

THE MED BLUE GROWTH

CATALOGUE OF
PROJECTS' RESULTS

2023



During the first phase, the **InnoBlueGrowth project** succeeded to create a real community of **Blue Growth projects**. This innovative community made possible to strengthen the working ties between MED Blue Growth projects and transnational key stakeholders, to support Mediterranean clusters and favor the dissemination and transferability of several MED Blue Growth projects' results.

After laying the foundations of a strong community during the project's first phase, the Blue Growth Community is now in its capitalization phase and is pursuing several **key objectives**:

- First, to **assist and coordinate the MED Blue Growth projects** in their communication and capitalization activities with the aim of supporting a better transfer of their projects' results/ or "tools" into policymaking and their take-on by multilevel stakeholders (for example, regions, SMEs, researchers, etc.).
- Second, to **benefit the development of Blue Economy and entrepreneurship**, mainly for SMEs. At present, the Blue Growth Community network gathers a wide array of MED Blue Growth projects:
- Finalised and ongoing **Interreg MED "modular" projects** (16): three study projects, nine testing projects and four capitalisation projects.
- **Strategic projects** (3): one project in Maritime Surveillance and two in Innovation.

In order to mobilize this broad community, the BGC carries out stakeholder events, trainings, associates peer reviews, policy recommendations documents and supports the transfer and capitalization of the most innovative tools developed by the **MED Blue Growth Projects**.

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MAESTRALE

Blue Energy Labs

Pilot areas

Blue Energy Labs have already been tested/implemented in 10 Mediterranean regions by the MAESTRALE project partners. Further testing/implementation of more advanced labs took place during the Interreg MED Blue Deal project aimed at the capitalization of the MAESTRALE and PELAGOS projects.

Countries

Italy, Spain, Croatia, Greece, Slovenia, Cyprus, Portugal, Malta

Target groups

Researchers and students, practitioners and operators interested in blue energy, including private enterprises, administrators, and policy makers

Theme

Blue energy

Keywords

Blue energy technologies; blue energy potentials; offshore wind energy; wave energy; stakeholders map.

Starting and ending dates

November 2016 – October 2019

BRIEF DESCRIPTION

Blue Energy Labs are created in all participating countries as networking workshops among institutional, academia, civil society and industry actors to stimulate sharing of information and knowledge transfer, while Open Conference and Training for SMEs supported dissemination of results at local level. All partners participate in a Transnational Blue Energy Laboratory, conceived as a networking body aimed at boosting transnational collaboration in the Blue Energy sector.



CHALLENGES

Difficult access to data clearly emerges regarding site specific information on marine energy potentials and more detailed information on production yield of each technology.



SOLUTIONS

Blue Energy Labs are participatory processes engaging stakeholders of the quadruple helix in the decision process, in order to guarantee new initiatives in the field of blue energy be in compliance with regulatory frameworks, environmental-social-economic sustainability, landscape compatibility, marine energy potentials.

Partners



About The Blue Growth Community

The Interreg MED Horizontal Project Blue Growth (2019-2022) is the continuation of the Interreg MED Horizontal Project InnoBlueGrowth (2016-2019).

During the first phase, the **Interreg MED InnoBlue-Growth project** managed to:

- Create an innovative Mediterranean community of Blue Growth projects.
- Strengthen the working links between transnational stakeholders.
- Support Mediterranean clusters, and
- Favour the dissemination and transferability of results.

During the second phase, the **Interreg MED Blue Growth project** pursued the following key objectives:

- Assist and coordinate support to Interreg MED Blue Growth projects in their communication and capitalisation activities.
- Support a better transfer of the Interreg MED Blue Growth projects' results.
- Promote the uptake of results among the different stakeholders (e.g. regions, SMEs, researchers, etc.).
- Boost entrepreneurship and promote the development of the blue economy, mainly for SMEs.



MAESTRALE

Blue Energy Labs

Expected results (quantitative)

Engaging stakeholders of the quadruple helix in the design process of Blue Energy plans and raising of public-private initiatives in this field. The main goal is to make Blue Energy be included in maritime planning and governance in the Mediterranean area.

Language in which the result is developed

English

What is the most appropriate level for its use/implementation?

The most appropriate scale is the Regional or Local, being the Blue Energy Lab experience useful to raise awareness on blue energy potentials, involve stakeholders since the design process and increase social acceptance.

IMPACT/ BENEFITS OF THE RESULT/ PROBLEMS ADDRESSED

Blue Energy Labs are participatory processes engaging stakeholders of the quadruple helix in the decision process in order to guarantee new initiatives in the field of blue energy in order to comply with the following issues:

- regulatory frameworks,
- environmental-social-economic sustainability,
- landscape compatibility,
- and marine energy potentials.



PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

Around 1000 stakeholders has attended the MAESTRALE Blue Energy Labs.

WHAT IS THE TRANSFER POTENTIAL?

Blue Energy Labs can be replicated elsewhere based on outcomes achieved in the MAESTRALE project. The deliverable 4.2.2 “Training materials on Blue Energy” includes a knowledge framework for training and transferring.

- The tool is not supported by scientific literature
- The robustness of the methodology used is not recognized
- The tool is ready to be implemented and used
- There is a need to have a social acceptability to implement the tool, since increasing social acceptability is among the results expected
- There is a need to have a specific legal or institutional framework/instrument to implement the tool. In general, the capitalization action started in Blue Deal is expected to make Blue Energy be officially included in maritime planning and governance in the Mediterranean area.
- There is a need to have a specific capacity or organizational expertise to implement it. Blue Energy Labs involve in the organization and implementation experts in design, specific blue energy technologies, participatory processes, legal issues, sustainability issues, etc. able to evaluate possible site-specific solutions together with local stakeholders.
- Additional financial resources would allow future implementation and potential improvement (as partially expected in the Blue Deal project)
- Other pre-conditions for a successful transfer:
 - Use of the MAESTRALE Blue Energy Labs framework during co-working sessions, such as by trainers and students during training activities and during the Blue Deal testing and transferring Laboratories schedules in the Blue Deal project
- Which tools and/or methodology are used for transfer?
 - The MAESTRALE Webgis platform is among the tools that can be used and potentially updated during Labs.

References

<https://maestrale.interreg-med.eu/what-we-do/>

<https://maestrale.interreg-med.eu/our-story/when-where/>

<https://maestrale.interreg-med.eu/what-we-achieve/infographic/>

Tool link:

<https://maestrale.interreg-med.eu/what-we-achieve/activities-at-local-level/>

Contact for further information on the tool:

University of Siena, Ecodynamics Group (MAESTRALE Lead Partner): www.ecodynamics.unisi



MAESTRALE

MAESTRALE geodatabase



Pilot areas

It has already been tested/implemented during the MAESTRALE Blue Energy Labs to show marine energy potentials, plan interventions, and design the MAESTRALE pilot projects. Testing/implementation took place during the Interreg MED Blue Deal project aimed at capitalization of the MAESTRALE and PELAGOS projects (in Italy, Spain, Croatia, Greece, Slovenia, Cyprus, Portugal, Malta).

Countries

Italy, Spain, Croatia, Greece, Slovenia, Cyprus, Portugal, Malta

Target groups

Researchers and students, practitioners and operators interested in blue energy, including private enterprises, public authorities, and policy makers.

Theme

Blue Energy

Keywords

Blue energy technologies; blue energy potentials; offshore wind energy; wave energy; stakeholders map.

Starting and ending dates

November 2016 –
October 2019

BRIEF DESCRIPTION

- It is an open access webgis platform that provides information on marine renewable energy potentials (e.g. wave energy, offshore wind energy, marine currents) per twelve months a year. It also includes a Natura2000 sites MED selection, several Blue Energy plants (50 case studies uploaded) and a stakeholders' map.
- It allows entrepreneurs to be informed about operating plants and new initiatives; to check energy potentials and plan new pilot activities.



CHALLENGES

There is a difficulty in accessing (a) data on marine energy potentials, in specific sites and locations, and (b) more detailed information on the production yield of each technology.



SOLUTIONS

- It is an open access data source giving a general overview on renewable marine energy in the Mediterranean Sea (records of blue energy technologies should be periodically added and information updated).
- It works as a basis for investigating possible implementation of blue energy technologies, specially exploiting the energy coming from:
 - Waves
 - Offshore wind
 - Salinity gradients
 - Marine heat
 - -Marine currents

Partners



About The Blue Growth Community

The Interreg MED Horizontal Project Blue Growth (2019-2022) is the continuation of the Interreg MED Horizontal Project InnoBlueGrowth (2016-2019).

During the first phase, the **Interreg MED InnoBlue-Growth project** managed to:

- Create an innovative Mediterranean community of Blue Growth projects.
- Strengthen the working links between transnational stakeholders.
- Support Mediterranean clusters, and
- Favour the dissemination and transferability of results.

During the second phase, the **Interreg MED Blue Growth project** pursued the following key objectives:

- Assist and coordinate support to Interreg MED Blue Growth projects in their communication and capitalisation activities.
- Support a better transfer of the Interreg MED Blue Growth projects' results.
- Promote the uptake of results among the different stakeholders (e.g. regions, SMEs, researchers, etc.).
- Boost entrepreneurship and promote the development of the blue economy, mainly for SMEs.



MAESTRALE

MAESTRALE geodatabase

Achieved results (quantitative)

- 10 Blue Energy Labs using MAESTRALE geodatabase
- 5 MSc degree thesis in Landscape Architecture were based on MAESTRALE geodatabase
- 1 more project (COASTENERGY) has joined MAESTRALE geodatabase by inserting online its own data collection

Language in which the result is developed

English

What is the most appropriate level for its use / implementation

National/Regional

IMPACT/ BENEFITS OF THE RESULT/ PROBLEMS ADDRESSED

MAESTRALE geodatabase gathers together existing data collections and provides access to open geographical data on Blue Energy potential, with the purpose to provide a reliable and up-to-date informative support to decision-makers and investors, setting the basis for the development of Blue Energy initiatives in the Mediterranean Sea. Drawing on existing platforms and data collections, MAESTRALE geodatabase aims at upgrading existing knowledge regarding the state of the art of Blue Energy and its development potential in the MED area.



PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

During the project's lifetime, 105 stakeholders have registered in the geodatabase through the online registration form. Moreover, a group of 5 MSc students have developed their university degree thesis in Landscape Architecture at the University of Florence based on MAESTRALE geodatabase.

WHAT IS THE TRANSFER POTENTIAL?

- It can be used as a tool for training (students, as well as experts) in the field of blue energy
- The robustness of the methodology used is recognized
- It has been tested through MAESTRALE and BLUE DEAL activities (MAESTRALE Blue Energy Labs and BLUE DEAL Labs)
- It is open access and ready to be implemented/used by any interested party
- It can host other projects data collections (as in the case of COASTENERGY project)
- Additional financial resources would allow its future implementation and potential improvement

References

<https://maestrale.interreg-med.eu/what-we-do/>

<https://maestrale.interreg-med.eu/our-story/when-where/>

Results:

<https://maestrale.interreg-med.eu/what-we-achieve/infographic/>

Tool link:

<http://maestrale-webgis.unisi.it>



iBlue

3 Pillar Business Model (3-PBM) methodology

Pilot areas & Countries

Mediterranean area:
Albania, Croatia,
Cyprus, France,
Greece, Italy, Portugal,
Slovenia, Spain

Target groups

Managers, entrepreneurs, policy makers,
research community,
etc. Addressed to businesses related to the
yachting sector. Easily
adapted to businesses
of any other sector.

Theme

Sustainable blue
growth and
competitiveness of
yachting industry

Keywords

Companies, sustainable
business model, blue
growth, yachting
industry

Starting and ending dates

September 2016 –
August 2019

BRIEF DESCRIPTION

- The 3-PBM is 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”.
- The 3-PBM methodology was developed based on the results of preliminary theoretical studies and of data collection about the yachting and maritime tourism sector.
- 3-PBM was tested, refined, and improved with additional best practices and validated for a future use.



CHALLENGES

3-PBM implementation is not just about the final output. For the company involved, “doing” the implementation activities, “the analysis”, of the 3-PBM is equally or even more important than the final output.

Active participation and the implementation process are crucial for the creation of the company's capability to manage and innovate the business model and implement the eventual transformations.



SOLUTIONS

- It enables multipurpose use. Various actions, like description, analysis, design, change, improvement and creation of the business models, can be implemented in parallel.
- It creates complexity simplification capability - 3-PBM 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 – 3-PBM implementation aims to deliver tangible benefits to SMEs of the whole yachting sector value chain.

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- Boost entrepreneurship and promote the development of the blue economy, mainly for SMEs.

Partners



STEPRI



Cámara
Sevilla



DHOMA E TREGTISE DHE INDUSTRIE DURRES
DURRES CHAMBER OF COMMERCE AND INDUSTRY



KEDGE
BUSINESS SCHOOL



iBlue

3 Pillar Business Model (3-PBM) methodology

Achieved results (quantitative)

- 1 online presentation of the theory session for workshops
- Thematic seminars and trainings organized in Albania, Cyprus, Croatia, France, Greece, Italy, Portugal, Slovenia and Spain
- 12 Pilot Actions (involving directly a local SME dealing with the yachting sector)

Language in which the result is developed

English

What is the most appropriate level for its use/imple- mentation?

It can be implemented
at Local, Regional and
National levels

WHAT IS NEEDED FOR ITS IMPLEMENTATION AND FOLLOW-UP?

- No specific technological infrastructure is required.
- No specific monetary investments are required.
- Just training: The 3-PBM methodology is based on the iterative use of Business Model Canvas (BMC) and Resources-Processes-Values (RPV) framework during which the company gradually increases knowledge and management capability of its economic, social and environmental performance and impact.

HOW TO USE IT?

The 3-PBM methodology has two phases with total of six group of activities or actions which are listed in sequence but in practice are/can be iterative:

Phase 1 - Analysis of the existing business model from the perspective of the three pillars

- Description of the economic perspective of the business model and its current impact on the society and environment.
- Description of Resources-Processes-Values framework and documentation of their current impacts on society and environment.
- Identification of relationships between business model elements that drive results in three perspectives and analysis of influential trends.

Phase 2 - Improvement actions and implementation design

- Design of the business model improvement actions and RPV transformations and expected results.
- Drafting the improved 3-PBM visualized by BMC and RPV "to be".
- Testing and learning activities and performance timeline for each perspective and appropriate key indicator.

PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

SMEs engaged during pilot tests were enthusiastic about results obtained through the 3-PBM methodology adoption.

WHAT IS THE TRANSFER POTENTIAL?

The 3-PBM methodology is simple to learn, apply, transfer, and manage.

- The tool is supported by scientific literature:
 - Christensen, C. M. (2001). Assessing your organization's innovation capabilities. *Leader to Leader*, No. 21 Summer 2001
 - Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.
- Policy makers as well as managers and entrepreneurs, but also business and research community representatives may present the 3-PBM methodology to SMEs through tailored training activities.
- The robustness of methodology used is recognized. The 3-PBM methodology was developed from the results of the preliminary theoretical studies (about business models and related innovation actions) and from the data collection about the yachting and maritime tourism sector.
- The tool is ready to be implemented. During the pilot actions, 3-PBM methodology was tested, refined, and improved with additional best practices and validated for future use.

WHICH TOOLS AND/OR METHODOLOGY CAN BE USED FOR TRANSFER?

The 3-PBM methodology could be transferred through:

- specialized thematic conferences (for policy makers, practitioners, SMEs, etc.);
- scientific publications (scientific articles, monographs, etc.);
- online trainings.

References

<https://ibblue.interreg-med.eu/project/description/>
<https://ibblue.interreg-med.eu/results/presentation/>
https://ibblue.interreg-med.eu/fileadmin/user_upload/Sites/Blue_Growth/Projects/iBLUE/3PBM_workshop.pdf

Videos:

<https://www.youtube.com/watch?v=if2JYVUGqsg>
<https://www.youtube.com/watch?v=QmEu7shuSLM>
<https://www.youtube.com/watch?v=oKJVVY8MKVjM>

Methodology:

https://www.youtube.com/watch?v=7X7I_-ANzDQ



BLUE DEAL

BLUE DEAL Labs Methodology

Pilot areas & Countries

Italy, Croatia,
Greece, Cyprus,
Spain, Albania

Target groups

Regions / Municipal-
ities / Small islands
/ Clusters / Private
sector that are willing
to investigate the
possibility of MREs'
use in their territory

Theme

Blue Energy

Keywords

Blue energy
technologies; blue
energy potentials;
environmental
sustainability;
social acceptance;
blue energy planning

Starting and ending dates

01/11/2019 –
30/06/2022

BRIEF DESCRIPTION

- Blue Deal Labs are participatory processes engaging stakeholders of the quadruple helix (science, policy, industry and society) in the decision process in order to guarantee new initiatives in the field of blue energy.
- It is a valid model of how a team should be composed to have a successful planning action, because of its interdisciplinary and inter-professional characteristics.
- The testing labs the testing labs in Malta and Albania proved that it is possible to integrate the different expertise coming from different organizations into a single planning process for the blue energy development. Transferring labs (Greece, Croatia and Cyprus) have also been organized in order to demonstrate and disseminate the labs methodology.



CHALLENGES

- Difficult access to data regarding site specific information on marine energy potentials
- Difficult process of stakeholder engagement and capitalization through Labs that need to be well prepared and organized in advance



PROBLEMS TO BE SOLVED

- Technologies for the exploitation of marine energy are new and most are still at an early stage of development
- Gap of knowledge and skills
- Policy makers have a difficulty in including blue energies in renewable energy strategies and plans at national level (directly connected to the previous bullet)
- The applications for new blue energy plants in the Mediterranean are often rejected by the controlling authorities (directly connected to the previous bullet)

SOLUTION

- The blue energy planning framework/methodology developed by the BLUE DEAL project allows to highlight the competences, procedures needed and criteria to be matched for the deployment of blue energy plants in the Mediterranean Sea.

Partners



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During the second phase, the **Interreg MED Blue Growth project** pursued the following key objectives:

- Assist and coordinate support to Interreg MED Blue Growth projects in their communication and capitalisation activities.
- Support a better transfer of the Interreg MED Blue Growth projects' results.
- Promote the uptake of results among the different stakeholders (e.g. regions, SMEs, researchers, etc.).
- Boost entrepreneurship and promote the development of the blue economy, mainly for SMEs.



BLUE DEAL

BLUE DEAL Labs Methodology

Achieved results (quantitative)

- A BLUE DEAL methodology to create blue energy plans taking into account all needed requirements
- 2 Testing BLUE DEAL Labs (in Malta and Albania)
- 3 Transferring BLUE DEAL Labs (in Greece, Croatia and Cyprus)
- 1 Capitalization BLUE DEAL Lab (in Greece)
- A BLUE DEAL Joint Plan for Portability: a tool focusing on fostering the inclusion of blue energy solutions within national-regional energy strategies and plans

Language in which the result is developed

English

What is the most appropriate level for its use / implementation

National / Regional / Local

IMPACT / BENEFITS OF THE RESULT/OUTPUT FOR THE CONCERNED TERRITORIES AND TARGET GROUPS

- The BLUE DEAL methodology includes an integrated set of technologies and the identification of sites for their implementation, size of plants and estimated production in terms of renewable energy per year.
- It shows the opportunities of exploitation of different forms of marine energy in specific areas.
- It promotes public-private initiatives and investments for blue energy development.
- The co-working Labs are sessions based on a participative design process with local stakeholders, the private sector and citizens.
- The Joint Plan for portability, is addressed to multiple stakeholders, including public authorities, focusing on the planning and management of blue energy. It is developed to foster the cooperation for Blue Energy deployment in the MED area.



WHAT IS THE TRANSFER POTENTIAL?

- The tool is supported by scientific literature: a set of papers that constitute the scientific rationale of the BLUE DEAL Labs methodology
- The Blue Deal partnership is a valid model of how a team should be composed to have a successful planning action because of its interdisciplinary and inter-professional characteristics. This model was tested in the “Testing Labs” of Malta and Albania, which demonstrated that it is possible to integrate different expertise from different partners organizations into a single planning process for the Blue Energy development.
- For a successful implementation, the BLUE DEAL Labs methodology needs:
 - Social acceptance
 - Specific organizational expertise in graphic visualisation, legal and sustainability issues, marine resource account, energy planning, environmental impact assessment, etc.

References

Papers:

- Bastianoni, S., Damasiotis, M., Praticò, C., Pulselli, R. M., eds. (2021). **Perspectives for Marine Energy in the Mediterranean Area**. Lausanne: Frontiers Media SA. doi: 10.3389/978-2-88966-424-5, Available at: <https://www.frontiersin.org/research-topics/7336/perspectives-for-marine-energy-in-the-mediterranean-area>
- <https://www.frontiersin.org/articles/10.3389/fenrg.2022.939961/full>
- <https://www.frontiersin.org/articles/10.3389/fenrg.2022.868334/full>

Links:

(a) to the Methodology:

<https://blue-deal.interreg-med.eu/what-we-do/blue-deal-methodology/>
https://blue-deal.interreg-med.eu/what-we-achieve/deliverables-database/detail/?tx_elibrary_pi1%5Blivvable%5D=13410&tx_elibrary_pi1%5Baction%5D=show&tx_elibrary_pi1%5Bcontroller%5D=Frontend%5CLivvable&cHash=18a7627c70778bd9075b44644dbd7865

(b) to the Joint Plan for Portability:

https://blue-deal.interreg-med.eu/what-we-achieve/deliverables-database/detail/?tx_elibrary_pi1%5Blivvable%5D=16026&tx_elibrary_pi1%5Baction%5D=show&tx_elibrary_pi1%5Bcontroller%5D=Frontend%5CLivvable&cHash=8c6afea0f22c4bb36a84831f8960f3db



BLUE CROWDFUNDING

Crowdfunding Training Tool



Pilot areas & Countries

Italy, Greece, Croatia, Spain, Portugal, Albania, Cyprus, Slovenia and France

Target groups

Business support organizations (ex. Chambers of Commerce), Small Medium Enterprises, Regional/Local Public Authorities

Theme

Blue Growth, Sustainable Financing

Keywords

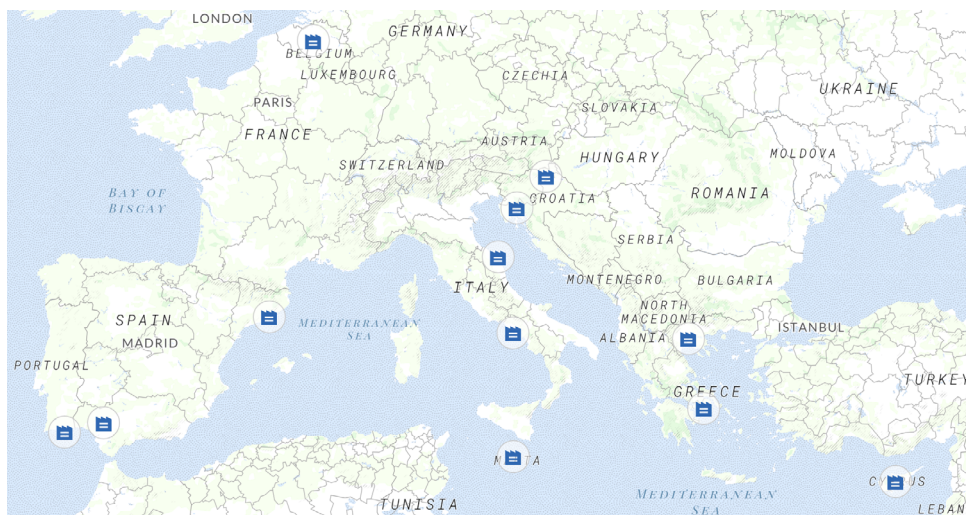
Crowdfunding, training, blue economy, alternative financing

Starting and ending dates

November 2019 – June 2022

BRIEF DESCRIPTION

It is a training tool on crowdfunding (consisting 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 available online.



CHALLENGES

To find interest among business support institutions to use crowdfunding as one of their mainstream training programs.



SOLUTIONS

Crowdfunding for Blue Growth supports the implementation of a better cooperation governance and helps to:

- Increase product and service development
- Stimulate the demand via crowdsourcing
- Promote open innovation via crowd-living focal points
- Test & validate products via pilot campaigns

Besides, Blue Crowdfunding comes to highlight the importance that alternative financial tools are gradually getting in many local, regional and national territories. For Public Authorities, civic crowdfunding is a very flexible tool to test “diverse” financing schemes.

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Partners





BLUE CROWDFUNDING

Crowdfunding Training Tool

Achieved results

- 13 Business support institutions using the tool and becoming part of the Blue Crowdfunding cluster
- 1 train the trainers programme
- 22 innovative blue economy enterprises conducted crowdfunding campaigns with the project's assistance
- 9 innovative blue economy enterprises met the minimum financing goal for their crowdfunding campaigns

Language in which the result is developed

English

IMPACT / BENEFITS OF THE RESULT/OUTPUT FOR THE CONCERNED TERRITORIES AND TARGET GROUPS

- 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.
- Crowdfunding can also be used for general public interest or as addition to public funding.
- The crowdfunding training tool enables business support institutions to include crowdfunding capacity building into their mainstream business support agenda.
- The crowdfunding training tool aims in increasing competences of the blue economy SMEs and regions and thus enable them to run crowdfunding campaigns in order to produce blue economy related products, provide blue economy related services and run blue economy related projects.



PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

SMEs trainings have been successfully implemented with high interest among SMEs.

WHAT IS THE TRANSFER POTENTIAL?

- The tool is supported by scientific literature as well as capitalized knowledge from INTERREG Central CROWD-FUND-PORT project
- This methodology can be used for any kind of crowdfunding
- The tool is available online and ready to be used
- It doesn't need a specific legal/ institutional framework or additional resources for implementation
- There is a great interest among SMEs as stated in the different SMEs trainings successfully implemented in the blue economy sector

References

Tool link:

https://blue-crowdfunding.interreg-med.eu/fileadmin/user_upload/Sites/Blue_Growth/Projects/BLE_CROWDFUNDING/D.3.1.1_Adopted_CF_training_tool_FINAL.pdf

Blue Crowdfunding campaign:

<https://blue-crowdfunding.interreg-med.eu/blue-crowdfunding-campaigns/>

Blue Crowdfunding campaign:

<https://blue-crowdfunding.interreg-med.eu/what-we-do/blue-crowdfunding-best-practices-catalogue/>

Videos:

<https://www.youtube.com/watch?v=SedERbopeyk>

<https://www.youtube.com/watch?v=oD15c3yGPsg>



BLUEfasma

Circularity Self-Assessment Tool

Countries

Portugal, Spain, France,
Italy, Malta, Croatia,
Montenegro, Greece,
Cyprus

Target groups

SMEs, enterprises,
business clusters will-
ing to adopt circular
economy principles in
their business/sector

Theme

Fishing/aquaculture

Keywords

Circular economy,
circular practices,
self-assessment-tool,
fishing, aquaculture.

Starting and ending dates

November 2019 –
June 2022

BRIEF DESCRIPTION

It is a tool that measures the SME's readiness & willingness to invest in circular economy principles, through an online "Questionnaire" on circular economy issues. It includes recommendations about the principles that the SMEs shall adopt in order to climb the Circular Economy ladder. It is free and available online.



CHALLENGES

To attract the interest of the sector's stakeholders involved in the fishing and aquaculture sector. For this reason, the project initially foresaw to support activities and events in order to train them on how to use the BLUEfasma Circularity Self-Assessment Tool.



SOLUTIONS

- Used as a unified Mediterranean measure of SMEs' readiness and willingness to invest in CE;
- Acting as a decision support tool;
- Tackling the lack of data on the circularity level of Mediterranean SMEs in fishing and aquaculture and their willingness to invest in Blue CE.

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- Boost entrepreneurship and promote the development of the blue economy, mainly for SMEs.

Partners



University of Patras
Greece



Region of Crete
Greece



Dynamic Vision P.C
Greece



Pôle Mer Méditerranée-Toulon Var Technologies
France



Maritime Cluster of Balearic Islands
Spain



MEDCITIES
Spain



Taormina Etna Consortium
Italy



IMC Foundation-International Marine Centre
Italy



Larnaca-Famagusta District Development Agency ANETEL
Cyprus



Dubrovnik Neretva Regional Development Agency DUNE
Croatia



CEEETA-ECO, Energy Consultants Ltd.
Portugal



Chamber of Economy of Montenegro
Montenegro



Ministry for Agriculture, Fisheries, Food & Animal Rights
Malta



Stratagem Energy Ltd.
Cyprus



BLUEfasma

Circularity Self-Assessment Tool

Expected results

Enhance innovation capacities of SMEs and maritime clusters and networks in blue CE in fishing and aquaculture by:
a) recording their level of circularity;
and b) providing recommendations in order to adopt circular practices and invest in them. Thus, increasing their level of circularity.

Language in which the result is developed

English

What is the most appropriate level for its use/implementation?

Local/regional

IMPACT/ BENEFITS OF THE RESULT/OUTPUT FOR THE CONCERNED TERRITORIES AND TARGET GROUPS

- The tool calculates the circularity level and the willingness to invest in CE of the stakeholders/SME and produces personalized recommendations towards the blue CE. Afterwards, if the user follows the recommendations, then should use the tool again in order to monitor his/her business new level of circularity and read the new recommendations towards a more CE.
- The use of the tool and the recommendations acquired are a big step for those that want to change their business towards a more sustainable and circular model triggering their transition. By following the recommendations, they can climb the circular economy ladder.
- Policy makers can also benefit from the overall results produced using the tool in a specific territory. Based on the results, they get knowledge on the existing level of CE implementation in their territories, and they can develop relevant policy recommendations and offer the appropriate incentives and public funds to the SMEs acting in fishing and aquaculture to boost the transition to a more CE.



PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

Tested in 11 participating territories. During the testing phase 114 stakeholders/SMEs filled in the CE self-assessment tool.

WHAT IS THE TRANSFER POTENTIAL?

It is easy to be transferred/cloned to other sectors of the Blue Growth.

- a) The tool is supported by scientific literature
- b) The robustness of the methodology used is recognized
- c) The BLUEfasma Circularity Self-Assessment Tool has been already developed to be used
- d) There is no need to have a social acceptability to be implemented
- e) There is no need to have a specific legal or institutional framework/instrument to be implemented
- f) There is no need to have a specific capacity and/or organizational expertise to be implemented
- g) There is no need to have additional financial resources to be implemented
- h) A full study and analysis of the specifications and requirements is needed prior to the transfer to other sectors of the Blue Growth beyond fishing and aquaculture.
- i) The BLUEfasma Living Lab methodology will be used for transferring the use of the Circularity Self-Assessment Tool.
- j) 114 stakeholders filled in the CE self-assessment tool.

References

<http://bluefasma.upatras.gr>

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4helix+

Innovation Voucher Scheme



Pilot areas & Countries

Italy, Greece,
Croatia, Spain,
Portugal, Albania
and France

Target groups

Public Authorities,
Clusters, Networks
willing to invest
and support
SMEs' research,
development and
innovation (RD&I)

Theme

Yachting and Blue
traditional sectors

Keywords

Innovation, funding,
coaching, knowledge
provider, cross
border cooperation

Starting and ending dates

February 2018 –
31 October 2020

BRIEF DESCRIPTION

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).



The maintenance, host and bug fixing of a dedicated web platform that provided technical support and made feasible the implementation of the vouchers scheme by all partners

SOLUTIONS

- The innovation voucher scheme aims 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 such an innovation 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.
- Moreover, it makes possible that regions and enterprises could benefit from transnational cooperation to promote competitiveness. Thus, the implementation of the “innovation voucher scheme” provided many examples of successful transnational cooperation projects based on favouring RD&I processes in SMEs.

Partners



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- Create an innovative Mediterranean community of Blue Growth projects.
- Strengthen the working links between transnational stakeholders.
- Support Mediterranean clusters, and
- Favour the dissemination and transferability of results.

During the second phase, the **Interreg MED Blue Growth project** pursued the following key objectives:

- Assist and coordinate support to Interreg MED Blue Growth projects in their communication and capitalisation activities.
- Support a better transfer of the Interreg MED Blue Growth projects' results.
- Promote the uptake of results among the different stakeholders (e.g. regions, SMEs, researchers, etc.).
- Boost entrepreneurship and promote the development of the blue economy, mainly for SMEs.



4helix+

Innovation Voucher Scheme

Achieved results (quantitative)

- 8 Blue Bootcamps
- 18 Regional info days held online and in presence
- 48 innovation voucher schemes funded
- 1 Brokerage Event held in Zadar
- Companies from 8 MED areas have acquired knowledge

Language in which the result is developed

English

What is the most appropriate level for its use / implementation

Regional and
transnational level.

IMPACT / BENEFITS OF THE RESULT/OUTPUT FOR THE CONCERNED TERRITORIES AND TARGET GROUPS

Thanks to:

- 8 Blue Bootcamps,
- 18 Regional info days held online and in presence,
- 1 Brokerage event held in Zadar and 48 innovation voucher schemes funded.

Companies from 8 MED areas have acquired knowledge:

- Installing new alliances with experts such as the Knowledge Providers (KPs)
- Generating new ideas
- Testing new products, processes, business models, marketing strategies
- Using voucher results to innovate their internal process and improve their activities.



WHAT IS THE POTENTIAL?

This result could be used in any kind of project, programme and MED territory at any time, willing to introduce R&D into the SMEs of a specific sector of an activity. At this moment, as far as we have basic financial support for offering an “innovation voucher”, this “tool”/result could be replicated. The key element is the usage of this “innovation voucher system” as an incentive to support R&D introduction into MED BLUE SMEs, thanks to the coaching activities of the selected knowledge providers.

HAS THIS RESULT BEEN TRANSFERRED/MAINSTREAMED?

After the closing of the project, the consortium has shared possible scenarios to further implement the activities realized for what concerns the Pilot Action.

Thanks to 4helix+, a new model of innovation voucher supporting the transnational exchange of innovation services in Europe was conceived. European regions and national governments faced their innovation challenges and achieved their goals in their innovation support to companies by putting into place a collaborative framework at transnational level.

In this way, regions and enterprises could take advantage of the globalization benefits for Europe to promote competitiveness and cooperation in an effective and cross-national way. In the framework of the actions envisaged during experimentations and pilots, main pillars of transferring have been built to influence key actors and enforce PA, provide relevant regional, national actors and policy makers with evidence from successful examples of transnational cooperation projects based on favoring RD&I processes SMEs, in view of the New Programming Period 2021-2027.

References

<https://4helix-plus.interreg-med.eu/our-story/objectives/>

<https://4helix-plus.interreg-med.eu/innovation-vouchers/>

<https://4helix-plus.interreg-med.eu/what-we-achieve/official-video/>



MISTRAL

Business Plan Competition Toolkit

Pilot areas

Emilia-Romagna,
Friuli-Venezia-Giulia,
Iles Balears, Provence-
Alpes-Côte d'Azur, Greece,
Alentejo, Zadar County,
Andalusia

Countries

Italy, France, Spain,
Greece, Portugal, Croatia,
Albania, Cyprus

Target groups

Innovation public providers
(Ex. Innovation Agencies,
Public Authorities,
Clusters, etc.).

Theme

Blue energy, yachting,
maritime surveillance

Keywords

Startups, Spin-offs,
Business plan, Business
ideas, Entrepreneurship,
Competition

Starting and ending dates

February 2018 –
April 2022

BRIEF DESCRIPTION

It is a step-by-step guide for innovation service providers providing detailed information on how to launch and manage a Business Plan Competition for the Blue Growth sector as a driver for innovation at the regional, national and international level.



CHALLENGES

Find the funding or an alternative to funding as an award to the winners.



SOLUTIONS

Coordinating networking activities among private stakeholders of the Blue Growth sectors and enhancing their innovation potentials through public actions is a crucial intermediating function that the MED region should ensure for the future.

MISTRAL's Business Plan Competition Toolkit is a step by step guide for Innovation service providers willing to support, develop and strengthen the Blue Growth sector at a regional/national/international level.

The toolkit provides detailed information on how to launch and manage a Business Plan Competition, as a driver for innovation and Smart Specialisation.

Partners



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MISTRAL

Business Plan Competition Toolkit

Achieved results (quantitative)

- More than 70 beneficiaries were trained to compile their business plans
- 9 Local/National Business Plan Competitions
- 1 International Business Plan Competition

Language in which the result is developed

English

What is the most appropriate level for its use / implementation

International,
National, Regional

IMPACT/ BENEFITS OF THE RESULT/ PROBLEMS ADDRESSED

- 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.
- A Business Plan Competition is a competition between business ideas, start-ups 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 create a vision on its development.
- It is an effective tool to improve skills and competences and therefore accelerate innovation processes.



DID YOU ALREADY GET A DEMONSTRATED INTEREST FROM TOOL'S END-USERS?

Yes, the Blue Italian Growth National Technology Cluster (BIG).

WHAT IS THE TRANSFER POTENTIAL?

- The “international/national business plan competition scheme” is an effective tool to improve skills and competences of entrepreneurs/start-ups and therefore accelerate innovation processes.
- Its transfer potential is high, as it is applicable in all the MED area for all the Blue Growth sectors.
- Successful Business Plan Competitions can be organized in cooperation with universities, research centers and public authorities. The cooperation with public authorities is crucial for a wide engagement and involvement of the target groups.
- Expertise and knowledge are required in the following training areas:
 - business creation, business planning, business model canvas
 - innovation dynamics of the blue economy targeted sectors
 - IPR and marketing
 - pitching skills
 - social media
- Fundraising is necessary to implement new competitions
- Other pre-conditions for a successful transfer:
 - Engagement of innovation service provide
 - Public authorities
 - Private sponsors

References

Guidelines for Business Plan Competition:

https://mistral.interreg-med.eu/fileadmin/user_upload/Sites/Blue_Growth/Projects/MISTRAL/MISTRAL_D_4_1_1_BBP_Competition_Guidelines.pdf

BLUE BUSINESS PLAN COMPETITION TOOLKIT:

https://interreg-med.eu/index.php?id=6146&tx_elibrary_pi1%5Blivvable%5D=11891&tx_elibrary_pi1%5Baction%5D=show&tx_elibrary_pi1%5Bcontroller%5D=Frontend%5CLivvable&cHash=c65a7ec77a46a6b6b240905773bc57b4



MISTRAL

Matchmaking event toolkit

Pilot areas

Málaga (Spain), Italy,
Portugal, Croatia

Countries

Italy, France, Spain,
Greece, Portugal, Croatia,
Albania, Cyprus

Target groups

MED policy makers, BSOs,
Innovation services
providers

Theme

Maritime Renewable
Energy, Maritime
Surveillance, Fishing
and Aquaculture, Blue
Biotechnologies, Coastal
and Maritime Tourism

Keywords

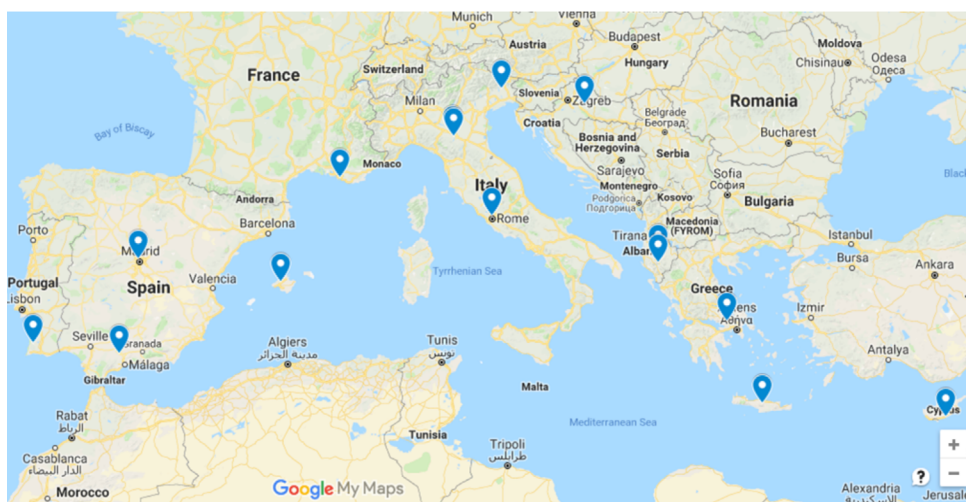
Matchmaking, Networking,
Technology Transfer,
Partnership, 1:1 meeting

Starting and ending dates

February 2018 – April 2022

BRIEF DESCRIPTION

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.



CHALLENGES

- Engage event's organizers to have a wider reach and to frame the matchmaking event within the context of their events, e.g. trade fairs, conferences, attracting relevant audiences
- Engage participants
- Manage high numbers of participants' registrations whilst maintaining high quality profiles (in case of virtual events)



SOLUTIONS

- Share tools and methodologies
- Increase networking capacities
- Promote durable collaboration and partnerships

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Partners





MISTRAL

Matchmaking event toolkit

Achieved results (quantitative)

- 1 BLUE BUSINESS MATCHMAKING physical event
- 1 TRANSNATIONAL MATCHMAKING virtual event
- 3 NATIONAL MATCHMAKING B2B online events

Language in which the result is developed

English

What is the most appropriate level for its use / implementation

International,
National, Regional

IMPACT/ BENEFITS OF THE RESULT/ PROBLEMS ADDRESSED

MISTRAL Matchmaking event toolkit is a very attractive tool for actors looking to:

- share tools and methodologies to facilitate technology transfer, enterprise creation, open innovation and international cooperation;
- increase their networking capacities in the Blue Growth ecosystem for a stronger MED community;
- encourage durable collaborations and partnerships (e.g. between a wide range of actors from SMEs to larger companies, to clusters);
- support the scouting of new technologies in response to innovation needs' assessment.

WHAT IS THE TRANSFER POTENTIAL?

- The tool is supported by scientific literature: the matchmaking events enabled new forms of cooperation across sectors, actors and value chains which, as stated by the EC paper Blue Growth and Smart Specialisation (2016), helps to boost innovation. The involvement of business actors, research centres and policy makers are the key for building a competitive advantage, attracting the best skills and becoming a fertile environment for Blue Growth.
- The methodology is recognized and is already widely used by well renowned organizations, such as the Enterprise Europe Network.
- The tool is ready to be implemented.
- Expertise and knowledge are required in the following areas:
 - event management,
 - application and set up of the matchmaking platform/software,
 - experience of delivering support services to SMEs, both in relation to the scouting of new technologies and to innovation needs assessment.
- There is no need to have additional financial resources to implement it.
- The pre-condition for a successful transfer is the engagement of innovation service providers.
- The tool and its methodology can be transferred through national learning camps.

References

Blue Growth Matching models - Guidelines:

https://mistral.interreg-med.eu/fileadmin/user_upload/Sites/Blue_Growth/Projects/MISTRAL/MISTRAL_D4_2_1_BMM_Models_Guidelines.pdf

Matchmaking event toolkit:

https://mistral.interreg-med.eu/fileadmin/user_upload/Sites/Blue_Growth/Projects/MISTRAL/D.4.3.2Blue_Growth_matchmaking_event_toolkit.pdf

Learn more about our Community's contributions
to these key challenges [here](#).

Visit the INTERREG Blue Growth Community website:
blue-growth.interreg-med.eu

CONTACT

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PARTNERS

