iBlue Thematic Seminar

10th, 12th and 13th October
- Marseille, France
iBlue aims

iBlue aims to contribute to the sustainable relaunch of the yachting sector by using a new methodology

• integrating the 3 pillars of sustainability (economic, environmental and social)
• into the concept of business model innovation, “3 Pillars Business Model” (“3-PBM”).
WP3 L3.1.1 Guidelines

4 academics responsible of guidances framework

A methodology, called 3-PBM, for sustainable Business Model Innovation in yachting sector enterprises in the Med area

A list of defined sustainability indicators for the measurement and monitoring of sustainability

A collection of best practices from the yachting sector in the Med area

A database of the Med area yachting sector

All partners: Responsible of the data collection and the 3PBM implementation

Thematic Seminar - Marseille 10th, 12th & 13th October 2017
### WP3 L3.1.1 Guidelines

<table>
<thead>
<tr>
<th>Activities &amp; Deliverables</th>
<th>Resp</th>
<th>Due date</th>
<th>Expected results</th>
<th>State of work</th>
<th>Delivery</th>
<th>Feedback from NA Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity 3.1</strong> L.3.1.1. Guidelines</td>
<td>KEDGE</td>
<td>30/06/17</td>
<td>Guidelines for all partners &amp; all deliverables</td>
<td>Done Downloaded</td>
<td>Guidelines to all partners</td>
<td>Issues and understanding</td>
</tr>
<tr>
<td><strong>Activity 3.2</strong> L. 3.2.1. State of the Art</td>
<td>M</td>
<td>30/11/17</td>
<td>A review of literature about BMI (analysis and basis for next deliverable)</td>
<td>Work in progress</td>
<td>Almost done</td>
<td>Executive Summary and full document to all partners</td>
</tr>
<tr>
<td><strong>Activity 3.3</strong> Organising a database</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
</tr>
<tr>
<td><strong>L 3.3.1. Collection of best practices</strong></td>
<td>STEP</td>
<td>30/01/18</td>
<td>Best practices in context, implementation &amp; benefits</td>
<td>Work in progress</td>
<td>Basis to start the data collection</td>
<td>3 case studies (data)</td>
</tr>
<tr>
<td><strong>L 3.3.2. Data collection yachting</strong></td>
<td></td>
<td>30/03/18</td>
<td>Data about yachting sector economic impact, employment, strengths, weaknesses and sustainability level</td>
<td>Work in progress</td>
<td>A semi-structured interview</td>
<td>6 SMEs by country (data)</td>
</tr>
<tr>
<td><strong>L 3.3.3 Database of yachting SMEs</strong></td>
<td></td>
<td>30/03/18</td>
<td>Database of the Med area yachting companies</td>
<td>Work in progress</td>
<td>Common Excel file (all supply chain levels)</td>
<td>Information &amp; interviews by country</td>
</tr>
</tbody>
</table>
## WP3 L3.1.1 Guidelines

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<tbody>
<tr>
<td>Activity 3.4</td>
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</tr>
<tr>
<td>L.3.4.1. 1st version of 3PBM</td>
<td>STEP</td>
<td>30/03/18</td>
<td>1st version of a canvas to be tested and refined through WP4</td>
<td>Work in progress</td>
<td>Tool to test (learn &amp; use)</td>
<td>Issues and change to the tool</td>
</tr>
<tr>
<td>L. 3.4.2. Guidelines for 3PBM Meth</td>
<td>STEP</td>
<td>30/03/18</td>
<td>Guidelines for the 3PBM application and implementation</td>
<td>Work in progress (Koper)</td>
<td>Guidelines useful and practical for implementation</td>
<td>No</td>
</tr>
<tr>
<td>Activity 3.5</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>L.3.5.1. List of sust. indicators</td>
<td></td>
<td>30/04/18</td>
<td>A first review and definition to be tested and improved through WP4</td>
<td>Work in progress</td>
<td>First version to revise after the test</td>
<td>Pilot actions (focus group)</td>
</tr>
<tr>
<td>L 3.5.2. Sust. indicators system</td>
<td>KEDGE</td>
<td>30/04/18</td>
<td>A tool for measuring and monitoring sustainable progress at all levels (from local to global)</td>
<td>Work in progress</td>
<td>A consensus-based tool to develop</td>
<td>Validation of the usability</td>
</tr>
<tr>
<td>Activity 3.6</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>L 3.6.1 Revised methodology</td>
<td>KEDGE</td>
<td>30/04/18</td>
<td>Final version to be tested and then transferred (WP5)</td>
<td>Work in progress</td>
<td>Refine the content and structure</td>
<td>A final version with a Delphi exercise</td>
</tr>
</tbody>
</table>

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The common works for WP3

based on:
L.3.2.1. State of the Art
Literature review on BM, SBM & BMI

- 95
- 85
- 180
- 12

1/5 papers + 20 “important”

- 495
- 117
- 105
**Literature review on BM, SBM & BMI**

<table>
<thead>
<tr>
<th>Final sample</th>
<th>105 papers (2007-2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BM No. of definitions</td>
<td>In 58 papers</td>
</tr>
<tr>
<td>BM No. of components</td>
<td>In 33 papers</td>
</tr>
<tr>
<td>SBM No. of definitions</td>
<td>In 14 papers</td>
</tr>
</tbody>
</table>

- BM No. of definitions: 675 papers
- BM No. of components: 12 papers
- SBM No. of definitions: 105 papers
The common works for WP3

based on:
Activity 3.3 Organising a database of MED area yachting and maritime tourism sector
SCOPE

Yachting sector + SME = Scope

Value chain of recreational crafts 2,5-24 mt length (Art.3, European Directive 2013/53/EU) and recreational vessels over 24 mt length («super-yachts», see harmonised standard EN/ISO/DIS 8666)

Art. 2, EU recommendation 2003/361: “The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.”
The common works for WP3

based on:
L.3.3.1. Collection of Best Practices about Yachting
L 3.3.1 Specific tasks

FIRST STEP

The descriptive BMI framework preparation

• **Definition of basic descriptive framework** with key business model elements that had to be described
• Framework **assessment and improvement**
• Definition of **key criteria** for identification and selection of BMI best practices
• Preparation of **instructions to use** for descriptive framework and key selection criteria
SECOND STEP

A. Identification and selection of BMI best practices
(all PPs x 3 companies)

To identify yacht industry BMI case that enabled

• achievement of **outstanding results in at least one**
  of the key perspective/outcomes

and

• **above the average / average results in other two**
  key perspectives.
A. Identification and selection of BMI best practices

To identify:
• achievement of at least one key perspective/outcome
• above average results in other two key perspectives.

![Chart showing BMI results for different companies]
The common works for WP3

based on:
L.3.3.2. Data Collection about yachting in MED area
Work plan deliverable L3.3.2

Step 0: Map company typologies within yacht industry; definition of categories of analysis

Step 1: Design of semi-structured interview

Step 2: Data collection

Step 3: Data analysis

NATIONAL STATISTICAL DATA

INTERVIEWS: 6 SMEs EACH COUNTRY
Work plan deliverable L3.3.2

**Step 0:** Map company typologies within yacht industry; definition of categories of analysis

**Step 1:** Design of semi-structured interview

<table>
<thead>
<tr>
<th>Population</th>
<th>Length of coastline</th>
<th>Protected marine areas</th>
<th>Ports and marinas</th>
<th>Mooring availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of inhabitants</td>
<td>Km of coastline</td>
<td>Number of protected marine areas</td>
<td>Km of coastline in protected areas</td>
<td>Number of ports and marinas</td>
</tr>
<tr>
<td>Number of moorings below 10 m (or not specified)</td>
<td>Number of moorings 10,01-12 m</td>
<td>Number of moorings 12,01-18 m</td>
<td>Number of moorings 18,01-24 m</td>
<td>Number of moorings above 24 m</td>
</tr>
</tbody>
</table>

**Step 2:** Data collection

**Step 3:** Data analysis

**INTERVIEWS:** 6 SMEs EACH COUNTRY

**NATIONAL STATISTICAL DATA**
Step 0: Map company typologies within yacht industry; definition of categories of analysis

Step 1: Design of semi-structured interview

Step 2: Data collection

Step 3: Data analysis

Work plan deliverable L3.3.2

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INTERVIEWS: 6 SMEs EACH COUNTRY

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INTERVIEW

**Presentation**

BLUE aims to contribute to the sustainable relaunch of the yachting sector by using a new methodology and by integrating the sustainable pillars (economic, environmental and social) in the concept of business model innovation (3-PBM). The purpose of the interview is to gather information on the yacht industry at a transactional level by investigating selected actors of the sector. Data collection is based upon two steps: 1) a written questionnaire, 2) an interview. Following instructions clarify the operative development of the research. University of Udine (Italy) is the activity leader and all the consortium partners take part in the local data collection. The research team is at complete disposal for any further questions.

Thank you for your participation to the BLUE project!

**Instructions**

- The enterprise receives a questionnaire to be compiled before the interview.
- The enterprise sends back the compiled questionnaire and fix an appointment with the research team for the interview.
- The interview takes place face-to-face or via Skype with the participation of the head of the enterprise (or a delegate) and a member of the research team. The interview lasts 30-45 minutes.
- The interview is recorded and transcribed verbatim by the research team. A copy of the transcription is sent to the interviewee in order to validate the content.
- After validation, data are treated by the research team.
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FOR YOUR ATTENTION

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