

ISPIM

International Society for Professional Innovation Management

**XXX ISPIM INNOVATION CONFERENCE
CELEBRATING INNOVATION - 500 YEARS SINCE DA VINCI**

**iBLUE Project:
Description, results, and dissemination**

Ocello E. (University of Udine)
Battistella C. (University of Udine)
Cicero L. (University of Udine)
De Toni A. F. (University of Udine)
Preghenella N. (University of Padua)

16th-19th June 2019
Florence (Italy)

Issue

iBLUE project contributes to the relaunch of yachting sector by creating a new methodology and by integrating the sustainable pillars (i.e., economic, environmental and social) in the concept of business model innovation. The creation process articulates in three steps: 1. a literature review on business model innovation; 2. a collection of the sustainable best practices in yachting industry. 3. a case studies analysis. As result, it has been possible to outline the 3-PBM (3-Pillar Business Model) methodology, a collection of tools and methods for the application of business models suitable for enterprises in the yachting sector of Mediterranean area. The 3-PBM methodology was drafted as merger of two concepts: 1. Business model canvas and related methodology as created by Osterwalder and Pigneur: within the 3-PBM, the business model canvas is adapted and used to define logic, dynamics and relationships between the business model elements; 2. RPV framework (Resources-Processes-Values) as applied in the elaboration of disruptive technologies by Clayton Christensen: within the 3-PBM, the RPV framework is used for detailed description of the key drivers of economic, societal and environmental impact. Societal and environmental costs and benefits caused by the business model are two perspectives added under "key costs" and "revenue streams" elements.

Interest

iBLUE project includes a part of test through pilot actions. 3-PBM methodology will be applied to SMEs and it will help the companies, participating in the pilot actions, to get additional perspectives on their business, to deepen the understanding of business model mechanics, to holistically manage their impact, in terms of reducing negative impact and leveraging positive impact, and to improve the overall economic performance and competitiveness. After the testing phase, the revised 3-PBM will be additionally refined and ready to be shared through the transferring actions.

Benefit

The presentation aims at dissemination of project results, especially the "3-PBM" methodology, in order to be exploitable by several users (i.e., SMEs, policy makers, researchers). For this reason, we would like to receive feedback about the methodology and the benefit of our findings for the innovation community, especially in terms of contribution to the theory, as well as practical implications. Through the presentation we hope to gather information about 3-PBM methodology's strength points, weaknesses, usability and problems. This information will be used to define possible changes and refinements to apply to the methodology in order to improve it.

Abstract

iBLUE project contributes to the relaunch of yachting sector by creating a new methodology considering together the sustainable pillars (i.e., economic, environmental and social) in the concept of business model innovation. The 3-PBM (3-Pillar Business Model) methodology is outlined due to: 1. a literature review on business model innovation; 2. a collection of the sustainable best practices in yachting industry. 3. a case studies analysis. 3-PBM methodology is applied to SMEs during the testing phase. Such methodology contributes to get additional perspectives: SMEs could deeply understand their business model dynamics, holistically manage their influence, in terms of both reducing their negative effect and leveraging their positive impact, and improve their overall economic performance and competitiveness. After the ongoing testing phase, the revised 3-PBM will be additionally refined and ready to be shared through the transferring actions.