

## WP5 – Deliverable 5.5.2

# Participation in n.1 international event/conference to present the initiative

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Deliverable Number D5.5.2

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<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>	5.5
<b>Activity Title</b>	Inspire the wide uptake of INVESTINFISH advance excellence methodology
<b>Partner in charge</b>	PP1 – SVIM
<b>Partners involved</b>	PP2 – PUNTO CONFINDUSTRIA All partners
<b>Status</b>	Final
<b>Distribution</b>	Private

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## EXECUTIVE SUMMARY

Due to the COVID19 pandemic, in-presence events were strongly limited in the project period. However, it was possible to take part to the SEALOGY International Conference, that was held in Ferrara, and is one of the main events aimed at the Fisheries and Aquaculture sector.

## 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.

## INTERNATIONAL EVENT: SEALOGY

Due to Covid-19 situation, it was not possible to participate in n.1 international event/conference to present the initiative during the European Week of the Regions and Cities (OPEN DAYS) in Brussels.

For this reason, the technical results of the process for boosting investments in innovation in SMEs of F&A sector have been presented in Sealogy, an international fair, held in Ferrara from 18<sup>th</sup> to 20<sup>th</sup> November 2021, with a stand dedicated to the project. The stand was visited by many people from universities, research centers, including students, SMEs, so different types of stakeholders were achieved.

The visitors of the stand obtained promotional material of the project (brochure) and a copy of the local newspaper “La Voce di Rovigo” of 18<sup>th</sup> November that included an article dedicated to the project. In fact, in order to promote and publicize the event, Punto Confindustria published on 18<sup>th</sup> November an article on the local newspaper “La Voce di Rovigo” and distributed the copies during the fair.

Participation in the event was satisfactory, despite the access limitations and the social distancing requirements imposed by Covid19-related regulations.

During the fair, Punto Confindustria also organized the final event of the project, on Saturday 20<sup>th</sup> November 2021 (see attendance list, attached), involving all the partners and some pilot companies of the project. It was possible to follow the event in streaming, giving the possibility to participate at the event also remotely.

In this occasion, the projects partners presented their activities and some companies explained the achieved results during the pilot phases (see also the Study Visit Deliverable – D5.2.2).



Figure 1 Stand Punto Confindustria in Sealogy (Ferrara)



Figure 2 Stand Punto Confindustria in Sealogy (Ferrara)





Figure 3 – Part of the project team at the stand



*Figure 4 - A moment of Sealogy Inauguration*