

iBLUE 3-PBM Methodology Testing (WP4):

Pilot actions on board!

iBLUE

Newsletters

PREVIOUSLY

iBLUE 3-PBM
Methodology Presentation
by all Partners

WHAT'S HOT

iBLUE 3-PBM
Methodology Testing
(WP4): Pilot actions on
board!

COMING SOON

3-PBM Methodology
Knowledge Transferring

Pilot Actions are running! After the iBLUE 3-PBM methodology presentation to SMEs in each country, in 2019 all partners launched their pilot actions.

iBLUE partners are now managing at least one pilot action by involving directly a local SME dealing with the yachting sector.

The aim is to test the 3-PBM methodology and understand how SMEs could take advantages from it by:

- getting additional perspectives on their business;
- deepening the understanding of business model mechanics
- holistically managing their impacts (reduction of negative impacts, leveraging the positive ones)
- improving the bottom line overall economic performance and competitiveness.



Each partner will produce a report on its pilot action to collect experiences and refinements of the 3-PBM methodology by the end of the year.



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iBLUE Project

PILOT ACTIONS: THE FRAMEWORK

The practical aim of pilot actions is to implement an **iterative process** of 3-PBM refinement, using the information gathered during its application. The beneficiaries are the yachting SMEs, object of the testing phase.

The pilot actions are conducted in countries participating in the project. Even if they are conducted in single SMEs, will be useful for the refinement and the testing of 3-PBM methodology. In this way, the methodology could be available for all the yachting sector SMEs.

Moreover, the 3-PBM tool application in all involved countries is useful to understand and consider the territorial peculiarities for further targeted actions.

On the other hand, the compatibility and benchmark of data and information from different countries and businesses is guaranteed since the partners are using the same setting for pilot actions, having specific standards to follow in the data collection phase. Thus, pilot activities have similar schemes of application: there could be some little changes in case of specific local characteristic and during the refinement process.

The main findings of the pilot actions will be systematically organised. The collection of innovation patterns of pilot actions will be integrated with the first research of the WP3, for building a critical mass of knowledge about the sector, exploitable by other SMEs and in other territories.



The use of common approaches in the pilot actions, thanks to a previous training for the partner organisations, will allow to reach comparable results and findings, collectable in a final integrated document.