



Funded by
the European Union



PRESS RELEASE

of

Final press conference

«DIGITAL BLUE ECONOMY AND INNOVATION ACCELERATION NETWORK» in Odesa State Agrarian University

Project acronym: DBAN

Project number: 101077599

On June 28, 2024 in a mixed format of face-to-face and remote participation (using the Zoom service) in Odesa (Panteleimonyvska, 13, room 208) in Odesa State Agrarian University Project Final press conference «Digital blue economy and innovation acceleration network» will be held. (Project acronym: DBAN; Project number: 101077599). Project is financed by European Union through European Maritime, Fisheries and Aquaculture Fund (European Climate, Infrastructure and Environment Executive Agency).

The project aim was to create regional digital Blue Innovation Acceleration Network for the Black Sea region that was implemented between the partnering cities of Burgas, Batumi and Odesa. The DBAN became an umbrella of actions that incorporated Blue economy activities from partnering countries' regions focusing and implementing actions on promoting and accelerating innovative business ideas for Blue growth and innovations through a combined environmental, social and economic approach.

During the project OSAU team fully executed all activities in the framework of 7 Work Packages.

Namely on WP 1 "Project management and coordination" OSAU signed, created and analyzed the necessary partnership and internal documents (partnership agreement, contracts with PCT members), participated in all consortium meetings, carried out internal meetings of OSAU PCT. OSAU PCT participated online in kick off meeting in Burgas and in all joint steering committee meetings.

On WP 2 "Regional Blue growth strategy with smart specialization local action plans" OSAU conducted the sociological survey with a focus group meeting for a thorough assessment of specific needs related to digitalization and use of innovative tools with stakeholders and fulfilled 5 sum-up answers to questionnaire for business actors. Also, OSAU PCT conducted analysis of the draft of Local plan of action for Ukraine developed by the IBEDC and provided comments with recommendations for changes in the part of the document that directly concerns the content of Odesa region features, as well as comments on the relevance of using national and regional strategic documents.

On WP3 "Blue Innovation Accelerator DBAN and pilots" OSAU implemented the 3-months mentorship program according to developed by DIGIHUB mentoring scheme with 3 commands-winners of Hackathon and 2 mentors; involved more than 60 stakeholders on the DBAN platform and uploaded OSAU Training session course materials including curriculum for wider consideration and use.

On WP4 "Organisation and implementation of Blue growth Competitions and Hackathons" OSAU held a competition of entrepreneurial ideas Hackathon UA BGrowth 2023. It included Preparatory stage and promotion of the initiative among local stakeholders; creation of Hackathon web-site: <https://bgrowth2023.osau.edu.ua>; holding the kick-off conference for the "UA BGrowth" Hackathon was; accepting of 20 applications of business ideas; development of regulations, press-release, news, program of the event; search and selection of 7 jury members; holding 2 technological days of the Hackathon competition "UA BGrowth" and 1 Demo day with more than 50 participants – stakeholders on Blue economy innovation idea; 7 finalists and 3 winners of the Hackathon determination.

ON WP5 "Increase of Capacity for Blue Economy Actors" OSAU implemented the task on development of the digital educational modules "Digitalization for Entrepreneurship Entities" and conduction of 3 training sessions for 3 groups of stakeholders separately - coastal and maritime tourism, fisheries and aquaculture "Digital Blue economy and innovation Acceleration Network" (DBAN) project № 101077599, funded by the European Union through EMFAF (2021-2027).

Views and opinions expressed are however those of OSAU only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them



and maritime transport, 30 hours each. Educational modules included theoretical materials divided on three blocks (on digitalization of business services, use of applications in various areas of business, social media marketing), syllabus, curriculum, presentation materials for visualization with active links to portals, applications and tasks for knowledge control, educational videos; Guidelines for the digitalization of business entities in the maritime industry in the direction of increasing the capacity of participants of the blue economy. Detailed content of course was chosen according to requests of stakeholders. Trainings were conducted for 3 groups of stakeholders separately - coastal and maritime tourism, fisheries and aquaculture and maritime transport. So that more than 200 stakeholders went through training and received certificates for listening to the corresponding course.

On WP6 OSAU PCT "Mobile application Blue eco mar" provided information to the mobile app on the Ukrainian Legal framework, namely country's laws, ensured providing the content to the app according to the form from Lead Beneficiary from more than 50 business entities, provided the content to DBAN (Digital Blue Economy and Innovation Acceleration Network) Investors Guideline according to requested by lead partner of WP6 information.

On WP7 OSAU held Project opening press conference in a mixed format of face-to-face and remote participation; launch conference for the "UA Bgrowth" Hackathon was held on April 20, 2023 with 113 stakeholders; ODESA BLUE INNOVATION EXPO and Smart Specialization Conference 2024 was held on June 4-5, 2024 as 2-day event with 20 innovative companies developing digital, green and blue solutions, showcasing their initiatives, more than 60 stakeholders, CMA representatives, presenting the DBAN network and promoting replication of the good practices and digital tools for boosting blue entrepreneurship, innovation and investment in the region.

In connection with the above-mentioned **purpose** of the press conference is to increase the awareness of stakeholders and the wider community regarding achievement of all deliverables, milestones, finalizing successful implementation of the DBAN project, perspectives of its sustainable development and positive effect of the project on the regional and national Blue sector.

The topics of the press conference will cover the disclosure of the following issues:

- Achievement of all deliverables, milestones, finalizing successful implementation of the DBAN project;
- Significance of the DBAN project for Ukraine stakeholders, target groups and economy;
- Sustainable development and positive effect of the project on the regional and national Blue sector.

Information: +380933649141

Start of registration: 9:00.

Start of the press conference: 10:00

"Digital Blue economy and innovation Acceleration Network" (DBAN) project № 101077599, funded by the European Union through EMFAF (2021-2027).

Views and opinions expressed are however those of OSAU only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them