

Interreg
Mediterranean



Project co-financed by the European
Regional Development Fund



STEP KEDGE
BUSINESS SCHOOL

Cámara
Sevilla



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***



iBLUE PROJECT

The Focus is...

*yachting sector – the whole chain –
in the MED Area*



iBLUE PROJECT

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

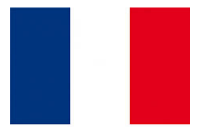


iBLUE PARTNERSHIP *is heterogeneous...*

ACADEMIC PARTNERS

&

NON ACADEMIC PARTNERS

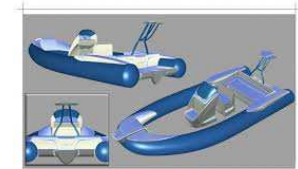


What yachting sector is...



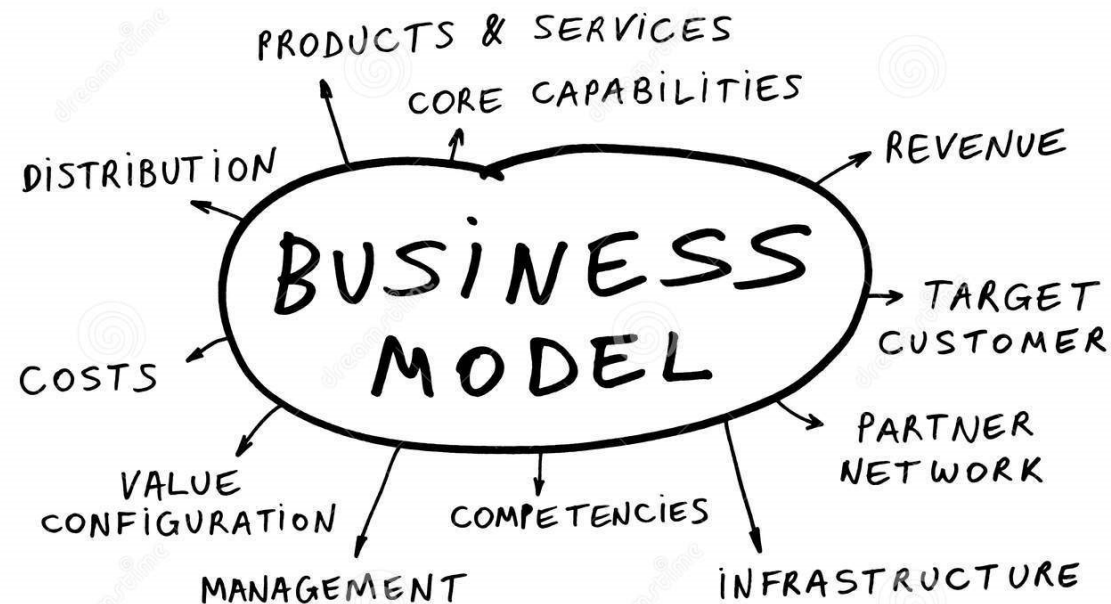
SMEs and organisations related to (among others):

- Designers
- Engineering services
- Producers
- Actors related to refitting and maintenance activities
- Service delivery (e.g. marinas)
- Certification rule authorities





What business model is...



“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 led 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

Main Steps...



WP3 Studying
02.2017-11.2017

State of the Art of Analysis of BMI

Collection of the best practices from the yatching sector of the MED area

Development of the 3-PBM (3-Pillar Business Model) tool

Information database about the MED yatching network

WP4 Testing
05.2018-10.2019

Pilot actions for the 3-PBM tool's test by SMEs

WP5 Transferring
08.2018-01.2020

training on the 3-PBM tool both for target groups and policy makers

drafting of **guidelines** for **policy makers**



Actually...

at a very beginning steps...

WP3 Studying
02.2017-11.2017

**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

Acronym	iBLUE		
Title	Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model (3-PBM)		
Start Date	01.02.2017	Project duration	36 Months
End Date	01.01.2020		
Budget	2.252.855 €		
Partner	Lead Applicant	UNIUD – University of Udine – DPIA and DIES (ITALY)	
	Partner 1	STEP RI Science and Technology Park of the Univerisity of Rijeka (CROATIA)	
	Partner 2	KEDGE BS Groupe Kedge Business School (FRANCE)	
	Partner 3	CCSEV Official Chamber of Commerce, Industry and Shipping of Seville (SPAIN)	
	Partner 4	CCCi Cyprus Chamber of Commerce and industry (CYPRUS)	
	Partner 5	LCCI Lasithi Chamber of Commerce (GREECE)	
	Partner 6	UP University of Primorska (SLOvenia)	
	Partner 7	RCDI Development and Innovation Network (PORTUGAL)	
	Partner 8	DURRES CCI Durres Chamber of Commerce and Industry (ALBANIA)	
	Partner 9	FTHM University of Rijeka – Faculty of Tourism (CROATIA)	
	Partner 10	PRODETUR Tourist and Economic Promotion Development (SPAIN)	



Thank you for your attention...

Follow us...

*<https://iblue.interreg-med.eu/>
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