



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



iBlue Thematic Seminar



STEPPI

KEDGE
BUSINESS SCHOOL

Cámara
Sevilla



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



Επιμελητήριο
ΛΑΣΙΘΙΟΥ



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



SVEUČILIŠTE U RIJEKI UNIVERSITY OF RIJEKA
FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
OPATJIA, HRVATSKA CROATIA



PRODETUR

Thematic Seminar - Marseille 10th, 12th & 13th October 2017

Project co-financed by the European
Regional Development Fund

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”).



Project co-financed by the European Regional Development Fund

WP3 L3.1.1 Guidelines



4 academics responsible of guidances framework

4 Main Outputs



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

STEPRI



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

KEY:

Blue KEDGE
BUSINESS SCHOOL

Green  

Yellow STEPPI

Grey 

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DEADLINE

3.1.1 Guidelines
WP3 activities

3.2.1 State of the
art analysis of BMI

3.3.1 Collect best
practices

NOV 17

JAN 18

3.3.2 Data
collection yachting
Med

3.3.3 Database
yachting SMEs Med

3.4.1 1st version
3PBM methodo

3.4.2 Guidelines for
methodo

MAR 18






3.5.1 List sust.
indicators

3.5.2 Sust.
indicators system


3.6.1 Revised 3PBM
methodo

APR 18

WP3 L3.1.1 Guidelines

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

WP3 L3.1.1 Guidelines

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



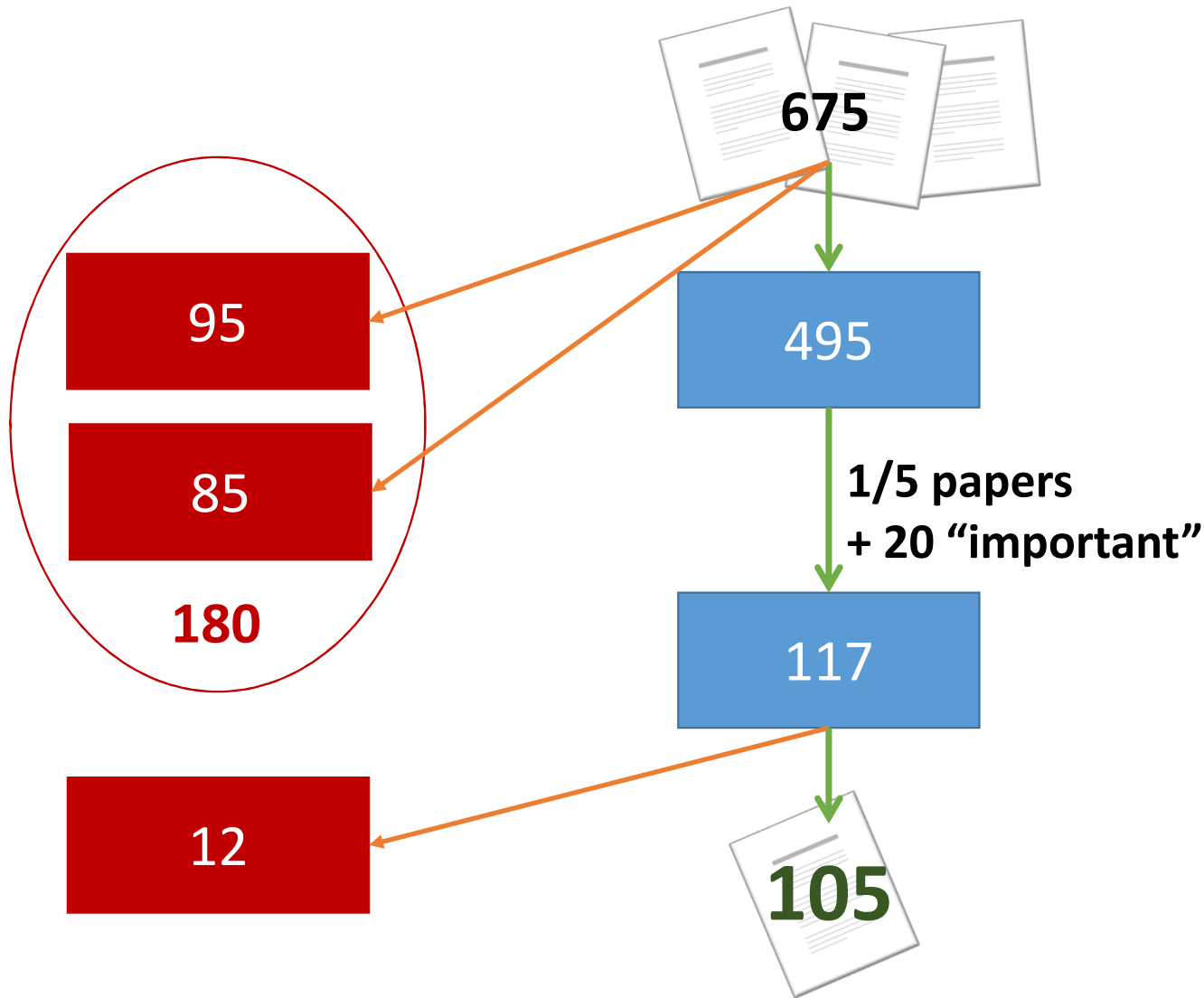
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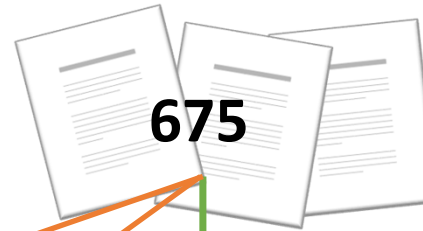
The common works for WP3

based on:
L.3.2.1. State of the Art

Literature review on BM, SBM & BMI

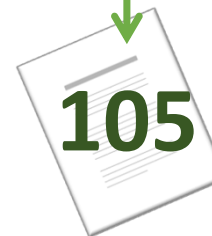


Literature review on BM, SBM & BMI



Final sample	105 papers (2007-2017)
BM No. of definitions	In 58 papers
BM No. of components	In 33 papers
SBM No. of definitions	In 14 papers

12





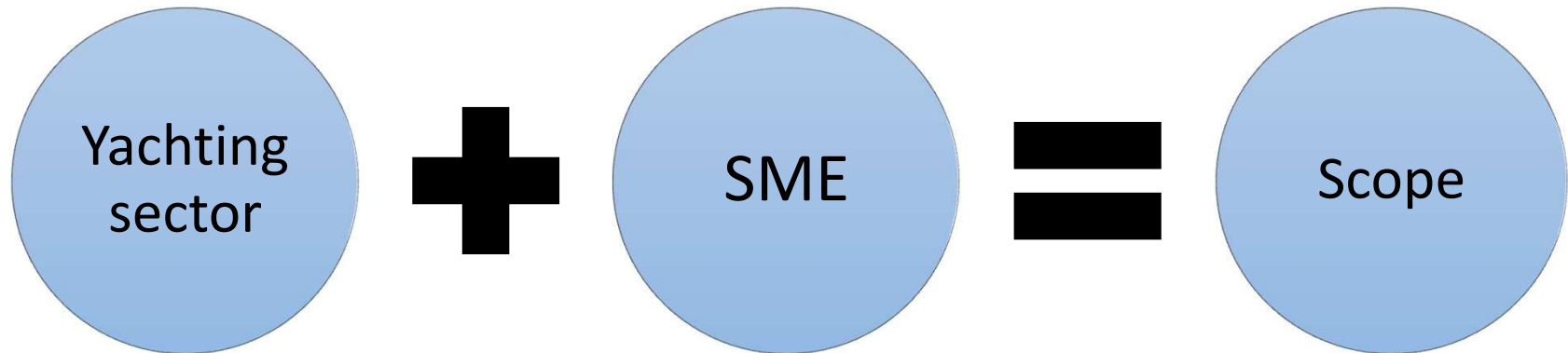
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The common works for WP3

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

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

Scientific
partners
Work in progress!

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)

All partners
Work to do!

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.



SECOND STEP

A. Identification and selection of RMI best practices

All partners
work to do!

To identify

- achievement of the

and

- above key p...

	Economic	Society	Environment
Company A	Excellent (Green)	Average (Yellow)	Average (Yellow)
Company B	Excellent (Green)	Excellent (Green)	Poor (Red)
Company C	Average (Yellow)	Average (Yellow)	Average (Yellow)
Company D	Average (Yellow)	Excellent (Green)	Excellent (Green)

Excellent (Green) Average (Yellow) Poor (Red)

ne

D

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

**NATIONAL
STATISTICAL DATA**

Step 1: Design of semi-structured interview

Step 2: Data collection

**INTERVIEWS:
6 SMEs EACH COUNTRY**

Step 3: Data analysis

Work plan deliverable L3.3.2

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

**NATIONAL
STATISTICAL DATA**

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

Step 1: Design of

Step 2: Data collection

**INTERVIEWS:
6 SMEs EACH COUNTRY**

Step 3: Data analysis

Work plan deliverable L3.3.2

Step 0: Map company typologies in the yachting industry; definition of

Population	Length of coastline
Number of inhabitants	Km of coastline

Step 1: Design of

Step 2: Data collection

Step 3: Data analysis

Interview

Presentation

iBLUE aims to contribute to the sustainable relaunch of 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 yacht industry at a transnational 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 iBLUE 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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