

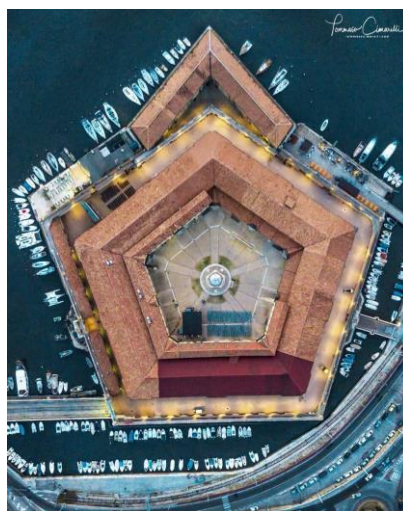
## 4helix+

<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 favor of MED blue growth

### ANCONA BLUE BOOTCAMP

Ancona, 28-29 March 2019



[REGISTER  
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### 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 **30<sup>th</sup> of April 2019**).

### HOW TO REACH THE EVENT LOCATION

#### Flight

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

#### Train

[www.trenitalia.com](http://www.trenitalia.com)

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

## DAY 1 Thursday, 28<sup>th</sup> March 2019

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

<b>8.30 – 9.15</b>	<b>Registration of Participants</b>	
	<b>Institutional Welcome and Opening</b>	
<b>9.15 - 9.30</b>		Marche Region <i>Fisheries and Blue Economy Dept.</i> SVIM - Sviluppo Marche Srl, Lead Partner of the 4helix+ project
<b>9.30 - 10.30</b>	<b>Presentation of the 4helix+ project, the Blue Growth and Cultural and Creative Industries</b>	
		<ul style="list-style-type: none"> <li>• <b>Interreg Med EU 4helix+ project quick presentation and its stakeholders</b> (LIC, KP, MSMEs). Bootcamp objectives and work set-up.</li> <li>• <b>Focus on Blue Growth &amp; Blue-Economy traditional and emerging sectors: ecosystems and marine resources.</b> Facts and figures, trend and best practices at national and EU level</li> <li>• <b>Focus on Blue Growth &amp; Blue-Economy traditional and emerging sectors: offshore engineering, ship-building and tourism.</b> Facts and figures, trend and best practices at national and EU level</li> <li>• <b>Focus on Blue Growth &amp; Blue-Economy: facts and figures, trend and projects at regional and EU level</b></li> <li>• <b>Focus on regional Blue Tourism and Cultural Creative Industries:</b> facts and figures, trend and best practices at regional level</li> </ul>
<b>10.30 - 12.30</b>	<b>Presentation of Blue MSMEs and Cultural and Creative Industries</b>	
		<ul style="list-style-type: none"> <li>• <b>Presentation of Blue regional MSMEs (pitch session)</b></li> <li>• <b>Presentation of Cultural Creative Industries (Knowledge Providers) at local and transnational level (pitch session)</b></li> </ul>
<b>12.30 - 13.00</b>	<b>How to build a perfect “relationship” for Voucher project proposals presentation and implementation</b>	
		<ul style="list-style-type: none"> <li>• <b>Focus on the Call for Innovation Vouchers:</b> timing and rules</li> <li>• <b>Cyber Space and Matchmaking environment:</b> navigation demo</li> </ul>
<b>13.00 - 14.00</b>	<b>Networking Lunch</b>	
	<b>Trans-sectorial contamination Blue MSMEs and Knowledge Providers</b>	
<b>14.00- 15.00</b>	<b>PARALLEL THEMATIC GROUPS</b>	
	<i>Thematic group on Exploitation of ecosystems and marine resources</i>	<i>Thematic group on Exploitation of marine resources: offshore engineering, shipbuilding and tourism</i>
<b>14.00 - 15.00</b>	<b>Reserved 4helix+ LICs ROUND TABLE</b>	
	Methodological Guideline to assess the VOUCHER project proposals	

**15:00- 17:30 PARALLEL METHODOLOGICAL WORKSHOPS**

*Workshop 1 – for KPs*  
**CREATIVITY AT WORK**

*Workshop 2 – for Blue MSMEs*  
**BUSINESS MODEL CANVAS**

*Workshop 3 – on innovation (product, process and organization)*

**LEGO SERIUOS PLAY®**

**14.00 - 18.30 OPEN BAR & NETWORKING TIME**

**17.30 - 18.30 B2B MEETINGS BETWEEN BLUE MSMEs and KPs**

**18.30 - 19.00** Guided tour at [Museo Omero >> website>>](#)

**20.00** 4helix+ Social Networking Dinner

**DAY 2 Friday, 29th March 2019**

**Venue: Central Adriatic Ports Authority - Molo S. Maria - ANCONA**

**8.45 - 9.30 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:
  - **REMEMBER Project, funded under the ITALY – CROATIA Programme**
  - **Cruise sector Initiative: “Welcome to Ancona” - Regional Chamber of Commerce**

**10.00 - 11.00 BLUE & Creative regional Initiatives**

- **CISP project presentation**, CNR Ancona - Institute for Biological Resources and Marine Biotechnologies - IRBIM
- **Tipicità in Blu**, Sea Festival in the Adriatic-Ionian Macro Regional Area
- **eCapital Culture**: Business Start-up School in Culture & Creativity in the Adriatic Area
- **BLUE-BOOST** project presentation, financed by ADRION PROGRAMME
- **Facility Point**, Platform presentation - Adriatic-Ionian Macro Regional Area

**11.00 - 11.30 Virtual tour of the Ancona Old Port**

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

**13.00 - 14.00 Business Lunch at Marina Dorica – Touristic Port of Ancona**

**14.30 Closure of the BOOTCAMP**

## 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](http://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](http://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