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Development of potential public, private, public-private funding platforms

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EXECUTIVE SUMMARY

The INVESTINFISH project fosters the development of a competitive F&A production system through promotion of investment programs aimed at acquisition of innovation services.

It aims at facilitating innovation adoption in F&A sector, which is traditionally not enough inclined to innovation, through different pilot actions. Thanks to INVESTINFISH, up to 48 enterprises of the F&A chain have obtained ad hoc services for the introduction of innovative services and/or technological products. The service includes a technical feasibility analysis and an economic and environmental sustainability study to evaluate and measure the impacts of the pilots.

The Regional Smart Specialization Strategy (S3) is the guiding tool for Regions to concentrate industrial research and innovation in areas with the greatest potential for innovation and growth in the Region.

They can be areas that need to strengthen leadership or areas with high potential for the future, to be defined through a specific path of "entrepreneurial discovery".

The purpose of the S3 is to promote innovations to strengthen specialization and to encourage diversification in an innovative way to increase success at the level national and international.

This report deals with the results achieved in the framework of the INVESTINFISH project, regarding the meeting with the Referents of the European Fund for Maritime Policy, Fisheries and Aquaculture (EMFF) of the Apulia Region, organized by DARE Puglia during its Blue Innovation Living Lab.

After introducing the event in which this meeting was conducted, the report provides an overall view of the EMFF, its strategic objectives and, above all, the actions it finances. The Fund's funding lines are then specified in more detail.

Lastly, the report closes with an analysis of the results achieved so far by the EMFF in Apulia Region, which also represent the core topic discussed by the Fund's Referent during the event organized by DARE Puglia.

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.

Foreword

The INVESTINFISH project fosters the development of a competitive F&A production system through promotion of investment programs aimed at acquisition of innovation services.

It aims at facilitating innovation adoption in F&A sector, which is traditionally not enough inclined to innovation, through different pilot actions. Thanks to INVESTINFISH, up to 48 enterprises of the F&A chain have obtained ad hoc services for the introduction of innovative services and/or technological products. The service includes a technical feasibility analysis and an economic and environmental sustainability study to evaluate and measure the impacts of the pilots.

The “**Development of potential public, private, public-private funding platforms**” is a product of the project that includes guidelines and recommendation on how to design a **Platform** with the aim to boost the financing streams in favour of SMEs innovation activities and also to help the capitalization of the “Innovoucher system” for F&A SMEs.

The purpose of this document, that has been elaborated by the project Partner SVIM, is to outline the methodology that should be followed by the partnership and in general readers for a correct implementation of a Platform through the process of:

- (1) Select the topics of interest to be included in the Platform also by regrouping valuable resources in the forms of documents, webinar replays and the latest news;
- (2) Defining of a network by mapping and profiling like-minded stakeholders with a common interest in peer learning, sharing and exchanging experiences to better focus the resources and service to make available;
- (3) Listing the functionalities to offer the opportunity to raise the awareness on financing stream with a focus on the potential from EFSI Thematic Investment Platform;
- (4) Analysing timing and hosting costs for maintenance after the project end and find out solutions for its sustainability and feasibility.

Finally, it aims at contributing to test innovative solutions and assess effectiveness pathways to structuring an innovation management model to develop, internalize and propose as systematized services.

During the Investinfish project lifetime, the awarded pilot projects and their Innovation Plans are available on the **Investinfish website**>> <https://www.italy-croatia.eu/web/investinfish>.

Surfing the section addressed to the promotion of the innovation Plans developed by the innovative projects awarded with a voucher, users can better understand as how several collaborative spaces and tools could help the innovative collaborative network among F&A innovation players and enterprises and what are the key-aspects to keep into consideration for a successful implementation of the innovative ideas.

Introduction

Acronyms

- **ESIF:** European Structural and Investment Funds ○ **EFSI:** European Fund for Strategic Investments ○ **F&A:** Fish and Aquaculture ○ **ME:** Matchmaking Environment
- **CMS:** Content Management System. The system behind contents handling

Development of potential public, private, public-private funding platforms

Step 1 Content selection: Knowledge and solutions hub

What we can expect to find out into the Platform? Solutions that help learning according to needs and made available for whom that does not have the time or the resources to travel abroad to find it or search it from different online sources.

The Platform could combine in a single solution the functionality of enterprise portal, content management and application frameworks. It could also be a suitable tool for developers and IT companies who wish to have full control of a web platform with software modules, features and management tools that facilitate customizations, increase the speed of development and permit extensive customization. Platform main characteristics are:

- Accessibility:
 - Web (World Wide Web)
 - Mobile Ready
 - Full Accessibility (front and back office)
 - Private Cloud
 - Open Source
 - Single Sign On
- Cooperative Knowledge
 - Users Profiling
 - Documents Sharing
 - Agenda
 - Ideas Sharing
 - News & Newsletter
 - Social Networks
 - Web Services
 - E-learning o Web Conference

The Platform should allow users to upload and view multimedia content, in addition to the possibility of using communication tools. Access is permitted through authentication (login) and the functions are restricted depending on the permissions granted to the user by the system administrator.

A **Role** is a configurable set of permissions that define actions that the user can perform within the Platform. Authorized users could have the following different privileges:

- **read permissions only**, which allow users to view the online material only
- **read and write permissions**, which allow users to upload and read materials, grant other users with read and write permissions, and use communication services.

Through the role assignment it is possible to manage the associations between single roles and users of the system.

Through Group Assignment, users can belong to several groups and on the basis of them access to functionality is limited or guaranteed.

User can also have selective access to the pages of the Platform according to the groups to which it belongs.

In the automatic menu will be visible only links to pages:

- belonging to the groups of which the current user belongs to
- belonging to a group to which the current user is not a member but declared by the manager of the pages of the related group.

In the middle part of the homepage configurable widgets that contain shortcuts to specific functions of the administration area are available. Each user that accesses the administration area can configure the widget by combining the most frequently used feature of the area, thus creating its own personal homepage.

For admin only, at the bottom of the page it could be available a table with the list of registered users that displays the following information:

- Username
- (date of) Registration
- Last Login
- Last password change

- Status (S)

Specifically, the Platform is characterized by three main services: (i) "**Knowledge Hub**", (ii) "**Webinars**" and (iii) **Matchmaking environment**.

The "**Knowledge Hub**" service consists of a Web page with a dynamic and modular structure that could allow the administrator and users with write permissions to insert different multimedia materials in a simple and user-friendly way, thanks to the ability to upload content directly in the platform, also via drag and drop.

Content is a group of basic information of different types, organized with the schema needed by the content typology. Creating a content means to create a well-defined information.

The content management system organizes contents as autonomous units of information organized in a repository. When contents are entered in the repository they may be used in different ways and different contexts; at the time of displaying on the Portal will be defined (explicitly or implicitly) how each content should be displayed. It is also possible to establish logical correlations between content via hypertext references.

Every content follows path through the writing, approval and supervision phase.

The Platform could allow users to upload any type of multimedia content, (file size TDB), such as:

- videos in mp4, swf and flv format;
- audio in mp3, aac, wma and ra format;
- word processor in docx, doc, odt, pdf format; □ documents spreadsheet in xlsx, xls, csv, sxc format; □ presentation documents in pptx, ppt, odp format.

Thanks to the "URL" module, users could also add content and links to any website (e.g. Youtube, Google, Wikipedia). In addition to the possibility of inserting multimedia content, it would be also possible to insert additional modules that allow users to communicate with each other in synchronous and asynchronous mode. More precisely, there is the possibility of integrating the following communication tools:

- Chat, which gives the possibility of communicating in a synchronous mode between users; the module also includes session saving and conversation history;
- Forum, which gives the possibility of asynchronous communication, which provides in addition to the opening of new topics and to reply to topics, also the possibility of attaching documents in the reply.

- Wiki, a tool that allows the possibility of creating documents thanks to collaborative writing amongst users; the module also allows tracking of all changes made by users and their history, with the possibility of restoring previous versions.

It could also be possible to insert other tools such as: Polls, labels, images, questionnaires, quizzes, web pages. Thanks to the Platform it could be possible to analyse and put together all the knowledge, enriched by the latest news and trends in the field.

Due to the pandemic, webinars sessions overcome the physical meetings.

The "**Webinars**" service consists of a new web page that allows authenticated users to access virtual classrooms in live streaming. Webinar means a live event made available through the web, which allows multiple users, even in different physical locations, to connect at the same time to participate in a seminar, a conference, an interactive lesson, a training course divided into more sessions, a workshop.

Users must have a device connected to the internet that allows the use of an audio-video transmission.

During the events, in fact, users could have different roles:

- user with role of speaker can show and illustrate slides, images, videos as well as share the screen of your PC; can organize the session by offering surveys, questionnaires, files and other material;
- user with role of participant follows the presentation, can ask questions via chat or by voice in the case he has the microphone.

The platform could support the use of webcams to share the images of the speaker and participants; it is strongly recommended that the speaker is visible. The platform also could allow the possibility of recording sessions in video format, with the possibility of reviewing video recordings on the platform, allowing even users not present to view the Webinar.

The advanced "**Matchmaking environment**" service aims to encourage SMEs collaborations. It will include also a focus on the potential from EFSI Thematic Investment Platform for Italian SMEs.

Step 2 Establishing the network to involve and starting implementation

For the Platform, a specific development methodology should be applied, consisting of the decomposition into various subtasks connected to each other, which then led to the development and implementation of the application.

At the beginning the first phase consists in the **collection of data**, obtained through discussions with the stakeholders interested in being involved in (e.g. the partners).

The **analysis phase** should be organized with the goal of creating through several sessions, which involved project managers and the technical area, the basis of the entire project.

This phase should be appropriately performed at the beginning and through the work taking into account the first version and its subsequent developments, which have to be integrated into the project in a flexible and modular way.

The preliminary analysis is devoted to cover the following points:

- **Context analysis.** The context includes aspects related to reference sector, the target audience, and the research contents that are related to the project. The context in which the design of a web platform is articulated, in fact, can never be separated from the characteristics, the peculiarities, the strengths and weakness of the concrete object of investigation.
- **Targets.** Identification of the main goals of the platform. This includes for file sharing and user communication. The possibility of asynchronous and synchronous text communication and streaming mode must be provided.
- **Feasibility analysis.** The preliminary analysis of the critical issues is absolutely fundamental to discard immediately impassable roads, to guarantee the feasibility of the project, analysing the expectations, objectives and limits of the project related to the Web platform.

After the analysis, the requirements necessary for the implementation of the system should be defined.

In **design's phase** and **modeling's phase**, the essential parts of the software should be defined. These would allow the definition of the structure and the characteristics of each software component.

This phase defines how these requirements will be met, establishing the structure to be given. For this phase UML Sequence Diagram should be used, which allow to describe the actions that users should perform in the scenarios.

The scenarios related to the Platform are:

- insert Multimedia Content in the Knowledge Hub,
- join in the Webinar,
- discover partners with common interests for matchmaking.

Insert Multimedia Content in the Knowledge Hub

The user logs in by entering Username and Password. Subsequently the system provides for the validation of the credentials by checking in the database. If the credentials are correct, the system validates the access and assigns the access rights that are related to the specific account.

After authenticating, the user can finally access to the Knowledge Hub webpage and upload the content. The system updates the database and confirms the upload.

Knowledge Hub Development

For the Knowledge Hub section, it is necessary to create a space where users could share multimedia materials in a simple and immediate way, because it must be easy to use even for users without specific computer skills.

A new Web page will be created, whose access is limited to authenticated users in the Platform.

Inside it users can either view the contents only, or insert new contents inside, depending on the privileges assigned by the administrator.

Among the course settings the Site Upload Limit should be set up (TBD e.g. 500 mb), to allow users to be able to upload even large files.

Join in the Webinar

To access the Webinar, the authenticated user must click on the Webinars page and click on the available virtual classroom. In this way the virtual classroom is created through the connection with another Web Server that exclusively hosts the application to carry out video conferences. Once the connection has been made, the system, from the database, requests the list of users enabled for the Webinar.

The user, at the end of these steps, is checked in the list of enabled accounts and it can join in the Webinar, interacting internally with the multimedia services that the application allows.

Finally, the Webinars Server closes the connection and the Webinar platform updates the information relating to the sessions in the database.

The next stage, **implementation**, is the phase of the application development through the installation, customization and implementation of the website and the environment in which it operates.

To create the Platform, it is necessary to create a virtual environment where hosting the platform, to be imported directly into the Web Server of the host.

Technically, a CMS is a server-side application that supports a database for storing content.

Webinars Development

For the realization of the Webinars, it could be decided to create a new Web page within the platform. A new platform dedicated to Webinars could be installed in a Web server, i.e. by using the BigBlueButton application.

BigBlueButton is an open-source Web conferencing system. It is based on GNU/Linux operating system and runs on Ubuntu 16.04. It supports multiple audio and video sharing, presentations with extended whiteboard capabilities, like a pointer, zooming and drawing, chat, desktop sharing, and support for presentation of PDF documents and Microsoft Office documents. Moreover, users may enter the conference in one of two roles: viewer or moderator.

In the integration phase of the application with the Platform, some settings should be decided such as:

- type of virtual classroom;
- name of the virtual classroom;
- types of users to enable;
- roles to assign to enabled users.

Finally there should be the **testing phase**, which consists of the verification of software, and if it fully satisfies the requirements identified by the analysis.

The test activity makes possible the identification of any problems in using the product, such as completing a procedure or broken links or missing resources.

In this phase, test users should be created, to which both read-only or read-write permissions are assigned. Thanks to the test users, all the features of the platform will be tested, verifying that there are no anomalies and adjusting the settings if there were any outages.

Step 3 Listing the Matchmaking functionalities linked to targeted objectives

The Platform provides an advanced matchmaking environment to encourage SMEs' collaborations. The matchmaking engine uses innovative information retrieval techniques to create an efficient indexing of the registered SMEs information.

The indexing will allow the discovery of MEs with common interests. Matching can be used to favour project collaborations and voucher submissions. The matchmaking also allows moderators (in the following also referred to as matchmakers) to animate the interaction between matching SMEs.

The matchmaker has the possibility to automatically generate matches. He/she can select a registered SMEs from a drop down menu and can view the SMEs which match the most.

For each matching there is a matching index (a number between 0 and 1). A higher matching index means an higher amount of keywords between the companies. The matching list can be sent to the companies by pressing the button email and these can favour the SMEs interaction.

The matchmaking engine keeps an history of all matchings that have been created.

The matchmaker uses the history to perform the following activities:

- Keep track of all matchings in order to avoid sending duplicated matches via email •
Check animation activities and discussions between SMEs
- Check the email where the matching has been sent to.

The matchmaker has the possibility to automatically generate web sites for meeting events. These events can include matching SMEs for face-to-face discussions on topics of interest. The matchmaker can create web sites for meeting events.

Step 4 Defining the platform timeframe and costs

A tailor-made platform requires an average of 18 months to be designed (operational plan and functional architecture) and implemented (at least 5 man/days per month).

Customization and multilevel assistance on platform functionality should be provided considering the sustainability and replicability of the platform, by including at least:

Software Analysis and development:

- Development and implementation of a mail service for monitoring access to the platform

- Creation of custom graphics
- Implementation of the password recovery procedure

Implementation and maintenance

- Activation of the Google Analytics statistics service
- Development and installation of additional document formats suitable for different types of content
- Implementation of changes to individual page templates
- Raising the size limits for uploading resources

Testing and corrective maintenance

- Functional and usability testing activities
- Punctual resolution of reports emerging from internal tests and / or reported by the Customer Help

Desk I ° and II ° level

- Management of modification / implementation requests
- Management of reports of anomalies
- Management of communications with the Customer regarding the installation of updates and feedback.

Supporting materials and training

Costs depend on number and type of modules of technical assistance to be activated.

The estimation of annual cost is about € 30.000,00.

Profiling possible extension for sustainability

We propose two possible extensions (i.e., future directions) of the Platform.

- online service for matchmaking;
- open source downloadable software.

The technical details of each extensions together with its pros and cons are discussed in the following.

Online service for matchmaking

The Platform searching engine allows a user to enter keywords that are related to blue topics such as fishery and tourism i.e., providers expert on the topics. The search is performed over all SMEs that are registered on the Platform and appear in the public gallery. This should contain all SMEs validated by the admin.

This matchmaking extension has the following advantages:

- **Survivability:** the matchmaking will be running also after the project has ended;
- **Accessibility:** the matchmaking can be easily used by any users at any time;
- **Easy to use:** the use of the matchmaking does not require any complicated technological skills

These are the main disadvantages:

- **Maintenance:** after the project ending the system needs still to be maintained. Patches and upgrade of the software may be still required;
- **Cost:** the system will require hosting costs;
- **SMEs approval:** the system should allow new SMEs to register to the platform in order to be part of the search results returned by the ME engine. This requires to perform the approval of the SMEs by the project partners. These will be no longer available after the project ending.

Open-source downloadable software

The code of the Platform could be made available online for download. This poses the following two problems:

- (i) the selection of the appropriate software licence to be chosen;
- (ii) the availability of platform that will host the software in its downloadable form.

After having analysed the state of art software licencing for open source software, we propose the use of Creative Commons. The European Commission encourages authors to retain their copyright and grant adequate licences to publishers. Creative Commons offers useful licensing solutions. This type of licence is a good legal tool for releasing the open software while protecting software copyright. More precisely, we propose the following terms for the Creative Commons:

- **Share** — any user can copy and redistribute the material in any medium or format

- Attribution — a user must give appropriate credit, provide a link to the license, and indicate if changes were made. A user may do so in any reasonable manner, but not in any way that suggests the licensor endorses a user or his use.
- NonCommercial — A user may not use the material for commercial purposes.
- NoDerivatives — If a user remix, transform, or build upon the material, the user may not distribute the modified material.

The Creative Commons can be personalised and composed. For the software download a free space will be allocated in the servers.

This matchmaking extension has the following advantages:

- Maintenance: after the project ending there is no maintenance to be performed;
- Survivability: the matchmaking will be made available also after the project has ended;
- Cost: No additional costs will be required;
- SMEs approval: no approvals are needed.

This are the main disadvantages:

- Easy to use: the use of the matchmaking will require an expert for its setting up.

Coordination procedures for transferring of knowledge

One of the main objectives of the project is devoted transfer the Investinfish experience at BUSINESS, POLICY, TECHNICAL and NETWORK level also through the definition of the transferring methodology and related action plan for the effective transfer of information at different levels: EU, IT-HR programme, Regional level.

SVIM, on the basis of own previous experiences in EU projects and its competence in encouraging new start-ups, supporting cluster development, attracting investment, favouring innovation and cross

fertilization at Marche regional level, creates a proposal aiming to offer project partners the basis and guidelines to develop the transferring in their regions.

One of the main objective is to define the backbone of the activity by providing information about which formats the activity could have, the target audience that could be reached and offering possible ideas to organise a successful transferring events that we can called “road-show” and tools to analyse the impact.

Guidelines for transferring wants to:

- offer inspiration and ideas to organise roadshows;
- narrow down the target audience;
- homogenize the supporting documents required to assess the sessions’ impact.

To achieve the above mentioned purposes, the Guidelines includes some considerations to bear in mind when designing activities and pointing the relevant information and documentation of each session.

Important considerations:

- Presence of private and public stakeholders: The participation of “political” and decisionmakers is highly recommended, stakeholders and representatives who can influence the policies of the region or the country;
- It is mandatory to make a brief introduction of the project but more important to disseminate and transfer to these stakeholders the successful actions of the Investinfish (innovation vouchers and plans, etc.);
- It is recommended to sign an attendance list and take some pictures of each event.

Road-shows wants to contribute to:

- explain in detail the methodology used within the project to connect SMEs from the blue economy with experts;
- highlight the need of transnational cooperation to boost innovation in the Italy – Croatia area;
- involve stakeholders in policymaking processes;
- raise awareness among public institutions about how relevant is to promote the innovation in the blue economy to boost a sustainable, economic and social development of the regions.
- reach high quality audience, such as policy makers, public administration and institutions representatives in charge of developing new financing initiatives on F&A.

Ideas when organizing the road-shows:

- Road-show in the framework of another event related to blue-growth & blue-economy/ maritime or blue-growth policies discussion/ etc. where vouchers beneficiaries could meet each other and do some networking activities/dynamics. First part: introduction of the Investinfish project and its successful actions/activities. If possible a speech/conference of relevant stakeholders on relation with the regional/national maritime strategy. Second part: presentation of the projects funded by the project partner (1-2mins/each) and formal vouchers delivery + networking/group dynamics.
- 1 road-show with BUE-SMEs- private presence (not only vouchers beneficiaries) + other relevant stakeholders (clusters, R&D institutions, public bodies, regional agencies, counsels, etc.). Explanation of the innovation voucher methodology, innovation plans ecc.
- Another road-show mixing concepts from the 2 previous ideas, free format depending on partners' possibilities.

Possibility to include in the road-show “consultation round tables” of Investinfish stakeholders, approaching regional policies and innovation frameworks to boost blue economy and blue growth, existing innovation schemes, (vouchers, financing innovation for blue economy, etc...) and existing and/or potential opportunities to replicate the Investinfish model in the region.

After each road-show, project partners should write a short report with the relevant information and documentation of each session. Partners could use this same document. The minimum content that each report should contain is shown hereafter:

- Agenda of the event
- If the road-show is developed within another event, justification of the event on regards bluegrowth, blue-economy and Investinfish objectives
- Number of participants and typology of participants (public- private representation) and short description of the public representation on the event
- Explanation of the road-show agenda, conferences, group dynamics and networking activities developed
- Explanation of the road-show influence to the regional/local/national policies representatives and possible agreements taken with them

- Results, lessons learned, conclusions or any other important fact to highlight Attendance list signed if possible and pictures Satisfaction questionnaire¹.

Due to COVID-19 situation in all European countries, alternative solutions can be tested for traditional event celebration. Webinars are proposed as an alternative new format for road-shows. This is a real opportunity to reach stakeholders and keep them updated with the project, also we can count on their participation and involvement in a period when online events are increasing as a strong interaction communication means.

Webinar should be:

- SHORT

It should not last more than one hour in order to keep participants interested and online.

- ORGANIZED and EFFICIENT

- Agenda
- Timescale
- Well defined responsibilities. Create a team with assigned roles: Organiser, presenter, panellists, chat moderator?, etc...
- Agree on a set of rules: Talk freely VS selected, webcams on or off, mute microphones if not speaking
- CREATIVE and ENGAGE PARTICIPANTS to keep the audience interested. Use polls and quizzes, , chat and questions, social media, handouts and other material, surveys and evaluation
- Recording the webinar

Webinar is a good COMMUNICATION EXERCISE:

¹ Main questions to ask: 1) Which kind of organization do you represent? 2) Do you have any relation with the Blue Economy? 3) Please, rank the success of the roadshow 4) Did you receive previous information/ instructions/ documentation from the organizers before the roadshow? 5) Was the duration of the workshop adequate? 6) Please, rank how interesting was the roadshow 7) Would you like to participate in more roadshows like this one? 8) Do you have any comment about the roadshow? 9) In your opinion, how important is to promote events where public and private sector can discuss about the state of the art of the blue economy in your region? 10) Do you believe that the regional/national government is promoting enough the blue economy? 11) Under your opinion, which could be a key element to promote the blue economy? 12) Any other comment

- Use presentations with slides of 2 minutes each maximum, it creates movement and keeps people engaged.
- Create a conversation outside the event in parallel (if possible, using social media, take pictures, etc...)
- Pre-event Communication: Communicate and use #, send 2 or 3 reminders, focus on 24 hours in advance
- Post-event Communication: publish results, summary, speaker “quotes”, pictures, etc...

TO KEEP IN MIND:

- Formulate key messages
- Design interaction previously
- Content is the cornerstone
- Use an engaging format
- Define roles previously
- Check technology

TOOLS:

Webinars could be hosted on the Investinfish Platform to help the capitalization of the “Innovoucher system” for F&A SMEs., otherwise there are different available platforms and tools to organize webinar, among others:

- SKYPE
- GO TO MEETING
- HANGOUTS
- GO WEBINAR
- ZOOM
- BLACKBOARD COLLABORATE

When selecting the tool, define your needs:

- Number of participants
- Closed or open
- Post-event recording or live only
- Features (in-session videos, audience interaction...)
- Flexible or fixed location - How many speakers.

In addition, thanks to the developed innovations plans and their monitoring, as soon as their are ready, a specific Action plan for transferring will be designed and it will be devoted to concrete structure of the thematic fertilization across the ITHR PROGRAMME area and abroad. Starting from a regional/local action an overall document presenting the most effective actions to be carried out towards the stakeholders for an organized and planned targeted action will be drafted to:

- visualize the innovative results obtained by blue SMEs awarded with a Investinfish vouchers by presenting successful projects and involving granted SMEs in the road-shows;
- spread the message beyond Italy - Croatia borders, so blue economy stakeholders can learn from Investinfish and have the project as a reference to boost sustainable innovation in blue economy and in their regions.

Conclusions – Platform Benefits

After having outlined the methodology that should be followed for a correct implementation of a Platform, we would like to list some ideas about why the Platform is suited for contributing to test innovative solutions and assess effectiveness pathways to structuring an innovation management model to develop, internalize and propose as systematized services:

- Organizes content in one location instead of having it spread out over different drives and devices, this reduces the risk of losing important data and information;
- Provides unlimited access to Knowledge Hub materials;

- Increases networking also to improve business relations;
- Keeps users up-to-date;
- Generates high quality leads;
- Improves mutual learning experience;
- Reachs out to a larger Audience
- Boosts interaction;
- Integrates social learning experiences;
- Saves time and money that is often spent on finding the information, partner or solution;
- Helps the cross-border collaborative network among F&A innovation players and enterprises by sharing a model for the management of innovation that includes how to share costs for the technological brokerage's services;
- Contributes to the knowledge transferring.