

Dissemination Local Event: “Nouvelles approches autour des modèles d’affaires” Marseille, October 19th, 2018

iBLUE *Newsletters*

PREVIOUSLY

Fourth Thematic Seminar in
Cyprus

WHAT'S HOT

Dissemination Local Event -
Marseille, October 19th 2018

COMING SOON

Fifth Thematic Seminar in
Lisbon

On the 19th of October 2018, Katia Richomme-Huet, Elizabeth Franklin-Johnson, Marie-Claire Faure-Soulet and the iBlue team welcomed local stakeholders including SMEs, to the Marseille Tourist Office for a presentation of the iBlue project and the 3-PBM Methodology. This was followed by presentations and discussions on the theme of “new approaches for business models”. Questions from the audience followed. Participants had the opportunity to discuss the topics and ideas presented, as well as to exchange with each other about business and the yachting sector in Marseille during a networking session.

Dr. Katia Richomme-Huet, HDR opened the event and presented the agenda for the local event, welcoming speakers and participants alike.

Kelly Fouchy, Project officer for Water & Wetlands from Plan Bleu, set the scene for the afternoon’s proceedings, by presenting on behalf of Elen Lemaitre-Curri, Plan Bleu Director, about the Plan Bleu and the Interreg project.

This included the work, missions and actions of Plan Blue to date and for the future, Blue Growth and InnoBlueGrowth partners, projects (including iBlue), community and deliverables.

Dr. Katia Richomme-Huet HDR presented the iBLUE Project. She described the project and partners, the sector, business models, sustainability, results and actions to date and the next important steps for the project.

Dr. Elizabeth Franklin-Johnson presented the Pilot Action Phase, also known as the 3PBM Methodology. She described sustainable business models, the 3PBM methodology applied by the iBlue project and how SMEs can participate in the pilot phase of the project.



*Kelly Fouchy, Project officer for
Water & Wetlands*

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Jean-Louis BISSUEL, International Maritime Consultant presented on the topics of yachting, boundaries between sea and land, sustainable development and these areas and yachting as an ambassador of the oceans. He discussed questions such as: can yachting be an actor of excellence for the protection of the oceans and promoter and sustainable yachting? Is the Med in peril environmentally? What are the risks of yachting? Can yachting play an active role in making sustainable changes for good? He also presented the multitude of stakeholders and bodies involved in yachting and these questions.

Jacques MAURY, Vice President DNV-GL France, presented the company DNV-GL and their work linked to the sector. He also discussed environmental regulation, impacts and the future possible directions regarding the use of yachts. He discussed air pollution (such as sulphur) and how to reduce CO2 through logistics, hydrodynamics, machinery and fuel usage, alternative fuels such as biodiesel, biogas, hydrogen and fuel cells as well as considering air and sound pollutions that they can create, and finally technology (digitization and 3D printing) and how these can lead to changes in business models.



iBLUE team and members of the sector discussing

Dr Laurent FEDI, Associate Professor of Maritime Law & Maritime Management, moderated the round table discussion and asked questions of the speakers and the public on the role of sustainability in the yachting sector evoking the topics of laws, innovation and the roles of stakeholders. Questions and debate were around the themes of major developments in yachting (including the environment, strengthening safety and security), best practices observed in the yachting sector (such as clean ports, waste treatments carbon-friendly propulsion systems), and the “green” and responsible nature of yachting versus the generalized negative vision that shipping faces. The discussion was followed by an informal networking session with diverse members of the sector.

More information on KEDGE website: <https://etudiant.kedge.edu/agenda-etudiant/presentation-du-projet-europeen-iblue>



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