

**NEW TRENDS FOR THE YACHTING SECTOR
IN THE MED AREA**

Interreg
*M*editerranean



EUROPEAN UNION

**Transnational Event of the Blue Growth Thematic Community
Marseille – 11/10/2017-12/10/2017**

Maria Groueva
Project Officer JS Interreg MED Programme



Blue Growth in the Interreg Med Programme

Axis 1 Innovation

Improving innovation capacities of public and private actors involved in **green** and **blue growth** sectors, **cultural and creative industries** and **social economy**

- ✓ stronger transnational cooperation
- ✓ better connections between stakeholders of the 4Helix (research bodies, businesses, public authorities, civil society).

To improve empowerment with, within and between existing clusters, economic sectors and networks



Expectations from Axis 1 projects

- ✓ Eco-system based approach
- ✓ Innovation as an open process, strongly axed on the role of the 4 Helix and its impact on MED clusters (as Business and Innovation support organizations) at transnational level;
- ✓ Enlargement of knowledge / experience in Clusters policies and practices;
- ✓ Development of strategies in Innovation policies and practices;
- ✓ Lobbying/networking activities for all the results;
- ✓ Dissemination of knowledge at territorial level;



Blue Growth in the Interreg Med Programme

Axis 1 Innovation

Programme result indicator
Increase in the share of innovative clusters offering to their members a consolidated mix in transnational activities in key sectors of the MED area



iBlue
Investing in sustainable Blue growth and competitiveness through 3-Pillar Business Model

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.

Interreg Mediterranean
Project co-financed by the European Regional Development Fund

UNIVERSITÀ DEGLI STUDI DI UDINE
hic sunt futura

Cámara de Comercio de Murcia

KEDGE

CCDI

STEPPI



24 M €
Budget du projet

2 M €
ERDF / IPA

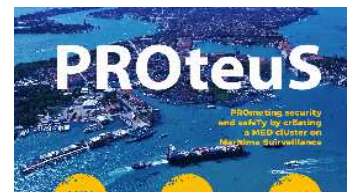
36 Months
Durée du projet

SUSTAINABLE DEVELOPMENT IN THE MEDITERRANEAN

MAESTRALE Project aims to lay the foundations for a Blue Growth strategy in the Mediterranean area. Almost 90% of the world's maritime renewable energy is produced in Europe but there is need for better understanding of the legislative and technological context for promoting investments and operating plants. Project partners will cooperate to identify renewable energy potentials and possible barriers, also supporting main actors and stakeholders in the preparation of pilot projects on Blue Energy plants.

Project partners:
UNIVERSITÀ DI SENA (UE)
CEBEI
UNIVERSITÀ DI TRIESTE
UNIVERSITÀ DI NAPOLI
INFORMIST
UALg
UNIVERSITÀ DI CATANIA
UNIVERSITÀ DI PALERMO
UNIVERSITÀ DI MESSINA
UNIVERSITÀ DI TORINO

Interreg Mediterranean
MAESTRALE
Project co-financed by the European Regional Development Fund



PROteuS
Promoting security and safety operations in a large cluster of Italian Quirvillanes

22 M €
Budget du projet

3 M €
ERDF / IPA

36 Months
Durée du projet

PROteuS project aims at exploiting the growth potential of the emerging Maritime Surveillance industry in the MED area. Promoting exchanges among players and technologies for Safety and Security Maritime Sector.

Project partners:
Cámara de Comercio de Murcia
UNIVERSITÀ DI TRIESTE
UNIVERSITÀ DI CATANIA
UNIVERSITÀ DI PALERMO
UNIVERSITÀ DI TORINO

Interreg Mediterranean
PROteuS
Project co-financed by the European Regional Development Fund



PELAGOS
Promouvoir les réseaux et clusters innovants dédiés aux énergies maritimes renouvelables sur les côtes et les îles méditerranéennes

Accroître les activités transnationales de réseaux et clusters innovants des secteurs clés de la zone méditerranéenne

2,4 M €
Budget du projet

30 Mois
Durée du projet

2,04 M €
ERDF / IPA

MED architecture Reminder

Axis 4
Enhancing Mediterranean
Governance

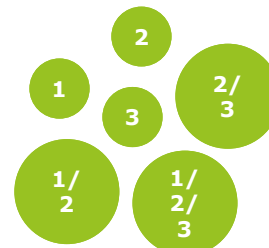
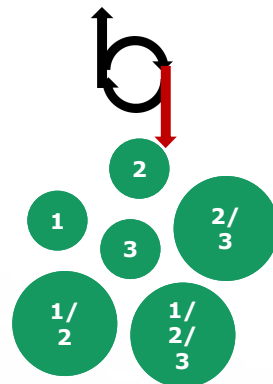
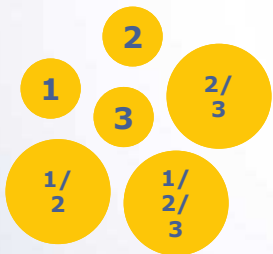
SHARED VISION
policies & actions
in the
Mediterranean

Thematic
communities

Thematic
communities

Thematic
communities

Transnational impact



Local impact

AXIS 1
Innovation

AXIS 2
Energy

AXIS 3
Environment

Interreg
Mediterranean



EUROPEAN UNION

THANK YOU

Maria Groueva

mgroueva@regionpaca.fr



<http://www.interreg-med.eu/>