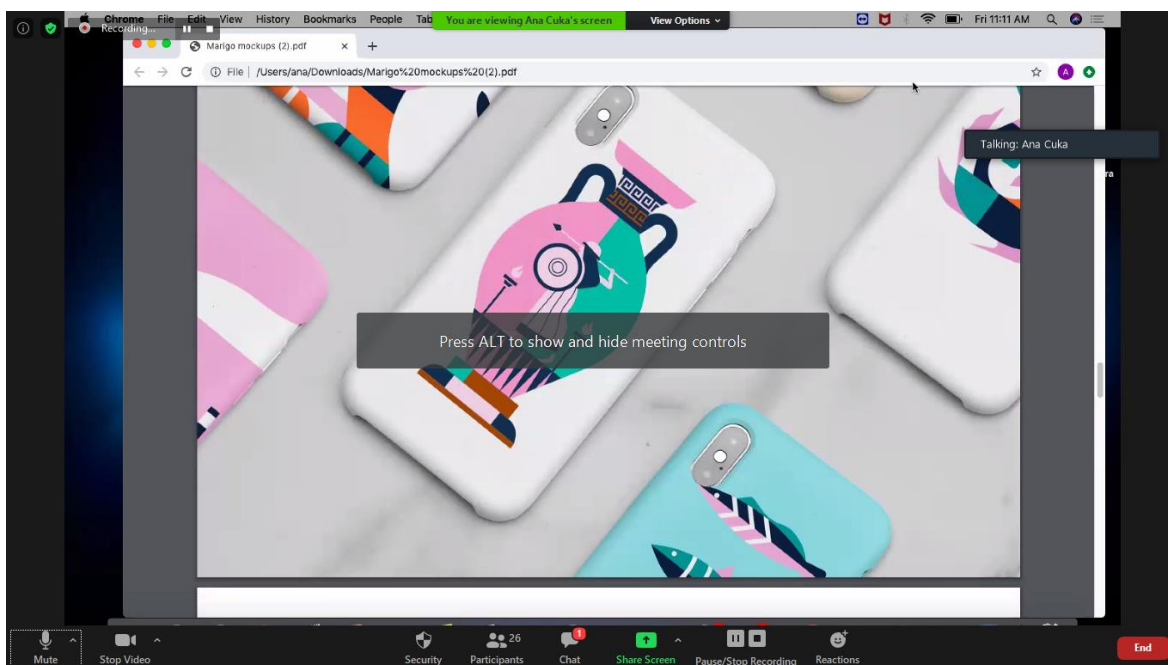


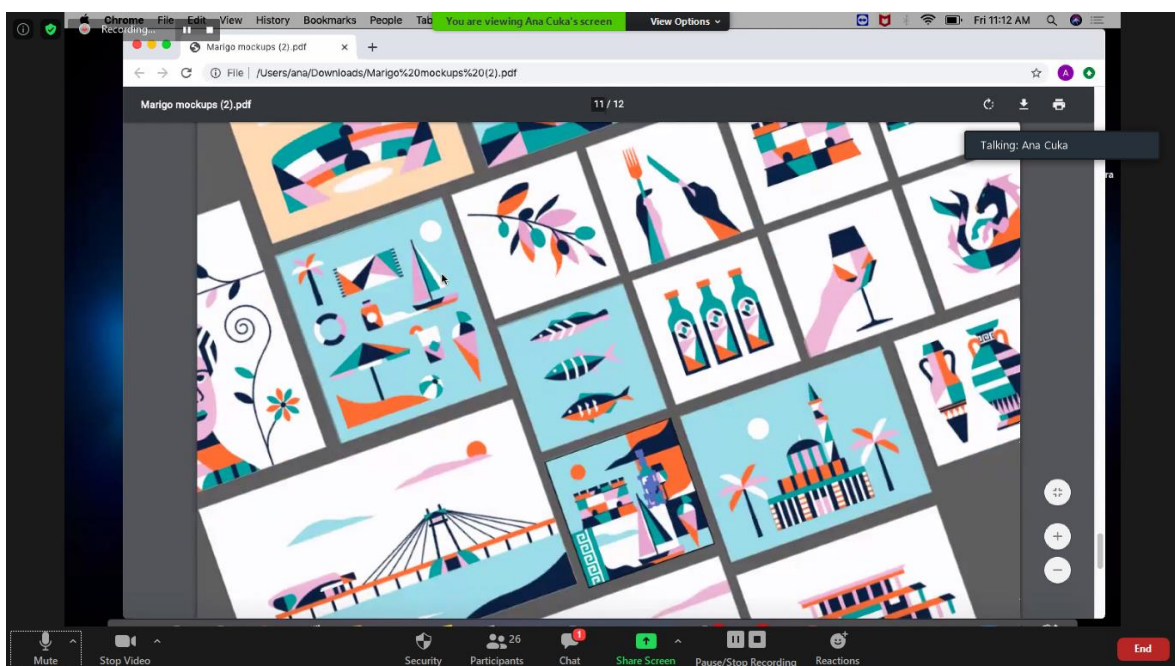
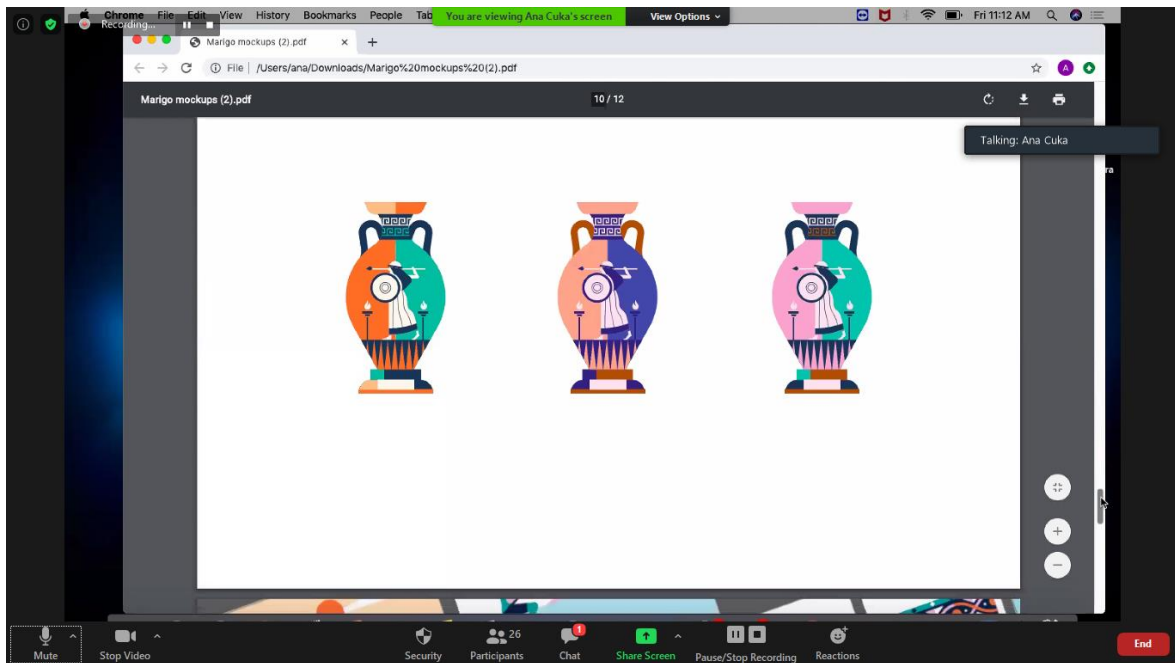
Mr. Ana Cuka, New Media Communications Company, presented their experience as a KP in which they offered expertise for a souvenir shop in Durres. In addition to the positive experience and satisfaction during the cooperation with SMEs, she also presented the satisfaction in creating new authentic designs for the SME, with original elements, not typical items of same standard production. She mentioned about the process they went through, beginning communication during first phase, about their requests on creating work of art, culture, cuisine, history, artefacts and other elements of Durres city to be represented on new designs and gifts items; then they performed research with target foreign and local tourists, to offer something light and not costly. The KP also provided as tangible printed items to the SME.









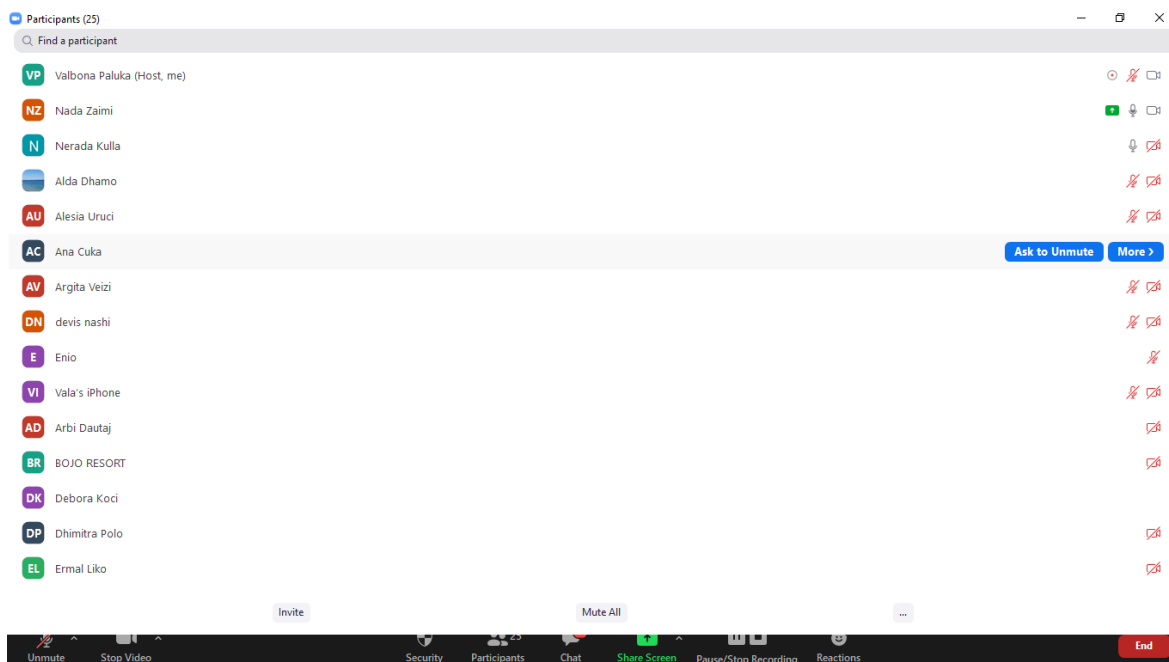


Participants had the possibility to ask for more concrete and practical information.



Annex 1 Attendance list

As in print screens above and below:



Participants (25)

Find a participant

AD

Arbi Dautaj

BR

BOJO RESORT

DK

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Xhuljana Kujxhiu

Invite

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Unmute

Stop Video

Security

Participants

Chat

Share Screen

Pause/Stop Recording

Reactions

End

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report template

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1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees.
The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The 9 October 2019 took place the first roadshow organised by the Barcelona Chamber of Commerce in the framework of the Transferring work package of the 4Helix+ project. The session had a duration of 3.5 hours starting at 9:30 and finishing at 12:00.

The selected location for the event was the Metopas Room in the Reial Club Nàutic de Barcelona (RCNB) - Royal Barcelona Yacht Club. Nowadays located in Moll D'Espanya Street (Port Vell), the RCNB is the oldest Yacht Club in Spain, established in 1876.

3. Event's framework

The road show was celebrated the 9 October running into the opening day of the nautical trade fare, organized in Barcelona from 9 to 13 October.

The event was organised jointly with the Clúster Nàutic de Barcelona (CNB). The CNB is an organization founded in 2013 with the goal of transforming water sports activity into an economic driving force for the city, its metropolitan area and for the country, taking full advantage of the existence of a sector, which brings together industry, companies, entities and research centres.

3.1 Typology

The event had a duration of 3.5 hours. Since the roadshow was co-organized by the CNB the session was divided in three different sections. In the first part, the CNB made a warming welcoming and let the flow to the seven new companies who joined the Cluster the last year. The second section was the time to present the 4Helix+ project and the companies awarded with the 10.000€ 4Helix+ innovation vouchers. Finally, there was time for a coffee break and networking before heading the nautical trade fare.

The section organized by the Barcelona Chamber of Commerce was focused on promoting the 4Helix+ project and making the companies awarded with the innovation vouchers and its projects public. After presenting the 4Helix+ project to the assistants, the floor was left to the companies awarded who presented one by one their companies and explained the project they are conducting thanks to the innovation voucher. After each presentation a member of the European Projects Office from the Barcelona Chamber of Commerce hand over a symbolic cheque of 10.000€ that represented the 4Helix innovation vouchers.

3.2 Justification

The main goal of the road show was to promote the 4Helix+ project and the blue growth programme. A part from showing the activities done in the framework of the project, it was in the centre of the roadshow, to present both the companies and the innovation projects that awarded the financial cheques.

Since the Clúster Nàutic is one of the main nautical association not only in Barcelona but also all over the Catalan coast, co-organizing the event with them was essential to promote the project and its goals in an effective way. The Cluster is highly concerned about the importance and relevance of the blue sector in the Catalan economy; furthermore, companies who belong to the maritime sector are, generally speaking, concerned about sustainability and environment respect. Therefore, learning about projects based on promoting the blue economy in and innovative and sustainable way was an enriching and inspiring opportunity.

4. Typology and number of participants

Around 40 people assist to the roadshow. The main proportion of participants were coming from private companies, the vast majority of them were members of the Clúster Nàutic de Barcelona, however we could enjoy the participation of a delegation from the Catalan Government and from the executive direction of the Barcelona Chamber of Commerce.

5. Activities and agenda

The road-show stated punctual at 9:30, moment when Neus Jordi, the CNB director of events, warmly welcomed all participants and introduced the seven latest new members of the association. Nautipaints, Gutmar, Next Maritime, Iddes Yachts, Cover Up Solutions and Seastainable Ventures, in addition to S.E. Yachting and GPASeabots, who could not participate in the session presented their business idea in front of an audience who were impressed by the quality of the presentations. The presentation made clear the quality and potential of the new

members, especially in industrial terms, new technologies and blue economy.

Next, Víctor Soria, 4Helix+ project manager in Barcelona presented the project, its goals and activities done, up to the moment. After the exposition, was the turn for the awarded companies to present their business ideas and projects. Seastinable Ventures, Daevi, Cap a Mar, Delta Sail and Barcelona Yacht Club presented their projects in front of an audience who was very interested in projects that combine innovation, blue growth and sustainability. (Q-Star Serveis Costers could not participate in the road show).

After the presentation a networking coffee was organized. The awarded SMEs were in great demand, assistants wanted more information about their projects and wanted to stablish new synergies among them. Also the Catalan government representative had time to chat with the SMEs and congratulated them for their projects.

6. Road-show influence

The representative of the Catalan Government allowed them to better understand the project and encourage them to find new synergies among them and the BCC. Also the participation of SMEs allowed government to listen the demands and need of maritime sector SMEs.

7. Result

The roadshow was interesting for two main reasons:

The first one is related with the matchmaking generated among public administration and SMEs. The roadshow offered the opportunity to public administration to understand what 4Helix+ is about, the results obtained with the methodology used in the project and connected the Catalan Maritime Strategy managers with SMEs.

The second one is related with promoting innovation and transnational cooperation among SMEs of the maritime sector. To show the results obtained, when putting together the maritime sector and creative industries in transnational cooperation, aimed companies to think about the need of innovating to create new products and services always in a sustainable way.

8. Pictures of the session



Picture 2 4Helix+ Presentation



Picture 1 4Helix+ Presentation



Picture 3 Cap a Mar presentation



Picture 4 Seasteineble Presentation



Picture 3 Barcelona Yacht Club Voucher Delivery



Picture 6 Daevi Voucher Delivery



Picture 7 Delta Sail Voucher Delivery

Annex 1 Attendance list

4Helix+ Road Shows

Project co-financed by the European Regional Development Fund



Project co-financed by the European
Regional Development Fund

Annex 1- Attendance list. Road Show "Entrega dels xecs 4Helix+ d'innovació" held in Barcelona the 9th October






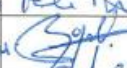


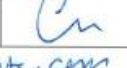

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
1	Joan	Montes	Cutma	CEO	jmontes@cutma.com		Y	Y
2	PERE	ALIMANY	Cambra de	PLE	p.alimany@cambra.com		✓	✓
3	Carles	Santana	NEXT MARITIME	Manager	carles.santana@nextmaritime.com		✓	✓
4	MICHELE	FRANCHI	BUSINESS TACTICS	DIRECTOR COMERCIAL	INFO@BUSINESS-YACHTCLUB.COM		✓	✓
5	PEREJA	FONT	NESTRE ABOGATS	LAWYER	tfont@nestrea.com		✓	✓
6	Joan	RBOT	DAEVI	CEO	info@daevi.net		✓	✓
7	Josep	Bernabeu	Vander 2000	Cap Comissari	bernabeu@vander2000.com		✓	✓
8	Marcelo	Penna	Marcelo Penna Yacht Design	CEO	marcelo@mpyachts.com		✓	✓
9	Ove	Montes	Next Maritime	Partner	ove.montes@nextmaritime.com		✓	✓
10	ALBERT	VAL	DELTA SAIL	CEO	albert@delta-sail.com		Yes	Yes

* "By ticking the corresponding consent box, I authorize the organizer to use the institutional name and the pictures taken during the roadshow only for dissemination purposes, reports and eventual promotional videos. The organizer assure there will not be used for any commercial profit".

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1


Annex 1- Attendance list. Road Show "Entrega dels xecs 4Helix+ d'innovació" held in Barcelona the 9th October

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
11	ARRES	CLASTOS	TAOS	COMM.	ccclastos@taos.org		YES	YES
12	ELI	Martin	DAEVI	MKT.	eli@daevi.net		YES	YES
13	ELI	DE PRADA	DDP YACHT PAINTERS	CEO	eli@ddpsupply.com		YES	YES
14	XAVIERS	RICART	GRUPERS BCN	DIR. MKT	xricarte@grupersbcn.com		YES	YES
15	Merche	Cano	DDP AYUJO de PRADA	CEO	merche@yachtpainters.com		OK	OK
16	FRANCESCO	PITRÒ	SEASUSTAINABLE VENTURES	SCIENTIFIC DIRECTOR	francesco.pitrò@gmail.com		YES	YES
17	BORJA	KIDAGO	TRITON SUBMARINES	PRODUCTION MANAGER	borja@tritonsub.com		YES	YES
18	ALEX	SAMMUTTAU	INFE	CEO	info@integracion.com		OK	OK
19	EDGAR	GALLOWAY	INFE	DIRECTOR	"		OK	OK
20	IVAN	SALAS	IDDES	"	ivan@salas.com		OK	OK

* "By ticking the corresponding consent box, I authorize the organizer to use the institutional name and the pictures taken during the roadshow only for dissemination purposes, reports and eventual promotional videos. The organizer assure there will not be used for any commercial profit".

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Annex 1- Attendance list. Road Show "Entrega dels xecs 4Helix+ d'innovació" held in Barcelona the 9th October

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
21	SANTIAGO	GABARRO	BRINS BARCELONA	Socio	info@brins.eu		Yes	Yes
22	CRISTINA	CAFARROS	CAP A MAR	for helix	capamerben@gmail.com		yes	Yes
23	Patricia	Ballón	Cover Up	Comunicación	patriciaballon@gmail.com		Yes	Yes
24	BERTA	PEREZ	CAMBRA	European projects	bperez@cambraben.org		Yes	Yes
25	VICTOR	SORIO	CAMBRA	European projects	vsorio@cambraben.org		✓	✓
26	Susane	Seinz-Trépage	DGPAM				✓	✓
27								
28								
29								
30								

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Annex 2 Satisfaction questionnaire

All Satisfaction questionnaires can be read in by clicking the image below

4Helix+ Road Shows



Project co-financed by the European
Regional Development Fund

Annex 2. QÜESTIONARI DE SATISFACCIÓ:

Roadshow organitzat el 9 d'octubre 2019 a Barcelona

1. Quin tipus d'organització representa?										
<input type="checkbox"/> Companyia privada <input checked="" type="checkbox"/> Administració pública <input type="checkbox"/> Fundacions, ONGs... <input type="checkbox"/> Altres. Si us plau especifiqueu quina: _____										
2. Té alguna relació amb l'economia blava?										
<input checked="" type="checkbox"/> Sí <input type="checkbox"/> No										
3. Si us plau, valoreu de manera genèrica l'esdeveniment										
0	1	2	3	4	5	6	7	8	9	10
4. Ha rebut informació prèvia / instruccions/ documentació per part dels organitzadors de l'esdeveniment?										
<input checked="" type="checkbox"/> Sí <input type="checkbox"/> No										
5. La durada de l'esdeveniment és la correcta?										
<input checked="" type="checkbox"/> Sí <input type="checkbox"/> No (Especifiqueu les seves preferències): _____										
6. Si us plau, valoreu quant d'interessant ha estat el roadshow										
0	1	2	3	4	5	6	7	8	9	10
7. Li agradaria participar en més esdeveniments semblants?										
<input checked="" type="checkbox"/> Sí <input type="checkbox"/> No (Per què?): _____										

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report template

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1. Introduction

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There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the road-show

The 22nd November 2019 was celebrated the 2nd road show organized by the Barcelona Chamber of Commerce as an activity of the task 4.3 belonging to the work package 4: Transferring of the 4Helix+ project. The session had a duration of 1.5 hours starting at 12:30 and finishing at 14:00.

The selected location for the event was the Neptú Room in Casa Llotja de Mar, a gothic and neo classical building built during XIV and XV centuries located in the gothic quarter of the city.

Casa Llotja de Mar is nowadays the institutional hub of the Barcelona Chamber of Commerce, but previously, the Consulate of the Sea set up in the Crown of Aragon was located in the building.

3. Event's framework

During 13 years, ASCAME (Association of the Mediterranean Chambers of Commerce and Industry) has organised the MEDAWEEK, the Mediterranean Week of Economic Leaders. This year, 2019, the MEDAWEEK was celebrated the 20th, 21st and 22nd November. During the 13th edition, 7 summits & forums, 2 MedaTalks, 3 opening conferences and several workshops were organised, all with a common point: The Mediterranean Sea. Barcelona Chamber of Commerce organised one of the two Medatalks, which was called "Blue economy challenges: What can be done in the MED Region?" and is the 2nd roadshow of the 4helix+ project.

MEDAWEEK is nowadays the iconic conference dedicated to promoting the Mediterranean region

worldwide. This event endorses the key economic sectors and the cultural values of this region through a wide variety of forums and is capable to attract businesswomen and men from around the globe as well as corporations, governments and multilateral organizations. After 13 years, the MEDAWEEK continues providing a strong and dynamic platform for the promotion of the Mediterranean economic integration and concentrates in Barcelona the economical leaders of the Mediterranean region.

3.1 Typology

The roadshow had a duration of 1 hour 30 minutes, from 12:30 to 14:00. Named “Blue economy challenges: What can be done in the MED Region?” pretended to identify which are the general challenges that the Blue Economy in the MED Region presents.

Before the conference Berta Perez introduced the speakers and the moderator, Raffaele Mancini, who conducted the session.

The roadshow was a panel conference conducted by Raffaele Mancini who described introduced the subject and asked questions to the speakers.

The first speaker was Susana Sainz (Catalan Maritime Strategy – Catalan Government). She was asked to contextualize the Catalan Maritime Strategy, to describe which need the CMS pretends to cover and the last updates of the strategy.

Next was time for Víctor Soria (4Helix+ - Barcelona Chamber of Commerce) who talked about the 4Helix+ project methodology, the results obtained and the problems the projects faces. After the presentation a link between the results achieved and the CMS was described.

Francesco Pittito (Seastainable Venutures – Awarded Company by 4Helix+) presented the results of his project and analysed the needs of maritime SMEs and how the project helped to solve them.

Next, Anaël Le Bihan (ASCAME) described the capitalization process of blue growth community projects and described the challenges that need to be afforded, particularly, those related with public-private partnerships.

Last, Marta Pascual (WestMED initiative) analysed the added value of the WESTMed initiative and its paper in promoting blue economy in both side of the Mediterranean sea.

After all the speeches, the public had time to ask questions to the speakers and a debate of 15 minutes was generated.

3.2 Justification

The roadshow pretended to analyse the challenges of the blue economy on the MED region and analyse the results and contribution of the 4Helix+ project to promoting the blue economy. A comprehensive analysis of the blue economy sector was done in the roadshow, which helped to promote projects like 4Helix+ and to create synergies among different programs and projects.

4. Typology and number of participants

Around 30 people came to the event. The vast majority of the public was leaders of Chamber of Commerce, institutions and ONGs in the MED region, but also SMEs were among the public. The origin of the public was people based in Catalonia but also from other parts of the MED region such as Tunisia, Morocco and Algeria.

The role of those assistants was managerial positions, CEO and COO.

5. Activities and agenda



Blue economy challenges: What can be done in the MED Region?

22 de novembre 2019,
Passeig d'Isabel II, 1
Sala Neptú, Casa Llotja
Barcelona

AGENDA

12:30h – 12:35 Bienvenida de la Cambra de Comerç de Barcelona – Berta Pérez

12:35h – 13:30h Panel: Blue Economy Challenges

1. Susana Sainz (Generalitat de Catalunya)
2. Víctor Soria (4Helix+)
3. Francesco Pititto (Seastainable Ventures)
4. Anaël Le Bihan (ASCAME – Blue Growth Community)
5. Marta Pascual (WestMED initiative)

Moderado por el experto en economía azul [Raffaele Mancini](#)

13:30 – 14:00h Debate y preguntas

14:30h Fin de la actividad

6. Road-show influence

The public in the roadshow was in its vast majority managing directors of institutions, Chambers of Commerce and public administrations from across the MED region. The results of the projects were transferred to CEO and managing directors. The public seemed interested on the topic and the results obtained as well as in the challenges that the blue economy and blue SMEs faces.

The impact of the roadshow was worldwide, and some institutions were really interested on the methodology implemented during the project.

7. Result

In order to understand the problems, challenges and difficulties of the blue economy and blue SMEs is important to establish a comprehensive framework. That's what the roadshow pretended and achieved. During the roadshow the opportunity to bring together public administration and SMEs in the same table was offered and the need of establishing mechanisms to connect the private and the public sector was demonstrated.

The value added of this roadshow falls on the international, varied and high value audience and the combination in the same table of public administration and SMEs awarded by 4Helix+ project.

8. Pictures of the session



Picture 1 Introduction and welcoming by Berta Pérez (BCC)



Picture 2 Anaël Le Bilan (ASCAME) talking about the blue growth community



Picture 3 Francesco Pititto (Seastainable Ventures) talking about the impact of 4Helix+



Picture 4 Raffaele Mancini presenting the roadshow



Picture 5 Víctor Soria (BCC) presenting 4Helix+










Annex 1 Attendance list

4Helix+ Road Shows
Project co-financed by the European Regional Development Fund



Project co-financed by the European
Regional Development Fund


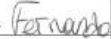








Annex 1- Attendance list. Road Show "Blue economy challenges: What can be done in the MED Region?" held in Barcelona the 22nd November 2019

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
1	María	Pascual	WestMed Initiative	National Hub Spain	spain@westmed-initiative.eu		yes	yes
2	Susana	Seinz Trápaga	DGPAM Gencat Unitat de Gestió Marítima de Catalunya	Estretegia Marítima de Catalunya	ssainz@trapa-gencat.cat		yes	yes
3	José	Padriquet	Diputació BCN	Sustainable Tourism Community	rodriguez.padriquet@bcn.cat		yes	yes
4	Núria	Bedós	Gencat	Policy Officer MED	nbedos@semtatrat.gencat.cat		yes	yes
5	FRANCESCO	PITRO	SEASIDE VENTURES	Director CISATRAS	francisco.pitro@seasideventures.com		Yes	Yes
6	MICHELE	FRANCHI	BUSINESS YACHT CLUB	DIRECTOR	MFO@BUSINESS-YACHTCLUB.COM		YES	YES
7	Nathalie	BEN AYED	Sfax CCI	Director Int. Relations	nathalie.benayed@ccis.org.tn		Yes	Yes
8	Dimitris	Lenonakis	Piraeus CCI	President Dept of Services	secretariat@ccipiraeus.gr		yes	yes
9	HAMANI	Adel	CCI Sfax	V. President	turoman@cci.sfax.tn		Yes	Yes
10	ANABEL	FRUTOS	ASCARE	Communication Manager	anabel@ascare.org		Yes	Yes

* "By ticking the corresponding consent box, I authorize the organizer to use the institutional name and the pictures taken during the roadshow only for dissemination purposes, reports and eventual promotional videos. The organizer assure there will not be used for any commercial profit".

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Annex 1- Attendance list. Road Show "Blue economy challenges: What can be done in the MED Region?" held in Barcelona the 22nd November 2019

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
11	Nils	Fàbregas	ASCAME	Assistant	nilsfabregas@gmail.es		Yes	Yes
12	Fernanda	Ventura	ASCAME	organiser	ascame2@gmail.es		Yes	Yes
13	BERNÀ	PERET	BARCELONA CHAMBER OF COMMERCE	DIRECTOR EU PROJECTS	lperet@cambradebarcelona.org		Yes	Yes
14	BART	Kubi	PAEB	CEO	bart@paeb.it		Yes	Yes
15	Carme	Parareda	ACTIVED Submarins SL	COO	cparareda@actived.net		Yes	Yes
16	Georg	STOEV	g.stoev@jakeo.com	CEO			Yes	Yes
17	RAFAEL	MANCINI	rmanncini@ptableu.org				Yes	Yes
18	Aniel	Le Bihan	ASCAME	Area Manager	aniel@ascame.org		Yes	Yes
19	SALINAS	Jellat	ADCE NS	Director	direccion@adceem.es		Yes	Yes
20	SALINAS	Jellat	ADCE NS	Prof.	guia.salinas@adceem.es		Yes	Yes

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**Annex 1- Attendance list. Road Show “Blue economy challenges: What can be done in the MED Region?” held in Barcelona the
22nd November 2019**

	NAME	SURNAME	INSTITUTION/COMPANY	ROLE	Email	SIGNATURE	GDPR Consent (yes/no)*	WEB Consent (yes/no)**
21	OUALET	ELISE	JustHed	doctoranda	elise.oualet@justhed.com		X	X
22	DIANA	KOBAYASHI	ZOUYOUTI	FOUNDER	DIANA@ZOUYOUTI.COM		✓	✓
23	B. FAHL	AMINA	progRESS	DIRECTOR	amina.bf@progres.com		✓	✓
24	Rabih	SABRA	Beirut Chamber of Commerce	DG	rgalib@bchb.org.lb		✓	✓
25	Victor	Soria	Barcelona Chamber of Commerce	Project manager	vsoria@combracen.org		✓	✓
26	Albert	Rodriguez	Barcelona Chamber of Commerce	Project manager	arodriguez@combracen.org		✓	✓
27								
28								
29								
30								


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Annex 2 Satisfaction questionnaire

All Satisfaction questionnaires can be read in by clicking the image below

4helix+ Road Shows

 Càmbra de Comerç de Barcelona

 Interreg Mediterranean

 4helix+

Project co-financed by the European Regional Development Fund

Annex 2. SATISFACTION QUESTIONNAIRE AFTER THE ROADSHOW:

Road Show: Blue economy challenges: What can be done in the MED Region? Held in Barcelona, 22nd November 2019

1. Which kind of organization do you represent?

☐ Private Company

☐ Public Administration

☐ Foundations, NGOs...

☒ Others. Please specify: CHAMBER OF COMMERCE

2. Do you have any relation with the Blue Economy?

☒ Yes

☐ No

3. Please, rank the success of the roadshow

0 1 2 3 4 5 6 7 8 9 10

4. Did you receive previous information/ instructions/ documentation from the organizers before the roadshow?

☒ YES

☐ NO

5. Was the duration of the workshop adequate?

☒ YES

☐ NO (specify your preferences and any comment): _____

6. Please, rank how interesting was the roadshow

0 1 2 3 4 5 6 7 8 9 10

7. Would you like to participate in more roadshows like this one?

☒ YES

☐ NO (Why?): _____

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report 3rd Roadshow: Som un país de mar. El future de l'economia blava

Content

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3. Event's framework	3
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1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

This is the report done by the local partner in charge after developing the road-shows. This report includes the following information:

- Date, place and duration
- Event framework
- The typology of participants
- The agenda of the event
- Road-show influence
- Results
- Pictures of the session
- Attendance list with the name, roles and contacts of the workshop attendees. The attendance list include the GDPR consent and the web consent (annex 1)
- Satisfaction questionnaire (annex 2)

There will be as many reports as national road shows developed by each partner.

2. Date, place and duration of the roadshow

On Thursday 28th May 2020, Barcelona Chamber of Commerce hold the third roadshow under the title “Som un país de mar. El futur de l’economia blava” (We are a sea country. The future of the Blue Economy).

Due to COVID-19 worldwide pandemic, there were several restrictions when organising public events, for that reason it was decided that the roadshow would be a webinar.

The event gathered around 50 people from different organisations.

3. Event’s framework

The COVID-19 Pandemic is dramatically affecting the Catalan economy, there are lots of question to be answered regarding the economical predictions and how the social and economic relations are changing due to the sanitary crisis. In the framework of a global pandemic, BCC organised an online roadshow aiming to show how 4helix+ has helped to improve the innovation in the blue economy, which lessons can be learned from the methodology used within the project and which could be applied in the current situation.

3.1 Typology

Due to the state of alarm deployed in Spain, in-person events or meetings were not possible, for that reason and in order to favour a highest number of participants, the roadshow took an online format. BCC organised a webinar as the third road-show.

3.2 Justification

A webinar was the best solution, if not the only one, to conduct the third roadshow. From one

side, the State of alarm declared in Spain due to the COVID-19 pandemic prevents any kind of in-person event or meeting. From the other side, an online roadshow allowed a higher number of participants. This fact is motivated by two reasons: First, webinars are borderless, which means that anyone from anywhere can join the session, which is something impossible for in-person events. Second, the audience's spent time is exactly the webinar's duration; there is no need to waste time in displacements, so people are more likely to participate in this kind of events.

For all the above-mentioned reasons, the typology of the roadshow was a webinar.

4. Typology and number of participants

Following the BCC website (where participants had to register) and Zoom (the platform used for the webinar), there were 60 registered participants, 77 users and 46 attendants. As an average, the number of participants during the entire webinar was around 50 and 55 people.

The majority of the audience (54%) were SME's or freelancers, 26% were public administrations, 11% were foundations or NGOs and 9% other kind of organizations. The origin of the participants was, mainly, Catalan. Also, people based in Valencia, Balearic Islands and Andalucía participated in webinar.

5. Activities and agenda

Activities before the roadshow

Three meetings were held between Barcelona Clúster Nàutic (BCN) and Barclona Chamber of Commerce to prepare the communication of the roadshow. In addition, Margarita Díez, one of the panellist attended two of the meetings to discuss about the content.


BCN designed the dissemination material for the webinar, such as save the date:



A mailing campaign was launched:

- Mailing to Clúster partners (200 contacts):
[https://mailchi.mp/2576f0791836/webinar_futur_economia_blava_cambra_4helixplus?e=\[UNIQID\]](https://mailchi.mp/2576f0791836/webinar_futur_economia_blava_cambra_4helixplus?e=[UNIQID])
- Mailing to Clúster data base (750 contacts):
[https://mailchi.mp/c1fd2ba3ed93/webinar_futur_economia_blava_cambra_4helixplus_invitacio?e=\[UNIQID\]](https://mailchi.mp/c1fd2ba3ed93/webinar_futur_economia_blava_cambra_4helixplus_invitacio?e=[UNIQID])
- Reminder mailing to Clúster's data base (750 contactes):
[https://mailchi.mp/cc7b1763e00a/webinar_futur_economia_blava_cambra_4helixplus_invitacio_recordatori?e=\[UNIQID\]](https://mailchi.mp/cc7b1763e00a/webinar_futur_economia_blava_cambra_4helixplus_invitacio_recordatori?e=[UNIQID])

[Veure aquest email al navegador](#)



Barcelona Clúster Nàutic

Som un país de mar. El futur de l'economia blava
Webinar amb Víctor Soria (Cambra de Comerç de Barcelona)
i Margarita Díez (gerent del Port de Mataró)

Dijous 28/5/20 | 12.00 a 13.00h
Inscripció prèvia a bit.ly/WebinarCambr4helixplus

Benvolguts amics, benvolgudes amigues,

En el marc del projecte europeu 4helix+, la Cambra de Comerç de Barcelona organitza, amb la col·laboració del Barcelona Clúster Nàutic, el webinar "**Som un país de mar. El futur de l'economia blava**", que comptarà amb la participació com a ponents de Margarita Díez, gerent del Port de Mataró, i de Víctor Costa, de l'Oficina de projectes europeus de la Cambra, a més de Toni Tió i Neus Jordi per part

[Veure aquest email al navegador](#)



Barcelona Clúster Nàutic

Junts, enfortim el sector nàutic

INSTITUCIONS PATROCINADORES
Ajuntament de Barcelona Port de Barcelona Diputació de Barcelona

#BARCELONACLUSTERNEWS

AMB EL SUPORT DEL NOSTRE PATRONAT:
JOTUN, MEDITERRANEA, MEDITERRANEA, MEDITERRANEA, MEDITERRANEA, MEDITERRANEA, MEDITERRANEA, MEDITERRANEA, MEDITERRANEA, MEDITERRANEA

Som un país de mar. El futur de l'economia blava
Webinar amb Víctor Soria (Cambra de Comerç de Barcelona)
i Margarita Díez (gerent del Port de Mataró)

Dijous 28/5/20 | 12.00 a 13.00h
Inscripció prèvia a bit.ly/WebinarCambr4helixplus

Benvolgudes sòcies i benvolguts socis del Barcelona Clúster Nàutic,

En el marc del projecte europeu 4helix+, la Cambra de Comerç de Barcelona organitza, amb la col·laboració del Barcelona Clúster Nàutic, el webinar "**Som un país de mar. El futur de l'economia blava**", que comptarà amb la participació com

Social media campaign

Twitter:

BCN Twitter (1.390 followers):

<https://twitter.com/ClusterNautic/status/1263414508401438720?s=20>
<https://twitter.com/ClusterNautic/status/1263808139956191233?s=20>
<https://twitter.com/ClusterNautic/status/1265938663680225280?s=20>

European Projects Office (73 followers):

<https://twitter.com/EUprojectsBCC/status/1265262767470268417?s=20>

BCC Twitter (18.400 followers)

<https://twitter.com/cambrabcn/status/1264828609346318337?s=20>
<https://twitter.com/cambrabcn/status/1264949546582511618?s=20>
<https://twitter.com/cambrabcn/status/1265689357085704192?s=20>
<https://twitter.com/cambrabcn/status/1264828609346318337?s=20>

LinkedIn:

BCN LinkedIn (1.060 followers)

<https://www.linkedin.com/feed/update/urn:li:activity:6668543805274365952>

BCC LinkedIn (9.296 followers)

Work Package 4 – Transferring

Activity 4.3. 4helix+ Regional, National, Macroregional Road-shows

Version: Final– Date: 04 – June -2020

https://www.linkedin.com/posts/cambrabcn_som-un-pa%C3%ADs-de-mar-el-futur-de-leconomia-activity-6670951026671058945-Kv2b

Facebook:

BCN Facebook (875 followers):

<https://www.facebook.com/BarcelonaClusterNautic/photos/a.1421790464781539/2314676722159571/?type=3&theater>

Instagram:

BCC Instagram (1.413 followers)



Som un país de mar
El futu de l'economia blava

Accedeix a

ja.cat/webinar4helixplus

#EuropeanProjects

Websites

The session was published in the following organization's agendas

Barcelona Clúster Nàutic

<http://www.barcelonaclusternautic.cat/en/calendar>

Barcelona Clúster Nàutic

INTRODUCTION LINES OF ACTION MEMBERS THE SECTOR COMMUNICATION

JOB OPPORTUNITIES AGENDA NEWS LINKS OF INTEREST info@barcelonaclusternaute.com

AGENDA

28-05-2020

WE ARE A SEA COUNTRY. THE FUTURE OF THE BLUE ECONOMY

Webinar organized by the Chamber of Commerce of Barcelona within the framework of the 4helix+ European project and with the collaboration of the Barcelona Clúster Nàutic. The main speaker will be Margarita Díez, manager of the Port of Mataró, who will analyze the opportunities and challenges that the post coronavirus situation generates for the blue economy. With Victor Soria, from the European projects office of the Chamber, the session will also focus on the 4helix+ project and how it has helped foster innovation in the sector.

Event: We are a sea country. The future of the blue economy

Date: May 28th, 12.00 to 13.00h

OLD EVENTS

14-05-2020
YACHTING INDUSTRY AFTER COVID-19

02-04-2020
II REFIT CONFERENCE

26-03-2020
SESSION ON "EASY ACCOUNTING"

Barcelona Chamber of Commerce

<https://www.cambrabcn.org/es/financiacion/proyectos-europeos/jornadas-de-proyectos-europeos-?call=817007>

Ir al buscador de actividades por...

Soluciones a tu alcance

Puntos de servicio

Jueves 28.5.2020

Lunes 1.6.2020

Martes 2.6.2020

09:30 Taller de turismo Online: Com millorar la comunicació online de la sostenibilitat
TALLER ONLINE

12:00 Som un país de mar. El futur de l'economia blava
WEBINARS CAMBRA

09:00 Content curator 2.0. Recerca i gestió d'informació en Internet
CAMPUS EMPRESARIAL VIRTUAL

09:00 Supply Chain Management en transport marítim de contenidors i multimodal
DELEGACIO CAMBRA AL VALLES ORIENTAL

09:00 El comerç exterior en 50 documents. Curs online
CAMPUS EMPRESARIAL VIRTUAL

09:30 Taller de turismo Online: Eficiència energètica: com

Ver detalle agenda >

WEBINARS CAMBRA

28 jueves mayo 2020

Fecha inicio: 28/5/2020
Fecha fin: 28/5/2020
Hora inicio: 12:00h
Día de la semana: jueves

Ver calendario completo >

1 Horas

Informate +34 93 416 92 97 vsoria@cambrabcn.org **Inscríbete**

Destinatarios

Aquest webinar està enfocat a empreses del sector marítim i nàutic així com persones interessades en el Blue Growth del món acadèmic i/o social.

Objetivos

El Mediterrani sempre ha estat un motor econòmic, i casa nostra viu cara al mar. Les oportunitats de desenvolupament econòmic i social que ofereix són infinites i cal aprofitar-les de manera sostenible. La situació actual i la crisi que ja comencem a patir presenta grans reptes i nous horitzons, per afrontar-los s'han d'aprofitar de manera intel·ligent els recursos que ofereix el Mediterrani. En front d'aquesta situació els sectors nàutic i marítim tenen molt a dir.

Durant aquesta sessió, analitzarem les oportunitats i els reptes que presenta aquesta nova situació i descobrirem com el projecte 4helix+ ha ajudat a fomentar la innovació en el sector.

Precio

0 €

Programa

12:00 - 12:05 Benvinguda - Clúster Nàutic
12:05 - 12:20 Victor Soria (Cambra de Comerç de Barcelona)
12:20 - 12:40 Margarita Díez (Gerent del Port de Mataró)
12:40 - 12:45 Cloenda - Clúster Nàutic
12:45 - 13:00 Preguntes & Respostes

Work Package 4 – Transferring

Activity 4.3. 4helix+ Regional, National, Macroregional Road-shows

Version: Final– Date: 04 – June -2020

Catalan Government Foreign Affairs Departments

http://exteriors.gencat.cat/ca/ambits-dactuacio/afers_exteriors/ue/fons_europeus/agenda/



MAIG 2020

- 13 de maig: **webinar** "Utilització del programa **Life** per al conservació de territori privades" en el marc del Congrés Internacional de Conservació de Terres de la **International Land Conservation Network** amb la col·laboració de la **Fundació la Pedrera** i la **Xarxa per a la Conservació de la Natura (XCN)**, en línia.
- 19 de maig: esmorzar de Finançament: **Perspectives de futur del capital risc** amb l'**European Investment Fund**, organitzat per ACCIÓ, en línia.
- 20 de maig: **Infoday LIFE**, organitzat per ACCIÓ, en línia.
- 26 de maig: **webinar** "Generació de projectes competitius d'R+D+i en el sector de l'energia a Europa: **H2020** i **Eurostars**" organitzat per **CEEC**, juntament amb la **Comunitat RIS3CAT Energia** (cofinançada pel **FEDER**), **IIREC** i la **Xarxa XRE45**, en línia.
- 27 de maig: **Eurostars Life Sciences matchmaking event**, organitzat per ACCIÓ, en línia.
- 27 de maig: **Webinar** per explicar els préstecs "**ICF Eurocrèdit COVID-19**", una línia del **FEDER** per finançar les necessitats de liquiditat de les pimes, organitzat per l'Institut Català de Finances (ICF). Cal **registrar-se** prèviament.
- 27 de maig: **Webinar** sobre declaració de despeses i de finançament **INTERREG POCTEFA 2014-2020**. Cal **registrar-se** prèviament.
- 27 de maig: **Conferència** virtual: "Innovar en temps post-covid19. Una mirada cap a la #sostenibilitat", organitzat pel Centre Tecnològic en Biodiversitat, Ecologia i Tecnologia i Gestió Ambiental i Alimentària (CT BETA) de la UVic-UCC, Creació i Consell Empresarial d'Osona. Cal **registrar-se** prèviament.
- 27 de maig: **Webinar**: "Digital Sustainable Finance- how can digital finance support sustainability?", organitzat per la Direcció General d'Estabilitat Financera, Serveis Financers i Unió dels Mercats de Capitals (DG FISMA) de la Comissió Europea.
- 27 de maig: **webinar** "Automotive Sector - Skills and Transformation" on es farà difusió dels principals resultats de projectes **COSME** i **ERASMUS +**, en línia.
- 27 de maig: **webinar** "Maximising the Impact of **Horizon 2020** Project Results", en línia.
- 28 de maig: **webinar** "Som un país de mar. El futur de l'economia blava" durant el qual s'explicarà com el projecte **4helix+** cofinançat amb el programa **Interreg Med** ha ajudat a fomentar la innovació en el sector, en línia.
- 29 de maig (a partir de 11h): sessió informativa virtual sobre la **convocatòria** per a projectes de capitalització del programa **ENI CBC MED**, organitzada pel Departament d'Acció Exterior, Relacions Institucionals i Transparència, en col·laboració amb l'IEMed i l'Antena de València del programa **ENI CBC MED**. **Inscripcions**

Interested people were asked to register for the session in BCC website. Once registered, participants received a confirmation email (Annex 3) and one hour before the beginning of the webinar, a reminder email was sent (Annex 4).

Activities during the roadshow

The webinar started with an introduction made by Neus Jordi from the Barcelona Clúster Nàutic who welcomed all participants and introduced the panellists. Next, Víctor Soria from Barcelona Chamber of Commerce explained how 4helix+ has helped to promote innovation in the blue economy, presented the main results of the project and promoted the transferring corner. Margarita Díez, Port de Mataró manager, talked about the situation of blue economy, the impact that COVID-19 pandemic could have in the sector and the opportunities that emerged due to the current crisis. After answering public's questions, Toni Tió, the president of the Barcelona Clúster Nàutic closed the webinar and thanked all attendants and panellist for their participation.

Agenda

- 12:00 – 12:05 Welcoming by Neus Jordi (Barcelona Clúster Nàutic)
- 12:05 – 12:20 El Mediterrani, un mar d'oportunitats by Víctor Soria (Barcelona Chamber of Commerce)
- 12:20 – 12:40 Economía azul frente al COVID19 by Margarita Díez (Port of Mataró)
- 12:40 – 12:45 Closing by Toni Tió (Barcelona Clúster Nàutic)
- 12:45 – 13:00 Questions & Comments

At the end of the session, participants were asked to answer a quick questionnaire about the webinar, which results can be seen in Annex 2.

Activities after the webinar

After the webinar, an email was sent to all participants thanking their participation and providing a link to the video record and the slides used for the webinar. Annex 5 is the email sent.

Social Media Campaign of the main conclusions

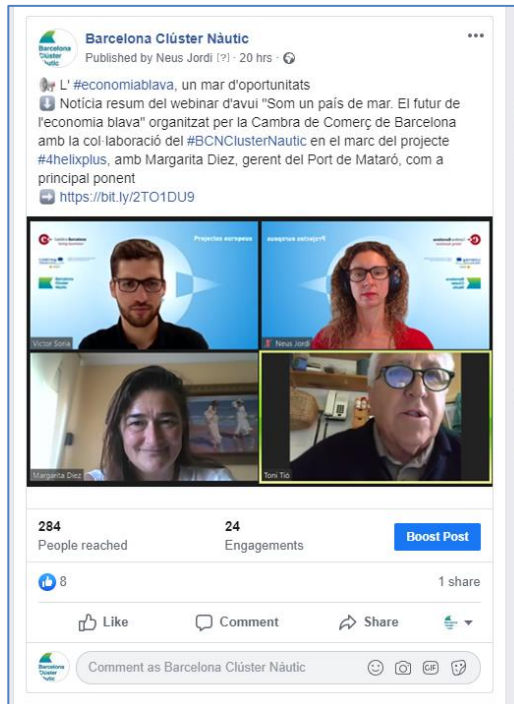
Twitter (1.390 followere):

<https://twitter.com/ClusterNautic/status/1266045562970832898?s=20>



Facebook (875 Followers):

<https://www.facebook.com/BarcelonaClusterNautic/photos/a.1421790464781539/2320806204879956/?type=3&theater>



LinkedIn (1.060 Followers):

<https://www.linkedin.com/feed/update/urn:li:activity:6671811986503819264>



6. Road-show influence

The main goal of the webinar was to explain the methodology used by the project and disseminate the Transferring Corner. The target audience was both SMEs and public administration. Following the answers in the questionnaire, 54% of the audience was an SME or a freelance, 26% was public administration and an 11% Foundations and NGO's. Therefore, the impact of the webinar is positive due to the fact that we gather together SME's and Public Administration. Also, it's important to mention that attendants were not only from Catalonia but also from other Spanish regions.

The message of the roadshow arrived not only to a wide diversity of public (SMEs, freelance, public administrations, NGO's, foundations, economical empowering initiatives...) but also to people located in the different parts of the Spanish Mediterranean coast. This would not have been possible in an in-person event.

7. Result

The content of the webinar was completely in line with the interests of the audience. Mixing the impact of 4helix+ in the blue economy with another subject of interest is a good formula to attract more participants. In addition, when presenting for 4helix+ is important to specify which are the key objectives that the project is achieving and the afforded challenges.

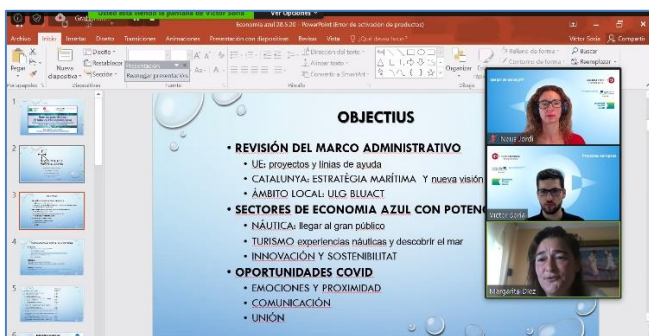
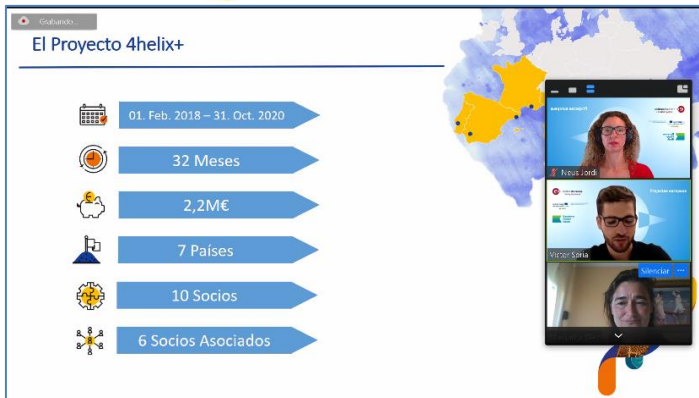
Generally speaking, the audience is highly satisfied. 97,4% of the people who answered the questionnaire classified the content as interesting or very interesting and all of them showed their willingness to participate in more events like this one. The duration of the seminar (1hour of exposition + 20 minutes of questions) was classified as the correct one by 97% of the audience. In addition, audience average punctuation to the webinar is 4,16 out of 5, which can be considered as a good result.

To sum up, the success of the webinar lays on mixing topics, such as 4helix+ and COVID19 impact in the blue economy; an online format, which allows to achieve a higher audience number and from different locations; and in the strong communication and dissemination campaign.

8. Pictures of the session

The entire session can be seen [here](#).





Annex 1 Attendance list

Name	Surname	Email	Time in the session	Country
ALBERT	GRACIA	info@recovergrup.com	70	España
ELENA	PUIG	epuig@cambrabcn.org	25	España
ESTHER	ZAMORA	barcelonetaproalamar@gmail.com	44	España
ESTHER	ZAMORA	barcelonetaproalamar@gmail.com	35	España
PEPA	ROIG	proig@fnob.org	49	España
PEPA	ROIG	proig@fnob.org	75	España
XAVIER	GOMEZ	xgomez@nautalab.com	82	España
ELISABETH	MARTIN	eli@daevi.net	82	España
LLUIS	HERNANDEZ	lhernandez@cambrabcn.org	66	España
JUDITH	SIMON	g.judithsimon@gmail.com	--	--
ENRIC	MARTINEZ	enric.martinezs@gencat.cat	--	--
CARLOS	CLASTRE	cclastre@fnob.org	84	España
JORDI	BONET	jbonalb@fn.mde.es	--	--
MIREIA	DE MAS	mireia.demas.romeu@gmail.com	84	España
BERTA	PÉREZ	bperez@cambrabcn.org	83	España
MARIA LUZ	ARROYO	mluz.arroyol@gencat.cat	63	España
RAMON	DUESO	ramon.dueso@upc.edu	78	España
OSCAR	VALDIVIELSO	ovaldivielso@ajmataro.cat	84	España
FRANCESC	RAFART	rafartfre@gmail.com	84	España

JOSE				
MANUEL	SILVESTRE	jsilvestre@marinavalencia.com	67	España
OSCAR	BARBERA	osbarsan@gmail.com	84	España
JOAN	SEGURA	joanwsegura@gmail.com	--	--
ANNE	FURPHY	anne.furphy@camaradesevilla.com	61	España
Michele		info@business-yachtclub.com	84	España
ANTONIO	BONET	bolocat75@gmail.com	83	España
PEP	SUBIRATS	subiratspep@gmail.com	--	--
GERARDO	GANTES	gerardogr@sasemar.es	84	España
Joan	Moret	jmf@hempel.com	83	España
ALBERT	VAL	albert@deltasail.com	81	España
ALBERT	VAL	albert@deltasail.com	84	España
JOSEP	MILA	josep@jmilaconsultor.cat	81	España
POL	FAGES	pfages@turismon.net	--	--
HECTOR	MESTRE	hmestreb@gencat.cat	84	España
MONICA	CAYUELA	mcayuela@marinavalencia.com	40	España
MONICA	CAYUELA	mcayuela@marinavalencia.com	7	España
MONICA	CAYUELA	mcayuela@marinavalencia.com	83	España
MAGDA	REBASSA	magdarebassa@gmail.com	43	Australia
MARC	CASANOVAS	marc.casanovas@gencat.cat	46	España
MARC	CASANOVAS	marc.casanovas@gencat.cat	71	España
MARC	CASANOVAS	marc.casanovas@gencat.cat	34	España
ALICIA	GIMENO	agimeno@marinavalencia.com	71	España
JOSE				
MANUEL	JUAREZ	patronmayor@cpbarna.com	2	España
JOSE				
MANUEL	JUAREZ	patronmayor@cpbarna.com	47	España
GABRIEL	DE SANDOVAL	gabriel1281@yahoo.es	84	España
XAVIER	SINGLA	xsingla@smartanco.eu	84	España
ROSARIO	ALLUE	rosario.allue@gencat.cat	--	--
DAVID	LORENTE	david.lorente@gmail.com	--	--
JORDI	MAS	masojr@diba.cat	58	España
				Estados Unidos de
ESTHER	GABARRO	egabarro@kpmg.es	84	América
				Estados Unidos de
ESTHER	GABARRO	egabarro@kpmg.es	54	América
EVA	PUJOL	lacartanya@hotmail.com	24	España
EVA	PUJOL	lacartanya@hotmail.com	52	España
MARTA	RUIZ	mruizb@ajmataro.cat	57	España
MARIA DEL	MANUEL-RIUMBAU	maria.mar.pla@gmail.com	84	España
MARIA DEL	MANUEL-RIUMBAU	maria.mar.pla@gmail.com	84	España

MIREIA	PUIG	mireia.puig@barcelonactiva.cat	73	España
PEP	LLUCIA	pep.llucia@b-mar.cat	--	--
ORIO	MASCARELLAS	director@exsitinno.com	84	España
	MARTINEZ DE			
ALEJANDRO	CARVAJAL	alejandro@marinus.es	--	--
VICTOR	RUBIO	victorrubiomonterde@gmail.com	84	España
LAIA	MERCADE	laia@portmasnou.es	84	España
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GERMAN	GIL	ggil@marinavalencia.com	84	España
GERMAN	GIL	ggil@marinavalencia.com	47	España
JAVIER	OLIVER	javieroliver@verlio.es	41	España
TOMAS	GALLART	tomas@tomasgallart.com	83	España
LUIS	LOZANO	l.lozano@dalula.eu	83	España
MANEL	CELMA	direccion@freedom-sea.com	--	--

Annex 2 Satisfaction questionnaire

Quin tipus d'organització representa? / Which organisation are you representin?	
Companyia privada, autònoms / Private Company, freelance	19
Administració pública / Public Adminsitration	9
Fundacions, ONGs... / Foundations NGO's	4
Altres / Others	3

Te alguna relació amb l'economia blava? / Do you have any relation with the Blue Economy	
Sí / Yes	32
No /No	4

Si us plau, valori de manera genèrica l'esdeveniment / Please, evaluate the event	
1	0
2	0
3	5
4	20
5	11

Ets soci del Barcelona Clúster Nàutic? / Are you membre of the Barcelona Clúster Nàutic?	
No / No	27
Sí / Yes	11

Si us plau, valori quant d'interessant ha estat el webinar / Please, evaluate how interesting was the webinar	
---	--

Molt poc interessant / Not interesting at all	1
Poc interessant / Not interesting	0
Ni molt ni poc interessant /Neither interesting or not	0
Interessant / Interesting	22
Molt interessant /Very interesting	15

Li agradaria participar en més esdeveniments semblants? /Would you like to participate in more events like this one?	
Sí /Yes	37
No /No	0

La durada de l'esdeveniment és la correcta? / Is the duration of the event the correct one?	
Sí / Yes	36
No. Molt llarg / No. Too long	1
No. Molt curt / No. Too short	0

Annex 3 Email sent when participants were registered



Benvolgut/Benvolguda, VICTOR SORIA:

Gràcies per inscriure's a "Som un país de mar. El futur de l'economia blava".

Envia les seves preguntes a: vsoria@cambrabcn.org

Data, hora: 28 mai 2020 12:00 PM Madri

Uneixi's des d'un PC, Mac, Linux, iOS o Android:

[Faci clic aquí per unir-se](#)

Nota: No ha de compartir aquest enllaç amb altres persones. És únicament per a vostè.

Contrasenya: 4helixplus

[Afegir al calendari](#) [Afegir al calendari de Google](#) [Afegir al calendari de Yahoo](#)

Descripció: El Mediterrani sempre ha estat un motor econòmic, i casa nostra viu cara al mar. Les oportunitats de desenvolupament econòmic i social que ofereix són infinites i cal aprofitar-les de manera sostenible. La situació actual i la crisi que ja comencem a patir presenta grans reptes i nous horitzons, per afrontar-los s'han d'aprofitar de manera intel·ligent els recursos que ofereix el Mediterrani. En front d'aquesta situació els sectors nàutic i marítim tenen molt a dir,

Durant aquesta sessió, analitzarem les oportunitats i els reptes que presenta aquesta nova situació i descobrirem com el projecte 4helix+ ha ajudat a fomentar la innovació en el sector.

Oradores



Margarita Díez

Gerent @Port de Mataró

ys://mail.google.com/mail/u/1?ik=4008992f13&view=pt&search=all&permthid=thread-f%3A1667753802008530359&simpl=msg-f%3A1667753... 1/2

/2020

Gmail - Som un país de mar. El futur de l'economia blava Confirmació inscripció webinar



Víctor Soria

Manager de Projectes Europeus @Cambra de Comerç de
Barcelona



Neus Jordi

Directora de Projectes @Barcelona Clúster Nàutic

Annex 4 1h Reminder Email



Benvolgut/Benvolguda, VICTOR SORIA:

Us recordem que "Som un país de mar. El futur de l'economia blava" començarà en 1 hora en:
Data, hora: 28 mai 2020 12:00 PM Madri

Uneixi's des d'un PC, Mac, iPad, iPhone o dispositiu Android:

[Faci clic aquí per a unir-se](#)

Nota: No ha de compartir aquest enllaç amb altres persones. És únicament per a vostè.

Contrasenya: 4helixplus

[Agregar al calendari](#) [Agregar al calendari de Google](#) [Agregar al calendari de Yahoo](#)

Pot [cancel·lar](#) la seva inscripció en qualsevol moment.

Annex 5 Post-event Email



Benvolgut/Benvolguda,

Gràcies per la seva participació en el webinar: Som un país de mar, El futur de l'economia blava, Esperem que hagi estat del seu interès.

Pot descarregar-se el vídeo de la sessió així com les presentacions de les ponències [aquí](#).

Des del [Barcelona Clúster Nàutic](#), la [Cambra de Comerç de Barcelona](#) i [4helix+](#) continuem treballant per millorar i potenciar l'economia blava.

Per a qualsevol pregunta, aclariment, comentari, etc. No dubti en contactar-nos.

Salutacions,

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Report #1

PP9 – Metropolitan Chamber of Commerce and Industry, Aix Marseille Provence

Content

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3. Event's framework	3
4. Typology and number of participants	3
5. Activities and agenda	4
6. Road-show influence	4
7. Result	6
Annex 1 Attendance list	7
Annex 2 Satisfaction questionnaire	7
Annex 3 Pictures of the session	jError! Marcador no definido.

1. Introduction

(Length recommended max 3 pages without considering pictures and annexes):

The aim of this roadshow was to present and promote the Voucher-awarded MSMEs selected by the CCIAMP within the scope of the 4helix+ project. With these Vouchers, awarded MSMEs (mainly start-ups and SEs) got the opportunity to get help and support from innovation experts.

It was also an objective, during this roadshow, to highlight the good fit between the 4helix+ project and CCIAMP's mission as blue economy is a natural strategic sector in Marseille area (and more largely in Region South) :

- Region South is the 1st maritime region in France with 29% of national maritime employment
- 120 000 jobs in this sector across 3 shoreline departmental areas (13, 83, 06)
- Blue economy is 6,3% of the employment in Region South

2. Date, place and duration of the roadshow

Date: Thursday 10th of October

Place: Chamber of Commerce and Industry, Marseille

Duration: 11h – 13h

3. Event's framework

Roadshow organized by The Chamber of Commerce and animated by Frédéric Dubessy, chief editor at econostrum.info.

The topic of the roadshow was to introduce and present, notably to local stakeholders, the blue innovation project proposals that had been selected by PP9 for the call for innovation vouchers within the scope of the 4helix+ project.

The roadshow started with an introductory speech, followed by project presentations, Q/A session and networking during a cocktail reception.

4. Typology and number of participants

Voucher projects were represented by either its MSME/start-up or its Knowledge Provider or both. PP9's LICs, The Camp and SeeUp, were present as well.

Were also present Alexandra Rigo and Maud Favre, respectively PP9's project manager and project assistant (together with the PR manager of the Chamber of Commerce and Industry, Marseille).

The main stakeholder was Jean-François Suhas

- President of the Development Council, Marseille-Fos Port
- Chairman of the Marseille Provence Cruise Club
- Elected Member, Metropolitan Chamber of Commerce and Industry Aix Marseille Provence, adviser on port-related issues

Were also represented Inter-Made, the 1st French startup incubator specialized in social and solidarity economy, and the Regional Council of Provence-Alpes-Côtes-d'Azur.

Since it was the first 4helix+ roadshow, a panel of economical and expert journalists (from Le Marin, La Provence, Econostrum, Go Met, Ecomnews, TPM, Nouvelles Publications, Destimed) were also invited so that the influence of the roadshow could be optimized, e.g. by reaching other stakeholders than the ones physically attending the roadshow.

5. Activities and agenda

See separate document (in French).

6. Road-show influence

Mr Suhas had an active participation; he was quite eager to:

- understand (the 4helix+ global project, the voucher projects)
- comment (made comparisons with similar initiatives, commented the richness and variety of the voucher projects)
- promote (the innovation and boost provided, by an European project, to the local blue economy)

Thanks to the journalists and their coverage of the roadshow, the 4helix+ (and its voucher call) promotion also reached both generalist (business, innovation) and blue/maritime stakeholders.

Media coverage:

- <https://www.ccimp.com/actualite/filiere-maritime/35496-4helix-met-flot-solutions-maritimes-innovantes>
- <https://www.nouvellespublications.com/avec-4helix-l-europe-et-la-ccimp-ne-menent-pas-l-innovation-en-bateau-2287.html>
- https://www.econostrum.info/Les-six-laureats-provencaux-de-l-economie-bleue-du-projet-4Helix-se-trouvent-a-mi-parcours_a26080.html
- <https://ecomnews.fr/article/Programme-europeen-4helix-offre-vitrine-start-up-economie-maritime>
- <https://gommet.net/economie-bleue-laureats-4helix/>
- <http://destimed.fr/Economie-bleue-en-Mediterranee-6-projets-developpes-par-le-programme-4helix>
- La Provence:

4 Helix+ : six projets pour booster l'économie bleue



De l'écotourisme aux structures marines, chaque projet reçoit l'aide d'un expert pour se développer. /PHOTO E.G.

Une planche de surf volante alimentée par un moteur électrique, un système de modélisation en 3D adaptable au monde sous-marin, un dispositif de stabilisation de l'ancre... En fin de semaine, les six projets accélérés par 4 Helix+ ont été présentés au palais de la Bourse de Marseille, siège de la Chambre de commerce et d'industrie Marseille-Provence (CCIMP). Les premiers tours d'hélices de ce programme sont déjà loin dans le rétro. Mais soucieuse de présenter des actes plutôt que des paroles, Jean-François Suhas, élu de la CCIMP en charge de la filière maritime qui pilote ce projet, a attendu d'être à mi-parcours pour le dévoiler.

10 000 € pour s'améliorer

À l'échelle de l'Europe - qui finance l'opération via des fonds "Interreg", dédiés à développer la coopération des territoires - le programme consiste à accompagner à titre expérimental 48 projets innovant de l'économie maritime, dans six pays méditerranéens. À Marseille, ce sont six idées qui ont été sélectionnées par un jury au mois de juin. Chacun des porteurs de projet se voit offrir actuellement un accompagnement par un "expert" de l'industrie créative d'une valeur de 10 000 € pour booster son activité.

Le Marseillais Abim tech, qui déploie une solution de modélisation 3D sous-marine, se fait

ainsi épauler par Apingo, spécialiste de l'architecture web, pour mettre en place la version bêta du programme. L'association phocéenne Watch the sea, se fait quant à elle aider par Intermed pour calibrer le projet d'écotourisme qu'elle a imaginé en Méditerranée. Déjà opérationnel et présent sur le marché, l'ingénieux système stabilisateur Stop ancre mis au point par la société marseillaise Gm-Pro, lui, bénéficie des judicieux avis de Marha conseil au niveau stratégique et dans le déploiement de sa communication. Pour Whimsitech et sa planche volante née à Aubagne, c'est en revanche un expert croate, 4Film, spécialiste des prises de vues, qui réalise actuellement des spots destinés à enrichir sa communication. La Team Sardine, association qui a créé une auberge de jeunesse dans des voiliers abandonnés, elle, se verra concevoir et offrir une toile d'ombrage à partir de voiles recyclées pour sa terrasse par Ici Marseille. Enfin, Seazen, une société azuréenne qui propose des balades en bateaux solaires, se tourne vers d'autres marchés, avec l'assistance de Ria Création.

Du côté de la CCIMP, on se réjouit "de jolies histoires qui s'écrivent, grâce à des mariages réussis". Les résultats du travail de chaque binôme seront présentés au mois de décembre.

Marguerite DÉGEZ



Jean-François Suhas, élu de la CCIMP en charge de l'économie bleue (à droite), pose avec les lauréats du programme. /PH. M.O.G.

7. Result

Both the stimulating impact, the coaching offering and the funding structure of the 4helix+'s voucher initiative were highlighted.

The audience was positively surprised by the diversity and yet relevance of the 6 innovative projects.

As for lessons learned: more incubators, hubs or clusters should have been invited to the roadshow (let's assume media coverage reached some of them); (some) project presentations should have been shortened.


8. Pictures of the session



<https://youtu.be/8P5WgmBiM70>

- 2:14 – 2:25
- 3:44 – 3:55

Annex 1 Attendance list

 Attendance List 4helix+ Press conference 11/10/2009							
Structure	Nom	Prénom	Catégorie (LIC/KPP)	Présent	Présence	Nb présents	13
CCIMP	RIGO	Alexandra	Partenaire		1		
CCIMP	FAVRE	Maud	Partenaire		1		
CCIMP	GAUDREAU	Stéphanie	Partenaire		1		
ABIM Tech	PEYROU	Pierre-Emmanuel	PME		1		
Seazen / Seamagine	JACQUET LAGREZE	Guillaume	PME		à conf		
Watch the Seas	SCHLUTER	Martina	PME		1		
WHIMSITECH	RAOUST	Pascal	PME		1		
GMFRO	MAURIN	Alain	PME		1		
TEAM SARDINE	LANTEAUME	Nicolas	PME	Excusé	0		
THECAMP	TRAINAR	Nadia	LIC	Excusé	0		
THECAMP	ORILLARD	Florence	LIC		1		
SEE'Up	ESCUDE	Valère	LIC		1		
ICI Marseille	MEYNARD	Olivier	KP		à conf		
APINGO	GUYOT	Julien	KP	Excusé			
RIA CREATION			KP	Excusé	0		
4films	Hasanefendić	Sanjin	KP	Excusé	0		
Marha Conseil	HAGOBIAN	Marjorie	KP		1	m.h@marha-conseil.fr	
INTER-MADE	SANNA	Laura	KP		1	Isanna@inter-made.org	
REGION SUD PACA	GIORGETTI	Gilles			1		
CCIMP	KORCHIA	Eric			1		

+ journalists

Annex 2 Satisfaction questionnaire

Not available at the time of this roadshow.

4helix+ project



WP4: Transferring

Task 4.3 - 4helix+ Regional, National, Macroregional Road-shows

Reports #2 and #3

PP9 – Metropolitan Chamber of Commerce and Industry, Aix Marseille Provence

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1. Introduction

The initial plan, for roadshows #2 and #3, was to integrate them into major events taking place in Marseille and related in extended/some ways to the blue economy/growth : [UICN](#) and [FOWT](#).

With COVID-19 and subsequent lockdown, these major events have been postponed and the plan had to be revised. It has then been decided to (bear in mind that there was both a lot of uncertainty and a sense of urgency at the time of this decision):

- Organize online roadshows
- Run them before the summer break

The aim and objective of these roadshows were aligned with the ones from roadshow #1:

- To present and promote the Voucher-awarded MSMEs selected by the CCIAMP within the scope of the 4helix+ project (with the
- To highlight the good fit between the 4helix+ project and CCIAMP's mission as blue economy is a natural strategic sector in Marseille area (and more largely in Region South)

We decided to categorize our awarded MSMEs' projects : the ones whose project is related to...

- Preservation of the marine environment
- Coastal and marine tourism

... and run a roadshow for each category. Note that, due to ongoing legal and judicial procedures, we could promote 5 out of the 6 awarded MSMEs.

2. Date, place and duration of the roadshows

Roadshow #2

Date: Friday 15th of May 2020

Place: Zoom conference

Duration: 14h30 – 16h00

Roadshow #3

Date: Monday 15th of June 2020

Place: Zoom conference

Duration: 14h30 – 16h00

3. Events' framework

Roadshows were promoted and organized by The Chamber of Commerce and animated by Jean-Christophe Vuillot, PP9 project coordinator.

Following framework applied to both roadshows:

- Welcoming of the guests
- Welcome speech
- Roundtable
- Keynote from Xavier Coudert (economic analyst, sustainable development, Chamber of Commerce) about "The blue economy in France: national / regional / local challenges and prospects"
- Q/A session

- Presentation of 4helix+ (slides and extract of the official video)
- Q/A session
- MSME's presentations
 - Their project
 - What was achieved during the 4helix+ Voucher programme (whenever possible, KPs attended the roadshow and co-presented)
 - Impact of the COVID-19 crisis on their project
 - Q/A session
- Conclusion

Roadshow #2 “Blue growth by protecting and preserving”

MSME	KP
Watch The Sea	Inter-Made
Gmpro	Marha Conseils

Roadshow #3 “Blue economy and responsible tourism”

MSME	KP
Team Sardines	Make Ici
Seazen	
Whimsitech	4film

4. Typology and number of participants

Private and public stakeholders, mostly local.

Roadshow #2 – Registered participants

Franck ARAUJO
https://www.linkedin.com/in/franckaraujo/?locale=en_US

Frédéric BACHET
 Directeur, Parc Marin Côte Bleue

Benoît BRIAND – Conservatoire du littoral
<https://www.linkedin.com/in/benoit-briand-navigateur/>
 (no-show)

Alexandre BRUNET
<https://www.linkedin.com/in/alexandre-b-06684456/>

Geoffroy CASATI
<https://www.linkedin.com/in/geoffroy-casati-54714638/>

Soo Yee CHAUVET
https://www.linkedin.com/in/soo-yee-chauvet/?locale=en_US
 (no-show)

Léa LOZANO

<https://www.linkedin.com/in/l%C3%A9a-lozano-341440a7/>

(no-show)

Hugues DU PLESSIS D ARGENTRE

<https://www.linkedin.com/in/hugues-duplessis-d-argentré-69991912/>

Gaëlle GEFFROY

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(no-show)

Sabine LE ROY – La Touline

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Clément MARLIEN

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Nathalie PEBEREL – CCI VAR

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(no-show)

Laura PUGIEU

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Bertrand RIGHO – Ville de Marseille

<https://www.linkedin.com/in/bertrand-righo-0b528117a/>

(no-show)

Jean-François Suhas

https://www.linkedin.com/in/jean-francois-suhas-7762b430/?locale=en_US

(no-show)

Bienvenue sur Edcal CCI

Brochier-HPP Kellen

Innovation pour et par La Grande Bleue ! « De la croissance bleue en protégeant et préservant »

ACTIONS

> Inscription +

CALENDRIER

< juin 2020 >

lu ma me je ve sa di

23 1 2 3 4 5 6 7

24 8 9 10 11 12 13 14

25 15 16 17 18 19 20 21

26 22 23 24 25 26 27 28

27 29 30 1 2 3 4 5

28 6 7 8 9 10 11 12

BLOC-NOTES

SYNTHÈSE **CIBLES** **LISTE DES DOUBLONS** **POPULATIONS** **ACTIONS** **COMPLÈMENTS** **DOCUMENTS JOINTS**

<Personne> <description> <Participation>

RECHERCHER

Nb par page 20

18 RÉSULTATS

> Modifier

	Personne	Structure	Inscription	Participation	Inscrit en ligne	Contact web	Commentaires
<input type="checkbox"/>	M FRANK ARAUJO	ACCELERATEUR M	Inscrit	Venu	Non	Non	
<input type="checkbox"/>	M FREDERIC BACHET		Inscrit	Absent	Non	Non	
<input type="checkbox"/>	M BENOT BRIAND	CONSERVATOIRE DU LITTORAL	Inscrit	Venu	Non	Non	
<input type="checkbox"/>	Mme KELEN BROCHIER HIPP		Inscrit	Venu	Non	Non	
<input type="checkbox"/>	M ALEXANDRE BRUNET	BUSINESS FRANCE	Inscrit	Absent	Non	Non	
<input type="checkbox"/>	M GEOFFROY CASATI		Inscrit	Venu	Non	Non	
<input type="checkbox"/>	Mme SOO YEE CHAUHET		Inscrit		Non	Non	
<input type="checkbox"/>	Mme DORHIE DESCHAMPS		Inscrit	Venu	Non	Non	
<input type="checkbox"/>	M HUGUES DU PLESSIS D ARGENTRE		Inscrit	Venu	Non	Non	
<input type="checkbox"/>	Mme GAILLE GEFFROY		Inscrit		Non	Non	
<input type="checkbox"/>	Mme SABINE LE ROY		Inscrit	Venu	Non	Non	
<input type="checkbox"/>	Mme LEA LOZANO		Inscrit		Non	Non	
<input type="checkbox"/>	M CLEMENT MARLIEN		Inscrit	Venu	Non	Non	
<input type="checkbox"/>	Mme NATHALIE PEBEREL	CCI DU VAR	Inscrit	Absent	Non	Non	
<input type="checkbox"/>	Mme LAURA PUGIEU		Inscrit	Venu	Non	Non	
<input type="checkbox"/>	M BERTRAND RIGHO	VILLE DE MARSEILLE	Inscrit	Absent	Non	Non	
<input type="checkbox"/>	Mme MARTINA SCHLUTER	MAKE IT	Inscrit	Venu	Non	Non	
<input type="checkbox"/>	M JEAN FRANCOIS SUHAS		Inscrit	Absent	Non	Non	

Création le 30/04/2020 par Mme Kellen BROCHIER-HIPP | Mise à jour le 30/04/2020 par Mme Kellen BROCHIER-HIPP

Roadshow #3 – Registered participants

Benoit BRIAND – Conservatoire du littoral

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(no-show)

Anaïs COUDER

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Work Package 4 – Transferring

Activity 4.3. 4helix+ Regional, National, Macroregional Road-shows

Version: Final– Date: 07/07/2020

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(no-show)

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(no-show)

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(no-show)

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(no-show)

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Patrick PECASTAING

(no-show)

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(no-show)

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Laura PUGIEU

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Bertrand RIGHO – Ville de Marseille

<https://www.linkedin.com/in/bertrand-righo-0b528117a/>

(no-show)

CCI MARSEILLE PROVENCE Bienvenue sur Clients

Mme Keilen BROCHIER
vendredi 29 mai 2020
CCI 2012

Produits : Stratégie : Opérations : Ciblage : Populations : Questionnaires : Scripts

Rechercher un événement Événement

Innovation pour et par La Grande Bleue ! « De l'économie bleue avec du tourisme responsable »

Code : BAG-4K19WR
Date de début : 15/06/2020
Date fin : 15/06/2020
Responsable en charge : Mme Keilen BROCHIER
Pôle en charge : Pôle PME/ZA
Intervenants internes :
Intervenants externes :
Nombre de place :
Prestation liée :
Cible : ZA
Nbr questionnaires de satisfaction retournés :
Moyenne de la note de satisfaction :

Catégorie : Atelier CCIMP
Adresse : 13001 MARSEILLE
France
Territoire économique :
Fréquence : One Shot
Thématique :

Synthèse Satisfaction **Participants** Validations Populations Fichiers

<Personne> <Inscription> <Statut après réponse> <Satisfaction> Modifier

Personne Etablissement Anciens statuts d'inscription Inscription Statut après réponse Mode de participation réelle Satisfaction Dernière modification

<http://clients.cimp.com:8080/clients/75fwID=00098000a9016c2>

Actions

- Dupliquer
- Soumettre validations
- Inscription +
- Export

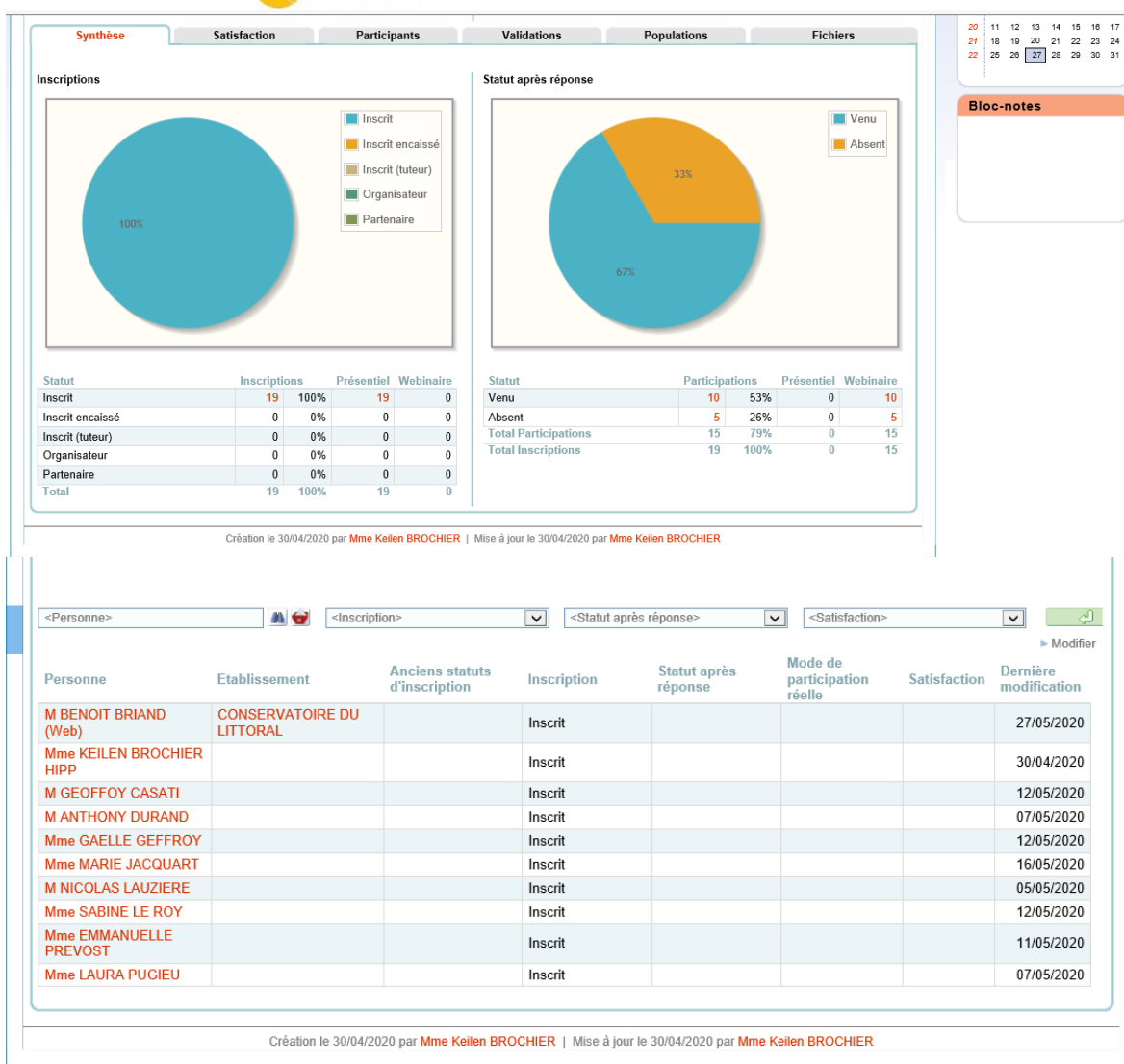
Rechercher

Calendrier

< < Mai 20 > >

Sem.	L	M	M	J	V	S	D
18						1	2
19	4	5	6	7	8	9	10
20	11	12	13	14	15	16	17
21	18	19	20	21	22	23	24
22	25	26	27	28	29	30	31

Bloc-notes



5. Activities and agenda



Project co-financed by the European
Regional Development Fund



Bonjour ,



Cette **cordiale relance** pour vous inciter à venir partager ce « **moment bleu** » avec nous (détails ci-dessous) :

Vendredi 15 mai 2020 à 14h30 : « De la croissance bleue en protégeant et préservant »

- Sensibilisation à la problématique des déchets avec [WATCH THE SEA](#)
- Un stabilisateur d'ancre respectueux des fonds avec [GM PRO](#)

Témoignages interactifs et inspirants d'entrepreneurs passionnés et engagés !

> **Inscription gratuite et obligatoire [ICI](#), dans la limite des places disponibles**

Bien **cordialement**,

Bonjour,



Cette cordiale relance pour vous inciter à venir partager ce « **moment bleu** » avec nous (détails ci-dessous) :

Lundi 15 juin 2020 à 14h30 : « De l'économie bleue avec du tourisme responsable »

- Découvrir la plaisance solaire avec [SEAZEN](#) / RIA Création
- Voler au-dessus de l'eau avec le surf de [WHIMSITECH](#) / 4Film
- Auberges de jeunesse dans voiliers hors-d'usage avec [TEAM SARDINE](#) / Make ICI

Témoignages interactifs et inspirants d'entrepreneurs passionnés et engagés !

> Inscription gratuite et obligatoire [ICI](#), dans la limite des places disponibles

Bien cordialement,

6. Roadshows' influence

With roadshow #2, it was clearly identified that 4helix+ MSMEs created interest among specific participating stakeholders who expressed their desire to invite them to be part of whatever they will setup for [UICN](#).

With roadshow #3, main takeaway was to make it clear for relevant stakeholders that eco-tourism at sea represented a real potential to be exploited along the coasts on both sides of Marseille city ("Côte Bleue" and "Côte Verte").

7. Result

Both the stimulating impact, the coaching offering and the funding structure of the 4helix+'s voucher initiative were highlighted.































The audience was positively surprised by the diversity and yet relevance of the innovative projects.

Roadshow #2 was a success in terms of interest, interaction and discussion dynamics.

































Roadshow #3 was unfortunately more mitigated: more no-shows, content was maybe too rich and took longer than expected to be presented even though sequencing and timing were carefully planned before the D-day.

8. Pictures of the session

Roadshow #2

JV	Jean-Christophe Vuillot (Moi)	 
KB	Keilen Brochier-Hipp (Hôte)	  
FB	F Bachet	
X	xavier.coudert	 
A	abrunet	 
AM	ALAIN MAURIN	 
CH	Cédric Hamon	 
CM	Clement Marlien	 
GC	Geoffroy Casati, MAMP	 
H	Hugues	 
L	Laura	 
MH	Marjorie HAGOBIAN	 
MS	martina schlüter	 
P	philippe	 
S	sabine	 

Roadshow #3

JV	Jean-Christophe Vuillot (Moi)		
KB	Keilen Brochier-Hipp (Hôte)		
X	xavier.coudert		
AE	Akrem El Mejri		
B	Briand		
C	Couder		
D	David		
EL	Estelle Le Bris		
EC	Etienne Clamagirand		
GC	Geoffroy Casati, MAMP		
GJ	Guillaume JL, SEAZEN		
GP	Guillaume Pellegrin		
N-	Nicolas - Team Sardine		
N	nicolaslauziere		
P	Pascal Raoust		
P	PREVOST		
S-	Sabine - La Touline		
SM	Sabine Meneut		
S	Sanjin		

Annex 1 Attendance list

See above.

Annex 2 Satisfaction questionnaire

N/A.

Project Partners



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



University of Camerino (IT)



Central European Initiative (IT)



Thessaloniki Chamber of Commerce and Industry (GR)



Croatian Chamber of Economy
Zadar County Chamber (HR)



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



XXI Dinamic Network (PT)



Albanian Development Fund (AL)



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



Chamber of Commerce and Industry
Marseille Provence (FR)

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