

# BLUE GROWT



### KEY PARTNERS

- Research institutions and universities for R&D on renewable energy and marine technologies.
- Technology companies providing advanced sensors, AI, and digital tools.
- Governments and the European Union for funding and regulations.
- Private sector (SMEs and large enterprises) for the development of integrated solutions.
- Environmental associations for awareness campaigns and certification support.



### KEY ACTIVITY

- Development and production of marine energy solutions (e.g., offshore wind, wave energy converters).
- AI-driven environmental monitoring using satellite data.
- Design of electric and hybrid vessels for sustainable mobility.
- Research and innovation on sustainable materials and circular economy models.
- Education and training on sustainable practices in the maritime sector.



### VALUE PROPOSITION

- Clean and renewable energy: Harnessing wind and wave energy to reduce dependence on fossil fuels.
- Smart monitoring technologies: AI-powered analytics platforms for marine pollution prevention and resource management.
- Sustainable maritime mobility: Zero-emission electric vessels and "sea metro" passenger transport.
- Innovative materials and circular economy: Use of recycled and biocompatible materials.
- Resilience and adaptability: Scalable modular solutions for diverse maritime contexts.



### CHANNELS

- Online platforms for service sales and data sharing.
- Collaborations with public and private entities for on-site implementation.
- Participation in renewable energy and blue economy fairs and conferences.
- Awareness and training campaigns for stakeholders and local communities.



### KEY RESOURCES

- Marine infrastructure: Offshore wind turbines, wave energy plants, oceanographic observatories.
- Digital technology: AI for environmental monitoring, satellite data, advanced sensors.
- Scientific expertise: Specialized teams in engineering, oceanography, and sustainability.
- EU funding and incentive networks: Financial resources for research, development, and implementation.



### CUSTOMER SEGMENTS

- Governments and public institutions: Local and national bodies investing in sustainable infrastructure.
- Energy companies: Renewable energy operators seeking innovative technologies.
- Maritime and tourism sectors: Ports, shipping companies, hotels, and resorts interested in eco-friendly solutions.
- Local communities and islands: Areas requiring energy autonomy and sustainable transportation.
- Researchers and universities: Institutions needing environmental data for studies and policy development.



### CUSTOMER RELATIONSHIP

- Long-term contracts with energy providers and public utilities.
- Collaborations with government entities for regulations and incentives.
- Post-sales support for maintenance and technology updates.
- Awareness campaigns for communities and stakeholders.

