

## iBLUE 3-PBM Methodology Knowledge Transferring

**iBLUE**

**Newsletters**

### PREVIOUSLY

iBLUE 3-PBM  
Methodology Testing  
(WP4): Pilot actions on  
board!

### WHAT'S HOT

iBLUE 3-PBM  
Methodology Knowledge  
Transferring

### COMING SOON

Launch of WP5  
Transferring

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iBLUE Project

### IBLUE TRANSFERRED ITS OBJECTIVES AND ACQUIRED KNOWLEDGE DURING THE AiG ANNUAL SCIENTIFIC CONFERENCE – OCTOBER 2018, ITALY

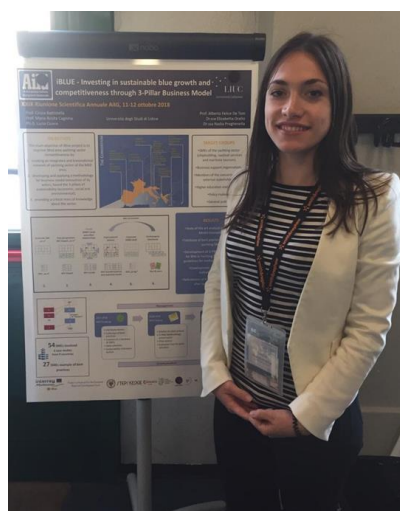
iBLUE Project and its scientific knowledge have been presented and transferred during the Annual Conference of the Italian Managerial Engineering Association, on the 11<sup>th</sup> and 12<sup>th</sup> October 2018. The Conference took place in Castellanza, Milan.

A poster has been exhibited and explained during the “Poster Session”.

Nadia Preghenella, as representative of the Lead Partner, explained the practical and pragmatic aim of the project, focused on supporting yachting SMEs for the evaluation of their business models considering the three pillars of sustainability (economic, social and environmental ones). Preliminary results have been transferred.

The event was the occasion to discuss with the academic community about sustainability and business models. Suggestions and perspectives from different stakeholders have been collected to be discussed during the iBLUE meetings, the ongoing pilot actions and the forthcoming methodology trainings.

Moreover, the conference was another opportunity to think about the transferability of result and how to realise the policy protocols.



*Nadia Preghenella during the AiG conference – October 2018*

***iBLUE Project – Interreg MED Programme - Internal Newsletter 19/2019***