

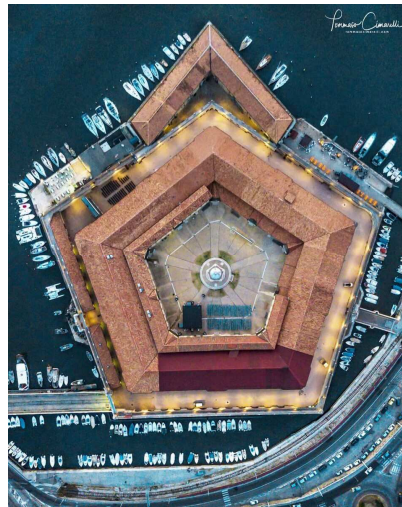
4helix+

<https://4helix-plus.interreg-med.eu>

Empowering the 4 helix of MED maritime clusters through an open source/knowledge sharing and community-based approach in favour of MED blue growth

ANCONA BLUE BOOTCAMP

Ancona, 28-29 March 2019



Event concept

The Ancona Blue Bootcamp aims at stimulating **creative innovation** between Blue economy SMEs and Cultural and Creative Industries. The 2 days event is structured **to strengthen the Blue SMEs potential of innovation** through their **knowledge exchange, promotion, transfer** and embed innovative concept, **tools and processes** (throughout **thematic workshops** on Open Innovation, Lego Serious Play, Digital Innovation) and Blue&Creative **cross contamination**.

Micro & SMEs and start-ups from the blue growth & blue-economy sector, **Knowledge providers (KPs)** Research Development and Innovation Bodies having specific expertise in the domain of Cultural and Creative Industries and/or Community Spaces considered as Non Institutional New Innovation Agents (fab labs, maker spaces, living labs, co working spaces...) coming from the 4helix+ Pilot Areas will attend the Bootcamp.

Admission to the event is **free of charge**. All attendees have to sign in to the 4helix+ project registration form.

B2B sessions will be organized during the Bootcamp to offer **networking opportunities among** companies (MSMEs) and experts (KPs) aiming to design or create, through small innovation projects, new products, services, processes or business models to be financed by **innovation vouchers**. (10.000€ per project - closing day for the submission of voucher applications is the **30th of April 2019**).

DAY 1 Thursday, 28th March 2019

Venue: Mole Vanvitelliana. ROOM BOXE - Banchina Giovanni da Chio, 28, Ancona

8.30 – 9.15	Registration of Participants	
	Institutional Welcome and Opening	
9.15 - 9.30	Marche Region <i>Fisheries and Blue Economy Dept.</i> SVIM Sviluppo Marche Srl, Lead Partner of the 4helix+ project	
9.30 - 11.00	Presentation of the 4helix+ project, the Blue Growth and Cultural and Creative Industries	
	<ul style="list-style-type: none"> • Interreg Med EU “4helix+ project” presentation and its stakeholders (LIC, KP, MSMEs). Bootcamp objectives and work set-up. • Focus on Blue Growth & Blue-Economy traditional and emerging sectors: ecosystems and marine resources. Facts and figures, trend and best practices at national and EU level • Focus on Blue Growth & Blue-Economy traditional and emerging sectors: offshore engineering, ship building and tourism. Facts and figures, trend and best practices at national and EU level • Focus on Blue Growth & Blue-Economy: facts and figures, trend and projects at regional and EU level • Focus on regional Blue Tourism and Cultural Creative Industries: facts and figures, trend and best practices at regional level 	
11.00 - 12.15	Presentation of Blue MSMEs and Cultural and Creative Industries	
	<ul style="list-style-type: none"> • Presentation of Blue regional MSMEs (pitch session) • Presentation of Cultural Creative Industries (Knowledge Providers) at local and transnational level (pitch session) 	
12.15 - 13.00	How to build a perfect “relationship” for Voucher project proposals presentation and implementation	
	<ul style="list-style-type: none"> • Focus on the Call for Innovation Vouchers: timing and rules • Cyber Space and Matchmaking environment: navigation demo 	
13.00 - 14.00	Networking lunch	
14.30 - 18.00	Trans-sectorial contamination Blue MSMEs and Knowledge Providers	
14.30 - 15.45	Workshop 1 – for KPs <i>CREATIVITY AT WORK</i>	Workshop 2 – for Blue SMEs <i>BUSINESS MODEL CANVAS</i>
14.30 - 15.45	Reserved 4helix+ LICs ROUND TABLE Methodological Guideline to assess the project proposals	

15:45- 17:00 THEMATIC GROUPS IN PARALLEL SESSIONS

*Thematic group 1 on
innovation (product,
process and organization)*
LEGO SERIUOS PLAY

*Thematic group 2 on
Exploitation of ecosystems
and marine resources*

*Thematic group 3 on
Exploitation of marine
resources: offshore
engineering, shipbuilding
and tourism*

COFFEE BREAK

17.00 - 18.00 B2B MEETINGS BETWEEN BLUE MSMEs and KPs

18.00 - 19.00 Guided tour at [Museo Omero >> website>>](#)

20.00 Social Dinner for internal partner and foreign KPs only

DAY 2 Friday, 29th March 2019

Venue: Ancona Port Authority - Molo S. Maria - ANCONA

8.45 - 9.15 Registration

9.30 - 10.00 Institutional Welcome and Opening Central Adriatic Ports Authority e City of Ancona

- Central Adriatic Ports Authority, project presentation and Best Practices:
 - REMEBER Project, funded under the ITALY – CROATIA Project
 - Cruise sector: “Welcome to Ancona” - Regional Chamber of Commerce

10.00 - 10.45 BLUE & Creative regional Initiatives

CISP project presentation, CNR Ancona - Institute for Biological Resources and Marine Biotechnologies - IRBIM

- “Tipicità in Blu” one of the most important Sea Festival in the Adriatic-Ionian Macroregional Area
- **eCapital Culture**: Business Start-up School in Culture & Creativity in the Adriatic Area

10.45 - 11.30 Ancona Harbour Virtual Tour

11.30 - 13.00 Transfer to Marina Dorica and guided tour mega yachts shipbuilder: [Cantiere delle Marche](#)

13.00 - 14.30 Business Lunch at Marina Dorica – Touristic Port of Ancona and BOOTCAMP Closure

HOW TO REACH THE EVENT LOCATION



Flight

<http://aeroportomarche.regione.marche.it/>



Train

www.trenitalia.com

From Ancona Central Station bus n.. **1/3** stop "Via Marconi - Parcheggio Archi".

SUGGESTED ACCOMODATION in the PORT AREA very close to the Event Venue

- **SeePort Hotel**** Via Rupi di Via XXIX Settembre - 60100 – Ancona**
www.seeporthotel.com

4helix+ Special offer:

Standard room (double room for single use) € 100,00

Superior room (double room for single use) € 120,00

City tax € 2,00 person/night NOT INCLUDED

- **Grand Hotel Palace Ancona**** Lungomare Vanvitelli, 24 - 60121 Ancona**
www.grandhotelpalaceancona.com

4helix+ Special offer:

Single room € 83,00

Comfort room (double room for single use) € 98,00

Executive room (double room for single use) € 125,00

Comfort Double room € 115,00

Executive Double room € 145,00

City tax € 2,00 person/night NOT INCLUDED