



**CLIPPER**  
Interreg Europe



## DLTM CLIPPER ACTION PLAN: Boosting Innovation and Internationalisation of Liguria Region SMEs





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## **PART I – GENERAL INFORMATIONS**

Project: \_\_\_\_\_CLIPPER\_\_\_\_\_

Partner organisation: \_\_DISTRETTO LIGURE DELLE TECNOLOGIE MARINE\_\_\_\_\_

Other partner organisations involved (if relevant):\_\_\_\_\_

Country: \_\_\_\_\_ITALY\_\_\_\_\_

NUTS2 region: \_\_\_\_\_ITC3 LIGURIA\_\_\_\_\_

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## **PART II – POLICY CONTEXT**

The Action Plan aims to impact:      X      Investment for Growth and Jobs programme  
European Territorial Cooperation programme  
Other regional development policy instrument

Name of the policy instrument addressed: **ERDF Regional Operational Programme for the Liguria Region**





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## RATIONALE OF THE ACTION PLAN

The Blue Economy involves almost 200.000 enterprises in Italy, equal to 3,2% on the total, resulting in an added value of about 45 billion euros. A value that represents 2.9% of the Italian economy. Liguria is the first region of Italy by number of companies active in the blue economy sector. This has been certified by the eighth national report on the economy of the sea drawn up by SiCamera - Union Camere Nazionali. According to the study, more than 199,000 companies registered in the Italian Chamber of Commerce Business Registers deal with the Blue Economy, that is 3.3% of the total of all Italian companies. Through direct and indirect production, the blue supply chain brings an added value of 130 billion to the rest of the economy, bringing the incidence on the total production system to 10%. Each euro produced, activates another 1.9 on the rest of the economy, thanks also to the sub-suppliers. In this general framework **Liguria is the region with the highest rate of blue economy in which the incidence on the total regional economy is equal to 9.2%** and is followed at a distance by Sardinia (5.8%) and Lazio ( 5.4%).

This highlights the great potential of the region in the context of the Blue Economy, but there are still some aspects to be improved, also emerged during the operations of the Clipper Project working groups.

- 1) SMEs have a high potential, but little knowledge of foreign markets and need training and to be accompanied to access these markets.
- 2) SMEs tend to be high-tech companies, but they need to create synergies and support to develop innovation projects.

On these premises the actions of the “Boosting Innovation and Internationalization of Liguria SMEs” Action Plan have been designed.



## **INTRODUCTION:**

The actions provided by the DLTM Action Plan, have been defined by considering some key factors:

- The policy context as per the Rationale
- The results of the Clipper Project Working Groups

## **THE REFERENCE SCENARIO:**

The reference scenario consists of some items the DLTM based on to prepare the Action Plan, in particular:

- Selected priorities of the Liguria Region ROP
- The survey carried out by the Chamber of Commerce of “Riviera di Liguria” concerning the Blue Economy situation in Liguria Region
- The Benchmark study provided by the Clipper project and carried out for DLTM by the University of Genoa
- The results of the questionnaires that DLTM submitted to the associated SMEs for the INTERREG MED “PROteus” Project

All the provided actions aim at improving the Liguria Region ERDF Policy, meeting the SMEs needs as well as boosting Blue Economy Ligurian SMEs competitiveness.

### ***The considered Liguria Region ROP Priorities on which is based the ERDF regional policy: PRIORITY AXIS TO1 – “Strengthen research, technological development and innovation”.***

The investment priority is: “1b - Promote business investment in R&I by developing links and synergies between companies, research and development centres and the higher education sector, in particular by promoting investments in product and service development, technology transfer, social innovation, the eco-innovation, applications in public services, boosting of demand, networks, clusters and open innovation through smart specialization, as well as supporting technological and applied research, pilot lines, early product validation actions, the advanced manufacturing capabilities and the first production, especially in key enabling technologies, and the diffusion of technologies with general aims”.

**PRIORITY AXIS TO3 - “Promote the SMEs competitiveness”:** it represents an important asset to boost the Liguria Region economy, making possible:

- to support, in a period of severe crisis that has severely tested the investment capacity of companies, the recovery of investments, also in relation to the areas of specialization identified in the regional S3;



- to carry out complementary and consequent actions to the activities carried out within the sphere of the OT1, from which the creation of opportunities for the strengthening and the birth of new activities is expected;
- to influence the financial environment of the Ligurian MPIMs, in particular to help them deal promptly with the challenges of markets that are experiencing ever more rapid developments, transforming situations of potential risk and economic crisis, into development opportunities, compensating for the lacks in the credit market, both from the economic and structural point of view;
- to encourage forms of clustering and collaboration between SMEs, for example through the exploitation of the technological platforms dedicated to them or through processes of reorganization of the supply chain, which allow the development of shared thematic strategies and common operating tools also in order to support and develop greater and better international projection.

Strategically important is the combination of the regional strategy for research and innovation with that of internationalization. It will be important to train highly qualified human capital to produce process and product innovations, to be included within the company and to boost also business in international markets.

***Results of the survey carried out by the Chamber of Commerce “Riviera di Liguria” on the Liguria Region BLUE ECONOMY and helpful to know where allocate some ERDF funds:***

The analysis allowed to highlight some critical aspects hampering the competitiveness increase, as well as SMEs needs that it is necessary to meet urgently:

**Internationalization** is an important issue to increase the level of competitiveness of companies belonging to the supply chains of the Sea economy.

The approach to international markets remains difficult due to the lack of knowledge of foreign markets, the opportunities to be seized and the methods of approach, due to the lack of a proposal for expendable products / services, due to the absence of a structured marketing / commercial function, for an excessive concentration on daily operations at the expense of a strategic vision.

In this context, the companies of the "Shipbuilding" industry, mostly highly globalized, are exceptions.

**Business aggregation** can be an effective tool available to companies to govern change and development. This process in the Blue Economy sector has been difficult to achieve.

The **transfer of technology and digitalisation to Industry 4.0** is a more marked topic in the two industrial sectors: "Shipbuilding" and "Cargo and passenger handling". The term Industry 4.0 indicates a trend in industrial



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automation that integrates some new production technologies to improve working conditions, create new business models and increase the productivity and production quality of the plants.

For all the supply chains it can be interesting to develop Industry 4.0 applications, both productive and for information management aimed at optimizing the relationship with the market. In any case, some sectors or their activity segments have difficulty in identifying both the technologies to be introduced and the operators from whom to receive them.

The **collaboration between research institutes, universities and companies** is complicated. The difficulties, moreover, present in the entire national panorama, generally derive from communication problems, different cultural approaches (pragmatic and rapid innovation aimed at solving problems against a scientific approach that evaluates alternative solutions, including theoretical ones) and operational difficulties (contractual, time of realization, dissemination and ownership of the results).

As far as **investment opportunities in local areas** are concerned, it is emphasized that supply chains that are more dependent on access to the sea need expansion or repositioning spaces, encountering a lack of resources due to orographic reasons and strong competition among economic operators.

As far as **access to credit and finance** is concerned, critical elements appear for many of the companies belonging to the various sectors that make up the Economy of the Sea. As regards access to credit, a “credit crunch” was registered, as indeed in the other economic sectors, following the international crisis which led to a credit rationing, above all for companies with a low credit rating, to face with a high demand deriving from the long-time taken to collect commercial credits, as well as from a profound change in the bank-to-company relationship.

With regard to the topic **supporting marketing processes in Italy and abroad**, there is a general lack of propensity to use sales assistance services. This contrasts with a clear need for micro and small companies to structure their marketing processes, acquiring tools and know-how aimed at giving greater levels of efficiency and competitiveness.

***Results of the Benchmark Study carried out by the University of Genoa for Clipper Project and defining the current scenario and needs of the Liguria Region SMEs:***

The SWAT analysis carried out by the University of Genoa for the Benchmark study was taken into consideration for the identification of any critical points and strengths on which to base the actions:



#### STRENGTHS

- [P] Beneficial strategic position in Europe
- [E] Good reputation
- [E] Highly specialized, flexible and dynamic SMEs
- [E] Existing harbor infrastructure
- [S] Excellent professional education, qualified personnel

#### WEAKNESSES

- [E] Firm dwarfism
- [E] Fragmentation of the production system
- [E] High personnel costs in international comparison
- [E] Products are too expensive on the international market
- [E] Weak cooperation
- [E] Difficult financial situation and insufficient financial possibilities
- [E] Weak international orientation
- [E] Insufficient international marketing strategies
- [S] Lack of personnel
- [T] Insufficient system integration

#### OPPORTUNITIES

- [P] New markets, particularly emerging ones; globalization
- [E] Close cooperation within the value chain between shipyards, suppliers and service providers
- [E] Efficient production processes and usage of specific location advantages
- [E] New seminal segments, such as marine technology, specialized shipbuilding
- [E] Improved infrastructure
- [T] High potential of environmentally friendly products and technologies
- [T] Research, development and innovation advantage, new technologies
- [T] Offering individual and flexible solutions
- [T] Interdisciplinary approach, intensive knowledge transfer from science to SMEs
- [T] Prominent scientific and technology orientation (excellent R&D potential)
- [T] High technologic know-how

#### THREATS

- [P] International competition, trade and subvention policies of other countries, deterioration of political conditions
- [P] Growing bureaucracy and flexibility loss
- [E] Slow infrastructure improvement
- [E] Low investment capital
- [E] Decreasing importance of traditional shipbuilding
- [T] Growing knowledge intensity, losing technological advantage



***The results of the INTERREG MED PROteuS Project Questionnaire defining the current Liguria Region SMEs needs (helpful also for CLIPPER purposes)***

Interreg MED PROteuS Project aims at:

Priority Axis 1 - Promoting innovation capacities in the Mediterranean area for the development of smart and sustainable growth.

Specific Objective 1.1 - To increase the transnational activity of clusters and innovative networks of key sectors of the MED area.

DLTM sent to its associated SMEs a questionnaire aiming at defining their needs in order to set up services through the PROteuS Project Cluster to support their competitiveness.

Questionnaire results have been useful also to define DLTM Action Plan priorities:

About the **SMEs needs**, the questionnaire pointed out the followings :

- a) Support in writing project proposals.
- b) Support for the organization of promotional events.
- c) Support to enter in international networks of companies and research institutions to access EU projects via specific training.
- d) Promotional events for the projects developed
- e) Studies / benchmarks, support in the approach with new markets and international realities, promotional events
- f) Support for the development of marketing strategies
- g) Scouting of new funding opportunities



## PART III: DETAILS OF THE ACTIONS ENVISAGED





## **ACTION 1 - INNOVAZIONE LIGURIA PROJECT**

### ***Reference Scenario:***

During 2010, the Liguria Region launched the implementation of the Ligurian Research and Innovation Hubs through a Regional Call with a total budget of 5 million euros.

In the framework of the regional strategy, the Innovation Hubs are the tools that aimed at performing the function of specialized intermediaries of research and innovation, boosting and supporting both the strengthening of the connection between the scientific and the entrepreneurial systems and the collaboration between companies, to increase the innovation of the production system; they are therefore committed to providing constant technological support and making the territory evolve as a centre of attraction for high-tech companies and competitive in the international context.

The goal of the Liguria Region today is to consolidate the aggregation and synergy processes initiated in the previous programs, to increase the competitiveness of SMEs and to raise the innovative level of the Ligurian territory. **To achieve this goal, Liguria Region created an IT infrastructure to boost opportunities, exchanges and collaborations allowing the Ligurian Innovation Hubs to present themselves as an excellence at European level giving rise to real investment opportunities for the entrepreneurs of the regional territory also contributing to the competitive raising of the Ligurian economic system. The IT Infrastructure has been completed on June 2019.** From now on all Liguria Innovation Hubs will have the role to invite their associated SMEs to login on the platform and to cooperate with the same hubs and other SMEs on the innovation projects launched with ERDF calls. Till the end of 2019 two calls will be launched to boost cooperation among SMEs and Innovation Hubs in Innovation Projects directly financed by ERDF funds and aiming at achieving the Liguria Region ROP Objectives. It is foreseen that actions will be implemented in 2020 and projects will be developed on 24 month period. At the moment DLTM is planning activities to develop projects with other regional innovation hubs and SMEs in the field of Block Chain, Coastal Monitoring as well as to develop shared services based on the IT Platform to support SMEs innovation. First results will be available between 2020 and 2021. All activities will be financed by Liguria Region ERDF funds. The IT infrastructure will be a useful tool to orient next ERDF calls basing on the expressed SMEs needs.

The IT infrastructure will guarantee to the innovation operators a space of knowledge exchange and collaborative projects, facilitating the creation of open innovation ecosystems addressing the challenging issues. The infrastructure also has the objective of promoting discussion among **regional stakeholders**, for a continuous dialogue with the territory on the development of the smart regional specialization strategy.



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***Policy Instrument targeted:***

***Liguria Region ROP Priorities on which is based the ERDF regional policy: PRIORITY AXIS TO1 – “Strengthen research, technological development and innovation”.***

“The investment priority is: “1b - Promote business investment in R&I by developing links and synergies between companies, research and development centres and the higher education sector, in particular by promoting investments in product and service development, technology transfer, social innovation, the eco-innovation, applications in public services, boosting of demand, networks, clusters and open innovation through smart specialization, as well as supporting technological and applied research, pilot lines, early product validation actions, the advanced manufacturing capabilities and the first production, especially in key enabling technologies, and the diffusion of technologies with general aims”. **PRIORITY AXIS TO3 - “Promote the SMEs competitiveness”**: “it represents an important asset to boost the Liguria Region economy, making possible:(...OMISSISS...)

- to encourage forms of clustering and collaboration between SMEs, for example through the exploitation of the technological platforms dedicated to them or through processes of reorganization of the supply chain, which allow the development of shared thematic strategies and common operating tools also in order to support and develop greater and better international projection.

Strategically important is the combination of the regional strategy for research and innovation with that of internationalization. It will be important to train highly qualified human capital to produce process and product innovations, to be included within the company and to boost also business in international markets.”

***The Action Description:***

The ecosystem, useful for the exchange of knowledge and collaborative projects between innovation operators, consists in a common IT platform for Research and Innovation Centres whose implementation passes through different "Work Packages":

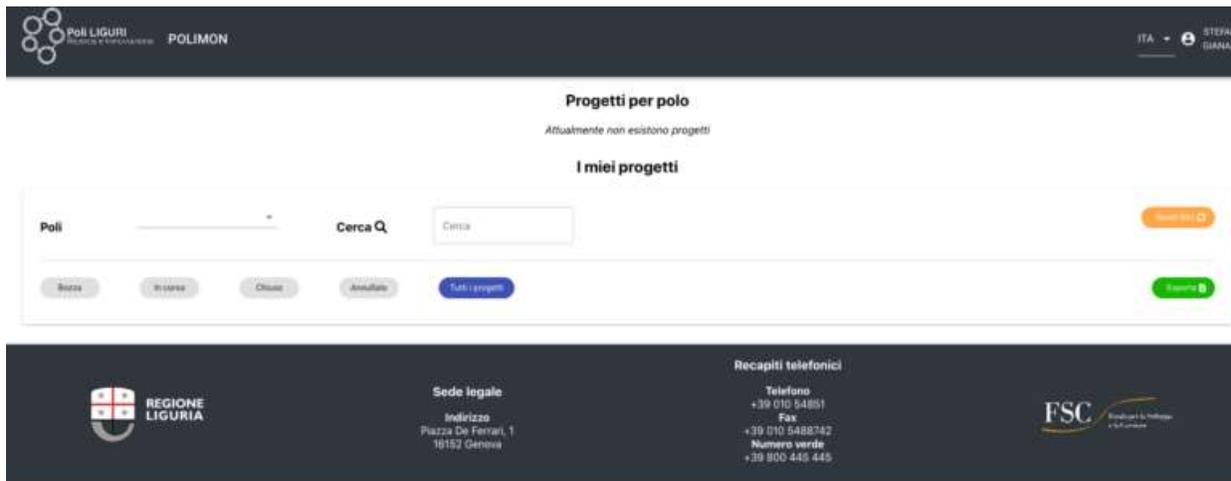
- 1) WP Infrastructures;
- 2) WP Cooperation Platform;
- 3) WP Open Innovation & Business Matching B2B;
- 4) WP Cloud Brokering;



**WP Infrastructures:** Interconnection via Optic Fibre of the Calculation Centres present in the Region, realized a "DLT" type technological infrastructure (Distributed Ledger Technology) to enable the development of Blockchain-based Projects and applications, a Videoconference system, common and compatible.

**WP Cooperation Platform:** an *Online and open source Project and Resource Management Platform* available to the Managing Subjects of the Innovation Hubs (among them that of DLTM) and the associated companies that will allow the document management of complex projects, show progress, classify documents, provide control dashboards and be set up from a single interface to regulate access, privacy and usage policies at the individual Polo level.

The Platform will also allow the sharing of the "Hub of the Hubs", containing specific activities, organizational and project data, strategies, partnership possibilities etc. A useful place for the exchange of information, new projects and opportunities and a showcase of local companies where procedures, best practices, tools, human and technological resources (where available) are a common factor.



*Project Management POLIMON Platform*

**WP Open Innovation & Business Matching B2B:** Encourage the access of Small and Medium Enterprises (SMEs) to innovation paths according to the "Open Innovation" logic. Reduce the time to develop products and processes of companies, especially SMEs, in order to reach the market faster



*Open Innovation Platform Homepage*

**WP Cloud Brokering:** The "Project Management" and "Open Innovation & Business Matching" platforms, described in the previous WPs, will be accessible through this Cloud Brokering infrastructure.

Every institution can choose the degree of autonomy it wants to have for each service provided, through a clear and simple mapping of roles, tasks and responsibilities, it can govern or delegate, in a safe way, technical and operational aspects of the service.

The associated companies may agree with the Managing Parties (among them DLTM) to publish their applications in SaaS mode.

Together with the project partners involved (among them DLTM), a price list of the services that can be provided.

Following an analysis of the potential market, an economic model will be developed boosting the self-support of structural costs and the possibility of periodically updating the systems.

The activities will focus mainly on market research to evaluate the best solution to use, based on the project objectives, technical meetings with various suppliers will be carried out, organizing, if necessary, POC of the proposed solutions.

***Needs Addressed:***

SMEs tend to be high-tech companies, but they need to create synergies and support to develop innovation projects.

***Activities that will be carried out in the second phase:***

Basing on the platform developed by Liguria Region, in the second phase of the Clipper Project, and since the only purpose of the INNOVAZIONE LIGURIA Project was the infrastructures creation, **DLTM will carry out actions to promote and to foster SMEs competitiveness promoting the opportunities put at disposal by the INNOVAZIONE LIGURIA Project.**

***Monitoring:***

Moreover, to assess the action success, DLTM will monitor: the number of the platform users, the number of innovation share project carried out or presented, the number of share Research Project carried out, the number of Business partnership created. Others Key Performance shall be added in progress if considered



relevant to describe the project positive results. DLTM will prepare reports for Liguria Region about the results, in order to be always up to date about positive results and critical point to face and solve.

***Timeframe:***

The activities will be carried out in the timeframe October 2019 to June 2021.

***Learning with the Clipper Partners and Interreg Good Practices:***

NEOPOLIA – Pays de la Loire > [www.neopolia.com](http://www.neopolia.com)

Neopolia is a network which brings together industrial companies from the Pays de la Loire region.

An association founded and run by local business owners aiming to increase diversification and competitiveness of companies in the region, Neopolia supports clients in their innovative approaches and works alongside regional bodies to ensure balanced industrial development of the local area. Neopolia is a well-based network and we will take inspiration from them to carry out future actions to engage Liguria companies to join the INNOVAZIONE LIGURIA platform. They will inspire us also for the way they put into practice actions supporting companies competitiveness.

MARITIME CLUSTER NORTHERN GERMANY – Schleswig Holstein Region > <https://www.maritimes-cluster.de/en/>

The Maritime Cluster Northern Germany (MCN) helps its associates to find partners for innovative projects and products. It is where experts exchange information on forward-looking topics and solutions. MCN creates exactly these dialogue platforms, and facilitates contact to other relevant industries and networks. MCN also supports members as they develop ideas, services and products in order to establish them on the market. They inspired us for their effective activity in creating networks and development opportunities.

SCOTTISH MARITIME CLUSTERS – Fife > <https://www.scottishmaritimecluster.com/>

The Scottish Maritime Cluster brings together Scotland’s world-class shipping, ports, shipbuilding, equipment, education, training and maritime service enterprises to drive economic growth in the global maritime market. They carry out their mission building cooperation among their globally recognised experts, promoting the sector and influencing economic policy makers. This is a well-based cluster with a well-defined methodology. They will inspire us for future action aiming at boosting Liguria SMEs development sharing projects, ideas, business opportunities.

“TRACTORES PROGRAM” – Asturias Region > [www.idepa.es](http://www.idepa.es)

The “Tractores” program was created by the Economic Development Agency of the Principality of Asturias –



IDEPA- in the year 2014 and it is aimed at funding differential projects, led by big companies, that allow to face the challenges that the region will address in the medium and long term in the areas and sectors identified in the Regional Innovation Strategy for Smart Specialisation (RIS3) of Asturias. The creation of the Tractores program tries to answer the need to involve big or “tractor” companies with manufacturing facilities located in Asturias in the regional industrial strategy and the regional supply chains to accomplish the priorities defined in the S3 for Asturias. This Program methodology can be a reference also for our region in the occasion of the ERDF Calls to boost R&I Project considering the most experienced companies as project “drivers”.

DIMECC - Digital, Internet, Materials & Engineering Co-Creation – Southern Finland – [www.dimecc.com](http://www.dimecc.com)

DIMECC stands for Digital, Internet, Materials & Engineering Co-Creation. DIMECC is the leading breakthrough-oriented co-creation ecosystem that speeds up time to market. This innovation platform makes leaders and winners meet. This Platform is based on the assumption that the internet is the first truly global platform for the digital economy and will create significant new business, economic, and social opportunities. Digital resources are constantly available on-line, and for all to use. Increasingly, products and services are not developed by a single company but rather by a network of collaborating companies. This network of companies contribute to the ecosystem through different elements from both established and newly developed products, forming new, even more compelling offerings. It’s just this collaborative approach that inspired us and that will be a model to follow to shape future actions on INNOVAZIONE LIGURIA platform.

**Players Involved:**

- Distretto Ligure delle Tecnologie Marine
- Liguria Innovation Hubs
- SMEs
- Centres of Research (Public and Private)
- University of Genoa

**Budget:**

€12,000.00. Funding source: DLTM + eventual funds from ERDF Projects (calls will be launched till the end of 2019).

**Date:** \_\_\_\_\_ 31/10/2019 \_\_\_\_\_

**Official Signature of the Institution and Stamp:**

  
DISTRETTO LIGURE DELLE  
TECNOLOGIE MARINE SCRL  
IL PRESIDENTE



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## **ACTION 2 – ACTIONS TO BOOST SMEs INTERNATIONALISATION IN COOPERATION WITH “BLUE HUB”, THE CHAMBER OF COMMERCE SPECIAL AGENCY**

### ***BLUE HUB:***

BLUE HUB is the Special Agency of the Chamber of Commerce of “Riviere di Liguria” which **was founded in 1995 for the economic animation of the Liguria Region territory with particular reference to the internationalization processes of companies, consortia, clusters and local authorities.** The Company is part of the ALPS consortium, one of the five interregional consortia existing in Italy responsible for managing the Enterprise Europe Network established in 2008 by the European Commission's Directorate-General for Enterprise and Industry.

***Internationalization:*** BLUE HUB supports companies in their consolidation, development and innovation paths through the implementation of promotional initiatives and the provision of services aimed at strengthening managerial skills and competences, as well as through the preparation of dedicated tools to plan and plan their growth.

***European, national and regional projects:*** Blue Hub boosts the dissemination of opportunities and specific technical assistance for the realization of complex projects / initiatives offered within the framework of EU (call / tender), national and regional funds for both the entrepreneurial system and local authorities. The priority objective towards businesses is to support and transfer specialist skills to companies and their groupings to plan, design and manage interventions funded at the community level.

***Information & Assistance:*** Assists, with particular reference to young people, the local community to search for job opportunities and internships abroad, to learn about the European Union's activity towards citizens, to be supported in starting new business activities.

**Blue Hub participates to the expert table advising Liguria Region about the real needs to target ERDF policy and calls to implement actions boosting SMEs internationalisation. Moreover, BLUE HUB is charged to inform SMEs about the current opportunities and support them in preparing projects or in participating to internationalisation events.**

**DLTM collaborates with BLUE HUB to encourage more and more SMEs to take the route of the internationalisation and to give them the tools to face international markets.**



***Policy Instrument targeted:***

***Liguria Region ROP Priorities on which is based the ERDF regional policy: PRIORITY AXIS TO3 - “Promote the SMEs competitiveness”:*** “it represents an important asset to boost the Liguria Region economy,(...OMISSISS...)

to carry out complementary and consequent actions to the activities carried out within the sphere of the OT1, from which the creation of opportunities for the strengthening and the birth of new activities is expected; (OMISSISS)

Strategically important is the combination of the regional strategy for research and innovation with that of internationalization. It will be important to train highly qualified human capital to produce process and product innovations, to be included within the company and to boost also business in international markets.”

**The same need of internationalisation expressed by Liguria Region SMEs has been also highlighted both in the study of “Riviera di Liguria” Chamber of Commerce and in the Benchmark study carried out by the University of Genoa for Clipper Project.**

***The Envisaged Action Description:***

The collaboration with BLUE HUB will follow mainly on two directions:

- 1) Cooperation in Defining the milestones of the International Business Convention SEAFUTURE in terms of training seminaries and business opportunities
- 2) Synergic Actions with the EEN Point Managed by BLUE HUB to boost SMEs internationalisation

***ACTION 2.1 – Cooperation in Defining the milestones of the International Business Convention SEAFUTURE M&T 2020 in terms of Training Seminaries and actions to support SMEs Competitiveness:***

SEAFUTURE is one of the most prestigious events – exhibition & business convention – in the naval, shipbuilding and maritime sector with the unique feature of dual use, both in the civil and military sectors. **SEAFUTURE is the HUB able to create business connections, synergies among national and international Big Players, SMEs, Universities and Research Institutes, Innovative Start-ups, Technology Clusters, marine and maritime technology clusters, Italian Navy, Foreign Navies and Institutional Stakeholders. Particularly important and participated are B2B and technological seminaries.** Moreover, each company can have its own stand or in union with other companies to show its products and services, it’s a prestigious showcase.



SEAFUTURE is undoubtedly an opportunity and a tool to boost SMEs internationalisation and innovation:

- **Companies can have a sight on the state of the art of a particular technology in other countries and take inspiration to develop innovation projects**
- **SMEs can meet potential customers and show their products or services to foreign companies and Navies**
- **SMEs can meet potential partners for research and innovation projects**
- **SMEs can come to agreements to cooperate with foreign companies to develop their business in foreign countries**
- **SMEs can attend technological seminars and training sessions**

***Needs Addressed:***

SMEs have a high potential, but little knowledge of foreign markets and need training and to be accompanied to access these markets.

***Action in Detail:***

DLTM will be the co-organizer of the SEAFUTURE M&T business convention and will give advice to fix the milestones in terms of training and business opportunity meeting the needs expressed by its associated SMEs. This to make Seafuture a real occasion of growth. Regions and Ministries also will be actively involved in defining the milestones. They will have a direct sight on the need, also of SMEs, that must be met. Seafuture is also a good occasion to create a comparison among institutions and companies and to have a sight of the Technology state of the art.

DLTM is charged with:

- The creation of synergies thanks to its international network, inviting stakeholders and companies to the SEAFUTURE M&T, showing them the opportunities of business, innovation development and competitiveness increase.
- The organisation of Technological and Training Seminars, which are organised basing on the needs expressed by companies so that they can be a real opportunity for SMEs. Moreover, seminars are held by other companies, universities, centres of research and navies, telling their experience and displaying to the participants the state of the art of their studies, processes, products, services, technologies. “Dual-use” related topics also are interesting for SMEs and can be a source of inspiration to develop new products or technologies.



- The organisation of SEAFUTURE AWARDS, a prize reserved to Graduated and PHD students to give visibility to their degree thesis and, may be, to attract the interest of companies towards new and innovative ideas and solutions.



### SEAFUTURE 2018

Training Seminars and B2B





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## SEAFUTURE AWARDS 2016 – The winners

### **Monitoring:**

The number

### **Timeframe:**

Actions will be carried out in the timeframe October 2019 December 2020 (including monitoring)

### **Learning with the Clipper Partners and Interreg Good Practices:**

MARITIME CLUSTER NORTHERN GERMANY – Schleswig Holstein Region > <https://www.maritimes-cluster.de/en/>

The Maritime Cluster Northern Germany (MCN) helps its associates to find partners for innovative projects and products. It is where experts exchange information on forward-looking topics and solutions. MCN creates exactly these dialogue platforms, and facilitates contact to other relevant industries and networks. MCN also supports members as they develop ideas, services and products in order to establish them on the market. They inspired us for their effective activity in creating networks and development opportunities, promoting also international matchmaking events with a very good and effective communication campaign.

SCOTTISH MARITIME CLUSTERS – Fife > <https://www.scottishmaritimecluster.com/>

The Scottish Maritime Cluster brings together Scotland's world-class shipping, ports, shipbuilding, equipment, education, training and maritime service enterprises to drive economic growth in the global maritime market. They carry out their mission building cooperation among their globally recognized experts, promoting the sector and influencing economic policy makers. This is a well-based cluster with a well-defined methodology. They will inspire us for future action to build synergies and cooperation among worldwide experts of Blue Economy sectors. This mainly to organize Technological and Training Seminars, but also to have their scientific advice for SEAFUTURE organization.

FINNISH MARITIME AND OFFSHORE PROGRAMME – Southern Finland

The Maritime and Offshore from Finland program was intended for Finnish companies operating in the field of shipbuilding, Offshore and various marine technologies and construction. Maritime and Offshore from Finland was a Finpro growth program supported by the Ministry of Employment and the Economy and implemented in cooperation with other Finnish actors. There has been several projects for internationalization of maritime technology industry growth companies by providing, organizing and creating the conditions for companies to analyze the opportunities of internationalization in their own strategic process in different business areas and markets. The projects have promoted the internationalization, environment, markets abroad, labour force in Finland, transfer of information, etc. This program was the first nation-wide program which activated maritime companies **to participate actively in global conferences and trade fairs** (eg. fact finding,



international training programs, visits, expert exchange programs). This programme will be a model for the development of the activities boosting SMEs internationalisation. This programme also invite companies “to actively participate in global conferences and trade fairs”. We will look at this programme methods and strategy as an inspiration.

**Activities that will be carried out in the second phase:**

During the second phase of the Clipper Project, besides to the organisation of the Business Convention, DLTM will prepare reports about the successes and increased opportunities get by the SMEs thanks to their participation to SEAFUTURE M&T. DLTM will also describe actions taken and the strategies followed.

**Players Involved:**

- Distretto Ligure delle Tecnologie Marine
- BLUE HUB – Chamber of Commerce “Rivier di Liguria” Special Agency
- SMEs and Big Enterprises
- Ministries
- Liguria Region
- Centres of Research
- Italian and foreign Navies

**Budget:**

€12,000.00 DLTM + Private Sponsors

**Date:** \_\_\_\_ 31/10/2019 \_\_\_\_

**Official Signature of the Institution and Stamp:**

  
DISTRETTO LIGURE DELLE  
TECNOLOGIE MARINE SCRL  
IL PRESIDENTE

**ACTION 2.2 - Synergic Actions with the EEN Point Managed by BLUE HUB:**

ROP of Regione Liguria and the PROteuS Project Questionnaires pointed out the need of the Ligurian SMEs to enter new markets to increase their income, know-how and technology to be more competitive. The Enterprise Europe Network is a key instrument in the EU’s strategy to boost growth and jobs, helping companies to innovate and to growth internationally. Enterprise Europe Networks helps Small and Medium-sized Enterprises (SMEs) innovate and grow internationally. The Enterprise Europe Network offers three broad ranges of services to SMEs:

- International partnerships
- Advice for international growth
- Support for business innovation

**Activity Description**

Blue HUB is part of the ALPS consortium, one of the five interregional consortia existing in Italy responsible for managing the Enterprise Europe Network.

The Enterprise Europe Network offers three broad ranges of services to SMEs:



- International partnerships (Partnership database, brokerage vents, Company missions)
- Advice for international growth (Advice on EU laws and Standards, Market Intelligence, IPR expertise)
- Support for business innovation (Access to finance and funding, Innovation Management Services, Technology Transfer)

***Policy Instrument Targeted:***

**PRIORITY AXIS TO3 - “Promote the SMEs competitiveness”:** “it represents an important asset to boost the Liguria Region economy, making possible:(...OMISSISS...)

Strategically important is the combination of the regional strategy for research and innovation with that of internationalization. It will be important to train highly qualified human capital to produce process and product innovations, to be included within the company and to boost also business in international markets.”

***Needs Addressed:***

SMEs have a high potential, but little knowledge of foreign markets and need training and to be accompanied to access these markets.

***Activities that will be carried out in the second phase:***

DLTM will actively collaborate with Liguria EEN to make **surveys pointing out the real needs of SMEs in terms of Internationalisation**. This will be useful to address ERDF policies and calls dedicated to boost SMEs internationalisation. DLTM and Blue HUB/EEN Liguria contact point will actively cooperate in organising focused activities basing on the SMEs needs. Besides to:

- Matchmaking events
- Company missions to participate to international fairs and exhibitions
- Scouting of EU Funds opportunities for internationalisation (Fast track, SME Instruments)

DLTM will cooperate with Blue HUB/Liguria EEN contact point in the **organisation of coaching events** with internationalisation experts providing tailored advises. This to meet the urgent need of SMEs to learn how to face International markets, including from the legislative point of view. **Often SMEs participate to international fairs or matchmaking events, but they have a very poor knowledge of the fundamental tools they must have to face international markets.**

DLTM will cooperate with Blue HUB/Liguria EEN contact point also to drawn up Reports to the Liguria Region ERDF Commission containing policies recommendations aiming at boosting SMEs Internationalization

These activities will be carried out in the timeframe 2019 and 2020. It will be prepared a report describing the results and possible future actions to carried out basing on this experience of cooperation.



### **Monitoring**

It will be reported each training action carried out to increase SMEs knowledge of foreign markets. The number of Companies participating to the training events will be reported along with their increase of competence.

### **Timeframe**

Activities will be carried out in the timeframe October 2019 – June 2021.

### **Learning with the Clipper Partners and Interreg Good Practices:**

SUBSIDIES DIRECTED TO THE INTERNATIONAL PROMOTION AND TO THE DIVERSIFICATION OF THE MARKETS OF THE ASTURIAN COMPANIES – Asturias Region > [www.idepa.es](http://www.idepa.es)

The purpose of this specific call is to regulate the granting of subsidies by the IDEPA under a competitive competition regime to companies that carry out projects to increase their exports or diversify the target markets for their products and services. This policy instrument tries to answer to the need of improvement of the commercial activity at the international level. The main purpose of the policy is to give support to the Asturian companies to increase their exports and to diversify the markets of their products and services.

This policy instrument has been designed to fund three different programs related with internationalization:

**PINT Program**- International projects of international promotion



The projects submitted to a subsidy under the PINT Program consist of external promotion actions carried out by the applicant companies on an individual basis in order to increase their exports and / or differentiate their markets.

- **COOPERA Program**- International promotion projects in cooperation

The projects subject to subsidies in the COOPERA program consist of external promotion actions carried out in cooperation between several companies in order to increase the exports of all the participants.

In this Program, companies can access to the aid following two modalities of cooperation:

- a) Consortium: cooperation mode consisting of the formal constitution of a new company, with its own legal personality in which the consortium companies participate as partners.
- b) ECNCF: mode in which the cooperation is carried out through the signing of an agreement between the participants.

The intensity of the aid is different depending to the mode of the cooperation

- **TCEX Program**- Hiring specialized technicians in foreign trade

The projects subject to subsidies in TCEX program consist on the full-time contract of a technician specialized in foreign trade.

Each of these programs has its own rules for both access and funding and companies can access to more than one in the same period.

The financing method is a grant and the political instrument has been designed as a scheme of subsidies awarded on a competitive basis to companies who develop international projects. For all projects there is a minimum and maximum project threshold, all grants are 50% co-financed. This strategy can be a good methodology to follow in ERDF calls to finance SMEs internationalisation.

#### FINNISH MARITIME AND OFFSHORE PROGRAMME – Southern Finland

The Maritime and Offshore from Finland program was intended for Finnish companies operating in the field of shipbuilding, Offshore and various marine technologies and construction. Maritime and Offshore from Finland was a Finpro growth program supported by the Ministry of Employment and the Economy and implemented in cooperation with other Finnish actors. There has been several projects for internationalization of maritime technology industry growth companies **by providing, organizing and creating the conditions for companies to analyze the opportunities of internationalization in their own strategic process in different business areas and markets. The projects have promoted the internationalization, environment, markets abroad, labour force in Finland, transfer of information, etc. This program**



was the first nation-wide program which activated maritime companies to participate actively in global conferences and trade fairs (eg. fact finding, international training programs, visits, expert exchange programs). This programme will be a model for the development of the activities boosting SMEs internationalisation. This programme actively works to support companies in analysing international markets opportunities by including them in SMEs development strategy. We will look at this programme methods and strategy as an inspiration.

**Players involved:**

- Distretto Ligure delle Tecnologie Marine
- BLUE HUB – Chamber of Commerce “Riviera di Liguria” Special Agency
- Institutions and Experts specialized in Training for SMEs Internationalization

**Budget:**

€10.000,00 DLTM + Liguria Region (ERDF Funds)

Date: \_\_\_\_ 31/10/2019 \_\_\_\_

**Official Signature of the Institution and Stamp:**

  
DISTRETTO LIGURE DELLE  
TECNOLOGIE MARINE SCRL  
IL PRESIDENTE



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## **ENDORSEMENT LETTERS**

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## REGIONE LIGURIA

DIPARTIMENTO SVILUPPO  
ECONOMICO

SETTORE SVILUPPO STRATEGICO DEL TESSUTO  
PRODUTTIVO E DELL'ECONOMIA LIGURE

Oggetto: Endorcement

Genova,

Prot. n. PG/2019/194682

Allegati:

Fasc: 2018/G.16.7.4/16

To

DISTRETTO LIGURE DELLE  
TECNOLOGIE MARINE  
Via Delle Pianazze, 74  
19136 La Spezia

[direzione@dltm.it](mailto:direzione@dltm.it)

Dear Sirs,  
we hereby confirm our support to the "Clipper Project" focused on actions aimed at boosting SMEs Competitiveness.  
The Clipper Project pilot actions are coherent with the innovation and research policies of Liguria Region; in particular with the "INNOVAZIONE LIGURIA" project.  
Your faithfully.

  
Manager of the Sector  
(Ing. Alberto Pellissone)



Genoa, June 26th 2019  
Prot. n. 126

To:

DISTRETTO LIGURE DELLE  
TECNOLOGIE MARINE

Via delle Pianazze n. 74

19136 LA SPEZIA

**Subject:** Letter of Support

Dear Sirs,

we hereby confirm our support to the “DLTM Clipper Action Plan” focused on actions aimed at boosting SMEs Competitiveness.

We actively collaborate with DLTM to define actions to meet SMEs needs. For Clipper Project purposes, some SMEs of the TECNOMAR Consortium expressed their needs answering to a questionnaire (synergy with PROteuS Project) to define and to suit the Action Plan pilot actions to their real need. We will actively contribute to achieve the purposes through an active collaboration with DLTM in the Second Project Phase.

Best regards,

Il Presidente  
Luca Gandullia



L'Europa alla portata della vostra impresa.

P. NOT. N. 300/2019

To:

DISTRETTO LIGURE DELLE TECNOLOGIE  
MARINE  
Via delle Pianazze n. 74  
19136 LA SPEZIA

**Subject:** DLTM Clipper Action Plan - Letter of Support

Dear Sirs,

we hereby confirm our support to the "DLTM Clipper Action Plan" focused on pilot actions aimed at boosting SMEs Competitiveness.

We collaborated with DLTM to define one of the Plan pilot action. We will actively contribute to achieve the purposes through an active collaboration with DLTM in the Second Project Phase.

Your faithfully,

Ilario Agata



To:

DISTRETTO LIGURE DELLE TECNOLOGIE  
MARINE  
Via delle Pianazze n. 74  
19136 LA SPEZIA

**Subject:** DLTM Clipper Action Plan - Letter of Support

Dear Sirs,

We hereby confirm our support to the "DLTM Clipper Action Plan" focused on pilot actions aimed at boosting SMEs Competitiveness.

We actively collaborate with DLTM to define actions to meet SMEs needs. For Clipper Project purposes, some of the TECNOMAR Consortium SMEs expressed their needs through a questionnaire (synergy with INTERREG-MED PROTEUS Project). This would be helpful in defining and tailoring the Action Plan pilot actions to SMEs needs.

We will actively contribute to achieve the Action Plan purposes through an active collaboration with DLTM in the Second Phase of Project.

Your faithfully

On behalf of the President of  
TECNOMAR CONSORTIUM,  
Member of Board,  
Massimiliano Ghirlanda



To:  
DISTRETTO LIGURE DELLE TECNOLOGIE MARINE  
Via delle Pianazze n. 74  
19136 LA SPEZIA

**Subject:** Letter of Support

Dear Sirs,

we hereby confirm our support to the "DLTM Clipper Action Plan" focused on actions aimed at boosting SMEs Competitiveness.

We collaborated with DLTM to define one of the pilot action of the Action Plan. We will actively contribute to achieve the purposes through an active collaboration with DLTM in the Second Project Phase, also through the organization of SEAFUTURE 2020.

Your faithfully,

Chairman  
Cristiana Pagni

