

Blue Growth Community's projects: the way forward

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Blue Growth Community – 1st Capitalization event

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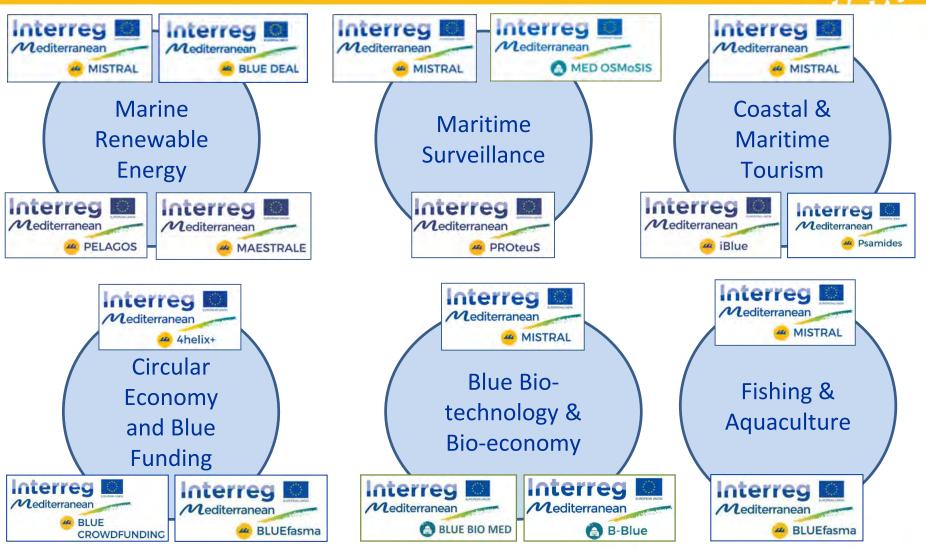








Blue Growth Community

















A word about the BGC's projects

Modular Projects

Closed:

- PELAGOS first transnational Mediterranean Cluster in Blue Energy
- MAESTRALE (cl.) 10 Blue Energy Labs 2 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 @BlueGrowthCommunity
- B-BLUE (ong.) Med Blue Biotechnologies community and hubs











Marine Renewable Energies topic - Present situation

- → 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 <u>BGC's Working Group on "Marine Renewable Energy"</u> at <u>www.marina-platform.eu</u>!













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













The way forward - 3

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

PFI AGOS

- "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.











The way forward - 4 (2)

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 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)

 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**











The way forward - 5 (2)

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.













PROPOSALS

BGC's WORKING GROUP ON MARINE RENEWABLE ENERGY

WEBINARS & **TRAININGS** - TAILORED TO YOUR NEEDS & INTERESTS











