



Projet cofinancé par le Fonds Européen  
de Développement Régional (FEDER)  
Project cofinanced by the European Regional  
Development Fund (ERDF)



## **Report on InnoNauTICs closing conference**

**Mallorca, 15<sup>th</sup> October 2012**

### **1. SUMMARY**

The InnoNauTICs project held its closing conference in Palma on October 15th during a meeting organized by the project leader, the Chamber of Commerce, Industry and Navigation of Majorca, as well as the Balearic Islands Tourism Agency (ATB) at the Technology Innovation Park ParcBit).

The lead partner showed the local enterprises and the innovation public authorities the outcomes on the innovation services platform [www.nauticaleurope.eu](http://www.nauticaleurope.eu). Furthermore each of the project partners had the opportunity to show the attendants the actions that have been taken within the InnoNauTICs benchmark, such as the pilot projects or the creation of the Center of Innovation & Quality for the Nautical Sector in the Mediterranean.

### **2. CONCLUSIONS AND RESULTS**

Among the main conclusions of the Mallorca Conference we can pinpoint the following:

- The InnoNauTICs Project has allowed the creation of a transnational cooperation platform on the nautical sector designed to promote nautical tourism in the Mediterranean islands, to reinforce the innovation capacity of nautical SMEs and favor the direct meeting between the entrepreneurial sector and its potential users;
- Based on the results of the 4 pilot projects carried out by partners and related to innovative nautical services of high added value, the InnoNauTICs platform contains a database of more than 400 nautical companies offering different services and products, allowing the definition of best practices and best innovations in the nautical sector;

- The project has also allowed the elaboration of a Catalogue of Nautical Companies and an Innovative Resource Catalogue that has been presented to SMEs and other association bodies of the nautical sector and has defined a Protocol for the adhesion of new stakeholders to the InnoNauTICs initiative.
- The communication, dissemination and capitalization of the activities and results of the project have been very important tasks in the frame of the project. This Communication Strategy has been mainly based on InfoDays organized by partners at local and regional level, on the organization of European events and conferences, on the participation in fairs and other nautical activities and, specially, the Treaty of Rome Boat venture, which has travelled along the regions of the project promoting the activities of the project and inviting citizens and key economical agents to know the project and join the initiative.
- The InnoNauTICs project has finally worked very hard in the definition of an International Center of Innovation and Quality of the Nautical Sector in the Mediterranean, which has not been fully set in motion, but could be developed in the future.

Furthermore, the participants to the Mallorca Conference knew about the following activities that have been carried out for the promotion and transnationalization of the project, that are:

1. Publication of press notes by project partners.
2. Organization of press conferences by project partners.
3. Creation of a website of the project.
4. Treaty of Rome Boat venture.
5. Publication of three Project Newsletters.
6. Printing of project leaflets in all the languages of the countries involved in the project.
7. Creation of a nautical platform.
8. Elaboration of a Global and local Capitalization Plans.
9. Organization of local and regional events by partners to present the project and its main results: the platform and the Nautical Company Catalogue.
10. Organization of a presentation in Real Club Náutico.
11. Participation in FITUR.
12. Definition of the InnoNauTICs adhesion Protocol.
13. Organization of a Conference in Brussels.
14. Organization of the Final Conference of the Project in Mallorca.

### 3. CAPITALISATION AND DRIVERS FOR THE FUTURE

The Mallorca Conference allowed communicating the audience that once the project operation is over, project partners wish to continue with the development of the nautical Europe platform by maintaining it uploading new companies and updating the information currently contained. Each partner would be in charge of maintaining the data corresponding to their territories.

In the future, the partnership may consider the development of the Innovation Nautical Center, whose methodology has been defined and presented within the project and could be totally implemented in the future with the aid of ERDF Funds and, in particular, funds from the MED Program.

As well project partners will be in charge of maintaining the main product created within the project: the NAUTICAL EUROPE Platform. In particular, partners will be in charge of the update and improvement of the nautical companies SME, as well as the Nautical Company Catalogue and other products created within the project.

Under the umbrella of the INSULEUR network, project partners will continue working on the platform.

In addition, for the development of the main objectives of the “InnoNauTICs Network for the promotion of the innovation in the Nautical Sector”, its members have reached the following agreements:

- Maintaining the web information systems of the InnoNauTICs project active, becoming the working space of the members, both present and future, of the InnoNauTICs network.
- Creating three working groups of informal nature, that will be leaded by the following members and will organize their work informally, inviting as many members as they consider adequate to the network, to analyze the possible incorporation of new services to the working fields already analyzed and offered on the website through the web platform generated during the InnoNauTICs project:
  - Group Marketing, ICTs and communication – Responsible Chamber of Commerce of Mallorca
  - Group Innovation and business competitiveness – Responsible Chamber of Commerce of Heraklion

- Group Territorial studies and analysis – Responsible OTIE

At any time, and according to the needs and evolution of the network, new working groups could be created or substitute the previous ones. In principle, the responsible for each working group assumes the engagement to keep the web platform updated and promote the cooperation and the transfer of knowledge between partners.