

WP3 – Deliverable 3.2.4

3 Cross-border Blue Innovation thematic Labs in AN-IT, RO-IT, ZADAR-HR

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Deliverable Number D.3.2.4.

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Work Package Number	3
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Activity Number	3.2
Activity Title	Diagnosis of solutions for innovation in fishery & aquaculture in project areas& worldwide trends
Activity Leader	PP2 – DARE Puglia
Partner in Charge	PP2 – DARE Puglia
Partners involved	LP - T2i, PP1 - SVIM, PP3 - Punto Confindustria, PP5- AGGRA
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TABLE OF ACRONYMS

T2I	Technology Transfer and Innovation S.C.A R.L.
AGGRA	Zadar County Local Development Agency
DARe Puglia	Regional Agri-food District Puglia
SVIM	Sviluppo Marche srl
INVESTINFISH	Boosting INVESTments in INnovation of SMEs along the entire FISHery and aquaculture value chain
F&A	Fisheries&aquaculture
FLAG	Fisheries Local Action Groups

EXECUTIVE SUMMARY

This report collects the details and the results achieved in the framework of the INVESTINFISH project, regarding the Blue Innovation thematic Labs organized by the partners in the second semester of the project.

In the first part of the report will be clarified the motivation behind the organization of these meetings and how they fit in the context of the activity 3.2 - "Diagnosis of solutions for innovation in fishery & aquaculture in project areas & worldwide trends" then, in the final part, will be summarized the activities conducted in each event and the results achieved.

INVESTINFISH PROJECT

INVESTINFISH - "Boosting INVESTments in INnovation of SMEs along the entire FISHerY and aquaculture value chain" is a project funded by the Italy – Croatia CBC Programme under the Priority Axis 1 "Blue Innovation", Specific Objective 1.1 (S.O.1.1) "Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area".

INVESTINFISH sees the cooperation of n. 6 Partners from 5 Different Regions: T2I (LP – Italy – Veneto), Sviluppo Marche (PP1 – Italy – Marche), D.A.Re. Puglia (PP2 – Italy – Puglia), Punto Confindustria (PP3 – Italy – Veneto), Istrian Development Agency (PP4 – Croatia – Istria), Zadar County Rural Development Agency (PP5 – Croatia – Zadar).

INVESTINFISH main objective is strengthening of competitiveness of F&A production system through promotion of investment programs aimed at acquisition of innovation services. INVESTINFISH implements pilot actions providing some IT-HR F&A SMEs with a roadmap to innovation instruments & services, boosting creation of marketable innovative products and/or processes that will improve the SMEs potential market positioning.

Expected benefits for enterprises are: accelerate time to market, increase linkages with innovators, increase F&A enterprises R&D expenditures in new and greener components/technologies/services, to boost HR-IT competitiveness. INVESTINFISH intends also to offer to the F&A sector to substitute the value chain concept with value network, proposing a shift from traditional value chains towards more collaborative value networks.

INTRODUCTION

The **Cross-Border Blue Innovation Thematic Labs** can be considered as an intermediate phase between Work Package (WP) 3 – “Mapping innovation background, needs, solutions for fishery&aquaculture targeted services programming” and WP4 – “Testing innovative solutions and assessing effectiveness” of the Interreg Investinfish project.

They act as a "bridge" between the “Study” and “Test/pilot” phases of the project, as a meeting point between the "innovation poles" and the policy makers - actors able to create and support the offer of the Fishing and Aquaculture (F&A) sector - and the needs of the other stakeholders operating in the two reference sectors.

WHERE ARE WE TODAY?

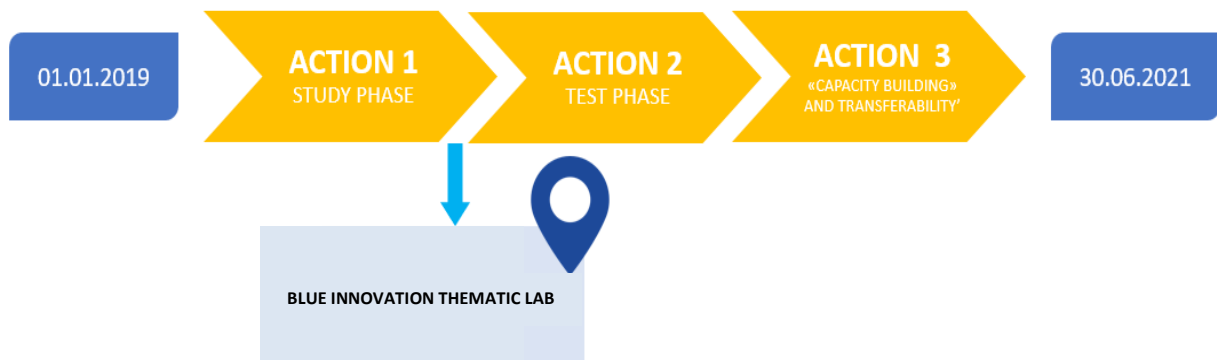


Figure 1 - Blue Innovation Thematic Lab positioning

The main goal of these Labs is to suggest new opportunities and possible solutions for the F&A sectors, raising awareness and capturing the potential direct beneficiaries of these activities as companies, SMEs, start-ups, spin-offs within the whole F&A sector.

Since the Cross-Border Blue Innovation Thematic Labs were built on the results of the surveys carried out in the first phase of the project, each project partner focused its meetings on different themes, built on the real needs that emerged from the different areas of reference.

The macro themes addressed by each partner during these events are summarized below:

Partner	Target Area	Topics of Blue Innovation Thematic Labs
T2i & Punto Confindustria	Veneto	The circular economy in the Fishery and Aquaculture sector
DARe Puglia	Puglia	The Blue Consumer (ConsuMare. The Blue Consumer) The Blue Circular Economy The Quality of Fish Product (A Sea of Quality and the Quality of the Sea) Aquaculture (From Aquaculture to AquaCulture) Fishing and safe-guarding the Mare Nostrum
SVIM	Marche	The Opportunities for the Blue Economy sector
AGRRA	Zadar County	Innovation in Fishery and Aquaculture sector

Table 1 - Topics of Blue Innovation Thematic Labs per Project Partner

The activities conducted for each event are analyzed in more detail below.

T2i & Punto Confindustria - Recovery, Recycling, Reuse

On 29th November 2019, T2i and Punto Confindustria organized the first Investinfish Blue Thematic Lab, in Chioggia (Venice). The city of Chioggia has been identified as the best venue for the meeting as a reference point for the provinces of Venice and Rovigo for the fish sector.

The event was held inside the Museum of Adriatic Zoology Giuseppe Olivi, a particularly evocative place dedicated to the sea and the biodiversity of Adriatic marine organisms.

The main theme of the meeting was the circular economy in the F&A sector. This theme, indeed, represents not only a challenge for the sustainability of the marine environment but a fundamental element for the economy of the whole Veneto Region.

It was precisely for this reason that these two partners decided, during the event, to analyze and understand the potentialities, the technologies and the market opportunities for companies in the fish sector related to a more sustainable approach.

During the event, three thematic focuses were then organized concerning the use of new materials (Coplast Packaging case), the reuse of leftovers (mollusc shells) and in general the concept of circular economy and its benefits. Experts in the sector, researchers and companies involved in the use of eco-sustainable materials spoke about it. They addressed SMEs in the F&A sector, public authorities, researchers and educational institutions, specially invited to ensure a large and diverse audience involving most of the stakeholders of the two sectors.

Lastly, the final discussion and networking phase were very important moments to present the innovation voucher for SMEs and the future activities of the project.



Figure 2 - Photos from the Cross-border Blue Innovation thematic Labs organized by T2i and Punto Confindustria

Event Agenda

9.30	Registration and Reception
10.00	Welcome and Introduction <i>Municipality of Chioggia</i>
10.15	Overview of Investinfish Project, results and next activities <i>Veronica Olivi, t2i - technology transfer and innovation s.c.a.r.l.</i>
10.45	The Fish Sector state-of-art and the future challenges <i>Massimo Barbin, President of the Fishing District of Rovigo and Chioggia</i>
11.00	Thematic focus: The circular economy: Where are we? <i>Arch. Valentina Temporin, Poplab Rovigo</i> The reuse of shellfish shells <i>Luisa Cattozzo, researcher IUAV Venice</i> The new life of polypropylene packaging: the Coplast Packaging case <i>Luciano Fornari, CEO Coplast Packaging srl</i>
12.15	Q&A Closing
13.00	Networking cocktail

Table 2 - "Recovery, Recycling, Reuse" Agenda

DARe Puglia – second Blue Innovation Thematic Lab

DARe Puglia decided to adopt the “Living Lab” methodology for its Blue Innovation Thematic Lab, which was not originally foreseen by the project and organized on 20th december 2019 in Foggia at the premises of University of Foggia - Department of Agricultural Science, Food and Environment.

According to the results of the analysis performed in the study phase, DARe Puglia identified n.5 topics to deepen with local stakeholders by adopting a participatory approach:

- The Blue Consumer (ConsuMare. The Blue Consumer);
- The Blue Circular Economy;
- The Quality of Fish Product (A Sea of Quality and the Quality of the Sea);
- Aquaculture (From Aquaculture to AquaCulture);
- Fishing and safeguarding the Mare Nostrum.

This Blue Innovation Thematic Lab was structured in 4 main sessions: the first one focused on the presentation of the Investinfish project together with a technical focus conducted by different experts on the above-mentioned themes; the following three phases, instead, referred to the "operational" procedure of the Living Labs proceeding with the exploration of the themes, a shared discussion and a final evaluation phase of the results extrapolated from the initial phases.

In these operational sessions, different tools were used to facilitate the analysis of the above issues, and in particular **SWOT analysis** and the “**Six Thinking Hats**”.

Through the SWOT analysis conducted, experts and stakeholders observed that the main **strengths** of the F&A sectors were represented by the growing market demand, the prices accessible to consumers and the number and expertise of operators in the sector; while the main **weaknesses** were mainly related to the unrealistic perception of the consumer on the quality and benefits of the fish product (e.g. farmed product), the lack of dialogue between the regulatory and production phases and the small number of species on the market.

Among the **opportunities** identified were the possibility of introducing new species into the market, the greater involvement of consumers, the creation of new territorial synergies through the new generation of fish entrepreneurs and the communication at the service of the product through new media and channels.

On the other hand, some of the **threats** identified were: bureaucracy seen as a barrier for the small-to-medium sized entrepreneur, the industry's current approach as a threat to the environment, financial difficulties, and the training and establishment of potential new businesses and companies in the sector.

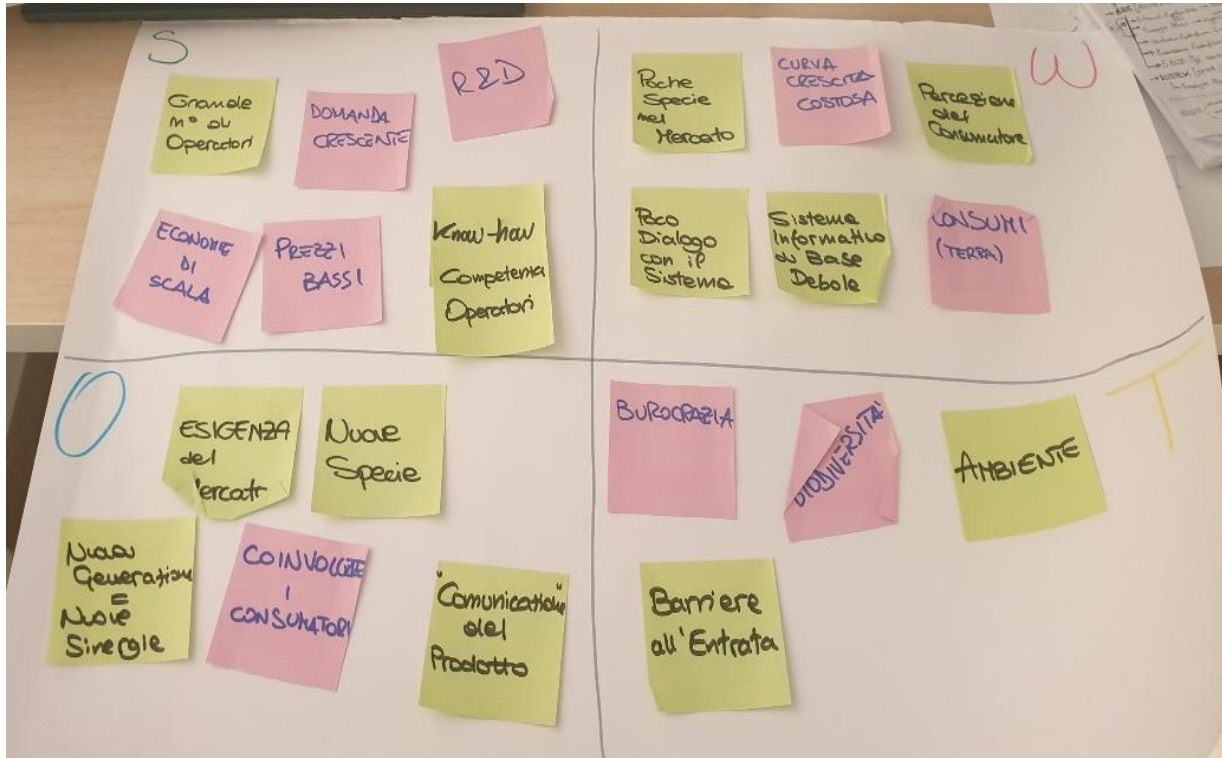


Figure 3 - SWOT Analysis conducted by DARE Puglia

Through the "Six Thinking Hats" technique (which allows participants to look at an issue/problem from different perspectives, one according to the "hat" worn, in order to create a clear, conflict-free discussion) it was possible to analyze the day's issues from the point of view of four subjects:

- Optimist (yellow hat);
- Pessimist (black hat);
- Environmentalist (green hat);
- public agency (as an entity representing both white and blue hats).

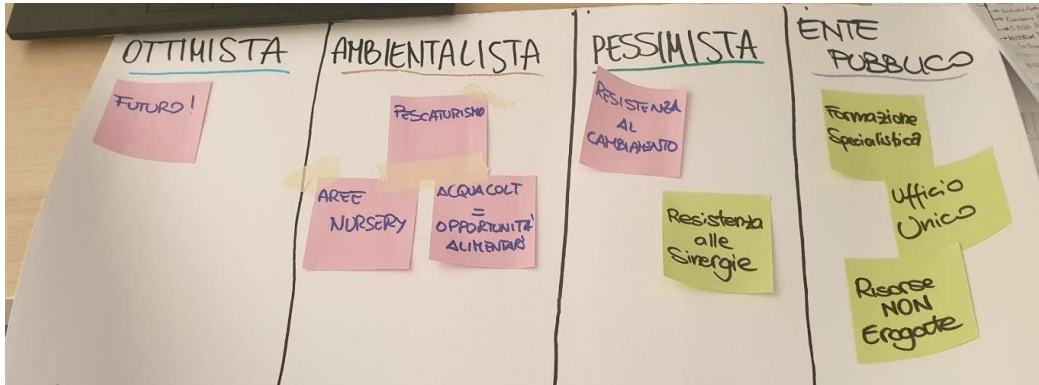


Figure 4 - DARE Puglia's Thinking Hats

The results obtained described the current panorama and provided suggestions for the future: aware of a strong resistance to change and synergies between the operators in the sector, the future scenario is imagined to be powered by the new generations.

According to the results obtained, the new generations will have to be flanked by public bodies, responsible for providing specialized training, in order to prepare economic operators for a more effective and efficient F&A, focusing on a model based on the reduction/elimination of waste of resources.

Another important result that emerged from the lab was the need for bureaucratic simplification through a single office structure, allowing for a closer, more fluid and correct interaction between F&A professionals and public bodies. Training and bureaucratic simplification should therefore become the basis for new opportunities for growth in F&A, combining traditional activities with new market strategies related to fishing tourism and new technological innovations useful to increase productivity, while preserving the environment and human health.



Figure 5 - DARE Puglia's Blue Innovation Thematic Lab

Event Agenda



Interreg Italy - Croatia INVESTINFISH 

Blue Living Lab

VENERDÌ 20 Dicembre 2019

Dipartimento di Scienze Agrarie, degli Alimenti e dell'Ambiente
Università di Foggia
Via Napoli, 25

Programma

09:00	REGISTRAZIONE PARTECIPANTI		
09:30	START INTERVENTI		
	- Prof.ssa <i>Milena Grazia Rita Sinigaglia</i> Presidente del DARE e Direttrice del Dipartimento Agraria Foggia	12:30	LIVING LAB SESSIONE 1 "Exploration"
	- Referent Regione FEAMP <i>Aldo Di Mola</i>	14:00	LIGHT LUNCH
	- Dott. <i>Gianfranco Pazienza</i> (Esperto di pianificazione e di sviluppo locale)	15:00	LIVING LAB SESSIONE 2 "Discussion"
10:05	START FORMAT	16:00	LIVING LAB SESSIONE 3 "Evaluation"
	Introduce e modera Ing. <i>Angela Abrescia</i>	17:00	CONCLUSIONI
	- Prof.ssa <i>Biagia De Devittis</i> - "Consumare il consumatore blue"		
	- Prof. <i>Giovanni Normanno</i> - "Un mare di Qualità e la Qualità del Mare"		
11:00	COFFEE BREAK		
	- Prof.ssa <i>Rosaria Marino</i> - "Da l'Acquacultura all'AcquaCultura"		
	- Ing. <i>Francesco Samarelli</i> - "Peschiamo? La pesca e la salva guardia del Mare Nostrum"		
	- Prof. <i>Luciano Beneduce</i> - "Blue Circular Economy"		

  Le iscrizioni si chiuderanno il **19 Dicembre 2019**
Per registrarsi utilizzare il QR Code qui di fianco: 

Table 3 - Agenda of the DARE Puglia's Blue Innovation Thematic Lab

SVIM - Opportunities for the SMEs of F&A Sector

On December 10, 2019, a meeting was held at the headquarters of the Marche Region in Ancona with companies in the Blue Economy sector and providers of Innovation Services already beneficiaries of European initiatives to support the sector. In this context, the partner SVIM organized its "Blue Thematic Laboratory", as required by the Investinfish project.

After a quick presentation of the project and its objectives, the event focused on the opportunities for the Blue Economy sector. This sector encompasses all sectoral and cross-sectoral economic activities related to seas and coasts and also includes the direct and indirect support activities necessary for the functioning and sustainable development of the F&A sectors. Moreover, marine ecosystems play a key role in ecological and biogeochemical processes on a global scale, and the value of their services far exceeds the already substantial value of terrestrial systems. An extremely interesting element not only for companies directly involved in the fisheries and aquaculture service but also for public administrations and public bodies.

The event was also an opportunity to present the pilot action of the Investinfish project: the consulting/accompaniment path for fishing and aquaculture companies. Here, therefore, the minimum requirements for participation in the Call for Expression of Interest shared at project level were presented and the main themes and innovations around which the consulting activities were structured were quickly discussed.

The initiative aroused the interest of the various participants, subdivided among public bodies and multiple fisheries and aquaculture companies, who showed great curiosity regarding the call's participation.



Figure 6 - SVIM's "Blue Thematic Laboratory"

Event Agenda:

<p align="center">“INVESTINFISH” Boosting INVESTments in Innovation of SMEs along the entire FISHerY and aquaculture value chain</p> <p align="center">10 Dicembre 2019 Regione Marche, Palazzo Leopardi, Sala Leopardi, Via Tiziano 44, Ancona</p>		
Orario	Oggetto	A cura di:
10.30 – 10.45	Introduzione	REGIONE MARCHE/SVIM
10.45 – 11.00	Breve presentazione dello stato di avanzamento dei progetti 4helix+ e risultati raggiunti nel primo trimestre	Beneficiari/UNIVPM
11.00 – 11.15	Brainstorming/focus group sui risultati finali conseguiti o da conseguire entro il 15/07/2019	SVIM/Beneficiari/UNIVPM
11.15 – 11.30	Riepilogo Vademecum per l’implementazione dei progetti 4helix+ e focus su contributi attesi e adempimenti finali	SVIM
11.30 – 11.45	Presentazione dei Posters dei progetti pilota 4helix+	SVIM
11.45 – 12.00	Condivisione sviluppi futuri dei progetti 4helix+ e presentazione nuove opportunità offerte dai progetti INVESTINFISH e BLUECROWDFUNDING in tema di economia blu.	REGIONE MARCHE/SVIM

Table 4 - “Blue Thematic Laboratory” Agenda

AGGRA - A Blue Innovation Thematic Lab

The Zadar County Rural Development Agency (AGGRA) event, held on December 20, 2019 at the Rector's Palace (Zadar), focused on the main challenges in the fisheries and aquaculture sector, with a special focus on the innovative needs of the sector. Among these, the main topics analyzed were: waste disposal, new methods in fish health protection, new materials to be used (more eco-friendly) and market expansion with related opportunities and risks.

The Zadar County Rural Development Agency (AGGRA) event, held on December 20, 2019 at the Rector's Palace (Zadar), focused on the main challenges in the fisheries and aquaculture sector, with a special focus on the innovative needs of the sector. Among these, the main topics analyzed were: waste disposal, new methods in fish health protection, new materials to be used (more eco-friendly) and the actual market expansion with related opportunities and risks.

Following the welcome speech of Vladimir Kovačević, director of AGGRA, Borna Buljan gave an overview of Investinfish project by focusing on its main objectives and activities and then started the activities related to "Thematic Lab of Blue Innovation".

This Lab was divided into three sessions: the first one, with main spokesperson Mrs. Bruna Petani, dr. sc. from University of Zadar, focused on waste disposal in aquaculture, with a special focus on aquaculture by-products and their use. During the second session, Mr. Tomislav Šarić, dr.sc. from the University of Zadar, gave a presentation on innovative methods of fish health protection and, lastly, Mr. Branimir Baždarić spoke about the main challenges in the fisheries and aquaculture sectors.

At the end of these presentations there was a long discussion between the technicians and the participants of the event, stimulated mainly by questions from the participants who included representatives of different targets sought by the project including SMEs, public institutions, Chamber of Commerce and universities.



Figure 7 - AGGRA's "Blue Innovation Thematic Lab"

Event Agenda:

Petak, 20. prosinca 2019. godine		
10:00 – 10:15	Registracija sudionika	
10:15 – 10:20	Pozdravni govor domaćina	Vladimir Kovačević, dipl.ing. Ravnatelj (AGRRA)
10:20 – 10:40	INVESTINFISH: Uvod u projekt	Borna Buljan, mag.oec Viši stručni suradnik (AGRRA)
10:40 – 11:00	Nusproizvodi akvakulture i njihovo korištenje	Bruna Petani, dr.sc. Odjel za ekologiju, agronomiju i akvakulturu Sveučilišta u Zadru
11:00 – 11:20	Inovativne metode zaštite zdravlja riba	Tomislav Šarić, doc.dr.sc. Odjel za ekologiju, agronomiju i akvakulturu Sveučilišta u Zadru
11:20 – 11:40	Glavni izazovi u sektoru ribarstva i akvakulture	Branimir Baždarić, dipl.ing Savjetnik za ribarstvo i marikulturu (AGRRA)
11:40 – 12:00	Diskusija i završna riječ	
Prigodni domjenak		

Table 5 - Agenda of AGGRA's Blue Innovation Thematic Lab

CONCLUSIONS

As could be imagined, given the sector's trends and the geographic proximity of the areas involved in the project, the macro strand that united all the individual themes addressed by the partners was the importance of the circular economy in the F&A sector and the new sustainable approach in doing business.

Our current economic model, in fact, puts pressure on the fishing and aquaculture sector to catch and produce as much fish as possible, as quickly as possible and at the lowest possible cost. This inexorably leads to overfishing of those species that are most popular with consumers and are easiest and cheapest to manage. In aquaculture, however, this results in high concentrations of fish that can cause a host of environmental hazards and undermine the quality of the fish produced.

Supporting local communities to design production systems that are regenerative and do not deplete fish stocks or damage aquatic ecosystems is the first step in building a circular fishing economy. Such action will make fisheries and aquaculture more resilient, safeguarding not only the marine ecosystem but also, and more importantly, business for future generations.

In order for this to happen, there are many aids that come both through the economic push (with funds and investments) and through the offer of innovation; an innovation that is not limited to the product and/or process but that also embraces the social sphere, through the aggregation of the operators of these sectors and the boost to the changing of their vision and their business approach.

For this reason the Investinfish project, in conjunction with today's trends, tried through its "Cross-Border Blue Innovation Thematic Labs" to raise awareness and capture the potential actors in the F&A sector, with the aim of pushing them to experiment and use some of the innovations developed according to the new eco-sustainable trends of these sectors (introduction of new sustainable materials, reuse of production waste as a resource, recycling of materials at the end of a product's life, etc.) and create a direct contact with the suppliers of these "innovations".

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