

WP5 – Deliverable 5.2.1 Identification of best-in-class enterprises

WP5 – Deliverable 5.2.2 Study visits to identified enterprises

Deliverable Number D5.2.1
Deliverable Number D5.2.2

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Project Title	Boosting INVESTments in INnovation of SMEs along the entire FISHerY and aquaculture value chain
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Specific objective	1.1 – Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
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Work Package Title	Knowledge transfer and long term sustainability
Activity Number	5.2
Activity Title	Knowledge transfer at industry level
Partner in charge	PP1 – SVIM
Partners involved	All Partners
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EXECUTIVE SUMMARY

This document merges D5.2.1 (Identification of best-in-class enterprises) and (5.2.2) Study visits to identified enterprises.

Among the testing SMEs, we selected best cases of application of innovative solutions (technological or service), to be characterized and proposed as study cases. The best-in-class study case were presented to other enterprises and SMEs of each territories as knowledge transfer and uptake.

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.

IDENTIFICATION ON BEST-IN-CLASS ENTERPRISES

In relation to a possible criterion to be used for the “study visits”, the Investinfish Project suggests using, as the main criterion for comparison, the *prevailing innovation* with respect to which each company has tried to improve its “competitiveness index”, focusing on the numerator (value perceived by the final consumer), rather than on the denominator (selling price).

It is important to highlight that the cases selected as “best-in-class” are meant to be the most representative and to constitute an example of possible innovation paths. In fact, all cases were high quality, if nothing else because they matched each SME’s priorities and needs, that is the first best practice that should be adopted in innovation.

This grouping appears to be more relevant than SMEs’ region, as it can clearly drive towards best practices relevant for interested companies, and also fosters the cross- border approach of the project. This grouping is also possible as the COVID19 led to reviewing the approach for meetings and visits, since in-person activities were strongly limited.

Three macro-topics were identified. The first group will discuss the topic “Market Improvement”; the second will discuss the theme “New Production Layout”; finally, the third one will discuss topic of “Sustainability”.

With respect to the latter, it would be useful to encourage the involvement of companies that have not addressed the issue of environmental sustainability in their innovation project. This is because the challenge of Sustainability will increasingly become central in all development strategies of production sectors. But not only from an environmental point of view.

In fact, it will be a question of accompanying enterprises in transition from a “linear economic system” to a “circular economic system”. Following this approach, in table we have identified the “front runner” companies of best-in-class companies and others to which proposing the comparison.

To ensure representativeness, however, when possible, best-in-class included group at least one company from Croatia and Italy.

Innovation Domain		Selected companies – related PP - Country
1	Market expansion	a) Fishing cooperative Istra - IDA - Croatia
		b) Marikomerc Ltd - AGRRA - Croatia
2	Improvement of consumer perception	a) Kalituna Ltd. - AGRRA - Croatia
		b) Ittica del Conero - SVIM - Marche
3	Innovative traceability system	a) Akvakultura Ltd.- AGRRA - Croatia
		b) Rosolina Cooperative - Punto Confindustria - Veneto
4	Product Innovation	a) Bierreti s.r.l. - T2.i - Veneto
		b) Altagamma - SVIM - Marche
		c) Becompost - Gruppo CML s.r.l. - T2.i - Veneto
5	Process Innovation	a) M/B Anna Nuova, s.n.c. - di D'angelo 68C - SVIM - Marche
		b) Bonaca - IDA - Croatia
		c) Cooperativa Pescatori Rosolina - Punto Confindustria - Veneto
6	Sustainability	a) Consorzio Molluscoltori Veneti et al. - Punto Confindustria - Veneto

	b) Ferr-Ittica s.r.l. - T2.i - Veneto
	c) Istrida d.o.o. - IDA - Croatia

STUDY VISITS

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.

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.