



Project co-financed by the European
Regional Development Fund



Cámara de Comercio
de Barcelona

BARCELONA BLUE BOOTCAMP 4helix+
4th and 5th of March 2019
Casa Llotja de Mar- Passeig Isabel II, 1. 08003- Barcelona

OBJECTIVE:

The bootcamp has two main objectives: The first objective is to promulgate the Catalan-European maritime strategy, and on the other hand, to explain different financing ways for the blue-growth sector and success funded projects as a source of inspiration for companies. The second objective is to explain the call for innovation vouchers, focusing on the innovative projects as potential recipients of the voucher and to offer a networking space between the companies (SME) and the experts (KP) that will provide the services.

TARGET AUDIENCE:

Potential beneficiaries of the innovation vouchers: Micro & SMEs and start-ups from the blue-growth & blue-economy sector in Catalonia.
Knowledge providers (KP) - Expert service providers: Innovation agents, research centres, companies or freelancers with experience and / or skills in the Cultural and Creative Industries sector and interest in the growth and blue economy sector.

REGISTRATION (limited number of registrations):

<https://www.cambrabcn.org/financiacion/apoyo-a-la-financiacion-publica-y-privada/sesiones-informativas-sobre-proyectos-europeos-?call=669390>

PROGRAM

4th of March (15:00- 18:00h) - GET INSPIRED:

- **14:30 – 14:50:** Registration and welcome coffee
- **14:50 – 15:10:** Welcome (**Barcelona Chamber of Commerce**)
- **15:10 – 15:30:** 2030 Maritime Strategy of Catalonia (**Generalitat de Catalunya- Ministry of Agriculture, Livestock, Fisheries and Food**)
- **15:30 – 15:50:** European Maritime Strategy and funding opportunities for the blue-growth sector (**Head of Communication at the European Commission Representation in Barcelona - Mark Jeffery**)
- **15:50 – 16:10:** InnoBlueGrowth: Blue-Growth Community. Examples of InterregMed funded projects (**ASCAME - Anaël Le Bihan**)
- **16:10 – 16:30:** Bleutourmed: Sustainable Tourism Community. Examples of InterregMed funded projects (**DIBA - Anna Martinez Codina**)
- **16:30 – 18:00:** 4helix+ Innovation vouchers: revision of the call, documents requested & tips (**Barcelona Chamber of Commerce**)



5th of March (08:30 – 18:00h) - Get your Project funded!

- **08:30 – 09:00:** Registration
- **09:00 – 09:10:** Welcome (**Barcelona Chamber of Commerce**)
- **09:10 - 10:15:** Brief presentation of the innovation projects by the SMEs (**blue-growth Catalan SMEs**)
- **10:15 – 11:15:** Presentation of the services and technologies by the KP (**Knowledge Providers from all MED regions**)
- **11:15- 11:45:** Coffee break- networking
- **11:45 – 17:00: SME working space I, II, III:**

Open innovation methodologies to improve or design the innovative blue project: "Forth Innovation Method", "Business Model Canvas", etc. (**KIM & Innovation and blue growth experts**)

- **11:45 – 12:15:** SME working methodology for phases I, II & III:
- **12:15 – 14:00:** SME working space I. Phase I: revision and definition of the innovation project.
- **14:00 - 14:45:** LUNCH- Networking
- **14:45 – 15:45:** SME working space II. Phase II: improve the innovation project.
- **15:50 – 17:00:** SME working space III. Phase III: projects revision to fit them within the 4helix+ innovation voucher call)
- **17:00 – 18:00:** Volunteer space for B2B meetings between SME & KP