



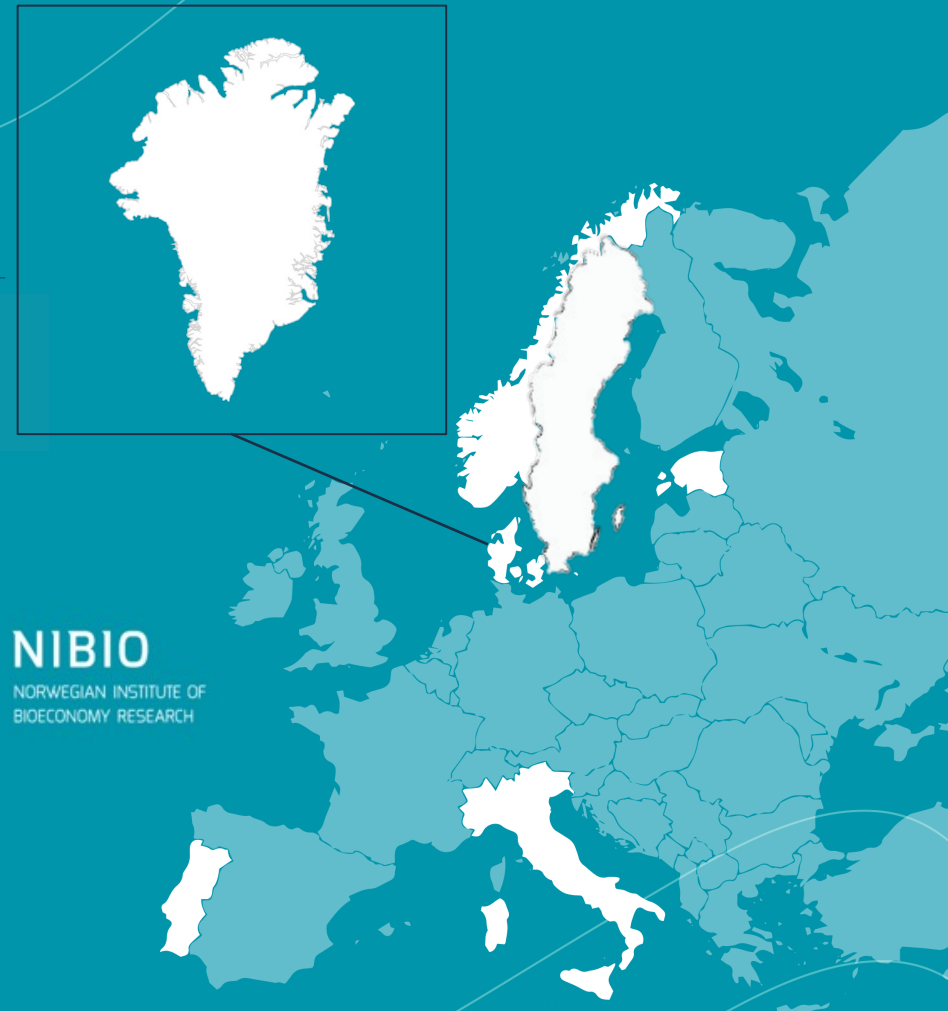
# BlueRev

Revitalisation of European local communities with innovative business models and social innovation in the blue bio-based sector

 Funded by  
the European Union

**Bio-based** revitalisation  
of local communities

# BlueRev Consortium



## Coordinator



## Partners



DISTRETTO DELLA PESCA  
E CRESCITA BLU



Università  
degli Studi  
di Palermo

Pilot Region

Pilot Region

## Partners



Pilot Region



\*BlueRev Pilot Regions

# BlueRev Main Objective

BlueRev aims to select a range of systems in the blue bio-based sector in **3 different pilot regions** (Denmark, Italy and Estonia), to **tailor value chains**, from valorisations of co-products as feedstock to processing/conversion to final products, in order to **revitalise local communities**, both in a territorial and social sense.



# BlueRev Concept and Methodology



- Analysis of social innovation process
- Analysis of business models
- Analysis of the governance models
- Environmental assessment

- Repository of existing practices
- Alternative solutions
- Indicators



- Engagement of stakeholders in co-creation of new solutions

- Stakeholders Board Local actors (Pilot Regions)
- Workshops, web-based platform



- Case studies demonstration  
Training/Coaching programme





- 3 Local workshops to transfer new solutions to all stakeholders
- 2 Best practices guidelines for small businesses



- Communication and Dissemination
- Replication throughout Europe




# BlueRev Pilot Regions



Partner	Region	Value chain	Stakeholders	Description
 <p>Università degli Studi di Palermo</p> 		 <p>Marine bioactive compounds and ingredients from fish processing residuals and algae for industrial applications (e.g. cosmetics nutraceuticals)</p>	<p><b>UNIPA</b> can rely on a solid network in the blue growth area and its team, belonging to the Department of Earth and Sea Sciences-DiSTeM- has a strong interconnection with local stakeholders of the blue supply chains.</p> <p><b>DFBG</b> includes 134 enterprises and 46 institutions, associations, universities, Research centers, and local stakeholders.</p>	<p>The main bottlenecks are represented by the lack of infrastructures and governance measures/business models for collection, stocking and selling marine by-products and by the gap in the connection between production and end-users (e.g. companies in the sector of cosmetics, nutraceuticals and pharmaceuticals).</p>




# BlueRev Pilot Regions



Partner	Region	Value chain	Stakeholders	Description
		 <p>Use of red algae biomass for food nutraceuticals and cosmetic industry.</p>	<p>Stakeholders' network of 170+ stakeholders, including Companies and laboratories (e.g. Vetik Ltd., ) developing formulations for factories and manufacturers and a final mixture consisting of different substances (texturising agents, emulsifiers, etc.); research and development organisations (e.g. Estonian University of Life Sciences, Tallinn University of Technology); Local authorities (Saare municipality).</p>	<p>A transition from traditional technologies for processing red algae to modern technologies in order to extract substances that could be valuable inputs for other industries. To expand the scope of blue bioeconomy in the region based on others local aquatic resources, not only red algae (by taking advantage of the experiences gained in the others pilot regions). The main bottlenecks include: -Lack of skilled R&amp;D specialists in the company and region. -Gap in the connection between production and end-users in new industries.</p>

# BlueRev Pilot Regions



Partner	Region	Value chain	Stakeholders	Description
 <p>Food &amp; Bio Cluster Denmark</p>		 <p>Use of fish side-streams for nutraceutical, food and feed applications.</p>	<p>300+ members, including Companies producing high value-added products from improved utilisation of side streams (e.g. Royal Greenland, Jeka Fish). Local authorities: Lemvig Kommune (The municipal of Lemvig); Naalakkersuisut (Government of Greenland).</p>	<p>The uptake of blue bio-based economy value chains faces problems related to lack of skilled personnel Logistic infrastructures Being an outermost region (Greenland)</p>

# Denmark & Greenland



Fishing and processing of seafood and fish extremely important

- **Denmark:** one of the world's largest importers/exporters of fish and fish products; the processing industry produces a large variety of products
- **Greenland:** fishing industry very important to the national economy and local food supply → source of many people's livelihoods: about 90% of the country's total exports



# Denmark & Greenland – main challenges



**Funding and investments** lacking for development of new competences/skills

**Business plan/sales channels:** need for new sustainable business models for the marketing of the side-streams

**Talent and workforce development** as in rural areas it is a challenge to recruit people for both the processing of fish and seafood products and for the innovative development of the side-streams

**Regulation** as approval of new technological solutions can be a long process. Greenland is not a part of the EU, therefore it can take a longer time to have an application processed

**Geography:** infrastructure and logistics in Greenland are challenging

**Access to raw materials** very competitive in Denmark, also affected by BREXIT

**Competition:** in Denmark, the industry competes with among others the life science industry for unskilled labour. In Greenland, the cost of logistics is a challenge, so the cost is higher compared with local competitors' costs at the final destination

**Sustainability:** due to the logistical challenge in Greenland, side-streams are dumped in the sea. In Denmark, the wastewater is discharged into the public wastewater treatment plants.

# BlueRev Expected Results



Engagement of at least 500 stakeholders and 3 pilot regions (WP2)

1 Analysis (business models, governance structure and social measures) of the 3 pilot regions under study within the project (WP3)

Programme of at least 6 workshops in WP3 (3) and 4 (3) (at least 10 participants per each workshop) aiming at helping local stakeholders to analyse social and economic barriers and potentialities in their regions to enable the transition towards socially and environmentally responsible behaviour through new business models, informed governance and especially social innovation developed within the project

At least 2 new models to identify or set-up social innovations to enable stakeholders to switch to socially and environmentally responsible behaviour and to advance the role of 'social enterprise' model for local communities (D4.1); 1 New business model (D4.2). 1 New governance model (D4.3).

# BlueRev Expected Results



1 best practices guideline (WP4) and at least 3 demonstration workshops for the 3 pilot regions under study within the project, ~50-100 participants per workshop (WP5).

A training programme that focuses on helping local stakeholders to develop skilled jobs and small-scale establishments in the bioeconomy: 4 modules for a total of 13 lessons for association of producers, master and PhD students, 100-200 participants in total, (WP5).

1 best Practice guideline supporting the development of communication of innovation for small businesses and for business-to-consumers (WP5).

At least 10,000 recipients of dissemination campaign (numbers of stakeholders and activities targeted are reported in section 2.2-2.3) (WP6).

thank you



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## Consortium



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