



*Workshop:
Innovation for Sustainable Blue Economy*

**FOSTERING 4-HELIX TIES FOR INNOVATION
IN THE SUSTAINABLE BLUE ECONOMY
THROUGH THE BLUEAIR PROJECT**

23 September 2022

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Blueair in a nutshell

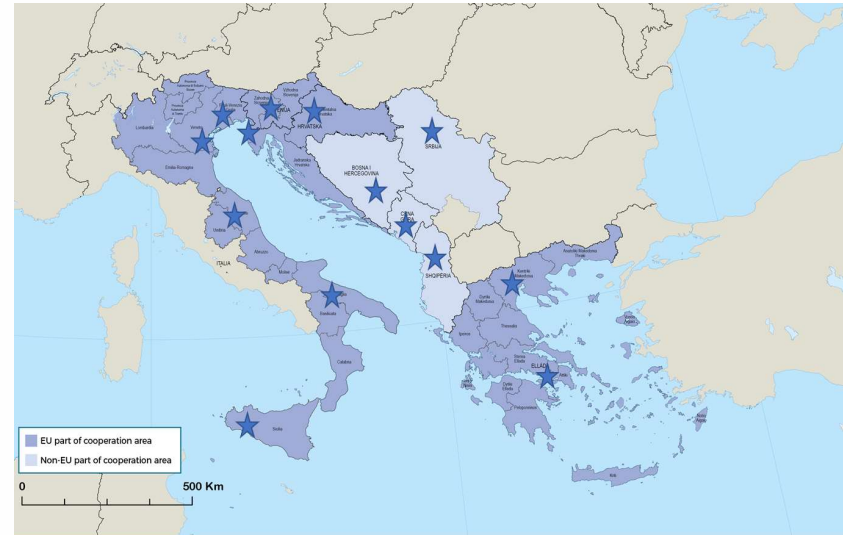
**ADRION Call: 3rd ADRION call
for proposals for Strategic projects
- Priority Axis 1 “Innovative and
Smart Region” (mid-2019)**

**Duration: 30 months
(December 2020- May 2023)**

Budget: 2,440,000 €

11 Partners (4 innovation agencies, 2 public administrations, 2 universities, 3 chambers of economy) + 20 Associate Partners

8 Countries: AL, BA, GR, HR, IT, ME, RS, SI



Main objectives

Territorial challenges

- A fragmented approach to innovation in SBE
- Presence of lagging behind regions
- Need for facilitating the joint transition to knowledge-based innovation policies
- Need for harmonizing the SBE innovation policies

Main objective

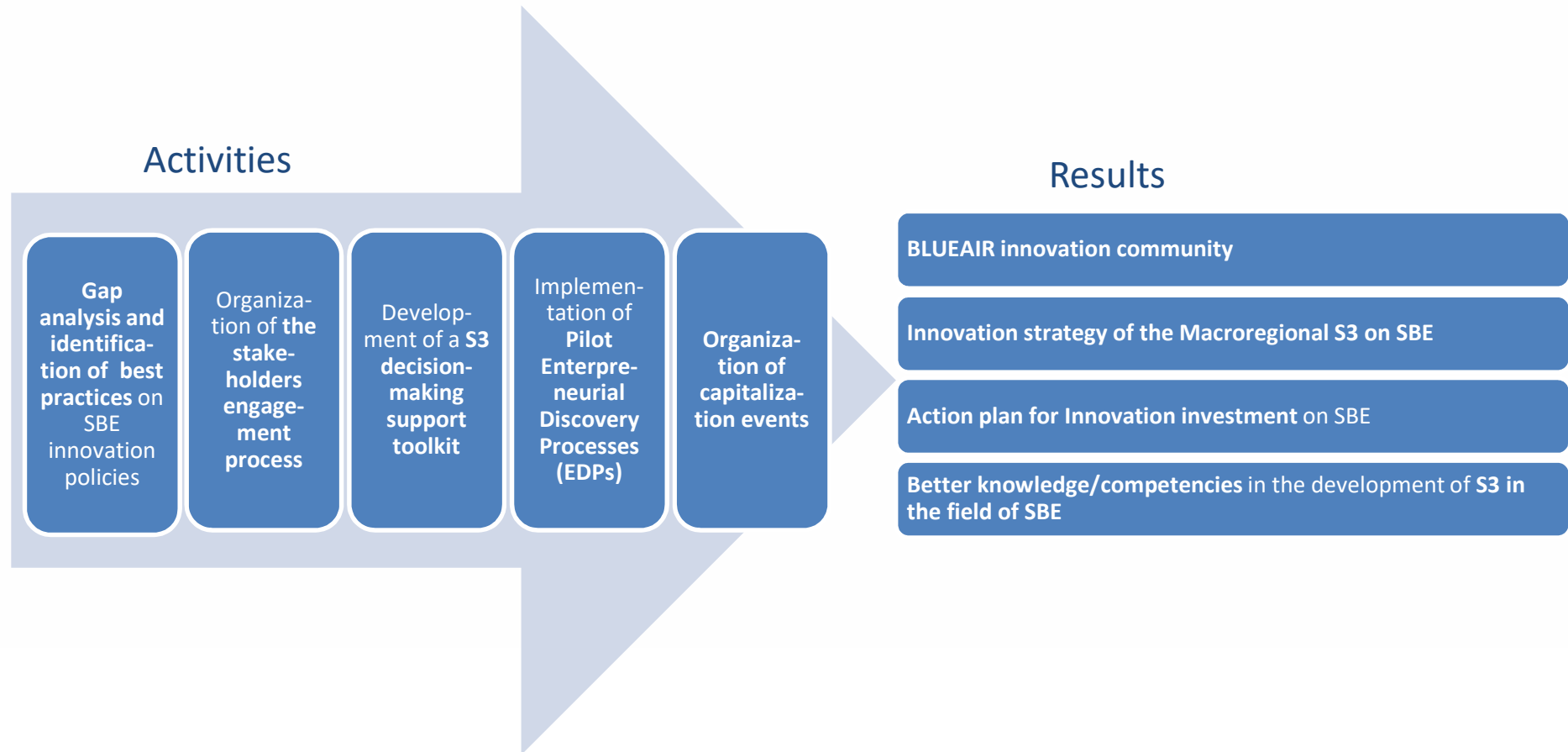
To enhance the institutional capacities of ADRION territories in the definition of a common approach towards the implementation of the S3 policies on SBE at the macro-regional level

Specific objectives

- To improve the competencies of the 4-helix actors in defining effective innovation policies on SBE
- To identify the SBE sectors of macro-regional interest and exploit potentials for transnational cooperation
- To support the development of a Macro-Regional S3 on SBE



From activities to results



Blueair focus areas

BLUE TECHNOLOGIES

- Marine technology
- Marine biotechnology
- ICT technology (BG related)
- Clean technology (BG related)

BLUE SECTORS

- Fisheries
- Aquaculture
- Seafood safety (& security)

BLUE SOLUTIONS

- Public services and governance
- Maritime surveillance
- Management of marine ecosystem services

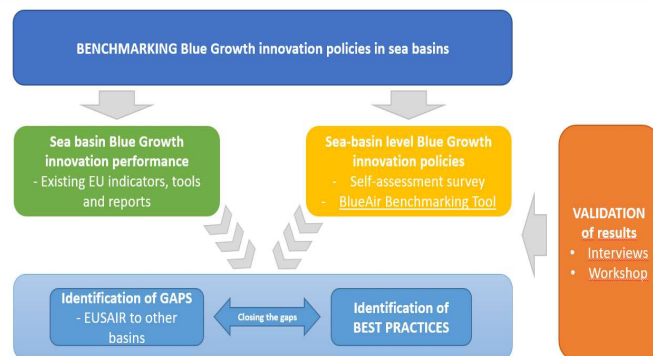


Gap analysis/Best practice



Map of Sea Basins, Blue Growth, EC 2014

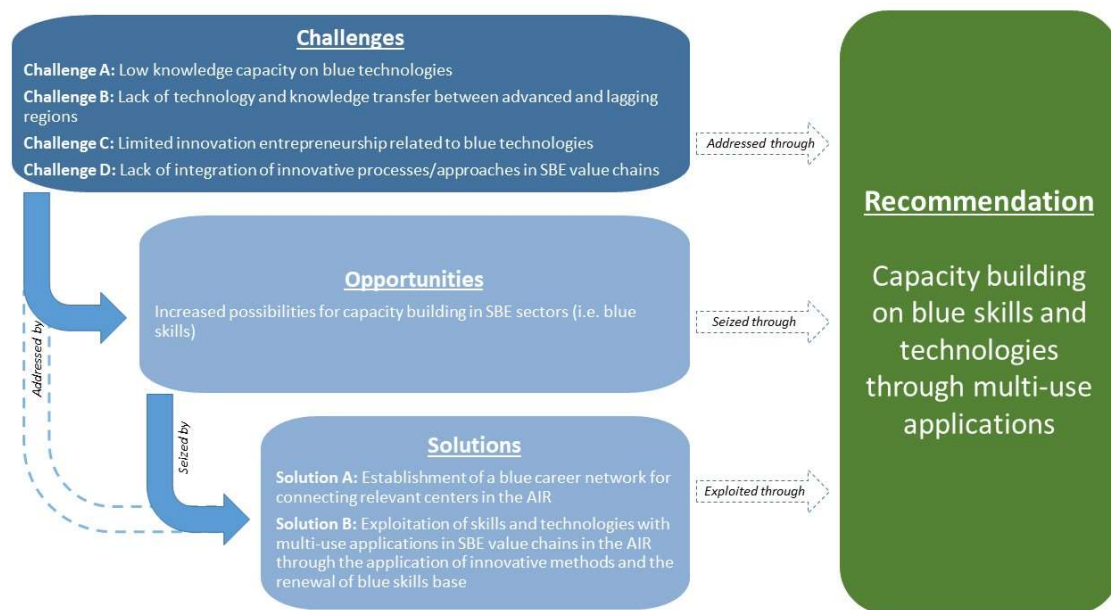
- **Transnational/interregional innovation policies** have proven to be highly beneficial for sea basins with high regional diversity
- **Building international links and strengthening interregional collaboration** between regional ecosystems can be particularly beneficial for lagging regions
- Access to **interregional/international networks** can be a significant challenge for less-developed regions, and they tend to be under-represented in interregional collaboration activities apart from Interreg
- There is a need for **improvement of collaboration among QH actors** in the Adriatic-Ionian area, better involvement of private sector
- **MRS flagships** as long-term cooperation initiatives have proven to be the enablers of interregional S3 cooperation



Capacity building process

Cross-fertilisation workshops (local and macro-regional)

Autumn/Winter 2022/23



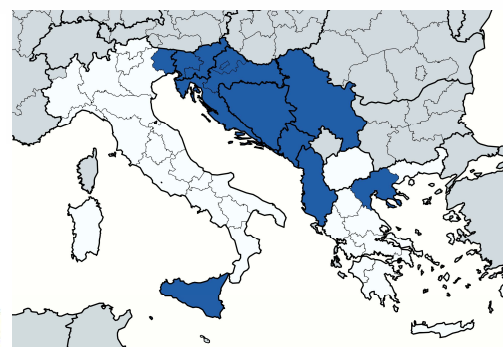
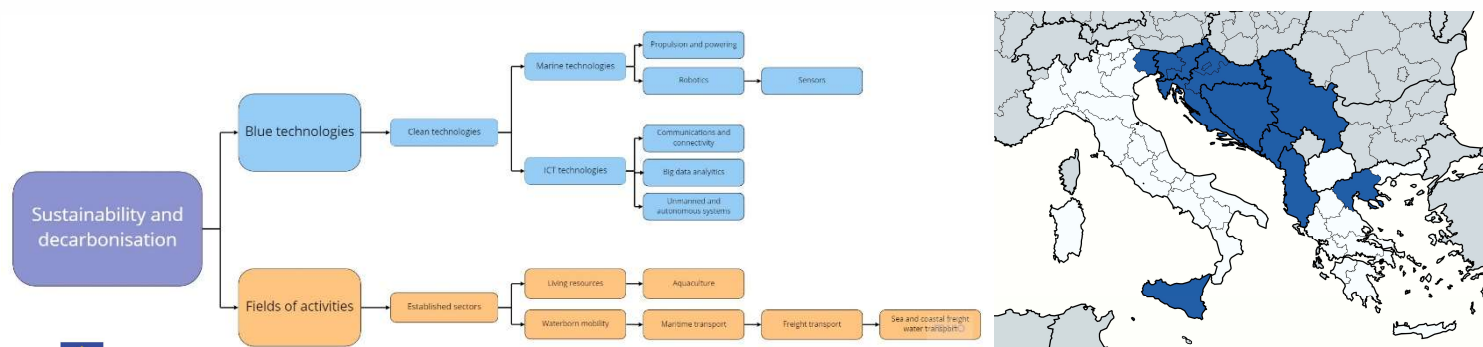
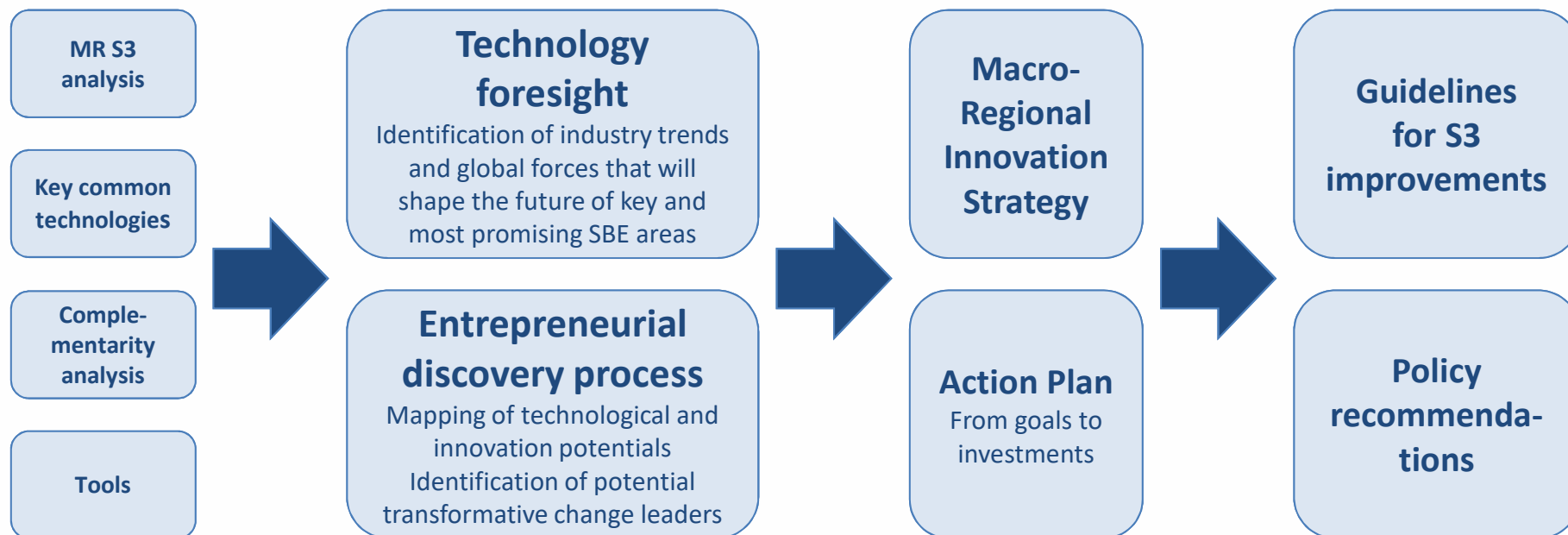
- Learning events**
Best practice from best-performing MR and SB
- Matchmaking events**
Bringing solution providers into the game!
- Exchange events**
Fine-tuning and validation of the findings

White paper with policy recommendations coming soon!

All quadruple-helix actors involved!



S3 decision-making support toolkit



Innovation community building

WHAT?

- Not a new layer
- Builds upon existing initiatives
- Network of organisations
- Community of people actively engaged

WHY?

- To build capacity across Adriatic-Ionian Region towards a new wave of transformative innovation policies
- To promote collective innovation actions
- To seize cooperation opportunities and lift the AIR innovation ecosystem standing

Macroregional Innovation Community for Sustainable Blue Economy

Community Manifesto Action Plan

HOW?

Knowledge exchange and capacity building

- Education activities and capacity building
- Knowledge repository
- Dissemination and engagement

Promoting innovation on the ground

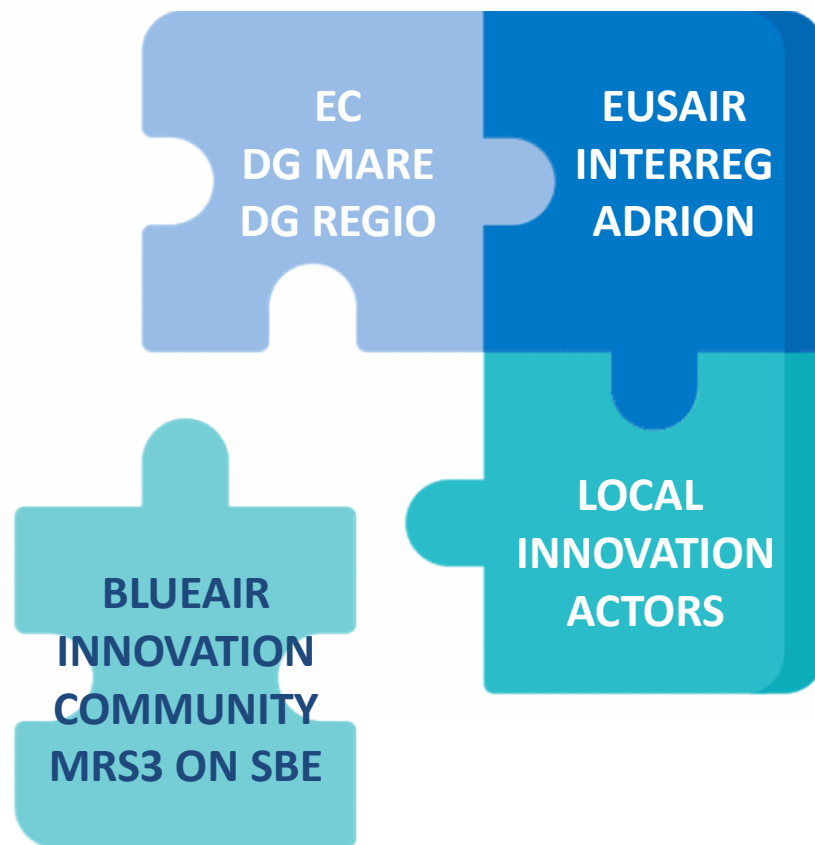
- Project ideation
- Innovation scale up

WHO?

Thematic/Working groups organised around value chains with greatest potentials for the macro region



Roadmap to success!



Thank you!

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Questions for the discussion

Ref: IdealEUSAIR study

1. In which components of the quadruple helix ties in the fields of marine technologies and blue bio-technologies innovation can play an integral part?
2. What type of activities are needed for this?
3. What would be the innovation focus? What type of projects?
4. How an innovation eco-system can be established?
5. How innovation can be governed and managed?

