



# Advanced Digital Technologies for the Blue Economy

## Project launched

Press release



## **ACCENT SUD is the Communication and Dissemination Leader of a 3,18 million project dedicated to accelerate the Blue Economy**

*Started the 1st September 2023, ADT4Blue is a 3-year project co-financed by The European Regional Development Fund (ERDF) – Interreg Atlantic Programme and run by a consortium of 13 partners from Spain, Portugal, France and Ireland.*

ADT4Blue project stands for Advanced Digital Technologies for the Blue Economy and it will contribute to develop, implement, and scale business ideas addressing blue economy challenges through the usage of advanced digital technologies like Artificial Intelligence, Blockchain and IoT.

Current actors in partners' territories will identify challenges and the consortium will source students, alumni, and early-stage entrepreneurs (including seniors) from the inter-regional ecosystem, gather them in teams, provide training, support them with mentoring and in finding initial funding or customers, mentoring and supporting them in identifying necessary funds to bootstrap their ventures. Training programs will address different roles including business, solutions' architects, and developers. They will also focus on data-value chains, leveraging European Dataspaces initiatives.

ADT4Blue will encourage collaboration between inter-regional actors, facilitating and enabling them to adopt best practices and digitize blue economy activities. It will favour inter-regional and across age groups business and, indirectly, impact on our territories' attractiveness and innovation levels.

ADT4Blue partners are in Centro Region, Basque Country, Nouvelle-Aquitaine, Greater Dublin Area and in Western Ireland. These regions have a long tradition and a close relationship with the Ocean, sharing similar priorities regarding the potential of Blue Economy, encompassing Logistics, Tourism, Sports, Ship Building and Repairing, Fisheries, Aquaculture, and Renewable Energies. Sustainability is a key vector in all the strategies as well as the role of entrepreneurship and digital transition.

The project partnership includes three main profiles in each of the participating countries: Blue Economy stakeholders covering different aspects like tourism, maritime transportation, logistics or sports; Advanced Digital Technology stakeholders and Business and Entrepreneurship stakeholders.

Among the 13 partners of the consortium, 3 are French: ACCENT SUD, as Communication and Dissemination Leader, the Centre National de la Recherche Scientifique - Délégation régionale Aquitaine (CNRS Délégation Aquitaine) and Logo du marchand École supérieure des technologies industrielles avancées (ESTIA-Tech).

The other partners are: From Ireland: University College Dublin (UCD CeADAR), F6S Network Ireland Ltd and the University of Galway; From Portugal: Instituto Politécnico da Guarda (the coordinator of the project), APA - Administração do Porto de Aveiro,

APFF - Administração do Porto da Figueira da Foz, INOVA-RIA - Associação de Empresas para uma Rede de Inovação em Aveiro; From Spain: Asociación de Industrias de Conocimiento y Tecnología - GAIA - Euskal Herriko Ezagutza eta Teknologia Industrien Elkarte, urola kostako udal elkarte, Universidad de Deusto.

The 12th and 13<sup>th</sup> September the kick-off meeting took place in Guarda, Portugal, to officially launch the project; Chiara Frenca, the President of ACCENT SUD, was attending of behalf of the association.



Kick-Off Meeting, 13<sup>th</sup> Sept 2023, Guarda (PT)

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