

# MedaWeek Barcelona:

## Mediterranean Week of Economic Leaders

### Barcelona, November 21<sup>st</sup>-23<sup>rd</sup>, 2018

#### *iBLUE* *Newsletters*

#### PREVIOUSLY

Workshop on Tourism  
Sustainability in  
Bruneck

#### WHAT'S HOT

IBG event  
MedaWeek in Barcelona

#### COMING SOON

iBLUE 6<sup>th</sup> Steering  
Committee Meeting  
and 1<sup>st</sup> Methodology  
Training in Durres

The MedaWeek Barcelona is an event for businesses, corporations, governments and multilateral organizations, as key platform for the promotion of the economic integration of the Mediterranean and the Euro-Mediterranean Association.

Under the slogan “One sea, three continents: Sharing common goals”, the 12th edition of the Mediterranean Week of Economic Leaders (MedaWeek Barcelona, November 21<sup>st</sup>-23<sup>rd</sup>, 2018) as in previous editions faced main trending topics and serve as the flagship Mediterranean entrepreneurial - economic platform for the entire world.



During the three-day event a wide range of forums offered the opportunity to share best practices and experiences, propose concrete projects and create new business opportunities.

One of the forums was based on Blue Growth and Blue economy in the Mediterranean. It relied on pillars associated with the marine and maritime environment such as Blue Energies, Maritime Surveillance technologies, Yachting Business Model, Clusters, etc. The objective was to discuss about the Blue Economy and its application to clusters, to reveal the critical success factors so they can act as case studies or best practices for new implementation models.

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iBlue, as member of the interregMed programme, took part to the forum organized by the InnoBlueGrowth Community. PhD Lucia Cicero attended the forum as a speaker to present “The 3-pillars business model for innovation and sustainability in the yachting sector”, in the session “Governance and cooperation models: tools for innovation and integrated global sustainability”.

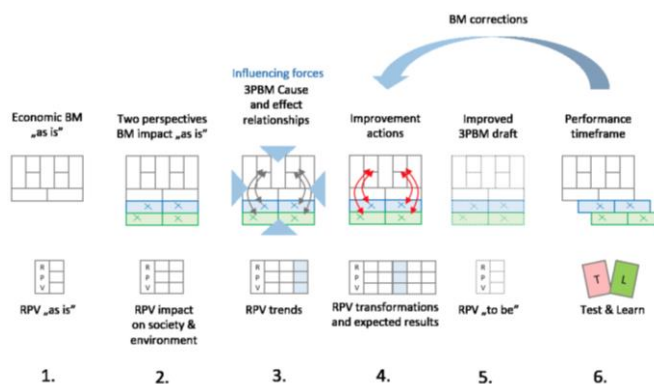
Cicero presented the objective of the project: the business model innovation based on the 3-Pillars of sustainability, economic, social environmental. The methodology aims at generating an integrated and transnational network of yachting sector in the MED Area.



*Maria Groueva & Lucia Cicero*

iBlue team explained the methodology that has been drafted during the previous phase, the pilot actions with the yachting SMEs and finally, the test done by the partners involved.

Results of the project that are attractive to the InnoBlueGrowth Community are the improvement in the competitiveness of yachting sector thanks to the application of the 3-Pillar Business Model Innovation (3- PBMI); the knowledge of the yachting segment will be fed-up by a systematic data organization; the creation of the MED yachting network and the fostering of a new governance approach led by the policy makers.



*The methodology used*



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