

“New trends for the Yachting sector in the Med Area”

Addressing environmental, social and economic sustainability

iBLUE Newsletters

PREVIOUSLY

Thematic Seminar at Villa
Valmer.

WHAT'S HOT

InnoBlueGrowth
capitalization event -
Marseille, October, 11h -
12th

COMING SOON

Thematic Seminar in
Albania.

INNOBLUEGROWTH CAPITALIZATION EVENT MARSEILLE, OCTOBER, 11TH - 12TH

The theme chosen for the First Capitalization event organized by IBG is yachting, for sustaining the efforts made by iBLUE partnership, aiming to contribute to the sustainable relaunch of yachting sector by using a new methodology and by integrating the sustainable pillars in the concept of business model innovation.

RESULTS OF THE WORKSHOP

Thanks to the workshop, iBLUE project team could exploit the starting knowledge resulting from other projects working on the issue of yachting for the benefit of Mediterranean stakeholders. It was also possible to meet experts on yachting sector for peer-reviewing and to exchange innovation best practices in yachting sector.

The audience was mostly composed by entrepreneurs from supply chain, multipliers such as journalists, regional agencies, etc., decision-makers, end-users and stakeholders in the yachting sector and Interreg programme bodies.

Elisabetta Ocello, coordinator of iBLUE from Università degli Studi di Udine presented iBLUE and then Katia Richomme Huet from Kedge Business School explained the progress of WP3 – Studying.



Presentation of iBLUE project by Elisabetta Ocello

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Presentation of WP3 Katia Richomme-Huet

CONTENTS OF THE WORKSHOP

All iBLUE Partners attended the event: Lucia Cicero, Nadia Preghenella and Elisabetta Ocello from University of Udine, Boris Golob from STEPRI, and Roberto Biloslavo from University of Primorska, Javier Cuesta from Official Chamber of Commerce, Industry and Shipping of Seville, Monika Andreou from Cyprus Chamber of Commerce and Industry, Evangelos Douloufakis from Lasithi Chamber of Commerce, Alexandra Mendonça from RCDI Development and Innovation Network, and Ilir Rembeci and Andrea Xhavara from Durres Chamber of Commerce and Industry.

Af first the workshop was introduced with the help of the facilitator Dr Céline Dubreuil, Programme officer of Plan Bleu, by Elen Lemaître–Curri, Director of Plan Bleu. Maria Groueva, Project officer from Interreg MED Programme Joint Secretariat presented Blue growth theme in the MED programme, as well as Sandrine Devos from European Boating Industry.



Work Session

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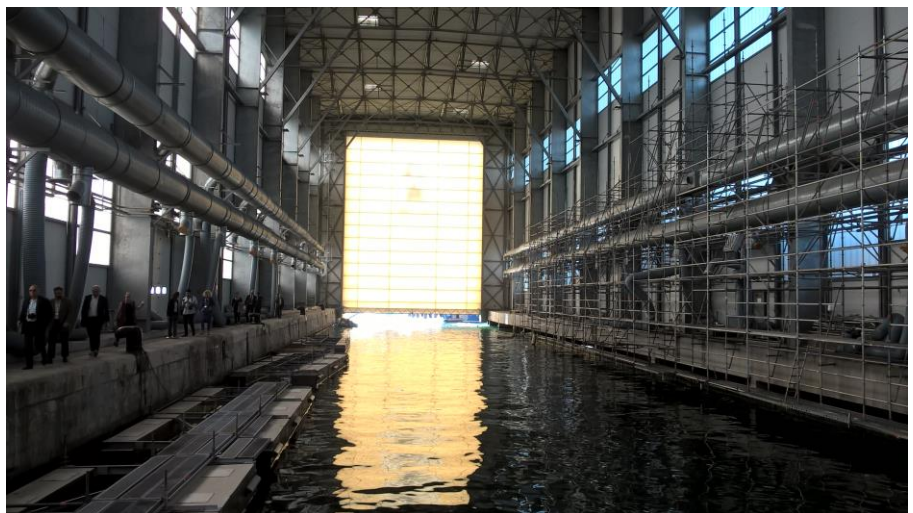
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Secondly the State of the sector in the Mediterranean was explained with the help of the facilitator Prof. Ioannis Chatjigeorgiou from National Technical University, School of Naval Architecture & Marine Engineering of Athens. Several speakers had their speech: Linos Voskarides, Directorate General for Maritime Affairs and Fisheries of European Commission; Angel Puig from NauticAdvisor of Palma de Mallorca; Grigoropoulos Grigorios from National Technical University of Athens; Aleksandar Drakulovic from Adriatic Marinas of Porto Montenegro; Liana Florou from National Technical University, School of Naval Architecture & Marine Engineering of Athens.

Finally, the new trends on yachting sector were pointed out by: Ioannis Chatjigeorgiou from National Technical University, School of Naval Architecture & Marine Engineering of Athens; Vienna Eleuteri, Sustainability Manager from VSY of Italy; Alicia Blanco from Maritime and Marine Cluster of Andalucía; George Assonitis from Network of Insular CCI of European Union Regions; Monica Andreou from Cyprus Chamber of Commerce & Industry.

The workshop was delighted by the visit of Palumbo SuperYachts, led by Benjamin Horgnies, Logistics coordinator & HSE.



Visiting Palumbo SY

Afterwards, an interactive exercise was proposed to identify the issues, priorities and the main gaps in the yachting sector to deliver a common message drafted by multi-level stakeholders.



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