

“THE VALUE OF VOUCHER SCHEME FOR MSMES IN THE FRAMEWORK OF 4HELIX+ PROJECT”

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Svim srl


THE “4HELIX+” FACTS & FIGURES: FROM THE ORIGINS TO THE END


**Programme: Interreg Med – managed by the region
Provence-Alpes-Côte Azur (Mare Region SUD)**

4helix+ **AIMS**

at **stimulating, coaching** and **funding**
CREATIVE INNOVATION within the
BLUE GROWTH SECTOR in the **MED**
area.


In order to **IMPROVE** the **existing gap**
between the 8 Mediterranean **maritime**
clusters and within their
4 regional helixes, through an
OPEN SOURCE, KNOWLEDGE SHARING
and **COMMUNITY-BASED** approach,
resulting from **cooperation** with
BLUE COMPANIES
AND
CULTURAL AND CREATIVE
INDUSTRIES


Start date
01.02.2018

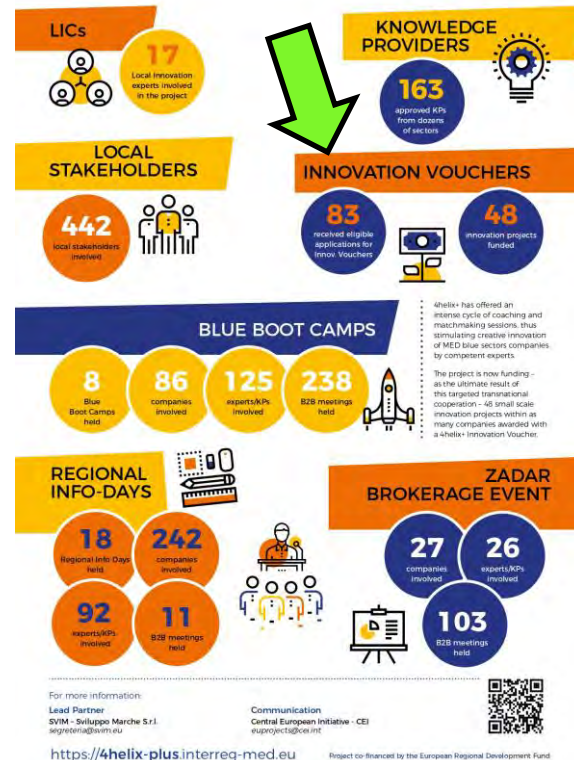

7
Countries


6
Associated Partners


10
Partners


Budget
€2,2 M


Duration
30 months



THE PILOT ACTION: THE MAIN ACTORS OF THE VOUCHERING PROCESS

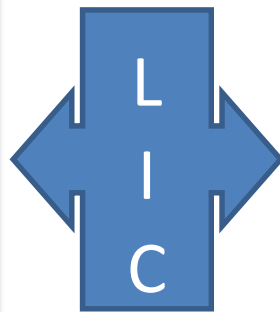
BOTH TRADITIONAL BLUE SECTORS AND EMERGING ONES



Credits: <https://ec.europa.eu/maritimeaffairs>

EOI - according to the eligibles activities

S
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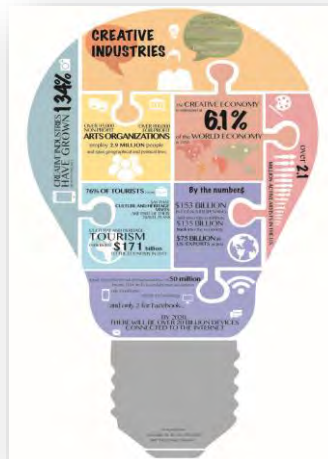


Cross-border
8 Med Regions

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CULTURAL AND CREATIVE COMPANIES FROM ALL PILOT REGIONS

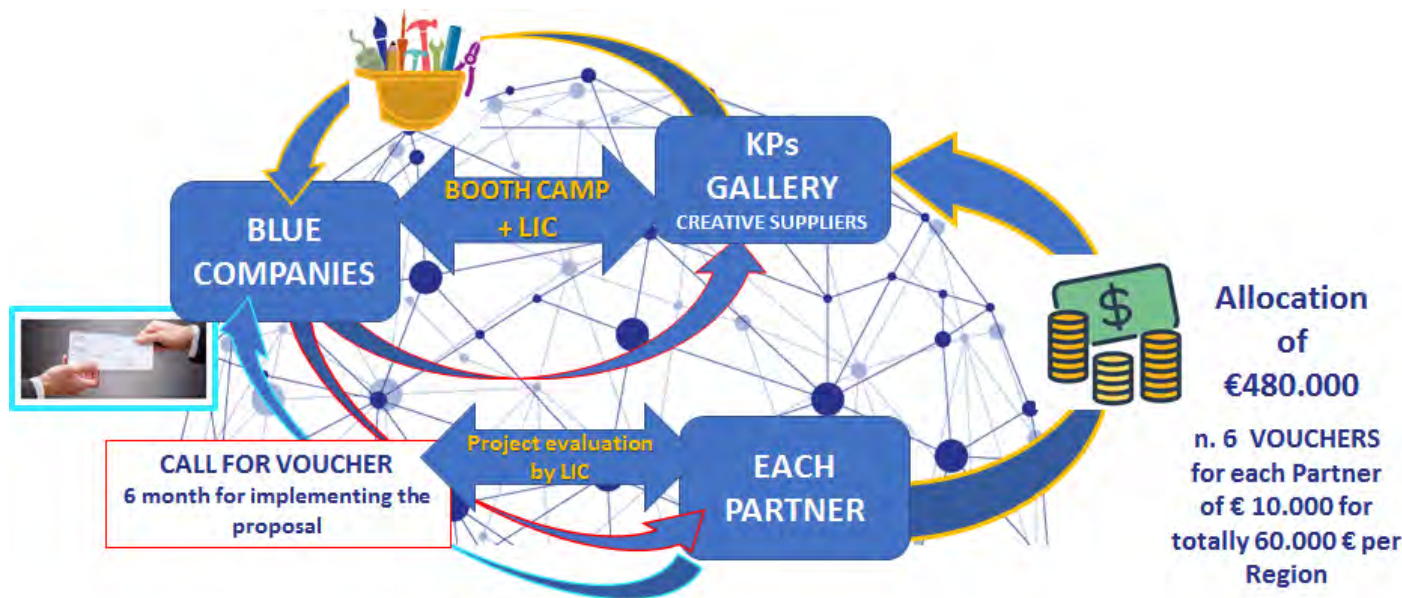
Companies -
Professionals
- Universities
and research
bodies
operating in
the sectors
classified as
Cultural and
Creative
Industries



Credits:
<https://auartworks.wordpress.com>
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EOI - according to the eligibles activities

THE PILOT ACTION: THE VOUCHER SCHEME PROCESS



Welcome to the 4helix+ Cyber Space!

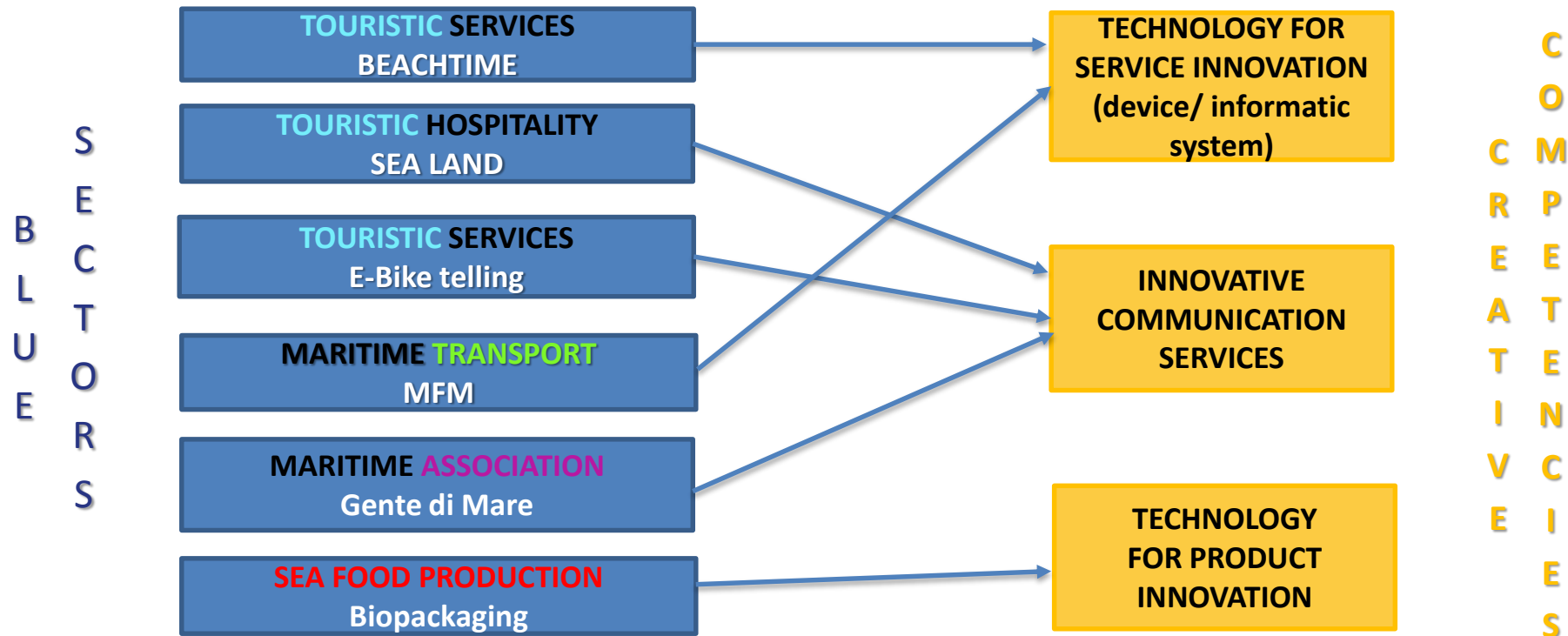
Awarded projects can be seen here

The 4helix+ Cyber Space is a project integrated and collaborative virtual platform, functional to:

THE VOUCHER APPROACH IS RELEVANT ESPECIALLY FOR THE MSMEs:

- Introduce **small scale innovation** at the company level
- Establish **new relationships** and expand their **network** in the MED area
- Engage with **knowledge providers** and gain access to **innovation support** services
- Promote its business at **transnational** level
- Have a **fast and simple application** process and reporting
- Vouchers are issued by a **local/ regional/ national agency** by making a commitment to pay the service provider > **no cash outlay for the company**

THE WINNER PROJECTS: THE CROSS FERTILIZATION IN THE BLUE ECONOMY



THE WINNER PROJECTS: THE REAL VALUE AND IMPACTS OF THE VOUCHER SCHEME – BLUEB EXAMPLES

1. BEACHTIME: Services for the maritime touristic hospitality sector.

2. SEA LAND: Innovative Communication for organic farmhouse located in a sealand area

3. E-Bike telling: Innovative Communication for a new experiential bike tourism service: a storytelling approach combines arts&business, exploiting creative and disrupting competences.



4. GENTE DI MARE: communication services for new branding & image in favor of a maritime association, focusing on environmental protection.

5. BIO PACKAGING: the use of innovative biodegradable and compostable packaging for some of the product lines of the seafood.

6. MFM: designs and develops an innovative monitoring system for the company's maritime fleet and a dashboard for real time monitoring the position of vessels, speed and other info.

National: Blue SME and KP
same region

Transnational: Italian Blue SME
and Albanian KP



1. BEACHTIME:

Services for the maritime
touristic hospitality sector
through a new App for the
beach (reservation of
umbrella, consultation of
events, social function,
booking and payments)

The Beachtime app, thanks to the simplicity and immediacy of its use, allows the dissemination of information services by public and private operators, as well as the management of booking services, integrated by a social system aimed at the community of establishments and users of the beach.

The aim of the APP is to provide a series of services (eg request and reservation of umbrellas and deckchairs, consultation of events and other info) and social functions (chat / messages). Users will have the opportunity in real time to know the beach

where to spend their holidays by the sea, the exact price of the requested service and all the ancillary services they will be able to use, avoiding unpleasant surprises and also relying on past reviews left by previous customers.

In order for bathing establishments to have access to our services, it will be necessary to register on the platform by paying a membership fee. In addition we could also provide a commission on bookings made through your platform. Finally, we will sell advertising space on the site and on the APP.

COMPANY

PALM RIVIERA SOCIETÀ COOPERATIVA

Palm Riviera has always operated in the restaurant and tourist hospitality sector, managing, among other activities, a bathing establishment on the Adriatic coast.

San Benedetto del Tronto (AP), Italy



KNOWLEDGE PROVIDER

ALTAGAMMA Srl

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https://www.tau.ac.il/~jbr



<https://4helix-plus.interreg-med.eu>

Project co-financed by the European Regional Development Fund

2. SEA LAND:

Innovative Communication strategy for organic farmhouse located and related to the sea-land heritage, food and natural resources.

SEALAND: Innovating communication through heritage tourism

Blue Growth
Innovation
Creative
Digital PR
Product testing
Heritage tourism
Storytelling

Awarded with a
€10,000 4helix+
Innovation
Voucher

The project SEALAND combines communication activities never used before by the farmhouse: heritage tourism storytelling, digital PR management, digital PR event and new food product/recipe testing. A new storytelling was created through heritage tourism, using the fascinating territory's history that combines life stories of fishermen, peasants, and cooks. The mosciolo (exclusive wild mussel of the Portonovo) was a relevant part of the story, created in collaboration with the local partners Portonovo Fishing Cooperative and Slow Food Ancona & Conero. A digital PR campaign has been developed, inviting main bloggers and

guests to live this 360° experience from the land to the sea: a tour in the Fishing Cooperative with Slow Food, a tour in the Farmhouse Rustico del Conero to understand the history of the land and all the services offered, and a special event with dinner to taste the combination of moscioli and organic raw materials of the farmhouse. Enthusiastic photos, articles and posts have been shared on the blogger online channels. The event format could be replicated in the future also for tourists as a cooking show or special events.

COMPANY

RAFFAELA POLENTA

Organic farmhouse in the Conero Natural Park; Accommodation, Farming, Horse Riding, Biking and Location for events.

Ancona Varano, Italy

www.rusticodelconero.it

KNOWLEDGE PROVIDER

NASCENTE s.r.l.

www.na.ven.it

Rustico del
Conero
AGRITURISMO

NASCENTE



<https://4helix-plus.interreg-med.eu>

Project co-financed by the European Regional Development Fund

3. E-Bike telling:

Innovative Communication for a new experiential bike tourism service: a storytelling approach combines arts&business, exploiting creative and disrupting competences.

E-BIKETELLING

Awarded with a
€10.000 4helix+
innovation
Voucher

Blue Growth
Innovation
Creative
E-bike
Art&Business
Storytelling

e-Bike Telling project matches art and entrepreneurship, aiming at market development and prototypes of a new experiential bike tourism service.

The project is based on the innovative approach of Art&Business, that exploits creative and disruptive competences, typical of artistic projects (Sinéglossa), to bring innovation within enterprises (Ebiketruck).

We start from Brand analysis, to collect information about

market and context, thanks to which Alessia Racci Chini, Italian author and storyteller, creates stories that give a narrative key to interpret the stages of bike tours.

As a second phase, Ebiketruck tourism guides are trained to tell stories and to facilitate customers to put their shoes into them. Finally we get feedbacks by some test with tourism partner's users, as hotels' ones.

COMPANY

Ebiketruck

Ebiketruck delivers an e-bike tourism service: e-bike loan and guided tours through Ancona and naturalist itineraries.

Ancona, Italy

www.ebiketruck.it

KNOWLEDGE PROVIDER

Sinéglossa

Ancona, Italy

www.sinéglossa.it



<https://4helix-plus.interreg-med.eu>



Project co-financed by the European Regional Development Fund

4. GENTE DI MARE:

communication services for
new branding & image in
favor of a maritime
association, focusing on
environmental protection.

Gente di Mare. Promoting Sport, Tourism & Environment.

Awarded with a
€10,000 4helix+
Innovation
Voucher

Blue Growth
Innovation
Creative
People of the sea
Blu Future
Sport&Passion

Through 'Gente di Mare' project, we will define the image that best identifies Italian Naval League section of San Benedetto del Tronto, focusing on environmental protection and in particular on the respect of our fragile marine and coastal ecosystem. The first step to undertake is refreshing the existing brand in order to have a more representative and impactful profile. Through defining a communication strategy we will build awareness and strengthen the image of the association as the leader in the field. During our activities, we will promote in creative and attractive ways, the different nautical disciplines and training courses, as

well as the blue economy, in general and as environmental and eco friendly choice of life. Through promotion, using different communication tools, TV Spot, informational elements etc. we aim to improve perceptions about water sports and their importance. Looking for inspiration in our values, we will try to combine the passion for water sports with attention to the territory, in order to increase the number of members in our section and in general, to impact local communities, to make them conscious about the blue economy potentials of their region.

COMPANY

LEGA NAVALE ITALIANA

Sports association active in different nautical disciplines and training courses, promoting the culture of the sea

San Benedetto del Tronto, Italy

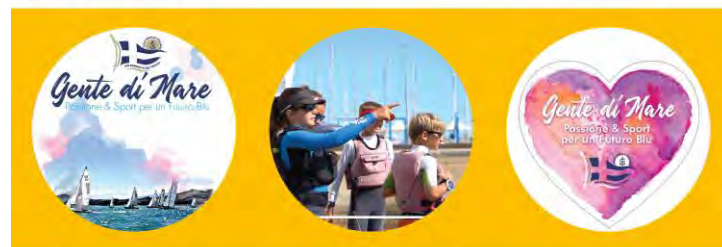
<https://www.jackiabolina.it/>

KNOWLEDGE PROVIDER

MANIACARD - Free Card, Advertising & Media

Tirana, Albania

<http://www.maniacard.com/>



<https://4helix-plus.interreg-med.eu>

Project co-financed by the European Regional Development Fund

5. BIO PACKAGING:

the use of innovative biodegradable and compostable packaging for some of the product lines of the seafood.

BIO PACKAGING

Awarded with a
€10,000 4helix+
Innovation
Voucher

Blue Growth
Innovation
Creative
Biodegradable
Packaging
Composting

The project foresees the use of innovative biodegradable and compostable packaging for some of the product lines of the seafood. The new packaging, similar in shape and characteristics to the currently used, is made of "poly-lactic acid" (PLA) which has the important characteristic of being biodegradable and compostable in industrial composting plants. This new packaging actually poorly used in the fishery sector, already have all the necessary certifications for the use in the food sector, but it can

also become an element of diversification and enhancement of the product thanks to its biodegradability. The company with the implementation of this project wants to face the growing competition in the sector, developing a strategic commercial approach to the market, improving the communication techniques, developing elements of diversification and innovation of the sea food product sold.

COMPANY

ITTICA CO.PE.RI. Srl

Ittica CO.PE.RI. srl, is a seafood wholesaler of clams of the Adriatic sea and other sea food products.

Italy

KNOWLEDGE PROVIDER

BLU MARINE SERVICE SOC COOP

San Benedetto del Tronto (AP), Italy
www.blumarineservice.it

CO.PE.RI.



<https://4helix-plus.interreg-med.eu>

Project co-financed by the European Regional Development Fund

6. MFM:

designs and develops an innovative monitoring system for the company's maritime fleet and a dashboard for real time monitoring the position of vessels, speed and other info.

M.F.M.&M. Maritime Fleet Monitoring and Management



Blue Growth
Innovation
Creative
Maritime Fleet
Monitoring
Developing
new markets
Digital Transformation

The project aims to design and develop an innovative monitoring system for the company's maritime fleet and a dashboard for real time monitoring the position of vessels, speed and other informations.

Online dashboard and data extraction in graphical and tabular form, data aggregation and drill-down for each maritime company's asset.

The second objective of the project is the penetration into new markets through the development of a new multilingual and SEO optimized website

The fleet monitoring platform will be integrated into the admin panel of the new website. Thus from a single dashboard, the company management will be able to access the control platform.

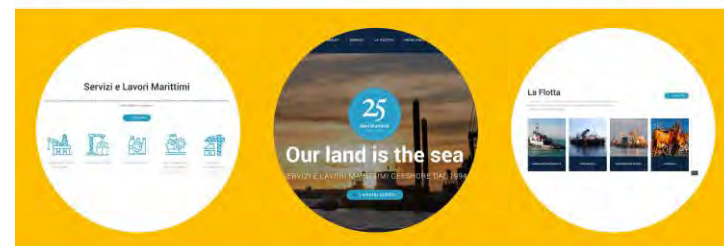
The dashboard allows ILMA to optimise and monitor the activity of its fleet, improving competitiveness and customer service by analyzing every parameter of the fleet or individual vessel details, make corrections to management and improve operational efficiency, Cost Saving, Energy Saving, Easier business data analytics.

COMPANY

Impresa Lavori Marittimi Ancona ILMA Srl
SME operating in offshore maritime works sector
Ancona, Italy
www.ilmaoffshore.it

KNOWLEDGE PROVIDER

Differens Srl - Marketing & Innovation
Ancona, Italy
www.differens.it



<https://4helix-plus.interreg-med.eu>

Project co-financed by the European Regional Development Fund

THANK YOU

SVIM BELIEVES IN

INNOVATION VOUCHER*

IN THE POWER OF COOPERATION

AND

IN LOOKING BEYOND TO CATCH NEW
OPPORTUNITIES FOR THE TERRITORY



**Svim awarded by EURADA
«Best Development Agency of 2020»**

*** Since 2012 → N. 7 projects concerning Innovation
Voucher scheme & 350.000 € value for the territory**