

WP4 – Deliverable 4.2.3

Awareness initiatives to prepare selected companies to join Project cross-border collaborative environment

Deliverable Number D.4.2.3

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Project Acronym	INVESTINFISH
Project ID Number	10042901
Project Title	Boosting INVESTments in INnovation of SMEs along the entire FISHerY and aquaculture value chain
Priority Axis	1 – Blue innovation
Specific objective	1.1 – Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
Work Package Number	4
Work Package Title	Testing innovative solutions and assessing effectiveness
Activity Number	4.2
Activity Title	Fisheries & aquaculture companies selections for the innovation services application
Partner in charge	LP – T2i
Contribution by	All Partners
Partners involved	All Partners
Status	Final
Distribution	Private

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EXECUTIVE SUMMARY

Due to the COVID19 Pandemic, it was not possible to organise joint meetings for companies that expressed interest in the call, and this activity was realised through one-to-one contacts with the interested companies. The present document summarises the approach adopted, that ensured that nearly no not-eligible application was received.

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 & 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.

AWARENESS INITIATIVES

The selection & assessment of candidates (see D4.2.2) was carried out during COVID Pandemic, that strongly limited the possibility of in-person activities. Therefore, it was not possible to organize the planned meeting with all the companies that expressed interest to support them towards full application. An additional issue was that (as an indirect consequence of the pandemic) the expressions of interest and application arrived in a larger time span than initially planned. Therefore, organizing a joint meeting would have the first-applicant SMEs to wait for an excessive long time.

Therefore, the approach adopted was to organize **one-to-one** awareness activities with each single companies to prepare them to meet the requirements and to discuss in advance the opportunities deriving from the participation in the testing phase, in terms of innovation.

The request received confirmed that the adoption of a one-to-one approach instead of a joint meeting was a silver lining of the covid pandemic: in fact, the types of companies and their interest appeared to be quite diverse, and therefore a single general meeting would have been less effective than the used approach.

Figure 1 presents the workflow of the awareness process activated for each company.

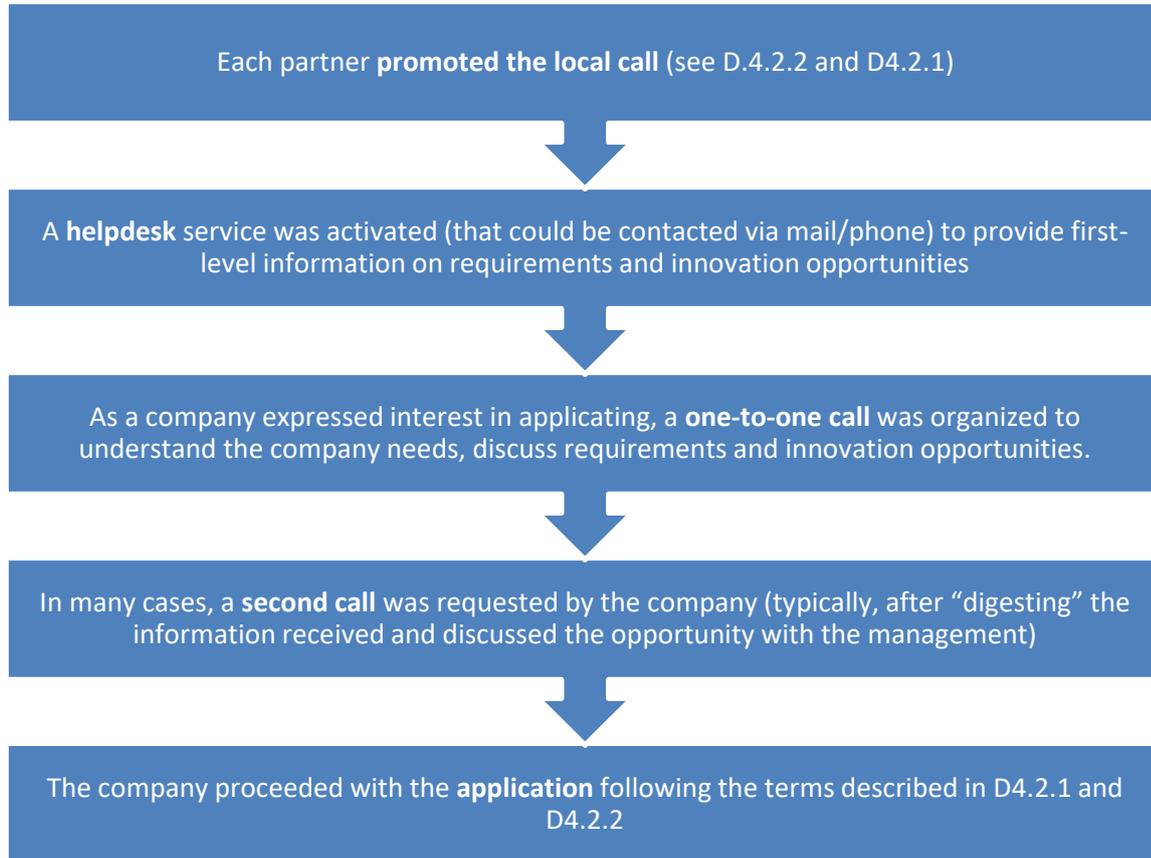


Figure 1 - Awareness process workflow

LINKS WITH OTHER DELIVERABLES

The awareness initiatives presented in this deliverable are deeply linked with the promotion of the open tender and the local-based selection. See D4.2.1 and D4.2.2 for additional details.