



#### 4<sup>th</sup> NEWSLETTER

In the framework of working package 5 “Increase of Capacity for Blue Economy Actors” International Business and Economic Development Center our DBAN partner from Georgia and Odessa State Agrarian University from Ukraine have started developing digital educational modules. 3 training courses using both online and offline capacity building exercises were organized in Odessa and 2 training courses so far in Batumi with the 3<sup>rd</sup> one planned to take place right after the local Hackathon.

OSAU developed digital educational modules "Digitalization for Entrepreneurship Entities", which included theoretical materials (on digitalization of business services, use of applications in various areas of business, social media marketing), syllabus, curriculum, presentation materials for visualization. Detailed content of course was chosen according to requests of stakeholders of coastal and maritime tourism, fisheries and aquaculture and maritime transport.

The blended course " Digitalization for entrepreneurship entities" was aimed at the use of digital tools and resources to generate new ideas and solutions and the use of media technologies to solve professional tasks with the help of modern software.

The purpose of the course "Digitalization for entrepreneurship entities" was to form competences in modern methods of digitalization of own business, the possibilities of applications and software for the relevant activity, as well as promotion and development of business.

The subject of the course were digital skills in the field of entrepreneurial activities of the blue sector.

The task of the course " Digitalization for entrepreneurship entities" was to get acquainted with portals, services, applications and modern possibilities of digitization of business activities in order to promote and optimize the work of one's own business in the blue sector.

As a result, educational films were created and developed for ease of understanding of using and functions of different applications and portals for business digitalization.

Guidelines for the digitalization of business entities in the maritime industry was developed by OSAU. This document revealed the concept of digitalization, understanding why is digitalization of own business important, features of small and medium blue business, resources and opportunities of digitalization the blue sector business, basics for digitalization of business activities, recommendations

*Created within the framework of the project "Digital Network for Blue Economy and Promotion of Innovation" (DBAN) DBFP No. 101077599, which is implemented with the financial support of the EU through EMDRA (2014-2021). All responsibility for the content of the publication is borne by the Municipality Burgas and under no circumstances can it be considered that this document reflects the official opinion of the European Union and the Governing Body "European Executive Agency for Climate, Infrastructure and the Environment"*

on digitalization of business and general action plan for the digitalization of the blue sector business activities.

Three training sessions were conducted for 3 groups of stakeholders separately - coastal and maritime tourism, fisheries and aquaculture and maritime transport, 30 hours each.

Blended training course consisted from both online and offline capacity-building exercises, including an online self-assessment test, three face-to-face workshops with individual homework, webinars, seminars, round-tables and online assessment tests.

The first training session was held for fisheries and aquaculture SME representatives on May 8-12, 2023, on the base of Odesa State Agrarian University. 37 participants including experts and OSAU project team attended the event offline and more that 50 participants were present online via ZOOM platform. Experts of Ukrainian Black Sea National Hub, which is striving to work towards the attainment of the aims of the Common Maritime Agenda for the Black Sea initiative within DG MARE support, Olena Marushevska and Bogdan Avramchuk, attended the launch day of 5-day training course. Experts outlined the relevance of digitalization of the blue sector of the economy and the support to OSAU in the relevant initiative within the framework of the project, financed by the European Union through the EMFAF (2014-2021). Also significant indicator of the importance of the respective courses was support and participation of representative of local authority in corresponding direction - Vyacheslav Hrybenko (Head of the Department of the State Agency for Land Reclamation and Fisheries in the Odesa Region).



*Created within the framework of the project "Digital Network for Blue Economy and Promotion of Innovation" (DBAN) DBFP No. 101077599, which is implemented with the financial support of the EU through EMDRA (2014-2021). All responsibility for the content of the publication is borne by the Municipality Burgas and under no circumstances can it be considered that this document reflects the official opinion of the European Union and the Governing Body "European Executive Agency for Climate, Infrastructure and the Environment"*

Second session of blended course "Digitalization for entrepreneurship entities" was held by OSAU on June 5-9, 2023 for coastal and maritime tourism SME representatives. 5-day event was held in a blended format. The significant indicator of the importance of the respective courses was the support and participation of Oleksandr Grabovski - president of Odesa Association of Tour Operators and Agencies as well as the involvement of 35 face-to-face participants - representatives of touristic industry and more than 40 participants online.

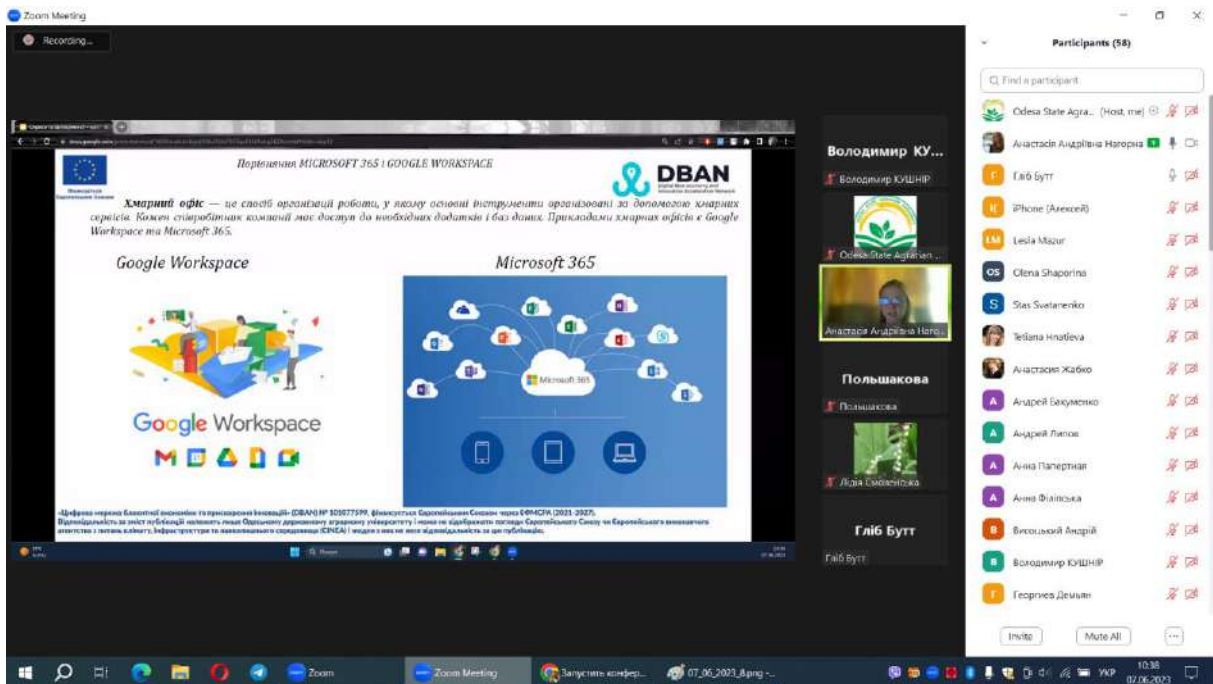
Third training session was held on 19-23 June, 2023 for representatives of transport branch.

Totally 35 participants attended our event face-to-face, as well as more than 30 people who were able to join online. As the result participants received certificates for listening to the corresponding course.



Educational films, Guidelines for the digitalization of business entities in the maritime industry, theoretical and practical materials of OSAU Training session course will be used by project partners and all stakeholders of partner countries. They will be available in constant access on the platform and after the implementation of the project stakeholders will have opportunity to acquire digital skills independently. Abovementioned documents can be the base for educational programs of state and private business schools, as well as blue economy institutions. A basic action plan (within the framework of the Guidelines) for the digitalization of the business of the blue sector has been developed, which can be suitable for start of this process for blue businesses.

*Created within the framework of the project "Digital Network for Blue Economy and Promotion of Innovation" (DBAN) DBFP No. 101077599, which is implemented with the financial support of the EU through EMDRA (2014-2021). All responsibility for the content of the publication is borne by the Municipality Burgas and under no circumstances can it be considered that this document reflects the official opinion of the European Union and the Governing Body "European Executive Agency for Climate, Infrastructure and the Environment"*



In the framework of work package 7 Communication and dissemination the project coordinator along with project partner Southeast digital innovation hub Burgas organized the Burgas Blue Summit within “Digital Blue economy and innovation Acceleration Network” EMFAF 101077599 — DBAN project, to link cross-sectoral and cross-border maritime stakeholders and improve opportunities for cooperation and promote sustainable blue innovations investment.

The regional maritime brokerage event took place on 21-23 of July 2023 and gathered in one place academia, businesses, investors, national and international maritime stakeholders and policy and decision makers.

The main objective of Burgas Blue Summit was to accelerate research, innovation and entrepreneurship in the Black Sea region to jointly develop pathways for smart specialization, blue innovation and growth acceleration for sustainable blue economy in the Black Sea basin.

Burgas Blue Summit and Innovation Expo is the first of three planned events to be organized in Odessa, Batumi, Burgas, part of which are also the local Conferences for Blue growth and smart specialization. The expo was held in Burgas in Hybrid format both physical and online in order to guarantee wider participation with the objective to present the DBAN network and promote replication of the good practices and digital tools for boosting blue entrepreneurship, innovation and investment in the region.

It aimed to provide a meeting point for businesses, academia, start-ups, industry and investors to foster collaboration and acceleration of ideas for future blue economy sustainable and innovative services, across the various relevant blue economic activities for the Black Sea to network and exchange expertise on key cross cutting issues in established and emerging blue economy sectors in the Black Sea.

*Created within the framework of the project "Digital Network for Blue Economy and Promotion of Innovation" (DBAN) DBFP No. 101077599, which is implemented with the financial support of the EU through EMDRA (2014-2021). All responsibility for the content of the publication is borne by the Municipality Burgas and under no circumstances can it be considered that this document reflects the official opinion of the European Union and the Governing Body "European Executive Agency for Climate, Infrastructure and the Environment"*

The three-day Summit included also exhibitor stands, dedicated workshops for practitioners, matchmaking sessions and site visits.

The event was addressed to policy-makers, policy-delivery stakeholders, researchers and academia International practitioners, technology providers and users, representatives involved in the blue economy sectors from the Black Sea countries. The event's working language was Bulgarian with provided simultaneous English translation for international guests. The event was held in hybrid format onsite and online.



*Created within the framework of the project "Digital Network for Blue Economy and Promotion of Innovation" (DBAN) DBFP No. 101077599, which is implemented with the financial support of the EU through EMDRA (2014-2021). All responsibility for the content of the publication is borne by the Municipality Burgas and under no circumstances can it be considered that this document reflects the official opinion of the European Union and the Governing Body "European Executive Agency for Climate, Infrastructure and the Environment"*



*Created within the framework of the project "Digital Network for Blue Economy and Promotion of Innovation" (DBAN) DBFP No. 101077599, which is implemented with the financial support of the EU through EMDRA (2014-2021). All responsibility for the content of the publication is borne by the Municipality Burgas and under no circumstances can it be considered that this document reflects the official opinion of the European Union and the Governing Body "European Executive Agency for Climate, Infrastructure and the Environment"*