

Virtual Reality Diving

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Blue Growth
Innovation
Creative
Diving
Tourism
Virtual reality

The topic of our project is the production of innovative educational and promotional materials for our business. Its innovativeness lies in the use of Virtual Reality (VR) and Augmented Reality (AR). To realize this, we propose two basic types of materials. The first ones are AR educational materials used to educate beginner divers. The other ones are promotional AR materials. We suggest two types of promotional AR applications. One is used in the center when visitors come to arrange the dive, and the other is

used to introduce diving sites to tourists in tourist agencies. As it is already mentioned, it is challenging to sell diving to a non-diver, for the reason that the buyer does not see the product he is getting. It is also very demanding to equip people in charge of selling with the knowledge required to market such product, if they are not divers themselves. With augmented reality, this bridge between sellers and buyers would be more easily crossed.

COMPANY

Foka d. o. o.

SME of tourist diving activity with its center in Šimuni on the island of Pag

Košljun, Croatia

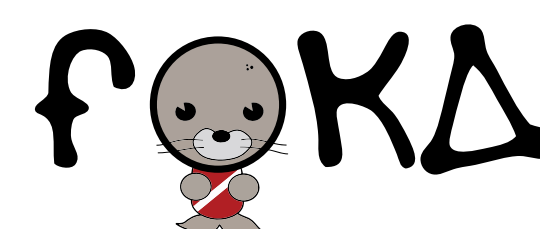
<https://foka.hr/index.php/en/>

KNOWLEDGE PROVIDER

Novena d. o. o.

Zagreb, Croatia

<http://novena.hr/>



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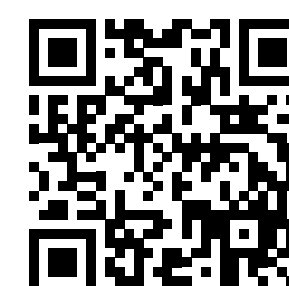


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Visual identity and publicity of small entrepreneur

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Fishery
Tourism
Food

Our project goal is innovation through diversification of our income and through marketing activities. Our plan is to take engage in touristic fishing, taking fishing tours with small groups of tourists and thus secure additional source of income through the touristic season in Pašman.

Our new website of the Landin Touristic Fishery will enable our potential clients and fishing partners to obtain all relevant information regarding traditional fishermen life in Pašman, information on local food specialties, especially those from the sea. The accent will be on the ecological, traditional and sustainable fishing.

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

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

COMPANY

Obri LANDIN

Craft dealing in seafood fishing, restaurant activities and tourism
Kraj, Croatia

KNOWLEDGE PROVIDER

Printshop d.o.o. - digital print & design

Zadar, Croatia

<https://www.printshop.hr/>



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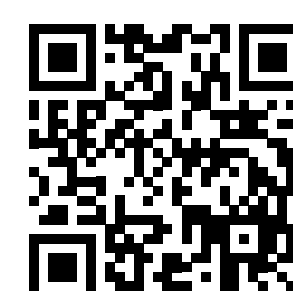


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Virtual reality of Zadar history



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Innovation
Creative
Tourism
Virtual reality
Adventure

Topic: Zadar's history through VR glasses. Proposed product / service / process: -Aerial footage with DJi drones -3D modeling -Animation and ringing. The advantages of this project include: -our company will be owner of an innovative and unique product -the product will bring new customers -company will offer a

new product to previous customers -extending tourist season -company will increase income -integrating new knowledge -applying modern audiovisual technologies will lead to learning and memorizing more easily.

COMPANY

Magic Croatia d.o.o.

SME with the activity of travel agency offering active and adventure day trips, sailing and Zadar city walking tours

Briševo (Poličnik), Croatia

<https://www.magic-croatia.hr/en/>

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Spectre j. d.o.o.

Valpovo, Croatia

<https://spectre.hr/>



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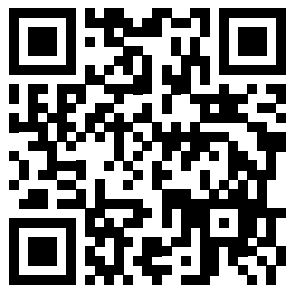


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Virtual Reality fishing

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Innovation
Creative
Fishing
Tourism
Virtual reality

The project's goal is diversification of income by introducing new fishing tourism activities, which will be realized through web site design and promotional films, enabling international access to increasingly demanding and dynamic younger clientele. Through this innovation, visitors will have the opportunity to experience new tourist offer, in a new, specific way. Along with the existing basic fishing activity, it is intended to start fishing tourism as a form of innovation in business, which will ensure additional income for enterprise throughout the year. Fishing

tourism is a representation of economic fishing in such a way that interested tourists / visitors can get an insight into the performance of this activity, where in direct contact with the fishermen they can experience traditional fishing. Along with the aforementioned, it is planned to innovate the business by using innovative technologies such as Virtual Reality VR, which will enable tourists to virtually experience the complete process of fishing starting from getting out of the harbor, laying the net in the sea, to final catch and unloading the fish on the vessel.

COMPANY

**Ribarski obrt Milivoj Blaslov, suvl.
Milivoj Blaslov i Božidar Blaslov**

*SME of the activity of Catching and distribution of pelagic fish
Kali, Croatia*

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Taste Dalmatia Memory Box

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Innovation
Creative
Tourism
Food
Souvenirs

It is our goal to connect our 2 brands TASTE DALMATIA (www.tastedalmatia.hr) and DALMATIA HERITAGE (www.dalmatia-heritage.com), i.e. multi day tailor- made tours based on food and wine, but also on history, culture and heritage intended for smaller groups. At the end of the tour, the idea is to give some kind of gift box that would contain different souvenirs with emphasis on a Cookbook with traditional authentic recipes, that our guests have tried during their time spent traveling and socializing with us. What is innovative in this project, besides having a souvenir regarding our business, is also a new way of

marketing; idea that guests who use our services when arriving to their homes and when they are telling their families, friends and colleagues how they spent their vacation they actually use our memory box. They cook according to our recipes and thus pass on the emotions, tastes and scents that followed them on their journey. This is how direct marketing is done by telling about the days spent on the tour, eating food and having fun in flavors and scents that remind them of beautiful memories, and thus encourage a new round of people to use our services.

COMPANY

Shuttle Tours d.o.o.

SME providing tourist services in Croatia, organizing day and multi day tours and providing private luxury transfers

Zadar, Croatia

<https://www.shuttletours.net>

KNOWLEDGE PROVIDER

Motus Vis d.o.o.

Zagreb, Croatia

<https://designbureauizvorkajuric.com/kontakt/>



Design Bureau
Izvorka Jurić



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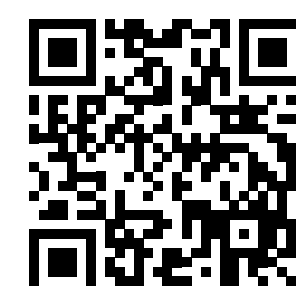


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Digital visibility: Zara Agent Shipping Agency

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Innovation
Creative
Shipping
Tourism
Digital visibility

Logipymes will build a new custom market with blue vision thanks to the capacity of the customer for offering services in other local markets in addition to Croatia. In other words, the customer should increase the visibility provide that Logipymes execute actions:

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

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

A. Personalisation and segmentation – with email marketing the

customer can personalise messages.

B.Environmentally-friendly – email marketing is better for the environment than direct marketing by postal mail.

C.Real-time marketing – through email marketing the customer can connect with customers in real-time.

D.Time-saving – through automation the customer can trigger emails to be sent to customers based on an action they have performed on your website

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

COMPANY

Zara agent d.o.o. pomorska agencija

Zara agent ltd is a shipping agency located in Zadar providing high quality assistance service to: yachts, cargo & cruising vessels

Zadar, Croatia

<http://www.zara-agent.hr/>



KNOWLEDGE PROVIDER

SERVICIOS INTEGRALES LOGIPYMES, S.L.

Sevilla, Spain

<https://logipymes.com/>



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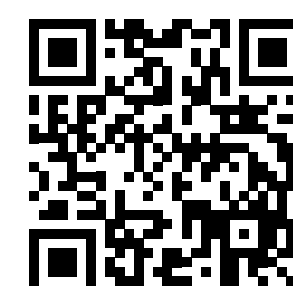


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