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Summary CallmeBLUE Project

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The role of maritime clusters is increasingly important in the process of connecting public and private entities working in all transversal sectors related to blue economy at both national and Mediterranean level. Maritime clusters are indeed crucial facilitators of networking, technology transfer, internationalization and innovation between SMEs, large companies, research centers, universities etc., and they act as key actors to promote sustainable investments of the blue economy.

CallmeBLUE aims to strengthen existing clusters alliances in the Mediterranean area in order to accelerate north-south regional cooperation processes towards the emerging of strategic maritime clusters in North Africa area (south-south cooperation). CallmeBLUE will aim to create a strategic vision and transferable models of interregional cooperation.

CallmeBLUE will aim to implement concrete actions at both local and regional level in order to raise awareness on the relevance of Maritime clusters as key actors for a sustainable blue economy policy. The project will indeed promote exchange of best practices and knowledge transfer between north and southern area, including piloting learning activities aimed at offering a transferable training “Toolkit”, addressed to future maritime clusters in the southern area to be prepared on the legal, structural, administrative and management aspects for a concrete creation of future maritime clusters.

CallmeBLUE ambition is to set-up and strengthen maritime clusters alliances (North-South cooperation) – particularly targeting southern Mediterranean countries (South-South cooperation) but also allowing to enhance regional dialogue and more advanced services offered to Cluster Mediterranean ecosystem. At this aim, CallmeBLUE offers its role as an accelerator for the policy goals set by relevant regional initiatives such as the UfM Ministerial Declaration for sustainable blue economy and the WestMED Initiative.



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Executive Summary

The **CallmeBLUE – Cluster Alliance for the Mediterranean Blue Economy** project has been a key driver in strengthening the role of maritime clusters as catalysts for cooperation, innovation, and investment across the Mediterranean region. Building on the experience of established cluster alliances and networks, the project has advanced North–South and South–South collaboration, promoting sustainable blue growth in line with the Union for the Mediterranean (UfM) Ministerial Declaration on Sustainable Blue Economy and the WestMED Initiative.

During its implementation (October 2023 – February 2026), CallmeBLUE created the foundation for a **Mediterranean Cluster Alliance**, reinforcing the ecosystem of maritime innovation and entrepreneurship. Through pilot actions, capacity building, and digital tools, it has enabled clusters to better connect SMEs, start-ups, investors, and policymakers across the sea basin.

One of strategic legacy tool of the project is the **Regional Platform Hub Azul Dealroom**, a digital matchmaking and intelligence tool managed by Forum Oceano, which will remain operational beyond the project’s lifetime. The platform aggregates data on over 2,500 blue economy start-ups, 4,400 investors, and 130 corporates, offering real-time market insights, investment trends, and networking opportunities. Within CallmeBLUE, Hub Azul Dealroom evolves into a Regional Alliance Platform — a living digital infrastructure enabling cluster members, SMEs, accelerators, and research institutions from both shores of the Mediterranean to increase visibility, attract investment, and engage in collaborative projects.

The project fully aligns its outcomes with the **WestMED Maritime Cluster Alliance**, contributing to the broader network of Mediterranean maritime clusters and supporting WestMED’s goals of advancing sustainable investment, digitalisation, and innovation.

In parallel, the project has made significant steps to establish connection with the Union for the Mediterranean network and alignment with its policy priorities. In the future a possible cooperation model could be in connection with **UfM’s Mediterranean Blue Economy Stakeholder Platform (MBESP)** to potentially host CallmeBLUE’s training toolkits, methodologies, and policy outputs are disseminated and accessible through this regional knowledge hub. This cooperation could indeed prepare the ground in the future to reinforce CallmeBLUE’s contribution to the UfM’s objective of creating an



integrated Mediterranean Blue Economy Community, connecting digital tools and policy dialogue under a shared regional framework.

The Legacy and Business Plan thus serves as a roadmap to secure the long-term sustainability, governance, and impact of these assets. It defines:

- Mechanisms for maintaining and updating the **Hub Azul Dealroom-based Regional Alliance Platform**.
- Frameworks for collaboration with **WestMED, UfM, EU Projects** and other blue economy initiatives.
- Funding and partnership pathways for continued growth and replication of results through other funding schemes such as INTERREG NEXT MED, HORIZON, EMFAF, among others.
- Impact monitoring tools to assess progress and engagement after project closure.

Through this plan, CallmeBLUE ensures that its results will continue to support maritime clusters, foster investment in sustainable blue innovation, and strengthen the Mediterranean as a unified, connected, and resilient Blue Economy ecosystem.

CallmeBLUE Legacy Pillars and Long-Term Value

Over its implementation period, **CallmeBLUE** has delivered a coherent set of tangible and intangible assets that strengthen cooperation among maritime clusters, enhance knowledge transfer, and enable access to investment for blue economy actors across the Mediterranean region. These assets represent the foundation of the project's legacy and are designed to remain operational and scalable after the project's conclusion.

The long-term value of CallmeBLUE lies not only in the successful implementation of its activities, but in the set of durable structures, tools and cooperation mechanisms established to ensure continuity beyond the project's lifetime. In line with the objectives of Work Package 5, this section presents the **strategic legacy framework** of CallmeBLUE, describing how the project's main results are being transformed into sustainable assets for the Mediterranean blue economy ecosystem.



CallmeBLUE's legacy is articulated around a series of complementary and interlinked pillars, each addressing a critical dimension of long-term impact. These include the development of permanent digital infrastructure to support ecosystem connectivity, the establishment of institutional linkages with regional policy frameworks, the integration of project results into EU sea-basin strategies, the structuring of a transnational blue economy community, and the consolidation of knowledge, tools and cooperation models that can be reused and scaled.

Together, these pillars ensure that CallmeBLUE is not a stand-alone intervention but a building block within a broader regional and European architecture for sustainable blue economy development. They provide the foundation for the continued exploitation of project outputs, the mobilization of stakeholders, and the launch of future collaborative initiatives. The following sections describe each of these legacy components and explain their role in guaranteeing the long-term sustainability, relevance and impact of CallmeBLUE.

1. The Strategic Legacy: Alignment with the WestMED Maritime Cluster Alliance

CallmeBLUE is strategically anchored in the **WestMED Initiative**, the European Union sea-basin strategy for the Western Mediterranean, and more specifically in the **WestMED Maritime Cluster Alliance**. This alignment constitutes a core element of the project's strategic legacy, ensuring that its results, networks and tools are embedded within an established cooperation framework supported by the European Commission and the participating Mediterranean countries.

The WestMED Maritime Cluster Alliance brings together national and regional maritime clusters, innovative actors and ecosystem builders with the objective of strengthening cluster capacity, promoting cross-border cooperation and accelerating sustainable blue economy development across the Western Mediterranean. By positioning CallmeBLUE within this Alliance, the project contributes directly to WestMED's long-term priorities, including sustainable blue growth, innovation uptake, SME competitiveness, skills development and investment facilitation.



Throughout the project, CallmeBLUE has reinforced the Alliance by expanding the representation of maritime clusters and blue economy ecosystems across both shores of the Mediterranean. Emphasis has been placed on increasing the visibility, connectivity and operational capacity of Southern Mediterranean clusters, ensuring their structured integration into Mediterranean-wide cooperation dynamics. This contributes to a more balanced, inclusive and functional regional cluster ecosystem.

CallmeBLUE's strategic value is further strengthened by its ability to facilitate cross-basin synergies between the Atlantic and the Mediterranean. This dimension is enabled by Forum Oceano's institutional role as both the Portuguese National Hub for the WestMED Initiative and the Portuguese National Hub for the Atlantic Strategy and Atlantic Action Plan. Through this dual positioning, CallmeBLUE has served as a natural interface between the two sea-basin strategies, supporting the transfer of methodologies, tools and good practices between Atlantic and Mediterranean cluster communities.

This cross-basin approach expands the strategic scope of CallmeBLUE beyond a purely regional intervention. It opens opportunities for Mediterranean clusters and SMEs to access Atlantic innovation networks, market intelligence, investment platforms and project partnerships, while allowing Atlantic stakeholders to engage with emerging ecosystems and opportunities in the Southern Mediterranean. As such, CallmeBLUE contributes to the European Commission's broader objective of promoting coherence and complementarity between sea-basin strategies.

From a legacy perspective, alignment with the WestMED Maritime Cluster Alliance ensures that CallmeBLUE's outcomes are sustained through an existing and operational governance structure. Project tools, methodologies and cooperation models can continue to be disseminated, promoted and capitalized upon through **WestMED working groups, national hubs**, regional events and future joint initiatives. This provides CallmeBLUE with a durable strategic home, reinforcing its long-term relevance for policymakers, clusters, investors and blue economy stakeholders.

Ultimately, this strategic legacy positions CallmeBLUE not as a standalone project, but as a building block within the evolving architecture of European sea-basin cooperation.



2. The cooperation with the Union for the Mediterranean (UfM)

A second major and highly strategic achievement of CallmeBLUE is the establishment of a continuous link with the **Union for the Mediterranean (UfM)** through high level institutional engagement and the opportunity to refer and discuss in the future for a link with its **Mediterranean Blue Economy Stakeholder Platform (MBESP)**. This linkage represents a cornerstone of the project's long-term sustainability, ensuring that CallmeBLUE's outputs are embedded within a recognized regional governance framework that extends well beyond the project's lifetime.

Within CallmeBLUE, this liaison with UfM and its cooperation network was developed as part of the project's exploitation and sustainability strategy. Engagement with the UfM Secretariat was enhanced to establish mechanisms of cooperation aimed at aligning CallmeBLUE's tools, methodologies and community-building actions in the future (including connection with MBESP).

The cooperation with UfM Network has enabled several strategic functions: it provides a channel to disseminate CallmeBLUE results, including toolkits, training materials, and cluster cooperation models, through an established Mediterranean-wide policy and stakeholder network. This will significantly increase the visibility, credibility and long-term accessibility of project outputs, allowing them to reach a broader audience of institutions, development agencies, clusters and SMEs.

Additionally, this institutional connection strengthens **Mediterranean-wide knowledge sharing and cooperation mechanisms**. By linking CallmeBLUE's cluster-driven and innovation-focused activities with the UfM's structured stakeholder processes, the project contributes to a more integrated regional approach to internationalization, innovation transfer and sustainable investment facilitation. It also creates opportunities for CallmeBLUE partners and stakeholders to engage in UfM thematic initiatives, working groups and future regional programmes.

From a legacy perspective, this liaison ensures that CallmeBLUE's results are not confined to a project-specific environment but are positioned within a permanent regional platform capable of supporting their continued promotion, adaptation and reuse. It also reinforces CallmeBLUE's contribution to the UfM's long-term vision of a sustainable, inclusive and competitive



Mediterranean Blue Economy, aligned with the UfM Roadmap for Action, the Ministerial Declarations on Blue Economy, and broader EU sea-basin strategies.

Ultimately, this institutional legacy positions CallmeBLUE as a strategic bridge between digital innovation tools, cluster ecosystems and Mediterranean policy cooperation frameworks, creating favorable conditions for long-term exploitation, replication and integration of its results into future regional and European initiatives.

This institutional positioning is further reinforced by the cooperation among the southern countries.

3. The Community Legacy: From target Audience to Building and Structuring a Transnational Blue Economy Ecosystem

Beyond the development of tools, platforms and cooperation frameworks, one of the most significant legacies of CallmeBLUE lies in the **creation and structuring of a transnational blue economy community** spanning both shores of the Mediterranean and extending towards the Atlantic basin. From its inception, the project was conceived as an ecosystem-building initiative, aiming not only to strengthen individual clusters and organizations, but to connect them into a functional, cooperative and sustainable regional network.

This vision, defined in the Communication and Exploitation Plan (D5.1), was rooted in the objectives of the WestMED Initiative and the EU Mission “Restore our Ocean and Waters by 2030”. It aimed to increase capacity, dialogue, cross-sectoral cooperation, data availability and the participation of maritime clusters in policy processes. These strategic orientations have directly shaped the community-building activities implemented throughout CallmeBLUE.

At a first stage, a preliminary analysis was carried out to identify geographical areas and countries of the Mediterranean area with a concrete interest for cluster implementation (i.e. Mauritania, Morocco and Egypt) and with some active cluster initiatives (i.e. Tunisia and Algeria), as well as to identify which local, regional, national actors shall be involved to facilitate the engagement process (i.e. policy makers, sectoral bodies, research centers, business actors).



As a second phase, a needs and gaps analysis was implemented on the selected countries and blue economy sectors involving the selected actors through a bottom-up approach, from the local level to the national level. The selected countries were those where such clusters initiatives are at early stage or not yet existing (i.e. Mauritania, Morocco, Egypt) and in countries where cluster exist (i.e. Tunisia) even if at embryonic level (i.e. Algeria).

As a result, CallmeBLUE identified a broad and representative set of **target audiences** reflecting the diversity and interdependence of the blue economy. These included maritime and blue economy clusters as central ecosystem orchestrators.

- SMEs and start-ups as drivers of innovation and employment.
- Innovation hubs, incubators and accelerators support business creation and scaling.
- Ports and port authorities as strategic maritime nodes.
- Research and higher education institutions generating knowledge and skills.
- Public authorities and development agencies responsible for policy implementation.
- Investors and financial actors facilitate market uptake.
- NGOs and civil society organizations contributing to sustainability and social inclusion.

These stakeholders represent a wide range of sectors, including renewable marine energy, fisheries and aquaculture, blue biotechnology, coastal and maritime tourism, maritime transport and logistics, marine digital technologies, port services and environmental monitoring. Engagement has taken place through both physical and online formats, enabling broad geographic coverage and sustained interaction between ecosystems that had previously limited structured cooperation.

Through implementation, this multi-stakeholder vision was translated into concrete engagement actions. CallmeBLUE mobilized stakeholders through regional and transnational workshops, training sessions, mapping campaigns, matchmaking activities and institutional dialogues. These actions enabled the progressive construction of a diverse community of clusters, enterprises and institutions actively contributing to and benefiting from the project. Stakeholders were engaged from multiple countries on both the Northern and Southern shores of the Mediterranean, while strategic links were also

established with Atlantic actors, reinforcing the project's cross-basin dimension.

From a qualitative perspective, the project has fostered new relationships, trust-based exchanges and institutional connections between clusters, innovative actors and public authorities. Stakeholders were actively involved in co-creation processes, capacity-building activities and cross-border dialogues, strengthening mutual understanding between ecosystems with different levels of maturity and supporting the integration of Southern Mediterranean actors into wider regional and European cooperation frameworks.

The following activities were taken to established synergies through direct engagement with key stakeholders, joint planning of activities, strategic participation in relevant events, and targeted communication efforts. By fostering these connections, the project successfully laid the groundwork for long-term collaboration and lasting impact within the Mediterranean region. It is worth to mention the following initiatives that created favorable conditions for CallmeBLUE to gain visibility, exchange good practices and experiences, support collaborative Mediterranean initiatives and foster funding and investment opportunities via links to funding entities:

- Matchmaking Local Workshop in Algeria, October 15, 2024
- WestMED Hackaton Portugal, October 3, 2024 (organized by external stakeholders)
- Matchmaking Local Workshop in Tunisia on October 14, 2024
- Ecomondo expo in Rimini, Italy. November 7, 2024 (organized by external stakeholders).
- MARMED project Final Conference 2024
- Matchmaking Local Workshop in Mauritania on January 20–21 2025 and signature of Cooperation Agreement between Tunisian and Mauritanian Maritime Cluster.
- MEDBAN Project Final Conference on March 2025, and MoU signed between projects.
- WINBIG Conference in Roma, on March 26, 2025
- Blue Ecosystem project Meeting, on April 8, 2025 (organized by external stakeholders).
- Business Forum in Malta on April 2025
- Ecomondo 2025 Beacon Conference, November 6, 2025 (organized by external stakeholders).
- Final Conference CallmeBLUE Tunisia on November 27-28, 2025



The long-term value of this community constitutes a central pillar of CallmeBLUE's legacy. The structured ecosystem created through the project now forms a foundation for future joint initiatives, including collaborative projects, investment pipelines, innovation partnerships and policy-oriented actions. The WestMED Maritime Cluster Alliance and the Union for the Mediterranean's and its Mediterranean Blue Economy Stakeholder Platform through, this community is embedded within permanent cooperation mechanisms capable of supporting its continued growth and evolution.

This ecosystem constitutes a critical asset for the long-term exploitation of CallmeBLUE results and for the continued advancement of a sustainable, inclusive and competitive Mediterranean Blue Economy also thanks to the use of the Regional Platform.

3.1 A Shared Roadmap and Vademecum for Cluster Development: Awareness, Guidance and Community Structuring

The **Roadmap for Clustering Strategy Awareness and Guideline (Vademecum)**, represents an additional pillar of CallmeBLUE's community sustainability. This output transformed the collective efforts gathered throughout the project into a structured, accessible and transferable framework to support maritime cluster development across the Mediterranean.

The Roadmap and Vademecum were developed through continuous interaction with clusters, policymakers, ecosystem builders and blue economy practitioners. They consolidate lessons learned, good practices, and operational guidance on how to stimulate cluster awareness, structure emerging ecosystems and support the progressive development of maritime clusters, particularly in countries where such initiatives are still nascent.

This approach plays a strategic role in community building by providing a **common reference framework** for stakeholders operating at different levels of maturity. It could support key stakeholders in understanding enabling conditions for cluster development, guides ecosystem facilitators in structuring cooperation mechanisms, and assists emerging cluster actors in defining governance models, stakeholder engagement approaches and strategic priorities.



From a legacy perspective, the Roadmap and Vademecum strengthen the CallmeBLUE community by offering shared language, recommendations, methodology and vision for cooperation. They enable continuity beyond individual project activities, supporting the replication of CallmeBLUE's approach in new territories and reinforcing the long-term capacity of Mediterranean actors to self-organize, cooperate and align with wider sea-basin strategies.

3.2 The Maghreb Maritime Cluster Strategy –Regional Alliance

One of the most concrete and strategic outcomes of CallmeBLUE has been the regional cooperation structure among Southern Mediterranean maritime clusters and synergies with northern clusters. Within the framework of the project representatives of the national maritime clusters of Tunisia, Mauritania, Libya and Algeria have collaborated also with representatives of Egypt and Morocco for a **Maritime Sectoral Cooperation** in the perspective of a future establishment of the “Maghreb **Regional Alliance for the Blue Economy**” (**Maghreb Maritime Cluster Strategy**).

This cooperation represents a community-building legacy of CallmeBLUE. It shows the willingness of Maghreb maritime clusters to work for a Roadmap to cooperate on a long-term basis and provides a structured framework for joint action in the fields of innovation, investment promotion, knowledge exchange and cluster development. The agreement defines common objectives, including the development of joint initiatives, the promotion of regional assets to Mediterranean and international stakeholders, the future establishment of shared governance mechanisms, and the coordination of concrete cooperation actions.

The promotion of a Maghreb Maritime Cluster Strategy constitutes a delicate step in structuring the Southern Mediterranean blue economy ecosystem. The future aim will be to recognize a “formal interlocutor” for engagement with European and Mediterranean initiatives. It also could favor in the long-term perspective to create a stable foundation for future project development, investment facilitation and regional policy dialogue.



4. The Knowledge and Capacity Legacy: Skills, Tools and Methodologies

Beyond the project contribution to the development and deployment of **digital and analytical tools**, notably through the integration of regional ecosystems into Hub Azul Dealroom, networking and institutional linkages, CallmeBLUE generated set of **operational tools and methodologies** to support ecosystem mapping, cooperation and strategic planning. These include structured approaches to stakeholder identification and engagement, mapping templates, needs and gaps analysis methodologies, and cooperation models between clusters, innovative actors and public authorities.

This is a further essential pillar of CallmeBLUE's legacy that lies in the **knowledge base, skills development actions, capacity-building initiatives** and **operational methodologies** aiming to strengthen the organizational, strategic and operational capabilities of maritime clusters and blue economy ecosystems, particularly in the Southern Mediterranean.

By strengthening skills, structuring methodologies and professionalizing cluster practices, CallmeBLUE has created a durable knowledge base and capacity building processes that will continue to support ecosystem development beyond the project's duration. This legacy contributes not only to the sustainability of CallmeBLUE's own results but also to the broader objective of building more resilient, competent and interconnected blue economy ecosystems at Mediterranean and European levels. Some of the most relevant actions are described below in the current section:

4.1 Learning Labs for Emerging Maritime Clusters

Tailor made learning labs with the aim to offer a transferable “Toolkit” addressed to future maritime cluster actors to be prepared on the legal, structural, administrative and management aspects for a concrete creation of future maritime clusters.

This free Learning Labs addressed maritime cluster actors to be prepared on the legal, structural, administrative and management aspects for a concrete creation of future maritime clusters. It aims to educate a group of professionals



who could lead the establishment and management of maritime clusters in the Mediterranean region.

One of the main benefits of participating was the introduction to the Mediterranean maritime cluster ecosystem. Maritime Cluster Alliances have proven that working as a sea basin community can enhance the success of complex networking processes, as in the case of the creation of maritime clusters in Mauritania, Libya, the definitive scale-up in Algeria, the support of the ongoing process in Morocco and the pioneering Maritime Cluster of Tunisia (CMT - Cluster Maritime Tunisien).

To this end, it is important to encourage those interested in animating their regions, from a social and economic point of view, to analyze the economic strengths of their regions and to bring together through the maritime cluster all the factors capable of playing a role in this ecosystem, its cross-sectoral dynamics, the dialogue with local and national institutions, emphasizing the specific dimension/purpose of the region.

The “Learning Labs for Emerging Maritime Clusters” workshop included six sessions with the participation of a group of 42 selected participants, mainly from the Maghreb region. These included thematic workshops, peer-learning sessions and transnational exchanges focusing on topics such as cluster governance models, innovation support services, investment readiness, internationalization strategies, project development and cross-border cooperation, The topics per session are described as follows:

- **Session-01:** What is a Cluster – The role that clusters can play in the Blue Economy
- **Session-02:** How is a Cluster structured, administratively and legally: Legal and economic aspects for creating a cluster in the Maghreb region
- **Session-03:** Cluster cooperation in the Maghreb region
- **Session-04:** Leadership and management skills for Blue Cluster managers
- **Session-05:** The practical aspects of cluster management – presentation of specific Cluster organizations
- **Session-06:** Exchange of experiences between North-South cluster cooperation.

Through these actions, CallmeBLUE fostered the transfer of **practical know-how and good practices** between more mature and emerging clusters,



contributing to the development of a shared professional culture across the Mediterranean.

The main output of the Learning Labs was *TOOLKIT: Training Activities for Emerging Cluster, Lessons Learned*, a transferable training package designed for future maritime cluster managers and actors in the Southern Mediterranean, to be prepared on the legal, structural, administrative and management aspects for a concrete creation of future maritime clusters, that also can be adapted for other sea-basin contexts reinforcing the objective of the adaptability of project outcomes.

The Toolkit was designed with the following aims:

- To provide a replicable model of maritime cluster training.
- To empower professionals in legal, administrative, and management aspects of cluster creation.
- To encourage North-South and South-South knowledge transfer.
- To serve as a practical resource library for future initiatives in the Maghreb and beyond.

Components of the Toolkit

The Toolkit consists of the following resources, each available in digital form:

- Presentations used in the six Learning Lab sessions, developed by instructors and thematic experts.
- Supporting reference materials in PDF format (legal frameworks, cluster governance guidelines, EU policy references).
- Video recordings of the six Learning Lab sessions.

Transferability and Future Use:

- The Toolkit's modular design allows customization by local institutions.
- It supports policy formulation, cluster incubation, and capacity building.



- It can be applied in other EU co-funded projects or regional cooperation frameworks (e.g., WestMED, UfM).

Dedicated Learning Labs webpage on the CallMeBlue website, hosting PDFs, recordings, and post-programme Toolkit can be accessed [Here](#).

4.2 Advanced Online Learning Labs on Business Activities for Advanced Maritime Clusters

Building on the initial Online Learning Labs for Emerging Maritime Clusters, the project launched a second phase of capacity-building actions in the form of dedicated **Advanced Business Training Labs**.

These free online training sessions were specifically developed to support blue economy professionals, aspiring maritime cluster managers and ecosystem facilitators seeking to acquire the competencies required to design, establish and manage maritime clusters in the Mediterranean region. The Business Training Labs were conceived as a practical and forward-looking capacity-building programme, addressing business development, governance and operational aspects that are essential for the sustainable creation and professional management of maritime clusters.

The programme targeted a group of emerging cluster leaders and ecosystem builders, equipping them with the tools and strategic understanding needed to develop concrete cluster development plans and to support the growth of cluster members. Through these sessions, CallmeBLUE contributed to building a new generation of maritime cluster professionals capable of driving innovation, investment attraction and cross-sectoral cooperation.

The Advanced Business Training Labs consisted of a cycle of six thematic online sessions, delivered by experienced practitioners and experts from Mediterranean maritime clusters. These sessions focused on key dimensions of cluster development, including: the design of sectoral strategies aligned with regional strengths; the development of public-private collaboration frameworks to support cluster objectives; the construction of sustainable business models centered on the growth of member organizations; the identification of funding and financing mechanisms; the practical implementation of cluster strategies; and communication and marketing approaches to position clusters and their ecosystems.

The 6 sessions were organized to cover the following dimensions:



- **Session-07:** Conception of your sector strategy
- **Session-08:** Public-private collaboration strategy to serve your cluster strategy
- **Session-09:** Develop your business model by developing the business of your members
- **Session-10:** Funding & Financing mechanisms
- **Session-11:** Implement your strategy
- **Session-12:** Communication / marketing

Beyond the immediate learning outcomes, these Business Training Labs represent a durable legacy of CallmeBLUE. The training formats, thematic structure and educational materials developed through this programme constitute a reusable capacity-building model that can be replicated in other Mediterranean countries and transferred to other sea basins. They support the long-term professionalization of maritime clusters and reinforce the human capital foundations required to sustain blue economy ecosystem development beyond the project's lifetime.

4.3 A Structured Knowledge Base of the Mediterranean Blue Economy Community: CallmeBLUE Database

Another central contribution of CallmeBLUE to its community legacy is the development of the **CallmeBLUE Database**, delivered under D2.2. This database constitutes the first structured and operational knowledge base created by the project to support the identification, mapping and engagement of blue economy stakeholders across the Mediterranean, with a particular focus on the Southern shore.

The database was built through a systematic data collection and needs assessment process involving national partners, maritime clusters and ecosystem intermediaries. It consolidates qualitative and quantitative information on organizations active in the blue economy, including clusters, companies, research bodies, public institutions and support organizations. In addition to stakeholder profiling, the database captures sectoral focus areas, cooperation interests, capacity needs and perceived barriers to cluster development.

Beyond its immediate analytical function, the CallmeBLUE Database represents a foundational community asset. It enabled the project to structure



its engagement strategy, design targeted capacity-building actions and support matchmaking and cooperation activities. It also provided the evidence base for identifying priority countries, emerging cluster initiatives and high-potential sectors, directly informing subsequent work on ecosystem building, training and institutional dialogue.

As a legacy outcome, it laid the groundwork for the integration of CallmeBLUE stakeholders into the Regional Platform, transforming project-level data into a living, expandable digital ecosystem. In this way, D2.2 contributed directly to the creation of a connected, visible and operational Mediterranean blue economy community that can continue to evolve beyond the project's lifetime.

4.4 Regional Platform within Hub Azul Dealroom

The main digital asset and long-term legacy of CallmeBLUE is the Regional Platform integrated within Hub Azul Dealroom, managed by Forum Oceano. Initially developed as a European tool for mapping and connecting blue economy stakeholders, the platform was expanded through CallmeBLUE to include North Africa and the Maghreb, integrating clusters, SMEs, start-ups, investors, research organizations and public institutions.

Within the project, Hub Azul Dealroom evolved into a regional alliance platform supporting ecosystem visibility, data-driven intelligence, matchmaking and cross-basin cooperation. A dedicated data collection campaign coordinated by CMT, Leanovator and Forum Oceano ensured the inclusion of Southern Mediterranean stakeholders, contributing to a balanced regional representation.

Beyond the project's lifetime, Hub Azul Dealroom will continue to operate as a permanent digital infrastructure supporting Mediterranean cluster cooperation, investment readiness and internationalization. For a detailed description of the platform's functionalities, governance and regional deployment, reference is made to Deliverable D5.4 – North Africa / Maghreb Blue Economy Platform.

4.4.1 The CallmeBLUE Dedicated Section in Hub Azul Dealroom



Within the Hub Azul Dealroom platform, a **dedicated CallmeBLUE section** was created to showcase and connect the Mediterranean blue economy community developed through the project. This space brings together clusters, SMEs, research organizations, investors and public institutions engaged by CallmeBLUE, presenting them as part of a structured and evolving ecosystem.

The CallmeBLUE section allows users to explore stakeholders by category and by Sea Basin, facilitating navigation across the Mediterranean and other basins and supporting the identification of cross-border cooperation opportunities. Stakeholder profiles provide essential information to enhance visibility and enable matchmaking among regional actors.

Rather than functioning as a static directory, this section operates as a dynamic collaboration node embedded within the wider Hub Azul Dealroom environment, which connects CallmeBLUE stakeholders with the broader global blue economy community. As such, it represents a key component of the project's long-term legacy, ensuring continued accessibility, cooperation and growth beyond the project's lifetime in the Mediterranean blue ecosystem and beyond.

4.4.2 Sea Basin Ecosystem Section

The Sea Basin section enables users to explore blue economy stakeholders according to their maritime and geographical context, such as the Mediterranean or Atlantic, supporting a clearer understanding of regional dynamics and cooperation potential.

This functionality is particularly relevant for CallmeBLUE, as it facilitates connections between Northern and Southern Mediterranean ecosystems. By selecting the Mediterranean Sea Basin, users can easily access relevant stakeholders, identify cooperation opportunities and analyze regional patterns, including a growing representation of the Maghreb blue economy within the wider Mediterranean context.

Embedded within the Hub Azul Dealroom platform, the Sea Basin section functions as a dynamic collaboration space rather than a static directory, enhancing cross-basin visibility, ecosystem intelligence and matchmaking among clusters, companies, investors and support organizations.



5. Value Proposition of the CallmeBLUE Legacy

As described above, the legacy of CallmeBLUE is built around a coherent portfolio of digital, institutional and community-based assets that will continue to generate value beyond the project's lifetime. Together, these assets address structural gaps in the Mediterranean blue economy ecosystem and create new opportunities for cooperation, investment and sustainable growth. The CMB legacy tools respond to persistent challenges faced by blue economy stakeholders, including ecosystem fragmentation, limited international visibility, weak cross-border coordination, and insufficient access to structured cooperation and investment channels.

Through the integration of the Hub Azul Dealroom platform, the institutional liaison with WestMED and the Union for the Mediterranean, the structuring of a transnational community of clusters and stakeholders, and the variety of capacity-building and methodological tools, CMB delivers a value proposition organized around complementary axes.

The knowledge and capacity legacy of CallmeBLUE is designed to be **reusable and scalable**. The tools, training formats and cooperation methodologies developed can be applied in other Mediterranean regions, adapted to different national contexts, and transferred to other sea basins. This makes CallmeBLUE a replicable model for cluster-driven blue economy development, capable of supporting new regional initiatives under EMFAF, Interreg, Horizon Europe and other European or international programmes.

5.1 Matchmaking and Cooperation Enablement

A second core lies in CallmeBLUE's capacity to transform visibility into cooperation. The CallmeBLUE legacy tools facilitate structured matchmaking between clusters, companies, innovation actors, investors and public authorities, enabling the identification of complementarities and the development of joint initiatives.

By combining digital functionalities with an established transnational community, CallmeBLUE lowers the barriers to cross-border collaboration, supports the emergence of cluster-to-cluster partnerships, and accelerates the formation of consortia for innovation projects, business cooperation and policy initiatives. This matchmaking function remains essential after the project as a



continuous mechanism to stimulate cooperation across the Mediterranean and between Mediterranean and Atlantic ecosystems.

5.2 Investment Readiness and Project Development

CallmeBLUE's legacy assets also support improved investment readiness across emerging blue economy ecosystems. Through its capacity-building activities, business training labs, and ecosystem structuring methodologies, the project strengthened the ability of clusters and their members to articulate development strategies, structure project pipelines and engage with funding and financing mechanisms.

The Hub Azul Dealroom environment further reinforces this pillar by enabling the visibility of innovation projects, start-ups and growth-oriented SMEs, and by facilitating connections with investors, accelerators and funding programmes.

5.3 Policy Interface and Institutional Connectivity

A defining feature of the CallmeBLUE value proposition is its strong institutional anchoring. The liaison with the Union for the Mediterranean and the strategic alignment with the WestMED Maritime Cluster Alliance ensure that community-level activities are connected to policy dialogue, regional strategies and sea-basin governance mechanisms.

This policy interface increases the relevance, credibility and sustainability of CallmeBLUE's outputs. It provides stakeholders with channels to feed ecosystem needs into regional agendas, supports the dissemination of project results within institutional frameworks, and enables long-term exploitation through established European and Mediterranean cooperation structures.

5.4 Cross-Basin Innovation and Internationalization

Finally, CallmeBLUE's legacy is distinguished by its cross-basin dimension. Through several project partners as National Focal Points in both Atlantic and Mediterranean sea-basins opens opportunities for international partnerships,



knowledge transfer and market expansion. It allows Mediterranean actors to connect with mature ecosystems, access broader innovation networks, and engage with global investment and technology trends. As such, CallmeBLUE's legacy tools continue to serve as an internationalization gateway, supporting the long-term competitiveness and resilience of Mediterranean blue economy ecosystems.



Conclusions

CallmeBLUE was conceived and implemented as a structuring initiative for the Mediterranean blue economy, addressing not only immediate cooperation needs but also the long-term conditions required for sustainable ecosystem development. The project has delivered a coherent and interlinked set of digital, institutional, community and capacity-building assets that together form a durable legacy extending well beyond the project's formal duration.

Through the integration of the CMB community into the Hub Azul Dealroom platform, the project has established a permanent digital environment for ecosystem visibility, intelligence and cooperation. The cooperation with the Union for the Mediterranean and the strategic alignment with the WestMED Maritime Cluster Alliance anchor CallmeBLUE's results within recognized regional governance frameworks, ensuring continuity of dissemination, policy relevance and exploitation. At the same time, the structured engagement of clusters, companies, innovative actors, public authorities and support organizations has led to the emergence of a transnational Mediterranean community capable of sustaining cooperation, project generation and investment-oriented initiatives.

CMB's legacy is further reinforced by the knowledge base, methodologies and training programmes developed throughout the project. These outputs strengthen the professionalization of maritime clusters, support emerging ecosystems, and provide transferable models that can be reused in other Mediterranean territories and extended to other sea basins. In this way, CMB contributes not only tools and platforms, but also human capital, institutional capacity and strategic frameworks.

From a business and exploitation perspective, CMB delivers a clear and differentiated value proposition. Its legacy assets respond to persistent ecosystem challenges by enhancing visibility, enabling structured matchmaking, supporting investment readiness, reinforcing policy connectivity and fostering cross-basin innovation. The integration of these elements ensures that the project's results remain operational, relevant and capable of generating new opportunities for stakeholders.



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Abbreviations

Term	Definition
CMB	CallmeBLUE
WestMED	WestMED Initiative to support actors from both sides of the Mediterranean to strengthen the Blue Economy
WCA	WestMED Maritime Cluster Alliance
UfM	Union for the Mediterranean

CallmeBLUE

Cluster ALLiance MEd BLUE

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