

# D3.5.1 Transnational online seminar with MED SMEs & research bodies on Market Intelligence

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**Work Package 3**

**Final version**

**Testing**

**May 2020**

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## Contents

Contents .....	2
1. Introduction.....	3
a. The Green mind project.....	3
b. Purpose of the Testing Work Package.....	3
c. Scope of the Green mind transnational innovation network.....	4
d. Focus of Deliverable 3.5.1 .....	4
e. Document structure .....	4
2. The transnational online seminar with MED SMEs & research bodies on Market Intelligence.....	5
a. Presentation of the online seminar and the participating SMEs and stakeholders.....	5
b. Time frame and location .....	5
c. Scope and objectives of the action regarding the project and the participating SMEs .....	5
d. Outcomes of the workshop .....	6
e. Additional info through documents: agenda from the event, etc. ....	6

## 1. Introduction

### a. The Green mind project

The core of the Green mind project is to develop economic competitiveness and innovation in the green and smart mobility industry. To do so, the project fosters regional and transnational cooperation between businesses, research bodies and authorities.

Three pillars have been developed to structure the project during its entire length. They will be what will be tested, from new market intelligence, to public funding screening, and B2B matchmaking services for SMEs.

To reach a maximum audience, four actions were planned from the beginning. The tested services will be built as a transferable model for clusters and agencies and they will benefit from a transfer programme, a transnational innovation network involving authorities, business, and research will be set up, and a policy support programme will be given to mainstream the project results based on the Smart Specialization Strategies of the involved regions.

### b. Purpose of the Testing Work Package

The Testing Work Package (WP3) is focused on the creation and the demonstration of new services for SMEs active in the green and smart mobility industry in the MED area. These services will benefit SMEs on several levels: supporting their competitiveness, innovation capacities, and international visibility at the same time.

This work package – along with the Transferring work package (WP4) – is right at the heart of the Green mind project. Indeed, it comprises most of the project's operations, 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 regarding 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 the Green mind transnational innovation network

The Green mind Transnational Innovation Network (A3.5) is the unique piece that makes the project last in time in a meaningful way. Indeed, it builds on the core of the project, which is the Pilot testing of the SMEs services (A3.3) and the Pilot evaluation & service model (A3.4). Hence, after building the pilot services and taking a step back to evaluate their efficiency, it is time to build a long-lasting relationship to spread the acquired knowledge.

The goal of the transnational innovation network was to share the information gathered during the pilot phase and their results with the participating SMEs. Following the main pillars of the project, this activity is divided in three parts, covering respectively Market Intelligence, B2B matchmaking and public funds screening. Hence, the “Transnational online seminar with MED SMEs & research bodies on Market Intelligence” (3.5.1) covers the first pillar.

### d. Focus of Deliverable 3.5.1

This deliverable focuses on presenting the structure, the topics covered, and the results of the transnational online seminar with MED SMEs & research bodies on Market Intelligence. Organised by the French partner (the AFT), it was dedicated to the presentation of calls of the European Union that could be answered by Green mind’s SMEs. This document presents the details of the online seminar, as well as its topics and outcomes. Finally, it includes additional information in the form of photos, links, agendas, etc.

### e. Document structure

After the present introduction, the online seminar is presented following the subsections below:

- (1) presentation of the workshop and the participating SMEs and stakeholders,
- (2) time frame and location,
- (3) scope and objectives of the action regarding the project and the participating SMEs,
- (4) outcomes of the workshop,
- (5) additional info (photos, links, agendas, etc.).

## 2. The transnational online seminar with MED SMEs & research bodies on Market Intelligence

### a. Presentation of the online seminar and the participating SMEs and stakeholders

The French partner (AFT) organised in cooperation with the other partners an online seminar on European funding for green and/ or smart mobility on the 21<sup>st</sup> of November, from 10 to 11.30 AM.

The overall idea was to present all calls that could be answered by the SMEs engaged in the Green mind project. However, to achieve such a goal, we had to undergo four preparative steps:

- First, we went through a thorough selection of the calls – depending on the opening date, starting date, feasibility, and main topic,
- Then, we made sure to have an expert to talk on the subject – Fabienne DAVERAN from the French Transport NCP,
- After, we made sure that at least 50 people could join the online seminar by selecting a viable and easy to use platform – Gotomeeting was chosen,
- Lastly, a set of invitations was made and relayed in Green mind partners' websites and the conference they animated to reach as many stakeholders as possible.

In total, 39 entities participated outside of the Green mind consortium (see the full list in paragraph E), from the transport SMEs to public authorities from each of the partners' countries. The AFT had the help of the CHT consultants for the technical details. For instance, the AFT thought of organising competitive bidding to choose the right platform for the online meeting, but CHT offered their own as part of their external expertise. They also sent the invitations thanks to "Send in blue", their mass mailing solution. Lastly, they managed the technical aspects of the platform during the webinar so that the AFT could focus on its content.

The objective of this online seminar was to help all the SMEs finding and explaining calls that would be financing part of their innovative actions towards green transportation. This workshop gave AFT the opportunity to present - on behalf of all partners – an introduction to calls of the European Commission.

### b. Time frame and location

The workshop took place online on the 21<sup>st</sup> of November of 2020 from 10 AM to 11:30 AM. Thanks to the Go to meeting report, we know that the meeting lasted exactly 82 minutes.

### c. Scope and objectives of the action regarding the project and the participating SMEs

The scope of this action was focused on having the Green mind's SMEs interested in EU calls. Such a goal, for beginners in the subject, needed the action to be carefully thought beforehand. The AFT used the opportunity of the evaluation of the Green mind services to also shape the needs of the SMEs it monitored. The main oral feedback was focused on the ongoing support needed to guide the SMEs to new habits.

Hence, the AFT thought of a series of webinar to help them through the process of submitting a proposal to an EU call. The first call would have a professional present the previously selected EU calls with advice dedicated to their level of information. The objective of this first online seminar was to reassure the

SMEs thanks to clear and efficient information given by an authority in the field. The second call was advertised at the same time as the first one to show the targeted SMEs that this is not just a presentation of calls, a follow-up is already planned.

d. Outcomes of the workshop

This first online seminar enabled us to:

- Gather the most interested and involved SMEs of the Green mind project,
- Exchange contacts between them (useful for the third online webinar),
- Present potential EU calls that these SMEs could answer in a clear and efficient manner,
- Convince the SMEs that answering such a call is possible and at their reach.

e. Additional info through documents: agenda from the event, etc.

Invitation to the first webinar:



## REMINDER

Green mind organizes a matchmaking event to build European collaborations and innovative projects around the Horizon 2020 program.

### Webinar 1 – H2020 call presentation - 21<sup>st</sup> Nov

(10:00 to 11:30 am CET – in English)

The next call for H2020 Smart, green and integrated transport program will open soon, the deadline to submit proposals will be in April 2020. We have selected a few topics with potential interests for Green mind stakeholders. They will be presented by the French Transport National Contact Point.

Because of the high number of participants, each one will not be able to introduce him/herself, contrary to what was planned initially. Instead of oral presentation, we will circulate a catalogue of participants. **Please send** to Maxime GUIBERT ([mguibert@chtech.fr](mailto:mguibert@chtech.fr)) and Paul VINCENT ([paul.vincent@innovative-business.eu](mailto:paul.vincent@innovative-business.eu)) **your commercial leaflet ASAP, to get it included in the catalogue** in addition to your contact details.

### Webinar 2 – Project ideas presentation and questions – 28<sup>th</sup> Nov

(10:00 to 11:30 am CET – in English)

If you have an idea of an R&D project and are looking for a European collaboration, you are invited to present your project at the second webinar. You will be able to connect and discuss with potential partners: universities, public institutes, public/private end-

users, SMEs from all Green mind regions in the Mediterranean area. If you are interested in presenting a project idea, please send your contribution (see attached template) to Maxime GUIBERT ([mguibert@chtech.fr](mailto:mguibert@chtech.fr)) and Paul VINCENT ([paul.vincent@innovative-business.eu](mailto:paul.vincent@innovative-business.eu)) before 25<sup>th</sup> November.

### **Green mind**

Green mind is a European project aiming to foster competitiveness and innovation in smart and green mobility.

A set of activities dealing with matchmaking, market intelligence and access to funding were led in each Green mind region.

Now, the aim is to leverage Green mind outcomes at European level and bring new European opportunities for your projects.

### **Free participation but mandatory registration before ASAP November**

Maxime GUIBERT ([mguibert@chtech.fr](mailto:mguibert@chtech.fr) +33 610 416 296)

Paul VINCENT ([paul.vincent@innovative-business.eu](mailto:paul.vincent@innovative-business.eu) +33 681 166 668)

**For further information, do not hesitate to get in touch with your local Green mind contact**

Selection of slides out of the 36 in the presentation of Fabienne DAVERAN:



## **European Funding Opportunities for Innovation in Transport**

**Green Mind Webinar  
November 21<sup>st</sup>, 2019**

**Fabienne DAVERAN  
Aerospace Valley European Desk Manager  
French Transport NCP**


**MG-4-7-2020: Digitalisation of the transport system : data sharing**



**Deadline: 21-04-2020** | **RIA** | **2 to 3M€ per proposal (1 project funded)**

**Scope**

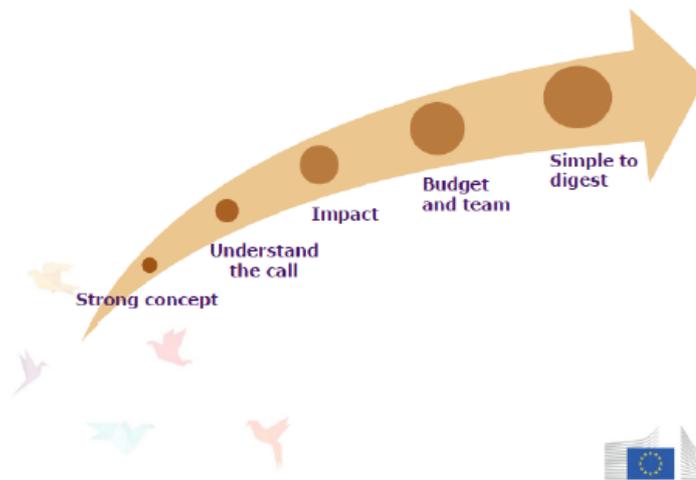
- Provide a comparative analysis of the transportation data regulation
- Identify transport flows for digitalised processes and transport data exchange
- Identify functional requirements and possible frameworks for data sharing across the transport system and with the public sector where appropriate
- Building on existing standards - specifications, propose standards for transport data sharing
- Analyse the relationships between private and public stakeholders and their differing approaches to data sharing principles
- Analyse methods that foster trust in transport data networks; consider commercial and competitive risks of data sharing as well as the potential for the EU to set global standards; identify privacy and security issues; identify appropriate governance structures and/or process

**Other key information**

- Build on previous projects Transforming Transport, BigDataEurope, NOESIS, LeMO, OPTIMUM, SELIS, AEOLIX, oneTRANSPORT, EfficienSea 2
- Mix of private and public actors both from transport and transport research



**5 steps to success**



Transport Info Day in Brussels: click [here](#)



List of the attendees – according to the Gotomeeting recap:

<b>Participants Green mind Webinar 1 – H2020 call presentation GoToMeeting</b>				
<b>Récapitulatif</b>				
<b>Date de la réunion</b>	<b>Durée de la réunion</b>	<b>Nombre de participants</b>	<b>ID réunion</b>	
21 novembre 2019, 09 h 57 (CET)	82 minutes	41	637-927-029	
<b>Détails</b>				
<b>Nom</b>	<b>Pays</b>			
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Aurélien GONZALEZ	France			
CCIS				
Chiara Franceschini	Italy			
Christelle Caltape	France			
Christina	Greece			
Corinne Pozzecco	Croatia			
Cristina Peñas de Bustillo	Spain			
DANIEL PÉREZ	Spain			
DE MIGUEL Emilie	France			
Estelle POSNIC	France			
Francesco Vaninetti	Italy			
Georgios Dimarelos	Greece			
Gordana	Croatia or Spain			
Géraldine FAYOLLE	France			
Igor Košir	Slovenia			
Jasna	Croatia			
Jean Christophe HOGUET	France			
Jelena Nikolić	Croatia			
Jerome FENWICK	France			
Kristijan Ivancic	Croatia			
Lea	Slovenia or Croatia			
Maria Stefanidou	Greece			
María Ros (UGR, International Project	Spain			
Melisa Demarin (Penta)	Croatia			
Miguel Angel Martin Rodriguez (Integr	Spain			
Monika H.	Croatia			
Nina Vrabelj	Slovenia			
Nino	Croatia			
Oscar Formaggi	Italy			
Oskar Vujičić	Croatia			
Roman Kekec	Slovenia			
Rubén Porrás	Spain			
Simon Meglič	Slovenia			
Sofoklis Dais	Greece			
Stefan LEAP	Slovenia			
Tilen Kosi	Slovenia			