

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

Author: UNIUD
Contributors: ALL PARTNERS

SAVE
the **DATE**
22nd-23rd
November
2018

Blue Economy – The Blue Way of Life

Blue Growth Community's Mid-Term Conference

Barcelona, Spain

This conference brings together all stakeholders from the Blue Growth sector in the Mediterranean

Agenda and logistics will follow soon



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“Blue Economy The Blue way of life”

Blue Growth Community Mid-Term Conference

22nd - 23rd November 2018

Location: Casa Llotja de Mar, Barcelona, Spain

(Consul’s room)

REGISTRATION

1. Context

InnoBlueGrowth’s main objective is to ensure the communication and capitalization activities of thematic projects dealing with Blue Growth issues in order to increase their impacts towards common identified targets. “*The Blue economy is a lever for sustainable development, economic growth and social inclusion*”¹. *Economic growth requires innovation and effective exploitation of resources. Building a community to this end requires identifying the challenges and the involved entities*².

InnoBlueGrowth relies on pillars associated with the marine and maritime environment such as Blue Energies, Maritime Surveillance technologies, Yachting Business Model, etc. This innovative community of actors allows the reinforcement of an integrated approach between blue economy projects funded by the Interreg Med Programme and transnational key stakeholders. This integrated and multi-level approach is indeed a *sine qua non* condition to support Mediterranean clusters in their transnational activities processes, which also answers one of the main objectives of the Programme.

The Blue Growth Community has previously clarified that blue growth should be oriented to both business development and environmental sustainability, and wondered how technological advances, while enhancing economic growth, could also be the solution to the latter. To that end, this Mid-term Conference celebrates the advancement of the Blue Growth Community and will be the opportunity to deepen discussions on issues previously highlighted by the thematic projects and external stakeholders.

2. Objectives of the Conference

This Mid-Term Conference has a dual approach. On the one hand, to reflect on the sustainable dimension of Blue Growth, whether it be in terms of development, mitigation of issues, planning, or governance. On the other hand, to put into perspective the so far achieved results of all Blue Growth thematic projects for a general peer reviewing meeting and discussion with all participants. The workshops will allow

¹ Author: Sophie de Saint Denis & Margaux Fix, WAVESTONE, 2018

² Author: Marina RTI-SIS, Paper for Blue Growth Community Methodology-Strategy, September 2018

discussions about the Blue Economy and will be the occasion to present Blue Growth projects including their most recent activities, goals and services. The objective is to provide information on the development and opportunities to the whole Blue Growth Community, key stakeholders and attendees alike, answering the previously highlighted issues.

3. Expected outputs

- A common message for the value of the Blue Growth Community in the Mediterranean area to be released, in order to raise awareness and enhance social acceptance for a sustainable economic growth.
- Enhanced recommendations reflecting on the sustainable component of Blue Growth in the Mediterranean
- An increased visibility of projects results to the public at all territorial levels & a stronger Blue Growth network
- A better support to a common understanding and a clear framework of the blue economy.
- A widened and shared knowledge among scientists, policy makers, decision leaders, entrepreneurs and citizens on fundamental blue growth issues and topics
- The development and application of some shared basic standards and guidelines that support a sustainable blue economy

4. Target Audience

- Institutional bodies, opinion leaders and multi-level decision-makers
- Interreg programme bodies (Joint Secretariat, Horizontal Projects, Modular projects and Integrated projects etc.)
- End-users
- Civil society
- Funding entities
- Entrepreneurs, Experts and Researchers
- Representatives from industry, NGOs, CEOs, Managers

5. Languages

The two-days mid-term event will be held in English and French.

Provisional agenda

1st Day: November, 22nd 2018

08:30 – 09:00 Registration

09:15 -10:15 Common inauguration MedaWeek18

10:15 – 10:45 Coffee Break – Networking

10:45 – 11:45 The transition towards a sustainable future: a Blue Growth outlook

The Blue Growth Community, during the Launch event, has clarified that blue growth must be “oriented between business development and environmental sustainability and whether technological advances can be the solution to the latter.”³ To that end, Mid–Term Conference celebrates the advancement of the Blue Growth Community and will be the opportunity to deepen discussions on issues previously highlighted by the thematic projects and external stakeholders.

This session aims to outline the state-of-the art of the Blue economy in the Mediterranean. Indeed, the need for the establishment of a common understanding of blue economy sectors and for a clear framework in order to facilitate synergies and cooperation for a sustainable growth, is vital.

Among the themes to be addressed are the definition of an accountable, inclusive and cross-sectoral Blue Economy, the outline of the steps towards a sustainable growth, highlighting the main identified challenges and opportunities, and some potential answers thereof.

This discussion will be the occasion to introduce key points towards the definition of the “blue way of life,” including a definition of sustainability from an economic, social and environmental perspective. Moreover, this will help enhance knowledge sharing among scientists, policy makers, decision leaders, entrepreneurs and citizens.

Issue 1: Challenges & Opportunities in the Blue Economy

Emerging technologies in marine & maritime industries raise the need for new research programs, innovative infrastructure technologies, funding and training opportunities, which will meet the challenges of a sustainable development, within a marine-based economy. Identified gaps & opportunities bring together stakeholders and create partnerships, hence improving the capacity building and seeking previously unexploited resources, for the benefits of transnational communities.

Issue 2: Market development: environmental issues and new trends in main blue sectors

Adaptation to the legitimate constraints of the environment is not incompatible with the demands of the blue economy, being linked to energy production, yachting (manufacture, services, infrastructure) or maritime surveillance. The integration of new technologies makes it possible to identify solutions of consumption efficiency, reduction of nuisances and improvement of work. As a trading, resources, ship owning, port and industrial area, the Mediterranean has more and more to contribute to this effort of economic and environmental modernity.

Issue 3: The path to blue success, from design to implementation

Blue Growth starts from new ideas and dreams to come true. But this is only the first step to success. From the design all down to the implementation of an idea there are many different steps to take, many procedures to follow and many people to get involved. This issue will cover the different phases of a blue project until it becomes a success story.

³ (Blue Growth Launch event Report)

Moderator: Mrs. Caterina Praticò, InnoBlueGrowth's Lead Partner

- ✓ **Mr. Miguel García-Herraz**, Deputy Secretary General, Water & Environment, Union for the Mediterranean, Contribution on issue 1
- ✓ **Mr. Paul Turret**, "Mediterranean challenges for Blue markets and Blue challenges for Mediterranean economy," Director of ISEMAR
- ✓ **Mr. Fabio Fugazzotto**, "Challenges and opportunities in the Blue Economy," Head of Marine Innovation, Enel Green Power

Debate and Q&A from the plenary (15 min.)

11:45 – 14:15

Governance and cooperation models: tools for innovation and integrated global sustainability

This session aims to share views on:

- The existing challenges and opportunities in the implementation of sustainable business models;
- Setting common standards and guidelines for a sustainable Blue Growth: SWOT analyses to debate among different quantitative and qualitative indicators to monitor and measure achievements regarding the implementation of sustainability in Blue Growth;
- The experiences of Public-Private Partnerships as well as the 4-helix partnership (Academia, Private sector, Public sector and civil society).
- The extent to which a broad and resilient partnership can increase innovation and sustainability, and if there is a specific or preferred approach for 4-helix partnerships.

Best practices will also be presented, notably of:

- The 3-pillar Business model with the iBlue project
- The four-helix economic governance with the 4Helix+ project
- Online tools for innovation capacities with the Pelagos project
- Sustainable blue energy labels with the MAESTRALE project

Moderator: Mrs. Florou Styliani, Senior Researcher, NTUA - School of Naval Architect & Marine Engineer, InnoBlueGrowth team member

- ✓ **Mrs. Lucia Cicero**, Scientific Staff, Phd., "The 3-Pillars business model for innovation and sustainability in the yachting sector," University of Udine, iBlue project
- ✓ **Mrs. Georgina Padilla**, "How to apply the 4Helix+ methodology?" Barcelona Chamber of Commerce, 4HELIX+ project
- ✓ **Mr. Pablo Morales**, "Cluster on maritime surveillance: maritime security and safety mechanisms in the MED area," Chamber of Commerce of Seville, ProTEUs Project
- ✓ **Mr. Markos Damasiotis**, Presentation tbd. on marine renewable energies, CRES, PELAGOS project
- ✓ **Mr. Riccardo Pulselli**, University of Siena, MAESTRALE project, presentation tbd.
- ✓ **Mr. Raimondi Attilio**, Emilia-Romagna region (tbc.) / or **Mr. Stefano Valentini**, ASTER-TBD, MISTRAL project

Debate and Q&A from the plenary

14:15 – 15:30

Lunch – Networking

15:30 – 16:45

Supporting a sustainable Blue economy through the internationalization of clusters in the Mediterranean

The objective of this session is to discuss about the Blue Economy with an application to clusters, to reveal the critical factors that demonstrated success and can act as case studies or best practices for new implementation models, in order to be effective and become an inspiration for the emerging ones. Besides, the session will analyze how those best practices could bring an added value to the blue economy, in particular in sectors such as blue energy, yachting, maritime surveillance or structures like clusters.

Starting from the observation that the creation of clusters, albeit potential points needing improvement, have been beneficial to the dynamism of enterprises in the Mediterranean, several issues will be addressed in a more specific way:

Issue 1: The Public approach

How have public authorities been supporting blue engagement? What roles do Public authorities play in supporting clusters? What is the added value of a sustainable Blue Economy for Public authorities? What is the role of citizens in these interactions, and in support of the blue economy through clusters activities?

Issue 2: Cross-cutting sustainability

Why is sustainability getting easier in some blue economy sub-sectors than in others? What are the main difficulties and positive drivers helping the implementation of sustainability in Blue Growth? What about social sustainability? How can environmental sustainability be enhanced? How can it be considered and included as a full part of a healthy economic prospect for the blue economy?

Issue 3: Market development. Cluster and Economic development

How are clusters becoming key structures to enhance economic development? How can the access to funding be eased through cluster dynamics? How these dynamics are beneficial to quadruple Helix actors in terms of access to funding for R&D projects?

Moderator: Speaker TBC - InnoBlueGrowth team member

- ✓ **Lazio Region representative (tbc.)**, contribution on issue 1
- ✓ **Anna Ibañez de Arolas, Project Manager, Green Entrepreneurship Area of the UN Environment MAP on Sustainable Consumption for Production SCP/RAC**, contribution on issue 2
- ✓ **Mr. Roberto Cimino**, "The role of Clusters in the development of a sustainable blue economy," President of Cluster Tecnologico Nazionale Blue Italian Growth

Debate and Q&A from the plenary

16:45 – 17:15

Closure first day

This session will be the occasion to present the conclusion of the first day and to announce the second day details.

✓ *Annibale Cutrona*, Director of the CoNISMa, InnoBlueGrowth project

“Blue Economy The Blue way of life”

Blue Growth Community Mid-Term Conference

1. Provisional agenda

2nd Day: November, 23rd 2018

08:30 – 09:00	Registration
09:15 – 10:15	Opening & Welcome Speech <i>Common inauguration MedaWeek18</i>
10:15 – 10:45	Coffee Break – Networking
10:45 – 12:30	<p>Blue Growth Community moving forward: awareness raising, mitigating pressures, and the role of younger generations</p> <p>The objective of this session is to open a direct debate and interact among speakers, and with the public. The themes that are addressed are complementary to the ones previously tackled during the first day, and go more specifically onto the social and environmental sustainability spectrum.</p> <p><i>Presentation of key topics:</i></p> <p>1) Panel 1: The importance of awareness raising</p> <p><i>Thematic introduction and moderation: Mr. Benoît Garrigues, Head of the Euro-Mediterranean cooperation department, Région Sud Provence-Alpes-Côte d’Azur (tbc.)</i></p> <p>Contributions:</p> <ul style="list-style-type: none"> ✓ <i>Alejandro González, Head of Blue Tourism project, Eco Union</i> ✓ <i>Mr. Stefano Malatesta, “Ocean literacy and place stewardship: key-drivers to improve the environmental awareness and to promote blue economies,” ULR CoNISMa Milano “Bicocca” University</i> ✓ <i>Jason Bongailas, Malta Marittima</i> ✓ <i>Mr. Mounir Ghribi, “The development of skills and the creation of career opportunities in the blue economy by matching job profiles with market needs,” National Institute for Oceanography and Applied Geophysics</i>

Debate and Q&A from the plenary

2) Panel 2: Technological solutions for mitigating pressures on the surrounding environment

Moderator: Ioannis Chatjigeorgiou, Professor at the National Technical University of Athens, InnoBlueGrowth project partner

Contributions:

- ✓ **Representative of BLUEMED** (tbc.)
- ✓ **Mr. Roberto Grassi, BleuTourMed_C3** horizontal project, Sustainable tourism Community
- ✓ **Mr. Nikos Ntaras, "Smart environmental & energy management of ports, the PERFECT project"** CRES

Debate and Q&A from the plenary

3) Panel 3: Economic models thought for/developed by young people

Moderator: Mr. Tsipiras, Insuleur, InnoBlueGrowth Associated partner

Contributions:

- ✓ **Mrs. Baya Aissaoui**, Mediterranean Youth for Water network (MedYWat)
- ✓ **Mr. Emanuele Garzia**, President, ASCAME Training and Education Commission
- ✓ **Mrs. Alessandra Romolo**, "Women and the Youth, two winning cards for Blue Growth. From university research to spin off: the case of 'Wavenergy.it'"
- ✓ **Representative from the Occitanie Region** (tbc.), "Territorial policies in education to support training for a blue way of life"

Debate and Q&A from the plenary

12:30 – 14:00

Transnational Cooperation in the Mediterranean: a key issue for integrated actions towards Blue Growth

This session will finally outline the importance of transnational cooperation in support to integrated approaches and multi-level governance for the development and reinforcement of a sustainability in the blue economy. Some of the issues to be addressed will be:

- How could transnational cooperation be used as a tool for diminishing the costs and achieving a more efficient implementation of blue economy sectors (i.e. blue energies, yachting, maritime surveillance, among others)?
- Broad and resilient partnerships for coordination and collaboration of blue economy projects and initiatives.
- Dialogue and consultation with national and regional stakeholders: a necessary approach

for a successful cross-border implementation of blue growth projects, in order to boost research and innovation in maritime sectors.

- Is global sustainability taken into account within the different phases of cycle project management i.e. planning, managing, implementation and evaluation - of blue growth projects? To which extent?
- To what extent global sustainability will be addressed in the next programming period 2021-2027?
- Private-Public cooperation:
 - Assess and communicate their performance on these goals and targets.
 - Create an economic and legislative playing field level that provides the Blue Economy with adequate incentives and rules.
 - Actively cooperate, sharing information, knowledge, best practices, lessons learned, perspectives, and ideas, to realize a sustainable and prosperous future for all.
 - Recognize that the maritime and land-based economies are interlinked and that many of the threats facing marine environments originate on land.

Moderator: Mr. Davide Strangis, Executive Secretary of the InterMediterranean Commission of the CPMR, InnoBlueGrowth project partner

Contributions:

- ✓ **Mr. Christos Economou**, Head of Unit DG MARE on Sea-basin strategies, maritime regional cooperation and maritime security, European Commission
- ✓ **Mrs. Maria Groueva**, Interreg Med Programme, Joint Secretariat
- ✓ **Mr. Antonio del Pino**, *National Representative for Spain* (tbc.) as Lead Partners of the PANORAMED project
- ✓ **Mrs. Adela Franja**, *Project Officer*, Joint Secretariat, ADRION Interreg Programme
- ✓ **Mr. Jean-Pierre Halkin**, Head of Unit DG REGIO on Macro-regions, Transnational/Interregional Cooperation, IPA, Enlargement (tbc.), European Commission

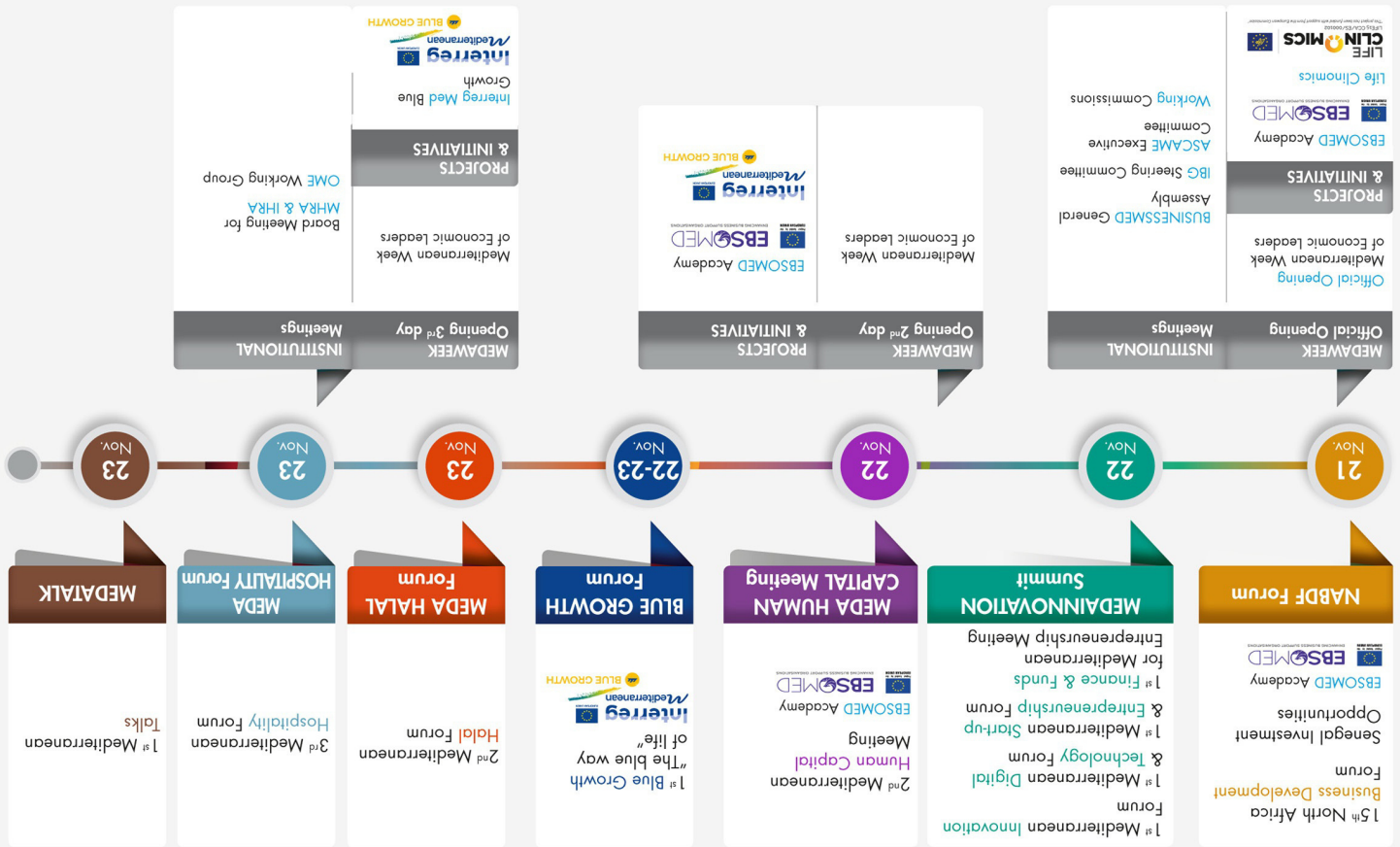
Debate and Q&A from the plenary

14:00 – 14:45

Blue Growth Lunch – Community members and speakers only
End of the conference

14:45 – 16:00

Side meetings



www.medeconomicweek.org

#MedaWeek18

Co-organized by:



Media Partners:



**LUCIA
CICERO**
UNIVERSITY OF UDINE



 SPEAKER

Barcelona, 27th of November 2018

Dear Madam/Sir,

First, I want to express my gratitude for your participation and contribution to the *Mediterranean Week of Economic Leaders* held on the 21th-23th of November in Barcelona.

This edition of the *Mediterranean Week of Economic Leaders* has been a success thanks to the contribution of the speakers and participants to the 10th thematic forums, conferences, debates, talks, workshops and Institutional meetings, Projects and Initiatives presentations, bringing ideas and insights to build a better future for the Mediterranean region.

Mediterranean, the Sea of three continents: Asia, Europe and Africa, is the point of reference for the future competitiveness, a strong platform to facilitate world trade. That is MedaWeek Barcelona.

The 12th edition of the Mediterranean Week of Economic Leaders has exceeded all the expectations. During these three days, more than 1.500 participants ,experts , Public Sector, Multilateral organizations and business leaders of the Mediterranean, Africa ,Europe and Middle east participated in discussions and exchanged ideas and proposals for collaboration with a desire to support the regional Integration as well as doing business through the business meetings that took place.

We are aware that the celebration of these 12th editions of MedaWeek Barcelona represents the triumph of hope over uncertainty, ignorance or perhaps indifference, the economy over violence.

Once again thank you for participating in the event, we hope to continue counting on you in the next edition on November 2019.



Anwar Zibaoui
General Coordinator of ASCAME & MedaWeek Barcelona



Interreg
Mediterranean



BLUE GROWTH

Project co-financed by the European
Regional Development Fund

**DEVELOPING
BLUE GROWTH
POTENTIAL**



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Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector

iBLUE

- 36 months
- 10 partners
- 9 countries

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

Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector

WP3
Studying

WP4
Testing

Main goal of the project is
to **develop and test** a methodology
for business model innovation
based on the 3-Pillars of sustainability
by generating an integrated and transnational network
of yachting sector in the MED Area

Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector

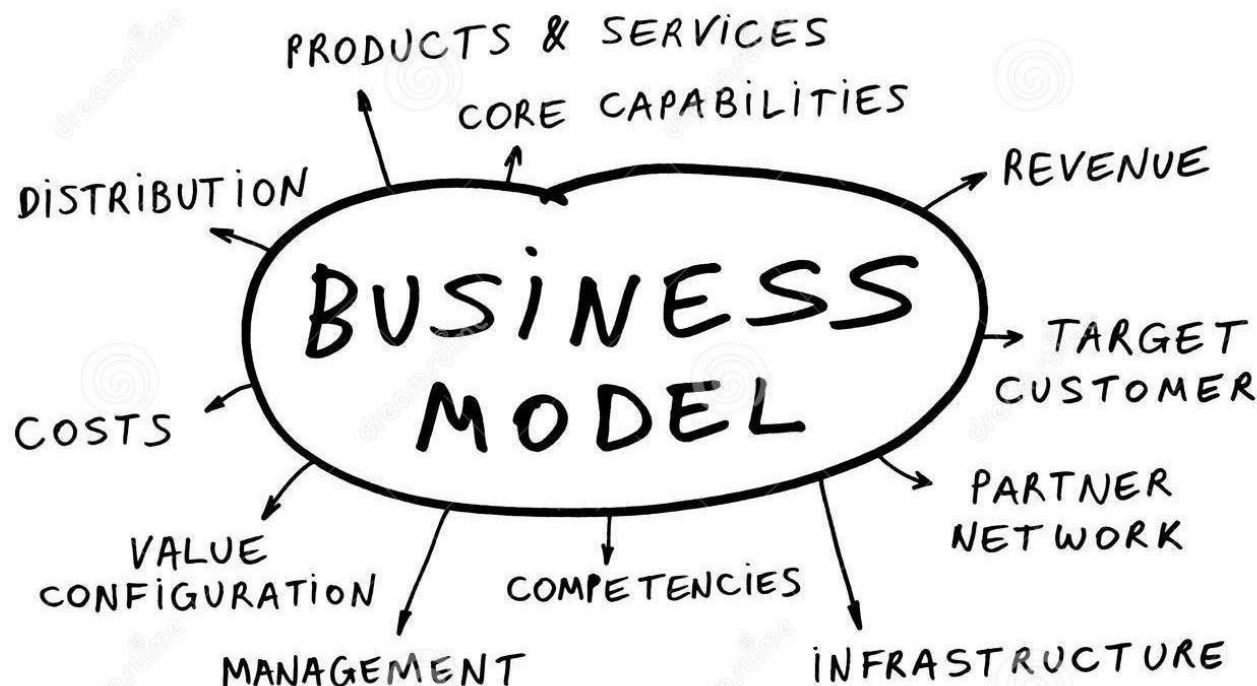
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network**

of yachting sector in the MED Area

WP5
Transferring

Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector



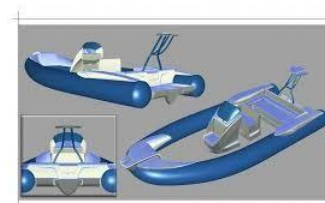
Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector

YACHTING SECTOR



- SMEs and organisations related to (among others):
 - Designers
 - Engineering services
 - Producers
 - Actors related to refitting and maintenance activities
 - Service delivery (e.g. marinas)
 - Certification rule authorities



Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector

EXPECTED RESULTS

- To **improve** the **competitiveness** of yachting sector thanks to the application of the 3-Pillar Business Model Innovation (3- PBMI)
- To **feed-up** the **knowledge** of the yachting segment by a systematic data organization
- To **create** the MED yachting **network**
- To **foster** new **governance** approach leaded by the policy makers

Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector

TARGET GROUPS

- Businesses
- Public institutions
- Citizens and general public

Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

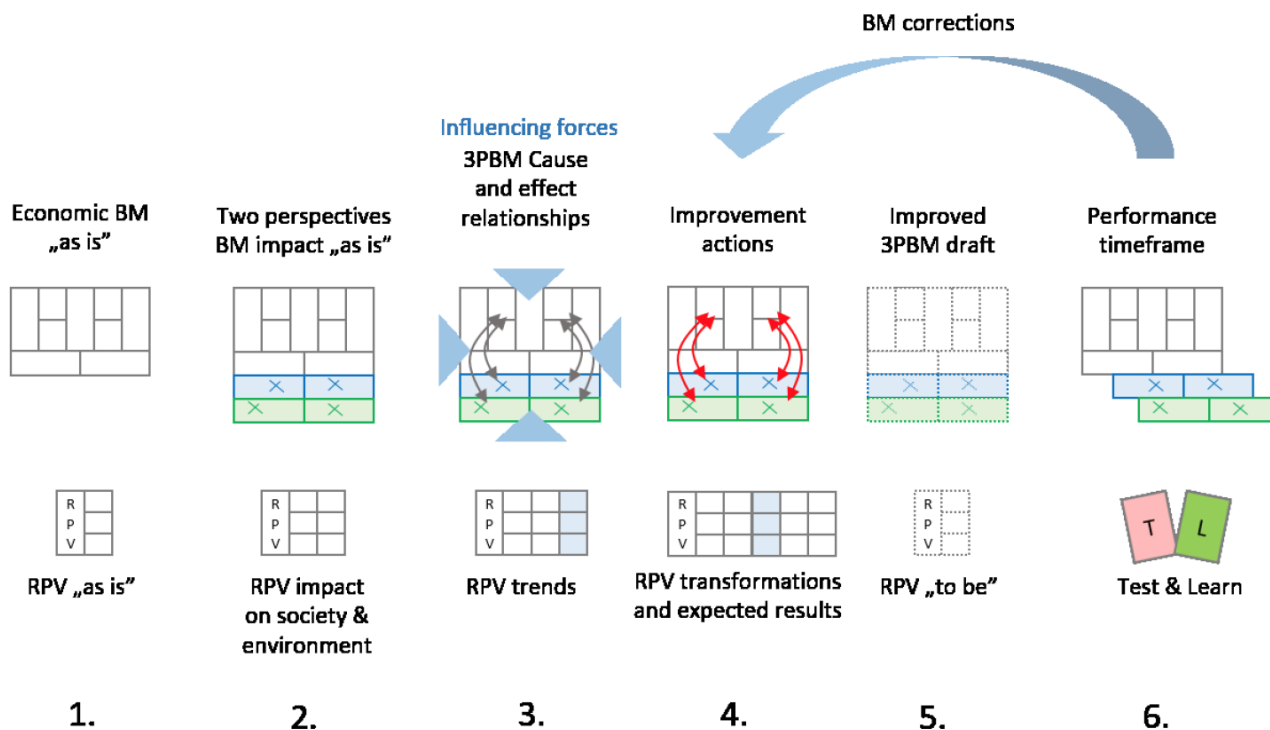
The 3-Pillars business model for innovation and sustainability in the yachting sector

CURRENT STATE

- First achievements include:
 - A literature review on business models and sustainability for SMEs
 - A data collection on yacht industry
 - A database of yacht companies
 - A collection of 27 best practices
 - A collection of 54 case studies
 - A system of sustainability indicators

Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector



Lucia Cicero, PhD – Scientific Staff, Project iBLUE, University of Udine (IT)

The 3-Pillars business model for innovation and sustainability in the yachting sector

CURRENT STATE

- The **methodology** has been drafted during the previous phase (WP3) and will be tested during the current phase (WP4) through pilot actions with yachting SMEs.
- All partners are involved in **testing** the methodology with local companies.
- Policy protocol and other initiatives with transferring purposes will be developed during 2019.

Thank you for your attention

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