

SEABORNE COMMUNITIES FOR SUSTAINABLE BLUE ECONOMY

WP2 – D. 2.1. 2

04.05.2023

Project Acronym	CLASS4.0
Project ID Number	10415212
Project Title	CLuster for dAta-driven Solutions in the Sea economy 4.0
Priority Axis	1 – Blue innovation
Specific objective	1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
Work Package Number	2
Work Package Title	Communication activities
Activity Number	2.1
Activity Title	Online and offline events
Contribution by	All PPs
Partners involved	LP, FB1, FB3
Status	Final

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CLASS4.0

Background and Challenges

The blue economy, which encompasses all economic activities related to oceans, seas, and coasts, is a vital sector with immense potential. However, it faces several challenges. Small and Medium-sized Enterprises (SMEs) in this sector struggle with low competitiveness on international markets. Their innovation activities often don't yield the desired results, and there's a noticeable skill gap among the workforce. Additionally, there's a lack of cohesive collaboration between the business, research, and public sectors. These challenges are further compounded for Micro, Small, and Medium-sized Enterprises (MSMEs) due to their size and the high costs associated with research and development.

Project Vision

CLASS4.0 seeks to address these challenges head-on. It doesn't start from scratch but aims to build upon and capitalize on the experiences and results of previous projects such as INVESTINFISH, BEAT, and BLUE KEP. The overarching goal is to bolster the competitiveness and innovative prowess of SMEs. The project recognizes the potential of Data-driven solutions (DDS) in revolutionizing the circular and sea economy.

Key Objectives and Strategies

1. **Raising Awareness:** One of the primary barriers to innovation is a lack of understanding of its potential benefits. CLASS4.0 aims to showcase relatable case studies, making it easier for SMEs to visualize the tangible returns from investing in innovation.
2. **Bridging the Skill Gap:** A significant impediment to the adoption of DDS by SMEs is the existing skill gap. By leveraging methodologies from the BLUE KEP project, CLASS4.0 hopes to create an environment conducive to DDS adoption.
3. **Promoting Technology Transfer:** The project emphasizes the importance of transferring technology and innovative processes, especially those related to DDS in the Blue Economy. Insights from the BEAT project will play a pivotal role in this.
4. **Future Thinking (FT) Methodology:** In an ever-evolving global landscape characterized by volatility and uncertainty, traditional decision-making models may fall short. CLASS4.0 will employ the FT methodology, a forward-looking approach that explores multiple future

scenarios. This method is particularly apt for navigating complex environments and ensuring that decisions are based on objective analysis rather than mere opinions.

5. **Capitalizing on Past Successes:** CLASS4.0 isn't about reinventing the wheel. It will draw from the successes of previous projects, adopting and adapting governance models, cooperation frameworks, and innovation capability analyses.
6. **Stakeholder Engagement:** A project of this magnitude and significance requires the active involvement of various stakeholders. CLASS4.0 has a comprehensive plan to engage industry representatives, policymakers, and other relevant entities right from the project's inception.
7. **Synergies and Collaboration:** The project recognizes the value of synergies. By fostering real connections between different projects and initiatives, CLASS4.0 aims to enhance the visibility and transferability of results.
8. **Four Pillars of Support:** The project's approach is built on four foundational pillars - skills and training, innovation ecosystem and networking, testing innovations before full-scale investment, and support in securing investments. Each pillar is crucial for ensuring the holistic development and competitiveness of SMEs.
9. **Regional Engagement:** While CLASS4.0 has a broad scope, it also understands the importance of regional nuances. Engaging regional managers will ensure that best practices are not just recognized but also integrated into regional strategies.
10. **European Integration:** The project's cluster model is inspired by the European Union's Digital Innovation Hubs (DIH) model. This ensures that the best practices and insights gleaned from CLASS4.0 can be seamlessly transferred and adopted across Europe.

SEABORNE COMMUNITIES FOR SUSTAINABLE BLUE ECONOMY

The PP Mare FVG organised the Seaborne communities for sustainable blue economy on 405.2023 in Trieste with the aim to discuss with the participants and Friuli Venezia Giulia Region and other relevant stakeholder. The event was **focused on cooperation for sustainable blue growth, to explore the challenges that the maritime technologies sector is called to face in the development of innovative products and practices**. The development of **innovative products** and practices that manage to combine the best performance and characteristics of **environmental sustainability, production processes** and **services** are some of the challenges that the maritime technology sector is called to face. Starting from the [BLUEAIR Project](#), with its Innovation Community and continuing with the S3 Community of Practice, the role that these play in terms of development and integration of regional economies in European value chains and innovation paths will be discussed. The projects financed by European funds which aim to develop activities in favor of the territory in the field of the blue economy will then be presented.

The morning session was focused on the importance of innovative communities and their role as integrators and developers of territorial economies in European value chains and innovation pathways. The starting point was the community of the BLUEAIR project and the S3 Community of Practice and their role on the territory which will be integrated by the experience of the InnovaMare project on marine robotics and the new national Digital Marine Hub.

The afternoon has been dedicated to the presentation of European projects that aim to develop activities in favor of the territory in the field of the blue economy with particular attention to the role of skills in the fields of shipbuilding with CHALLENGE 4S, the renewable offshore of FLORES, marine robotics of MARBLE, the role of updating the professional profiles of LeaderSHIP and the tools to encourage the iteration of companies and training institutions of **CLASS 4.0**.

Attachments

- **Agenda**
- **PPT of the LP**
- **Social media promotion**



04.05.2023

Trieste – Palazzo Gopceovich, Sala Bobi Bazlen, Via Rossini 4

REGISTRATI

SEABORNE COMMUNITIES FOR SUSTAINABLE BLUE ECONOMY

La cooperazione per la crescita blu sostenibile

Lo sviluppo di prodotti e pratiche innovative che riescano a coniugare le migliori prestazioni e caratteristiche di sostenibilità ambientale, di processi produttivi e servizi sono alcune delle sfide che il settore delle tecnologie marittime è chiamato ad affrontare. Partendo dal Progetto BLUEAIR, con la sua Innovation Community e proseguendo

con la S3 Community of Practice, si discuterà del ruolo che queste rivestono in chiave di sviluppo e di integrazione delle economie regionali nelle catene del valore europee e nei percorsi di innovazione. Saranno poi presentati i progetti finanziati da fondi europei che mirano a sviluppare attività a favore del territorio nel campo della blue economy.

INNOVATION COMMUNITIES

- 9:30 Trasformazione digitale a supporto della nautica del futuro: Digital Marine Hub si presenta**
CNR – *Alessandro Iafrati*
MICAD – *Amedeo Migali*
- 10:10 Innovamare: l'ecosistema innovativo della robotica marina nell'Adriatico**
Camera Croata dell'Economia – *Željka Rajković*
- 10:30 Coffee break**
- 11:00 Il Progetto BLUEAIR - BLUE GROWTH SMART ADRIATIC IONIAN S3**
Area Science Park – *Vanessa Sanson*
La costruzione dell'innovation community del Progetto Blueair
Technology Park Ljubljana – *Peter Medica*
La S3 Community of Practice (DG REGIO)
Segretariato Tecnico della S3COP – *Elisabetta Marinelli*
POSIDON PCP: ricerca e innovazione guidata dalla domanda pubblica nel settore della bonifica di suoli inquinati
Area Science Park – *Manuela Masutti, Martina Terconi*
Innovation procurement expert – *Sara Bedin*
Supporto all'innovazione e ricerca collaborativa transnazionale: il Proof of concept del Progetto OISAIR
Area Science Park – *Elena Banci*
Sessione Q&A
Modera: *Paolo Rosso*, Esperto senior, Progetto BLUEAIR
- 12:30 Light Lunch**

SKILLS ALLIANCES

- 14:00 CHALLENGE 4S: Innovative education prototypes in the shipbuilding sector**
mareFVG – *Raphaela Gatty*, ENAIP – *Barbara Dainelli*
FLORES: Supporting competences in Offshore Renewable sector
CETMAR – *Lucia Fraga*, mareFVG – *Carlo Kraskovic*
MARBLE: Designing a maritime robotics master in the ADRION area
OGS – *Flavia Rolli*, Università degli Studi di Trieste – *Stefano Furlani*
Upskilling and reskilling for a digital environmental and resilient shipbuilding: LeaderSHIP Project
TUAS – *Juha Valtanen*, mareFVG – *Roberta Padovan*
CLASS 4.0: crossborder cooperation for enhancing the blue economy
t2i – *Marco Galanti*
Sessione Q&A
- 15:30 Chiusura**

CLASS4.0 - CLuster for dAta-driven Solutions in the Sea economy 4.0

CLASS4.0 | t2i | Marco Galanti

Trieste, 04 May 2023

CLASS4.0

CLuster for dAta-driven Solutions in the Sea economy 4.0

Cluster	1 - Connectivity from the sea: data driven solution in the sea economy
Specific objective	1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
Project duration	01/07/2022 – 30/06/2023 12 months

Partnership

- T2i technology transfer and innovation
- Regional Union of the Chambers of Commerce of Veneto Region
- University of Trieste
- Maritime Technology Cluster Fvg - S.C.A.R.L.
- Informest
- University of Rijeka
- Istrian Development Agency – IDA LTD.



Overall expected results

- Increase of Innovation potential SMEs in IT-HR Regions, thanks to the application of **new data-driven solutions and adoption** of a new model of **innovation management**;
- Promotion of innovative solutions with particular focus on **sustainability the IT-HR area**;
- Contribution to the S3 of the IT-HR Regions involved with specific focus to the mechanism of **combined use of ESIF and EFSI funds**;
- Improved mechanisms on **access to financing for data-driven solutions** implementation (and innovation in general)

Cross-border network to capitalize data-driven and innovative solutions within blue economy

- Improve the **capacity to adopt innovative solutions**, through better coordination and integration of IT-HR projects outputs and networks of excellence and promoting support services based on the methodological models of "**open innovation**"
- technology transfer, defined and based on **SMEs specific needs**. The use of data-driven solution for blue economy will include solutions aimed at increasing the **environmental sustainability** of the SMEs themselves.
- **involvement of past IT-HT projects**, and cross-border innovation network to enhance excellence, cross-sectoral cooperation, innovation level, R&D-firms knowhow transfer to capitalize research in marketable results.
- The goal is to **support the shift from traditional value chains towards collaborative value networks**.

Promoting investments in technology transfer and innovation services among the blue economy SMEs

- Promote services (especially based on previous projects outputs) to sustain **investments in innovation**, targeted to blue economy enterprises (mainly SMEs) and for **new entrepreneurship development**
- deliver a concrete support in the evaluation of new solutions marketability and its potential market positioning, by delivering extensive services to help **developing the business model** and further create start-ups and spin-off.

Improving framework conditions for raising collaboration and networking based on quintuple helix

- Joint actions aimed at **improving framework conditions** for raising collaboration and networking in the field of data-driven solutions for blue economy for further steps in public policies based on quadruple helix approach by developing strategy and action plan.
- **Key innovation players on cross-border level** (especially ones engaged in previous IT-HR projects) will be engaged, to support a policy stakeholders dialogue for enhancing framework conditions.
- Finally, the **commitment** goal will boost the Adriatic ecosystem of innovation in the Blue Economy through a C2C **Think Tank** and the enlargement of the MoU on transnational cooperation.

Critical aspects: data sharing

Data sharing among blue economy SMEs to promote innovation and collaboration.

Legal framework for data sharing that ensures protection of intellectual property rights and privacy.

Public-private partnerships to facilitate data sharing and collaboration among industry players and research institutions.

Privacy? IPR? Competition?

Critical aspects: financing

Financing instruments and programs that are specifically tailored to the needs of blue economy SMEs.

Access to finance for SMEs by **leveraging ESIF and EFSI funds**.

Financial support for research and development activities, particularly in the areas of sustainability and environmental protection.

SMEs need innovation more than research?

Critical aspects: capacity building

Development of **innovation hubs** and **incubators** to provide SMEs with access to knowledge, expertise, and resources.

Adoption of **open innovation** and technology transfer models to facilitate collaboration and knowledge sharing among SMEs and research institutions.


Capacity of SMEs to adopt and implement innovative solutions by providing training and technical assistance on data-driven technologies and practices.

New skills needed?

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 www.italy-croatia.eu/class40



Class 4.0 Project - Interreg Italy-Croatia

Publicato da Marilanda Bianchini · 12 maggio · 🌐



CLASS4.0 took part on 4th May 2023 to the event SEABORNE COMMUNITIES FOR SUSTAINABLE BLUE ECONOMY, organised in Trieste by Maritime Technology Cluster FVG in collaboration with other [#bluegrowth](#) Projects and Initiatives.

The event was the occasion to discuss with entrepreneurs, Commission representatives, experts and researchers about the smart specialization strategies and their potential impact on territories and people.

[#Class4Innovation](#) [#Class4BlueEconomy](#)

[#CLASS40project](#) [#InterregItalyCroatia](#) [#MareFVG](#) [#S3EU](#)



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Condividi



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SEABORNE COMMUNITIES FOR SUSTAINABLE BLUE ECONOMY

An event focused on cooperation for sustainable blue growth, to explore the challenges that the maritime technologies sector is called to face in the development of innovative products and practices.

The development of innovative products and practices that manage to combine the best performance and characteristics of environmental sustainability, production processes and services are some of the challenges that the maritime technology sector is called to face.

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Discover more on: <https://lnkd.in/ecmPB3cn>

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Class 4.0 Project - Interreg Italy-Croatia

Publicato da Yastamix Yasta · 28 aprile ·



🔔 Thursday 4 May 2023 in Trieste [Class 4.0 Project](#) in collaboration with Maritime Technology Cluster FVG presents

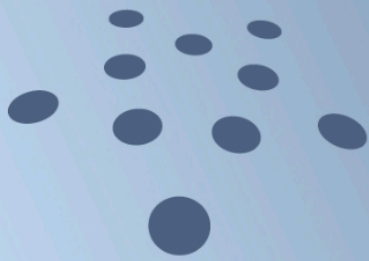
SEABORNE COMMUNITIES FOR SUSTAINABLE BLUE ECONOMY

An event focused on [#cooperation](#) for sustainable [#BlueGrowth](#), to explore the challenges that the [#MaritimeTechnologies](#) sector is called to face in the development of innovative products and practices.

👉 Discover more on: <https://www.italy-croatia.eu/.../seaborne-communities-for...>

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2

Condivisioni: 1



Mi piace



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Condividi



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Class 4.0 Project
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📍 4 May 2023 in Trieste

SEABORNE COMMUNITIES FOR SUSTAINABLE BLUE ECONOMY: an event focused on #cooperation for sustainable #BlueGrowth for innovative products and practices

👉 Discover more on: bit.ly/3LgYJ49

@IDAPula @InformestEU @t2iscarl @UniTrieste @unioncamereVEN

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