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D3.3.3 B2B MATCHING SERVICE AND TESTING REPORT

Work Package 3	**Final version**
Testing	**February 2020**

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1. Introduction

a. The Green mind project

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

More in detail, Green mind aims at:

- testing new market intelligence, public funding screening, B2B matchmaking services for SMEs;
- building a transferable model of the tested services for clusters and agencies;
- setting up a transnational innovation network involving authorities, business and research;
- implementing a transfer programme targeted to clusters and agencies to foster their transnational activities; and
- delivering a policy support programme to mainstream the project results based on the Smart Specialization Strategies of the involved regions

Being active in a context of fast technological advancements and stricter environmental policies, Green mind has the objective of strengthening the transnational activities of clusters and agencies to support SMEs systems in exploiting the market opportunities and tapping the raising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy, and IT.

More specifically, Green mind focuses in the following products and services: clean fuels and infrastructures, green and automated vehicles, Mobility as a Service, new business models for green & smart mobility.

Green mind's transnational approach lies in a joint learning, knowledge sharing and capacity building process for innovation in the MED area and involves eight partners from eight different regions in the Mediterranean, these are– Emilia Romagna, Central Macedonia, Andalucía, Occitanie, Jadranska Hravtska, County of Istria, Sarajevo, and Vzhonda Slovenija.

b. Purpose of the Testing Work Package

The Testing Work Package (WP3) has the aim of shaping and demonstrating new services for SMEs active in the green and smart mobility industry in the MED area. These services will benefit SMEs in multiple levels, as they intend to support their competitiveness, innovation capacities, and international visibility at the same time.

Alongside with the Transferring Work Package (WP4), WP3 lies at the centre of Green-mind's operations in terms of importance, and allocated time and budget. More specifically, WP3 is responsible for the conceptualization, development, implementation, and evaluation of Green-mind's most important outputs, the service pilots, the model, and the transnational network.

WP3 consists of five distinct activities. These are:

A.3.1 Methodology for Pilots Implementation
A.3.2 Pilots Preparation and Planning
A.3.3 Testing SMEs Services

A.3.4 Pilots Evaluation and Service Model
A.3.5 Green-mind Transnational Innovation Network

More in detail, A.3.1 refers to developing structured guidelines for the set-up, running, and coordination of the pilot activities. In A.3.2 the partners formulate the necessary knowledge background upon which Green-mind will develop its processes. Here, the partners exchange information about their experience, identify the needs of their beneficiaries, the SMEs, analyse the market, identify existing public funding and matching opportunities, and start involving the necessary stakeholders. This preparation stage is crucial for the optimal and unhindered development of A.3.3, the testing of the services, as its final outcome is a transnational pilots plan. In A.3.3, the plan is tested in each country in close collaboration with selected green and smart mobility SMEs and a transnational innovation networked is formulated. A.3.4 is responsible for evaluating A.3.3's produced results and constructing a transferable model for general use in the MED and EU areas. Finally, A.3.5 refers to online and physical events in regards to the transnational network and the exchange of information between project partners and stakeholders.

Upon the completion of WP3, three main outputs should be delivered. These outputs are:

Output 3.1: the delivery of three types of services to 200 hundred MED SMEs
Output 3.2: the development of a transferable model of transnational services for SMEs
Output 3.3: the creation of a transnational innovation network for SMEs

c. Scope of Pilot Testing

Pilot testing of the SMEs services (A3.3) is a vital process to the development of the project as it tests the services that combined will form the transferable service model (D3.4.4). During pilot testing the partners provide the services, in vivo, to mobility SMEs around the Mediterranean. A3.3 draws information from Pilots preparation and planning (A3.2) to develop services in three core business areas: market intelligence, B2B matching and public funding screening.

To this end, A3.3 consists of five deliverables. The former three refer to the testing of selected actions; the fourth refers to the capitalization of the pilot testing processes and knowledge; while the latter deliverable is about the formalization of a transnational network that connects the SMEs that engaged at local level across the participating countries. These deliverables are the following:

D3.3.1 Market intelligence service and testing report
D3.3.2 Public funding screening service and testing report
D3.3.3 B2B matching service and testing report
D3.3.4 Local green & smart mobility stakeholders capitalization
D3.3.5 Formalization of the "green mind" transnational innovation network in green & smart mobility

In every step of the process, each action for each service is developed and tested in all partner countries in close collaboration with selected green and smart mobility SMEs.

d. Focus of Deliverable 3.3.3

This deliverable focuses on presenting, analyzing and discussing the outputs of *B2B Matching service and testing report* in all partner countries. D3.3.3 is closely connected to the framework and analyses

that is presented in D3.3.1 Market Intelligence Service and Testing Report and, more specifically, in sub-sections 1d and 2.

D3.3.3 focuses on listing fairs and B2B matching events and guiding SMEs to capitalize on such opportunities. D3.3.3 provides input to the Pilot Comparison Table (later in this document), deliverables 3.3.4, 3.3.5, as well as to Pilots evaluation & service model (A3.4) and "Green mind" transnational innovation network (A3.5).

e. Document's targeted audience

Pilot testing and B2B matching service focus on the following audiences and the accomplishment of the respective relevant objectives:

- Green-mind consortium partners: as a tool for the optimal coordination and proper development of all pilot related activities in each Green-mind region
- Stakeholders, and more specifically the SMEs: as a guide through-out the implementation of pilot development and testing

f. Document structure

After the introductory part, the B2B matching pilots and actions are presented in section 2, for each territorial context. Then the Pilot Comparison Table for B2B matching is drawn and presented.

2. B2B Matching Pilot and Action Description

a. The Pilot in the Region of Sarajevo (BiH)

Description of the BiH Pilot

Pilot development

To develop this pilot SERDA has been working with external experts. Sectors related to GSM industry and innovations in B&H were researched, their relevance, functioning (whether they exist at all) and impact on the economy of BIH (focus on Canton Sarajevo, but also the rest of the country).

How and why the specific actions were chosen

Results of survey conducted among SMEs for Level of participation in B2B events and knowledge of opportunities for networking and cooperation with companies from the EU and the region by SMEs in Sarajevo, showed that:

- 71% of companies are not familiar with the available B2B events within the region and the EU,
- Companies rarely participate in B2B events,
- The main reason/goal for their participation is mostly to find new costumers or place a product on a foreign market,
- Key parameter for decision making on participation is magnitude of the event and number of participants.

Small and medium-sized enterprises (SMEs) represent the backbone of each country's development, including Bosnia and Herzegovina. In the SME development segment, Bosnia and Herzegovina needs to do much more in the context of assisting SMEs in their cooperation and development, linking up within the region and the Western Balkans, especially with the European Union (EU) and businesses that have undergone development and which can be of great benefit to SMEs from BiH as best practices.

SMEs identification and engagement process

For developing the B2B pilot service, the expert contacted about 15 companies, which received a letter via email informing them about the project pilot and the concept of the B2B service, namely that it is intended for small and medium-sized enterprises, offers connectivity services with EU and domestic companies as potential partners for new business ventures and projects - B2B connectivity with domestic, regional and EU fairs, conferences and etc. From the B2B service offered, through further telephone and verbal contact at the SMEs headquarters, the expert has engaged 6 companies into pilot testing phase. In addition, all 6 companies received national, regional and international events, with the necessary elements for their determination according to the event description to decide which event they were interested in, while all 15 companies received the B2B Handbook.

List of engaged SMEs in pilot services testing

a) List of contacted SMEs for piloting

No.	Company name	Activity description
1	STEP d.d. Sarajevo	Transport and communications http://www.step.ba/
2	Global GPS BH	Information Technology and Services http://www.global-gps.ba/
3	Centrotrans-Eurolines d.d.	Public Transport Company http://www.centrotrans.com/
4	MABB Solutions_ voznipark.ba	Transport and communications https://voznipark.ba/
5	Udruženje – Centar za edukaciju i podizanje svijesti o potrebi povećanja energetske efikasnosti - ENERGIS	Green and Smart Solutions info@energis.ba
6	Udruženje inžinjera saobraćaja i komunikacija u BiH	Green and Smart Traffic Solutions www.uiskbh.ba
7	NTSI-INSTITUT d.o.o. Sarajevo	Traffic Engineering and Business Consulting https://ntsi-institut.webs.com/
8	Institut za saobraćaj i komunikacije – ISIK	Traffic Engineering and Business Consulting http://www.isik.ba/
9	Razvojni edukativni centar BMT d.o.o.	Education and development; Incubator and small technology park for Smart City
10	Cromex d.o.o.	Design, development and manufacturing fully electric bike, sales and distribution on smaller scale www.cromex.ba
11	MEGAELEKTRA d.o.o.	Consulting services in the field of digital transformation transport sector; digitalisation of transport infrastructure and smart traffic management;
12	Automotive center – Centar za vozila d.o.o. Sarajevo	Vehicle certification, engineering and design in the field of motor vehicles info@automotivecenter.ba
13	Mervik d.o.o Sarajevo	Supervision of the work of vehicles technical inspection stations, engineering and design in the field of motor vehicles info@mervik.ba
14	JP Međunarodni aerodrom Sarajevo	Airtraffic and transportation
15	Eplan d.o.o. Sarajevo	E-bike production info@eplan.ba

b) List of SMEs in pilot testing

No.	Name	Activity description
1	STEP d.d. Sarajevo	Transport and communications http://www.step.ba/
2	Centrotrans-Eurolines d.d.	Public Transport Company http://www.centrotrans.com/
3	MABB Solutions_ voznipark.ba	Transport and communications https://voznipark.ba/

No.	Name	Activity description
4	Udruženje inžinjera saobraćaja i komunikacija u BiH	Green and Smart Traffic Solutions www.uiskbh.ba
5	NTSI-INSTITUT d.o.o. Sarajevo	Traffic Engineering and Business Consulting https://ntsi-institut.webs.com/
6	Institut za saobraćaj i komunikacije – ISIK	Traffic Engineering and Business Consulting http://www.isik.ba/

BiH Action Reports

1. Survey of the needs of SMEs in the GSM sectors.

Interviews were conducted with previously mapped scientific research organizations, associations, organizations in order to gain insight to their perspective on the green and smart mobility industry in BIH. Upon 1st workshop for stakeholders, 29 SMEs participated in the survey and expressed their readiness to continue cooperating testing phase of the pilot services.

2. Engagement workshops

Two engagement workshops were organized in March and July 2019 where stakeholders from SMEs, academia, authorities and supportive organizations discussed about their needs, priorities and potential synergies. Also, as extension of 2nd workshop sessions, online meetings were conducted and site visits with beneficiaries. The experts presented the pilot services for B2B Matching, list of relevant events and fairs in region and international.

Pilot testing mostly revolved around telephone communication with the 6 companies, that were asked the following questions and the following answers regarding B2B Handbook and proposed B2B events were received:

- Is RENEXPO suitable for presentation of e-mobility products? No, I wouldn't recommend, it is more for networking and meeting influential personnel in different areas, and for creating partnership and gathering knowledge and insight on market changes.
- What is the most suitable regional event for product placement? If you have a developed e-mobility product, to be exact, your e-bike, it could be best for you to showcase it at Green - International Fair of Sustainable Technologies and Green Lifestyle and Zagreb Auto Show Zagreb.
- Do you have any tips or suggestions on how we can gain co-financing for participation on the events? Since the budgets are formed at the end of the year for each institution, I would suggest to you to contact them and create an short pitch, as well as detailed explanation on the need and benefits of participation to the event and be in constant communication with them at that period, so you assure inclusion of co-financing your participation in the next year's budget. In that way you could cut your expenses by more than a half of the needed amount.
- When will be the B2B event weblink active? The weblink is under construction and will be active in the next week.

Among the 6 companies that participated in testing the following expressed their desire to participate in the following events:

1. **STEP d.d. Sarajevo**, Halilovici 2, 71000 Sarajevo, Bosnia and Herzegovina, http://www.step.ba/. STEP dd Sarajevo is engaged in civil engineering activities: Construction of electric power plants, low voltage, medium voltage and high voltage networks and substations, Construction and reconstruction of the contact network and electric traction substations for railways, Construction and reconstruction of public lighting (buildings, public areas, roads and sports grounds), Construction and rehabilitation of station insurance and road crossings on railway infrastructure, Construction of intersection on roads (traffic lights), Construction of telecommunication network, laying and processing of all types and types of cables, installation of switchboards and other telephone equipment. STEP dd has four sectors in its organizational structure: Sector for Signal Security and Telecommunication Facilities (SS and TKP); Contact Network and Power Plants Division (KM and EEP); Logistics sector; Joint Affairs Sector. STEP dd Sarajevo currently employs 127. In communication with Step, a leading engineer has been proposed for further communications with this company and further collaborations on the B2B pilot testing: Boris Sakić, Project Manager, M.Sc. Traffic Engineer, 033 776 850, +387 61 723 979, step.sa@bih.net.ba, sakic.boris@gmail.com.
   They expressed a desire to visit the International Conference '' Towards a Humane City '', Novi Sad, Serbia, has been expressed by this company and a leading engineer since December 06.

2. **Centrotrans-Eurolines d.d.** Kurt Schork 14, Sarajevo, BiH http://www.centrotrans.com/. Centrotrans-Eurolines was founded in 1963 as part of the Centrotrans Sarajevo company responsible for providing passenger transport services. Centrotrans was admitted to full membership of the Eurolines organization in 1997. Today, Centrotrans-Eurolines, with its fleet of more than 200 buses that meet stringent European and world technical and operational standards, is the leading bus and coach company in Bosnia and Herzegovina. It owns a car base, five business units, eight bus stops and four modernly equipped travel agencies. Centrotrans Eurolines d.d. intends to further develop in the next period with focus on continuous provision of quality transport and other types of services by developing and constantly improving its own technical, technological and human resources, focusing on the principles of environmental protection and sustainable development, ensuring continuous education and additional education of all employees, implementation of prescribed procedures in accordance with ISO standards, ensuring constant and quality benefits to employees in accordance with the achieved business results, creating the image of a socially responsible business entity. In communication with the Centrotrans-Eurolines company, a general manager was proposed for further communications with this company and further collaborations on the B2B pilot testing: Sejfudin Cengic, Director M.Sc. Economist, 033 770 800, +387 61 130 167, info@centrotrans.com, s.cengic@centrotrans.com.
   This company and the director have expressed their wish to visit the Zagreb Auto Show Zagreb event, March 31st. - 04/05/2020, Zagreb, Croatia.
3. **MABB Solutions_ voznipark.ba**, Kiseljak 71250, BiH, https://voznipark.ba/. MABB Solutions_ voznipark.ba has developed a voznipark.ba application that is focused on providing the best service to its customers. They produce technological solutions that satisfy real needs of the market. Voznipark.ba is synonymous with advanced technology and a leader in the field of fleet management optimization. They are in the process of improving and developing complex IT solutions to facilitate and streamline their businesses. The expert spoke with Chief Engineer and

Director Anel Topalovic, Director, M.Sc. Traffic Engineer, +387 62 785 668, info@voznipark.ba, anel@exploit.ba.
He expressed interest in any event that would enable him to present himself primarily at the national or regional level for the application, which is in the Bosnian language and which he intends to develop in other languages in the Balkans.

4. **UISKBH - Association of Transport and Communication Engineers** in BiH, Zmaja od Bosne 8, Sarajevo, 71000, BiH. www.uiskbh.ba. is a professional association that connects citizens and legal entities of Bosnia and Herzegovina, which are professionally engaged in the field of transport and communication, as well as other persons interested in the work and program goals of the Association. All activities are carried out in order to identify and represent common interests towards authorities and all entities interested in the development and future of transport and communications. The members of this Association in their work point out the importance of transport and communications in the development of each country and the fact that major changes have taken place in this area over the past ten years, greater than in the last half century. New standards and quality of service, i.e. the development of intelligent transport systems have led to a new philosophy of working in this field.
In conversation with Adnan Omerhodzic, Secretary, M.Sc. Traffic Engineer, +387 61 692 261, adnan.omerhodzic@gmail.com, he expressed interest in a regional meeting in the field of transport.
5. **NTSI-INSTITUT d.o.o. Sarajevo**, Suleimana Filipovića 6, Sarajevo 71000, Bosnia and Herzegovina, +387 33 847-615 "NTSI - Institute" d.o.o. is a company registered in Sarajevo. It was established as a limited liability company for business consulting and traffic engineering. The company is headquartered in Dobrinja, Sarajevo, Novi Grad. The services provided by the Institute are: Urban Traffic Safety Labs; Study on an environmentally friendly and healthy lifestyle in urban areas; Research and improvement of traffic safety risk management; Projects - projects of access (access) to a public road; Elaborates for extraordinary freight transportation; Traffic - transport engineering; Investigation of traffic - transport and metering equipment in traffic and transport; Educational - expert approach to solving traffic safety problems; Design and installation of traffic signs and equipment on public roads; Study on the protection and safety of traffic and transport; Traffic Safety Management and Research Elements; Research and prevention in the insurance of goods and passengers in traffic; Traffic safety audit and inspection; Research and development of traffic software applications; Education and prevention in traffic and transport; Et al. Introduction to the pilot project and activities at B2B events was conducted with Director Asmir Hakanović, Director, M.Sc. Traffic Engineer, +387 61 416 095, asmir.hakanovic@gmail.com.
He expressed interest in a fair in the region or a gathering in the field of security and sustainable development.
6. **Institute for Transport and Communications - ISIK**, Zmaja od Bosne 7, Sarajevo 71000, BIH, http://www.isik.ba/. Established in 2002. In their work, they develop their activities and expand their professional and technical capacities in the field of transport and traffic systems with all the relevant elements. They are an active member of the Consortium selected by the Ministry of Communications and Transport of Bosnia and Herzegovina to establish and implement vehicle type-approval and certification in the territory of the State of BiH. They carry out various projects in the field of transport and communications. Their strategic business and social goal

are to be, as a scientific and professional institution, an active participant and factor in improving the state and development of the transport system of Bosnia and Herzegovina and the region.
Adnan Tatarevic, Director, M.Sc. Traffic Engineer, 033 408-833, +387 61 756 703, tatarevic.adnan@gmail.com has expressed interest in an international event in the field of green technologies in transport.

Based on the input from the six beneficiary SMEs, all of them have expressed satisfaction with the level of details, selection of events and clearness of the Handbook for B2B. In addition to their positive feedback, we gained positive responses from other companies, those 15 that we contacted and sent out the Handbook, as they feel the Handbook is well written and has the appropriated content and information that will help them out in making the decision to participate at one of the mentioned B2B event. Also, they have expressed their gratitude on expanding their views as they haven't known that there are these kinds of events in the region, which is accessible to them, more than EU events.

The main pilot objective is to connect SMEs with other companies by visiting dedicated fairs, conferences and gatherings to connect and exchange experiences, as well as to improve cooperation in the green technology segment and their implementation in the BIH area.

The conceptual solution for B2B would be a special selection of events that are most relevant to SMEs in the green and smart technologies segment, especially those that have in their opulence green technologies used in the field of transport and transportation.

It is necessary to create a booklet, that is Handbook with a calendar of fairs, conferences, conferences, for SMEs in the GSM sector.

The handbook to conferences and fairs in the field of green technologies and models of cooperation (B2B). The information that will contain the Handbook are as follows:

- ✓ Regional / international meetings
- ✓ Web address
- ✓ Contact
- ✓ Programs and objectives of the conference / conference, the fair
- ✓ Meeting / conference halls, the fair
- ✓ Maintenance information, place appointments
- ✓ Obligations of the participants
- ✓ Form of cooperation
- ✓ Funding models
- ✓ Experts and contacts
- ✓ Benefit

The handbook will be distributed to SMEs at the workshops, and at the same time it will be published online on the consultant's website and will be free to download in pdf format.

The handbook will enable easier linking, finding and selecting conferences and fairs that are directly related to the exploration in the field of green technologies, with an emphasis on the implementation of environmentally friendly technologies in transport and traffic.

b. The Pilot in the County of Istria (CRO)

Description of the CRO (IDA) Pilot

Pilot development

The main objective of the Green Mind project is to foster the innovation capacities and competitiveness of public and private bodies in the green and smart mobility industry in the MED area. B2B Matching Service pilot actions deals with identification of B2B Matching opportunities for IT and transport sectors in domain of green and smart mobility in order to identify possible partnerships and B2B cooperations.

IDA d.o.o. as involved partner developed and tested transnational service – B2B Matching Service for 6 involved SMEs in Istrian County.

A list of engaged SMEs, the sector they operate in and a short description of their activities

Chosen SMEs operate within IT & transport industry:

- Labin 2000 d.o.o.
- Penta d.o.o.
- Ute d.o.o.
- Bazgin d.o.o.
- Infobip d.o.o.
- U-Scoot d.o.o.

Timeline

B2B Matching Service pilot started in October 2019 with analysis through Survey for involved SMEs. After completed survey lead partner for Istrian County IDA d.o.o. got insight in familiarity of involved SMEs in B2B Matching events. In October list of tools for B2B Matching event will be prepared and as well local and international events will be presented in B2B events report. Plan is to discuss the events with involved SMEs in order to define which B2B event would be appropriate for participation or visit. B2B participation/visit on event is planned earliest for November-October if involved SMEs agree on event.

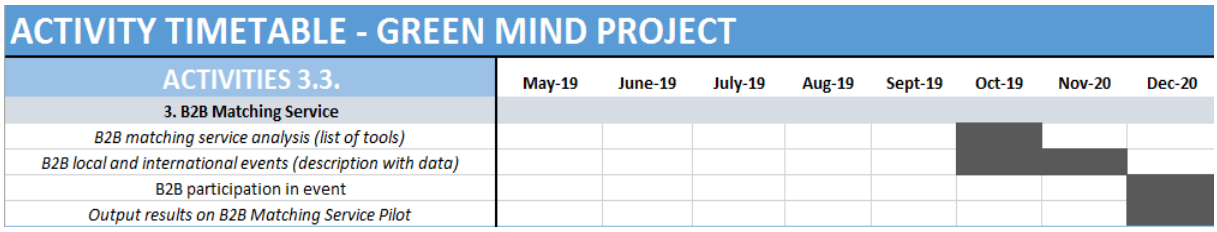


Figure 1: B2B Matching pilot timetable for the CRO (IDA) pilot

A list of the actions that carried out during the service pilot

The study aims at supporting the County in improving IT and transport sector through:

- Identification of tools needed for B2B event;
- Identification of B2B Matching events;
- Participation/visit to local B2B event.

CRO (IDA) Action Reports

1. Identification of tools needed for B2B event

When it comes to first steps toward participation in B2B event, every SME needs to have a list of tools needed for participation on event therefore a brief list of tools will be delivered to SMEs as basis for event participation. List will include tools with short description (elevator pitch, business cards, brochures etc.) and basic tips to include when preparing the tools. 4 out of 7 involved SMEs have already attended B2B events.

Output: List of tools for B2B events

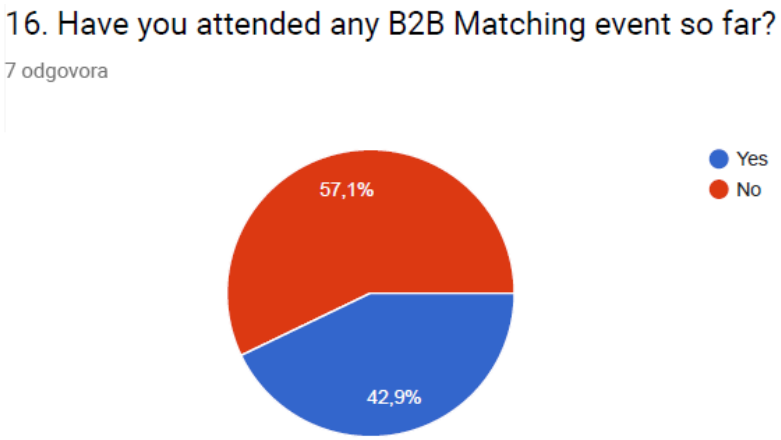


Figure 2: Results of previous participation in B2B Matching events

2. Identification of B2B Matching events

B2B events after delivered List of tools will be identified on local and regional level for year 2019 and 2020. Each event will be in detailed described (qualitative and quantitative data) and should be related to green and smart mobility industry. Purpose of this identification is to agree on one event to participate or visit so the next step could be fulfilled.

Output: B2B Matching events list

3. Participation/visit to local or regional B2B event

B2B event chosen for participation/visit will be based on previous output – B2B Matching events list. It is planned to agree with SMEs which event would be appropriate to attend on local or regional level. B2B event will be related with green and smart mobility innovation industry and the purpose is to exchange experience with other companies in the same business sector, get insight in other similar SMEs products and make new partnerships.

Output: B2B event participation/visit

c. The Pilot in the Region of Jadranska Hravtska (CRO)

Description of the CRO (SDC) Pilot

Pilot development

In January 2019, the Split-Dalmatia County conducted a workshop, a survey among entrepreneurs and a preliminary analysis on the state of the needs of entrepreneurs in green and smart mobility for public services in the areas:

- Market intelligence
- Public funding sources
- B2B matchmaking.

How and why the specific actions were chosen?

Finding a partner in business practice is always a challenging task. The B2B connectivity pilot service aims to develop a structure that allows SMEs to match their needs and expand their offerings regionally and internationally and to connect with other related companies from different countries in the MED area.

In globalized societies, companies need to collaborate to overcome increased global competition and meet the needs of a diverse customer base. Further to the aforementioned, the Split-Dalmatia County is conducting a pilot project in the field of market analysis services, public funding sources and B2B connections.

A document has been created for entrepreneurs who have responded to participate in the project, outlining the tools needed for more successful B2B presentation and networking. These roadmaps are publicly available on the pages of Split-Dalmatia County.

The document consists of two parts. The first part of the document provides a brief overview of what B2B connectivity entails as well as a description of several basic tools that serve to better B2B connectivity. The second part of the document is a list of identified fairs in Croatia where companies could look for future business partners.

Timeline

B2B Matching Service pilot started in February - June 2019 with short discussions and interviews with involved SMEs. Given interviews provided valuable inputs to the SDC about the knowledge of the involved SMEs in B2B Matching events and their willingness to participate in given events. Following given analysis of the B2B matching services, in parallel there were implemented and tested two other pilots tested; Market Intelligence pilot and Public funding screening pilot, throughout period from June till October 2019. In October list of tools for B2B Matching event will be prepared, as well the list of local and international events will be presented in B2B events report. Plan is to discuss the events with involved SMEs in order to define which B2B event would be the most valuable for participation or visit of the SME. B2B participation/visit on event is planned from November 2019 onward, if involved SMEs agree on event.

Planned activities:

- B2B matching services analysis (tools) – October – November 2019
- B2B local and international events – November – December 2019
- B2B participation in events – December 2019 – January 2020
- Output result on B2B matching service pilot – December 2019 – January 2020

A list of the actions that carried out during the service pilot

The study aims at supporting the County in improving IT and transport sector through:

- Identification of tools needed for B2B event;
- Identification of B2B Matching events;
- Participation/visit to local B2B event.

The results of these actions are presented in following documents:

A document has been created for entrepreneurs who have responded to participate in the project, outlining the tools needed for more successful B2B presentation and networking. These roadmaps are publicly available on the pages of Split-Dalmatia County.

The document consists of two parts. The first part of the document provides a brief overview of what B2B connectivity entails as well as a description of several basic tools that serve to better B2B connectivity. The second part of the document is a list of identified fairs in Croatia where companies could look for future business partners.

CRO (SDC) Action Reports

1. Identification of tools needed for B2B event

As an important activity related to the participation in B2B events is to understand the expected output of the visit, so in that light every SME should have a list of tools needed for participation on event therefore, and brief list of tools will be delivered to SMEs as basis for event participation. List will include tools with short description (elevator pitch, business cards, brochures etc.) and basic tips to include when preparing the tools. Also, prior to the visit list of the participants should be assessed and there should be set goal of the event visitors with whom contact/relationship should be developed. All involved and interviewed SMEs have already attended B2B events in the past period.

Output: B2B Matching tools defined

2. Identification of B2B Matching events will be done on local and regional level for year 2020, primarily focusing on events dealing with smart, green, energy efficient mobility and transport management. Each investigate event will be defined and will be listing does it fit in green and smart mobility industry area, and it will be investigated what kind of visitors (SMEs) usually gather at this event. Purpose of this identification is to select he best events for SMEs to visit so the next activities within the project could be fulfilled.

Output: B2B Matching events list

3. Participation/visit to local or regional B2B events selected for participation/visit will be based on previous output – B2B Matching events list. It is planned to analize and assess with SMEs and to recommend them which event would be appropriate to attend on local or regional level. B2B event will be related to the green and smart mobility innovation industry and the purpose is to exchange experience with other companies in the same business sector, get insight in other similar SMEs products and make new partnerships. Also, purpose of the event can and should be to strengthen relationships with public sector and research institutions as well.

Output: B2B event participation/visit

	SAJAM	ORGANIZATOR	ADRESA	TEL	WWW	Email
	SPECIAL TO TRANSPORT					
1	Zagreb Auto Show Zagreb	Zagreb Fair	Avenija Dubrovnik 15, 10020 Zagreb, CRO	Tel: +385 (0)1 6503111	www.zv.hr	autoshow@zv.hr
2	Croatia Boat Show Split	Profectus Sajmovo D.O.O	Vukovarska 148/III, 21000 Split, CRO	Tel: +385 (0)21 560000	croatiaboatshow.com	profectus@profectus.hr
3	Biograd Boat Show Biograd na Moru	Ilirija d.d.	Tina Ujevića 7, 23210 Biograd na Moru, Croatia	Tel: +385 (2)3 386147	www.bbs.com.hr	info@bbs.com.hr
4	SASO FAIR	SAJAM d.o.o.	Zoranićeva 61 HR – 21210 Solin	Tel: +385 (0)21 43 55 37 +385 (0)21 43 55 38	https://www.sasofair.com/	info@sajamsplit.hr
	OTHER					
5	Pametni gradovi 2018	Poslovni dnevnik i Večernji list	Zračna luka Franjo Tuđman, Ulica Rudolfa Fizira 21, 10150 Zagreb			
	SPECIAL TO TRANSPORT					
6	Car Show	AD NOVOSADSKI SAJAM	Hajduk Veljkova 11	Tel: 381(0)21/483-00-00	https://www.sajam.net/en/	info@sajam.net
7	NAUTICA	Zagreb Fair	Avenija Dubrovnik 15, 10020 Zagreb, CRO	Tel: +385 (0)1 6503111	www.zv.hr	zagvel@zv.hr
8	Days of Croatian Small Shipbuilding	ASSOCIATION OF CROATIAN DAYS SMALL SHIPMENT	Ul. uz Vrtle 68, 21216, Kaštel Novi		http://dhmb.org/	info@dmbh.hr
9	INOVA	ZAGREB FAIR, Ltd.| Avenija Dubrovnik 15, 10020 Zagreb, Croatia	Avenija Dubrovnik 15, 10020 Zagreb, CRO	Tel: +385 (0)1 6503111	https://www.zv.hr/sajmovi-7/inova-budi-uzor/2516	zagvel@zv.hr
	OTHER					
10	Emat (Environmental protection) - EKOTECHNO 2019	ZAGREB FAIR, Ltd.| Avenija Dubrovnik 15, 10020 Zagreb, Croatia	Avenija Dubrovnik 15, 10020 Zagreb, CRO	Tel: +385 1 6503 111	http://www.zv.hr/fairs-2863/emat-3002/visitors-3003/about-fair-3004/3004	zagvel@zv.hr

The pilot project involved 7 SMEs in the field of green and smart mobility. All entrepreneurs have been provided with a guide to prepare for fairs and B2B events. Within the pilot project, a database of institutions providing support and assistance for networking was also created. The documents have been made public on the website.

https://www.dalmacija.hr/programi-gospodarstva/eu-projekti/novosti/artmid/2894/articleid/18223/poduzetnicima-uruceni-dokumenti-alati-za-jacanje-konkurentnosti

d. The Pilot in the Region of Occitanie (FRA)

Description of the FRA Pilot

Pilot development

AFT is a French sectoral association in the transport and logistics (T&L) sector which made it naturally important for AFT to engage SMEs from the T&L sector in the Green mind project. Through their implication, AFT aims to:

- Identify (new) opportunities for innovative projects, products, services, etc. for SMEs in the T&L sector
- Engage SMEs in the T&L sector to develop more sustainable transport solutions for both, passengers and goods
- Strengthen SMEs in the T&L sector
- Improve the image and attractiveness of the T&L sector

AFT organised the three pilot services closely linked one to each other. The Market intelligence (MO) service targeted SMEs from the T&L sector and allowed identifying with them innovative project ideas linked to green and smart mobility. As a second step, we organised the B2B matching service test based on the results from the MI service:

- The external experts identified and selected solution providers able to answer the needs that were identified and analysed during the MI service
- To make them meet the SMEs from the T&L sector, one physical B2B event with several thematic workshops was organised in Montpellier on 16th of April 2019
- For those companies not able to join the meeting, additional bilateral meetings and conference calls were organised
- An individual follow-up conference call per identified project was held with all SMEs during the second half of June. If necessary, the SMEs were redirected to regional supporting organisations such as clusters or AD'OCC (regional economic development agency)

How and why the specific actions were chosen?

AFT, accompanied by the external experts the organisation chose, decide to design the three Green mind pilot activities as connected to one another. This means that the objective of the pilot service about Market intelligence was to help the T&L SMEs working alongside the project to analyse their market situation, how their current initiatives/projects and their interest in specific solutions, services, tools could fit into greener and smarter transport solutions. Hence, those individual diagnostics of the T&L SMEs allowed us to identify possible opportunities for innovative projects, products or services.

Based on the results of this pilot service, we built the B2B matching phase with the solutions providers from the Occitanie region that would fit the needs previously found (and possibly from the other participating European regions later on), as well as public funding opportunities were screened to check possibilities of financing for the identified projects and set up working groups/consortia.

This progressive approach was chosen in order to ensure a maximum commitment of SMEs in the beginning of the pilot services testing, to then move on with the SMEs that are the most dedicated to

benefiting from the Green mind project actions for the launch of innovative projects for greener and smarter mobility.

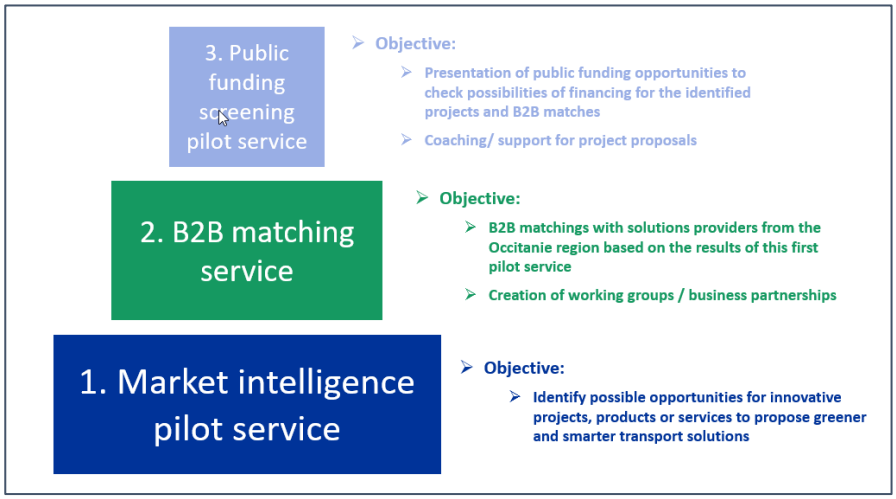


Figure 3: Methodology for the French SMEs services testing

How and why the SMEs were identified and engaged?

One part of the companies engaged in the B2B matching pilot service was the six SMEs engaged in the Market Intelligence pilot service with whom AFT and the external consultants had identified relevant innovative projects. The other SMEs were mainly solutions providers and had been selected based on the MI pilot results in order to respond to the needs of the SMEs from the T&L sector and provide their solutions to them for GSM projects.

In addition to this, AFT published the information about the Green mind project and the services that were tested on its website to ensure public evidence and enable any interested company to their interest. 2 SMEs reacted to this public call and joined the Green mind pilot services testing at the moment of the B2B matching.

A list of engaged SMEs, the sector they operate in and a short description of their activities

No.	Company name	Number of employees	Sector	Main activity of the company
1	SERVICES ECUSSON VERT	8	Transport & Logistics	Logistics & urban delivery in Montpellier
2	Transport MAMTA	25	Transport & Logistics	Road freight transport
3	MECA (SOFIMS Group)	200-249 (Group: 650)	Transport & Logistics	Road freight transport
4	MEDINA	170	Transport & Logistics	Road freight transport
5	Transports Chabrillac	26	Transport & Logistics	Road freight transport and logistics

6	Transports Barrière	90	Transport & Logistics	Passenger transport by coach
7	COBRANE	Start-up	Manufacturing industry	Manufacturer of vehicles for urban deliveries
8	ZE COMBI	Start-up	Manufacturing industry	Manufacturer of containers & vehicles for urban deliveries
9	CLS	Enterprise: 750 employees	ICT	Operator for satellite systems and products and services
10	Magellium	150 employees	ICT	Geo-tracking
11	KAWANTECH	SME	ICT	Producer of smart wireless sensors
12	CAHORS	Enterprise	ICT	Internat. group specialised in the development of energy distribution networks and telecommunication networks, amongst other: electric vehicle charging systems
13	Inblocks	Start up	ICT	Service provider for blockchain technologies
14	Siimple	Start-up	Service provider	One of the biggest networks for collaborative freight transport in Europe
15	SAFRA	SME	Manufacturing industry	Manufacturing of hydrogen buses
16	MarkoPilot	SME	Service provider	Innovative applications for driver trainings on the job (improvement of behaviour) and for sourcing candidates for T&L companies
17	GRDF Montpellier	Enterprise	Energy provider	Energy provider (gas)
18	Synox / Automotech	SME / Reg. cluster	ICT	IoT solutions provider
19	Applicolis	SME	Service provider	Online platform to match transporters with retailers

In addition to these companies, the following stakeholders participated in the B2B matching pilot service in the Occitanie region:

- 1 local authority:
    1. City of Montpellier
- 1 research centre:
    1. CEA Tech (research centre)
- 2 business-supporting organisations:
    1. Occitanie Logistics Cluster
    2. AD'OCC (regional development agency)

Timeline

The B2B matching pilot service was implemented in the Occitanie region from February until June 2019.

A list of the actions that carried out during the service pilot

- Setting up of B2B matchings based on the results of the Market intelligence pilot service
- B2B matching conference calls
- One physical B2B matching event in Montpellier on 16th of April 2019

FRA Action Reports

Briefly present the action, the topic(s) covered and the participating SMEs

The Market intelligence pilot service allowed us identifying concrete project ideas with six engaged SMEs from the T&L sector. The external consultants then analysed possible solutions providers based in the Occitanie region and selected the best fitting ones that were able to respond to the needs of the SMEs from the T&L sector and provide their solutions to them for GSM projects.

In this way, the following six B2B matchings could be set up:

Table 1: The six B2B matchings that could be set up

SEV - SERVICES ECUSSON VERT			
1	Start-up, 8 employees Logistics + urban delivery with a fleet of 100% electric vehicles in Montpellier		
Identified interests:	**Selected service provider(s)**	**B2B matching actions within Green mind**	**Results**
Innovative urban delivery vehicles	▪ COBRANE (producer of vehicles for urban deliveries) ▪ ZE COMBI (producer of containers & vehicles for urban deliveries)	▪ Conference call animated by external expert ▪ B2B workshops in Montpellier	▪ Fruitful exchanges and cooperation ▪ Creation of a consortium to respond to a call for proposals (see Public funding report for more information)
Interest for Logistics & Smart city solutions, especially need for an application that manages delivery slots in Montpellier	▪ KAWANTECH (producer of smart wireless sensors)	▪ Conference call animated by external expert	No continuation of this matching

Transport MAMTA			
2	SME, 25 employees Road freight transport		
Identified interests:	**Selected service provider(s)**	**B2B matching actions within Green mind**	**Results**

Interest for electrical vehicles and need for recharging stations	▪ CAHORS (int. group specialised in the development of energy distribution networks and telecommunication networks, amongst other: electric vehicle charging systems)	▪ Several trials to organise a conference call animated by external expert	No follow-up from the part of MAMTA

MECA			
3	SME (part of SOFIMS group), 200-250 employees, Road freight transport (specialised in cold transport)		
Identified interests:	**Selected service provider(s)**	**B2B matching actions within Green mind**	**Results**
Interest for Smart contract and Blockchain solutions for logistics	▪ Inblocks (service provider for blockchain technologies)	▪ Conference call animated by external expert ▪ Invitation to a B2B event on the Blockchain ▪ A second meeting was planned with Inblocks but MECA did not follow-up on this	No continuation of this matching
Interest for hydrogen solutions	▪ AD'OCC (regional economic development agency)	▪ AD'OCC was preparing a pilot project for a call for proposals at that moment ▪ Objective: build a hydrogen recharging station in the Occitanie region ▪ One of the target users are cold transport operators (as MECA): hydrogen as energy solution for the cooling units of the trucks	MECA signed a letter of intent for this pilot project AD'OCC participated in the workshop in Montpellier to present their pilot project on hydrogen solutions for cooling units for truck. Their feedback was positive and they judged the participation fruitful: ▪ They received letters of intent for their project, amongst other from the regional Logistics cluster Occitanie, MECA and MEDINA ▪ Thanks to the Green mind B2B matching, they will be able to present their project to transport companies from the "Pyrénées Orientales"

			(department of the Occitanie region)

MEDINA			
4	SME, 170 employees Road freight transport		
Identified interests:	**Selected service provider(s)**	**B2B matching actions within Green mind**	**Results**
Interest for hydrogen solutions	▪ AD'OCC (regional economic development agency)	▪ Conference call animated by external expert ▪ AD'OCC was preparing a pilot project for a call for proposals at that moment ▪ Objective: build a hydrogen recharging station in the Occitanie region ▪ One of the target users are cold transport operators (as MEDINA): hydrogen as energy solution for the cooling units of the trucks	MEDINA signed a letter of intent for this pilot project See feedback of AD'OCC here above.

Transports Chabrillac			
5	SME, 25 employees, Road freight transport specialised in heavy loads		
Identified interests:	**Selected service provider(s)**	**B2B matching actions within Green mind**	**Results**
Interest for corridoring solutions for the tracking of heavy loads that are conform to current regulations	▪ CLS (Operator for satellite systems and products and services) ▪ Magellium (geo-tracking)	▪ B2B workshops in Montpellier (through conference call since Chabrillac could not participate) ▪ 2nd meeting between Chabrillac & Magellium took place on 13/05/2019 animated by an external expert ▪ Another meeting with CLS was planned	▪ Transports Chabrillac informed us that they would follow-up on these contacts ▪ We also received confirmation from CLS about this fruitful B2B matching[1]

Transports Barrière	
6	SME, 90 employees

[1] Message from CLS : "I confirm that a first meeting was organised between our sales teams and Mr. PASDELOUP (Transports Chabrillac), following the Green mind workshop last April. At the moment, some technical elements remain to be validated between our two respective companies, before considering a future commercial relationship and deployment of our solution. I also take this message to thank you again, as well as all teams dedicated to the Green mind project, for this business opportunity that you have entrusted to us during this workshop."

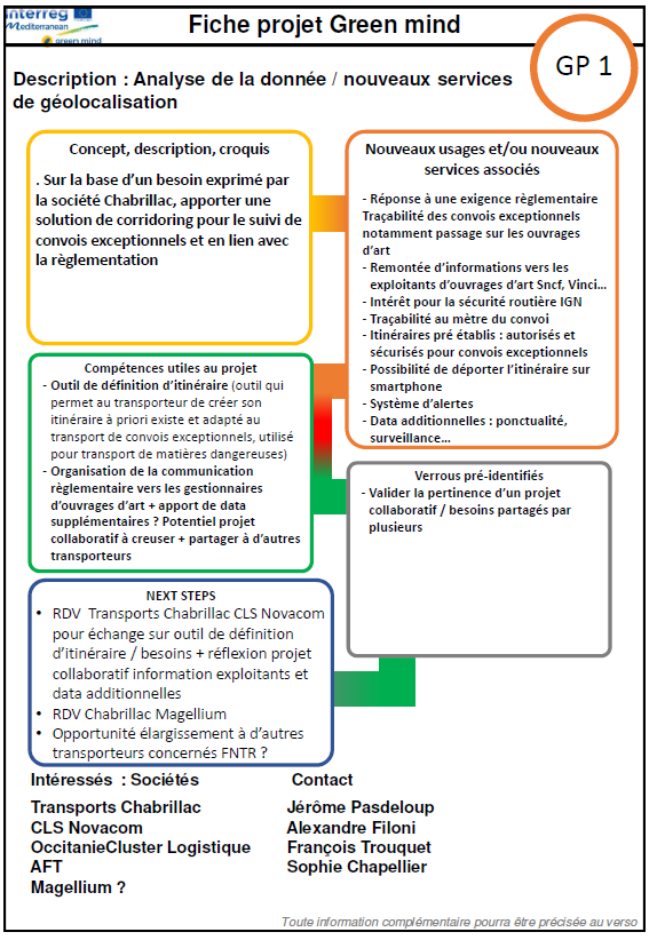
Passenger transport			
Identified interests:	**Selected service provider(s)**	**B2B matching actions within Green mind**	**Results**
Interest for innovative services for bus transport to enlarge their offer: e.g. an application enabling school buses to transport and deliver small parcels to individuals in rural areas	▪ COBRANE (producer of vehicles for urban deliveries) ▪ Siimple (Start-up created in 2018, one of the biggest networks for collaborative freight transport in Europe)	▪ Conference call animated by external expert	No feedback from Transports Barrière for the moment.
Interest for hydrogen bus lines	▪ SAFRA (producer of hydrogen buses)	▪ Conference call animated by external expert ▪ Company visit to SAFRA on 07/05/2019 animated by external expert	No feedback from Transports Barrière for the moment.

In addition to these first initiated B2B matchings by conference calls, we organised B2B matchings during workshops at the second Green mind meeting in the Occitanie region in Montpellier on 16th of April 2019. These workshops tackled the following topics:

1. Data analysis supporting energy performance: geo-tracking, consumption, flow optimisation
2. New services favouring eco-driving
3. New vehicles for urban delivery
4. Logistics & Smart City solutions, an application to manage delivery areas
5. NGV, bio-NGV and hydrogen outside of urban areas
6. Deployment of hydrogen bus lines

Figure 4: Workshop on new innovative urban delivery vehicles

The exchanges and discussions of the six workshops made it possible to draft project sheets that sum up the major ideas of the innovative projects brought up through the Green mind Market Intelligence and B2B Matching activities in the Occitanie region. These sheets were not published at AFT's website as their content is confidential as they contain data about the engaged SMEs. As an example, here is picture of one of these project sheets:


Fiche projet Green mind

GP 1

Description : Analyse de la donnée / nouveaux services de géolocalisation

Concept, description, croquis

. Sur la base d'un besoin exprimé par la société Chabrillac, apporter une solution de corridoring pour le suivi de convois exceptionnels et en lien avec la règlementation

Nouveaux usages et/ou nouveaux services associés

- Réponse à une exigence règlementaire Traçabilité des convois exceptionnels notamment passage sur les ouvrages d'art
- Remontée d'informations vers les exploitants d'ouvrages d'art Sncf, Vinci...
- Intérêt pour la sécurité routière IGN
- Traçabilité au mètre du convoi
- Itinéraires pré établis : autorisés et sécurisés pour convois exceptionnels
- Possibilité de déporter l'itinéraire sur smartphone
- Système d'alertes
- Data additionnelles : ponctualité, surveillance...

Compétences utiles au projet

- Outil de définition d'itinéraire (outil qui permet au transporteur de créer son itinéraire à priori existe et adapté au transport de convois exceptionnels, utilisé pour transport de matières dangereuses)
- Organisation de la communication règlementaire vers les gestionnaires d'ouvrages d'art + apport de data supplémentaires ? Potentiel projet collaboratif à creuser + partager à d'autres transporteurs

Verrous pré-identifiés

- Valider la pertinence d'un projet collaboratif / besoins partagés par plusieurs

NEXT STEPS

- RDV Transports Chabrillac CLS Novacom pour échange sur outil de définition d'itinéraire / besoins + réflexion projet collaboratif information exploitants et data additionnelles
- RDV Chabrillac Magellium
- Opportunité élargissement à d'autres transporteurs concernés FNTR ?

Intéressés : Sociétés

Transports Chabrillac
CLS Novacom
OccitanieCluster Logistique
AFT
Magellium ?

Contact

Jérôme Pasdeloup
Alexandre Filoni
François Trouquet
Sophie Chapellier

Toute information complémentaire pourra être précisée au verso

Figure 5: Example of a project sheet prepared after

In addition to these project sheets, all six workshops were debriefed in the end of the meeting and their restitution was filmed. The videos are available for all interested stakeholders on the website of AFT:

- Data analysis for a better energy performance: https://vimeo.com/showcase/5946867/video/337994346
- New eco-driving incentive services: https://vimeo.com/showcase/5946867/video/337994346
- New urban delivery vehicles: https://vimeo.com/showcase/5946867/video/337993620
- Logistics and smart city: an application to manage delivery slots: https://vimeo.com/showcase/5946867/video/339975989
- NGV / Bio-NGV and hydrogen off large urban areas: https://vimeo.com/showcase/5946867/video/337993435
- Deployment of hydrogen bus lines: https://vimeo.com/showcase/5946867/video/337994956

Describe when and where the action was implemented (time frame, location)

The B2B matching pilot service was implemented in the Occitanie region from February until June 2019.

Describe the scope and objectives of the action regarding the project and the participating SMEs

The Green mind projects aims to strengthen and favour cooperation between businesses that are willing and able to initiate or contribute to innovative projects for greener and smarter mobility solutions.

Through the identification of companies from the Occitanie region able to respond to the needs of the T&L SMEs and thanks to the organisation of a B2B event, bilateral meetings and conference calls, AFT contributes to this Green mind objective and fosters the innovation capacities and competitiveness of regional SMEs.

Describe interconnections and interrelations between this action and other actions (if there are any)

The B2B matching pilot service is closely interrelated with the Market intelligence and Public funding screening pilot services. The matchings were indeed based on the results of the MI actions and the most advanced working groups of the B2B matching were then accompanied by AFT and its external experts in order to provide support to them and set up project proposals.

Also, the workshop was interconnected with the two other Green mind pilot services. This second regional stakeholders' meetings enabled us to work on different topics and implement all of the three services.

e. The Pilot in the Region of Central Macedonia (GR)

Description of the GR Pilot

Pilot development

The B2B Matching pilot interventions are developed in three extroversion levels supplemented by a horizontal online application and a capacity building opportunity:

- Presentation of B2B Matching online tools
- Match the supply and demand of the companies of the local eco-system
- Open-up the local eco-system to national fairs and matching events
- Open-up the local eco-system to international fairs and matching events
- Online platform for B2B Matching

How and why the specific actions were chosen

Desk-research that was conducted during Market Intelligence pilot execution and analysis through questionnaires of the needs of enterprises evinced enterprises' weakness to identify opportunities to network and match their needs and competencies to the competences and needs of other organization.

For this reason, the first priority that was set from HIT/CERTH for the B2B matching pilot was to form a framework under which enterprises can have access to cover their needs and tap any potential emerging opportunities.

CERTH did that following what local SMEs require, the developed interventions should offer that kind of knowledge that reflects to current field trends and promotes international best practices so as to help SMEs grow in their sector and in new markets by:

(a) Supporting entrepreneurship and capacity building though access to innovation infrastructure, funding opportunities and business consultancy, and
(b) Fostering collaboration and extroversion through B2B matching, clustering and networking.

SMEs identification and engagement process

All actions under B2B matching pilot were notified publicly through the greenmind.imet.gr platform so that every interested enterprise can take part in. Beside this, 16 SMEs that are considered to be the core of the local Green Mind eco-system through the analysis that was conducted under market intelligence pilot execution were contacted individually via email.

A list of engaged SMEs, the sector they operate in and a short description of their activities

Table 2: The engaged SMEs in the Greek B2B matching pilot

No.	Name	Activity description
1	ELEKTRONIO WHEELS	Bicycle Manufacturing https://elektroniowheels.gr/en/
2	LINK TECHNOLOGIES	Telematics http://link-tech.gr/

No.	Name	Activity description
3	INFALIA	Smart cities solutions https://www.infalia.com/
4	ECOSUN	Electric cars https://ecosun.gr/
5	SBOING	Navigation https://www.sboing.net/en/page/home
6	DOTSOFT	Smart cities solutions https://www.dotsoft.gr/
7	TRAFFIC TECHNIQUE	Traffic management http://www.traffictech.gr/?lang=en
9	GEOSENSE	Drones http://www.geosense.gr/
10	OTOPARKING	Bike-sharing systems https://www.otoparking.gr/
11	TAXIWAY	Urban mobility https://www.taxiway.gr/index.asp?lang=gr
12	RHOE URBAN TECHNOLOGIES	Sustainable mobility solutions https://rhoe.gr/
13	BRAINBOX	Bike-sharing systems http://www.brainbox.gr/
14	WAVENET	Fleet management https://wavenet.gr/en/
15	SKYTRACK	Fleet management https://skytrack.gr/el/installation/

Timeline

The nature of the B2B matching pilot led to an extended period of implementation between March and October 2019. The online matching platform is currently under construction and it will be available to all partners by end of May 2020.

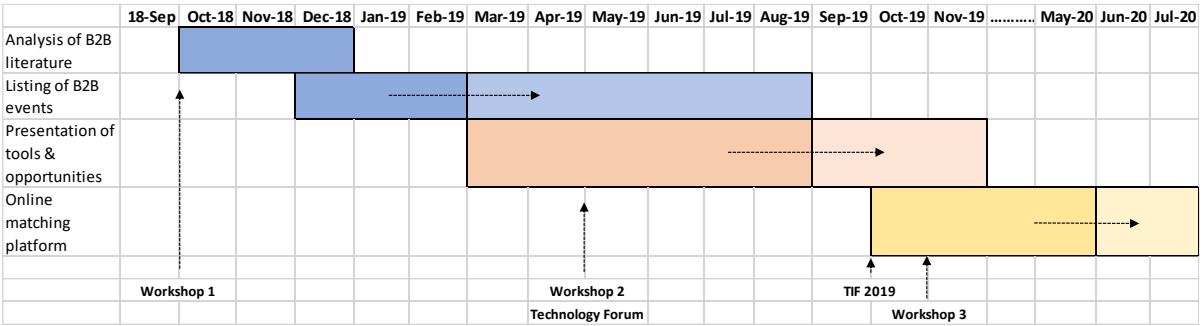


Figure 6: The timeline of the Greek B2B matching pilot

A list of the actions that carried out during the service pilot

As said before, the Greek pilot developed and offered services in three levels:

- Analysis – Deep understanding of the context

- Tools – Presentation and training in specifically chosen tools/methodologies
- Services – Offering the actual service (i.e. B2B matching or company analysis)

In the B2B matching pilot, the following actions were scheduled to be performed during pilot implementation:

Table 3: The actions of the Greek B2B matching pilot

B2B Matching		
Type of intervention	Tool of intervention	Level of Action
(1) Analysis of the B2B literature & listing of B2B events	Capacity building for B2B Matching (seminar & training)	Analysis
(2) Presentation of tools & opportunities	Capacity building for B2B Matching (seminar & training)	Tools
(3) Local effect B2B Matching Opportunities	Participation and organization of local B2B events (i.e. preparatory workshop for the local ecosystem (10/04) & Thessaloniki Technology Forum (15/04)) – (10-14 SMEs)	Service
(4) National effect B2B Matching opportunities	Participation in well-acknowledged national fairs and B2B events with a "Green Mind Presentation Stand" that will present the participating SMEs and the project (i.e. HELEXPO – 09/2019 & Logistics Supply Chain – 11/2019) – (10-14 SMEs)	Service
(5) EU-wide effect B2B Matching opportunities	Participation in EU-wide fairs and B2B events (i.e. Malaga 2020 Greencities fair is postponed) – (2-3 SMEs)	Service
(6) Online matching platform	Operational at the end of May	Service

The aforementioned actions are expected to:

- Develop a matching platform that promotes market awareness and enhances cooperation possibilities in the regional and potentially national green and smart mobility market;
- Enhance the local SMEs' cooperation culture and extroversion;
- Promote cooperation in the regional and transnational green and smart mobility market;
- Support local planners and authorities in planning the future mobility landscape of the region in terms of cooperation.

GR Action Reports

1. Analysis of the B2B literature & listing of B2B events

During this, continuous, process of identifying B2B matching opportunities for the local SMEs, CERTH performed the following actions:

- Studied the needs and requirements of local SMEs in terms of the B2B matching services. More information can be found in D3.2.2 Preliminary study of the services that SMEs require and need;

- Reviewed the academic literature of B2B matchmaking in order to define effective and feasible ways to support the local SMEs. More information can be accessed in D3.2.5 Analysis of B2B fairs;
- Developed a living document as a list of local, regional and EU-wide B2B matching events. More information can be accessed in D3.2.5 Analysis of B2B fairs and the online platform greenmind.imet.gr.

2. Presentation of tools & opportunities

The Greek pilot presented B2B matching tools and methodologies to the engaged SMEs using two main media:

Workshop 3 – 22nd of October 2019: As part of this workshop the platform EUCalls was presented to the participating SMEs. The participants were trained to using the chosen tool, as well as to other B2B matching techniques and methodologies.

For more information, refer to D3.5.4 8 local workshops/local-regional;

Online platform greenmind.imet.gr: Online presentations of tools and listings of fairs have been presented in the online platform from time to time (**http://www.greenmind.imet.gr/en-us/**) under the section Funding Tools.

3. Local effect B2B matching Opportunities

CERTH supported local SMEs' B2B matching endeavours through the organization of a local workshop/ networking event and the facilitation of their participation at a local B2B matching event.

Workshop 2 – 10th of April 2019: In this workshop, the SMEs that engaged to the activities of Green Mind – 27 participants from 16 organizations –, got together around the same table in order to get to know each other, present their organizations and discuss the possibility of future collaboration in the form of a local cluster and a transnational network. The companies had the opportunity to participate in B2B meetings. Finally, this workshop was an opportunity for the participating SMEs to trained for the upcoming 6th Thessaloniki Technology Forum 2019.

For more information, refer to D3.3.4 Local green & smart mobility stakeholder capitalization

6th Thessaloniki Technology Forum 2019 – 15th of April 2019: Seven companies – Brainbox, Elektronio, Wavenet, Dotsoft, Infalia and Traffic Technique – responded that they would like to join the event. Before the event, CERTH supported the SMEs in creating their online participation profiles, in order to be able to ask or be asked for meetings by Greek and foreign (mostly from the Balkans) organizations.

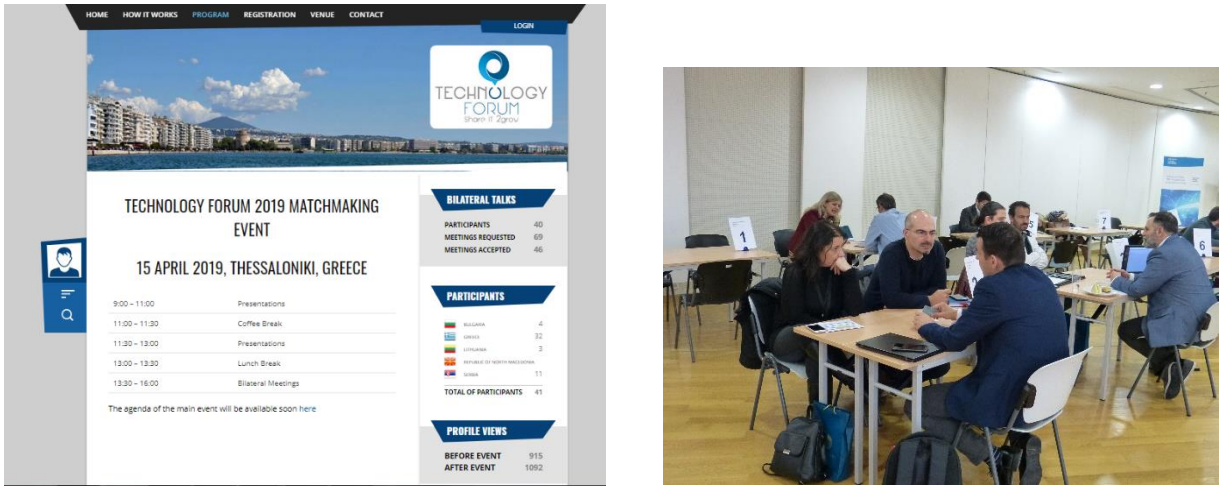


Figure 7: Technology Forum's B2B Matching event agenda and photo

CERTH also participated in three meetings (1) Elektronio (Greece), (2) Institute of Entrepreneurship Development – IeD (Greece), and (2) Institute Nikola Tesla (Serbia). The meetings with Elektronio and IeD resulted to new cooperation within the Green Mind. Elektronio is one of the core companies of the pilots and IeD participated as a lecturer and observer in Workshop 3 – 22nd of October 2019.

More information can be accessed here https://technology-forum.eu/technology-forum-matchmaking-event-2019/ and here http://technologyforum2019.talkb2b.net/.

4. National effect B2B matching opportunities

CERTH supported local SMEs' B2B matching endeavours through the participation at a national fair and B2B matching event.

84th Thessaloniki International Fair (TIF) – *7-15th of September 2019*: Green Mind in collaboration with the Thessaloniki Chamber of Commerce and Industry (https://www.ebeth.gr/en) financed the participation of local SMEs in the 84th TIF. CERTH was responsible for the organization and design of the Green Mind stand and, alongside with five SMEs – Brainbox SA, Ecosun Ltd, Geosense, Sboing and Wavenet –, presented the project Green Mind and the products/services that the five companies offer.

Figure 8: Photos from Green Mind's participation in TIF 2019

The presence of both HIT and companies at the Fair also aimed at shaping a cluster of enterprises that will provide innovative products and services with the aim of improving and enhancing the sustainability of transport systems.

Figure 9: The invitation to Green Mind's stand and cluster presentation at TIF

During TIF, CERTH and the participating companies had several opportunities to present Green Mind to stakeholders, such as representatives of local authorities and organizations, as well as various members of the government. Among others, Green Mind was presented to the president of the Organization of Urban Transportation of Thessaloniki, the president of Thessaloniki Technological Park, the minister of Development and Investments, and the vice-minister of Interior Affairs (portfolio regarding matters relevant to the regions of Macedonia and Thrace). For more information, refer here http://www.greenmind.imet.gr/en-us/News/Green-Minds-Latest and here http://www.greenmind.imet.gr/en-us/News/Green-Minds-Latest/84.

5. EU-wide effect B2B matching opportunities

Upcoming: Green Cities – Malaga 2020: Postponed for 30th of September and 1st of October 2020. It is not decided whether the partners will participate or not.

6. Online matching platform

The development of this platform is under construction and the online matching platform that CERTH will be developed to cover the needs of the Green Mind partnership transnationally..

f. The Pilot in the Region of Emilia-Romagna (ITA)

Description of the ITA Pilot

Pilot development

SIPRO participated to FARETE, the fair for enterprises organized by Confindustria Emilia, which was held in Bologna on 4th and 5th September 2019. SIPRO participated with the European Project "Green Mind", of which SIPRO is lead partner, and the INVESTINFERRARA Project, dedicated to the entrepreneurial attractiveness of Ferrara area. One of the project objectives is the promotion of the localization package that have been shared with Business Associations, Trade Unions, UNIFE and Credit Institutions.

The preparatory activity for the implementation of the pilot project included:

- Identification of 40 companies in the province of Ferrara operating in the «Green and Smart Mobility» sector;
- Direct contacts with identified responsibles;
- Selection of available funds for SMSs (European, national, regional) and predisposal of a list with details and links. The table has been submitted to the identified companies
- Organization and implementation of dedicated meetings;
- Technical assistance where required.

Sipro defined a list of companies, SMEs and start ups located in the industrial areas of the Province of Ferrara and in the Sipro's business incubators. In the last months Sipro organized one-to-one meetings (ongoing activity) with responsibles of the following mapped enterprises:

	Enterprise	Sector	Location
1	Bonfiglioli Engineering S.r.l. (Tasi Group)	Quality control solutions, Leak Detection Systems, Visual & Functional Package Testing, Inspection and Monitoring Equipment	Via Amerigo Vespucci, 20, 44124 Ferrara FE
2	UP2GO	Carpooling	Via Antonio Gramsci, 20, 42020 San Polo d'Enza (RE)
3	TRW Automotive Itala S.r.l. (Gruppo ZF)	Automotive for active e passive safety technology	Via Buonarroti 2, Ostellato (FE)
4	LTE S.p.A - Toyota Material Handling Europe	Production of masts and equipments for lift truck	Via Caravaggio 6, Ostellato (FE)
5	FCA VM Motori	Automotive	Via Ferrarese 29, 44042 Cento

6	4e Consulting srl	Design and develop engines from scratch to engine production line commissioning	Via Cento 8/b, 44124 Porotto FE
7	Sagom Tubi	Sag Group business unit automotive	Via Micca Pietro 5, Cento, FE 44042
8	Officine meccaniche Sirio	Mechanic	Via Filippo Brunelleschi, 9, 44020 Ostellato FE
9	4e Consulting srl	Motor engineering	Via Cento 8/b, 44124 Ferrara FE
10	SRN Urban logistics	Logistic	via giorgio rizzi,12 ferrara FE
11	Autotrasporti Giannetti	Road transportation	Via J. Della Quercia, 3 – Ostellato (FE)
12	Rolfini Enrico	Mechanic	Via Botticelli, 2 – Ostellato (FE)
	INTELLIGENT TRANSPORTATION SYSTEMS		
13	Imprima S.r.l.	Labels for the automotive sector	Via delle Arti Grafiche 12 - 44049 Vigarano Mainarda (FE)
14	Digife	Digital sector	Via del Mulinetto, 63 Ferrara
	TRANSPORT AND LOGISTIC		
15	Cicli Casadei S.r.l.	E-BIKE & SPECIAL production	Via delle Tradizioni, 2/8 - 44020 San Giuseppe di Comacchio (FE) Email: info@ciclicasadei.it
16	Cierre S.r.l.	Electronic outsourcing	Via Moro A. 7 - 44030 Serravalle (FE)
17	Cantieri Navali Estensi S.r.l.	Technology innovation for boats	Via Giotto di Bondone, 3, 44020 Zona Sipro, Ostellato FE - Sede legale: Via Casalino 13, 24121 Bergamo (BG), Italia
	AUTOMOTIVE AND COMPONENTS		
18	Motori Bonora S.p.A.	Engine production	Via Reno Vecchio, 62 - 44042 Cento (FE)
19	Apicom S.p.A.	Automotive testing	Sede legale: Via F.lli Bandiera, 1 - 44042 Cento (FE) Sede operativa: Via Statale 20/a 44042 Corporeno di Cento (FE)
20	Elektrosystem s.r.l.	Design, construction and service for control units and equipment for electric vehicles.	Via E. Toti, 4 - 44042 Cento (Fe)

21	UNICOMGROUP SPA	Integrated automation systems for logistics and workflow management	Via dell' Industria, 9, 44042 Casumaro di Cento FE
22	Tecnomotor S.r.l.	Components for operating machines and engines	Via B. Zallone, 17 * 40066 Pieve di Cento
23	Automation Technology Sas	Design of automatic machines, realization of Robot systems	Via Bela Bartok, 29/f, 44124 Ferrara FE
24	2md Sistemi di Giatti Massimo e C Snc	ELECTRICAL SYSTEMS DESIGN, ELECTRICAL ENGINEERING, SOFTWARE DEVELOPMENT	Via Maria Majocchi Plattis, 44, 44124 Ferrara FE
25	Elettronova S.r.l.	Electronics and mechatronics	Via Francesco Luigi Ferrari 26 44122 FERRARA
	LOW CARBON AND FINANCE		
26	Giulio Barbieri S.r.l.	CHARGING STATIONS FOR ELECTRIC BICYCLES AND CHARGING COLUMNS FOR ELECTRIC VEHICLES	Via Ferrara, 41 - 44028 Poggio Renatico
27	Prof. Jusef Hassoun	Chemical department of University of Ferrara: research on batteries for electric vehicles	
	COMPANIES LOCATED IN SIPRO'S BUSINESS INCUBATORS		
28	Airtelco	Mobile marketing solutions	Via Saragat 9 - Ferrara
29	FLUID-A	Industrial automation	Via Saragat 9 - Ferrara
30	Astolfi engineering	Industry engineering	Via Saragat 9 - Ferrara
31	WAMO Studio	Digital sector	Via Saragat 9 - Ferrara
32	A.P.M. ADVANCED POLYMER MATERIALS SRL	Processing of polymeric materials	Via Saragat 9 - Ferrara
33	EFM Impianti	Air Quality Systems	Via Colombo 10 - Ferrara
34	Intercom sistemi	ICT	Via Colombo 10 - Ferrara
35	Arda solutions	ICT	Via Colombo 10 - Ferrara
36	In4tech	biotechnology	Via Colombo 10 - Ferrara
37	BM Assemblaggi	Electronic industry	Via Colombo 10 - Ferrara

During the one-to-one meetings (ongoing activity), an additional questionnaire was submitted to the involved companies in order to better understand their need and propose then tailor made solutions. All the companies have been invited to participate to the FARETE Fair in Bologna in September.

The companies were hosted by Sipro, and some matchmaking events was organized in addition to some pitches to introduce the start ups' ideas and next steps.

This especially concerned the involvement of the following enterprises:

- Bondeno che Lavora; a network of enterprises located in the western part of the Province, which are dealing with manufacturing and trade, and are trying to promote and develop new services linked with mobility and sustainability with a common approach and a unique vision;
- WAMO Studio, a start-up active in the communication and IT sector, which is currently trying to launch new services and training activities addressed to manufacturing enterprises especially those dealing with new mobility concepts and smart city solutions.
- APS Il Turco, a co-working space managed by a young group of professionals, expert in urban planning and promotion of smart solutions for living the city by bike. Currently the co-working space is hosting experts in IT solutions which are assessing the possibility to promote a network or other forms or cooperation also related to sustainable mobility. It is important to stress that the services provided by these professionals might be integrated to the opening of the "open lab" based on sustainable mobility which is located within a former Theatre (Teatro Verdi) now redeveloped and refurbished.
- 4e-Consulting; engines design and development, from scratch to engine production line commissioning, powertrain integration, calibration and testing.

ITA Action Reports

During the fair, the "Green Mind" Project was presented during a workshop aimed to show the potentialities linked with the project and the partnership, as well as with the matchmaking possibilities and the exchanges with the enterprises involved at project level.

A focus was done on the transport and logistics sectors, automotive and components (including automatic vehicles), green fuels and related infrastructure (including smart infrastructure and intelligent mobility systems), together with the Industrial Associations of Ferrara, which includes among the associated companies a group a very active enterprises willing to improve new services connected with new mobility solutions and to find financial schemes to support them.

Furthermore, thanks to the collaboration with Yon - a company specialized in M&A operations for SMEs – a financial desk was active and dedicated to explain to start-ups and young enterprises the potentialities of the assistance offered by "temporary managers", business operations managers, and the regional network of Business Angels.

The objectives of the action were to actively involve some enterprises and professionals showing great interest in the smart mobility solutions and applications, providing them with the opportunities to get in touch with actors already active in the field, which were present at the fair (this year enlarged both in terms of industrial sector as well as for the number and level of the issues discussed during the workshops)

The main results were linked with the identification of some common activities for the enterprises gathered in the "Bondeno che lavora" network and the IT and communication professionals involved in the B2B meetings.

Moreover, synergies were identified among the Il Turco co-working space and SIPRO, which have clarified the need to involve also the Brodolini Foundation, manager of the “open lab” Teatro Verdi.

At the end of October a specific event will be organized addressed to those enterprises. The main objective of the event will be the creation of opportunity to get in touch and to know each other, to present business ideas and create a network to sharing ideas and new synergies for future collaborations.

Finally, SIPRO and the local Association of industrial companies have agreed upon the joint organization of a workshop for the association enterprises.
The activity is in line with the matchmaking pilot as foreseen in AF. Moreover, it opens to new cooperation and suggests the possibility to launch shared activities with regional key players which were not involved until now.

Figure 10 Photos from SIPRO's and Green Mind's participation to FARETE fair

g. The Pilot in the Region of Vzhonda Slovenja (SLO)

Description of the SLO Pilot

Pilot development

The B2B Matching pilot services are underpinned by framework and analyses conducted as part of the pilot preparation and planning process, including preliminary study of services that SME's require and need, preliminary market analysis and analysis of B2B fairs and events.

The pilot was structured around providing an inventory of relevant B2B events and fairs at a national as well as transnational level and guiding SME's to capitalize on such opportunities, by providing them with practical selection matchmaking tools. Our approach was to build capacity and provide supporting information for companies to better prepare and capitalize from B2B matchmaking opportunities.

As part of B2B matching pilot intervention the following activities have been undertaken:

- Mapping of B2B fairs (in Slovenia and partner countries)
- A guide presenting a selection of B2B matchmaking tools

How and why the specific actions were chosen

The analysis of SME's needs and requirements demonstrated that there is a need for support in the B2B matching and networking approaches. The analysis has shown that companies are not sufficiently familiar with support and planning tools for matchmaking to prepare for B2B pitching and networking. On the other hand, the desk research has shown that there is a large plethora of support tools available online that can support business in their B2B match winning pursuits.

As a result of this, E-zavod, as a first pilot step decide to develop a pilot intervention that will enable capacity building for companies in search for business partners and innovation acceleration.

E-zavod developed a guide presenting a selection of B2B matchmaking tools. The Guide is developed in local language and will be disseminated to key stakeholders and target groups.

Also produced was an inventory of relevant B2B fairs relevant in the scope of green and smart mobility, that is included as a separate section in the B2B Matchmaking guide.

SMEs identification and engagement process

For analysis of SME's needs and requirements including in relation to B2B matching, 12 companies were engaged (responded to an online survey), based on an email sent to the whole list of identified stakeholders. The analysis identified some gaps in terms of capacity of SME's for effectively participating at B2B matching events, that the pilot is aiming to address via publicly available guiding tool.

All actions under B2B matching pilot were/will be notified publicly through the E-zavods website so that every interested enterprise can make use of the tools developed.

In further steps a specified B2B matching event is planned at an international level. Pending decision of the MA, E-zavod is planning to invite a small number (1-2) of carefully chosen SME's aligned with the context of the fair and shared interest of SME's engaged at the Green Mind project transnational level.

The intention is for the companies to take part at the B2B matching event in Malaga under the umbrella of Green Cities Malaga; Forum of Urban Intelligence and Sustainability.

SLO Action Reports

With the identification of the need for support in planning and preparation of B2B matching activities for SME's, E-zavods has focused its pilot intervention efforts at the first stage on developing targeted support tools for SME's. The B2B Matchmaking support tool is intended for companies to build their internal capacity to effectively plan and prepare themselves for matchmaking opportunities.

A number of marketing tools exist than can facilitate the business to business interaction and relationship building. The guideline is based on this vast knowledge of techniques and approaches. The tool is produced in a way that presents a number of these practical tools in a concise and comprehensive manner to companies wishing to improve and accelerate their matchmaking and business winning practices.

The Guide is developed in local language and will shortly be made available online (e-zavod's webpage) for the purpose of dissemination to key stakeholders and to target groups.

Also developed is an inventory of relevant B2B Matching events in Slovenia and across Europe. The inventory is included as a separate section in the guideline, providing interested companies with suggestions on where relevant events are taking place and what topics are likely to be advanced there.

This tool will facilitate the efforts of SME's to identify the most suitable business opportunity and concentrate their efforts on effective preparation for business pitch and matchmaking activities.

Participation of local SME'S at B2B event in Malaga in April 2020 is still under discussion. Should it prove possible, we will enable 1-2 companies to present themselves to the international business market at the suggested event, based on the matchmaking matrix developed at the consortium level.

h. The Pilot in the Region of Andalucía (ESP)

Description of the ESP Pilot

SMART TRAIN SMART. Proyectos Colaborativos. Accesibilidad Inclusiva (Collaborative Projects. Inclusive Accessibility)

Pilot development

ASCC has taken the strategic decision of approaching another mobility expert cluster "Railway Innovation Hub (RIH)" as it has been already explained on the PILOT SERVICE- D.3.3.1 market intelligence service "SMART TRAIN SMART. Challenges on Future Mobility".

In this framework it was decided to work on the **INITIATIVE SMART TRAIN SMART in the challenges related with INCLUSIVE MOBILITY "Creation of avatars and guidance systems at stations" and "Robots for luggage of people with reduced mobility"**.

The **18th of September** it was organised an Event in Madrid in the Headquarters of the ONCE Foundation to work on both challenges. This event was designed to sit together SMEs from both clusters together with those Large Tractor Companies and staff from the Innovation and Accessibility Area of ONCE Foundation to discuss on the needs and the challenges.

During the event it was made in a morning session a presentation of the results from the PILOT SERVICE- D.3.3.1 market intelligence service "SMART TRAIN SMART. Challenges on Future Mobility". ONCE Foundation made also a presentation of the needs from disabled users respect on the rail mobility and transport to get real Inclusive Smart Stations.

Then during an afternoon session 4 roundtables were organised with SMEs in a B2B format to discuss on different issues related to both challenges. In these sessions, companies discussed on: why they want to join to a challenge, which is their value proposition (products, services, ideas), applicable technology offered, considerations on market needs, …

Figure 11 SMART TRAIN SMART leaflet

How and why the specific actions were chosen?

After several meetings with the Railway innovation cluster having carried out a market study of the current situation of the railway sector, we saw that there were four market needs: Fixed Avatars,

Mobile Avatars, Guidance Systems, Luggage Robots. These needs are waiting to be developed in order to get SMART INCLUSIVE STATION (PILOT SERVICE ACTION- MARKET INTELLIGENCE).

How and why the SMEs were identified and engaged?

SMEs have been identified from previous participation in several events such as SMART CITY EXPO WORLD CONGRESS (November 2018, Barcelona), GREENCITIES (April 2018, Malaga; March 2019, Malaga) and TRANSFIERE (February 2019, Malaga). To engage SMEs it has been used several measures:

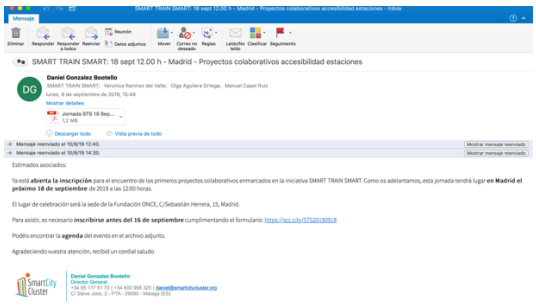


Figure 12 SMART TRAIN SMART mailing

Figure 13: SMART TRAIN SMART social media

A list of engaged SMEs, the sector they operate in and a short description of their activities

Table 4: The characteristics of the engaged SMEs in the region of Andalucía

SMEs	Sector	Short description
Datlight	ICT for Urban sustainable mobility;	LIFI Technology
Metrica6	E-mobility (electric recharging point / electric vehicle)	Electric scooters
Allied Technologies	ICT for Urban sustainable mobility;	Computer solutions for mobility
ByEvolution	ICT for Urban sustainable mobility;	Application of disruptive technologies such as blockchain, VR, AI

		Cybersecurity systems for autonomous driving and Smart Grids.
Itelligent	ICT for Urban sustainable mobility; Car sensors	Management Platforms, experts in the hybridization of Open Data and data from sensors
ESRI España	Geographical Mobility Management	GIS Platform, Live Map
Grupo Afronta	Geographical Mobility Management	GIS Platform
Actisa	ICT for Urban sustainable mobility; E-mobility (electric recharging point / electric vehicle)	Electrical vehicle recharging, Software AI
Inhiset	ICT for Urban sustainable mobility	Products design in automotive, naval and aeronautical engineering
Geko Navsat	ICT for Urban sustainable mobility	Satellite navigation technology
Integrated Worlds	ICT for Urban sustainable mobility;	Mobile applications
Here Technologies	Geographical Mobility Management	GIS Platform, Live Map
Deimos Space	ICT for Urban sustainable mobility; E-mobility (electric recharging point / electric vehicle); Geographical Mobility Management	Development of customized systems and solutions for the management and exploitation of means of transport

Timeline

January- September 2019

A list of the actions that carried out during the service pilot

- Meetings with Railway Innovation Hubs
- Meetings with the most tractor big companies on rail mobility (RENDE, ADIF, FERROVIAL, SIEMENS, INECO)
- To make a market study on the railway sector
- Identify real market needs in the sector of mobility
- B2B Meetings

ESP Action Reports

Andalusia Smart City has decided to work on the INITIATIVE SMART TRAIN SMART in the challenges related with INCLUSIVE MOBILITY "Creation of avatars and guidance systems at stations" and "Robots for luggage of people with reduced mobility".

The **18th of September** it was organised an Event in Madrid in the Headquarters of the ONCE Foundation

AGENDA

12:00 – 12:40 h	**Apertura Jornada**
	Ministerio de Industria, Comercio y Turismo – Galo Gutiérrez Monzonís Director General de Industria y de la PYME.
	Fundación ONCE – Jesús Hernández Galán
	Smart City Cluster – Mariano Barroso Flores. Presidencia
	Railway Innovation Hub – Juan Elizaga Corrales. Presidencia
12:40 – 13:25 h	**Presentación del Proyecto Green Mind: Oportunidades y Retos de la Accesibilidad Inclusiva**
	SCC – Daniel González Bootello. Director General
	RIH – José Antonio López de la O. Director
	Fundación ONCE - Jesús Hernández Galán. Director Accesibilidad Universal
13:25 – 13:40 h	**Cierre Sesión Principal**

AGENDA

13:40 – 15:10 h	Comida Networking
15:10 – 16:40 h	**B2B Networking**
	Sesión Paralela 1: **"Proyecto Colaborativo – Avatares Inteligentes y Sistemas de Guiado"**
	Sesión Paralela 2: **"Proyecto Colaborativo – Robots para Equipaje de Personas de Movilidad Reducida"**

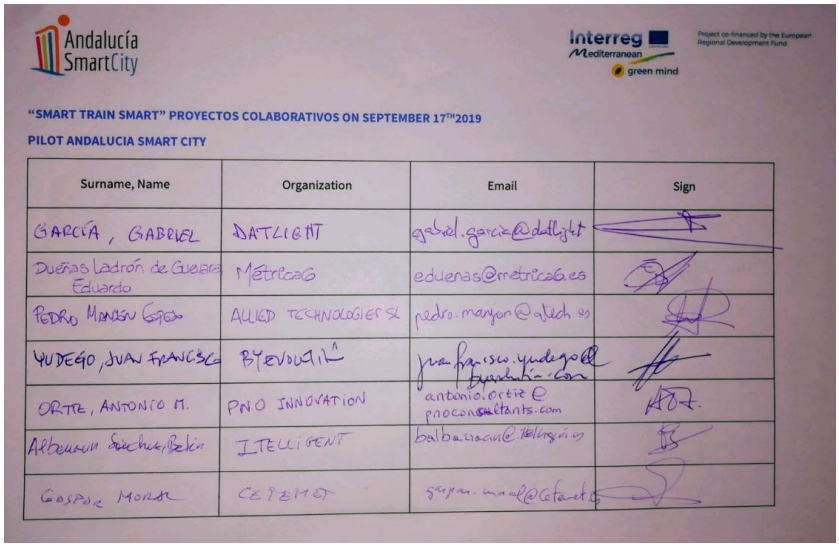
Figure 14: INITIATIVE SMART TRAIN SMART agenda

One of the main objectives of the pilot is to identify opportunities in a new niche market "Rail Mobility" for SMEs on smart and green mobility. In this scenario other objective has been to generate business opportunities between ASCC associated members (mainly SMEs) and those from RIH (Large Tractor companies) in the initiative SMART TRAIN SMART as well as in other initiatives emerging from their ability to make business after B2B sessions.

Other important objective has been to find a collaborative model to work together with another cluster dealing this aim to increase the innovative capacity of the companies as well as their competitiveness position.

ASCC aims to improve the competitive and innovation potential of the mobility SMEs thanks to the approach to a niche of the market "INCLUSIVE SMART STATIONS".

Figure 15: INITIATIVE SMART TRAIN SMART photos



Andalucía SmartCity

Interreg Mediterranean green mind — Project co-financed by the European Regional Development Fund

"SMART TRAIN SMART" PROYECTOS COLABORATIVOS ON SEPTEMBER 17TH 2019

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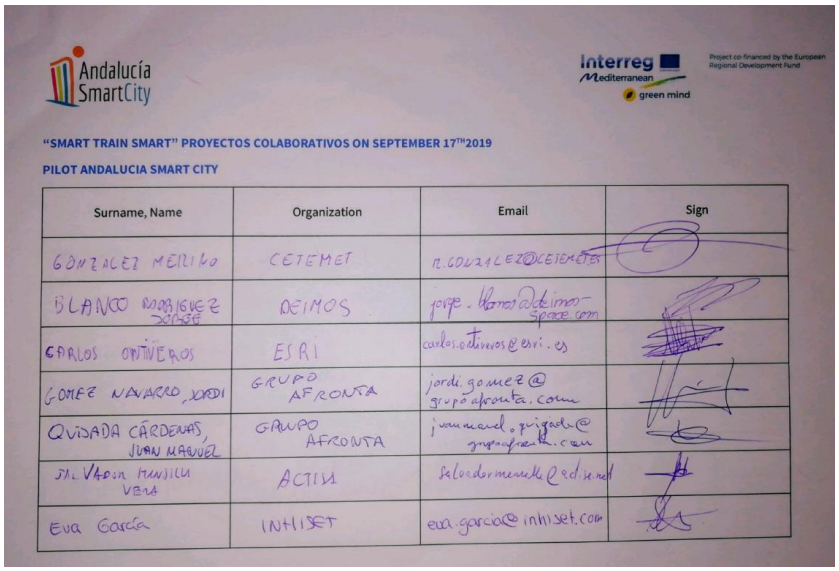

Andalucía SmartCity

Interreg Mediterranean green mind — Project co-financed by the European Regional Development Fund

"SMART TRAIN SMART" PROYECTOS COLABORATIVOS ON SEPTEMBER 17TH 2019

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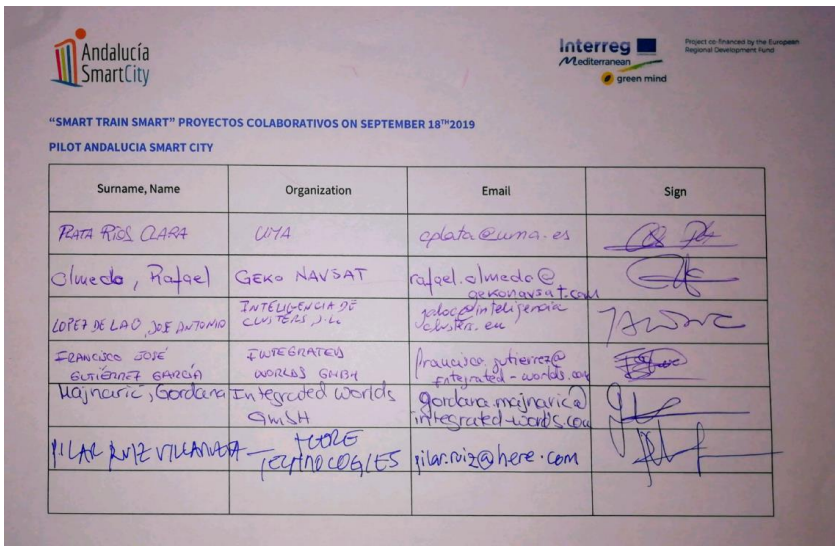

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Interreg Mediterranean green mind — Project co-financed by the European Regional Development Fund

"SMART TRAIN SMART" PROYECTOS COLABORATIVOS ON SEPTEMBER 18TH 2019

PILOT ANDALUCIA SMART CITY

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Figure 16: SMART TRAIN SMART participation list

The sessions of the Smart Train Smart initiative will be continued taking more B2B matching meetings and roundtables to get IDEAs into proposal the once will be present to both private and public funding processes to get as soon as possible final products to the market.

3. The B2B Matching Pilot Comparison Table

The table that is presented here is a synopsis of the ways the partners chose to approach the service of B2B Matching and the specific actions they chose to implement in order to satisfy the needs and requirements of their local Green and Smart Mobility markets. The analysis of the presented information is useful for both the development of the evaluation framework (A3.4) and for choosing the actions that will form Green Mind's transferable service model for SMEs (D3.4.4).

Table 5 The Pilot Comparison Table for B2B Matching

	B2B Matching	ASCC	SIPRO	e-ZAVOD	CERTH	SERDA	AFT	SDC	IDA
1.	Identifying in what extend do SMEs participate in B2B fairs	✓	✓	✓	✓	✓		✓	✓
2.	Seminar for presenting available B2B Matching tools				✓				
3.	Participation on B2B events	✓	✓		✓				✓
4.	Online matching platform				✓				
5.	List of available B2B matching tools and initiatives	✓	✓	✓		✓		✓	✓
6.	Organization of B2B working groups / bilateral calls	✓	✓	✓			✓		
7.	Handbook on exploiting B2B meetings			✓		✓			✓