THE VIRTUAL MATCHMAKING SESSION FOR THE MEDITERRANEAN BLUE ECONOMY

with the support of

BLUE ECOSYSTEM | Interreg Euro-MED | Co-funded by the European Union

The virtual matchmaking initiative aims to connect Mediterranean Blue Economy innovators, enterprises, research organisations, laboratories, start-ups and public stakeholders through **Blue Innovation Link**, a dedicated platform fostering new collaborations, partnerships and project opportunities across the region.

Building on the legacy of the BlueMissionMed Community Platform, developed within the **BlueMissionMed project** in support of the **EU Mission "Restore our Ocean and Waters",** Blue Innovation Link provides a collaborative environment for Mediterranean stakeholders to connect, exchange knowledge, showcase solutions and explore opportunities for innovation and cooperation.

The initiative will take place in two phases: a **presentation webinar on 3 December 2026** and a **pitching and matchmaking event on 15 December 2026**, both hosted through the Blue Innovation Link community on B2Match.

Expected outcomes

By combining community engagement, solution showcasing and targeted matchmaking, the initiative aims to facilitate meaningful partnerships, encourage the uptake and scaling of innovative solutions, and support new collaborative initiatives across the Mediterranean.

Ultimately, Blue Innovation Link seeks to help stakeholders move from connections to concrete cooperation, contributing to more resilient, sustainable and competitive maritime and coastal sectors.

Language, recording and use of images

Both events will be held in **English and recorded.** Photographs, screenshots and audiovisual recordings may be used by the organisers for documentation, communication and dissemination purposes, including publication on institutional websites, social media and other project-related communication channels. Participants will be informed during the registration process about the use of their personal data and any applicable consent requirements in accordance with GDPR.

3 December - Presentation webinar (10-11 CET)

- **Objective**

The webinar will introduce participants to **Blue Innovation Link, its evolution from the BlueMissionMed Community Platform, and the opportunities offered by the community.**

Participants will explore the platform's **functionalities**, including **profile creation**, **solution showcasing**, **partner discovery and matchmaking tools**. The webinar will also present the community's broader ecosystem of services and opportunities, including networking, knowledge exchange, capacity-building, access to relevant initiatives and support for innovation development and scale-up.

The session will provide practical guidance on preparing profiles and presenting solutions effectively, enabling participants to make the most of the matchmaking event on 15 December.

- **Agenda**

10:00 – 10:05 | Welcome & introduction
10:05 – 10:15 | Blue Ecosystem: history and legacy
10:15 – 10:30 | From BlueMissionMed Community Platform to Blue Innovation Link: evolution
10:30 – 10:50 | Blue Innovation Link Community: tools, services, opportunities
10:50 – 11:10 | How to create an effective profile and showcase your solutions
11:10 – 11:30 | Q&A, next steps and activation of matchmaking

- **Link to the event**

Blue Innovation Link - Presentation Webinar | Microsoft Teams

15 December - Pitching (10-13 CET) and matchmaking event (14 -17 CET)

- **Objective**

The second event will combine **solution pitching sessions** with **targeted one-to-one meetings**, enabling innovators and organisations to explore concrete collaboration opportunities. During the morning pitching sessions, selected participants will showcase their innovative solutions, technologies or collaboration needs to the wider community. **Participants interested in pitching are invited to submit their applications through this link by 9 December 2026, at 17:00 CET.** The final pitching agenda will be shared on **11 December 2026**.

In the afternoon, the matchmaking session will provide a structured space for targeted 1-1 meetings, enabling innovators and organisations to explore concrete collaboration opportunities. Through the Blue Innovation Link Platform, participants will be able to schedule virtual meetings, present their solutions, identify complementary expertise and initiate discussions that may lead to joint piloting activities, project proposals or long-term partnerships. We strongly encourage all morning pitching speakers, as well as other interested participants, to make themselves available for the afternoon matchmaking session, actively engaging with potential partners and scheduling one-to-one meetings in advance through the platform.

- **Agenda**

10:00 – 10:10 | Welcome, introduction and practical instructions
10:10 – 12:50 | Innovation pitching sessions
12:50 – 13:00 | Morning wrap-up and instructions for B2B meetings

Apply to pitch before December 9 at 17:00 CET. Mandatory registration for all prospective speakers: https://blueecosystem.interreg-euro-med.eu/events/b2match-webinar-3-december-2026/

14:00 – 17:00 | One-to-one matchmaking meetings through Blue Innovation Link Platform

- **Link to the event**

Morning session: Blue Innovation Link - Pitching Sessions | Microsoft Teams

Afternoon session: individually scheduled