

Interreg
Mediterranean



Project co-financed by the European
Regional Development Fund



STEP KEDGE
BUSINESS SCHOOL

Cámara
Sevilla



FCDI



DHOMA E TREGTISË DHE INDUSTRIË DURRES
DURRES CHAMBER OF COMMERCE AND INDUSTRY

IBLUE

MED Programme - Modular Project THEMATIC SEMINAR

Next Steps of iBLUE Project

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University of Udine

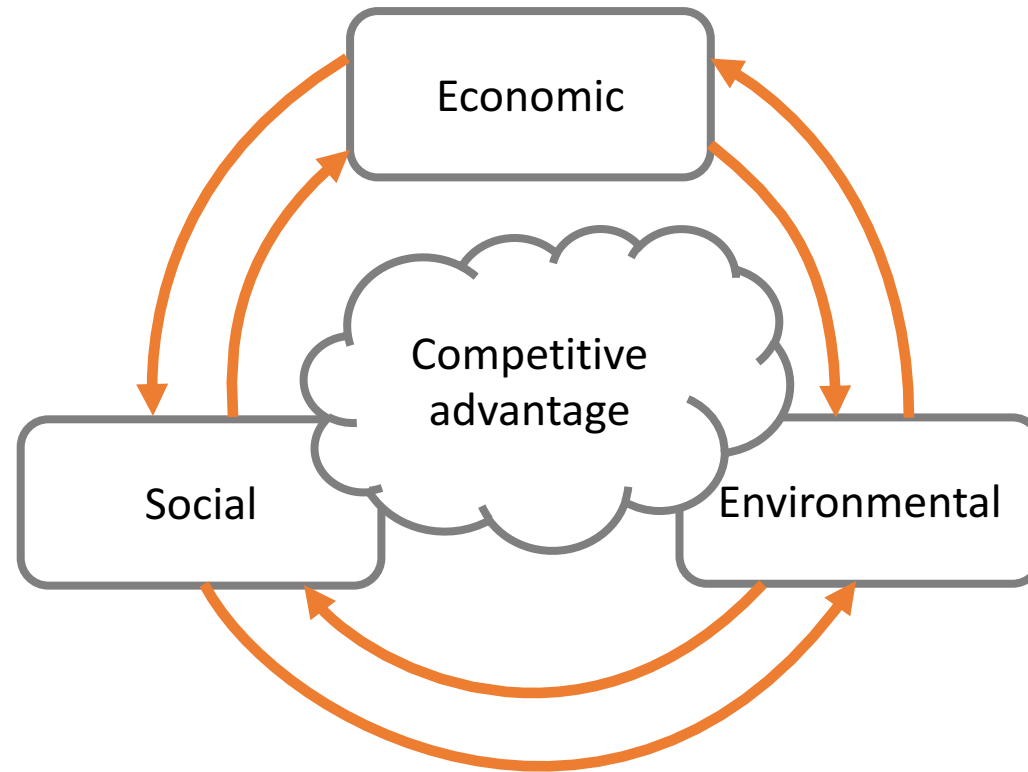
Lisbon, 18th September 2018



What is 3-PBM?

- Methodology that allows business model management and improvement.
- Aim is improved competitiveness, growth and profitability.
- Key feature is understanding and integrated management of economic, social and environmental perspectives of commercial activities.

Reinforcement loop is 3-PBM rationale



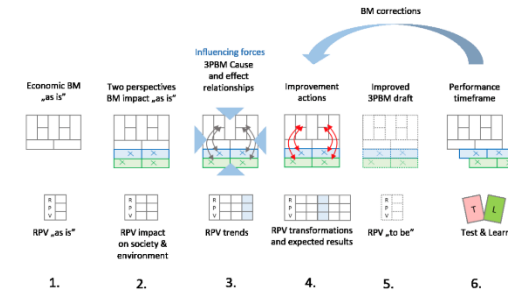


The new 3-PBM Methodology

Apply for pilot
action now!

- Aims to help companies
 - to get additional perspectives on their business,
 - to deepen the understanding of business model mechanics,
 - to holistically manage their impact (reduce negative impact, leverage positive impact)
 - to improve the bottom line – overall economic performance and competitiveness.

A focus on pilot phase and training:



*** WANTED ***

- N. 1 Enterprise in the yacht sector from Portugal
- to participate in the iBlue pilot phase
 - to test the 3-PBM Methodology

All interested parties please email
Alexandra.Mendonca@rcdi.pt

A focus on pilot phase and training:



Conducted by iBLUE academic partners
to the Portuguese yachting SMEs as well as to policy makers

TRAINING OBJECTIVE ADDRESSED TO SMES

To see and transfer in practice

1. *HOW TO ADOPT THE 3PBM IN DAILY OPERATIONS*
2. *LESSONS FROM THE PILOT ACTIONS REALIZED IN 2019*

TRAINING OBJECTIVE ADDRESSED TO POLICY MAKERS

1. To enhance the awareness about the *Yachting sector innovation from the field*
2. *To share and think about some guidelines for the sector in terms of sustainability*

*THANK YOU
FOR YOUR ATTENTION*

<https://iblue.interreg-med.eu/>

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