

Empowering the 4helix of MED maritime clusters through an open source/ knowledge sharing and community-based approach in favour of MED blue growth

Creative innovation for blue MED enterprises and cluster growth

Context

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

Programme Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth

Specific Objective 1.1 : To increase transnational activity of innovative clusters and networks of key sectors of the MED area

Project typology: Single module – Testing

Project duration: from 01/02/2018 to 31/07/2020 (30 months)



4helix+ at a glance



Start date
01.02.2018



10
Partners



7
Countries



Budget
€2,2 M



6
Associated Partners



Duration
30 months



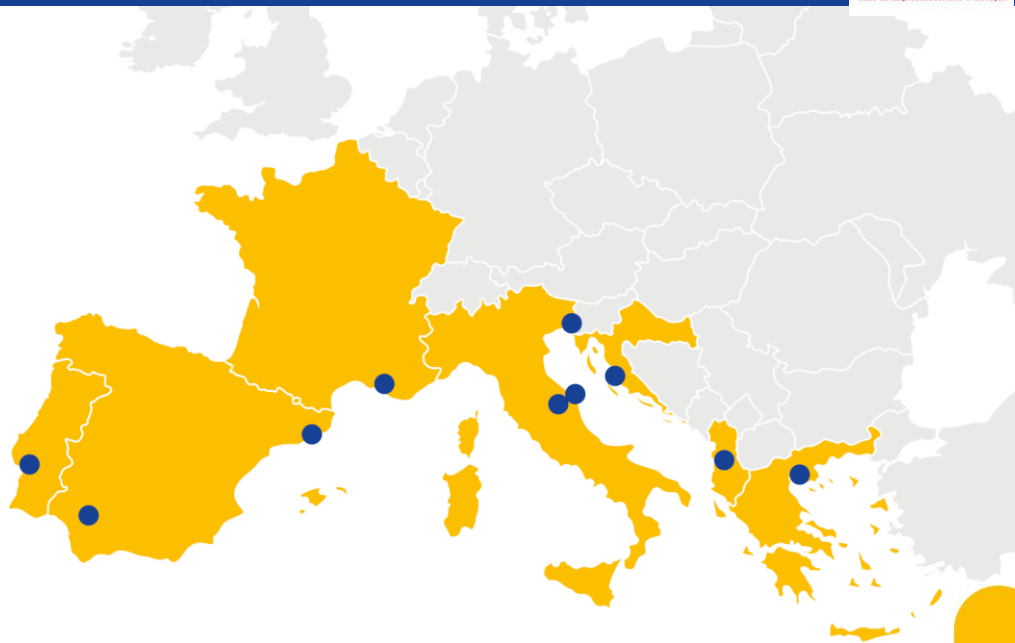
Partners

Lead Partner

SVIM – Sviluppo Marche Srl (IT)

Partners

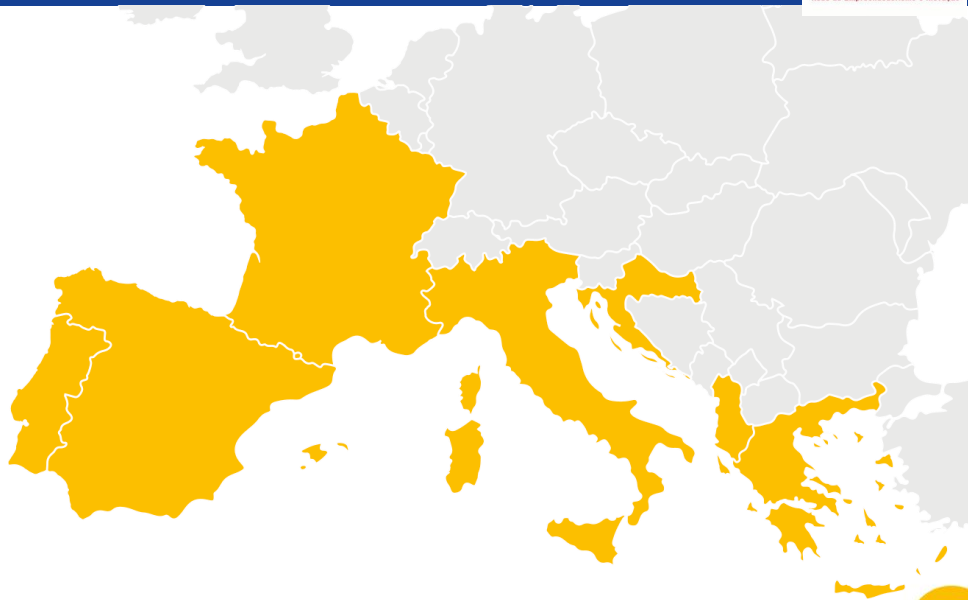
- University of Camerino (IT)
- Central European Initiative (IT)
- Thessaloniki Chamber of Commerce and Industry (GR)
- Croatian Chamber of Economy - Zadar County Chamber (HR)
- Official Chamber of Commerce, Industry and Shipping of Seville (ES)
- XXI Dinamic Network (PT)
- Albanian Development Fund (AL)
- Barcelona Official Chamber of Commerce, Industry, Services and Navigation (ES)
- Chamber of Commerce and Industry Marseille Provence (FR)



Partners

Associated Partners

- Agencia de Innovación y Desarrollo de Andalucía - IDEA (ES)
- Development Agency of Thessaloniki S.a. – ANETH (GR)
- Croatian Maritime Industry Competitiveness Cluster (HR)
- Vertigo Lab, Think and do tank Environmental Economics (FR)
- Association of Mediterranean Chambers of Commerce (ES)
- Make it Marseille (FR)



BOOSTING CREATIVE INNOVATION FOR BLU GROWTH SMEs, stimulating jobs&development

1. Strengthen transnational activity of **regional innovation clusters** for development of smart and sustainable growth in the Mediterranean area;
2. Support trans-sectoral and cross-border **cooperation** among the 8 innovative maritime clusters and between cultural creative industries and blue SMEs;
 - the TESTING of an **innovation voucher** scheme offering **€ 480.000 funding** to selected companies for creative innovation projects;
 - **coaching on creative innovation** to maritime sectors' SMEs and START-Ups within **BOOTCAMPs**/infodays (where SMEs can meet creative innovative Knowledge Providers)
 - **Transnational brokerage event and Matchmaking Tool** for creative projects conceiving



4helix+ Concept

BLUE ECONOMY TRADITIONAL AND EMERGING INDUSTRIES



INNOVATIVE OPEN SPACE WEB
PLATFORM

INNOVATION SUPPORT FOR
SMEs THROUGH VOUCHER
FUNDING

TRANSNATIONAL
MATCHMAKING NETWORKING
EXCHANGE

CREATIVE COACHING

POLICY MAINSTREAMING



SME INNOVATION AND JOB CREATION



CYBER SPACE PORTAL

FINE TUNING STUDY

VOUCHER APPLICATION PACKAGE

KNOWLEDGE PROVIDER GALLERY

PLAN OF RESULT'S PORTABILITY

TRANSFERRING CORNER

BLUE MATCHMAKING ENVIRONMENT

4helix+ Innovation Voucher Scheme

- For MSMEs operating in blue economy sector
- Up to €10.000,00 funding small scale innovation projects
- Vouchers can be used to purchase coaching/R&D service/ prototyping support from knowledge providers registered in the 4helix+ KP Gallery
- Simplified on-line application procedure
- 6 months to implement selected projects
- Call to be launched in October 2018

How does the process start?

**KNOWLEDGE
PROVIDER
GALLERY**



MATCHMAKING ENVIRONMENT



**8 BLUE
BOOTCAMPs**



**BROKERAGE
EVENT IN
ZADAR**



**16 REGIONAL
INFODAYS**



What are the benefits for SMEs?

Introduction of 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;



EXPECTED FINAL RESULT

- ➔ **Transfer and embed innovative concepts, tools and processes** tested by the project
- into **regional strategies and policies for smart specialization (RIS3)**
 - into **national** and **macroregional** strategies within the MED area and beyond.



Next steps

Organization of 8 **BOOTCAMPS** (Ancona, Barcelona, Seville, Marseille, Tirana, Thessaloniki, Zadar and... Lisbon!): *September 2018/February 2019*

Launch of the Innovation **VOUCHER** Call: *October 2018*

BROKERAGE Event in Zadar: *November/December 2018*



November 2018, 2nd and 3rd

Universidade Lusófona

Main Theme: coastal tourism



Workshops on

- Blue growth
- Innovation strategies

Field visit to success cases

Project pitches and discussion

Knowledge providers presentations

- Academia / research centres, ...
- Cultural and Creative Industries
- New Innovation Agents (FabLabs, ...)

Mentoring on SMEs' projects



Ancona

Barcelona

Seville

Marseille

Tirana

Thessaloniki

Zadar

Lisbon

Looking for
Knowledge Providers

Looking for
SMEs/Startups



What's in it for participants?

Free counseling for entrepreneurship and innovation experts;

Free mentoring from Blue growth specialists;

Acceleration of their business idea / innovation process;

Cross fertilization of innovation ideas between blue sector and cultural creative industries;

Networking opportunities between entrepreneurs, innovation agents (research centres, FabLabs, universities,...) and potential investors.



What's in it for Knowledge Providers?

Two words:

Innovation

Vouchers

Also

Practical application of research results

Solving real life problems with technical and technological knowledge

...

Interreg Mediterranean



4helix+



Thank you for your attention!

Rede Dinamica XXI

4helix+ Project Coordinator

Fernando Gaspar

fernando.gaspar@apredin.com.pt

rededinamicaxxi.pt

4helix-plus.interreg-med.eu/

www.facebook.com/4helixplus/

twitter.com/4helixplus

linkedin.com/in/4helixplus/

Project co-financed by the European Regional Development Fund

