Policy Protocol: a useful tool for project transferability

iBLUE

Newsletters

PREVIOUSLY

iBLUE 3-PBM Methodology Testing (WP4): here are the results of Pilot actions!

WHAT'S HOT

Policy protocol: a useful tool for project trasferability

COMING SOON

iBlue Conclusive Conference

The Activity A.5.2 "Development of transferability protocols for policy makers and plan of results portability" had as target group Regional public authority. With this activity, the project aimed at developing conjointly a protocol for policy makers for the transferability of iBLUE and for its exploitation connected with territorial policies. UNIUD (Lead Partner) coordinated the activity, but all the consortium members participated for its development. Furthermore, a plan for the results portability was developed, setting the guidelines for an efficient output exploitation.

THE POLICY PROTOCOL

The main objective of Deliverable L5.2.1 was to develop conjointly a protocol for policy makers for the transferability of iBLUE and for its exploitation connected with territorial policies. UNIUD was responsible of the deliverable and the whole consortium provided feedback and reported experiences useful to explain the transferability potential of iBLUE. UNIUD elaborated on the draft document all 2019 through by involving partners in checking and providing feedback at several steps of the work-in-progress. All partners discussed in order to define a common agreement from the draft proposed by UNIUD and validated the report of Deliverable L5.2.1 in due time at the end of the year.

THE AIMS OF POLICY PROTOCOL FOR PROJECT TRANSFERABILITY

For the core delivery of iBLUE transferability, the policy protocol should contribute to provide guidance for policy makers for the innovative sustainable growth. Concrete goals of this document are:

o To identify possibilities of how to raise awareness of iBLUE project and its main deliverables;
o To propose how to mobilize stakeholders in the process of implementation of innovative sustainable business models;
o To structure and specify the target audience that might use, engage in and further co-create the various output through the mediation of policy makers.

Indeed, the activities of the project allowed direct impact to both policy makers and other stakeholders, such as Small and Medium Enterprises (SMEs) and Higher Education Institutions (HEIs), which may be indirectly targeted by the support of policy makers' mediation.

THE STRUCTURE AND THE CONTENTS OF THE DELIVERABLE

Main deliverables specifically targeted to policy makers were presented, as well as main deliverables targeted to other stakeholders were linked to clarify how policy makers may adopt them and reproduce them.

It follows that the core contents of the deliverable were structured into three main parts.

In the first one, an overview on main deliverables of iBLUE project targeted to policy makers was given. This part of document consists of main deliverables targeted specifically to policy makers. As such, all deliverables were specifically designed in order to prompt the involvement and the awareness of policy makers about the project and its field of application. For instance, all activities related to WP2 "Communication" have as primary objective to link policy makers to the project community, in order to facilitate the transferring of knowledge both from the project studies to policy makers and vice-versa. Deliverables related to WP3 "Studying" provide the guidance to the use of a sustainability indicators system as a good practice to detect the development degree of sustainability and sustainable business models. Finally, deliverables related to WP5 "Transferring" are specifically intended for disseminating project knowledge and experience to policy makers.

The second part of deliverable consists of main deliverables targeted to other stakeholders. Such deliverables may be useful for policy makers in order to facilitate the transition to a business model innovation from the sustainability perspective. All deliverables were designed in order to prompt the involvement and the awareness of several stakeholders, such as SMEs and HEIs, about the project and its field of application. For instance, all activities related to WP2 "Communication" have as primary objective to spread among a general public basic information on the project, on its activities and its results. Deliverables related to WP3 "Studying" are targeted to different groups. First of all, the provide an up-to-date literature review on business model, which could be useful to researchers of HEIs who want to conduct studies in the field. Second, the collection of information on the sector and the database may support sectorial agencies in supporting SMEs in developing their business within the contemporary yachting scenario. And finally, the 3-PBM methodology is designed for supporting SMEs in improving their business model with the application of sustainability principles. Deliverables in WP4 "Testing" update the proposed methods (3-PBM methodology and sustainability indicator system) after having conducted pilot actions with SMEs. Such refinement allows the implementation of designed methods. Finally, deliverables related to WP5 "Transferring" are specifically intended for disseminating project knowledge on the methodology to SMEs.

The third and conclusive part of the deliverable presents linkages between the iBlue partnership and policy makers through a collection of best practices from the field experience.