

# Dissemination in progress!

## iBLUE presents its methodology and practical results at IFKAD & ISPIM conferences

### iBLUE

### Newsletters

### PREVIOUSLY

iBLUE 7<sup>th</sup> Steering  
Committee Meeting and  
Methodology Training in  
Lisbon

### WHAT'S HOT

iBLUE methodology and  
results presentation at the  
IFKAD and ISPIM  
conferences

### COMING SOON

iBLUE 8<sup>th</sup> Steering  
Committee Meeting and  
Methodology Training in  
Limassol

### IFKAD - INTERNATIONAL FORUM ON KNOWLEDGE ASSET DYNAMICS

The 14<sup>th</sup> edition of IFKAD - International Forum on Knowledge Asset Dynamics was held in Matera from 5<sup>th</sup> to 7<sup>th</sup> June 2019. The mission of IFKAD is the development of research and scientific conversations aimed at contributing to theory-building as well as to the managerial practice about the role of knowledge as an organisational value-drive source.

In this context, iBLUE results were presented and described, strengthening the linkages among **theory-building** and managerial **practice**.

In particular, the process of the creation of the new methodology by integrating the sustainable pillars (i.e., economic, environmental and social) in the concept of business model innovation was presented. The creation process articulates in three steps:

1. **the literature review on business model innovation;**
2. **the collection of the sustainable best practices;**
3. **the case studies analysis.**



*IFKAD Conference*

***Follow us:***



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



iBLUE Project

As result, it has been possible to outline the 3-PBM (3-Pillar Business Model) methodology, a collection of tools and methods for the application of business models suitable for enterprises in the yachting sector of Mediterranean area.

Organized in the framework of the international research, almost 300 participants from across the world attended IFKAD conference, included researchers, associated and full professors.



*IFKAD Conference*

## ISPIM - INTERNATIONAL SOCIETY OF PROFESSIONAL INNOVATION MANAGEMENT

ISPIM's annual innovation conference took place in Florence from 16<sup>th</sup> to 19<sup>th</sup> June. The conference theme was "Celebrating Innovation: 500 Years since Da Vinci" and attracted around 550 innovation professionals from academia, industry, consulting and the public sector from around 50 countries worldwide.

During the conference, iBLUE project **testing phase** through **pilot actions** was presented. 3-PBM methodology was applied to SMEs and it helps the companies, participating in the pilot actions, to get additional perspectives on their business, to deepen the understanding of business model mechanics, to holistically manage their impact, in terms of reducing negative impact and leveraging positive impact, and to improve the overall economic performance and competitiveness.



*ISPIM Conference*

*Follow us:*



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



iBLUE Project

The iBLUE project results were presented by Elisabetta Ocello and Nadia Preghenella from UNIUD. The presentation aimed at dissemination of project results, especially the "3-PBM" methodology, in order to be exploitable by several users (i.e., SMEs, policy makers, researchers).

Feedback was collected about the methodology and the benefit of iBLUE findings for the innovation community, especially in terms of contribution to the theory, as well as practical implications. Through the presentation we gathered information about 3-PBM methodology's strength points, weaknesses, usability and problems. This information will be used to define changes and refinements to apply to the methodology in order to improve it.



*ISPIM Conference*

*iBLUE Project – Interreg MED Programme - Internal Newsletter 26/2019*



STEP KEDGE  
BUSINESS SCHOOL

Cámara  
Sevilla

