



# BLUEAIR project and its strategic importance for the Adriatic and Ionian Region

20<sup>th</sup> April 2023

Permanent Representation of the Republic of Slovenia to the European Union

Elena Banci - Area Science Park



# BLUEAIR - BLUE GROWTH SMART ADRIATIC IONIAN S3



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



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

**Budget:** 2.440.000 €





# BLUEAIR objectives

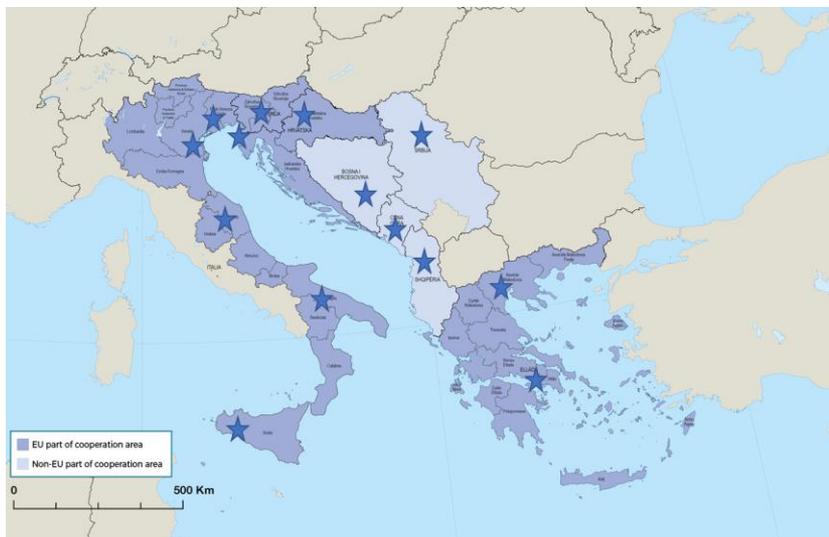
To improve the competences of the quadruple helix actors in defining effective innovation policies on Blue Growth

To identify the Blue Growth sectors of macro regional interest and exploit potentials for transnational cooperation

To support the development of a Macro-Regional S3 and Innovation Community on Blue Growth



# BLUEAIR: partnership and territories

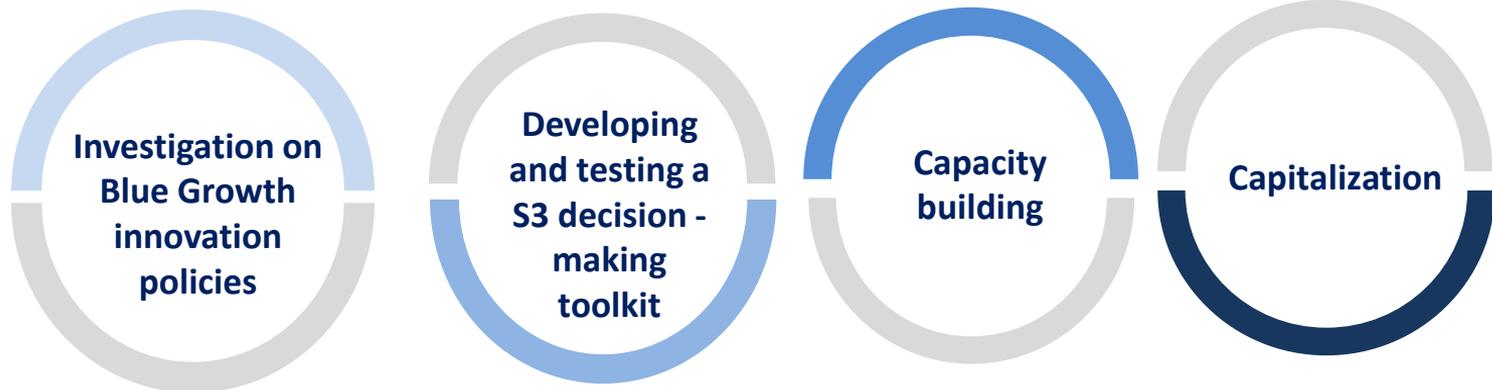


Innovation Agencies	Public Administrations	Universities	Chambers of Economy
<ul style="list-style-type: none"> <li>• Area Science Park</li> <li>• Technology Park Ljubljana</li> <li>• National Agency for Scientific Research and Innovation</li> <li>• Innovation and Entrepreneurship Centre Tehnopolis</li> </ul>	<ul style="list-style-type: none"> <li>• Region of Central Macedonia</li> <li>• Municipality of Izola</li> </ul>	<ul style="list-style-type: none"> <li>• University of Piraeus research center</li> <li>• University of Belgrade</li> </ul>	<ul style="list-style-type: none"> <li>• Croatian Chamber of Economy,</li> <li>• Chamber of Economy of Montenegro</li> <li>• Chamber of Economy of the Federation of Bosnia and Herzegovina</li> </ul>
   	 	 	  

**8 Countries, 11 Partners , 20 Associate Partners**



## BLUEAIR: main activities





# Investigation on Blue Growth innovation policies

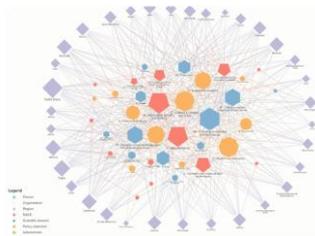
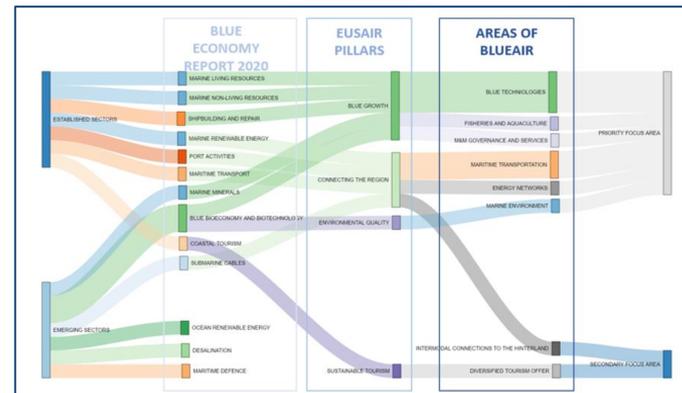
Investigation on Blue Growth innovation policies

Developing and testing a S3 decision-making toolkit

Capacity building

Capitalization

- Identification of Blue Growth areas
- Macro regional S3 on Blue Growth
- Benchmark report
- White paper on regional and cross-regional challenges and opportunities
- Matchmaking events
- ...



## Recommendations for strengthening macro-regional cooperation in the AIR towards blue innovation in SBE

### Key recommendations:

1. Enhancing Adriatic Ionian Region Blue Economy in the long-term through the **sustainable exploitation of marine resources, green technologies, and green operations**.
2. **Alignment of institutional framework** with current needs of the Q-Helix related to macro-regional cooperation and blue innovation.
3. Establishment of a **macro-regional innovation community** for strengthening cooperation among all Q-Helix actors in the AIR.
4. **Capacity building** on blue skills and technologies with multi-use applications.
5. **Pooling relevant funding opportunities**.



# Developing and testing a S3 decision - making toolkit

Investigation on  
Blue Growth  
innovation  
policies

Developing and testing a  
S3 decision-  
making  
toolkit

Capacity  
building

Capitalization

## EDP tool and Pilot EDP process

### Pilot EDP for Blue Growth (survey)

<b>1. BUSINESS DEMOGRAPHICS</b> • sector/sector • country/region • size • non-industry stakeholders specific questions	<b>6. INNOVATION MANAGEMENT</b> • innovation behaviour • dedicated R&D/innovation department • IP: patents/business ownership/applications
<b>2. INNOVATION MATURITY LEVEL</b> Innovation maturity levels diagnosis <b>3. INNOVATION DRIVERS</b> • company management • product & service • R&D investment • market trends • models/business	<b>7. SOURCES OF INFORMATION</b> • use of various information sources to identify R&D needs/needs development for identification of trends and market development
<b>4. INNOVATION &amp; GROWTH BARRIERS</b> • access to finance (financial constraints) • workforce skills • managerial of innovation • technical constraints • customer/suppliers constraints • regional/MS innovation support • S3 policy frame and opportunities	<b>8. BLUE GROWTH &amp; TECHNOLOGICAL/SKILLS CAPACITIES</b> • R&D specialization • investment in skills • use of digital platforms • digital transformation importance • digital transformation barriers
<b>5. INNOVATION/MS CAPACITIES</b> • R&D specialization • human capital (STEM/High/P&D opportunities) • innovation processes • risk decision management	<b>9. POSITION IN THE VC</b> • activities within R&D sector areas • suppliers relations • customers relations • barriers to entry • substitution • rivalry
<b>10. CUSTOMER MODEL (option)</b> • country/region's specific questions relating Blue Growth domain or economic/scientific sector with specific topics	

- ✓ Region of Central Macedonia, Greece
- ✓ National Agency for Scientific Research and Innovation, Albania
- ✓ Autonomous Region of Friuli Venezia Giulia, Italy
- ✓ Sicilian Region - Presidency - Italy
- ✓ Ministry of Economy Herzegovina Neretva Canton, Bosnia and Herzegovina
- ✓ Ministry of regional development and EU funds, Croatia
- ✓ Ministry of Economy of Montenegro
- ✓ Ministry of Education, Science and Technological Development of the Republic of Serbia
- ✓ Ministry of Education, Science and Sports, Slovenia
- ✓ Ministry of Economic Development and Technology, Slovenia

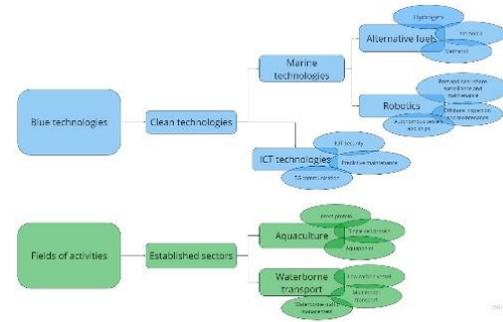
Target: Quadruple helix stakeholders  
 n. respondents: 228  
 data Collection: September- January



## Technology Foresight tool and Technology Foresight

### The foresight tool

A TECHNOLOGICAL FORESIGHT EXERCISE





# Capacity Building activities

Investigation on  
Blue Growth  
innovation  
policies

Developing  
and testing a  
S3 decision -  
making  
toolkit

Capacity  
building

Capitalization

- Learning events (Barcelona, Berlin...)
- Roundtables, workshops with 4helix actors
- ...





# Capitalization

Investigation on  
Blue Growth  
innovation  
policies

Developing  
and testing a  
53 decision -  
making  
toolkit

Capacity  
building

Capitalization

- Local /national presentations /events
- Blue Growth Weeks (Budva 2022, Tirana 2023)
- EU capitalization events
- Eusair and Adrion events
- ★ **Final event (Triest, June, 15th)**





BLUEAIR



# BLUEAIR: from activities to project outputs

Investigation on  
Blue Growth  
innovation  
policies

Developing a  
S3 decision -  
making  
toolkit and  
testing a pilot  
EDP

Capacity  
building

Capitalization

BLUEAIR  
innovation  
community

Innovation strategy  
of the Macro  
Regional S3 on Blue  
Growth

Action plan for  
Innovation  
investments on Blue  
Growth

Improved  
knowledge, skills,  
competencies for  
4helix actors



# BLUEAIR strategic importance for the Adriatic and Ionian Region

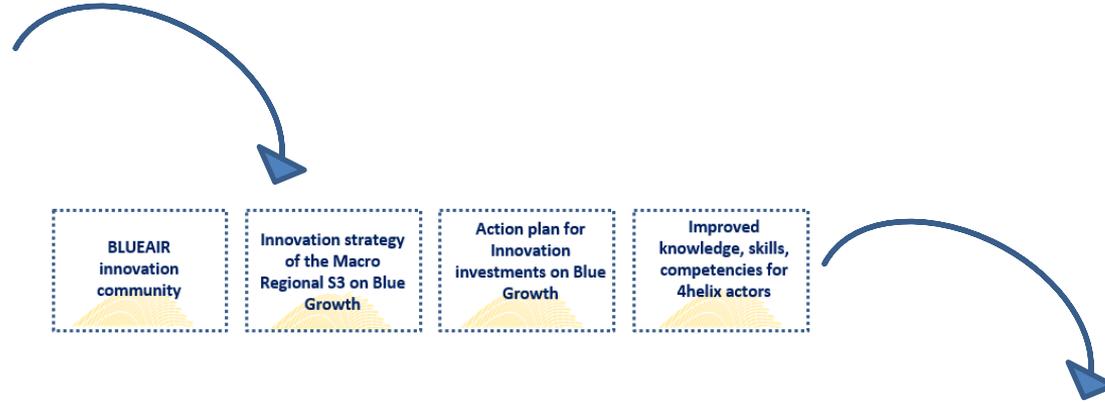
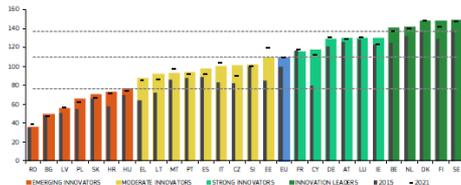


Figure 4: Performance of EU Member States' innovation systems



European Innovation Scoreboard 2022

... Enhanced and integrated Macro-Regional Innovation ecosystem focused on Sustainable Blue economy and led by empowered innovation players



# Thank you for your attention!



**Blueair Project coordinator**

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