

## CAPITOLATO TECNICO

**OGGETTO:** Servizio di comunicazione e assistenza all'esecuzione del progetto Interreg V-A ITALIA-CROAZIA 2014-2020 TECHERA "A new technology era in the Adriatic Sea - Big data sharing and analytics for a circular sea economy" - CUP J73C22000580007 - CIG: Z3138ADCD5.

### **Art 1: Premessa e finalità**

Veneto Agricoltura è partner del progetto TECHERA - "A new technology era in the Adriatic Sea – Big data sharing and analytics for a circular sea economy". Il progetto intende rafforzare i risultati raggiunti da molteplici progettualità sviluppate nell'ambito del Programma Italia-Croazia nell'ambito della programmazione 14-20, tra cui il progetto ITACA, di cui VA è stato il LP, attraverso la loro messa a sistema e loro ulteriore disseminazione. In particolare, TECHERA vuole integrare i dati raccolti e rendere interoperabili gli approcci e gli strumenti ICT per la Blue Economy sviluppati in precedenza, proponendone una road per l'acquisizione e l'utilizzo su larga scala a livello di bacino Adriatico.

Le attività sono state avviate il 01.04.2022 e si concluderanno il **30.06.2023**.

### **Art 2: Oggetto della gara**

Il presente Capitolato disciplina il servizio di assistenza per l'esecuzione di tutte le attività di comunicazione e tecniche previste dal progetto e in capo a Veneto Agricoltura, con particolare riferimento all'esecuzione delle attività di coinvolgimento degli stakeholders di progetto e la predisposizione dei deliverable tecnici di progetto.

### **Art 3: Descrizione dei servizi oggetto della gara**

L'affidatario dovrà curare per conto della Stazione Appaltante l'esecuzione di tutte le attività di comunicazione, tecniche e di coordinamento progettuale per l'esecuzione del progetto TECHERA - "A new technology era in the Adriatic Sea – Big data sharing and analytics for a circular sea economy".

In particolare il servizio si articola nelle seguenti attività:

- a. partecipazione proattiva agli incontri tecnici di progetto, inclusi quelli destinati al coinvolgimento degli stakeholders e alla produzione di nuove proposte progettuali nell'ambito dell'attività 3.2 del progetto;
- b. organizzazione e realizzazione dell'evento "Live demonstration for policy makers on data-driven solutions in the fisheries sector and conservation", da tenersi entro aprile 2023, destinato ai policy makers:
  - conduzione, su indicazione della Stazione Appaltante, di tutte le attività di segreteria legate all'organizzazione dell'evento quali: creazione lista di inviti a tutti gli stakeholders interessati, gestione degli invitati, accoglienza e gestione dei partecipanti on site durante la conferenza, coordinamento dei fornitori (interpreti, catering, etc....), coordinamento con il/i moderatore/i e con i relatori prima e durante lo svolgimento dell'evento, campagna di promozione con grafiche dedicate;
  - realizzazione fisica della conferenza attraverso la fornitura di tutti i servizi legati al corretto svolgimento dell'evento (affitto sala, catering, interpretariato IT-EN-HR, service tecnico audio-video, stampa di materiale grafico, cartelline e gadget, ecc.);

- cura del servizio di agenzia stampa legato alla conferenza (redazione e distribuzione di comunicati stampa pre- e post- evento, predisposizione di cartelline per la stampa, pubblicazione di news e aggiornamenti sui canali social, ecc.);
  - monitoraggio degli invitati e dei presenti;
- c. cura di tutte le attività di comunicazione progettuale, in coordinamento con il WP2Leader – Euroregione Adriatica;
- d. gestione quotidiana delle relazioni con i partner del progetto TECHERA ed, in particolare, con il LP - Università di Bologna e il WPLLeader del WP3 - OGS;
- e. revisione della metodologia individuata dal partenariato per l’analisi degli output prodotti dai progetti appartenenti al Cluster e sua definitiva redazione anche allo scopo di renderla fruibile per la reportistica;
- f. produzione del report “Inventory of results from previous projects”;
- g. coordinamento con il LP per la produzione del deliverable “Exploitation plan” sulla base del precedente report;
- h. supporto alle procedure di coordinamento interno, di monitoraggio e di reportistica del progetto.

#### **Art 4: Durata del contratto**

Il servizio oggetto del presente appalto inizierà a partire dalla data di sottoscrizione della lettera d’ordine e avrà durata fino al 30.06.2023.

#### **Art 5: Modalità attuative**

L’affidatario dovrà svolgere le attività e i servizi richiesti in raccordo con la Stazione Appaltante, nel rispetto della tempistica prevista dal presente capitolato e secondo le condizioni minime che saranno offerte dallo stesso affidatario nell’ambito della presente indagine di mercato.

#### **Art 6: Valore della gara**

L’importo posto a base di gara, comprensivo di ogni onere generale e particolare anche di natura previdenziale, in conformità alle norme e alle prescrizioni previste dal capitolato, è di € 27.230,00 oltre IVA.

Il prezzo offerto dall’affidatario si intende fissato in base a calcoli di sua convenienza ed a suo rischio e sarà quindi invariabile per tutta la durata del contratto. Pertanto l’affidatario non può pretendere sovrapprezzi di qualsiasi tipo e per qualsiasi circostanza che si verificasse in sede di esecuzione del contratto.

#### **Art 7: Requisiti di partecipazione**

- Iscrizione CCIAA per attività oggetto affidamento;
- Esperienza professionale specifica in servizi analoghi di accompagnamento e formazione degli operatori del settore ittico eseguiti negli ultimi 3 (tre) anni.

#### **Art.8: Modalità di partecipazione**

Gli operatori interessati ed in possesso dei requisiti di cui all’art.7, dovranno trasmettere all’indirizzo PEC: [avis@pecveneto.it](mailto:avis@pecveneto.it) :

- una **Proposta progettuale** di massimo 5 pagine sulle modalità di esecuzione del servizio;
- una breve descrizione dell’esperienza professionale specifica in servizi analoghi eseguiti negli ultimi 3 (tre) anni;
- i Curriculum Vitae del Gruppo di lavoro da adibire al servizio;
- la **Scheda di Dichiarazione ed Offerta (All.2)** compilata.

Si allegano i WP interessati del progetto Techera.

## Work package details 2

<b>Work package number</b>	2
<b>Title</b>	Communication activities
<b>Description</b>	<p>WP's goals are making the project better known to a wide audience and stakeholders, ensuring the transferring of projects' results within the cluster and, most of all, outside of the cluster, making the knowledge generated by projects more accessible and enhancing the visibility of project results. PP2 coordinates the WP with the engagement of ALL partners sharing their work for ensuring the quality of communication. PP2 will appoint a Communication Manager (CM) for providing a Communication and Dissemination Plan (CDP); coordinate the communication and dissemination activities; PPs are required to appoint a communication coordinator responsible for coordinating the communication actions at local level. PP2 will activate and update the profiles on social media, receiving contributions by PPs. The activities will have the cluster communication and the WP3 results as primary focus, showcasing how outputs and results will be transferable. The key target groups will include relevant stakeholders of the sea economy: policy makers, SMSs, business agencies, cooperatives. Care will be placed to consider stakeholders of local, regional, national and international level in order to capitalize as much as possible results. Digital activities will be addressed to specific target groups such as young people and citizens. The WP2 has 3 activities: 2.1 Online and offline events; 2.2 Promotional campaigns and media relations, 2.3 Digital and web-based activities. Other communication instruments, such as the communication kit (logo, office pack, visuals and templates, poster) and the website will be provided by the programme. PP2 will be in charge of setting up and updating the website with contents and news provided by all partners. The partnership will also set up an Editorial Plan per semester for digital communication of the cluster. All partners will create a project section on each partners' institutional websites providing the basic information about the project.</p>
<b>WP expected outputs</b>	
<b>Durability of WP outputs</b>	
<b>Transferability of WP outputs</b>	
<b>Responsible partner</b>	JADRANSKO JONSKA EUROREGIJA (JJE)
<b>Budget</b>	€ 174.256,00

## Activity details 2.1

<b>Activity number</b>	1
<b>Title</b>	Online and offline events
<b>Description</b>	<p>Two conferences will be organised: (1) Kick-off conference with prior event promotion and followed by a detailed follow up report and (2) Final conference as a high-level sectoral event on sea economy. The final event will see the participation of 2 external participants/stakeholders/ thematic experts invited by each partner as a guest. Both events will see the participation of relevant speakers with the aim to attract a wider public and qualified audience. The partnership will participate, giving its contribution as cluster, in at least one event organized by the Programme or EU institutions, by EUSAIR Thematic Steering Groups or clustering events organized jointly with other projects financed by the II-HR Programme and other ETC Programmes of the Adriatic and Med area. During the events the partnership will conduct video interviews with speakers and relevant stakeholders. The recording of each event and interviews will be merged in one final video.</p>
<b>Start date</b>	01/04/2022
<b>End date</b>	30/06/2023
<b>Activity deliverables</b>	<p>D2.1.1 Kick off (M1) Resp:LP It will aim at presenting the cluster and open its work to relevant stakeholders, identifying synergies among projects and setting the bases for future work. The KoM will also increase partnership awareness on the results and achievements of each project. Policy makers and thematic experts will be invited as speakers. KoM and short interviews will be collected to feed project video. KoM will have pre-event and post event promotion.</p> <p>D2.1.2 High Level Sectoral event (M14) Resp:P2 The Final Conference will be a high-level sectoral event on sea economy with the aim to mainstream the activities and practices, policy outcomes and Cluster recommendations. It will be addressed to all target groups but mainly to regional, national and EU policy makers, ETC Programme bodies of EUSAIR and MED area. Each PP will involve 2 external as guest stakeholders/thematic experts. The event will be recorded and interviews will be conducted for the final video.</p> <p>D2.1.3 Participation in Thematic and key events. RP:ALL The PPs will participate, giving its contribution as a cluster, in at least one event organized by the Programme or EU institutions, by EUSAIR TSG or clustering events organized by Adriatic/MED area ETC Programme. The participation will ensure the Cluster visibility and to bridge the programming periods. Techera members will also join Adriatic Thematic Cluster on Blue growth communication activities to examine common synergies and to investigate new ideas.</p>
<b>Activity budget</b>	€ 63.028,00

<b>Activity locations</b>	ITALY
<b>Municipality</b>	CESENA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	CESENA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	RAVENNA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	RAVENNA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	SPLIT
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	SPLIT

<b>Activity locations</b>	ITALY
<b>Municipality</b>	TRIESTE
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	TRIESTE

## Activity details 2.2

<b>Activity number</b>	2
<b>Title</b>	Promotional campaigns and media relations
<b>Description</b>	Efforts will be made to gain media attention and draft common messages which encompass and summarise a great variety of information and communication outputs produced. It will be crucial to set up a newsroom to produce inputs for the promotional campaigns and take care of the media relations. The activities will lead to the publication of information about the cluster on relevant media/online magazines (newsroom of DG Regio Panorama magazine - Stories from Regional and Urban Policy and on DG mare website news section). The activity will consist in preparing articles published on relevant EU or National magazines in digital format. Media coverage is guaranteed also by means of radio interviews of the key actors/partners and TV space acquisition aimed to transfer cluster challenges to a wider public. Further, press releases will be prepared for distribution to international, national, local and sectoral media and other stakeholders on completion of specific cluster milestones
<b>Start date</b>	01/04/2022
<b>End date</b>	30/06/2023

<b>Activity deliverables</b>	<p>D2.2.1 Article published in relevant EU or National magazines – Responsible partner: PP6 Zadar County. M11 An article (print or digital) on Cluster achievements will be published in a relevant national/EU magazine. Delivered by PP6 with the support of all PPs. The article will be published in digital format on a national web portal which cover the topics related to the Adriatic Sea and ecology.</p> <p>D2.2.2 – Media Coverage Resp. Partner: PP1 ASSAM MARCHE M15 The deliverable includes TV reports and radio interviews to the main cluster actors/partners to present Techera challenges and achievements. The interviews will be uploaded on the TECHERA youtube channel and shared on social media. Partners will prepare press releases to launch key cluster activities, exploitation/capitalization initiatives and to inform on main achievements and TECHERA cluster milestones.</p>
<b>Activity budget</b>	€ 53.790,00

<b>Activity locations</b>	ITALY
<b>Municipality</b>	ANCONA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ANCONA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	CESENA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	CESENA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	DUBROVNIK
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	DUBROVNIK

<b>Activity locations</b>	ITALY
<b>Municipality</b>	LEGNARO
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PADOVA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	PULA - POLA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PULA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	RAVENNA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	RAVENNA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	TRIESTE
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	TRIESTE

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	ZADAR
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ZADAR

### Activity details 2.3

<b>Activity number</b>	3
<b>Title</b>	Digital and web-based activities
<b>Description</b>	The Cluster will act as a community of projects with different information and results to share. The results are already developed by projects and new activities and synergies will come from the interaction among projects. The different initiatives will be linked and showcased by a digital activity with an integrated communication approach aimed to ensure the coverage of all territories and be able to open a dialogue with young people and citizens. TECHERA will take full advantage of the potential of the audiovisual to illustrate the study visits. The project will rely on an external services provider to create a video showcasing cluster's achievements. Different materials and interviews will be recorded during events and study visits for editing a final video. Interviews and short videos will also feed the website/social media. The web-based activity will be conducted constantly on the webpage and social media created by PP2. All partners will provide contents on a regular basis.
<b>Start date</b>	01/04/2022
<b>End date</b>	30/06/2023
<b>Activity deliverables</b>	<p>D2.3.1. Digital communication web-based product. (M15 - RP: PP2 AIE) A video showcasing cluster's achievements. Materials and interviews during the events and study visits will be recorded. If needed, PPs will also use already existing videos of the standard projects in order to merge all the materials for editing the final video. Target groups: general public, students interested in blue growth and economy, young people and citizens</p> <p>D2.3.2. Web-based resources and digital campaign Resp PP2 AIE The web-based activity will be conducted constantly on Internet webpage hosted by the Programme and social media created by PP2. All PPs will provide digital contents on a regular basis to feed the social media and the webpage newsroom. Infographics will summarize the innovation practices and the data-driven solutions developed by the Standard projects to allow a better transfer process.</p> <p>D 2.3.3 Digital gaming for communicating sustainability in the blue sector (M10, Resp. PP4) A digital web-based game on sustainable fishing (in italian and english) will be further implemented in order to accommodate additional transversal concepts of circular economy and social aspects. In order to overcome communication crossborder obstacles the web game will be translated in croatian. All networks connected to the partnership and to other related programmes (ADRION, ITA-SLO, CEI) will be used for broadening at maximum the participation from civil society.</p>
<b>Activity budget</b>	€ 57.438,00

<b>Activity locations</b>	ITALY
<b>Municipality</b>	ANCONA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ANCONA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	CESENA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	CESENA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	DUBROVNIK
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	DUBROVNIK

<b>Activity locations</b>	ITALY
<b>Municipality</b>	LEGNARO
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PADOVA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	PULA - POLA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PULA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	RAVENNA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	RAVENNA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	TRIESTE
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	TRIESTE

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	ZADAR
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ZADAR

## Work package details 3

<b>Work package number</b>	3
<b>Title</b>	Clustering thematic activities
<b>Description</b>	<p>In respect to the call, the aim of the package is to exploit, inform and demonstrate the main results from 6 (over 8) projects funded under IT-HR CLUSTER n. 1: Connectivity from the sea: data driven solutions in the sea economy respectively: ADRIREEF, BLUE KEP, FAIRSEA, ITACA, PRIZEFISH and SUSHI DROP. The activities of this WP will serve to build synergies among these projects to increase sustainability and transferability of results. The effort will result in a reflection of future needs in order to make quality recommendations and flagship for the next programming period. This will be reached through the following activities:</p> <p>3.1. Exchange and exploitation of projects' results 3.2. Contributions to the next programming period 3.3. Awareness raising and engagement</p> <p>PP4-OGS will coordinate WP3. Each Activity produces deliverables at expected month (MX) and with a Responsible Partner (RP), but all PPs are involved and contribute according to their experience and capabilities. The Deliverable 3.2.4 Project ideas has a cross-border coordination by one IT and one HR partner.</p>
<b>WP expected outputs</b>	<p>This WP is expected to combine together the main achievements of the six projects in Cluster 1 and to obtain the following outputs:</p> <p>1) A descriptive list of main results that the 6 projects obtained (inventory) 2) An Exploitation plan describing innovative and synergistic schemes for ensuring the sustainability and coordinated exploitation of results; 3) Three different activities (workshop, thematic seminar and live demonstration) will be dedicated to a specific objective and target group: 1) A thematic seminar with primary and high schools students on the innovations in the blue sector; 2) A live demonstration on data-driven solutions in the fisheries sector - addressing as target groups "policy makers"; 3) A multistakeholder discussion workshop on co-production of ideas and knowledge; 4) A study visit in the form of visual experience on reef data gathering, webGIS application and visualization to pool together the data-driven visual approaches of projects and test them against stakeholders. 5) Guidelines to promote blue careers and increase employability in the next future. Flagship paper on data-driven solutions for sea economy - identification of cross-border obstacles to be solved, and priorities for the next programming period. 6) At least 8 project ideas to contribute to the implementation of EUSAIR flagships in the programming period 2021-2027 in the fields of blue economy and smart specialization sectors.</p> <p>All the WP outputs target the specific objectives defined by the call; SO 1.1 Developing and enhancing research and innovation capacities and the uptake of advanced technologies SO 1.4 Developing skills for smart specialization, industrial transition and entrepreneurship.</p>
<b>Durability of WP outputs</b>	<p>WP3 follows a "building upon" approach, meaning that all outputs are produced starting from previous deliverables and finally to outputs of projects included in Cluster 1, ensuring to the maximum extent possible their internal durability. At institutional level, specific activities (study-visits and workshops) are foreseen to increase the capacities of institutions (administrative, scientific and educational) and to guarantee that outputs (i.e. guidelines) set the basis for ordinary activities. At policy level, the involvement of policy-makers (i.e. live demonstration) is functional to support the policy uptake of the supporting decision tools and strategies proposed by TECHERA (i.e. the Exploitation plan and Flagship paper) into blue economy sectorial policies at EU, Adriatic and regional level. All partners are engaged not only in drafting project ideas (D3.2.4) but also to go ahead with the establishment of consolidated partnership submitting the proposals to next calls.</p>
<b>Transferability of WP outputs</b>	<p>The activities of WP3 are conceived for the best transferring of key data-driven approaches of the 6 projects to other sites of the programme area and beyond current partnership using demonstrations, live applications, virtual study visits. For example, the study visit will represent a live test on synergies among project products but also a demonstration of their applicability to new reefs in other areas, in particular of the ADRIION Region. All activities of WP3 are considered as testing the potential for TECHERA results to be transferred, updated, extended, replicated to other sites by considering also connections with other IT-HR projects such as INNOVAMARE, ARGOS, CASCADE, MARLESS, ECOSS, ECOMAP. The project outputs will be fully documented and freely available favouring transfer of data-driven solutions to other organizations, areas and countries.</p>
<b>Responsible partner</b>	ISTITUTO NAZIONALE DI OCEANOGRAFIA E DI GEOFISICA SPERIMENTALE – OGS
<b>Budget</b>	€ 333.644,00

## Activity details 3.1

<b>Activity number</b>	1
<b>Title</b>	Exchange and exploitation of projects' results
<b>Description</b>	<p>The activity is oriented to map the most significant outputs produced by cluster's previous projects with the aim of defining a complete framework on data availability and IT operational capacities, in the field of sea status and blue economy sectors, to find out innovative schemes for the building upon results (D 3.1.1). The inventory is the basis to outline guidelines on data sharing, providing technical solutions to feed databases with new data to make the systems interoperating. These guidelines are then further elaborated in an Exploitation plan (D 3.1.2) that represents a decision support roadmap for policymakers to support further investments in big data sharing and exploitation in the blue economy, prioritizing interventions and activities. Besides, the exploitation plan has a unique purpose which puts emphasis on the results which could be transferred to the youth population, understandable to their ages in order to attract them to be more involved in the fishery sector.</p>
<b>Start date</b>	01/04/2022
<b>End date</b>	30/06/2023



<b>Activity deliverables</b>	<p>Del 3.1.1 – Inventory of results from previous projects (M2; RP:PP5) A report mapping the most significant outputs produced by cluster's previous projects, with particular reference to datasets and databases on sea status, blue economy sectors , IT systems running them (platforms, webAPP, etc.). The inventory will assess the functionalities and outline overlaps, synergies, and potential integration of previous project results at informative and geographical level.</p> <p>Del 3.1.2 – Exploitation plan (M4-M9; RP:LP) Document on the exchange approach of results from previous projects and the identification of the methods for integrated exploitation of projects' results. The preliminar version (M4) will give technical instructions on how to integrate data collected by previous projects, as well as guidelines outlining solutions for making the IT systems interoperating and compliant to data treatment regulations. It will also identify, with inputs from all PPs, the relevant stakeholders in the blue sector to involve in the activities (matrix of stakeholders approach). The final version (M9), enriched by the exchange of information occurring during the project, will include a list of interventions to be put in place to further enlarge the databases and IT systems (in information and at geographic level), as starting point for the drafting of new project proposals.</p>
<b>Activity budget</b>	€ 98.094,00

<b>Activity locations</b>	ITALY
<b>Municipality</b>	ANCONA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ANCONA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	CESENA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	CESENA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	DUBROVNIK
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	DUBROVNIK

<b>Activity locations</b>	ITALY
<b>Municipality</b>	LEGNARO
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PADOVA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	PULA - POLA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PULA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	RAVENNA
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<b>Town</b>	RAVENNA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	TRIESTE
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	TRIESTE

<b>Activity locations</b>	CROATIA
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<b>ZIP code</b>	
<b>Town</b>	ZADAR

### Activity details 3.2

<b>Activity number</b>	2
<b>Title</b>	Contributions to the next programming period
<b>Description</b>	In line with the Pilar 1. Blue Growth, this activity will provide recommendations for the next programming period 21-27, fulfilling the SO 1.1 and 1.4. The aim of this activity is to describe the current issues that main sea economy sectors (such as fisheries, aquaculture, tourism, conservation) are encountering and how they can be positively changed, and as such will serve as recommendations topics for the upcoming programme calls. The strategy which will be adopted is to identify the essential themes and strategies that were considered in the realized projects and might be considered again. In addition, a synthesis of the main gaps and obstacles that previous projects have identified will be provided, to be able to narrow how the next programming should work to be more efficient. An exchange with the Adrion TC on Blue growth and Smart Specialization will allow to identify common goals and challenges and fields of interventions for the next programming period.
<b>Start date</b>	01/04/2022
<b>End date</b>	30/06/2023
<b>Activity deliverables</b>	<p>D3.2.1 Stakeholder workshop for knowledge co-production (M6; RP:PP1) Stakeholders linked to the Blue growth clusters (including other Programmes and Initiatives) will be brought together to conceive new project ideas supported by ad hoc-methodologies (e.g. OST) fostering the exchange among institutions, researchers, technologists and sector representatives.</p> <p>D3.2.2.Guidelines to promote blue careers (M8; RP:PP7) Based on the lesson learned from the activity conducted in D3.3.1, D3.3.2 and D3.2.1 this activity will deliver Guidelines for attracting young staff and developing new jobs in the fisheries sector.</p> <p>D3.2.3 Flagship paper on data-driven solutions for sea economy (M10; RP:LP) A paper to be published in an international journal about data-driven and technological solutions used to tackle issues within the main sectors of the blue economy, focusing on circular economy and low carbon emissions and in connection with EUSAIR flagship.</p> <p>D3.2.4 Project ideas for programming period 21-27 (M14; RP: PP4 &amp; PP6) Basing on previous projects outcomes and discussions generated in the cluster, suggestions for the next programming period 21-27 in the form of crossborder project ideas will be provided. 8+ project ideas (with background, scope, crossborder dimension, expected outputs) will be developed considering (but not limiting to) the importance of innovation and research and the relevance of smart specialization to improve efficiency and sustainability of blue economy sectors.</p>
<b>Activity budget</b>	€ 98.150,00

<b>Activity locations</b>	ITALY
<b>Municipality</b>	ANCONA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ANCONA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	CESENA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	CESENA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	DUBROVNIK
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	DUBROVNIK

<b>Activity locations</b>	ITALY
<b>Municipality</b>	LEGNARO
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PADOVA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	PULA - POLA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	PULA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	RAVENNA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	RAVENNA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	TRIESTE
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	TRIESTE

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	ZADAR
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ZADAR

**Activity details 3.3**

<b>Activity number</b>	3
<b>Title</b>	Awareness raising and engagement
<b>Description</b>	The aim of this activity is to connect and transfer the multiple results from different projects, combining them into valuable integrated pieces. By relying on the results from Act. 3.1. this activity will provide new ways to present the results or will engage with new targets. In particular, combined or harmonized results will be presented to a wider audience including stakeholders from the fishery sector, as well as the students from elementary and secondary schools for the first time. Forming demonstrative tools and guidelines are an essential part on how to transfer the harmonized cluster results to the blue economy sector ensuring durability of the results after the project itself and reinforcing results of Act.3.2. The results of this activity will represent a sort of preliminary applications of integration of projects thus paving the ground for the next programming period 2021-2027.
<b>Start date</b>	01/04/2022
<b>End date</b>	30/06/2023
<b>Activity deliverables</b>	<p>D3.3.1 Study visit: Virtual exploration of the Adriatic Sea (M5; RP:PP3) This virtual study visit will showcase digital technologies such as: 1) the interactive VR tool with 3D images and reconstructions of the Paguro wreck (ADRIREEF); 2) the live broadcasting of Reef data acquisition with drones (ADRIREEF and SUSHIDROP); 3) Ecological Data gathering in an open Platform (FAIRSEA); 4) virtual exploration on the small pelagic fisheries landing through ITACA's video.</p> <p>D3.3.2 Thematic seminar with primary and high schools students on the innovation in blue sectors (M6; RP:PP7) A thematic seminar for primary and high school students with the active participation of stakeholders from blue sectors. Different communication approaches will be used (frontal lectures, participatory discussion, gaming) to facilitate the emerging of ideas from students. The aim is to identify ways for strengthening the careers in the fishery and blue sectors but also to develop possibilities for future programmes.</p> <p>D3.3.3 Live demonstration for policy makers on data-driven solutions in the fisheries sector and conservation (M10; RP:PP5) The live demonstration will present some ICT data driven solutions in blue sector developed (introduced in D 3.1.2) . The aim is to facilitate the policy-uptake of these tools, their exploitation and mainstreaming with the support of sectoral funds linked to blue economy. Policy-makers availability in adopting these solutions will be investigated through questionnaires.</p>
<b>Activity budget</b>	€ 137.400,00

<b>Activity locations</b>	ITALY
<b>Municipality</b>	ANCONA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	ANCONA

<b>Activity locations</b>	ITALY
<b>Municipality</b>	CESENA
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	CESENA

<b>Activity locations</b>	CROATIA
<b>Municipality</b>	DUBROVNIK
<b>Address</b>	
<b>ZIP code</b>	
<b>Town</b>	DUBROVNIK