

## iBLUE 3-PBM Methodology Presentation by all Partners

**iBLUE**

**Newsletters**

**PREVIOUSLY**

iBLUE Thematic Seminar  
and Steering Committee  
Meeting in Aghios Nikolaos

**WHAT'S HOT**

iBLUE 3-PBM  
Methodology Presentation  
by all Partners

**COMING SOON**

Launch of WP4 Testing

Over last months, the presentation of the iBLUE 3-PBM methodology for the pilot actions was completed. In this phase of the project, each partner conducted the presentation of the 3-PBM methodology in its own country in order to find proper actors for the pilot actions.



*iBLUE methodology presentation from partners*

All the partners organised events in which companies, as well as entrepreneurs, trade associations and other institutions were involved. The meetings were characterized by a first part in which a theoretical presentation was conducted to explain the iBLUE project as a tool to support the yachting sector in the Mediterranean Area. In this context, speakers focused on the general objective of the project, the main goals to be achieved and the target groups to be involved. Moreover, examples of best practices of companies from partner countries were proposed to the audience.

In the second part, the 3-PBM methodology was introduced as a tool useful to enable companies to develop business models to achieve economic stability, social responsibility, taking care of the environment. In order to encourage companies to join to the pilot action phase, advantages were listed and explained. The main pros of the pilot action, that is the testing



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phase are: getting additional perspectives on their business, deepening the understanding of business model mechanism, holistically managing their impact – reducing negative impact and leveraging the positive ones – and improving the bottom line overall economic performance and competitiveness.

Following, the speakers focused on the pilot action phase, in which the candidate SMEs was asked to test the 3-PBM methodology. Especially, the training objective addressed to SMEs were specified, such as how to adopt the 3-PBM in daily operations, and those addressed to policy makers.



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At the end of iBLUE methodology presentations, time was dedicated to the discussion on actual subjects such as sustainability, consolidation, innovation internationalization and renewable energy.

Overall more than 50 SMEs participated to iBLUE methodology presentations and more than 10 SMEs will be involved in the pilot action phase.



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*iBLUE Project – Interreg MED Programme - Internal Newsletter 17/2019*

