

BLUESLINKS PROJECT

The Blue Way Hackathon 2025

48 hours to navigate the future

HACKATHON AGENDA

DAY 1 – May 22, 2025, Ancona

15:00 – Welcome session: Registration and reception

Confirmation of registrations and distribution of materials.
Networking among participants, tutors, and organizers.

16:00 – Kickoff and presentation of the Challenge

Introduction to the objectives and the challenge.
Explanation of guidelines, rules, and evaluation criteria.
Presentation of tutors and jury.

17:00 – Session 1: Sharing and brainstorming

Interactive activities to stimulate creativity and innovation.
Analysis of best practices and case studies.
Formation of teams based on skills, brainstorming of best ideas.

19:00 – Session 2: Operational work: initial development

Definition of project scope and concrete objectives.
Initial consultations with tutors to validate ideas.
Planning of subsequent development phases and state-of-the-art analysis.

20:30 – Dinner

21:30 – Session 3: Design and prototyping

Development of ideas into detailed concepts or prototypes.
Feasibility tests and validations with expert support.
Initial simulations to validate the project.

23:30 – Session 4: Advanced development

Possibility to continue with overnight work.
Support available from some tutors.

DAY 2 – May 23, 2025, Ancona

8:00 – Breakfast & Checkpoint with tutors

Feedback on development phases.
Possible adjustments to optimize the project.

9:30 – Session 5: Finalization of video pitch

Structuring the pitch to effectively present the project.
Production of supporting materials (video, slides, demo).
Technical rehearsals for the presentation.

12:30 – Lunch Break

14:00 – Session 6: Final pitch and presentation to the jury

Official project presentations (predefined format).
Q&A session with the committee.

17:00 – Award ceremony

Announcement of winners and awarding of teams.



INTRODUCTION

The Blue Way Hackathon 2025 represents a unique opportunity for students, professionals, startups, and SMEs in the nautical sector to collaborate and develop innovative solutions. Organized within the BLUESLINKS project, in collaboration with the Tipicità in Blu Festival, **the event aims to promote innovation and digitalization in the nautical sector**, fostering the creation of new ideas, services, and technologies applicable to the industry.

The Hackathon is organized by the BLUESLINKS project, coordinated by PP3 Confcooperative Veneto, and PP2 Polo Tecnologico Alto Adriatico. For the occasion, a specific area dedicated to the event will be reserved within the Tipicità in Blu Festival in Ancona, in agreement with the festival's organizing body. During the Hackathon, participants will have 48 hours to tackle real challenges related to *smart digitalization* and process optimization in the nautical field. The event will be an interdisciplinary exchange opportunity, where technical skills will integrate with problem-solving abilities and teamwork to design solutions applicable to the real market.

At the end of the event, all participants will receive a participation certificate, recognized as an educational and professional experience, useful for their academic or career path.

The Blue Way Hackathon 2025 is not just a competition but a laboratory of ideas and innovation, where talent and future vision meet the concrete needs of nautical enterprises.

WHAT IS A HACKATHON?

A Hackathon is an event where experts, graduates, startup founders with diverse experiences and backgrounds come together to ideate, prototype, and launch new solutions for concrete challenges in technological, social, and cultural fields. For this event, the focus will be on the **nautical sector and related services**. It is a **marathon of ideas** where participants have approximately 48 hours to propose innovative solutions aligned with the theme and challenges defined by the organizers.

WHY A HACKATHON AT TIPICITÀ IN BLU?

We aim to offer an opportunity for co-design and networking between professionals in the nautical sector and young talents by stimulating creativity and innovation capacity. The goal is to **imagine and develop innovative solutions together**, fostering a collaborative approach to enhance the nautical sector through new ideas, technologies, and business models.

HACKATHON REGULATIONS

1. OBJECTIVES AND TARGET AUDIENCE

The hackathon aims to encourage the adoption of innovative solutions in the nautical sector by promoting collaboration between companies, startups, and young graduates. The event is designed to facilitate the meeting of labor demand and supply within the sector, providing an opportunity for professional growth and innovation. Graduates, innovative startups, entrepreneurs, representatives of small and medium-sized enterprises from the nautical sector from Italy and Croatia will participate. During the event, participants will be grouped in small teams with a maximum of 7 members each, communicating the team name and member names to the organizers.

2. HACKATHON FORMAT AND DURATION

On May 22 and 23, teams formed by registered participants will have 48 hours, in a dedicated space set up at the Unicorn Event Hall in Ancona, to define and refine solutions related to the challenges launched by the organizers. The event will be conducted in Italian and English.

Structure:



- **Welcome Session** – Introduction and networking among participants.
- **Presentation of challenges** – Explanation of problems and opportunities in the nautical sector.
- **Team formation** – Groups of 4-7 people with complementary skills.
- **Operational work** – Development of solutions with the support of expert mentors.
- **Final pitch** – Project presentations to the jury.
- **Awards Ceremony**

After a welcome and networking session, participants will form teams composed of a minimum of 4 and a maximum of 7 members, selecting the most suitable skills to tackle the proposed challenges, in a mix of young graduates and startup members. During the second day, each team will have the opportunity to present the developed idea, which will be evaluated by the jury, and the idea that best responds to the proposed challenges will win the Hackathon.

The event will be preceded by case study presentations by external experts, along with presentations and speeches from mentors (sector experts) who will be present throughout the two days. On the day of the event, all Hackathon participants must show their identification at the entrance and submit the signed form containing the privacy notice and consent for the recording and dissemination of images and videos. The Hackathon will conclude with an award ceremony for the best projects. The prize for the best ideas will consist of a Certification of the results of the marathon of ideas.

3. SUPPORT AND RESOURCES

Participants will have access to a fully equipped workspace, with areas dedicated to design, brainstorming, and discussion. During the event, technical tools and software for idea development will be available.

At the Unicorn Event Hall space, throughout the day, the following will be available:

- Snack, food, and beverage area
- Relaxation area
- Ideation and discussion area

Each participant will receive a **Welcome Kit** that may include: a canvas bag, badge with participant name, notebook and pen or other gadget, printed event program with detailed agenda, location map and useful logistical information, promotional materials from the BLUESLINKS project, privacy notice and documents to fill out (if not already submitted), and Wi-Fi access codes. Every participant must bring a personal computer, as well as any other tools useful for design (whiteboards, sheets, graphic tools, etc.).

4. JURY AND EVALUATION CRITERIA

A jury of experts and representatives of small and medium-sized enterprises from the nautical sector will select the best projects developed by the working teams during the Hackathon.

The jury's evaluation will be based on the following criteria:

- Relevance to the challenges of the Italy-Croatia Programme
- Consistency with the innovative purpose and context of the Blueslinks project
- Innovativeness of the proposed idea
- Technical and economic feasibility
- Quality and effectiveness of the presentation method
- Potential impact of the project on the nautical sector and its long-term sustainability



5. THEME AND CHALLENGES OF THE HACKATHON

The project targets graduates and startup founders of Italian and Croatian nationality. Participants will be called to develop innovative solutions for the nautical sector, addressing topics ranging from advanced technologies for boat maintenance and repair to the digitalization of port logistics. They may work on new proposals for smart resource management and supply chain optimization, strategies to improve energy efficiency and reduce environmental impact, or digital and management tools for SMEs in the sector. The objective is to stimulate the creation of tools and strategies to make the sector more efficient, technologically advanced, and capable of responding to global challenges in the nautical industry.

6. REGISTRATION PROCESS AND EVALUATION OF APPLICATIONS

Participation in the Hackathon is reserved for individuals over 18 years old. Registration and participation do not involve any additional costs.

Travel and accommodation costs are the responsibility of the participants. Registration takes place by responding to the Expression of Interest and subsequently through an online registration form.

Available spots will be assigned based on the order of registration and the candidates' profiles for the first 45 participants, and based on the candidates' profiles for the remaining 16, up to a maximum of 61 participants. A short CV will be required in the registration form, that will be evaluated by an organizing committee that will assess various aspects to select the most suitable participants. The relevance of the profile to the Hackathon topics will be considered, with particular attention to experience in innovation, technology, nautical sectors, digitalization, engineering, and design. Crossborder participation of registrants from both sides of the Adriatic will be ensured from the territories of project partners proportional to the number of Italian and Croatian partners involved in the project.

7. EVALUATION AND FINAL OUTPUT

Each team must produce a PowerPoint presentation to illustrate the developed project and record a video pitch to clearly and effectively present the idea. The works must be original, unpublished, and designed to meet the real needs of the nautical sector. Projects must adhere to principles of innovation and feasibility, avoiding offensive content or intellectual property rights violations.

Organizers reserve the right to exclude works that do not comply with these criteria.

The jury will evaluate the results according to the following criteria, awarding a total of up to 100 points:

- Presentation of the idea, product, or service: max 40 points
- Pitch quality (max 20 points)
- Q&A: clear and comprehensive answers (max 20 points)
- Content of the idea, product, or service: max 60 points
- Consistency with the challenge (max 20 points)
- Level of innovation (max 20 points)
- Business model: technical feasibility and economic sustainability (max 20 points)

At the end of the evaluation, a ranking will be drawn up based on the scores obtained. The jury's decision is final and not subject to appeal; participants agree not to contest the composition or decisions of the jury. In case of a tie, the choice will be made at the sole discretion of the jury president.



8. EXPERTS AND MENTORS

A group of professionals and operators in the fields of nautical technology, technological innovation, business development, and communication will support the teams during the Hackathon, aiming to assist in idea development and provide insights on the topics under discussion. The representatives of SMEs from the nautical sector will act as mentors during the Hackathon, providing their technical and practical expertise to support the development of innovative solutions. Their role will be to share real business challenges, offer feedback on the feasibility of the proposed ideas, and guide participants in aligning their projects with the actual needs of the market. These mentors will help ensure that the ideas generated are not only creative but also applicable and valuable within the nautical industry.

9. PRIZES AND OPPORTUNITIES

The top three teams will receive a certificate of their ranking achieved as a result of the evaluation of their idea during the closing ceremony of the Hackathon.

10. TEAMS AND ORGANIZATION

The internal organization of the team, distribution of roles, tasks, responsibilities, as well as the attribution and/or recognition of any intellectual and/or industrial property rights on the work and/or documentation among the members will be the exclusive competence of the team itself and/or, based on the decision taken, by the team and/or its team leader. No responsibility in this regard can be attributed to the organization.

11. RESPONSIBILITY

Each participant in the Hackathon is responsible for their own documentation, IT equipment, or other personal belongings; therefore, each participant agrees to hold the organization harmless from any claim, including for damages, that may arise in relation to participation in the event. The organization cannot be held responsible in case of theft, loss, or damage to equipment and/or personal belongings. Throughout the Hackathon, each participant is required to take all appropriate measures to protect their data and/or software stored on their own equipment.

12. OBLIGATIONS

Participation in the Hackathon implies full and unconditional acceptance by the participant of the terms and conditions set out in this regulation.

By registering, each participant:

- guarantees that the proposed project idea is original and does not infringe in any way on third-party intellectual or industrial property rights, holding the organizers harmless from any liability, claims for damages, and/or compensation from third parties;
- releases the organizers from any liability in case of use and/or misuse of the idea and/or any development of the same by anyone who has become aware of it, waiving any claim for damages and/or compensation against the organizers for any reason and/or cause;
- individually or as a team is responsible for the content of their project and guarantees ownership and possession of all original usage rights. The organizers are not responsible to third parties for the content of the projects. The team/individual participant undertakes to hold the organizers harmless from any liability, including for damages, or claims from third parties in relation to the project.

13. CODE OF CONDUCT



The organizers ask participants to comply with the following code of conduct at all stages of the Hackathon. In particular, participants are required to:

- respect the Regulations, schedule, procedures, and accept the decisions made by the organization and/or the jury;
- respect other participants, staff, and other members and/or delegates of the organization and/or the hosting facility.

Any violation of the Regulations and/or the code of conduct or any behavior that may imply or suggest illegal conduct, even covert, and/or constitutes a breach of this Regulation, as well as any irregularities committed before or during the event, will result, depending on the case and at the sole discretion of the organization, in disqualification, expulsion, or withdrawal of any awarded prize and the removal of any submitted or published materials and/or content.

14. INTELLECTUAL PROPERTY

Participants retain, under current regulations, ownership and full availability of their projects and related documentation, including ownership of any intellectual and/or industrial property rights on any elements of which they are composed and/or that contribute to forming them, such as, but not limited to, the idea, business model, format, developed concepts, proposals, and solutions presented and/or the results achieved, produced by the teams during the Hackathon. Each participant remains fully responsible for the protection of any innovative and/or original elements identifiable in their projects. Participants authorize the BLUESLINKS project to disseminate the description of their ideas through the BLUESLINKS website and other platform related to the project.

15. CONTACTS AND INFORMATION

For further information, please contact euprojects@poloaa.it. The Blueslinks project website and the official event website will provide all necessary updates on the event and participation procedures.

PERSONAL DATA

By participating in the Hackathon, participants expressly declare that they have read the Regulation and the Privacy Notice provided pursuant to Article 13 of Regulation (EU) 2016, thus being fully aware of the purposes and methods of communication and dissemination of processed personal data.

