

JOIN OUR BLUE  
ENTREPRENEURSHIP PROGRAMME

# BLUE ENTREPRENEURSHIP PROGRAMME

CALL FOR INNOVATIVE BLUE BUSINESS  
IDEAS IN THE BLUE ECONOMY SECTOR

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# ATLANTIC MARITIME ECOSYSTEM NETWORK



## CONTEXT & BACKGROUND

Oceans, seas, coastal areas and marine activities continue to play an important role in the European economy and its citizens; they have a great potential to generate a sustainable economic growth, qualified employment and promote innovation in different economic sectors.

In this sense, the EU Blue Growth Strategy (2015) identified a group of maritime activities of interest with high potential for a sustainable growth and jobs creation in the framework of the so-called Blue Economy. Among this group of maritime activities, the **Atlantic Maritime Ecosystem Network** – MarENet project – specifically promotes Blue Careers as an initiative launched by the European Maritime and Fisheries Fund of the EU (EASME) in 2019.



## OBJECTIVE

This two-year project seeks to strengthen the cooperation between maritime business and academia, through the achievement of the following objectives:

- **DESIGN & IMPLEMENT** a Northwest European Atlantic Maritime Network made up of training centres and industry.
- **RESPOND** to the needs of the port maritime market and maritime curricula.
- **ENHANCE** the visibility and opportunities of blue economy and blue careers.

## EXPECTED RESULTS

*A multidisciplinary and international consortium made up of 8 public and private entities related to the maritime-port sector from Ireland, France and Spain are carrying out different activities at a regional, national and transnational level in order to:*

- *Identify and cover training gaps in maritime curricula by developing innovative training programs.*
- *Constitute a North Atlantic Maritime-port Knowledge Ecosystem Network and an on-line platform.*
- *Promote partnerships between academia and industry to solve specific skill demands.*
- *Share human capital, best practices and tools in the maritime-port environment.*

# BLUE ENTREPRENEURSHIP PROGRAMME

This exciting and interesting BLUE ENTREPRENEURSHIP PROGRAMME falls under the framework of the MarENet project.

Through this BLUE ENTREPRENEURSHIP PROGRAMME, the MarENet consortium seeks to strengthen business skills and develop tools required for implementing new business initiatives related to the marine environment.

The business initiatives developed through this entrepreneurship programme will contribute to the promotion of the competitiveness of the maritime sector in Europe.



## WHO CAN PARTICIPATE?

A maximum of 30 participants from across Europe are invited to participate in the blue entrepreneurship programme.



## WHAT DO WE OFFER?

To participate in an European mentoring programme that will reinforce your skills and tools to develop your business ideas.



## WHEN?

The programme will have a duration of 10 months approximately. From February to October 2021.



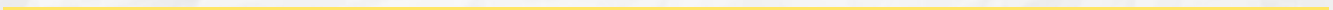
## WHERE?

It will depend on the COVID-19 situation. However, physical and virtual training courses and activities will be implemented in Spain, France and Ireland.



## WHY SHOULD I BE INTERESTED?

This programme will provide you with the capacities and abilities to put your innovative idea into action and connect with interesting key stakeholders from the maritime environment.





## PROGRAMME OBJECTIVE

This program of advice and training for entrepreneurship will guide you through the business development process to put into action your innovative business idea.



**As a participant you will have the opportunity to**

### ACQUIRE BUSINESS SKILLS

Participating in the different training courses conducted by experts on how to prepare a business model, a financial plan, pitch to investors, marketing and branding plan...

### GAIN TECHNICAL KNOWLEDGE

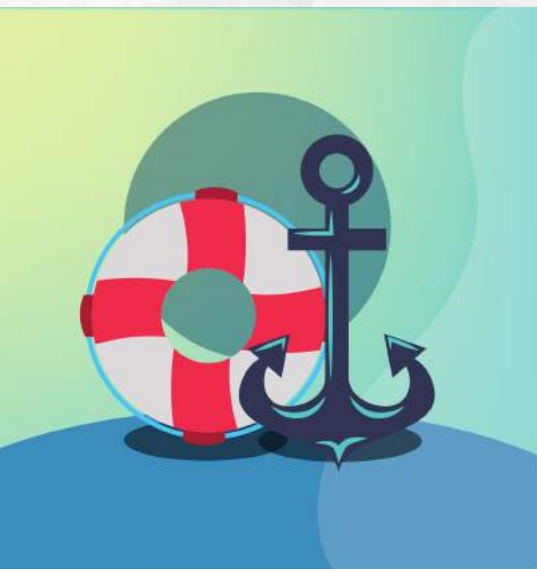
Experts from our multidisciplinary consortium will conduct webinars on different topics in the most representative Blue Economy sectors like shipbuilding, fisheries, ports, aquaculture, biotechnology...

### PARTICIPATE ON A BLUE HACKATHON

After a competition phase, the selected projects will have the opportunity to participate in a European Blue Hackathon in Cork, Ireland. This event will give you the opportunity to interact with key stakeholders from the sea-port environment.

### POTENTIAL FUNDING OPPORTUNITIES

The selected projects after the Blue Hackathon competition will receive a close assistance to identify potential funding opportunities and synergies with the industry to put into practice their ideas.



## BENEFICIARIES

Do you have a business idea and would like to put it into practice but you do not know where to start?

If you meet the requirements, this is your opportunity! JOIN OUR PROGRAMME!

**We support entrepreneurs and business initiatives that meet the following requirements:**



### ENTREPRENEURS

Entrepreneurial individuals that would like to create a start-up and/or an enterprise or are individual entrepreneurs (self-employed).

All EU nationals who are at least 18 year old.

Fluency in English is required to attend courses and activities (at least a CEFR B2 Level)



### ADDRESS CHALLENGES

Business ideas that respond to any of the challenges in the most representative maritime sectors - shipbuilding, ports, fishing, aquaculture, emerging sectors; and/or any other sector that might be directly related to them.



### INNOVATIVE IDEAS

The programme is open to all innovative ideas that incorporate digital transformation processes, circular economy approach, technological solutions...or any other transformative ideas



## WHAT DO WE OFFER?

This program of advice and training for entrepreneurship will have a duration of approximately 10 months, and will provide you with the tools and skills required to develop your business ideas.

The programme will also give you the opportunity to contact key stakeholders from the maritime sector across Europe.

The Entrepreneurship programme is structured in 5 main phases\*:

**Phase 1. Application**  
January - February 2021



**Phase 2. Bootcamps**  
March - April 2021



**Phase 3. Presentation of projects**  
Competition Phase  
May 2021



**Phase 4. Blue Hackathon in Cork, Ireland**  
June 2021



**Phase 5. Pre-incubator**  
July-October 2021



\*Implementation months are subject to changes depending on the COVID-19 situation

## PHASE 1. APPLICATION

To apply for the entrepreneurship programme, please fill in the online application form in the following [link](#). Applications will be opened for one month, until February 28, 2021.

The pre-scoring system will be used only in case that the number of eligible proposals is over 30. In this case, the project proposals will be evaluated according to the following criteria: Blue Economy sector or other sectors related with its environment (20%), relevance of the challenge addressed (20%), clarity of objectives and results (15%), innovation component (25%) and socio-economic and environmental impacts (20%).



## PHASE 2. BOOTCAMP S

The Blue Entrepreneurship Programme includes a bootcamp training plan with webinars and courses that will:

- Guide you on how to design your business and financial plan
- Strengthen your knowledge on the challenges, opportunities and other aspects of BE sectors
- Get to know and interact with real start-ups and entrepreneurs



## PHASE 3. PRESENTATION OF PROJECTS

After the training courses, you will need to prepare a more detailed project proposal to be presented to the Evaluation Committee at an online event that will take place approximately in May 2021.

The Evaluation Committee will select 15 project proposals. The winners will participate in the Blue Hackathon in Cork (Ireland). Travel and subsistence expenses (transport, accommodation and food) will be covered by the Programme.



## PHASE 4. BLUE HACKATHON

The EUROPEAN Blue Hackathon will give entrepreneurs the opportunity to interact with key stakeholders from the sea-port environment, mature their ideas and share knowledge and experience with other entrepreneurs.

After the Blue Hackathon Competition, three project proposals will be selected to participate in the pre-incubator phase.



## PHASE 5. PRE-INCUBATOR

The selected projects after the Blue Hackathon competition will receive close assistance from experts to identify potential funding opportunities and synergies with the industry to put their ideas into practice.

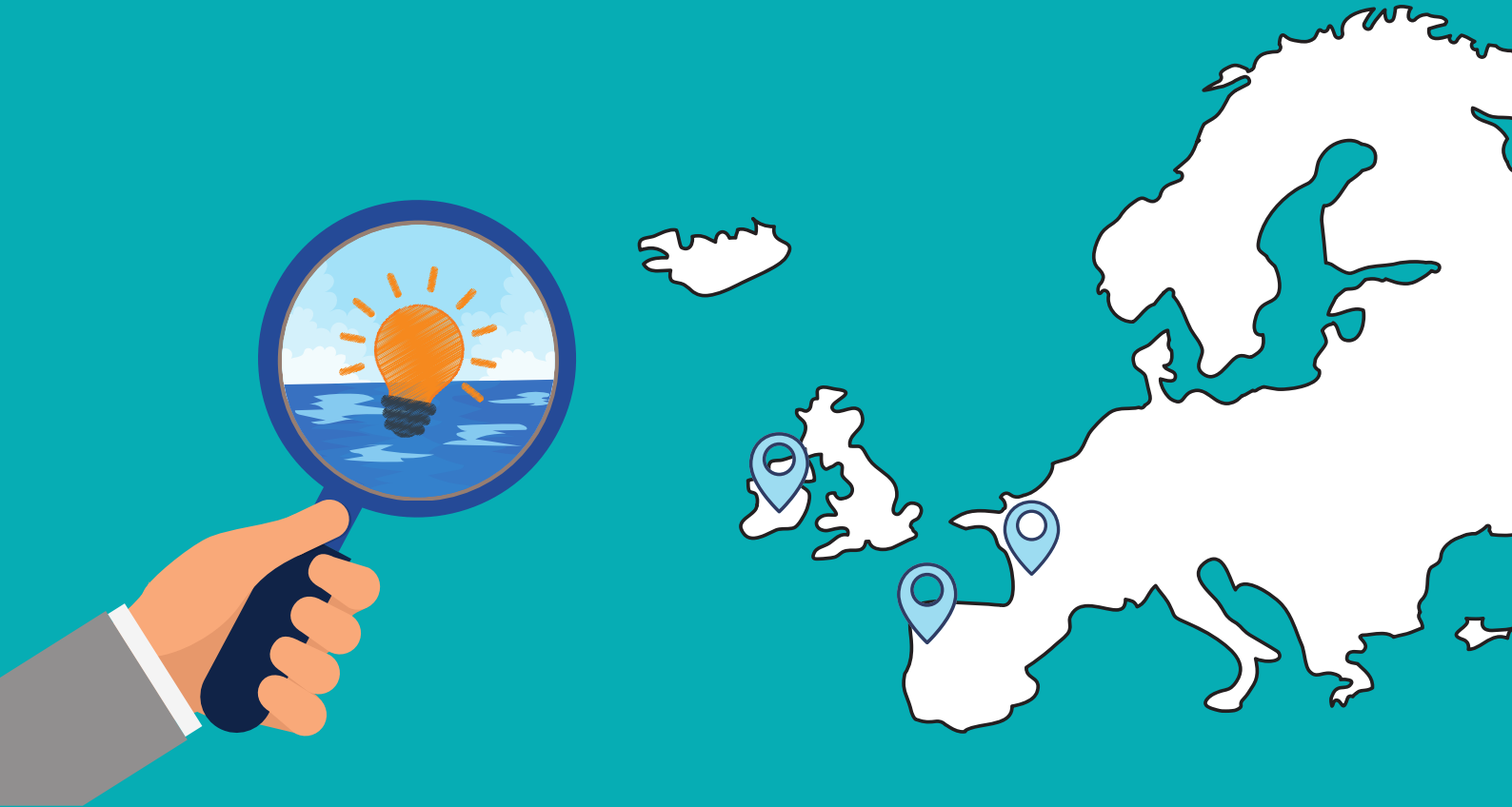
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With the contribution of the European Maritime and Fisheries Fund of the European Union



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