

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: LCCI

iBLUE Thematic Seminar Best Practices

“The impact of the yacht sector in Lasithi Region as a sustainable tourism destination”

9th October 2018, Aghios Nikolaos, Crete
Lasithi Chamber of Commerce and Industry Meeting Hall,
I. Koundourou 17, 72100, Aghios Nikolaos, Crete

| | |
|--------------|---|
| 09:30 | Registration of participants |
| | Coffee |
| 10:00 | Introduction |
| | Douloufakis Evangelos – Lasithi C.C.I. |
| 10:05 | Welcome speech |
| | Welcome speech-Charitakis Thomas, President of Lasithi C.C.I. |
| 10.10 | The Development Strategy of the Yacht Sector in Crete |
| | Vamiedakis Michalis, Regional Tourist Advisor, Region of Crete |
| 10.45 | The Yacht Infrastructure in Lasithi prefecture: the role of Aghios Nikolaos Municipal Marina |
| | Zerbos Antonios, Mayor of Aghios Nikolaos |
| 11.15 | Educating and training qualified professionals in the Yacht sector |
| | Garefalakis Michalis, CEO of Aghios Nikolaos Municipal Marina |
| 11:45 | Blue Growth Community and IBG Horizontal Project |
| | Dr. Florou Styliani, NTUA School of Naval Architecture & Marine Engineering |
| 11:55 | iBLUE Project Local Presentation |
| | Ocello Elisabetta – Project Manager iBLUE |
| 12:05 | SME best practices in the Yacht Sector” |
| | STEPRI |
| 12.30 | Debate |
| | Q&A |
| 13.00 | Networking lunch |

*English/Greek translation will be offered during the seminar

iBLUE Thematic Seminar

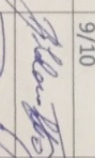
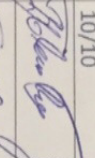
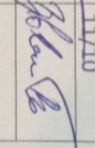
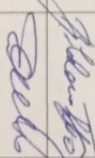
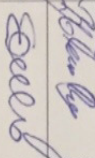
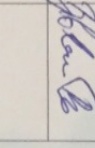
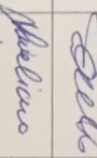
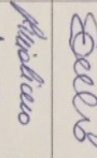
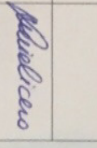
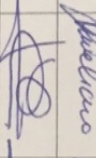
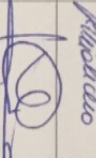
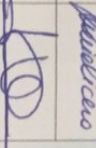
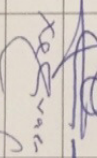
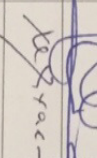
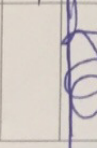
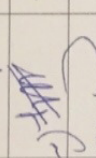
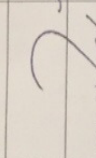
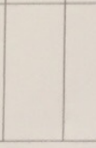
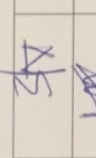
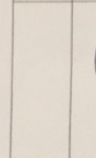
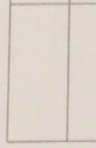
 Best Practices - Steering Committee

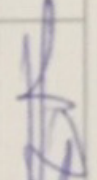
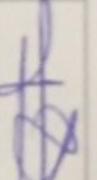
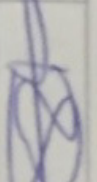
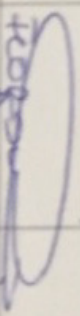
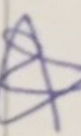
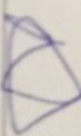
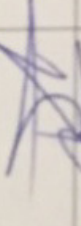
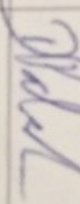
9-10-11, October 2018, Aghios Nikolaos, Crete

 Lastithi Chamber of Commerce and Industry Meeting Hall,

 I. Koundourou 17, 72100, Aghios Nikolaos, Crete

 List of participants

| a/a | Name/surname | Organization | Signature 9/10 | Signature 10/10 | Signature 11/10 |
|-----|--------------------|--------------------------------|---|---|---|
| 1 | Roberto Biloslavo | UP FH |  |  |  |
| 2 | Elisabetta Ocello | UNIVERSITY OF UDINE |  |  |  |
| 3 | Lucia Ciero | UNIVERSITY OF URSINE |  |  |  |
| 4 | JANICA CUESTA | CSSEV |  |  |  |
| 5 | Andrea Xhavana | Durres CC, Albania |  |  |  |
| 6 | ΓΑΡΕΦΑΛΑΚΗΣ ΜΙΧΑΗΛ | ΜΑΡΙΝΑ ΑΓ. ΝΙΚΟΛΑΟΥ |  |  |  |
| 7 | ΚΑΡΝΙΑΔΑΚΗ ΔΕΣΦΟΝΑ | ΜΑΝΙΕΡΙΟΤΑΤΗ ΟΡΓΑΝΙΣΜΟΣ ΝΙΚΕΑΣ |  |  |  |

| | | | | | | |
|----|-----------------------|--------------|---|---|---|--|
| 8 | RICHMOND - RUE KOTI | KEDGE |  |  |  | |
| 9 | NADJA SWAI | STAPA | du. | du. | du. | |
| 10 | BORIS GAOB | SIBP R | AAAR | AAAR | AAAR | |
| 11 | Alexandra Koudouga | RCDI | Douglas | Douglas | | |
| 12 | FLOAN STRANI | Ntua |  | | | |
| 13 | Pa Ra Pa Ra Ganga | LCCI |  |  | | |
| 14 | Bkaredaki Eirini | LCCI manager |  | | | |
| 15 | ASKEPANS GIES | ASKE |  | | | |
| 16 | Dimitra PIZANONDA | CCCCI | Mohd | Mohd | Mohd | |
| 17 | | | | | | |
| 18 | | | | | | |
| 19 | | | | | | |
| 20 | | | | | | |



Interreg
Mediterranean



Project co-financed by the European
Regional Development Fund



STEP KEDGE
BUSINESS SCHOOL

Cámara
Sevilla



DHOMA E TREGTISE DHE INDUSTRIE DURRES
DHOMAS CHAMBER OF COMMERCE AND INDUSTRY

IBLUE

MED Programme - Modular Project THEMATIC SEMINAR

iBLUE Project, goals and expected results

Elisabetta Ocello, Project Manager
University of Udine

Aghios Nikolaos, 9th October 2018

Project:

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

General objective:

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

Sector to be investigated:

Yachting sector – the whole chain

Project duration:

36 months: 01.02.2017 – 31.01.2020

Main goal to be achieved:

to develop and test a methodology for business model innovation based on the 3-Pillars of sustainability

ECONOMIC

SOCIAL

ENVIRONMENTAL

to share the methodology tested among SMEs and policy maker

iBLUE PARTNERSHIP...

ACADEMIC PARTNERS



&

NON ACADEMIC PARTNERS



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

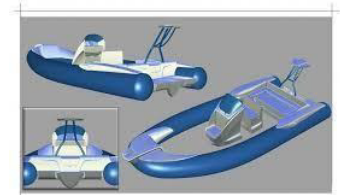


Project co-financed by the European
Regional Development Fund

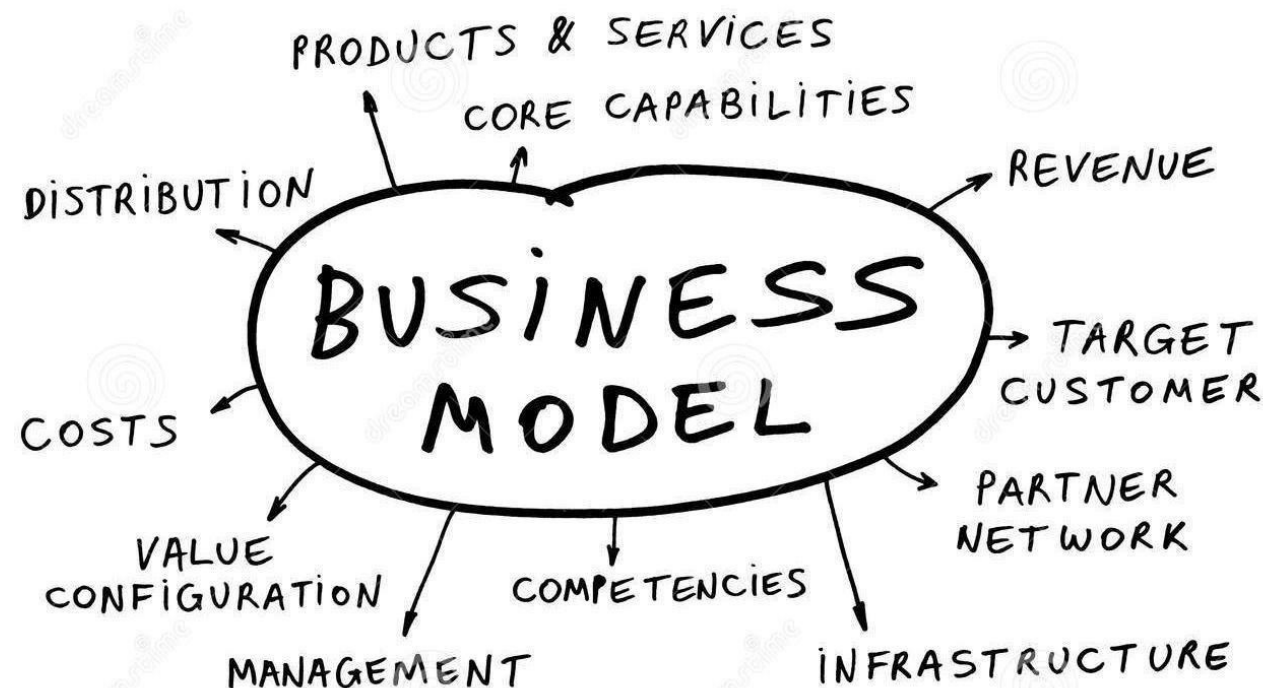
What yachting sector is...

SMEs and organisations related to (among others):

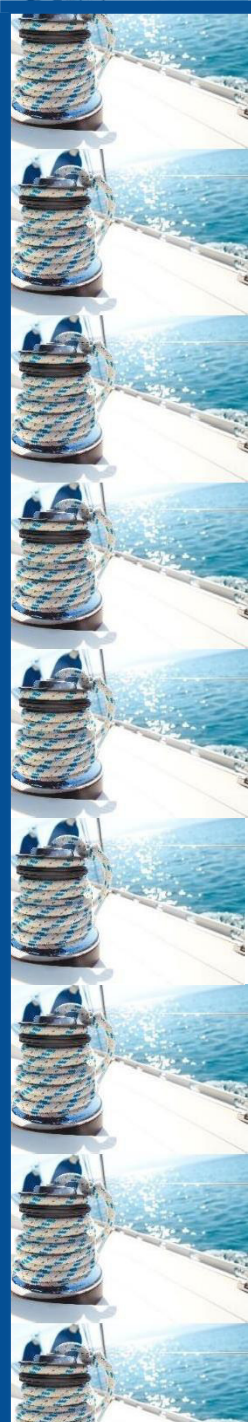
- Designers
- Engineering services
- Producers
- Actors related to refitting and maintenance activities
- Service delivery (e.g. marinas)
- Certification rule authorities



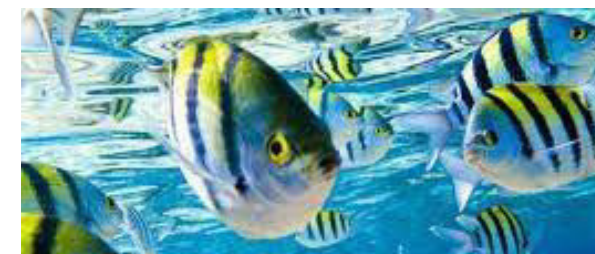
What business model is...



“A business model is the way in which a company generates revenue and makes a profit from company operations”



What sustainability is...







SUSTAINABILITY

ECONOMIC

SOCIAL

ENVIRONMENTAL

Expected results:

-  To improve the **competitiveness** of yachting sector thanks to the application of the **3-Pillar Business Model Innovations** (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 led by the **policy makers**

Target groups to be involved:

BUSINESSES

*SMEs and companies
(as case and pilot tests)*

Sectoral agencies

PUBLIC INSTITUTION

Policy makers

Business support organizations

Higher education and research

CITIZENS AND GENERAL PUBLIC

First achievements:

54 case studies collected among partnership territories

6 case studies per country

3 main sub-sectors investigated:

MANUFACTURE

SERVICE

INFRASTRUCTURE

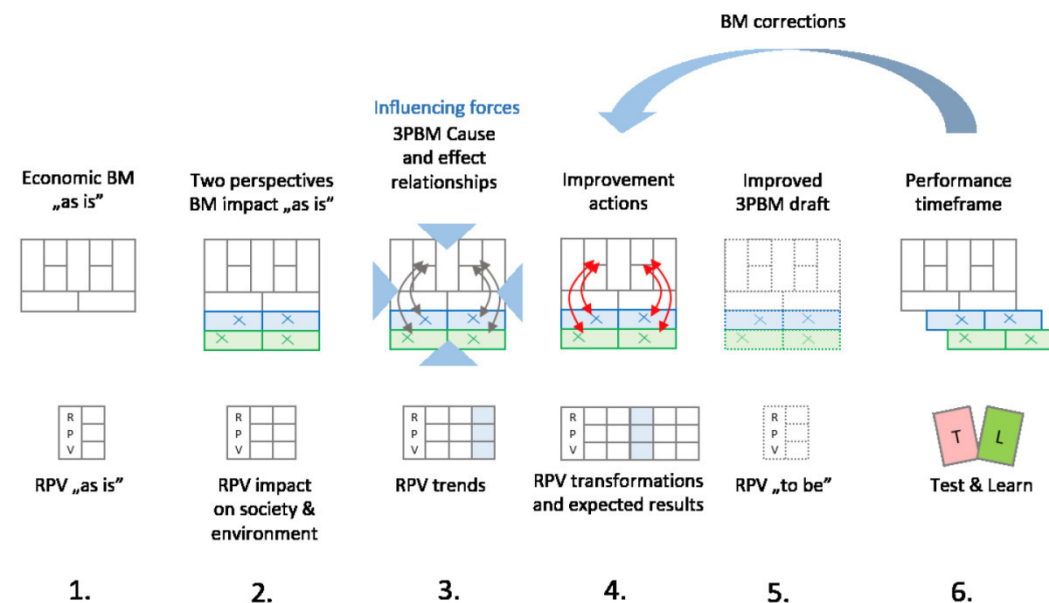
*A first business model innovation methodology :
to be tested in 9 pilots in the next months of 2018 and 2019*

First achievements:

Data Collection

| Number of ports and marinas | |
|-----------------------------|-----|
| Albania | 6 |
| Croatia | 74 |
| Cyprus | 22 |
| France | 388 |
| Greece | 223 |
| Italy | 432 |
| Portugal | 39 |
| Slovenia | 3 |
| Spain | 375 |

SMEs Practices on the field at Mediterranean level



A 3-PBM Methodology to be tested

WHAT we have done:

WP3 Studying: February 2017 – May 2018

1

State of the Art of Analysis of BMI

2

Collection of best practices from the yachting field in the MED area (from each Partner)

3

3-PBM (3-Pillar Business Model) Methodology tool to be tested

4

Information database about the MED yachting network

Forthcoming steps:

WP4 Testing and WP5 Transferring: June 2018 – October 2019

1

Pilot actions for the 3-PBM tool's test by SMEs
At least, a pilot action per country

2

Training on the 3-PBM Tool for target groups

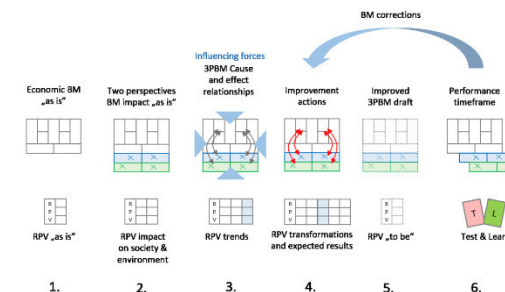
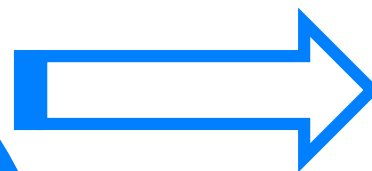
3

Training on the 3-PBM Tool for policy makers

4

Guidelines for policy makers (awareness of yachting sector)

A focus on pilot phase and training:



*** WANTED ***

- N. 1 Enterprise in the yacht sector from Crete
- to participate in the iBlue pilot phase
 - to test the 3-PBM Methodology

All interested parties please contact
Evangelos Douloufakis

A focus on pilot phase and training:



Conducted by iBLUE academic partners
to the Portuguese yachting SMEs as well as to policy makers

TRAINING OBJECTIVE ADDRESSED TO SMES

To see and transfer in practice

1. **HOW TO ADOPT THE 3PBM IN DAILY OPERATIONS**
2. **LESSONS FROM THE PILOT ACTIONS REALIZED IN 2019**

TRAINING OBJECTIVE ADDRESSED TO POLICY MAKERS

1. To enhance the awareness about the *Yachting sector innovation from the field*
2. *To share and think about some guidelines for the sector in terms of sustainability*

THANK YOU FOR YOUR ATTENTION

<https://ibblue.interreg-med.eu/>

Elisabetta Ocello

Project Manager

ibblueproject2020@gmail.com



iBLUE Thematic Seminar & Steering Committee Meeting

“The impact of the yacht sector in Lasithi Region as a sustainable tourism destination”

9th – 10th October 2018, Aghios Nikolaos, Crete

iBLUE

Newsletters

PREVIOUSLY

5th Thematic Seminar
in Lisbon

WHAT'S HOT

iBLUE Thematic Seminar
and Steering Committee
Meeting
Aghios Nikolaos, October,
9th – 10th

COMING SOON

iBLUE 3-PBM
Methodology Presentation
by all Partners

Lasithi Chamber of Commerce and Industry organised a Thematic Seminar Best Practices on “The impact of the yacht sector in Lasithi Region as a sustainable tourism destination” and a Steering Committee Meeting on 9th – 10th October 2018 in Aghios Nikolaos, Crete. The event was held in the comfortable Lasithi Chamber of Commerce and Industry Meeting Hall.

The first session was opened by the Lasithi CCI local responsible for the iBLUE project, Evangelos Douloufakis, who introduced Thomas Charitakis, President of Lasithi CCI. He welcomed all participants and underlined the importance of iBLUE project results for the local yachting sector.

Following, speakers of the seminar described different aspects of the yacht sector in the Region. In particular, Michalis Vamiedakis, Regional Tourist Advisor, presented the development strategy of the yacht sector in Crete. Then, the Mayor of Aghios Nikolaos, Antonios Zerbos, discussed about the yacht infrastructure in Lasithi prefecture focusing on the role of Aghios Nikolaos Municipal Marina. Michalis Garefalakis, CEO of Aghios Nikolaos Municipal Marina, talked about the educating and training qualified professionals in the reference sector. Then, Dr. Styliani Florou, NTUA School of Naval Architecture & Marine Engineering, considered the importance of the Blue Growth Community and the IBG Horizontal Project. Finally, the iBLUE Project Manager from UNIUD, Elisabetta Ocello, recalled the main characteristics of the iBLUE project (the main goal, the business model and sustainability definitions, the target groups to be involved and the expected results). Then, she presented the first achievements and the activities made so far (in particular, as regards the conclusion of WP3 “Studying”). Lastly, she described briefly the forthcoming steps with respect to the WP4 “Testing” and the WP5 “Transferring”.

At the end, STEPRI partner presented SME best practices in the yacht sector. Then, some time was dedicated to possible questions and relative answers.



Elisabetta Ocello, iBLUE Project Manager at Aghios Nikolaos

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During the second session of the event, the Steering Committee Meeting took place. The morning session started with communication and project management activities related to WP1 and WP2. In particular, one recalled the IBG event in Barcelona and the training events planned for 2019. The Project Manager informed the partners with respect to the non-substantial modification proposals for Deliverables 2.2.2 and 2.2.1.

As regards the WP4, the state of the art and working progress of the Deliverables 4.3.1 were presented. The main focus was on the activities related to the presentation of the 3-PBM Methodology for Pilot Actions, the validation through Pilot Actions and Pilot Actions Monitoring and Evaluation.

At the end of the second session, partners were informed about the state of the art of WP5 with respect to the activity of dissemination and training management but also to the validation of the Deliverables 5.1.1 and 5.1.2 and future fulfilments.

Overall, the audience showed great interest in the iBLUE project activities: the participants engaged in active discussion with speakers.



Aghios Nikolaos Port

iBLUE Project – Interreg MED Programme - Internal Newsletter 16/2018



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