

Agenda



The BLUEDOTS Project and the Blue Economy Living Lab in Malaga: Opportunities for Digital Transformation and Social Innovation

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Agenda

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The BLUEDOTS Project and the Blue Economy Living Lab in Malaga: Opportunities for Digital Transformation and Social Innovation



The BLUEDOTS Project

A strategic initiative aimed at enhancing the digital competencies of small and medium enterprises (SMEs) operating within the social economy sector.



Empowering the Social Economy

Focus on equipping social enterprises with the necessary tools and skills to navigate and thrive in an increasingly digital marketplace.



Digital Transformation

Leveraging technology to fundamentally change how social economy SMEs operate, interact with customers, and deliver services.



Malaga Living Lab

A dynamic environment where stakeholders collaborate to develop and test innovative solutions that contribute to sustainable socio-economic growth.

What is BLUEDOTS?

- **Goal: Build capacities of Social Economy SMEs:** Enhancing skills and resources in social economy SMEs to increase their resilience and market presence.
- **Primary Objective: Strengthen digital capabilities:** Equip these enterprises with digital tools and knowledge to improve their operational efficiencies and outreach.
- **Secondary Objective: Drive digital social innovation:** Foster innovative practices that leverage technology for social good, enhancing community impact.
- **Funding: EU COSME Program:** Supported by the European Union's COSME program, aiming to enhance the competitiveness of SMEs.
- **Duration: 2024 – 2026:** A focused timeline to implement the project phases and achieve the defined objectives within the social economy landscape.

What is the Blue Economy?

- **Sustainable use of aquatic resources:** Implementing responsible practices to ensure that marine ecosystems and resources are utilized effectively without compromising their integrity.
- **Economic growth and employment:** Harnessing blue resources to drive economic benefits, creating jobs, and fostering local economies.
- **Activities: fishing, tourism, renewable energy:** Diverse sectors that contribute to the blue economy, emphasizing economic diversity and resource utilization.
- **Ecosystem preservation:** Conservation initiatives aimed at protecting marine environments, ensuring ecological balance and biodiversity.
- **Oceans as engines of sustainable development:** Recognizing the vital role of oceans in supporting global sustainability goals, especially in combating climate change.

The Role of the Social Economy in the Blue Economy

- **Importance of sustainable growth:** Promoting environmentally and socially responsible practices within the blue economy to ensure long-term viability.
- **Community well-being:** Highlighting the social economy's focus on enhancing the quality of life for all community members through equitable practices.
- **Equitable resource management:** Ensuring all stakeholders have a fair share in resource distribution while enhancing community resilience.
- **Social innovation:** Implementing new ideas and solutions that address social issues within the aquatic spaces, leveraging community expertise.
- **Cooperatives and responsible resource use:** Encouraging structures that promote collective benefit and responsible stewardship of aquatic resources.

The Need for Digital Transformation and BLUEDOTS' Support

- **Digitalisation in the Blue Economy:** Advancing technology adoption in blue economy sectors to streamline operations and enhance productivity.
- **Empowering SMEs with digital tools:** Providing social economy SMEs with tailored digital solutions to facilitate their operational effectiveness.
- **Key Objectives: Digital transition, skills development:** Creating pathways for continuous learning and adaptation in the digital landscape to remain competitive.
- **Transnational cooperation:** Encouraging cross-border partnerships to share best practices and promote shared learning experiences.
- **Sustainability and inclusivity:** Embedding sustainability into the digital transformation strategy, ensuring accessible technology for all stakeholders.

Introducing the BLUEDOTS Living Labs

- **Collaborative spaces for innovation:** Establishing environments where diverse stakeholders can brainstorm, share ideas, and co-create solutions for the blue economy.
- **Co-creation and testing solutions:** Facilitating hands-on experiences to prototype, iterate, and validate new concepts that meet real-world challenges.
- **Focus on specific Blue Economy aspects:** Targeting niche areas within the broader blue economy for specialized projects and deeper exploration.
- **Hands-on learning opportunities:** Providing practical experiences that allow participants to engage directly with new technologies and practices.
- **Participating in Living Lab:** Involving local stakeholders, including residents and enterprises, to ensure solutions are tailored to specific community needs.

Introducing a Project Partner - Diesis Network

- **Role in BLUEDOTS:** Engaging in strategic partnerships to amplify the project's reach and effectiveness in enhancing social economy capabilities.
- **Support for social economy development:** Providing guidance, resources, and networking opportunities tailored to social enterprises' needs within the BLUEDOTS framework.
- **Global network of member organisations:** Leveraging a vast international network to facilitate collaboration and knowledge transfer among social enterprises.
- **Knowledge and visibility strategy:** Implementing strategies that enhance the visibility and impact of social enterprises, sharing best practices widely.
- **Gender equality plan:** Promoting gender equity within social enterprises, ensuring inclusivity and diversity in all aspects of project execution.

**We are an ecosystem for
ecosystems supporting
social and solidarity
economy worldwide.**



Together with our members and partners, we strive for a more inclusive and sustainable economy, through knowledge-based activities, international cooperation and research.

Introducing a Project Partner - Legacoop FVG

- **Cooperative enterprise representation:** Acting as a voice for cooperatives in policy discussions and advocating for supportive legislation and resources.
- **Mission: promote cooperative culture:** Fostering a culture of cooperation and collaboration within communities to drive both economic and social value.
- **Support for new and existing cooperatives:** Providing training, resources, and networking opportunities for cooperative enterprises at all stages of development.
- **Sustainability and community development:** Emphasizing sustainable practices that drive community growth while fostering cooperative principles.
- **Ethical code and values:** Upholding ethical standards that ensure fairness and responsibility within cooperative enterprises.

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FRIULI VENEZIA GIULIA

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controvento
società ideali, costruttori reali

STATI GENERALI
DELLA COOPERAZIONE SOCIALE

#Againstthewind, the general states of social cooperation are underway

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Making a Cooperative



National Network Services and Ca.PACE



CCNL and Working Member



Introducing a Project Partner - COCETA

- **Worker cooperatives representation:** Championing the interests and needs of worker cooperatives to ensure their growth and sustainability in the marketplace.
- **Promotion of social and labour improvements:** Advocating for policies and practices that enhance working conditions and strengthen the rights of cooperative members.
- **Support for cooperative model:** Providing guidance and resources to facilitate the establishment and sustainability of worker cooperatives.
- **Coordination and harmonisation of actions:** Fostering coherence among cooperative initiatives to maximize impact and efficiency in achieving shared objectives.
- **Focus on social integration and women's issues:** Prioritizing initiatives that enhance social inclusivity and support female leadership within cooperatives.

A large illustration depicting a collaborative work environment. On the left, a man and a woman sit at a desk with a computer. In the center, a man interacts with a large smartphone displaying various app icons. On the right, a man and a woman stand, one holding a smartphone. Above them, a cloud contains a circuit board with a central chip and a large green arrow pointing downwards. The background features abstract green and pink shapes.

To cooperate is to advance

What is COCETA

We are the representative organization of worker cooperatives in Spain. We value the principles that characterize the cooperative business model, with people at the heart of business operations.

For 36 years, we have been actively working with regional organizations to promote cooperative entrepreneurship and job creation, and to strengthen and consolidate existing cooperatives and their jobs.



Introducing a Project Partner - Innova eG

- **Commitment to sustainability:** Emphasizing environmentally responsible practices integral to the cooperative model and blue economy initiatives.
- **Cooperative model principles:** Adhering to the foundational values of cooperation, including mutual aid, democratic governance, and shared responsibility.
- **Focus on social participation:** Encouraging active involvement of community members in cooperative decision-making processes and initiatives.
- **Consulting and support for cooperatives:** Providing specialized consulting services to help cooperatives navigate challenges and harness opportunities.
- **Dynamic and influential cooperative idea:** Championing innovative and effective cooperative solutions that adapt to changing socio-economic landscapes.

"What one cannot do, ...

.., many can do that!"

(Friedrich Wilhelm Raiffeisen)

innova eG is a consulting, research and development company for cooperative solutions.

Initiated by the Federal Association for the Promotion of the Cooperative Idea (BzFdG eV) and its members, it was founded as a cooperative in Berlin in November 2001, together with other cooperative-promoting institutions and cooperative associations.

innova eG operates nationwide. Experienced cooperative project developers, researchers, and experts give it its distinctive profile. It is the longest-esta-



Introducing a Project Partner - Irish Social Enterprise Network (ISEN)

- **National body for social enterprises in Ireland:** Championing the interests of social enterprises across Ireland, fostering a robust supportive ecosystem.
- **Support for social entrepreneurs:** Offering resources, mentorship, and networking opportunities tailored to the needs of social entrepreneurs.
- **Network for social change:** Facilitating cross-sector collaboration to drive transformative social initiatives throughout the region.
- **Public policy shaping:** Actively engaging with policymakers to advocate for the interests and needs of the social enterprise sector.
- **Resources for social enterprises:** Providing a wealth of knowledge and tools to help social enterprises succeed and flourish.



Welcome to the Irish Social Enterprise Network

National Body for Social Enterprises in Ireland



Network

We run events and networking opportunities throughout the year. We aim to bridge the gap between social enterprises across Ireland.



Education

We aim to point you in the right direction to get your idea off the ground or take your organisation to the next level.



Advocacy

We aim for an Ireland where social enterprises are recognised as being a valuable and necessary part of the economy and society.



Introducing a Project Partner - Baltic Sea and Space Cluster (BSSC)

- **Cluster in maritime industry:** Serving as a hub for maritime innovation, enhancing collaboration among various stakeholders within the sector.
- **Support for innovation and development:** Providing resources and creating an environment that fosters innovative projects within the maritime economy.
- **Cooperation network creation:** Building networks that encourage shared learning and collaboration among maritime enterprises and researchers.
- **Consulting for enterprises:** Offering expert advice and consulting services to help businesses navigate the complexities of the maritime sector.
- **Participation in EU strategies:** Engaging actively in European initiatives that advance the interests of the maritime industry and blue economy.

Baltic Sea & Space Cluster

focuses on transferring knowledge and organizing business, science and administration cooperation in a global and regional scale. The cluster thinks globally and acts globally.

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NEWS



Key Areas of Focus within the Living Labs

- **Specific focus areas: fisheries, renewable energy:** Targeting crucial sectors that impact the blue economy and driving innovations that enhance sustainability.
- **Digital tools for sustainable practices:** Implementing modern technologies that enable better resource management and promote eco-friendly operations.
- **Real-time climate change tracking:** Utilizing data and technology to monitor climate change impacts on marine environments and respond effectively.
- **Community water management:** Enhancing local governance over water resources to ensure sustainable and equitable usage for all community members.
- **Innovative solutions for Blue Economy:** Fostering creativity and forward-thinking approaches to solve pressing challenges within the blue economy.

Participate in the Living Labs!

- **Opportunities for sustainable innovation:** Engage in initiatives that contribute directly to advancing sustainability practices in the blue economy.
- **Access to financial support:** Gain insight into funding opportunities and resources available for innovation-focused projects.
- **Collaboration with experts:** Connect with industry leaders and researchers who can provide invaluable guidance and insights.
- **Tailored mentorship:** Receive personalized support to develop projects and navigate the complexities of the blue economy.
- **Networking and community engagement:** Join a vibrant network of likeminded individuals and organizations committed to fostering social and environmental prosperity.

Thank You and Contact



Importance of digital transformation

Recognizing the critical role of digital approaches in shaping the future of the social economy and the blue economy.



Contact information for inquiries

bluedotsproject@diesis.coop

Providing clear channels for further information and engagement with the BLUEDOTS project.



Engagement opportunities

Inviting stakeholders to get involved in initiatives aimed at promoting social innovation and economic resilience.



Project website details

<https://diesis-network.coop/bluedots/project/>

Directing attendees to online resources for ongoing insights and engagement with the BLUEDOTS initiative.