

D.3.2.6 SMES INVOLVEMENT CAMPAINGS INCLUDING LOCAL WORKSHOPS

**A3.2.6 SMEs involvement
campaigns including local
workshops**

Version 2

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1. Introduction

The Green mind project transnational challenge is the development of economic competitiveness & innovation in the green & smart mobility industry, by strengthening regional & transnational cooperation between businesses, research bodies and authorities.

To achieve this objective it will be developed, implemented and services for SMEs such as market intelligence, public funding screening and B2B matching. In this scenario, the third work package (Testing) has the aim of shaping and demonstrating new services for SMEs in the green & smart mobility to support their competitiveness and value chains, among other outputs, being structured in several activities, among which activity A.3.2. is devoted to the Pilot preparation and methodology which includes the involvement of SMEs through local campaigns including workshops (A.3.2.6).

These campaigns, as a process of engaging SMEs, will be bidirectional with the aim of establish a dialogue and involve SMEs throughout (Pilot Testing Phase) and beyond the lifetime of the project. Local SMEs will be consulted on their appreciation of GREEN MIND, on how they use services for SMEs and chiefly on their needs on innovation. In return, local SMEs will be kept informed of developments of the project and also will be participant of the Pilot Testing Phase. These exchanges of information will occur within a framework of ***planned local workshops, gathering local SMEs*** with possibly quite different and contrasting point of view, and through ***informal one-to-one interviews***.

Independently of the campaigns used by partners, ***each partner has to organized a local workshop before the implementation of the pilots***, once it has been made the preliminary analyses of the services, the ones will take place in each territorial context:

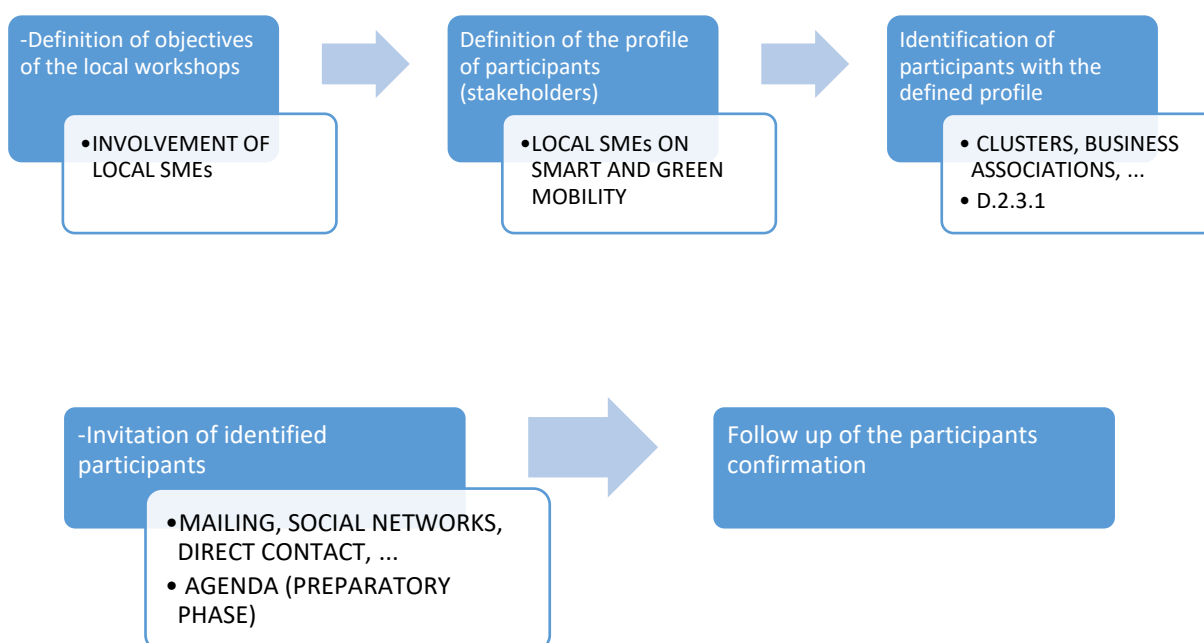
- Ferrara, Emilia-Romagna, Italy
- Thessaloniki, Central Macedonia, Greece
- Málaga, Andalucía, Spain
- Marseille, Provence-Alpes-Côte d'Azur, France
- IDA, County of Istria, Croatia
- Sarajevo, Sarajevo, Bosnia and Herzegovina
- Ptuj, Vzhodna Slovenija, Slovenia
- Split, Jadranska Hrvatska, Croatia

In order to achieve an event uniformity, hereby it is defined a common event methodology that describes what each event should include. However, although the format and the general outline is the same for each local workshop, it is important each partner to have some extent of flexibility in order to better adapt the content to the local SMEs and specific situations.

2. Approach: Steps to organize the local workshops

2.1. Preparatory Phase : Objectives, Participants

To organize the local workshops each of the partners should go through several steps as a preparatory phase in order to achieve several goals, the once will ensure the success of the meetings for the forthcoming activities of Green Mind Project. Among these goals each partner must define an attractive agenda to get a notable number of participants and to ensure the interest of these in order them to participate on the Pilot testing phase.



To define the **OBJECTIVES** of the local workshop it must be considered that activity 3.2.6 seeks the **engagement of local actors** in each of the 8 participants regions. Moreover, there are other specific objectives the ones must be also taken into consideration for the later transfer and capitalization of the project results:

- To inform about GREEN MIND Project and its relevance for the smart and green mobility industry
- To identify interests of stakeholders on GREEN MIND PROJECT
- To get feedback on SMEs expectations of the project (Pilot Testing phase)
- To get information on SMEs regarding level of knowledge and their participation experience in public funding schemes
- To disseminate GREEN MIND at local level and discuss on its capitalization in the involved regions

- To recognize and prioritize demand at local level (territorial needs, local business needs, territorial opportunities)
- To influence on the Policy makers on the needs on SMEs

To define the **profile of participants** in the local workshops, since these are going to be those participating on the Testing Pilot Phase, the profile must be set on **SMEs related to green and smart mobility** ensuring there will be participants on each of the areas which comprise green and smart mobility industry:

- ICT Technology: ITS-Intelligent Transport Systems and MAAS-Mobility as a Service
- Transport and Logistic
- Automotive and Components
- Low Carbon and Finance

According to those target groups/sectors agreed by all the members of the consortium:

ICT Technology ITS – Intelligent Transport Systems Mobility as a Service – MAAS <ul style="list-style-type: none"> ➤ Advanced Traveller Information Systems (ATIS) ➤ Geographical Mobility Management ➤ ICT for Urban sustainable mobility ➤ Intelligent transport System ➤ Maas ➤ ICT and software solutions for mobility planning ➤ Digital solutions for connected vehicles ➤ IT solutions for mobility 	Transport and Logistic <ul style="list-style-type: none"> ➤ Traffic management systems ➤ Fleet management systems ➤ Parking management systems ➤ Transport operators ➤ Freight Transport operators (logistics companies) ➤ Car Sharing Multimodal transport system ➤ Bike systems ➤ Railway Security ➤ Transport infrastructure ➤ Charger providers ➤ Pedibus management
Automotive and Components <ul style="list-style-type: none"> ➤ Road operators ➤ Transport operators (public transport) ➤ Vehicle providers Automations ➤ Robotics ➤ Advanced materials for motors and mechatronics ➤ Cycling network 	Low carbon and Finance <ul style="list-style-type: none"> ➤ Alternative fuels providers ➤ Clean fuels ➤ Vehicle providers (Green, eco-friendly, clean vehicles) ➤ Electro-mobility (electric recharging point/electric vehicle) ➤ Hydrogen/Natural gas Systems ➤ Low carbon economy ➤ Financial incentives for green mobility

A good target group on participants list should be Clusters and Business Associations the ones represents the entrepreneurial sector and can be an intermediary to collect SMEs for the activities of the project.

The audience-bases might also be expanded to include international guest-lecturers, or other relevant and interested parties, such as for example citizens.

Once it has been identified the profile of participants the next step is to **contact** them by any tool that the partner considers: **mailing, direct meeting, phone call, social networks, own website, ...**

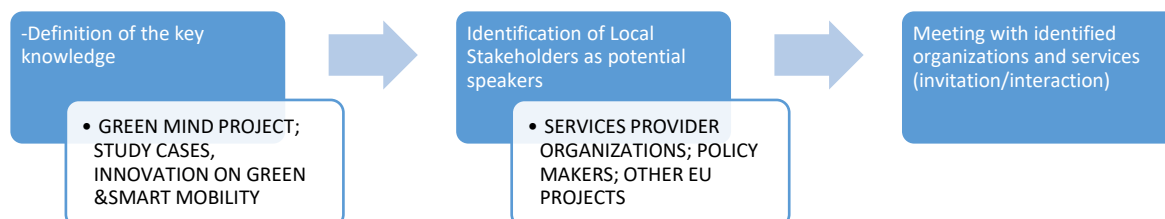
After the contact with the selected participants it must be made a **follow-up to ensure at least a number of 15 – 25 local SMEs on green and smart mobility industry.**

2.2. Preparatory phase : Key Knowledge, speakers

Both preliminary and preparation phases have to be done in parallel in order to have the agenda to be sent to the participants.

The **KEY KNOWLEDGE** is the skeleton of the workshops and it will be the main tool to awake the interest of participants for the future activities of the GREEN MIND project.

Although each partner can define the KEY KNOWLEDGE to include on the local workshop in relation to the local environment on green and smart mobility industry, there must be a common content to be undertaken:



- **KEYNOTE SPEECHES:** Study cases on smart and green mobility industry
- **THE GREEN MIND PROJECT:** Presentation of the project: objectives, goals, activities, expected outputs, local capitalization, ...
- **GREEN MIND TOOLS TO ACHIEVE INNOVATION ON SMEs:** Market intelligence, B2B Matching, Public Funding
- **SUCCESS INNOVATIVE SMES STORIES:** How innovative tools help improvement of the competitiveness
- **PROSPECTS FOR FUTURE MOBILITY:** Needs on innovation

➤ GREEN MIND PILOT TESTING PHASE

To define the ***profile of local stakeholders as potential speakers*** in the local workshops, each partner must consider those ***most relevant actors on its area on green and smart mobility industry*** with value knowledge for the later transfer and capitalization of the GREEN MIND Project.

The stakeholders can be SMEs (success story), local and regional administration (Policy makers), research centers and universities (R&D institutions), private and public providers of SMEs innovative services, large enterprises, clusters (SMEs, associations), partners of other mobility EU projects, public transport companies, infrastructure providers, and other concerned parties.

The later contact with the potential speakers/experts must be done in the way each partner considers depending on their relation with these ones. The contact must be made in order to define their participation and potential contribution to the content of the program but also must be used for the partners to:

- To reinforce potential cooperation/collaboration with local stakeholders
- To identify how local stakeholders can be involved in GREEN MIND PROJECT: concerns and suggestions
- To get suggestions on how to implement Pilot Testing and Transferring Phases

3. Celebration of the local workshops

Each local workshop must target 15-25 attendants belonging mainly to the category “local SMEs” as well associations and clusters representing the green and smart mobility industry are welcome.

Each of the partners should hold the local workshops in their own headquarter or in its vicinity. The events will be held in the local language and documents will be also in local language. If it is needed, depending on the participants, documents can be also in English. If some of the speeches and discussions are held in English there will be a simultaneous translation into the local language.

Organization and logistic arrangements for the events in each region will cover:

- Meeting room with conference facilities
- Arrangements for the simultaneous translations at the venue for all speeches
- Catering (welcoming coffee and/or lunch)
- Devices for taking pictures in appropriate quality

Respect on the material, each partner should use some of these ones:

- Communication materials: flyers, banners, posters, ...

- Invitations/program for participants
- Website, social media
- Registration via e-mail-through the host
- Other relevant brochures
- Registration, badges, welcoming of participants

In order to raise the awareness of GREEN MIND Project to the widest audience as possible, clear messages have to be sent. Consequently, each partner is required to establish links with local and regional journalists to ensure coverage of the project. Moreover, the press and media should be invited to workshops (according to partner's possibilities)

4. Evaluation of the local workshops

To make an evaluation of the local workshops, it is necessary to get the feedback form each of the events, so once the local workshops is held each partner has to elaborate a report.

This **report after the workshop** must include, at least:

- **Agenda**
- **Minutes from the sessions**
- **List of participants**
- **Feedback from the participants / Summary of conclusions after the meeting**

From all the reports some general information has been also extrapolated the once gives a general view on the results of the workshops.

Respect on the participants on the Regional Workshops, more than 200 SMEs have been involved in them, being also present Clusters and Policymakers.

Concerning the content most of the workshops have included a presentation of the project as far as a presentation of the 3 Services to be developed with the Regional Pilots. Discussion between participants have been also nearly a common issue in the workshops. In some of the workshops, experts on Smart and Green Mobility have been involved.

For the next steps of the project, the feedback on the participants is going to be used as to develop the pilots as much near to the real demand as possible.



Some photos taken during Regional workshops

Individual Reports of the Local Workshops

4.1. ITALY (Partner : S.I.PRO. Agenzia Provinciale per lo Sviluppo S.p.A)

4.1.1. Agenda

09:30 – 10:00	Introduction to the working day General introduction to the GREEN MIND project (Chiara Franceschini / S.I.PRO., Ferrara) Introduction to the workshop mechanism (Luca Lanzoni / Città della Cultura / Cultura della Città)
10:00 – 11:30	GREEN MIND World Cafè Group work / 4 thematic tables <ul style="list-style-type: none"> - Table 1 - Big Data, communication and management (coordinator Iosto Chinelli / CEO Plastic Jumper) - Table 2 - Innovation processes and ideas development (coordinator Andrea Martinez / Deputy General Manager of Sinloc Sistema Iniziative Locali SpA) - Table 3 - Transport, logistics (coordinator Francesco Guaraldi / Project manager and EU funding expert AESS) - Table 4 - Mobility and territory (coordinator Sergio Fortini / Città della Cultura / Cultura della Città)
11:30 – 12:00	Results from the thematic tables
12:00 – 13:00	Working with OPERA Quick planning and development of ideas (Luca Lanzoni / Città della Cultura / Cultura della Città)

4.1.2. Minutes from the sessions

The participants worked in two rounds of 45 minute each: the first dedicated to the use of big data, in general digital information; the second related to the structure of territory and urban fabric of the city of Ferrara, considering the opportunity of city offered at urban level to support innovation and for the integrated sustainable mobility. In any case all the discussions, within the working table, were focused on driving the participants in the identification of needs and possible solutions (seeds of ideas), to be used as starting point for the improvement of the topics of the Green Mind project, in the green and smart mobility industry, transversal to these different sectors (**transport and logistics; automotive and components; information technology; energy; finance; tourism**).

4.1.3. List of participants

The meeting / workshop was attended by the following stakeholders, representatives of:

- Giuseppe Ruzziconi (Agenzia per la Mobilità di Ferrara)
- Elisa Uccellatori (Città della Cultura / Cultura della Città)
- Tania Gamberini (Cooperativa sociale Il Germoglio)
- Matteo Luderghani (Consorzio Visit Ferrara)
- Piergiorgio Cipriano (Dedagroup Public Service)
- Luca Veronesi (Telestense Ferrara)

- Anna Alessio (S.I.PRO. Agenzia Provinciale per lo Sviluppo S.p.A.)
- Riccardo Cavicchi (CNA Ferrara)
- Ulisses Miranda (AESS Modena)
- Luca Lanzoni (Città della Cultura / Cultura della Città)
- Alessandro di Stazio (Energypie Ferrara)
- Iosto Chinelli (Plastic Jumper Ferrara)
- Giada Spadoni (S.I.PRO. Agenzia Provinciale per lo Sviluppo S.p.A.)
- Chiara Franceschini (S.I.PRO. Agenzia Provinciale per lo Sviluppo S.p.A.)
- Sergio Fortini (Città della Cultura / Cultura della Città)

4.1.4. Summary of conclusions after the meeting

Suggestions arose from the topics discussed during the thematic tables, and from the inputs generated by stakeholders. For all these reasons, they must be considered as seeds of ideas and not as implementing projects.

1. City logistics

One of the results of the workshop dealt with the need to define a market analysis for the city logistics in Ferrara. The study, developed by Sipro, aims at supporting the City in improving urban freight distribution in the city historical centre and in particular in:

- Identifying and analysing the main issues in urban freight distribution in the city centre;
- Understanding the needs of logistics operators and commercial enterprises / shops;
- Analysing the solutions planned with Ferrara's SUMP (Sustainable Urban Mobility Plan), in particular those linked with urban freight distribution.

1.1 Micro HUB cargo bikes – Within this framework, some SMEs representatives suggested to investigate the possibility for Ferrara to be a “city of bicycles”, a homeland for the development of innovative services connected to the theme of sustainable mobility, in particular, a service of goods delivery, for the historical centre, based on bicycles for transport: the cargo bikes.

2. Inland navigation pilot lines - Bike paths, waterways, nature walks, railway lines soon to be dismissed are the recurring elements of this territory, the structure for a pattern ancestral but somehow new, as it could be used, to optimise timing and routes, with the most diverse means of transportation. Bicycles, boats, and the technologically advanced and environmental friendly electric buses and light rail facilitate commutes creating a convenient, widespread network. The discussions of thematic tables have highlighted the opportunity to design and test a pilot action in order to use waterways to facilitate intermodal mobility to/from the city, in order to improve quality of environment and quality of life.

3. Round table for the coordination of data sources and data transmission - The discussion of thematic tables made evidence of the need of an unique actor (or agency) able to collect data and guarantee transparent, uniform, symmetric transmission of information between the complexity of actors potentially involved in the system.

4.2. GREECE (Partner : Hellenic Institute of Transport - CERTH)

4.2.1. Agenda

09:30 – 10:00	Registration and coffee
10:00 – 11:00	Introductory speeches <ul style="list-style-type: none"> - Representative of Region of Central Macedonia <p>Vision and Priorities of the Region of Central Macedonia towards innovation and competitiveness</p> <ul style="list-style-type: none"> - Konstantinos MICHALIDIS, Director of Independent Directorate of Innovation and Entrepreneurship of the Region of Central Macedonia <p>Green and Smart Mobility Industry innovation in Med area</p> <ul style="list-style-type: none"> - Chiara FRANCESCHINI – representative of S.I.PRO. <p>Innovating in smart mobility: how will be done and why</p> <ul style="list-style-type: none"> - Georgia AIFADOPOULOU, Deputy Director-Research Director of CERTH – HIT
11:00 - 11:30	Keynote speech <p>A novel systemic view of innovation in the Transport sector: A case study-based approach and recommendations</p> <ul style="list-style-type: none"> - George GIANNOPOULOS Transport Planner, Professor emeritus Aristotle University of Thessaloniki, Greece Cor. Member Academy of Athens
11:30 – 12:00	Coffee break
12:15 – 13:15	<p>Green Mind tools for achieving innovation: How to implement</p> <p>Academia spin off for innovation: A success story</p> <ul style="list-style-type: none"> - Zisis SAMARAS, Professor and Director of the Lab of Applied Thermodynamics, Dept. of Mechanical Engineering, Aristotle University, Thessaloniki <p>Market Intelligence: a tool for innovation</p> <ul style="list-style-type: none"> - Stavros LOUNIS, Senior Researcher, ELTRUN E-Business Research Center <p>B2B matching events: cases from Enterprise Europe Network</p> <ul style="list-style-type: none"> - Vagia PITELI, Technology Transfer Consultant of PRAXI Network <p>Business models for green growth</p> <ul style="list-style-type: none"> - George KOKKINIS, Assistant Professor in the Department of Marketing of ATEITH
13:15 – 14:15	Lunch Break
14:15 – 15:15	<p>Prospects for future mobility: How to fulfil the needs for achieving innovation</p> <p>Thess INTEC Innovation infrastructure accelerating industrial collaboration :</p> <p>Linking Smart Specialization with Technology Transfer In Science Park Planning</p> <ul style="list-style-type: none"> - Nikos GIANNOULIDIS, External Consultant of Thess INTEC, Thessaloniki Technology Park <p>The role of IT companies</p> <ul style="list-style-type: none"> - Kostis KAGGELIDES, President of SEPVE <p>Boost of Innovation and competitiveness in Intelligent Transport Systems through clustering</p> <ul style="list-style-type: none"> - Evangelos MITSAKIS, President of ITS Hellas Association
15:15 – 16:15	<p>Pilots testing and implementation</p> <p>Moderator: Georgia AIFADOPOULOU, Deputy Director of CERTH – HIT</p>

	(In this session representatives, of relevant industries in the region, present their position regarding the potential and the challenges for developing the region as a hub for smart and innovated Mobility)
16:15 – 16:30	Closing Remarks

4.2.2. Minutes from the sessions

The first workshop on "Exploitation of Competitiveness and Innovation in the field of green and smart mobility as a tool for cooperation and networking of small and medium-sized enterprises in the Region of Central Macedonia" took place in a success in Thessaloniki. The workshop was co-organized by the Central Macedonia Region and the Hellenic Institute of Transport- CERTH within the framework of the Green Mind project on 19 October 2018. The aim was to present the main services to be implemented during the project by enterprises and also to present examples of clusters formation that help to achieve innovation.

Mr. Mihailidis Konstantinos, Director of Independent Directorate of Innovation and Entrepreneurship of the Region of Central Macedonia, stressed that the private sector should be actively involved in the enhancement of competitiveness and innovation in the Region and pointed that the vision of the Central Macedonia Region is to become an Innovation Hub for the wider area of Southeast Europe by 2025.

Keynote speech was given by Mr. Giannopoulos Georgios, professor emeritus of the Aristotle University of Thessaloniki, and a corresponding member of the Academy of Athens, who explained the process of creating innovation which he simulated with a biological ecosystem and then presented the factors that influence the ecosystem of innovation. He then presented the successful example of Israel innovation ecosystem and ended his speech by referring to the current situation in Greece as regards innovation attraction factors, and pointed out that the absence of long-term planning, political instability, problems related to higher education are obstacles towards development of innovation in our country.

Samaras Zissis, professor at the Aristotle University of Thessaloniki, presented examples of spin-off enterprises created through the university's laboratories and how they succeed in offering products of high-quality in the automotive and energy sectors. Mr. Lounis Stavros, Senior Researcher of the ELTRUN E-Business Research Center, took the floor to present the tools that are available to every company that wants to know the market and investigate its position in it. Mrs. Piteli Vagia, Technology Transfer Consultant of the PRAXI Network, presented the organizations activities, and emphasized the importance of networking events organized by the Enterprise Europe Network for enterprises. Also, the participants in the workshop had the opportunity to learn how a strategy was transformed into a business model for the enterprise by Mr. Kokkinis Giorgos, Assistant Professor of the Alexandrian Technological Educational Institute of Thessaloniki.

Then, the participants were informed by Mr. Giannoulidis Nikos about the new 4th Generation Technology Park - Thess INTEC, as well as about the beneficial nature of the environment, that will be created, for the establishment of innovative enterprises in the Region of Central Macedonia. The speech of Mr. Kagelidis Kostis, Chairman of the SEPVE BOARD followed. He stressed the importance of transferring research results into the market and Mr. Mitsakis Evangelos, Chairman of the Hellenic Association of Intelligent Transport Systems, stressed the importance of developing a strategy for innovation management.

The participants had the opportunity to present their enterprises in the last session of the workshop and to propose the specific areas of interest that they would like to focus on the Green mind project as well as to discuss the prospects of developing a cluster that is an objective of the project.

4.2.3. List of participants

GREEN MIND-ΗΜΕΡΙΔΑ
ΛΙΣΤΑ ΣΥΜΜΕΤΕΧΟΝΤΩΝ
19/10/2018

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Με την υποβολή των στοιχείων σας στην παρούσα φόρμα συμμετοχής σας στην ημερίδα εργασίας του έργου Green Mind, δηλώνετε στον φορέα μας ΙΜΕΤ/ΕΚΕΤΑ πως
 αποδέχεστε και συγκατατίθεστε στην επεξεργασία των δεδομένων προσωπικού χαρακτήρα που μας διαθέσατε για τις ανάγκες του συγκεκριμένου έργου

GREEN MIND-ΗΜΕΡΙΔΑ
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19/10/2018

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31.	ΠΑΠΑΔΟΠΟΥΛΟΥ	ΟΛΥΜΠΙΑ	TERO Consulting	op@tero.gr	
32.	ΠΛΟΥΜΗΣ	ΗΡΑΚΛΗΣ	Πολιτικός Μηχανικός	hercp1@gmail.com	
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34.	ΣΑΜΑΡΑΣ	ΖΗΣΗΣ	Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης	zisis@auth.gr	
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37.	ΣΤΕΦΑΝΙΔΟΥ	ΜΑΡΙΑ	ΕΚΕΤΑ	mstefanidou@certh.gr	

Με την υποβολή των στοιχείων σας στην παρούσα φόρμα συμμετοχής σας στην ημερίδα εργασίας του έργου Green Mind, δηλώνετε στον φορέα μας ΙΜΕΤ/ΕΚΕΤΑ πως
 αποδέχεστε και συγκατατίθεστε στην επεξεργασία των δεδομένων προσωπικού χαρακτήρα που μας διαθέσατε για τις ανάγκες του συγκεκριμένου έργου

GREEN MIND-ΗΜΕΡΙΔΑ
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 19/10/2018

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Με την υποβολή των στοιχείων σας στην παρούσα φόρμα συμμετοχής σας στην ημερίδα εργασίας του έργου Green Mind, δηλώνετε στον φορέα μας IMET/EKETA πως
 αποδέχεστε και συγκατατίθεστε στην επεξεργασία των δεδομένων προσωπικού χαρακτήρα που μας διαβέβατε για τις ανάγκες του συγκεκριμένου έργου

GREEN MIND-ΗΜΕΡΙΔΑ
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 19/10/2018

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Με την υποβολή των στοιχείων σας στην παρούσα φόρμα συμμετοχής σας στην ημερίδα εργασίας του έργου Green Mind, δηλώνετε στον φορέα μας IMET/EKETA πως
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4.2.4. Feedback from the participants

There was not a constructive way to gather feedback such as questionnaire, but participants commented in private discussions about the workshop were summarized on the following:

- They were pretty satisfied from the workshop
- They expressed interest to participate on project 's pilot testing services
- They would like us to offer more customized solutions to their specific needs
- The formation of cooperation's with other companies and also HIT is of high interest for them

4.2.5. Summary of conclusions after the meeting

The first workshop focused on informing enterprises about innovation potential and the specific targets of the project Green mind. Enterprises show an interest on participating and they are willing to share some information about their activities to get to know each other. The next step that must be under consideration from CERTH has to do with the customization of the services that will be offered to the specific needs of the enterprises so that they can have an added value from their participation in the project.

A second workshop will be organized on April so that CERTH with assistance of its external partner can integrate the results of this first workshop on the services that will be offered to enterprises.

4.3. SPAIN (Partner : Andalusia Smart City Cluster)

4.3.1. Agenda



SmartCity Cluster ARENA

Jueves 28 de marzo - 16:00

WORKSHOP INTERREG GREEN MIND

El objetivo de GREEN MIND es fortalecer las actividades transnacionales de clusters y redes con el fin de conseguir el apoyo a las PYMES en la explotación de las oportunidades de mercado de la creciente demanda de productos y servicios de la movilidad sostenible e inteligente. En este marco en cada una de las regiones europeas participes se va a poner en marcha un Piloto participado por Pymes para el desarrollo, la implementación y la prueba de distintos servicios de impulso a la competitividad y desarrollo de la innovación.

16:00	Presentación del Proyecto	
16:15	Presentación y análisis de los servicios para PYMES	
1.	Mercado Inteligente	Análisis de mercado con el fin de mejorar el potencial competitivo y de innovación de las PYMES de movilidad.
2.	B2B Matching	Participación en ferias de ámbito regional, nacional e internacional, para evaluar el impacto de dicha participación en el mercado.
3.	Selección de Fondos Públicos	Información actualizada sobre las iniciativas y fuentes de financiación en el sector de movilidad verde e inteligente.
16:45	Debate con las empresas interesadas en el proyecto	








Project co-financed by the European
Regional Development Fund



Málaga 27-28 marzo 2019

4.3.2. Minutes from the sessions




The first workshop on Green Mind Project in Andalusia took place in Malaga within the celebration of GREENCITIES 2019, 10th Forum of Urban Intelligence and Sustainability in an own placed within the Event called Smart City ARENA identified as a space for the SmartCity axes knowledge public-private-transfer. During the 9th Edition of Greencities the Project was already present so know the main aim was to present in detail the main services to be implemented during the project by enterprises and to identify potential SMEs to take part of the pilots. After the presentation it was made an open discussion useful to make B2B networking and to know deeper the participants.

Both R&D Manager of Andalusia Smart City Cluster and Projects Engineer were those responsible of the workshops.










4.3.3. List of participants

Apart from 4 members representing Andalusia Smart City 20 participants participated in the workshop:

WORKSHOP INTERREG GREEN MIND				
Participante	Entidad	Pyme (X)		Interesado en el piloto
		Si	No	
ANTONIO ALCANTANA LOPEZ	ENERANADA TECH CITY	X		
Eduardo Dueñas Ladrón de Guebara	METRICAGINGENIERIA Y DESARROLLOS SL	X		SI
José Luis Diago Usó	TCA GEOMATICA	X		SI
Alejandro Garcia Martin	BOSCH		X	NO
Gilberto Tercedor Mr	URBIOtica	X		W
Ciro GRAND'S	EASYPARK		X	Ho
DAVID COLLES GARCIA	AMURIO -THE SUPER DRIVER	X		SI
LUCIA LUCAS TRUJILLO	AMURA -THE SUPER DRIVER	X		SI
José Suarez Muñoz	PIVONCEJA	X		SI
Alejandro Caraball Martin	GREEN URBAN DATA	X		SI
José A. Morales	Wellness Spain Telecom	X		NO

WORKSHOP INTERREG GREEN MIND

Participante	Entidad	Pyme		Interesado en el piloto	Firma
		SI	NO		
Rodrigo Saut	Euro-Funding	X		Si	
CONTRATO DE SILVIA	Euro-Funding	X		Si	
Laraine Chindilla Garcia	Consultor Freelance	X		Si	
Luis del Sereno	MOVILON	X		Si	
M. Elena Coloma	MOVICOM	X		Si	
Ezequiel Oros	Omologic	X		Si	
Isabel N. Ortega	TD Consulting		X	Si	
EDUARDO NAVARRETE	TD CONSULTING		X	Si	
SANUE SANCHEZ	TD CONSULTING		X	Si	

4.3.4. Feedback from the participants / Summary of conclusions after the meeting

During the workshop participants showed interest mostly on the services related with the market intelligence and public funding since more of the participants are members of Andalusia Smart City Cluster and are used to make B2B meetings. Regarding B2B meetings the participants mentioned the interest in participating in B2B activities with other Clusters and also with Local Administration Policymakers. All these comments were considered as a real added value to the Andalusian pilot since the services (to be provided) will take in account the real needs of the participants SMEs.

There was a huge discussion on the difference between Car-sharing and Car-pooling being enterprises that considered both issues as the same one and others considering the only issue Car-pooling.

On the possible participation on the pilot most of the participants showed their interest to take part of the pilot in Andalusia.

4.4. France (Partner : AFT)

4.4.1. Agenda

10:30	Registration and welcome coffee
10:45	Presentation of AFT and the Green mind project
11:15	Interactive presentation of the participants: ongoing innovative projects, needs and solutions to be tested
12:10	Panorama of projects – French or international – that will revolutionise the world of transport and logistics tomorrow
12:30	Success Story
12:45	Lunch cocktail

4.4.2. Minutes from the sessions

After introducing the parties and reminding the goal of Green Mind project, the focus was set on the need to have a better vision of motorisation and energy both middle term and long term and the goal to support SMEs on innovative projects.

Different issues were discussed between the parties and other participants already discussed experiences and solutions tried.

- Optimizing **routes** and **parking** or **eco-driving** possible through digital tools. Different participants agreed that it was sometimes difficult to be connected as some areas do not have enough coverage, moreover all tools are not compatible so cannot exchange data easily. Better information seems to require also a change in legislation for **data sharing and data updating**. Another IT issue was discussed, the digital tools on board do not have the same lifetime as the vehicles which creates problems for the owners of the vehicles as it seems maintenance does not always include both entities – vehicle and digital tools on board.
- The **goods transport and passengers**, services both need to have more detailed **data** to improve their service, optimize costs, and reduce emissions. A participant mentioned his service that makes a product able to carry data, meaning transporting goods would create data and benefits. Customs digitalisation was also mentioned as a potential time saver, legislation needs to be changed to enable that. Data sharing could also be improved between municipalities and goods flow to smoothen traffic among other potential improvements.
- Depending on the participant, **rail** was perceived as relevant or not. It seems raw material delivery uses rail more easily but finished goods prefer road transport as it seems more reliable than rail. Rethinking of the strategy of rail could help secure a more regular lead-time and so match the need of more actors.
- Different options of **fuel** were also discussed. Some participants having chosen biogas, others electrical trucks and thinking about hydrogen in the long term. The region seems to have easier information and access to gas solutions for now. However, a hydrogen platform is developed and could be a relevant solution in the future. A mapping of the solutions seemed to interest most participants and the potential evolution and availability of solutions to come. The uncertainty linked to innovations and legislation creates discussions.
- The **political role** was also in focus when innovators in urban mobility mentioned that his solutions are more expensive than combustion-powered vehicle. To respect the ambitious goal of that region, be energy positive by 2050, requires probably that public authority secures the law is respected and encourages solutions with less GHG emissions.

After these rich exchanges, the team made a sum up of the state of the art of innovative solutions and Europeans projects linked to our main subjects. A “good example” was also presented by one participant. He shared the steps he went through to finally choose the electrical truck solution. The next workshop is planned on 14th of March.

4.4.3. List of participants

N°	Sector	Company	Participant
1	Transport operators (public transport)	TRANS HORIZON	Eric Valade
2	Road Freight Transport company	TRANSPORTS CHABRILLAC	Agnès Padeloup
3	Road Freight Transport company	TRANSPORTS SALVA	Isabel Salva
4	Road Freight Transport company	TRANSPORTS SALVA	Sara Salva
5	Road Freight Transport company	MAMTA Transports	Franck Tison
6	Road Freight Transport company	MECA	Patrice Maqueda
7	Road Freight Transport company	ETABLISSEMENTS POUX	Guillaume Chavanat
8	Regional Road Freight Transport cluster focussing on the energetic and digital (r)evolution in the transport sector	Cluster TransTen	François de Bertier
9	Urban Logistics (last mile logistics) companies / Regional logistics cluster	SEV Service Ecusson Vert / Logistics Cluster Occitanie	Christophe Caset
10	French energy provider (gaz)	GRDF	Raphaël Constantin
11	Urban Logistics (last mile logistics) companies	ALTERN'Mobile	Cyril Marcerou
12	IOT	FFLY4U	Olivier Pagès
13	Research	CEA Tech	Sarah Weldon
14	Research	CNES	Thierry Chapuis
15	Green mind project	AFT	Sarah Koneke
16	Green mind project	AFT	Bertrand Dumas
17	Green mind project	AFT	Moncef Semichi
18	Green mind project	AFT	Sophie Chapellier
19	Green mind project	Innovative Business Partners	Paul Vincent
20	Green mind project	Pyramis Consulting	Florence Laparra
21	Green mind project	Capital High Tech	Maxime Guibert
22	Green mind project	Capital High Tech	Florence Ghiron
23	Green mind project	Capital High Tech	Caroline Busquet

24	Regional network on hydrogen	Hydeo	Benjamin Fevre
25	Transport operators (public transport)	NEGOTI	Marie Hélène Miquel
26	Intelligent infrastructures - electric charging stations	Groupe Cahors	Didier Beaulieu
27	Regional Automobile and Intelligent Mobility cluster	Automotech	Maxime Debienne
28	Operation system providers	Veso Concept	David Hardy
29	Regional economic development agency	AD'OCC	Ingrid Larrieu
30	Operation system providers	Magellium	Gregory CAZANAVE
31	Public authority (city of Toulouse)	Toulouse Métropole	Laureline ANGOT
32	Public authority (city of Toulouse)	Toulouse Métropole	Axel Paulino
33	Public authority (Region)	Conseil Régional Occitanie	Marion TROPATO
34	Intelligent parking	Parkisseo	Régis Duhot
35	Logistics industrial tracking	Jidelec	Jérôme Delorme
36	Public authority (city of Toulouse)	Toulouse Métropole	Mickaël BERGES
37	Transport operators (public transport)	Autocars Barrière	Isabelle Barrière
38	Public authority (city of Toulouse)	Toulouse Métropole	Laurent GOUAUX
39	Urban Logistics (last mile logistics) companies	Applicolis	Florent Fournier
40	Project to reduce CO2 emissions	écoCO2	Estelle Posnic
41	Operation system providers	Bertrandt	Maxime Brun

4.4.4. Feedback from the participants

We didn't hand out a questionnaire to the participants but preferred to collect individual feedback after the meeting during the lunch cocktail. The different opinions can be summed up as follows:

- Globally satisfied with this first workshop
- Many topics were tackled, possible to cover all of them by the Green mind project
- Important to meet other SMEs/initiatives to discuss our problems
- The second workshop will need to be more operational and bring together companies that expressed needs with those that can offer solutions (note: this will be the case of course through the service B2B matching)
- Almost all companies are willing to participate in the pilot services testing phase

4.4.5. Summary of conclusions after the meeting

This first workshop was very rich regarding the needs that were expressed. It is now important to define which needs can be tackled by the Green mind project. We will therefore meet again with two of the regional clusters and analyse in which way the project can be complementary to what they are already proposing to their members and how they can contribute to our workshops. Moreover, we will directly continue with the pilot services testing phase. Our external consultants will carry out individual diagnostic interviews to better understand the priorities of every SME and prepare the second workshop (during these interviews, the Green mind needs questionnaire will be completed).

The second workshop will take place in Montpellier on 14th of March and aim to present the market analysis prepared within the project and deepened by our external consultants as well as the results from the individual interviews (Green mind service 1) and also to build first groups or tandems of companies to match needs and solutions (Green mind service 3). The third workshop will focus on the public funding possibilities, date and place tbc.

4.5. CROATIA (Partner : Split-Dalmatia Country)

4.5.1. Agenda

Početak	29.1.2019. u 12 sati
12:00 – 12:30	Splitsko dalmatinska županija, predstavljanje projekta Green Mind <ul style="list-style-type: none"> - Martin Bučan - Anđelko Katavić
12:30 – 14:00	Platforma 22, Radionica s dionicima <ul style="list-style-type: none"> - Ivana Bujas RupiĆ - Martin Bučan

4.5.2. Minutes from the sessions

The first workshop in the Split-Dalmatia county within the "GreenMind" project on the topic *"Innovation in the Green and Smart Mobility Industry - Tool for Cooperation and Networking of Small and Medium Enterprises in Split-Dalmatia County"* was held on January 29th 2019, at the Split's PICS@FESB premises. Around 30 attendees attended the workshop: mostly entrepreneurs, members of academic community, the Economic Chamber and the public sector.

The Project Manager Martin Bučan presented the GreenMind project and explained the main objectives. In order to increase SMEs competitiveness in the county, new services in the area of market intelligence, B2B presentation and public funding will be developed during the project implementation. He pointed that the project will capitalize the efforts and experience of previously implemented mobility projects. The development and availability of green & smart mobility services are very important for the County due to its tourist orientation.

The head of the Department of economics, EU funds and agriculture of the Split-Dalmatia County Anđelko Katavić supported the project implementation and stressed that the area of green and smart mobility is particularly important for the mobility planning and intermodality in the County. He asked entrepreneurs and the academic community to participate in the project with their knowledge, ideas and advices to help create new tools and services that will enhance and internationalize business, increase visibility, and find funding sources for their projects. He also pointed that the County offers lots of funding initiatives for the local SMEs.

Ivana Bujas RupiĆ from the Platform 22 led the workshop and provided more information about the currently available tools for market intelligence. Opportunities to introduce entrepreneurs to foreign markets are presented through the tools of the Croatian Chamber of Commerce. Entrepreneurs were most interested in currently available public funding sources. Local, national, sources and EU and EEA funds are presented.




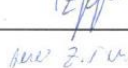

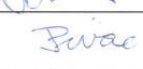



The project continues in the Split-Dalmatia County by conducting a survey and identifying the needs of local SMEs. After surveying process, the new services will be created.











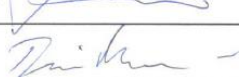
4.5.3. List of participants

Meeting subject: 3.2.2.

Date: 29.1.2019.

Venue: Split





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20	TONI	MASTELIĆ	HR	ERICSSON NIKOLA TESLA	toni.mastelic@ericsson.com	

Meeting subject: 3.2.2.

Date: 29.1.2019.

Venue: Split

	First Name	Last Name	Country	Organisation	Email	Signature
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4.5.4. Feedback from the participants

By the respondent's opinion, most important factors that would enable faster and better development of the products and services in the segment of green and smart mobility are:

- More activities related to the connection of relevant stakeholders in the segment of green and smart mobility
- More activities that would support cooperation between industry and research institutions
- Better and more information on availability of funds for projects, products and service development
- Better understanding of the central and local authorities of the concept of green and smart mobility

- More cross border cooperation in the segment of green and smart mobility.

They think that stakeholders in the segment of green and smart mobility in the area can be better connected by organizing thematic meet ups, through web forums, common problem solving of mobility in the county etc.

4.5.5. Summary of conclusions after the meeting

The Split Dalmatian County will conduct a questionnaire with interested stakeholders. Based on the questionnaire, a pilot project will be created for each of the 3 offered services. The next workshop with stakeholders will take place at the end of May 2019.

4.6. CROATIA (Partner : IDA d.o.o)

4.6.1. Agenda





Project co-financed by the European Regional Development Fund



ISTARSKA RAZVOJNA AGENCIJA

RADIONICA: „Inovacije u industriji zelene i pametne mobilnosti – alat za suradnju i umrežavanje malih i srednjih poduzeća u Istarskoj županiji“

PROJEKT: GREEN MIND - Green and Smart Mobility Industry Innovation

Mjesto održavanja radionice i organizator: Istarska razvojna agencija d.o.o., Mletačka 12/IV, 52100 Pula

Datum: Srijeda, 30. siječnja 2019.

PROGRAM

09:00 – 09:30	Registracija
09:30 – 09:45	Pozdravni govor i predstavljanje projekta <i>[dr.sc.Boris Sabatti, Jelena Nikolić, IDA d.o.o.]</i>
09:45 – 10:05	<u>Ciljevi radionice u kontekstu projekta</u> <i>[Ivica Perica, Umium d.o.o.]</i>
10:05 – 10:25	Studija slučaja: <u>Pametna digitalna rješenja za mobilnost</u> <i>[Matija Ražem, Infobip d.o.o.]</i>
10:25 – 10:45	Studija slučaja: <u>Korištenje novih i zelenih tehnologija u javnom gradskom prijevozu</u> <i>[Igor Škatar, Pulapromet d.o.o.]</i>
10:45 – 11:00	Pauza za kavu
11:00 – 11:20	Studija slučaja: <u>SPARK SENSE</u> <i>[Mladen Pamić, Penta d.o.o.]</i>
11:20 – 11:40	Studija slučaja: <u>Go2bike-smart bikesharing system</u> <i>[Kristijan Ivančić, UTE d.o.o.]</i>
11:40 – 12:00	Studija slučaja: <u>U-SCOOT električni romobili</u> <i>[Alen Greblo, U-SCOOT d.o.o.]</i>
12:00 – 12:20	<u>Planovi održive urbane mobilnosti u RH</u> <i>[doc.dr.sc. Marko Šošarić, Fakultet prometnih znanosti u Zagrebu]</i>
12:20 – 12:45	Naredni koraci u sklopu projekta GREEN MIND <i>[Ivica Perica, Umium d.o.o.]</i>
12:45 – 13:00	Diskusija
13:00	Zakuska







ISTARSKA RAZVOJNA AGENCIJA

4.6.2. Minutes from the sessions

In order to mobilize and inform relevant stakeholders on January 30th 2019 there was held workshop in the Istria county within the "GreenMind" project on the topic *"Innovation in the Green and Smart Mobility Industry - Tool for Cooperation and Networking of Small and Medium Enterprises in Split-Dalmatia County"* at the IDA premises. There was over 30 attendants at the workshop which were mostly small and medium entrepreneurs, representatives of some large but relevant enterprises, members of academic and research institutions, and Economic Chamber and the public sector.

IDA Director Boris Sabatti has made opening speech where he has welcomed all present attendees and presenters and have shortly explained importance of GreenMind project for the development of the green & smart mobility in Istria region and the expected role of the SME-s in it. Then IDA Project Manager has presented the GreenMind project and explained the main objectives of the project explaining that in order to increase SMEs competitiveness in the county, new services in the area of market intelligence, B2B presentation and public funding will be developed during the project implementation. She has mentioned the project will capitalize the efforts and experience of previously implemented mobility projects in county, country and region. The development and availability of green & smart mobility services are very important for the Istria county given its touristic orientation and geographic position, but also environment friendly orientation.

Ivica Perica, external expert that supports IDA in the project has than made short introduction of the workshop objectives and expectations and has opened the stage for first lecturer Matija Ražem, form Infobip d.o.o. which has started their journey as an SME with support of IDA and has grown to a company of almost 2000 employees. His lecture was on Smart digital solutions in mobility. The workshop continued with presentation form Oskar Vujičić form Penta d.o.o. who has presented their Smartparking solution. Than there were two presentations held on bike and scooter sharing systems form Kristijan Ivančić, UTE d.o.o. and Alen Greblo, U-SCOOT. Than there was a lecture for Marko Šoštarić, vice dean on the University of Zagreb, Faculty of Transport who spoke about importance of the green and smart mobility in the further development of the transport, especially in urban areas. Then Igor Škatar, Pulapromet d.o.o. has presented its successful project of renewal of the bus fleet which had as an aim to reduce CO2 emissions and which was very successful in usage of the EU funds for this project.

Workshop was closed with short conclusion of the Ivica Perica who thanked all presenters as well as all attendees and has informed them of the survey that is undergoing and asked them to fill it in. Workshop was closed with lunch over which attendees exchanged experience in area of Green&Smart mobility.

4.6.3. List of participants

POTPISNA LISTA

Naziv događanja: Radionica na temu: „Inovacije u industriji zelene i pametne mobilnosti - alat za suradnju i umrežavanje malih i srednjih poduzeća u Istarskoj županiji“










Mjesto: Istarska razvojna agencija - IDA d.o.o., Mletačka 12/IV, 52100, Pula
Datum: 30.01.2019.

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Sukladno članku 7. UREDBE (EU) 2016/679 EUROPSKOG PARLAMENTA I VIJEĆA od 27. travnja 2016. o zaštiti pojedinaca u vezi s obradom osobnih podataka i o slobodnom kretanju takvih podataka dajem priloženo ispunjavanjem svojih osobnih podataka u potpisnoj listi da se isti podaci koje sam ispunio/la iznad mogu koristiti za sve u svrhu slanja informativnih materijala za potrebe navedenog projekta/edukacije i sl. (kontaktiranje putem mail adrese, mobitela i sl.). Isto tako dajem suglasnost da me se snima i snima tijekom razdoblja provedbe obrazovne aktivnosti, u svrhu javne komunikacije Istarske razvojne agencije - IDA d.o.o.

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24.	PETRA BORISAVIJEVIĆ	AT7 d.o.o.	091/255361	petra@at7.hr	P. Borisavić

Sukladno članku 7. UREDBE (EU) 2016/679 EUROPSKOG PARLAMENTA I VIJEĆA od 27. travnja 2016. o zaštiti pojedinaca u vezi s obradom osobnih podataka i o slobodnom kretanju takvih podataka dajem priloženo ispunjavanjem svojih osobnih podataka u potpisnoj listi da se isti podaci koje sam ispunio/la iznad mogu koristiti za sve u svrhu slanja informativnih materijala za potrebe navedenog projekta/edukacije i sl. (kontaktiranje putem mail adrese, mobitela i sl.). Isto tako dajem suglasnost da me se snima i snima tijekom razdoblja provedbe obrazovne aktivnosti, u svrhu javne komunikacije Istarske razvojne agencije - IDA d.o.o.

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Sukladno članku 7. UREDBE (EU) 2016/679 EUROPSKOG PARLAMENTA I VIJEĆA od 27. travnja 2016. o zaštiti pojedinaca u vezi s obradom osobnih podataka i o slobodnom kretanju takvih podataka dajem privolu ispunjavanjem svojih osobnih podataka u potpisnoj listi da se isti podaci koje sam ispunio/la iznad mogu koristiti za sve u svrhu slanja informativnih materijala za potrebe navedenog projekta/edukacije i sl. (kontaktiranje putem mail adrese, mobitela i sl.). Isto tako dajem suglasnost da me se snima i snima tijekom razdoblja provedbe obrazovne aktivnosti, u svrhu javne komunikacije istarske razvojne agencije - IDA d.o.o.

4.6.4. Feedback from the participants / Summary of conclusions after the meeting

All participants of the workshop were very positive about the topics covered through workshop and are supporting movement in the direction of green and smart mobility. Informal part of the workshop was used for the exchange of the experience and contacts between the stakeholders form area of SME-s, R&D and public sector. Most of the participants expressed their interest in the project GreenMind and are willing to be further informed about its progress

4.7. BOSNIA AND HERZEGOVINA (Partner : Sarajevo Economic REGIONAL Development Agency, SERDA d.o.o.)

4.7.1. Agenda

WORKSHOP PROGRAM

12:30 – 12:50	Registration of participants and welcome coffee
12:50 – 13:00	Ministry of Economy Canton Sarajevo - Haris BAŠIĆ, Minister of Economy of Canton Sarajevo
13:00 – 13:15	Green and smart innovation in the mobility industry - Maja LUKIĆ GRABOVAC, SERDA
13:15 - 13:30	Results of analysis of the current situation - Osman Lindov, Westport Consulting
13:30 – 13:50	Research results of the needs and capacities of SMEs for innovation and development - Haris Hadžialić, Westport Consulting
13:50 – 14:20	Lunch break
14:20 – 15:15	1. Annoucement of designing new innovative pilot services for SMEs a. Market Intelligence b. B2B c. Public Funding 2. Open discussion of results and real needs of SMEs - Hamid Mehinović, Westport Consulting
15:15 – 15:30	Conclusions and next steps Moderator: Hamid Mehinović, Westport Consulting

Organization:

Sarajevo Economic REGIONAL Development Agency, SERDA d.o.o.
in collaboration with Westport Consulting d.o.o. Sarajevo

4.7.2. Minutes from the sessions

OPENING OF THE EVENT

The first workshop on "Enhancing competitiveness and innovation in the Green and Smart mobility industry - a tool for cooperation and networking of SMEs in Bosnia and Herzegovina" was held on March 28, 2019 in SERDA premises. Mr. Dragiša Marek, Program Manager welcomed the

participants with introductory remarks. Mrs. Maja Lukić-Grabovac presented the Green mind project, objectives, goals, partners, as well as the agenda and the presenters.

PRESENTATION 1: RESULTS OF ANALYSIS OF THE CURRENT SITUATION

Mr. Osman Lindov presented the results of the analysis of the current state. Among other things, Mr. Lindov presented a summary of the current situation, and the number of companies / number of organizations that provide support to SMEs. The state of investment and cooperation in GSM sectors is presented in detail. The potential for the development of GSM in Bosnia and Herzegovina (BIH) is a topic that led the discussion among the participants. Contemporary development, as well as the growth in the number of inhabitants and urban areas of Sarajevo, as well as in other cities of BIH with the tendency of creating one urban area, have brought a number of demands for increased mobility and more efficient provision of transport services, as well as the need to use sophisticated methodologies, techniques and technologies when it comes to the organization of public urban transport.

The environmental effects of transport can be classified into three categories:

- Direct effects are the immediate consequence of transport activities. Reasons and consequences are generally clear and understandable.
- Indirect effects are secondary and tertiary effects of transport activities. They are often with more difficult consequences than direct effects, however the involved relationships are often incomprehensible and difficult to establish.
- Cumulative effects are additional, multiplying or synergistic effects of transport activities. These include the different effects of direct and indirect effects on the ecosystem, which are generally unpredictable.

PRESENTATION 2: RESEARCH RESULTS OF THE NEEDS AND CAPACITIES OF SMEs FOR INNOVATION AND DEVELOPMENT

Mr. Haris Hadžialić presented the results of the research on the needs and capacities of SMEs for innovation and development through ICT, as well as the infrastructure for research and innovation. The research showed that, by all elements, the biggest obstacle for growth of innovation and research in the SME segment is the lack of knowledge of the financial institutions, public administration of large and state-owned companies, especially in the segment of financing innovation and procurement of innovative solutions. Great emphasis is placed on funding, i.e. EU funds and its approach. Mr. Boran Pikula provided several examples from his own experience of finding suitable partners, writing proposals as well as the process of applying itself to research and development funds. What gave a good overture to the next presentation.

PRESENTATION 3: PRESENTING INNOVATIVE PILOT SERVICES FOR SMEs

Mr. Hamid Mehinovic presented the pilot service of the Green mind project:

- Market Intelligence Services: market intelligence service for a specific market or market segment that will enable SMEs to better understand the green and smart mobility market and exploit new business opportunities through the development of a strategic plan to take over the new market, create a new product, improve marketing or sales techniques, etc.

- Public Funding Screening Service: provide support with application, partner search, finding potential grant funds, co-financing or favourable loan funds to finance business development, marketing, production and operational innovation in business.
- B2B Matching Services: networking with EU and domestic companies as potential partners for new business ventures and projects - B2B - visits to fairs, conferences, clusters, networks, etc.

DISCUSSIONS AND CONCLUSIONS

Participants agree that networking/B2B is a very important component, and this project offers the possibility of clustering SMEs with other SMEs in MED regions in which the project is implemented. Furthermore, one of the planned activities with regard to the testing and evaluation of pilot services is networking (B2B) of SMEs in the GSM sectors and their joint appearance towards the business framework, i.e. government, contribution to changing the legislative and regulatory framework, and raising the "green" constraints (i.e. taxes/fees paid when registering electric vehicles). It was concluded that it is important to focus on capacity building SMEs in the preparation and implementation of projects. A key proposal is to build capacities of lobbying processes for SMEs in decision-making centers as well as in financial centers around the world. Emphasis was placed on the need for the presence of lobbyists from the needs of the BIH economy in Brussels, where most projects and funds are located.

NEXT STEPS

- Develop pilot services tailored to BIH market
- Organize a technical workshop/ s (mid-June)

4.7.3. List of participants

Interreg
Mediterranean
green mind

Project co-financed by the European
Regional Development Fund

Projekt: GREEN MIND - Green and Smart Mobility Industry Innovation
RADIONICA: „Početna radionica faze I“
LISTA UČESNIKA – Sarajevo 28 mart 2019. godine

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Westport.

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Projekt: GREEN MIND - Green and Smart Mobility Industry Innovation
RADIONICA: „Početna radionica faze I“
LISTA UČESNIKA – Sarajevo 28 mart 2019. godine

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Projekt: GREEN MIND - Green and Smart Mobility Industry Innovation
RADIONICA: „Početna radionica faze I“
LISTA UČESNIKA – Sarajevo 28 mart 2019. godine

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36						DA/NE
37						DA/NE
38						DA/NE
39						DA/NE
40						DA/NE
41						DA/NE
42						DA/NE
43						DA/NE
44						DA/NE
45						DA/NE

4.7.4. Feedback from the participants

Participants agree that networking/B2B is a very important component, and this project offers the possibility of clustering SMEs with other SMEs in MED regions in which the project is implemented. Furthermore, one of the planned activities with regard to the testing and evaluation of pilot services is networking (B2B) of SMEs in the GSM sectors and their joint appearance towards the business

framework, i.e. government, contribution to changing the legislative and regulatory framework, and raising the "green" constraints (i.e. taxes/fees paid when registering electric vehicles).

It was concluded that the biggest obstacle for growth of innovation and research in the SME segment is the lack of knowledge of the financial institutions, public administration of large and state-owned companies, especially in the segment of financing innovation and procurement of innovative solutions. Great emphasis is placed on funding, i.e. EU funds and its approach.

It was also underlined - that is important to focus on capacity building SMEs in the preparation and implementation of projects. A key proposal is to build capacities of lobbying processes for SMEs in decision-making centers as well as in financial centers around the world. Emphasis was placed on the need for the presence of lobbyists from the needs of the BIH economy in Brussels, where most projects and funds are located.

4.7.5. Summary of conclusions after the meeting

The implementation of the first phase of the Green Mind project pointed to the unregulated state of the GSM sector in Bosnia and Herzegovina, and a high potential for further improvements. Through the cooperation with SMEs and scientific-research institutions, the expert team realized that the above three pilot services have the greatest potential to facilitate access to project financing, whereby improving information, improving the information flow system, and training on writing EU project proposals (offered by SERDA). Companies can withdraw significant funds from the EU for the GSM sector and, based on this, build the market for themselves and their development, while at the same time supporting the development of Bosnia and Herzegovina's society and Sarajevo as a future green and smart city. Furthermore, one of the planned activities with regard to the testing and evaluation of pilot services is networking (B2B) of SMEs in the GSM sectors and their joint appearance towards the business framework, i.e. government, contribution to changing the legislative and regulatory framework, and raising the "green" constraints (i.e. taxes/fees paid when registering electric vehicles).

4.8. SLOVENIA (Partner: e-Zavod)

4.8.1. Agenda

10:00	Registration
10:00 – 10:30	Presentation of the Green mind project
10:30 – 11:00	Presentation of SRIP ACS+ and EDISON partnership initiative
11:00 – 11:30	Presentation of Climate KIC and collaboration/co-funding opportunities in mobility
11:30 – 12:00	Discussion on collaboration opportunities for SME clusters; Linking SRIP and EDISON members needs with pilot services offered within Green Mind project; plan of future action

4.8.2. Minutes from the sessions

The session started with the presentation of the Green Mind project, its ambition, aim, purpose and processes of activities. The pilot services were presented in detail to enable linking interested members of SRIP ACS network and EDISON partnership with services that will be offered as part of Green Mind pilot package, linking in particular the public funding intervention with the session's agenda and link with Climate KIC organisation.

In continuation SRIP ACS representative and EDISON partnership representative presented their respective organisations. Both are recognised as key nodes of SME connectivity in mobility at large and in green and smart mobility on a national level. The SRIP ACS brings together over 100 members of from 12 different mobility branches, that represent 30% of national export and 17% of GDP. EDISON partnership was presented as an initiative that brings together actors in green mobility. Its focus lies in connecting supply and demand in this field; connecting companies to develop new solutions together; connecting institutions for joint R&D efforts and for development of new capacities for deployment of new technologies.

The representatives outlined some interesting green and smart mobility SME initiatives that are currently happening within their networks (corporate car-share business formation, e-scooter sharing start-up, Mango-green procurement project, greening of office travel for businesses) and could find particular interest in Green Mind pilot package.

Following this, representative of Climate KIC presented new Transformation in Time strategy of the organisation and outlined the types of projects they would be interest to work with and financially support in the coming period.

An effort was made by all parties to outline some of the opportunities for addressing green and smart mobility challenges in Slovenian context of linking to SME's capacities and barriers.

In conclusion an agreement was reached that SRIP ACS and EDISON representatives will present the opportunities presented as part of Green Mind project and Climate KIC org. to their members with a view to organising a broad-based workshop in the coming weeks with parties that are interested in pilot services and in developing a project proposal for EIT Climate KIC funding call.

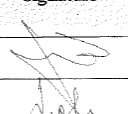
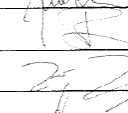
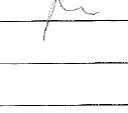
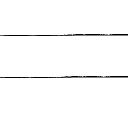
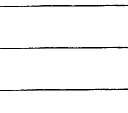
4.8.3. List of participants

PROJECT GREEN MIND: LIST OF PARTICIPANTS

Event: GREEN MIND MEETING, SRIP ACS, EDISON, E-ZAVOD, CLIMATE KIC

Location: G25, LJUBLJANA

Date: 7/5/2019

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4.8.4. Feedback from the participants

SRIP ACS and EDISON forward information on Green Mind pilot services opportunities and Climate KIC funding to their members.

EDISON and E-Zavod jointly organise a follow-up workshop session in next weeks (likely early June) with a focus on pilot services for SME's aiming to accelerate their green and smart mobility offer.

SRIP ACS and EDISON representatives engage with their members and encourage formation of synergies around active shared green mobility ideas with the purpose of strategic project cluster formation that can collaborate with Climate KIC and other support and funding bodies for acceleration of green and smart mobility.

4.8.5. Summary of conclusions after the meeting

E-zavod, SRIP ACS and EDISON will work in collaboration to reach out to members that would have interest to take part in Green Mind pilots and/or to form a consortium to develop a green and smart mobility project in liasion with EIT Climate KIC.

5. Final Considerations

Making an analysis of the different local workshops it can be identified some of the needs and demands of the Green and Smart Mobility Sector in the different European regions. This fact considering that the consortium of Green MIND Project is represented by partners of Bosnia, Croatia, France, Greece, Italy, Spain and Slovenia can give an overview of the main obstacles that European SMEs find to grow as far as the services they demand.

Attending the feedback from all the participants it can be agree that the ignorance of the existing funds (financial issue) is the main difficult the SMEs find to get a relevant position within the Green and Smart Mobility Market. This need is in totally accordance with Green Mind Project's Pilots since one of the services to be provided deals with Public Funding Screening and so each of the participants will pay especial attention when providing this service to the participants SMEs.

Most of the participants also agree that B2B meetings really improve their businesses at the same time they can create, maintain and develop professional collaborations. At this point participants indicated that in addition to B2B meetings with another enterprises, meetings with stakeholders are also a key to success. Once more the Green Mind Project's gives an answer to the sector demand and B2B meeting will be developed by all the regions to establish new potential collaborations with the maximum efficiency. Moreover the organization will be supported on the knowledge of the professional environment got during the workshops: field of activity, characteristics of potential partners, trends or tendencies in the market, ...

An important issue that has been common in most of the workshops is the importance of cluster initiatives, the ones are getting higher importance in the economic development of European Union, to increase productivity and competitiveness of the small and medium-sized enterprises in the business environment the one is getting more dynamic and complex.