

# Blue Shuttle Project

“Atlantic Area Network for Enhancing Innovation in the Blue Economy Sector”

Atlantic Blue Bioeconomy Innovation Network

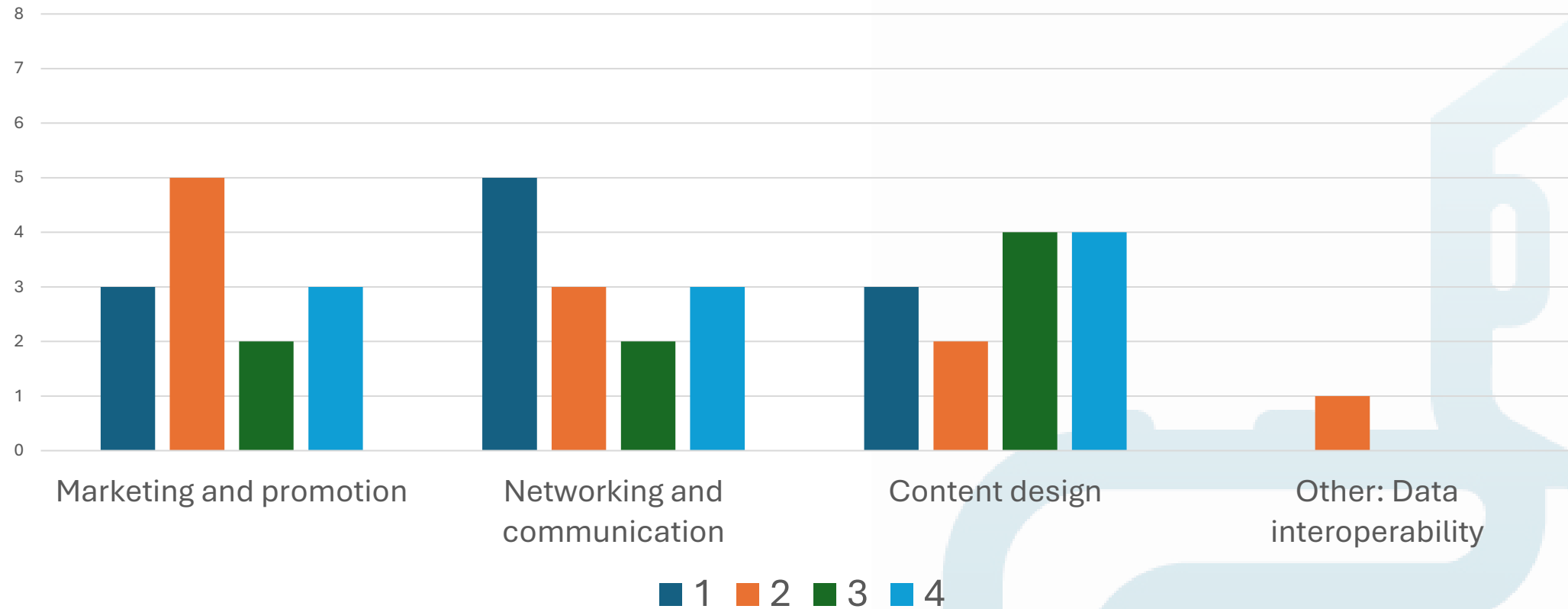
## Detection of Training Needs

Results of the Needs Assessment Questionnaire

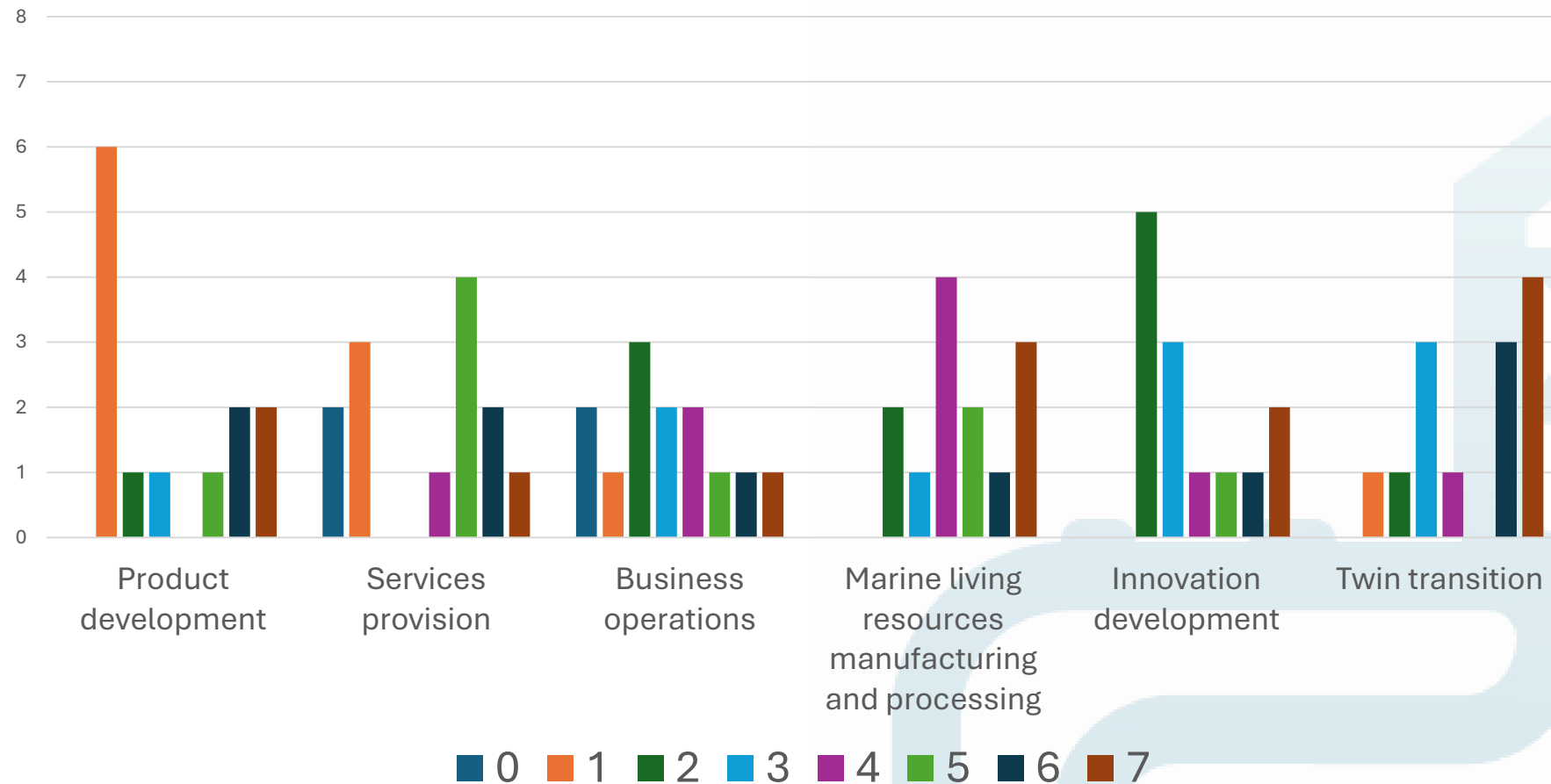
February 2025



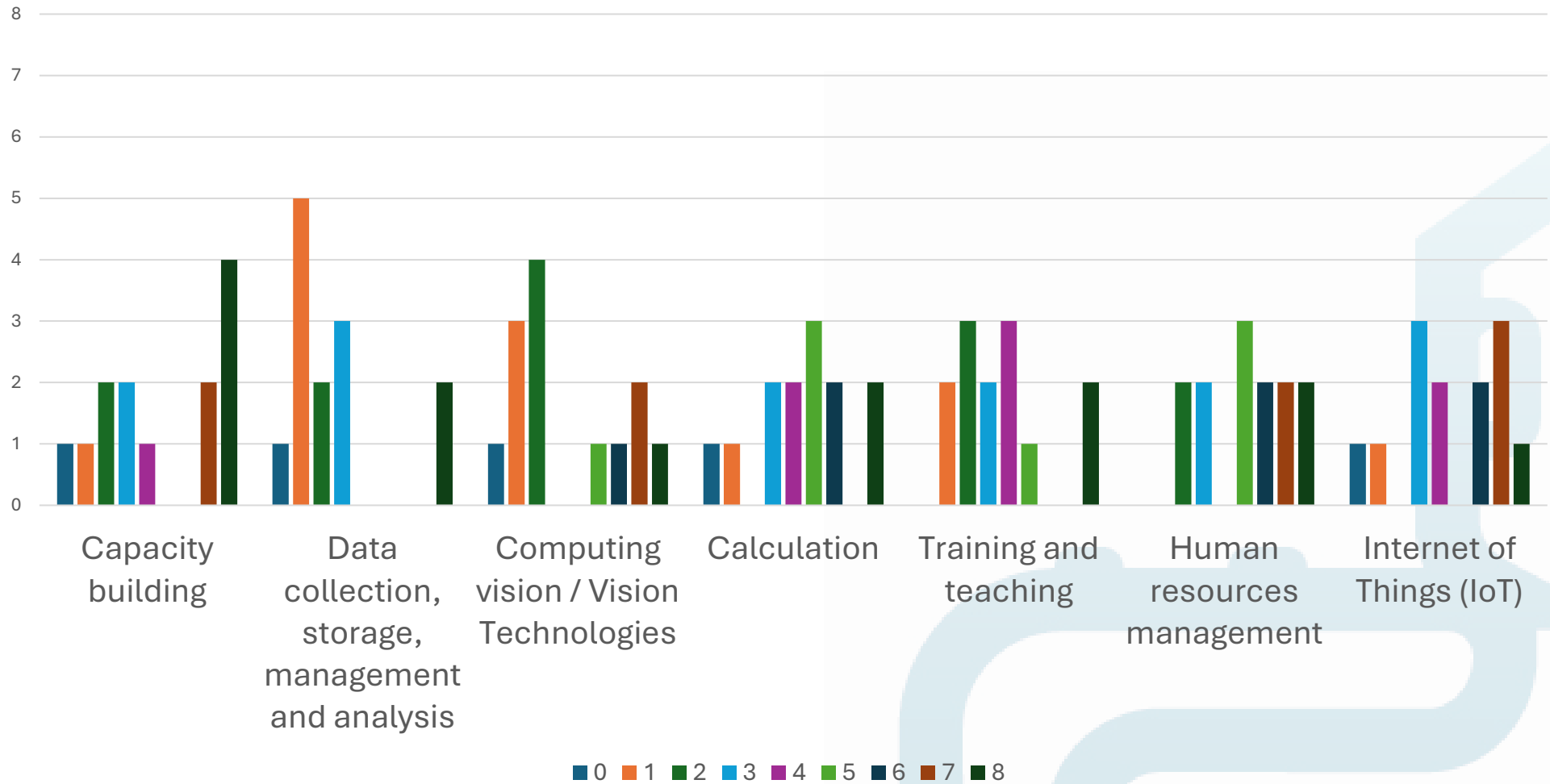
# Prioritize the focus of your needs on marketing digitization



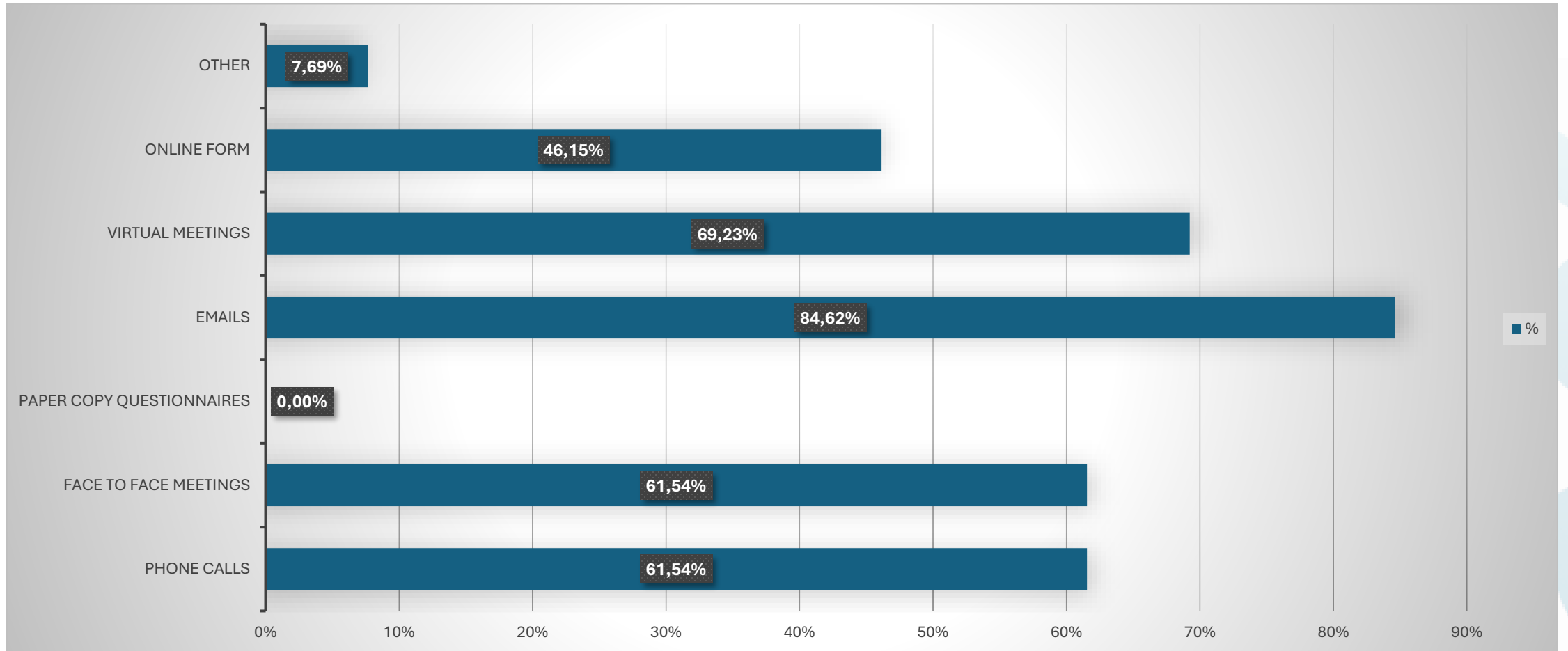
# *Prioritize the focus of your needs on digitizing business operations.*



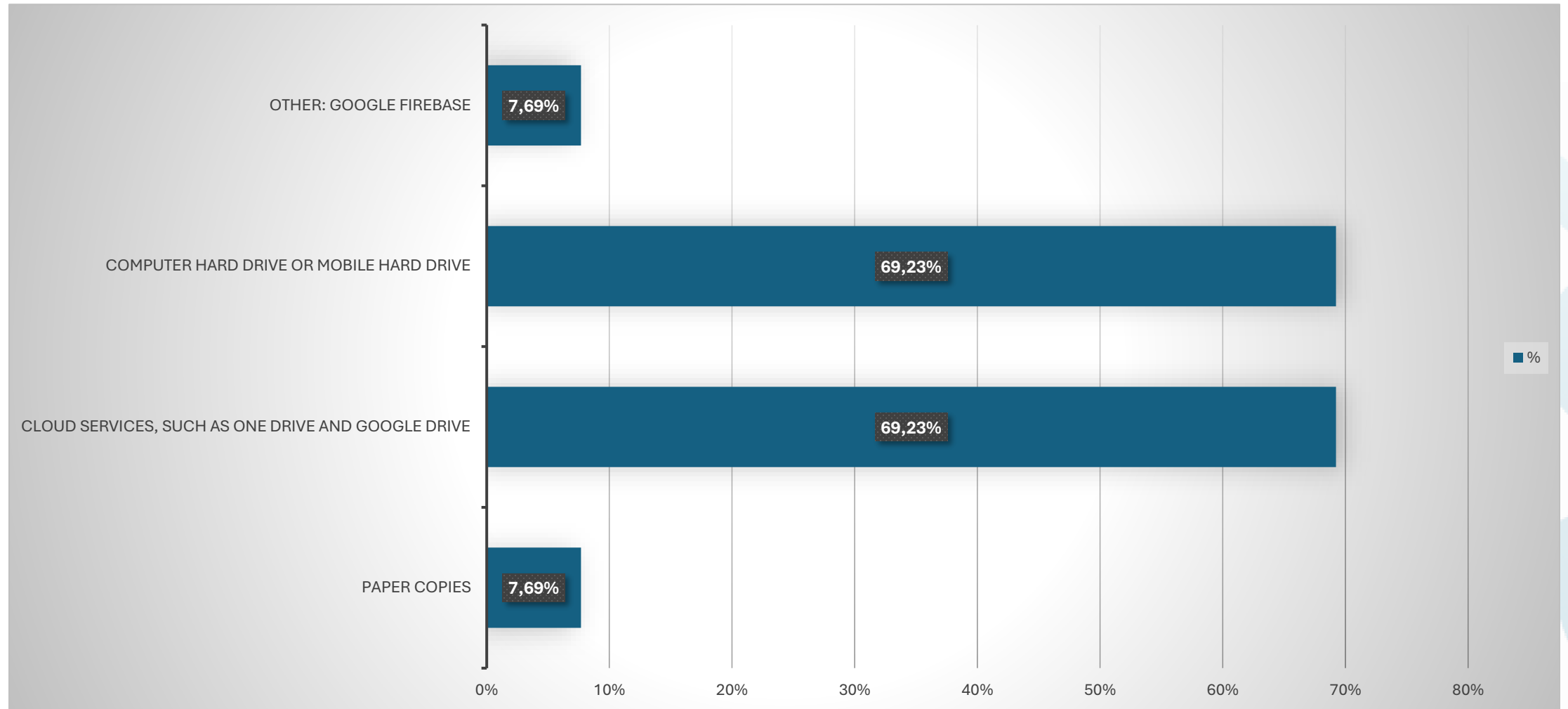
# Prioritize the focus of your needs on another type of digitalization



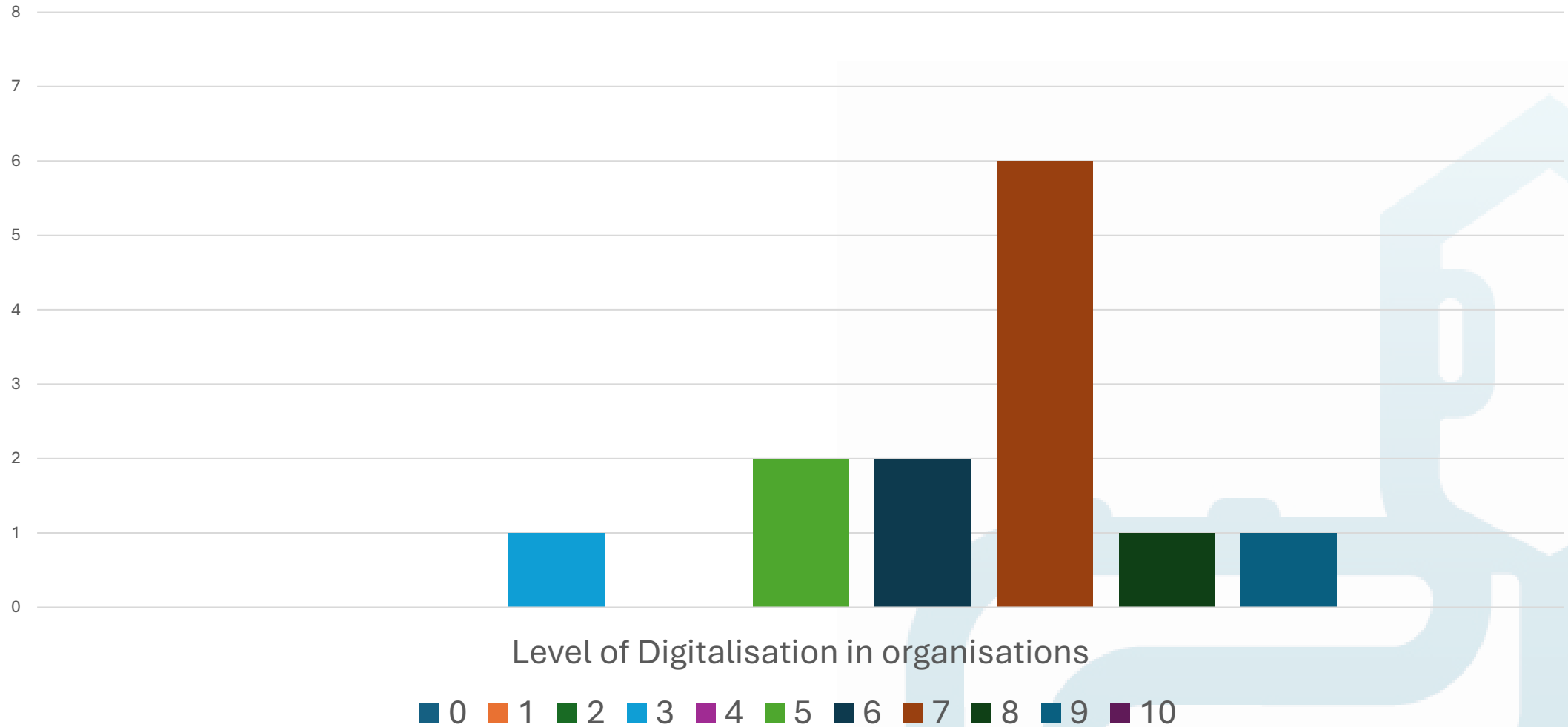
# How does your organization collect information from suppliers and/or customers?



# How does your organization store the information collected?



# Level of digitalization in the organizations evaluated



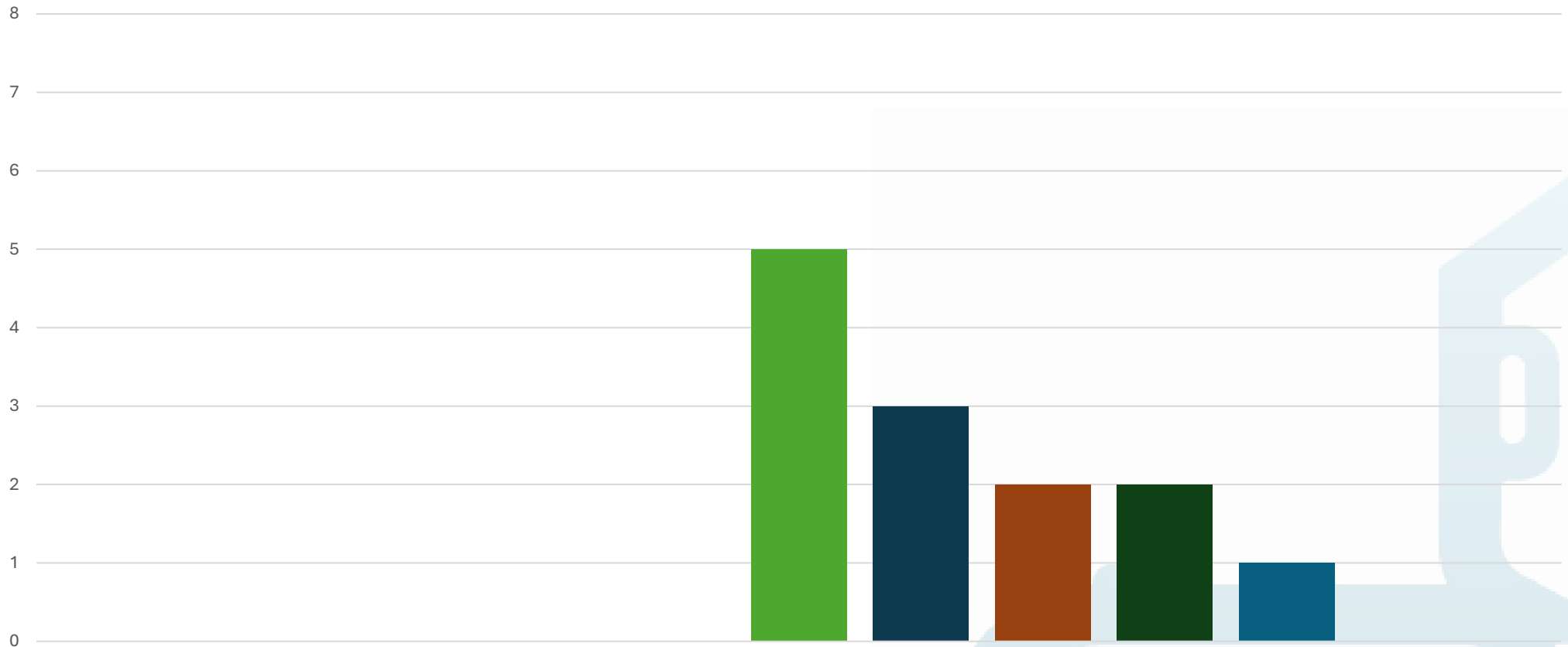
# Comments on the current digitalization of the organizations evaluated

- **The organizations evaluated highlight:**

- A medium, high level of digitalization in the sector and growing, although it needs to be renewed and updated periodically.
- Digitization of data from cloud services.
- Application of information technologies to processes.
- Proposal of digital competences in regulated curricula and online or blended learning.
- In one case, it is indicated that the technology is not relevant.



# Current digitalization strategy in organizations



Current digitalisation strategy in organisations

■ 0 ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

# Examples of digitalization strategy applied in organizations:

- The organizations evaluated give importance to digitalization, plan it, but do not implement it effectively.
- A proposal for a strong digitalization strategy could include:
  - Inclusion of IoT sensors for real-time monitoring of parameters (water quality, oxygen levels, temperature, pH), linked to cloud-based analysis platform, providing actionable insights to optimize fish growth and feed management.
  - The implementation of AI-powered predictive maintenance for aquaculture equipment to reduce downtime and improve operational efficiency.

# Examples of digitalization strategy applied in organizations:

- Digital work order and inventory management systems could streamline processes and improve transparency.
- Cloud-based reporting would facilitate remote access to data, improving decision-making and supporting sustainability efforts.
- This strategy would improve efficiency, reduce costs and improve sustainability in aquaculture. Almacenamiento de datos en la nube.
- Online meetings
- Design of the training of the university community in teaching innovation and educational digital competences for teachers.

# Conclusions



# Two main challenges for the digitalization of the organizations evaluated (I)

- Efficient data handling, including interoperability and simple tools for fast data processing and visualization.
- Integration of AI and Automation in operations and team cooperation.
- Implementation of advanced technologies (IoT sensors, AI for predictive analytics and cloud-based systems. Financial challenge for its implementation.
- Skills gap and training for the adoption of digital tools of the team Needs: Data analysis, system integration, and IoT technology to ensure effective implementation and management.

# Two main digitalisation challenges of the organisations assessed (II)

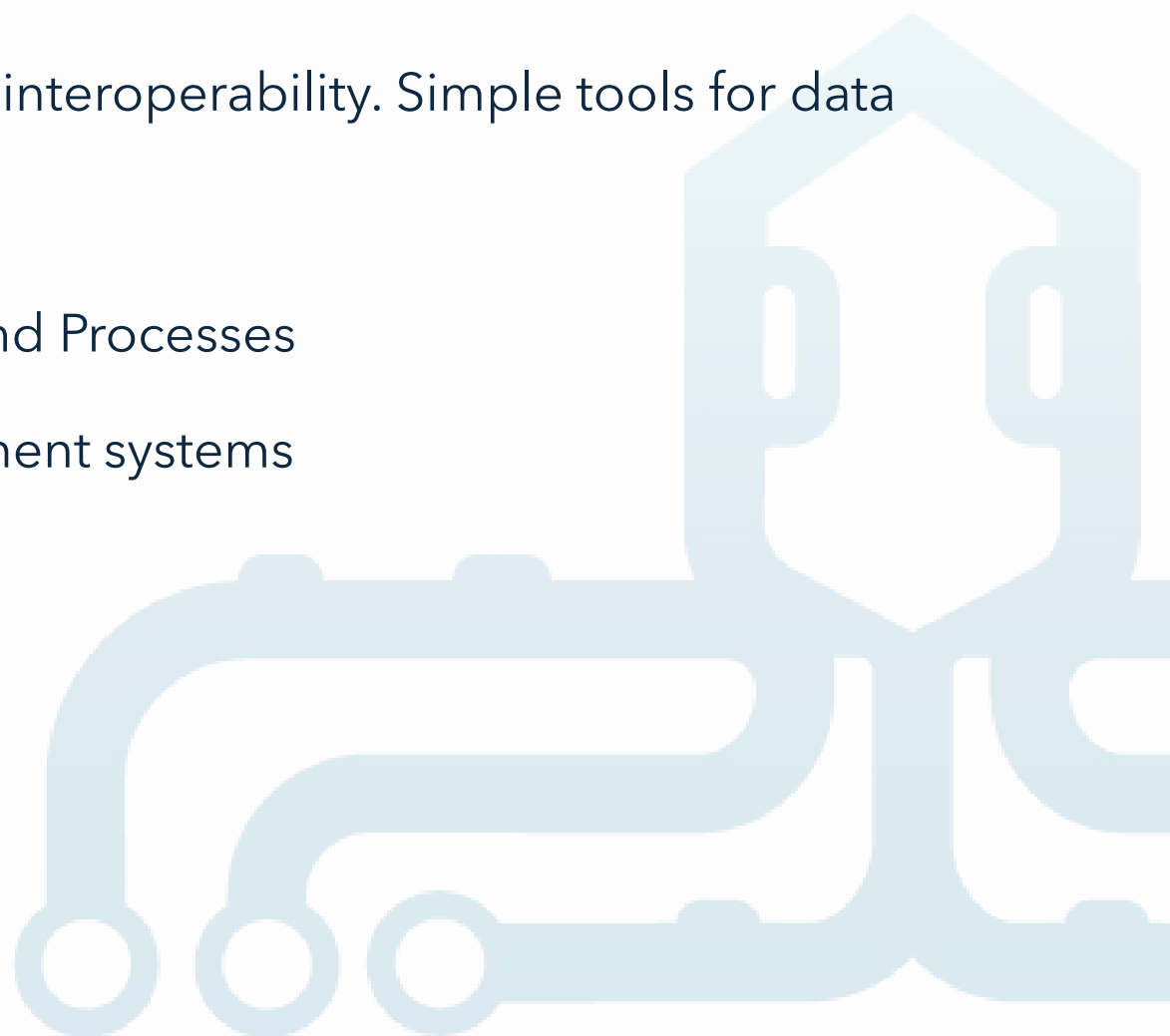
- Standardization of bureaucratic processes.
- Stock management.
- Data collection and analysis.
- Time investment to learn new trading tools that don't have all the necessary features.
- Invoicing and communication with the Administrations.
- Websites for organization and products.
- New elements to prevent predation.

# Two main challenges for the digitalisation of the organisations assessed (III)

- Disease prevention application.
- Marketing
- Networking/attracting funding.
- Digital transformation in teaching, research and management of the University.
- Definition and implementation of policies in the field of AI. Development and improvement of the Business Intelligence system to support data analysis in decision-making in teaching, research and institutional management.
- AI data collection.

# Other Identified Needs (Summary)

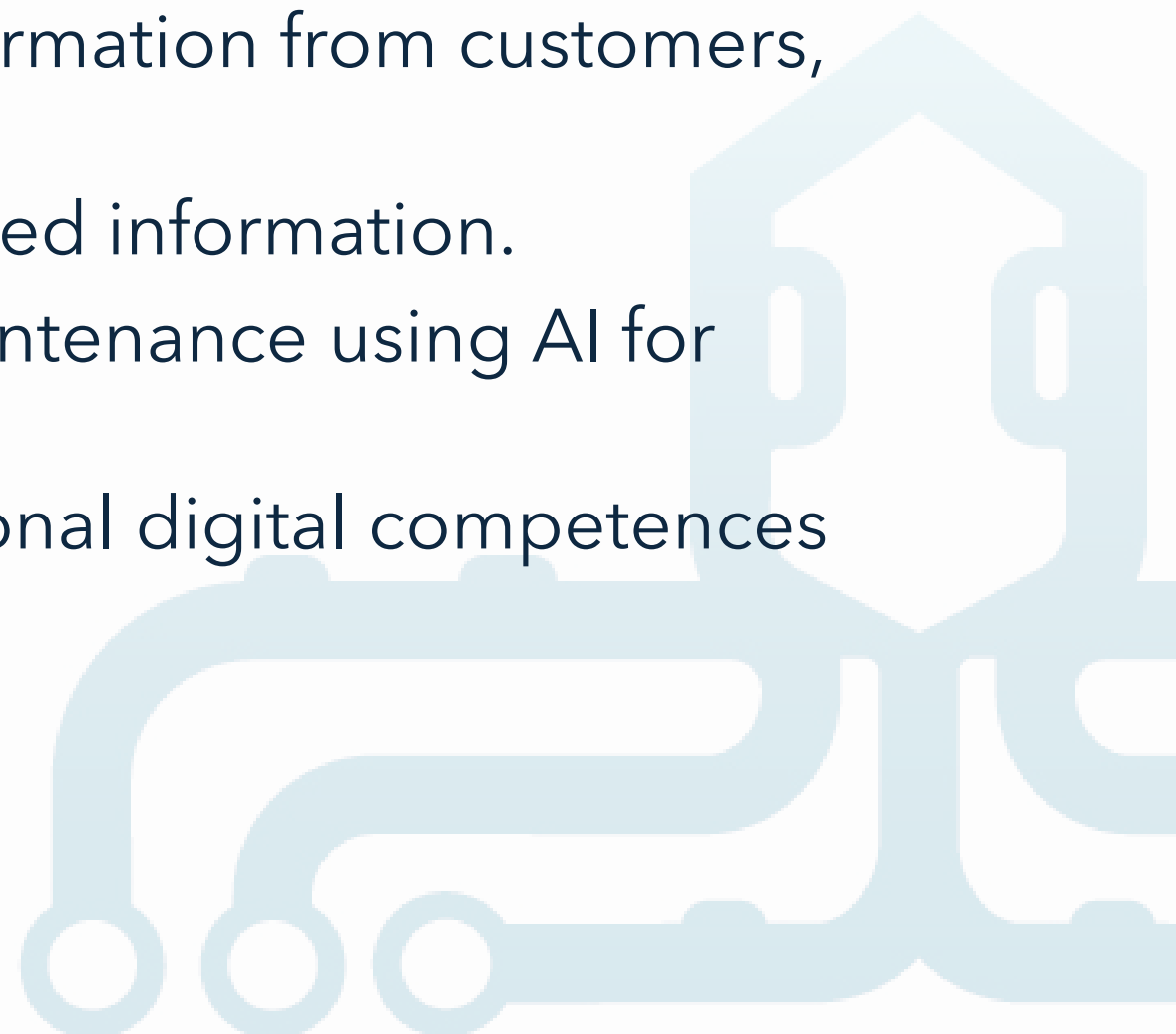
- Marketing: Content Design
- Data:
  - Cloud data analysis and management and interoperability. Simple tools for data management.
- Operations:
  - Provision of services.
  - Marine Living Resources: Manufacturing and Processes
  - Twin Transition (Green and Digital)
  - Digital work order and inventory management systems
- Other digitizations:
  - Training
  - Calculation
  - Human Resources Management
  - IoT and sensors





# Other Identified Needs (Summary)

- Novel methods for collecting information from customers, suppliers and other allies.
- Novel methods for storing collected information.
- Implementation of predictive maintenance using AI for aquaculture equipment.
- Teaching innovation and educational digital competences
- Funding to scale technology



# [www.blueshuttle.eu](http://www.blueshuttle.eu)

This project is co-financed by the Interreg Atlantic Area Programme through the European Regional Development Fund”

Project Partners:



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BLUE SHUTTLE

