

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

THEMATIC SEMINARS

WP/ACT related to the Deliverable: WP2/ACT2.4

Deliverable no.: L2.4.2

Author: UNIUD
Contributor: KEDGE

iBlue WP3 event

“Working sessions for WP3 Deliverables”

10/12/13th October 2017, Marseilles

1. Context

As a modular project, iBlue aims to contribute to the sustainable relaunch of yachting sector by using a new methodology and by integrating the sustainable pillars (economic, environmental and social) in the concept of business model innovation (3-PBM).

The iBLUE project will provide: a critical mass of knowledge about Med yachting in terms of economic impact, employment, strengths, weaknesses and sustainability; an indicator system about the sustainability of the yachting sector, useful to the policy makers for a better resource allocation and for impact evaluation; a collection of best practices, innovation patterns and policies exploitable by Med yachting sector actors for performance improvement. A transnational action will allow a sustainable development of the whole yachting sector by involving all the actors of the sector.

2. Objectives of the workshop

- To work on all the drafts that we have to deliver for WP3 with the academic partners;
- To present to and exchange with non-academic partners about the deliverables for WP3 (guidelines, case studies, tools and methodologies...);
- To prepare other seminars, share information and build our community.

3. Target audience

- Academic partners
- Non-academic partners.

4. Expected outputs

- Validation of guidelines, drafts, deadlines, contents and job dissemination
- General understanding of the main works and issues from all partners

5. Location and duration

Location: Villa Valmer, 271 Corniche Kennedy, 13007 Marseille – France

Duration : 3 days

6. Languages

English

7. Provisional agenda

10th October 2017

09:00 Registration (daily attendance sheet)

09:00	Welcome KEDGE <i>Katia Richomme-Huet</i> – WP3 objectives and guidelines (10')
09:10	Deliverables L321 to L333 Presentation and discussion about each deliverable PRIMORSKA <i>Roberto Biloslavo</i> – L321 State of the art of BMI STEP RI <i>Boris Golob</i> – L331 Collection of best practices
10:30	Coffee Break UNIUD <i>Lucia Cicero & Nadia Preghenella</i> – L332 Data collection about yachting in MED area & L333 Database of Med area yachting SMEs
12:30	Lunch
13:30	Deliverables L341 to L631 STEP RI <i>Boris Golob</i> – L341 First version of 3PBM Methodology for BMI in yachting sector SMEs & L342 Development for methodology application PRIMORSKA <i>Roberto Biloslavo</i> – L351 List of sustainability indicators
15:30	Coffee Break KEDGE Katia Richomme-Huet & Elizabeth Franklin-Johnson – L352 Sustainability indicators system – L361 Revised 3-PBM methodology ACADEMIC PARTNERS CONCLUSION FOR PRESENTATION TO NON-ACADEMIC All the academic partners will validate the final drafts to present to non-academic on Thursday afternoon
18:00	End of Day 1

12th October 2017

13:30	LUNCH FOR ACADEMIC AND NON-ACADEMIC
	<p>1- Discussion about the <i>possible dates for the Steering Committee</i> in Koper (either 15-16 or 21-22 November);</p> <p>2- Information regarding <i>the launch of the web platform and translations</i> for fixed contents that do not need continuous updates (for example: objectives, partners, etc);</p> <p>3- Details about <i>the participation to the external meeting in Naples at the end of November</i>, proposed by the Chamber of Commerce of Seville (See the internal newsletter).</p>
14:15	Presentation of WP3 deliverables for feedbacks and updates (Part 1)
	<p>KEDGE (Katia Richomme-Huet) WP3 objectives and guidelines (10')</p> <p>PRIMORSKA (Roberto Biloslavo) L321 State of the art of BMI</p> <p>STEP RI (Boris Golob) L331 Collection of best practices</p> <p>UNIUD (Lucia Cicero & Nadia Preghenella) L332 Data collection about yachting in MED area L333 Database of Med area yachting SMEs</p>
16:00	Coffee Break
16:15	Presentation of WP3 deliverables for feedbacks and updates (Part 2)
	<p>STEP RI (Boris Golob) L341 First version of 3PBM Methodology for BMI in yachting sector SMEs L342 Development for methodology application</p> <p>PRIMORSKA (Roberto Biloslavo) L351 List of sustainability indicators</p> <p>KEDGE (Katia Richomme-Huet & Elizabeth Franklin-Johnson) L352 Sustainability indicators system L361 Revised 3-PBM methodology</p>
18:00	End of Day 3

13th October 2017

09:00 Registration (daily attendance sheet)

09:00	Welcome (Academic partners only) KEDGE <i>Katia Richomme-Huet</i> – Feedbacks from non-academics and updates to discuss (10')
09:10	Feedbacks and updates for L321 to L333 (AP only) All academic partners (Kedge, Primorska, Step Ri & Uniud) Synthesis and brainstorm for updating the drafts of each deliverable. L311 Guidelines for managing WP3 activities L331 Collection of best practices
10:30	Coffee Break All academic partners (Kedge, Primorska, Step Ri & Uniud) Synthesis and brainstorm for updating the drafts of each deliverable. L332 Data collection about yachting in MED area L333 Database of Med area yachting SMEs
12:30	Lunch (AP only)
13:30	Feedbacks and updates for L341 to L631 (AP only) All academic partners (Kedge, Primorska, Step Ri & Uniud) Synthesis and brainstorm for updating the drafts of each deliverable. L341 First version of 3PBM Methodology for BMI in yachting sector SMEs L342 Development for methodology application L351 List of sustainability indicators
15:30	Coffee Break All academic partners (Kedge, Primorska, Step Ri & Uniud) Synthesis and brainstorm for updating the drafts of each deliverable L352 Sustainability indicators system L361 Revised 3-PBM methodology ACADEMIC PARTNERS CONCLUSION FOR FINAL GUIDELINES AND DIRECTIVES TO NON-ACADEMIC All the academic partners will validate the final drafts to sent to non-academic
17:30	End of Day 4



10th, 12th and 13th October
- Marseille, France

iBlue Thematic Seminar



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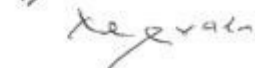



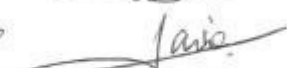
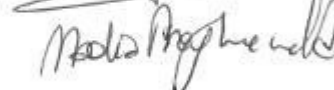
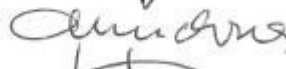

ATTENDANCE

Tuesday 10th October 2017 full day session

10-oct-17			
Last Name	First Name	Name of your organisation	Signature
BILOSLAVO	ROBERTO	UP FM	
GOLDB	BOBIS	STEPPI	
CICERO	LUCIA	UNIUD	
PREGHENELLA	NADIA	UNIUD	
FRANKLIN JOHNSON	Elizabeth	KEDGE	
RICHOTTE WUET	Ketia	KEDGE	

**(For Wednesday 11th & Thursday 12th morning October 2017
please see the "InnoBlueGrowth Transnational Capitalization
Event" attendance sheets)**

Thursday 12th afternoon session

THEMATIC WORKSHOP PARTNERS ALL
 12/10/2017 iBLUE AFTERNOON SESSION
 ELIZABETH FRANKLIN-JOHNSON KEDGE 
 BORIS GOWIS 
 ROBERTO BIKOSLAVO 
 ILIR REMBECI 
 ANDREA XIYARA 
 OCELLO EUSABETTA 
 CICERO LUCIA 
 RICHOTTE-HUET Kotia 
 LARIO JEROME 
 PREGHENELLA NADIA 
 MENDONÇA ALEXANDRA 
 CUESTA JAVIER 

Friday 13th morning session

FRIDAY 13th OCTOBER
iBlue Thematic Seminar

ROBERTO BILLOREO

UPFM

Roberto

BORIS GOWB

SIADRI

Boris

JEROME LARIO

KEDGE BS

Jero

LUCIA CICERO

UNIV

Lucia

NADIA PREGHENELLA

UNIV

Nadia Pregonello

OCELLO ELISABETTA

UNIV

Elisabetta

RICHOMME-HUET

Kotie

Richomme

FRANKLIN-JOHNSON

Elizabetli

KEDGE

Franklin

Marseille, Villa Valmer: the first iBLUE Thematic Seminar

iBLUE *Newsletters*

PREVIOUSLY

External Meeting in Naples

WHAT'S HOT

Three sunny days at the
Villa Valmer in Marseille
for the iBLUE Project team.

COMING SOON

InnoBlueGrowth
capitalization event -
Marseille, October, 11h -
12th

IBLUE THAMATIC SEMINAR IN MARSEILLE: OCTOBER, 10TH -12TH-13TH

In October iBLUE partners have launched the marathon of iBLUE Thematic Seminars for sharing and disseminating the scientific challenging results of the project for yachting sector. The first iBLUE thematic seminar took place over three days at the Villa Valmer in Marseille, France, on the 10th, 12th and 13th of October. Looking out over the Mediterranean coastline, partners were able to work on WP3 - Studying. The first seminar, named as the “kick off of the seminars marathon”, consisted of working sessions for both academic and non-academic partners. The seminars helped a shared understanding of the work and issues for all to be co-created, as well as to develop the iBLUE community.



iBLUE Working Session

KEDGE's Katia Richomme-Huet and Elizabeth Franklin-Johnson welcomed academic partners: Lucia Cicero, Nadia Preghenella and Elisabetta Ocello from University of Udine, Boris Golob from STEPRI, and Roberto Biloslavo from University of Primorska, as well as non-academic partners: Javier Cuesta from Official Chamber of Commerce, Industry and Shipping of Seville, Monika Andreou from Cyprus Chamber of Commerce and Industry, Evangelos Douloufakis from Lasithi Chamber of Commerce, Alexandra Mendonça from RCDI Development and Innovation Network, and Ilir Rembeci and Andrea Xhavera from Durres Chamber of Commerce and Industry.

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https://twitter.com/iBLUE_Project

<https://www.linkedin.com/company/ibblue-project/>



Work Presentation

Tuesday 10th was a day for academic partners, and started with a welcome from KEDGE followed by WP3 deliverable working document presentations including: WP3 by KEDGE, State of the art of Business Model Innovation by Primorska, Collection of best practices about yachting by STEPRI and Data collection about yachting in MED area and Database of MED area yachting SMEs by Uniud. General discussion, questions and feedback from all partners followed. A working session on deliverables and the presentation for non-academic partners followed. On Thursday 12th, academic and non-academic partners came together for a working session. Following a short discussion surrounding administrative formalities, the non-academic partners presented the WP3 plan. A discussion, questions and feedback from the partners followed. Friday 12th, was again an academic partner working session following the feedback from non-academic partners.



STEP KEDGE
BUSINESS SCHOOL

Cámara
Sevilla





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