

D3.5.3 Transnational online seminar with MED SMEs & research bodies on public funds screening

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 public funds screening” (3.5.3) covers the last pillar.

d. Focus of Deliverable 3.5.3

This deliverable focuses on one of the requests made by the SMEs during the evaluation of the pilots. Indeed, it allows the Green mind partners to accompany the SMEs willing to answer one of the calls presented in the first online seminar (3.5.1). As mentioned in the previous report, these two webinars were advertised as a series at the same time, notifying the SMEs of the 15 days between the two online seminars. Hence the SMEs that wanted to be part of an EU call could have some time to reflect upon their idea and ask questions to the Green mind partners before presenting it. 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 public funds screening

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 follow-up to the online seminar on European funding for green and/ or smart mobility on the 12th of December, from 10 to 11.30 AM. As the second part of the series, it also took the form of an online seminar, this time giving the floor to the SMEs.

The main idea was to let the SMEs present their idea to answer the calls introduced during the previous online seminar. However, to achieve such a goal and ensure that the SMEs would be interested, we had to undergo four preparative steps:

- First, the AFT assembled the slides of the first online seminar public to give the ability to any company to join in during our series of webinars,
- After, we sent the document to all participants and made it public to give the ability to any company to join in during our series of webinars,
- Then, the AFT made a catalogue of 70 pages after the online seminar and sent it to all participants. It contained a table with the following information collected by the partners: the name of the company and its activity, the name of the participants their titles and their contacts,
- 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, three SMEs working on green mobility, a city, and a development agency presented their ideas for a proposal. Two were from Croatia, one from Poland, one from Bosnia and Herzegovina and one from France:

- 1 - Research and Educational Centre Mansion Rakičan / Ana Babič, Tamara Gradinski
- 2- Town of Poreč – Parenzo / Gordana Lalić, Dunja Babić
- 3- GO2bike project, UTE LTd / Kristijan Ivančić, Denis Ivančić
- 4- e-scooters project, Dash / Tomasz Wojtkiewicz
- 5- AppliColis / Vincent Monteils
- 6- Development Agency Sinergija / Katja Karba

Each entity was introduced first by a Green mind member of their country to ease in their participation in English. Here again, the AFT had the help of the CHT consultants for the technical details. They sent the invitations thanks to their mass mailing solution from which we had an interesting report. They also managed the technical aspects of the platform during the second online seminar to let the AFT monitor the interactions between the SMEs. However, we were forced to use Google Meet solution, which does not allow to have a precise list of the participants. We saw during the meeting that 36 people were connected and ten SMEs participated actively in the 3 webinars (3.5.1, 3.5.2, and 3.5.3).

The objective of this online seminar was to give the opportunity of helping the SMEs willing to answer an EU proposal. The template provided them a simple framework to construct their idea, along with advice given by Green mind partners of their country in their mother tongue. The webinar of the 12th of December was

the platform to present their idea in 10 minutes and discuss with potential partners (universities, public institutes, public/private end-users...).

b. Time frame and location

The workshop took place online on the 12th of December of 2020 from 10 AM to 11:30 AM.

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 (as for 3.5.1). Such a goal, for beginners in the subject, needed the action to be carefully thought beforehand.

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 online seminar had a professional present the previously selected EU calls with advice dedicated to their level of information. The second online seminar of the series built on the information of the first one to encourage them to start design a proposal.

The two were advertised at the same time to foster a greater dedication and care for the series. Indeed, the SMEs willing to participate would immediately use the information given in the first webinar. The second of the series was a unique opportunity to be helped.

d. Outcomes of the workshop

This third online seminar enabled us to:

- Keep the most interested and involved SMEs of the Green mind project,
- Exchange contacts between them (built after the first webinar),
- Help SMEs to build a proposal,
- Give these SMEs a platform to present their proposal to potential partners.

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

Invitation to the second webinar of the series:



Webinar 2 - Matchmaking for H2020 bid building

Thursday 12th December - 10:00 to 11:30 am CET – in English

Among the participants of the first webinar, 6 will present ideas/concepts from which they are willing to build a bid.

Participate and find new European partners!

You can download the final catalogue of participants here:

<https://we.tl/t-d0DeWS8Sa1>

CONNEXION DETAILS

Call using your computer:

<https://meet.google.com/rtf-pyik-vzt>

You can also call using your phone:

(FR)+33 1 87 40 00 32 Code : 229 817 657#

(ES) +34 910 48 95 10 Code : 281 534 805 7631#

(IT) +39 06 9779 0560 Code : 281 534 805 7631#

(SI) +386 1 828 21 45 Code : 281 534 805 7631#

(HR) +385 1 2772 000 Code : 281 534 805 7631#

(GR) +30 21 1176 8418 Code : 281 534 805 7631#

This email was sent to emilie.demiguel@aft-dev.com.

You have received this email since you registered to Green mind webinars.

[Unsubscribe](#)

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Second invitation to the online seminar, with the presenters:



Webinar 2 - Matchmaking for H2020 bid building

Thursday 12th December - 10:00 to 11:30 am CET – in English

Please download here the presentations of the 5 projects mentioned during the webinar, and 2 new descriptions of participants:

<https://we.tl/t-vyYzCJwvjS>

- 1- GO2bike project, UTE LTd (Croatia)
- 2- e-scooters project (Poland)
- 3- Town of Poreč – Parenzo (Croatia)
- 4- Energis (Bosnia and Herzegovina)
- 5- AppliColis (France)

If you are interested in any project, please feel free to get in touch with the speaker. All presentations include contact details.

We also remain at your disposal for any question.

Paul (paul.vincent@innovative-business.eu) & Maxime (mguibert@chtech.fr)

This email was sent to emilie.demiguel@aft-dev.com.

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Statistics on the second invitation, 15 minutes after sending it:

146 Destinataires

Objet
 LAST REMINDER / 12/12: Green mind webinar 2 (Matchmaking for H2020 bid building)
De
 CAPITAL HIGH TECH / Green mind project
 contact@chtech.fr
Réponse à
 contact@chtech.fr
Liste
 [54]Green mind webinars
Défini
 Wednesday 11-12-2019 12:35

<div>33</div> <div>Ouvert</div> <div>22,76%</div>		<div>6</div> <div>Clic</div> <div>4,14%</div>		<div>0</div> <div>Désinscrit</div> <div>0%</div>	
Taux d'ouverture		22,76%		Taux de clic	
Ouvertures uniques		33		Clics uniques	
Total des ouvertures		71		Total des clics	
Délai moyen Livraison/Ouverture		3m, 39s		Dernier clic	
Nombre de plaintes		0		11-12-2019 12:35	
Dernière ouverture		11-12-2019 12:50			
Taux de réactivité		18,18%		Total des conversions	
Délai moyen Ouverture/Clic		N/A		0	

Statut d'envoi

145 Délivrés 99,32% 0 Soft Bounced 0% 0 Hard Bounced 0% 1 Non envoyé 0,68%

Template prepared for the SMEs:



Webinar 2 Green mind
Thursday 28 Novembre 2019

Project xxx

Contact: Name / x@y.com

Who we are ?

- Our organisation ?
- Existing partnership ?

Project idea

- Why ?
- What ?
- How ?
- Topic / call for proposals addressed?

Looking for ?

- Competencies ?
- Roles ?
- Specific actors ?

First slide of each of the presentations given by the entities:



Webinar 2 Green mind
Thursday 12 December 2019

- **BikeBus Smart Station**
- **Wireless bike charging dock**
- **Rent a bike, Rent a scooter, Rent a car, Rent a boat – unique platform**

Contact: **Kristijan Ivančić** kristijan@ute.hr
Denis Ivančić denis@ute.hr



Docked scooter mobility concept. Docked scooter sharing platform, charged and ready-to-go 24/7

Contact: CEO Tomasz Wojtkiewicz / tomek@dash.city



Webinar 2 Green mind
Thursday 28 Novembre 2019

Project: E-mobility concept – tool for development of sustainable public and multimodal passenger transport

**Contact: Gordana Lalić / gordana.lalic@porec.hr
Dunja Babić / dunja.babic@porec.hr**



Webinar 2 Green mind
December 12 December, 2019

Project „Traffic Decarbonization“

Contact: Hamdija Mujezin / h.mujezin@energis.ba



Webinar 2 Green mind
Thursday 12 December 2019

Project AppliColis
Contact: MONTEIL Vincent
vincent.monteil@applicolis.com



Webinar 2 Green mind
Thursday 28 Novembre 2019

Project: Project partnership on Sustainable Mobility

Contact: Ana Babič, Tamara Gradinski / info@ris-dr.si



RAZVOJNA AGENCIJA
SINERGIJA
 DEVELOPMENT AGENCY

Razvojna agencija Sinergija - Development Agency Sinergija (DA Sinergija) was established in 1998 as a sub-regional development agency for 11 municipalities in Pomurje Region and is responsible for their development project preparation and execution.

DA Sinergija is non-profit organization; body governed by public law (according to Directive 2004/18/EC, Art. 1) with legal status of non-profit Ltd owned by founder municipalities & chambers.



OUR MISSION

Promotion of the entrepreneurship and
 coordination of the economic and spiritual
 development of countryside.

OUR VISSION

Create favorable conditions for living in the
 area of the DA Sinergija Local Development
 Coalition and create better and
 realistic opportunities for local comfort and
 global success.

Development agency Sinergija is a part of contractual partnership for implementation of general development priorities in Pomurje Region during the 2014-2020 programme period. DA Sinergija is responsible for: agriculture, rural development and for entrepreneurship in rural area.