



**Interreg  
Europe**



European Union | European Regional Development Fund

# DEEP **Blue** economy

**Developing  
Entrepreneurship** through  
**Educational** and **training  
Practices** on **Blue Economy**



**IEM** IP-RAM

Instituto de Emprego da Madeira

**action plan**

sharing solutions for  
better regional policies



## **Part I – General information**

Project: GROW RUP

Partner organisation: IEM, IP-RAM

Country: Portugal

NUTS2 region: Madeira

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## **Part II – Policy context**

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

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## Introduction

Having all the good practices learnt within the first phase of the GROW RUP project in mind, our project has to respond to a real challenge: from on one side it has to identify the most important sectors and activities (private, public or both) related to the ocean, having in mind that tourism is the main activity in Madeira and, on the other hand, it aims at a blue tourism cluster able to generate opportunities and increasing SMEs' competitiveness. In short, what the current action plan (DEEPBLUE ECONOMY) intends to replicate is the blue good practice implemented in Canary Islands through a Training & Employment program oriented to disadvantage groups (long-term unemployed, although we intend to extend it to young people) in the labor market, starting by mapping the new skills needed in the blue and circular economy in order to boost SMEs' competitiveness. An easy practice to replicate but essential for the blue growth since our long-term unemployed not only have low qualifications but also mismatched qualifications, requiring for urgent requalification.

So, the actions proposed in our action plan are:

- **Specific** - targeting long-term unemployed people and also young people, profiting from and contributing to the blue growth economy;
- **Operational** - since a training program will respond to the 1st phase mapping of the new blue skills and training needs in the blue & circular sector
- **Measurable** - because one can estimate the number of unemployed with good results involved in the project.

## Funding Sources

The Madeira Regional Operational Program 2014-2020 (OP Madeira 14-20) is a multifund program with contributions from the European Regional Development Fund (ERDF) and the European Social Fund (ESF) for the period of 2014-2020. The total allocation for the operational program amounts to EUR 472 million, with financial contribution of more than 60% from the ERDF and 40% from the European Social Fund (ESF). The development of the OP Madeira 14-20, contemplated 12 priorities (axes) and the specific objectives associated with the Investment Priorities (IP) selected, reflecting the regional strategic options contained in the PDES 2014-2020 Commitment@2020 and aligned with the strategic priorities Europe 2020, regarding the Competitiveness and Internationalization Sustainability and Efficiency in the use of resources, the human capital and social inclusion and employment. The activities contemplated in the different actions of this Action Plan will contribute to reinforce the development of the priority

axes. EP3- Enhance Business Competitiveness and EP7- Promote Employment and Labor Mobility.

Priority Axis	Fund
1 To reinforce the research, technological development and innovation	ERDF
2 Better access to Information and Communication Technologies	ERDF
3 To increase the competitiveness of enterprises	ERDF
4 To support the transition to an economy with low carbon emissions	ERDF
5 Environment protection and efficient use of resources	ERDF
6 Sustainable transport and enhancement of regional mobility	ERDF
7 Employment and labour mobility	ESF ERDF
8 Social inclusion and poverty	ERDF ESF
9 Skills, education and lifelong learning	ERDF ESF
10 Institutional capacity building and efficiency in Public Administration	ESF
11 Additional cost of Outermost Regions	ERDF /RUP
12 ROP technical assistance	ERDF

We consider of extreme importance to be conscious that the present Action Plan, which is currently under development, may fall short on the proposed targets, inasmuch its implementation will coincide in time with the end of the current Community Framework.

According to data provided by IDR, the Managing Authority of the Madeira Operational Program 14-20, the current Community Framework presents the following overview updated to the date of June 30, 2019:

ERDF:	ESF:
Commitment / approval rate: 84%	Commitment / approval rate: 90%
Execution rate: 45%	Execution rate: 51%
Payments: 46%	Payments: 58%

In the context of current budgetary constraints and given the need for the managing authorities of OP Madeira 14-20 to review a range of investment priorities, it should be stressed that the process of implementing this action plan remains voluntary and dependent on the partnerships established as well as private entrepreneurship. It is IEM's expectation that the present action plan could be a source of inspiration for the entities that establish and coordinate the forthcoming national and regional operational programs. We are confident that the present plan will be able to support the 'blue growth' agenda by maximizing the development potential of a marine and maritime economy by combining public empowerment with public / private development and entrepreneurship.

In order to allow progress to be assessed; In order to identify possible deviations or constraints throughout the process and correct trajectories, a set of indicators was established

to assess the extent to which the action plan is being implemented and whether it is meeting the proposed objectives.

## ACTION 1

Mapping of the professional skills within Blue Economy context

## 1. THE BACKGROUND

In 2017, the Blue Economy accounted for 5.4 million jobs and a gross added value of almost EUR 500 billion per year in Europe<sup>1</sup>. In terms of employment in Portugal, between 2009 and 2106, this sector grew 14.3%, contributing to the national total by about 21.5%<sup>2</sup>. In the outermost regions it is already recognized that maritime-based activities constitute the backbone of the local economies<sup>3</sup>, with potential to grow substantially in the next few years and therefore create employment directly and indirectly. Of these, coastal tourism, cruise tourism, shipping (maritime transport and ports) and fishing and aquaculture have been identified as playing a pivotal role and present the highest level of development. Still, typically, coastal economies, are particularly vulnerable to economic, financial and political changes as they are mainly made up of SMEs and micro enterprises. Outermost regions are not an exception. New skills, requiring high abilities, and well-focused, market-oriented applied research are necessary to sustain the progress in these regions.

The interregional visits within GROW RUP project identified a skills mismatch that is hindering the productivity and growth of local (blue and green) economy. It is essential that the acquisition and development of skills offer new forms of flexibility and security to jobseekers, workers and employers. It was also documented the need for dynamic entrepreneurs to promote professional approaches amongst local enterprises, administration and stakeholders in the ORs. Moreover, the visits also allowed to identify the need for well qualified professionals who are service minded and that speak several languages, namely technical English.

Action 1 will contemplate quantitative and qualitative data on the information on skills and labor market, that in turn will contribute to support decisions on further actions. Information will be collected according to the 2017 portuguese legislation<sup>3</sup> that sets three groups of unemployed: (a) *'young people looking for their first job' are people under the age of 31 who have never had a permanent employment contract;* (b) *'long-term unemployed' registered at an IIEFP employment center for 12 months or more, and;* (c) *'very long-term unemployed' are people aged 45 years or over registered at an IIEFP employment center for 25 months or more;* and at the regional level accordingly to the Program of the XII Regional Government, in particular as regards employment policies.

<sup>1</sup>[https://ec.europa.eu/maritimeaffairs/policy/blue\\_growth\\_en](https://ec.europa.eu/maritimeaffairs/policy/blue_growth_en)

<sup>2</sup>The 2018 annual economic report on the Eu Blue Economy. DG Maritime Affairs and Fisheries

<sup>3</sup>European Commission. Executive Agency for Small and Medium-sized Enterprises (EASME). Realising the potential of the outermost regions for sustainable Blue Growth. 2017.

<sup>4</sup>Decreto-Lei (Decree-Law) n.º 72/2017, de 21 de junho and XII Madeira's Government Programme.

The data collected will allow to assess the profile and diversity of the current skills and occupations and the skills supply and demand of the marine economy and together with the local stakeholders to assess the anticipated future needs of enterprises within the marine economy.

The workshops with regional stakeholder groups played a crucial role in the creation of the Action Plan, especially in the characterization of the needs and future prospective, as they are the vehicles by which integrated and participative approaches to regional policies and strategies are developed. By bringing together partners to collaborate on this specific issue- training and certification, the IEM expects to guarantee a more rigorous and innovative Action Plan.

Reference Projects/ Institutions: Skills Panorama (EU); ANQEP (Portuguese National Agency to the Qualification and Professional Teaching); Cluster Marítimo de Canarias; La Reunion: Maritime Pole: mapping the resources and expectations of stakeholders and evaluating the potential of the maritime basin.

## 2. POLICY INSTRUMENT

Action 1 will have a positive impact on Priority Axis 3 of OP 14-20, particularly on specific objectives 3.b.1. and 3.c.1. Action 1 specific actions will help to update training needs in the Blue Economy, improving the applicability of the remaining calls of the OP Madeira 2014-2020 and the programming of the next funding framework.

**Investment Priority 3b:** Development and application of new business models for SMEs, especially as regards internationalization (ERDF).

**Specific Objective 3b1:** Promote the capabilities of companies by supporting investment to support their organizational transformation and improve their competitiveness and the potential for internationalization and promotion of the Region's assets abroad.

**Investment Priority 3c:** Support for the creation and extension of advanced product and service development capabilities (ERDF).

**Specific Objective 3c1:** To develop actions aimed at improving the competitive capacity of regional companies with the objective of consolidating economic growth and adding value to processes and goods and services.

### 3. DETAILS OF THE ACTION

3.1. Identification of qualification needs and indicating priority areas and professional exits for the education and training network, which will allow clear guidelines for the definition of the network of training offers.

3.1.1. Distribution of the occupations within the blue economy in different levels, reflecting the diverse educational requirements: Higher (HE) and Further Education and Training (FET); Leaving Certificate; Junior Certificate and No Formal Qualifications

3.1.2. Assess of the profile and diversity of the current skills and the skills supply within IEM universe

3.1.3. Barriers to the mobility of qualified people between the sectors.

Action 1 will comprise two main elements:

1 Desk review of relevant government policies, economic profile and data on education/skill levels within IEM universe and with particular emphasis on long term unemployed people;

2 Workshops with selected local stakeholders from the key Government departments, namely the Education, Tourism; Sea Economy Departments; development agencies (ACIF), industry associations and other organizations involved in the marine economy (Research Institutions- AREAM; OOM) to ascertain their views on the current and anticipated skills demand and how these skills requirements may best be met. The complete list of the stakeholders is available on 3. *Players Involved*.

### 4. TABLE OF INDICATORS

Activity	Indicator
3.1.	<i>Mapping of the occupations within blue economy in Madeira</i>
	<i>FOCUS SME COMPETITIVENESS: To release the potential of SME within Blue Economy, according to the expected growth of regional economy. Thematic workshops were facilitated with selected companies and key stakeholders</i>
3.2.	<i>Assess of the profile and diversity of the current skills and the skills supply</i>
	<i>FOCUS SME COMPETITIVENESS: To narrow the gap between existing skills in order to provide qualified work force for the SME's within Blue Economy context. Desk review of relevant government policies, economic profile and data on education/skill levels within each subsector.</i>

3.3.	<i>Barriers to the mobility of qualified people between the sectors.</i>
	<p><i>FOCUS SME COMPETITIVENESS: Participation of companies and employers' associations; SME's and Training Schools in the identification of the major constraints and design of potential training courses within Blue Economy context. Desk review of relevant government policies, economic profile and data on education/skill levels within each subsector.</i></p>

Common outputs: Several skills needs were identified during the stakeholder's consultation. The first of these was the need for greater language skills; and the second related to the new export markets which would require certification under quality basis.

## 5. PLAYERS INVOLVED

**IEM, IP-RAM** - The GROW RUP project partner, performs its activity under the guidance of the Regional Secretary for Social Affairs. Its activities revolve around the promotion of employment policies of the Autonomous Region of Madeira through management of the European Social Fund funds allocated to the Region for the areas of employment and social cohesion.

**IPTL- Instituto Profissional de Transportes e Logística** (Professional Institute for Transports and Logistics). The IPTL is a professional school duly recognized by the Regional Secretariat for Education and Human Resources, as well as, at the level of Vocational Training, by the Regional Directorate of Vocational Qualification. Also, it is the only professional school in Madeira that has been duly certified in the area by the DGRM (General Directorate of Natural Resources, Safety and Maritime Services) for training for the marine and commercial marine, recreational boating and STCW Convention (Standards of Training Certification and Watchkeeping for Seafarers). It currently provides education and vocational training to about three hundred people distributed in their Professional Education and Training and Technological Specialization Courses.

**IQ, IP-RAM- Instituto para a Qualificação** (Madeira Qualification Institute) is a public body with administrative and financial autonomy, and its own patrimony, created through Regional Legislative Decree 6/2016/M, of 8 February, and is under the supervision of the Regional Secretariat of Education. IQ is the governmental institution in charge of all regional vocational training, and it is also an intermediary body in the management of Madeira 14-20, within the scope of the ESF.

**IDE, IP-RAM** - Instituto de Desenvolvimento Empresarial (Business Development Institute of the Autonomous Region of Madeira) - Coordinating body of all support to the secondary and tertiary sectors of Madeira's economy. It focuses on, among others, the following areas of activity: Entrepreneurship, Business Innovation, Technological Development, Knowledge Society, Information and Communication Technologies, Quality, Environment and Energy, Internationalization, Structural Investment, Creation of an environment of financial innovation and Compensation of Surpluses (RUPs). Considering the thematic objectives defined by the Cohesion Policy, IDE is an intermediary body in the management of Madeira 14-20, intervening in the following Priority Axes: I; III; IV; XI.

Local stakeholders with business activity on Blue Economy:

Blue Geo Lighthouse, Ltd - BIGLE

EISAP - European International Shipowners Association of Portugal

MMP - Marítimos Manning Portugal, LDA

Buggypower-Gestão e Produção de Biomassa, Lda

MARISMAR - Aquicultura Marinha, LDA

UBQ Madeira

Ilha Peixe

FactorEnergia

Rota dos Cetáceos

Startup Madeira

Clube Naval do Funchal- Recreacional Nautical Activities

Madeira Outdoor Active Holidays

Grupo Sousa

Tecnovia Madeira- Navy Construction

TI (Transinsular Madeira)

#### Other Government Departments and Organizations

Mar - Registo Internacional de Navios

Escola Profissional de Hotelaria e Turismo da Madeira- EPHTM

Associação Comercial e Industrial do Funchal- ACIF (Interreg Project SMART Blue)

Centro Internacional de Negócios da Madeira- SDM

Direção Regional do Ordenamento e Território e Ambiente- DROTA

Agência Regional da Energia e Ambiente da Madeira - AREAM

Observatório Oceânico da Madeira (OOM) - ARDITI

Centro de Maricultura da Calheta

## 6. TIMEFRAME

<i>Prospective study for the definition of a Regional Strategic Plan for the Blue Economy</i>				
<i>Activities</i>	Semester			
	6	7	8	9
<i>Team nomination</i>	X			
<i>Work programme</i>	X			
<i>Study</i>		X		
<i>Development of the strategy</i>			X	
<i>Disclosure</i>			X	

## 7. RESOURCES AND FUNDING SOURCES

The action will be implemented by IEM, partner of the GROW RUP project, with no relevant implementation costs to consider.

## ACTION 2

Increase vocational training and skills certification

## 1. THE BACKGROUND

The Interregional visits of GROW RUP project allowed to identify the fact that SME are faced with shortcomings in the marketplace, not seldomly associated with difficulties in obtaining capital or credit for the start-up phase and with available specialized human resources.

Action 2 is devoted to promoting competitiveness of SME, through improvement of the professional skills, focusing on the group of unemployed between 30 and 45 years. Central to the success of any qualification reform will be linking qualifications to the regulatory requirements that already exist.

The strategy to be defined within Action 2 will contemplate the implementation or increase of skills certification under regional, national and international quality standards, following the markets identified needs and national and regional education legislation. Examples of best practices as the one of the Canary partner- PFAE (*Programa de Formación en Alternancia con el Empleo* - Training programme in alternation with the employment; the Guide books and training in sustainable construction (Project Built in Green) or the ones from Azores- the 'Sea School' of Azores and Project Stagiari (enable young people with upper or intermediate level qualification a professional traineeship in the real context of work promoting their insertion in active life) were an inspiration to define the strategy to be implemented in Madeira to ensure that there will be sufficient provision of technical skills to meet the SME's blue economy related business's needs.

The strategies to be implemented, according to the skills panorama existent within IEM universe shall be based on the concept that blue economy skills are common to land based jobs and individuals can upskill for a marine environment. National data and first results of the regional workshops included in Action 1 indicate that the core skills and knowledge of the maritime technicians, general operatives and highly technical staff, include electricians, metal workers, mechanics. If this skills already exist for land specializations, they are transferable to sea-based roles in order to deal with the challenges of the marine environment. Moreover, the number of sub-sectors associated with the Blue Economy is vast and each of these in turn is interlinked and also interacts with other sectors outside the marine area. It is our believe and strategy that the development of new skills needs to consider the fact that these sub-sectors of the ocean economy can also be grouped in many different ways and that versatility and update formation are required specially when dealing with the emerging markets.

Action 2 does not intend to create new Training Qualifications to be included in the National Catalogue of Qualifications. Instead it is the goal of Action 2, in partnership with the competent authorities, to create short term trainings to complement land-based qualifications. Of the 274 Qualifications existing on the National Qualification Framework (introduced by the Decree-Law

nº. 396/2007) amongst 39 areas of education and training, 114 are qualification level 2 of QNQ (includes 9th grade); 125 score the QNQ qualification level 4 (includes 12th grade) and 35 score the QNQ qualification level 5 (includes 12th grade). Preliminary analysis of the Catalogue showed that least 30% of the qualification certifications could be further oriented to sea-based occupations. The courses will provide updated contents and curricula, supporting the up-grade of worker skills for a better adaptation to maritime jobs market expectations, hence helping to bridge the current qualifications discrepancy.

Finally, it is also the aim of IEM that the social partners get involved in the process, namely the SME's through cemented partnerships. Education in the labor context is a springboard for quality jobs and the development of competences adapted to the labor market, including transversal and social skills.

## 2. POLICY INSTRUMENT

Within the Action Plan of GROW RUP project, Madeira's Action 2 aims at improving SME's competitiveness through improvement of vocational skills, which in turn are contemplated in Axe 7 of the OP 14-20 (Employment and labour mobility). According to the OP management Institute- IDR (Regional Institute of Development)- more than 80% of the allocated funds for this axe are included in the ESF. Action 2 results will be pending upon the ESF and EDRF funds. IEM anticipates difficulties as the implementation of this Action Plan is coincident with the end of Operational Programme-Madeira 14-20 and the beginning of the next OP.

Still, it is IEM, IP-RAM goal to establish partnerships with IQ and IPTL, in order to empower long term unemployed people with valences within the blue economy context, which will contribute to improve the SME's competitiveness capacity, as defined within OP Priority goal 3- Reinforce SMEs competitiveness, namely the specific objectives 3.b.1. and 3.c.1.

**Investment Priority 3b:** Development and application of new business models for SMEs, especially as regards internationalization (ERDF).

**Specific Objective 3b1:** Promote the capabilities of companies by supporting investment to support their organizational transformation and improve their competitiveness and the potential for internationalization and promotion of the Region's assets abroad.

**Investment Priority 3c:** Support for the creation and extension of advanced product and service development capabilities (ERDF).

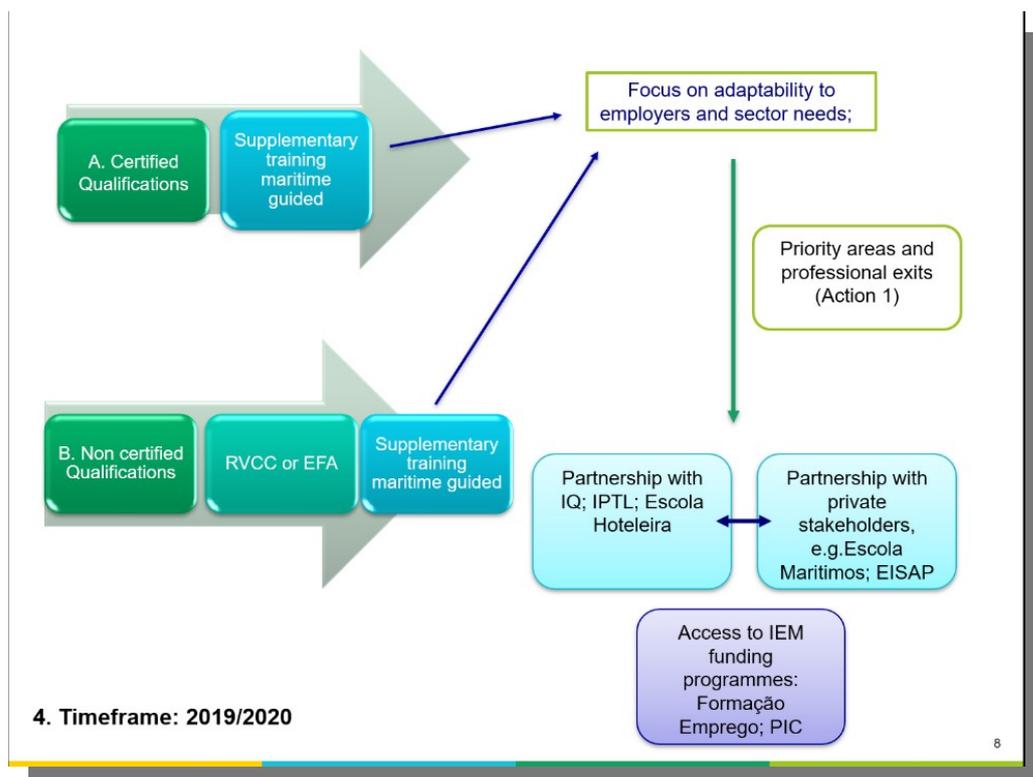
**Specific Objective 3c1:** To develop actions aimed at improving the competitive capacity of regional companies with the objective of consolidating economic growth and adding value to processes and goods and services.

### 3. DETAILS OF THE ACTION

Definition and implementation of two certification scenarios:

3.1. Provision of dual certification training- implementation of complementary formation oriented to maritime activities to those having previous vocational training;

3.2. To provide to those with previous labour experience, certified vocational training alternatives: integrating RVCC (Recognition, Validation and Certification of Skills acquired throughout life) or attending EFA (Education and Training for Adults), further complemented with maritime vocational training.



#### 4. TABLE OF INDICATORS

Activity	Indicator
3.1.	<i>Number of new established vocational training Blue related.</i>
	<i>FOCUS SME COMPETITIVENESS: The adaptability of the vocational training to employers will improve SME by means of covering the sector needs with updated trained human resources.</i>
3.2.	<i>Number of RVCC and EFA trainees</i>
	<i>FOCUS SME COMPETITIVENESS: Attendance to RVCC and EFA with further formation on the Blue sector, will improve and potentiate SME' competitiveness by means of covering the sector needs with empowered, qualified and trained human resources.</i>

#### 5. PLAYERS INVOLVED

Listed in Action 1.

#### 6. TIMEFRAME

Increase vocational training and skills certification				
Activities	Semester			
	6	7	8	9
<i>Team nomination</i>	X			
<i>Work programme</i>		X		
<i>Study</i>		X	X	X
<i>Development of the strategy</i>			X	X
<i>Disclosure</i>				X

#### 7. RESOURCES AND FUNDING SOURCES

Action 2 has an estimated total of approximately € 101,000 and will be co-financed by the ESF (OP Madeira 14-20) and the Regional Budget. This figure results from an estimate of costs associated with STCW (Standards of Training, Certification and Watchkeeping for Seafarers) certification and from the implementation of the IEM-IP-RAM “Training-Employment” Program managed by IEM, IP-RAM, or any another that seems appropriate to the requirements, namely the “Professional Internships” program.

## ACTION 3

# Promote Blue Entrepreneurship

## 1. THE BACKGROUND

GROW RUP project is devoted to boosting SMEs competitiveness and entrepreneurship and targeting long-term unemployed people in the ORs. The Blue Economy concept is about marine economic activity as a driver of sustainable growth and development. Activities related with this concept already account for more than 30% of employment roles in Madeira archipelago, mostly associated with coastal tourism. It is important to provide alternatives, which cover the sustainable use of the sea and its resources for economic development.

A key function of entrepreneurship is to contribute to economic growth and diversity. IEM strategy to promote blue entrepreneurship should ensure that policy settings are in place tailored to the specificities of the local economy and describe how entrepreneurship is expected to contribute to the GROW RUP objectives. This will require a combined assessment of local environmental challenges and an understanding of the current economic realities and priorities in close engagement with the private sector.

The Intelligent Specialization Strategy of Madeira (RIS3) well-defined that competitive advantage of the regions can only be found if they outline market niches or integrate new technologies into traditional industries exploiting their potential<sup>5</sup>. Also, OECD has identified that the main barriers to the development of high-growth SMEs are market failures in capital markets, government regulations, indirect labor costs, access to foreign markets, and difficulties in recruiting qualified staff and skilled workers.

To promote and drive for more and better creativity in entrepreneurship, Action 3 of the Action Plan will analyze the creating conditions for training and increasing of competitiveness on existing companies and the creation of new companies that contribute to the Blue Economy.

<sup>5</sup>[https://ris3.arditi.pt/?page\\_id=5](https://ris3.arditi.pt/?page_id=5)

## 2. POLICY INSTRUMENT

In the OP Madeira 14-20, thematic objective 3- 'Improve the competitiveness of SMEs' includes the investment priority IP3a -'Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new businesses'. On the other hand, thematic objective 7- 'Promoting employment and supporting labor mobility', managed by ERDF funds, includes the investment priority that promotes self-employment, entrepreneurship, and micro and small start-ups.

To put in place Action 3, IEM IP-RAM will define two different strategies to address the thematic objectives of the OP. IEM manages the European Social Fund funds allocated to the Region for the areas of employment and social cohesion. The already existing program PEED encourages and supports the creation of jobs by unemployed entrepreneurs who have a commercial concept technically, economically and financially viable. Headed to unemployed people enrolled in the IEM, the program is intended for an individual or collective business activity up until four jobs. Currently this measure (Legal framework - Portaria nº 32/2013, 13th May, published in JORAM, I Série, nº 56) does not prioritize the creation of businesses in the blue economy which, as mentioned before, is also a priority included in the RIS3.

Action 3 will address the current regulation of PEED programme in order to allocate a percentage of the ESF funds managed by IEM, through markups in the support granted to Blue Economy projects that apply to this programme.

Also, in order to promote policy synergies between ERDF and ESF, IEM will promote meetings with IDE, the regional public Institution with the mission of promoting the development, competitiveness and modernization of companies in the secondary and tertiary sectors of Madeira, especially micro, small and medium-sized enterprises (see players involved in Action 1). Amongst other programmes, IDE has the initiative VALORIZAR 2020, devoted to the promotion of the qualification of business strategies and develops actions aimed at improving the competitive capacity of regional companies in order to consolidate economic growth and add value to processes and goods and services. It is also intended to stimulate the production of new goods and services, including circular and blue economy related, and stimulate the adoption of new or significantly improved processes or methods of manufacturing, logistics and distribution, as well as organizational or marketing methods.

IDE has also the initiative EMPREENDER 2020 that aims to support the stimulation of private investment and the creation of jobs materialized in product innovation projects. EMPREENDER 2020 intends to renew the regional economic base through ERDF incentives for innovation and entrepreneurial initiatives, preferably aligned with regional RIS3, that are

capable of providing creative and innovative businesses and to boost job creation and mobilize specialized technical skills.

The strategy defined in Action 3 intends to untap the potential for integrating the two programmes into fewer schemes with the blue economy scope, making it easier for SMEs to understand them and lowering administrative costs. IEM anticipates difficulties as the implementation of this Action Plan is coincident with the end of Operational Programme-Madeira 14-20 and the beginning of the next programme. Although in the future (next OP 21-27) common programme management is in the interest of users, flexible combinations of start-up grants; entrepreneur training and job creation should be implemented if the nature of the project would be included in the Blue Economy concept.

IEM and IDE will have joint and separate informational meetings on the running programmes to promote the synergies between the two funding systems. At the stage of elaborating this Action Plan, a collaboration protocol with the IDR has already been established, presented in Annex 1

### 3. DETAILS OF THE ACTION

3.1. Improving access to finance. Adaptation and effective transfer (re-use) of existing funds/ programmes to the Blue Growth Employment Initiative, with the objective to strengthen traditional economic activities related to the maritime economy with innovative business ideas.

3.2. Support proposals submission and evaluation throughout development of the projects. In the incubation stage, mentors will provide advice and courses to all trainees on scientific knowledge, market needs and business opportunities.

3.3. Promoting awareness and networking. Community networking events, aiming at the identification of business ideas, the promotion of Blue Growth, the attraction of advisors, sponsors and other stakeholders.

3.4. Promoting connection between IEM and IDE entrepreneurship programmes. Definition of a markup system for the project proposals within Blue Economy and encourage IDE to allocate a percentage of the ERDF funds to blue economy related projects.

#### 4. TABLE OF INDICATORS

Activity	Indicator
3.1.1.	<i>Changes in the regulation of IEM' s PEED program</i>
	FOCUS SME COMPETITIVENESS: <i>Support the SME with creation of new jobs</i>
3.1.2.	<i>Number of Blue proposals submitted to IEM's PEED program</i>
	FOCUS SME COMPETITIVENESS: <i>Support the SME with creation of new jobs</i>
3.2.1.	<i>Number of PEED program tutoring sessions</i>
	FOCUS SME COMPETITIVENESS: <i>More trained and skills certified professionals</i>
3.2.2.	<i>Number of jobs created within PEED program</i>
	FOCUS SME COMPETITIVENESS: <i>More trained and skills certified professionals</i>
3.3.1.	<i>Number of disseminating events</i>
	FOCUS SME COMPETITIVENESS: <i>Spreading relevant info to companies and public</i>
3.3.2.	<i>Number of event participants and lectures</i>
	FOCUS SME COMPETITIVENESS: <i>Spreading relevant info to companies and public</i>
3.4.1.	<i>Number of projects submitted to VALORIZAR2020 and EEMPREENDER2020 within the Blue Economy concept</i>
	FOCUS SME COMPETITIVENESS: <i>SME's benefiting from employment and start-up funds have reduced costs</i>
3.4.2.	<i>Number of tutoring sessions on PEED program to IDE submitted Blue Economy projects</i>
	FOCUS SME COMPETITIVENESS: <i>SME's benefiting from employment and start-up funds have reduced costs</i>

#### 5. PLAYERS INVOLVED

IEM and IDE (full description in Action 1).

## 6. TIMEFRAME

<i>Prospective study for the definition of a Regional Strategic Plan for the Green and Blue Economy</i>				
<i>Activities</i>	<i>Semester</i>			
	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>
<i>Team nomination</i>		X		
<i>Work programme</i>		X		
<i>Study</i>		X	X	X
<i>Development of the strategy</i>		X	X	X
<i>Disclosure</i>				X

## 7. RESOURCES AND FUNDING SOURCES

The specific activities of Action 3 have an estimated total cost of € 1.1145.000, of which approximately 85% correspond to the ERDF (€ 900.000) in support of “blue” business creation. The remaining 15% (€ 245,000) corresponds to that for implementing SME competitiveness incentive programs by creating jobs through funding of the ESF and Regional Budget, managed by the project partner. Other potential eligible costs associated with carrying out the action include simple online application implementation; selection of external specialists; regionally trained consultants to help SMEs.

## ACTION 4

### Follow up and Dissemination of the Actions

## 1. THE BACKGROUND

Opportunities included in Action 2 and 3, towards vocational and educational training and other learning paths are meaningful ways for upskilling long term unemployed. However, these trainings are only useful if individuals commit to them. There is the need to firstly raise awareness of maritime-related careers, generating consciousness and enthusiasm for maritime culture and careers. Also, awareness of the crucial importance for raising skills to find a better job is an essential motivation for acquiring those skills and for the success of the training courses. Also, it is important to keep the involved stakeholders updated on the results/ products of the actions so that all key-actors, specially the end-users of the project (long term unemployed) can reap of the benefits.

Action 4 is devoted to an active monitoring of the Actions 2 and 3 which will feed into decision-making cycle (with the next OP already in mind). IEM is compromised to intensify the efforts to disseminate the information in order to make programmes more responsive to the changing need of the labor market. Finally, it is expected that all the dissemination actions will stimulate the discussion, which in turn will help to identify appropriate follow-up and correcting actions to put into practice and feed the evaluation findings of the Action Plan into the next cycle of decision making. Online and offline tools will be used to raise visibility and on-site meetings and outputs of the workshops and meetings with public institutions and private stakeholder and business associations will contribute directly for the follow-up of the Action Plan.

## 2. POLICY INSTRUMENT

The present Action aims to promote the initiatives contemplated in Actions 2 and 3, thus giving greater visibility to the programs associated with job creation and increased competitiveness of the SME. At the same time, the dissemination strategy can and should contribute to raising awareness and mobilizing priority for investments and funding support for the regional blue economy, notably through efforts and common priority areas in the next operational program, including the ERDF, ESF, EMFF.

## 3. DETAILS OF THE ACTION

3.1. Public events in order to present the evolution of the Action Plan to experts and stakeholders involved in the process

3.2. Establishment of divulgation plan to raise awareness of the value (market and nonmarket), opportunities and social benefits of engaging with the sea, within IEM long term unemployed group.

3.3. Maintenance of the Project website and social media

## 5. PLAYERS INVOLVED

IEM, IP-RAM will be the main responsible for Action 4. Collaboration for the dissemination will be asked to all partners involved directly and indirectly in Action 2 and 3.

## 6. TIMEFRAME

<i>Prospective study for the definition of a Regional Strategic Plan for the Green and Blue Economy</i>				
<i>Activities</i>	<i>Semester</i>			
	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>
<i>Team nomination</i>	X			
<i>Work programme</i>	X			
<i>Study</i>	X			
<i>Development of the strategy</i>		X	X	X
<i>Disclosure</i>				X

## 7. RESOURCES AND FUNDING SOURCES

The action will be implemented by IEM, partner of the GROW-RUP project, with no relevant implementation costs to consider.

Funchal, Junho de 2019.

A Presidente do IEM, IP-RAM



(Maria do Rosário Serra Alegria Baptista)

## Annex I

## Protocolo de Colaboração

Entre:

O Instituto de Emprego da Madeira, IP-RAM, adiante designado por IEM, IP-RAM, pessoa coletiva de direito público n.º 508960231, com sede à Rua da Boa Viagem, n.º 36, concelho do Funchal, representado neste ato pela Presidente do Conselho Diretivo, Dra. Maria do Rosário de Oliveira Serra Alegria Baptista, nomeada por Despacho Conjunto n.º 119/2017, da Presidência do Governo Regional e Secretaria Regional da Inclusão e Assuntos Sociais, de 18 de setembro e ao abrigo do disposto na alínea a) do n.º 1 do artigo 10.º, do Decreto Legislativo Regional n.º 11/2009/M, de 17 de abril, na redação que lhe foi dada pelo Decreto Legislativo Regional n.º 3/2013/M, de 2 de janeiro,

e

O Instituto de Desenvolvimento Regional, IP-RAM, doravante designado por IDR, IP-RAM, pessoa coletiva de direito público n.º 511280521, com sede à Travessa do Cabido, concelho do Funchal, representado neste ato pela Presidente do Conselho Diretivo, Dr.ª Emília de Fátima Fernandes Alves, nomeada por Despacho Conjunto n.º 5/2017, da Presidência do Governo Regional e da Secretaria Regional das Finanças e da Administração Pública, de 4 de janeiro, e ao abrigo do disposto no artigo 9º do Decreto Legislativo Regional n.º 18/2007/M, de 12 de novembro, com a alteração introduzida pelo Decreto Legislativo Regional n.º 38/2012/M, de 13 de dezembro;

Considerando a necessidade de monitorização da aplicação dos Fundos FEDER e FSE no âmbito do PO Madeira 14-20, nomeadamente ao nível da criação de empresas regionais inovadoras ligadas à economia azul e de formação e da (re)qualificação de desempregados, entre outros, ao nível dos empregos azuis;

Considerando que na sequência dos contactos estabelecidos o IDR, IP-RAM mostrou receptividade e manifestou interesse em colaborar com o IEM, IP-RAM na implementação deste Plano de Ação;

É celebrado o presente Protocolo de Colaboração, que se rege pelas cláusulas seguintes:

#### Cláusula 1.<sup>a</sup>

##### Objeto

O presente protocolo tem por objeto:

- a) Facilitar o acesso por parte do IEM, IP-RAM a toda informação relativa à criação de empresas inovadoras no âmbito da economia azul e cuja criação dependeu de financiamento comunitário FEDER, preferencialmente compreendida entre julho 2019 e junho 2021;
- b) Promover a necessária articulação entre as partes no sentido de ser facilitado o acesso a toda informação relativa à execução de cursos de formação, profissional, independentemente da modalidade, relacionados com profissões e com empregos azuis, também eles alvo de financiamento comunitário, desta feita FSE, preferencialmente no período compreendido entre julho 2019 e junho 2021.

Cláusula 4.ª

Revisão

Sempre que necessário as partes promoverão as iniciativas que considerem convenientes ao aperfeiçoamento do presente protocolo, que poderá ser revisto a todo o tempo desde que para tal haja concordância entre as partes.

Cláusula 5.ª

Vigência

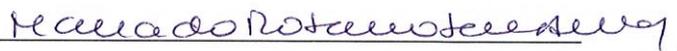
O presente Protocolo entra em vigor na data da sua assinatura e é válido até ao encerramento do projeto GROW RUP, em junho de 2021, salvo denúncia de qualquer das partes, mediante carta registada com aviso de receção.

O presente Protocolo é lavrado em dois exemplares, assinados por ambas as partes destinando-se um exemplar a cada uma delas.

Funchal, 05 de Julho de 2019.

A Presidente do Conselho Diretivo

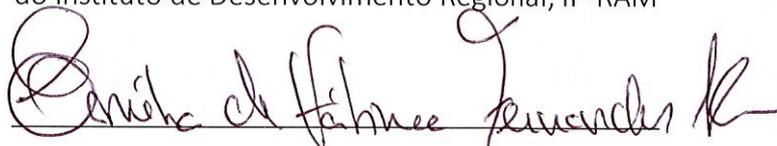
do Instituto de Emprego da Madeira, IP-RAM



Maria do Rosário de Oliveira Serra Alegria Baptista

A Presidente do Conselho Diretivo

do Instituto de Desenvolvimento Regional, IP-RAM



Emília de Fátima Fernandes Alves