

# **D2.7.1 FINAL WORKSHOP IN FERRARA ON GREEN MIND RESULTS**

---

**Work package 2**  
**Communication**

**Version 0.2**  
**Date 30/01/2021**

---

## Contents

Contents .....	2
1. Introduction.....	3
a. The Green mind project.....	3
2. Final on line workshop on Green Mind results .....	4

## 1. Introduction

### a. The Green mind project

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

More in detail, Green mind aims at:

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

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

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

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

## 2. Final on line workshop on Green Mind results

The Green mind Final Conference was held on 29<sup>th</sup> of January 2021 and was divided into two thematic parts. The first part covered the three pilot services implemented during the project. The second part dealt with the policy recommendations addressed to the authorities at local and regional levels, as well as to the two EU macro-regional strategies for the Adriatic and Ionian regions (EUSAIR) and the Alpine Space (EUSALP), which have been developed by the partners based on the results and experiences from the Green mind project. Over 35 participants followed the presentations and discussions.



## AGENDA

Time	Topic
09:30	<b>Welcome speech</b> - <i>Stefano di Brindisi, Sole Administrator, S.I.PRO. Ferrara</i>
09.40	<b>Introduction of the Green Mind Final Event</b> - <i>Chiara Franceschini, SIPRO Development Agency</i>
10.00 – 11.00	<b>The Pilot Actions Results in different project Regions</b> <i>Moderator: Maria Stefanidou, Research Associate, CETH</i>
	Round table 1: Market intelligent service <i>Anna Alessio, SIPRO Development Agency</i> <i>Barbara Kobale, eZavod</i>
	Round table 2: Public funding screening service <i>Maja Lukić Grabovac, SERDA Development Agency</i> <i>Martin Bućan, County of Split-Dalmatia</i> <i>Jelena Nikolić, IDA Development Agency</i>
	Round table 3: B2B matching service <i>Veronica Ramirez, Andalusia smart city cluster</i> <i>Maria Stefanidou, CETH</i> <i>Sarah Köneke, AFT</i>
	Questions & Answers
11.00 – 11.15	<b>Green Mind transnational innovation network</b> – <i>Martin Bućan, County of Split-Dalmatia, Jelena Nikolić, IDA Development Agency</i>

11.15 – 11.30	<b>Break</b>
11.30	<b>Policy recommendations</b> <i>Moderator: Chiara Franceschini, S.I.PRO. Development Agency</i>
11.30 – 12.30	<b>Strategy Recommendations at regional level</b> (10 minutes presentations by all the partners)
12.30 – 13.00	<b>Macro-regional policies</b> <i>Lodovico Gherardi, Coordinator of the Managing Authority Unit Adriatic Ionian Programme 2014-2020, Emilia-Romagna Region</i> <i>Daniela Angelina Jelinčić, Senior Research Advisor, IRMO - Institute for Development and International Relations</i> <i>Ioannis Mardikis, Senior Project Manager, Green Growth Community</i> <i>Ludivine Lavoine, Financial officer, Interreg MED Programme - Joint Secretariat</i>
13.00	<b>Conclusions</b>

## PROJECT PARTNERS PARTICIPANTS AND SPEAKERS

LP, SIPRO (Italy): Chiara Franceschini, Anna Alessio, Giada Spadoni  
 PP1, CERTH (Greece): Sofoklis Dais, Maria Stefanidou, Georgia Ayfantoupoulou  
 PP2, ASCC (Spain): Veronica Ramirez, Manuel Copel Ruiz, Daniel Gonzales Bootello, Olga Aguilera  
 PP3, AFT (France): Sarah Konëke, Emilie De Miguel  
 PP4, IDA (Croatia): Jelena Nikolic  
 PP5, SERDA (Bosnia and Herzegovina): Maja Lokic Grabovac  
 PP6, eZAVOD (Slovenia): Barbara Kobale, Ksenija Napast, Darko Fercej  
 PP7, County of Split (Croatia): Martin Bucan, Kastelanac Ana, Ana Goatti, Damir Caric

### Other participants:

Lodovico Gherardi, Coordinator of the Managing Authority Unit Adriatic Ionian Programme 2014-2020, Emilia-Romagna Region  
 Daniela Angelina Jelinčić, Senior Research Advisor, IRMO - Institute for Development and International Relations  
 Ioannis Mardikis, Senior Project Manager, Green Growth Community  
 Ludivine Lavoine, Financial officer, Interreg MED Programme - Joint Secretariat  
 Alberto Preti, Rachele Tavano: Steer group

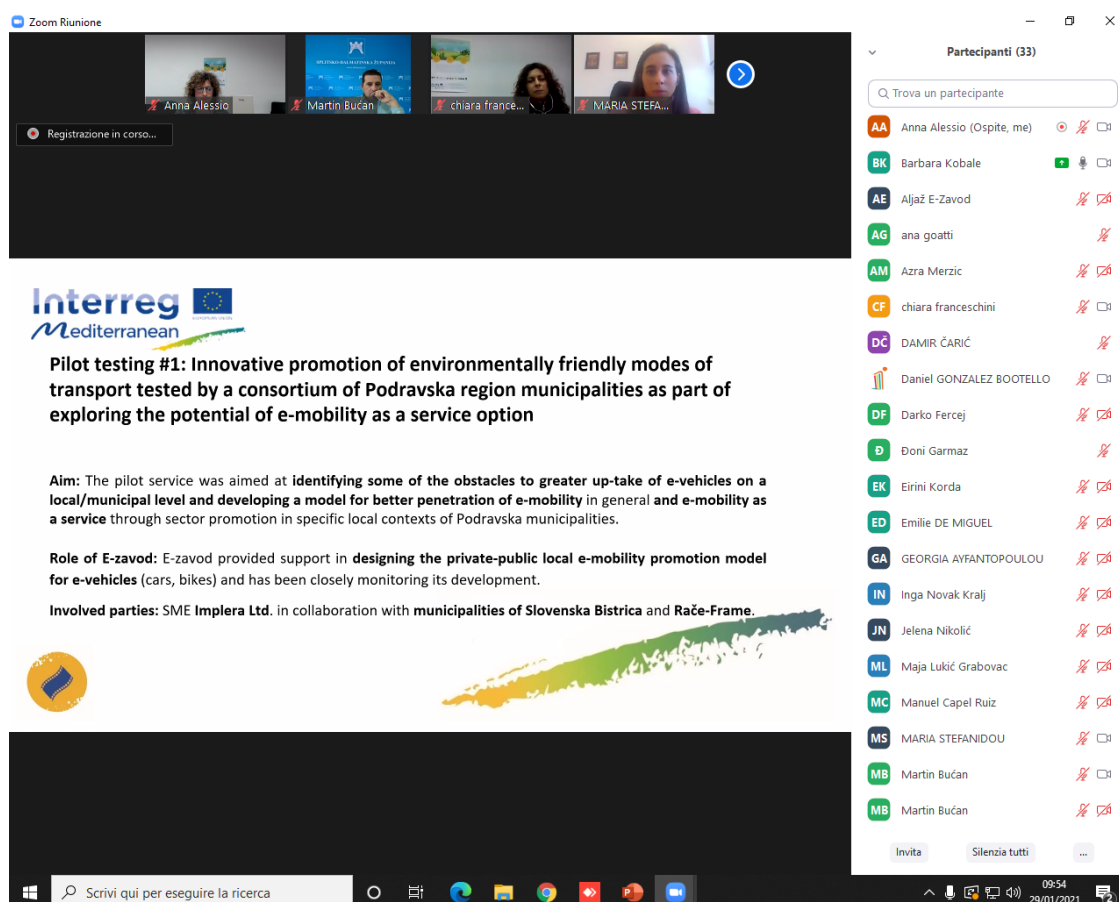
## TARGET GROUPS INVOLVED

Project partners	LP, SIPRO (Italy): Chiara Franceschini, Anna Alessio, Giada Spadoni PP1, CERTH (Greece): Sofoklis Dais, Maria Stefanidou, Georgia Ayfantoupoulou PP2, ASCC (Spain): Veronica Ramirez, Manuel Copel Ruiz, Daniel Gonzales Bootello, Olga Aguilera PP3, AFT (France): Sarah Konëke, Emilie De Miguel PP4, IDA (Croatia): Jelena Nikolic PP5, SERDA (Bosnia and Herzegovina): Maja Lokic Grabovac PP6, eZAVOD (Slovenia): Barbara Kobale, Ksenija Napast, Darko Fercej PP7, County of Split (Croatia): Martin Bucan, Kastelanac Ana, Ana Goatti, Damir Caric
------------------	--


Enterprise, except SME	Janja Bürmen (moravske-toplice); Olga Pregl (Siol)
General public	Inga Novak Kralj
Higher education and research	Victor Carbajal (Uvic)
SME	Dimitrios Kokosioulis, Eirini Korda Ioannis Mardikis (Dynamic Vision); KATARINA IGNJATOVIĆ (Abp), Ursula Krisper (elektro-ljubljana)
Regional public authority	Lodovico Gherardi participated to the Green Mind final Conference with a presentation  Daniela Jelinčić (irmo)

## PICTURES

Zoom Riunione



Registrazione in corso...

**Interreg**   
Mediterranean

**Pilot testing #1: Innovative promotion of environmentally friendly modes of transport tested by a consortium of Podravska region municipalities as part of exploring the potential of e-mobility as a service option**

**Aim:** The pilot service was aimed at identifying some of the obstacles to greater up-take of e-vehicles on a local/municipal level and developing a model for better penetration of e-mobility in general and e-mobility as a service through sector promotion in specific local contexts of Podravska municipalities.

**Role of E-zavod:** E-zavod provided support in designing the private-public local e-mobility promotion model for e-vehicles (cars, bikes) and has been closely monitoring its development.

**Involved parties:** SME Implera Ltd. in collaboration with municipalities of Slovenska Bistrica and Rače-Fram.

Partecipanti (33)

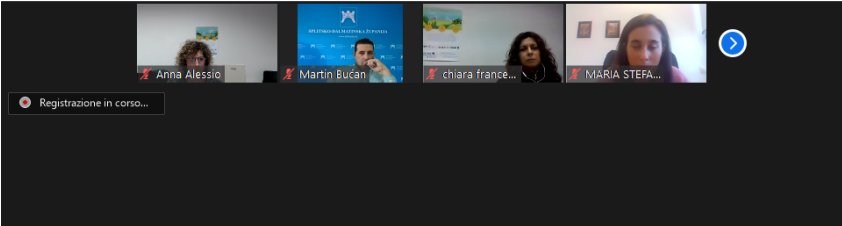
Q. Trova un partecipante

- AA Anna Alessio (Ospite, me)
- BK Barbara Kobale
- AE Aljaž E-Zavod
- AG ana goatti
- AM Azra Merzic
- CF chiara franceschini
- DC DAMIR ČARIĆ
- Daniel GONZALEZ BOOTELLO
- DF Darko Fercej
- D Doni Garmaz
- EK Eirini Korda
- ED Emilie DE MIGUEL
- GA GEORGIA AYFANTOPOULOU
- IN Inga Novak Kralj
- JN Jelena Nikolić
- ML Maja Lukić Grabovac
- MC Manuel Capel Ruiz
- MS MARIA STEFANIDOU
- MB Martin Bučan
- MB Martin Bučan

Invita Silenzia tutti

09:54  
29/01/2021

Zoom Riunione



Registrazione in corso...


**Interreg**  
Mediterranean

**Pilot testing #1: Innovative promotion of environmentally friendly modes of transport tested by a consortium of Podravska region municipalities as part of exploring the potential of e-mobility as a service option**

**Aim:** The pilot service was aimed at identifying some of the obstacles to greater up-take of e-vehicles on a local/municipal level and developing a model for better penetration of e-mobility in general and e-mobility as a service through sector promotion in specific local contexts of Podravska municipalities.

**Role of E-zavod:** E-zavod provided support in designing the private-public local e-mobility promotion model for e-vehicles (cars, bikes) and has been closely monitoring its development.

**Involved parties:** SME Implera Ltd. in collaboration with municipalities of Slovenska Bistrica and Rače-Frme.



Zoom Riunione ID partecipante: 245906 sta utilizzando il microfono

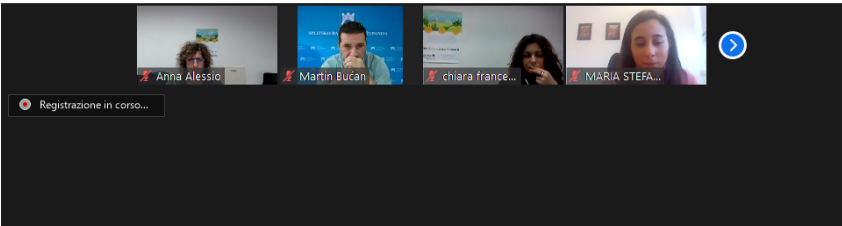
**Partecipanti (33)**

Q Trova un partecipante

IN	Inga Novak Kralj	✗	✗
JN	Jelena Nikolić	✗	✗
ML	Maja Lukić Grabovac	✗	✗
MC	Manuel Capel Ruiz	✗	✗
MS	MARIA STEFANIDOU	✗	✗
MB	Martin Bučan	✗	✗
MB	Martin Bučan	✗	✗
MJ	Mateja Jamnik Društvo Jasa	✗	✗
MB	Mercè Boy Roura	✗	✗
OP	Olga Pregl	✗	✗
R	RTavano	✗	✗
SK	Sarah Koneke	✗	✗
SD	Sofoklis Dais	✗	✗
SD	Stefano di Brindisi	✗	✗
US	Urska Smukavec	✗	✗
VP	Valerija Petrinc	✗	✗
VC	victor carbajal	✗	✗
AK	Ana Kaštelanac	✗	✗
KI	KATARINA IGUNJATOVIĆ	✗	✗
KN	Ksenija Napast	✗	✗

Invita Silenzia tutti ...

Zoom Riunione



Registrazione in corso...

**Interreg**  
Mediterranean

**Round table 2: Public funding screening service**  
Moderator (CERTH)

**Maja Lukić Grabovac, SERDA Development Agency**  
**Martin Bučan, County of Split-Dalmatia**  
**Jelena Nikolić, IDA Development Agency**

**SPEAKERS**

**AGENDA**

1. Introduction
2. Overview of Implemented Activities
3. Pilot testing results (IDA/SDC/SERDA)
4. Available public funding opportunities
5. Conclusion

**Partecipanti (34)**

Q Trova un partecipante

IN	Inga Novak Kralj	✗	✗
JB	Janja Bürmen	✗	✗
JN	Jelena Nikolić	✗	✗
MC	Manuel Capel Ruiz	✗	✗
MS	MARIA STEFANIDOU	✗	✗
MB	Martin Bučan	✗	✗
MB	Martin Bučan	✗	✗
MJ	Mateja Jamnik Društvo Jasa	✗	✗
MB	Mercè Boy Roura	✗	✗
OP	Olga Pregl	✗	✗
R	RTavano	✗	✗
SK	Sarah Koneke	✗	✗
SD	Sofoklis Dais	✗	✗
SD	Stefano di Brindisi	✗	✗
US	Urska Smukavec	✗	✗
VP	Valerija Petrinc	✗	✗
VC	victor carbajal	✗	✗
AK	Ana Kaštelanac	✗	✗
KI	KATARINA IGUNJATOVIĆ	✗	✗
KN	Ksenija Napast	✗	✗

Invita Silenzia tutti ...

Il dispositivo deve essere riavviato per installare gli aggiornamenti. Seleziona un'ora per il riavvio.

Zoom Riunione

Registrazione in corso...

Partecipanti (34)

Q Trova un partecipante

- AA Anna Alessio (Ospite, me)
- ML Maja Lukić Grabovac
- AE Aljaž E-Zavod
- AG ana goatti
- AM Azra Merzic
- BK Barbara Kobale
- CF chiara franceschini
- DC DAMIR ČARIĆ
- Daniel GONZALEZ BOOTELLO
- DF Darko Fercej
- Đ Đoni Garmaz
- EK Eirini Korda
- ED Emilie DE MIGUEL
- GA GEORGIA AYFANTOPOULOU
- IN Inga Novak Kralj
- JB Janja Bürmen
- JN Jelena Nikolić
- MC Manuel Capel Ruiz
- MS MARIA STEFANIDOU
- MB Martin Bučan

Invita Silenzia tutti

Scrive qui per eseguire la ricerca

10:04 29/01/2021

Public Funding - UTRM/VM...  
 Introduction  
 The transnational challenge of the Green Mind project is to develop economic competitiveness and innovation in the green & smart mobility industry by strengthening regional and transnational cooperation between businesses, research bodies and authorities.  
 The project partners were collaborating on testing new services for SMEs in three areas: Market intelligence services, Public funding screening services, and B2B matchmaking services for SMEs.  
 Although it has been a common practice in EU Member States for many years to use various funds to raise funds for launching conceptual projects of public importance to independent economic improvement, there are still countries in the EU, such as Croatia and Bosnia and Herzegovina, which they do not take full advantage of this type of financing.

Zoom Riunione

Registrazione in corso...

Partecipanti (32)

Q Trova un partecipante

- AA Anna Alessio (Ospite, me)
- CF chiara franceschini
- AE Aljaž E-Zavod
- AG ana goatti
- AM Azra Merzic
- BK Barbara Kobale
- DC DAMIR ČARIĆ
- Daniel GONZALEZ BOOTELLO
- Daniela Jelinčić
- DK Dimitrios Kokosioulis
- Đ Đoni Garmaz
- EK Eirini Korda
- ED Emilie DE MIGUEL
- IN Inga Novak Kralj
- Ioannis Mardikis
- I Ivica Perica
- JN Jelena Nikolić
- KN Ksenija Napast
- ML Maja Lukić Grabovac
- MC Manuel Capel Ruiz

Invita Silenzia tutti

Scrive qui per eseguire la ricerca

11:36 29/01/2021

chiara franceschini

Zoom Riunione

Registrazione in corso...

Anna Alessio chiara france... Barbara Kobale Emilie DE MIGUEL

Interreg Mediterranean

**Policy Recommendations for Slovenia:**

7. **Reimbursement for transport to work** must be ensured as soon as possible in accordance with the guidelines of Integrated national energy and climate plan of the Republic of Slovenia (NECP) in the context of tax policy measures and the calculation of travel expenses. **We recommend tax relief related to the cost of public transport, which also include rewards for walking and cycling.** (Example: Abroad, there is a practice of reimbursing mileage for cyclists in the form of tax relief)

8. **Parking restrictions** (especially long-term parking) in urban areas

Zoom Riunione ID partecipante: 245906 sta utilizzando il microfono

Partecipanti (34)

Q Trova un partecipante

CF	chiara franceschini	
DC	DAMIR ČARIČ	
	Daniel GONZALEZ BOOTELLO	
	Daniela Jelinčić	
DK	Dimitrios Kokosioulis	
D	Doni Garmaz	
EK	Eirini Korda	
ED	Emilie DE MIGUEL	
GA	GEORGIA AYFANTOPOULOU	
IN	Inga Novak Kralj	
	Ioannis Mardikis	
I	Ivica Perica	
JN	Jelena Nikolić	
KN	Ksenija Napast	
LL	Ludivine LAVOINE	
ML	Maja Lukić Grabovac	
MC	Manuel Capel Ruiz	
MS	MARIA STEFANIDOU	
MB	Martin Bučan	
MB	Martin Bučan	

Invita Silenzia tutti

Zoom Riunione

Registrazione in corso...

Anna Alessio chiara france... MARIA STEFANI... Barbara Kobale

Interreg Mediterranean

Project co-financed by the European Regional Development Fund

**The Region of Central Macedonia ...Competence in innovation & mobility**

- Highly skilled scientific human resources making innovative companies to choose to open R&D branches & innovative services in Thessaloniki
- Hosting the larger University & Research Center of Greece (Aristotle University & CERTH)
- Initiatives in green and smart mobility arose (e.g Thessaloniki the first Greek city being registered in the EU parliament list of smart cities for smart mobility, Law for promotion of electromobility)
- Active innovation ecosystem (incubators, research institutes, newly created digital hubs, and the upcoming creation of the 4.0 era technology park Thess-INTEC with a separated Mega Project of Innovation dedicated to Future Mobility.

THESSALONIKI INTERNATIONAL INNOVATION CENTER

DT&S

CISCO

Zoom Riunione ID partecipante: 245906 sta utilizzando il microfono

Partecipanti (34)

Q Trova un partecipante

AM	Azra Merzic	
BK	Barbara Kobale	
CF	chiara franceschini	
DC	DAMIR ČARIČ	
	Daniel GONZALEZ BOOTELLO	
	Daniela Jelinčić	
DK	Dimitrios Kokosioulis	
D	Doni Garmaz	
EK	Eirini Korda	
ED	Emilie DE MIGUEL	
GA	GEORGIA AYFANTOPOULOU	
IN	Inga Novak Kralj	
	Ioannis Mardikis_MED Green Gr...	
I	Ivica Perica	
JN	Jelena Nikolić	
KN	Ksenija Napast	
LL	Ludivine LAVOINE	
ML	Maja Lukić Grabovac	
MC	Manuel Capel Ruiz	
MB	Martin Bučan	

Invita Silenzia tutti

Zoom Riunione

Registrazione in corso...

Partecipanti (32)

Q Trova un partecipante

DC	DAMIR ČARIĆ	/
	Daniel GONZALEZ BOOTELLO	/
	Daniela Jelinčić	/
DK	Dimitrios Kokosioulis	/
D	Doni Garmaz	/
EK	Eirini Korda	/
ED	Emilie DE MIGUEL	/
GA	GEORGIA AYFANTOPOULOU	/
	Ioannis Mardikis	/
I	Ivica Perica	/
LL	Ludvine LAVOINE	/
ML	Maja Lukić Grabovac	/
MC	Manuel Capel Ruiz	/
MS	MARIA STEFANIDOU	/
MB	Martin Bučan	/
MB	Martin Bučan	/
MB	Mercè Boy Roura	/
R	RTavano	/
SK	Sarah Koneke	/
SD	Sofoklis Dais	/

Invita Silenzia tutti

Scrivi qui per eseguire la ricerca

12:31 29/01/2021

Zoom Riunione

Registrazione in corso...

Partecipanti (29)

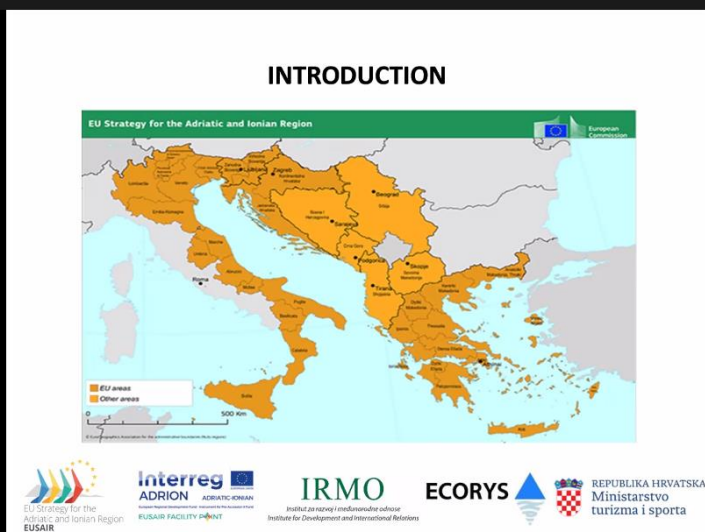
Q Trova un partecipante

AA	Anna Alessio (Ospite, me)	/
	Daniela Jelinčić	/
AE	Aljaž E-Zavod	/
AG	ana goatti	/
AK	Ana Kaštelanac	/
AM	Azra Merzic	/
BK	Barbara Kobale	/
CF	chiara franceschini	/
DC	DAMIR ČARIĆ	/
	Daniel GONZALEZ BOOTELLO	/
D	Doni Garmaz	/
EK	Eirini Korda	/
ED	Emilie DE MIGUEL	/
GA	GEORGIA AYFANTOPOULOU	/
	Ioannis Mardikis	/
JN	Jelena Nikolić	/
LL	Ludvine LAVOINE	/
ML	Maja Lukić Grabovac	/
MC	Manuel Capel Ruiz	/
MS	MARIA STEFANIDOU	/

Invita Silenzia tutti

Scrivi qui per eseguire la ricerca

12:54 29/01/2021



Zoom Riunione

Registrazione in corso...

# Lodovico Ghera...

Partecipanti (31)

Q. Trova un partecipante



- AA Anna Alessio (Ospite, me)
- LG Lodovico Gherardi
- AP Alberto Preti
- AE Aljaž E-Zavod
- AG ana goatti
- AK Ana Kaštelanac
- AM Azra Merzic
- BK Barbara Kobale
- CF chiara franceschini
- DC DAMIR ČARIĆ
- Daniel GONZALEZ BOOTELLO
- Daniela Jelinčić
- Đ Đoni Garmaz
- EK Eirini Korda
- ED Emilie DE MIGUEL
- GA GEORGIA AYFANTOPOULOU
- Ioannis Mardikis
- JN Jelena Nikolić
- LL Ludivine LAVOINE
- ML Maja Lukić Grabovac


Invita Silenzia tutti

13:05 29/01/2021

Zoom Riunione

Registrazione in corso...



 Project co-financed by the European Regional Development Fund




 A project labelled by the UfM  
 Union for the Mediterranean  
 Union pour la Méditerranée  
 الاتحاد من أجل المتوسط

## The MED Green Growth community

THE MED GREEN GROWTH COMMUNITY

Partecipanti (29)

Q. Trova un partecipante

- AA Anna Alessio (Ospite, me)
- Ioannis Mardikis\_MED Gree...
- Daniela Jelinčić
- AP Alberto Preti
- AE Aljaž E-Zavod
- AG ana goatti
- AK Ana Kaštelanac
- AM Azra Merzic
- BK Barbara Kobale
- CF chiara franceschini
- DC DAMIR ČARIĆ
- Daniel GONZALEZ BOOTELLO
- Đ Đoni Garmaz
- EK Eirini Korda
- ED Emilie DE MIGUEL
- JN Jelena Nikolić
- LL Ludivine LAVOINE
- ML Maja Lukić Grabovac
- MC Manuel Capel Ruiz
- MS MARIA STEFANIDOU

Invita Silenzia tutti

13:14 29/01/2021

Zoom Riunione

Registrazione in corso...

Partecipanti (28)

Q. Trova un partecipante

- CF chiara franceschini
- DC DAMIR ČARIĆ
- Daniel GONZALEZ BOOTELLO
- Đ Đoni Garmaz
- EK Eirini Korda
- ED Emilie DE MIGUEL
- Ioannis Mardikiis\_MED Green Gr...
- JN Jelena Nikolić
- ML Maja Lukić Grabovac
- MC Manuel Capel Ruiz
- MS MARIA STEFANIDOU
- MB Martin Bučan
- MB Martin Bučan
- MB Mercè Boy Roura
- SK Sarah Koneke
- SD Sofoklis Dais
- VP Valerija Petrinc
- VC victor carbajal
- KI KATARINA IGNIATOVIĆ

Invita Silenzia tutti

2021-2027 key concepts

climate change / impact / Mediterranean resources/ sustainable growth/ citizens

- Competitive innovative ecosystem
- Circular economy sector
- Climate friendly economy
- Competitive innovation eco system
- Green infrastructures
- Efficient resources use and management
- Connection of urban and hinterland areas
- Planning and financing for climate changes
- Adaptation and resilience
- Sustainable multi-modal mobility
- Connectivity of natural ecosystems
- Resilience of natural habitats
- Prevention of environmental risk, reduce pollution
- Restoration of polluted/overused environment

Interreg Mediterranean

Operational programme content (thematic) agreed by programme MS

Actions organised qui travaillent sur thématiques de Green Deal (notamment Circular Economy Action Plan au focus) climate and environment objectives in the Méditerranée. ENvironnemental dimension of all economic activities: **smart urban mobility, sustainable multi-modal mobility.**

The idea is to **build** the Programme around Missions to contribute to

Scrivi qui per eseguire la ricerca

13:30 29/01/2021

Zoom Riunione

Registrazione in corso...

Anna Alessio chiara franceschini Ioannis Mardiki Daniela Jelinić

Ludivine LAVOINE

Partecipanti (28)

Q Trova un partecipante

AA	Anna Alessio (Ospite, me)		
CF	chiara franceschini		
DJ	Daniela Jelinić		
LL	Ludivine LAVOINE		
AP	Alberto Preti		
AE	Aljaž E-Zavod		
AG	ana goatti		
AK	Ana Kaštelanac		
AM	Azra Merzic		
BK	Barbara Kobale		
DC	DAMIR ČARIĆ		
	Daniel GONZALEZ BOOTELLO		
D	Doni Garmaz		
EK	Elirini Korda		
ED	Emilie DE MIGUEL		
	Ioannis Mardiki_MED Green Gr...		
JN	Jelena Nikolić		
ML	Maja Lukić Grabovac		
MC	Manuel Capel Ruiz		
MS	MARIA STEFANIDOU		

Invita Silenzia tutti

13:35 29/01/2021