

## Organization of Scenario Workshops

The main goal of scenario workshops was to explore the potential specific and cross-sectoral innovation visions for Adriatic-Ionian maritime traditional mature sectors (spec. fisheries and navigation, etc.) and the new emerging markets niches (spec. Blue technology, including aquaculture, robotics, new materials, etc.).

Participants involvement went through three different levels, as following:

- 1) Participants specific experiences and views;
- 2) Visionary phase;
- 3) Perspectives within the blue growth value chain.

Experts employed several tools to implement the project strategy and assure the achievement of workshops goals. Some of the key tools are:

- Leading the process of improvements scenario through questions, suggestions, discussions etc.;
- Intense interaction with all participants during the workshop;
- Elaborate existing or build new scenarios for all participants.

In more details, scenario workshops were organized following a logical flow going through several steps as following:

### **STEP 1: Sharing experiences**

In this step the discussion was mainly focused on issues related to:

- Sector of activity
- Experiences of participants
- Number of employees
- Products/services offered
- Target group, etc.

### **STEP 2: Identification of problems/ challenges and potential scenarios**

In this step the discussion was mainly focused on issues related to:

- Type of challenges
- Impact of the challenges to business performance
- Alternative solutions
- Sceneries with the potential for success

### **STEP 3: Identification of perspectives for innovation**

In this step the discussion was mainly focused on issues related to:

- Sources of innovation
- Type of innovation
- Ways of financing innovation
- Network and potential partners that improves innovation

Scenario workshops were facilitated by Dr. Besarta Vladi, Senior Expert and Lecturer at the European University of Tirana. In all workshops, she started the sessions using icebreakers to help all participants introduce themselves as well as create for them a comfortable working and learning environment. Introduction sessions were followed by some theoretical background and definitions presented by Dr. Vladi. She used various resources and went through key concepts and principles based on which the workshop agenda was developed. Among discussed issues was pollution of costal areas and waters and all participating SMEs agreed that more efforts need to be taken in order to improve the current situation in the coastal areas of Albania.

Three Scenario Workshop were organized in the targeted regions with the active participation of more than 20 SMEs.

#### **Scenario Workshop No. 1: Vlora**

*Venue: CCI Vlore Premises, Vlora*

*Date: 20-02-2019*

*Duration: 12:30-15:00*

*No. of Participants: 7 SMEs*

No	Name of the SME/ StartUp/Company	Field of activity	Email
1	Porti Detar Vlore Sh. A.	Camping grounds, recreational vehicle parks and trailer parks	<a href="mailto:toto_kena@hotmail.com">toto_kena@hotmail.com</a>
2	Hotel Pavaresia	Accommodation	<a href="mailto:info@hotelpavaresiavlore.com">info@hotelpavaresiavlore.com</a> ; <a href="mailto:hotelpavaresia@yahoo.com">hotelpavaresia@yahoo.com</a>
3	Anija Turistike Teuta	Travel agency, tour operator reservation service and related activities	<a href="mailto:teuta.contact@gmail.com">teuta.contact@gmail.com</a>
4	Sole Mare Zvernec	Hotels and similar accommodation	<a href="mailto:dhrami.blerina@gmail.com">dhrami.blerina@gmail.com</a>
5	Hotel New York	Hotels and similar accommodation	<a href="mailto:manager@hotelnewyork.al">manager@hotelnewyork.al</a>

6	Anija Pavaresia	Travel agency, tour operator reservation service and related activities	
7	Kolonat Vlore	Food and beverage service activities	<a href="mailto:fbubeqi@gmail.com">fbubeqi@gmail.com</a> ; <a href="mailto:meri.murati@gmail.com">meri.murati@gmail.com</a>

Scenario Workshop in Vlora gathered 7 Coastal and Maritime Tourism SMEs in a three-hour workshop. Other relevant stakeholders were invited too to contribute to the sector needs assessment as well as get informed on the needs and problems SMSs operating in this region face in their daily business operations. After the icebreakers and introductory session, Dr. Vladi briefly presented the Blue Boost projects, its goal and objectives, and implementing consortium. In the first step, participant introduced themselves in greater details, including information on their sector of operation, experience, number of employees, products/services offered, target group, etc. Out of 7 business, 3 of them fall under the category of ‘hotels and similar accommodation’, 2 of them are ‘Travel agency, tour operator reservation service and related activities’, and 1 representative for each category ‘Camping grounds, recreational vehicle parks and trailer parks’ and ‘Food and beverage service activities.

Participating SMEs discussed several problems impeding their normal business operations and identified some emerging needs that would allow them to grow and develop their product and services portfolio. In the third part of the workshop participating SMEs were invited to propose solutions to already identified problems and challenges.

### **Scenario Workshop No. 2: Lezhë / Shëngjin**

**Venue:** Rapsodia Restaurant Premises, Shëngjin / Lezhë

**Date:** 21-02-2019

**Duration:** 12:00-14:30

**No. of Participants:** 6 SMEs

No	Name of the SME/ StartUp/Company	Field of activity	Email
1	Giardino Della Pace	Food and beverage service activities	<a href="mailto:enindoj96@gmail.com">enindoj96@gmail.com</a>
2	Rafaelo Resort Sh.P.K.	Hotels and similar accommodation	<a href="mailto:eridionmarku@gmail.com">eridionmarku@gmail.com</a>
3	Hotel & Restorant Paradise	Hotels and similar accommodation	<a href="mailto:paulinkovaci@yahoo.com">paulinkovaci@yahoo.com</a>

4	Obelisku Sh.P.K.	Food and beverage service activities	<a href="mailto:gjoni.griselda@yahoo.com">gjoni.griselda@yahoo.com</a>
5	Rapsodia Sh.P.K.	Food and beverage service activities	<a href="mailto:info@rapsodia.al">info@rapsodia.al</a>
6	Security 2LX	Other amusement and recreation activities	<a href="mailto:nicajrigels@yahoo.com">nicajrigels@yahoo.com</a>

Scenario Workshop in Lezhë / Shëngjin was organized with 6 SMEs operating in Coastal and Maritime Tourism sector. Similar to the scenario workshop organized in Vlora, this workshop lasted for around three hours and non-SME relevant stakeholders were invited too to contribute to the sector needs assessment as well as get informed on the needs and problems SMEs operating in this region face in their daily business operations.

After the introductory session and presentation of the Blue Boost projects, its goal and objectives, and implementing consortium, participants were invited to introduce their SMEs. Out of 6 business, 3 of them fall under the category of ‘Food and beverage service activities’, 2 of them are ‘Hotels and similar accommodation’, and 1 representative from ‘Other amusement and recreation activities’ category. Participating SMEs discussed several problems impeding their daily activity and empathized some key needs. After the identification of key needs and challenges to innovation, participant SMEs were invited to think for potential solutions to these problems and challenges.

### **Scenario Workshop No. 3: Durrës**

*Venue: Hotel Arvi Premises, Durrës*

*Date: 22-02-2019*

*Duration: 10:00-12:30*

*No. of Participants: 9 SMEs*

No	Name of the SME/ StartUp/Company	Field of activity	Email
1	Arvi Hotel	Hotels and similar accommodation	<a href="mailto:info@hotelarvi.com">info@hotelarvi.com</a>
2	GIOAD Sh.P.K. (2 Kitarrat Boutique Hotel&SPA)	Hotels and similar accommodation	<a href="mailto:abingrosso@gmail.com">abingrosso@gmail.com</a>
3	Tropikal Sh.P.K.	Hotels and similar accommodation	<a href="mailto:reservation@tropical.com">reservation@tropical.com</a> ; <a href="mailto:miratropikal@yahoo.com">miratropikal@yahoo.com</a>
4	Western Star Hotel	Accommodation	<a href="mailto:info@westernstarhotel.al">info@westernstarhotel.al</a>

5	Diamma Resort	Hotels and similar accommodation	<a href="mailto:diamma_resort@yahoo.com">diamma_resort@yahoo.com</a>
6	Akua Albania Sh.P.K.	Marine fishing	<a href="mailto:artanhymeri@gmail.com">artanhymeri@gmail.com</a> ; <a href="mailto:dritanzaimi@yahoo.com">dritanzaimi@yahoo.com</a>
7	Coral Sh.P.K.	Marine aquaculture	<a href="mailto:deniszekthi@koralfish.com">deniszekthi@koralfish.com</a>
8	Dea Lines Sh.P.K.	Travel agency, tour operator reservation service and related activities	<a href="mailto:arjana.isaku@hotmail.com">arjana.isaku@hotmail.com</a> ; <a href="mailto:dealines@dealines.com">dealines@dealines.com</a>
9	Pastrimi detar Sh.A.		<a href="mailto:pastrimidetar@hotmail.com">pastrimidetar@hotmail.com</a>

Scenario Workshop No. 3 in Durrës recorded the highest number of participations from local SMEs. 9 active SMEs participated in a 3 hours workshop and provided some good insights from the Coastal and Maritime Tourism sector in Durrës. Similar to two other workshops, after the introductory session and presentation of the Blue Boost projects, its goal and objectives, and implementing consortium, participants were invited to introduce their SMEs. Out of 9 business, 5 of them fall under the category of ‘Hotels and similar accommodation’, 2 of them are ‘Marine fishing and Marine aquaculture’, 1 representative from ‘Travel agency, tour operator reservation service and related activities’ category and the last SMEs’ operations fall under the category ‘other supporting services’.

After the initial introductions SMEs were invited to identify pressing needs for their sustainable growth and the overall sector development. Similar to needs identified in two other scenario workshops, local SMEs in Durrës identified as pressing issues quality of service and product, improved touristic offer, sustainability of qualified staff and opportunities for continued skills development, etc. Overall, during three scenario workshops participants were willing to undertake innovation action, mainly related to innovation in services and supporting activities such as PR and Marketing.

#### Pictures from Scenario workshops

