

# OUTPUT 3.3

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**Green Mind transnational  
innovation network of  
SMEs, research bodies,  
authorities, clusters**

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**Final version  
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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.

**Table 1: Key mobility sectors across the participating regions**

<p><b>ICT Technology/ITS – Intelligent Transport Systems/Mobility as a Service – MAAS</b></p> <ol style="list-style-type: none"> <li>1. Advanced Traveller Information Systems (ATIS) <b>(Bosnia+Croatia+Italy+France+Greece+Slovenia+Spain)</b></li> <li>2. Geographical Mobility Management <b>(Spain+France)</b></li> <li>3. ICT for Urban sustainable mobility <b>(Spain+France+Bosnia+Italy)</b></li> <li>4. Intelligent transport System <b>(Spain+Bosnia+Croatia+France)</b></li> <li>5. Maas <b>(Bosnia+Croatia+Italy+France+Greece+Slovenia+Spain)</b></li> <li>6. ICT and software solutions for mobility planning <b>(Spain+Bosnia+Italy+Croatia+France)</b></li> <li>7. Digital solutions for connected vehicles <b>(France)</b></li> <li>8. IT solutions for mobility <b>(Croatia)</b></li> </ol>	<p><b>Transport and Logistic</b></p> <ol style="list-style-type: none"> <li>1. Traffic management systems <b>(Bosnia+Croatia+Italy+France+Greece+Slovenia+Spain)</b></li> <li>2. Fleet management systems <b>(Greece+Slovenia+Croatia)</b></li> <li>3. Parking management systems <b>(Bosnia+Croatia+Italy+Greece+Slovenia+Spain)</b></li> <li>4. Transport operators <b>(Greece+Spain+Slovenia+France)</b></li> <li>5. Freight Transport operators (logistics companies) <b>(Greece+Slovenia+France)</b></li> <li>6. Car Sharing <b>(Spain+Bosnia+France)</b></li> <li>7. Multimodal transport system <b>(Spain+France)</b></li> <li>8. Bike systems <b>(Spain+Italy+France)</b></li> <li>9. Railway Security</li> <li>10. Transport infrastructure <b>(Spain+France)</b></li> <li>10. Charger providers <b>(Slovenia+Croatia)</b></li> <li>11. Pedibus management <b>(Spain+Coatia+France)</b></li> </ol>
<p><b>Automotive and Components</b></p> <ol style="list-style-type: none"> <li>1. Road operators <b>(Greece+Slovenia)</b></li> <li>2. Transport operators (public transport) <b>(Bosnia+Croatia+Italy+France+Greece+Slovenia+Spain)</b></li> <li>3. Vehicle providers <b>(Greece)</b></li> <li>4. Automations <b>(Italy)</b></li> <li>5. Robotics <b>(Italy)</b></li> <li>6. Advanced materials for motors and mechatronics <b>(Italy)</b></li> <li>7. Automotive cluster <b>(Slovenia)</b></li> <li>8. Cycling network <b>(Slovenia)</b></li> </ol>	<p><b>Low carbon and Finance</b></p> <p>Alternative fuels providers <b>(France+Greece+Slovenia)</b>            Clean fuels <b>(Bosnia+Italy+Slovenia)</b>            Vehicle providers (Green, eco-friendly, clean vehicles) <b>(Greece+Spain+Bosnia+Italy+Slovenia+Croatia+France)</b>            Electro-mobility (electric recharging point/electric vehicle) <b>(Spain+Bosnia+Italy+France+Croatia)</b>            Hydrogen/Natural gas Systems <b>(France+Croatia)</b>            Low carbon economy <b>(Bosnia+Italy)</b>            Financial incentives for green mobility <b>(Slovenia)</b></p>

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 Hrvatska (Split-dalmatia County), 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

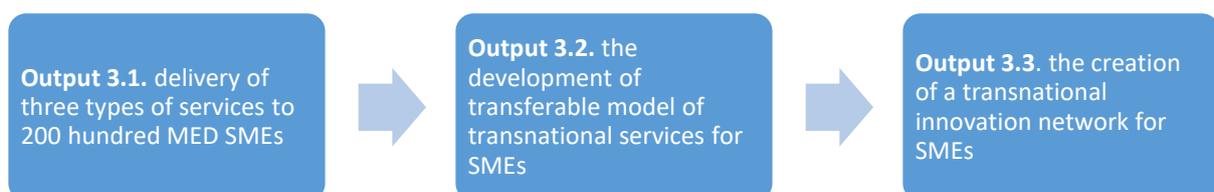


Figure 1. Outputs of Work Package 3

### 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. Scope of Output 3.3

Output 3.3 consists of inputs from deliverables D3.3.4., D3.3.5. (formalization of the network) as well as D3.5.1-3.5.5 (animation of the network with events) dealing with newly created lean transnational innovation network of SMEs, research bodies, authorities, clusters. It contributes to the specific objective n. 2 and in particular it aims at the long term sustainability of the project results and at follow-up & capitalization initiatives.

### e. Document's targeted audience

Pilot testing and Market Intelligence 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, activities that have brought to creation of lean transnational innovation network of SMEs, research bodies, authorities, clusters are presented. There are presented capitalization webinars, workshops and events that were held and that dealt with topics like MED SMEs and research bodies market intelligence, MED SMEs and research bodies B2B events, MED SMEs and research bodies public funds screening, Local – regional fora and green mind transnational network event organized by SDC in Split. Also, there is presented Green Mind MED Network Initiative Agreement that is to be signed by all GREEN MIND project partners.

## 2. Local capitalization workshops support creation of the transnational network

Each partner has organized local workshops in their territorial contexts as a tool to capitalize local governance and channel it towards the creation of the transnational network. Below are presented topics and details of the workshops, as well as their scope and topics.

### Workshops held in BiH

Workshop date: 28 March 2019

Number of participants: 33

Workshop details and agenda:

SERDA organized 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" in SERDA premises. Stakeholders both from public and private sectors attend this workshop. On workshop Green mind project objectives, goals and partners were presented, and also current state of investment, cooperation and potential for the development in GSM sectors in Bosnia and Herzegovina (B&H). Stakeholders were introduced with research results of needs and capacities of SMEs for innovation and development and with innovative pilot services for SMEs. The following topics were covered by the workshop:

- Innovation in the Green and Smart Mobility Industry
- Results of analysis of the current situation
- Research results of the needs and capacities of SMEs for innovation and development
- Announcement of designing new innovative pilot services for SMEs:
  - Market Intelligence Services
  - B2B
  - Public Funding Services
- Open discussion and needs of SMEs
- Conclusions and next steps

Workshop date: 17 July 2019

Number of participants: 14

Workshop details and agenda:

SERDA organized second 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" in SERDA premises. During the workshop results of the survey on the needs of SMEs for pilot services were presented. Further three pilot services were presented as well with tools that will support activities. 2nd workshop topics:

- Introduction and workshop objectives
- Presentation of the results of the survey on the needs of SMEs for pilot services
- Presentation of pilot B2B service
- Connecting and enabling cooperation with companies in the EU and the region
- Presentation of pilot service for Public funding
- Presentation of the pilot service Market Structure and Business Analysis (Market Intelligence)

- Discussion on SME needs
- Conclusions and Next Steps

Workshop/site visits date: July-August 2019

Number of participants: 15

Workshop details and agenda:

Due to external factors (i.e. large number of employees on annual holidays, growth of small and medium enterprises' business obligations, etc.) that the project partner and expert team is not able to control, it was mutually agreed to conduct pilot testing activities in two phases: a) Face to face workshop in premises of SERDA (2nd workshop) b) Live and online workshop sessions, on-line meetings and site visiting to SMSs during July and August 2019. The proposed methodology of the implementation will enable coverage of all the companies that for external factors couldn't make it to the Face to face workshop and getting better feedback and adjusting the pilot services to realistic needs of small and medium enterprises of Sarajevo region and Bosnia and Herzegovina. 32 stakeholders were contacted online and by phone in order to participate in pilot testing and with 15 engaged beneficiaries via workshop sessions, on-line and via site visits were conducted pilot testing.

#### Workshops held in County of Istria (CRO)

Workshop date: 30 January 2019

Number of participants: 40

Workshop details and agenda:

Istrian Development Agency held in their premises the first in a series of workshops within the European project "GREEN MIND" on "Innovation in the Green and Smart Mobility Industries - a tool for cooperation and networking of small and medium-sized enterprises" in the County of Istria. 40 stakeholders, from both the public and private sectors, attended this workshop. The emphasis of the workshop was on presenting successful Istrian companies and their business cases of interest for the development and growth of green and smart mobility in the County of Istria.

Also, 6 SMEs for the Green Mind project were chosen:

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

Link : <https://ida.hr/hr/tn/novosti-481/detail/2027/uspjesni-istarski-poduzetnici-o-inovacijama-uindustriji-zelene-i-pametne-mobilnosti-u-istarskoj-zupaniji/>

Workshop date: 10 September 2019

Number of participants: 10

Workshop details and agenda:

By attending the workshop, involved SMEs got insight in sources where funding opportunities can be found, and all details in regard to collected fundraising opportunities in Croatia related with their business. All possibilities were presented and explained by EU funding consultant expert for Istrian county who has long experience in EU funding since Croatia entered European Union.

Workshop included introduction in fundraising possibilities, acceptable applicants, intensity of support for each project, explanation of the subject of each call, acceptable activities and costs and brief guidelines for application and further process of monitoring after EU funds are approved and authorised by governing bodies of Croatia. Presented opportunities are connected with, business competitiveness, connectivity and mobility, promoting energy efficiency and renewable energy choices, environmental protection and resource sustainability and the use of communication and information technologies. Enterprises involved in Green Mind project showed very high interest in funding possibilities by entering the discussions and asking variety of questions concerned with application and funds they can raise within presented tenders. Public funding screening pilot within the Green Mind project proved to be successful and of use for future planning of enterprises in consideration for application to EU funds as the information were clearly presented and explained.

Workshop information was published on following Istrian Development Agency website and as well:

<https://ida.hr/hr/tn/novosti-481/detail/2150/istarskim-poduzetnicima-predstavljene-mogucnosti-zafinanciranje-projekata-u-domeni-zelene-i-pametne-mobilnosti/>

### Workshops held in County of Split-dalmatia (CRO)

Workshop date: 29 January 2019

Number of participants: 30

Workshop details and agenda:

The first in a series of workshops within the European project "GREEN MIND" was held at the PICS @ FESB premises on "Innovations in the Green and Smart Mobility Industry - a tool for cooperation and networking of SMEs in Split- Dalmatia County, "which was accompanied by 30 interested participants from the public and private sectors. The main objective of the "GREEN MIND - GREEN and Smart Mobility Industry Innovation" project, totaling HRK 12 million, funded by the Mediterranean Cross-Border Cooperation Program, is to strengthen and develop economic competitiveness and innovation in the green and smart mobility industries by consolidating regional and transnational cooperation between public and scientific research sector and SMEs. 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

Workshop date: 29 May 2019

Number of participants: 10

Workshop details and agenda:

A final pilot workshop within the Green Mind project was held at the premises of the Split-Dalmatia County, where personalized documents for market analysis, sources of public financing and business networking were handed over to participating entrepreneurs. Head of the Department for Economy, EU Funds and Agriculture of the Split-Dalmatia County Anđelko Katavić, mag. welcomed the gathered and presented the projects the County is implementing in the areas of green and smart mobility. He said that one of the main goals is to bring broadband to all parts of the county, which is a basic prerequisite for the development of digitized services. He called on the assembled entrepreneurs to be involved in projects. Project manager Martin Bućan instructed the participants to implement the project activities planned. He presented the results of a questionnaire conducted in the period between two project activities on the state of public service contractors' needs in the areas of market analysis, public financing and business integration. Based on the results of the survey, it was concluded with the entrepreneurs that a methodology should be developed whereby they themselves could determine their market position, find publicly available sources of financing and network. There were presented tools developed during the pilot project aimed at enhancing the competitiveness of entrepreneurs, providing self-assessment skills in the areas of market analysis, B2B linking and finding public sources of financing. In addition to these tools, lists of funding sources for micro, small and medium-sized enterprises have been drawn up, as well as an overview of support institutions in all three segments. All tools are available on the County's website.

The pilot project involved 7 SMEs in the field of green and smart mobility:

1. - Alpha Saggittarius
2. - Amplifico
3. - Enel
4. - Locastic
5. - Net Media Systems
6. - Newton
- 7.-Statim

<https://dalmacija.hr/programi-gospodarstva/euprojekti/novosti/artmid/2894/articleid/18223/poduzetnicima-uruceni-dokumenti-alati-zajacanjekonkurentnosti>

### Workshops held in Region of Occitanie (FRA)

Workshop date: 16 April 2019

Number of participants: 20

Workshop details and agenda:

AFT and organised the second regional Green mind workshop during the pilot services testing period with a double objective: benefit from a physical meeting with the engaged SMEs and other regional stakeholders to push forward the implementation of the three pilot services (market intelligence, public funding screening

and B2B matching activities) and to capitalise on the dynamism of this active project period in order to raise awareness beyond the regional level and to put the focus on one of the Green mind project's main objectives, namely the creation of a transnational innovation network to promote and foster business competitiveness and innovation in the green and smart mobility industry.

The following topics were covered by this workshop:

10h00-10h15 Welcome of the participants

10h15-11h00 More sustainable fleets: which solutions, for which uses/contexts?

11h00-11h30 Presentation about the regional market of green and smart mobility and overview about public funding opportunities

11h30-12h30 B2B matching workshops about innovative project ideas

12h30-13h30 Lunch buffet

13h30-14h30 B2B matching workshops about innovative project ideas

14h30-14h45 Pitch about some successful examples of green and smart mobility

14h45-15h15 Restitution of the working groups

15h15-15h30 Green mind transnational innovation network

15h30-15h45 Conclusion

### Workshops held in Region of Central Macedonia (GR)

Workshop date: 10 April 2019

Number of participants: 15

Workshop details and agenda:

HIT/CERTH organized a workshop for SMEs in order to give them the opportunity to networking and get to know each other. The scope of the workshop was to engage SMEs and offer them the opportunity to know each other present their business activities, vision and requests from their participation on the Green mind project. Also, the identification of sectors that SMEs would be interested in to develop new products and services were also one of the main objectives of the workshop.

Fifteen enterprises participated and were invited to make short presentations of their business activities, the industries of their interest, their vision and needs. After the presentations Mrs Aifadopoulou Georgia took the floor to make a brief presentation of the Hellenic Institute of Transport which included the areas and main research activities of HIT such as mobility systems development, data management and mobility modeling, traffic management. and intermodal freight transport. In addition, there was a special reference to the Thessaloniki Smart Mobility Living Lab, which collects mobility data from providers such as Taxiway. After that Mrs Aifadopoulou introduced the round table discussion which had the aim to identify the common sub-sectors of green and smart mobility in which participants are willing or have already developed the expertise to develop new products and services. The kind of cooperation that businesses are looking for as well as the components needed to achieve healthy collaboration were two other key pillars on which the discussion among the participants focused. For the workshop SMEs coming from the following sectors: traffic management, navigation applications, telematics, electric vehicles and fifteen companies from the Region of Central Macedonia participated after an invitation that was sent to them via email. 14h45-15h15 Restitution of the working groups.

## Workshops held in Region of Emilia-Romagna (ITA)

Workshop date: 4 December 2018

Number of participants: 12

Workshop details and agenda:

Sipro Spa organized workshop with the SMEs located in the Industrial Area of Ostellato (FE). The participants were: SMEs of the industrial area (ZF-TRW, LTE Toyota – automotive sector; Cromital – chemical sector); the Consortium Ferrara Innovazione; the Municipality of Ostellato, Nomisma (research and economic consultancy in different areas); AESS Modena (Energy Agency). During the workshop the main topics of the Green Mind project were presented with the pilot action ideas and how the SMEs could be directly involved in the project in order to receive services. The workshop was also a step to investigate the needs of the companies located in the industrial area many of which work in the automotive sector and to understand in particular how the companies can play an active role in the implementation of pilot projects and in the participation to a transnational innovation network. The presence of energy and economic consulting companies has strengthened the possibility of creating synergies between various public and private entities to support innovation in local companies. All the participants involved expressed their willingness to continue the collaboration and to organize new meetings to deepen the possibilities of mutual collaboration. It was an important meeting for the companies of the industrial area that shared the main sectors of activity and that dealt with the consulting companies present on various issues.

Workshop date: 28 February 2019

Number of participants: 5

Workshop details and agenda:

Sipro Spa organized workshop with the company AG Srl works in the logistic sector and provides many services to all the companies located in the area. During the meeting in Ferrara, Sipro detailed the main issues related to the Green Mind project and explained how the company could be involved in a transnational innovation network.

Workshop date: 6 May 2019

Number of participants: 7

Workshop details and agenda:

Sipro Spa organized workshops in Ferrara directly involving the group of partners of the project “Landscape Metropolis” a local action plan for the development of sustainable mobility through the waterways in the Province of Ferrara and the use of low environmental impact vehicles. The stakeholders involved are: the Città della Cultura/Cultura della Città Association (cultural and architectural company); AMI Ferrara (Mobility Agency), ICOOR (inter-university consortium); Province of Ferrara; Assonautica Ferrara. Sipro is collaborating in this local strategy and presented, during the meeting, the goals of the Green Mind project and the possibilities of collaboration between the two projects. These partners are directly connected with companies and SMEs dealing with mobility sector in the Province of Ferrara and who may therefore be interested in participating in the Green Mind Project activities. All the stakeholders involved declared their availability to participate in a transnational innovation network.

## Workshops held in Region of Vzhonda Slovenja (SLO)

Workshop date: 5 July 2019

Number of participants: 27

Workshop details and agenda:

The GREEN MIND workshop as part of the projects pilot phase was organised in conjunction with two additional transnational projects targeting sustainable mobility in the region (SAMBA and ALPINE PERALS, Alpine Space programme). The event enabled vital exchange between stakeholders of the project local network and has been an active forum for us to share project experiences and recommendation as well as to capitalize on activities across projects and channel the efforts towards supporting a creation of shared transnational network.

The agenda was as follows:

8:30 - 9:00 Registration

9:00 - 10.30 Panel speeches

10:30 – 11:30 Workshop As part of world café workshop the participants have covered the topics of:

- Status and needs for accelerating green and smart mobility in the region
- Services required to accelerate the green and smart mobility in the region
- Framework and behaviour changes needed
- How to accelerate cooperation at transnational level

11:30 – 11:45 Presentation of conclusions

12:00 Press conference

12:20 - 13.30 Lunch

14.30 – 16:00 Site visit – good practice on public transport solutions in a tourist hub

## Workshops held in Region of Andalusia (ESP)

Workshop date: 18 September 2019

Number of participants: 15

Workshop details and agenda:

In the framework of the Andalusian Pilot within the Market Intelligence and the B2B Matching Services it was launched together with other cluster, Railway Innovation Hub the Initiative SMART TRAIN SMART with 2 lines of work: Inclusive mobility and Door to Door Initiative. In the framework of the B2B Matching Service Andalusia Smart City an event to sit together the Big Tractor Rail Companies and SMEs hosted by Fundacion ONCE to discuss on the initiative and to set in the line Inclusive Mobility the main challenges to be solved. After the meeting both Smart City Cluster and Railway Innovation Hub analysed together the feedback to define on which issues we were going to keep on working, to turn the challenges into projects and these into real products/services to the market. So, 4 issues (called stations) were identified: Fixed Avatars, Mobile Avatars, Guidance Systems, Luggage Robots.

The next step was to celebrate a workshop to present the 4 issues/working lines/topics identified to SMEs and Stakeholders as a way to capitalize the work already done as far as to set the next steps within the Initiative SMART TRAIN SMART-Inclusive Mobility. How to accelerate cooperation at transnational level.

### 3. Capitalization and creation of the transnational network through Local/regional flora

Every partner has organized and participated in local workshops or local/regional flora in their territorial contexts as a tool to capitalize and channel it towards the creation of the transnational network. Below are presented key workshops or local/regional flora per region.

#### Workshops held in BiH

Workshop date: 14 November 2019

Workshop or local/regional flora details and agenda:

The aim of the workshop was to present results of the tested innovative pilot services developed based on EU standards and practices:

- MIREL Tool and Market Intelligence Expert List - Market intelligence service for a specific market or market segment that provides a better understanding of the green and smart mobility market and seizes new business opportunities by developing a strategic plan to take on a new market, create a new product, improve marketing, and sales techniques.
- Handbook for EU funds - Support Service (application assistance) in finding potential grant funds, co-financing or favorable credit to finance business development, marketing, production and operational innovation for SMEs operating in the GSM sector.
- Handbook for B2B events - Connecting Service with EU and Domestic Companies as Potential Partners for New Business Ventures and Projects - visit EU Fairs and Conferences.

In addition, the workshop defined next steps in terms of participation of SMEs from BIH, development agencies and relevant institutions at fairs as well as networking opportunities in the MED network of the GSM sector.

#### Workshops held in County of Istria (CRO)

Workshop date: 10 September 2019

Workshop or local/regional flora details and agenda:

Workshop included an introduction in fundraising possibilities, acceptable applicants, intensity of support for each project, explanation of the subject of each call, acceptable activities and costs and brief guidelines for application and further process of monitoring after EU funds are approved and authorized by governing bodies of Croatia. Presented opportunities were connected with business competitiveness, connectivity and mobility, promoting energy efficiency and renewable energy choices, environmental protection and resource sustainability and the use of communication and information technologies.

### Workshops held in County of Split-dalmatia (CRO)

Workshop date: 25 October 2019

Workshop or local/regional flora details and agenda:

The workshop included an introduction on the activities of the Split-Dalmatia County for the promotion of small and medium-sized entrepreneurs in the area of SDZ and activity through the Greenmind project. We presented at SASO Conference Room at the Spladium Arena funding opportunities and how they could be realized. Furthermore, we will develop connectivity and capitalization, enhancing competitiveness and creating new opportunities through such sustainable and smart development projects using new technologies.

### Workshops held in Region of Occitanie (FRA)

Workshop date: 6 October 2019

Workshop or local/regional flora details and agenda:

To reach as many stakeholders as possible, AFT has organised workshop linked to the HyDéO day which is dedicated to hydrogen heavy mobility. Indeed, hydrogen appeared as an important topic in the French Green mind pilot services testing that was implemented in the Occitanie region in the period from January to September 2019. In total, 25 SMEs participated in the service tests, including 12 companies from the transport and logistics sector. At the beginning of the testing phase, diagnostic interviews were conducted with these 12 carriers in order to analyse their needs and identify their interests in innovative projects in the field of green and intelligent mobility. One of the topics most often discussed in these interviews was the need for carriers to better understand the different alternative energy solutions to replace diesel, and especially to learn more about hydrogen solutions for mobility.

This workshop gave AFT the opportunity to present the regional Green mind project results linked to hydrogen mobility solutions. HyDeO Day should brought together more than 300 participants, mainly from the world of industry and research. The presentation of Green mind was followed by around thirty participants in the project workshop "Hydrogen and heavy mobility for logistics, construction sites and industrialists".

### Workshops held in Region of Central Macedonia (GR)

Workshop date: 22 October 2019

Workshop or local/regional flora details and agenda:

### Workshops held in Region of Emilia-Romagna (ITA)

Workshop date: 30 October 2019

Workshop or local/regional flora details and agenda:

Green Mind Workshop - Upldea Roadshow! Startup Program – Call for Innovation For the Upldea Roadshow! Startup Program – Call for Innovation, was held in Ferrara. The event was organized by Sipro with the Tecnopolo of Ferrara. After a short visit to the business incubator and the Tecnopolo, the participants had few minutes to talk about their mission and their business idea to find interesting ideas and possibilities in the "Pitch moment".

The main objective of the event was to introduce the structures that host working groups, innovative start-ups and young and dynamic companies and the creation of opportunity to make yourself known, present the business idea and create a network to sharing ideas and new synergies for future collaborations. The Upldea program! selects business ideas and startups and supports their development through an acceleration path realized using the skills and networks of productive companies. This programme is promoted by the Young Entrepreneurs of Confindustria of Emilia-Romagna and Veneto, with the coordination of Unindustria Reggio Emilia and the contribution of the accelerator LUISS Enlabs.

### Workshops held in Region of Vzhonda Slovenja (SLO)

Workshop date: 5 June 2019

Workshop or local/regional flora details and agenda:

The GREEN MIND workshop as part of the projects pilot phase was organised in conjunction with two additional transnational projects targeting sustainable mobility in the region (SAMBA and ALPINE PERALS, Alpine Space programme). The event enabled vital exchange between stakeholders of the project local network and has been an active forum for us to share project experiences and recommendation as well as to capitalize on activities across projects and channel the efforts towards supporting a creation of shared transnational network.

### Workshops held in Region of Andalusia (ESP)

Workshop date: 5 June 2019

Workshop or local/regional flora details and agenda:

Andalucia Smart City Cluster is working on the celebration of a workshop that is part of the Smart Train Smart Initiative (Inclusive Mobility and Initiative Door to Door), result from the Pilot Testing Services (Market Intelligence and B2B Networking) of the Green Mind Project. The main focus of the local workshop was to keep working on the 4 identified challenges to be solve on the Initiative Inclusive Mobility with both SMEs and Stakeholders. At the date on the framework of the Capitalization Workshop to be held the 18th of September it has been identified and documented 4 challenges.

#### 4. Capitalization and creation of the transnational network through Green Mind Transnational event in Split

The of the GREEN MIND Transnational Innovation Network event in Split Dalmatia County had a purpose to bring together all GREEN MIND Project Partners, as well as the relevant representatives of the SME-s from SDC, SDC representatives, representatives of the research institutions and universities, representatives of the City of Split as well as the representatives of Ministry of Economy, entrepreneurship and crafts, and to present GREEN MIND project with its aims and goals, as well as some interesting SME projects in the field relevant for the GREEN MIND project. Also, the goal was to discuss and share experience of the importance of the networking and cooperation of Private sector, Research institutions and Public sector, so that results of the GREEN MIND project can create network of relevant institutions that will remain even after the project activities are finished. Another goal was to present the further networking events that will take a place during the GREEN MIND project length where SME-s could interact and discuss potential of cooperation.

Besides above mentioned goals, Partners meeting in Split had as a goal coming au with a mutual agreement among all partners on the content of the Green Mind MED Network Initiative Agreement that should be signed by all partners ensuring that long term sustainability of the project results and and follow-up & capitalization initiatives are confirmed by all Partners.

## 5. Annexes

### a. Green Mind MED Network Initiative Agreement

#### Article 1 INTRODUCTION

The Green Mind project funded by the Interreg MED Programme focuses on **fostering business competitiveness and innovation in the green and smart mobility industry**.

Involved stakeholders within Green Mind project in the green and smart industry are small and medium enterprises. This project connects several SMEs in regional network and joins their efforts to increase their visibility and enhance the knowledge transfer and co-operation between the companies involved.

The Green Mind project has set its own strategy and action plan for the deployment of green energy initiatives in its region and market with focus on:

- *Support in delivering business services focused on finding market opportunities for businesses in the green and smart mobility industry and helping them accessing European and national public funding.*
- *Analysis of the industry and its sectors, understanding innovation needs in the Mediterranean area.*
- *Facilitate the exchange of experience and knowledge through network workshops and joint resources for public funding, B2B opportunities, market intelligence etc.*
- *Strengthening cooperation between research, business and public stakeholders; strengthening innovation processes and business competitiveness.*
- *Informing and supporting economic development and innovation policies in the industry.*

In order to enhance the already observed impacts of the project's initiative and to facilitate further initiatives, the project consortium members have agreed to establish a Green Mind network.

**The founding members** of the Green Mind network include:

- *SIPRO, Economic Development Agency, Italy*
- *CERTH, Centre for research and technology Hellas, Greece*
- *Andalucia Smart City Cluster, Multi-sector innovative business association for smart cities, Spain*
- *AFT, Association for the development of professional training in transport and logic, France*
- *IDA, Istrian Development Agency, Croatia*
- *SERDA, Sarajevo Economic Regional Development Agency, Bosnia and Herzegovina*
- *E-ZAVOD, Institute for Comprehensive Development Solutions, Slovenia*
- *CSD, County of Split-Dalmatia, Croatia*

#### Article 2 DURATION OF THE GREEN MIND MED NETWORK INITIATIVE AGREEMENT

This agreement shall take effect on the date on which the Participants sign it. It shall remain in force until 31/12/2025. An eventual extension will be discussed at yearly Assembly during 2024-2025.

#### Article 3 SUBJECT OF THE GREEN MIND MED NETWORK INITIATIVE AGREEMENT

Green and smart mobility includes **transport services and technologies** (vehicles and components, computer applications, clean fuels, infrastructure, etc.) aiming to improve the mobility of people and goods and to reduce its environmental impacts.

This innovation field of the MED area is transverse and concerns different sectors (transport and logistics, automotive, information technology, energy ...). It is developing quickly because of

technological change but also in response to the growing need of reducing the environmental impacts of transport in the context of more and more restrictive environmental policies.

#### **Article 4 OBJECTIVES OF THE GREEN MIND MED NETWORK INITIATIVE AGREEMENT**

Stakeholder cooperation is at the core of Green Mind and the project's scope of work includes the set-up of a European network in the green and smart mobility fields.

The Green Mind European Network aims at sustaining the project cooperation after its end and at establishing a permanent stakeholder cooperation platform in the project fields.

##### **Key Network objectives are:**

- *engaging and fostering cooperation between Small Medium Enterprises (SMEs), Research & Innovation (R&I) bodies, public authorities and other stakeholders active in the green and smart mobility industry;*
- *sustaining the Green mind project results in the long term, in particular the delivery of the Green Mind services (these are market analyses, public funding screening and business matching services);*
- *supporting new initiatives and projects in the Green mind project thematic fields;*
- *stimulating and speeding-up city- and region-led innovation in the fields of smart cities, smart mobility and city logistics;*
- *capacity building and knowledge sharing for virtual incubation of early stage ideas into viable ventures.*

#### **Article 5 ACTIVITIES OF THE PARTICIPANTS IN THE GREEN MIND MED NETWORK**

The Green Mind European Network aims at fostering innovation in the mobility industry as a means to enhance its competitiveness and sustainability.

The Network promotes cooperation and partnership at the regional and European levels and promotes dialogue and exchange of experience focused on innovation in products and services in the mobility industry. The Network addresses **industry, research and public stakeholders** to stimulate **city- and region-led innovation** and foster **cooperation opportunities**.

##### **These focus on three key areas:**

- *mobility services and products development, and market up-take;*
- *local and regional policy planning and delivery;*
- *capacity building and knowledge sharing for virtual incubation of early stage ideas into viable ventures.*

##### **Scope of activities**

- *Accelerating technology, policy and organizational innovation in the mobility sector in local and regional territorial systems, thanks to the international exchange of know-how and experience.*
- *Project monitoring and analysis of prospect calls & calls for proposals.*
- *Accelerate innovation at city and regional level by connecting local entrepreneurs to an ecosystem of relevant services.*
- *Build capacity to enhance city- and region-led innovation by offering formal and informal learning opportunities to the local ecosystems that are developed around the network;*
- *Support the development of private/public partnerships to enhance the open innovation and territorial R&I potential in the topic of smart mobility.*

##### **Activities**

- *Calls monitoring, analysis, and project drafting (cooperation in preparation of EU-funded projects).*

- *Research activities – updating the Network with technical contents.*
- *Technical seminars – 2 seminars per year to present project results (webinars).*
- *Regular Newsletter – 2 reviews per year – published members' news, events, technical articles.*
- *Yearly Assembly and conference – 1 per year – focus on administrative, governance and strategic issues.*
- *Public conference on specific themes – 1 per year – organized by members including presentations of partners' projects and Network's research work.*
- *Organization of meetings with EU institutions – 1 per year- presenting project results and Network activities.*

### **Article 6 ORGANIZATION**

The Network organization should relate to its dimension. The Network founding should include the 8 Green Mind partners as a minimum.

SIPRO and CERTH will be responsible partners for the first years of operation of Network. Project partners will change in the next years of operation.

### **Article 7 FUNDING AND BUDGET**

The Network budget at year 1 is funded through Green Mind project and after ending, the project partners will seek funding from other projects in industry of green and smart mobility. All collaboration activities will be limited to the availability of necessary human and financial resources.

### **Article 8 TERMS AND CONDITIONS**

Please read these Terms and Conditions carefully before signing the agreement. Your access to and use of the Green Mind MED Network is conditioned on your acceptance of and compliance with these Terms. Terms apply to all partners involved and others who have access or use the Green Mind MED Network.

Should a party wish to terminate the collaboration, a 3-months' notice in writing shall be given.

By accessing or using the Green Mind MED Network, you agree to be bound by these Terms. If you disagree with any part of the terms then you may not access the Network.

Articles of Green Mind MED Network Agreement (*Introduction, Duration, Subject, Objectives, and Activities*) are defined and covered by Terms and Conditions. Obligations of partners are defined by annexed to this document.

The Green mind Network partners carefully treat all data collected as confidential and strictly use it under the framework of Green mind Network in compliance with the EU legal regulations and the Interreg MED Programme rules.

All data collected and managed under the activities of the Green mind project, namely accounts, newsletter subscribers, event registrations, surveys of any kind, the implementation and test of the Green mind pilot services is in strict compliance with the new Regulation (EU) 2016/679, General Data Protection Regulation. The partnership appointed AFT, to act as Green mind website Data Protection Officer.

All data is collected respecting General Data Protection Regulation (GDPR).

The scope of the data collected is the minimum necessary for each purpose, avoiding as much as possible personal information. However, no personal information is collected without the knowledge and consent of the target audience.

No data will be shared with third parties outside the project and the Interreg MED Programme, other than the external providers or used for unintended purposes without the express consent and prior notification to the interested individuals. When personal data is collected, the purpose will be clearly expressed.

The data collected within the framework of the Green mind Network will be retained by the partners and the Interreg MED Programme until 31/12/2025.

The Green Mind Network reserve the right, at our sole discretion, to modify or replace these Terms at any time. If a revision is material, we will try to provide at least 30 days' notice prior to any new terms taking effect. What constitutes a material change will be determined at our sole discretion.