



EUROPEAN UNION
European Regional
Development Fund
URBACT III (2014-2020) Programme



BluAct
Starting up the Blue Economy

“BluAct Salerno”

Final Event 27+28 May 2021

Ing. SARA PETRONE – PROJECT COORDINATOR FOR BLUACT SALERNO

Ostend
Belgium



EVENTO FINALE 27 + 28 MAGGIO 2020

UN EVENTO IBRIDO ONLINE/OFFLINE, CON CONNESSIONE LIVE
E INCONTRO SIMULTANEO DELLE 7 CITTÀ PORTUALI EUROPEE

REGISTRAZIONE

AGENDA

LIVE

Sinhos
Portugal

Mataro Spain

BluAct Salerno website

www.bluactsalerno.unisa.it

Created by the University of Salerno
- ULG member

“Starting” ULG: institutions



Core ULG:

- Municipality of Salerno
- Port Network Authority of the Central Tyrrhenian Sea
- Chamber of Commerce of Salerno
- Industrial Union of Salerno
- University of Salerno



Comune di Salerno



Autorità di Sistema
Portuale
del Mar Tirreno Centrale



Camera di Commercio di
Salerno



Confindustria Salerno



Università degli Studi di
Salerno



Additional members: local incubators/mentors and further institutions



Fondazione CARISAL



Istituto di Istruzione Superiore
Statale GIOVANNI XXIII SALERNO



Palazzo Innovazione



Provincia di Salerno



Sellalab



Extended ULG:

- Fondazione Carisal
- Nautical Institute of Salerno
- Palazzo Innovazione
- Provincia di Salerno
- SellaLab

Supporters:



National Cluster on Blue Growth:

- BIG (Blue Italian Growth) National Technology Cluster

Others incubators/mentors:

- Manageritalia - Fondazione Prioritalia
- The Green Hub



Cluster Tecnologico Nazionale Blue Italian Growth



Manageritalia - Fondazione Prioritalia



The Green Hub



5 Thematic Workshops October - November 2019

- About 300 participants in total.



“When the Port merges with the city”

7 November 2019

Port Network Authority of the Central Tyrrhenian Sea



“The Economic Policies of the Sea”

7 October 2019

Municipality of Salerno



“The Sea as a Resource”

22 October 2019

Industrial Union of Salerno



“From the idea to the company”

13 November 2019

University of Salerno

“Discontinuity, innovation and entrepreneurial mindset”

22 November 2019

SellaLab Salerno



XIII “Best Practices for Innovation” Award



Blue Economy Section

On the 5th–6th December 2019
– venue: Maritime Station of Salerno

- 12 aspiring blue growth entrepreneurs
- 80 participants in the Hackathon

In total there were about **800 people** (the participants and members of the public).

The blue economy section had **2 awarding ceremonies**, each one was after the presentation of all the ideas. One was dedicated to start-ups and enterprises and the other one was dedicated to the hackathon.

Out of the **3 challenges** launched by the main entrepreneur of the city, it finally decided to award all of them.

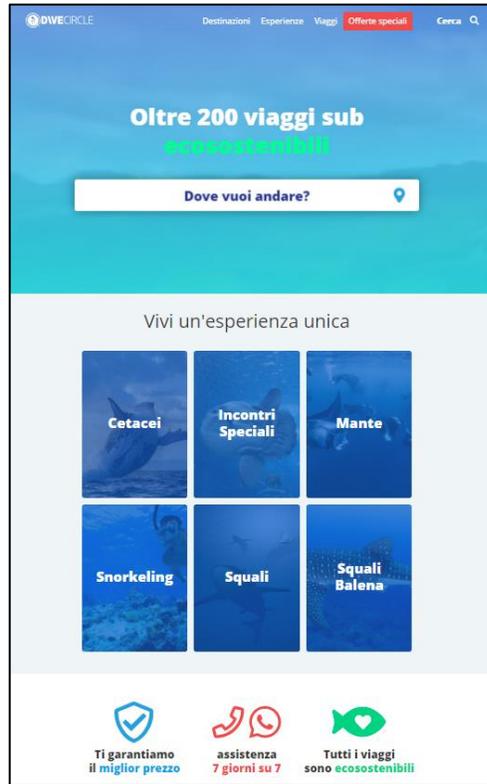


Winners included 3 start-ups and 1 enterprise:



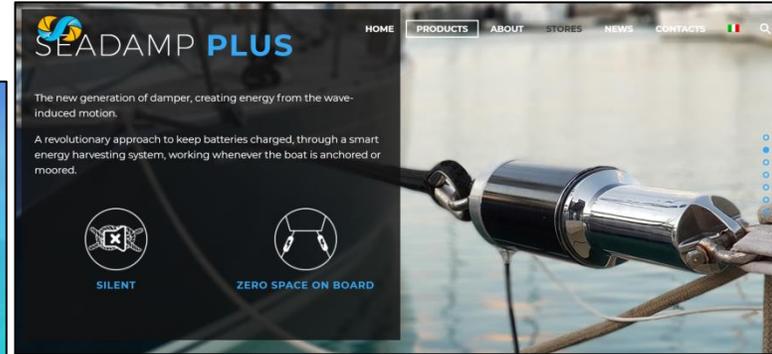
IMEMS Technology srl winning start-up

An innovative start-up that designs and produces high end Inertial Measurement Unit (IMU) with innovative ideas, mostly for navigation and orientation systems.



Dive Circle srl winning start-up

A web platform where sea lovers can organize their entire vacation with all the necessary services.



Seares srl winning start-up

A wave energy generation system.



Monotricat srl winning enterprise

An original naval hull with high hydrodynamic efficiency and energy saving.

Alberto Pentagallo web prize

A business idea to improve the mobility of people with disabilities on the beaches.



SALI A BORDO

ADERISCI (IN CORSO)

Sei un'organizzazione che opera nel settore dell'economia del mare o a cui interesserebbe fornire il proprio contributo per una nuova crescita di questo settore? [Compila il questionario per la costituzione dell'ecosistema "BluAct_Salerno" e invialo secondo le modalità indicate.](#)



Join our “marinescape”

The possibility to come on board of our community for the interested parties is **always open** since the Best Practices Award event, during which the first applications were taken at the on site desk of BluAct Salerno.

In this occasion we had about **20 applicants** among which future ULG members and supporters of the project like the *Cluster BIG, The Green Hub, Manageritalia*, some of the participants to the blue economy section of the award and others important local organizations that we have involved in BluAct activities whenever possible.

“SviProCup 2020” virtual DemoDay

In June 2020

The **University of Salerno** launched its own competition, dedicated to the Blue Economy and culminating in the organization of a Demo Day.

At the event participated **109 people** and **18 teams** presented the business idea generated.

Before the Demo Day SviPro Cup 2020, the University and the **Nautical Institute** supported the teams, helping them to formulate their business idea.

To be exact, the professors involved in BluAct, dedicated their whole course to help students to develop the ideas. In the same way, the Secondary school students, dedicated entire months of their last year to prepare their demo day presentation.

(This can be considered as a kind of “**pre-incubation**”)

The event was held online due to the anti-covid restrictions.

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Driving change for
better cities

BB BluAct
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CONFINDUSTRIA SALERNO

AUTORITÀ DI SISTEMA PORTUALE
DEL MAR TIRRENO CENTRALE
NAPOLI - SALERNO - CASTELL'ISABRUA E STABIA

Università di Salerno
Dipartimento di
Ingegneria Industriale
di in

ISTITUTO CENTRALE DI RICERCA E STUDIO “GIANNI SARTI” - SALERNO
CENTRO ENERGETICO E LOGISTICO - CONDUZIONE E DEL MARE TIRRENO

Camera
di Commercio
Salerno
CAMERA per L'ECONOMIA

SviPro Cup per BluAct

Venerdì 5 Giugno ore 17.00

*Sviluppare nuovi prodotti per l'economia
del mare e per un futuro sostenibile*

Per collegarsi:



Sellalab

PALAZZO
INNOVAZIONE

MANAGERITALIA
#PRIORITALIA

thegreenhub

FONDAZIONE
CASSA DI RISPARMIO
SALERNITANA

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There were 4 awards that was the incubation by 4 local incubators:

Start Cup Campania 2020

Vincenzo Rodà Ing. Meccanico
Francesco Marzocchi Ing. Meccanico
Sophie Zizzo Ing. Gestionale
Martina Napoli Ing. Gestionale
Ida Antonietta Villani Ing. Gestionale
Massimiliano Cirillo Ing. Meccanico
Giorgia Salsano Ing. Gestionale

“Sweep”
Special award “SellaLab”

SWEEP
PALAZZO INNOVAZIONE
SellaLab
Pireaus Greece

“Sweep”
Special award “Palazzo Innovazione”

Sea4all
Carrying you anywhere
thegreenhub

“Sea4all”
Special award “The Green Hub”

Napoli Area Nord
I volti dell'innovazione
“Blue”, con una pedana il mare diventa per tutti
MANAGERITALIA
#PRIORITALIA

“Blue”
Special award “Manageritalia – Fondazione Prioritalia”

Nettezza marina

“ Nettezza Marina”
“ SviPro Junior 2020”, best project from the Nautical Institute «IIS Giovanni XXIII»

Incubation:

June 2020 – June 2021

One of these teams already won an **economic prize of 500 Euro** participating with the idea generated during BluAct project in other local competitions (*Start Cup Campania 2020*), thanks to the **University**.

In the end, it is noteworthy to mention that thanks to BluAct some of the **Nautical Institute students** decided to continue their studies and attend university.



Start Cup Campania 2020
dall'idea all'impresa

Napoli 26 ottobre 2020 euro 500,00
a vista pagate per questo assegno al vincitore del premio «studenti» di
START CUP CAMPANIA 2020

euro cinquecento / 00

all'ordine SWEEP

La direzione del premio

Logos of various participating institutions and sponsors at the bottom.

Promotion of BluAct:



Porto aperto in May 2019
Annual event of promotion of the Port Network Authority of the Central Tyrrhenian Sea



Summit on citizen engagement Bologna 2019
Participation of Salerno on behalf of the BluAct network



CLIC Start-up Competition
BluAct Salerno promoted this local start up competition

www.clicproject.eu/startup-competition/



The **BIG Cluster** dedicated an entire edition of its monthly national newsletter to the blue economy section of the "Best Practices for Innovation Award ed. 2019"



The **Provincia di Salerno** through its newsletter promote BluAct Salerno within a wider territory.



Urban artwork
promote BluAct and the local blue economy

Next Steps:

The future of BluAct Salerno:

To establish a **permanent laboratory** dedicated to the local blue economy as a **structured venue of BluAct ULG** and the entire local blue economy ecosystem.

In this way, the Municipality aims to:

- increment the BluAct ecosystem,
- give the possibility to the Nautical institute students to know about daily problems in the blue economy sector,
- encourage people to dedicating their affairs to the local blue economy sector,
- promote the desire to work in the blue economy sector between young people and remain in their city (countering the brain drain) and why not....

....realize the goals fixed after the Summit on citizen engagement!



ABOUT US

Establishment of “The citizens’ prize”:
(through digital platform)

How to support the winner?

By Crowdfunding...



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thank you





bluact.eu



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