

# iBLUE Kick Off Meeting March, 28<sup>th</sup> -29<sup>th</sup>

## KICK OFF MEETING

The first Steering Committee and the launch of iBLUE Project took place in Udine on 28<sup>th</sup> and 29<sup>th</sup> March 2017.



## THE EVENT AT A GLANCE

The kick-off event was developed throughout two days of meetings, including panel sessions, a conference of presentation and a final round table with the joint presence of project partners, scientific delegates, and industry stakeholders. Project partners have been involved in the first meeting of Steering Committee and in several meetings in order to establish a shared view on the project and to move the first steps in the project work. To achieve these objectives, different alternative, though complementary, instruments have been adopted, such as the “Partners’ Speed Date” on 28<sup>th</sup> March, i.e. an interactive presentation among partners, the creation of a presentation video on 28<sup>th</sup> March to be showed during the final event on the following day, and a guided panel session on 29<sup>th</sup> March.



## 28<sup>TH</sup> MARCH: IBLUE ON FIRST DATE

Introductory interventions, as well as outlining main roles and responsibilities have characterized the works of the first day. A sketch of deliverables and agenda has involved all the partners during this first meeting of the Steering Committee. Agreement on communication plan and operational issues has been recorded by all partners. The works of the first day have seen a great involvement of all the partners in taking part to the discussion related to the research methodology proposal. Thanks to an energetic panel work, partners have achieved the goals of describing the boundaries of yacht industry, a sector characterized by a high permeability with other industrial sectors. Issues related to the definition of best practices and to the study methodology on business models have been object of analysis and of proactive interventions by the entire Committee.

## 29<sup>TH</sup> MARCH: IBLUE ON STAGE



Project co-financed by the European Regional Development Fund

During the second day, partners had the chance of assisting the presentation of the horizontal project InnoBlueGrowth. This meeting has provided insightful information on both the horizontal project and on the development of other European projects. Guided panel session has summed up relevant thoughts of the initial phase of the iBLUE project, contributing to outlining the work results of the first Steering Committee meeting. The core event of the day has been the debut of iBLUE during the first local dissemination event. This circumstance has represented the official presentation of the project to local stakeholders, including academic representatives, policy makers, and industry members. Following the presentations of the project and of each partners, an interactive round table between a stakeholder selection has engaged the audience in discussing the features of yacht industry, providing ideas from insiders' voices to the project partners.

