

## iBLUE 3-PBM Methodology Testing (WP4):

### here are the results of Pilot actions!

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**WHAT'S HOT**

iBLUE 3-PBM  
Methodology Testing  
(WP4): here are the results  
of Pilot actions!

**COMING SOON**

Policy Protocol: a useful  
tool for project  
transferability

Pilot Actions are over! After the iBLUE 3-PBM methodology presentation to SMEs in each country, iBLUE partners carried out 12 pilot actions by involving directly a local SME dealing with the yachting sector.

The aim is to test the 3-PBM methodology. SMEs took advantages from the implementation of iBLUE 3-PBM methodology.

As a matter of fact, SMEs were able to get additional perspectives on their business and to deepen the understanding of business model mechanics. They tried to reduce their negative impacts and leverage the positive ones. As a result, they improve their bottom line overall economic performance and competitiveness.



Each partner produced a report on its pilot actions to collect experiences and refinements of the 3-PBM methodology by the end of the year.

#### **PILOT ACTIONS: THE RESULTS**

The main findings of the pilot actions were systematically organised. The collection of innovation patterns of pilot actions was integrated with the first research of the WP3, for building a critical mass of knowledge about the sector, exploitable by other SMEs and in other territories.

The assessment of the 3PBM refinement proposals was done in parallel with the pilot actions' report. The proposals for refinement were based on the SMEs and PPs satisfactions with the 3PBM methodology created under the WP Studying and tested in the WP Testing through the pilot actions. The process itself was divided in two phases:

Phase 1 – Analysis of the existing Business Model where “As is” description of the economic perspective of the business model (BM) and of Resources-Processes-Values (RPV) framework and documentation of their current impacts on society and environment was given;

Phase 2 – (Design phase) Improvement actions and implementation where improvement of the tools was identified and documented.

Each pilot case was asked to assess the given tools (BMC and RPV framework) from the perspective of the implementation arrangements and procedures, as well as the main findings resulting from the process.

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In line with the reported during the pilot actions, major achievements, difficulties and recommendations can be outlined as follows:

3PBM methodology tools in both phases are shown as useful tool to identify strengths and the weaknesses of the business processes and Business model understanding. The tools gave a structured insight on current business model and the effects of business model on society and environment. The SMEs were able to outline a “new, transformed” business model and designed transformations for the RPV framework, establishing the expected results. Understanding how society and environment influence operational activities and that it might be managed appeared as one of the main findings in 3PBM methodology implementation.

During the pilot testing of the 3PBM methodology, some of the pilot’s outlined the difficulty to integrate the social perspective into business model within a context of managing and influencing society and not just accepting consequences. Moreover, measuring environmental costs and benefits, or social costs and benefits appeared as difficult since there is no indication how these costs and benefits affect the core model. Also, some of pilots struggled with RPV framework and the process was identified as time consuming.

