

BLUEAIR



Blue Growth Smart Adriatic Ionian S3



# BLUEBOOK

[www.blueair.adrioninterreg.eu](http://www.blueair.adrioninterreg.eu)

## Introduction of the BLUEAIR project

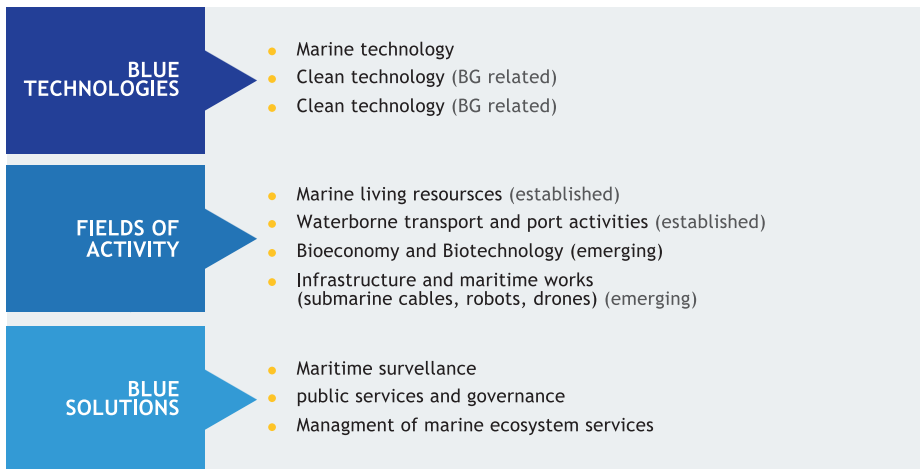
Blue economy presents significant opportunities for economic growth and job creation in the Adriatic-Ionian Region although facing significant challenges related to sustainability and environmental protection of the seas. There are several established but still promising blue economy sectors within Adriatic-Ionian Sea basin: *Marine living resources, Waterborne transport, Port activities, Shipbuilding and repair and Coastal tourism*. Furthermore, several emerging sectors present already a good starting point to further mature and develop as promising sectors for the Adriatic-Ionian sea basin and produce positive socio-economic impacts to the region in near future, such as *Desalination, Maritime defence, Submarine cables and robots and blue bio-economy and biotechnology*.

PRIMARY FOCUS AREA		SECONDARY FOCUS AREA	
ESTABLISHED SECTORS	EMERGING SECTORS	ESTABLISHED SECTORS	EMERGING SECTORS
<b>Living resources</b> <ul style="list-style-type: none"> <li>• Fisheries</li> <li>• Aquaculture</li> </ul>	<ul style="list-style-type: none"> <li>• Blue bioeconomy &amp; biotechnology</li> </ul>	<ul style="list-style-type: none"> <li>• Coastal tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Desalination</li> </ul>
<b>Waterborne transport</b> <ul style="list-style-type: none"> <li>• Transport</li> <li>• Port activities</li> </ul>	<ul style="list-style-type: none"> <li>• Submarine cables and underwater robots</li> </ul>	<ul style="list-style-type: none"> <li>• Shipbuilding and repair</li> </ul>	

The BLUEAIR project aims to identify and exploit opportunities for transnational cooperation in innovation and the development of the Smart Specialization Strategy (S3) in the Blue Growth sector of the Adriatic-Ionian Sea area. The analysis identifies two priority focus areas: the Primary focus area and the Secondary focus area.

The Primary focus area in the ADRION region consists of established and emerging sectors within the Blue Economy that have a direct socio-economic, environmental, or significant impact in the Adriatic-Ionian Sea basin. These sectors, including Living resources, Waterborne transport, Bio-economy & Biotechnology, and Submarine cables & underwater robots, strongly align with the first pillar of the EUSAIR strategy, which is Blue Growth. The Secondary focus area encompasses other relevant established or emerging sectors/sub-sectors connected to the primary focus areas through technologies, interactions, connections, R&D&I activities, and common factors that significantly impact the Adriatic-Ionian region. Coastal tourism, Shipbuilding activities, and Desalination of sea water are identified as sectors in the Secondary focus area.

The proposed functional division of the area for further analysis and activities within the BLUEAIR project considers three main areas:



## Final results of EDP (*Entrepreneurial Discovery Process*)

The Pilot Blue Growth EDP project aims to explore and validate feasible Blue Growth areas within the ADRION region, focusing on economic and innovation assets diversity. The project conducted a dedicated survey among quadruple helix entities involved in or connected to the Blue economy value chain.

The survey revealed several key findings:

- ADRION countries/regions have significant disparities but also cooperative growth potential.
- Increased technology transfer and public-private partnerships are needed in the region.
- Blue Growth trends vary across ADRION.
- Surveyed entities share similar innovation drivers, such as customer needs, product quality, and market opportunities.
- Limited access to finance is a major barrier to innovation and growth.
- The new RIS3 strategies for 2021-2027 have better ratings compared to their predecessors.
- Proactive behaviour and anticipation of customer needs are common among surveyed entities.
- Intellectual Property Rights (IPR) usage is moderate in the ADRION region.
- The internet is a valuable resource for innovation-related information.
- Blue Growth activities in the region mainly focus on traditional sectors like waterborne transport, port activities, shipbuilding, coastal tourism, fisheries and aquaculture.
- Collaboration is prevalent, with two-thirds of entities engaged in some form of cooperation.
- Complementarity exists in BG tech, with sensors and ICT solutions dominating, but more effort is needed in marine biotechnology and bioprocessing.

- Digital transformation is gaining recognition, with waterborne transport, maritime surveillance, blue bio-economy, public services, and coastal tourism expected to benefit the most.
- The main barrier to digital transformation is aligning strategy and execution.

These findings provide insights into the Blue Growth potential and challenges within the ADRION region, highlighting opportunities for cooperation, innovation, and development in the marine sector.

## BLUEAIR Innovation Community

The Blue economy faces significant challenges related to sustainability and environmental protection. To address these challenges and fully realize the potential of the blue economy, stakeholders from across the region should work together to promote innovation and cooperation and the sustainable use of blue resources. We must adopt and develop new technologies and business models, foster collaboration between industry, research, and government and support the exchange of best practices and knowledge-sharing at the transnational level. By working together, we can ensure that the Blue economy in the Adriatic and Ionian Region continues to grow and thrive in a sustainable and innovative way.

### *What is the BLUEAIR Innovation Community?*

The BLUEAIR Innovation Community is an open platform that aims to enhance and streamline innovation collaboration at both territorial and macro-regional levels. Its main goal is to drive a sustainable blue economy in the Adriatic and Ionian Region by promoting collaboration and co-creation among quadruple helix stakeholders from diverse sectors, regions, and countries. It provides a platform for stakeholders to connect, share ideas, and collaborate on innovation projects.

The BLUEAIR Innovation Community welcomes stakeholders, both individuals and organizations of all types, sizes, and levels of development, from and outside the Adriatic and Ionian Region, recognizing the value of diverse perspectives and contributions.

## ***What are the objectives of the BLUEAIR Innovation Community?***

The BLUEAIR Innovation Community aims at fostering collective innovation actions, building strong partnerships across sectors, developing innovation capacity, increasing the visibility of blue innovation, supporting the development of a macro-regional innovation system, advocating for supportive policies and practices, empowering the next generation of innovators and leaders, and fostering cross-regional collaborations with innovation ecosystems in other European sea basins.

By pursuing these objectives, the community aims to drive collaboration, knowledge-sharing, and collective action among stakeholders, ultimately leading to the sustainable growth of the Blue economy in the Adriatic and Ionian Region.

## ***How the BLUEAIR Innovation Community operates?***

The BLUEAIR Innovation Community operates across different levels. At the micro-level, individual stakeholders actively engage within thematic/working groups, pooling their expertise and knowledge to develop innovative solutions and projects focused on sustainable blue economy sectors and value chains. These thematic/working groups synergize efforts with other stakeholders at the meso-level, aiming to scale up innovative solutions and projects, promote collaboration and networking, and share best practices. At the macro-level, the BLUEAIR Innovation Community works with regional and national governments, macro-regional actors, the European Union, and international initiatives to influence policy, advocate for funding opportunities, and promote the macro-regional innovation ecosystem.

The community operates under a transparent, participatory, and accountable governance model, adapting to the evolving needs of its stakeholders.

## ***Why join?***

The BLUEAIR Innovation Community offers a unique platform for collaboration, knowledge sharing, and collective action in the Adriatic and Ionian Region. By getting involved, you become a part of a diverse network of stakeholders, including industry leaders, researchers, policy-makers, and NGOs. Together, we aim to promote collective innovation, build strong partnerships, and advocate for policies that support the growth of the blue economy.



Whether you are an individual or an organization, joining the BLUEAIR Innovation Community will provide you with a supportive environment to drive your projects and initiatives forward. Join us now and be part of the transformative journey towards a more sustainable and innovative blue economy in the Adriatic and Ionian Region.

## Innovation Strategy of the macro regional S3 on BG

The creation of an Innovation strategy and Action plan for Innovation investment is a key focus of WP2 in the BLUEAIR project. This strategy aims to enhance the institutional capacity of IPA ADRION countries in using resources identified along Smart Specialization Strategies (S3) for enhancing Blue Economy sectors at the macro-regional level. By developing a common approach and using effective tools and technology foresight reports, the project aims to capitalize on the competitive advantages and emerging market opportunities in the ADRION Programme area.

The strategy will guide organizations and stakeholders towards success by setting clear goals, developing action plans, and mobilizing resources. It provides direction, coherence, and resource optimization, ensuring stakeholders thrive in competitive environments while preserving the sustainability of the environment and natural habitats.

The vision of the Innovation strategy is a concise and clear description of the desired impact in the field of Sustainable Blue Economy at the macro-regional level. It aligns with the relevant strategic framework and contributes to the development of the Blue Economy. The vision is to establish a vibrant Adriatic-Ionian Innovation Community composed of all stakeholders, working towards a Smart and Sustainable Blue Economy. The strategy aims to make the most of the opportunities provided by the seas, lakes, and rivers in the region.

In summary, the Innovation strategy and Action plan for Innovation investment in the macro-regional Blue Economy will enhance collaboration, guide decision-making, and capitalize on emerging opportunities. It aims to transform the Adriatic-Ionian region into a thriving hub for Smart and Sustainable Blue Economy, benefiting from its natural resources and promoting economic growth while ensuring long-term sustainability.

**BLUEAIR**



Join the Community

This project is supported by the Interreg ADRION Programme funded under the European Regional Development Fund and IPA II fund.

