

1

IDENTIFICATION

Identifying companies and projects in Europe and the Adriatic area that can drive the growth of the Blue Economy through an innovative approach and a transformative vision toward a sustainable and technology-driven business model.

2

ANALISY

Analysis of the business models of the identified companies based on the Business Model Canvas method to compare the growth strategies implemented.

3

KEY DATA POINTS COMPARED

- key partners,
- resources,
- activities,
- channels,
- customers,
- value proposition.

4

TREND PATTERN IDENTIFICATION

- Integration of Renewable Energy Sources
- Technological Innovation and Digitalization
- Circular Economy and Sustainable Materials
- Cross-Sector Collaboration
- Focus on Resilience and Adaptability
- Emerging Markets and Customer Segments

5

KEY POINTS TO SUPPORT BLUE GROWTH:

- Adapting regulatory frameworks
- Facilitating knowledge transfer
- Adopting a sustainability-focused approach
- Promoting research
- Supporting companies that prioritize circular and sustainable economy solutions.

