



**DEVELOPING
BLUE GROWTH
POTENTIAL**

BLUE GROWTH COMMUNITY

Talks on Innovative Blue Economy Tools

10th May 2022

BGC's on Innovative Blue Economy Tools - Agenda

AGENDA

- ❖ Introduction
- ❖ Presentation of the tools
- ❖ Next steps

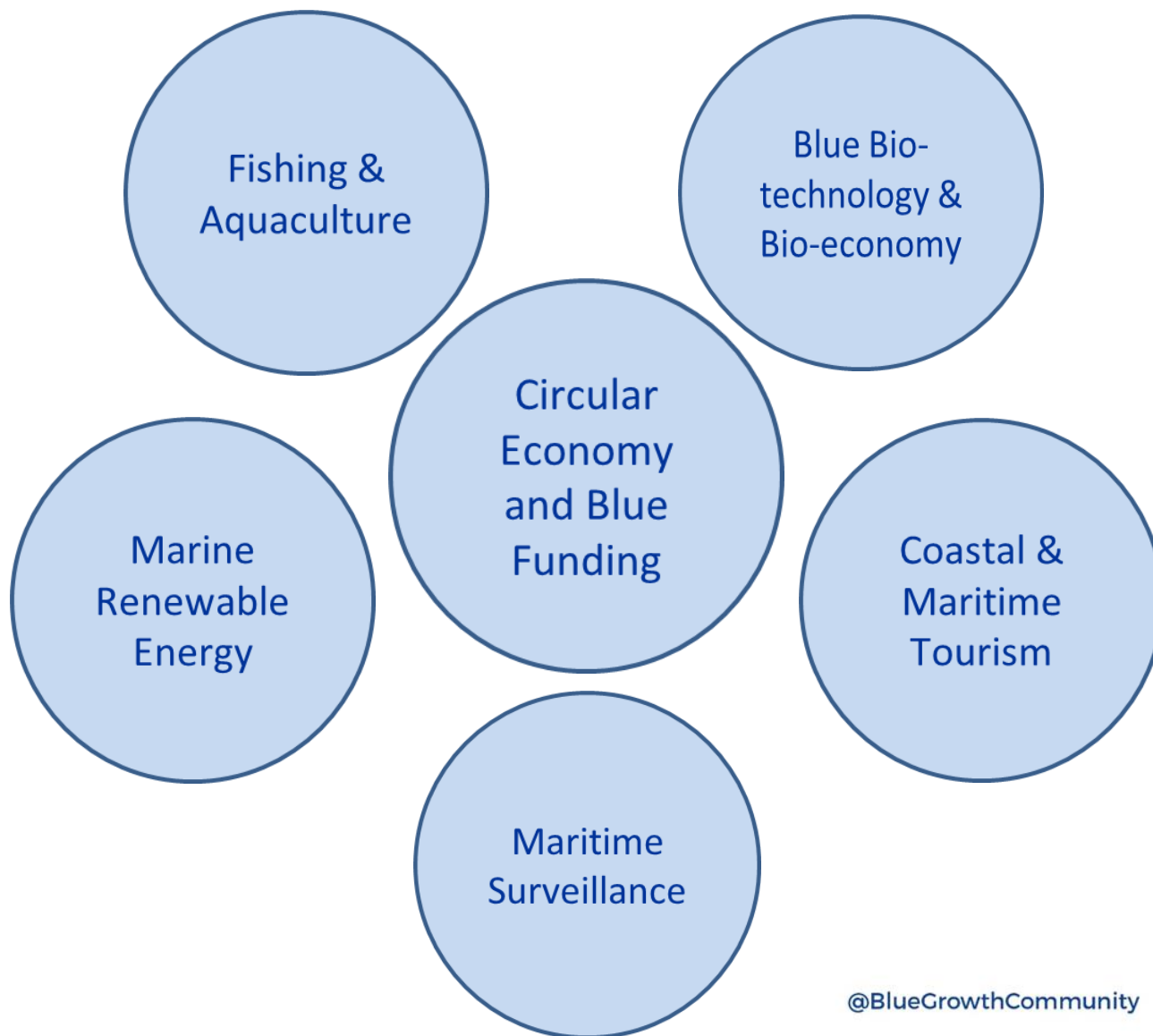
Introduction: BGC's on Innovative Blue Economy Tools

Blue Growth Community (BGC) Capitalization & Communication project for Blue Economy Innovation in the Mediterranean Level

Goals:

- Enhance capitalization
- ***Dissemination and transferability of modular projects results***
- Better take on of technical modular projects into policy-making at multi-level governance scale
- ***Benefit the development of the Blue Economy and entrepreneurship for SMEs***

Introduction: BGC's on Innovative Blue Economy Tools -



Innovative BE Tools with potential to be transferred and capitalized

- ✓ **3-PBM (3 Pillar Business Model) methodology - iBlue**
 - ✓ **Matchmaking event toolkit - MISTRAL**
 - ✓ **Business Plan Competition toolkit - MISTRAL**
- ✓ **Crowdfunding training tool - BLUE CROWDFUNDING**
 - ✓ **Circularity self-assessment tool - BLUEfasma**
 - ✓ **Innovation Voucher Scheme - 4helix+**

1. 3-PBM (3 Pillar Business Model) methodology - iBlue

For whom? **Businesses** related to the yachting sector / Can be adapted to businesses of any other sector / Can be used by **managers, entrepreneurs, policy makers, business representatives, researchers**, etc.

What is it about?

A **business methodology** which relies on the ***three pillars of sustainability***: the economic, the environmental and the societal:

- It is based on the Business Model Canvas and the RPV (Resources-Processes-Values) framework, including in addition the “environmental costs & benefits” and the “societal costs & benefits”.
- It was developed based on the results of preliminary theoretical studies and of data collection about the yachting and maritime tourism sector.
- It was tested, refined, and improved with additional best practices and validated for a future use.

1. 3-PBM (3 Pillar Business Model) methodology - iBlue

What is it useful for?

- It enables multipurpose use. *It allows various actions -like description, analysis, design, change, improvement, and creation of the business models- in parallel.*
- It creates complexity simplification capability. *It aims to enable management of not only economic but also social and environmental business model impacts without adding high level of complexity.*
- It assures a pragmatic and result oriented approach. *Its implementation aims to deliver tangible benefits to SMEs of the whole yachting sector value chain.*

2. Matchmaking event toolkit - MISTRAL

For whom? **Policy makers, Business Support Organisations, Innovation Services Providers** (Clusters, Innovation Agencies, Research Institutions)

What is it about?

An effective **tool** to create events favouring matching between stakeholders:

- It offers recommendations and guidance on how to set up successful matchmaking events for increasing innovation capacity in the Blue Growth sector following an open innovation approach.
- It is based on the experience gained thanks to the MISTRAL implementation action.

2. Matchmaking event toolkit - MISTRAL

What is it useful for?

- It facilitates technology transfer, enterprise creation, open innovation and international cooperation.
- It increases the networking capacities of different actors in the Blue Growth ecosystem for a stronger MED community.
- It encourages durable collaborations and partnerships between a wide range of actors from SMEs to larger companies, to clusters.
- It supports the scouting of new technologies in response to innovation needs assessment.

3. Blue Business Plan Competition toolkit - MISTRAL

For whom? **Innovation Service Providers, as clusters, innovation agencies, research institutions, public authorities** willing to use “business plan competitions” as a driver for innovation and smart specialization

What is it about?

An effective **tool** to improve skills and competences:

- It is a step-by-step guide for innovation service providers willing to support, develop and strengthen the Blue Growth sector at the regional level by means of a Business Plan Competition.

3. Blue Business Plan Competition toolkit - MISTRAL

What is it useful for?

- It provides detailed information on how to launch and manage a Business Plan Competition for the Blue Growth sector as a driver for innovation and smart specialization.
- It is based on the 'competition' between business ideas and academic spinoffs.
- It offers a path with specific training activities on how to make a feasibility study, how to transform an idea into a business, how to bring it to the market and how to create a vision on its development.
- It accelerates innovation processes.
- It improves the transfer skills of participants (end-users), namely, pitching and social media management.

4. Crowdfunding training tool - BLUE CROWDFUNDING

For whom? **Business Support Organisations** (ex. Chambers of Commerce), **Small Medium Enterprises**, **Regional/Local Public Authorities**

What is it about?

A **training tool** for using crowdfunding:



- It consists of a presentation of around 200 slides (with explanations), covering all aspects of crowdfunding (types, actors, evolution, benefits, etc.).
- It can be used for any kind of crowdfunding (private or civic) and in several sectors (not only for the blue economy sector) dealing with environment, agriculture, energy, culture, etc.
- It is free and available online.

4. Crowdfunding training tool - BLUE CROWDFUNDING

What is it useful for?

- It enables business support institutions to include crowdfunding capacity building into their mainstream business support agenda. *Crowdfunding is a valuable alternative funding source and can replace bank loans, act as a seed money, and test the selling potential of products before they enter the market.*
- It can also be used for public interest or as addition to public funding. *Blue economy could be based more on crowdfunding in future, if the knowledge of crowdfunding would be improved.*
- It aims in increasing competences of the blue economy private and public sector and thus enable them to run crowdfunding campaigns to produce blue economy related products, provide blue economy related services and run blue economy related projects.

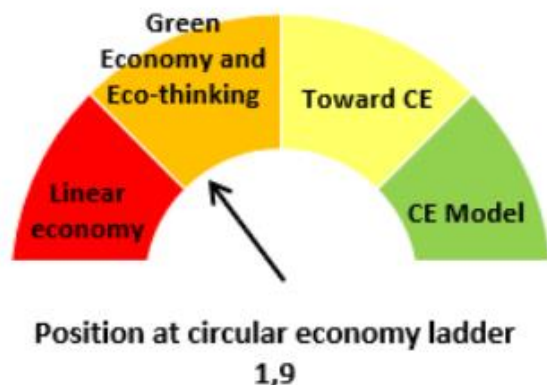
5. Circularity Self-Assessment Tool - BLUEfasma

For whom? **SMEs, enterprises, business clusters** willing to adopt circular economy principles in their business/sector & **Public Authorities** as a decision support tool

It was built for the fisheries and aquaculture sectors' value chain, following the example of a previous 'circularity self-assessment tool' on the tourism sector

What is it about?

A 'decision support' tool:



- Based on an online “Questionnaire” on circular economy issues
- Measures the business readiness & willingness to invest in CE
- Includes recommendations about the principles that the SMEs shall adopt in order to climb the CE ladder
- Free / Available online / “easy to use”

5. Circularity Self-Assessment Tool - BLUEfasma

What is it useful for?

- It acts as a decision support tool.
- It tackles the lack of data on the circularity level of Mediterranean SMEs in fishing and aquaculture and their willingness to invest in blue CE.
- It calculates the circularity level of the user and his willingness to invest in circular economy principles. Based on this, the tool produces some personalized recommendations towards the blue circular economy.



6. Innovation Voucher Scheme - 4helix+

For whom? **Public authorities, Clusters & Networks** willing to invest and support SMEs' research, development, and innovation (RD&I)

What is it about?

A **supporting mechanism** for the private sector:


- A new model of voucher supporting the transnational exchange and the development of innovation services.
- A mechanism to support SMEs and Start-ups operating in the blue sector to foster their innovation process (by using a combination of voucher scheme with ground-breaking combination of knowledge providers).









6. Innovation Voucher Scheme - 4helix+

What is it useful for?

- It is aimed at stimulating, coaching, and funding cross-sectoral & trans boundary innovation of blue traditional sectors.
- It offers the possibility to explore a business opportunity or solve a small-scale innovation related problem by acquiring knowledge and coaching services supplied by a “Knowledge provider” who has the mission to help the company in developing an innovative project.
- It allows Mediterranean regions to face their innovation challenges and achieve their goals in their innovation support to companies by putting into place a collaborative framework at transnational level.
- It promotes competitiveness. *The implementation of the “innovation voucher scheme” provided many examples of successful transnational cooperation projects based on favouring RD&I processes in SMEs.*

Marina Platform's dedicated workspace


 Search for... GO! ADVANCED SEARCH LOGIN REGISTER



BGC's Working Group on "Innovative Blue Economy tools"

FROM
Mar 2022
14

Administrator **BLUE GROWTH COMMUNITY**
Participants **17**
Working space type: **PUBLIC**
Working space status: **ACTIVE**



Welcome to the Working Space on "Innovative Blue Economy tools"! We invite you to join us in order to learn more about the new business opportunities offered by the Blue Growth Community's projects. In the main folder, you can find the description of the tools and best practices related to key topics of the Blue Economy. Check also the calendar for events & meetings!

Communities: **Blue Growth Community (BGC)**

Themes: **Technology and Innovation** **Jobs and investments**

Marine related issues: **Blue growth**

CALENDAR

Working space

<https://www.marina-platform.eu/registeredarea/labs/viewLab/126>

What's coming next?

1. INTERREG Euro-MED Academy

- ***“Fostering and Managing Blue Growth Potential in the Mediterranean”***

Date: 16th of May - 11th of June 2022

2. Kotor (Montenegro):

- **“3rd Annual Assembly & Advisory Board meeting”**,
Physical event, 14th June 2022 and
- **“Academy’s webinar & Transfer”**,
Hybrid event, 15th June 2022