

Interreg MEDITERRANEAN Programme

Priority axis-Investment Priority-Specific Objective 1-1-1

Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth

PI 1.b

1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area

iBLUE

Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model (3-PBM)

Project No. 830

EXTERNAL MEETINGS

WP/ACT related to the Deliverable: WP2/ACT 2.4

Deliverable no.: L2.4.5

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Blue Growth and Green Growth joint event “Transition towards blue and green economies in the Mediterranean”

**Committee of the Regions, Brussels –
19 & 20 September 2019**

Agenda & logistics info will follow soon

**SAVE
the DATE**

Transition towards blue and green economies in the Mediterranean

Blue & Green Growth communities' joint event September 19-20, 2019 - Brussels

*Committee of the Regions
AREA42*

>> REGISTRATION <<

"Transition towards blue and green economies in the Mediterranean" marks Interreg Med Blue and Green Growth Communities' three years anniversary, representing the end of their first implementation period and bridging to the upcoming one. After three years of reflections, technical analyses and pilots, multiple events and links with external key actors, both communities from Interreg Med's innovation axis join forces to reflect on key common issues and spaces for more collaboration towards innovative sustainable growth in the Mediterranean.

During its first day, addressing the role of territorial cooperation for sustainable development, as well as business innovation, access to finance, education to sustainability, and policy-making for bluer and greener economies, this event aims to reflect on regional smart specialization strategies and on how sustainability is fostered through Mediterranean clusters. It is open to a wide variety of participants and will involve key stakeholders from the European Institutions, the private and finance sectors, the academia, NGOs and thematic community projects for a common dialogue.

During its second day, both communities present the opportunity to address inherent issues in a more sectoral way link to the blue economy on the one hand, and to the green economy on the other.

All conclusions from the discussions will be transferred to the whole of the communities in view of their respective next implementation phases, as to other stakeholders through events such as the [Research & Innovation Days](#) organized the following week, or the EU Open Days.

Draft Agenda

September 19, 2019

Committee of the Regions

Room VMA1, rue Van Maerlant n°2

Working languages: English, French, Italian, Spanish

8.30-9.00	Registration
9.00-9.30	Institutional welcome
	<ul style="list-style-type: none"> ➤ Representative of the European Committee of the Regions ➤ Representative of Murcia Region
9.30-11.00	Session 1: Territorial cooperation: building bridges for a sustainable development
	<p><i>This session explores how territorial cooperation is a key element to foster a harmonious economic, social and territorial development of the Mediterranean as a whole. It addresses as well how the Interreg Med programme and thematic communities provide a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different Member States, and let the door open for reflections regarding the upcoming programming period.</i></p> <ul style="list-style-type: none"> ➤ Representative of DG Regio/CoR ➤ Representative of WestMed/EUSAIR ➤ Representative of Interreg MED ➤ Representative of a regional/local authority ➤ Representative of a cluster
11.00-11.30	Coffee break
11.30-13.00	Session 2: Fostering business innovation and access to finance
	<p><i>This session will focus on the latest blue and green economy development and innovation opportunities for clusters and SMEs. Panellists will present how public finance, regulations and policies play an important role in attracting and mobilizing private investment into Blue and Green Economies. Moreover, panelists will propose recommendations on how to accelerate Blue and Green Growth happening at national and regional levels.</i></p> <ul style="list-style-type: none"> ➤ Representative of European Commission/EASME ➤ Representatives of financial institutions ➤ Representative of a regional/local authority ➤ Representative of a cluster ➤ Representatives of thematic community projects

13.00-14.00	On-site lunch
14.00-15.15	Session 3: Education and awareness raising to and for sustainability
	<p><i>Education to and for Sustainability is a learning and changing process relevant to society, communities and all organizations. The session engages the community and builds awareness and knowledge on way to address sustainability issues within educational schemes, with the aim empower participants in thinking critically, innovate and provide solutions towards more sustainable systemic changes and patterns of living from earlier stages.</i></p> <ul style="list-style-type: none"> ➤ Representative of a regional/local authority ➤ Representative of Fridays4Future ➤ Representative of a cluster ➤ Representatives of thematic community projects
15.15-15.30	Coffee break
15.30-17.00	Session 4: Development of policy recommendations for a green and blue economy in the Mediterranean
	<p><i>Debate on the strategic policy framework for securing a sustainable future for the Mediterranean region consistent with Sustainable Development Goals. The Interreg MED Blue Growth and Green Growth thematic communities will present their work on developing policy involving research, analysis, consultation and synthesis of information to produce recommendations. Reflections will address land-sea interactions and the potential merging between blue and green economies.</i></p> <ul style="list-style-type: none"> ➤ Representative of the European Commission DG RTD ➤ Representative of Union for the Mediterranean ➤ Representative of PANORAMED ➤ Representative of a regional/local authority ➤ Representative of a cluster ➤ Representatives of thematic community projects
17.00-17.30	Wrap-up and conclusions
17.30-19.00	Sparkshow - Journalists meeting committed and innovative Interreg MED projects
	<p><i>Inspired by "TEDx" and "The Voice", Sparkshow offers the opportunity for Interreg Med projects partners to pitch their project before an audience and a panel of journalists sitting behind buzzers and ready to show their interest. This format allows putting to the forth positive impact projects dynamically and to network with journalists seeking good stories for their readers.</i></p>

Therefore, it is a real opportunity for Interreg Med projects from the Blue and Green Growth communities to get media coverage. This type of show is appreciated for its innovative aspect: a hub for impactful projects and an optimism fix.

During the event, selected projects will have the opportunity to pitch their project (3 minutes) in front of a panel of journalists. When the journalists are interested by the pitch, they press the buzzer and will have the opportunity to be the first to write about the innovative project that has been presented. Then the journalists ask questions, explain why they are interested in the project and give advice to the nominee in order to cover the story. Selected projects will receive a personalized pitch training beforehand.

All Modular Projects from the 2 communities will be contacted shortly by Sparknews to start the selection process and provide more information about the show. Get ready to pitch your project! >> [More information](#)

19.00-20.00 Cocktail mixer – End of day 1

Transition towards blue and green economies in the Mediterranean



September 20, 2019 - AREA42, Rue des Palais n°46

Working language: English

Green Growth community bridging event

This event brings out the outputs of the Interreg Med Green Growth community and its 14 projects on the recommendations towards the transition to a green and circular economy in the Mediterranean region. The work performed in the Thematic Working Groups and the results of the policy outcomes will be discussed with the projects of the community and relevant stakeholders.

The event is also expected to boost synergies between projects of the community, external stakeholders and EU policy-makers leading to broader and effective networks. Moreover, it will facilitate opportunities for the implementation of sustainable development practices in the basin, while maximizing the transnational replicability and capitalization potential of results.

Background: The [Interreg Med Green Growth community](#) is a network of 14 projects, working on the territory, promoting a sustainable development in the Mediterranean area based on the sound management of natural resources and by fostering innovation through an integrated and territorially based cooperation approach. The thematic community supports the projects in their communication and capitalization efforts thus increasing their impact at policy level and ensuring potential transfer of their results to other interested countries of the Mediterranean region.

Blue Growth community bridging event

This event brings out the outputs of the Interreg Med Blue Growth community and its 6 projects addressing recommendations towards the transition to a sustainable blue economy in the Mediterranean region. The work performed throughout the last years, including the finalized projects deliverables for policy outcomes will be discussed with actors of the Blue Growth Community.

The event expects to boost synergies between all actors of the community to ensure the sustainability of its projects results, as to facilitate their transfer and bridge them to the Community's second implementation phase. These dynamics shall foster both capitalization and mainstreaming processes.

Background: The [Interreg Med Blue Growth community](#) is a network of 6 projects, promoting the sustainable development of the blue economy in the Mediterranean area, based on the sound management of the natural resources through innovation and markets typologies. The Blue Growth community supports all projects in their communication and capitalization efforts to increase their impacts at policy level and scale them up over the Mediterranean region.

9.30-11.00	Session 1 – Recommendations for a green & circular economy	Session 1 – Recommendations for a sustainable blue economy
	<p>EU supporting the transition to a green and circular economy</p> <ul style="list-style-type: none"> ➤ Representative of the European Commission DG <p>Insights into the European Circular Economy Stakeholder Platform</p> <ul style="list-style-type: none"> ➤ Representative of the EESC <p>Green Growth community contributions to EU circular economy developments and policy outcomes</p> <ul style="list-style-type: none"> ➤ The Green Growth community & external experts <p>"Greece: A Growth Strategy for the Future" – a good example of capitalisation of project results</p> <ul style="list-style-type: none"> ➤ Representative of GRASPINNO project 	<p>Presenting the Blue Growth Community Policy paper</p> <ul style="list-style-type: none"> ➤ Representative of Policy paper expert ➤ Representative of the European Commission JRC ➤ Representative of Blue Invest ➤ Representatives of Modular projects ➤ Representative of local/regional authorities
11.00-11.30 Joint Coffee break		
11.30-13.00	Session 2 – Interviews to actors: what can we do to stimulate the transition towards a circular economy?	Session 2 – Fostering transfer, capitalization & mainstreaming of strategic projects results
	<p>1st round of interviews: "What can the circular economy do for small and medium enterprises?"</p> <ul style="list-style-type: none"> ➤ Representatives of Modular Projects and external experts <p>2nd round of interviews: "What can the regional public administration do to boost the circular economy and the green growth in the territory?"</p> <ul style="list-style-type: none"> ➤ Representatives of Modular Projects and external experts <p>3rd round of interviews: "Which are the policies at the national level that should be adopted to stimulate the transition towards a circular economy?"</p> <ul style="list-style-type: none"> ➤ Representatives of Modular Projects and external experts 	<p>Towards transferring & capitalizing beyond projects and programme areas</p> <ul style="list-style-type: none"> ➤ Representative of WestMed ➤ Representative of METU IMS for the Black Sea ➤ Representative of ENSSMAL Algeria ➤ Other tbd. <p>Building bridges: Signature ceremony for Memoranda of Understanding</p> <ul style="list-style-type: none"> ➤ The MAESTRALE and PELAGOS projects ➤ The Blue Growth Community ➤ Other tbd.

13.00-14.00	Towards phase 2 of our Communities – Joint wrap-up and vision for the future
	<ul style="list-style-type: none"> ➤ Representative of the Green Growth Community – Facilitator ➤ Representative of the Blue Growth Community – Facilitator
14.00-15.00	Networking lunch
15.00-16.30	SIDE EVENTS
	<ul style="list-style-type: none"> ➤ InnoBlueGrowth Steering Committee (InnoBlueGrowth projects partners only) ➤ Others (tbc.)

*** End of meetings ***

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in the Mediterranean**



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19/09
2019

SIGNATURE LIST - INNOBLUEGROWTH FINAL EVENT - 19 SEPTEMBER 2019

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SIGNATURE LIST - INNOBLUEGROWTH FINAL EVENT - 20 SEPTEMBER 2019

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Transition towards blue and green economies in the Mediterranean

iBLUE - Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model

Giovanni Bernardi

University of Udine (Italy)

20th September – Brussels

With the kind support of:



Región de Murcia



European Committee
of the Regions



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The main goal

The **sustainable relaunch of yachting sector** creating a **MED transnational network** to help the economic upturn by sharing the **innovative 3-pillar business models** (environmental, social, economic)

The iBLUE project at a glance

iBLUE

- 36 months (2017 – 2020)
- 2,25 M€ budget
- 10 partners
- 9 countries (MED Area)



STEP KEDGE
BUSINESS SCHOOL

Cámara
Sevilla



DHOMA E TREGTISE DHE INDUSTRISHE DURRES
DURRES CHAMBER OF COMMERCE AND INDUSTRY

YACHTING SECTOR

- Shipbuilding
- Nautical services
- Tourism

TARGET GROUPS

- SMES
- Business support organisations
- Higher education and research
- Policy makers
- Citizens and general public



Project results

- **Data collection** on yacht industry
- **Boosting international networks**
- Collection of **27 best practices** from MED area yachting SMEs
- **3-pillar Business Model methodology** for yachting sector SMEs
- **Guidelines/training materials**
- Collection of **54 case studies**
- System of **sustainability indicators** of the yachting enterprises
- Fostering **new governance approach** leaded by the policy makers



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Recommendations

- **New public policies** enhancing yachting sustainability
- A delicate **balance** must be found between **economic development**, **ecological sustainability** and **social needs**
- **Homogeneity** of **regulatory framework** among European countries
- **Public support to data collection** and **availability** in all Med area
- **Promotion of Business Model Innovation** (through new business modelling approach and tools) inbound and outbound yachting sector



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Questions about future scenarios

Sustainability is a common and interdisciplinary challenge

Innovation about sustainability needs an holistic approach

- Why not to re-use and merge **projects' results** (platforms, databases, tools)?
- How to support **follow-ups of successful projects** through **common cooperation frameworks**?



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iBLUE - Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model

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- 2 English
- 3 français
- 4 italiano
- 7 ελληνικά
- 8 español

