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Euro-MED**



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RECONNECT



Creative Craft for Industrial Symbiosis in Blue Economy Sectors with AI support

Strengthening Circularity through Innovation and Collaboration in the Mediterranean



CHALLENGE

We turn waste into opportunity for innovation, sustainability, and new business models



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Problems that we need to face:

Waste & Pollution

The **Mediterranean fisheries and aquaculture sectors** face **environmental pressure** due to overexploitation, pollution, and high waste generation (especially plastics).

Fragmentation

Circular economy practices remain **fragmented** — large firms follow formal frameworks, while **craft SMEs** rely on spontaneous, unstructured approaches.

Lack of Collaboration

There is **limited cooperation** between industrial and craft sectors, missing opportunities for waste re-use and innovation.

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#HandcraftedInnovation
CraftingSustainability
AlgaeUpcycling

CircularityByDesign
#FromWasteToWonder
MarineArtistry

HANDCRAFT CREATIVE

CreativeCircularity
ArtisanalBlueEconomy
HandcraftMeetsScience
CraftingWithAlgae
MaterialsFromAquaculture

SustainableCrafts
CreativeFisheries
BioCraftMaterials
OceanCrafts

#OceanEntrepreneurship
SustainableFishing
#BlueGrowth

AquacultureInnovation
MarineBioEconomy
CoastalResilience

BLUE ECONOMY

MarineEconomicDevelopment
CircularBlueEconomy
AlgaeEconomy
InnovativeFisheries

CircularBlueEconomy
AquaticSustainability
ResponsibleAquaculture
MaritimeInnovation

#AlgaeFarming
Mutualism
#AquaculturePartnership

CircularAquaculture
InterCometed

SYMBIOSIS ECOSYSTEM

AquaticConnections
AlgalSymbiosis
AquaticConnections

CoastalEcosystems
CoastalEcosystems
AlgaeCultivation

#AIforBlueEconomy
AIForCrafts

#AIDrivenSustainability
#AIDrivenSustainability

ARTIFICIAL INTELLIGENT

ArtificialIntelligenceforOceans
DataDrivenFisheries
IntelligentSymbiosis

#AlandAlgae
#AICircularity
DigitalBlue

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OUR MISSION

The background of the slide is a photograph of a blue sea under a clear sky. In the foreground and middle ground, there are several long, parallel rows of aquaculture structures, likely floating cages or rafts, extending into the water. In the far distance, a large white ship is visible on the horizon. The overall scene is serene and represents the maritime environment.

To boost circularity and sustainability in the Mediterranean blue economy by transforming waste from fisheries and aquaculture into high-value bio-based products through innovation and collaboration



RECONNECT aims to:

- ❖ Boost circularity in the Mediterranean blue economy.
- ❖ Integrate crafts and creativity into industrial symbiosis models.
- ❖ Reuse waste to create bio-based products.
- ❖ Empower SMEs with AI-driven innovation tools.
- ❖ Connect sectors and countries through cooperation and knowledge sharing.

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Specific Objectives

- 1.- **Foster collaboration** between **large industries and small craft enterprises** with a focus in **integrating craft creativity** into industrial symbiosis processes
- 2.- **Develop and apply AI-based tools** and open innovation methodologies to **support SMEs**
- 3.- **Promote cross-border cooperation** and **establish** a permanent **transnational network** for sustainable blue-economy growth

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HOW IT WILL BE DONE





Three main WPs & Outputs

WP1 12 months

Develop a **toolkit & methodology**

- Combining an **open innovation approach**
- For **clustering** in fisheries, aquaculture, and algae-based activities
- With an **AI-based tool to assess SME capacities** and **foster collaborations**

WP2 18 months

Pilot testing

- With **130 SMEs** in the fisheries and aquaculture sectors
- To **validate the toolkit, promote waste re-use, and establish innovation brokerage units**
- And **supporting collaboration** and circular practices

WP3 12 months

Ensure **long-term sustainability**

- By **transferring project knowledge** and best practices to a wider audience
- **Strengthening sector resilience, and capitalizing on achieved results**

From waste to value — empowering sustainable Mediterranean ecosystems



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Expected Outputs:

- ✓ **AI-based Tool** to assess and connect SMEs for innovation
- ✓ **Open Innovation Methodology**
- ✓ **Pilot Projects** with 130 SMEs across 5 countries
- ✓ **Position Paper & Policy Roadmap**
- ✓ **RECONNECT Network**

From waste to value — empowering sustainable Mediterranean ecosystems

WHO WE ARE

A partnership of 9 experienced Mediterranean institutions

clúster
maritimarinodeandalucia



CAMERA DI COMMERCIO
VENEZIA ROVIGO



TRASFERIMENTO TECNOLOGICO
INNOVAZIONE
SISTEMA CAMERALE VENETO



tech



CHAMBER OF
ECONOMY OF
MONTENEGRO



AULEDA



CERTH
CENTRE FOR
RESEARCH & TECHNOLOGY
HELLAS



KINO



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**TRASFERIMENTO TECNOLOGICO
INNOVAZIONE
SISTEMA CAMERALE VENETO**

UNIRI

Sveučilište u Rijeci
University of Rijeka



AULEDA
Local Economic Development Agency Vlore



**CAMERA DI COMMERCIO
VENEZIA ROVIGO**

BIotech

Fakultet biotehnologije i razvoja lijekova
Faculty of Biotechnology and Drug Development



KINNO
Innovation Intermediaries

BE BIC
CENTRO EUROPEO
DE EMPRESAS
E INNOVACION
DE MALAGA

CENTRO EUROPEO
DE EMPRESAS
E INNOVACION
DE MALAGA



cluster
marítimomarinodeandalucía



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HELLAS



**CHAMBER OF
ECONOMY OF
MONTENEGRO**

Working together for a sustainable, innovative, and circular blue economy

THANK YOU

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