Blue Growth Community’s projects: the way forward

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Blue Growth Community – 1st Capitalization event
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Blue Growth Community

- Marine Renewable Energy
- Maritime Surveillance
- Coastal & Maritime Tourism
- Circular Economy and Blue Funding
- Blue Bio-technology & Bio-economy
- Fishing & Aquaculture

@BlueGrowthCommunity
A word about the BGC’s projects

Modular Projects

*Closed:*
- PELAGOS - *first transnational Mediterranean Cluster in Blue Energy*
- MAESTRALE (cl.) - 10 Blue Energy Labs 20 pilot projects
- PROteuS (cl.) - MED Maritime Surveillance Cluster
- iBlue (cl.) - 3-PBM methodology for SMEs in the yachting sector
- 4helix+ (cl.) - Cyber Space and Innovation Voucher Scheme

*Ongoing:*
- BLUE DEAL - *transnational and regional blue deal alliances*
- Psamides - *innovative tools for small & medium-sized ports and marinas*
- BLUE CROWDFUNDING - *CF services for blue economy businesses*
- BLUEfasma - *Circular Economy principles in fishing & aquaculture sector*

Integrated Project
- MISTRAL (ong.) - *Mediterranean Innovation Strategy*

Strategic Projects
- MeD OSMoSIS (ong.) - *Maritime Surveillance & information exchanges modules*
- BLUE BIO MED (ong.) - *research & innovation strategies for blue bio-economy*
- B-BLUE (ong.) - *Med Blue Biotechnologies community and hubs*
→ Are you looking for tools, expertise, support to develop Marine renewable energies?
→ Do you want to share some innovative tools on MRE with our Blue Growth community?

Join our interactive BGC’s Working Group on “Marine Renewable Energy” at **www.marina-platform.eu**!
The way forward – It’s time now to share our tools with you!

BLUE ENERGY PLANNING FOR BLUE STRATEGIES

WHO? Regions / Municipalities / Clusters / Networks that are now planning their strategies in respect to:
- Research and Innovation Strategies for Smart Specialisation (RIS3),
- European Green Deal (achieving a climate neutral economy by 2050),
+ Operational Programmes strategy (National/Regional) for 2021-2027

WHAT?
❖ PELAGOS (Blue Energy Action Plans / Existing policy & regulatory status)
❖ MAESTRALE (Blue Energy Potential in the Med Area Analysis Report)
❖ MISTRAL (Blue Growth Book)
❖ INNOBLUEGROWTH (Factsheet on Blue Energy / Policy Paper)
❖ BLUE GROWTH (Report on Blue Energy in progress)
The way forward – It’s time now to share our tools with you!

METHODOLOGIES FOR KNOWLEDGE SHARING, EDUCATIONAL AND TRAINING ACTIVITIES ON BLUE ENERGY

- Educational and research institutes, as well as all interested parties involved in educational and training activities (public or private)

- MAESTRALE
  - 10 Regional Blue Energy Labs (20 pilot projects)
  - Transnational Blue Energy Labs were designed to provide capacity building and best practice exchange, and to define tailored services for potential investors
  - Transferring activities involving high-school students, including seminars, building of prototypes, demonstrations, etc.
  - Online Web Gis database = an educational tool illustrating the Blue Energy potential of the MED region
BLUE ENERGY TRANSNATIONAL CLUSTER IN MED

- Organizations / research centers / local authorities / clusters / networks / etc. that would like to create a national hub in their country or join efforts between them in order to create a “physical” transnational BE cluster

- PELAGOS
  - “Blue Energy Cluster - powered by PELAGOS Interreg Med project”
  - Comprises 6 national HUBs in Greece, Portugal, Italy, Cyprus, Spain and Croatia and the French cluster Pôle Mer Méditerranée
  - Offers a consolidated mix of support activities - to all relevant stakeholders in Blue Energy value chain, notably SMEs - including Knowledge and Market Access, Capacity Building, International partnering, International Cooperation and Networking, etc.
The way forward - 4 (1)

TOOLS/PLATFORMS FOR BLUE ENERGY PROJECTS’ IMPLEMENTATION

❑ SMEs / Enterprises / Academia / Decision-makers / Public authorities / etc.

❖ PELAGOS
- The “be-cluster” platform (http://www.be-cluster.eu/) aims to increase the innovation capacity of its members, support R&I in the MRE sector and foster linkages and collaborations among all stakeholders of the Quadruple Helix.

❖ MAESTRALE
- The “Web Gis database” (http://maestrale-webgis.unisi.it/) gathers together existing data collections and open access geographical data on Blue Energy potential, with the purpose to provide a reliable and up-to-date informative support to decision-makers and investors, setting the basis for the development of Blue Energy initiatives in the involved regions.
TOOLS/PLATFORMS FOR BLUE ENERGY PROJECTS’ IMPLEMENTATION

❖ 4helix+
- The “4helix+ Cyber Space” is an integrated and collaborative virtual platform promoting collaboration with stakeholders and beneficiaries (blue SMEs, knowledge providers, policy makers, research institutions, universities and society), offering a constant dialogue, coordination, brokering and consultation.
- Spaces and tools provided: (a) Knowledge provider gallery, (b) Portal for applicants, (c) Blue matchmaking environment and (d) Transferring corner.
The way forward - 5 (1)

BLUE ENERGY FUNDING SCHEMES

- Regional public authorities or other organizations that can use funding tools for the benefit of blue companies (mostly MSMEs and start-ups)

- 4helix+
  - Innovation Voucher Scheme = Grants + knowledge and coaching services by “Knowledge Providers” to 48 companies (8 pilot areas) to design and create new products, services, processes, or business models
  - Specific structure = online application/evaluation/registration of KPs / selection of KPs by SMEs / online submission of the blue-innovation project proposal & evaluation by Selection Boards / 6 months for projects realization & monitoring visits / after the successful realization = certification / 8 awarded projects had an additional grant to finalize an application to European Patent Office
BLUE ENERGY FUNDING SCHEMES

❑ Public & Private sector

❖ BLUE CROWDFUNDING
  - Use of crowdfunding and crowdsourcing to fund, test and validate innovative blue economy products and services
  - “Toolkit” for 3 different types of actors:
    - SMEs to learn and implement crowdfunding campaigns;
    - BSOs to be trained to become trainers/”focal points” in order to mainstream crowdfunding knowledge for blue economy projects;
    - Regions to be guided through a process for changing regulations in order to enable the implementation of a “civic blue crowdfunding experiment” and mainstream it into future 2021-2027 development policies.
The way forward - 6

BLUE BUSINESS MODEL

- Private sector
- iBLUE
  - “3-PBM” methodology (3 Pillars of sustainability: economic, environmental and societal)
  - Based on the Business Model Canvas and the RPV framework (Resources-Processes-Values), it also includes the environmental costs & benefits and the societal costs & benefits
  - The Company, through 2 phases of 3 actions each (Phase 1: Analysis of the existing BM from the perspective of the 3 pillars and Phase 2: Improvement actions and implementation design), expands its business capabilities, confronts any challenges and implements innovative plans.
BGC’s WORKING GROUP ON MARINE RENEWABLE ENERGY

WEBINARS & TRAININGS - TAILORED TO YOUR NEEDS & INTERESTS

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