iBLUE
MED Modular Project
Capitalisation Event
“New trends for the Yachting sector in the Med area”
Marseille, 11th October 2017
iBLUE PROJECT

*Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model*
iBLUE PROJECT

The General Objective is...

to increase transnational activity of innovative clusters and networks of key sectors of the MED area
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The Focus is...

yachting sector – the whole chain – in the MED Area
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The Main Goal to achieve is...

to develop and test a METHODOLOGY for BUSINESS MODEL INNOVATION based on the 3-PILLARS of SUSTAINABILITY (economic, social and environmental)

by also generating
an integrated and transnational network of yachting sector in the MED Area
iBLUE PARTNERSHIP is heterogeneous...

ACADEMIC PARTNERS & NON ACADEMIC PARTNERS
What yachting sector is...

SMEs and organisations related to (among others):

- Designers
- Engineering services
- Producers
- Actors related to refitting and maintenance activities
- Service delivery (e.g. marinas)
- Certification rule authorities
“A business model is the way in which a company generates revenue and makes a profit from company operations”
What sustainability is...

SUSTAINABILITY

Economic

Social

Environmental
Expected Results ...

- To improve the **competitiveness** of yachting sector thanks to the application of the **3-Pillar Business Model Innovations (3-PBMI)**

- To feed-up the knowledge of the yachting segment by a systematic data organization

- To create the **MED yachting network**

- To foster **new governance** approach leaded by the **policy makers**
Target groups...

SMEs and companies (especially iBLUE pilot cases)

Sectoral agencies

Policy makers

Business support organizations

Higher education and research

Citizens and general public
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<tbody>
<tr>
<td><strong>State of the Art of Analysis of BMI</strong></td>
<td><strong>Collection of the best practices from the yatching sector of the MED area</strong></td>
<td><strong>Pilot actions for the 3-PBM tool’s test by SMEs</strong></td>
<td><strong>training on the 3-PBM tool both for target groups and policy makers</strong></td>
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<td><strong>Development of the 3-PBM (3-Pillar Business Model) tool</strong></td>
<td><strong>Information database about the MED yatching network</strong></td>
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<td><strong>drafting of guidelines for policy makers</strong></td>
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Actually...

at a very beginning steps...

we are investigating for achieving the first really important deliverable by November 2017:

STATE OF THE ART ANALYSIS OF BUSINESS MODEL INNOVATION
# iBLUE Project - Project Summary

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<thead>
<tr>
<th><strong>Acronym</strong></th>
<th>iBLUE</th>
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<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model (3-PBM)</td>
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<tr>
<td><strong>Start Date</strong></td>
<td>01.02.2017</td>
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<td><strong>End Date</strong></td>
<td>01.01.2020</td>
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<td><strong>Project duration</strong></td>
<td>36 Months</td>
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<td><strong>Budget</strong></td>
<td>2,252,855 €</td>
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<td><strong>Partner</strong></td>
<td>Lead Applicant: UNIUD – University of Udine – DPIA and DIES (ITALY)</td>
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<td>Partner 1: STEP RI Science and Technology Park of the University of Rijeka (CROATIA)</td>
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<td>Partner 2: KEDGE BS Groupe Kedge Business School (FRANCE)</td>
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<td>Partner 3: CCSEV Official Chamber of Commerce, Industry and Shipping of Seville (SPAIN)</td>
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<td>Partner 4: CCCi Cyprus Chamber of Commerce and Industry (CYPRUS)</td>
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<td>Partner 5: LCCI Lasithi Chamber of Commerce (GREECE)</td>
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<td>Partner 6: UP University of Primorska (SLOvenia)</td>
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<td>Partner 7: RCDI Development and Innovation Network (PORTUGAL)</td>
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<td>Partner 8: DURRES CCI Durres Chamber of Commerce and Industry (ALBANIA)</td>
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<td>Partner 9: FTHM University of Rijeka – Faculty of Tourism (CROATIA)</td>
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<td>Partner 10: PRODETUR Tourist and Economic Promotion Development (SPAIN)</td>
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Thank you for your attention...

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