Interreg

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Italy – Croatia

BEST4.0

CETMA

FINAL DISSEMINATION EVENT | 22 OCTOBER 2026

BEST4.0: from digital readiness to real innovation

The Services Catalogue, practical SME support and cross-border results

SERVICES & RESULTS

SME EXPERIENCES

FUTURE IMPACT

Luca Rizzi · CETMA | New Product Development

PROJECT CONTEXT

BEST4.0 project

BEST4.0 – Blue Economy Sectors Digital Transformation towards Industry 4.0 is a cross-border cooperation project funded by the Interreg Italy–Croatia 2021–2027 Programme, co-financed by the European Union through the European Regional Development Fund (ERDF).

The project aims to accelerate the digital transformation of Blue Economy SMEs by facilitating access to Industry 4.0 technologies, specialised services, and cross-border expertise, fostering innovation and competitiveness across the Adriatic region.

1 – CNA Ferrara
2 – CNA Ancona
3 – CETMA
4 – AREA Science Park
5 – HGK Croatian Chamber of Economy
6 – IDA Istrian development agency
7 – Association DIH AgriFood Croatia
8 – PFRI University of Rijeka, Faculty of Maritime Studies

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BEST4.0 CETMA

PROJECT CONTEXT

BEST4.0 at a glance

A cooperation framework for Industry 4.0 in the Italy–Croatia Blue Economy

8
PARTNER ORGANISATIONS

30
MONTHS · FEB 2024 – JUL 2026

70
SERVICE ENTRIES IN WP3 DATASET

One connected pathway from regional needs to practical support

WP1 — Understand SME needs
Needs and digital readiness

›

WP2 — Connect competences
Cross-border Catalogue and network

›

WP3 — Deliver services
Tailored support for SMEs

FROM NEEDS TO ACTION

The SME innovation journey

The Catalogue connects business challenges with specialist support

01
ASSESS
Needs and maturity

02
MATCH
Select expertise

03
TEST
Evaluate options

04
LEARN
Transfer know-how

05
PLAN
Define next steps

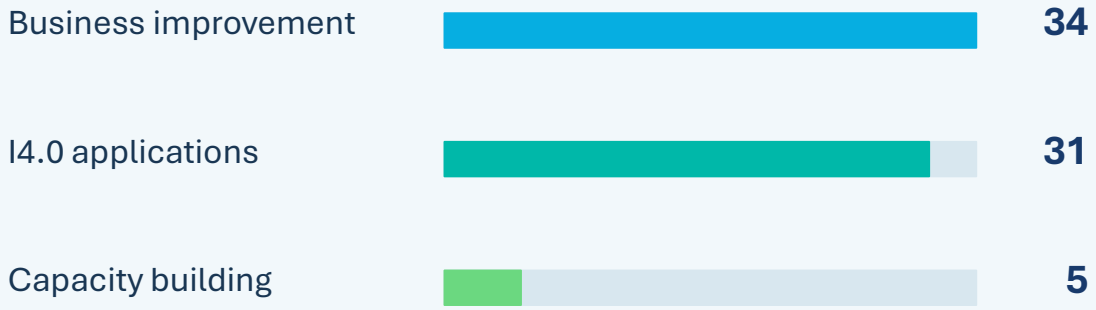
A catalogue becomes valuable when it helps each SME make its next innovation decision.

CATALOGUE AND DELIVERY

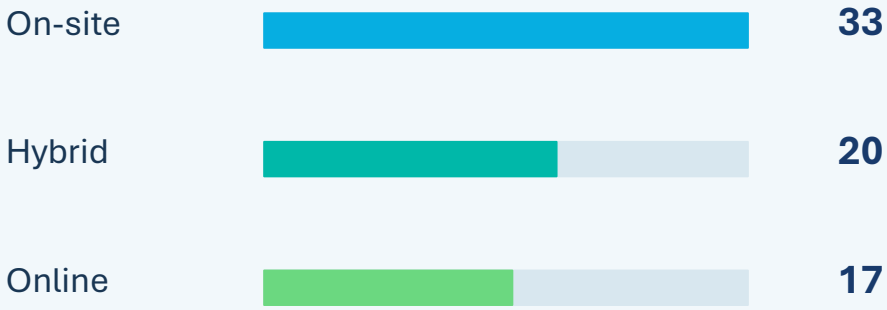
A cross-border portfolio of services

A balance between business support and practical Industry 4.0 applications

SERVICE FAMILIES / 70 ENTRIES



HOW SERVICES WERE DELIVERED



ACROSS THE PARTNERSHIP

Different entry points, one support system

Selected partner results reveal complementary approaches to SME innovation

CETMA

9 SMEs

XR, digital product workflows and AI advisory

CNA Ancona

10 SMEs

Financial, export and digitalisation check-ups

AREA Science Park

9 firms

42 AI use cases mapped and assessed

HGK Split

10 firms

Business advice and investment information

DIH Agrifood Croatia

10 SMEs

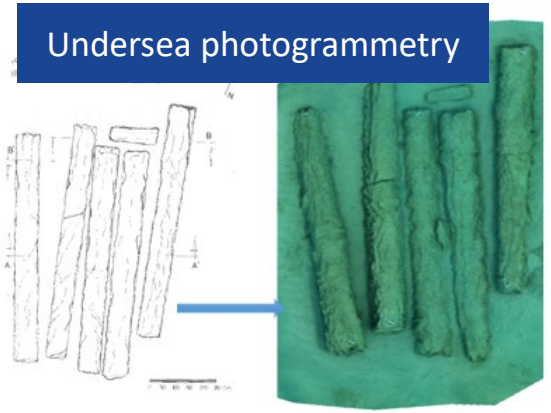
Readiness, needs and investment pathways

IDA Istria

Cross-border

Digital marketing and VR advisory services

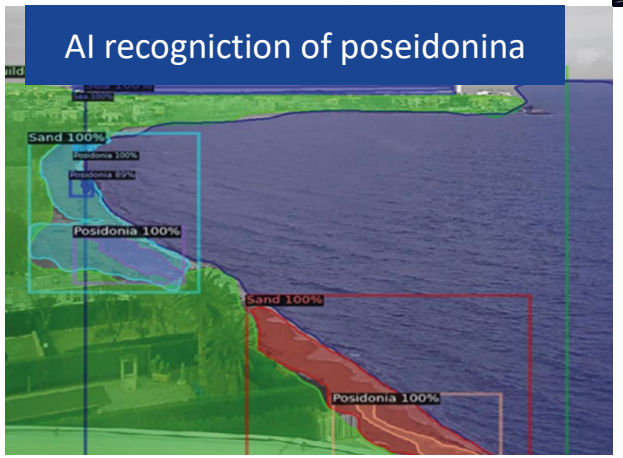
Undersea photogrammetry



Virtual reconstruction

Tourism App

AI recognition of poseidonina



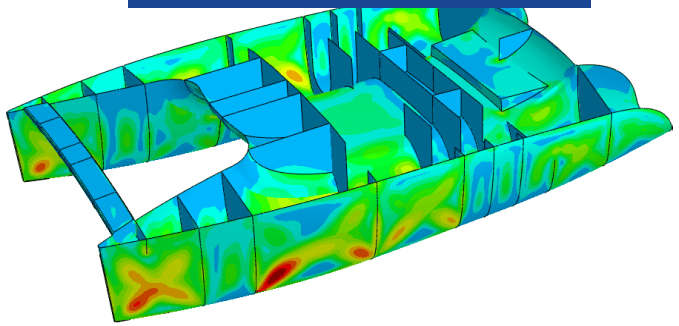
AI signs identification

AR motor mantainance

Resin Infusion

CETMA Composite spinoff

FEM and CFD analisys



Nylon Recyling

Composite design

Additive Manufacturing

PRACTICAL TECHNOLOGY SUPPORT

CETMA: technologies explored with SMEs

Nine companies, different challenges, multiple levels of technical exploration

XR

VR / XR

2 SMEs

Product and engineering visualisation

AR

AR

2 SMEs

Remote assistance and CAD-based augmentation

360

360° Virtual Tours

3 SMEs

Remote exploration and digital showrooms

3D

Interactive 3D Web

1 SME

Browser-based viewers and configurations

AM

Generative Design + AM

1 SME

Parametric design for additive manufacturing

AI

Conversational AI

1 SME

RAG-based training assistant: technical concept

Source: CETMA final-event portfolio. Entries across technologies are not unique-company totals. THESI practical customer-document tests were not performed.

CETMA EXPERIENCES

Nine SME perspectives, one common approach

A varied Blue Economy portfolio; three companies will share their experiences directly

IMMERSIVE / XR

- Green Independence
- Italian Wind Technologies
- **Thermowell Marine** — ON STAGE

360° / VIRTUAL TOURS

- Idea Verde
- **Idea Marine** — ON STAGE
- Mingolla

PRODUCT DESIGN / AI

- **CETMA Composites** — ON STAGE
- WEDS / WAST 3D Shell
- THESI

Case details from Thermowell, Idea Marine and CETMA Composites are intentionally reserved for their live presentations.

LESSONS FROM PARTNER SERVICES

Beyond technology: business and digital readiness

Many valuable outcomes are investment plans, priorities and better decisions

CNA ANCONA

5 financial/organisational check-ups
2 export check-ups
2 digitalisation assessments
1 digital marketing check-up

HGK SPLIT

10 companies supported
Advisory and information services
Better basis for planning digital projects and investments

DIH AFC

10 SMEs supported
Readiness and needs analysis
Funding and investment priorities
Gradual, realistic next steps

Before a prototype exists, innovation services can already help SMEs make better decisions.

AI ACROSS SMES

AI opportunities: tangible needs, selective pilots

AREA Science Park mapped and assessed 42 AI proposals with nine firms

SMEs EXPRESSING EACH NEED · CATEGORIES OVERLAP

42

PROPOSALS ASSESSED

55%

HIGH OR VERY HIGH FEASIBILITY

NETWORK ADDED VALUE

Cross-border cooperation in action

Specialist expertise can travel further than individual regional service networks

MARIVER · Italy / Croatia	**CNA Ancona + IDA Istria**	Digital marketing service delivered through partner cooperation.
MARSERVIS · Croatia	**AREA Science Park + IDA Istria**	Advisory information on VR as a Test Before Invest service.
SPLIT-DALMATIA · Croatia	**HGK + partners outside PP5**	2 firms received LP international services; 1 received PP7 regional service.

Cross-border added value: match a concrete SME challenge with expertise beyond the local provider.

ACHIEVED BENEFITS

What did SMEs gain from the services?

Practical outcomes are broader than hardware, software or demonstrators

1 CLEARER PRIORITIES

Needs and capability gaps translated into practical priorities.

CNA · DIH AFC

2 BETTER INVESTMENT CHOICES

Financial advice, roadmaps and potential funding routes.

CNA · HGK · DIH AFC

3 TESTED POSSIBILITIES

Technical concepts, demonstrators or assessed use cases.

CETMA · AREA

4 ACCESS TO EXPERTISE

Specialists and support networks available across borders.

IDA · HGK · partner network

CRITICAL REFLECTIONS

Four lessons for future digital innovation services

What the partnership learned by working directly with Blue Economy SMEs

01 Start with the business need

Technology should answer a concrete operational or strategic challenge.

02 A demo is not adoption

Cost, staff skills, data and internal capacity remain real barriers.

03 Trust and proximity matter

Personalised on-site advice helps SMEs engage and act.

04 Support the next decision

Funding routes, training and follow-up are crucial after assessment.

Synthesis of recurring observations in CETMA, CNA, HGK, DIH AFC and AREA Science Park presentations.

WHERE THE NETWORK CAN GO NEXT

From Test Before Invest to Test, Learn and Adopt

The next step is to leave more capability inside each company

1 **TEST**

Explore benefits, limitations and requirements

2 **LEARN**

Build skills, reusable workflows and understanding

3 **ADOPT**

Plan investment, implementation and follow-up

Success is not only what we demonstrate — it is how much better SMEs are prepared to innovate.

Next: the companies themselves tell us what these experiences meant for them.

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BEST4.0 CETMA

Thank you

Continuing the cross-border innovation journey

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Thermowell Marine

AR REMOTE ASSISTANCE

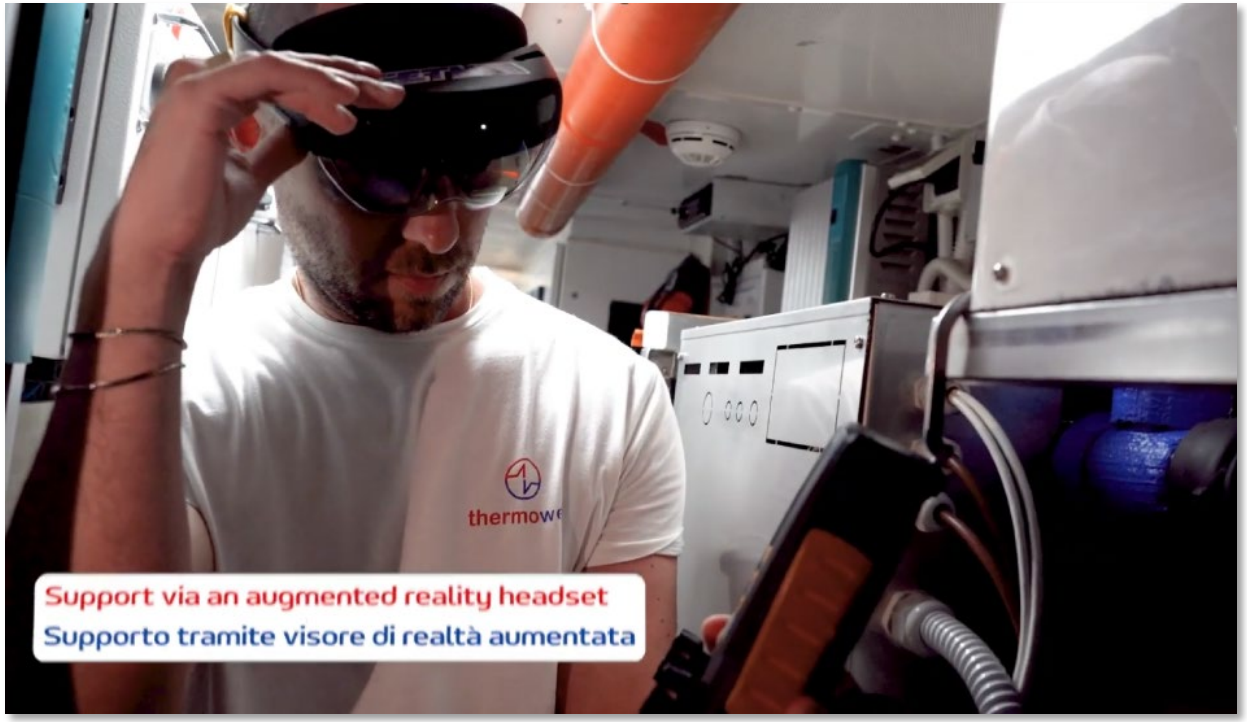
Augmented Reality for remote technical assistance

OBJECTIVE Assess remote assistance tools for maintenance and after-sales support in marine HVAC applications.

TECHNOLOGIES Tablet/mobile AR, TeamViewer AR and Microsoft HoloLens / Remote Assist.

ACTIVITIES Comparison of handheld and hands-free approaches, demonstrations and tests in a representative onboard context.

RESULT The company could directly compare alternative AR approaches and assess benefits, limitations and adoption scenarios for remote support.



CETMA Composites

INTERACTIVE 3D WEB

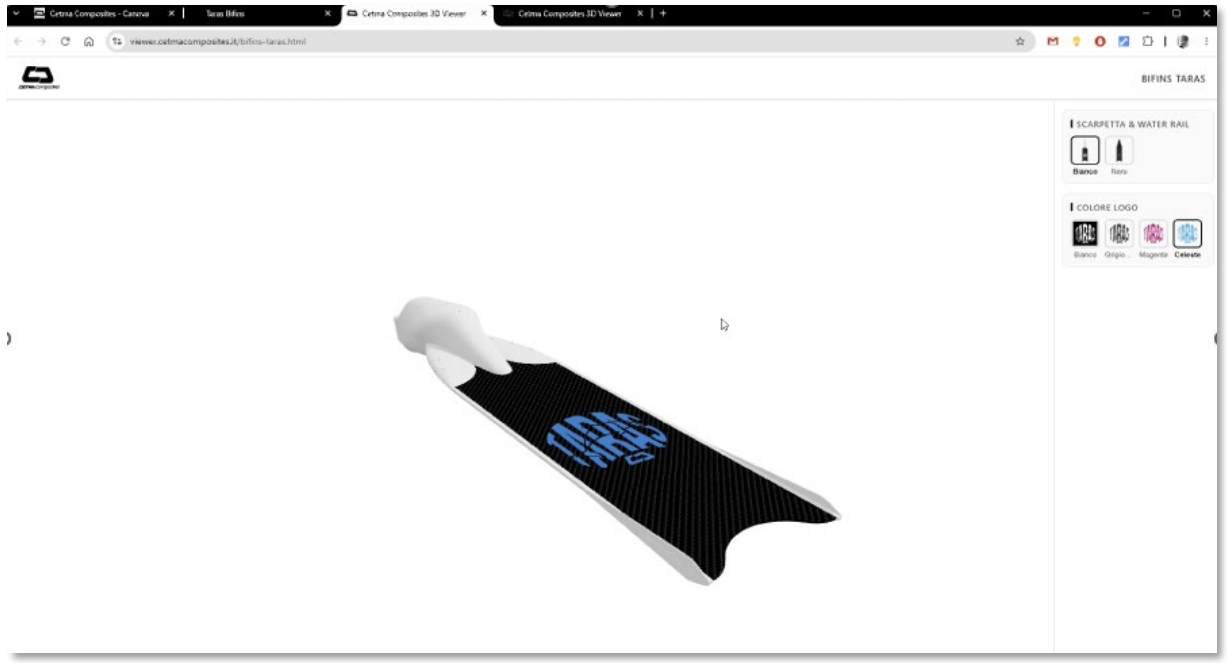
Web-based interactive 3D product visualisation and configuration

OBJECTIVE Improve online product presentation and simplify the product configuration experience.

TECHNOLOGIES Rhinoceros, GLB workflow, HTML/CSS/JavaScript and Three.js.

ACTIVITIES CAD preparation and optimisation, texture definition, browser-based viewer/configurator development and testing.

RESULT A first operational interactive 3D demonstrator was deployed online, together with a reusable workflow for future products.



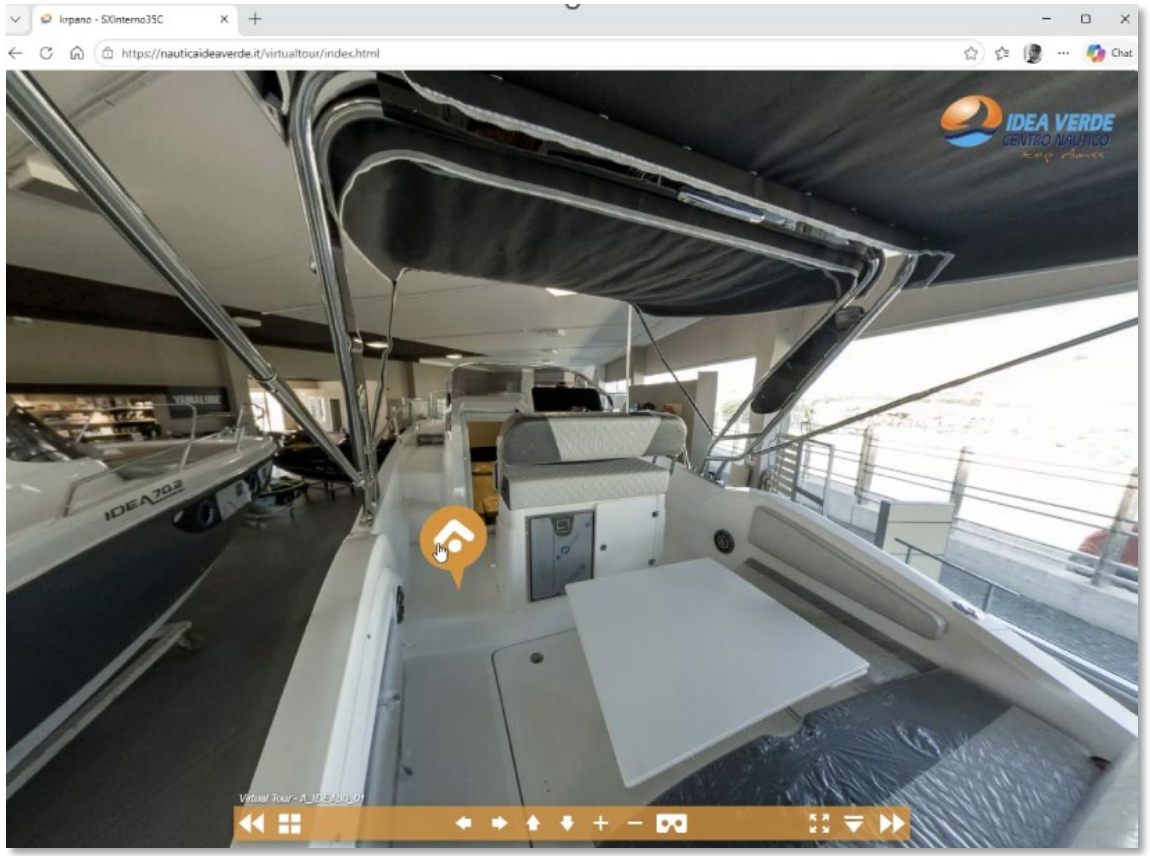
Idea Verde

360° VIRTUAL TOUR

A navigable digital showroom for nautical products

OBJECTIVE Extend the physical showroom experience and make boats remotely accessible to customers.

TECHNOLOGIES Insta360 Pro 2, PTGui, image post-production and Krpano.

ACTIVITIES 360° acquisition campaign, panorama processing, hotspot/navigation structure and web-based Virtual Tour generation.

RESULT A navigable digital showroom was created and validated as a scalable tool for presenting different boats and brands online.