

4helix+

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

D.4.5.1

4helix+ Transnational Final Event in Seville Report

Due delivery date: 30/04/2018

Actual delivery date: 16/04/2018

PROGRAMME	INTERREG MED
AXIS	PO 1 – <i>Promoting Mediterranean innovation capacities to develop smart and sustainable growth</i>
SPECIFIC OBJECTIVE	SO 1.1 – <i>To increase transnational activity of innovative clusters and networks of key sectors of MED area</i>
PROJECT ACRONYM	4helix+
PROJECT WEBSITE URL	https://4helix-plus.interreg-med.eu
DELIVERABLE NUMBER	D.4.5.1
TITLE OF DELIVERABLE	Transnational Final Event in Seville Report
WORK PACKAGE/TASK N°	4.5
NAME OF ACTIVITY	4helix+ Transnational Event in Seville
PARTNER IN CHARGE (AUTHOR)	PP5 – Official Chamber of Commerce of Seville (CCSEV)
PARTNERS INVOLVED	LP, PP1, PP2, PP3, PP4, PP6, PP7, PP8, PP9
STATUS	Draft
DUE DATE	31/10/2020
ADDRESSEE OF THE DOCUMENT¹	4helix+ PROJECT PARTNERS; PROGRAMME MED JOINT SECRETARIAT
DISTRIBUTION²	PP

Document Revision History

Version	Date	Author/Reviewer	Changes
1.0 - Draft	31/10/2020	PP5- CCSEV	

Abstract
This Transnational Final Event report contains all information related to the final transferring event organized on October 20th 2020.

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)

Index

1 EXECUTIVE SUMMARY	4
2 FINAL TRANSFERRING EVENT AGENDA.....	6
3 DESCRIPTION OF THE SESSIONS	8
3.1 PANEL 1 – “COVID, EUROPE, BLUE ECONOMY: THE OPPORTUNITY TO ANALYSE THE PRESENT AND DEBATE OVER THE FUTURE”	8
3.2 PANEL 2 - “THE 4HELIX+ EXPERIENCE: BEFORE-AFTER, HAVE YOUR SAY AND SHOW-CASE YOUR EXPERIENCE”	10
3.3 PANEL 3 - “PERSPECTIVES OF BLUE ECONOMY IN REGIONAL AND MEDITERRANEAN POLICIES”	12
3.4 4HELIX+ EXPERIENCE, IMPACT AND RESULTS, TRANSFERRING OUTPUTS AND 4HELIX+ TOOLS	14
4 CONCLUSIONS	15
ANNEXES	18

1 Executive Summary

The 4helix+ transnational final event was organized by Chamber of Commerce of Seville on October 20th 2020, gathering more than 80 participants from Mediterranean countries. A one-day online (on Zoom platform – link: <https://zoom.us/j/98679934544>) and physical event (9.00 am – 2.00 pm) made up of interactive round tables, gathering project partners, stakeholders and public organizations from blue economy sector as well as smes awarded with 4helix+ pilot project from all over the Euro-Mediterranean area (Spain, Portugal, France, Italy, Greece, Croatia and Albania).

The importance of blue economy in the Mediterranean economic and cultural landscape is very clear today, and the event focused on how the current situation also due to the COVID-19 outbreak impacts on the sector, and which opportunities can arise in the market. The event provided comparative perspectives and examined different scenarios in the sector in the present and debate over the future.

The event is included in the 4helix+ overall transferring campaign realized of well balanced mix of transferring web-based tools (e.g. Cyberspace and transferring Corner) and ad hoc events (e.g. Roadshows and Transnational Final Dissemination event). Testimonials of innovative financial & incentives instruments such as crowdfunding have been invited to give tips and recommendations to facilitate the Blue SMEs' access and to explain how to fast their commercialization of results and/or successful exploitation into bigger market.

Blue SMEs and KPs involved in the 4helix+ awarded pilot projects, experts and representative of Blue Community were involved to debate in depth the multiplier effect of innovation produced by pilot projects financed with the instrument of vouchers in the blue economy.

The innovation vouchers are the backbone of the project and are the greatest strength. LP SVIM was granted with the EURADA³ Awards diploma recognising them as Best Development Agency of 2019 thanks to the experience in the promotion and development of the tool Voucher of Innovation in different fields.

Link to the registered event follows:

https://zoom.us/rec/share/eZTgP09n4fLOOe7_SJXOnkMZKeL2fLciHe7Ac7wYd-nG15DhOolKEEmExV0nIQ.xZxkG67gPkkmT-ZR (Access code: 1.ZUV+=6)

³ The European Association of Development Agencies (EURADA) gathers people working on economic development through a large network of 66 members throughout 21 countries in the European Union and beyond. We connect our members with other regional development agencies, business partners and European authorities.

2 Final Transferring Event Agenda

OCTOBER 20th – Morning session

8h45-9h00 Registration and access of participants

Welcome

9h00-9h10 Pablo Morales, Head of European Programmes, Official Chamber of Commerce of Seville

Ida Prosperi, Head of EU Policies and Internationalization Area, SVIM- Sviluppo Marche Srl

4helix+ approach and beyond

9h10-9h30 Ida Prosperi, Head of EU Policies and Internationalization Area, SVIM- Sviluppo Marche Srl

PANEL 1 KEY NOTE Speakers

“COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future” – moderated by Regis López-Lang

9h30-10h30

- Prof. Fotios Kilipiris, International Hellenic University, Dpt. of Organization Management, Marketing and Tourism
- Mrs. Francesca Passeri - Director of Public Affairs of EUROPEAN CROWDFUNDING NETWORK
- Mr. Sylvain Petit, Executive Secretary SMILO programme
- Mr. Toní Tio, President, Nautical Cluster of Barcelona

10h30-11h15

PANEL 2 SMEs SMART PEACHES

“The 4helix+ experience: Before-After, have your say and show-case your experience”- moderated by Fernando Gaspar

- Mr. Angelos Manglis, CEO “See the Sea” (Greece)
- Mrs. Veronika Mudri Šestan, CEO “Magic Croatia” (Croatia)
- Mr. Javier Herrera del Toro, CEO “Zyrkia Systems” (Spain)
- Ms. Genta Ahmeti, “Life on a Boat” (Albania)
- Mr. Albert Val, “Deltasail” (Spain)
- Mr. Emanuele Troli, “Bio Packaging” (Italy) – Creative and Cultural Industries
- Mr. Sanjin Hasaneferić, “4FILM” - Creative and Cultural Industries

11h15

Coffee Break

11h45 PANEL 3 “Perspectives of blue economy in regional and Mediterranean Policies” - Moderated by Raffaele Mancini

- Mrs. Marta Pascual – Spanish contact point WestMed Initiative
- Mrs. Susana Sainz Trapaga- Catalan Maritime Strategy representative for Catalan Government.
- Mr. Luis Miranda Molas, ASCAME, on behalf of Blue Growth Community (Interreg MED)
- Prof. Gian Paolo Cesaretti - President of Simone Cesaretti Foundation -Innovation and Blue Economy Expert for SVIM_Marche Region
- Mrs. Maria Groueva Project Officer Interreg Med “what is next ? Programming Period 2021-2027”

Presentation of the 4helix+ tools/initiatives

Beyond the project: 4helix+ cyberspace and synergies with EU Blue Platforms
Blue Economy transition and Mediterranean

12h45-13h15

- Mr. Victor Soria, Project Manager at Chamber of Commerce of Barcelona
- Mr. Leonardo Mostarda, Professor in Computer Science Division at Camerino University

13h15-13h30 Wrap-up of the final event

14h00 Closure of the event

3 Description of the sessions

3.1 Panel 1 – “COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future”

Moderated by Regis López Lang

Panelists:

- Prof. Fotios Kilipiris, International Hellenic University, Dpt. of Organization Management, Marketing and Tourism
- Mrs. Francesca Passeri - Director of Public Affairs of European Crowdfunding Network
- Mr. Sylvain Petit, Executive Secretary SMILO Programme
- Mr. Toni Tío i Sauleda, Executive President, Barcelona Cluster Nautic

Each of the participating panellist prepared a 6/7 minutes intervention to introduce their topics having the possibility to intervene again in the discussion and reply to questions from the audience.

The panel highlighted strengths and opportunities of blue economy sector in the current pandemic situation, the need to reset the European Tourism Model, and introduced to the audience promising financial tools for supporting innovation in the sector, such as blue crowdfunding model, which still needs a stronger back-up by institutions which would lead to new partnerships between crowdfunding platforms and public authorities.

Nautical sector was particularly highlighted since it has achieved significant growth in the 2020 Summer months thanks to its prominent characteristic of safety that has become the main concern during the Covid-19 emergency.

Furthermore, ‘blue crowdfunding’ was presented as an interesting and promising tool for supporting innovation and compensating the lack of public (EU) funding for the blue economy. In order to communicate this opportunity to blue economy companies, European Crowdfunding Network with the partnership of Blue Crowdfunding project, have organized a series of dissemination actions such as webinars, for example.

Crowdfunding response to Covid crisis
(From ECN survey in April 2020)

- Rapid implementation of support measures to incentivise capital inflow (from retail investors) as well as deafflow (new projects)
- Some platforms have waived fees for projects raising money for Covid-19 related initiatives
- Some degree of institutional interest, leading to new partnerships between crowdfunding platforms and public authorities
- Donation and reward crowdfunding have overall witnessed an increase of projects and backers during the lockdown months (February-May)
- Lending and equity were preparing for the worst, but the impact of covid was quite limited across the EU crowdfunding industry

PANEL 1
"COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future"
Project co-financed by the European Regional Development Fund

THE BARCELONA CLUSTER NAUTIC



- Non-profit group of companies and institutions working to transform the nautical sector into an economic driving force for Barcelona and Catalonia
- Founded in 2013 boosted by Barcelona's Town Hall and Barcelona's Port
- 80 members including public administrations, universities & private companies

PANEL 1
"COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future"
Project co-financed by the European Regional Development Fund



No hay ninguna nota.

PANEL 1
"COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future"
Moderated by Regis López Lang

Live - Seville, Spain

REGIS LOPEZ LANG

Sylvain Petit

voucher scheme or crowdfunding: why are they "difficult" to be implemented in Public Authorities Programmes? According to your experience?

De Massi - CNR IRBIM a Todos los panelistas:
As for the role of the PA in the crowdfunding scheme, Francesca highlighted differences in terms of resources needed but what are the benefits coming from one or the other role played? When PA should be a sponsor, manager, etc.?

De Beatrice a Todos los panelistas:
how covid situation / emergency influence SMILO activities and islands involved in your actions?

De Jadranka Pelikan a Todos los panelistas:
Is the SMILO process applicable to the protected sites of nature which are under governance of the public institutions for nature conservation?

Enviar a: Jadranka, todos los panelistas

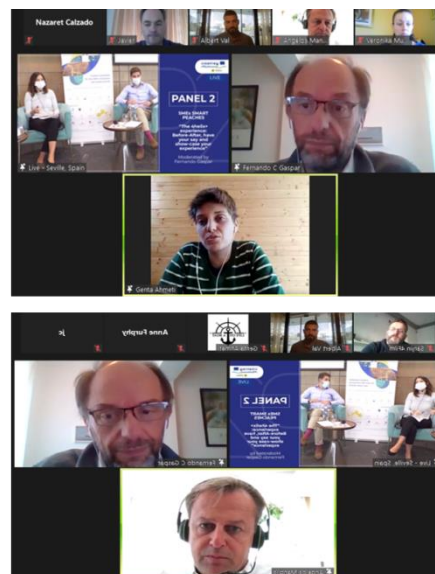
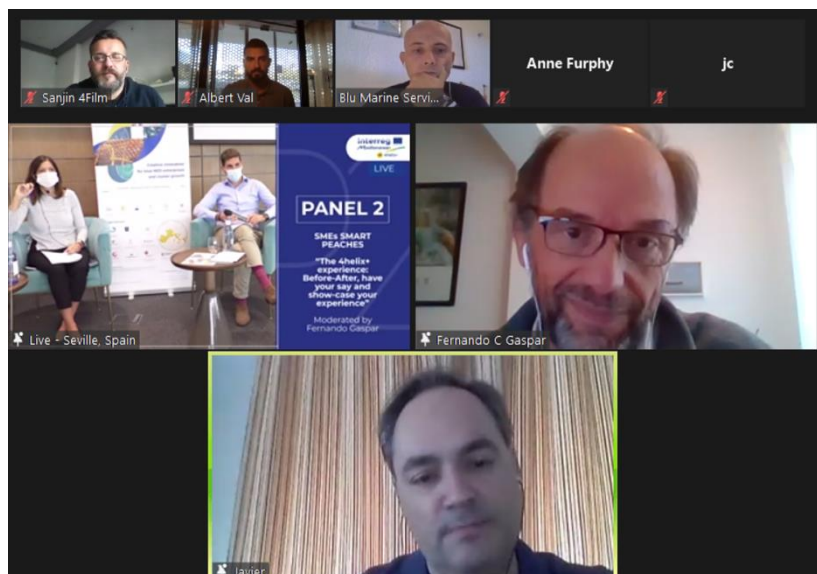
3.2 Panel 2 - “The 4helix+ experience: Before-After, have your say and show-case your experience”

Moderated by Fernando Gaspar from Apredin and Anne Furphy from Chamber of Commerce of Seville.

Panel 2 was dedicated to cover the experience of 4helix+ innovation voucher scheme and to gather the feedback of participating blue smes and knowledge providers.

Panelists:

- Mr. Angelos Manglis, CEO “See the Sea” (Greece)
- Mrs. Veronika Mudri Šestan, CEO “Magic Croatia” (Croatia)
- Mr. Javier Herrera del Toro, CEO “Zyrkia Systems” (Spain)
- Ms. Genta Ahmeti, “Life on a Boat” (Albania)
- Mr. Albert Val, “Deltasail” (Spain)
- Mr. Emanuele Troli, “Bio Packaging” (Italy) – Creative and Cultural Industries
- Mr. Sanjin Hasanefendić, “4FILM” - Creative and Cultural Industries



Some questions were asked to the panellists in order to know their overall experience with the 10.000€ innovation voucher, such as :

What was your experience with the innovation voucher?

Was it worth your time and effort to participate in this voucher scheme?

What were the limits you found?

Would you repeat the experience? go for another similar project?

Did something change with the project for your company?

All panellists involved in the session proved to be very positive witnessing their experience with the audience, and had very positive words when referring to their participation in the pilot action: “*Very positive experience, easy procedures, smooth running, great cooperation with respective pilot PPs, light bureaucracy, fruitful networking all across the Mediterranean*”, was the core of their comments.

3.3 Panel 3 - “Perspectives of blue economy in regional and Mediterranean Policies”

Moderated by Raffaele Mancini.

Panelists:

Regional Strategic Dimension:

- Mrs. Marta Pascual – Spanish contact point WestMed Initiative

Local Strategic Dimension:

- Mrs. Susana Sainz Trapaga- Catalan Maritime Strategy representative for Catalan Government.

Projects, Initiative Dimension:

- Mr. Luis Miranda Molas, ASCAME, on behalf of Blue Growth Community (Interreg MED)
- Prof. Gian Paolo Cesaretti - President of Simone Cesaretti Foundation -Innovation and Blue Economy Expert for SVIM_Marche Region

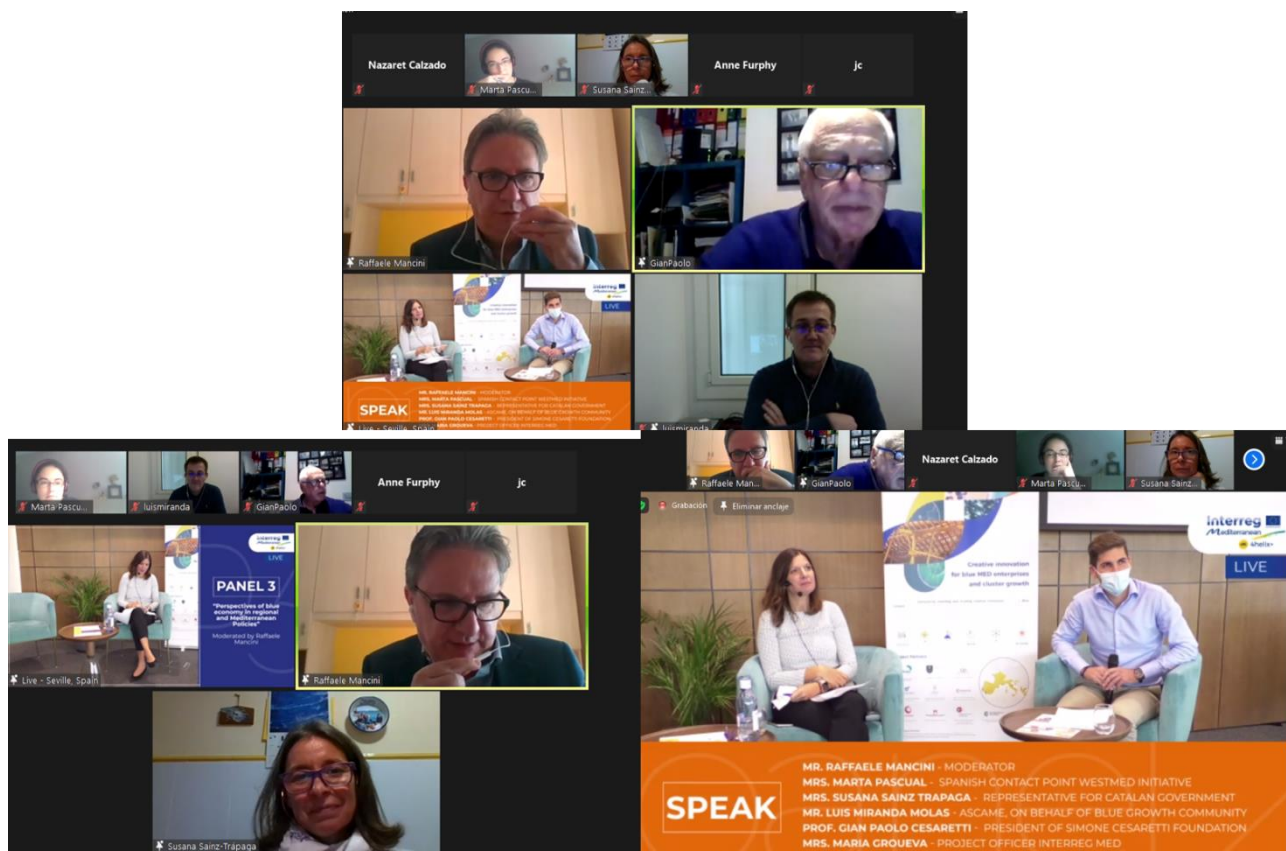
All panellists prepared a short introduction to present how their initiatives promote blue economy in the different dimensions (project dimension, local strategic dimension, and regional dimension) and what actions they undertake to this purpose, having the possibility to intervene again in the discussion and reply to questions from the audience.

During the question/answer session following the presentations, some questions were proposed by the audience, such as:

Could the voucher scheme be a tool to contribute to the achievement of the goals and targets contained in the Resolution “2030 Agenda on Sustainable Development” adopted in 2015 by the General Assembly of the United Nations? What are the main strengths and weaknesses of voucher schemes as a tool to promote innovation? Looking at future blue projects based on the "voucher" approach, what changes would you suggest compared to the voucher scheme used in 4helix+?

Barcelona/Catalonia Region presented its Government’s impressive engagement in the Blue Economy strategy and on the evolution of the Blue Economy strategy at policy level. “It is essential to include in the projects the local people and all relevant sectors; local people need to be engaged actively and they need to actually benefit from these projects.” (Sainz-Trapaga)

What was also particularly stressed is the importance of the human capital, market development for the use of innovation vouchers, and alignment with Agenda 2030 objectives.



3.4 4helix+ experience, impact and results, transferring outputs and 4helix+ tools

SVIM opened the event with an overall presentation of 4helix+ pilot action, detailing the actions undertaken, highlighting impacts and results, and underlying the creation of value in every step of the process for all actors involved in the pilot action. Actors and stakeholders were also essential to the success of the process, specially the involvement of blue smes and knowledge providers to support the different steps.

Some of the benefits for the SMEs to participate in a voucher scheme pilot like 4helix+ highlighted by our Lead Partner:

- Introduction of small scale **innovation** at the company level;
- Establish **new relationships** and expand their **network** in the MED area;
- Engage with **knowledge providers** and gain access to **innovation support** services;
- Promote its business at **transnational** level;

The final event was also meant to disseminate and transfer the 4helix+ tools and outputs to our audience and the capitalization and potential synergies arising from the implementation of the cyberspace and, for this purpose, 4helix+ team, represented by Victor Soria from Chamber of Commerce of Barcelona, responsible of 4helix+ transferring corner management, together with Leonardo Mostarda from University of Camerino, responsible for the design and management of 4helix+ web cyberspace, presented the tools and outputs to the audience.

Victor Soria explained what can be found in the transferring corner:

- Activities developed within the project
- Methodology followed
- Projects awarded with a 4helix+ innovation voucher
- Projects' results
- Relevant information about Blue Economy
- Blue opportunities

As well as the way to access to the corner:

- Free access
- No need for user name / password
- <http://4helix-webinars.unicam.it/login/index.php>

The presentation also gave the opportunity to showcase the document “Blue Economy Transition and Mediterranean SMEs” created by Raffaele Mancini, a document which offers an overview of

the opportunities and challenges linked to the sustainable development of the Blue Economy in the Mediterranean region.

On the one hand, the document gives visibility on outstanding projects and analyse the voucher scheme, and on the other hand it analyses the role of blue economy in RIS3.

On his side, Leonardo Mostarda showed figures associated with the cyberspace use during 4helix, as well as the main cyberspace supported activities:

- 2000 emails
- 475 ticket served
- 40000 lines of code and HTML
- About 1000 documents uploaded
- Generation of 4 WEBSITES
- 163 DB columns over 14 tables
- 10TB space



Long lasting features of the matchmaking environment and synergies with parallel initiatives to use the transferring corner and cyberspace were also presented, such as the recent collaboration with the Blue Deal project, interested in the use of search engine and in the KP gallery.

4 Conclusions

4helix+ final transferring event was the key scenario to showcase and transfer 4helix+ results, impact and outputs and despite the general limiting circumstances, the Final Event proved to be inspiring and very successful.

The event counted on an average of 80 participants during the 4-hours event, involving stakeholders who provided significant contributions to the event, moderators as well as public attending were very active during the event, promoting exchange and boosting the questions/answers sessions at the end of each panel.

The event thus analysed the 'before and after' experience of the 48 SMEs/KPs awarded with a 4helix+ €10,000 innovation voucher as well as it provided an overall analysis of 'before and after' the COVID-19 outbreak, in terms of its impact on blue economy sectors.

The event was also the scenario to demonstrate the impressive engagement of stakeholders for blue economy strategies and plans not only at Mediterranean level, but also at regional and local levels.

LICs



17

Local Innovation experts involved in the project

KNOWLEDGE PROVIDERS



163

approved KPs from dozens of sectors

LOCAL STAKEHOLDERS

442

local stakeholders involved



INNOVATION VOUCHERS

83

received eligible applications for Innov. Vouchers



48

innovation projects funded

of which **16** transnational

BLUE BOOT CAMPS

8

Blue Boot Camps held

86

companies involved

125

experts/KPs involved

238

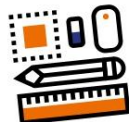
B2B meetings held



4helix+ has offered an intense cycle of coaching and matchmaking sessions, thus stimulating creative innovation of MED blue sectors companies by competent experts.

The project is now funding – as the ultimate result of this targeted transnational cooperation – 48 small scale innovation projects within as many companies awarded with a 4helix+ Innovation Voucher.

REGIONAL INFO-DAYS



18

Regional Info-Days held

242

companies involved

92

experts/KPs involved

11

B2B meetings held



ZADAR BROKERAGE EVENT

27

companies involved

26

experts/KPs involved

103

B2B meetings held



For more information:

Lead Partner
SVIM - Sviluppo Marche S.r.l.
segreteria@svim.eu

Communication
Central European Initiative - CEI
euprojects@cei.int



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

Project co-financed by the European Regional Development Fund

Annexes

- Communication before and after the event
- Participant list
- Presentations

ANNEX 1 - 4helix+ Final Transferring Event dissemination⁴

4helix+ own media channels dissemination	https://4helix-plus.interreg-med.eu/news-events/news/detail/actualites/register-now-4helix-final-event-in-seville-1/ https://4helix-plus.interreg-med.eu/news-events/news/detail/actualites/final-event-another-projects-success-story/ https://www.facebook.com/4helixplus/posts/2780022032238908 https://www.facebook.com/4helixplus/posts/2774010579506720 https://www.facebook.com/4helixplus/posts/2769795749928203
LINKEDIN	https://www.linkedin.com/posts/jcvuillot_on-october-20th-chamber-of-commerce-of-seville-activity-6719939819700572160-d8W/ https://www.linkedin.com/feed/update/urn:li:activity:6722052074240045056/ https://www.linkedin.com/feed/update/urn:li:activity:6721729700768612352/ https://www.linkedin.com/posts/camaracomerciosevilla_webinar-4helix-activity-6722758670259683328-AGqq/ https://www.linkedin.com/posts/jcvuillot_4helixplus-innovation-blueeconomy-activity-6724702047398109184-Mc0I https://www.linkedin.com/feed/update/urn:li:activity:6720705344022056960 https://www.linkedin.com/feed/update/urn:li:activity:6724257298635624448 https://www.linkedin.com/feed/update/urn:li:activity:6720705613258625024 https://www.linkedin.com/posts/4helixplus_4helixplus-innovation-blueeconomy-activity-6724226504609320960-xF6C https://www.linkedin.com/posts/fernandoacgaspar_register-now-4helix-final-event-in-seville-activity-6724228813045166080-QNE4

⁴Data include dissemination before and after the event

TWITTER	https://twitter.com/camaradesevilla/status/1316992583793561602?s=20 https://twitter.com/EUprojectsBCC/status/1317055700812681218?s=20 https://twitter.com/EUprojectsBCC/status/1316740273242857477?s=20 https://twitter.com/EUprojectsBCC/status/1318507386072666118?s=20 https://twitter.com/4helixplus/status/1318898576672624648?s=20 https://twitter.com/4helixplus/status/1318456722244120578?s=20 https://twitter.com/4helixplus/status/1315965738985959424?s=20
FACEBOOK	https://www.facebook.com/camaracomerciosevilla/posts/1853084601514574 https://www.facebook.com/1593111084165581/posts/2262818243861525/?d=n https://www.facebook.com/1593111084165581/posts/2257416424401707/?d=n https://www.facebook.com/1593111084165581/posts/2251131345030215/?d=n https://www.facebook.com/1593111084165581/posts/2242789869197696/?d=n https://www.facebook.com/albaniandf/posts/3354207928008902 https://www.facebook.com/CEI.Secretariat/posts/2747209168870981 https://www.facebook.com/BlueGrowthCom/posts/3427349983954925 https://www.facebook.com/BlueGrowthCom/posts/3416442065045717 https://www.facebook.com/BlueGrowthCom/posts/3408768952479695 https://www.facebook.com/nationalcontactpointinterregmeditalia/posts/630273817668561

	https://www.facebook.com/groups/29436167450/permalink/10158970281487451/ https://www.facebook.com/groups/29436167450/permalink/10158942525937451/
OTHERs	https://www.svim.eu/notizie/497-blue-economy-l-evento-finale-del-progetto-interreg-med-4helix-finalmente-e-on-line https://www.hgk.hr/zavrsni-dogadaj-projekta-4helix-najava https://ezadar.net.hr/biznis/3906758/hgk-zk-zadar-poziva-zainteresirane-na-online-zavrsni-dogadjaj-projekta-eu-4helix/?ticker_type=latest_news http://www.057info.hr/vijesti/2020-10-17/iz-komore-pozvali-na-sudjelovanje-u-online-eu-projektu https://www.albaniandf.org/2020/10/15/eventi-final-i-projektit-4helix/

ANNEX 2 - Participant List

Participant report						
Produced report:	oct 21, 2020 12:58 PM					
Theme:	ID web seminar	Starting Hour	Real Duration (minutes)	N.º registrated	N.º cancelled	Exclusive participants
4helix+ Final Transferring Event	986 7993 4544	oct 20, 2020 8:28 AM	334	107	0	98
	User name (Original name)					
	Endri Teta (Albanian Development Fund)				Debora Rossi	
	Daevi				Blu Marine Service	
	Maurizio Brocchini				Stefania Marcelletti	
	Giuseppe				pablo.morales	
	Jadranka Pelikan				Dora	
	Giacomo Nalli				Nazaret Calzado	
	EBEΘ (TCCI)				Marseda Shkodra	
	Spiros Chioteris				atafa	
	Albert Val				Aferdita Tafa	
	SKURA OLIVE OIL				rvilla	
	Genta Ahmeti				jc	
	Elisa				Ilda Shahu	
	GianPaolo				Alfonso J. Huerta Bonilla	
	Fernanda Ventura				Bojo Resort	
	Giorgia Gioacchini				Susana Sainz-Trápaga	
	Iuismiranda				Veronika Mudri Šestan	
	ASCAME General Secretariat				Massi - CNR IRBIM	
	Filippo Blefari				Dinko Basioli# CCE	

	Diletta Cacciagrano				Mia Perica	
	Marta Salas				Valbona Paluka	
	graziaquero				Ylli Take	
	Nada Zaimi (ADF)				Alda Dhamo	
	carlos cortes				GianPaolo	
	S. Radovanovic				Beatrice	
	Ivan Jadreško_CCE				antoni tio	
	ppedisic				gkokkas	
	Nerada Kulla				Miranda.Lila	
	Inma García				Loukia Prentza	
	gkokkas				emmanouilidis	
	Juliana de Brito Nascente Lab				Javier	
	ALFONSO				Daniela Migliari	
	fouseskis				Daniela	
	Panagiotis Fousekis				Paola Polo	
	Mora Andrea				Sylvain Petit	
	Vera Bougiouri (NTUA) - Blue Growth HP				Ingrida Dashi	
	Raffaele Mancini				REGIS LOPEZ LANG	
	Comunicación KIM				Alberto Monachesi	
	Marta Pascual (WestMED Initiative)				leonardo	
	Ina Gerverni				Elen García - CTN - Marine Technology Centre	
	valentina				Kristina Toçila	
	Vesna Vertovsek				Subashi Olive Oil	
	Antonios Boumpoulas				Άγγελος	
	Alice Belin				Angelos Manglis	
	Daniele				Marija Mišulić	
	fmecej				Sanjin	

	Mónica Rogério				Sanjin 4Film	
	Víctor Soria - Barcelona Chamber of Commerce				Fernando C Gaspar	
	ekoci				Taormina Etna - Oreste Lo Basso	
	Vanesa Ramos				Kauê	
	Javier de Diego				Mariam Cantero Ostos	
	Neus Jordi				D Marku	
	mariani				Angeles Ruiz	
	Céline Dubreuil - Plan Bleu				Kostas Koukaras	
	Francesca Passeri				Marija Marelić	
					mbermudez	
					Jean-Christophe Vuillot	

ANNEX 3 - Presentations



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)

Official Chamber of Commerce of Seville-
Sevilla, Spain

Anne.furphy@camaradesevilla.com

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

4helix+ FINAL EVENT

22nd of October - Sivilla

«The approach and Beyond»

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

4helix+_FROM THE ORIGINS TO THE END

Programme: Interreg Med –
managed by the region Provence-
Alpes-Côte Azur (Mare Region SUD)

Programme 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 typology: Single module –
Testing

4helix+ **AIMS**
at **stimulating, coaching** and **funding**
CREATIVE INNOVATION within the
BLUE GROWTH SECTOR in the MED
area.

In order to **IMPROVE** the **existing gap**
between the 8 Mediterranean
maritime clusters and within their
4 regional helixes, through an
OPEN SOURCE, KNOWLEDGE
SHARING and **COMMUNITY-BASED**
approach, resulting from **cooperation**
with CULTURAL AND CREATIVE
INDUSTRIES and
'NEW INNOVATION AGENTS'.



Start date
01.02.2018



10
Partners



7
Countries



Budget
€2,2 M



6
Associated Partners

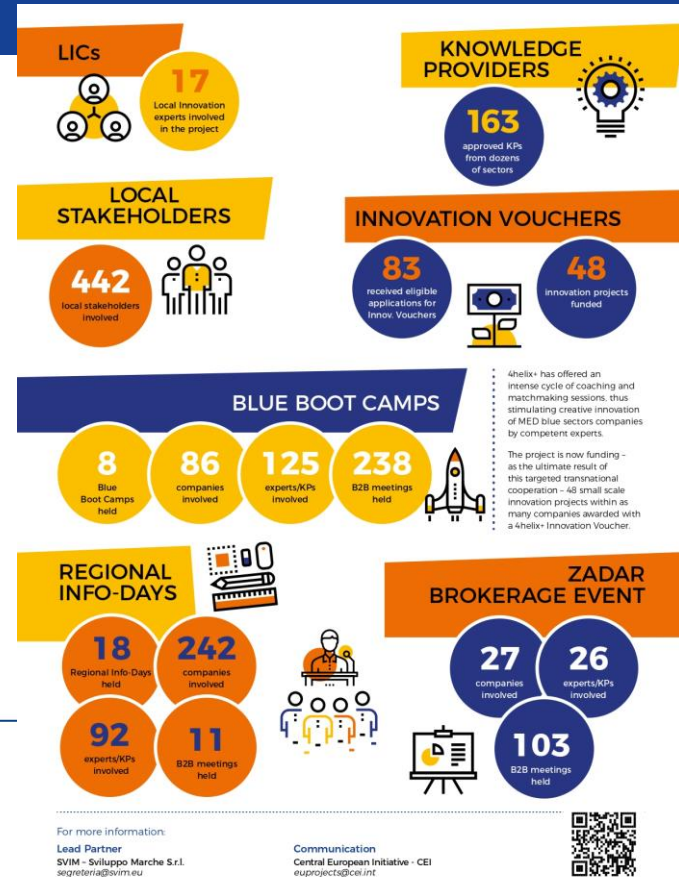


Duration
30 months

4helix+_EXPECTED IMPACTS & FINAL RESULTS

TRANSFER AND EMBEDDING:
INNOVATIVE CONCEPTS (**CROSS FERTILIZATION**),
TOOLS (**CYBER SPACE – EOI / CALL**)
AND PROCESSES (**VOUCHER SCHEME**)
TESTED BY THE PROJECT
INTO :

- **REGIONAL STRATEGIES AND POLICIES FOR SMART SPECIALIZATION (RIS3)**
- **NATIONAL AND MACRO REGIONAL STRATEGIES WITHIN THE MED AREA AND BEYOND.**



4helix+_ OBJECTIVES & LEVERS

**IN ORDER TO
BOOSTING CREATIVE INNOVATION FOR BLUE GROWTH MSMEs,
STIMULATING JOB AND DEVELOPMENT, THE PROJECT WORKED ON:**

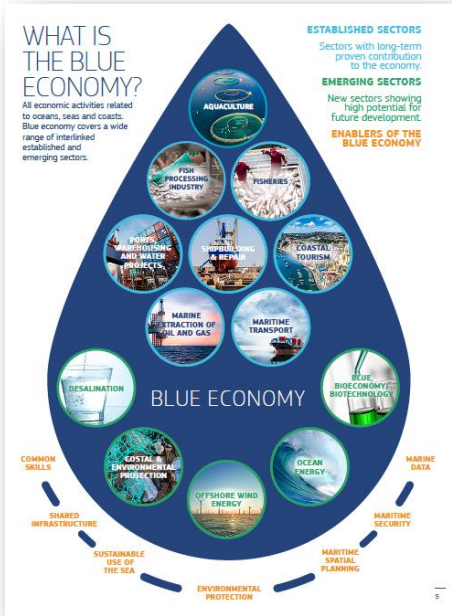
- 1. Strengthening transnational activity** of regional innovation clusters for development of smart and sustainable growth in the Mediterranean area;
- 2. Supporting trans-sectoral and cross-border cooperation** among the 8 innovative maritime clusters and between Cultural Creative Industries and blue SMEs;

THROUGH THESE MAIN LEVERS:

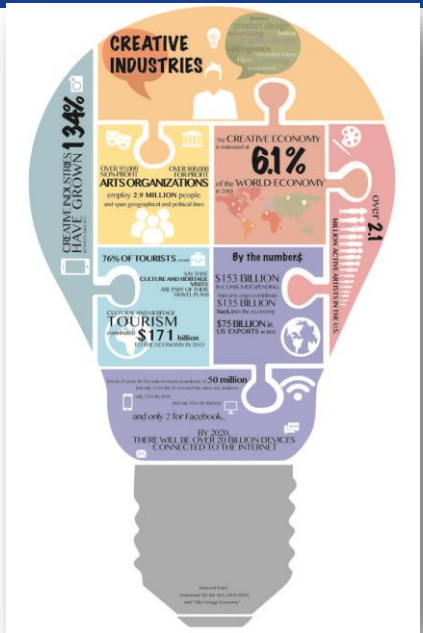
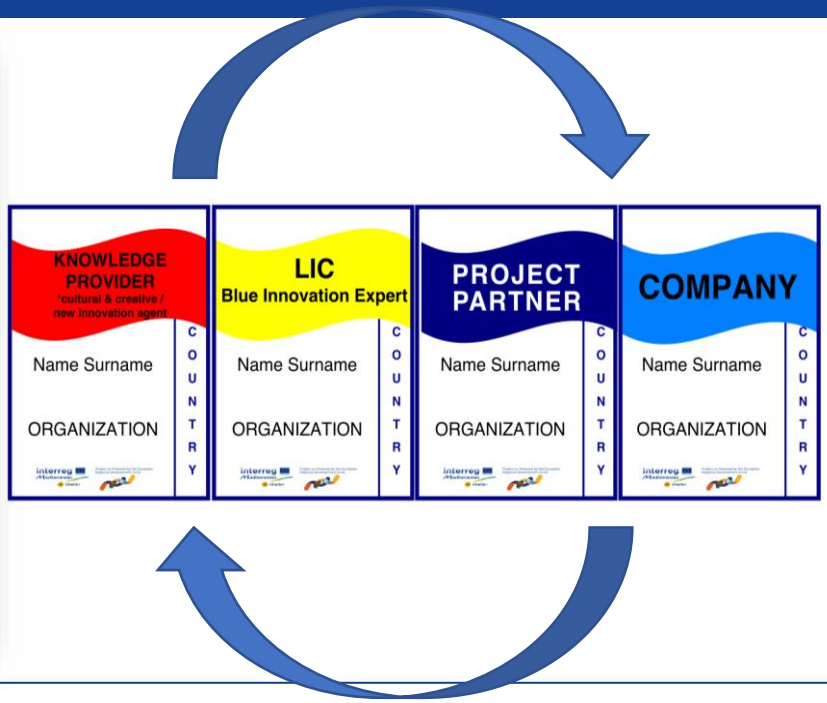
- ❖ **coaching on creative innovation** to maritime sectors' SMEs and START-Ups within BOOTCAMPs/infodays (where MSMEs can meet creative innovative Knowledge Providers)
- ❖ **TESTING** of an **innovation voucher scheme** offering **€ 480.000 funding** to selected companies for creative innovation projects
- ❖ Conceiving creative projects through a **transnational brokerage event and Matchmaking Tool**



4HELIX+: MAIN ACTORS AND MAIN SECTORS



Credits: <https://ec.europa.eu/maritimeaffairs>



Credits: <https://auartwoks.wordpress.com>

4HELIX+: MAIN ACTORS AND MAIN SECTORS

BOTH
TRADITIONAL BLUE SECTORS
(such as fisheries, shipbuilding,
coastal and maritime tourism)

AND
EMERGING ONES
(such as aquaculture, blue
biotechnologies
and green shipbuilding)

EOI - according to the eligible activities

S
M
E
S

L
I
C

K
P
N
R
O
O
W
V
L
I
E
D
E
G
R
E
S

**CULTURAL AND CREATIVE
COMPANIES
FROM ALL PILOT REGIONS**

Companies - Professionals -
Universities and research bodies
operating in the sectors classified as
Cultural and Creative Industries

EOI - according to the eligible activities

Cross-border
8 Med Regions

4helix+_THE PILOT ACTION: THE VOUCHER SCHEME

ALL OF THIS COULD BE REALIZED THANK TO THE
VOUCHERING PROCESS AND THE DEDICATED
WEB PLATFORM **THE CYBERSPACE***

* Cyber space: will host a multimedia portfolio of 4helix+ experiences; Aim: offering a range of web tools for transferring project knowledge and process; Equipped with matchmaking dedicated to permanent brokerage where Blue companies and KPs (even beyond those directly involved

Welcome to the 4helix+ Cyber Space!

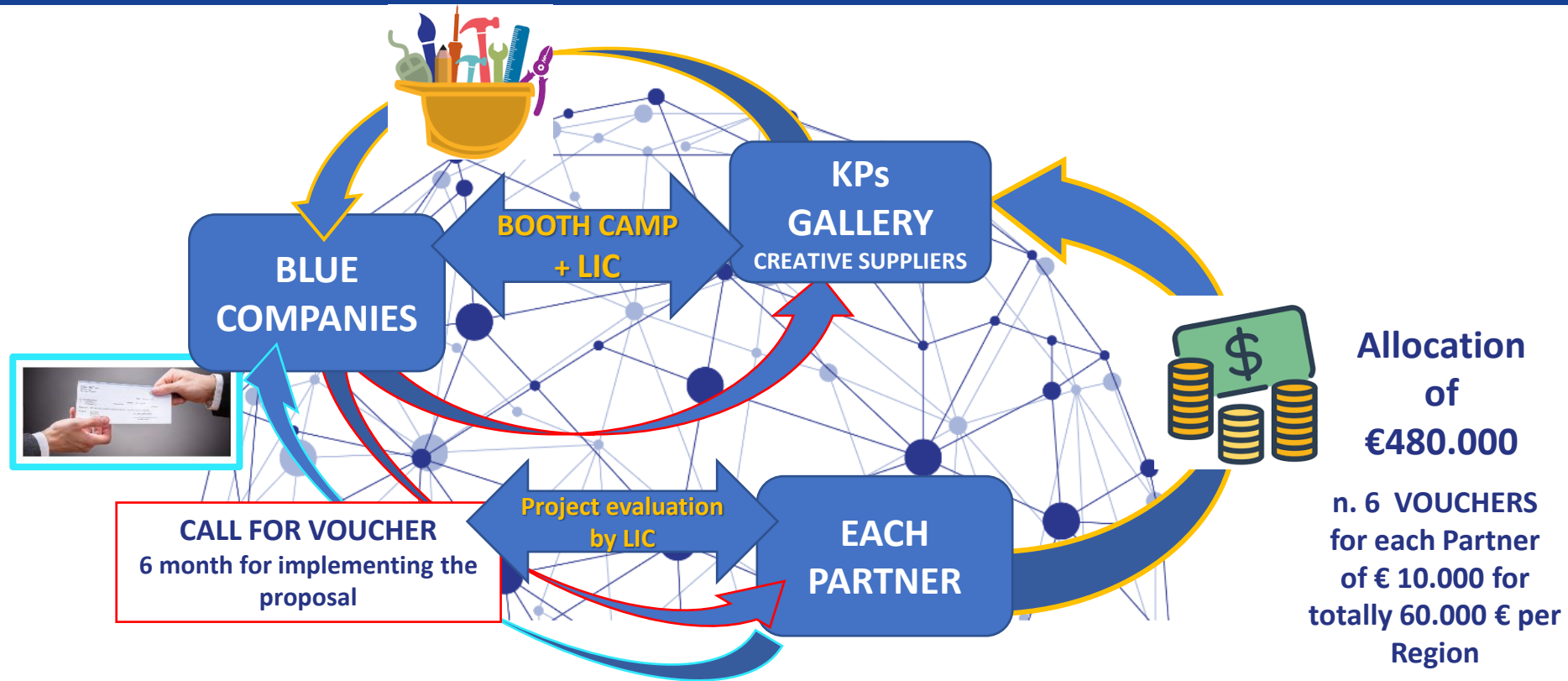
in PA) can meet and generate blue project ideas, etc.

The **objective of the Call** for the BLUE INNOVATION VOUCHERS was offering the **opportunity** to MSMEs and Start-ups operating in the Blue Economy to acquire **knowledge and coaching services** supplied by the Creative Industries providers (KP) in order to develop an **innovative project/process** or solve a **small-scale innovation problem**.

Interreg
Mediterranean



4helix+_THE PILOT ACTION: THE VOUCHER SCHEME



Welcome to the 4helix+ Cyber Space!

Awarded projects can be seen here

The 4helix+ Cyber Space is a project integrated and collaborative virtual platform functional to

4helix+ THE CREATION OF VALUE AT EVERY STAGE OF THE VOUCHERING PROCESS

The voucher approach is relevant thanks to its **CREATION OF VALUE** at every stage of the process and for all actors involved:

- 1) The identification of eligible companies has allowed a careful **analysis of the growth potential in the blue economy of emerging or renewing sectors** by each cluster from a regional point of view
- 2) The identification of eligible companies in the framework of the Creative Industries **gave the opportunity to activities and competencies not often purchased by the most of the Blue MSMEs to emerge and compete**, triggering processes of innovation and revitalization of business models.
- 3) The **possibility of tapping into a pool of suppliers on a transnational level** has amplified the **opportunities** and the market value for both SMES and KP



4helix+ _ THE CREATION OF VALUE AT EVERY STAGE OF THE VOUCHERING PROCESS

The voucher approach is relevant thanks to its **CREATION OF VALUE** at every stage of the process and for all actors involved:

- 4) The call to access the voucher (money!) is a **simplified procedure both for streamlined administrative rules** and because **it is an on line procedure** on a dedicated portal called CyberSpace
- 5) The **funding system is quick and shortened**: KPs are paid directly by the MA
- 6) MSMEs are **supported by KPs in the whole reporting** and finalization voucher process



4helix+_THE PILOT ACTION: THE VOUCHER

The voucher approach is relevant especially for the MSMEs:

- Introduction of small scale **innovation** at the company level;
- Establish **new relationships** and expand their **network** in the MED area;
- Engage with **knowledge providers** and gain access to **innovation support** services;
- Promote its business at **transnational** level;



4HELIX+_VOUCHER SCHEME: IDENTITY C

Voucher schemes are based on the following characteristics:

- 1.They support SMEs to purchase services from knowledge service providers,
- 2.They have a fast and simple application process and reporting;
- 3.They are issued by a local/ regional/ national agency by making a commitment to pay the service provider
- 4.They are limited in scope and amount committed.



VOUCHER SCHEME: A GREAT CAREER SINCE END OF THE 1990S

- Vouchers are used as financial support instruments for businesses for more than 20 years.
- The **innovation voucher concept** started its career in Limburg, Netherlands in **1997**
- 10 years later at least **25 voucher schemes** were on the 'market' in Europe;
- **in 2018 the estimate was about 50** (Source: EURADA 2018).
- Voucher schemes develop not only in EU but also in other countries such as Canada, Singapore, Switzerland and USA.
- In 2018 EURADA European Association of Development Agencies presented the results of a study* that characterized **voucher schemes** as as:

“a 'simple and an effective instrument of regional and territorial development designed, implemented and deployed by PA on national, regional or local level to encourage certain behaviours, in this case innovation, in targeted companies – SMEs”.

VOUCHER SCHEME: KEY SUCCESS POINTS

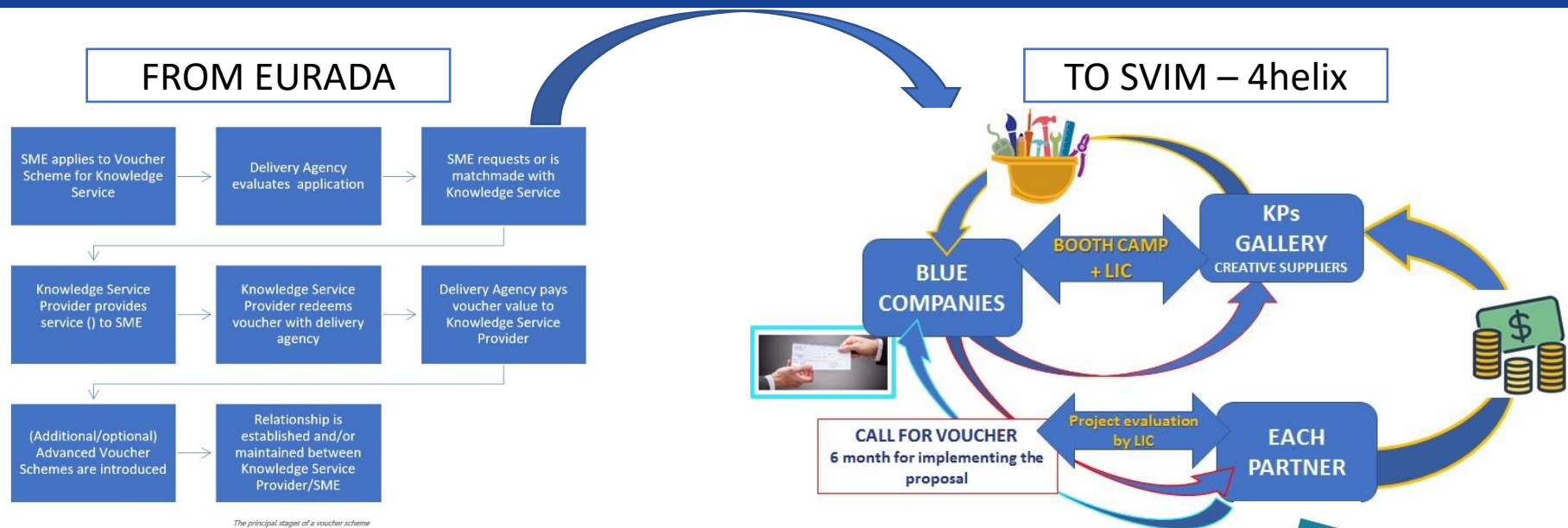
[EURADA](#) comes to the conclusion that 'the popularity of voucher schemes is found in its real added value of encouraging innovation for **segments of a region's SME population which are difficult to target for public intervention and for which traditional subsidies are not suitable due to a general lack of awareness.**'

Practically, for the users of the schemes vouchers represent a low level of administrative burden and can be implemented with ease relative to more complex forms of support (such as loans and subsidies). According to an impact assessment of an innovation voucher scheme, voucher schemes create and accelerate formal relationships between R&D (including academia) and business in the pursuit of innovation

Nevertheless, these instruments are not simplistic and cannot be applied without a structure. **Some key factors should be understood to enhance voucher scheme implementation in Europe and build on the Riga Declaration of 2010 : spatial limitations; holistic support for innovation; and monitoring.**



VOUCHER SCHEME: LESSON LEARNED



4helix+_SVIM MILESTONES INTO VOUCHER

EU PROJECTS	YEAR	TARGET SECTOR	TOOL	VALUE FOR THE TERRITORY
SEEINNOVA	2012-2014	AMBIENT ASSISTED LIVING	TRANSNATIONAL INNOVATION VOUCHER SCHEME	35.000 €
NET AGE	2012-2015			N. A. €
WIDER	2012-2015			50.000 €
INNOVAGE	2012-2015	SMART SPECIALIZATION		30.000 €
INNOVOUCHER	2015-2019			120.000 €
4HELIX+	2018-2020	BLUE ECONOMY	1 CROWDFUNDING CAMPAIGN	60.000 €
INNOFISH	2019-2021			64.000 €
BLUECROWDFUNDING	2019-2022			Starting 20.000 €

Mediterranean



4helix+_SVIM MILESTONES INTO VOUCHER

SVIM BELIEVES IN

INNOVATION VOUCHER

IN THE POWER OF COOPERATION

AND

IN LOOKING BEYOND TO CATCH NEW
OPPORTUNITIES FOR THE TERRITORY



Best Development Agency of 2020



Project co-financed by the European
Regional Development Fund

Interreg
Mediterranean



 **BLUE
CROWDFUNDING**

BLUE CROWDFUNDING

**Capacity Building of BLUE Economy Stakeholders
to effectively use Crowdfunding**

€ 2,407,000 ERDF
€ 136,170 IPA

Nov 2019

June 2022

13 members

12 associated
partners

13 crowdfunding
campaigns

THANKS TO ALL

PARTNERS

Lead Partner

SVIM – Sviluppo Marche S.r.l. (IT)

Partners

University of Camerino (IT)

Central European Initiative (IT)

Thessaloniki Chamber of Commerce and Industry (GR)

Croatian Chamber of Economy - Zadar County Chamber (HR)

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

XXI Dinamic Network (PT)

Albanian Development Fund (AL)

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

Chamber of Commerce and Industry Marseille Provence (FR)

Associated Partners

Innovation and Development Agency of Andalusia - IDEA (ES)

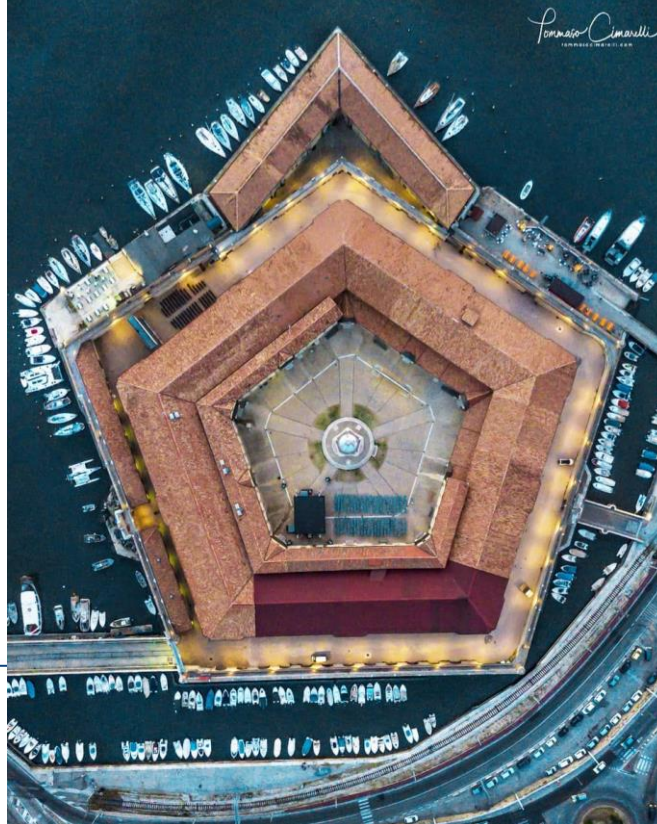
Development Agency of Thessaloniki S.a. - ANETH (GR)

Croatian Maritime Industry Competitiveness Cluster (HR)

Vertigo Lab. Think and do tank in Environmental Economics (FR)

Association of Mediterranean Chambers of Commerce (ES)

Make it Marseille (FR)



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)



Beyond the project: 4helix+ cyberspace and synergies with EU Blue initiatives.

Transnational Final Event

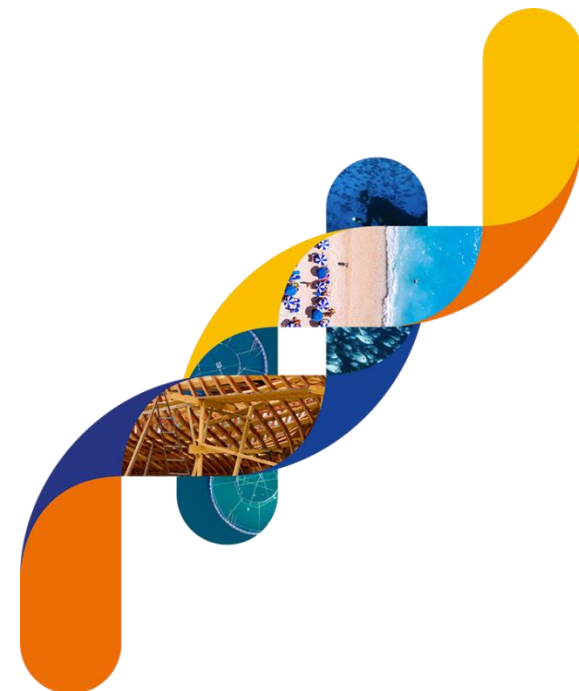
Seville, 20th October 2020



Project co-financed by the European
Regional Development Fund



Cambra de Comerç
de Barcelona



Introduction

TRANSFERRING TOOLS

- Transferring Corner
- Blue Economy Transition and Mediterranean SME's

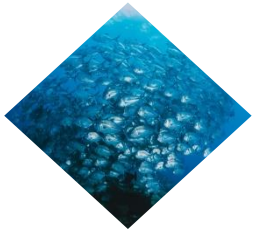
OBJECTIVES



CAPITALISATION



RIS3



VISUALISATION



PUBLIC POLICIES



Transferring Corner I

WHAT CAN BE FOUND IN THE TRANSFERRING CORNER

Activities developed within the project

Methodology followed

Projects awarded with a 4helix+ innovation voucher

Projects' results

Relevant information about Blue Economy

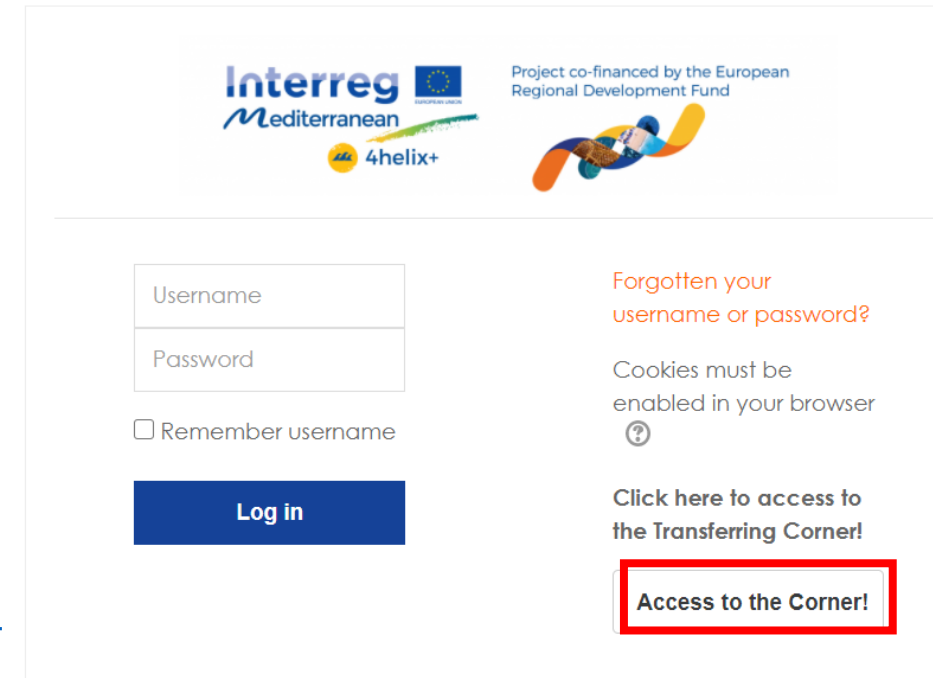
Blue opportunities

ACCESS

Free access

No need for user name / password

<http://4helix-webinars.unicam.it/login/index.php>



The screenshot shows the login interface for the Transferring Corner. At the top, there are logos for Interreg Mediterranean, the European Union, and 4helix+, along with text stating 'Project co-financed by the European Regional Development Fund'. Below the logos, there are input fields for 'Username' and 'Password'. A checkbox labeled 'Remember username' is present. A blue 'Log in' button is located below the password field. To the right of the login fields, there is a link 'Forgotten your username or password?' and a message 'Cookies must be enabled in your browser' with a question mark icon. At the bottom right, there is a link 'Click here to access to the Transferring Corner!' and a red-bordered button labeled 'Access to the Corner!'.

Interreg Mediterranean
Project co-financed by the European Regional Development Fund
4helix+

Username

Password

☐ Remember username

Log in

Forgotten your username or password?

Cookies must be enabled in your browser

Click here to access to the Transferring Corner!

Access to the Corner!

Transferring Corner II

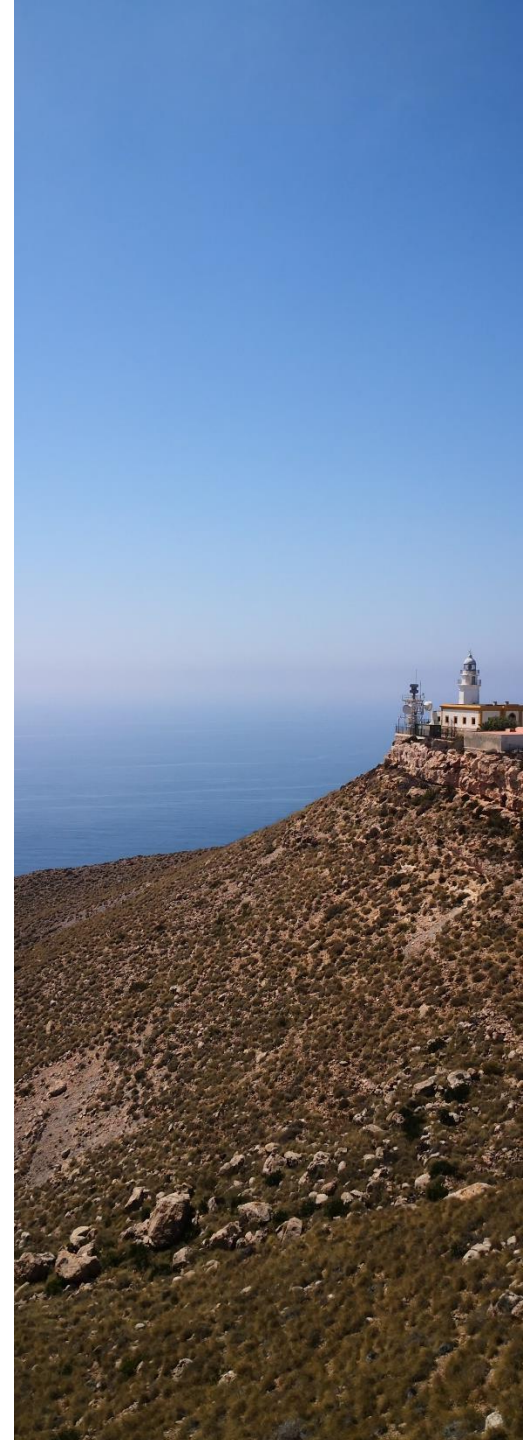
STRUCTURE

Project Scope

- What is 4helix+ about?
- Awarded Innovative Projects
- Trasferring Events
- 4helix+ Webinar
- Activities Organised
- Tutorial Videos

Blue Growth Scope

- Blue Economy relevant Information
- Blue Opportunities



Blue Economy transition and Mediterranean SMEs

THE DOCUMENT

Created by **Raffaele Mancini**, offers an overview of the opportunities and challenges linked to the sustainable development of the Blue Economy in the Mediterranean region.

OBJECTIVES

- Give **visivility** to outstanding projects
- Analyse the **voucher scheme** as a tool
- Role of the Blue Economy in **RIS3**



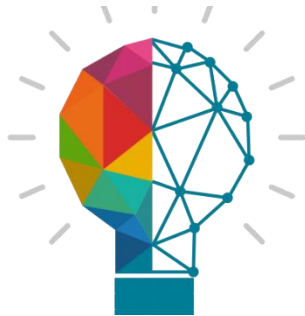
Blue Economy transition and Mediterranean SMEs



Regional cooperation ensure results unattainable within national dimension



Social media are crucial to match “blue” SMEs, investors, research institutions and clients



Digital innovation increase SMEs resilience to unexpected global crisis



In some countries, **blue economy** as development driving force is still underrated



Blue Economy transition and Mediterranean SMEs



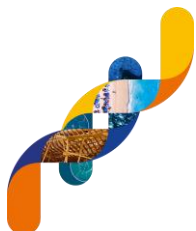
Transition to **blue economy** is about sustainability, human well-being, social equity, and reduction of environmental risks



Technical assistance and financial support to **blue SMEs**, must be a regional thematic priority



Regions need to design mechanisms, including incentives, to involve private research, development laboratories and investors in the current **RIS3** implementation



Innovation voucher schemes as an effective tool for promoting blue SMEs innovation and competitiveness



Interreg
Mediterranean



4helix+



Víctor Soria

T. (+34) 934.169.297
vsoria@cambrabcn.org

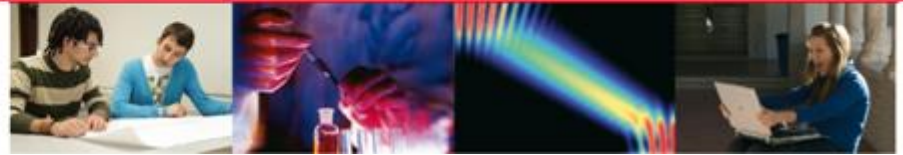
<https://www.cambrabcn.org/>



Cambre de Comerç
de Barcelona



UNIVERSITÀ DI CAMERINO

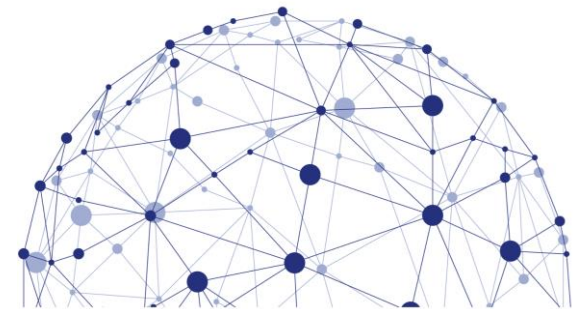


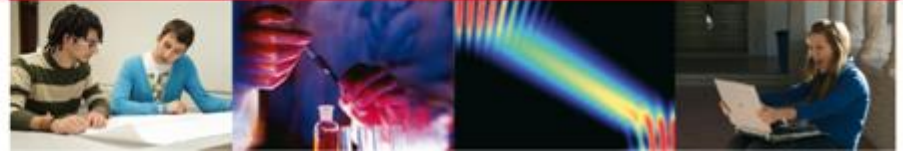
Cyberspace



UNIVERSITÀ
DI CAMERINO

Leonardo Mostarda
Computer Science Department
School of science and technology
university of Camerino





Cyberspace: massive numbers

z Some numbers

- y 2000 emails
- y 475 ticket served
- y 40000 lines of code and HTML
- y About 1000 documents uploaded
- y Generation of 4 WEBSITES
- y 163 DB columns over 14 tables
- y 10TB space

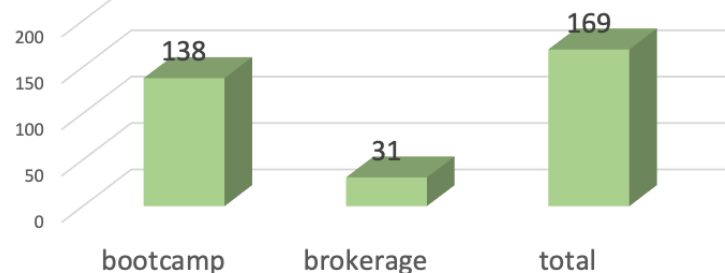


Cyberspace: massive numbers

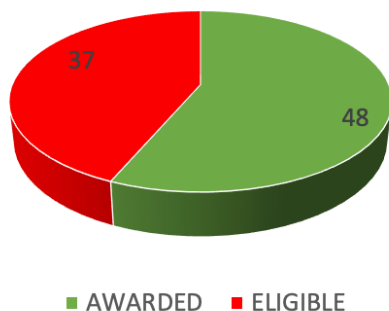
Registrations



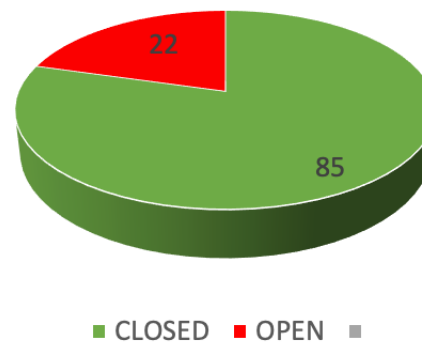
Applications

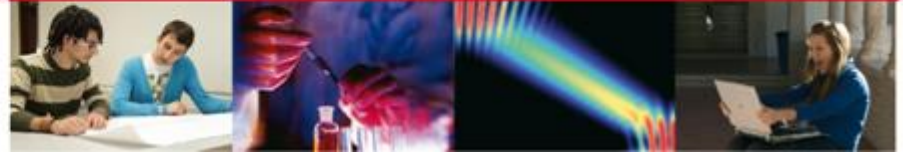


PROJECTS RESULTS



PROJECTS APPLICATION





Cyberspace supported activities

Ranking
Expression
Brokerage
matchmaking
WIKI
Video
engine
Customer
EPO
Matchmaking
Interest
Travel
Corner
Search
fiches
Web-generation
Chat
Plot
CMS
Webinar
Transferring



Expression of Interest for KPs

KP

CYBERSPACE

4Helix
Partner

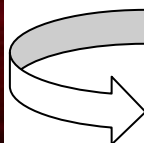
Registration
Info & file upload

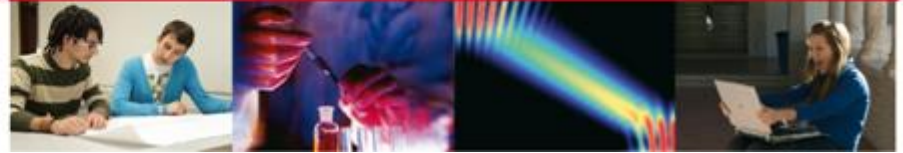


review



Automatic
Gallery
Update





Expression of Interest for KPs












4helix+ HOME SEARCH GALLERY APPLICANT PORTAL MATCHMAKING TRANSFERRING CORNER



Interreg Mediterranean 
Project co-financed by the European Regional Development Fund

Our Knowledge Providers












State filter:

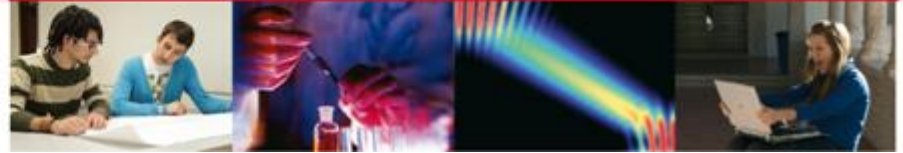
MondoNovoElectronics Mondo Novo Electronics Srl Italy - Marche	NCOJE AUDIOVISUAL PRODUCTIONS N-CODE LTD Greece	SEEDINGGROWTH Referrals, Partners, Grow YOUR BUSINESS Susana Grau Rahola- Seeding Growth Spain - Catalonia	 CHIODI CONSULTING Chiodi Consulting Di Gabriele Chiodi Italy - Emilia-Romagna
 PM Lab Digital Media Lab Greece	 Piero Buccì Italy - Lazio	 MT-EUROPE MT-EUROPE Italy - Basilicata	Differens MARKETING SOLUTIONS Differens Srl - Digital - Marketing - Innovation Italy - Marche
 Athanassios Babalis Greece	 DAVID GONÇALVES DESIGN David Gonçalves, Design - Unipessoal LDA Portugal - Lisbonne	 THE CUBE The Cube APS Italy - Apulia	 TQC EDUCATION AND BUSINESS ADVISE TQC SRL Italy - Apulia
 Uncomuns.	 Sinerglossa creative ground	 camerawork.it community in gear	

4helix+ HOME SEARCH GALLERY APPLICANT PORTAL MATCHMAKING TRANSFERRING CORNER



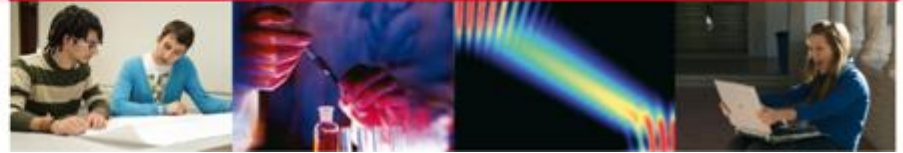
Interreg Mediterranean 
Project co-financed by the European Regional Development Fund

 Mar Abisal Mar Abisal	 GmPro GmPro	 ANDALUZA DE BARCOS Escuelas y Servicios Náuticos MARIO FLORIDO FRANCISCO ANDALUZA DE BARCOS	 SurAvante Navegación y Enseñanza SurAvante Navegación Y Enseñanza
 BUSINESS YACHT CLUB BARCELONA Business Yacht Club Barcelona	 SUN SAILS CHARTER S.L. SUN SAILS CHARTER S.L.	 ELECTRIP, ECOCRUCEROS POR EL GUADALQUIVIR S.L. ELECTRIP, ECOCRUCEROS POR EL GUADALQUIVIR S.L.	 KNEŽAK, Suvl. Robert Vlakić, Oliver Grzunov i Nenad Špehar KNEŽAK, Suvl. Robert Vlakić, Oliver Grzunov i Nenad Špehar
 LIFE ON A BOAT Life on a Boat	 MARIGO SOUVENIRS AND GIFTS SHOP Marigo	 MY DREAM FOR YOU My Dream for You	



Expression of Interest for KPs

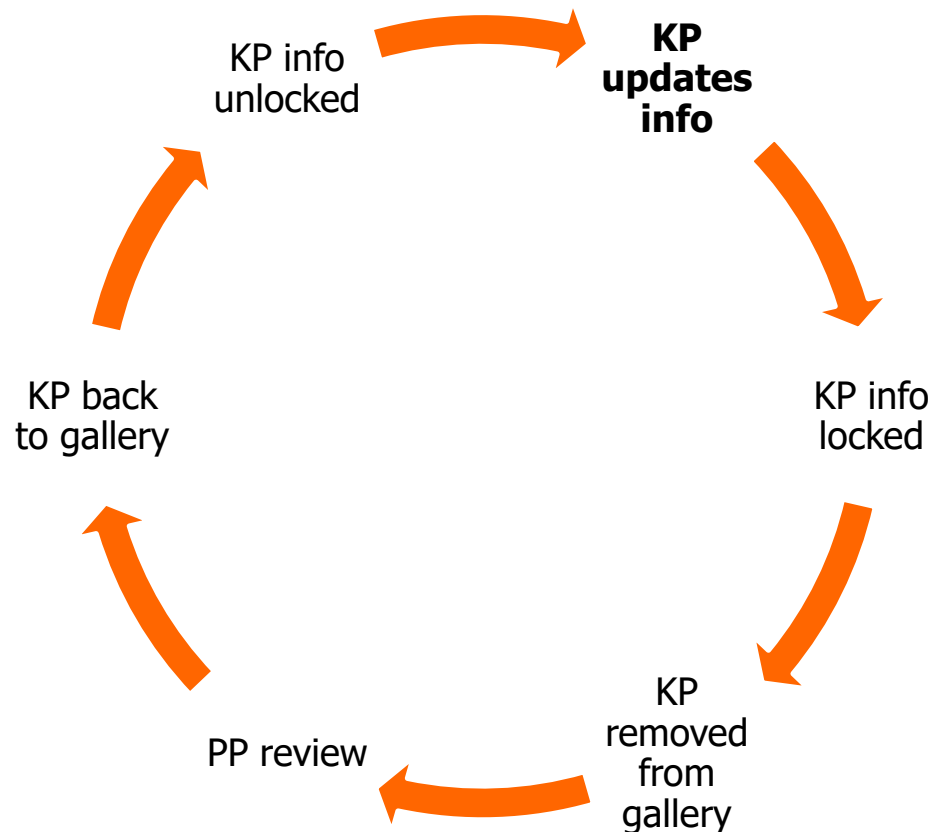


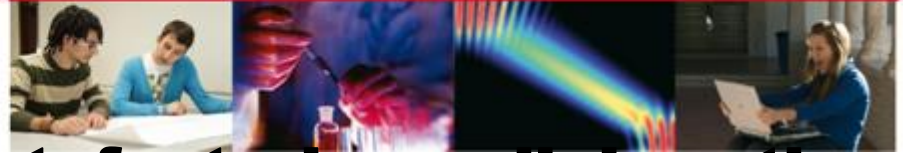


Expression of Interest for KPs

Z GDPR

- y KP data update right
- y KP cancellation right
- y





Matchmaking environment: fostering collaboration between KP and MSMEs

Matchmaking



HOME SEARCH GALLERY APPLICANT PORTAL MATCHMAKING LEADING CORNER



Interreg
Mediterranean

Project co-financed by the European
Regional Development Fund



Here you can automatically generate matches. You select a company and you can view the 5 KPs which match the most. You can email the match to the company. Please go to page [link](#) to view already notified matches.

Company selection: Konstantinos Koukaras Greece - Central Macedonia Region

GENERATE MATCH

Email the match to the company Konstantinos Koukaras Greece - Central Macedonia Region

EMAIL

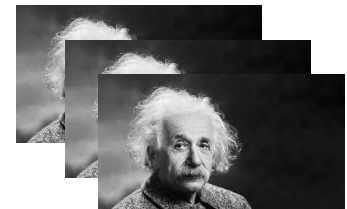
Add in cc to the email to be sent semicolon separated recipients (not compulsory):

e.g., rossi@rossi.it; bianco@bianco.it

Match index	KP details
1	https://www.panidou.gr P: marietta Panidou / Graphic Design Studio Greece - any region**
0.97619047619048	http://www.marchingegno.it Marchingegno srl Italy - Marche
0.92857142857143	http://www.maniacard.com MANIACARD-Free Card Advertising Media Albania - any region
0.92063492063492	https://oxhouse.gr



KP



MSME



Matchmaker

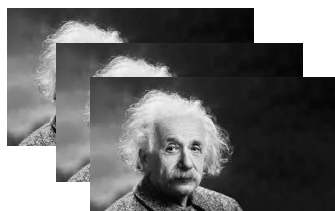




Bootcamp and brokerage: fostering collaboration between KP and MSMEs

WEB generation

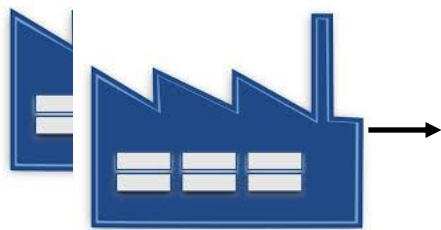
KPs



Project partner



MSMEs



MATCHMAKING ENVIRONMENT WEB GENERATION

Here you can update the event website information here.

Home headline:

Brokerage event zadar

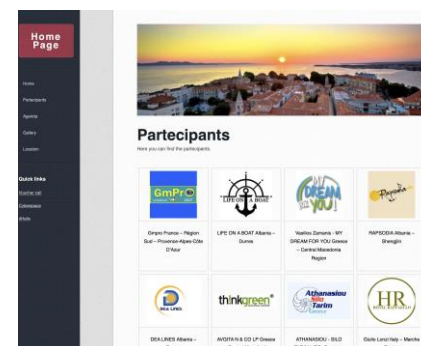
Home content:

The Transnational Brokerage Event aims at providing an effective matching between Knowledge Providers (Research, Development and Innovation Bodies (RD&I) Skilled Enterprises having specific expertise in the fields of Cultural and Creative Industries or Non Institutional New Innovation Agents such as fab labs, maker spaces, co - working spaces, living labs etc.) and SMEs / Start - ups operating in blue growth or blue economy sectors (fishing, aquaculture, coastal and maritime tourism, shipbuilding, blue biotechnologies, etc.)

Home page news:

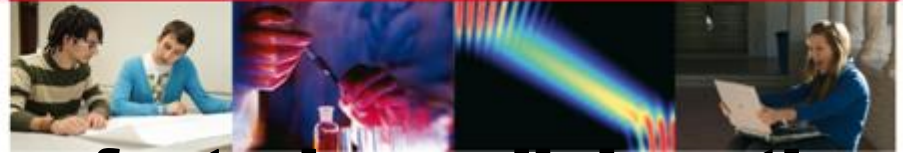
call is now open link

Zadar



Sevilla

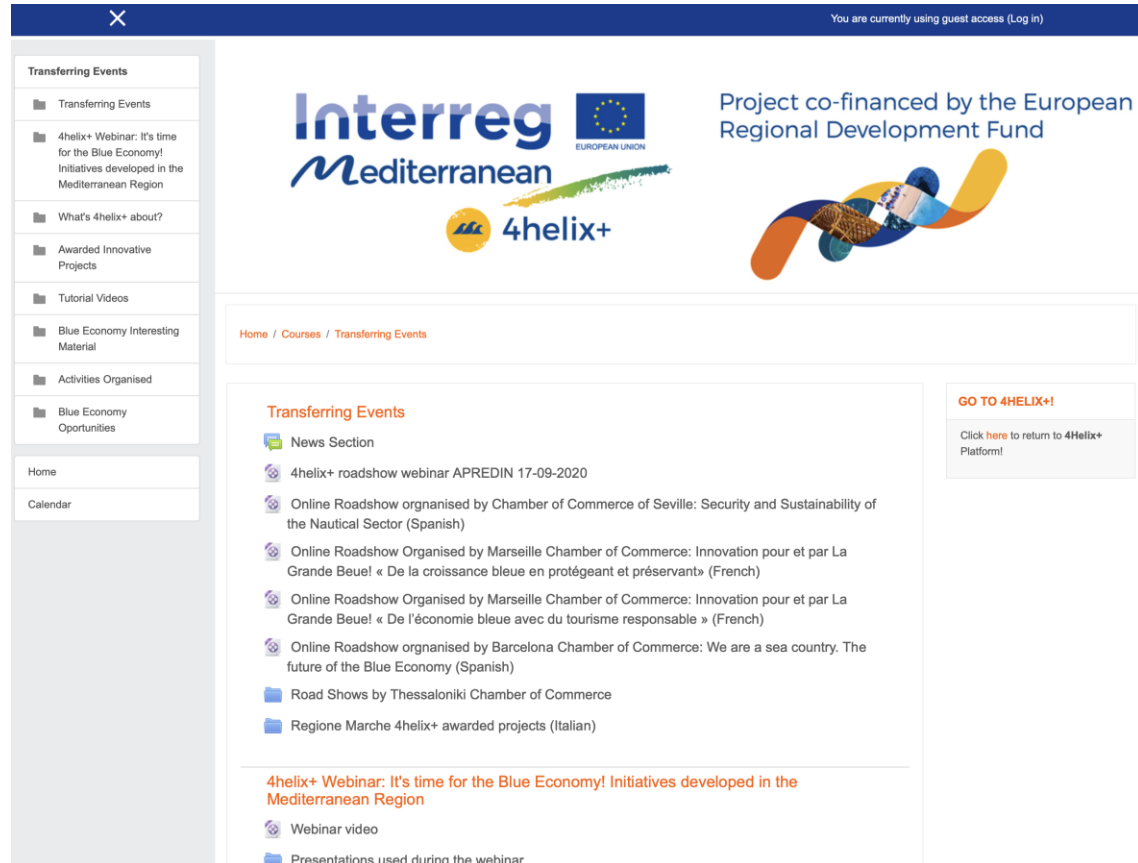




Bootcamp and brokerage: fostering collaboration between KP and MSMEs

Transferring corner

Project partner

Transferring Events

- Transferring Events
- 4helix+ Webinar: It's time for the Blue Economy! Initiatives developed in the Mediterranean Region
- What's 4helix+ about?
- Awarded Innovative Projects
- Tutorial Videos
- Blue Economy Interesting Material
- Activities Organised
- Blue Economy Opportunities

Home

Calendar

You are currently using guest access (Log in)

Interreg Mediterranean

Project co-financed by the European Regional Development Fund

4helix+

Home / Courses / Transferring Events

Transferring Events

News Section

- 4helix+ roadshow webinar APREDIN 17-09-2020
- Online Roadshow organised by Chamber of Commerce of Seville: Security and Sustainability of the Nautical Sector (Spanish)
- Online Roadshow Organised by Marseille Chamber of Commerce: Innovation pour et par La Grande Beue! « De la croissance bleue en protégeant et préservant » (French)
- Online Roadshow Organised by Marseille Chamber of Commerce: Innovation pour et par La Grande Beue! « De l'économie bleue avec du tourisme responsable » (French)
- Online Roadshow organised by Barcelona Chamber of Commerce: We are a sea country. The future of the Blue Economy (Spanish)
- Road Shows by Thessaloniki Chamber of Commerce
- Regione Marche 4helix+ awarded projects (Italian)

GO TO 4HELIX+!

Click [here](#) to return to 4Helix+ Platform!

4helix+ Webinar: It's time for the Blue Economy! Initiatives developed in the Mediterranean Region

Webinar video

Presentations used during the webinar



Project submission system

Project submission system



ANNEX 1 (APPLICATION FORM) AND ANNEX 3
(ACKNOWLEDGEMENT OF RECEIPT)

Annex 1

Part 1: Company details

SME unique identifier

72

Name of the SME / Start - up

ebiketruck srl

Size of the company

micro

Company start date (according to the register document)

2019-02-15

Company Legal status

limited liability company (s.r.l.)

VAT Number

02812160428

Company official registered office address. Address (Street, number, postal code, City)

via enriquez, 20/a

Company local headoffice located in one of the eligible territories

Italy - Marche Region

Local head office Address (Street, number, postal code, City)

via enriquez, 20/a

Phone number

+39392259995

Email

info@ebiketruck.it

Project partner



Ranking



4helix+ Selected (Ranked) list - Awarded projects

Albania

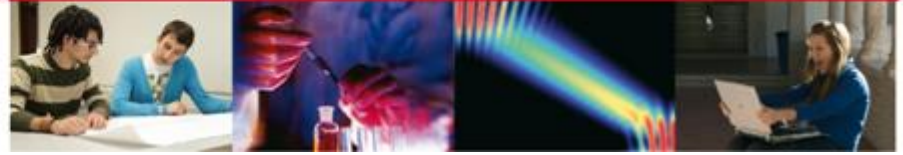
Rank	Outcome	Project ID	MSME ID	MSME name	Project acronym	score
1	awarded	70	45	Bojo Resort	Live the Green Experience	4.477
2	awarded	76	43	RAPSODIA	Rapsodia, the Territory, the Products, the Market. A new approach!	4.303
3	awarded	9	46	Jorgji Skura	ZWS	4.049
4	awarded	61	44	TSTS GROUP	BLUE - IS THE COLOR OF MY FUTURE	3.849
5	awarded	7	36	Marigo Souvenir and Gifts Shop	DURRES UNIQUE SOUVENIRS	3.667
6	awarded	26	35	LIFE ON A BOAT	LOABtW	3.567
7	reserve	29	47	DEA LINES	DeaGoesGreen	3.553

Croatia

Rank	Outcome	Project ID	MSME ID	MSME name	Project acronym	score
1	awarded	11	49	Foka doo (LTD)	VRD	4.205
2	awarded	46	42	Magic Croatia d.o.o.	VR of Zadar history	3.898
3	awarded	48	22	Zara coast d.o.o.	DRV ZARA	3.85

MSME





Matchmaking as Long lasting feature



HOME SEARCH GALLERY APPLICANT PORTAL MATCHMAKING TRANSFERRING CORNE

z Blue searching engine at
<https://4helix.unicam.it/search.php>

z 3 Years after the project

z Indexing based on

y Frequency

y Inverse frequency



Interreg
Mediterranean



Project co-financed by the European
Regional Development Fund



4helix+

SEARCH A BLUE COMPANY

query => virtual reality



Digital Media Lab Greece

kooti
ideas for communication

AGENZIA DI COMUNICAZIONE DI
P.COCCHIARA Italy - Marche



START SMART SRL Italy - Apulia



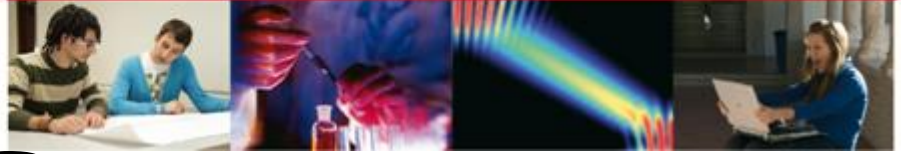
NOVENA D.o.o. Croatia



Collaboration

- z 4Helix+ software to be used in **Bluedeal** and coast **energy**
 - y Search engine
 - y Gallery





Thanks



TRANSNATIONAL FINAL EVENT 4helix+

Success of Cross-Fertilization to Boost Innovation in
Blue Economy by transferring the project results

20th of OCTOBER 2020





9h30-10h30

PANEL 1 (moderated by Mr. Regis Lopez Lang)

COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future

- Prof. Fotios Kilipiris, International Hellenic University, Dpt. of Organization Management, Marketing and Tourism
- Mrs. Francesca Passeri - Director of Public Affairs of European Crowdfunding Network
- Mr. Sylvain Petit, Executive Secretary SMILO Programme
- Mrs. Toni Tío i Sauleda, Executive President, Barcelona Cluster Nautic



**Crowdfunding, looking beyond the state of the art –
from Covid-19 to consolidation of the market, to the benefit of blue economy**

Mrs. Francesca Passeri

Director of Public Affairs of European Crowdfunding Network

The European Crowdfunding Network AISBL (ECN) is a professional industry network

Promoting transparency, (self-)
regulation and governance of the
crowdfunding industry

Fostering policy discussion and public
opinion building

Aiming to increase the understanding of
crowdfunding as key support for
entrepreneurship



POLICY

- Ongoing dialogue with EU institutions
- Joint statements with fellow trade bodies

EDUCATION

- Publications
- Events
- 2 annual conferences
- Seminars, webinars and workshops

RESEARCH

- Own research
- EC research projects
- Consulting services for regional and local authorities

SUSTAINABLE GROWTH

- ECN Code of conduct
- Best practices
- Transparency
- Fairness

PANEL 1

“COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future”



Figure 2.1: European Online Alternative Finance Market Volumes 2013-2018 USD (Including the UK)

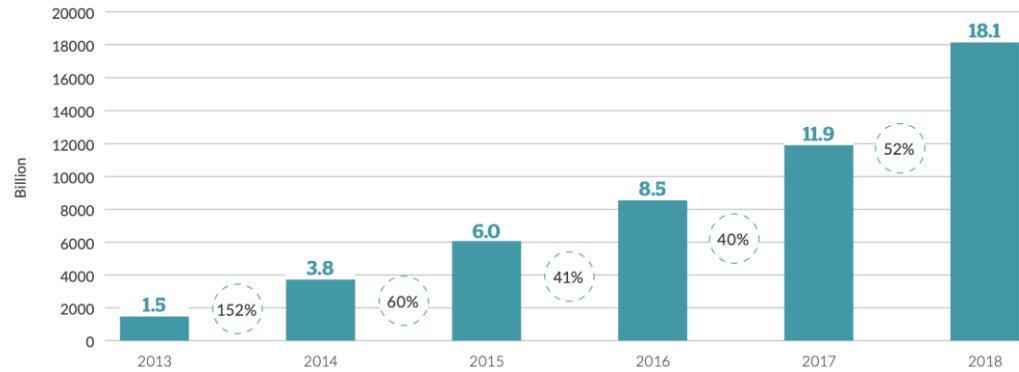
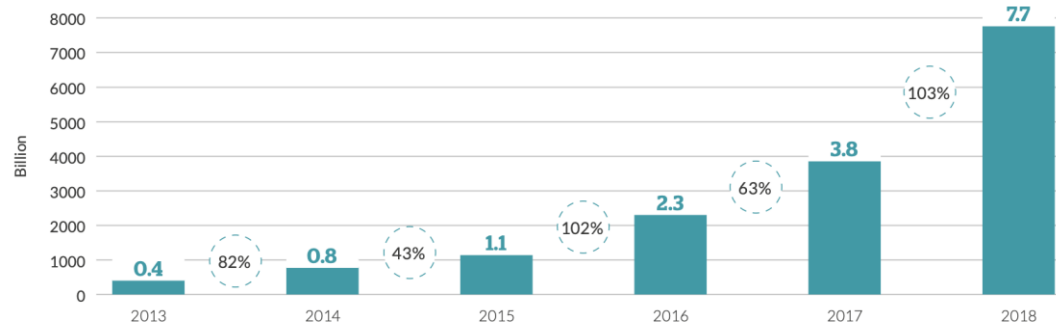


Figure 2.3: European Online Alternative Finance Market Volumes 2013-2018 in USD (Excluding the UK)



Source: Cambridge Global
Alternative Finance Report 2020



Crowdfunding response to Covid crisis



(from ECN survey in April 2020)

- Rapid implementation of support measures to incentivise capital inflow (from retail investors) as well as dealflow (new projects)
 - Some platforms have waived fees for projects raising money for Covid-19 related initiatives
- Some degree of institutional interest, leading to new partnerships between crowdfunding platforms and public authorities
- Donation and reward crowdfunding have overall witnessed an increase of projects and backers during the lockdown months (February-May)
- Lending and equity were preparing for the worst, but the impact of covid was quite limited across the EU crowdfunding industry



PANEL 1

“COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future”



BLUE CROWDFUNDING

Lack of public (EU) funding for blue economy

Improve innovation and mainstream crowdfunding into blue
growth sector

SMEs need high quality and sustainable support to learn and implement crowdfunding campaigns;

Public authorities need process knowledge backed up with successful examples on how to use
crowdfunding for civic blue economy projects;

First project combining crowdfunding and blue economy

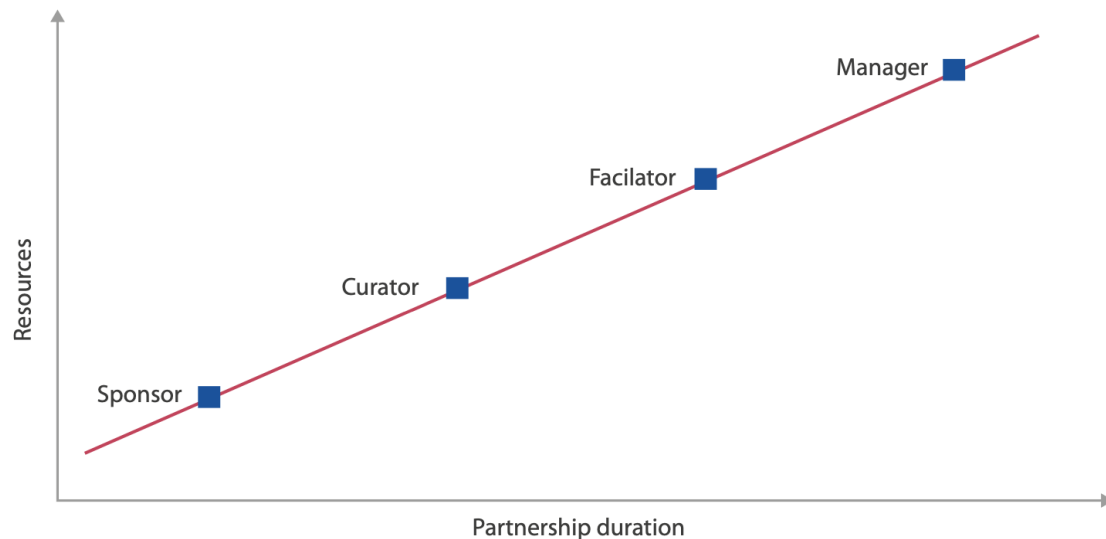
Capitalizes knowledge from CROWDFUNDPORT and FINMED

PANEL 1

**“COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse
the present and debate over the future”**

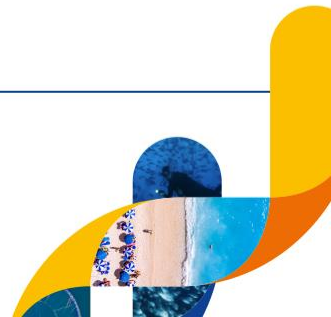


Combining crowdfunding with public funds – different roles for public authorities



Commitment levels according to the role of public authorities in a partnership scheme with crowdfunding platforms

Source: ECN



Thank you

Cámara
Sevilla



TRANSNATIONAL FINAL EVENT 4helix+
**Success of Cross-Fertilization to Boost Innovation in
Blue Economy by transferring the project results**



TRANSNATIONAL FINAL EVENT 4helix+

Success of Cross-Fertilization to Boost Innovation in
Blue Economy by transferring the project results

20th of OCTOBER 2020





9h30-10h30

PANEL 1 (moderated by Mr. Regis Lopez Lang)

COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future

- Prof. Fotios Kilipiris, International Hellenic University, Dpt. of Organization Management, Marketing and Tourism
- Mrs. Francesca Passeri - Director of Public Affairs of European Crowdfunding Network
- Mr. Sylvain Petit, Executive Secretary SMILO Programme
- Mr. Toni Tío i Saureda, Executive President, Barcelona Cluster Nautic

THE BARCELONA CLUSTER NAUTIC

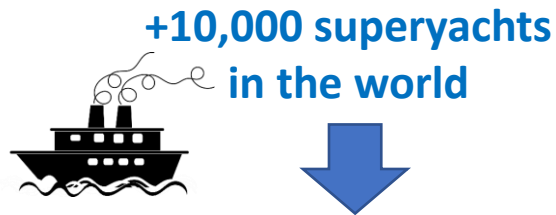


- Non-profit group of companies and institutions **working to transform the nautical sector into an economic driving force for Barcelona and Catalonia**
- Founded in **2013** boosted by Barcelona's Town Hall and Barcelona's Port
- 80 members including public administrations, universities & private companies

PANEL 1

“COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future”



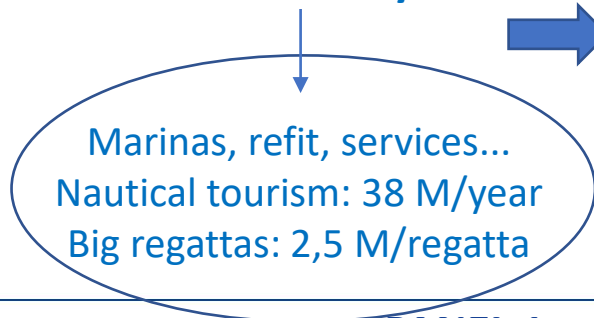


**+10,000 superyachts
in the world**



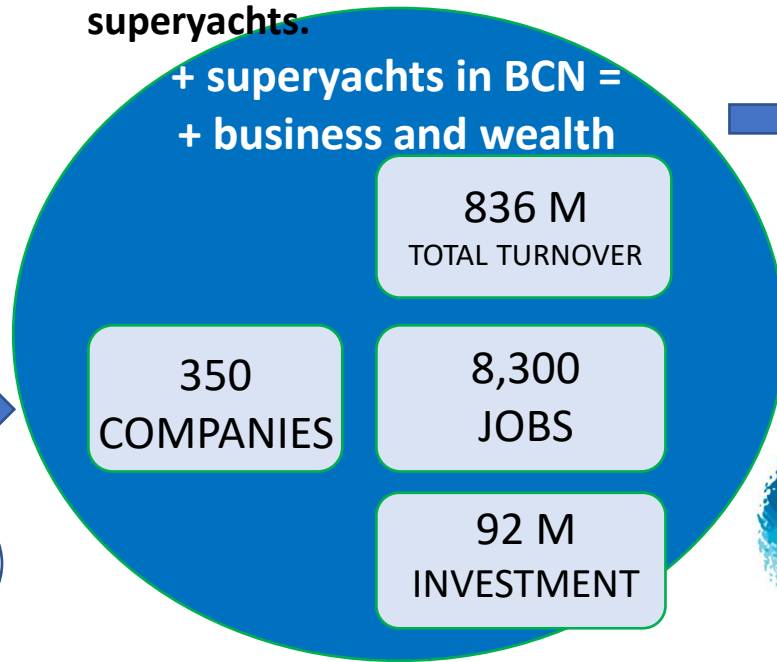
Each of them means:

- ✓ 9 jobs
- ✓ 1M € in the city
- ✓ Make grow all the industry

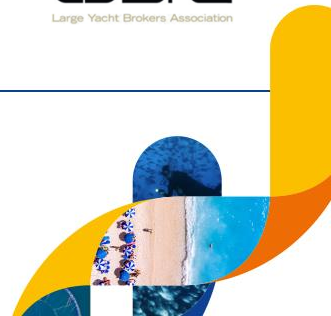


MAIN MISSION

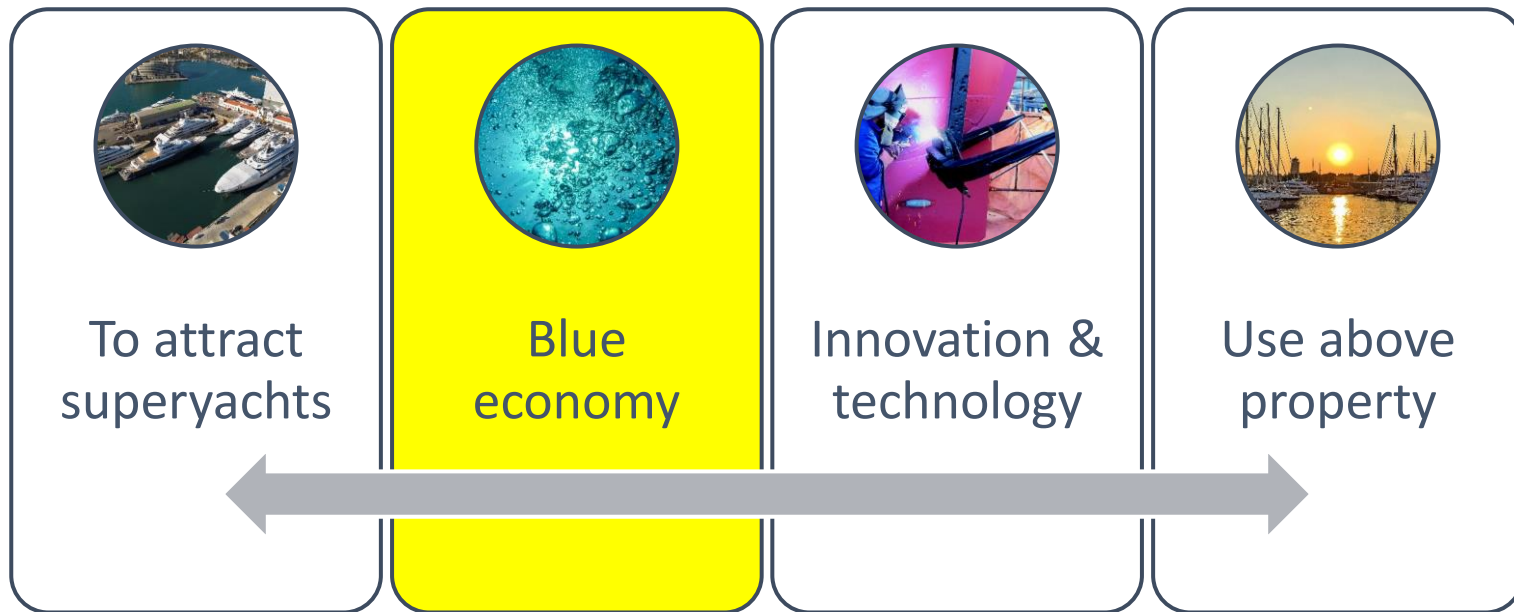
Promoting Barcelona as an international destination for superyachts.



**350
moorings in
Barcelona for
superyachts**



WORKING AXES



PANEL 1

“COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future”

PROJECTS IN THE BLUE ECONOMY

- Fishermen's Association of Barcelona: Mar Viva project
- Port of Barcelona Sustainability Plan
- Erasmus+ BLUES “BLUE Growth connects European Seas”
 - ✓ Greece, Cyprus, Bulgaria, Latvia and Spain
 - ✓ Free online training courses on:
 - ✓ Maritime security
 - ✓ Fisheries
 - ✓ Coastal tourism
- Boosting collaboration among companies for blue economy projects and the European Blue Economy window, in collaboration with Catalan institutions



BLUE ECONOMY & COVID-19, PRESENT & FUTURE

- Blue Growth: **added value to the sea + sustainability**
- Summer 2020: **Covid-19 has supposed a big opportunity for yachting holidays (charter)**
 - ✓ Best value Anti Covid: on board a boat, open space, no crowds, with family or reduced group of friends, close to home
 - ✓ Spanish charter industry has increased by 55% compared to summer 2019
- **Let's go further -> UN's Agenda 2030**
 - ✓ Projects by Cluster Nautic members: Seastainable Ventures, Dessal, GPASeaBots, Marcelo Penna Yacht Design
 - ✓ Circular economy & boats recycling, ecoboats, electric motors...

PANEL 1

“COVID, EUROPE, BLUE ECONOMY: the opportunity to analyse the present and debate over the future”



Thank you

Cámara
Sevilla



TRANSNATIONAL FINAL EVENT 4helix+
**Success of Cross-Fertilization to Boost Innovation in
Blue Economy by transferring the project results**





THE MULTIPLIER EFFECT OF INNOVATION PRODUCED BY PILOT PROJECTS FINANCED WITH THE INSTRUMENT OF VOUCHERS IN THE BLUE ECONOMY SECTOR



FONDAZIONE SIMONE CESARETTI

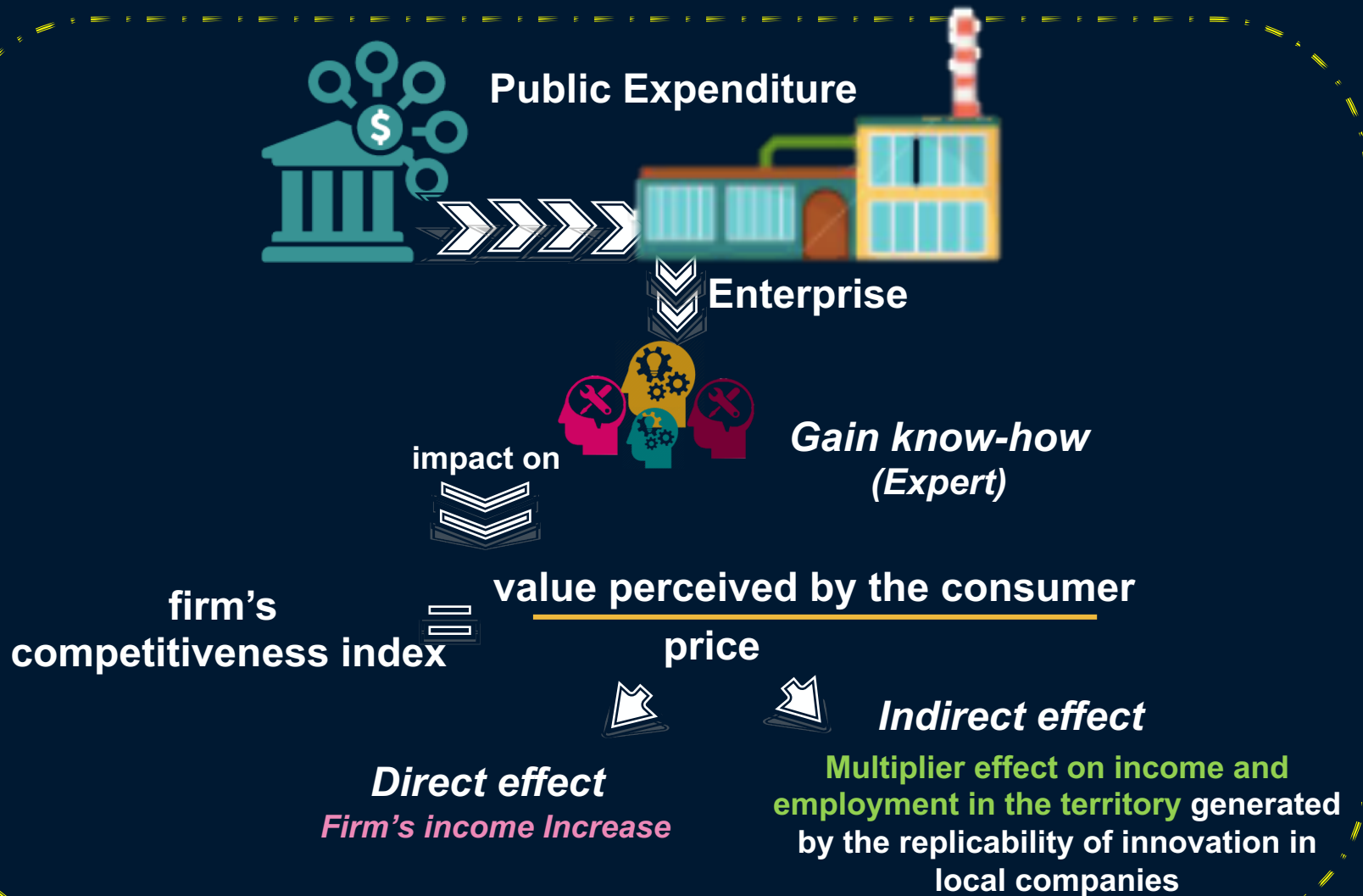
GOAL

Strengthen the contribution of the
Blue economy
to **income** and **employment** in territories

Strategy

Supporting firms through
public expenditure
(focusing on supply rather than demand)

REFERENCE MODEL



InvestFish - Project

financed by

**Boosting INVESTments in Innovation of SMEs along
the entire FISHERY and aquaculture value chain**

SVIM selected and recruited a list of professionals specialized in the sector of research and innovation of fisheries and aquaculture to support a number of 8 companies operating in the sector.

The selected Experts will collaborate with SVIM and with a pool of 8 companies according to a collaborative and open innovation approach, providing ad hoc consultancy for the introduction of innovative services and / or technological products to stimulate companies to introduce technological or organizational innovations.

InvestFish - Project



Voucher



fischery and aquaculture

Gain know-how: innovation domains



impact on



**Firm
competitiveness index**

value perceived by the consumer

price



Direct effect

Firm's income increase



Indirect effect

**Multiplier effect on income and
employment in the territory generated
by the replicability of innovation in
local companies**

Market improvement	New production layout	Sustainability
<ul style="list-style-type: none"> Improvement of consumers perception Innovative traceability systems Market expansion and e-commerce 	<ul style="list-style-type: none"> New materials Quality of aquaculture products New eco-friendly technologies for fresh-water aquaculture 	<ul style="list-style-type: none"> Optimization of waste disposal Reuse of leftovers and circular economy

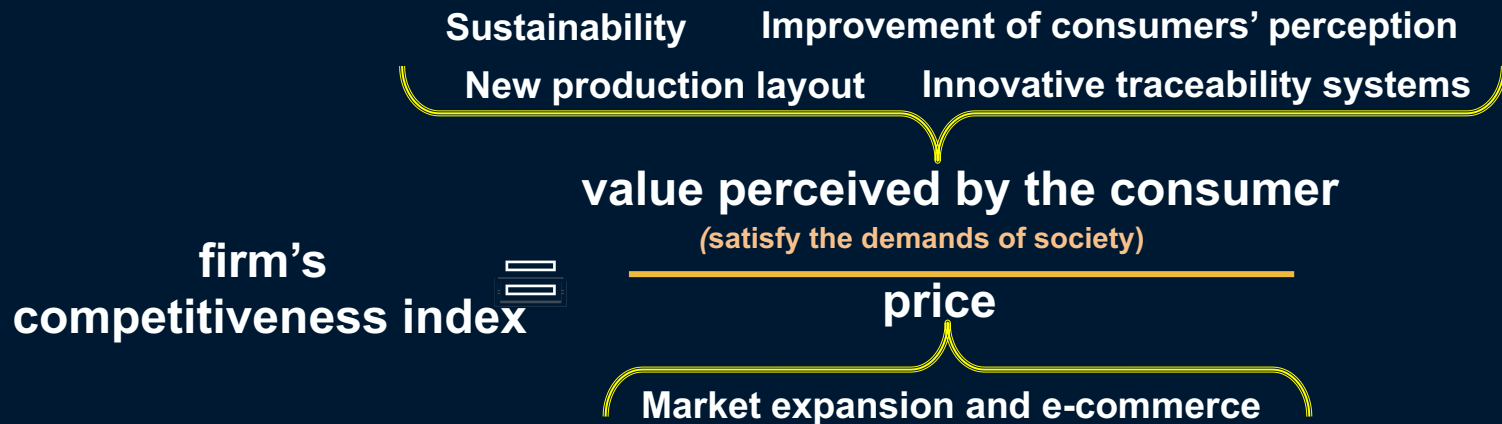
InvestFish - Project

Innovation domains activated by firms:

- n° 1* - Sustainability *n° 4* - Improvement of consumers' perception
- n° 5* - Market expansion and e-commerce *n° 1* - New production layout
- n° 2* - Innovative traceability systems



Effects on firm's competitiveness index





THANKS!



Estratègia marítima
de Catalunya 2030



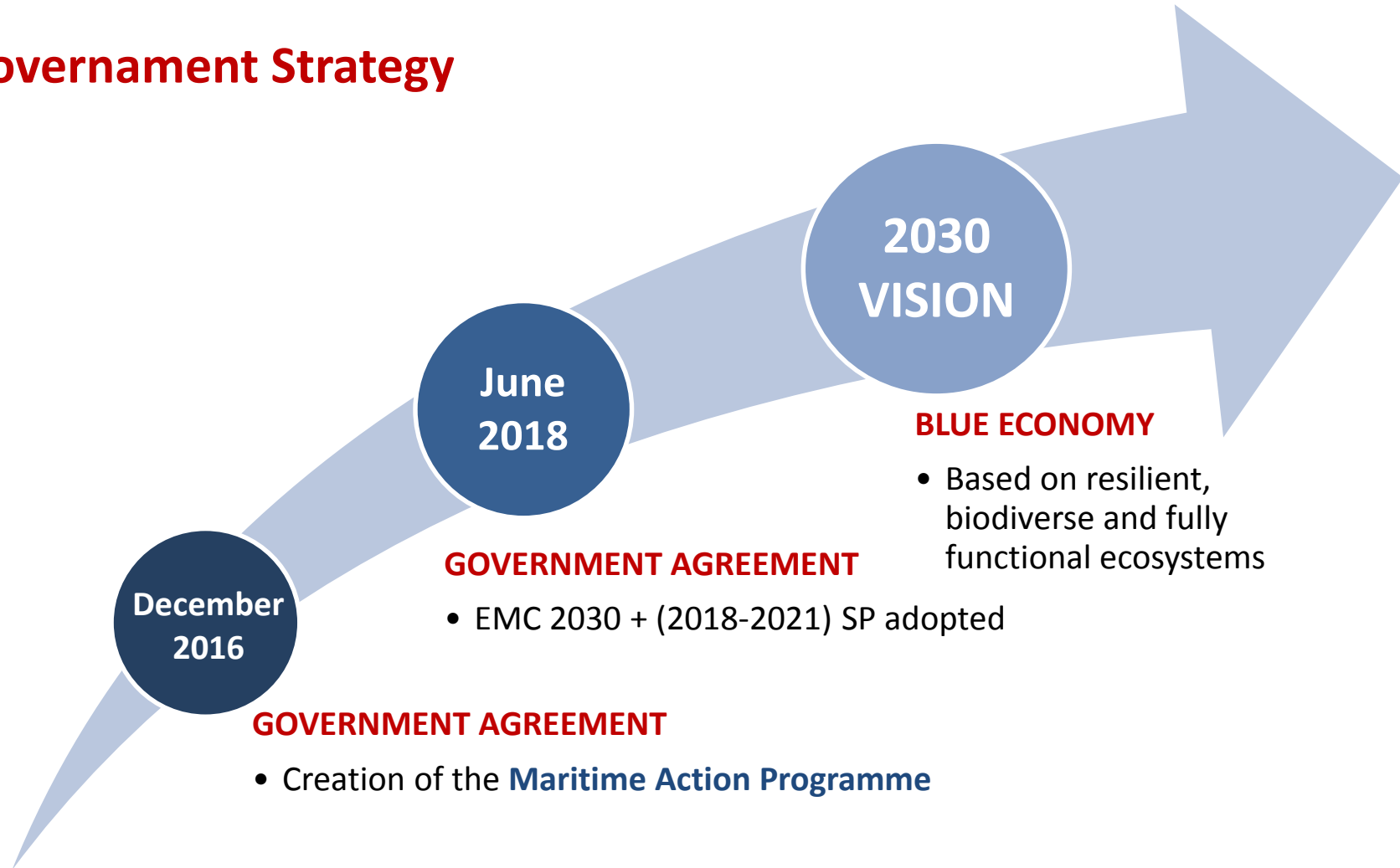
Generalitat de Catalunya
**Departament d'Agricultura,
Ramaderia, Pesca i Alimentació**

2030 Maritime Strategy of Catalonia: a people-based strategy for governance

**4helix+ Transnational Final Event
October 2020**

2030 Maritime Strategy of Catalonia

A Government Strategy



2030 Maritime Strategy of Catalonia



2030
VISION

Catalonia fully develops the potential of the **blue economy** of its maritime space, guaranteeing social and territorial balance, based on resilient, biodiverse and fully functional **ecosystems** that generate the highest quality services for **society**

2030 Maritime Strategy of Catalonia

Key achievements of the ongoing Strategic Plan (2018-2021)

a) Structure maritime science to support the strategy:

- Creation of BlueNetCat (Maritime R+D+I Network of Catalonia)

b) Structure the Maritime Community

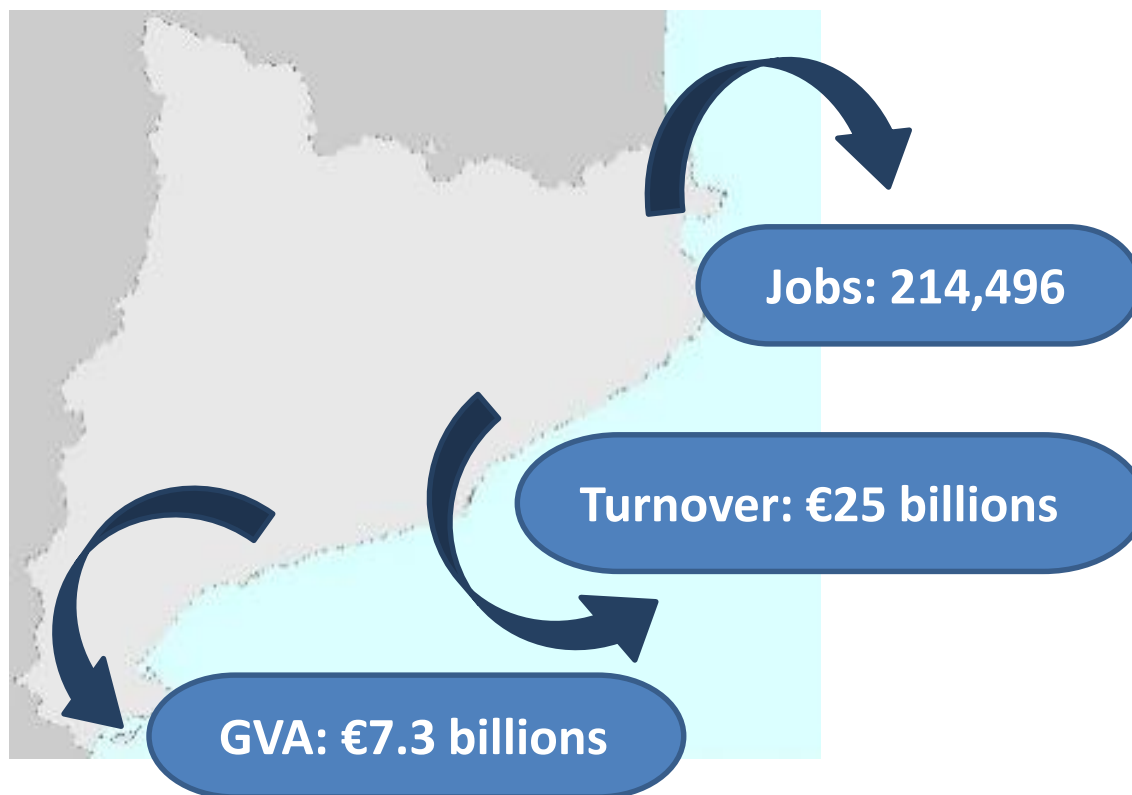
- Co-management Maritime Council (CCCM)
- Creation of the ad hoc BE Group

c) Dimensioning our Blue Economy

- First estimation of the BE in Catalonia (2020)
- Official statistics of BE indicators (2021)

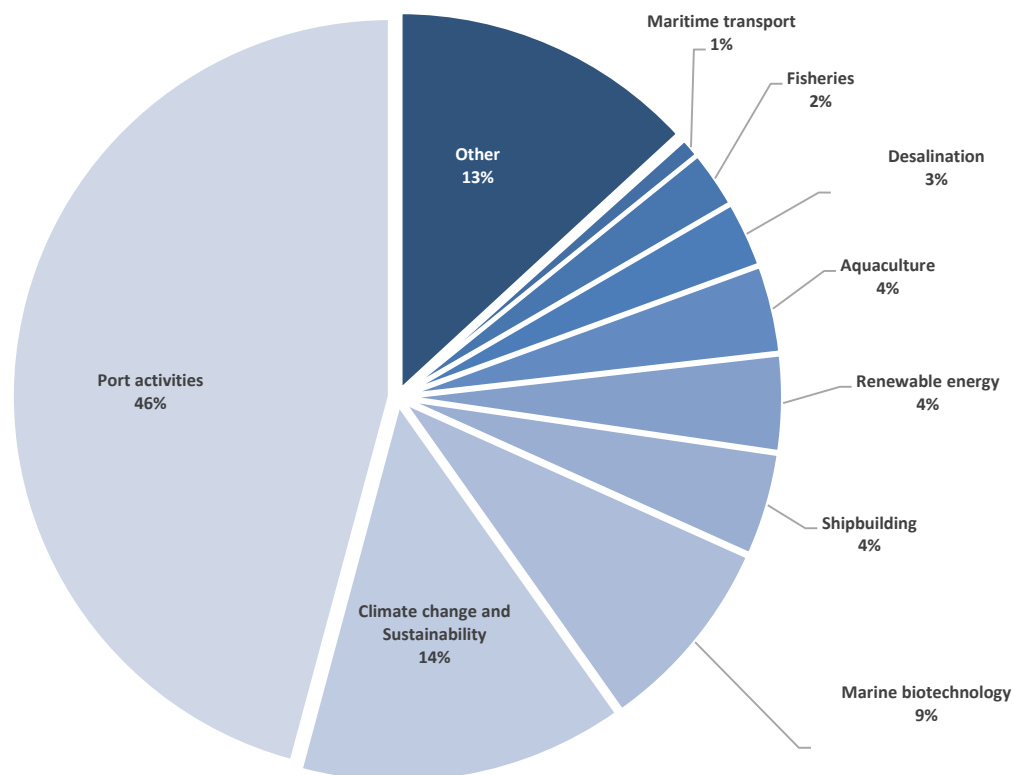
2030 Maritime Strategy of Catalonia

The Blue Economy in Catalonia: First assessment



2030 Maritime Strategy of Catalonia

Blue Economy Projects: EC funding by topic



2030 Maritime Strategy of Catalonia



EU BE Report 2020:

Catalonia is among the most maritime-based economies in Europe

- 5,4% of employment
- 3,8% of GVA



Estratègia marítima
de Catalunya 2030



Generalitat de Catalunya
**Departament d'Agricultura,
Ramaderia, Pesca i Alimentació**



programa.accio.maritima@gencat.cat

WEBINAR

4HELIX+: SUCCESS OF CROSS-FERTILIZATION

*to Boost Innovation in Blue Economy
by transferring the project results*

INITIATIVES DEVELOPED IN THE MEDITERRANEAN REGION



Project co-financed by the European
Regional Development Fund



20th October 2020

Panel 3: “Perspectives of blue economy in
regional and Mediterranean Policies”

Opportunities from the perspective of the WestMED Initiative

The WestMED logo, featuring the word 'WESTMED' in white capital letters on a dark blue rectangular background. The 'S' is stylized with a blue wave-like shape.

- The Initiative for the Sustainable Development of the Blue Economy in the Western Mediterranean
- An innovative instrument for cooperation between Western Mediterranean countries, regions and people to facilitate blue growth

Marta Pascual – Spanish National Hub
for the WestMED Initiative



10 Countries (Argelia, France, Italy, Libya, Marrocco, Portugal, Tunisia, Spain, Malta, Mauritania)

3 Objectives



A safer maritime space



A smart and resilient blue economy



Better governance of the Sea

9 National Hubs

Ensure the permanent availability of the Assistance Mechanism at the national level	Liaise with relevant stakeholders, including national / regional authorities responsible for Westmed-related cooperation programs	Identify and promote funding opportunities for projects in accordance with the roadmap and national priorities	Attend and participate in the organization of national and international events (for example, hackathons)
Network to support the development of the initiative (roadshows, presence at conferences)	Collect information on business development opportunities, public funding, and private investment opportunities. (includes information for EASME Maritime DataHub)	Advise and assist stakeholders in the creation of projects and feasibility studies and find partners in the National Hub Network	Provide technical knowledge to the preparation of project proposals for grants / calls



6 Priorities



Maritime safety and security



Environment, biodiversity and climate change



Clusters and maritime networks



Skill development and circulation



Sustainable tourism, transport and the fight against pollution



Fishing and Aquaculture

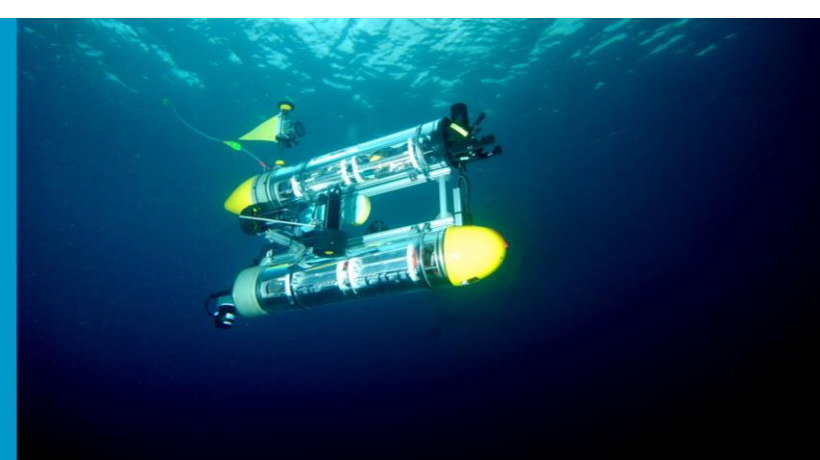
SOME

SUPPORTED PROJECTS

BLUE ROSES

Customers will be enabled to visit underwater sites by piloting a Remotely Operated Vehicle (ROV) from a leisure boat, ground control room or web app.

By integrating robotics and IoT (Internet of Things), these new services will result in creating job opportunities and new business models.



WESTMED SUPPORT

- Project idea formulation to fit call specifications
- Consortium partner search

COUNTRIES

Italy	Malta
Spain	Tunisia
Greece	Algeria
Norway	Mauritania

BUDGET

€ 1.043.000

FUNDING SOURCE

EMFF

NewTechAqua

1 January 2020 – 31 december 2023

NewTechAqua intends to expand and diversify EU production of finfish, molluscs and microalgae by developing and validating technologically-advanced, resilient and sustainable new solutions.



WESTMED SUPPORT

- Project idea formulation to fit call specifications
- Consortium partner search

COUNTRIES

Malta	Portugal
Algeria	Israel
Italy	Germany
France	Tokelau
Tunisia	Greece
Spain	The Netherlands
Egypt	United Kingdom

BUDGET

€ 6.724.000

FUNDING SOURCE

H2020

DestiMED PLUS

January 2020 – Jan 2023

DestiMED PLUS fosters the integration of Tourism and Nature Conservation Policies in 9 Mediterranean Protected Areas



WESTMED SUPPORT

- Endorsed by and aligned with WestMED priorities for submission process – improving chances for success
- Assist with engagement Algerian partner
- Facilitating synergies with other stakeholders, projects and initiatives

COUNTRIES

Italy	France
Spain	Albania
Croatia	United Kingdom
Greece	

BUDGET

€ 3.076.000

FUNDING SOURCE

Interreg Med

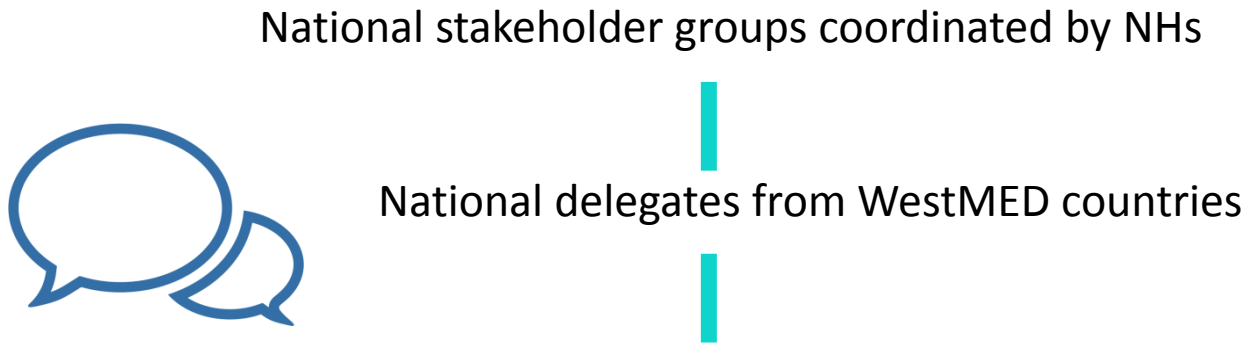
SHAPING THE FUTURE PERSPECTIVES of BLUE ECONOMY in WestMED

Stakeholder's Topics

- ▶ Sustainable transport / alternative fuels / green shipping
- ▶ Tourism accelerator
- ▶ Sustainable and innovative aquaculture
- ▶ Innovation platform in maritime technologies



SUSTAINABLE TRANSPORT & GREEN SHIPPING



Technical Group on Sustainable Transport & Green Shipping

Medium-term scenarios

Common Initiatives

Cross-Border Projects



The Santa Giulia – Oristano GNL project



Online Meetings

*Stronger cooperation is essential between all stakeholders,
on both sides of the Mediterranean, for
harnessing the full potential of the blue economy in this
region*



HTTP://

www.westmed-initiative.eu



@WestMedStrat

E-mail: spain@westmed-initiative.eu