

## A SEA OF EVENTS WITH BLUESLINKS PROJECTS

Infoday, Hackthon, Innovation day & Young area for the nautical sector and connected services

**Fermo, 20-21 May 2025 | Zadar, 22 May 2025 | Ancona -22-23 May 2025**

Act. 2.4 Infoday and exchange on innovative services for nautical sector and linked services SMEs – Act. 3.4 Organisation of Hackthons for SMEs and graduates start ups – Act. 3.5 Organisation of Innovation Open Days -

**Version 2 for partners – Update 16.05.2025**

- **20th / 21th May 2025 Fermo (FM), | Training Mentor – Hackathon preparatory event |**  
*Activity reserved for project partners*

**Location** : FermoTech, spin-off of Dipartimento di Ingegneria dell'Università Politecnica delle Marche - Department of Engineering of the Polytechnic University of Marche 📍 Via dell'Università, Fermo (FM) – Multipurpose center with AI, immersive reality and 3D prototyping labs.

**Date**: 20<sup>th</sup> and 21<sup>th</sup> may, 2025 **from 10.00 to 17.00 both days with an hour break**

**What**: The training will be held by expert consultants who will then accompany the teams during the Hackathon. The center will allow mentors to directly experiment with tools useful for prototyping, in view of the event Hackthon on May 22-23.

**Advice X PPs BLUESLINKS - Nb: Each partner will have to guarantee the presence of 2 people, who will then act as mentors during the Hackathon, accompanied by facilitators made available by POLOA. The training will be in person.** The mentor training will also be valid for the Hackathons scheduled for November 2025 and Spring 2026

### **Detail:**

The Mentor Training will be conducted by expert consultants who will later accompany and support the teams during the Hackathon.

**FermoTech** offers access to AI laboratories, immersive reality environments, and 3D prototyping labs, allowing mentors to directly experience the tools useful for the Hackathon activities.

### **Objective of the Design Sprint Course**

The goal of the Design Sprint course is to enable participants to master Design Sprint methodologies through hands-on experience. Participants will work through each phase of the process: from understanding the initial challenge, to ideation, prototyping, and testing with real users.

Additionally, they will explore how artificial intelligence tools, immersive reality, and 3D printing can accelerate and enhance team outcomes, ensuring the use of cutting-edge techniques to boost productivity and innovation.

The expert consultant will identify **2–3 macro-themes or emerging needs**, which will be launched as **challenges to be addressed during the upcoming project Hackathons**.

The **peer-to-peer training course** will be structured around these project macro-themes, allowing participants to work on topics and formats that they will later be expected to lead and facilitate during the three Hackathons foreseen by the project.



The activity will include the development of the following modules:

- **Module 1:** Design Thinking / Design Sprint Workshop Planning
- **Module 2:** Design Thinking / Design Sprint Workshop Facilitation
- **Module 3:** Customer Centricity & Ideation
- **Module 4:** Emotion & Conflict Management
- **Module 5:** Business Model and Service/Product Prototyping

- **Wednesday, 21st May 2025 | Ancona – Innovation Open Day & Young Area**

**Location:** **Ancona, Italy - “La Bussola e il Vento” – CNA Ancona @ Tipicità in Blu - Sala Unicorn – Piazza IV Novembre 1, Ancona**

**Date:** 21th may, 2025

**What :** In the framework of Festival delle Tipicità in Blu, Ancona will be create a specific area / exhibition area open all day and will represent a real meeting point between young people, businesses and the territory. It will also be possible for students to send their CV and, if interested, organize short interviews or informal meetings with the participating companies.

In the area will be also presented video and /or power point and/or interview realized by students

- B2B meetings organized with SMEs, startups, and young talents.
- Involvement of CNA and Tipicità in Blu partners.
- Activation of the "Young Area" – presentations by students selected through dissemination activities and study visits.

**CNA** Artigiani Imprenditori d'Italia

interreg Co-funded by the European Union Italy - Croatia BESTAG

**tipicità** IN BLU

## La Bussola e il Vento

Tecnologia, coraggio e alleanze per imprese che vogliono navigare il cambiamento

**MERCOLEDÌ 21 MAGGIO**  
**SALA UNICORN - PASSETTO, ANCONA**

Ore 10.00 Conferenza di apertura  
Coordinata dal prof. Emanuele Frontoni Università di Macerata

Ore 11.30 B2B Tra cantieri navali e imprese del territorio

Evento su prenotazione.  
Gratuito per soci CNA.  
Per info Lucia Trenta  
348 3178563 ltrenta@an.cna.it

### Detail:

In preparation for the **Innovation Open Day** scheduled in **Ancona on May 21st, 2025**, the operational format of the **Young Area** has been defined. This special space is dedicated to **secondary school students** involved in the



**BLUESLINKS project**, who have participated in activities dissemination day and/or study visits to businesses operating in the Blue Economy sectors (nautical services, fisheries, coastal tourism, and aquaculture).

The goal of the Young Area is to **give voice to young people, highlight their field experiences, and create a tangible bridge between schools, businesses, and territorial innovation actors.**

As part of **Activity 2.5 of the BLUESLINKS project**, each partner has involved two schools and organized both classroom-based activities and external engagements. At the end of these experiences, each school will select a group of students tasked with sharing their experience through a **short written or visual presentation**. To support this task, the project team will provide a **set of guiding questions** and a **PowerPoint template** to help students reflect on and summarize the key content of the activities.

In addition, schools will be asked to submit **photos** from the study visits and, optionally, a **short video interview** featuring one or two students. The collected material will be processed by the **Polo Tecnologico Alto Adriatico**, which will create **2–3-minute video clips** for each participating class, using **innovative storytelling and editing tools**. The videos will be showcased during the event **“La Bussola e il Vento”**, organized by **CNA Ancona** as part of the **Tipicità in Blu** festival, taking place on **May 21st**. For the occasion, a **multimedia booth with a video screen** will be set up, where the student projects will be shown, and space will be given for **brief class presentations** (e.g., PPT or video format). The booth will remain open and active **throughout the day**, serving as a **true meeting point between students, businesses, and the local community**.

Students will also have the opportunity to **submit their CVs**, and—if the companies are interested—participate in **informal interviews or meetings** with local companies attending the event.

The morning of May 21st will include a **joint session from 10:00 to 12:00**, bringing together **Italian and Croatian students**, who will have the chance to **interact directly with entrepreneurs** and company representatives. This session is designed as a **moment of dialogue and exchange**, where students can introduce themselves, share their journeys, and gain meaningful insight into careers in the Blue Economy.

The event will begin with an **introduction by the coordinator**, followed by presentations from each school. A **facilitator** (teacher or external expert) will introduce their school and explain its motivation for participating in the BLUESLINKS project. After that, **student representatives** from each class will share their experience—whether from the classroom activities or from the study visit—with each school given approximately **20 minutes**.

**Young Area Programme 21.05.2025 – H. 10.00 - 12.30 - schools involved in the project have to participate at least on line:**

Link for connection to disseminate to schools involved <https://us02web.zoom.us/j/87394421348>

**Language work will be ENGLISH LANGUAGE. If some schools are not able to present in English, they will use their mother tongue and the facilitators will translate.**

🕒 **10:00 – 10:30 Introduction and Welcome, Maurizio Caradonna and Antonella Varesano, PP2 POLOAA**

🕒 **10:30 – 12:00 “Let’s Present Ourselves” IT – HR schools involved by PPs in BLUESLINKS PROJECT (\*)**

**(Using template/slide already provided), presentation by:**

- *ISTITUTO TECNICO COMMERCIALE VERSARI MACRELLI DI CESENA ( PP OF REF. LP DELTA 2000)*
- *ANTUN VRANČIĆ HIGHSCHOOL - LANGUAGE PROGRAM (PP OF REF. PP7 ARGONAUTA)*
- *ISTITUTO TECNICO INDUSTRIALE NULLO BALDINI DI RAVENNA ( PP OF REF. LP DELTA 2000)*
- *TECHNICAL AND TRANSPORT SCHOOL ŠIBENIK (REF. PP7 ARGONAUTA)*
- *ISTITUTO TECNICO NAUTICO ACCIAIUOLI DI ORTONA - CLASSE 3° A (PP OF REF PP4 FLAG CT)*



## Italy – Croatia



- POMORSKA ŠKOLA DUBROVNIK (NAUTICAL HIGHSCHOOL DUBROVNIK) – (REF. PP8 UNIDU)
- ITS MOST DI ORTONA (REF. PP4 FLAG CT)

**🕒 12:00 – 12:30 Final Moment – Launch of ECOMONDO Challenge** *Maurizio Caradonna and Antonella Varesano, PP2 POLOAA*

the session will close with the **official launch of the final project challenge** to be presented at **ECOMONDO 2025**.

Students will be asked to reflect on the theme: 🗨️ *“What can we do for the Blue Economy?”*

They will be guided to propose solutions, actions, and ideas using the project template, with examples such as:

- How to accelerate the transition toward reducing marine pollution
- How to best protect and regenerate the Adriatic Sea
- How to promote sustainable use of marine resources and support innovation in Blue Economy sectors

➔ **Advice X PPs BLUESLINKS and IMPORTANT INFORMATION ABOUT ORGANISATION OF YOUNG AREA**  
***Language work will be ENGLISH LANGUAGE***

***For the section 10.30 – 12.00 Let’s Present Ourselves*** - Each school will briefly introduce themselves and their involvement in the BLUESLINKS project. Using the first two slides of the official template, students will share what they have done so far, including study visits, dissemination events, and learning outcomes.

***First Project Ideas (if available)***

*If schools have already started developing a project idea to promote the Blue Economy, they will present it using the final slides of the template.*

*If not, no problem — the experience of others will serve as **inspiration, motivation, and stimulus** for future work.*

*(\* The IT POLOAA facilitator and HR facilitator will give the floor to the schools following the order above indicated.*

***If some schools are not able to present in English, they will use their mother tongue: for those presenting in IT, POLOAA will translate simultaneously: for schools presenting in HR it is necessary that one Croatian partner provides a person for any translations in HR – GB. So, we ask to Croatian partners to indicate that who could act as moderato/translator of Croatian side for the translation of presentation of their schools/student, if needs.***

**Please send the presentation by max Monday 19<sup>th</sup> may and also if possible for you please upload it in the Google drive folder here <https://drive.google.com/drive/u/7/folders/1oExswD0aFTE3w-Csn0RyxpSaPagIU1DM>.**

**The presentation will be showed by the students (2 students for classes) supported by teachers and /or experts involved by partners or in general by a speakers in charge of activity with schools.**



- **1st INFODAY – Nautical Sector | 22th may 2025 H. 8.30-18.00 Zadar HR and on line | *content updated !!***

**Organization:**

- Italian SMEs will attend online.
- Interpretation services (Italian-Croatian and Croatian-Italian) will be provided from Zadra Nova.
- Topics: Innovative services for SMEs in the nautical sector, digital tools, and competitiveness strategies.

**Link for partner participation :** <https://us02web.zoom.us/j/82828767859>

## **Sustainability Goal 2025: Transition 5.0, ESG and Circular Economy in the Nautical Sector !!**

*Thursday, May 22, 2025 – 3 Adriatic Locations*

**Zadar, Centar za kreativnu industriju, Put Murvice 3A, Croazia**

**Ancona, Tipicità in Blu, Sala Polifunzionale dipartimento ingegneria UNIVPM**  
**Monfalcone, City Council Hall, Piazza della Repubblica 8**



**08:30 – 09:00 | Participant Registration**

**09:00 – 09:30 | Institutional Welcome**

*Live from Ancona:*

Marco Battino – Councillor for Youth Policies – Municipality of Ancona

Maurizio Caradonna – Polo Tecnologico Alto Adriatico

*Live from Monfalcone:*

Luca Fasan – Mayor of Monfalcone

Ariano Medeot – President, Confartigianato Gorizia



**Agenda - 1st INFODAY – Nautical Sector -22.05.2025, Zadar and on line****New Routes for Nautical SMEs – Sustainability, Technological Innovation, Transition 5.0, and ESG in the Nautical Sector: A Possible Intersection?****09:30 - 10:30 | Session 1 – Innovative Services for SMEs in the Nautical Sector**

- Introduction to innovative business and financial plans for SME growth
- Access to available capital and funding opportunities
- Success stories and expert testimonials

Diego Santaliana – Upper Adriatic Technology Hub Andrea Galvani SCPA – live from ANCONA  
*Opportunities for SME development offered by the Knowledge Innovation Communities programme*  
Sara Antomarioni - Assistant Professor DIISM - Marche Polytechnic University – live from ANCONA  
*Sustainability in the Blue Economy and Innovation in Port Logistics*  
Speaker by Zadra Nova – live from ZADAR  
*Transition 4.0*

**10:30 - 12:00 | Session 2: Digital and Green Tools for Competitiveness**

- Implementation of booking systems and CRM software
- Digital marketing strategies and social media for the nautical sector
- Success stories and testimonials

Lucio Marquardt – Nautical Manager, Confartigianato Gorizia – live from Monfalcone  
*End-of-life management for fiberglass boats*  
Odilo Simonit – CEO, Alto Adriatico Custom – live from Monfalcone  
*Wooden boats – between tradition and innovation*  
Fabio Bignolini – CEO, Northern Light Srl – live from Monfalcone  
*Circular economy for composite materials*  
Architect Claudia Ciccotti Giammaria – Director, Yacht Design Master's Programme, ISIA Pescara – live from Ancona  
*Young professionals envisioning the boat of the future*  
Marco Asquini – Innovator and Business Developer – live from Ancona  
*Digital VHF for the nautical business community*  
Alessandro Demogrossi – Director La Marina Dorica – live from Ancona  
*The Experience of Marina Dorica in Ancona: Sustainability and Innovation*

**12:00 – 13:00 | Round Table Discussion**

Open discussion among experts, businesses and stakeholders  
Q&A and networking opportunities



**Italy – Croatia**

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Call to action: How to access BLUESLINKS services

*Overview of funding opportunities in Italy and Croatia supporting green and digital transitions in SME*

*Moderator: Tipicità in Blu*

**13:00 – 14:00 | Networking Aperitif**

- Informal networking between participants and speakers

**14:00 – 18:00 | Cross-Fertilization Session – Matchmaking and Collaborative Innovation in Nautics**

Matchmaking between SMEs, start-ups and young professionals

- Exchange of needs, challenges and cooperation ideas
- Pre-registration possible for one-on-one sessions with experts and access to the platform

**Special event in Ancona, during Tipicità in Blu:**

- Launch of the Nautical Hackathon (in parallel with the event)  
For graduates and innovative start-ups  
SMEs can join both the opening and closing sessions (scheduled for 5:00 PM on May 23 via online platform)



- **Blue Way Hackathon | Ancona, 22th and 23th May, 2025**

**Location:** Adress: Polyfunctional Hall – Faculty of Engineering - Università Politecnica delle Marche  
Via Breccie Bianche, 12 [Google Maps](#)

**Date** 22th and 23th May, 2025,

**What** 48 hours to navigate the sea and ideate new solutions for the Blue Economy's future. The sea is the new frontier of research and experimentation — a connective fabric for the economy of the future and a fertile ground for launching new enterprises.

**Rules and agenda** at <https://www.tipicitainblu.it/en/the-blue-way-hackathon-2025/>

### Detailed programme

#### Blue Way Hackathon

*Act. D.3.4.3 Hackathons for innovative solutions in nautical sector and linked services*

**Date : 22.05.2025- h. 15. 00 - 23.30**

**15:00 – Welcome session: Registration and reception**

Confirmation of registrations and distribution of materials.

Networking among participants, tutors, and organizers.

**16:00 – Kickoff and presentation of the Challenge**

Introduction to the objectives and the challenge.

Explanation of guidelines, rules, and evaluation criteria.

Presentation of tutors and jury.

**17:00 – Session 1: Sharing and brainstorming**

Interactive activities to stimulate creativity and innovation.

Analysis of best practices and case studies.

Formation of teams based on skills, brainstorming of best ideas.

**19:00 – Session 2: Operational work: initial development**

Definition of project scope and concrete objectives.

Initial consultations with tutors to validate ideas.

Planning of subsequent development phases and state-of-the-art analysis.

**20:30 – Dinner**

**21:30 – Session 3: Design and prototyping**

Development of ideas into detailed concepts or prototypes.

Feasibility tests and validations with expert support.

Initial simulations to validate the project.

**23:30 – Session 4: Advanced development**

Possibility to continue with overnight work.

Support available from some tutors.

**Date : 23.05.2025- h. 08.00– 19.00**



**8:00 – Breakfast & Checkpoint with tutors**

Feedback on development phases.

Possible adjustments to optimize the project.

**9:30 – Session 5: Finalization of video pitch**

Structuring the pitch to effectively present the project.

Production of supporting materials (video, slides, demo).

Technical rehearsals for the presentation.

**12:30 – Lunch Break****14:00 – Session 6: Final pitch and presentation to the jury**

Official project presentations (predefined format).

Q&A session with the committee.

- **Award ceremony Blu Way Hackthon – open to public | Ancona, 23th May 5, 2025, h. 17.00-19.00**

Location : *Mole Vanvitelliana*, Banchina Giovanni da Chio 28, Ancona (AN)

[Google Maps](#)

Date : 23 maggio 2025 h. 17:00 – 19:00

What Announcement of winners and awarding of teams. Public event (free entrance)

Award ceremony for the conclusion of Hackthon event. The event will be accessible to the public in person and broadcast online via a platform



- **Project Meeting | Ancona, 23th May 2025 – h. 12.00/14.00**

Location: *Ancona*, Polyfunctional Hall – Faculty of Engineering - Università Politecnica delle Marche  
**Via Brece Bianche, 12 [Google Maps](#) (Same location of Hackthon event)**

Date: 23 may 2025 h. 12.00-14.00

What: partner project meeting

Detail: Agenda / Topics to discuss

### *Agenda*

#### ***WP1 S3 Innovation Hub Network in BE sectors and seajobs and Blueslinks for younger generation***

- ACT 1.1 / 1.4 Task and deliverables to closure the activities of WP 1 by **PP2 POLOAA**
- ACT. 1.5 Blue Economy for the younger generation and other activities connected with involving of young - State of art about the organization of activities, short explanation about state of art **by All PP**

#### ***WP2 Innovation and transformative change in SMEs and Blue Economy Seajobs***

- ACT. 2.1 Presentation of methodology and draft of D.2.1.1 Blue Economy SMEs and sea jobs innovation action plans, method by **PP5 UNISALENTO**
- Act. 2.2 Info day and exchange on innovative services in aquaculture and fisheries, Discussion and definition next info days in Croatia before Ecomondo Hackthon – **by DELTA 2000 – NAXTA WITH PP8 UNIDU**
- Act. 2.4 Info day and exchange on innovative services in nautical sectors and linked services Discussion and definition organization of 2nd info day Croatia – 22-26.10.2025 – **by PP2 POLOAA AND ARGONAUTA**

#### ***WP 3 Match matching mechanism between SMEs and graduated start ups***

- Act. 3.1 Creation of innovation Network contact point – Ideas and proposal, coordinated by **DELTA 2000 - NAXTA with the support of all pps**
- ACT 3.2 Development of on line platform of Innovative Service for BE , by **PP8 UNIDU**
- ACT. 3.3 / 3.4 /3.5 Next hackthon, innovation day and young area in Ecomondo 2025, by **LP DELTA 2000 – NAXTA**

***Management and financial activities: issues about reporting, target, budget, table of reporting and forecast spending etc.,*** by LP DELTA 2000 - NAXTA

***Communication update,*** by PP7 ARGONAUTA

***Recap and conclusion***

