

LEAP TO BLUE Regional Workshop for Small and Medium Enterprises (SMEs) mapping and education

Date: Tuesday, April 28, 2026

Time: 14:30 – 18:00

Venue: University of Zadar, New Campus, Hall 117

14:30 – 14:45 | Registration & Welcome Coffee

- Participant sign-in and distribution of workshop materials

14:45 – 15:05 | Welcome Note & Project Introduction

- **University of Zadar (Lead Partner):** Presentation of the LEAP TO BLUE project vision.
- The role of the Blue Economy in regional development and workshop objectives

15:05 – 15:30 | "Pitch" Presentation: Voucher Scheme & the Three Pillars of Services

- **Pillar 1:** Digital and Green Transformation
- **Pillar 2:** Innovation and Technology Transfer
- **Pillar 3:** Cross-border Connectivity

15:30 – 16:15 | INTERACTIVE SESSION I: SME Needs Mapping for the Service Catalogue

16:15 – 16:30 | Networking Break

- Informal gathering with refreshments

16:30 – 17:15 | INTERACTIVE SESSION II: Service Validation & Co-design

17:15 – 17:45 | B2B Networking & Cross-border Opportunities





Italy – Croatia

LEAP TO BLUE

- Moderated business-to-business meetings.
- Information on finding partners at the cross-border level (Croatia – Italy).

17:45 – 18:00 | Conclusions & Announcement of Voucher Calls

- Workshop summary and instructions for upcoming calls for voucher applications.

