

D4.2.1 RESULTS TRANSFERABILITY PLAN

**Work package 4
Transferring**

**Version 0.2
Date 28/12/2020**

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1. Introduction

1.1. 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
- 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.

1.2. Purpose of the Transferring Work Package

According to the MED programme, the term “Transferring” refers to the “organisation of data concerning the implementation of programmes, impacts, the methods used in order to make the accumulated experience usable for other programmes projects, concerning their or projects”, in order to transfer the results and engagement of largest audience with dissemination and training activities.

It is evident from the above mentioned definition that transferring is a key aspect of MED projects in supporting the accomplishment of their objectives on local, regional, national and even EU level. The valorization procedure ensures that all possible channels and opportunities are used for the projects outcomes to reach as many potential final users as possible. It is

significant to transfer outcomes and practices into partners territories in order to realize that longevity and sustainability of the project will be achieved only by providing benefits that meet the specific needs of a wider audience of beneficiaries. The main scope of this Transferring Joint Methodology will be to guide the partners to transfer methodologies, best practices, results reached and learnt during the project to local target stakeholders and assure a wide dissemination and knowledge transfer to: public sector, private sector, research and citizens (quadruple helix target groups).

According to the MED Programme, all protocols defined are transferable to the MED area and therefore, the actions are reusable and/or adaptable, in order to ensure that the following criteria are met:

- comparability of data and information between regions
- reliability of data and information collected
- strength of methodology and protocols used
- relevance of format
- clear definition of the target and stake holders defined.

The current Covid-19 pandemic has completely changed the world in which we live, not only from a health perspective, but also in all social and economic dimensions. The project Green mind was especially aimed to support networking and innovation for a specific sector of enterprises and research institutions, some of which are currently closed or have limited their activities. Especially the project thematic workpackage was supposed to enlance the project results and transfer, network them to all relevant stakeholders, aiming at organizing meeting and take up events. Obviously this is not possible at the moment, and when the “re-opening” will take place, there will be a change of perspective and a need to support the re-start of the productive system, more than any other kind of networking initiatives. In addition the take-up and networking initiatives, where and when possible, will clearly give a great importance to the solutions for enterprises in the post covid era, requiring an attention to issues such as:

- safety and security on workplaces
- funding opportunities (indications, directions) for Green Mind sector in the next EU period
- Insight into new EU support package relevant to GM sector
- Crisis management best practice relevant to GM sector
- Recovery management solutions
- Future proofing: Organisational innovation and management for greater resilience

So the Transferring Joint Methodology of Green Mind project has been designed taking into consideration the definition and recommendations of the MED Programme but also the consequences of the covid-19, which is a key issue that will affect not only the "green & smart mobility" sector, but the overall productive system.

This document intends to be a guideline manual where the joint methodology applied to prepare and coordinate the transferring actions is explained. To have an overview of the methodology's scheme, it is crucial to reach a better understanding of it.

WP4 consists of four distinct activities. These are:

- A.4.1** Coordinating transfer activities
- A.4.2** Results transferability planning
- A.4.3** “Green Mind” transfer & take up programme
- A.4.4** Regional & macro regional policy support programme

More in detail, A.4.1 refers to produce a transfer activities guideline document. It has been focused on transfer goals and includes a detailed mapping of the target stakeholder in the “green mind” territorial contexts and at MED level. The mapping focuses on clusters in the MED area which operate in sectors relevant to the green & smart mobility industry and authorities which develop policies. Concerning the latter, a specific focus is on the detailed analysis of the Regional and National Operational Programmes where existent. In A.4.2 partners prepare the transferability plan to transfer the “green mind” outcomes and the related tested practices into the partners’ territories and at a wider MED level but considering as a crucial point the socio-economic situation due to the pandemic. The plan has so the aim of ensuring a wide dissemination and knowledge transfer to the public sector, private sector and research. The plan includes format, specific contents, specific target bodies (based on the mapping of the previous activity) for the different events with clusters, SMEs and authorities. *The main outputs “4.1. Green Mind transfer and take up programmes” and “4.2. Regional and macroregional policy support programme” won’t be completely changed, but re-shaped and re-focused to better adapt to the changing world.* In A.4.3, online seminars addressed to SMEs (addressed to those belonging to the “green & smart mobility” sector) to provide them with new tools and updated solutions (European, national and regional incentives, detaxation, supporting schemes) to enable them to start with a new perspective during and after the covid emergency. Finally, A.4.4 refers to policy recommendation in each region which will be focused on the problem and issues linked with Covid situation, to be delivered at the end of the project.

2. Transferring action plan

The Transferring Plan, with the information described in the deliverable “4.1.1. Transferability methodology”, requires a common guiding principle that must be applied to all types of transferring actions proposed within this framework. The different steps to be conducted in consistent with transferring methodology are organised according to the following steps:

1. Identification of the outcomes, practices and experiences to be transferred and capitalised on.
2. Capture of the outcomes, practices and experiences to be reused.
3. Valorisation of the outcomes, practices and experiences by transforming into usable information (definition of a common format, with specific items, for all types of transferring actions).
4. Use/dissemination of experience gained.

Moreover in the framework of the Covid-19 pandemic other steps must be taken into account to define the actions within WP4:

1. Identification of the needs and problems that Green and Smart Mobility SMEs are facing.
2. Identification of the solutions, activities, strategies ... that clusters, agencies, and other stakeholders are developing to solve socio-economic situation of mobility sector.
3. Capture of the solutions, activities, strategies ... that clusters, agencies, and other stakeholders to be reused within the mobility sector (outcomes, practices, services, experiences).
4. Valorisation of the outcomes, practices, services and experiences by transforming into usable information (definition of a common format, with specific items, for all types of transferring actions).
5. Use/dissemination of experience gained.

The correct assistance of the project will be key for the transferring opportunities of the project. It is important that the different activities (webinars, seminars, ...) are designed to respect socio-sanitary recommendations and executed to facilitate the needs of the final users, to ensure that the target stakeholders can continue using the project's outputs and spread the ideas to their acquaintances.

To ensure proper transfer of project results after pilot execution, the following general actions are required:

- Regular updating of the Green Mind website, social networks and transnational networks with new information on new calls for projects, international fairs on mobility, etc to continue helping SMEs working in the green and smart mobility sector.
- Participation of partners in national and international conferences related to the concept, "green and smart mobility".
- Generation of new cooperation European programmes (projects) on issues relating with the project's objectives.
- Support for monitoring project results within the target area and other regions, and for incorporating project results into future local / regional and primarily national and even national innovation strategies.
- Identification of other funding and institutional opportunities in the whole MED area for continuation of support towards the utilization and integration of project's outcomes.
- Identification and cultivation of connections with other projects and organisations working in the same field for exchanging experiences and furthering concepts.
- Selection of SMEs that attend the seminars and continuation of their support even after the conclusion of the project through activities such as personal assistance/contact for networking with other organisations, the training platform, etc.

- Elaboration of sectorial papers and articles for publication in national and international journals.
- Dissemination of the experiences acquired by SMEs thanks to the Green Mind project through online seminars.

2.1. Transferring tools

The practices and tools described below, are common ways of transferring knowledge, often could be in combination with one another. The following tools are expected to be utilized for the transferring plan of the project results by all the pilot regions:

1. Creation of contact lists:

Contact details such as phone numbers / faxes / emails / etc. of local and regional policy makers, SMEs, associations, liaison offices of local universities, local and national media, managers of large or medium-sized companies, business owners, research organizations, representatives of chambers of commerce, citizens, etc. They are expected to be partially already registered in a database of contacts participating in previous activities of the project. This database will allow each member of the interested parties to be contacted by email, telephone or any other available means of communication.

2. Transferring material:

The posters, brochures, articles, sectorial publications, and workshops etc. could be put in value in order to transfer the outcomes of the project.

3. Green Mind Success Stories

In general, SMEs prefer to know the benefits / aids that the project (Green Mind) has generated in certain cases before getting involved in an initiative. In addition, the organizations that will be invited and participate in the Green Mind seminars that will be organized in all partner countries are expected to provide the consortium with a wealth of information and case studies that should and could be of use to other companies in the future. Therefore, it is suggested that the most relevant success stories be presented in these seminars.

4. Mentorship or guided experience

In order to transfer the knowledge capture during the WP3."Testing", the teams with first-hand knowledge would work together the stakeholders in order to share and show their real experiences in the process of learning and transferring.

5. Community of practice

Communities of practice cut across traditional transferring methodologies and include people in the groups in order to allow them to share knowledge and their real experiences over a longer period and exchange information with one another.

6. Presentations

The presentations of the Green Mind project that have been developed during the project can also be used as dissemination mean after the project's completion. Any partner who wishes to participate in any conference or seminar or event being relevant to the Green Mind project can make a presentation or reference to Green Mind to transfer the outcomes and principal results of the project. All partners should then translate it into their own languages.

7. Local webinars in each region

The local events that have taken place during the project have a lot of information that can be shared, putting in value the green mind project in each region.

8. Support for SMEs after the Green Mind project:

The Green Mind project consortium has expressed its willingness and intention to continue supporting **SMEs even after the completion of the project.**

9. Online Platform

Online platform available until the end of the project where each partner is invited to provide 3 contents on their own pilots (WP3) or on strategic information to be provide to SMEs on issues and topics related to strategy, innovation, sustainable mobility ... to face with new socio-economic scenario (Covid-19 pandemic).

The table 1 includes all the necessary documentation that must be provided by each partner of the project in Appendix 1

Green Mind Transferring activities	Responsible	Required Information
Contact list	All partners involved	Final list with the contacts of the stakeholders in each region
Transferring material	All partners involved	The posters, brochures, articles, sectorial publication
Success stories	All partners involved	Report with the success stories on the pilots
	All partners involved	Report with the assistant, dates, place, etc.

Mentorship or guided experience		
Community of practice	All partners involved	Report with the assistant, dates, place, etc.
Presentations	All partners involved	Report with all the presentations.
Local Events	All partners involved	Local Webinar and workshop in each region
Support for SMES after project end	All partners involved	Final list with the contacts of the SMES interested
Online platform	All partners involved	e-training material to upload in the platform

Table 1. Green mind Transferring activities

Once the Green Mind project has been finalized, transferring activities will be kept through the following activities in each region:

- Development and communication the relevant documents related to the Green Mind project;
- Contact with other similar initiatives;
- Organization the International Experts Committee meetings;
- Social media activities with the new results;
- Others

3. Determining Similar Clusters & Objective Stakeholders

The aim of the Green Mind project 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.

Green mind actors / stakeholders are entities working in the mobility sector: Car sharing, E-mobility (electric recharging point / electric vehicle), ICT for Urban sustainable mobility, Bike systems, Public transport systems, Geographical Mobility Management, Last Mile Delivery, Traffic control (sensors), Optimization Public Transport Network, etc.

The mobility industry is a sector in continuous evolution due to the permanent advancement of technology, with the green mind project it is intended to help SMEs in exploiting market opportunities and take advantage of the growing demand for ecological mobility products and services and smart in key mobility sectors such as transportation and logistics, automotive, energy and IT.

Moreover the actual socio-economic situation due to the Covid-19 pandemic has put on the table new challenges and needs on mobility towards sostenibility. Challenges and needs that must find their answers on the industry, on the Mobility SMEs.

In this framework the services of the pilots developed during the execution of the Green Mind project are tools to help Mobility SMEs facing market needs. So the analysis of these services could be adapted for different Med territories, being necessary to identify those territories and stakeholders according to a minimum resemblance to the Green Mind clusters.

Thus, other Green Mind clusters & stakeholders should meet next characteristics:

- Powerful and specialised mobility activity (P&S Mobility)
- Dynamic R&D and Innovation network: promoting innovation framework for business plans and tools.
- Knowledge of calls and fairs on mobility
- Social and Environmental responsability (S&E responsibility).

In order to identify successful territories and stakeholders to be involved in the Green Mind project, each of these characteristics will be assessed according to the criteria shown below:

	P&S MOBILITY	INNOVATION PROMOTERS	CALLS AND FAIRS KNOWLEDGE	S&E SENSITIVITY
POTENTIAL AREA & STAKEHOLDERS TO INVOLVE	According to activity in the field of mobility	Collaboration of University, Innovation centers and other entities promoting ITC tools and business	Entities with knowledge on calls for mobility projects and the existence of different fairs where SMEs can act	Citizens and companies involved in Social and Environmental values

The proposed method is about to value each criteria up to 5 points, so a potential area & stakeholders to involve for transferring Green Mind outcomes should meet at least 15 points out of 20.

In next table a valuation method is proposed so each pilot can evaluate possible candidates for portability actions:

	1	2	3	4	5
P&S Mobility	1 %< GDP < 3 %	3%< GDP < 5%	5 %< GDP < 7 %	7 %< GDP < 9 %	GDP> 9 %
Innovation promoters	None		Collaborative		Promoter
Calls and fairs Knowledge					

S&E
Responsability

According to environmental awards, activity in municipalities... subjective valoration

Appendix A – Local transferring plan

All the partners have described the APPENDIX according with the transferring actions that they are going to develop in their region

Region of Sarajevo (BiH)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

Step d.d.	SME	sakic.boris@gmail.com
Centrotrans-Eurolines d.o.o.	SME	s.cengic@centrotrans.com
MABB Solutions	SME	anel@exploit.ba
NTSI-INSTITUT d.o.o.	SME	Asmir.hakanovic@gmail.com
CROMEX	SME	info@cromex.ba
GLOBALGPS d.o.o.	SME	info@globalgps.ba
REC BMT	Start up	-
Megaelektra d.o.o.	SME	-
Energis	Start up	s.muslic@energis.ba
Autmotive center	SME	a.pecar@automotivecenter.ba
Mervik d.o.o.	SME	info@mervik.ba
International Airport of Sarajevo	Public Enterprise	Nermin.zijadic@sarajevo-airport.ba
Railways of FBiH	Public Enterprise	Vahid.djozo@zfbih.ba
Eplan d.o.o.	SME	Emir.alic@epbih.ba
Chamber of Commerce of FBiH	Chamber	info@kfbih.com
Association for Electromobility	Association	a.karahasan@kfbih.com
Association for Environmental Protection and Tourism	Association	Azra.muhoVIC@step.ba
Association of Transport and Traffic Engineers	Association	o.lindov@gmail.com
Faculty of Traffic and Transport Engineering of Sarajevo	Faculty	s.memici@fsk.unsa.ba
Faculty of Mechanical Engineering of Sarajevo	Faculty	b.pikula@mef.unsa.ba
Sarajevo Green Design	Association	renata@sarajevogreendesign.com
IGT Institute	Institute	a.dugum@igt.ba
ISIK Institute	Institute	a.tatarevic@isik.ba

Foreign Trade Chamber of BIH	Chamber	Smiljka.zuza@komorabih.ba
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A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications, etc

Flyers:



Project co-financed by the European Regional Development Fund



Green mind :

GREEN and smart Mobility INDUstry innovation

WHAT IS THE GREEN MIND PROJECT ABOUT?

The Green mind project fosters the development of economic COMPETITIVENESS and INNOVATION in the GREEN AND SMART MOBILITY industry by reinforcing regional and transnational cooperation between businesses, research bodies and authorities.

Being active in a context of fast technological advancements and increasingly restrictive environmental policies, Green mind strengthens the transnational activities of clusters and agencies to support small and medium-sized enterprises (SMEs) in exploiting and identifying market opportunities and tapping the rising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy and IT.

MAIN OBJECTIVES

- Testing new market intelligence, public funding screening and B2B matchmaking services for SMEs.
- Building a transferable model of the allround services for clusters and agencies.
- Setting up a transnational innovation network involving authorities, industry and academia.
- Delivering a policy support programme to mainstream the project results based on the Smart Specialisation Strategies of the involved regions.

PROJECT METHODOLOGY

The Green mind project develops three pilot services to enhance SMEs competitiveness and innovativeness. These pilots will be implemented and tested in 8 Mediterranean territorial contexts: Emilia Romagna (Italy), Central Macedonia (Greece), Andalusia (Spain), Occitane (France), Istria (Croatia), Sempino (Bosnia-Herzegovina), Istokrska (Slovenia) and Split/Dalmatian (Croatia).

This transnational approach ensures a joint learning, knowledge sharing and capacity building process for innovation in the green and smart mobility industry.

All SMEs that are interested to be engaged in the future of mobility are invited to be part of the pilots, actively engaged in the pilots' workshops, focus groups and feedback sessions, and become aware of the proposed learning and practice material.

The three services will eventually shape a transferable business model applicable to every region.

MARKET INTELLIGENCE

Facing the challenges and taking advantage of the opportunities within a market means to know how the market actually works. The Market Intelligence pilot aims at helping SMEs understand the needs of the green and smart mobility market, assess their current position within it, and re-position themselves by exploiting its needs and new openings.

PUBLIC FUNDING SCREENING

Limited access to finance has been identified as the most important drawback for most enterprises and especially for SMEs. The Public Funding Screening pilot aims at re-examining the accessible funding sources of the involved EU, national and local funds and guiding SMEs in the process of applying and accessing these funds.

B2B MATCHMAKING

In business practice, finding the partner that matches your needs is always a challenging task. The B2B Matching pilot aims at developing a structure which allows SMEs to match their needs and diffuse their offerings at regional and transnational level.

CLUSTERING-NETWORKING

In contemporary globalised societies, companies need to cooperate in order to overcome the increased global competition and diversified customer base. Following the implementation of the pilots, the participating SMEs are organised in local clusters and a transnational network to facilitate their access to important resources and capabilities.



PROJECT CO-FINANCED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND

ENHANCING SME COMPETITIVENESS AND INNOVATION IN THE AREA OF GREEN AND SMART MOBILITY THROUGH STAKEHOLDER COOPERATION IN THE FORM OF CLUSTERS AND NETWORKS

PROJECT PARTNERS













For more information: <https://greenmind.interreg-med.eu/>





Newsletter:



Facebook:





A.1.3. Success stories

To describe success stories of each pilot

Public Funding:

Public Funding turned out to be the most sought for pilot action of the project as many SMEs did not know of their existence and/or how to approach and apply for funding. Capacity building workshops have been conducted with SMEs. The developed Guidebook on Access to Public Funding had a great positive feedback from SMEs.

Within the pilot there has been given support to more than 10 SMEs (information on public funds locally but also centrally). All SME's have found this pilot as most beneficial.

B2B Matching Services:

External experts have developed a Guidebook for B2B with concrete events and how to access them, as well as potential co-funding for participation. Two workshops conducted, status quo, presentation of the guidebook and transferability workshop.

The participants have shown great interest in B2B pilot services as they believe that this can directly drive their business activities up.

Market Intelligence Services:

SERDA has engaged external experts on green and mobility to develop a Market Intelligence Readiness Level (MIRL) tool. MIRL is Excel based, user-friendly and easy to use. This Excel tool was developed as a tool to calculate the market intelligence index, using well-known readiness level models. The goal is to help emerging and growing SMEs determine the level of technical, non-purpose, manufacturing, and commercial maturity through the use of a customized and integrated market readiness tool (MIRL). This tool is designed specifically for jobs in the green and smart mobility industry.

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

Together with its external experts, SERDA continuously implemented activities in the GSM industry. We believe in a participatory approach where all stakeholders come together to work towards a certain goal.

The goal that we have accomplished was to engage the academia, private and public sector together at workshops and roundtable discussions in order to create an open discussion dialogue in the GSM industry.

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

Through its ongoing activities, SERDA continuously conducts market research activities, meeting, workshops and roundtables with various stakeholder (academia, SMEs, public institutions, etc.) on the topics such as: e-mobility, urban mobility, smart cities, clean energy, ICT, etc. Throughout all of its activities, SERDA promotes sustainable business practices.

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

The presentations held by SERDA and its external experts within the Green Mind project are as follows:

- Status quo analysis presentation – WS 1
- PILOT B2B MATCHING SERVICE – CONNECTING AND ENABLING COOPERATION WITH COMPANIES IN THE EU AND THE REGION
- **PRESENTATION OF PILOT SERVICE PUBLIC FUNDING SCREENING**
- **PRESENTATION OF THE PILOT SERVICE MARKET STRUCTURE AND BUSINESS ANALYSIS (MARKET INTELLIGENCE)**
- Presentation on tested pilot services: B2B, Public Funding, Market Intelligence
- Sustainable Urban Mobility Plan for Sarajevo – Business Opportunities for SMEs
- Sustainable Urban Mobility Plans in Croatia
- Available public funding for the financing of GSM industry in BIH
- Presented the Green Mind project at the Low-Carbon Urban Development in Sarajevo
- Presented the Green Mind project to the SUMP development team in Sarajevo

A.1.7. Local webinars in each region

To describe the kind of local event, webinar have been developed during the project

Local Webinar:

With the support of external consultancy Westport Consulting, SERDA organized a webinar on November 12th 2020 on the topic: **Planning and Enabling Sustainable Urban Mobility**. Workshop has been held by experienced external experts in the fields of green and smart mobility, as well as financing experts, followed by a fruitful discussion on mentioned topics.



Project co-financed by the European Regional Development Fund



Green MIND

Zelene i pametne inovacije za mobilnost industrije

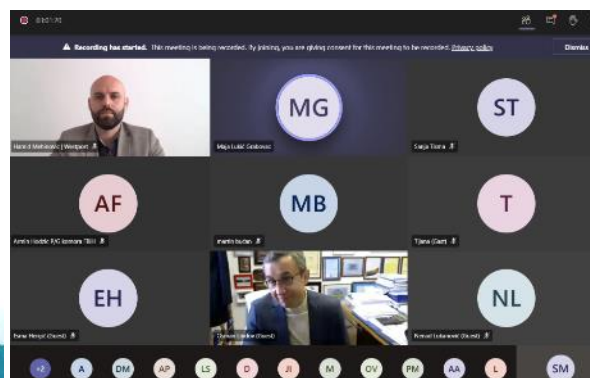
AGENDA WEBINARA

"Planiranje i uspostavljanje održive urbane mobilnosti "

12. Novembar 2020.

10:10 – 10:20	Pozdrav i predstavljanje projekta GREEN MIND - Maja LUKIĆ GRABOVAC, SERDA
10:20 – 10:40	Plan održive urbane mobilnosti Kantona Sarajevo - Osman LINDOV, Fakultet za saobraćaj i komunikacije Sarajevo
10:40 – 11:00	Planovi održive urbane mobilnosti u Republici Hrvatskoj - Sanja TIŠMA, Institut za razvoj i međunarodne odnose
11:00 – 11:20	Poslovne prilike za GSM industriju u SUMP-u Sarajevo - Hamdija MUJEZIN, Westport Consulting
11:20 – 11:30	Dostupni fondovi za finansiranje aktivnosti GSM industrije - Hamdija MUJEZIN, Westport Consulting
11:30 – 12:00	Diskusija: Prilike i prijetnje za razvoj održive urbane mobilnosti - Hamid MEHINOVIĆ, Westport Consulting

Organization:
 Sarajevo Economic REGIONAL Development Agency, SERDA d.o.o.
 in collaboration with Westport Consulting d.o.o. Sarajevo



A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

SERDA will continue to provide support for SMEs after the Green Mind project through its business incubator, mentorship activities, as well as financial support through various funds available. Apart from the Green Mind project, SERDA has started independently to implement activities in the electromobility sector on a strategic, policy, and infrastructure level in Canton Sarajevo, as a sustainability effort. The identified stakeholders within the Green Mind project are invited to participate in certain activities.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

SERDA will upload all relevant materials to the online platform <https://greenmind.teachable.com>).

County of Istria (CRO)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

Hrvatska gospodarska komora - ŽK ISTRA Strukovna grupa ICT Istre Strukovna grupacija energetike	Public institution	dhrelja@hgk.hr
Hrvatska udruga poslodavaca - RU Rijeka	Public institution	nenad.seifert@hup.hr
Technology Incubator of the Istrian Development Agency	Technological Center	tea.gobo@centarmetris.hr

A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications, etc

Flyer:

Green mind : GREEN and smart Mobility INDUstry innovation

WHAT IS THE GREEN MIND PROJECT ABOUT?

The Green mind project fosters the development of economic COMPETITIVENESS and INNOVATION in the GREEN and SMART MOBILITY industry by reinforcing regional and transnational cooperation between businesses, research bodies and authorities.

Being active in a context of fast technological advancements and increasingly restrictive environmental policies, Green mind strengthens the transnational activities of clusters and agencies to support small and medium-sized enterprises (SMEs) in exploiting and identifying market opportunities and tapping the rising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy and IT.

MAIN OBJECTIVES

- Testing new market intelligence, public funding screening and B2B matchmaking services for SMEs.
- Building a transferable model of the advanced services for clusters and agencies.
- Setting up a transnational innovation network involving authorities, industry and academia.
- Delivering a policy support programme to mainstream the project results based on the Smart Specialisation Strategies of the involved regions.

PROJECT METHODOLOGY

The Green mind project develops three pilot services to enhance SMEs' competitiveness and innovativeness. These pilots will be implemented and tested in 6 Mediterranean regional contexts: Emilia Romagna (Italy), Central Macedonia (Greece), Andalusia (Spain), Occitanie (France), Lazio (Owalia), Saragosa (Balearic-meridional), Lombardia (Lombardy) and (Spain) almaria (Spain).

This transnational approach ensures a joint learning, knowledge sharing and capacity building process for innovation in the green and smart mobility industry.

All SMEs that are interested to be engaged in the future of mobility are expected to be part of the pilots, actively engaged in the pilots workshops, focus groups and feedback sessions, and become future of the presented learning and practice material.

The three services will eventually shape a transferable business model applicable to every region.

MARKET INTELLIGENCE

Facing the challenges and taking advantage of the opportunities within a market, means to know how the market actually works. The Market Intelligence pilot aims at helping SMEs understand the needs of the green and smart mobility market, assess their current position within it, and re-position themselves by exploiting its needs and new openings.

PUBLIC FUNDING SCREENING

Limited access to finance has been identified as the most important drawback for most enterprises and especially for SMEs. The Public Funding Screening pilot aims at researching the knowable funding sources of the available EU, national and local funds and guiding SMEs in the process of applying and accessing these funds.

B2B MATCHMAKING

In business practice, finding the partner that matches your needs is always a challenging task. The B2B Matching pilot aims at developing a structure which allows SMEs to match their needs and diffuse their offerings at regional and transnational level.

CLUSTERING-NETWORKING

In contemporary globalised societies, companies need to cooperate in order to overcome the increased global competition and diversified customer base. Following the implementation of the pilots, the participating SMEs are organised in local clusters and a transnational network to facilitate their access to important resources and capabilities.



ENHANCING SME COMPETITIVENESS AND INNOVATION IN THE AREA OF GREEN AND SMART MOBILITY THROUGH STAKEHOLDER COOPERATION IN THE FORM OF CLUSTERS AND NETWORKS

PROJECT PARTNERS



For more information: <https://greenmind.interreg-med.eu/>



Newsletter:



A.1.3. Success stories

To describe success stories of each pilot

Public Funding:

The Public Funding pilot service was developed as a consultancy service to facilitate SMEs to apply for public funds supporting them to turn their ideas proposals to be presented to open calls. Within the pilot, SMEs were given the information about public funding sources, as well as the allocation funds process and legislative framework in Croatia.

B2B Matching Services:

B2B Matching Services pilot resulted in A quick guide to social media, which is intended for small and medium enterprises involved in the Green Mind project in order to improve marketing on social networks and thus cover as much as possible number of potential buyers.

Market Intelligence Services:

As part of the Market Intelligence Services pilot, 7 fairs were organized in Croatia in order to encourage the development of economic competitiveness and innovation in the green and smart mobility industry, by strengthening regional and transnational cooperation between entrepreneurship, research bodies and the public sector.

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

IDA d.o.o. works together with SMEs, enterprises and municipalities in order to help them solving their problems in the area of mobility during all the project.

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

IDA d.o.o. as a regional development agency as one of the primary activities has meetings with many stakeholders (mayors and councilors) representing municipalities and SMEs at local and regional level. These meetings are focused on the problems facing by these territories. When problems are related with mobility we consider these as potential stakeholders of a potential community of practice during and after the project. Many stakeholders have been also identified thanks to social media – Facebook.

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

WP Public Funding

Innovation in the green and smart mobility industry - a tool for cooperation and networking of small and medium enterprises in the Istrian County

Implementation of pilot services in the green and smart mobility industry in Istria

Green mobility

A.1.7. Local webinars in each region

To describe the kind of local event, webinar have been developed during the project

Workshop "Innovation in the green and smart mobility industry - a tool for cooperation and networking of small and medium enterprises in the Istrian County"

On January 30, 2019, the Istrian Development Agency held the first in a series of workshops within the European project "GREEN MIND" on "Innovation in the green and smart mobility industry - a tool for cooperation and networking of small and medium enterprises in the Istrian County", which accompanied by 40 interested participants from the public and private sectors. The emphasis of the workshop was on the presentation of successful Istrian companies and their business cases of interest for the development and growth of green and smart mobility in the Istrian County.

The globally successful company Infobip d.o.o. presented its smart digital mobility solutions with an emphasis on easier access to information for users.

UTE d.o.o. provided the workshop participants with more information on the topic of their Go2bike system - smart bikesharing system, which was supported by a demonstration of electric bicycles.

Penta d.o.o. presented its smart digital parking solutions called "SPARK SENSE", while the representatives of Pulapromet d.o.o. presented the benefits of using new and green technologies in public urban transport.

U-SCOOT d.o.o. presented his business case on the topic of "U-SCOOT electric scooters".

In conclusion, doc.dr.sc. Marko Šoštarić from the Faculty of Transport and Traffic Sciences in Zagreb gave an overview of the plans for sustainable urban mobility in the Republic of Croatia and the potential for development in this field.



Workshop "Implementation of pilot services in the green and smart mobility industry in Istria"

On September 10, 2019, IDA d.o.o. organized a workshop, which was held as part of the European project "GREEN MIND" on the "Implementation of pilot services in the green and smart mobility industry in Istria", attended by stakeholders from private, public and scientific - research sector.

The emphasis at the workshop was on presenting current tenders for all those interested entrepreneurs who invest a significant part of their funds in smart solutions and focus on development projects in the field of IoT, smart parking, electric bicycles, electric scooters, photovoltaic systems and more.

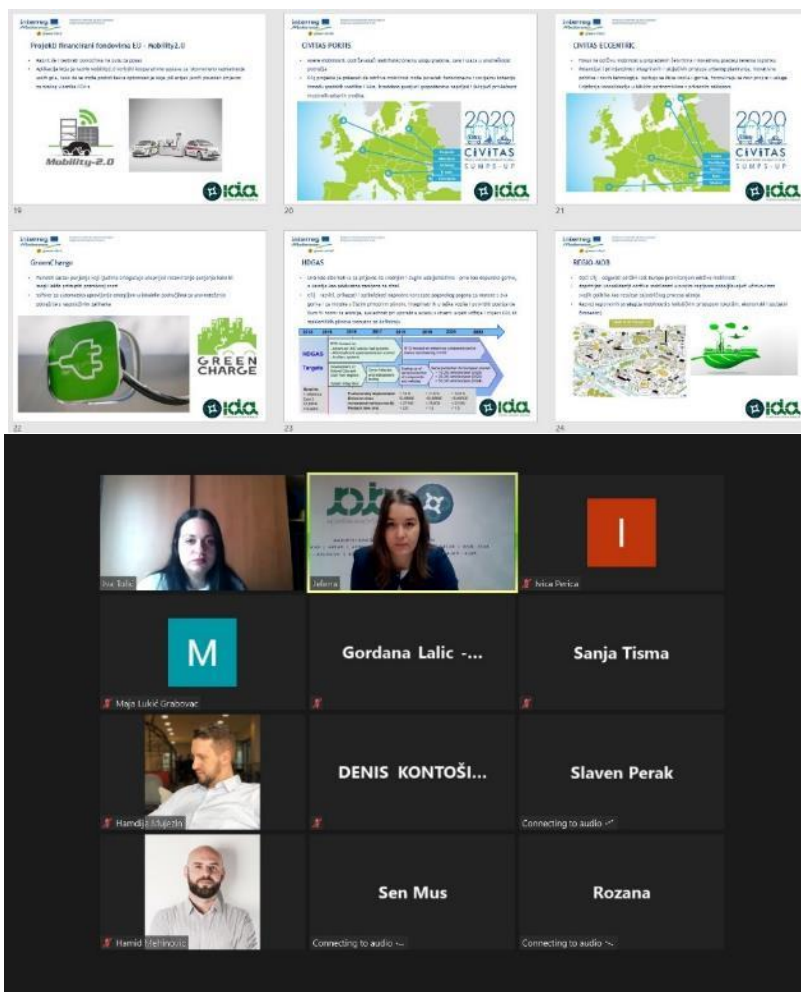


Workshop “Green mobility”

As part of the GREEN MIND project, on November 6, 2020, an online workshop on "Green Mobility" was held, organized by the Istrian Development Agency IDA d.o.o. The workshop was attended by 17 participants, mostly small and medium-sized enterprises and county representatives.

The workshop was divided into three parts. In the introductory part, Jelena Nikolić, a representative of the Istrian Development Agency d.o.o. presented the GREEN MIND project. In the second part of the workshop, Iva Tolić from the Institute for Development and International Relations spoke about green mobility. In the introductory part of the presentation, green mobility was defined and it was emphasized that green mobility does not refer exclusively to transport but also to other sectors. The continuation of the presentation provided an overview of EU strategic documents on the topic of green mobility as well as projects financed from European funds. The third part of the presentation presented green mobility in Croatia as well as the examples of good practice. The conclusion of the presentation showed entrepreneurs ways to achieve green mobility. The presentation was followed by a discussion led by dr.sc. Sanja Tišma, director of the Institute for Development and International Relations.

The last part of the workshop was a review of the situation in BiH in the field of green mobility. The presentation was led by Hamdija Mujezin from Westport. The presentation discussed the state of the environment in BiH, the impact of transport on the environment and the state of transport and green mobility in BiH. The analysis of innovation and development needs of small and medium enterprises in the GSM sector was also presented as well as the pilot services provided through the GREEN MIND project. The presentation concluded with activities carried out to improve green mobility in BiH.



A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

IDA d.o.o. will continue to offer the pilot services to SMEs interested after the Green Mind Project.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

IDA d.o.o. still has not placed on the online platform (<https://greenmind.teachable.com>) the information on its local webinar.

Region of Jadranska Hrvatska (CRO)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

CITY OF SPLIT	Local Public Authority	hrvoje.matas@split.hr
UNIVERSITY OF SPLIT	Higher education and research	referada@oss.unist.hr
PROMET MAKARSKA d.o.o.	SME	bradalj@promet-makarska.hr
TRANSPORTI BULIĆ d.o.o.	SME	vedran@transportibulic.hr
SPALATOURS	SME	info@spalatours.com.hr
PROMET SPLIT d.o.o.	SME	promet@promet-split.hr
TECHNOLOGY CENTER SPLIT	Higher education and research	-
GO GREEN TAXI SPLIT	SME	
EKO TAXI (Eko prijevoz d.o.o.)	SME	info@ekotaxi.hr
ARAPOVIĆ TRANSPORTI	SME	info@a-transporti.hr
DOLEX d.o.o.	SME	dolex@st.t-com.hr
NAVALIS d.o.o.	SME	info@navalis.hr
INNOVATIO PROFICIT d.o.o.	SME	info@profico.hr
MANAS d.o.o.	SME	info@manas.hr
INFOKOM SOFTWARE & CONSULTING d.o.o.	SME	infokom@korp.hr
ENEL SPLIT d.o.o.	SME	enel@enel.hr
NET MEDIA SISTEMI d.o.o.	SME	info@sistemi.hr
INTEGRA GROUP	SME	https://www.integragroup.hr/
KRON d.o.o.	SME	kron@kron.hr
INFOS SPLIT	SME	www.infos.hr
RIMAC AUTOMOBILI	SME	http://www.rimac-automobili.com
PRVI TREPTAČ d.o.o.	SME	info@prvitreptac.hr
VPS-INŽINJERING D.O.O.	SME	info@vps-prometna-signalizacija.hr
ŽUPANIJSKE CESTE SPLIT d.o.o.	SME	http://www.cest-split.hr/
ERICSSON NIKOLA TESLA d.d.	Large corporate	https://www.ericsson.hr/
Smart Split parking - Split parking	SME	info@splitparking.hr
Atos IT Solutions and Services d.o.o.	Large corporate	https://atos.net/hr/hrvatska
ALPHA SAGITTARIUS d.o.o.	SME	-
STRANICA D.O.O.	SME	https://locastic.com/

NEWTON d.o.o.	SME	
STATIM d.o.o.	SME	
Include d.o.o.	SME	https://www.include.eu/hr/about
PARKLIO d.o.o.	SME	marko.smoljo@parklio.com

A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications, etc

Flyers:



Project co-financed by the European Regional Development Fund

Green mind : GREEN and smart Mobility INDUstry innovation

WHAT IS THE GREEN MIND PROJECT ABOUT?

The Green mind project fosters the development of economic COMPETITIVENESS and INNOVATION in the GREEN AND SMART MOBILITY industry by reinforcing regional and transnational cooperation between businesses, research bodies and authorities.

Being active in a context of fast technological advancements and increasingly restrictive environmental policies, Green mind strengthens the transnational activities of clusters and agencies to support small and medium-sized enterprises (SMEs) in exploiting and identifying market opportunities and tapping the rising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy and IT.

MAIN OBJECTIVES

- Testing new market intelligence, public funding screening and B2B matchmaking services for SMEs
- Building a transferable model of the all-round services for clusters and agencies
- Setting up a transnational innovation network involving authorities, industry and academia
- Delivering a policy support programme to mainstream the project results based on the Smart Specialisation Strategies of the involved regions

PROJECT METHODOLOGY

The Green mind project develops three pilot services to enhance SMEs competitiveness and innovativeness. These pilots will be implemented and tested in a Mediterranean territorial context: Emilia Romagna (Italy), Central Macedonia (Greece), Andalusia (Spain), Occitane (France), Istria (Croatia), Sempino (Bosnia-Herzegovina), Podlaskie (Poland) and Split/Dalmatian (Croatia).

This transnational approach ensures a joint learning, knowledge sharing and capacity building process for innovation in the green and smart mobility industry.

All SMEs that are interested to be engaged in the future of mobility are invited to be part of the pilots, actively engaged in the pilots' workshop, focus groups and feedback sessions, and become aware of the proposed learning and practice material.

The three services will eventually shape a transferable business model applicable to every region.

MARKET INTELLIGENCE

Facing the challenges and taking advantage of the opportunities within a market means to know how the market actually works. The Market Intelligence pilot aims at helping SMEs understand the needs of the green and smart mobility market, assess their current position within it, and re-position themselves by exploiting its needs and new openings.

PUBLIC FUNDING SCREENING

Unfunded access to finance has been identified as the most important drawback for most enterprises and especially for SMEs. The Public Funding Screening pilot aims at re-examining the accessible funding sources of the involved EU, national and local funds and guiding SMEs in the process of applying and accessing these funds.

B2B MATCHMAKING

In business practice, finding the partner that matches your needs is always a challenging task. The B2B Matching pilot aims at developing a structure which allows SMEs to match their needs and diffuse their offerings at regional and transnational level.

CLUSTERING-NETWORKING

In contemporary globalised societies, companies need to cooperate in order to overcome the increased global competition and diversified customer base. Following the implementation of the pilots, the participating SMEs are organised in local clusters and a transnational network to facilitate their access to important resources and capabilities.



ENHANCING SME COMPETITIVENESS AND INNOVATION
 IN THE AREA OF GREEN AND SMART MOBILITY
 THROUGH STAKEHOLDER COOPERATION
 IN THE FORM OF CLUSTERS AND NETWORKS

PROJECT PARTNERS



For more information: <https://greenmind.interreg-med.eu/>



Newsletter:



Facebook:

Facebook najava (3.2.) – Stranica ICT Županija


 ICT županija
 Jučer u 03:05

[GREENMIND - KONFERENCIJA ZA POVEZIVANJE INOVATIVNIH PODUZETNIKA]



Splitsko-dalmatinska županija
 1. veljače u 19:48

[GREENMIND - KONFERENCIJA ZA POVEZIVANJE INOVATIVNIH PODUZETNIKA]

04. 02. 2020. u 10:00 sati u PICS@FESB, Rudera Boškovića 32, Split.

U organizaciji Splitsko-dalmatinske županije, na konferenciji GREENMIND za sva mala i srednja poduzeća saznajte kako možete:

- ✓ dobiti besplatnu podršku od projektnih partnera i vanjskih stručnjaka
- ✓ testirati pilot usluge;
- ✓ iskoristiti poslovne prilike tržišta zelene i pametne mobilnosti;
- ✓ dobiti podršku u pronalaženju javnog financiranja za Vaše projekte;
- ✓ ostvariti B2B podudaranje za pronalaženje pravih partnera za projekte;
- ✓ dobiti podršku u integraciji lokalnog klastera i transnacionalne mreže;

Agendu događanja preuzmite na linku <https://dalmacija.hr/.../greenmind-transnacionalni-dogadaj-po-...>

Dobrodošli!
 #greenmind #interregmed #splitskodalmatinskažupanija #SDŽ #ictžupanija #PICS@FESB #inovacije #poduzetništvo #poduzetnažupanija #B2B

Instagram:

Instagram najava (1.2.) – Profil Splitsko-dalmatinske županije



A.1.3. Success stories

To describe success stories of each pilot

Public Funding:

SDC has taken the Public Funding aspect as a very relevant part of the project and throughout pilot it has involved external subject matter experts which have performed workshops on which there have been discussed all challenges that SME's are facing and what are the possibilities for them.

Also, SDC has involved Ministry of entrepreneurship representatives in the workshops that have been organized to share with relevant stakeholders all necessary information on the public funding that is available, but also on the public funding that should be coming out soon.

Within the pilot there has been given support to more than 20 SMEs (information on public funds locally but also centrally). All SME's have found this pilot as beneficial.

B2B Matching Services:

SDC have organized 2 workshops (January and May 2019) with SME's that had as a goal connecting various stakeholders (public sector, education/research and SME's) and bringing them closer so they understand who works on what kind of activities and how they can jointly create higher value for the market.

Results of the survey conducted after first workshop has shown that attendees have seen this kind of workshops beneficial and worthwhile.

Market Intelligence Services:

SDC has engaged external experts on green and mobility to perform designed workshops with SMEs to understand the current state of the Market intelligence in the areas of marketing, human resources and strategy the SME's are currently utilizing (questionary), but also to help them to understand the importance of the implementation of the sound market intelligence and how this should be done to improve their businesses.

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

SDC is in continuous communication with all relevant stakeholders in connection with smart and green mobility (municipalities, public transportation companies, SME's, higher education and research institutions) and it works together with them in order to help them to have better results in the area of green and smart mobility during all the project, but also this should be continued after the project as well.

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

SDC maintains the activities and meetings with many stakeholders (municipalities, public transportation companies, SME's, higher education and research institutions) sharing with them opportunities in given area but also the importance of the smart and green mobility for county. These activities are tackling and are focused on the problems in the whole territory within the responsibility of the SDC.

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

The presentations held by SDC with the Green mind project are listed below:

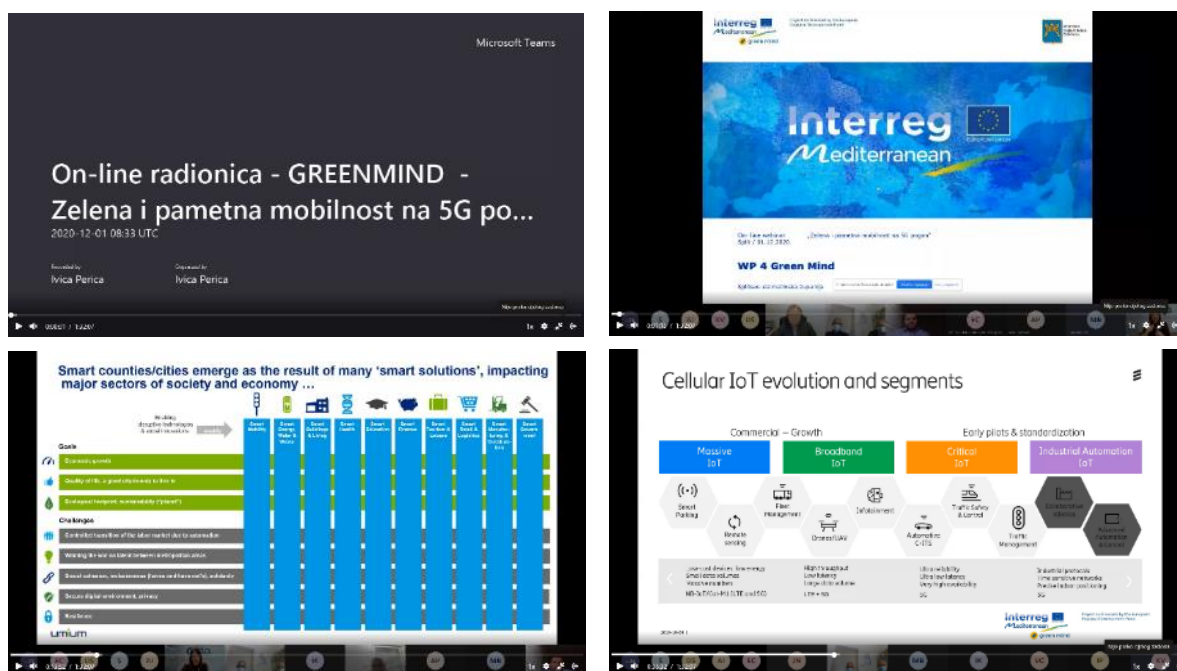
- Case study of the development of the intelligent mobility solutions in Split
- Case studio of the Split Smart Parking
- Case study of the development of the electric parking gate Parkilo
- Ministry of Economy, entrepreneurship and crafts representative presentation of the funding opportunities and inovation framework in Croatia
- SMART region
- New communication technologies (5G and IOT) as a anabler for the new SME products and services
- Available public funds for financing of green and smart mobility in Croatia

A.1.7. Local webinars in each region

To describe the kind of local event, webinar have been developed during the project

Local Webinar:

Split-dalmatia county (SDC), supported by external consultants UMiUM, on December 1st 2020 has organized a webinar on the topic: **Sustainable and smart mobility and the successful transition through the Covid-19 caused crisis in Split-dalmatia county**. The on-line workshop has had working name **“Green and smart mobility fueled by 5G”**. Workshop has been held by experienced external experts in the fields of green and smart mobility, as well as n segment of the 5G opportunities (IoT, Smart City,...), followed by fruitful discussion on mentioned topics.



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.

During the transnational innovation network event in SDC there were presented some concrete opportunities for the SME-s form the perspective of the available funds (EU and national), and there were presented concrete case studies in the field of green and smart transport which have been success stories of the SME-s form SDC.



A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

SDC will continue to work with all relevant stakeholders in connection with smart and green mobility (municipalities, public transportation companies, SME's, higher education and research institutions) in order to help them to have better results in the area of green and smart mobility after the Green Mind Project.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

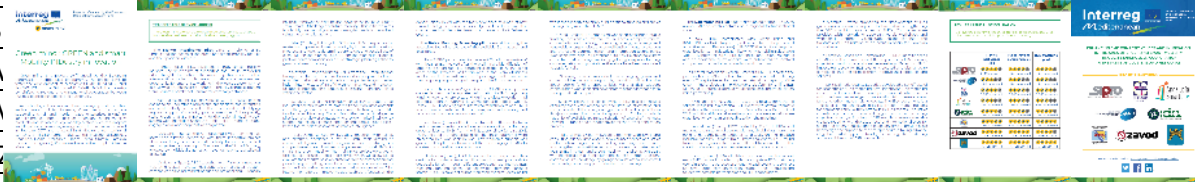
SDC will place on the online platform (<https://greenmind.teachable.com>) the materials from all events held by SDC.

Region of Occitanie (FR)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

AD'OCC	Regional public authority	aurelie.beauchart@agence-adocc.com
AD'OCC	Regional public authority	benjaminfevre.hydrogene@outlook.fr
AD'OCC	Regional public authority	ingrid.larrieu@agence-adocc.com
ALTERN'Mobile	SME	cyril@alternmobil.net
Applicolis	SME	vincent.monteil@applicolis.com
Applicolis	SME	florent.fournier@applicolis.com
Autocars Barrière	SME	isabelle@autocars-barriere.fr
Automotech	Cluster	maxime.debienne@automotech.fr
Automotech	Cluster	jean-luc.mate@outlook.fr
Synox / Automotech	SME	emouton@synox.io
Bertrandt	Enterprise, except SME	maxime.brun-ext@continental-corporation.com
CEATech	Higher education and research	Sarah.WELDON@cea.fr
CNES	Higher education and research	Thierry.Chapuis@cnes.fr
cobrane	SME	contact@cobrane.com
Conseil Régional Occitanie	Regional public authority	marion.tropato@laregion.fr
écoCO2	Business support organisation	bertrand.dumas@ecoco2.com
écoCO2	Business support organisation	estelle.posnic@ecoco2.com
ETABLISSEMENTS POUX	SME	gc@saspoux.fr
Cluster TransTen	Cluster	fdb@saspoux.fr
Ffly4u	SME	opa@ffly4u.com
GRDF - Montpellier	Enterprise, except SME	jean-francois.rousset@grdf.fr
GRDF - Toulouse	Enterprise, except SME	raphael.constantin@grdf.fr
Groupe Cahors	Enterprise, except SME	didier.beaulieu@groupe-cahors.com
InBlocks	SME	jeremie.Albert@gmail.com
Jidelec	SME	j.delorme@jidelec.com
Kawantech	SME	luc.chanson@kawantech.com
LEA Logistique	SME	damien@lealog.fr
LEA Logistique	SME	florent@lealog.fr
Magellium	SME	gregory.cazanave@magellium.fr
MAMTA Transports	SME	direction@transportmamta.fr
Markopilot	SME	regine.surre@markopilot.fr
Markopilot	SME	francois.martinez@markopilot.fr
MECA	SME	patrice.maqueda@socafna.com
MECA	SME	yohann.baudelet@socafna.com
MEDINA	SME	s.salles@groupemedina.com
Montpellier Méditerranée Métropole	Local public authority	c.perreau@montpellier3m.fr
NEGOTI	SME	mh.miquel@negoti.fr

Novacom - groupe CLS	Enterprise, except SME	alexandre.Filoni@novacom-europe.com
Occitanie Cluster Logistique	Cluster	f.trouquet@we4log.fr
Parkisseo	SME	regis.duhot@parkisseo.com
PROUHEZE (SAS)	SME	david.prieur@prouhezeparadis.com
RUIZ et Fils Transports	SME	patricia.ruiz@ruizgroupe.fr
RUIZ et Fils Transports	SME	thierry.ruiz@ruizgroupe.fr
Safra	SME	jc.hoguet@safra.fr
SEV Service Ecusson Vert	SME	direction@servicesecussonvert.fr
Siimple	SME	c2@siimple.com
Toulouse Metropole	Local public authority	axel.paulino@toulouse-metropole.fr
Toulouse Metropole	Local public authority	Mickael.BERGES@toulouse-metropole.fr
Toulouse Metropole	Local public authority	Laureline.ANGOT@toulouse-metropole.fr
Toulouse Métropole	Local public authority	laurent.gouaux@toulouse-metropole.fr
TRANSPORTS CHABRILLAC	SME	agnes.pasdeloup@chabrillac.fr
TRANS		
TRA		
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2		

A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications, etc

Flyers:

- Flyer #1:



- Flyer #2:

Newsletters:

- Newsletter #1:



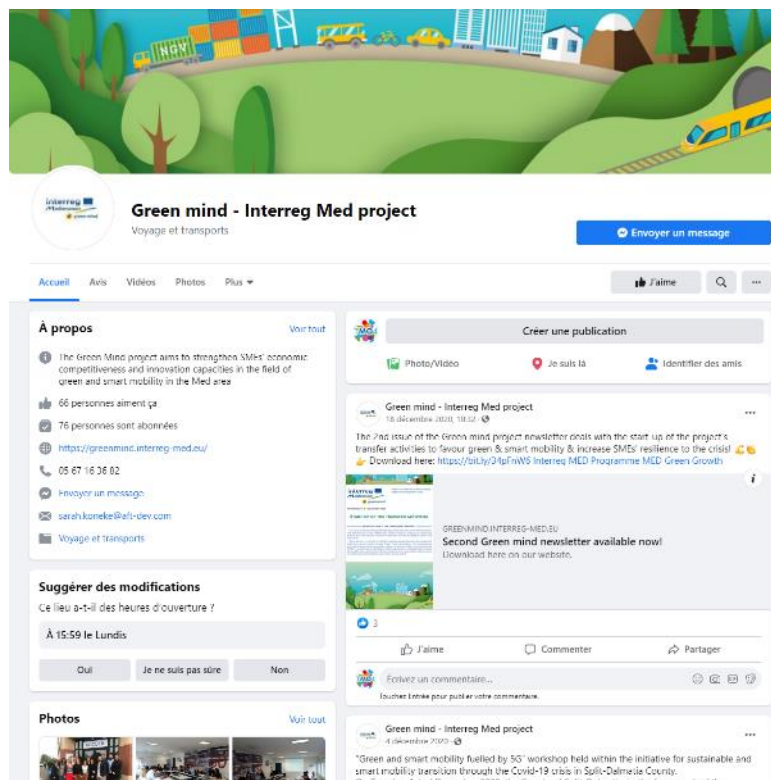
- Newsletter #2:



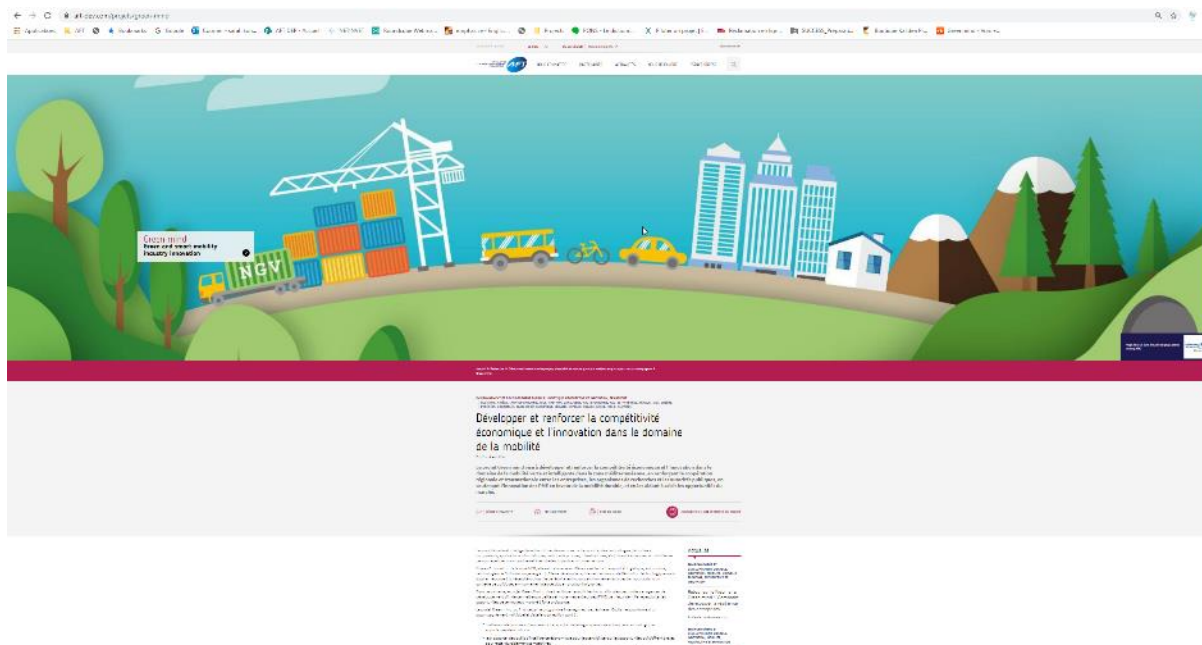
Twitter:



Facebook:



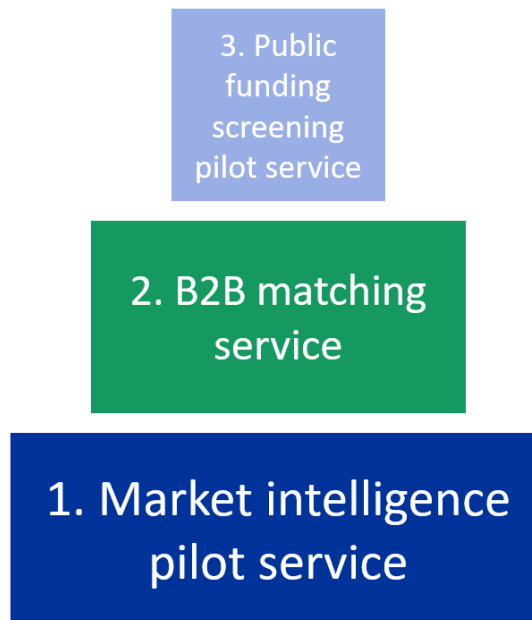
AFT's website (<https://www.aft-dev.com/projets/green-mind>):



A.1.3. Success stories

To describe success stories of each pilot

The French pilot operational routine was proposed as a best practice for the overall Green mind Transferable Service Model for SMEs. The AFT, French Green mind partner, connected the pilot service activities to each other, as consecutive and interlinked steps that build one on each other in the same engagement process:



The main objective of the **Market intelligence pilot service** was to identify possible opportunities for innovative projects, products or services to propose greener and smarter transport solutions. This was achieved through preparative phone interviews, a meeting with the regional ecosystem of the green and smart mobility industry as well as individual diagnostics interviews with SMEs from the transport and logistics (T&L) sector.

In the second step, the **B2B matching service** was implemented, which aimed to match the businesses that had participated in the first step with solutions providers from the Occitanie region able to respond to the T&L companies needs. The AFT organised and facilitated distance working groups as well as a workshop to support the creation of new business partnerships. The French partner furthermore succeeded in setting up three consortia interested in working on collaborative projects that could ask for public funding.

In the third and final step, the **Public funding screening pilot service** was organised with the objective to identify funding opportunities for the identified projects and working groups. This service included a presentation of public funding programmes and calls to check possibilities of financing the identified projects and B2B matches. In addition, coaching and support were proposed to the working groups and consortia to help them define and elaborate their project proposals.

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

The AFT works together with regional clusters and representative organisations of the transport and logistics sector (T&L employers' federations). Both actors were involved in the implementation of the Green mind project from the beginning of the activities. They were regularly informed about the project progress and consulted to give their advice on some of the key deliverables in order to ensure the production of relevant outputs. All Green mind results will be made available to these stakeholders to enable them using the tools and services with their members.

On a different note, the AFT organised a series of 3 transnational webinars during the third work package to guide the SMEs targeted by all Green mind partners towards their potential first transnational project. In order to support them throughout the process, we broke it down into three pieces, with enough time in between to mature on the subject:

21. 11. 19	Webinar 1 – Introduction to the calls Presentation of EU calls aligned with the Green Mind objectives by an expert, from H2020 programs and others. A part of the webinar will be designated to the introduction of all participants and the role of their organisation.
28. 11. 19	Webinar 2 – Participants present their ideas All participants of the first webinar with an idea to contribute to a EU program present their potential R&D project. A part of the webinar will be dedicated to the discussion in between all entities of the Green Mind project to help them begin with the procedure.
12. 12. 20	Webinar 3 – B2B matching in Malaga This webinar will be the occasion for all SMEs involved with the Green Mind project to have a first glance at the topics that will be addressed in the Green& Smart cities conference in Malaga in April. Depending on their interest after this webinar, they will be invited free of charge to the meeting.

It was quite a success as ten SMEs across all of the partners' regions participated actively in the 3 webinars (3.5.1, 3.5.2, and 3.5.3).

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

As a sectoral association, the AFT has strong and well-established relations at regional and national levels with professional organisations and clusters from the transport & logistics sector. To identify other actors relevant for the regional green and smart mobility industry, the AFT carried out a desk research in the beginning of the project. The identified persons and organisations were then directly contacted and several meetings were organised to present the overall project and its approach to municipalities and clusters from other sectors. These meetings helped to connect with these key stakeholders to share with them the project findings.

AFT's cooperation with the sectoral organisations will naturally continue after the Green mind project. The partnership with the other actors is less fixed but AFT is of course willing to deepen the new cooperation links to continue sharing the Green mind knowledge and experiences and also to set up new collaborative projects.

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

The presentations made by the AFT during the Green mind project:

- [Presentation to engage regional stakeholders](#)
- [Presentation held at the SMEs involvement campaign local workshop](#)
- [Presentation held at the capitalisation workshop](#)
- [Presentation on the perception of Hydrogen Technologies in the Road Transport and Urban Logistics Sector in the Occitanie region](#)
- [Presentation on Smart and Green mobility European calls available for SMEs](#)
- [Presentation made by one of the interested SMEs to present their ideas for a potential transnational project](#)
- [Presentation made by one of the interested SMEs engaging in the B2B webinar before the Malaga fair](#)

A.1.7. Local webinars in each region

To describe the kind of local event, webinar have been developed during the project

Local webinar:

The AFT organised a local webinar on the 15th of October 2020, from 10 to 11.30 am. Its objective was double: show tangible and cost-effective solutions to SMEs to foster, on the one hand, their innovation capacities and to make them, on the other hand, more resilient to be able to overcome the current crisis.

To respond to these needs, this online event featured a presentation of "Learning work organisations" held by Ms. Salima Benhamou, PhD and economist at France Stratégie (independent think tank affiliated with the French Prime Minister's Office). Latter was illustrated by the experience and testimonies of two transport company managers based in the Occitanie region whose companies meet certain characteristics of learning organisations: Ms. Patricia Ruiz of the Ruiz Group and Mr. Christophe Caset-Carricaburu of Services Ecusson Vert.



Comment développer la résilience des entreprises, leurs compétences et leur capacité à innover, en cette période troublée par les bouleversements de la crise sanitaire ?

Pour répondre à cette question, l'AFT vous invite à un webinaire avec Mme **Salima BENHAMOU**, économiste au département Travail, Emploi, Compétences de France Stratégie, et co-auteur d'un rapport paru en avril 2020 intitulé : « Les organisations du travail apprenantes : enjeux et défis pour la France », le 15 octobre de 10h à 11h30.

Mme Salima BENHAMOU nous présentera à cette occasion ce que sont les « **organisations du travail apprenantes** », et en quoi elles peuvent être des leviers stratégiques en faveur du progrès économique, technologique et social.

S'INSCRIRE AU WEBINAIRE


Cet événement s'inscrit dans un cycle de webinaires organisés dans le cadre du projet **Green mind** (co-financé par le programme européen Interreg MED). Il s'adresse à tous les acteurs qui cherchent à améliorer leur performance en matière d'innovation, et à développer les compétences des salariés et la qualité du management.



Local workshops:


1. Local SMEs involvement campaign in the Occitanie region

On the 15th of January 2019, the AFT organised the first local Green mind workshop, which gathered over 40 participants representing companies from the Transport and Logistics sector, technology providers, regional clusters and networks as well as public authorities. It mainly focused on bringing together the regional ecosystem of the green and smart mobility industry, make participants meet, discuss and express their needs in order to collect input for the following pilot services testing phase.



Project co-financed by the European
 Regional Development Fund

**DÉVELOPPER
LA FORMATION TRANSPORT
ET LOGISTIQUE**



Invitation

Entreprises du transport et de la logistique, fournisseurs de solutions innovantes en faveur de la mobilité verte & intelligente, vous avez rendez-vous le

**15 janvier 2019 à 10h30
au B612 à Toulouse***

*3 rue Tarfaya – 31400 Toulouse

Programme provisoire

10h30	Accueil des participants
10h45-11h05	Présentation de l'AFT et du projet Green Mind
11h05-11h25	Synergies avec les politiques et dynamiques régionales (<i>à confirmer</i>)
11h25-12h10	Présentation interactive des participants : terrains d'expérimentation, besoins et solutions à tester
12h10-12h30	Retour vers le Futur : panorama des projets – Français ou d'ailleurs – qui révolutionneront demain le monde du transport et de la logistique
12h30-12h45	Success Story (<i>à confirmer</i>)
12h45-14h	Cocktail déjeunatoire



2. Capitalisation workshop in the Occitanie region

AFT and its external experts organised the second regional Green mind workshop during the pilot services testing period on the 16th of April 2019. Its objective was double: 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. 20 stakeholders participated (T&L companies, innovative solutions providers, cluster representatives, public authorities, research).





3. Third local workshop in the Occitanie region

To reach as many stakeholders as possible, AFT organised this third and last physical workshop linked to the “HyDéO day”, which was dedicated to hydrogen heavy mobility and was organised by the Occitanie Region on the 6th of November 2019.

Indeed, hydrogen appeared as an important topic during the French Green mind pilot services testing. 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 brought together over 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".



A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

The AFT is constantly working with companies and SMEs from the transport and logistics sector. The Association will continue to promote and transfer the Green mind results and to share information about topics linked to green and smart mobility. As an example, we can name the AFT's new initiative "*Les mercredis de l'AFT*" which is a weekly series of online conferences targeting companies from the transport and logistics sector. One of the topics featured will be hydrogen solutions for road freight transport.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

The AFT provided several resources in French and English language for the Green mind online platform:

Resources in French language:

- Presentation of the technological evolutions in the transport & logistics sector
- Presentation of innovation funding opportunities in France
- Technical data sheets for alternative energies for road freight transport
- Detailed summary of the learning organisation webinar held the 15th of October 2020, explaining how such an organisation can help overcome obstacles

Resources in English language:

- Summary article of the local webinar organised on 15th of October 2020 tackling "learning work organisations" that favour innovation capacities and resilience to crises
 - Presentation made by a member of the French Transport NPC on European Funding opportunities for innovation in transport during the 1st transnational webinar in autumn 2019 (3.5.1)
 - Template project presentation that had to be filled in to participate in the transnational webinar #2 (3.5.2), allows potential project managers to explain their idea quickly to get financed
-

Region of Central Macedonia (GR)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

	Name	Type of Organization	Email
1.	ECOSUN	SME	i.kouros@ecosun.gr
2.	Elektronio	SME	anna@elektroniowheels.com
3.	Brainbox	SME	g.voul@brainbox.gr dimitriadis@brainbox.gr
4.	Link-technologies	SME	idadian@icloud.com
5.	Traffic Technique	SME	nestoras@trafficttech.gr
6.	Otoparking-Thessbike	SME	info@thessbike.gr
7.	Taxiway	SME	stavridis@taxiway.gr
8.	Sboing	SME	liotop@sboing.net
9.	Infalia	SME	itsam@infalia.com
10.	Dotsoft	SME	tasos.manos@gmail.com cgoulios@dotsoft.gr
11.	Geosense	SME	ramnalis@geosense.gr
12.	Rhoe	SME	t.vlachopanagiotis@rhoe.gr
13.	Wavenet	SME	a.pityris@wavenet.gr p.selkos@wavenet.gr
14.	Skytrack	SME	vathanasiadis@skytrack.gr
15.	ATLANTIS ENGINEERING	SME	vamvalis@abe.gr
16.	Autoleaders	SME	info@autoleaders.gr
17.	Emisia	SME	giorgos.m@emisia.com evi.g@emisia.com
18.	VIANOX	Enterprise, except SME	s.kamenidis@vianox.gr
19.	Tredit S.A.	SME	
20.	IQTaxi	SME	v@iqtaxi.com
21.	Region of Central Macedonia	Regional public authority	K.Michailidis@pkm.gov.gr
22.	iED	Business support organisation	avasileiadis@ied.eu
23.	Venture Stories	Business support organisation	ss@tecs.capital
24.	I4G	Business support organisation	sotiris@i4G.gr
25.	THETA	Infrastructure and (public) service provider	
26.	THESTEP	Business support organisation	park@thestep.gr
27.	EVETH	Business support organisation	georgiou@ebeth.gr
28.	Municipality of Thessaloniki	Local public authority	
29.	Municipality of Sykies	Local public authority	
30.	ITS HELLAS	Business support organisation	k.haniotis@telenavis.com
31.	Elliniki Etaireia Logistics (EEL) of Northern Greece	Business support organisation	vlachos1@auth.gr

A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications, etc

- Video for the dissemination of the Green mind project results (GreenMind_D2.4.4. - Story telling on the three green mind services test_Final)

The video can be found on the link here:

<https://www.youtube.com/watch?v=Rrb06aaO-9c&feature=youtu.behttps://www.youtube.com/watch?v=Rrb06aaO-9c&feature=youtu.be>

- Invitation for the Green mind booth on Thessaloniki International fair



- Video for local pilots dissemination (green-mind-tif-v2)

https://imetbqr-my.sharepoint.com/:v:/g/personal/mstefanidou_imetb_gr/EYUlvvaYgxNItT_YpOFkPZgBhSsekWUU5GBrNKORSJTPfw?e=b1fXIT

- Flyer of the project used in the majority of the events to disseminate the project



- Flyer used for the dissemination of the first event of the Green mind



- Articles and social media posts for Green mind activities:

https://circle2019.eu/presentation/day2/parallels/2/06%20-%20Aifadopoulou_GreenMind_CircleSmile2019.pdf

<https://www.makthes.gr/thessaloniki-green-mind-simainei-kainotomia-me-aroma-okto-perifereion-tis-mesogeioy-165806>

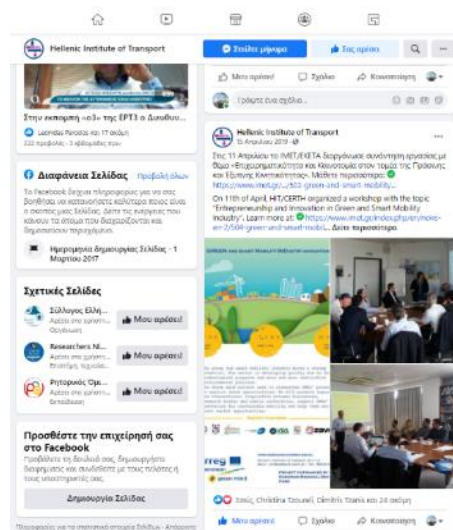
<https://www.sofokleousin.gr/green-mind-ena-eyropaiko-ergo-gia-tin-anaptyksi-diakratikou-dikty>

<https://energypress.gr/news/workshop-stis-19102018-antagonistikotita-kainotomia-ston-tomea-tis-prasinis-kai-exypnis>

<http://www.geosense.gr/imet.certh.html>

<https://twitter.com/hitcerth/status/1049213531143512064>

<https://evEHICLE.gr/workshop-stis-19-10-2018-antagonistikotita-kainotom/>



A.1.3. Success stories

To describe success stories of each pilot

For the proper execution of testing activities, CERTH/HIT initially had made a thorough desk-research and record of all relevant to green and smart mobility stakeholders and invited them on a first meeting to share with them the vision under the project and the specificities of it.

Public Funding Services:

Within plenty of activities that were developed under public funding services the most remarkable is the engagement and joint proposal application for the formation of a business cluster. Twenty seven enterprises that were involved in different activities during the project Green mind decided to form a new alliance for Smart Mobility and Logistics Solutions that will be coordinated by CERTH/HIT and will serve enterprises' needs in the sector and also will promote new policies for the green and smart mobility. <https://mlcluster.imet.gr/>

B2B Matching Services:

CERTH/HIT developed on behalf of all partners a B2B Matching platform which is available to all SMEs, supportive organizations as well as authorities in order to create their profile and

discover the level of matching with other enterprises and then continuing with personal communication for collaborations. The platform is available here <https://b2bplatform.imet.gr>

Also for the local SMEs the most important event that they participated was an International Fair of the Region in which they were able to present their products and services and promote their companies to the 263.737 visitors of the fair.

Market Intelligence Services:

A thorough research about needs and requirements of regional SMEs was conducted and provided input to the other services that offered to SMEs. Also there was a continuous effort from CERTH to keep the local SMEs updated on new initiatives that arised and also inform them about the new trends of the market through workshops with experienced invited speakers.

During one of the workshops a professional that works on business data collection and analysis presented to SMEs tools that they can employ in order to get information about their competitors.

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

CERTH worked closely with SMEs during the project and supported them on developing business plans for their ideas in order to apply for funding calls.

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

All F2F events that organized were structured to give to SMEs the potential to discuss with each other, present their business ideas and develop future synergies together. This aim achieved through the creation of the business cluster in smart mobility and logistics solutions and through two new collaborations between enterprises that decided to develop new services together as an outcome of their acquaintance during the project.

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

Presentations that were used during webinars of Green mind can ve found on the link below.
Green mind_Presentation_Workshop_CERTH
Innovation in mobility

Presentation ITS Hellas_Greenmind_v3

THESS-INTEC

Adaptation of marketing techniques in post-covid era_Anna Cruz

https://imetbgr-my.sharepoint.com/:f:/g/personal/mstefanidou_imetb_gr/EtZlJErVHONFpVfwNnw14c8B0o1xSDnkO_JdBJ6KJEqkgA?e=af56HN

A.1.7. Local webinars in each region

To describe the kind of local event, webinar have been developed during the project

Workshop 1 – 19th of October 2018: The scope of this workshop was the introduction of the local stakeholders to the processes of the Green Mind project, and the engagement of local SMEs to the future activities of the project. The stakeholders presented their cases and discussed topics that were relevant to: (1) the vision and priorities of the Region of Central Macedonia towards innovation and competitiveness; (2) Infrastructure for innovative development, facilitator and accelerator body of innovative private and public sector initiatives; (3) Innovation in smart mobility; (4) Presentation of the three services; and (5) Presentation of the prospects for future mobility and needs for achieving innovation.

Workshop 2 – 10th of April 2019: In this workshop, the SMEs that engaged to the activities of Green Mind – 27 participants from 16 organizations –, got together around the same table in order to get to know each other, present their organizations and discuss the possibility of future collaboration in the form of a local cluster and a transnational network. The companies had, also, the opportunity to participate in B2B meetings.



Workshop 3 – 22th of October 2019: This workshop was dedicated to tools and opportunities for enhancing competitiveness and Innovation of SMEs and the invited speakers presented tools for seeking funding opportunities and market data about competitive enterprises. Also a new regional venture capital fund was presented and the workshop closed with the presentation of the vision for formal creation of a business cluster among the participating SMEs.



A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

CERTH/HIT works on providing technical and administrative support to enterprises in order to develop their business ideas into viable products and services. Currently all together work on writing synergetic proposals for funding some of their ideas in the thematic pillars, i) mobility of the future and ii) city logistics.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

Presentation on the importance for SMEs to adapt new digital technologies for their marketing purposes. Policy recommendations will be shared in the platform.

Region of Emilia-Romagna (ITA)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

Municipality of Ferrara	Local public authority	alessandro.balboni@comune.fe.it
Art-ER	Regional public authority	sara.monesi@aster.it
Chamber of Commerce	Sectoral agency	statistica@fe.camcom.it
Ferrara Smart City	Sectoral agency	gb@22hbg.it
Confindustria Emilia	Sectoral agency	g.pirazzoli@confindustriaemilia.it
CNA Ferrara	Sectoral agency	rcavicchi@cnafe.it
Legacoop Estense	Sectoral agency	c.bertelli@legacoopestense.coop
University of Ferrara	Higher education and research	massimo.cinini@unife.it
Landscape Metropolis Association	Sectoral agency	elisa.ucellatori@gmail.com
Energypie	SME	a.distazio@energypie.it
Plastic Jumper	SME	josto@plasticjumper.it
Wamo Studio	SME	nicola@wamostudio.it
BM Assemblaggi	SME	bm.assemblaggi@gmail.com
In4Tech	SME	r.merighi@in4tech.net
Arda Solutions	SME	ilario.ferrari@ardasolutions.com
Intecom Sistemi	SME	info@intercomsistemi.it
Astolfi Engineering	SME	orazio.astolfi@astolfi-engineering.it
4e Consulting	SME	patroncinipaolo@4e-consulting.com
Alga & Zyme Factory	SME	c.baldisserotto@algazymefactory.com
Helixpharma	SME	info@helixpharma.com
APS Il Turco	SME	info@ilturco.it
22HBG	SME	marcoar@22hbg.com

SRN Urban Logistics	Enterprise	srnurbanlogistics@gmail.com
Phoenix Factory	SME	naidi.jacopo@gmail.com
Vettore Innovazione	SME	vettoreinnovazione@gmail.com
Makros srl	SME	makros.italia@gmail.com
Officine Barbieri	Enterprise	info@officinebarbieri.it
Bregoli Group	Enterprise	r.bregoli@bregoligroup.com
Kaitek	Enterprise	matteo.marmai@flashbattery.tech
Icos spa	SME	paolo@icosleonelli.it
Servizi Industriali	SME	g.artioli@macfuge.it
Sensormatic	SME	toselli@sensormatic.it
Smartman	SME	valentina.berardi@smart-man.it
Teamplast srl	SME	info@teamplast-srl.it
Metalsab +	SME	metalsab+@metalsab.com
Nea	SME	rapti@nea-team.com
Fluid-A	SME	info@fluid-a.it
APM	SME	info@apmlab.com
Imprima	SME	amministrazione@imprima.it
AT - AUTOMATION TECHNOLOGY S.A.S	Enterprise	info@automationtechnology.it
DIGIFE S.C.A.R.L.	SME	info@digife.it
AG srl	SME	mirco@ag-srl.it
LTE Toyota	Enterprise	antonella.colucci@l-t-e.it
ZF TRW	Enterprise	fabio.gamberoni@zf.com

A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications, etc

Flyers:



Green mind : GREEN and smart Mobility INDUstry

WHAT IS THE GREEN MIND PROJECT ABOUT?

The Green mind project fosters the development of economic COMPETITIVENESS and INNOVATION in the GREEN AND SMART MOBILITY industry by reinforcing regional and transnational cooperation between businesses, research bodies and authorities.

Being active in a context of fast technological advancements and increasingly restrictive environmental policies, Green mind strengthens the transnational activities of clusters and agencies to support small medium-sized enterprises (SMEs) in exploiting and identifying 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.

ENHANCING SME COMPETITIVENESS AND INNOVATION IN THE AREA OF GREEN AND SMART MOBILITY THROUGH STAKEHOLDER COOPERATION IN THE FORM OF CLUSTERS AND NETWORKS

PROJECT PARTNERS



For more information: www.greenmindinterreg-med.eu



Twitter:



YouTube:

<https://www.youtube.com/watch?v=AhYNfhd0Xm0>

Media articles on project activities:

<https://www.progettaferrara.eu/it/b/2173/greenmind>

<https://www.emiliaromagnastartup.it/it/innovative/articoli/2019/12/le-imprese-ferraresi-sono-invitate-candidarsi-partecipare-green-cities>

<https://www.ferraraitalia.it/sipro-a-farete-con-le-imprese-ferraresi-presenta-il-progetto-interreg-green-mind-e-investinferrara-182010.html>

<https://www.confindustriaemilia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/88336>

<https://www.cronacacomune.it/notizie/34791/mobi-la-tre-giorni-ferrarese-sulla-mobilita-sostenibile.html>

<https://www.estense.com/?p=802193>

<https://www.estense.com/?p=771742>

A.1.3. Success stories

To describe success stories of each pilot

The preparatory activity for the implementation of the pilot actions on public funding and the B2B matching services included:

- Identification of 40 companies in the province of Ferrara operating in the «Green and Smart Mobility» sector;
- Direct contacts with identified responsables;
- Organization and implementation of dedicated meetings;
- Technical assistance where required.

Sipro defined a list of companies, SMEs and start ups located in the industrial areas of the Province of Ferrara and in the Sipro's business incubators. In the last months Sipro organized one-to-one meetings (ongoing activity) with responsables of the mapped enterprises.

During the one-to-one meetings (ongoing activity), an additional questionnaire was submitted to the involved companies in order to better understand their need and propose then tailor made solutions.

Public Funding:

Road Show Australia is a free event organized by YON (www.yon.it) from 2nd to 8th May 2019 with Regency Corporate partners (www.regencycorporate.com.au), an Australian advisory company which works with quotations of P.M.I. at the Australian Stock Exchange of Sydney (ASX Sydney). The pilot action was dedicated to enterprises and start-ups oriented to international market. During this event, SIPRO involved 8 innovative startups on the province of Ferrara dealing with IT solutions, sustainable innovative system, mobility solutions for smart cities (4E-consulting, AllF, Alga & Zyme Factory, AT Project, Gate, Helixpharma, Wear, Zuna), 4 were selected to participate at the contest. The objectives was to identify enterprises and

start-ups which are oriented to international market, but doesn't have the strength or the internal competences to open to new markets. Therefore the aim was to provide them with the main tools and relationships necessary to assess their capacities to enter the international market, exploit the already existent regional network supporting internationalisation processes and promote new financial supporting schemes, in addition to the fundings already available (enterprise Europe Network, APRE offices, Unioncamere Emilia Romagna..).

B2B Matching Services:

SIPRO participated to FARETE, the fair for enterprises organized by Confindustria Emilia, which was held in Bologna on 4th and 5th September 2019. SIPRO participated with the European Project "Green Mind", of which SIPRO is lead partner, and the INVESTINFERRARA Project, dedicated to the entrepreneurial attractiveness of Ferrara area. One of the project objectives is the promotion of the localization package that have been shared with Business Associations, Trade Unions, UNIFE and Credit Institutions.

During the fair, the "Green Mind" Project was presented during a workshop aimed to show the potentialities linked with the project and the partnership, as well as with the matchmaking possibilities and the exchanges with the enterprises involved at project level.

A focus was done on the transport and logistics sectors, automotive and components (including automatic vehicles), green fuels and related infrastructure (including smart infrastructure and intelligent mobility systems), together with the Industrial Associations of Ferrara, which includes among the associated companies a group a very active enterprises willing to improve new services connected with new mobility solutions and to find financial schemes to support them.

Market Intelligence Services:

SIPRO developed a study concerning city logistics in Ferrara (market analysis). The study aims at supporting the City in improving urban freight distribution and in particular in:

- Identifying and analysing the main issues in urban freight distribution in the city centre;
- Understanding the needs of logistics operators and commercial enterprises / shops;
- Analysing three solutions planned by Ferrara SUMP (Sustainable Urban Mobility Plan), in particular consolidation areas, delivery points and cargo bikes.

The overall study provided a methodological analysis of the steps to be set up for enhancing local strategies aimed at strengthening enterprises working in the freight and logistic sector in order to:

- Increase the interest of logistic operators in investing in Ferrara area;
- Motivate the setting up of new services by the enterprises involved
- Stimulate synergies and cooperation among the operators already existing and active in the area;
- Attract new operators and steer new investment in the territory

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

Sipro Development Agency during the project implementation constantly worked with the SME's of the Network Incubator, the local authorities, the Chamber of Commerce and all the local trade Associations to encourage the creation of tailor-made paths for networking and trainings with particular focus on issues related to green & smart mobility, aimed at creating collaborations and synergies between companies and business ideas.

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

The meetings organized with local private and public stakeholders had the aim of defining a "common lexicon" of the territory in view, in exemple of the new programming period with particular attention to the new phase opened following the restrictions due to the coronavirus pandemic and in order to promote policy recommendations on a territorial scale.

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

In these three year of Green Mind project Sipro developed several presentations that can be divided mainly into two types: the more technical and functional ones for local events / trainings and those on a transnational scale in events of international importance.

Local events where Sipro presented the Green Mind topics, tested the 3 servicies with the SMEs and defined the transferring programme: SMEs involvement campaign, workshops during the pilot actions implementation, involvement of local authorities and trade associations with trainigs during the transferring phase.

International events where Sipro presented the Green Mind project results:

<https://greenmind.interreg-med.eu/no-cache/news-events/events/detail/actualites/first-regional-green-mind-workshop-in-greece/>

<https://greenmind.interreg-med.eu/no-cache/news-events/events/detail/actualites/3rd-med-green-growth-transnational-event-6/>

<https://greenmind.interreg-med.eu/no-cache/news-events/events/detail/actualites/green-mind-transnational-innovation-network-event/>

<https://www.cueim.org/med-green-growth-twg-workshop/>

A.1.7. Local webinars in each region

To describe the kind of local event, webinar have been developed during the project

Sipro organized different meetings/workshops for: the pilots preparation; the test and the evaluations of the 3 services, the transferring on line meetings.

- 1) Pilots preparation:

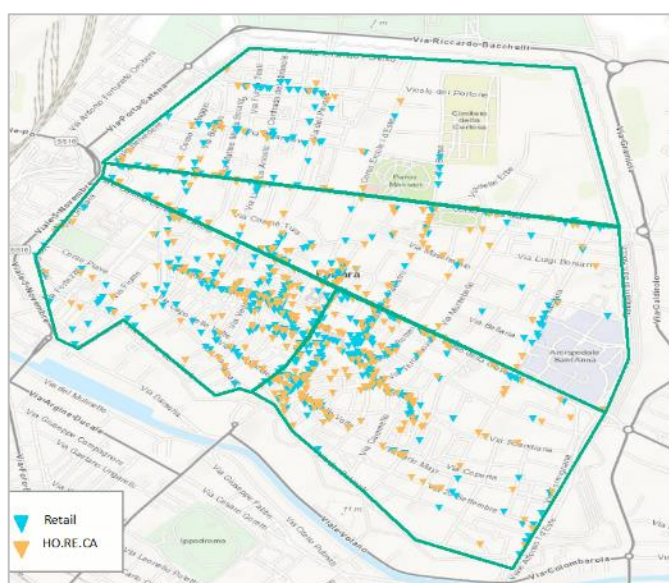
27/10/2018, 24/07/2019: Workshop with local SMEs



2) Test and the evaluations of the 3 services:

04/12/2018, 28/02/2019, 06/05/2019: local workshops

12/04/2019: presentation of the testing SMEs services



02/05/2019: Road show Australia event



04-05/09/2019: Farete Fair in Bologna



30/10/2019: local workshop follow up pilot phase

“Pitch moment for startup e roadshow Uptidea!”

mercoledì 30 Ottobre 2019 alle ore 14.30

Sala Riunioni dell'incubatore Sipro
Ferrara, Via Saragat, 3

In occasione della tappa del Roadshow Uptidea! Startup Program – Call for Innovation, ospitata da Sipro in collaborazione con il Tecnopolo di Ferrara, i presenti avranno a disposizione qualche minuto per parlare della loro mission e della loro idea imprenditoriale allo scopo di trovare spunti interessanti e possibilità di collaborazione nel “Pitch moment” a loro dedicato.

Il programma Uptidea! seleziona idee imprenditoriali e startup e ne supporta lo sviluppo attraverso un percorso di accelerazione realizzato utilizzando competenze e network delle imprese produttive.

E' promosso dai Giovani Imprenditori di Confindustria dell'Emilia Romagna e del Veneto, con il coordinamento di Unindustria Reggio Emilia e il contributo dell'acceleratore UIISS Ensis.

All'incontro parteciperanno con un breve intervento:

_ Angela Travagli, Assessore Attività Produttive Comune di Ferrara

_ Vittorio Cavani, Vice Presidente Giovani Imprenditori Confindustria Emilia-Romagna – Uptidea!

_ Annalisa Po, componente Comitato Giovani Imprenditori Confindustria Emilia-Romagna – Uptidea!

_ Paola Goldoni, manager del Tecnopolo dell'Università di Ferrara

_ Chiara Franceschini, Responsabile Progettazione europea, rapporti con Università di Ferrara ed incubatori SIPRO

E' prevista anche una breve visita all'incubatore per imprese ed al Tecnopolo.

Welcome coffee a disposizione di tutti i partecipanti



3) Transferring on line meetings:

03/09/2020: preliminar meeting with local stakeholder

16/12/2020, 18/01/2021, 20/01/2021: Transfer online meetings with local trade associations



A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

Sipro Development Agency will continue to offer the services to SMEs and trade associations interested after the Green Mind Project in exemple through some common proposals on green and smart mobility for the next European programming period.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

Final documents and policy recommendations will be shared in the platform.

Region of Vzhonda Slovenja (SLO)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

Municipalities	Municipality Črenšovci	Ksenija Zver	ksenija@obcina-crensovci.si
	Municipality Šalovci	Bernard Goršak	info@salovci.si
	Municipality Turnišče	Leon Lutar	obcina@turnisce.si
	Municipality Ljutomer	Karmen Jelen	karmen.jelen@ljutomer.si
	Municipality Velenje	Iztok Kopi	iztok.kopi@velenje.si
	Municipality Sežana	Aleš Vodičar	obcina@sezana.si
	Municipality Bohinj	Iva Lapajne, Nataša Fujs, Darinka Maraž; Eva Doljak, Tanja Mencinger, Monika Ravnik	Iva.lapajne@obcina.bohinj.si; ; natasa.fujs@obcina.bohinj.si; ; darinka.maraz@obcina.bohinj.si; eva.doljak@obcina.bohinj.si; tanja.mencinger@obcina.bohinj.si; monika.ravnik@obcina.bohinj.si
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	Municipality Slovenska Bistrica		obcina@slov-bistrica.si
	Občina Rače-Fram		info@race-fram.si
Clusters, Institutes, Agencies, Universities etc.	GIZ ACS, Slovenski avtomobilski grozd	Dunja Podlesnik, Tanja Mohorič	dunja.podlesnik@acs-gzs.si; tanja.mohoric@acs-gzs.si
	ZRS Bistra		bistra@bistra.si
	Razvojna agencija Sinergija		sinergija@ra-sinergija.si
	SRIP ACS+	Darko Levičar	darko.levicar@acs-gzs.si
	EDISON		tanja.mohoric@acs-giz.si

	Bistra Ptuj	Danilo Čeh	danilo.ceph@bistra.si
	Zavod za turizem in šport	Branko Žnidarič	zavod@ztsradenci.si
	Razvojni center Murska Sobota	Helga Lukač	helga.lukac@rcms.si
	Pomurska turistična zveza	Uroš Kamenšek	info@pt-zveza.si
	RA sinergija	Katja Karba	katja@ra-sinergija.si
	TIC Moravske Toplice	Janja Brumen	info@moravske-toplice.com
	Prleška razvojna agencija	Uroš Koštric	info@prlekija.com
	Vzorčno mesto	Erik Kapfer, Miha Cojhter, Brigita Kapušek razinger	info@pattern.city
	Srednja tehnična šola Koper	Iztok Drožina, Aleksander Pohlen	info@sts.si
	Gospodarska zbornica Slovenije	Mitja Gorenšček	info@gzs.si
	RC Novo mesto d.o.o.	Ana Benčina	info@rc-nm.si
	ZP pri GZS	Robert Sever	info@gzs.si
	ZAG Zavod za gradbeništvo	Aleš Žnidarič	info@zag.si
	Geografski inštitut Antona Melika ZRC SAZU	Erik Logar	erik.logar@zrc-sazu.si
	Zavod Arheoalpe Bohinj	Mija Ogrin	arheo.alpe@gmail.com
	Planinsko društvo	Jože Kocjanc	joze.kocjanc@siol.net
	Turizem Bohinj	Klemen Langus, Matic Pavliha	klemen.langus@bohinj.si; turizem@bohinj.si
	University of Ljubljana - The Faculty of Arts	Matej Ogrin	matej.ogrin@ff-uni.lj.si
	Apline Pearls	Svea Lauterjung	svea@alpine-pearls.com

	Triglavski narodni park	Tjaša Boškovič	triglavski-narodni-park@tnp.gov.si; info.bohinjska@tnp.gov.si
	Energy Agency		info@agen-rs.si
	Sekcija trajnostne mobilnosti CER - Institute for the Promotion of Innovative Solutions for Sustainable Development, Energy Efficiency and Low Carbon		info@cer-slo.si
	SRIP Smart cities and Communities (SRIP PMiS)	Marjana Senčar Srdič	marjana.sencar.srdic@a1.si
	Center odličnosti nizkoogljične tehnologije / Centre of Excellence for Low-Carbon Technologies		info@conot.si
	University of Maribor - Faculty of Civil Engineering, Transport Engineering and architecture	Mitja Klemenčič	mitja.klemencic@um.si
	Energetska agencija za Podravje (EnergaP) - Energy Agency for Podravje		info@energap.si
SMEs	Depta	Dejan Prasl	
	Oliver's d.o.o.	Suzana Koltaj	info@oliviers.si
	Avtobusni promet Murska Sobota d.d.	Darko Kovalč	darko.kovac@apms.si
	T2 Rotalab d.o.o.	Gregor Flanik	Verovškova 64a, 1000 Ljubljana
	E Prvak d.o.o.	Simon Meglič	info@eprvak.si
	ABC Rent a car d.o.o.	Mitja Karun	info@abc-tourism.si
	Plan net solar	Marko Femc	info@plan-net-solar.si
	TPV d.o.o.	Marko Gorjup	tpv@tpv.si
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	BMW Slovenija	Uroš Dolenc	
	ETI d.d.	Mitja Koprivšek	mitja.koprivsek@eti.si
	Elektro Ljubljana	Jurij Curk	info@elektro-ljubljana.si
	Good Vibe	Merim Velić	goodvibeteamslo@gmail.com
	Bomfin d.o.o.	Bošjan Mencinger	bmenci@gmail.com
	Marko Viduka	Marko Viduka	markoviduka@gmail.com
	ETRI	Lenka Puh	lenka.puh@etri.si
	Marprom	Mitja Rubin, Tomislav Trušić	info@marprom.si
	Implera d.o.o		info@implera.com

A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications, etc

Three articles have been written by an expert Mr. Mitja Klemenčič from the Faculty of Civil Engineering, Traffic Engineering and Architecture, University of Maribor on the following topics:

Traffic measurements before and between the Covid 19 - Case study Maribor

Parking management in Slovenian cities between the Covid 19

Cycling in Slovenia - an alternative mode for travel (before and during Covid 19)

All three articles have been published at the GreenMind platform in English language and in Slovenian language also on the web page of E-zavod.

An article in a magazine EOL, December 2020:



E-zavod has tested the tools for public institutions and mobility companies needed in everyday business. The documentation is adapted to our legislation and Slovenian market requirements:

1. Market intelligence for SEMs

Within that several documents have been developed: Methodology for business plan, A tool for developing content of business plan and A tool for developing finance part of business plan.

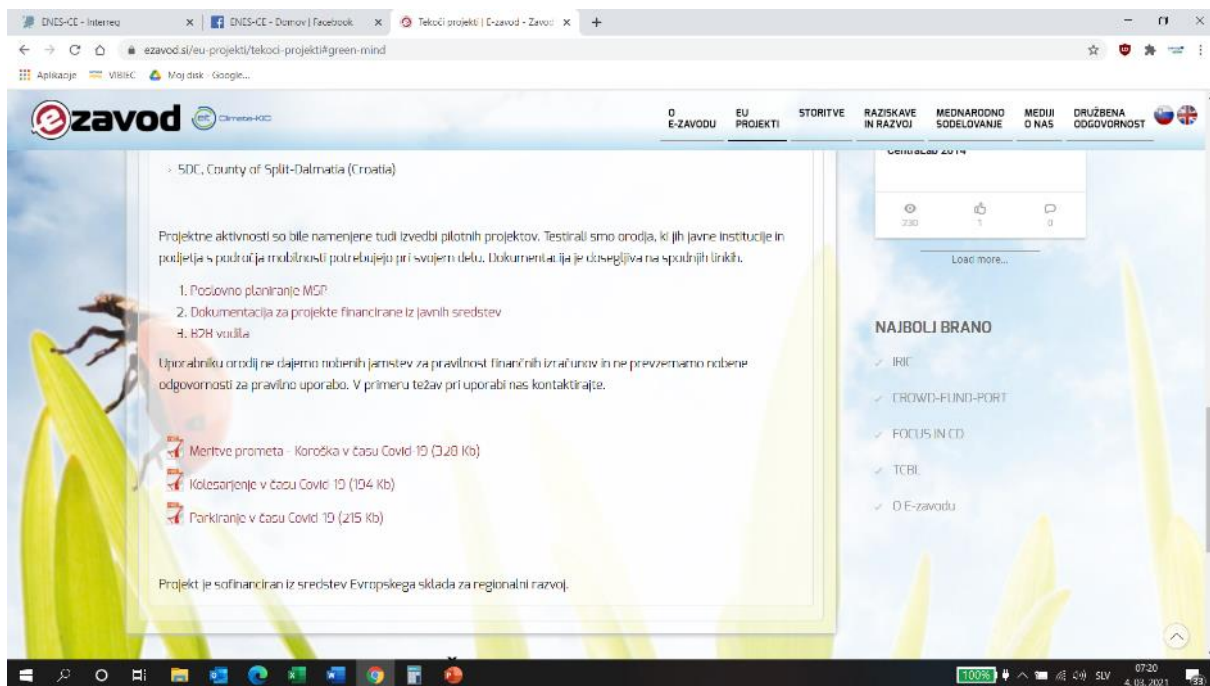
2. Public funding screening tools

Within that several documents have been developed: Methodology for preparation of investment documents, A tool for financial analyses of investment, A tool for preparation of investment documents

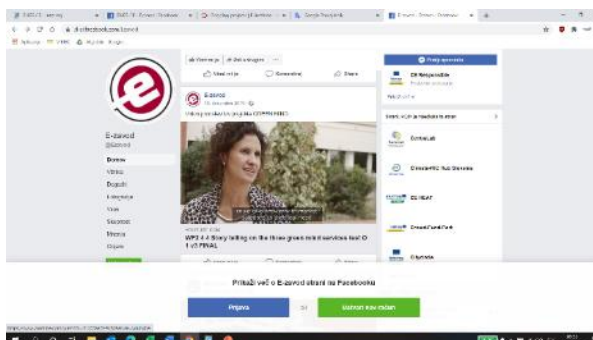
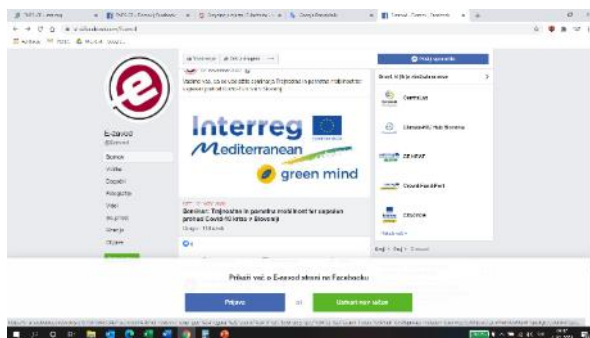
3. B2B guidance

A guide book for business meetings has been developed.

All documents have been published on the web page of E-zavod.



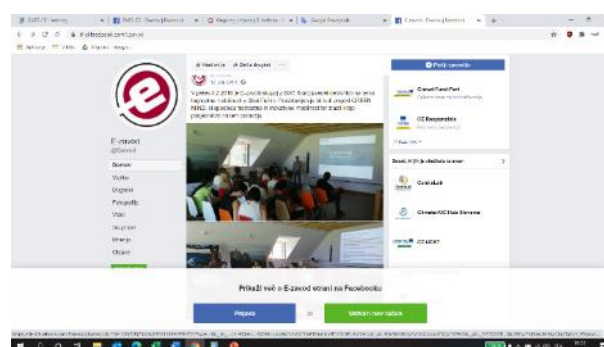
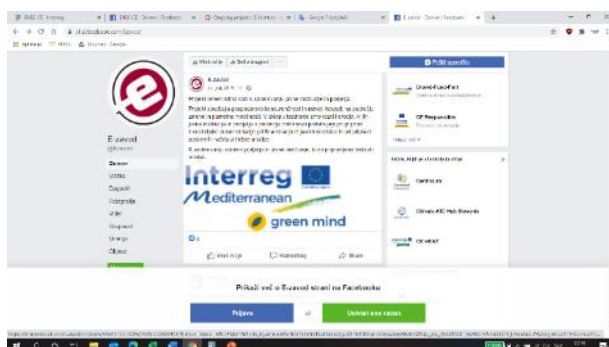
Social media Facebook:



A.1.3. Success stories

To describe success stories of each pilot

Pilot #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. A model for better penetration of e-mobility was tested. Partners were SME



Implera Ltd. and municipalities Slovenska Bistrica

and Rače-Fram.

Implera Ltd. was involved in the project as the organizer and provider of an interactive workshops/lectures on sustainable mobility and promotional events with electric vehicle testing. The investor of the electric car was the Municipality of Slovenska Bistrica. The company is authorised to manage the e-vehicle and corresponding infrastructure for the purpose of raising awareness and promoting e-mobility service model to potential customers. The project also includes the Municipality of Rače - Fram, which will purchase 5 electric bicycles and establish a bicycle rental station - City Bikes system.

Pilot #2: Business planning and business operations support for innovation enterprises. A business plan focusing on e-mobility was developed for two SMEs: Good Vibe (sales and rentals of e-scooters and e-motorbikes) and Etri (e-vehicle for company's transportation needs).

- Good Vibe company is bringing lightweight e-vehicle (currently motorbike and scooters) to Slovenian market. Slovenian market on light e-vehicles is currently still under-developed in comparison to other EU countries and has a significant potential to grow. By providing business planning support and getting real case feed-back the business planning tool developed aims to strengthen the enterprises working in this sector and can provide healthy competition that also benefits the customers.
- The social enterprise ETRI is trying to position themselves in the market as an innovation company in transport operations for their customers, by providing e-mobility services to their target groups. An investment analysis has been developed for the company. ETRI provided test bed opportunity for a real case testing of investment analysis and will be

used to provide a guideline for SME's that are looking for opportunities to improve their business operations via transition to e-mobility.

Pilot #3 - Utilizing Slovenia's Climate Change Fund to transition city passenger transport fleets to low carbon services. E-zavod provided MARPORM, city passenger transport company with on-going support in development of their application form and supporting documentation for public funding of 5 e-buses, co-financed through Slovenian Climate Change Fund.



The main objective of the pilot was to, through real case testing, identify the key barriers and opportunities for the concerning sector in obtaining public funding support. For this purpose, practical and concise guideline was developed, for the companies operating in this sector in order to better position them to use the public funding for the transition of their fossil-fuel based fleet to low carbon fleet options on one hand, as well as provide input on how such public calls could be improved.

Pilot #4: Public funding screening transnational network was oriented at facilitating the interaction between EU funding body EIT Climate KIC and Slovenian automotive cluster (SRIP ACS) and EDISON partnership to develop a working relationship and start exploring potential synergies in the green and smart mobility sector. An agreement was reached that SRIP ACS and EDISON representatives will present the opportunities discussed to their members with a view to engage their members and encourage formation of synergies around active shared green mobility ideas with the purpose of strategic project cluster formation that can collaborate with Climate KIC and other support and funding bodies for acceleration of green and smart mobility.

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

E-zavod have tested the tools for public institutions and mobility companies needed in everyday business. The documentation is adapted to our legislation and Slovenian market requirements and are available at the web page of E-zavod: www.ezavod.si:

- Market intelligence for SEMs
- Public funding screening tools
- B2B guidance

The tools are in Slovenian language.

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

E-zavod kept as part of its activity meetings with many stakeholders (mayors and municipality representatives) representing municipalities from different parts of Slovenia. These meetings were focused on the problems that these municipalities and regions are facing. When problems are related with mobility we consider these as potential stakeholders of a potential community of practice during and after the project.

Many stakeholders have been also identified thanks to desk research and articles on smart and sustainable mobility as well as contacts we have developed over the years with municipalities and other projects.

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

#1 The introductory meeting with representatives of key mobility clusters in Slovenia: SRIP ACS+, the strategic and innovation partnership on mobility and with representative of GIZ ACS, the Automotive Cluster of Slovenia.

Date and location: 22 Jan 2019, Slovenian Chamber of Commerce, Dimičeva ulica 13, 1000 Ljubljana

The e-Zavod team, Slovenian representatives of the Green Mind project, met with the representatives of SRIP ACS+, the strategic and innovation partnership on mobility, and with representative of GIZ ACS, the Automotive Cluster of Slovenia, to discuss a number of collaboration options in the field of promoting, catalyzing and advancing green mobility in Slovenia.

SRIP ACS+ is a partnership of over 100 organizations, including companies, research institutions, municipalities and the Slovenian government, that is in charge of the mobility priority of the Slovenian Smart Specialization Strategy (S4). SRIP ACS+ is actively working on promotion and activation of green and smart mobility in Slovenia. The cluster has already taken part in a number of interesting green mobility projects and is currently closely involved with project EDISON, which aims to position Slovenia as a reference country for green mobility.

During the meeting the respective parties have identified important synergies and have agreed to join strengths to collaborate on targeted activities that will help promote and advance green and smart mobility in Slovenia. e-Zavod has been invited to join the SRIP ACS+ network and participate as a member at the next EDISON partnership network and partner

meeting in March 2019 to further define collaboration and green mobility activities with the network partners.

#2 Presentation of Green Mind pilot recruiting pitch at EDISON partnership meeting

Date and location: 7 March 2019, Slovenian Chamber of Commerce, Dimičeva ulica 13, 1000 Ljubljana

The e-Zavod's representative of the Green Mind project, participated at the 2nd EDISON partnership meeting as a new partner member.

As part of the introduction of the meeting a short presentation of e-zavod and green mind project was delivered to the participants.

EDISON partnership is a national level initiative that bring together various SME's from industry, services and public utility sectors that are interested in networking, developing collaborative project and delivering new products and services in the field of green and smart mobility. The main aim of EDISON is to position Slovenia as a reference country for green mobility. EDISON is currently comprised of about 70 partner organizations.

The second partnership meeting was attended by 30+ people from various sectors, each giving a short presentation of their core business and ambition within the initiative.

While the partnership is still in its formative stage, some interesting project ideas and collaboration clusters are already emerging. Also, there is a notable strong interest in green and smart mobility from city level authorities that are looking for new mobility models and service providers.

E-zavod has agreed with EDISON leads to harness the synergies on ambition to catalyse green and smart mobility in Slovenia by establishing strong collaboration on activities in the future. The collaboration will cover 4 key pillars corresponding to EDISON mission and Green Mind pilot services:

- Development of new knowledge and competencies (Market Intelligence pilot)
- Networking and clustering support for EDISON partnership (Clustering-networking)
- Matchmaking support in particular links to markets (cities) (B2B matchmaking)
- Funding screening support (public-funding screening)



Photos provided by: SRIP ACS+

#3 Connecting Slovenian mobility clusters with EIT Climate KIC to support utilization of public funding for green and smart mobility

Date and location: 7 May 2019, Slovenian Chamber of Commerce, Dimičeva ulica 13, 1000 Ljubljana

The session started with the presentation of the Green Mind project, its ambition, aim, purpose and processes of activities. The pilot services were presented in detail to enable linking interested members of SRIP ACS network and EDISON partnership with services that will be offered as part of Green Mind pilot package, linking in particular the public funding intervention with the session's agenda and link with Climate KIC organisation.

In continuation SRIP ACS representative and EDISON partnership representative presented their respective organisations. Both are recognised as key nodes of SME connectivity in mobility at large and in green and smart mobility on a national level. The SRIP ACS brings together over 100 members of from 12 different mobility branches, that represent 30% of national export and 17% of GDP. EDISON partnership was presented as an initiative that brings together actors in green mobility. Its focus lies in connecting supply and demand in this field; connecting companies to develop new solutions together; connecting institutions for joint R&D efforts and for development of new capacities for deployment of new technologies.

The representatives outlined some interesting green and smart mobility SME initiatives that are currently happening within their networks (corporate car-share business formation, e-scooter sharing start-up, Mango-green procurement project, greening of office travel for businesses) and could find particular interest in Green Mind pilot package.

Following this, representative of Climate KIC presented new Transformation in Time strategy of the organisation and outlined the types of projects they would be interest to work with and financially support in the coming period.

An effort was made by all parties to outline some of the opportunities for addressing green and smart mobility challenges in Slovenian context of linking to SME's capacities and barriers.

In conclusion an agreement was reached that SRIP ACS and EDISON representatives will present the opportunities presented as part of Green Mind project and Climate KIC org. to their

members with a view to organising a broad-based workshop in the coming weeks with parties that are interested in pilot services and in developing a project proposal for EIT Climate KIC funding call.

Follow up actions:

- SRIP ACS and EDISON forward information on Green Mind pilot services opportunities and Climate KIC funding to their members
- EDISON and E-Zavod jointly organise a follow-up workshop session in next weeks (likely early June) with a focus on pilot services for SME's aiming to accelerate their green and smart mobility offer.
- SRIP ACS and EDISON representatives engage with their members and encourage formation of synergies around active shared green mobility ideas with the purpose of strategic project cluster formation that can collaborate with Climate KIC and other support and funding bodies for acceleration of green and smart mobility.

E-zavod, SRIP ACS and EDISON will work in collaboration to reach out to members that would have interest to take part in Green Mind pilots and/or to form a consortium to develop a green and smart mobility project in liasion with EIT Climate KIC.

#4 Green Mind pilot recruiting pitch at EDISON partnership meeting

Date and location: 19 June 2019, Orehov Gaj 13, Obirje, 1000 Ljubljana

The e-Zavod's representative of the Green Mind project delivered a piloting services stakeholder recruiting pitch.

As part of the introduction of the meeting a short presentation of e-zavod and green mind project was delivered to the participants.

EDISON partnership is a national level initiative that bring together various SME's from industry, services and public utility sectors that are interested in networking, developing collaborative project and delivering new products and services in the field of green and smart mobility. The main aim of EDISON is to position Slovenia as a reference country for green mobility. EDISON is currently comprised of about 70 partner organizations.

The event was attended by 18+ people from various sectors, each giving a short presentation of their core business and ambition within the initiative.

While the partnership is still in its formative stage, some interesting project ideas and collaboration clusters are already emerging. Also, there is a notable strong interest in green and smart mobility from city level authorities that are looking for new mobility models and service providers.

A.1.7. Local webinars in each region

To describe the kind of local event, webinar have been developed during the project

Local Webinar: Sustainable and smart mobility and a successful transition of the Covid-19 crisis in Slovenia at Microsof Teams Meeting

Date: 12. 11. 2020

Program:

13.00–13.45 Sustainable and smart mobility and successful transition of the Covid-19 crisis in Slovenia, Mitja Klemenčič, lecturer, Faculty of Civil Engineering, Transport Engineering and architecture, University of Maribor

13.45–14.10 Experiences and the state of public bus transport in Maribor, Tomislav Trbušič, Director of Transport Operations, Public Company for Urban Passenger Transport Marprom d.o.o.

14.10–14.30 Discussion

Participants: 56, representatives of SMEs, municipalities, regional agencies, NGO's and interested individuals.

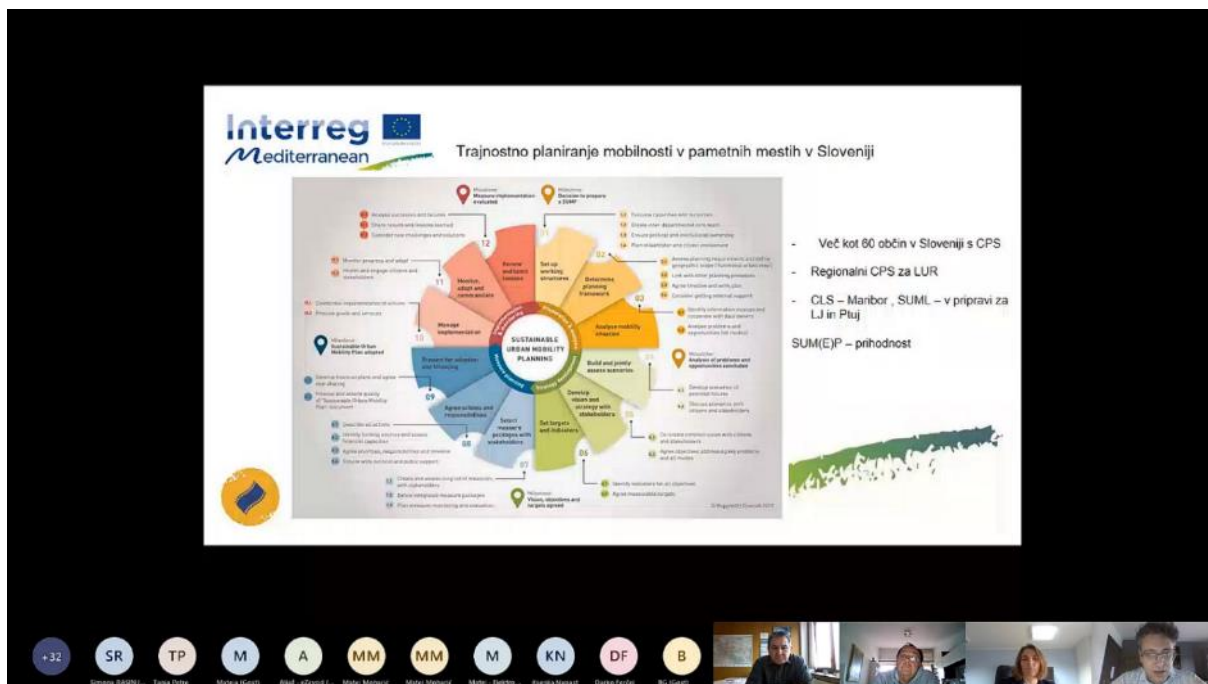
Short report:

As part of the European project Green mind in the Interreg Mediteran program, we at the E-institutue organized a webinar on the topic: Sustainable and smart mobility and the successful transition of the Covid-19 crisis in Slovenia. We hosted two experts with many years of experience in the field of transport and logistics, Mr. Mitja Klemenčič, lecturer from the Faculty of Civil Engineering, Traffic Engineering and Architecture, University of Maribor and Mr. Tomislav Trbušič, director of transport operations of the Public Company for Urban Passenger Transport Marprom d.o.o. Among other things, Mr. Klemenčič emphasized that a new trend is showing in Europe, namely energy and renewable energy sources, should be included in all transport and logistics plans and strategies. The vision that has become established in Slovenian cities are city centers without a car. Health became one of the priorities during the Covid-19 time. It usually takes 5-10 years for a slightly larger change to be introduced, during Covid-19, the state introduced measures to limit non-urgent movement within 2-4 weeks. Thus, emergency mobility measures for workers, measures for the infected and measures for uninterrupted delivery were taken, so called green corridors, freight corridors for border crossings were established, while ensuring a healthy urban environment. In the first wave of Covid-19 in spring 2020, car use plummeted, which is great in terms of sustainable mobility.

The faculty measures traffic in Maribor. In the city center, on Koroška cesta, they performed a measurement and detected a reduction in traffic during Covid-19 in spring time up to 70%. A drop in passengers has also been detected in rail transport. Public passenger transport has not recovered in July and August 2020 after the 2 months closure due to Covid-19 (mid March to mid May 2020) and has still not reached the year's figures. The same is true for freight transport. Data from Pošta Slovenije show that during COVID-19, the number of delivery packages increased by 30%, and the number of delivered shipments by merchants who did not have online sales as their primary sales channel increased. Pošta Slovenija predicts that parcel shipments will increase in the future due to online sales, which of course has an impact on the volume of traffic (there is less movement around space). The next pillar of sustainable mobility is walking. In Lombardy, for example, a pavement narrower than 2.5 m has been found to be unacceptable in terms of safe pedestrian encounters, and a lack of space for pedestrians and cyclists has been identified. With shared mobility, health security, and especially disinfection, is and will continue to be very important. Small and medium-sized enterprises should be the main promoters of sustainable mobility, especially in the

development of mobile applications and solutions for intermodality, shared mobility, and especially what is missing in Slovenia is the organization, connectivity and business models of sustainable mobility. Innovations (digitization, automation) in urban mobility have not yet reached their potential for development and usability, as it is a great opportunity for small and medium-sized enterprises. The possibility of establishing innovation in larger public companies engaged in sustainable mobility sees Mr. Klemenčič so that companies would reward their employees for innovation. Mr. Tomislav Trbušič from the company Marprom said that the Covid-19 crisis had negative impact on public passenger transport. Public passenger transport vehicles represent a certain problem, they are small spaces intended for a certain number of users. All recommendations of epidemiologists and the National Institute for Public Health (from disinfection, wearing protective masks, maintaining hygiene, keeping distance, ventilating the buses) are taken into account in Maribor's public transport. The number of users in urban transport fell by more than 40% in the period January-September 2020 compared to January-September 2019. Public city passenger transport operates on 21 lines in the city of Maribor and covers 3.5 million km. 48% of users use pre-purchased tickets (monthly tickets, student tickets, retirement tickets). We can expect that the similar situation that is happening now with COVID-19 will occur in some form again in the future and we need to be prepared. During the first epidemic wave, Marprom moved the validators to the middle door of the buses, so passengers with a ticket entered at the middle door of the buses, passengers who did not have a ticket could not get on the bus. Marprom, together with the city municipality, has therefore developed an application that enables the purchase of tickets online. In the future, vehicles will also have a separate space, an enclosed cabin that will allow the driver to be separated from the passengers. The goals of public urban transport were set by the Integrated Transport Strategy of the City of Maribor in 2015 and are: continuous improvement of the quality of bus transport, enabling sustainable mobility, care for the environment and developing a partnership with passengers. Modernizing the fleet to more sustainable vehicles, of course, depends on the resources available.

A vivid discussion followed at the end of presentations. The participants were curious about how the experts see the sustainable transport in Slovenia in 10 years from now. A representative from LPP (Ljubljana Public Transport company) added that what happened in Maribor also happened in Ljubljana, the number of passengers on public city busses dropped significantly, a comparison of November 12 2019 and November 12 2020 is 170.000 to 34.000 passenger. The Covid-19 is not over and its consequences are still showing. Passengers left the public transport and it will be difficult to get them back, the ministry and local municipalities should support public transport more in order to bring the passengers back. They have different actions to do so: support park and ride systems, higher parking charges in the city center, higher incentives for public transport companies and co-financing of the purchase of the electrical buses etc. Both of the experts believe that due to the Covid-19 crisis the investments plans in sustainable and smart mobility will change in the future since the health will be important issue and this also means personal vehicles (one person in a car) will be priority despite all the strategies Slovenia and Maribor accepted which is not good for city space and city traffic planning. The concern is that this view will remain with the decision makers long after the Covid-19. Mr. Klemenčič also added that what he is missing in Maribor that people who are using the public busses in the city do not have a representative at the main decision makers.



Local capitalization workshop - local/regional fora (Triglav National Park Centre in Bohinj, Stara Fužina 37, 4265 Boh. Jezero, July 5 2019)

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

9.0 - 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

The objective of the event from the Green Minds focus was twofold: on the one hand the event was organised so that it enabled capitalisation of experiences gained in the pilot phase at the local governance level, and to support the initiation of efforts towards the creation of a transnational innovation network for green and smart mobility. In this respect we have

connected with several transnational initiatives and stakeholders with similar objectives to start building synergies that will help with transnational innovation network formation.

On the other hand, the event acted also as effective regional fora enabling exchange of information between the stakeholders of the project local networks and to share the project experiences and recommendations and drive the next stages of the pilot project.

This was achieved through exchange of information and experiences as part of panel speeches and the workshop, as well as during the informal/formal networking over working lunch and site visits.

The panel speeches held are as follows:

- Sustainable mobility and best practice in Alpine regions (SAMBA, Interreg Alpine Space)
- Sustainable mobility as part of SECAP, dr. Matej Ogrin, University of Ljubljana
- Sustainable mobility in Alpine Pearls regions (ALPINE PEARLS, Interreg Alpine Space)
- Social services and mobility cross-linking, Municipality of Bohinj
- Sustainable mobility in Julian Alps, Turizm Bohinj and Municipality Bohinj
- Green and Smart Mobility in Mediterranean regions (GREEN MIND, Interreg Mediteranea) – introduction to the workshop and the Green Mind Pilot activities; Darko Ferčej, E-zavod

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

Key outcomes for GREEN MIND project:

The workshop provided an extended and “hands-on” insight into the challenges and needs faces by SME’s and municipalities in the sustainable mobility sector.

The Panel speakers provided new knowledge that helped expand our knowledge base on the status and regulatory frameworks for GSM activities in Slovenia.

The workshop provided more comprehensive and “hands on” insights into services required by SME’s to accelerate the GSM activities.

The event enabled ample networking opportunities with stakeholders that see the potential synergies in cooperation and have expressed interest in the transnational innovation network. The event enabled networking opportunities with additional SME’s that are interested in pilot services.



A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

E-zavod will continue to offer the pilot services to SMEs interested after the Green Mind Project, specially the consulting support to SMEs and municipalites for gaining funding and within that providing market research, developing business plans, preparing investment documentation and supporting the networking activities.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

E-zavod has provided three reasearch articles for the Online Platform:

- Traffic measurements before and between the Covid 19 - Case study Maribor
- Parking management in Slovenian cities between the Covid 19
- Cycling in Slovenia - an alternative mode for travel (before and during Covid 19)

We will also put on the platform the relevant documents developed over the project.

Region of Andalusia (SP)

A.1.1. Contact list

In order to identify the main agents of the stakeholders objective to involve

Granada City Council (Deputy)	Local Public authority	pcuenca@granada.org
Diputacion de Granada	Local Public authority	statistica@fe.camcom.it
University of Granada	Higher education and research	mhurtado@ugr.es
Railway Innovation Hub	Cluster	info@railwayinnovationhub.com
University of Malaga	Higher education and research	cplata@uma.es
Fundación La Once	Enterprise, except SME	lgperea@fundaciononce.es
CETEMET	Technological Centre	i+d+i@cetemet.es
ATELAN	Cluster	info@atelan.org
MALAGA INCLUSIVA	SME	info@andaluciainclusiva.es
Asociación Clúster Granada Plaza Tecnológica y Biotecnológica- ON Granada Tech City	Cluster	vito@ongranada.com
University of Cordoba	Higher education and research	olivares@uco.es
University of Malaga	Higher education and research	ibanderac@ic.uma.es, franciscofh@uma.es, alcaraz@lcc.uma.es, ismael@uma.es, jbarrios@uma.es
University of Almeria	Higher education and research	dvalera@ual.es
MALAGAPORTS	Port	pllorente@puertos.es
Actisa	SME	jcarlosgarcia@actisa.net
Allied Technologies	SME	pedro.manjon@atech.es
Amura	SME	dcalles@amuraone.com
ASIMOB	SME	estibaliz.baranano@asimob.es
Bosch Security	Enterprise, except SME	alejandro.garcia@es.bosch.com
ByEvolution	SME	juancarlos.martin@byeolution.com
Cable Energía	SME	gquero@cableenergia.com
Caixabank	Enterprise, except SME	elena.gonzalez@caixabank.com
Capmar System	SME	monica@capmarsystems.com
Comunitelia	SME	Slorente@comunitelia.com

Centraliza	SME	antonio.montero@centraliza.com
Datligh	SME	gabriel.garcia@datlight.es
Deimos Space	Enterprise, except SME	jorge.blanco@deimos-space.com
Easypark	SME	ciro.granda@easypark.net
ESRI España	Enterprise, except SME	carlos.ontiveros@esri.es
Euro Funding	Enterprise, except SME	gsilva1@euro-funding.com
Gecor Systems	SME	smarin@gecorweb.es
Geko Navsat	SME	81ntell.olmedo@gekonavsat.com
Geographica	SME	pablo@geographica.gs
Grupo Afronta	SME	81jordi.gomez@grupoafronta.com
Here Spain	SME	pilar.ruiz@here.com
Hispamaroc	Enterprise, except SME	81ntelli.cano@hispamaroc.com
IERTEC	SME	81jaime.oliva@iertec.com
Idealista	Enterprise, except SME	mnieves@idealista.com
Ingenia	Enterprise, except SME	cbentabol@ingenia.es
Inhiset	SME	eva.garcia@inhiset.com
Integrated Worlds	SME	81miguel.martin@integrated-wolds.com
Itelligent	SME	balbarracin@itelligent.es
Loop Tecnologia	SME	tmeridasarrias@gmail.com
MANSEL	Enterprise, except SME	aguera@mansel.es
Metrica6	SME	eduenas@metrica6.es
Mobidrive	SME	gestormovilidad2019@gmail.com
Movilok	SME	ldelser@movilok.es
Navarros Hermano	SME	mj@navarrohnos.es
Nosolosoftware	SME	arodriguez@nosolosoftware.es
Novatec Software	SME	Miguel.ruiz@novatec-gmbh.de
Omologic	SME	administracion@omologic.es
Paythunder	SME	fran@paythunder.com
Proconsult	SME	danielroyen@proconsult.es
Proma	SME	josemaria@promaingenieros.com
PNO Innovation	Enterprise, except SME	antonio.ortiz@pnoconsultants.com
PV Solar	SME	
QQBikes	SME	info@qqbikes.com
RENFE	Enterprise, except SME	
REVIVE 3.0	SME	miguelgblanco@revivearquitectura.es
Scoobic	SME	jmgarcia@scoobic.com
Secmotic	SME	jaser@secmotic.com
Siadom Technologies	SME	Francisco.arroyo@siadom.com
Softcrits	SME	fdiaz@softcrits.es

Soluciones Innovadoras de Carga	SME	Estaciones.erp@gmail.com
Solutions 30	SME	jmgarcia@solutions30.com
Sosteco	SME	roberto@sosteco.es
Tales Technology	SME	Maria.bonilla@talestech.com
TCA GEomática	SME	jldiago@tcasa.es
Telefonica	Enterprise, except SME	santiago.sierrallamazaresalguacil@telefonica.com
Tefiosol	SME	
Top Digital	SME	samuel.sanchez@tdconsulting.es
Torcal	SME	dpardo@torcal.es
Urbiotica	SME	guillem.terradas@urbiotica.com
Wellness Techgroup	Enterprise, except SME	jmorales@wellnesstg.com
Wifi Rent a Car	SME	javier.munoz@wifirentcar.com
Wizzie Analytics	SME	Luismiguel.higuera@wizzie.io

A.1.2. Transferring material

To describe the contents of all kind of support documents to training material such as articles, sectorial, publications.

Flyers:






Twitter:





Linkedin:


Smart City Cluster


1.835 seguidores
4 meses · 

En el marco del proyecto "Green Mind: Green and Smart Mobility Industry Innovation", **Smart City Cluster** os invita a participar el próximo 2 de diciembre de 11:00h - 13:00h en un webinar dónde nuestros ponentes **Ignacio Zaballos Palop**, **Pedro Martinez**, **Paola Jiménez Melgar** y **@Ciro Granda** debatirán los siguientes temas relacionados con la movilidad:

 Retos y necesidades de la movilidad en las ciudades después de la pandemia

 ¿Cómo ha afectado este nuevo paradigma de movilidad a las empresas del sector?

 ¿Qué proyectos, soluciones e iniciativas están dando respuesta a las necesidades de movilidad de las ciudades?

 ¿Y el papel del ciudadano, cómo han cambiado sus preferencias y sus hábitos de movilidad?


Os esperamos!

<https://lnkd.in/dzVgdFr>

Green Mind project: Webinar Local

eventbrite.es · 1 min de lectura

Smart City Cluster

1.835 seguidores
7 meses · 

Smart City Cluster en el marco del proyecto "Green Mind: Green and Smart Mobility Industry Innovation", os invita a un Webinar transnacional (Inglés) el próximo 24 de septiembre de 11:00h - 13:00h dónde se debatirán los siguientes topics relacionados con la movilidad:

- Retos y necesidades de la movilidad en las ciudades después del COVID-19

- Nuevos modelos de negocio en la industria "movilidad inteligente y sostenible"

- El papel de los actores de la innovación: clústeres, universidades, parques tecnológicos para apoyar las necesidades de las pymes en la industria de la "movilidad inteligente y sostenible"

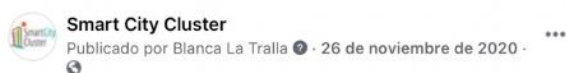
<https://lnkd.in/e8NPFKQ>

Green Mind project: Transnational webinar

eventbrite.es · 1 min de lectura

 6

Facebook:



Smart City Cluster junto a otros 7 socios europeos está ejecutando el Proyecto Green mind - Interreg Med project cuyo foco se sitúa en el desarrollo de la competitividad económica y la innovación en la industria de la movilidad inteligente y sostenible, mediante el impulso de la cooperación regional y transnacional entre empresas, organismos de investigación y autoridades.

En este marco, el próximo  miércoles 2 de diciembre de 2020, celebraremos un webinar en el que se deb... [Ver más](#)



34
Personas alcanzadas

5
Interacciones

[Promocionar publicación](#)

A.1.3. Success Stories of each pilot

To describe success stories of each pilot

Public Funding:

The Public Funding pilot service has been designed taking into account the previous experience of Andalusia Smart City Staff regarding the access to public funding for SMEs as far as taking into account the difficulties the ones the SMEs have to apply for public funding due mainly to their limited resources more than their innovative capacity.

So, the pilot has been developing as a consultancy service to facilitate SMEs to apply for public funds supporting them to turn their ideas (if they have technical-economic viability) into good proposals to be presented to open calls.

Within the pilot we have given support to more than 25 SMEs (information on public funds mainly; IDEA analysis). Between the 25 SMEs, after the IDEA analysis we have continued working on 2 ideas to give all the support to apply for public funding. So, two proposals were presented to two different National Calls, being one of them (CARCIS) approved with a budget of 1.648.000,00 €.

B2B Matching Services:

ASCC took the strategic decision of approaching another mobility expert cluster "Railway Innovation Hub (RIH)". In this framework it was decided to work on the INITIATIVE SMART

TRAIN SMART in the challenges related with INCLUSIVE MOBILITY "Creation of avatars and guidance systems at stations" and "Robots for luggage of people with reduced mobility".

During the event, opportunities were identified in the "Rail Mobility" market for SMEs in smart and green mobility. In addition, business opportunities were generated between the associate members of ASCC (mainly SMEs) and those of RIH (Large Driving Companies) in the SMART TRAIN SMART initiative as well as in other initiatives emerging from their ability to do business after B2B sessions.

Market Intelligence Services:

To develop this service ASCC worked with external experts on mobility (clusters, tractor companies, authorities) as far as with our associated members (SMEs mainly). For those actions designed as workshops with SMEs we worked with external support having experience on Market intelligence in the areas of marketing, human resources and strategy.

SMEs developing mobility solutions can find their market niche on solutions to be provided to the Smart Cities (Smart Mobility). At this point the main objective was to give the SMEs information on the Smart Mobility Market current state as well as on the future trends/needs. This information coming from the analysis of the market made by experts provided SMEs with real data to be used on their market strategy to get a better position on the mobility market.

A.1.4. Mentorship or guided experience

To describe how the regional teams work together with some groups of stakeholders in order to share and show them the real experiences in the process of learning and transferring

Andalusia Smart City Cluster works together with municipalities in order to help them solving their problems in the area of mobility during all the project, in addition ASCC is working with the "Railway Innovation Hub", showing them all the Green Mind Project results, association being part of the pilots of the project within the initiative "Smart Train Smart".

ASCC within 2020 has also started to be involved on training activities in topics related with the development of Smart Cities. Among all the topics, one course was centered in Sustainable and Urban mobility. Participants on these course as well as speakers are now one of the groups of stakeholders that take part of the transfer activities of Green Mind Project.

A.1.5. Community of practice

To describe how the regional teams identify some groups of stakeholders and work with them in order to share their knowledge and real experiences over a longer period and exchange information with one another

Andalucía Smart City Cluster keeps as part of its activity meetings with many stakeholders (mayors and councilors) representing municipalities both at local and regional level. These meetings are focused on the problems facing by these territories. When problems are related

with mobility we consider these as potential stakeholders of a potential community of practice during and after the project.

Many stakeholders have been also identified thanks to social media (twitter, LinkedIn).

A.1.6. Presentations

To describe what kind of presentations have been developed during the project, how have been used them by the regional teams? Etc

The presentations made by Andalusia Smart City Cluster for the Green mind project.

[Market Intelligent Smart Train Smart](#)

[Challenges on Future Mobility. Colaboration RIH and ASCC](#)

[Future challenges on mobility and Smart transport. Opportunities in the European funding framework.](#)

[Presentation of the project Green Mind in Forum S-Moving](#)

A.1.7. Local events in each region

To describe the kind of local event, webinar and workshops have been developed during the project

Local Webinar:



Webinar

GREEN MIND

Green and Smart Mobility Industry Innovation

Miércoles, 2 diciembre 2020
De 11:00 a 13:00 horas
Evento online

Organizado por:

SmartCity Cluster Interreg Mediterranean green mind

Ponentes

- Ciro Granda**
Director de Desarrollo de Negocio de EASYPARK
- Ignacio Zaballós**
CEO y Cofundador de Journify
- Paola Jiménez**
Ambientóloga y Presidenta de COAMBA
- Pedro Martínez**
Data Sourcing Manager WEU en HERE

Temas

1. Retos y necesidades de la movilidad en las ciudades después de la pandemia | 2. ¿Cómo ha afectado este nuevo paradigma de movilidad a las empresas del sector? | 3. ¿Qué proyectos, soluciones e iniciativas están dando respuesta a las necesidades de movilidad de las ciudades? | 4. Y el papel del ciudadano, ¿cómo han cambiado sus preferencias y sus hábitos de movilidad?

On December 2, Smart City Cluster organized a local webinar to discuss the current situation the mobility sector has to face due the pandemic in Spain. During the event, the speakers, companies specialized in the mobility sector, engaged in conversation about the challenges and needs of mobility in cities after Covid-19. They also talked about the new preferences and mobility habits the citizens have taken because of the pandemic changing the approach of companies in the sector.



The main objective of the Webinar was to enhance the communication of Mobility sector SMEs with the research groups of the University of Malaga. As a result of this, SMEs increase their skills for the development of new business opportunities.

Local Workshops:

1. Smart Train Smart. Challenges on Future Mobility. Inclusive Accessibility

The **18th of September** organised an Event in Madrid in the Headquarters of the ONCE Foundation to work the challenges of "Creation of avatars and guidance systems at stations" and "Robots for luggage of people with reduced mobility". This event was designed to sit together SMEs from both clusters together with those Large Tractor Companies and staff from the Innovation and Accessibility Area of ONCE Foundation to discuss on the needs and the challenges.

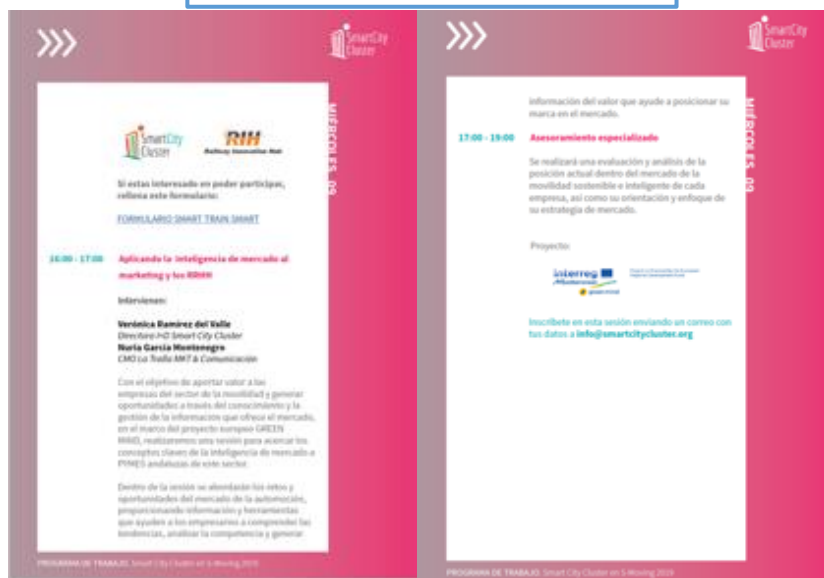


AGENDA	
12:00 - 12:45 h	Apertura Jornada Ministerio de Industria, Comercio y Turismo – Gari Gutiérrez Monzo Director General de Industria y de la Pyme Fundación ONCE – Jesús Hernández Galán Smart City Cluster – Mariano Benítez Flores, Presidencia Railway Innovation Hub – Juan Elvira Cortés, Presidencia
12:45 - 13:25 h	Presentación del Proyecto Green Mind: Oportunidades y Retos de la Accesibilidad Inclusiva SOC – Daniel González Bochele, Director General RRI – José Antonio López de la O, Director Fundación ONCE – Jesús Hernández Galán, Director Accesibilidad Universal
13:25 - 13:45 h	Cierre Sesión Principal

AGENDA	
13:40 - 15:10 h	Comida Networking
15:10 - 16:40 h	B2B Networking Sesión Paralela 1: "Proyecto Colaborativo – Avatares Inteligentes y Sistemas de Salud" Sesión Paralela 2: "Proyecto Colaborativo – Robots para Equipaje de Personas de Movilidad Reducida"

2. Applying Intelligence Market to Applying market intelligence to marketing and Human resources.

The 9th of October 2019 during the International Forum S-Moving in Malaga Andalusia Smart City Cluster organized a WORKSHOP on how to apply market intelligence to marketing and Human Resources. The session addressed the challenges and opportunities of the mobility market with special attention to AUTOMOTIVE sector in Malaga, providing information and tools that help entrepreneurs understand trends, analyze competition and generate value information that helps position their brand in the market



3. WORKSHOP SMART MOBILITY 3CS Market Intelligence to improve innovation and competitiveness.

The 16th of October in Granada ASCC organized a Workshop on Smart Mobility with a Keynote talk with a renowned economist, Jose Moises Martin Carretero. During the event the SMEs received information on the Smart Mobility Market current state as well as on the future

trends/needs. This information coming from the analysis of the market made by experts provided SMEs with real data to be used on their market strategy to get a better position on the mobility market.



4. Future challenges on mobility and Smart transport. Opportunities in the European funding framework.

The 10th of October PNO with a huge experience on European funds and Smart City cluster celebrated a workshop/Seminar on how to apply for H2020 calls looking at the still open/to be opened topics in the areas of transport and mobility.









5. Local Capitalization Workshop

The Workshop was celebrated the 9th of October in the morning between 12:00 and 14:30h. The main objective of the Workshop was to present the results of the Testing SMEs Services (Market Intelligence, B2B Matching) of the Andalusian Pilot and to set the procedure to keep on working under a collaborative model involving Big Tractor Companies, SMEs and Stakeholders to solve the challenges on the Inclusive Mobility within the Initiative SMART TRAIN SMART. Those SMEs participating will have real information regarding the future challenges of the Rail Mobility Sector (Demand) and so they will have an advantage position respect on their competitors the one can be taken, among others, as an opportunity to develop the products/services required (Offer) by the Rail Market.





A.1.8. Support for SMES after the Green Mind project

To describe how the entities will support to SMES after the Green Mind Project

Andalucía Smart City will continue to offer the pilot services to SMEs interested after the Green Mind Project, in fact these services has been added to the services offered by the cluster to companies.

A.1.9. Online Platform

To describe the kind of content uploaded to the online platform

Andalucía Smart City has already placed on the online platform (<https://greenmind.teachable.com>) the information on the 1st Transnational Webinar as well as on its local webinar.

Now we are designed some content on the success cases of the pilot and also some documents devoted to business.