



BLUEAIR Project

BLUE GROWTH SMART ADRIATIC IONIAN S3

D.T.1.2.1

Guidebook for Cross-Fertilization events

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1. Introduction

The current deliverable aims to provide guidelines for the organization of the Cross-fertilization Workshops (CF WS) that are foreseen within the context of Activity T1.2 “Organization of mutual learning processes on Blue Growth innovation policies”. Its purpose is to recommend a unified format for these events in order for them to produce comparable results related to the challenges and opportunities for strengthening macro-regional cooperation in the Adriatic and Ionian Region (AIR) towards enhancing innovation in a sustainable blue economy. These results will be compiled in a White Paper with recommendations on how to address these challenges and seize these opportunities (D.T.1.2.5). Activity T1.2 and its corresponding deliverables are part of a series of activities aimed at strengthening macro-regional cooperation in the AIR and establishing a Transnational Blue Growth Innovation Community, following a quadruple helix (QHelix) approach and fed from relevant initiatives already existed in the AIR.

The following sections describe the concept of the mutual learning process (MLP) and Cross-fertilization events and provide the guidelines for the organization of these events in a unified format. Section 2 briefly explains these concepts, giving also the relevant working definitions. Section 3 presents the methodological framework under which this Guidebook was developed, connecting it with the following activities of T1.2. Section 4 elaborates the conception of CF WSs, giving its specific objectives, who will be their participants/learners of the MLP, on which blue economy areas they should be focused, their content and format, the roles and responsibilities of the Project Partners (PPs), the timeline for organizing and conducting the CF WSs and for completing the entire Activity T1.2, the coordination and evaluation aspects of the whole process and finally how we may ensure the sustainability of its results. Section 5 explains the organizational and technical aspects of the CF WSs, while Section 6 recommends suitable methods and tools for engaging the participants to the process and ensuring the production of comparable results. Relevant Training materials are given in Section 7. In the Annex, there are further details related to the guidelines elaborated in Sections 2 – 7.



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2. Mutual Learning Process

The Mutual Learning Process (MLP) followed in the BLUEAIR project, aims at highlighting the importance of innovation policies for a sustainable blue economy among all QHelix actors that are involved in blue economy. Its main objective is to identify the main challenges and opportunities for strengthening macro-regional cooperation towards innovation in a sustainable blue economy within the Adriatic – Ionian Region (AIR). Within this context, all QHelix actors will exchange their insights and valuable feedback regarding the aforementioned, through a series of Cross-Fertilization Workshops (CF WS) held at both regional and macro-regional level. Those CF WSs will follow a unified format in order to provide concrete and comparable results.

To this end, a working definition of the MLP within the BLUEAIR's framework and based on its needs and objectives, is the following:

Mutual learning process on Blue Economy innovation policies: A **process** under which each person (the learner) (**mutually**) learns from **each other** (project partners, associated partners, Quadruple Helix actors of the Blue Economy, external experts) through exchanging **experiences, knowledge, ideas and any other kind of feedback** (cross-fertilization events, Train the Trainers Workshop, internal teleconference meetings) based on **common unified** methods, understanding, tools, formats and **coordination** in line with the learners' **needs and expectations as well as the project's objectives** and **work together** to produce **comparable results, outputs and impact** (identify the main challenges and opportunities for strengthening Blue Growth cooperation among the actors of the 4Helix Model for Innovation, on Local/Regional and Macro-Regional level of the Adriatic-Ionian region).

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A relevant working definition of the Cross-Fertilization Workshop is also provided:

BLUEAIR Cross-fertilization Workshops: Events stimulating **interaction or interexchange** between Regional/ADRION actors of 4Helix Model for Blue Growth Innovation who work together to **mutually** understand the importance of BG innovation policies, **mutually** be benefitted and **mutually** contribute to the identification of the main challenges and opportunities for strengthening BG cooperation in the Region and Adriatic-Ionian region.

Those CF WSs consist of Regional and Macro-regional public events that involve and engage all local, regional and AIR QHelix actors related to Innovation in the blue economy. The Regional CF events are to be coordinated and organized under a **unified format and methodology** and to produce **concrete and comparable results**. These results are to be the main subject of discussion during the International CF event for exploiting the opportunities and addressing the challenges for enhancing macro-regional cooperation for innovation in AIR level.



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During the CF WSs, the participants should be informed, interact, and exchange their insights through a set of effective **methods and tools**, (i.e., presentations, plenary discussions, discussion topics, working groups, polls, etc.) from the CF WS Coordinator(s) and other keynote speakers and experts invited.

The CF WSs should be organized and **coordinated** at a national/regional level by the CF WS Coordinator, following the common guidelines and the **common methodology for the design, organization, implementation, reporting and evaluation of the Regional Cross-Fertilization events**.

Then, it is up to the BLUEAIR partners to contribute to the strengthening of a macro-regional cooperation towards innovation in a sustainable blue economy in the AIR through the CF workshops and deliver concrete and comparable results on the territory. The concept of the CF events should follow the MLP aiming at the engagement of the stakeholders and the creation of their ownership to the identification of challenges and opportunities in their territories. Under the MLP, the project tries to engage and encourage interaction and communication with stakeholders with one voice and deliver a common message. This way the stakeholders will better appreciate the added value of the project and will be motivated to participate and contribute with their inputs and support.



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3. Methodological framework of MLP

The framework of the MLP is defined and executed through 6 stages, which are presented in Figure 1. The main goals for each stage are set in order to successfully achieve the necessary preparation, organization and follow-up activities and the main objectives of the MLP.

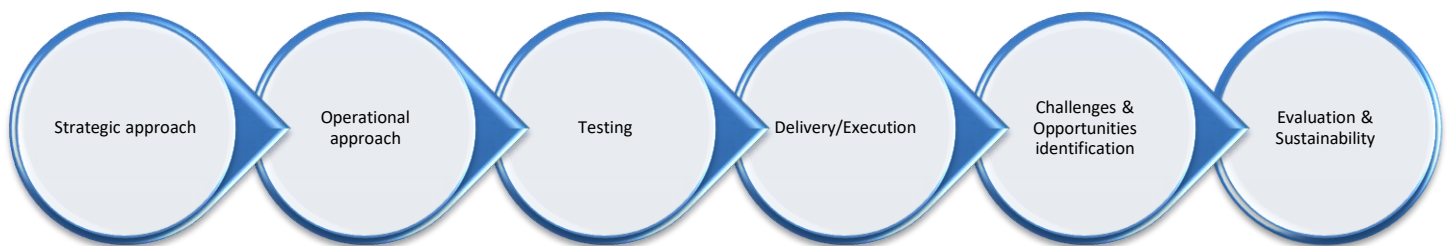
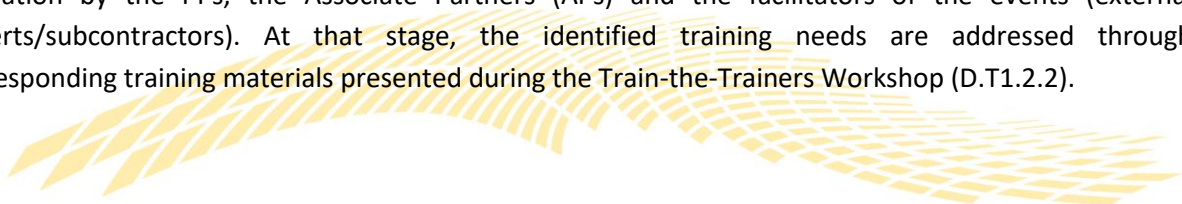


Figure 1: Stages of BLUEAIR mutual learning process on Blue Growth innovation policies

The **first stage** consists of the **Strategic approach** that aims the exchange of relevant experience, knowledge, and ideas among the project partners (PPs) towards the co-conception of the MLP. At that stage, the PPs investigated together their common understanding of their goals, needs, expectations and perspectives from the MLP. The aforementioned were realized through a teleconference held on the 11th of February, which lasted for about 1.5 hours, with the use of MIRO board for listing the results of the dedicated discussion.

The **second stage** concerns the **Operational approach** that aims at the exchange of relevant experience, knowledge, and ideas among the PPs in order to co-design the dedicated CF WSs. At that stage, the PPs investigated together their common goals, needs, and expectations from the CF WSs, considering also their expected outcomes and results. The corresponding training needs of the different roles assigned for the organizational and technical aspects of the CF WSs were also identified. The aforementioned were realized through a teleconference held on the 23rd of February, which lasted for about 1.5 hours, using also MIRO board for listing the results of the dedicated discussion.

The **third stage** is the **Testing** of the MLP framework and the CF WSs methodology, including also their validation by the PPs, the Associate Partners (APs) and the facilitators of the events (external experts/subcontractors). At that stage, the identified training needs are addressed through corresponding training materials presented during the Train-the-Trainers Workshop (D.T1.2.2).



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The **fourth stage** refers to the **Delivery/Execution** of the Regional and International CF WSs in a unified format, which has been elaborated through the 1st and 2nd stages of the current methodological framework of the MLP. Each of the project's territory will host a Regional CF WS in order to identify the expected results at a regional and national level. These results will be reported in D.T1.2.3 'Report on Regional cross-fertilization (CF) workshops' and validated during the International CF WS. The latter will also investigated the corresponding challenges and opportunities at a macro-regional level (AIR) (D.T1.2.4 'International cross-fertilization (CF) workshop').

The **fifth stage** is the compilation of the results from both regional and international CF WSs and the provision of corresponding recommendations for strengthening macro-regional cooperation in AIR towards innovation in a sustainable blue economy. The aforementioned will be elaborated through D.T1.2.5 'White paper on regional and cross-regional challenges and opportunities'.

The **sixth stage** of the MLP includes its **Evaluation & Sustainability**. The evaluation of the process is recommended and may be achieved through the collection of relevant feedback from the CF WSs, while its sustainability will also be addressed through T1.4 'Setting in place of a "Transnational Blue Growth Innovation Community" based on a quadruple helix approach, taking stock of the initiatives already in place in the Adriatic-Ionian area'.



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4. Conception of CF WSs

Following the results of the 1st and 2nd stages of the MLP framework and specifically the results from the teleconferences series, the strategic approach of BLUEAIR's MLP consists of the following:

- The **specific objectives** to be achieved with regard to innovation policies in a sustainable blue economy within the AIR;
- The **stakeholder's target groups** to be involved and engaged in the MLP;
- The **blue economy sectors**, on which the MLP should focus;
- The main **responsibilities** and **roles** of each PP;
- The **timeline** and the main milestones of the MLP;
- The **coordination** activities, through which the MLP is to be implemented.

4.1 Specific objectives

Through the 1st PPs' teleconference held on the 11th of February, the main specific objectives from the MLP and the CF WSs are:

- Better understanding and highlight of the importance of innovation policies in a sustainable blue economy at regional, national and macro-regional (AIR) level (i.e., contribution and impact on socio-economic and environmental aspects such as employment, economic growth, etc.);
- Mutual learning on innovation policies for blue economy in accordance with RIS3 at regional, national and AIR level;
- Identification of the QHelix actors' needs regarding the challenges and opportunities for innovation in a sustainable blue economy and for cooperation towards relevant initiatives at regional, national and AIR level;
- Identification of funding opportunities from relevant initiatives towards innovation in the AIR;
- Strengthening of cooperation/networking opportunities among the QHelix actors for innovation in a sustainable blue economy, especially in the regions/countries with unexploited relevant potential;
- Engagement and involvement of QHelix actors in the project's mutual learning, CF, and forthcoming relevant activities;
- Provision of concrete recommendations for highlighting the importance of innovation in a sustainable blue economy, addressing relevant challenges and seizing relevant opportunities towards a macro-regional cooperation;
- Provision of concrete recommendations for the BLUEAIR's following activities, thus ensuring its sustainability;
- Ensuring the contribution of the MLP to addressing of the BLUEAIR's future challenges and building of a BLUEAIR Innovation Community.

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4.2 Participants – Learners

All QHelix actors located in the AIR and related to innovation and blue economy, are potential participants/learners from the MLP. Their involvement and engagement in that process will contribute to setting the foundations for strengthening macro-regional cooperation in the AIR towards innovation in a sustainable blue economy.

Each regional CF WS should involve and engage relevant stakeholders located in the region/country, where the event is hosted, along with the corresponding PPs, APs and facilitators (i.e., external experts). The International one will involve relevant stakeholders that represent the AIR perspective of all QHelix actors, along with the PPs and APs of the project.

Those QHelix actors should follow the affiliations given through D.T.2.1.2 ‘Map of Excellence’ and are given in Table 1.

Table 1: Types of QHelix actors and indicative examples of their affiliations.

Types of QHelix actors	Examples of affiliations
Scientific Institutions	University / Faculties, Research Centres, Scientific (technology) parks, Incubators, Centres of Competences, Accelerator, etc.
Public Administrations	Local / Regional Authority, Regulatory agencies, BSO (Chambers, Alliances, Clusters), Facility points, Regional Development Agencies, Port authorities, etc.
Civil society	Citizens’ associations, National or international NGO’s, Charities, Foundations, Clubs, etc.
Economic actors	SMEs, Business Clusters, Entrepreneurs, Start-ups / Spin-offs, etc.

4.3 Blue economy areas

The blue economy areas that should be taken into consideration during the CF WSs and be represented by the QHelix actors, are those identified by D.T.2.1.1 ‘Identification of Blue Growth areas’ and specifically those that consist of the primary focus of the BLUEAIR project. Each regional CF WS may focus on **one or more of those blue growth areas**, which are the following (Table 2).



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Table 2: Blue Growth areas of the BLUEAIR project.

Blue Growth sectors	Blue technologies	Blue solutions
Living resources Fisheries Aquaculture Waterborne transport Maritime transport (including connection to hinterlands) Port activities Blue bio-economy & biotechnology Infrastructure and maritime works (submarine cables, underwater robots and drones)	Marine technologies Clean technologies (BG related) Information and Communication Technologies (BG related)	Maritime surveillance Public services and governance Management of maritime ecosystem services

Each PP / regional CF WS Coordinator is responsible for selecting the BG focus areas of the regional CF WS. The criteria for this selection should be one or more of the ones presented in Table 3.

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Table 3: Selection criteria for the BG focus areas of the regional Cross-fertilization workshops.

Criteria for selecting BG focus areas for the regional CF WS
<input type="checkbox"/> Priority to be given to the 'Primary focus areas' as identified in D.T.2.1.1; <input type="checkbox"/> Following the results of DT1.1.3, regarding the thematic areas in which the local / regional QHelix actors are mostly interested for strengthening innovation macro-regional cooperation; <input type="checkbox"/> Most promising BG areas, in terms of economic potential and the potential of a macro-regional innovation cooperation; <input type="checkbox"/> BG areas that hold a significant amount of the region's / country's BG capacity / productivity and can bring the most added value to the country / region; <input type="checkbox"/> Potential Business priorities or strategic positioning according to the local / regional economy and business ecosystem; <input type="checkbox"/> Blue sectors in the Region/Country, where the identified Blue Technologies could have the most possible applications.

The following (Table 4) is a recommendation for the allocation of the focus sectors per Region/Country based on the DT1.1.3 'Training needs assessment Report on Regional level' (Figure 2). This is an indication, and each CF WS Coordinator is responsible to decide the sector(s) targeted informing the Activity leader and the University of Piraeus Research center, respecting the above mentioned criteria.



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Table 4: Indicative allocation of the Blue Growth area(s) / sector(s) at each regional Cross-Fertilization workshop.

No	Partner responsible	Country	Recommended Sector(s)
1	Area Science Park	Italy	Bio-economy & Biotechnology
2	Croatian Chamber of Economy	Croatia	Management of marine ecosystem services / Marine renewable energy
3	Technology Park Ljubljana Ltd.	Slovenia	Blue bio-economy & biotechnology / Marine technology
4	University of Piraeus research center	Greece	Waterborne transport and port activities (incl. connection to the hinterlands)
5	Region of Central Macedonia	Greece	Waterborne transport and port activities (incl. connection to the hinterlands)
6	National Agency for Scientific Research and Innovation	Albania	Public services and governance
7	The Chamber of Economy of Montenegro	Montenegro	Shipbuilding and repair
8	University of Belgrade	Serbia	Public services and governance
9	Chamber of Economy of the Federation of Bosnia and Herzegovina	Bosnia & Herzegovina	Public services and governance

Please select up to three thematic areas in which you are interested to cooperate, or you are already cooperating with organizations from other regions in the Adriatic-Ionian territory.

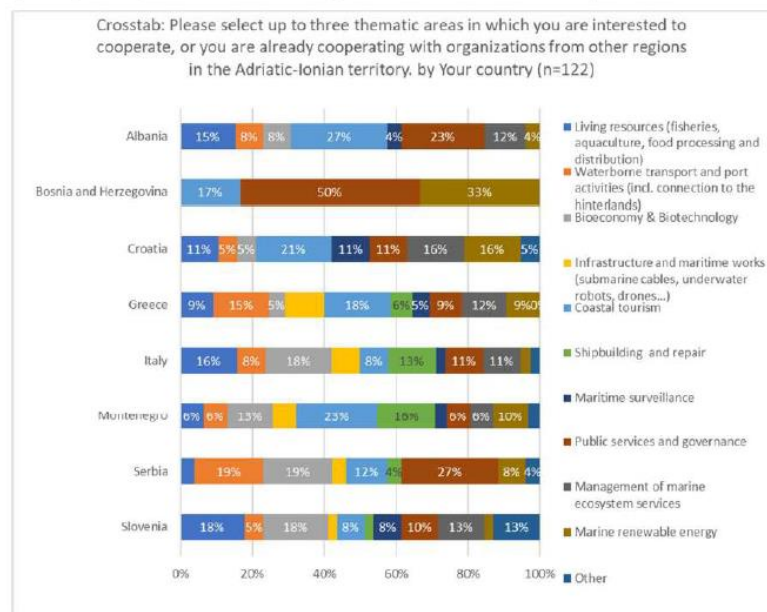


Figure: Thematic areas of macro-regional cooperation in the Adriatic-Ionian territory by countries

Figure 2: BG Sectors based on DT1.1.3 Training needs assessment Report on Regional level

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It should be noted that coastal tourism is not included in the primary focus areas of BLUEAIR. In the case of involving stakeholders related to coastal tourism in the regional CF WSs, they should correspond to one or more of the BG solutions and technologies identified in D.T.2.1.1.

4.4 CF WS Content – Format

The main objectives of the Cross-Fertilization Workshops are to (a) highlight and align the importance of Blue Growth Innovation policies and (b) identify the main challenges and opportunities for strengthening a macro-regional cooperation for BG innovation, involving and engaging all relevant QHelix actors from the AIR and following a unified format and methodology for producing concrete and comparable results.

Two types of CF WSs are foreseen to be organized:

- **9 Regional cross-fertilization workshops:** Each of the Regional CF WSs are to be organized in each project territories, involving and engaging all QHelix actors to achieve the aforementioned objectives on Regional / National level.
- **1 International cross-fertilization workshop:** The experiences, insights and results derived during the regional cross-fertilization events will be further discussed and validated at the international cross-fertilization workshop.

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Regarding the results of D.T.1.1.3, QHelix actors should be involved and engaged in CF WSs for:

- receiving information on EUSAIR, the BLUEAIR's and CF WSs' focused areas, the organisation and implementation of the S3 process in their country/region/AIR/EU;
- seizing opportunities for networking with other stakeholders and relevant funding opportunities;
- receiving practical information on the key elements of a macro-regional S3 cooperation process and structure in BLUEAIR region and how they can get involved in the S3 revision and development processes and its implementation for the new programming period;
- practically providing their insights (feedback) over the challenges and opportunities towards transnational / macro-regional cooperation in Blue Growth innovation.

The following topics for the plenary discussions are indicative and may be adapted to the specific needs of the country / region covered by the regional Cross-Fertilization Workshop.

Indicative topics for the plenary discussions of the regional Cross-fertilization Workshop that may be adapted to the specific needs of the country/region, are the following.



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- **Introduction to EUSAIR, policies & sector state of the art:** Provision of basic information on how EUSAIR works and encourages macro-regional cooperation for innovation in practice. This topic will make stakeholders aware of what is possible to be achieved through such a macro-regional framework (i.e., BLUEAIR). Within this context, further information about the sector(s) on which the regional CF WS focuses, would increase stakeholders' engagement.
- **Setting the scene for the BLUEAIR macro-regional S3 cooperation process on blue economy:** Provision of information on key elements of the process and structure of a macro-regional S3 cooperation in the AIR, how QHelix actors can get involved in these processes in the new programming period, and their importance for obtaining funding for cooperation projects.
- **Towards transnational / macro-regional cooperation in Blue Growth innovation:** Involvement and engagement of the stakeholders to provide through the regional CF WS their insights on the challenges and opportunities for strengthening macro-regional cooperation towards innovation in a sustainable blue economy. Within this context, they should be encouraged to join efforts for establishing such a cooperation, addressing relevant challenges, and seizing the corresponding opportunities.

Further details on the aforementioned topics for plenary discussion are provided in the Annex. Working definitions on these topics are also annexed. Tips for the successful collection of insights and feedback are also given in the Annex.

4.5 PPs' Roles and Responsibilities

Each project territory will host a regional CF WS, meaning 9 regional events organized by the corresponding PP. According to the AF, the international one will take place in Ljubljana, Slovenia, during the blue med week, hosted by the Technology Park Ljubljana Ltd.

Each PP in charge for a CF WS, is responsible for its organization and its successful conduction, aiming at an effective mutual learning among its participants. The corresponding responsibilities include the following:

- Actively involve and engage all QHelix actors;
- Encourage all QHelix actors to contribute to highlighting the importance of innovation policies in a sustainable blue economy in the AIR;
- Encourage all QHelix actors to identify the main challenges and opportunities for strengthening a relevant macro-regional cooperation;
- Decide on the blue economy focus areas that will be addressed through the regional CF WS;
- Decide on the coordination/organizational aspects of the regional CF WS;
- Assign a facilitator that will moderate the regional CF WS;
- Elaborate the relevant report on the regional challenges and opportunities (D.T.1.2.3).



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Each PP responsible for hosting a CF WS, should assign the following roles:

- CF WS Coordinator;
- CF WS Representative;
- CF WS Facilitator.

4.5.1 CF Workshop Coordinator

The CF WS Coordinator is in charge of the organization of the event. In the following table (Table 5), the PPs with the corresponding responsibility are presented, along with the PPs that should provide support. The specific responsibilities of the CF WS Coordinator are given in Table 6.

Table 5: Allocation of Cross-Fertilization Workshops coordination and supporting roles among the PPs and the BLUEAIR's territories

No	Partner responsible (CF WS Coordinator)	Supporting partner	Country
1	Area Science Park	/	Italy
2	Croatian Chamber of Economy	/	Croatia
3	Technology Park Ljubljana Ltd.	Municipality of Izola	Slovenia
4	University of Piraeus research center	/	Greece
5	Region of Central Macedonia	/	Greece
6	National Agency for Scientific Research and Innovation	/	Albania
7	The Chamber of Economy of Montenegro	Innovation and Entrepreneurship Centre Technopolis	Montenegro
8	University of Belgrade	/	Serbia
9	Chamber of Economy of the Federation of Bosnia and Herzegovina	/	Bosnia & Herzegovina
10 ¹	Technology Park Ljubljana Ltd.	Municipality of Izola	Slovenia

¹ An International CF event is foreseen to be organized following the AF of the project in Slovenia, Ljubljana, hosted by Technology Park Ljubljana Ltd.

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Table 6: Regional Cross-Fertilization Workshop Coordinator's responsibilities.

What is expected from the CF WS Coordinator?

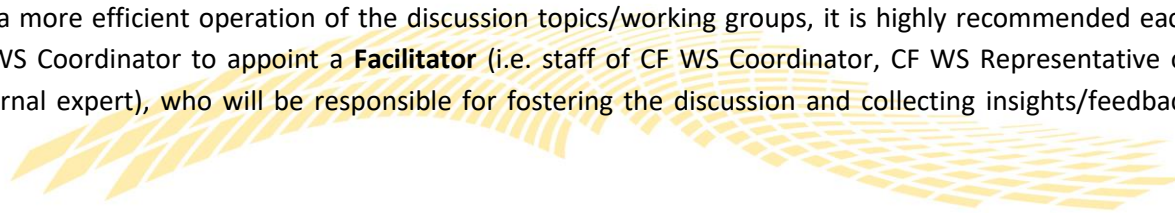
- ☐ Organize a Regional CF WS & effectively coordinate all the activities and processes related to the CF Workshop organization in its country / region;
- ☐ Identify and approach the QHelix stakeholders that will be involved in the CF WS;
- ☐ Decide the form of the regional CF WS (hybrid, online, in person);
- ☐ Decide the blue economy sector areas, on which the regional CF WS should focus;
- ☐ Identify and approach the keynote speakers of the regional CF WS;
- ☐ Facilitate the interactions among the participants of the CF WS, especially during any Working Group Meetings/Topic Discussions, for the identification of the main challenges and opportunities for strengthening BG cooperation in the Adriatic-Ionian region;
- ☐ Translate the presentations and feedback questionnaire that should be shared during the regional CF WS;
- ☐ Encourage information exchange, cooperation, and networking among the participants of the regional CF WS at Regional/National and Adriatic-Ionian Level;
- ☐ Report to the TPLJ and UPRC about the progress of the regional CF WS design, implementation and follow-up activities;
- ☐ Monitor the regional CF WS's performance in alignment with the BLUEAIR MLP on blue economy innovation policies, the BLUEAIR Macro-Regional S3 Cooperation Process On Blue Economy, the identification of the main challenges and opportunities for strengthening blue economy cooperation in the AIR;
- ☐ Serve as the contact point on National level, respond to inquiries from government officials, representatives of the WGs/Topic Discussions and other stakeholders and communicate the same messages to the stakeholders;
- ☐ Collect the satisfaction evaluation questionnaires after the end of the regional CF WS;
- ☐ Elaborate the **DT.1.2.3 Report on Regional cross-fertilization (CF) workshops** and send it to TPLJ and UPRC.

4.5.2 CF Workshop Representative

For a more efficient operation of the regional CF WS, it is highly recommended each CF WS Coordinator to appoint a CF WS Representative (i.e. a person staff from the CF WS Coordinator/PP), who will serve as the main point of contact of the CF WS.

4.5.3 CF Workshop Facilitator

For a more efficient operation of the discussion topics/working groups, it is highly recommended each CF WS Coordinator to appoint a **Facilitator** (i.e. staff of CF WS Coordinator, CF WS Representative or external expert), who will be responsible for fostering the discussion and collecting insights/feedback



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from the stakeholders/participants of the CF WSs. The CF WS Facilitator is also responsible to present the results / feedback collected during the regional CF WS.

4.5.4 Required expertise

The organization, implementation and facilitation of a CF WS is a demanding task and thus specific expertise and knowledge is necessary. CF Coordinators should identify and select the most appropriate persons to be involved in the whole process of the CF WS in order for the event to be successful. More specifically, skills related to CF events management and organization, sectoral expertise and communication skills are required. The following figure (Figure 3) provides details regarding the required expertise for a successful CF WS.

CF EVENTS MANAGEMENT & ORGANISATION	SECTORAL EXPERTISE	COMMUNICATION SKILLS
<ul style="list-style-type: none"> • Bring various stakeholders in contact • Lobbying activities • Organisation of events • Host hybrid/online/in person • online interactive tools such as MIRO <ul style="list-style-type: none"> • Communication skills and leadership capacity 	<ul style="list-style-type: none"> • BLUEAIR project • EUSAIR • EU Innovation Policies, Sectoral Policies & Instruments for BG Innovation • S3 innovation policy process in the region/country • BLUEAIR macro-regional S3 cooperation process in smart specialisation process under BLUEAIR • BLUEAIR/CF WS specific industry 	<ul style="list-style-type: none"> • Team working skills • Communication skills • Facilitation skills • Presentation skills • Experience in developing information material, press releases, social media etc.

Figure 3: Required expertise for the organization, management, implementation, and facilitation of the Cross-fertilization Workshops.



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4.6 Timeline

The key milestones and deadlines of the mutual learning process on Blue Growth innovation policies are the presented in the following figure (Figure 4).

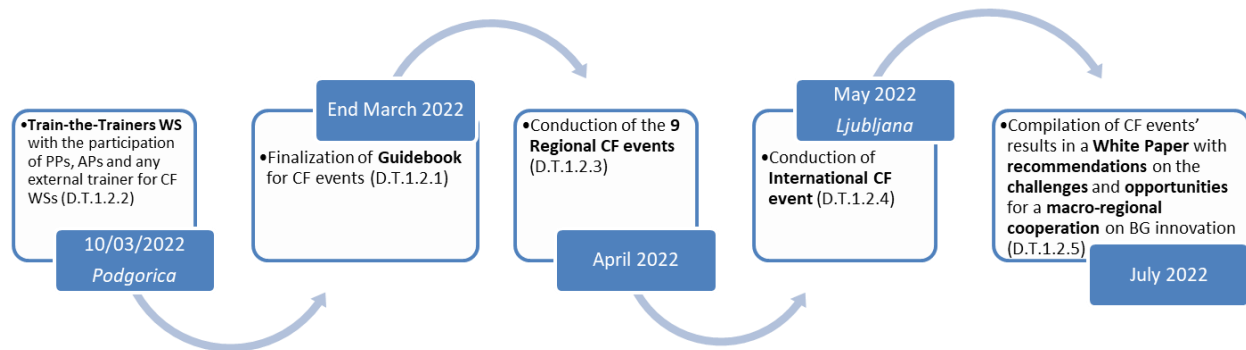


Figure 4: Mutual learning process timeline

According to the timeline, the following milestones/activities are planned:

- Conception of the MLP and initial design and planning of the CF workshops by mid-March 2022 (draft D.T.1.2.1);
- Organization of the Train-the-Trainers Workshop, on the 10th of March 2022 in Podgorica, Montenegro (DT1.2.2);
- Elaboration of the Final version of the Guidebook (DT1.2.1) after the Train-the-Trainers WS, by the 28th of March 2022;
- Organization of Regional CF events and elaboration of 9 Reports (DT1.2.3) by the end of April 2022;
- Organization of the International CF event and elaboration of the relevant Report (DT1.2.4) by the end of May 2022;
- Elaboration of the White Paper by the end of July 2022 (DT1.2.5).

4.7 Coordination

The University of Piraeus Research Center and its external expert the Living Prospects Ltd are leading the implementation of the MLP according to the timeline. UPRC is responsible for the provision of the common guidelines related to the organizational and operational aspects of the CF WSs to the rest of the consortium, following the MLP framework, as well as of any necessary support regarding their implementation.

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The communication and mutual learning process among the partners will be continuous during the whole duration of the MLP through:

- a) (Internal) Teleconference meetings;
- b) Train-the-Trainers Workshop;
- c) Emails;
- d) Ad hoc teleconference meetings;
- e) Preparatory surveys, etc.

Additional teleconferences are proposed additional teleconferences to take place by the end of the MLP:

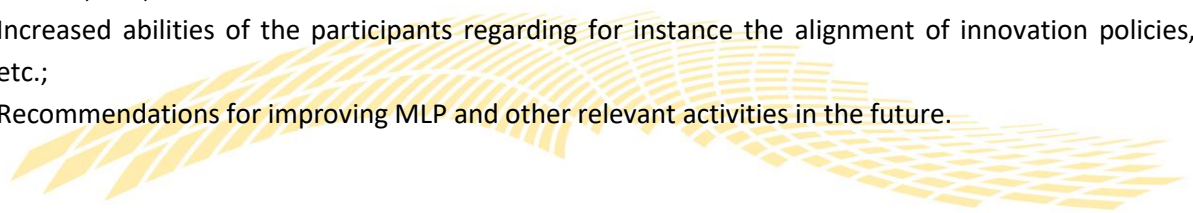
- **Short Q&A teleconference meeting**, during late March – early April 2022 for addressing any concerns / questions of the Coordinators, Facilitators and other trainers involved in the CF WSS, in advance, before the CF WSS' organization;
- **Short internal teleconference meeting**, among the project partners after the end of the CF events and before the International CF event (early May 2022) to discuss the main results, outputs and performance of the CF events and collect information over what to do and what to avoid during the organization of the International CF event;
- **Wrap up internal teleconference meeting**, after the end of all the international CF event to discuss the identified challenges and opportunities for strengthening BG cooperation and get prepared for the elaboration of the White Paper (early June 2022);
- **Final internal teleconference meeting**, among the partners after the elaboration of the White Paper to present the results from the evaluation and sustainability of the mutual learning process and exploit them for the next phases of the project (end of July 2022).

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4.8 Evaluation

The evaluation of the MLP will be implemented through a set of Key Performance Indicators (KPIs) in both qualitative and quantitative terms. Both the performance of the MLP and its achieved results will be evaluated. Those KPIs refer to the following aspects, while the complete set of them is annexed:

- QHelix actors involved in MLP;
- BLUEAIR's target groups involved in MLP;
- Feedback received (number of questionnaires);
- Increased knowledge of the participants regarding for instance EUSAIR, EU Innovation and Sectoral Policies, etc.;
- Increased abilities of the participants regarding for instance the alignment of innovation policies, etc.;
- Recommendations for improving MLP and other relevant activities in the future.



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4.9 Sustainability

Ensuring the sustainability of MLP during the implementation of Task 1.2 is important. It is intended the MLP to be also transferred to the following activities of the project and after its end. More specifically, for the sustainability of the MLP, the following actions should be carried out:

- The identification and assessment of the positive impact and the results of the MLP;
- Their continuity in the following activities and after the end of the BLUEAIR project;
- The identification of risks and potentials related to the sustainability of the MLP and the possibilities of their occurrence;
- The capacity of the stakeholders to sustain the positive impacts and results of MLP in the long term;
- The representation and inclusion of the factors of ADRION BG economy with major influence on sustainability (i.e., economic, environmental, social, etc.);
- The ability of the MLP to be self-supporting.

For ensuring the MLP's and BLUEAIR's sustainability is long-term, there are six major key factors to be considered:

- Long-term involvement and commitment of participants;
- Capacity building & cross-fertilization activities;
- Financing;
- Collaboration;
- Prioritisation and expansion of sectors;
- Regional/ADRION development

Further details on the aforementioned factors are given in the Annex.





5. Organization and technical aspects of CF WSs

Towards the conduction of the CF WSs in a unified format and the production of comparable results and maximized anticipated outputs, the following sections provide the guidelines for the preparation, organization, conduction, and the follow-up activities of the different regional CF WSs. Those WSs should realize the conception of the MLP and the CF WSs, managing to highlight the importance of innovation in a sustainable blue economy and the alignment of the relevant policies as well as the identification of the main challenges and opportunities for strengthening cooperation in the AIR towards innovation in a sustainable blue economy.

The CF WS Coordinators are responsible for the organization of the regional CF WS at national or regional scale. The CF WS Representatives oversee informing the attendees and the participants through presentations about BLUEAIR, the MLP on innovation policies related to blue economy, the BLUEAIR's process for a macro-regional cooperation on S3 and the blue economy and the process for the identification of the main challenges and opportunities for strengthening cooperation in the AIR towards innovation in a sustainable blue economy.

Apart from the aforementioned, the CF WSs should engage all relevant Qhelix actors in providing their relevant insights and encourage them to participate in the upcoming activities of the project. Q&A sessions and relevant discussion processes should be part of those events in order to maximize the expected outputs and optimize the current and/or future activities of the project. The partner responsible for the overall implementation and timeline of the CF WSs is the Technology Park Ljubljana Ltd along with the support of the University of Piraeus Research Center. The following figure (Figure X) presents the main phases of the organization and technical aspects of the CF WSs.

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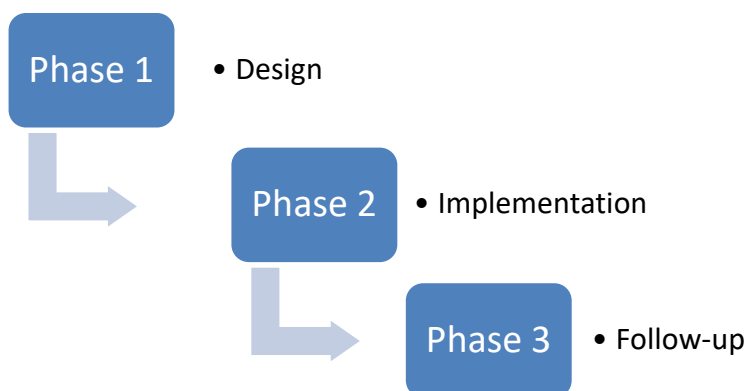


Figure 5: Phases of the Cross-Fertilizations Workshops.





5.1 Phase 1 – Design

The Design phase of the CF WSs include a series of activities that should be prepared before the implementation of the event in the PP's country / region. These activities are described in the following sections.

5.1.1 CF WS Host organization

Each PP should host the organization of one regional CF WS. The host organization is under the responsibility of the CF WS Coordinator. In some cases, PPs have supporting role at the organization of the workshop. Further details on the allocation of supporting role to some PPs, are given under the Section 4.5.1.

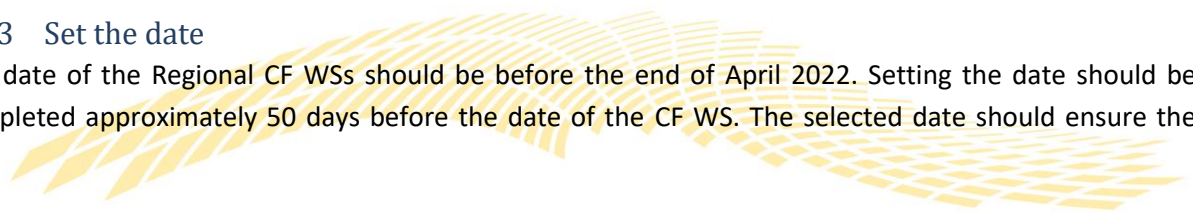
5.1.2 Select the venue

The CF WS coordinator should select a venue that is suitable in terms of accessibility, facilities, and equipment (i.e., laptop/computer for PowerPoint presentations, projector, microphone installations, chairs for the participants, podium for the speeches/presentations, etc.), space, room for catering, etc. The venue should also provide enough space for the desired number of participants in the event, considering the anticipated impact and the available budget for its organization. The above action should be done at least 40 days before the date of the WS. It is noted that the CF WS Coordinator should also consider the Covid-19 restrictions in the country / region, upon which due attention should be paid in order for the CF WS to be compliant with any corresponding security measures. To this end, brief instructions should be sent along with the relevant invitations/agenda for the safe conduction of the event.

The venue should also support the provision of beverages/soft drinks (coffee break) and catering (light snacks) for the participants and a secretarial spot, where secretarial support services will be provided. The room should be adjusted according to the number of participants, but also according to the event's requirements. The CF WS Coordinator should confirm the proper preparation of the room (placement of equipment, control of necessary equipment, configuration of space with desks and chairs, and the necessary dissemination materials for the event) at least 1 day prior to the event's date. Organizational details for selecting the venue are given in the Annex.

5.1.3 Set the date

The date of the Regional CF WSs should be before the end of April 2022. Setting the date should be completed approximately 50 days before the date of the CF WS. The selected date should ensure the



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presence of most of the invited stakeholders. It is recommended the CF WSs to be combined with other events related to the blue economy that may take place in the Region/Country in order to reach as much stakeholders as possible.

5.1.4 Identify the stakeholders – target group list

Before the organization of the CF WS, key actors and stakeholders involved in the relevant blue economy sectors and located in the region/country, should be identified, approached, involved, and further engaged to participate in the event. Those stakeholders should correspond to the affiliations provided in Section 4.2 (QHelix actors) as well as be involved in the blue economy areas indicated in Section 4.3.

Depending on the region/country, a large set of stakeholders located in the CF WS's area should be initially identified. For example, this 1st set may consist of around 100 potential stakeholders in order to ensure that an adequate number of them will eventually attend the event (e.g., 20 – 50 stakeholders). Engaging 30-50 of the invited stakeholders will ensure an adequate attendance of the BLUEAIR's MLP and eventually the provision of insights from at least 10-20 of them for the identification of the main challenges and opportunities for strengthening cooperation in the AIR towards innovation in a sustainable blue economy.

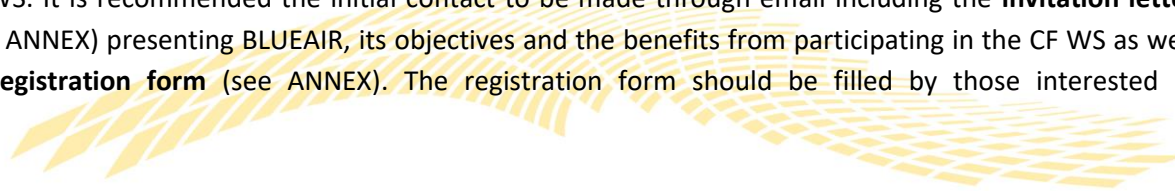
The identification of the stakeholders on National level is under the responsibility of the CF WS Coordinator, following the guidelines of the Technology Park Ljubljana Ltd and the University of Piraeus Research Center. The CF WS Coordinator should create a critical mass of participants and make any efforts needed to respect and ensure the balance between the affiliations of the QHelix actors. The participants may be stored in a matrix, provided in ANNEX "Identification of QHelix stakeholders tool".

BE CAREFUL: SMEs and Policy makers are the core component of the CF WSs and should be facilitated in their innovation endeavors. They need to constitute the largest proportion of the CF WSs.

Further details on how to identify the target groups of the CF WS, providing relevant selection criteria, and how to prepare the list of stakeholders are given in the Annex.

5.1.5 Invite stakeholders

Invite all the stakeholders identified by sending an **invitation email** accompanied with the **Agenda** of the CF WS. It is recommended the initial contact to be made through email including the **invitation letter** (see ANNEX) presenting BLUEAIR, its objectives and the benefits from participating in the CF WS as well as **registration form** (see ANNEX). The registration form should be filled by those interested in



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participating in the CF WS. Where necessary, the CF WS Coordinator should provide them additional information about the project and its processes.

For respecting the timeline, the stakeholders should be given a strict deadline for responding to the invitation and register themselves for the CF event. The goal is to complete the process in 30 days and the following process should be followed:

1. **Initial email** – giving information and requesting a response within 10 days
2. **Follow up call** – call the potential target in order to ensure that the mail was read 5 days after initial mail.
3. **Status after 10 days** - Gather the registration forms. If needed this procedure should be repeated once more
4. **Confirmation** – Contact with the registered stakeholders to confirm their participation in the WS (those who have stated that they will participate) 3 days before the event.

5.1.5.1 Define speakers/experts/facilitators

For the implementation of the CF events, different roles should be assigned to appropriate persons. Those roles include:

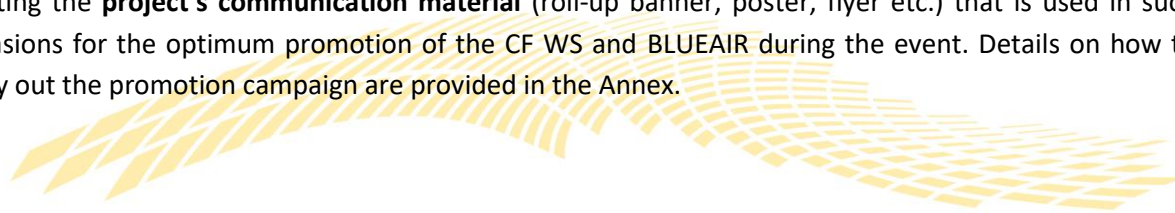
- **CF WS Coordinator** and Representative, responsible for the CF WS Organisation and the Agenda (1 person)
- **Facilitators** of working group sections (3 persons)
- **Keynote speakers/experts** in the BG sector coming from QHelix (3-4 persons) and BLUEAIR project. The speakers will be responsible for the preparation of their presentations.

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Guidelines and criteria for the identification and selection of the appropriate people for the aforementioned roles are given in the Annex. In case a speaker has not confirmed his/her presence at the event, he/she should be contacted by phone to find out if he/she intends to attend the event or not. Telephone contact must be made 10 days prior to the event. The purpose of the telephone communication is not only to confirm the participation of the official guests at the event, but also to encourage them, and to persuade them to join. So, the style of the phone call should be appropriate, and it would be good during the telephone communication to mention to each speaker the other speakers/experts invited.

5.1.5.2 Disseminate the CF WS

The CF WS Coordinator should promote and disseminate the WS through its **website, social media, direct emails and other media (i.e. press releases)**. Moreover, the CF WS Coordinator is responsible for printing the **project's communication material** (roll-up banner, poster, flyer etc.) that is used in such occasions for the optimum promotion of the CF WS and BLUEAIR during the event. Details on how to carry out the promotion campaign are provided in the Annex.





5.1.5.3 Duration of the CF WS

It is highly recommended each CF WS to **not last more than 2-3 hours**.

5.1.5.4 Prepare the CF WS Agenda

The content and the Agenda of each CF Workshop is the single most important part of each Workshop. It should offer balance between knowledge transfer and interesting and entertaining sessions. The content should be built having in mind the target audience of each event and their interests and needs. Moreover, each session of the event should align with the key messages and aims of the project.

To this end, at first the scope of the Event should be defined and then prepare the event agenda and the invitation (see an example below). The topics of each CF WS may be discussed in advance with Technology Park Ljubljana Ltd. and the University Of Piraeus Research Center.

It is recommended that the communication activities with the stakeholders enlisted (Section 3.3.1.4) should start at least 1 month prior to the event, to start to co-formulate the event's agenda which will include thematic sections related to each topic of the Agenda.

An indicative Agenda for the CF WS is given in the Annex, while the topics should be in line with the keynote speakers.

5.2 Phase 2 – Implementation

The Implementation phase of the CF WSs include the following series of activities to be taken in each PP's region / country.

5.2.1 Delivery of participants' kit

It is recommended the placement of any communication material and participants' kit (i.e., posters, flyers, folders, etc.) in the venue 1 day before the event. The material should be placed in a prominent place so that they can be easily seen.

5.2.2 Catering services

The catering services should be organized at least 15 days before the date of the event. The catering should be adapted to the requirements of the event.

During the event, the coffee break and light lunch services (Lunch break) should be offered for the expected number of participants. The catering services should be provided in accordance with the rules



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of hygiene and quality assurance, while the products should be perfectly prepared and distributed. The service should be discreet and with professionalism.

Prior to the event, the CF WS Coordinator should ensure for:

- The completion of the delivery of the products, the installation of all the necessary catering equipment as well as the placement of the products, at least half an hour before the foreseen catering time.
- The adequacy of products in relation to the number of participants
- The excellent quality of the products, without defects.

5.2.3 Tips during the event

For the successful implementation of the CF WSs, a set of tips are provided for the CF WS Coordinator / Representative and the CF WS Facilitator:

- ✓ Try to keep the events interactive
- ✓ Collect the feedback questionnaires dully completed by all the participants
- ✓ Encourage as much stakeholders as possible to join
- ✓ Engage participants to future project activities
- ✓ Note what went right and what wrong
- ✓ Start the preparatory activities one month before the event
- ✓ Arrive early to the venue (90 min before) and set everything up
- ✓ One day before the CF WS, go to the venue and check if everything is ready
- ✓ Make everybody feel invited and comfortable during the event
- ✓ Build relationships and maintain regular contact with all the participants of the CF WS
- ✓ Understand members' expectations and constraints
- ✓ Seek feedback from the participants on the effectiveness of the CF WS and how it could be improved.
- ✓ Make sure that all the necessary information concerning the BLUEAIR is circulated to the participants
- ✓ Keep them up-to-date concerning the upcoming project's activities

During the event, the participants (participating in person) should sign the relevant list of participants (see ANNEX).





5.2.4 Notes of the CF WS and documentation

During the CF WS, the CF WS Coordinator Representative is responsible to keep notes that will be included in the **report** (see ANNEX) of each CF WS and take **photos** that will assist in the dissemination and follow-up of the WS.

5.3 Phase 3 – Follow-up

The Follow-up phase of the CF WS includes the following series of activities to be taken in each region / country.

5.3.1 Post event dissemination activities

Each PP should prepare a post-event article and disseminate it through its website, social media and local media. PPs should also send “thank you” emails to all the participants of the Event. The methodology may be the same followed under the design phase.

5.3.2 Evaluation of the CF WS’s performance by the CF WS Coordinators

The Performance Evaluation of the CF WS is recommended to follow a set of Key Performance Indicators (KPIs). A corresponding survey should be shared with the event’s participants after its conduction. The evaluation of the CF WS’s performance should be elaborated by the CF WS Coordinators and should be included in the Minutes Report of the CF WS (DT1.2.3 see ANNEX).

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5.3.3 Satisfaction evaluation of the CF WS’s performance by the participants

The Satisfaction Evaluation of the CF WS is recommended to follow the below indicators:

- General organization, venue, duration of the CF WS
- Topics discussed and their relevance to participants’ interests, needs and expectations
- Speakers, presentations, and facilitators
- Discussion topics / Working groups
- Knowledge and abilities acquired
- Engagement
- Future use of knowledge, skills and abilities gained

The Satisfaction Evaluation Form should be completed by the participants of the CF WSs using an **online questionnaire** (see ANNEX). The input should be analyzed by the CF WS Coordinators and the results should be included in the Minutes Report of the CF WS. In the following link there is an indicative

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satisfaction questionnaire <https://forms.gle/PpTQtACAwT2gapXi6>, which is recommended to be translated in local language before delivering it to the participants.

5.3.4 Archive of event's material

Each PP should collect all relevant documents (i.e., Agenda, presentations, photos, signed list of participants-Registration sheet, notes etc.). Within 2 weeks after the event, the CF WS coordinator should collect and archiving of the material of the event both through his participation in the event and through the available communication channels (i.e., cloud applications, email, USB-sticks, CD / DVD etc.) and the preparation and delivery of reports. Specifically, the material that will be archived includes:

- The photos of the event
- The dissemination material of the event
- The list of participants
- The speeches and presentations delivered at the event
- List of media in which the event was published or the press release of the event

5.3.5 Preparing the Minutes Report

The CF WS Coordinator should elaborate the DT1.2.3 Report (proceedings), concerning the follow-up report of the CF WS. This Report should follow the specific **template** (see ANNEX folder) and should be sent to the Activity leader Technology Park Ljubljana Ltd. The Report should be sent by the end of April 2022 to UPRC.

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5.3.6 Indicative timeline

There is an indicative timeline for completing the activities recommended for the design, implementation, and follow-up activities of the CF WSs. This timeline is annexed.



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6. Methods and tools for the CF WSs

The recommended methods and tools for the implementation of the CF WSs should successfully involve QHelix actors, engage them and encourage them to interact with each other, learn from each other and exchange their insights (feedback) regarding the importance of the **BG innovation policies and the identification of the main challenges and opportunities for strengthening cooperation in the Adriatic-Ionian region towards innovation in a sustainable blue economy.**

Regarding the Content of the CF WSs as described in Section 4.4, the following sections provide details on the methods and tools that should be used in a common unified format and should ensure the production of comparable results to be reported. As mentioned in Section 4.4, the CF WSs may have three main parts:

- **1st Part: Introduction to EUSAIR, policies & sector state of the art.**
Aim: Provide them basic information on EUSAIR, the focused sector(s), the organization and implementation of the S3 process in the country/region/EU.
- **2nd Part: Setting the scene for the BLUEAIR macro-regional s3 cooperation process on blue growth**
Aim: Provide practical information on the key elements of a macro-regional S3 cooperation process and structure in BLUEAIR region and how QHelix actors can get involved in the S3 revision processes for the new programming period.
- **3rd Part: Towards transnational cooperation in blue growth innovation**
Aim: Involve and engage QHelix actors to provide feedback over the challenges and opportunities for leading towards transnational cooperation in Blue Growth innovation.

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In Section 3.2.3 has been highlighted that the recommended methods and tools have been selected according to their suitability for (a) encouraging the participating stakeholders to exchange ideas, experiences, knowledge, and insights, (b) engaging stakeholders and ensure the insights (feedback) to be received (i.e., questionnaires (semi-structured), opinion polls, input givers, break-out rooms, etc.), and (c) encouraging interaction between the stakeholders in order for them to learn from each other and listen to each other. Such methods and tools may be:

- Discussion Topics;
- Working Groups;
- Polls;
- Online Feedback Questionnaire;
- Presentations;
- Plenary Discussions;
- MIRO board;
- SLIDO;



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These methods and tools should follow a **common format** and should be used to answer the topics indicated in Section 4.4. Further details on the methods and tools that may be used for the implementation of the CD WSs, are given in the following sections.

6.1 Fostering Exchange and Engagement

The first two parts of the CF WSs refer to the provision of basic and practical information. To this end, the most appropriate **methods and tools** are (a) presentations and (b) plenary discussions.

6.1.1 Presentations

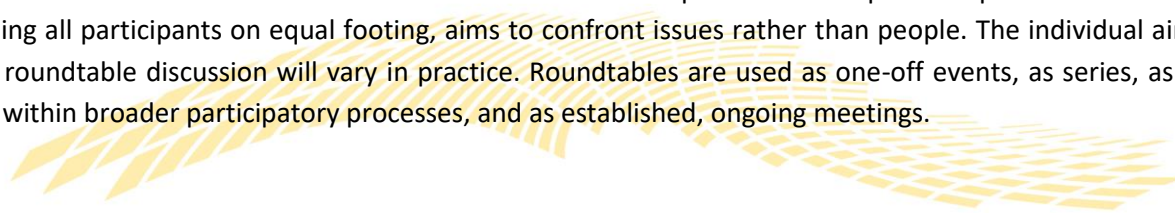
The presentation of the BLUEAIR project should be prepared by the CF WS Coordinator Representative and the other presentations by the invited speakers according to the agenda. The presentations should be developed in the local language. The working language of the event is suggested to be the National.

Indicatively, the following practices should be followed during the preparation of the presentations:

- Use, to the extent possible, interesting/customized material.
- Maintain a simple and easy-to-understand presentation.
- Minimize the use of numbers as much as possible / avoid public fatigue.
- Timing the presentation and minimize its duration.
- Take a break where needed.
- Use vibrant but not excessive colours.
- Import images and create an interactive environment.
- Modify the content according to the type of audience.

6.1.2 Roundtable/Plenary Discussions

Roundtable discussions/Plenary discussions are small group, often closed, deliberative techniques where ideas are equally exchanged by participants on a given topic. Roundtable Discussions are small group discussions where everybody has an equal right to participate. This method may encompass a number of different formats; roundtables are a form of academic discussion, used as a technique for community and public engagement, and may also be used by organizations and businesses. The general purpose of a roundtable is to hold a close discussion and exploration of a specific topic. A roundtable, holding all participants on equal footing, aims to confront issues rather than people. The individual aim of a roundtable discussion will vary in practice. Roundtables are used as one-off events, as series, as a tool within broader participatory processes, and as established, ongoing meetings.





More information <https://participedia.net/method/5309>

6.2 Collecting feedback

The third part of the CF WSs refers to the practical involvement of the stakeholders to **provide their insights (feedback)** over the main challenges and opportunities towards transnational / macro-regional cooperation in Blue Growth innovation. The most appropriate tools and methods are (a) Discussion topics / Working Groups, (b) online feedback questionnaire, (c) MIRO, and (d) SLIDO.

6.2.1 Feedback questionnaire

An adjusted feedback questionnaire is dedicated to the collection of the participants' insights either during the CF WS or by email. The questionnaire is divided into 4 main parts:

1. Profiling – Personal information: The questions aim at collecting information about the participants and specifically the QHelix type and the blue economy sector that they represent.
2. Challenges/needs/strategic importance: The questions aim at identifying the regional challenges for innovation in a sustainable blue economy and those related to strengthening a macro-regional cooperation towards innovation in a sustainable blue economy.
3. Opportunities: The questions aim at identifying the regional opportunities for innovation in a sustainable blue economy and those related to strengthening a macro-regional cooperation towards innovation in a sustainable blue economy.
4. Collaboration and cooperation: The questions aim at identifying the regional actions/solutions that can be undertaken for strengthening a macro-regional cooperation towards innovation in a sustainable blue economy.

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The detailed feedback questionnaire is annexed and should be used by all regional CF WSs.

6.2.2 Working groups / Discussion topics

A working group is a group of National/Regional experts working together to achieve specified goals. The groups are domain-specific and focus on discussion or activity around a specific subject area.

Working group: Refers to a group of QHelix actors coming from the same Region/Country and operating in Blue Growth focused sectors, in order to exchange their experiences, provide their insights and commonly identify the main challenges and opportunities of BG S3 macro-regional cooperation for innovation.



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During the CF WSs is proposed the participants to be split in **three working groups/discussion topics** (respecting their expression of interest during the pre-registration). Each working group/discussion topic should be composed of **8-10 people and one facilitator**. Each working group session may last at about 15 mins, while at the end of each working group/discussion topic, a follow-up of the main results provided should be presented by the facilitator. During these, other supportive tools may be used (MIRO, SLIDO etc.)

The recommended Working Groups / Discussion Topics for each CF WS are the following:

- Working group/Discussion Topic 1: Regional Challenges/Needs/Strategic importance
- Working group/Discussion Topic 2: Opportunities
- Working group/Discussion Topic 3: Collaboration and cooperation

It is recommended the working groups/discussion topics to be held in parallel. In case that this is not possible due to lower participation in the CF WS in total, the working groups/discussion topics may take place in sequence with the participation of all the participants in all the working groups/discussion topics (see next sub-section). The working language should be the local language.

The CF Coordinator should ensure the involvement of important National stakeholders from all fields of reference. The WG/Discussion topics should give valuable input and feedback in the identification of the challenges and opportunities of S3 macro-regional cooperation for innovation in a sustainable blue economy.

The main objective of this Group is to strengthen the cooperation between public and private institutions for applying the BLUEAIR mutual learning process and commonly identify the challenges and opportunities of BG S3 macro-regional cooperation for innovation.

To this end, the CF WS Facilitator is expected to:

- ✓ Introduce the participants to the scope of the working group, how it is structured and how you will work together
- ✓ Foster discussion over the topic discussed
- ✓ Keep notes
- ✓ Follow-up and present the results of the working group/discussion topics during a plenary discussion
- ✓ Encourage the more introvert participants to express themselves
- ✓ Exploit the most extrovert participants
- ✓ Make the facilitation as much interactive as possible using polls, etc.
- ✓ Be prepared before the CF WS over the discussion topic
- ✓ Use your communication skills
- ✓ Cover and use all the questions recommended

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- ✓ Identify the most important challenges/opportunities/actions towards BG S3 macro-regional cooperation for innovation
- ✓ Know the audience in advance
- ✓ Try to make participants feel invited and comfortable
- ✓ Keep the discussion ongoing and guarantee that all agenda points are covered
- ✓ Control the time allocated to each topic and to the entire discussion
- ✓ Guarantee that unclarities are cleared
- ✓ Seek insights/feedback from all the individuals participating and ensure that the discussion stays focused
- ✓ Encourage discussion among the participants
- ✓ Gain the confidence and trust of the participants

Further details and tips on how to hold successful Working Groups/Discussion Topics addressed to the CF WS Coordinator are given in the Annex.

6.2.3 Polls

Polls allow facilitators to interact with the audience (participants of the working groups) in real-time, which makes the feedback collection more inclusive and engaging. They are easy to use – simply ask the audience a poll question and they will vote, or submit, their insights using their smartphones. However, the role of the CF WS Facilitators remains important in order for the recommended methods and tools to be successful.

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Polls can be used to:

1. Learn something about the attendees
2. Get feedback on the events through surveys
3. Get ideas for the next events/teleconferences/etc.
4. Engage the audience

Indicative tools for implementing polls is SLIDO and MIRO.

6.2.3.1 Slido

Slido enables the engagement of the participants, capture their views and make everyone feel connected. Using SLIDO, the CF WS Facilitator can:

- **Engage the audience with live polls:** Make the working groups/discussion topics more interactive by polling the audience in real time. Live polls are an easy way to kick-start the conversation, check knowledge or get instant feedback.



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- **Make learning fun with live quizzes:** Design a fun quiz that fits your topic. It may be used to break the ice, recap the content, entertain or test the attendees.
- **Gain valuable insights about the audience:** Discover what topics resonate with the audience and use it to fuel the decisions. Slido Analytics lets CF Coordinators view, analyze, and export all the interaction data from the CF WS and the meeting.
- **New way to brainstorm ideas:** Collect and curate the best ideas from the participants, especially when summarizing the key learnings from the working group/discussion topic.

For more information <https://www.sli.do/>

6.2.3.2 Miro

Miro is a digital whiteboard that makes it easy to collaborate with others. The software allows to create notes and designs, move things around, and communicate through embedded video calls or online chats. The tool also comes with a series of pre-built templates that can inspire or serve as a starting place for the working group.

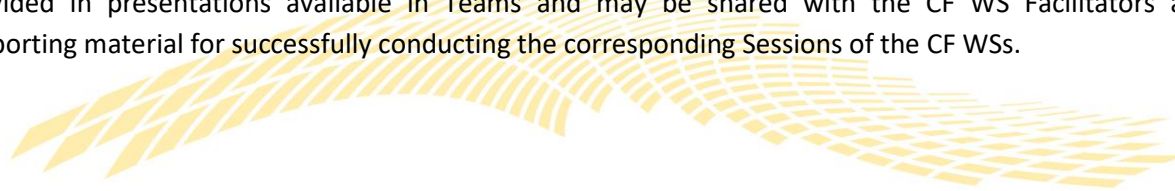
Some common uses of Miro include:

- Creating a list of ideas or topics to focus on for the working group/discussion topic
- Developing a user story
- Identifying the challenges, opportunities, and actions towards cooperation in BG innovation
- Running a more engaging or innovative working group/discussion topic

More information and guidelines for keeping an interactive workshop activities for virtual collaboration using MIRO can be found here <https://miro.com/blog/virtual-workshop-activities/>

7. Training materials for the CF WSs

Corresponding training materials have been developed from the Living Prospects Ltd, external expert of the University of Piraeus Research Center, for the comprehensive understanding of the information and details provided in Sections 2, 3 and 4. The training materials has been presented in the Train-the-Trainers Workshop held in Podgorica, Montenegro, at the 10th of March 2022. The training materials are provided in presentations available in Teams and may be shared with the CF WS Facilitators as supporting material for successfully conducting the corresponding Sessions of the CF WSs.



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The training materials are aligned to the working definitions provided in Section 3.2.5.1 and are composed in three main topics, with the following content:

1. Topic: BLUEAIR Mutual Learning Process

Contents

- ✓ Mutual learning process:
- ✓ Working definition & process
- ✓ Specific objectives
- ✓ Primary focus areas
- ✓ Stakeholders
- ✓ Performance Evaluation
- ✓ Sustainability
- ✓ Timeline
- ✓ Coordination

2. Topic: CF WS Organization

Contents

- ✓ Definition of Cross-Fertilisation workshops
- ✓ Workshop Coordinators – Role of the partners
- ✓ Variations among Regions/Countries - BLUEAIR Blue Growth sectors
- ✓ What CF WS Coordinators will receive?
- ✓ Phases of CF Workshops – Step by Step implementation
- ✓ Proposed Agenda / Content of CF Workshops
- ✓ Expertise required
- ✓ DT1.2.3 Country Report Contents
- ✓ Feedback questionnaire formats and Content

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3. Topic: Macro-Regional S3 on Blue Growth in the ADRION area

Contents

- ✓ The BLUEAIR project
- ✓ Introduction to EUSAIR and Pillar 1: Blue Growth
- ✓ Overview of EU Policies for Sustainable Blue Growth
- ✓ BLUEAIR Bleu primary sectors
- ✓ Qhelix actors for innovation
- ✓ Introduction to the BLUEAIR macro-regional S3 cooperation process in Regional/National and ADRION level



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- ✓ Main elements/principles of macro-regional cooperation in smart specialisation process under BLUEAIR

4. Topic: Identifying challenges and opportunities towards transnational cooperation in blue growth innovation

Contents

- ✓ Working definitions
- ✓ What is expected by the facilitators
- ✓ Facilitating a working group
- ✓ Feedback questions – Challenges, Opportunities, Cooperation
- ✓ Tools and methods for receiving feedback

7.1 Sources for further reading

PPs, APs, and any assigned CF WS Facilitator may use the following sources for gaining further information regarding the CF WSs and the topics to be discussed during the latter:

- BLUEAIR DT1.1.3 Training Needs Assessment
- BLUEAIR DT2.1.1 Identification of Blue Growth Areas
- BLUEAIR DT1.2.1 Guidebook for CF events
- <https://blueair.adrioninterreg.eu/>
- EUSAIR <https://www.adriatic-ionian.eu/about-eusair/>
- EUSAIR Flagship Pillar 1: Blue Growth <https://www.adriatic-ionian.eu/2020/05/29/eusair-flagships-defined-within-pillar-1-blue-growth/>
- approach for a sustainable blue economy in the EU https://ec.europa.eu/oceans-and-fisheries/ocean/blue-economy/sustainable-blue-economy_en





Annex

A. Key Performance Indicators (KPIs) of MLP

The following table (Table X) presents the KPIs for the evaluation of MLP.

Table 7: Key Performance Indicators (KPIs) for the evaluation of the mutual learning process.

KEY PERFORMANCE INDICATORS	
Partner Name	
KEY ACTORS INVOLVED IN THE MUTUAL LEARNING PROCESS	
Number of people coming from 'Scientific Institutions'	
Number of people coming from 'Public Administrations'	
Number of people coming from 'Civil Society'	
Number of people coming from 'Economic Actors'	
KEY ACTORS INVOLVED IN THE MUTUAL LEARNING PROCESS	
Number of participants coming from 'Regional public authorities'	
Number of participants coming from 'National public authorities'	
Number of participants coming from 'Local public authorities'	
Number of participants coming from 'Higher education & research'	
Number of participants coming from 'Business supporting organizations'	
Number of participants coming from 'Sectoral agencies'	
Number of participants coming from 'Interest groups including NGOs'	
Number of participants coming from 'Enterprises'	
Number of participants coming from 'SMEs'	
Number of participants coming from 'International Organizations under national law'	
Number of participants coming from 'International Organizations under international law'	
Number of participants coming from 'General public'	
FEEDBACK RECEIVED	
Number of printed feedback questionnaires collected	
Number of online feedback questionnaires collected	
Number of CF WSs organized	
PERFORMANCE OF THE MUTUAL LEARNING PROCESS	

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Please indicate whether you think Mutual Learning Process in general has resulted in any of the following impacts on participants' performance.

	Very relevant	Relevant	Neutral	Irrelevant	Very Irrelevant
Increased knowledge on EUSAIR (EU Strategy for Adriatic-Ionian Region) framework					
Increased knowledge on EU Innovation & Sectoral Policies					
Increased knowledge on EU funding instruments for blue growth innovation					
Increased knowledge on Regional/National S3 innovation policy process					
Increased knowledge on BLUEAIR macro-regional S3 cooperation process in Regional/National and ADRION level					
Increased knowledge on My role in QHelix Model for Blue Innovation					
Increased ability to Align Regional/National S3 innovation policy with Macro-regional cooperation S3 priorities					
Increased ability to Cooperate/Collaborate/Exchange with QHelix actors to find Joint solutions & Innovative projects addressing Regional & Macro-regional challenges					
Increased ability to Be part of Regional & Macro-Regional innovation ecosystems in BG Innovation					
Increased ability to Better understand the BLUEAIR's Blue Sectors and trends					
Increased ability to Join Blue Innovation Networks, Platforms, and partnerships for innovation					
Increased ability to Explore funding opportunities for collaborative projects in Regional & Macro-regional level					

INDICATORY CATEGORY : RECOMMENDATIONS FOR IMPROVEMENT

In your view, what actions implemented in the Mutual Learning Process were the most efficient and most inefficient in engaging stakeholders? What do you think can be improved?	
In your view, what actions implemented in the Mutual Learning Process were the most efficient and most inefficient in general organization, design, conceptualization, and coordination? What do you think can be improved?	
In your view, CF WS were indeed the most efficient way in receiving feedback from the stakeholders? What do you think can be improved?	
Can you think of any specific activity to improve the	

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mutual learning process that was not currently foreseen in the scope of the project?	
Have you received any feedback from participants on how the BLUEAIR mutual learning process can be improved?	

B. Indicative topics for plenary discussions

■ Introduction to EUSAIR, policies & sector state of the art

Provision of basic information on EUSAIR, how it works, its structures and activities that encourage macro-regional cooperation towards innovation. Indicative topics of this plenary discussion could be:

- What is EUSAIR (EU Strategy for Adriatic-Ionian Region)?
- How EUSAIR works?
- How EUSAIR is structured?
- Which are the EUSAIR activities that could be used to encourage macro-regional innovation cooperation in practice?
- What is possible to be achieved through a macro-regional framework like EUSAIR? (Best practices in transnational innovation policy and/or management)
- Which are the limitations of a framework such as EUSAIR, considering specific BLUEAIR challenges?
- Which are other EU Innovation Policies, Sectoral Policies & Funding Programmes for BG Innovation?
- Which are the main trends, challenges and ecosystems of the sector(s) focused?

■ Setting the scene for the BLUEAIR macro-regional s3 cooperation process on blue growth

Provision of information on key elements of the process and structure of a macro-regional S3 cooperation in the AIR, how QHelix actors can get involved in these processes in the new programming period and their importance for obtaining funding for cooperation projects. Indicative topics of this plenary discussion could be:

- Why the process and structures of a macro-regional S3 cooperation in the AIR matter? (i.e., for cooperation projects, for access to funding for cooperation projects, for innovation, etc.)
- Which is the S3 innovation policy process in the region/country?
- Why cooperation among QHelix actors is important?
- Which is the BLUEAIR macro-regional S3 cooperation process in Regional/National and AIR level? (BLUEAIR has a wide range of Deliverables through which attempts the strengthening of macro-regional cooperation for blue economy innovation)
- How QHelix actors can get involved in the organisation of the S3 process in their country/region? (i.e., participate in project events and provide feedback, join the Innovation Community, etc.)



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f) Which are the main elements/principles of macro-regional cooperation in smart specialisation process under BLUEAIR? (i.e., Cooperation/exchange between S3 regions/countries on common S3 priorities addressing common macro-regional challenges and opportunities; Establishment of a macro-regional innovation ecosystem in BG Innovation; Knowledge capacity on BLUEAIR thematic areas for macro-regional cooperation; Integration into EU S3 Thematic platforms, partnerships, networks and transnational value chain development; Knowledge over funding opportunities, access to funding opportunities for effective interregional collaborative projects, etc.)

■ Towards transnational / macro-regional cooperation in Blue Growth innovation

Active involvement and engagement of the stakeholders to identify the challenges and opportunities for a macro-regional cooperation towards innovation in a sustainable blue economy. This topic should be supported through facilitation, discussions and other methods and tools (i.e. discussion topics, working groups, polls, online feedback questionnaire, MIRO, SLIDO etc.). It should be highlighted to the participants that the establishment of such a macro-regional cooperation requires joined efforts (i.e., cooperation between S3 regions/countries on common S3 priorities; establishment of a macro-regional innovation ecosystem; integration into EU S3 Thematic platforms and partnerships and value chain development). The following topics may support the identification of these challenges and opportunities as well as of relevant actions/solutions towards such a cooperation:

- a) **CHALLENGES:** Which are the challenges of the BLUEAIR sector(s) related to Sustainable Blue Growth and Innovation in your country / region and the AIR Region. Which are the most important?
- b) **OPPORTUNITIES:** Which are the opportunities of the BLUEAIR sector(s) related to Sustainable Blue Growth and Innovation in your country / region and the AIR Region? Which are the most important?
- c) **COOPERATION:** Which are the actions addressing the above-mentioned challenges? Which are the most important? Which are the actions towards transnational cooperation in blue growth innovation in the focused sector(s)? Which are the most important?

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C. Working definitions on the topics of plenary discussions

The CF WS Coordinator and CF WS Facilitator should be well-informed about the topics that will be discussed during the plenary discussions and the Discussion Topics / Working Groups. These topics should also be clear to the participants of the CF WSS. To this end, a set of working definitions are given in the following sections according to which the collection of the stakeholders' insights should be aligned.

■ BLUEAIR – Towards Blue Growth S3 in the Adriatic-Ionian Region

Regions and countries overlooking the same seas need harmonized Blue Growth policies to plan future innovation initiatives on topics such as fisheries and aquaculture, maritime transport, water pollution, energy connectivity, marine environment protection, promotion of sustainable tourism etc. Through the

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development of a Macro-Regional S3 on Blue Growth and the setting up of a dedicated Innovation Community, BLUEAIR aims at enhancing institutional capacities of ADRION territories in the definition of a common S3 policy on Blue Growth and guaranteeing the alignment of local initiatives with the EUSAIR strategy. Adopting a coordinated approach will improve administrative capacities, innovativeness, and economic development for participating territories as well as for the whole Adriatic-Ionian area. Through this survey, it is attempted to explore the interest of Blue Growth innovation actors for macro-regional cooperation and identify challenges and opportunities regarding macro-regional cooperation in Blue-Growth Smart Specialization.

■ Macro-regional cooperation

Due to increased needs of the European countries located in the same geographic region to cooperate on shared challenges and opportunities across borders has led to the need for macro-regional cooperation. At an organizational level below EU and above national / regional scale, the macro-regional cooperation is formalized through the framework of EU macro-regional strategies. Countries benefit from strengthened cooperation, with the aim of making their policies more efficient than having addressed the issues in isolation. An EU macro-regional strategy can be supported by EU funds, including the European Structural and Investment Funds.

■ Regional and macro-regional Smart Specialization

In the following years, the EU policy framework for Smart Specialization is widely expected to focus on interregional collaboration through aligning regional S3 priorities and innovation investment efforts, and to help regions (and their industries) to draw on their collective strengths and common challenges to carve out new innovation-focused value chain opportunities.

■ Cross-fertilization Workshops

In the BLUEAIR project, 9 Regional and 1 International Cross-fertilization events are conducted with the aim to stimulate interaction or interchange between Regional/ADRION actors of QHelix Model for Blue Growth Innovation to mutually understand the importance of BG innovation policies, mutually be benefitted and mutually contribute to the identification of the main challenges and opportunities for strengthening Regional and Macro-regional cooperation on Smart Specialization in Sustainable Blue Economy.

D. Tips for successful insights / feedback collection

Some useful tips for the successful collection of feedback during the plenary discussions and the Working Groups (WG)/Discussion Topics (DT) are the following:

- ✓ In case WG/DT are selected for achieving the objectives of the CF WS, the facilitators should try to keep the participants interactive;

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- ✓ The WG/DT may be held either in parallel or in sequence. This depends on the number of the participants per CF WS and if they can be split up in 3 groups;
- ✓ In case of parallel WG/DT, it is recommended each WG/DT to gather up to 8-10 persons in order for all the participants to have the opportunity to express their thoughts;
- ✓ In case of collecting the feedback questionnaires via email, at least 10 questionnaires completed and valid should be collected;
- ✓ Encourage as more stakeholders as possible to actively participate;
- ✓ It is highly recommended to hold the CF WS's facilitation in local language;
- ✓ It is highly recommended the online feedback questionnaire to be translated in local language;
- ✓ It is highly recommended to share in advance the discussion topics along with the registration form and ask the participants to select one WG/DT in which they would prefer to participate.

E. Working definitions for ensuring Sustainability

■ Long-term involvement and commitment of participants

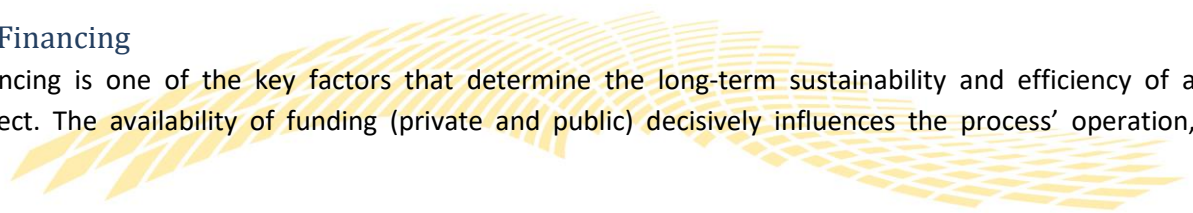
The positive effect of mutual learning process is mainly based on the type of participants involved and engaged in the cross-fertilization activities. This requires a mobilisation of potential stakeholders from the whole value chain by continuously enlisting new stakeholders in the cross-fertilization activities as well as identifying and integrating in the process additional competences and added value. To ensure that more players of the Blue Growth value chain will be involved in the mutual learning process, the most relevant key actors in the region should show some interest in the participation in CF activities and should become actively involved and engaged. Moreover, involving new stakeholders in the project's activities and the macro-region S3 process on a long-term basis should be ensured.

■ Capacity building & cross-fertilization activities

The activities foreseen under the mutual learning process is of decisive importance for the sustainability of the MLP. The process can only attract new stakeholders and retain its already engaged ones in the long term if it succeeds in implementing activities that address their challenges and opportunities. The more concrete the benefits to stakeholders are from participating in the BLUEAIR activities and mutual learning process, the greater their engagement in the project. As already mentioned, cooperation among QHelix actors is the one of the main objectives of BLUEAIR. To this end, particular attention should be given to their needs during the CF activities and other project activities, and highlight to them that they can have concrete competitive advantages and additional benefits from participating in BLUEAIR.

■ Financing

Financing is one of the key factors that determine the long-term sustainability and efficiency of a project. The availability of funding (private and public) decisively influences the process' operation,



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efficiency, and sustainability. Therefore, a solid financing plan that ensures sustainability is particularly important for BLUEAIR mutual learning process. BLUEAIR management Team needs to continuously secure and look for new funds in order to have a financially balanced and stabilized process such as financing of the process under other EU programmes.

■ Collaboration

Innovative companies need reliable relationships of cooperation with other partners from the economic and research community to maintain their competitive edge in the long run. Therefore, BLUEAIR mutual learning process and macro-regional cooperation should keep fostering innovation, technology transfer, cooperation opportunities and sharing of know-how among companies and among companies and RTOs. One way for achieving this kind of dynamic is the development of protocol agreements, matchmaking events, etc. among the current and future stakeholders ensuring the long term support of businesses for innovation.

■ Prioritisation and expansion of sectors

MLP does not only bundle existing CF sector-specific competences, however, contributes (via the International CF WS) to the development and further evolvement of other blue cross-sectoral interactions. This makes a quick and adequate response to economic, technological, and other external changes possible. It also allows the development of new markets, local, regional and international ones, which require the intensification of collaborative and interdisciplinary technology and product development. BLUEAIR CF WSs and macro-regional cooperation process for BG Innovation already focus on creating cross-sectoral cooperation that would support the BG IP.

■ Regional/ADRION development

Cooperation has the potential to influence a region's competitiveness through the increase of the productivity and innovation aspects of companies involved. An intensive constant interaction is crucial, apart from the presence of companies, R&D institutions, and other organisations (business support organisations, public sector, NGOs, etc.) of the same or other several interrelated sectors. Enhanced relations of cooperation also among companies can also lead to further structures and options for cooperation which positively influence regional development. In this context, joint dialogue and cooperation between the political, economic and scientific communities (QHelix) is crucial



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F. Organizational details for selecting the venue of the CF WS

It is noted that in the case of Hybrid or online format of the CF WS, an online platform should be used in parallel (i.e., MS Teams/ Cisco Webex/ Zoom) for supporting the remote event. The platform selected should:

- ✓ Be able to host guests without the latter should have any account for the platform (username/password);
- ✓ Support participants connecting both through a browser and through an application in different environments such as computers, smart phones, tablets;
- ✓ Be able to support at least 20 participants at a time;
- ✓ Support at least 10 hours of continuous use without interruption;
- ✓ Allow recording and storing the video conference in MP4 format up to at least 1GB in any cloud service;
- ✓ Support high-definition video (HD video) and audio (HD voice);
- ✓ Support Simultaneous Screen Share;
- ✓ Support a waiting room for participants (Waiting Room);
- ✓ Be able to exchange messages between the participants (chat);
- ✓ Support the management of the video conference by the administrator such as start/download recording, mute microphones, encryption, chat control, etc.;
- ✓ Ensure that the connection is secure (Secure Socket Layer (SSL) encryption, AES 256 bits encryption).

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G. Identification of potential participants

■ Identifying target groups of the CF WSs – step 1

The first step is to identify the National organizations that are related to blue economy innovation and can provide their insights over the challenges and opportunities for strengthening cooperation in the AIR towards innovation in a sustainable blue economy. The search will be done through **desktop research**.

Suggested sources that should be utilized in this search are:

- **Completed projects related to the blue economy.** Some indicative sources of information for those projects include:
 - CORDIS, primary portal for results of EU-funded research projects www.cordis.europa.eu
 - KEEP, database of Interregional cooperation funded projects www.keep.eu
 - List of Regionally Funded projects related to the blue economy
- **List of stakeholders** with organizations and members of clusters/networks etc. related to the blue economy
- **List of participants** from other events (conferences, B2B meetings) related to the blue economy
- **List of supported ventures** from VC funds, Incubators, or accelerators.
- **Previous successful collaboration** developed from the project partners through other relevant projects.

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- Relevant stakeholders and those (and not) participated in **previous project activities**
- **Other source** such as IT companies, Aquaculture, Shipping, Ports, National/ local public bodies in charge of the regulations etc. related to the blue economy

Identification criteria for the selection of stakeholders

The identification criteria of stakeholders for the regional/National CF WSs include the following:

- Correspond to QHelix Model;
- Potential and proven interest in the BLUEAIR MLP and its objectives;
- Having benefits from the activities of BLUEAIR;
- Involvement in the blue economy. The stakeholders should have a clear involvement in the blue economy and especially the sectors, activities and technologies that the project focuses on. Those are organizations that already operate in the blue economy and/or in other relevant cross-cutting sectors that can bring added value to it. For each stakeholder identified, the CF WS Coordinator should be able to clearly define:
 - The specific sector of the blue economy that the stakeholder is already involved or could be involved in
 - The role or the potential role of the stakeholder in the blue economy value chain
- Located in the country, where the CF WS is taking place (ADRION programme's eligible areas only).

It should be noted that the identification criteria may vary per country according to the local business and economic environment.

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▪ **List of stakeholders – step 2**

Prepare a pool of at least 100 National stakeholders following the abovementioned identification criteria by filling out the form in ANNEX folder in an excel format (ANNEX folder - 2. Identification of stakeholders Tool_Template.xlsx). That tool contributes to justify the identification of each stakeholder (i.e., name of the organization, type of organization, website, name of contact person, contact email, contact telephone) as well as it facilitates the communications with them.

H. Invitation letter

The following is an indicative invitation letter addressed to potential participants, speakers, etc. It is also provided in the Annex folder.

Dear,

We write to you as the contact person of the (Project Partner.....) of BLUEAIR project -Towards Blue Growth S3 in the Adriatic-Ionian Region in order to kindly invite you to take part in an important stakeholder consultation initiative.



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Your contribution and priorities will be brought to the attention of the BLUEAIR project partners, National Policy Authorities and the European Commission involved in the Macro-Regional S3 for Blue Growth.

As you may know from our previous communications, under BLUEAIR in six EU sea basins (Adriatic-Ionian, Atlantic, Baltic Sea, Black Sea, North Sea and West Mediterranean) a training needs assessment was implemented assessing the skills and capacities of BLUEAIR Blue Growth actors for transnational S3 cooperation. The findings of this assessment on National/Regional level (i.e. in Greece/Region of Attica), shown that regardless the very high interest of these in the macro-regional cooperation in the Adriatic-Ionian Region, a high percentage of those are not yet involved in cooperating with organizations from other regions and countries of the area and there is need for capacity building on the regional/national innovation policy processes, EU blue economy sectoral policies and instruments, the macro-regional cooperation framework, latest trends in research, technology, innovations related to Blue Economy thematic sector(s) and funding opportunities for collaborative projects.

As part of receiving feedback from actors involved in Blue Growth on National/Regional Level regarding the **challenges and opportunities for strengthening Regional and Macro-regional cooperation on Smart Specialisation in Sustainable Blue Economy**, we are organizing a **Cross-Fertilization Workshop on** Sector that will take place as a [hybrid; in presence; online] event on the XXth of XXXX 2022, at XX:00 a.m./p.m. at (location) and via the following link xxxxxxxx.

Please find enclosed the agenda.

During the Cross-Fertilization Workshop, following an introductory part on the topic and BLUEAIR Macro-Regional S3 for Blue Growth, key note speakers will introduce and raise awareness over the regional/national innovation policy processes, EU blue economy sectoral policies and instruments, the latest trends in research, technology, innovations related to Blue Economy thematic sector(s) and funding opportunities for collaborative projects. Following this, the participants will be divided into breakout rooms (**working groups/discussion topics**), small groups actively involved in discussion debates providing feedback over the challenges and opportunities for strengthening Regional and Macro-regional cooperation on Smart Specialisation in Sustainable Blue Economy, consistent with national/Regional needs and with the EU policy objectives. The results will be returned in a joint discussion session during which a debate with experts on Blue Growth thematic sector will be opened.

We invite you to register at this link [attach the link for an online registration] **by XXXXX XX/XX** [date and time] and indicate in which of the three available working groups/discussion topics you would prefer to join. This will allow us to organize working groups/discussion topics better and be more effective in managing time and your interests.

Make your voice heard! Your opinion counts!

Trusting in your precious participation, we remain available for further information.



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Best regards,

XXXXXXXXX

This project is supported by the Interreg ADRION Programme funded under the European Regional Development Fund and IPA II fund.

I. Identification and selection criteria for speakers/experts/facilitators

The speakers selected should have good communication skills, great knowledge about the BLUEAIR project and/or and they should be experts in the topic that they are to present. To this end, it is recommended:

- The CF WS Coordinator / Representative to present the overview of the project
- The keynote experts to present the Blue Growth sector, challenges and opportunities from their perspective and their role in this business environment
- The facilitators to initiate and encourage the exchange and interaction among the participants of the working groups / discussion topics in order to identify challenges and opportunities.

The keynote speakers/experts/facilitators may be representatives from:

- EUSAIR
- Ministries
- General Secretaries of Ministries and other bodies
- The Regional Governor, the Mayor, and the Prefect of the Region
- Directors and executives of Chambers
- Municipal councillors
- Chairman and members of the Board of Directors of the Chambers
- Managers and executives of development companies
- Directors and executives of Non-Governmental Organizations
- Representatives of Educational Institutions
- Representatives of youth organizations
- Representatives of universities and technical institutes
- Presidents of associations
- Presidents and members of local research institutes
- Members of financial institutions

Tips for inviting experts to attend the CF WS as speakers:

- ✓ Provide them a draft agenda of the event

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- ✓ Provide a short briefing of the types of people attending the event (including other speakers)
- ✓ Provide them a summary of their role in the CF WS
- ✓ Inform them about the speak time and language
- ✓ Provide them a presentation template (if necessary)

J. Dissemination campaign of the CF WS

- Social media
- *Facebook*

The promotion campaign through Facebook is recommended through:

1. **Facebook posts** on the CF WS Coordinator's Facebook page. Posts on Facebook are free of charge. It is highly recommended to include:
 - a. Links for more information i.e. project website, event link on facebook etc.
 - b. Images/Agenda referring to the CF WS including the project and ADRION logo
 - c. Short and catchy Text referring to the WS scope and using a simple language (recommended at about 300 characters / 50 words (spaces included))
 - d. Symbols/Emojis (recommended no more than two)
 - e. #hashtags with keywords referring to the WS, the project and the programme (#ADRION, #EUproject, #BLUEAIRPROJECT, #cross-fertilization, #bluegrowth etc.)
 - f. References to the programme @InterregADRION i.e.
2. **Facebook event** on project's Facebook page. It is highly recommended to include:
 - a. Image referring to the WS including the project, ADRION and CF WS Coordinator logos and the WS title and date
 - b. Title of the event (up to 64 characters)
 - c. Event type (online event)
 - d. Event format (link to the webinar link)
 - e. Location
 - f. Description (Catchy text referring the key message of the webinar)
 - g. Category (select one of the options i.e. networking)
 - h. Frequency and Duration (set start and end date)
 - i. Co-hosts
 - j. Schedule (add the Agenda)
 - k. Keywords referring to the WS
 - l. Admission
 - m. Other options
3. **Facebook post boost** (paid advertisement). For creating it, the following aspects should be defined:

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- a. Select the post referring to the WS
 - b. Objective (selection among get more people to react, comment, share or connect/chat)
 - c. Post button (selection among: no button, learn more, send message etc.)
 - d. Link of the button (link to the WS)
 - e. The target audience (gender, location, age)
 - f. Budget (lifetime)
4. **Facebook event boost** (paid advertisement). For creating it, the following aspects should be defined:
- a. Select the event
 - b. Tickets (i.e. clicking on Sell Tickets: with the Get Tickets call-to-action button or Increase Awareness with the Interested call-to-action button to drive responses on Facebook. If the event does not require tickets, the event ad will default to the Engagement objective with the Interested button)
 - c. (Optional) Changing the image
 - d. (Optional) Change the text
 - e. Audience selection
 - f. Duration
 - g. Budget

Paid Facebook advertisement (points 3. and 4.) will offer a unique opportunity for the CF WS Coordinator to augment the organic efforts and the number of users joining the **CF WS**.

Frequency/ Number

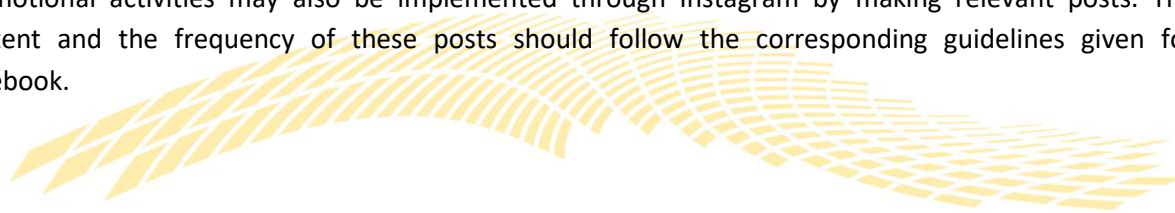
- **Number of posts:** It is recommended three posts for each CF WS to be made. One for inviting the target groups to express their interest to join the WS, one month before the WS. One as a reminder (one week before the WS). One for presenting the results of the WS (follow-up) (one week after the end of the WS).
- **Images bought:** 1 image.
- **Facebook post boost:** 2 post boost for 7 days each (duration: 14 days before the launching of the WS) (Total 14 days).
- **Facebook event boost:** 2 post boost for 7 days each (duration: 7 days before the launching of the WS) (Total 14 days).

■ *YouTube*

Via YouTube channel the project videos, **TV spots, video clip, and Radio spots** could be uploaded. A prerequisite is the creation of an account on YouTube (YouTube channel)

■ *Instagram*

Promotional activities may also be implemented through Instagram by making relevant posts. The content and the frequency of these posts should follow the corresponding guidelines given for Facebook.



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▪ *LinkedIn*

Promotional activities may also be implemented through Instagram by making relevant posts. The content and the frequency of these posts should follow the corresponding guidelines given for Facebook.

▪ **Web banners**

The web banners are one of the most famous means of advertisement. Those are large advertising images that are placed on top of the local media page and link to a site. Banners reach the 80% of the total advertisement cost through the internet.

▪ **Press Releases, Announcements to local media**

The steps of implementation of the relevant activity are the following:

- Preparation of a list of local printed and electronic media with the aim of selecting the most suitable of them for the promotion of the event
- Preparation of a timeline for the drafting of the Press Release/Announcement.
- Elaboration of a Press Release/Announcement before the start of the event.
- Care for the posting of Press Release/Announcement on websites and other bodies in the area of application.

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The content of the press release should promote the expected results of the event, the actions of the Partner in the project, the benefits of society from the project's activities, all described in a page. Publications should be strategically chosen to be made during the organizing/preparation phase of the event.

The approach of writing the publications of the work that will be published in the press, should aim at informing and raising awareness of the public and especially the bodies with the institutional competence to promote relevant actions for the benefit of the public. In particular, the information of the beneficiaries and the public may be achieved through publications in a newspaper.

To this end, the press release should:

- Include information on the subject, objectives, and results of the project. Through the publications, the elements of the project should be presented (project duration, financing program, co-financing, budget).
- Comply with the rules of publicity of the Programme.
- Have a specific size and aim to highlight the importance of the CF WS and BLUEAIR for the country / region.



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- Use the language correctly (spelling, syntax, grammar). If terminology or acronyms are used, their meaning should be analysed in parentheses.
- For more effective integration and promotion in search engines and for promotion through multiple marketing channels (SEO, social networks, newsletters, AdWords, etc.), keywords should be selected.
- Particular attention should be paid to the choice of title and the first paragraph of the article which are considered the most important elements in a press release since from the first lines it may be defined whether the reader will continue reading the release.
- The whole text should aim at the same topic and the writing should be simple and understandable targeting the whole audience.

K. Indicative Agenda of the regional CF WS

AGENDA
<i>Registration / Connection</i>
<i>Introduction – Recap (and link) to today's agenda (30mins)</i> <ul style="list-style-type: none"> • Welcome speeches by CF WS Coordinator • Presentation of BLUEAIR project
SESSION 1: PLENARY DISCUSSION OVER BLUE GROWTH INNOVATION (45mins) <i>Facilitator of the plenary discussion</i> <ul style="list-style-type: none"> • Indicative title 'EUSAIR (EU Strategy for Adriatic-Ionian Region) – How it works?' (Speaker) • Indicative title 'EU Innovation Policies, Sectoral Policies & Instruments for BG Innovation' (Speaker) • Indicative title 'S3 innovation policy process in the region/country' (Speaker) • Indicative title 'limitations of a framework such EUSAIR, considering specific BLUEAIR challenges' (Speaker) • Indicative title 'Sectoral Market Trends' (Speaker)
<i>Coffee break (15mins)</i>
SESSION 2: SETTING THE SCENE FOR THE BLUEAIR MACRO-REGIONAL S3 COOPERATION PROCESS ON BLUE GROWTH? (45mins) <i>Facilitator of the plenary discussion</i> <ul style="list-style-type: none"> • Suggested title 'BLUEAIR Needs analysis on National/Regional & ADRION level – Benchmarking' (Speaker) • Suggested title 'BLUEAIR macro-regional S3 cooperation process in Regional/National and ADRION level' (Speaker) • Suggested title 'Elements/principles of macro-regional cooperation in smart specialization process under BLUEAIR' (Speaker) • Suggested title 'How 4Helix actors can get involved on the organization of the S3 process in their country/region' (Speaker)
<i>Break – Getting ready for group discussions (15mins)</i>
SESSION 3: TOWARDS TRANSNATIONAL COOPERATION IN BLUE GROWTH INNOVATION Parallel discussions in break-out rooms/discussion topics/working groups (15mins):

BLUEAIR



<ul style="list-style-type: none"> Room 1: Challenges [Discussion teaser, Facilitator, Tool (Miro board?)] Room 2: Opportunities [Discussion teaser, Facilitator, Tool (Miro board?)] Room 3: Actions under macro-regional cooperation for BG Innovation [Discussion teaser, Facilitator, Tool (Miro board?)]
Key messages from the working groups discussion and plenary discussion (Facilitators) (15mins)
Q&As (5mins)
Completion and collection of Participant's feedback questionnaire (if printed/follow-up) / Closing remarks (5mins)
Lunch break (30mins)

L. Indicative timeline for the organization and the technical aspects of the regional CF WSs

TASKS		TIME OF IMPLEMENTATION
1	Determining the time of implementation of the event	50 days prior to the event
2	Event venue selection	40 days prior to the event
3	Invitations	15 days prior to the event
4	Creating list of stakeholders	35 days prior to the event
5	Sending out the invitations	10 days prior to the event
6	Actions for securing the necessary equipment	20 days prior to the event
7	Actions for organizing catering	15 days prior to the event
8	Confirmation of Participants	10 days prior to the event
9	Room reservations for speakers (optional)	10 days prior to the event
10	Preparing folder to give out to journalists	7 days prior to the event
11	Presenter selection and preparation of event programme	6 days prior to the event
12	Press Release to Media	3 days prior to the event
13	Placement of communication material	1 days prior to the event
14	Checking the guest list	Day of the event
15	Giving out folders to journalists	Day of the event
16	Producing the necessary photo material	Day of the event
17	Dinner with key note speakers (optional)	Day of the event
18	Sending folders to absent journalists	1 day after the event
19	Listing/Indexing of the press release	Day of press release and for the following 5 days
20	Archiving the material of the event	1 day after the event

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M. Feedback questionnaire

Below an adjusted feedback questionnaire dedicated for the collection of feedback of the participants of the CF WSs either during the CF WS or by email is designed for the purposes of the CF WSs. The online feedback questionnaire is currently available via the following link

www.adrioninterreg.eu

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<https://forms.gle/vQf2s29TjTZUUTHAA>. It is recommended this questionnaire to be translated to local language and be delivered before the CF WS so that the participants to be prepared for the discussion topics / working groups and respond within the time given in this session (15 minutes). The questionnaire may be also delivered to the participants in printed version (included in the participants' kit) during the event and be collected after the closure of the event. Moreover, in order to have the necessary sample for our feedback per CF WS, at least 10 completed (online/printed) questionnaires should be collected (if no other mean for collecting feedback is selected).

1. Profiling – Personal information

Q1: Email

Q2: I am attending this workshop representing:

- ☐ Higher Education Institution
- ☐ Industry, Chamber of Commerce, Trade Association, Cluster Association
- ☐ Local/regional public authority, RIS3 policy maker
- ☐ NGO, Civil Society, Consumer/worker Association, Student Association

Q3: Name of the entity you are representing

Q4: In which of the following blue sectors is your organization involved (more than one selection is possible)?

- ☐ Waterborne transport and port activities
- ☐ Management of marine ecosystem services
- ☐ Infrastructure and maritime works
- ☐ Living resources
- ☐ Marine renewable energy
- ☐ Public services and governance
- ☐ Shipbuilding and ship repair
- ☐ Maritime surveillance
- ☐ Bio-economy & biotechnology
- ☐ Aquaculture
- ☐ Marine biotechnology
- ☐ Ocean energy
- ☐ Seabed mining
- ☐ Fisheries
- ☐ Offshore oil & gas
- ☐ Other (please mention)

Q5: Which are the projects/initiatives related to innovation in the sustainable blue economy, in which you are directly involved or that you are aware of and you would like to mention as best practices?



Q6: I authorized my data treatment according to the GDPR 679/2016. I authorized the organizers to use my e-mail address - to send me information about the event and other future events - and to use the information of the working group discussion

- ☐ I agree

2. Challenges/needs/strategic importance

Q1: Please select in your opinion the three most important challenges related to innovation in sustainable blue economy in your region.

- ☐ Barriers in the progress of science and technology can limit sustainable management
- ☐ The marine nature conservation can be a major challenge for technology deployment, especially those requiring permanent installations
- ☐ High costs of technology development are a potential barrier to growth in the sector
- ☐ Regulatory uncertainty hinders investments
- ☐ General Public perceptions may also create barriers that need careful management
- ☐ Resistance to change in practices or regulations within the sector can hinder progress
- ☐ Inadequate maritime and marine governance and services

Q1a: Have you identified any other challenges in your region related to innovation in sustainable blue economy? If yes, please specify.

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(supporting question for facilitators: Which are the main challenges for further advancement of innovation in sustainable blue economy?)

Q2: In your opinion, which are the 5 most relevant challenges for cooperation with organisations from other regions in the Adriatic-Ionian Region in sustainable blue economy innovation?

- ☐ Low knowledge capacity on blue technologies
- ☐ Lack of technology and knowledge transfer between advanced and lagging regions
- ☐ Lack of cooperation among research, public and private sector as well as end users (Civil society) to develop innovative products and services targeted to local market demands
- ☐ Limited innovation entrepreneurship related to blue technologies
- ☐ Insufficient networking possibilities among 4Helix actors, across the Adriatic-Ionian Region
- ☐ Lagging compliance/adaptation of EU Policies in EU candidate countries
- ☐ Barriers for access to funding

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- ☐ Uncoordinated maritime and marine governance and services across borders
- ☐ Macro-regional cluster/network development is missing

Q2a: Have you identified any other challenges for cooperation with organisations from other regions in the Adriatic-Ionian Region in sustainable blue economy innovation? If yes, please specify

(supporting question for facilitators: What is hindering you to cooperate more with organisations from other regions in the Adriatic-Ionian Region in sustainable blue economy innovation)

3. Opportunities

Q1: Please select in your opinion the three most relevant opportunities, related to innovation in sustainable blue economy in your region.

- ☐ Growing demand for resources
- ☐ Demand for newer and cheaper technologies
- ☐ New financing opportunities are available for sustainable blue projects
- ☐ Increasing demand for cleaner technologies reducing the environmental impacts of existing activities.
- ☐ 'Circular economy' initiatives could be extended.
- ☐ Geopolitical considerations

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Q1a: Have you identified other opportunities for strengthening sustainable blue economy innovation in your region/country? If yes, please specify.

Q2: In your opinion, which are the 5 most relevant opportunities for cooperation with organisations from other regions in the Adriatic-Ionian Region in sustainable blue economy innovation?

- ☐ Cooperation in research, development and innovation in sustainable blue economy
- ☐ Cooperation and Networking among SMEs, and between SMEs, large enterprises, research centers and clusters operating in the Adriatic-Ionian Region
- ☐ Fostering of Sustainable blue economy Innovation Communities of 4Helix BG actors in the Adriatic-Ionian Region

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- ☐ Joint collaboration projects for products and services in the Adriatic-Ionian Region adapted to macro-regional challenges and demands
- ☐ Increased possibilities for innovation scale-up
- ☐ Possibilities for macro-regional value chains development
- ☐ Opportunities for SME internationalization, competitiveness and sustainability
- ☐ Funding opportunities from EU programmes following the Green Deal
- ☐ Shared infrastructure on land or in ports through collaborations between cross-cutting blue sectors holds potential for increasing efficiency through reduced costs and/or reduced environmental impacts and waste.
- ☐ Creation of new RIS thematic partnerships
- ☐ Better access to finance and promotion of new business creation
- ☐ Coordinated and improved governance, common standards, joint framework
- ☐ Increased possibilities for capacity building in sustainable blue economy sectors (i.e. blue skills)

Q2a: Have you identified other opportunities for strengthening cooperation in sustainable blue economy innovation in the Adriatic-Ionian Region? If yes, please specify.

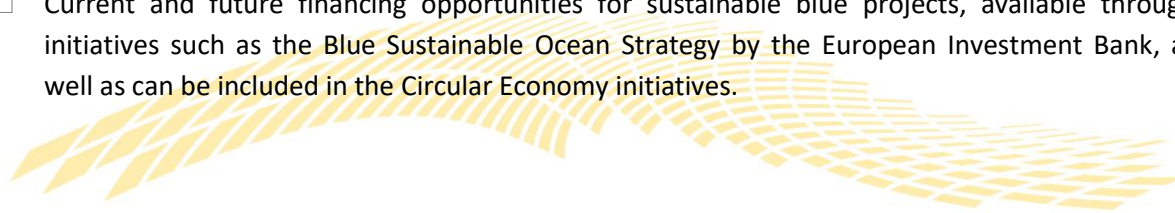
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4. Collaboration and cooperation

Q1: In your opinion, which 5 of the following solutions are best addressing the above-mentioned challenges and opportunities related to cooperation in the Adriatic-Ionian Region?

Some of the challenges for Sustainable blue economy in the Adriatic-Ionian Region could be addressed through collaborations across Blue Economy sectors. These collaborations can build on positive synergies as well as avoiding negative conflicts.

- ☐ Commercial arrangements are relatively common providing blue solutions to specific business challenges of various blue sectors
- ☐ Shared infrastructure on land or in ports through collaborations between cross-cutting blue sectors holds potential for increasing efficiency through reduced costs and/or environmental impacts.
- ☐ Current and future financing opportunities for sustainable blue projects, available through initiatives such as the Blue Sustainable Ocean Strategy by the European Investment Bank, as well as can be included in the Circular Economy initiatives.



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- ☐ Marine resources, clean technologies and clean operations can sustain and enhance in the long-term the competitive advantages of the ADRION Region's Blue Economy (i.e., minimize environmental and societal costs, etc.)
- ☐ Skills and technologies with multi-use applications for Sustainable blue economy value chains exploiting the potential for applying new methods (e.g. big data applications), land-sea technology and economic «cross-overs» and renewing the skills base of the blue economy.
- ☐ Setting up transnational cooperations and exchange between S3 regions/countries on common S3 priorities for finding joint solutions addressing macro-regional challenges and opportunities
- ☐ Establishment of a macro-regional innovation ecosystem in sustainable blue economy innovation involving 4Helix actors
- ☐ Setting up a scheme for increasing the knowledge capacity on BLUEAIR thematic areas and blue skills
- ☐ Macro-regional value chain development activities (mapping, match-making)
- ☐ Setting up transnational macro-regional partnerships between clusters, business, universities and other knowledge and education providers for sustainable blue economy, under 'Innovation Communities'
- ☐ Pooling funding from regional programming instruments (through EUSAIR network of managing authorities) to invest in transnational sustainable blue economy innovation projects
- ☐ Including a sustainable blue economy priority axis and sustainable blue economy flagship operations within the INTERREG Programmes & Regional RIS
- ☐ Creating a competition for innovative cross-over solutions for sustainable blue economy
- ☐ Setting up a scheme to place young graduates as innovation assistants in blue economy SMEs

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Q3: Have you identified other actions towards transnational cooperation in sustainable blue economy innovation? If yes, please specify

5. Further comments and recommendations

Please provide feedback or comment on issues that were not covered by the previous questions





N. Holding successful Working Groups /Discussion Topics (for CF WS Coordinators)

Working Groups / Discussion topics are essential and thus their careful planning and implementation is necessary to ensure their success.

Step 1: Organizing the Working Groups/ Discussion topics

- ☐ Define the scope
- ☐ Prepare the short agenda (s)
- ☐ Select the facilitator(s)
- ☐ Select the venue/break out rooms (in case of hybrid)
- ☐ Prepare your facilitators and train them (during the TtT WS) and send them any important material for their preparation
- ☐ Prepare a pre-registration list
- ☐ Keep notes

Step 2: Implementing follow-up activities

- ☐ Collect all relevant documents (**Agenda(s), photos/screenshots, signed list of participants-Registration sheet, notes etc.**).
- ☐ Send **“follow-up” emails** to all the members of the Working Group accompanied with some Notes.



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0. Training materials

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BLUE GROWTH SMART ADRIATIC IONIAN S3

WP T1 - Act. 1.2 Organization of mutual learning processes on Blue Growth innovation policies

DT1.2.1 "Guidebook on the Cross-Fertilization Events"

Training materials for the facilitation of the CF WSs

Macro-Regional S3 on Blue Growth in the ADRIAN Region

Responsible Partner: PP5 - University of Piraeus Research Centre

Interreg ADRION ADRIATIC-IONIAN

BLUEAIR

Contents

- The BLUEAIR project
- Introduction to EUSAIR
- BLUEAIR Macro-Regional S3 on Blue Growth in the ADRIAN Region
 - BLUEAIR Blue primary sectors
 - QHelix actors for innovation
 - Main elements/principles
- BLUEAIR macro-regional S3 cooperation process
- CF WSs & the process for the identification of main challenges and opportunities for strengthening BG cooperation in your country and the ADRIAN Region
- What is expected by the facilitators

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ADRION Call: 3rd ADRION Call for proposals for Strategic projects – Priority Axis 1 "Innovative and Smart Region" – Topic 1: Smart Specialization Strategy (S3) on Blue Growth (mid-2019)

Duration: Dec 2020 – May 2023 (30 months)

Budget: 2.448.000,00€



BLUEAIR's main thematic pillars

Interreg ADRION ADRIATIC-IONIAN

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BLUEAIR background

The Adriatic-Ionian regions are characterized by a fragmented situation, with pioneering and lagging regions searching for

- joint knowledge-based approach** to their innovation strategies to enhance the blue growth sectors in their territories and
- harmonized common Blue growth S3 policies aligned with the EUSAIR** strategy to plan future innovation initiatives on topics such as sea transport, water pollution, energy connectivity, marine environment protection, promotion of sustainable tourism etc.

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BLUEAIR's scope

BLUEAIR project aims at enhancing the institutional capacities of ADRION countries/regions by adopting a common approach towards the implementation of an S3 policy on Blue Growth at macro-regional level

Specific objectives:

- Improve the competences of the quadruple helix actors in defining innovation policies on Blue Growth
- Identify Blue Growth sectors of macro-regional interest and exploit potentials for transnational cooperation
- Support the development of a Macro-Regional S3 on Blue Growth in the ADRIAN area

Interreg ADRION ADRIATIC-IONIAN

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BLUEAIR: partnership and territories



- 11 Partners**
- 20 Associate Partners**
- 8 Countries** representing the whole A-I territory

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BLUEAIR: partnership



BLUEAIR: Associated partners

Partner	Country
1 Research Consortium for Technological Innovation, Sicily Naval, Commercial and Recreational Transport	Italy
2 Autonomous Region of Friuli Venezia Giulia	Italy
3 Apulia Region-Department of Mobility, Urban Quality, Public Works, Ecology and Landscape	Italy
4 National Research Council	Italy
5 Ministry of regional development and EU funds	Croatia
6 Luka Koper d.d.	Slovenia
7 National Institute of Biology	Slovenia
8 Ministry of Economic Development and Technology	Slovenia
9 Ministry of Agriculture, Forestry and Food	Slovenia
10 Ministry of Maritime Affairs and Insular Policy	Greece
11 Thessaloniki Port Authority S.A.	Greece
12 Ministry of economy of Montenegro	Montenegro
13 Science Technology Park Belgrade	Serbia
14 Ministry of Education, Science and Technological Development of the Republic of Serbia	Serbia
15 Ministry of Education, Science and Sport	Slovenia
16 Ministry of Development & Investments, National Coordination Authority, Special Coordination Service for the implementation of Operational Programs	Greece
17 Sicilian Region - Presidency - Regional Planning Department	Italy
18 Ministry of Economy Herzegovina Neretva Canton	Bosnia and Herzegovina
19 Prime Minister Office, Albania	Albania
20 Polytechnic University of Marche	Italy

10 MINISTRIES
4 RESEARCH & UNIVERSITIES ORG
3 REGIONAL AUT.
2 PORT AUT.
1 TECH.PARK

BLUEAIR Main activities

- Identification of *best practices* for Blue Growth innovation policies
- Organization of *mutual learning events* on Blue Growth innovation policies
- Establishment of a "BLUEAIR Innovation Community"
- Development of a *Blue Growth Smart Strategy*
- Development of *Innovation Strategy and Action Plan* for Innovation Investments in Blue Growth
- Development of a *S3 decision-making supporting Toolkit*
- Pilot *Entrepreneurial Discovery Process (EDPs)*
- Capitalization through the organization of Blue Growth weeks and for transferring BLUEAIR outputs

BLUEAIR Main results and outputs

Main results:

- Establishment of a "BLUEAIR Innovation Community"
- Increase **knowledge of ADRION innovation** quadruple helix actors in the development of S3 in the field of Blue Growth
- Development of a comprehensive **set of S3 enabling tools**
- Development of an **Innovation Strategy** on Blue Growth
- Development of an **Action Plan for Innovation Investments** on Blue Growth

Programme result indicator: Capacity of key innovation actors effectively involved in transnational actions for the development of a regional innovation system

Main outputs:

- BLUEAIR Innovation Community
- Innovation Strategy of the macro-regional S3 on Blue Growth
- Action Plan of the macro-regional S3 on Blue Growth

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EU Policies (sea basin)

European sea basins with some form of policy framework for cooperation between the Member States or their regions, the European Union, in most cases, and, where appropriate, third countries sharing a sea basin.

6 European sea basins:

- Atlantic Ocean (Atlantic Strategy),
- Black Sea (Common Maritime Agenda for the Black Sea),
- Adriatic-Ionian Seas (EUSAIR),
- Baltic Sea (EUSBSR),
- Western Mediterranean (WEST MED Strategy),
- North Sea (North Sea Region 2030 Strategy)



EUSAIR - Strategy for the Adriatic and Ionian Region

'A macro-regional strategy is an integrated framework, endorsed by European Council, to address common challenges faced by a defined geographical area which thereby benefit from strengthened cooperation contributing to achievement of economic, social and territorial cohesion.'



BLUEAIR



EUSAIR coverage

Covers ten countries: 4 EU Member States (Croatia, Greece, Italy, Slovenia) and 6 non-EU countries (Albania, Bosnia and Herzegovina, Montenegro, North Macedonia, San Marino, Serbia).



EUSAIR Pillars

The Strategy is founded on four thematic priorities/pillars representing key challenges as well as key opportunities in the region.

For each pillar, specific topics and actions have been identified, taking into account the needs, urgency of the issue and the added value of joint actions taken in order to solve the existing challenges or build upon the future opportunities.



EUSAIR Pillar 1: Blue Growth

Main goal: Promotion of sustainable economic development, creation of business opportunities and new jobs in the "blue" sector of the economy (fisheries and aquaculture)

Topics/Flags: Blue technologies, Fisheries and Aquaculture, Maritime and marine governance and services

- Fostering quadruple helix ties in the fields of marine technologies and blue bio-technologies for advancing innovation, business development and business adaptation in blue bio-economy.
- Promoting Sustainability, Diversification and Competitiveness in the fisheries and aquaculture sectors through education, research & development, administrative, technological and marketing actions, including the promotion of initiatives on marketing standards and healthy nutritional habits.
- Bolstering capacity building and efficient coordination of planning and local development activities for improving marine and maritime governance and blue growth services.

Priorities:

- Adapt to sustainable seafood production and consumption improving the business environment
- Support research, development and innovations in the maritime industry
- Improve sea basin governance, by enhancing administrative and institutional capacities in the area of maritime governance and services

EUSAIR Pillar 2, 3 and 4

Pillar 2 – Connecting the Region

Topics:

- Maritime transport
- Intermodal connections to the hinterland
- Energy networks

Subregional Transport Flagships:

- The Adriatic – Ionian multi-modal corridors

Subregional Energy Networks Flagships:

- Power networks and market for a greener AIR
- Integrated natural gas corridors and market for a greener AIR
- Development and operation of logistics for direct LNG use as a clean fuel for a greener AIR

Pillar 3 – Environmental Quality

Topics:

- The marine environment
- Transnational terrestrial habitats and biodiversity

Flagships:

- Development and implementation of ADRIAN sub/regional oil spill contingency plan
- Protection and enhancement of natural terrestrial habitats and ecosystems
- Promotion of sustainable growth of AIR by implementing ICDM and MSP, provide CRF for ICDM and the appropriate monitoring and management of MPAs

Pillar 4 – Sustainable Tourism

Topics:

- Diversified tourism offer (products and services)
- Sustainable and responsible tourism management (innovation and quality)

Flagships:

- Development of the network of sustainable tourism business and clusters
- Research and development for improvement of SMEs' performance and growth diversification
- Training and skills in the field of tourism business (vocational and entrepreneurial skills)
- Expanding the tourist season to all-year round

BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRIAN Region

Sustainable Blue Economy

In the 2012 *Blue Growth Strategy*, formulated by the European Commission, Blue Growth is understood as "growth in the blue economy" to harness the potential of Europe's oceans, seas and coasts for growth and jobs.

In 2021 To fully embed the Blue Economy into the Green Deal and the recovery strategy, the Commission has adopted a **New Approach for a Sustainable Blue Economy in the EU**, replacing the 2012 Blue Growth Communication.

BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRIAN Region

Innovation Policy

- Policies that have an **important impact on innovation** (Edquist, 2004).
- Focus on **transnational**, in our case sea-basin oriented, innovation policies
- Existing within the broader framework of **EU innovation policy**
- Reflect also in **national and regional innovation policies**

tool to review innovation policy developments on significant policy pillars in and across countries.

a framework to exchange experiences and good practices, and foster policy dialogue

BLUEAIR



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

Main elements

- i. **Cooperation/exchange between S3 regions/countries on common S3 priorities addressing common macro-regional challenges and opportunities;** Macro-regional cooperation supports the alignment of regional S3, facilitates finding joint solutions to macro-regional challenges and stresses the importance of the 4Helix actors' topics of interest for the macro-regional agenda.



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

Main elements

- ii. **Establishment of a macro-regional innovation ecosystem in BG Innovation;** all QH actors need to work together to improve macro-regional innovation cooperation and align the funds for innovation.

4Helix actors

- Government,
- Industry,
- Academia,
- Civil society



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

Main elements

- iii. **Knowledge capacity on BLUEAIR thematic areas for macro-regional cooperation;** The BLUEAIR topics of interest identified under the project were the following:

- Blue technologies: Marine technologies, BG-related Clean technologies and BG-related ICT technologies;
- Blue Growth activities: Marine living resources (Fisheries & Aquaculture), Waterborne transport (incl. connection to hinterlands) and port activities, Blue Bioeconomy and Biotechnology, Infrastructure and maritime works;
- Blue solutions: Maritime surveillance, Public services and governance, Management of marine ecosystems services.

Macro-regional cooperation expands the knowledge capacity of involved organizations and knowledge over the sectors and their trends.



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

Main elements

- iv. **Integration into EU S3 Thematic platforms, partnerships, networks and transnational value chain development;** Macro-regional cooperation contributes to finding international opportunities for match-making in the organization's field of work and develop value chain activities as well as gives the opportunity for networking to find complementary individuals and institutions for future cooperation.



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

Main elements

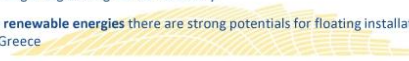
- v. **Funding information and opportunities for effective interregional collaborative projects;** Mobilisation of funding for cooperation projects is deemed as one of the most important elements of and for macro-regional innovation cooperation. Existing funding possibilities can be obtained as a result of coordinated, planned and focused cooperation efforts. Macro-regional cooperation contributes to explore the potential for cooperation on macro-regional thematic topics in the organization's field, explores funding opportunities for collaborative projects and provides opportunities to involve in macro-regional projects.



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

Traditional Blue Economy sectors in the ADRION Region

- **Coastal tourism** is a strong sector that was affected by the COVID crisis but has now a potential to fulfil the demand for "slow tourism" and outdoor, nature-based destinations.
- There is still a high potential in **fisheries and aquaculture**
- **Maritime transport, shipbuilding and repair, port activities** also suffered from the COVID crisis, the flows and activities are normalizing but new investments in decarbonizing and greening will be necessary
- In marine **renewable energies** there are strong potentials for floating installations in Italy and Greece



BLUEAIR



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION area

Emerging Blue Economy sectors in the ADRION Region

- **Blue bio-economy** is a promising sector, e.g. the micro-algae sector might have a potential in the Adriatic-Ionian, perhaps coupled with the salt fields (saline) that are present in many landscapes in the coastal areas.
- The other emerging sector that might be interesting is **desalinization**, because of water shortages.

The emerging sectors need not only to be considered as a territorial issue (something that needs to be applied on the EUSAIR territory) but rather as **development and business opportunity for SMEs and companies from the EUSAIR area**.

BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

BLUEAIR focus areas



BLUEAIR – Macro-Regional S3 on Blue Growth in the ADRION Region

BLUEAIR primary Blue Sectors

Primary BG Sectors
<ul style="list-style-type: none"> • Living resources <ul style="list-style-type: none"> • Fisheries • Aquaculture • Waterborne transport <ul style="list-style-type: none"> • Transport • Port activities • Blue bioeconomy & biotechnology • Submarine cables and underwater robots

BLUEAIR macro-regional S3 cooperation process



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BLUEAIR macro-regional S3 cooperation process

Act.T1.2 Organization of mutual learning processes on Blue Growth innovation policies

Regional cross-fertilization (CF) workshops

Regional CF actions will be organized in all territories to involve all quadruple helix actors in order to align the importance of BG innovation policies and identify main challenges and opportunities.

International cross-fertilization (CF) workshop

Experiences shared from regional CF event will be discussed at international CF workshop by relevant BG actors from the ADRION Region, PPs and APs during the blue med week (Ljubljana) or any other similar event.

The CF events are the first approach of BLUEAIR for Mutual Learning Process / stakeholders engagement, while many other relevant events will follow under the life of the project.

BLUEAIR macro-regional S3 cooperation process

Act.T1.3 Organization of learning/exchange/matchmaking events aiming at setting up open innovation mechanisms able to transfer innovative tools and practices into economic benefit for regional/national growth

Learning events

Events that aim to facilitate the transfer of know how & the implementation of partial or whole successful BG innovation policy.

Exchange events

In synergy with other project events, multiple one2one exchange events will be organized for the exchange of opinions and views of various stakeholders in the field of identified BG challenges and opportunities.

Matchmaking events

Matchmaking events will be organized with the aim to design an open innovation scenario to support the solutions of the challenges identified. The event will be targeting owners of challenges/opportunities with solution providers.

BLUEAIR



BLUEAIR macro-regional S3 cooperation process

Act T1.4 Setting in place of a "Transnational Blue Growth Innovation Community" based on a quadruple helix approach, taking stock of the initiatives already in place in the Adriatic-Ionian area

BlueAir Innovation Community Manifesto

Blue Air Innovation Community will be established by partners and other stakeholders by adopting the BlueAir Community Manifesto which frame the principles and objectives of transnational BG collaboration.



BLUEAIR macro-regional S3 cooperation process

Act T2.2 Blue Growth Complementary Report for the ADRION Region
 Roundtables with quadruple helix actors on the developed reports and tools related to EDP process

Act T2.3 Innovation strategy and action plan for Innovation Investment in Blue Growth
 Pilot EDP for Blue Growth with the participation of QHelix actors

Act T2.4 S3 Improvement Toolkit
 Presentation of project outputs to National key stakeholders especially policy officers responsible for S3

Act T3.2 BlueGrowth weeks
 Blue Growth S3 Week (First wave) including also a clustering workshop and signing the Community Manifesto
 Blue Growth S3 Week (Second wave) including also a clustering workshop and signing the Community Manifesto

Act T3.3 Transferring BLUEAIR outputs to ADRION based policy makers and enterprises
 Peer to peer bilateral meetings with Innovation Policy makers and agencies in charge of S3 and blue growth, presenting project tools and local exploitation opportunities.
 Capitalization activities towards clusters and business support organizations

Act T3.4 Community enlargement actions
 Capitalization of results towards EU initiatives and other EU regions



Cross-Fertilization Workshops

Events stimulating interaction or interchange between Regional/ADRION actors of 4Helix Model for Blue Growth Innovation who work together to mutually:

- understand the importance of BG innovation policies,
- be benefitted and
- contribute to the identification of main challenges and opportunities for strengthening BG cooperation in your country and the ADRION Region.



Identification of main challenges and opportunities for strengthening BG cooperation in your country and the ADRION Region 1/2

- Practically involvement of the stakeholders to provide feedback over the challenges and opportunities of the CF WS **focused BG sector(s)** leading towards transnational cooperation in Blue Growth innovation
- facilitation, discussions and other methods and tools** (i.e. discussion topics, working groups, polls, online feedback questionnaire, MIRO, SLIDO etc.).
- The stakeholders need to be made aware they have to join efforts in establishment and functioning of macro-regional innovation cooperation strategy.



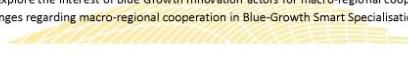
Identification of main challenges and opportunities for strengthening BG cooperation in your country and the ADRION Region 2/2

- CHALLENGES**
 - Which are the challenges of the BLUEAIR sector(s) related to Sustainable Blue Growth and Innovation in your country / region and the ADRION Region. Which are the most important?
- OPPORTUNITIES:**
 - Which are the opportunities of the BLUEAIR sector(s) related to Sustainable Blue Growth and Innovation in your country / region and the ADRION Region? Which are the most important?
- COOPERATION:**
 - Which are the actions addressing the above-mentioned challenges? Which are the most important?
 - Which are the actions towards transnational cooperation in blue growth innovation in the focused sector(s)? Which are the most important?



Working Definitions 1/5

BLUEAIR – Towards Blue Growth S3 in the ADRION Region: Regions and countries overlooking the same seas need harmonized Blue Growth policies to plan future innovation initiatives on topics such as fisheries and aquaculture, maritime transport, water pollution, energy connectivity, marine environment protection, promotion of sustainable tourism etc. Through the development of a Macro-Regional S3 on Blue Growth and the setting up of a dedicated Innovation Community, BLUEAIR aims at enhancing institutional capacities of ADRION territories in the definition of a common S3 policy on Blue Growth and guaranteeing the alignment of local initiatives with the EUSAIR strategy. Adopting a coordinated approach will improve administrative capacities, innovativeness, and economic development for participating territories as well as for the whole ADRION Region. With this survey, we would like to explore the interest of Blue Growth innovation actors for macro-regional cooperation and identify challenges regarding macro-regional cooperation in Blue-Growth Smart Specialisation.



BLUEAIR



Working Definitions 2/5

Macro-regional cooperation: The increasing need for European countries located in the same geographic region to cooperate on shared challenges and opportunities across borders, has led to so-called macro-regional cooperation. At an organisational level below EU and above countries, the macro-regional cooperation is formalised through the framework of EU macro-regional strategies. Countries benefit from strengthened cooperation, with the aim of making their policies more efficient than if they had addressed the issues in isolation. An EU macro-regional strategy can be supported by EU funds, including the European Structural and Investment Funds.



Working Definitions 3/5

Regional and macro-regional Smart Specialisation: In the following years, the EU policy framework for Smart Specialisation is widely expected to focus on interregional collaboration through aligning regional S3 priorities and innovation investment efforts, and to help regions (and their industries) to draw on their collective strengths and common challenges to carve out new innovation-focused value chain opportunities.



Working Definitions 4/5

Cross-fertilization Workshops: In the Blueair project, we are organizing 9 Regional and 1 International Cross-fertilization event with the aim to stimulate interaction or interchange between Regional/ADRION actors of 4Helix Model for Blue Growth Innovation to mutually understand the importance of BG innovation policies, mutually be benefitted and mutually contribute to the identification of main challenges and opportunities for strengthening Regional and Macro-regional cooperation on Smart Specialisation in Sustainable Blue Economy.



Working Definitions 5/5

EUSAIR

Pillar 1: Blue Growth Topics 1. Blue technologies 2. Fisheries and aquaculture 3. Maritime and marine governance and services	Pillar 2 – Connecting the Region Topics 1. Maritime transport 2. Intermodal connections to the hinterland 3. Energy networks	Pillar 3 – Environmental Quality Topics 1. The marine environment 2. Transnational terrestrial habitats and biodiversity
Pillar 4 – Sustainable Tourism Topics 1. Diversified tourism offer (products and services) 2. Sustainable and responsible tourism management (innovation and quality)		



For any further questions please contact us!



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