

# D3.5.2 Transnational online seminar with MED SMEs & research bodies on B2B meetings

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**Work Package 3**

**Final version**

**Testing**

**May 2020**

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## 1. Introduction

### a. The Green mind project

The past years has seen the development of fast technological advancements and stricter environmental policies, resulting in the emergence of green and smart mobility. The Green mind project has the goal of strengthening transnational activities of clusters and agencies to support SMEs systems in two ways. First, it will help them exploiting the market opportunities offered by mobility sectors. Second, it aims at tapping the raising demand for green and smart mobility products and services in the same sectors, i.e. transport and logistics, automotive, energy, and IT.

Green mind focuses especially in the products and services dealing with clean fuels and infrastructures, green and automated vehicles as well as mobility as a service. It also targets 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. It involves eight partners from eight different regions in the Mediterranean, that are Emilia Romagna, Central Macedonia, Andalucía, Occitanie, Jadranska Hrvatska, County of Istria, Sarajevo, and Vzhonda Slovenija.

### 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

### c. Scope of Pilot Testing

The Green mind Transnational Innovation Network (A3.5) is the key to make the project last in time. It builds on the core of the project, are the SME services, both when they were tested (A3.3) and evaluated before making a model (A3.4). This way the Transnational Innovation Network benefits from the results of the project, tempered by the evaluation of the SMEs involved. Building lasting relationships around it is the best way to spread the acquired knowledge.

The goal of the Green mind Transnational Innovation Network is 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 B2B meetings” (3.5.2) covers the second pillar.

#### d. Focus of Deliverable 3.5.2

This deliverable focuses on an online seminar that is apart from the two others. Indeed, there is a series of 2 webinars (3.5.1 and 3.5.3) and this one focuses on B2B matching, which was done independently. This time, we dedicate the online seminar to B2B matching in the green and smart mobility. To have a significant B2B matching session, the Green mind partners saw things in big. This time, partners -with the available budget- would offer the trip and the hotel stay for the SMEs that had a European project in mind. 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 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 B2B meetings

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

The French partner (AFT) organised - in cooperation with all Green mind partners - a separate online seminar dedicated to B2B matching for green and/ or smart mobility on the 7<sup>h</sup> of February, from 11 AM to 12.30 PM. Here the online seminar is treated separately, after a whole process of selection to get invited to the Green cities congress in Malaga (the 21<sup>st</sup> and 22<sup>nd</sup> of April 2020). To achieve such a goal, we had to undergo through several preparative steps:

- First, each Green mind partner defined a call for expression of interest to select the SMEs (see e.),
- After the selection, the AFT made a template for all selected SMEs to present themselves and their European project,
- Lastly, a set of invitations was made and sent to the selected SMEs only.

For your information, the Croatian partners (SDC & IDA) did not have a selection process as they could not invite SMEs in Malaga. As the Malaga congress was added after the beginning of the project, this action was not mandatory, and the budget had to be found.

Here are the SMEs selected that participated in the online webinar:

COMPANY NAME	ACTIVITY OF THE COMPANY	CONTACT NAME
- Wavenet	Fleet management, telematics	Apostolos PITYRIS
- Brainbox	Bike-sharing systems	George VOULGARODIS
- Geosense	Drone applications	Dimitris RAMNALIS
- Safra	Hydrogen bus manufacturer	Jean Christophe HOGUET
- Safra	Hydrogen bus manufacturer	Emmanuelle SAUX
- VUF	Manufacturer of bikes for urban deliveries	Anthony CHENUT
- 4econsulting	ICT technologies for the automotive sector	
- 22HGB	ICT solutions for mobility and smart city	

They also sent the invitations thanks to “Send in blue”, their mass mailing solution. Lastly, we used Google Meet this time, which does not track the names and email addresses of the participants.

The objective of this online seminar was to help the selected SMEs to present their idea and company before getting to the fair. As they were all very interested in the idea, a lot of exchanges happened during the call and it helped to create a transition before the Malaga congress. As the COVID-19 pandemic went on, the Green cities congress in Malaga was postponed to an unknown date at the moment.

### b. Time frame and location

The workshop took place online on the 7<sup>h</sup> of February of 2020 from 11 AM to 12:30 PM.

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

The scope of this action was focused on going beyond words for the Green mind's SMEs and propel them to a European B2B matching stage. Such a goal, for beginners in the subject, needed the action to be carefully thought beforehand. Hence, partners first carefully selected their most motivated and mature SMEs through a selection process of their own. This acted as a solid base for the rest of the project. However, the COVID-19 pandemic stopped us mid-course, before reaching the main objective.

#### d. Outcomes of the workshop

This second online seminar enabled us to:

- Push the most interested and involved SMEs of the Green mind project,
- Exchange contacts between them (useful for the Malaga Congress),
- Give them a boost in their European networking.

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

Invitation to participate in the Green cities fair of Malaga:



## CONGRESS IN MALAGA (21-22 APRIL)

**You are a SME located in Emilia Romagna, Central Macedonia, Andalucía,  
Jadranska Hravtska, County of Istria, Sarajevo or Vzhonda Slovenija ?**

**Your business deal with green and smart mobility and you are interested in  
European collaborations?**

**The Green mind project offers you to participate in the Green Cities Congress in  
Malaga (Spain)**

<https://greencities.fycma.com/?lang=en>

Travel and registration costs covered - Places are limited.

If you are intereted, please get in touch before 31 January with the relevant contact person:

**Emilia Romagna:** [chiara.franceschini@siproferrara.com](mailto:chiara.franceschini@siproferrara.com), [anna.alessio@siproferrara.com](mailto:anna.alessio@siproferrara.com)

**Central Macedonia:** [mstefanidou@certh.gr](mailto:mstefanidou@certh.gr), [dais@certh.gr](mailto:dais@certh.gr)

**Andalucía:** [veronica@smartcitycluster.org](mailto:veronica@smartcitycluster.org), [manuel@smartcitycluster.org](mailto:manuel@smartcitycluster.org)

**Jadranska Hravtska:** [Martin.Bucan@dalmacija.hr](mailto:Martin.Bucan@dalmacija.hr)

**County of Istria:** [Jelena.Nikolic@ida.hr](mailto:Jelena.Nikolic@ida.hr)

**Sarajevo:** [marek@serda.ba](mailto:marek@serda.ba)

**Vzhonda Slovenija:** [nina@ezavod.si](mailto:nina@ezavod.si), [darko@ezavod.si](mailto:darko@ezavod.si)

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Table representing each partners' method of selection:

	SIPRO	AFT	SERDA	SMARTCITY CLUSTER	CERTH	E-zavod
N° of SMEs to be involved	2 OR 3	2 SMEs (2 persons per SME)	2 SMEs	More than 40	5	1 SME (1 person) - confirmed interest *further 1-2 SME or cluster org. representatives likely to join
SMEs selection procedure	Public call for proposal to be published on SIPRO's website, selection criteria will include: - coherence of the enterprise's activity with the project Green Mind "green & smart mobility"; - relevance of the SME's sector of activity with the Greencities fair in Malaga; - SMEs representative proficient in English; - involvement in the already implemented Green Mind activities (e.g. questionnaire for enterprises; pilot actions, etc..)	Public call for interest on AFT's website + direct contact with SMEs that participated in the pilot services testing in the Occitanie region. If more than 3 SMEs show interest, the following selection criteria will be used: •Relevance of the SME's product/service for Green and Smart Mobility and the Green cities fair •Spoken languages (especially English and Spanish) •Interest to participate in further (transnational) cooperation initiatives (e.g. EU projects)	Direct invitation by email. SMEs are going to be selected by expert team up on criteria formed on SMSs readiness for internalization and innovation capacities	Direct invitation by email and on our social media. In the website it will be also made a publication.	1. Online publication of the process (CERTH/HiT site, local pilot site and social media) 2. Requirement that the SMEs are part of the green ecosystem in the region of Central Macedonia (these requirements are analysed in the local pilot description in detail) 3. Requirement that they have participated in at least one of the previous Green mind pilot activities in Central Macedonia 4. Evaluation of the relevance between the company and the event 5. In case the companies have all the aforesaid, a draw occurs. Any feedback will be appreciated	1. Public call published in national sustainability magazine 2. Direct contact with SMEs that participated in the GM project so far 3. Direct invitation by email, once the programme is released Selection Criteria: Proof of relevance of Green Cities event to SME's GSM activities Interest to collaborate as part of GM innovation network Active spoken English (Spanish)



Head of the French partner's website for the call for expression of interest:



Invitation for the SMEs selected in each Green mind partners' country:



## WEBINAR 3 (7th Feb - 11am): speed dating with other Green Cities participants

Your SME was selected to attend the GREEN CITIES CONGRESS in Malaga.

<https://greencities.fycma.com/?lang=en>

On February 7 - 11am (Central Europe Time), meet all other companies selected for GREEN CITIES Malaga, from Occitanie, Emilia Romagna, Central Macedonia, Andaluc a, Jadranska Hravtska, County of Istria, Sarajevo and Vzhonda Slovenija.

Call using your computer:  
[meet.google.com/poc-qzpj-cnj](https://meet.google.com/poc-qzpj-cnj)

You can also call using your phone:

- (ES) +34 910 48 95 10 Code : 862 819 747 4793#
- (FR) +33 1 87 40 24 99 Code : 727 324 084#
- (GR) +30 21 1176 8418 Code : 862 819 747 4793#
- (HR) +385 1 2772 000 Code : 862 819 747 4793#
- (IT) +39 06 9779 0560 Code : 862 819 747 4793#
- (RS) +381 11 4250145 Code : 862 819 747 4793#

(SI) +386 1 828 21 45 Code : 862 819 747 4793#

All companies will be invited to introduce themselves. Whether you want to illustrate your speech with slides, please send your presentation to [mguibert@chtech.fr](mailto:mguibert@chtech.fr) before February 6.

Please confirm your participation to the relevant contact person before January 31:

**Occitanie:** [emilie.demiguel@aft-dev.com](mailto:emilie.demiguel@aft-dev.com)

**Emilia Romagna:** [chiara.franceschini@siproferrara.com](mailto:chiara.franceschini@siproferrara.com),  
[anna.alessio@siproferrara.com](mailto:anna.alessio@siproferrara.com)

**Central Macedonia:** [mstefanidou@certh.gr](mailto:mstefanidou@certh.gr), [dais@certh.gr](mailto:dais@certh.gr)

**Andalucía:** [veronica@smartcitycluster.org](mailto:veronica@smartcitycluster.org), [manuel@smartcitycluster.org](mailto:manuel@smartcitycluster.org)

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Information to the participants in once the SME is selected:



Meeting: Green cities fair of Malaga  
21-22 April 2020

### Information of the participants

## What is asked?

If you are part of the SMEs that have been selected by the Green mind partners, *congrats again!*

Now that you have participated at the 3<sup>rd</sup> webinar we would love to ease the knowledge and synergies through this form that needs to be filled in English.

*Do not forget to fill in the Malaga fair participants list (excel sheet) as well !*

1st webinar :  
Explain the EU calls

3rd webinar :  
Try to implement them!

2nd webinar :  
Share your ideas

## Form to fill in

### Questions

### Answers to give

Name	
Location	
Website	
Sector of activity	
Short description of the main services/ products you offer	
Main objectives of the participation to the fair (e.g. presentation of new services or products; research of partnership, participation to EU calls..)	

## What will happen?

1. Get your information to your national Green mind contact (the people who selected you) to allow them to deal with the administrative tasks
2. There might be further information required, so please keep an eye on our emails!
3. Before you get there: Look at the Networking B2B tool to arrange appointments in advance, look at the website to get an update on all the activities planned in the program:

<https://greencities.fycma.com/?lang=en>



 <p><b>Green Point</b></p> <p>Space for the presentation, by institutions and companies, of the political and technological advances for the development of smart territories. Presentation and analysis of the 2030 agenda, within the framework of the Sustainable Development Goals (SDG).</p> <p><a href="#">ORDER TICKETS</a></p>	 <p><b>Smart Lab</b></p> <p>Space for the presentation of institutional projects and success stories of cities, as well as for ideas and initiatives to make the future more intelligent and sustainable.</p> <p><a href="#">ORDER TICKETS</a></p>	 <p><b>S-Moving Forum</b></p> <p>S-Moving is the reference space for companies, professionals, entities and public administrations in the sectors of Intelligent, Autonomous and Connected Vehicles.</p> <p><a href="#">MORE INFO</a></p>	 <p><b>International Greencities Forum</b></p> <p>The IGC – International Greencities Congress brings together all the scientific content of the Greencities Forum through the presentation and exhibition of scientific communications.</p> <p><a href="#">MORE INFO</a></p>	 <p><b>AI Circular Economy Forum</b></p> <p>This forum will feature projects and initiatives that are promoting the model and leading to a new economic and social model. All the actors that companies, researchers, public administrations and entrepreneurs are willing to optimize resources and materials have a place here.</p> <p><a href="#">ORDER TICKETS</a></p>	 <p><b>Road Point</b></p> <p>Space of crucial importance for the dissemination of policies related to the development of intelligent, sustainable and smart cities. It is the most relevant space in terms of measures and plans related to the development of intelligent and sustainable territories.</p> <p><a href="#">ORDER TICKETS</a></p>
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Meeting: Green cities fair of Malaga  
21-22 April 2020

### Information on the Greencities fair



## What is Greencities?

Greencities is the **reference meeting point for all the agents involved in the construction of smart and sustainable cities in Spain.**

Institutions, public administrations, companies and professionals meet at Greencities to project the cities of the future.

### Greencities, Forum of Urban Intelligence and Sustainability



**Greencities is the reference meeting for all the agents involved in the construction of smart and sustainable cities in Spain.**

Technology and sustainability are its mainstays.

Institutions, public administrations, companies and professionals come together in Greencities to design the cities of the future.

From a humanistic vision of the digital society, Greencities invites you to cocreate projects, establish contacts, count ideas, offer services, approach new technologies and obtain inspiration. Greencities is the only event in the sector that offers a unique, real opportunity to network between companies and cities, that is, to design the future together. Join us ... **Let's go green!**

## Why be in Greencities?

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>✓ <b>Positioning:</b> A meeting point for the cities and companies that refer to the smart cities sector.</li> </ul>      | <ul style="list-style-type: none"> <li>✓ <b>Internationalization:</b> Inverse business missions with the presence of international institutions and companies.</li> </ul> | <ul style="list-style-type: none"> <li>✓ <b>Experience:</b> Ten editions as a national forum of reference in the sector.</li> </ul>       |
| <ul style="list-style-type: none"> <li>✓ <b>Business:</b> Only forum that puts you in direct contact with the company – entity – professional – city.</li> </ul> | <ul style="list-style-type: none"> <li>✓ <b>Debate:</b> The main agents and companies involved in the development of cities debate in our forums.</li> </ul>              | <ul style="list-style-type: none"> <li>✓ <b>Aliance:</b> Generate present and future agreements with the agents of the sector.</li> </ul> |
|  |   | <ul style="list-style-type: none"> <li>✓ <b>Future:</b> Co-create future projects. Re-design cities.</li> </ul>                           |



## Greencities in images



## Green mind in Greencities

1. **Green Mind Project will have a expositor in the Exhibition area where you will have place to keep meetings and participate in the project activities**
2. **There will be several spaces where presentations and side events will be celebrate and you will be able to participate**
3. **You will be able to arrange B2B meetings with Smart City Cluster 120 associated members, mainly SMEs dealing with products and services for the Smart City.**

Hereby you can find information about all the members and start to identify the SMEs you are interested to meet and inform your national Green Mind contact: <https://smartcitycluster.org/en/asociados/>



## Green mind in Greencities: Preliminary agenda

DATE	SCHEDULED ACTIVITES	PLACE
20th April 2020	Welcome Cocktail by the Mayor of Malaga	City Hall of Malaga
21st April 2020: morning	Green Mind activities, B2B Meeting with Smart City Cluster Associated Members	Green Mind Stand in Greencities Forum
21st April 2020: evening	Free time for visiting the Forum and get contacts  Cocktail Dinner	Greencities Forum
22nd April 2020: morning	Green Mind activities, B2B Meeting with Smart City Cluster Associated Members  Free time for visiting the Forum and get contacts	Green Mind Stand in Greencities Forum

The presentation was completed by a communication kit for the selected SMEs to use before getting to the congress.