

# WP5 – Deliverable 5.3.2

## 5 Tactics for Innovative funding schemes

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Deliverable Number D.5.3.2.

<b>Project Acronym</b>	INVESTINFISH
<b>Project ID Number</b>	10042901
<b>Project Title</b>	Boosting INVESTments in INnovation of SMEs along the entire FISHerY and aquaculture value chain
<b>Priority Axis</b>	1 – Blue innovation
<b>Specific objective</b>	1.1 – Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
<b>Work Package Number</b>	5
<b>Work Package Title</b>	Knowledge transfer and long term sustainability
<b>Activity Number</b>	5.3
<b>Activity Title</b>	INVESTINFISH Regional Innovation's driven Action
<b>Partner in charge</b>	SVIM
<b>Status</b>	Final
<b>Distribution</b>	Private

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## 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.

## Future perspectives in terms of new financial instruments and guidelines for investigating new financial schemes (new funding programs) for Fisheries and Aquaculture Sector

Today, worldwide, a “variable geometry globalization” is still prevailing.

It is characterized by a strong liberalization of movements of goods, services and capital, not adequately accompanied by a universal sharing of rules and rights.

The consequence is that, too often, the satisfaction of Society’s needs takes place through business strategies characterized by dumped competition: social, environmental, economic.

From all this derives an unsustainable pressure on natural, economic, human and social capital and, therefore, a chronic asymmetry between territorial capital, level of the fundamental demands of “Wellbeing”. The transfer of innovation, on other hand, can allow companies to improve their competitive positioning through the impact that new solutions, in terms of factor, product, production and marketing process, are able to generate on productivity and, therefore, on the their economic performance.

But this is no longer enough!

Today, innovation must ensure, in addition to improving productivity and quality of goods and services offered by companies, also the dynamic balance between the stock of capital (economic, social, natural, human) and the well-being demands of Society.

In other words, companies are also required, through investments in innovation, to guarantee the “circularity” of territorial economic systems and that is not to jeopardize the availability of four stocks of capital in subsequent economic cycles.

This “revolution” of firms strategies (a radical change of economic paradigm) must necessarily be supported by the knowledge system (innovation in research and training models).

All this, however, could not be possible without policies capable of accompanying Knowledge System and Firms System in researching and implementing new innovative solutions.

In our opinion, the future perspectives in terms of new financial instruments, capable of orienting Knowledge System and Firms System towards “*Lines of action for Circularity*”, can be prefigured in plans capable of determining a catalytic effect with respect to:

1. Improvement of quality of capital stock demanded by firm;
2. New products, new production and marketing processes capable of minimizing negative externalities impacting four capital stocks;
3. Research and implementation of innovative solutions for implementation of “Resilience Actions” capable of mitigating the impact of negative externalities on the four capital stocks. But to do this, new guidelines are needed to investigate what new business financing programs will be able to support the introduction of Innovation aimed at improving their competitive positioning. A fundamental guideline consists in transition from a segmented approach to innovation to an integrated approach to it.

In other words, it is a question of identifying a “Unicum” of Innovations that at the same time know how to support firms in adoption of decision-making models capable of contributing to transition of Society towards Wellbeing Sustainability.

In summary, an “Unicum” of Innovations consistent with Circular Economic Model, the only one capable of improving the Competitiveness Index (value perceived by demand/price) of Firms through the “Lines of action” mentioned above, without jeopardizing the availability and quality of four stocks of capital in subsequent business cycles.

The new funding programs that are currently being defined at European, national, territorial and sector level (fishery and aquaculture, in particular) offer a wide range of intervention lines from which, in fact, to derive that “Unicum” of projects functional to the implementation of “Circular Firm” models in fishery and aquaculture sector.

1. **Next Generation EU.** It is the over 800 billion euro temporary recovery tool that will help repair the immediate economic and social damage caused by the coronavirus pandemic. The European Commission has specified four common guidelines: Green transition; Digital transition; Fairness; Macroeconomic stability.

The funds raised for Next Generation EU will be invested in three pillars:

- Lessons learned from the crisis.
  - Support to Member States for investments and reforms;
  - Launch of the European economy by encouraging private investments;
2. **National Recovery and Resilience Plan.** It is the tool to seize the great opportunity of the Next Generation EU and make Italy a more equitable, green and inclusive country, with a more competitive, dynamic and innovative economy. A set of actions and interventions designed to overcome the economic and social impact of the pandemic and build a new Italy, intervening on its structural nodes and equipping it with the necessary tools to address the environmental, technological and social challenges of our time and the future. The PNRR consists of 6 missions:
- Digitization, Innovation, Competitiveness and Culture;
  - Green revolution and ecological transition;
  - Infrastructures for sustainable mobility;
  - Education and research; o Gender equality, social and territorial equity;
  - Health.
3. **European Maritime, Fisheries and Aquaculture Fund (EMFF).** Provides support for the development of innovative projects that ensure sustainable use of aquatic and maritime resources. This leads to: food security through the supply of fish products; growth of a sustainable blue economy; healthy, safe and sustainably managed seas and oceans.
4. **FEAMPA National Operational Program.** The Po. will focus on the following four priorities:
- Promote sustainable fishing and the restoration and conservation of aquatic biological resources;
  - Promote sustainable aquaculture activities and the processing and marketing of fishery and aquaculture products, contributing to food security in the Union;
  - Enable a sustainable blue economy in coastal, island and inland areas and promote the development of fisheries and aquaculture communities; o Strengthen international ocean governance and enable safe, secure, clean and sustainably managed seas and oceans.

With reference to the 2021-2027 programming of the EU Funds, priorities 1, 2 and 4 will contribute to Strategic Objective 2 "A more resilient Europe" while priority 3 will contribute to Strategic Objective 5 "A Europe closer to citizens".

5. **Regional Fund "Agriculture, Rural Development and Fishing"**. Promote human capital, promoting training and the acquisition of new skills, in the aquaculture sector. This is the main purpose of the new call issued by the Fish Economy Service to encourage lifelong learning, the dissemination of knowledge, the exchange of experiences and networking through a financial endowment of € 250,000 from the 2014/2020 EMFF funds. in the aquaculture sector.