

“Shaping a Circular Blue Economy in the Mediterranean”

BLUEfasma online platform and tools

27-28 June 2022

Cairo + online



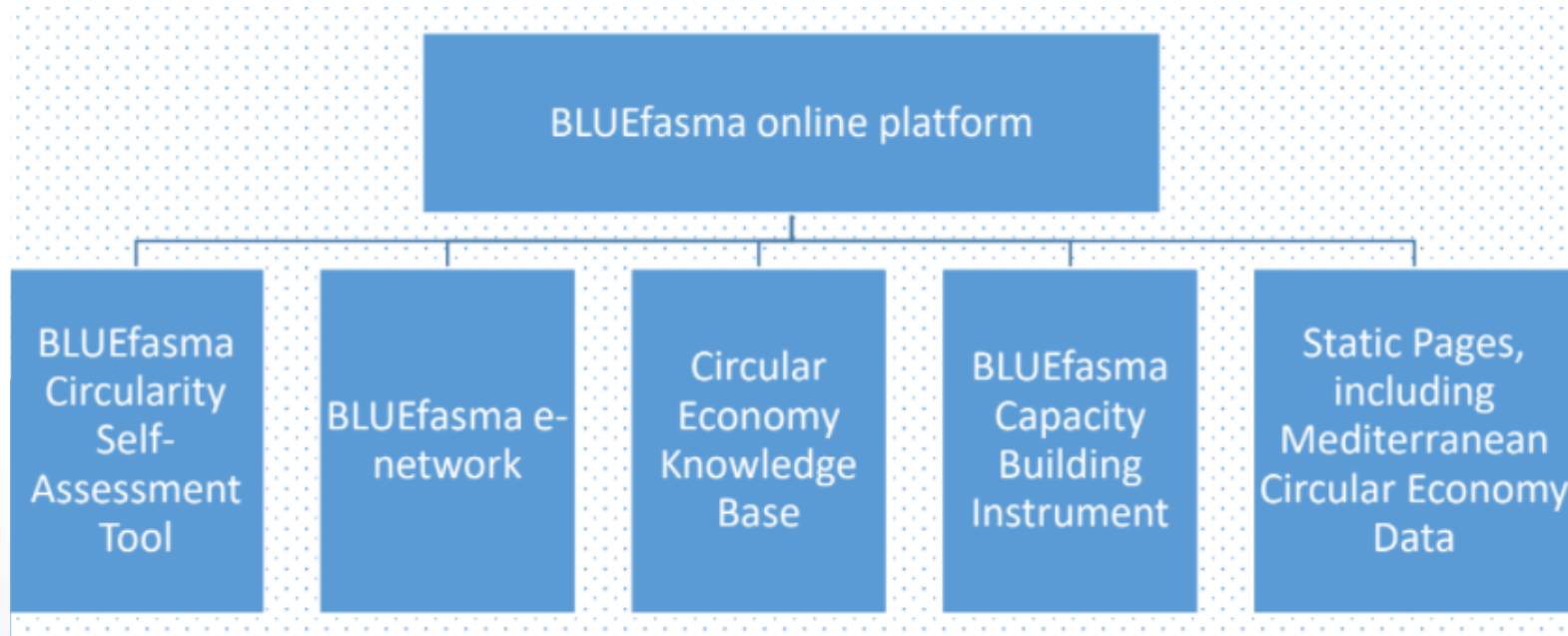
How can circular practices benefit the economy?

Konstantina Marousi

Senior Project Manager – University of Patras

BLUEfasma online platform

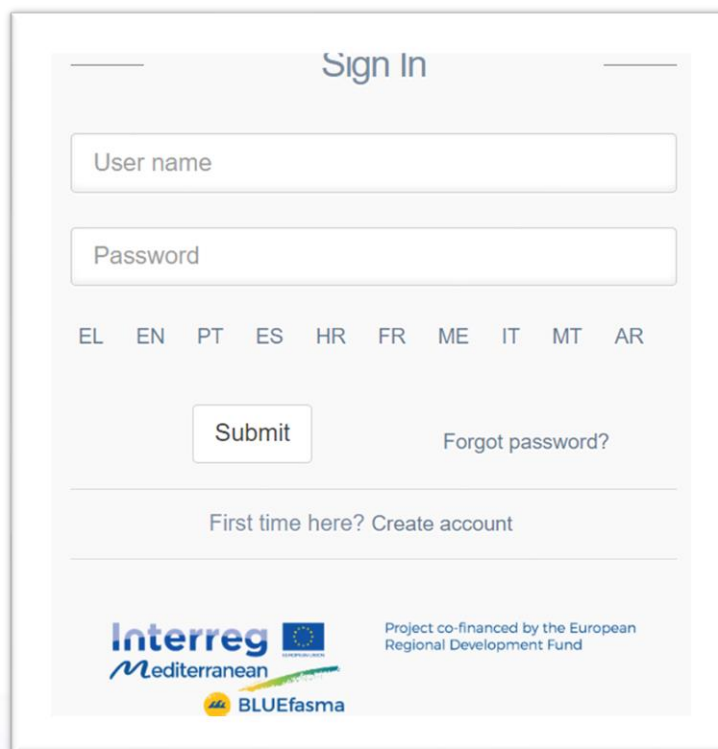
The BLUEfasma online platform is a web-based application designed to host the BLUEfasma tools → bluefasma.upatras.gr



The Tool is a **unified Mediterranean measure** of SMEs & enterprises **readiness** and **willingness** to invest in Circular Economy, acting as a **decision support tool**.



**SMEs, enterprises
& business clusters**



The screenshot shows a 'Sign In' form with the following elements:

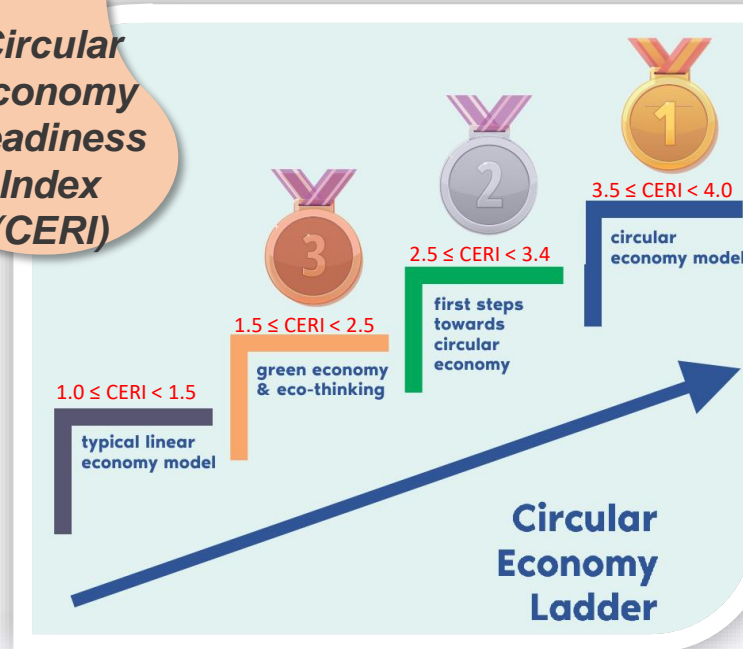
- Header: 'Sign In'
- Input fields: 'User name' and 'Password'
- Language selection: A row of buttons for EL, EN, PT, ES, HR, FR, ME, IT, MT, AR.
- Buttons: 'Submit' and 'Forgot password?'
- Footer: 'First time here? Create account'
- Logos: Interreg Mediterranean and BLUEfasma at the bottom left.
- Text: 'Project co-financed by the European Regional Development Fund' at the bottom right.

- Registration is needed
- Free/available online
- Languages: EN, GR, PT, ES, HR, FR, ME, IT, MT, AR

BLUEfasma Circularity Self-Assessment Tool

Depending on user's answers,
calculates the two indicators:

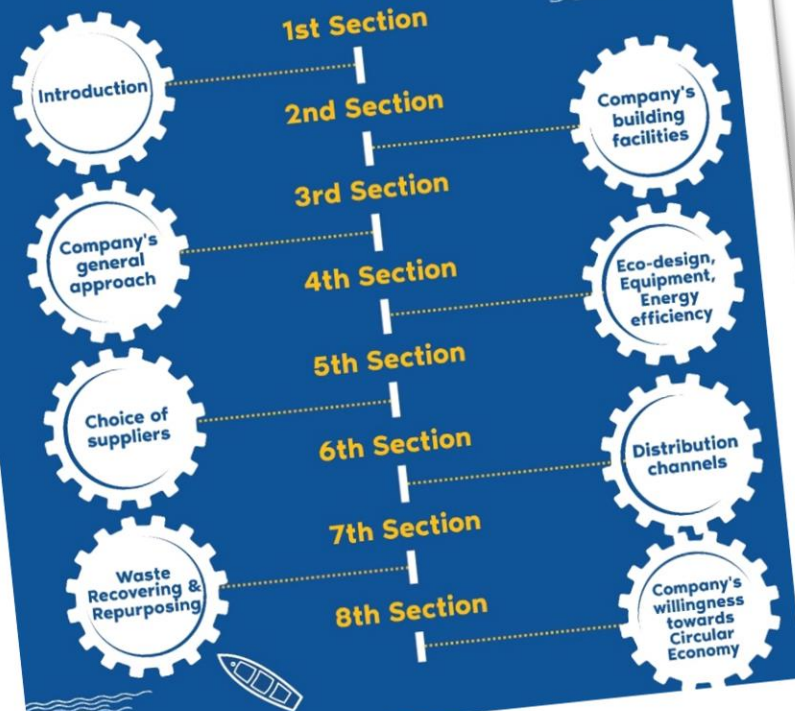
**Circular
Economy
Readiness
Index
(CERI)**



**Willingness
to Invest in
CE (WISE)**

scale 1 - 5
(1: very little -
5: very much)

ARCHITECTURE OF THE BLUEFASMA CIRCULARITY SELF-ASSESSMENT TOOL



At the end...



Recommendations
for moving towards
Circular Economy

BLUEfasma Circularity
self-assessment tool's
result

Added value
for the SME

- Not all questions to be answered by all users.
- Questions depend on answers on user's profile (user related to Fishing or Aquaculture or both; user in Primary or Secondary production or Distribution of products or Retail).

Through this transnational e-network the interested stakeholders can **communicate, exchange knowledge** and **experiences** on topics relevant to the blue Circular Economy in fishing and aquaculture.

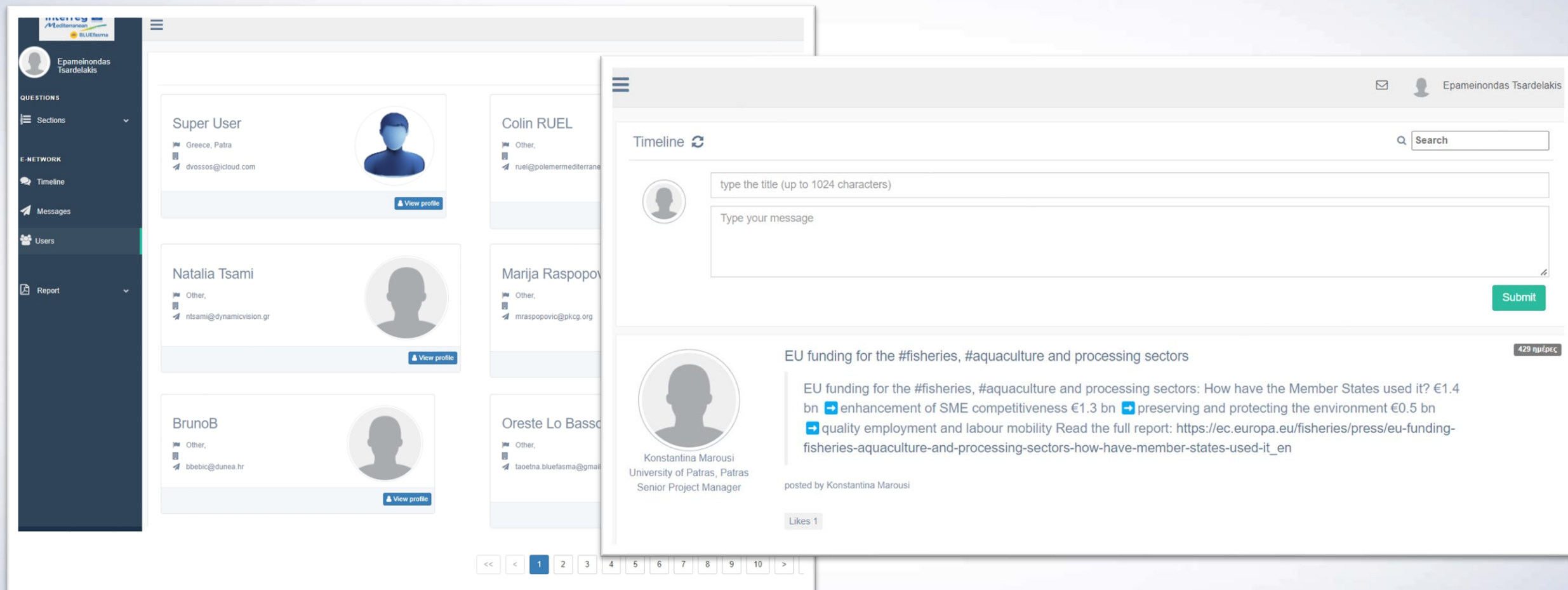


**SMEs, enterprises,
clusters, networks,
business support
organisations, Public
Authorities**

...195 registered users so far

- Registration is needed
- Free/available online





The screenshot displays the BLUEfasma e-Network interface. On the left is a dark sidebar with navigation links: Questions, Sections, E-NETWORK, Timeline, Messages, Users, and Report. The main content area shows a list of user profiles, including 'Super User', 'Colin RUEL', 'Natalia Tsami', 'BrunoB', 'Marija Raspopov', and 'Oreste Lo Basso'. A modal window is open, showing a 'Timeline' view with a search bar and a post by 'Konstantina Marousi' from the 'University of Patras, Patras'. The post discusses EU funding for fisheries and aquaculture sectors. At the bottom, there is a pagination bar with numbers 1 through 10.

BLUEfasma Circular Economy Knowledge Base

The Knowledge Base **systematizes** existing innovative practices, tools, recommendations, solutions, and methods related to Circular Economy in fishing and aquaculture.

→ a **well-organised online library** for improving innovation capacity on CE



**SMEs, enterprises,
clusters, networks,
business support
organisations, Public
Authorities**

- No registration needed
- Free/available online

Search in database

Sector

Key area

Type

Country

Keyword from the title

BLUEfasma Circular Economy Knowledge Base

Search in database

Sector

Fishing
Aquaculture
Fishing and Aquaculture

Key area

Distribution of products
Primary production (creation, collection or extraction of raw material)
Retailers
Secondary production - processing of goods
Suppliers

Type

Academic/Research paper
Action plan
Guideline
Methodology
Offline tool
Online tool

Search Reset

This instrument integrates financing opportunities for Research and Innovation business investment in fishing and aquaculture.



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- Registration is needed
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BLUEfasma Capacity Building Instrument

Search in database for available financing Programmes/Funds

Programme Name

Heading

Search

Search in database for available calls for projects' funding

Programme Name

Programme Category

Title

Thematic Categories

Country

Eligible type of entities for Participation

Search

Reset

NOT JUST FOOD 2.

EIT Food's vision is a world where everybody can access and enjoy sustainable, safe, and healthy food – with trust and fairness from farm to fork. The intention of this Call for Proposals is to maximise the societal, economic and environmental impact of innovative ideas and consortia within the scope of EIT Food's Impact Framework, as described in our Strategic Agenda 2021-27. EIT Food's Impact Framework targets four primary Impact Goals for food system change: -improvement in conditions for enhanced public trust in the food system - Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known dietary factors - Improved environmental impact of agri-food systems - Enabling transition to a circular & sustainable economy

Detailed Call Description

EIT Food is calling for consortia of organisations to submit proposals for collaborative activities which will bring innovative technology solutions to the market in the agrifood sector. Proposals responding to this call must include the following key elements: - Propose one or more near-to-market, commercially viable innovative technology solutions aligned with EIT Food Focus Areas, Challenges and Impact Framework (More details in the Call 2022 Guidelines). - Innovative solutions must have a TRL level 7 at the time of the proposal submission. - All proposed activities, regardless of activity duration, must launch at least one innovative solution by 31 December 2023, including revenue generated of at least 10,000 EUR. Activities ending in 2024 must launch an additional marketed innovation by 31 December 2024.

Call Identifier Code: N/A

Call Total Budget: €0.00

Financing Percentage: 45%

Thematic Categories: Agriculture and rural development, Aquaculture, Circular Economy

Eligible Countries: EU Members States

Eligible Regions (NUTS2): All NUTS2

Eligible type of entities for Participation: Aquaculturists, Education training centres and schools, Enterprises, except SMEs, Higher education and research, SMEs

Eligibility for Participation - Notes: At least 3 partners, coming from 2 different eligible countries - Partners should be representative for at least two of the three sides of the "knowledge triangle" (education, research and business) - Proposal should be commercially viable and in a "near-to-market" state (TRL 7: System prototype demonstration in an operational environment). - By 31/12/2023 there should exist an innovative solution in the market (with a min expected revenue of 10,000 €)

Call opening date: 01/11/21

Call closing date: 14/01/22

Contact: Call2022@eitfood.eu

Website: <https://www.eitfood.eu/projects/eit-food-call-for-proposals-2022>

Users of the BLUEfasma online platform



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Thank you for your attention

**“a BLUE Sea
needs
BLUE actions”**

Interreg
Mediterranean



BLUEfasma

