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 **IN4BLUE**



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IN2TECH program within the IN4BLUE project

9 April 2026

Agenda

Project name	IN4BLUE – Social impact INcubators FOR strenghtening the capacity of Adriatic region to support the sustainable industry transformation of the BLUE economy sector
Host partner	PP5 - Ustanova za razvoj kompetencija, inovacija i specijalizacije Zadarske županije INOVAcija
Meeting data	9 April 2026
Meeting venue	Centar za kreativne industrije Put Murvice 3a, 23 000 Zadar





Time		Topic/Activity	Moderator
08:30	09:00	Registration	/
09:00	09:05	Institutional opening and welcome	Representative of the Institution INOVAcija Ms. Martina Bušljeta
09:05	10:05	<p>Digital and Green Transformation of Business</p> <p>The session focuses on the relationship between digital and green transformation as key drivers of modern business development and competitiveness. Through practical examples and case-based discussion, participants will explore how organizations integrate digital technologies and sustainability principles into their business models and operational processes.</p> <p>The speaker will introduce several reference cases illustrating both successful and unsuccessful transformation processes, highlighting the organizational, technological and strategic factors that shape transformation outcomes.</p> <p>The presentation will explore:</p> <ul style="list-style-type: none"> • the fundamentals of digital transformation and its implementation; • key dimensions of green transformation and sustainable business models; • the relationship between digital technologies and sustainability objectives; 	Ms. Marija Jakeljić, external expert





		<ul style="list-style-type: none"> • organizational challenges, transformation risks and common implementation mistakes; • the role of data, AI, automation and digital tools in enabling sustainable business practices. <p>Special attention will be given to the integration of technology, organizational change and sustainability considerations, emphasizing that transformation is not only a technological issue, but a broader business and strategic process.</p> <p>Participants will subsequently be invited to share their own perspectives, experiences or examples related to digitalization, sustainability and innovation processes, fostering discussion and peer exchange.</p> <p>The objective is to enable participants to better understand how digital and green transformation jointly shape future business models, organizational resilience and long-term competitiveness.</p>	
10:05	10:20	<i>Coffee break</i>	
10:20	11:20	<p>Presentation of Technical Specifications for the Developed Business Model</p> <p>The session focuses on the development of technical specifications and digital architecture for innovative web-based business platforms as part of a practical knowledge-exchange workshop within the IN4BLUE project. The speaker will introduce a developed business model based on an innovative networking and information platform designed to support entrepreneurship, EU project</p>	<p>Ms. Kristina Petljak, external expert</p>





		<p>collaboration and stakeholder connectivity. Through practical examples, participants will explore how business ideas are translated into concrete technical and operational solutions.</p> <p>The presentation will explore:</p> <ul style="list-style-type: none"> • the structure and elements of a Business Model Canvas; • the role and purpose of technical specifications in digital product development; • key platform functionalities, technical architecture and system integrations; • user interface (UI/UX), application logic and cloud infrastructure; • data protection, GDPR compliance, scalability and system security; • agile web development approaches, including Scrum, MVP and iterative development processes. <p>Special attention will be given to the relationship between business objectives and technical implementation, emphasizing the importance of aligning user needs, digital functionalities and long-term platform sustainability.</p> <p>Participants will subsequently be invited to discuss their own project ideas, digital solutions or experiences related to platform development, entrepreneurship support systems and innovation ecosystems, encouraging peer learning and collaborative exchange.</p> <p>The objective is to enable participants to better understand how technical specifications, agile methodologies and digital architecture</p>	
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		contribute to the successful development and scalability of innovative digital platforms.	
11:20	11:35	Questions and Discussion	
11:35		<i>Networking</i>	

