



**Interreg**  
Mediterranean



Project co-financed by the European  
Regional Development Fund



STEP KEDGE  
BUSINESS SCHOOL

Cámara  
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# IBLUE

## MED Programme - Modular Project THEMATIC SEMINAR

### iBLUE Project, goals and expected results

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**Lisbon, 18<sup>th</sup> September 2018**

## **Project:**

*Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model*

## **General objective:**

*to increase transnational activity of innovative clusters and networks of key sectors of the MED area*

## **Sector to be investigated:**

*Yachting sector – the whole chain*

## **Project duration:**

*36 months: 01.02.2017 – 31.01.2020*



## Main goal to be achieved:

to develop and test a methodology for business model innovation based on the 3-Pillars of sustainability

**ECONOMIC**

**SOCIAL**

**ENVIRONMENTAL**

to share the methodology tested among SMEs and policy maker

# iBLUE PARTNERSHIP...

## ACADEMIC PARTNERS

&

## NON ACADEMIC PARTNERS



DHOMA E TREGTISE DHE INDUSTRISE DURRES

DURRES CHAMBER OF COMMERCE AND INDUSTRY

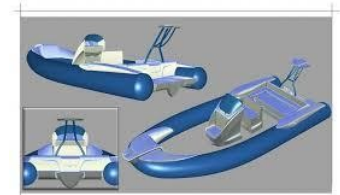


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# ***What yachting sector is...***

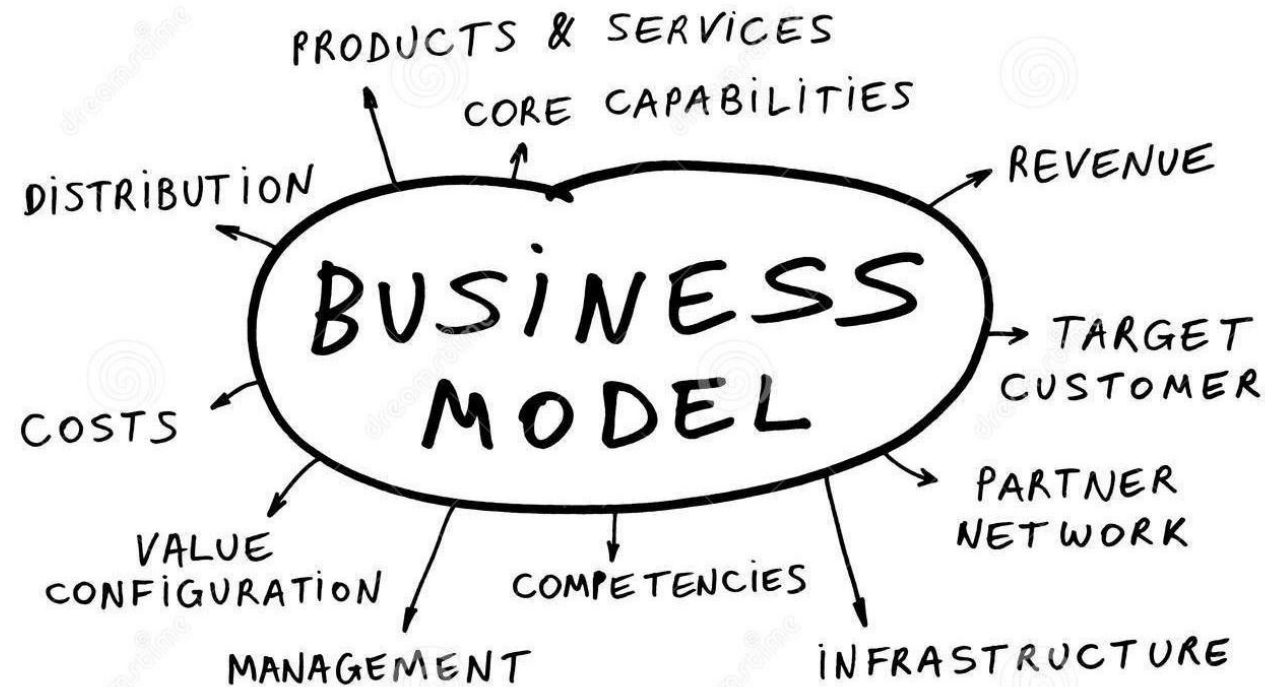
**SMEs and organisations** related to (among others):

- Designers
- Engineering services
- Producers
- Actors related to refitting and maintenance activities
- Service delivery (e.g. marinas)
- Certification rule authorities

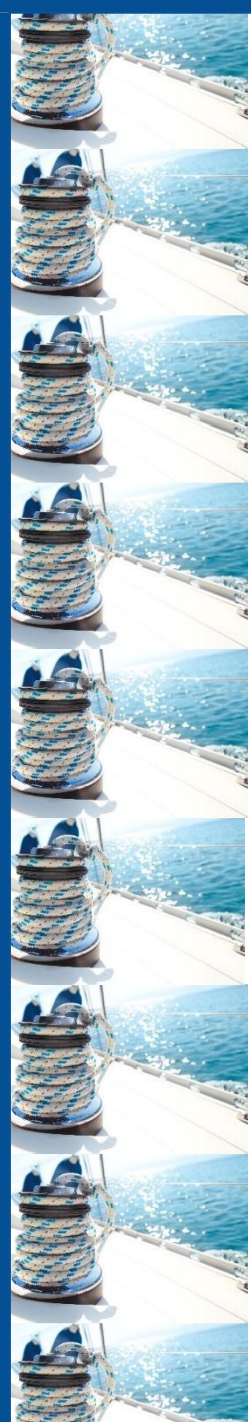




## *What business model is...*



***“A business model is the way in which a company generates revenue and makes a profit from company operations”***



# *What sustainability is...*







## ***SUSTAINABILITY***

**ECONOMIC**

**SOCIAL**

**ENVIRONMENTAL**

# Expected results:

-  To improve the **competitiveness** of yachting sector thanks to the application of the **3-Pillar Business Model Innovations** (3- PBMI)
-  To feed-up the knowledge of the yachting segment by a systematic **data organization**
-  To create the **MED yachting network**
-  To foster **new governance** approach led by the **policy makers**





# Target groups to be involved:

## **BUSINESSES**

*SMEs and companies  
(as case and pilot tests)*

*Sectoral agencies*

## **PUBLIC INSTITUTION**

*Policy makers*

*Business support organizations*

*Higher education and research*

## **CITIZENS AND GENERAL PUBLIC**

# First achievements:

*54 case studies collected among partnership territories*

*6 case studies per country*

*3 main sub-sectors investigated:*

**MANUFACTURE**

**SERVICE**

**INFRASTRUCTURE**

*A first business model innovation methodology :  
to be tested in 9 pilots in the next months of 2018 and 2019*

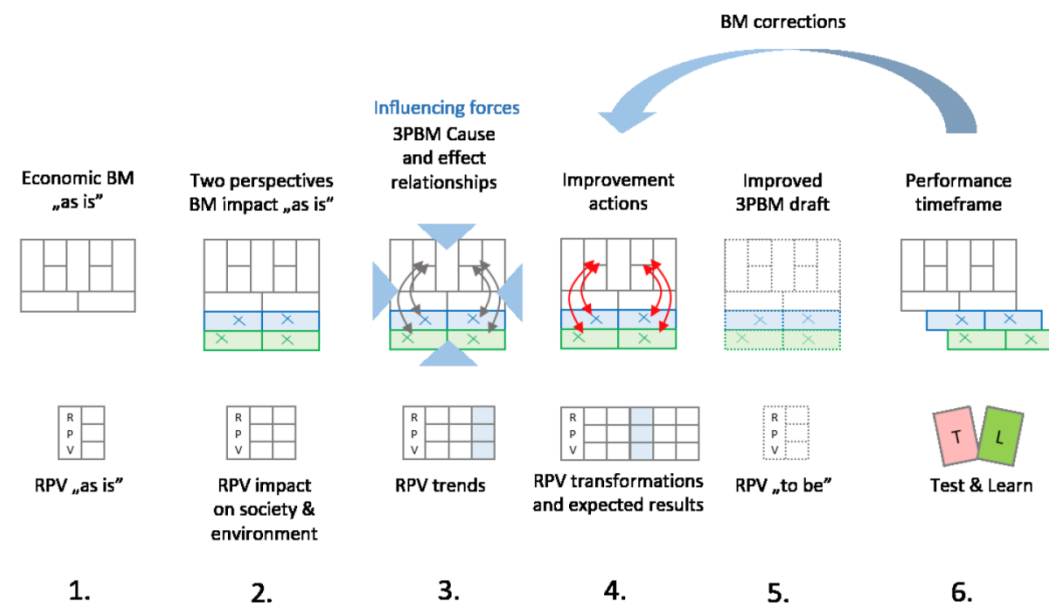


# First achievements:

## Data Collection

Number of ports and marinas	
Albania	6
Croatia	74
Cyprus	22
France	388
Greece	223
Italy	432
Portugal	39
Slovenia	3
Spain	375

## SMEs Practices on the field at Mediterranean level



## A 3-PBM Methodology to be tested

# WHAT we have done:

## WP3 Studying: February 2017 – May 2018

1

State of the Art of Analysis of BMI

2

Collection of best practices from the yachting field in the MED area (from each Partner)

3

3-PBM (3-Pillar Business Model) Methodology tool to be tested

4

Information database about the MED yachting network



# Forthcoming steps:

## WP4 Testing and WP5 Transferring: June 2018 – October 2019

1

Pilot actions for the 3-PBM tool's test by SMEs  
At least, a pilot action per country

2

Training on the 3-PBM Tool for target groups

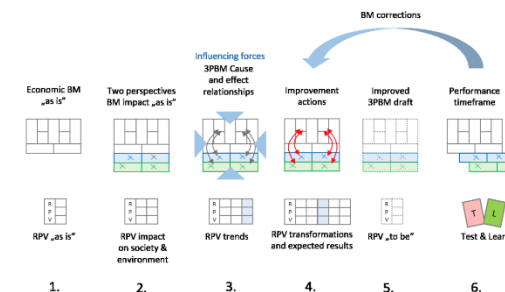
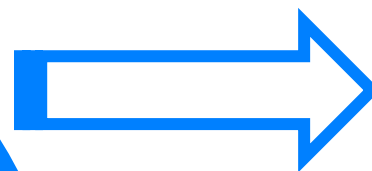
3

Training on the 3-PBM Tool for policy makers

4

Guidelines for policy makers (awareness of yachting sector)

# 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

If you are interested, please email  
[Alexandra.Mendonca@rcdi.pt](mailto: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://ibblue.interreg-med.eu/>

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