

iBlue 6th Steering Committee Meeting and first Methodology Training 19th - 20th March 2019, Durres, Albania

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Newsletters

PREVIOUSLY

IBG event
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WHAT'S HOT

iBLUE 6th Steering
Committee Meeting and
first Methodology Training
Durres, March, 19th – 20th

COMING SOON

InnoBlueGrowth event
in Marseille

Durres Chamber of Commerce and Industry hosted the 6th Steering Committee on 19th March 2019 in Durres, Albania. The event was held in a comfortable meeting room at the “2 Kitarrat” Hotel & Restaurant.

The first session was held by Durres CCI launching the meeting, greeting all the participants and presenting the aim of the event.

Following, the Lead Partner, UNIUD, represented by Elisabetta Ocello, Lucia Cicero and Nadia Preghenella, recalled the WP1 Management as regards non-substantial modification to be approved, the formal communication by JS concerning deliverables to be shared with general public, but also the contents approval related to the Deliverable 1.3.5 Satisfaction Questionnaire.

As regards the WP2 Communication, UNIUD presented the current state of videos to promote the project and the outputs already produced.

Then, the WP4 Testing was introduced in order to share the working progress status per each partner: everyone specified the number of meetings planned/conducted/to be scheduled for pilot actions, but also internal materials to be used have been reminded. A Q&A session was dedicated to solving doubts and sharing considerations.

Regarding the Deliverable 4.1.1 Operational plan, internal deadlines were checked and updated in order to describe the current situation.



Discussing session during the Steering Committee in Durres

Concerning the WP5, the LP reminded the activity setting for the forthcoming months and the outputs to be produced. The next step was to plan the time-schedule with regard to the Methodology Training events. This last session was concluded by STEPRI and UNIUD, who held a Consortium workshop to set how to deliver properly the training courses for the methodology application to SMEs.

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The Steering Committee members in Durres

THE FIRST METHODOLOGY TRAINING IN DURRES: THEORETICAL AND PRACTICAL SESSIONS

The first edition of the Methodology training was tailored to SMEs, but the meeting was opened also to other interested stakeholders (e.g. local policy makers or institutions).

The event was divided into two main sessions: the first one was theoretic and the second one dedicated to practice and case studies.

In the theory session, the 3-Pillar Business Model (3PBM) methodology was presented focusing on the strategic importance of a balanced business model, but also on the strategic perspective of the “resources-processes-values” framework. Moreover, the Business Model Canvas and other key 3PBM tools were introduced.

In the second session, Boris Golob and Ilir Rembeci mentored the practical work and the implementation of 3PBM for participating companies, starting from an initial business model analysis in order to proceed with a business model impact analysis. Finally, key trends and possibilities for the company performance improvement were identified.

The second session ended with a debriefing about the methodology training, answering to doubts and questions highlighted by the participants.

Overall, the audience was satisfied and participated actively to the event, stimulating an interesting debate. Some causes for reflection also emerged, as the necessity of a specific legislation for the yachting sector.

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