

# WP5 – Deliverable 5.6.1

## Tutorial for Innovation facilitators

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Deliverable Number D.5.6.1.

<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>	5.6
<b>Activity Title</b>	Coordination procedures for transferring of knowledge
<b>Partner in charge</b>	SVIM Sviluppo Marche
<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.

# Tutorial for Innovation Facilitators on Circular Firm Model

This document presents a methodological approach to be followed to design the WP5 deliverables, according to input and contributes gathered from PPs and developed during the WP4 phase - testing innovative solutions and assessing effectiveness.

Within the WP4 -TESTING INNOVATIVE SOLUTIONS AND ASSESSING EFFECTIVENESS SVIM proposed to drawing up of a guidelines to analyze, modeling and design a platform that helps the methodological transferring among public, private, public-private funding platforms.

Study of a cross-border investment platform through the combined use of ESIF and EFSI funds for the benefit of F&A SMEs. It will include also a focus on the potential from EFSI Thematic Investment Platform for Italian SMEs.

GOAL:

**Innovate firms' economic model for overcoming dilemma between competitiveness and wellbeing sustainability**

## Present Worldwide scenario

Variable geometry globalization is prevailing:

- «strong liberalization of movements of goods, services, capitals not adequately balanced by a universal sharing of rules and rights»

Current possible firms' strategies:

A

- Race to the Bottom, that is, competition played through dumping policies: Economic - Environmental - Social

B

- Segmented Approach to innovation
  - product
  - process
  - market
  - resilience actions (recycle, reuse, etc.) to counterbalance externalities from above wrong choices

The resultant from «A» and «B» strategies is a negative impact on Availability and Quality of Capital Stocks (economic, social, natural, human), i.e. satisfaction of people's need without taking care what is today the major necessity: Stakeholders' contribution to transition toward Sustainability.

In other words, it is necessary to pursue a dynamic balance between territorial capital and society's fundamental wellbeing issues:

- Health
- Social and territorial cohesion
- Climate change's mitigation
- Inter-generational equity

So, Dumping strategies carrying to a Race to the Bottom and/or a segmented approaches to Innovations, are no longer viable with respect to transition towards Wellbeing Sustainably.

## Role of Innovation Facilitator

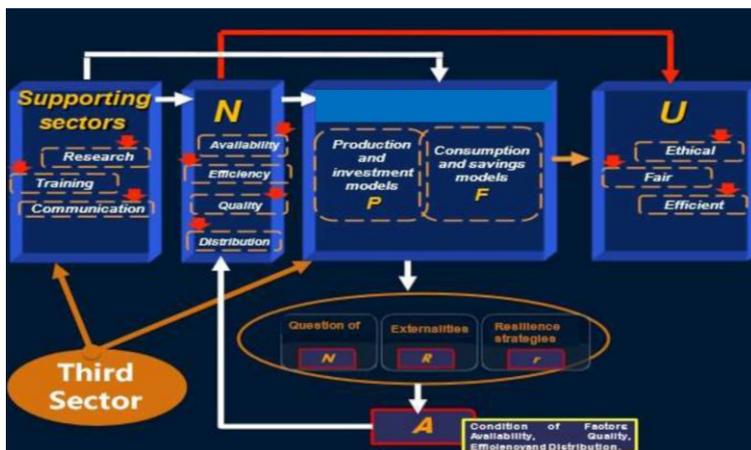
The role of innovation facilitators is educating, advocating and advising firms in direction of a Innovation integrated strategy able to adapt their competitive positioning to this new scenario i.e., an integrated approach to Innovation acting on both two variables of Competition Index:

$$CI = \frac{\text{value perceived by demand}}{\text{price}}$$

In other words, Firms need to overcome dilemma between competitiveness and Wellbeing Sustainability.

# Firm's «Innovation integrated strategy» for overcoming dilemma between competitiveness and wellbeing sustainability

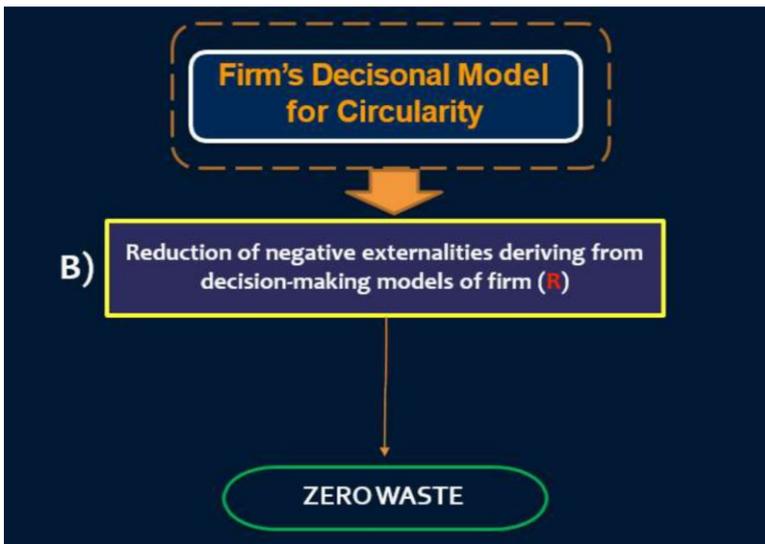
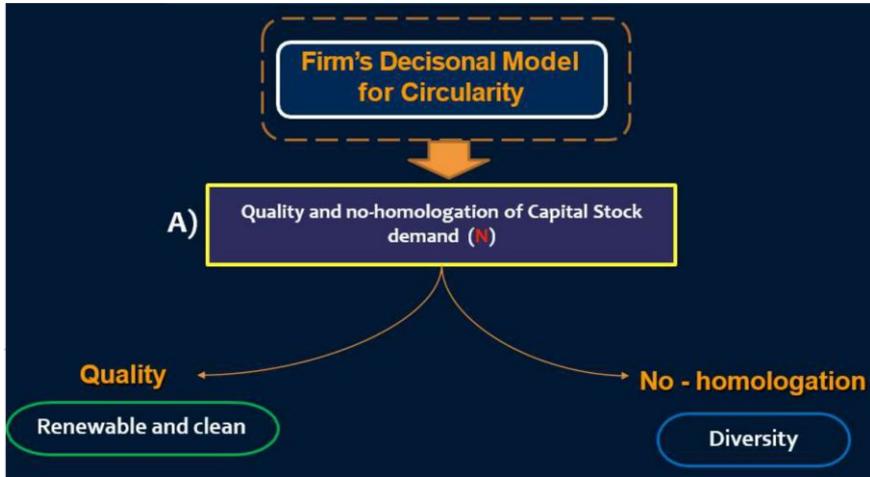
Circular Economic Model for Society

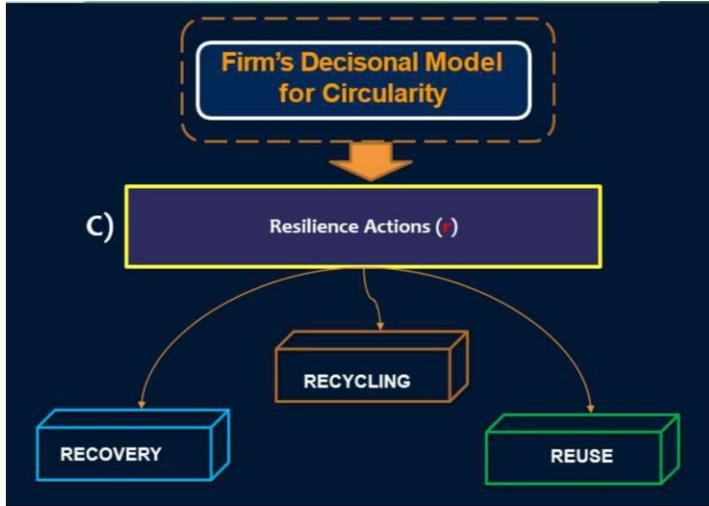


Lines of action for Circularity



Circularity tools





### Integrated Approach to Innovation

In order to act simultaneously on both variables of competitive index it is necessary looking at these three lines of action as «Unicum».



### Best practice identification

A further role of innovation facilitators is identifying **best innovative solutions for each typology of firm.**