



iBLUE
Investing in sustainable blue growth
and competitiveness through 3-Pillar
Business Model (3-PBM)

2,2 M €

Project
budget

1,9 M €

ERDF / IPA

36 Months

Project
duration

iBLUE aims to contribute to the sustainable relaunch of yachting sector by using a new methodology and by integrating the sustainable pillars (economic, environmental and social) in the concept of business model innovation (3-PBM). The project will provide: a critical mass of knowledge about Med yachting in terms of economic impact, employment, strengths, weaknesses and sustainability; an indicator system about the sustainability of the yachting sector, useful to the policy makers for a better resource allocation and for impact evaluation; a collection of best practices, innovation patterns and policies exploitable by Med yachting sector actors for performance improvement. A transnational action will allow a sustainable development of the whole yachting sector by involving all the actors of the sector.

Project Partners

University of Udine STEP RI Science and Technology Park of the University of Rijeka Ltd Group Kedge Business School Official Chamber of Commerce, Industry and Shipping of Seville Cyprus Chamber of Commerce and Industry Lasithi Chamber of Commerce University of Primorska RCDI Development and Innovation Network Durres Chamber of Commerce and Industry



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

E-mail:

labgest@uniud.it

Tel. +39 0432 55 80 43

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