



FANBEST

Competition of ideas and
projects to promote the blue
economy

Bases of the 2023 call



FANBEST
FUNDING ATLANTIC NETWORK
FOR BLUE ECONOMY
TECHNOLOGY TRANSFER



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1 Presentation

The FAN-BEST project partnership launches an open process for the detection and selection of ideas and new projects that aim to promote the blue economy and the transfer of new technologies to the sector. The initiative has the purpose of identifying new goods and services that allow growth, innovation, and the promotion of the blue economy.

The FAN-BEST (Funding Atlantic Network for Blue Economy Technology Transfer) project is financed by the INTERREG Atlantic Area Program through the European Regional Development Fund (ERDF). The objective of FAN-BEST is to promote the transfer of technology to SMEs in the field of blue biotechnology and the exploitation of marine resources through the creation of a network of public and private entities focused on raising funds that enable the phase start and expansion.

Competition format for the identification of ideas and projects

The open process of detection and selection of ideas and new projects to promote the blue economy is configured in a competition format. For this, the participants must present their idea or project in a brief 30-second presentation video with which they will be a candidate to be selected as participants in the competition.

Once the submission period is closed, the thirty (30) best ideas or projects will be selected so that, with the help of experts, they can prepare and produce a professional video with which to opt for the award of the category in which presented based on the theme of your idea/project.

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Participants may do so individually or collectively and if awarded they will receive:

1. Repercussion and representation of the 10 winning projects and 20 second prizes in a face-to-face event that will take place in Santiago de Compostela and that will also be broadcast online.
2. Certificate of participation in the contest.
3. Participation in an audiovisual catalog of projects, prepared within the framework of the Fan-Best project.
4. Recognition of the project in online and offline media (social networks and project website).
5. Interview for publication in the press.
6. 10 second clip for your promotion in online media.

2 Bases of participation

2.1 General information

The purpose of these bases is to establish the rules for participation in the open competition for the promotion of the blue economy in the 2023 annuity call.

2.2 Objectives

The objectives of the program are:

- a) Identify and select the 10 best projects (1 per category) and up to a maximum of 20 second prizes, to be distributed among the different categories, in the blue economy sector that meet a series of criteria, allowing innovative and attractive projects to be recognized.
- b) Promote the skills and abilities of entrepreneurs, especially those related to the presentation and dissemination of the project, who have an innovative and disruptive project in the blue economy sector.
- c) Support entrepreneurs in order to disseminate their projects.
- d) Encourage the knowledge of entrepreneurial people in the blue economy sector and promote the promotion of new projects in the sector.
- e) Have a professional audiovisual catalog that makes it possible to identify innovative projects in the blue economy with detailed information.

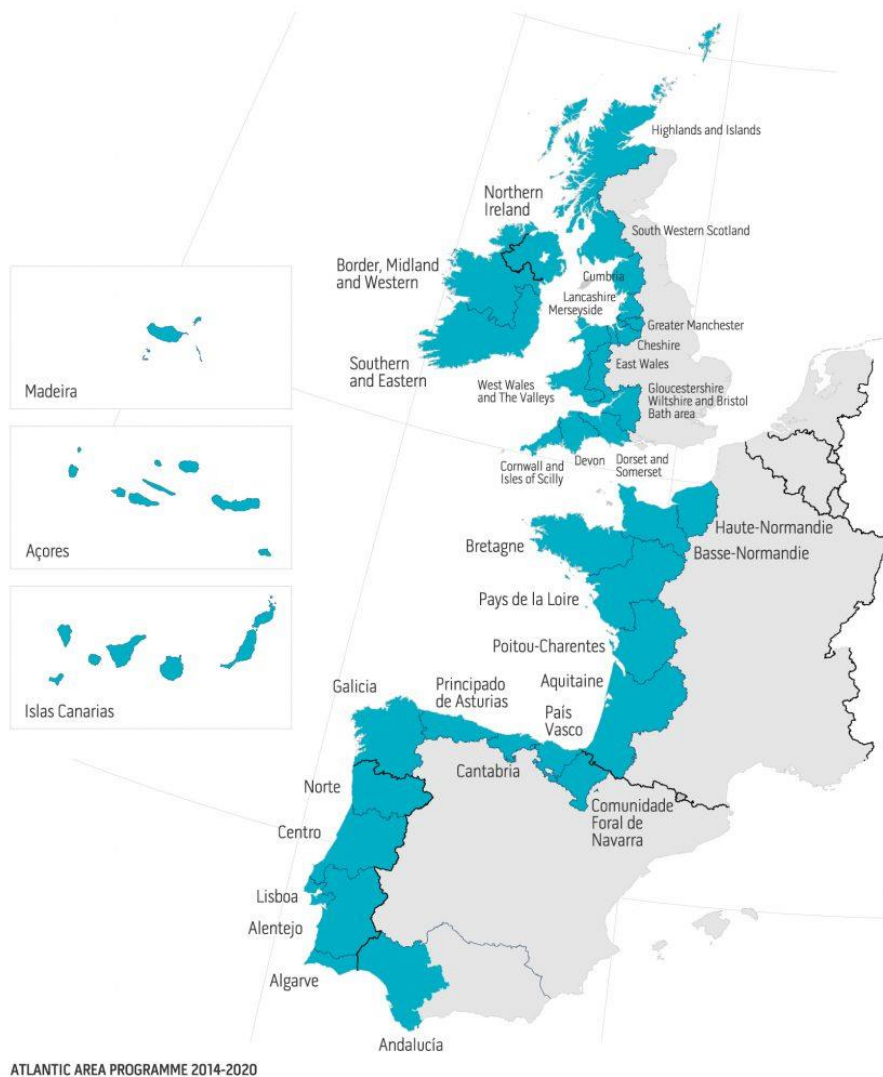
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2.3 Recipients

This competition seeks to promote entrepreneurship within the framework of the Blue Economy and is open to natural or legal persons with innovative initiatives linked to the Blue Economy in the Atlantic Area of the project (see image 1), specifically the following may participate:

- a. Existing companies interested in industrial diversification or process improvement.
- b. Startups and self-employed people interested in presenting proposals for innovative ideas and projects for the blue economy that have the objective of expanding and diversifying the sector's offer.
- c. PhD students, master's degrees, professional training cycles and the last year of their degree who wish to propose ideas and/or projects related to the blue economy.
- d. General public who knows the sector and wishes to present their idea or project.

Contestants may apply individually or in groups. Only one idea or project proposal per interested person or group will be accepted.



Geographical area of participation: <https://fanbest.eu/fan-best-2/interreg-atlantic-area>

2.4 Participation process

People interested in participating will have to **choose in which category they want to present their idea or project, register through the presentation form, in which they will include a presentation video** with which they will attend to be able to participate in the open competition for the promotion of the blue economy.

These **videos will be viewed by a committee, and they will choose thirty (30) ideas/projects so that they can continue to participate** in the program and prepare a professional video with which to apply for awards in the category in which they registered or, if the organization considers it, in the category that best reflects the reality of the project presented.

2.4.1 Categories.

The 6 categories by sector and the 4 transversal categories in the blue economy are detailed below:

CATEGORIES	Best initiative in:
SECTORS OF THE BLUE ECONOMY	1. Fishing, aquaculture, processing and distribution industry, biotechnology and marine biomass.
	2. Marine renewable energy
	3. Transport and logistics
	4. Shipbuilding
	5. Coastal and maritime tourism
	6. Training and support services
CROSS-CUTTING IN BLUE ECONOMY	7. Blue female entrepreneurship
	8. Digital entrepreneurship
	9. Ecological entrepreneurship
	10. Social entrepreneurship

The ideas or projects may be a candidate for one of the best initiative categories in the blue economy sectors and, at the same time, for one of the best transversal initiatives.

2.4.2 Registration and submission form.

Registration will be open until **May 4, 2023 at 11:59 p.m.** During this period, people interested in participating may register by filling out the online form found at the following link.

<https://fanbest.eu/concurso-ideas-proyectos-impulso-economia-azul/>

Any questions about the presentation of the candidacy may be formulated at the following email address: coach@fanbest.eu

2.4.3 Minimum guidelines for the preparation of the presentation video.

In the submission form, in addition to general and contact information of the participating people, a space will be enabled in which to upload a short video presenting the idea or project that will be evaluated in order to move on to the next phase of participation. This video must meet the following guidelines:

1. **Maximum duration:** 30 seconds.
2. **Format:** Audio and image.
3. **Language:** the language will be that of origin of each candidate.
4. **Content:** Information that the candidate considers of interest to present the idea or project of the blue economy sector and that meets the assessment criteria.

2.5 Phases of the program

2.5.1 *Selección of participants. Criteria*

The proposals will be evaluated by a committee of experts who will consider the following criteria for the selection of the winning ideas and projects:

- a. **Impact.** Job creation, cost reduction, energy efficiency and a reduction in environmental impact.
- b. **Applicability and technical feasibility.** Development and commissioning from the technique, the current knowledge, and the technical team. That the technical and economic application of the idea is feasible
- c. **Originality and innovative character.** Breakthrough idea that differs from current products on the market.
- d. **Market.** Possibility of implementation in the near future and useful in time. With potential to meet anticipated needs.
- e. **Scalability.** That it be scalable in areas where activities related to the Blue Economy take place.

2.5.2 *Expert service to prepare the final candidacy.*

Once the thirty (30) ideas or projects have been selected, a preparation process will begin to apply for an award or obtain a second prize in the category in which they have been registered.

In this process they will have the advice of experts who advise them and help them create a professional video that is used to be evaluated by the committee and determine the best projects in each of the categories.

For the elaboration of these videos and in order that they have a small homogeneous structure, a message and key ideas will be sought, an audiovisual recording will be defined that illustrates the competiti using, for example, prototypes, products, people, results of services carried out... and the material that the promoters of the project consider appropriate will be used to publicize their idea or project.

A frame of the presentation video delivered in the application may be used if it is considered appropriate for the production of the professional video.

The videos that are produced must have the following characteristics:

1. **Maximum duration:** 60 seconds.
2. **Recording:** environment, blue economy, projects, companies, entrepreneurs, technology, prototypes, results...
3. **Language:** the language will be the origin of each entrepreneur.
4. **Subtite:** Yes, the language of the subtitles will be english.
5. **Music:** Yes

6. **Format:** Widescreen audio and video

2.5.3 Resolution of the competition.

The committee of experts formed to assess the ideas and projects that are candidates will assess the professional videos and choose one (1) winning idea or project and two (2) second prizes in each category.

The applications **will be evaluated by a multidisciplinary team** of experts in the business ecosystem, in the assessment of innovations and technologies applied in the blue economy sector and representatives of the geographical area of the project, ensuring at least that **the committee is made up of at least five (5) people**.

The resolution will be made public at the **event "Innovation and sustainability in the blue economy: entrepreneurship for a bluer future"** which will take place in June.

In this event, a certificate of participation will be delivered, and the winning projects will be interviewed about their participation in the competition contest at this time or at another time as part of the prize for their participation.

2.6 Recognition

The prize will consist of:

1. Repercussion and representation of the 10 winning projects and 20 second prizes in a face-to-face event that will take place in Santiago de Compostela and that will also be broadcast online.
2. Certificate of participation in the contest.
3. Participation in an audiovisual catalog of projects, prepared within the framework of the Fan-Best project.
4. Recognition of the project in online and offline media (social networks and project website).
5. Interview for publication in the press.
6. 10 second clip for your promotion in online media.

The organization reserves the right to declare the awards void if the projects do not meet the necessary conditions to be awarded.

2.7 Acceptance of the bases

Participation in these calls implies acceptance of these bases, without conditions or conditions, as well as any resolution that may occur. The interpretation of the bases corresponds to the organization. The jury's decision is final. The preparation of the presentation videos commits everyone in the team to the fact that the information provided is original and reliable. In any case, all participating persons are recognized as authors of the audiovisual content.

2.8 Changes in the bases

The organization reserves the right to make any changes to the bases if it considers it so, and must communicate it on the web and duly inform the participants.

2.9 Confidentiality and use of audiovisual material

Participants authorize and accept the publication of their image in the media and the internet for the promotion of the program. Any registered person may prohibit the use of their image upon express written request.



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