

WP5 – Deliverable 5.2.2

Study visits to identified enterprises

Deliverable Update

Deliverable Number D.5.2.2.

Project Acronym	INVESTINFISH
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Activity Title	Knowledge transfer at industry level
Partner in Charge	(PP1 – SVIM)
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1 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.

1 Introduction

The initial plan to organize on-site visits in selected companies' premises was not possible due to the Covid19 pandemic (that posed strong limits on external people access to companies). Additionally, on-site visits would have created a distance barrier for interested companies: it would have been difficult for a company from Istria to take part in a study visit, in Puglia.

To reach the objective of presenting to other enterprises and SMEs of each territory as knowledge transfer and uptake, **all best-in-class cases were invited to the SEALOGY conference / final event, where a dedicated session was organized** to discuss the experiences. The goal of the session was to ensure to engage both SMEs that took part in project activities and other companies of the F&A sector.

The Sealogy international fair in Ferrara, Italy, in November 2021, as reproduced and witnessed by the video of the final event also broadcast in streaming through the t2i social channels (<https://fb.watch/eMSSmLUklr/>).

Selected best-in-class cases were also invited to **present their experience in dissemination events** so that the best practices could be shared.

Additionally, all selected companies were asked to be available for **1-to-1 calls with interested companies** to provide more information about their experience. Many companies asked to direct those requests towards the expert that supported them, since they felt that they were better prepared on answering possible technical questions that could arise.

2 Virtual study visits

In addition to this event for the presentation of the activities, partners organized further study virtual visits session, to create opportunities for comparison and presentation of the Project activities and of the companies involved in the Pilot Actions. The details are presented below.

2.1 LP - t2i

Companies involved:

- CO.GE.VO CHIOGGIA
- CO.GE.VO VENEZIA
- BIERRETI
- Becompost
- FERR-ITTICA
- ITTICA-GESIA

Virtual study visits of CO.GE.VO CHIOGGIA, CO.GE.VO VENEZIA AND BIERRETI SNC (companies operating in the collection and sale of shellfish and in the transport of fish) were organized during the Investinfish **Final Event in Sealogy** (see previous link and attached program “SEALOGY AGENDA”). The cases were presented by the consultant Erika Francescon, upon request of the companies that preferred the expert to discuss their case. The cases were also presented within the **Prizefish Project event** (September 2021, see attached program – “PRIZEFISH AGENDA”).

t2i also presented other pilot cases relating to other company realities in other events, in particular at the **XXV Technical Table for the Primary Sector of the Veneto Region**: Tuesday 24 May 2022 at 9.30 am, where during the event together with the results of the Project are the pilot actions of the companies Becompost - Gruppo Cml Srl Alternative Compostable Packaging For Fish Industry, Ferr-Ittica S.R.L., Ittic Transformation Of Seppie And Ittica Gesia Fish transformation and elaboration of fish recipes. (See attached event agenda “TAVOLO TECNICO AGENDA”),

2.2 PP1 - SVIM

Companies involved:

- ANNANUOVA
- ITTICA DEL CONERO
- ALTAGAMMA
- GASPARRI E NICOLINI
- CAGJ
- WLADIMIRO CAMPOFILONI
- ALTAMAREA

Among the Marche companies selected by SVIM, two cases were discussed at the **Final Event Study Visits**:

- 1) the company Ittica del Conero cooperative society of fish sector, supported by the expertise of Differens S.r.l which exposed the idea of a novel a e-commerce system for selling the products of the company
- 2) the company Anna Nuova supported by the expertise of Blue Marine Service Srl presented their project of a new led-based trap system.

In addition, SVIM involved the beneficiaries of the pilot projects in sharing the results and their experience through **Virtual Study Visits**. In fact, due to the Covid period, some companies have preferred to organize themselves with remote activities by sending "digital" testimonies to highlight the activity carried out with the possibilities opened by it in the different business realities. Details are also published online: <https://svemarche.eu/investinfish-azioni-di-trasferimento-delle-risultanze-di-progetto-e-sostenibilita-futura-study-visit/>

The virtual study visit involved the following companies:

1. Company: Altagamma with “Adriatic Olive”
2. Company: Gasparri&Nicolini with “La Cozza del Conero”
3. Company: CAGj with “VITALISE-innovatyive digiTal sAlEs channels for fiSheriEs” (Sardò Delivery Fish)
4. Company: Wladimiro Campofiloni with “Clam business to business and business to consumer/development e-commerce sales channel”
5. Company: Altamarea with “Il Cozzaro Nero”

The Adriatic Olive is the project proposed by the company Altagamma Srl that aims to export, initially in the Adriatic Ionian market, a new food produced on the basis of the typical recipe of Ascoli olives but with a single variant compared to the traditional recipe: the use of fish from the Adriatic Sea as a filling. >> <https://fb.watch/acEldk7pV/>

La Cozza del Conero is the project proposed by the company GASPARRI&NICOLINI SNC that aims at the wholesale and retail marketing of fish products both by directly managing a point of sale and through the presence in sales spaces within large retailers. >> <https://fb.watch/acErXVIFVG/>

VITALISE-innovatyive digiTal sAles channels for fiSheriEs the project proposed by CagJ Srl that allowed to develop a feasibility analysis for the implementation of new innovative distribution channels in the fishing sector, through a B2C online sales platform, capable of supporting the management of orders and the distribution of fresh, frozen and pre-cooked fish products, within a certified fishing chain. >>

<https://www.facebook.com/1593111084165581/posts/2660727214070624/?d=n>

"DEVELOPMENT OF AN E-COMMERCE SALES CHANNEL FOR CLAM BUSINESS TO BUSINESS AND BUSINESS TO CONSUMER/DEVELOPMENT OF AN E-COMMERCE SALES CHANNEL FOR BUSINESS TO BUSINESS AND BUSINESS TO CONSUMER TYPES" by the company Wladimiro Campofiloni. The project aims to create a platform of telematic auctions for the online sale of clams to customers (distributors and restaurateurs), as well as to improve the dissemination of product knowledge and its packaging also through a social media marketing campaign aimed at increasing the number of qualified consumers. >><https://fb.watch/adn9UI-4TS/>

"Il Cozzaro Nero" by Altamare Srl aims to develop knowledge among the public and catering operators (Ho.Re.Ca.) of products such as mussels (*Mytilus galloprovincialis*) and oysters subject to breeding / cultivation called Long-line on the coastal strip of the Municipality of Porto San Giorgio (FM) through the skills and professionalism of external consultants. >><https://www.facebook.com/page/1593111084165581/search/?q=study%20visit>

2.3 PP2 - DARE PUGLIA

Companies involved:

- MINERVINI & SNC TATULLI
- PANISHPAPER PAOLO SNC
- SALVEMINI IGNAZIO & C. SAS

Besides inviting local companies to the **Final Event Study Visit**, DARE Puglia prepared a dissemination document (Deliverable 5.2.2). Moreover, during the accompanying pathway of the INVESTINFISH project, a Study Visit session was carried on allowing three companies that had expressed common needs to synergistically on a single pathway.

DARE Puglia organised **Study Visits dedicated to innovation experts** in order to to facilitate knowledge transfer between companies.

The cases were also presented on December 20, 2021 at the "**On the Blue Growth Wave**" event and on September 23, 2021 as part of the **SMARTADRIA project event**.

2.4 PP3 - Punto Confindustria

Companies involved:

- BIERRETI
- O.P. BIVALVIA VENETO
- COOPERATIVA ROSOLINA
- CONSORZIO SCARDOVARI
- CONSORZIO MOLLUSCHICOLTORI

Punto Confindustria supported the organisation of the **Final Event Study Visits** in Sealogy (Ferrara, November 2021), and presenting the study case not only to companies of the F&A sector that visited the stand but also many representatives of institutions and research bodies, Universities, dealing with the blue innovation thematic, and participating in other European projects.

The study cases were presented also through their **presentation in interviews** submitted in the "La Voce di Rovigo" newspaper.

2.5 PP4 - IDA

Companies involved:

- SIC
- FISHING COOPERATIVE ISTRIA,
- BONACA
- ISTRIDA

During project period no. 6 IDA team members together with SIC Ltd. (companies for each of the 5 geographical areas involved) participated in person at the **Final Event Study Visits** that was held in Ferrara (IT) on November 20th 2021.

There was study visit and meeting between the selected companies as well as Investinfish project pilot action presentation and summary of the experience and project conclusions.

Besides SIC Ltd, further companies too part in the Final Event Study Visit remotely, through Zoom platform: (Fishing Cooperative Istra, Bonaca, Istrida)

IDA also organized a two-day event that was held in Pula (Croatia) on **December 27th and 28th 2021.**, on the topic of introducing innovations in the fisheries and aquaculture sector of the Istrian County. The event was attended by representatives from Head of the Administrative Department for Agriculture, Forestry, Hunting, Fisheries and Water Management of Istria County, Fish Local Action Group and other SMEs from fishing and aquaculture sector. During this event, the culinary potential of the bluefish (also known as 'arrow'), otherwise aggressive and invasive fish species in the Adriatic, was presented by chef Robert Perić through the preparation of innovative and creative fish dishes, which workshop participants had the opportunity to taste.

All pilot cases were presented at these events. This was an opportunity to strengthen the blue economy in the County of Istria and diversify the future development of our economy.

PP4 has published information about the named event on website of the project and IDA official website as well as on social media channels:

- <https://ida.hr/hr/tn/novosti-481/detail/2510/ida-u-projektu-investinfish-odrzala-edukativno-degustacijsku-radionicu-strijelka-kaonovi-protagonist-zdravog-iadranskog-obroka/>
- <https://www.facebook.com/IstarskaRazvojnaAgencija/>
- <https://www.italy-croatia.eu/web/investinfish/-/ida-held-educational-tasting-workshop-in-investinfish-project-bluefish-as-a-newprotagonist-of-a-healthy-adriatic-meal>
- <https://www.facebook.com/investinfishproject/>

Also, it was shared in the local, regional, and national media:

- <https://istrain.hr/index.php/istrain-arhiva/28830-ida-u-projektu-investinfish-strijelka-kao-novi-protagonist-zdravog-jadranskogobroka>
- <https://www.regionalexpress.hr/site/more/ida-u-projektu-investinfish-odrzala-edukativno-degustacijsku-radionicu>
- <https://istarski.hr/node/77791-strijelka-kao-novi-protagonist-zdravog-jadranskog-obroka>
- <https://morski.hr/2021/12/29/strijelka-kao-novi-protagonist-zdravog-jadranskog-obroka/>
- https://ida.hr/media/filer_public/7f/46/7f46e247-eb9b-42ca-97a2-ee587c785043/sineo30821123008590.pdf

2.6 PP5 - AGGRA

AGGRA invited all companies engaged in the pilots in joining the **Final Event Study Visit**. Visibility to the event was given also through news in the organisation's website, such as <http://www.aggra.hr/novost/odrzana-zavrсна-konferencija-u-sklopu-projekta-investinfish/350>