

# TRANSITION TOWARDS BLUE AND GREEN ECONOMIES IN THE MEDITERRANEAN

iBLUE

**Interreg**  
*Mediterranean*



EUROPEAN UNION

Project co-financed by the European  
Regional Development Fund



iBlue

# INTRODUCTIVE VIDEO

# From Science ————— to —————> Practice

**1**

Studying

**2****3**

Testing (ongoing)

Scientific Literature  
Review on:

Business Model

Business Model Innovation

Sustainable Business Model

Yachting

Interviews to 54 SMEs  
& data collection on  
sustainability

Economic Pillar

Social Pillar

Environmental Pillar

Best Practices

**From Theory to Real world  
Matching them together**

3-PBM Methodology to analyse  
BMs in yachting by:

Matching academic partners and non-academic  
partners perspective

Defining sustainability Indicators

Contacting and interviewing SMEs

Understanding SMEs needs

Training SMEs for Pilot Cases (testing)

**Applying the methodology on SMEs  
Working together with SMEs**

## In practice —————> What is a BUSINESS MODEL?

A Business Model is the conceptual structure supporting the viability of a business, including its purpose, its goals and its ongoing plans for achieving them.

At its simplest, a business model is the way in which a company generates revenue and makes a profit from its ongoing operations.

iBLUE Business Model is based on 3 main perspectives: ECONOMIC, ENVIRONMENTAL AND SOCIAL. A Business Model to be sustainable and competitive

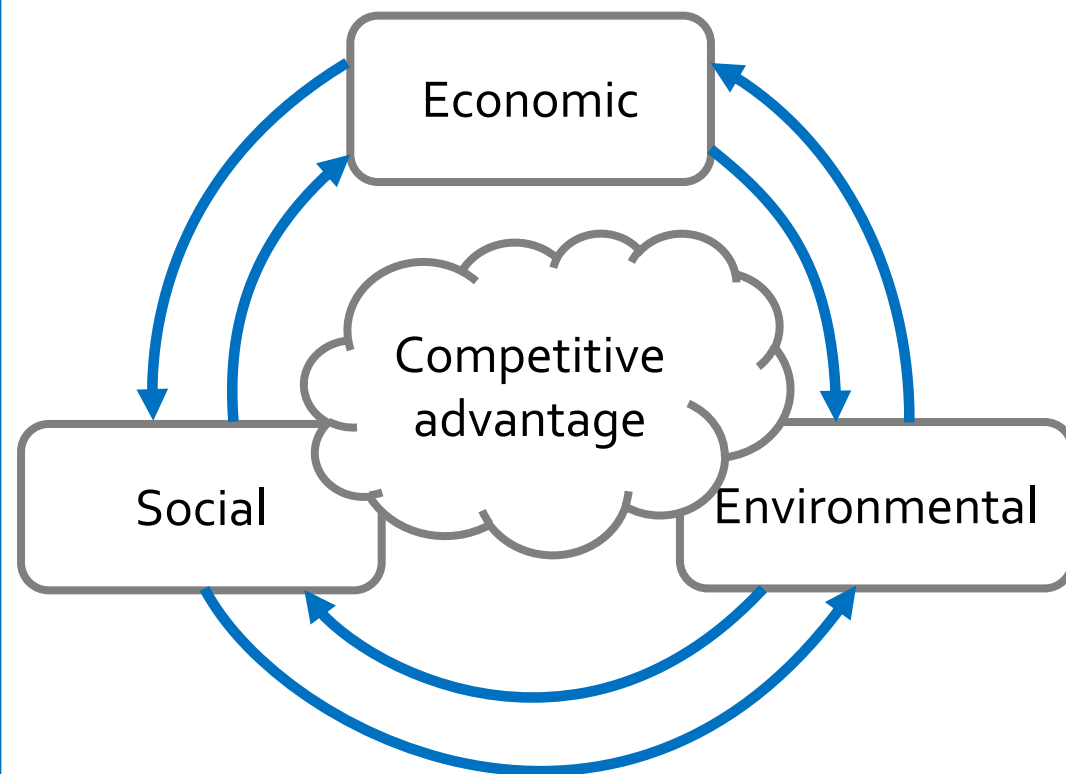
**IT IS a Scientific Methodology applied to SMEs**

**IT IS a Practical Scientific Methodology at the service of SMEs**

**From Testing to Practice and Policies for a concrete impact**



## In practice → What is 3-PBM BUSINESS MODEL?

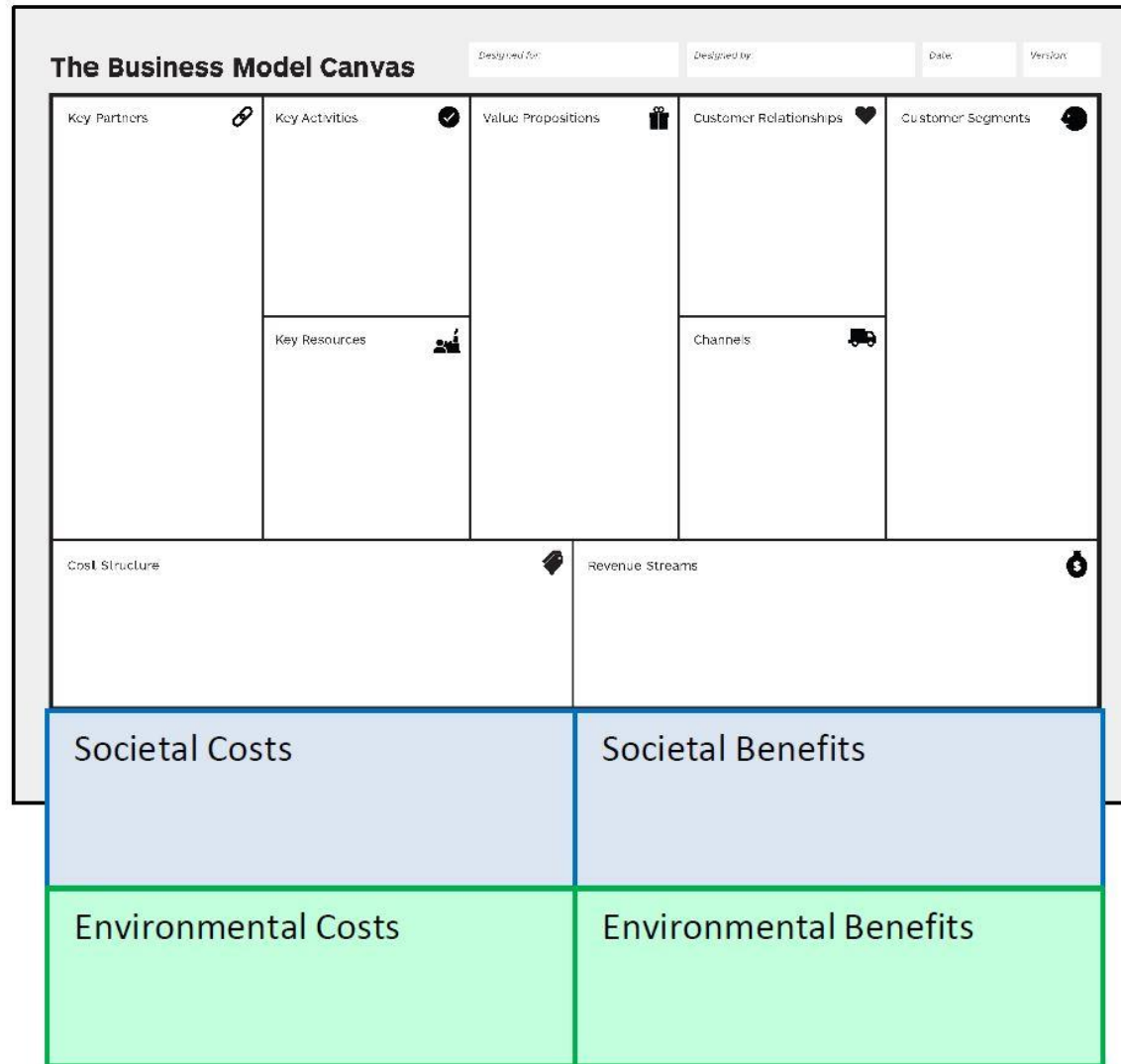


A tool aiming to help companies:

- to get additional perspectives on their business
- to deepen the understanding of business model mechanics
- to holistically manage their impact (reduce negative impact, leverage positive impact)
- to improve the bottom line – overall economic performance and competitiveness.

## In practice

## What is 3-PBM BUSINESS MODEL?



Supporting SMEs to identify all the elements of their organization to understand, think about and improve their **VALUE PROPOSITION** and:

Key partners  
Key activities (operations)  
Key resources  
Customer relationships  
Channels  
Customer categories

[Cost Structure](#) vs [Revenue Streams](#)

[Societal Costs](#) vs [Societal Benefits](#)

[Environmental Costs](#) vs [Environmental Benefits](#)

**Testing the methodology portability and usefulness with SMEs**

# From Science ————— to —————> Practice

## 4 Transferring (at an early stage)

3-PBM Methodology tested to be shared and disseminated to other SMEs and policy makers:

To SMEs: Training sessions for using the 3PBM Methodology

GOAL: to be aware about your BUSINESS MODEL and how to improve it in terms of sustainability (3 Pillars)

To Policy Makers: to meet them together with SMEs to discuss on yachting needs and overcome them in a systemic manner

GOAL: to define policy protocols and methodology applicability and portability over the project

**From Testing to Practice and Policies for a concrete impact**

**Interreg**  
*Mediterranean*



EUROPEAN UNION

Project co-financed by the European  
Regional Development Fund



iBlue

**THANK YOU FOR YOUR ATTENTION**