

# D.3.3.4 LOCAL GREEN & SMART MOBILITY STAKEHOLDERS CAPITALIZATION

**Work Package 3** 

**Final version** 

**Testing** 

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#### 1. Introduction

#### a. The Green mind project

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

More in detail, Green mind aims at:

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

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

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

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

#### b. Purpose of the Testing Work Package

The Testing Work Package (WP3) has the aim of shaping and demonstrating new services for SMEs active in the green and smart mobility industry in the MED area. These services will benefit SMEs in multiple levels, as they intend to support their competitiveness, innovation capacities, and international visibility at the same time.

Alongside with the Transferring Work Package (WP4), WP3 lies at the centre of Green mind's operations in terms of importance, and allocated time and budget. More specifically, WP3 is responsible for the conceptualization, development, implementation, and evaluation of Green mind's most important outputs, the service pilots, the model, and the transnational network.

WP3 consists of five distinct activities. These are:

**A.3.1** Methodology for Pilots Implementation

A.3.2 Pilots Preparation and Planning

A.3.3 Testing SMEs Services



A.3.4 Pilots Evaluation and Service Model

A.3.5 Green mind Transnational Innovation Network

More in detail, A.3.1 refers to developing structured guidelines for the set-up, running, and coordination of the pilot activities. In A.3.2 the partners formulate the necessary knowledge background upon which Green-mind will develop its processes. Here, the partners exchange information about their experience, identify the needs of their beneficiaries, the SMEs, analyse the market, identify existing public funding and matching opportunities, and start involving the necessary stakeholders. This preparation stage is crucial for the optimal and unhindered development of A.3.3, the testing of the services, as its final outcome is a transnational pilots plan. In A.3.3, the plan is tested in each country in close collaboration with selected green and smart mobility SMEs and a transnational innovation networked is formulated. A.3.4 is responsible for evaluating A.3.3's produced results and constructing a transferable model for general use in the MED and EU areas. Finally, A.3.5 refers to online and physical events in regards to the transnational network and the exchange of information between project partners and stakeholders.

Upon the completion of WP3, three main outputs should be delivered. These outputs are:

Output 3.1: the delivery of three types of services to 200 hundred MED SMEs

Output 3.2: the development of a transferable model of transnational services for SMEs

Output 3.3: the creation of a transnational innovation network for SMEs

#### c. Scope of Pilot Testing

Pilot testing of the SMEs services (A3.3) is a vital process to the development of the project as it tests the services that combined will form the transferable service model (D3.4.4). During pilot testing the partners provide the services, in vivo, to mobility SMEs around the Mediterranean. A3.3 draws information from Pilots preparation and planning (A3.2) to develop services in three core business areas: market intelligence, B2B matching and public funding screening.

To this end, A3.3 consists of five deliverables. The former three refer to the testing of selected actions; the fourth refers to the capitalization of the pilot testing processes and knowledge; while the latter deliverable is about the formalization of a transnational network that connects the SMEs that engaged at local level across the participating countries. These deliverables are the following:

D3.3.1 Market intelligence service and testing report

D3.3.2 Public funding screening service and testing report

D3.3.3 B2B matching service and testing report

D3.3.4 Local green & smart mobility stakeholders capitalization

**D3.3.5** Formalization of the "green mind" transnational innovation network in green & smart mobility

In every step of the process, each action for each service is developed and tested in all partner countries in close collaboration with selected green and smart mobility SMEs.

#### d. Focus of Deliverable 3.3.4

This deliverable focuses on presenting the structure and results of the local workshops that each partner organized in their territorial contexts, as tools to capitalize local governance and channel it towards the



creation of the transnational network. This document presents the logistics and details of the workshops (i.e. time, location, participants), as well as their scope, topics and outcomes. Finally, it includes additional information in the form of photos, links, agendas, etc..

D3.3.4 provides input to deliverables 3.3.5, as well as to activities Pilots evaluation & service model (A3.4) and "Green mind" transnational innovation network (A3.5).

#### e. Document's targeted audience

Pilot testing and Market Intelligence service focus on the following audiences and the accomplishment of the respective relevant objectives:

- Green mind consortium partners: as a tool for the optimal coordination and proper development of all pilot related activities in each Green-mind region
- Stakeholders, and more specifically the SMEs: as a guide through-out the implementation of pilot development and testing

#### f. Document structure

After the introductory part, the local capitalization workshops are presented per partner. In each subsection, the five key items (1) presentation of the workshop and the participating SMEs and stakeholders, (2) time frame and location, (3) scope and objectives of the action regarding the project and the participating SMEs, (4) outcomes of the workshop, and (5) additional info (photos, links, agendas, etc.).



#### 2. Local Capitalization Workshops

#### a. The Pilot in the Region of Sarajevo (BiH)

#### Workshop of the BiH Pilot

#### Workshop on Green Mind project, 28 March 2019

SERDA and external experts organized first workshop on "Enhancing competitiveness and innovation in the Green and Smart mobility industry - a tool for cooperation and networking of SMEs in Bosnia and Herzegovina" on March 28, 2019 in SERDA premises. 33 stakeholders both from public and private sectors attend this workshop. On workshop Green mind project objectives, goals and partners were presented, and also current state of investment, cooperation and potential for the development in GSM sectors in Bosnia and Herzegovina (B&H). Stakeholders were introduced with research results of needs and capacities of SMEs for innovation and development and with innovative pilot services for SMEs. The following topics were covered by the workshop:

- Innovation in the Green and Smart Mobility Industry
- Results of analysis of the current situation
- Research results of the needs and capacities of SMEs for innovation and development
- Announcement of designing new innovative pilot services for SMEs
  - o Market Intelligence Services
  - o B2B
  - o Public Funding Services
- Open discussion and needs of SMEs
- Conclusions and next steps

#### List of participants

No.	Name	Organization	E-mail
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2	Smiljka Žuža	Vanjskotrgovinska Komora BIH (Foreign Trade	Smiljka.zuza@komoraBIH.ba
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6	Jusuf Borić	Centrotrans Eurolines	<u>j.boric@centrotrans.com</u>
7	Elmin Škulj	Centrotrans Eurolines	e.skulj@centrotrans.com
8	Anel Raščić	UISK BH	Rascic.anel@gmail.com
9	Rifet Brković	UISK BH	Rifet.brkovic@gmail.com
10	Belma Memić	Faculty for Transport and Communication	Memic.belma@gmail.com
11	Alem Čolaković	Faculty for Transport and Communication	Alem.colakovic@gmail.com
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13	Nermin Zijadić	Sarajevo Airport	Nermin.zijadic@sarajevo airport.ba
14	Asmir Hakanović	NTSI- Institut	Asmir.hakanovic@gmail.com
15	Anel Topalović	Voznipark.ba	Ame/@exploit.ba
16	Andreja Softić	Chamber of Commerce	a.softic@kfBIH.com



17	Midhat Šećibović	IGT	Midhat.secibovic@igt.ba
18	Adnan Đugum	IGT	adnan.djugum@igt.ba
19	Alić Emir	Elektroprivreda BIH	Emir.alic@epBIH.ba
20	Muamer Jasić	School of Economics and Business	Muamer.jasic@hotmail.com
21	Hanić Lejla	School of Economics and Business	<u>Lejla h@yahoo.com</u>
22	Dario Bušić	MKT BIH	dariobusic@yahoo.com
23	Adnan Tatarević	Institute of Traffic and Communications	tatarevic@isik.ba
24	Amir Hujić	VTK BIH	Amir.hujic@komoraBIH.ba
25	Adnan Pecar	Automotive centar	a.pecar@automotivecenter.ba
26	Eldar Komar	EFSA UNSA	Eldar
27	Edin Muderizović	SoftMatic	softmatic@softmatic.ba
28	Hamid Mehinovic	Westport Consulting	h.mehinovic@westport.ba
29	MajaLukic Grabovic	SERDA	maja@serda.ba
30	Haris Hadzialic	Westport Consulting	harishadzialic@gmail.com
31	Boran Pikula	Westport Consulting	pikula@mef.unsa.ba
32	Osman Lindov	Westport Consulting	olindov@gmail.com
33	Dragiša Marek	SERDA	marek@serda.ba

#### Outcomes of the workshop

The outcomes of the workshop are recognition of networking/B2B as a very important component and fact that this project offers the possibility of clustering SMEs with other SMEs in MED regions in which the project is implemented. Very import outcome is that presented pilot services for SMEs should be developed and implemented locally. Agreed next steps were :

- Develop pilot services tailored to BIH market
- Organize a technical workshop (mid-June)

#### Workshop on Green Mind project pilot services, 17 July 2019

SERDA and external experts organized second workshop on "Enhancing competitiveness and innovation in the Green and Smart mobility industry - a tool for cooperation and networking of SMEs in Bosnia and Herzegovina" on 17<sup>th</sup> of July 2019 in SERDA premises. During the workshop results of the survey on the needs of SMEs for pilot services were presented. Further three pilot services were presented as well with tools that will support activities.

#### 2<sup>nd</sup> workshop topics:

- Introduction and workshop objectives
- Presentation of the results of the survey on the needs of SMEs for pilot services
- Presentation of pilot B2B service Connecting and enabling cooperation with companies in the EU and the region
- Presentation of pilot service for Public funding
- Presentation of the pilot service Market Structure and Business Analysis (Market Intelligence)
- Discussion on SME needs
- Conclusions and Next Steps

#### Participating SMEs and stakeholders

N	0.	Name	Organization	E-mail
	1	Dragisa Marek	SERDA	marek@serda.ba



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12	Dario Busic	MKT BiH	Dariobusic@yahoo.com
13	Adnan Tatarevic	Institute for Transport and Communication	tatarevic@isik.ba
14	Adnan Pecar	Automotive Center doo	a.pecar@automotivecenter.ba

#### Outcomes of the 2<sup>nd</sup> workshop

Participants agreed that the presented results of the survey are in line with the real state of the SME sector in Bosnia and Herzegovina and that the proposed services are exactly what they need and expect that they will help them in their future business activities. However, they did have some suggestions for services which consisted of:

- For B2B Info Book on Web Platform: The participants suggested adding a column for inputting the experience and revision of SMEs that previously attended the event, so that they could gain insight from the perspective of users on how useful the event is and what benefits can they gain from participation. Also, they suggested that these SMEs which had experience on the observed event leave contact information so that others can contact them for additional insight on the observed event.
- For Public Funding Handbook: The participants suggested providing list of funding opportunities that are aimed for different types of SMEs, stressing out that the micro SMEs do not poses the needed funds to provide co-financing that is obligatory on some calls for funding. The project team suggested that the handbook should include a database of available expertise, educational and advisory services for applying to EU/regional public calls (i.e. coaching, mentoring, project academy for project proposal development, etc.).
- For Market Intelligence: The participants expressed the need to provide instructions to local SMEs on how to use the software/pilot service, because they see that this is a tool which is innovative and fulfils the need of local and foreign companies but needs a detailed instruction on its methodology and outputs.

#### Outcome of 2<sup>nd</sup> workshop

- Methodology development for Public Funding Screening pilot service
- Selection of companies that will be involved in testing of pilot services
- Communication and establishment of cooperation with beneficiary companies (SMEs)
- Submission of final list of beneficiary SMEs
- Organization of pilot testing sessions with beneficiary SMEs
- Submission of pilot testing timeframe
- Finalize and adapt pilot services in cooperation with the companies
- Testing of pilot services



- Monitor and collect feedback of companies on pilot services
- Collect results and adjust the services if needed
- Distribute evaluation survey and analyse the collected data and results
- Organization of the final workshop with presentation of results

#### Online meetings and site visits, August 2019

Due to external factors (i.e. large number of employees on annual holidays, growth of small and medium enterprises' business obligations, etc.) that the project partner and expert team is not able to control, it was mutually agreed to conduct pilot testing activities in two phases:

- a) Face to face workshop in premises of SERDA (2<sup>nd</sup> workshop)
- b) Live and online workshop sessions, on-line meetings and site visiting to SMSs from July 22, 2019 till August 16, 2019.

The proposed methodology of the implementation will enable coverage of all the companies that for external factors couldn't make it to the Face to face workshop and getting better feedback and adjusting the pilot services to realistic needs of small and medium enterprises of Sarajevo region and Bosnia and Herzegovina. 32 stakeholders were contacted online and by phone in order to participate in pilot testing and with 15 engaged beneficiaries via workshop sessions, on-line and via site visits were conducted pilot testing.

#### List of engaged SMEs in pilot services testing contacted on-line meetings

No.	Name	Basic Company Information	
		Transport and communications	
1	STEP d.d. Sarajevo	Halilovići 2, 71000 Sarajevo, BIH	
		http://www.step.ba/	
		Information Technology and Services	
2	Global GPS BH	Trampina 12, Sarajevo, BIH	
		http://www.global-gps.ba/	
		Public Transport Company	
3	Centrotrans-Eurolines d.d.	Kurta Schorka 14, Sarajevo, BiH	
		http://www.centrotrans.com/	
		Transport and communications	
4	MABB Solutions_voznipark.ba	Kiseljak 71250, BiH	
		https://voznipark.ba/	
	Ildružania Cantar za odukaciju i	Green and Smart Solutions	
	Udruženje – Centar za edukaciju i podizanje svijesti o potrebi povećanja energetske efikasnosti - ENERGIS	Obala Kulina bana 5	
5		71 000 Sarajevo	
		387 33 550 431	
		info@energis.ba	
	Udružania inžiniara saabraćaja i	Green and Smart Traffic Solutions	
6	Udruženje inžinjera saobraćaja i komunikacija u BiH	Zmaja od Bosne 8, Sarajevo, 71000, BIH	
		www.uiskbh.ba	
		Traffic Engineering and Business Consulting	
7	NITCH INICTITUTE dia a Carajaya	Sulejmana Filipovića 6, Sarajevo 71000, BIH	
7	NTSI-INSTITUT d.o.o. Sarajevo	+387 33 847-615	
		https://ntsi-institut.webs.com/	
	Institut as sookrafe:	Traffic Engineering and Business Consulting	
8	Institut za saobraćaj i	Zmaja od Bosne 7, Sarajevo 71000, BIH	
	komunikacije – ISIK	http://www.isik.ba/	



No.	Name	Basic Company Information
9	Razvojni edukativni centar BMT	Education and development; Incubator and small technology park for Smart City  Trg Alije Izetbegovića broj 62. MJESTO, 72000 Zenica., BiH
	d.o.o.	
		Design, development and manufacturing fully electric bike, sales and distribution on smaller
10	Cromex d.o.o.	scale
10	Cromex dioio.	Brezicanski put bb, 79101 Prijedor, BiH
		<u>www.cromex.ba</u>
		Consulting services in the field of digital transformation transport sector; digitalisation of
11	MEGAELEKTRA d.o.o.	transport infrastructure and smart traffic management;
		Recently founded company
	Automotive center – Centar za	Vehicle certification, engineering and design in the field of motor vehicles
12	vozila d.o.o. Sarajevo	Vilsonovo šetalište 10, 71000 Sarajevo, BiH
	vozila d.o.o. Sai ajevo	info@automotivecenter.ba
		Supervision of the work of vehicles technical inspection stations, engineering and design in
	Mervik d.o.o Sarajevo	the field of motor vehicles
13		Vilsonovo šetalište 10
13		71000 Sarajevo, BiH
		Tel: + 387 33 711 310
		<u>info@mervik.ba</u>
		Airtraffic and transportation
14	JP Međunarodni aerodrom	Kurta Schorka 36,
14	Sarajevo	Sarajevo 71000
		033 289-100
		E-bike production
15	Eplan d.o.o. Sarajevo	Srđana Aleksića broj 20
13	Lpian d.o.o. Sarajevo	71000 Sarajevo
		<u>info@eplan.ba</u>

#### Outcome of online meetings

Outcome of online meetings and site visits were interest in pilot service/s, agreed type of B2B event which they would be interested to visit, interest in next workshop sessions and engagement in the process of evaluation of pilot service/s success.

#### Photos of the Meetings



Figure 1: 1st workshop, SERDA premises 28 March 2019



Figure 2: 2nd workshop, SERDA premises 17 July 2019





Figure 4: Emir Alić, with his e-bike invention Owner Eplan d.o.o. Sarajevo



Figure 3: Workshop session with employees of JP Međunarodni aerodrom Sarajevo



Figure 5: Jasmin Šehović Director Mervik d.o.o Sarajevo



Figure 6: Adnan Tatarević Director Institut za saobraćaj i komunikacije – ISIK



Figure 7: Workshop session with employees of Udruženje inžinjera saobraćaja i komunikacija u BiH



#### b. The Pilot in the County of Istria (CRO)

#### Workshop of the CRO (IDA) Pilot

#### Workshop on Green Mind project, 30th of January 2019

On Wednesday, January 30, 2019, the Istrian Development Agency held in their agency the first in a series of workshops within the European project "GREEN MIND" on "Innovation in the Green and Smart Mobility Industries - a tool for cooperation and networking of small and medium-sized enterprises in the County of Istria. 40 stakeholders from both the public and private sectors attended this workshop.

The emphasis of the workshop was on presenting successful Istrian companies and their business cases of interest for the development and growth of green and smart mobility in the County of Istria.

Also, 6 SMEs for the Green Mind project were chosen:

- Labin 2000 d.o.o
- Penta d.o.o.
- Ute d.o.o.
- Bazgin d.o.o.
- U-Scoot d.o.o.
- Infobip d.o.o.

Link: <a href="https://ida.hr/hr/tn/novosti-481/detail/2027/uspjesni-istarski-poduzetnici-o-inovacijama-u-industriji-zelene-i-pametne-mobilnosti-u-istarskoj-zupaniji/">https://ida.hr/hr/tn/novosti-481/detail/2027/uspjesni-istarski-poduzetnici-o-inovacijama-u-industriji-zelene-i-pametne-mobilnosti-u-istarskoj-zupaniji/</a>

#### **Photos:**









#### Workshop on public funding possibilities, 10th of September 2019

By attending the workshop, involved SMEs got insight in sources where funding opportunities can be found, and all details in regard to collected fundraising opportunities in Croatia related with their business. All possibilities were presented and explained by EU funding consultant expert for Istrian county who has long experience in EU funding since Croatia entered European Union.

Workshop included introduction in fundraising possibilities, acceptable applicants, intensity of support for each project, explanation of the subject of each call, acceptable activities and costs and brief guidelines for application and further process of monitoring after EU funds are approved and authorised by governing bodies of Croatia. Presented opportunities are connected with, business competitiveness, connectivity and mobility, promoting energy efficiency and renewable energy choices, environmental protection and resource sustainability and the use of communication and information technologies. Enterprises involved in Green Mind project showed very high interest in funding possibilities by entering the discussions and asking variety of questions concerned with application and funds they can raise within presented tenders. Public funding screening pilot within the Green Mind project proved to be successful and of use for future planning of enterprises in consideration for application to EU funds as the information were clearly presented and explained. workshop on Public funding screening pilot service was held on Tuesday, September 10th at the Istrian Development Agency.

Workshop information was published on following Istrian Development Agency website and as well:

https://ida.hr/hr/tn/novosti-481/detail/2150/istarskim-poduzetnicima-predstavljene-mogucnosti-za-financiranje-projekata-u-domeni-zelene-i-pametne-mobilnosti/





#### c. The Pilot in the Region of Jadranska Hravtska (CRO)

#### Workshop of the CRO (SDC) Pilot

#### Workshop on Green Mind project, 29th of January 2019

On Tuesday, January 29, 2019, the first in a series of workshops within the European project "GREEN MIND" was held at the PICS @ FESB premises on "Innovations in the Green and Smart Mobility Industry - a tool for cooperation and networking of SMEs in Split- Dalmatia County, "which was accompanied by 30 interested participants from the public and private sectors.

The main objective of the "GREEN MIND - GREEN and Smart Mobility Industry Innovation" project, totaling HRK 12 million, funded by the Mediterranean Cross-Border Cooperation Program, is to strengthen and develop economic competitiveness and innovation in the green and smart mobility industries by consolidating regional and transnational cooperation between public and scientific research sector and SMEs.

In January 2019, the Split-Dalmatia County conducted a workshop, a survey among entrepreneurs and a preliminary analysis on the state of the needs of entrepreneurs in green and smart mobility for public services in the areas:

- Market intelligence
- Public funding sources i
- B2B matchmaking.





https://dalmacija.hr/programi-gospodarstva/eu-projekti/novosti/artmid/2894/articleid/16142/odrzana-prva-radionica-u-sklopu-projekta-greenmind

#### Workshop Greenmind - tools for boosting competitiveness, 29th of May 2019

On Wednesday, May 29, 2019, a final pilot workshop within the Green Mind project was held at the premises of the Split-Dalmatia County, where personalized documents for market analysis, sources of public financing and business networking were handed over to participating entrepreneurs.



Head of the Department for Economy, EU Funds and Agriculture of the Split-Dalmatia County Anđelko Katavić, mag. welcomed the gathered and presented the projects the County is implementing in the areas of green and smart mobility. He said that one of the main goals is to bring broadband to all parts of the county, which is a basic prerequisite for the development of digitized services. He called on the assembled entrepreneurs to be involved in projects.

Project manager Martin Bućan instructed the participants to implement the project activities planned. He presented the results of a questionnaire conducted in the period between two project activities on the state of public service contractors' needs in the areas of market analysis, public financing and business integration. Based on the results of the survey, it was concluded with the entrepreneurs that a methodology should be developed whereby they themselves could determine their market position, find publicly available sources of financing and network.

Ivana Bujas Rupić from Platforma 22 presented tools developed during the pilot project aimed at enhancing the competitiveness of entrepreneurs, providing self-assessment skills in the areas of market analysis, B2B linking and finding public sources of financing. In addition to these tools, lists of funding sources for micro, small and medium-sized enterprises have been drawn up, as well as an overview of support institutions in all three segments.

All tools are available on the County's website.

The pilot project involved 7 SMEs in the field of green and smart mobility:

- 1. Alpha Saggittarius
- 2. Amplifico
- 3. Enel
- 4. Locastic
- 5. Net Media Systems
- 6. Newton
- 7. Statim

https://dalmacija.hr/programi-gospodarstva/eu-projekti/novosti/artmid/2894/articleid/18223/poduzetnicima-uruceni-dokumenti-alati-za-jacanje-

konkurentnosti





#### d. The Pilot in the Region of Occitanie (FRA)

#### Workshop of the FRA Pilot

AFT and its external experts organised the second regional Green mind workshop during the pilot services testing period with a double objective: 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.

The following topics were covered by this workshop:

10h00-10h15	Welcome of the participants
10h15-11h00	More sustainable fleets: which solutions, for which uses/contexts?
11h00-11h30	Presentation about the regional market of green and smart mobility and overview about
	public funding opportunities
11h30-12h30	B2B matching workshops about innovative project ideas
12h30-13h30	Lunch buffet
13h30-14h30	B2B matching workshops about innovative project ideas
14h30-14h45	Pitch about some successful examples of green and smart mobility
14h45-15h15	Restitution of the working groups
15h15-15h30	Green mind transnational innovation network
15h30-15h45	Conclusion

#### The following stakeholders participated in this workshop:

	Name and surname	Organisation	Type of stakeholder	E-mail
1	Alexandre Filoni	Novacom - groupe Collecte Localisation Satellites	Company (> 250 employees)	alexandre.Filoni@novacom- europe.com
2	Aurélie Beauchart	AD'HOCC	Regional economic development agency	aurelie.beauchart@agence- adocc.com
3	Chloé Perreau	Montpellier Méditerranée Métropole	Local authority	c.perreau@montpellier3m.fr
4	Christophe Caset	SEV Service Ecusson Vert	SME	direction@servicesecussonvert.fr
5	Emmanuel Mouton	Synox / Automotech	SME / Automotive cluster	emouton@synox.io
6	Félicien Jacob	Capital High Tech	External expert GM	fjacob@chtech.fr
7	Florence Laparra	Pyramis Consulting	External expert GM	florence.laparra@pyramis- consulting.com
8	Francis Allouche	Zecombi.com	SME	francis.allouche@zecombi.com



9	François Martinez	Markopilot	SME	francois.martinez@markopilot.fr
10	François Trouquet	Cluster Logistique Occitanie	Regional Cluster	ftrouquet@plateforme-mp2.fr
11	Jean-Christophe Hoguet	SAFRA	SME	<u>jc.hoguet@safra.fr</u>
12	Jean-François Rousset	GRDF - Montpellier - Délégation Marché d'Affaires	Company (> 250 employees)	<u>jean-francois.rousset@grdf.fr</u>
13	Maxime Guibert	Capital High Tech	External expert GM	mguibert@chtech.fr
14	Paul Vincent	Innovative Business Partners	External expert GM	paul.vincent@innovative- business.eu
15	Raphael Colombie	Cobrane	SME	Not available
16	Régine Surre	Markopilot	SME	regine.surre@markopilot.fr
17	Sarah Koneke	AFT	GM partner	sarah.koneke@aft-dev.com
18	Sarah Weldon	CEATech	Research centre	sarah.weldon@cea.fr
19	Sophie Chapellier	AFT	GM partner	sophie.chapellier@aft-dev.com
20	Vincent Monteil	Applicolis	SME	vincent.monteil@applicolis.com

#### Workshop implementation (time frame & location)

The workshop was organised at the premises of the "Lycée professionnel Pierre Mendes France" (highschool) in Montpellier on 16<sup>th</sup> of April 2019. The meeting started at 10am and ended around 4pm.

#### Scope and objectives of the workshop

As explained here above, the workshop's objective was double: push forward the implementation of the three pilot services in the Occitanie region and capitalise on the regional dynamism to transfer it to the European level and put the focus on the transnational innovation network.

#### a) Push forward the implementation of the three pilot services in the Occitanie region:

In the framework of the Market Intelligence pilot testing, AFT and its external experts first analysed the interests and needs of SMEs from the transport and logistics sector regarding green and smart mobility initiatives in order to be able to identify possible opportunities for innovative projects, products or services to propose greener and smarter transport solutions. One of the needs that was expressed by all the engaged SMEs was the importance to learn more about the different solutions such as electric, (bio-)NGV or hydrogen-based vehicles and to know which solution is adapted to which contexts and which of them will be most pertinent for investments and changing of fleets.

AFT therefore carried out a research to find experts on this topic and invited them to participate in the workshop to present the different solutions, their advantages and inconveniences as well as possibilities of financial support for the changing of the fleets. Since these experts are based in Paris and due to their full timetable, the presentation was organised through a webinar during the workshop in Montpellier.

After this, the external consultants that support AFT with the Green mind project presented a market observatory about the situation of the green and smart mobility industry in the Occitanie region as well as the possibilities of innovation financing. In the afternoon, some successful examples such as



"Businova H2", the hydrogen bus produced by Safra in France, and the calls for projects of the regional economic development agency "AD'OCC" could also be presented and explained to the participants.

In addition to these presentations, two rounds of parallel interactive workshops were organised aiming to stimulate B2B matchings that were set up beforehand based on the results of the Market Intelligence pilot testing. AFT used indeed this first pilot service to identify possible opportunities for innovative projects, products or services. In a second step, solutions providers from the Occitanie region were targeted able to respond to the needs and project interests/ideas of the SMEs from the transport and logistics sector. The two rounds of workshops therefore aimed at bringing together complementary companies in order to support them and give them the occasion to discuss the possibility of working together on a specific project, product, service, etc.

The following working groups were held at the meeting in Montpellier (due to the absence of some of the engaged SMEs, some additional groups met virtually through conference calls, more information can be found in report 3.3.3):

- Data analysis for a better energy performance
- New eco-driving incentive services
- New urban delivery vehicles
- Logistics and smart city: an application to manage delivery slots
- NGV / Bio-NGV and hydrogen off large urban areas
- Cold hydrogen groups
- Deployment of hydrogen bus lines

All these working groups were animated and run by one of AFT's external experts that used the following methodology to discuss with the participants:

- Description of the concept of project/ product/ service
- Definition of what is new/ innovative regarding this concept or which new/ innovative services could be associated
- Identification of the competences needed for the implementation of this concept
- Identification of possible obstacles
- Definition of next steps to go further with the new partners/ business contacts even after the support through the Green mind team

After the second round of workshops, all the six working groups were debriefed, and main outcomes were shortly presented. These presentations were filmed and are available at the website of AFT: <a href="https://www.aft-dev.com/actualites/actualite-green-mind">https://www.aft-dev.com/actualites/actualite-green-mind</a>.

# b) Capitalise on the regional dynamism to transfer it to the European level and put the focus on the transnational innovation network:

To conclude the working day, AFT presented shortly what was foreseen in the Green mind project regarding the networking at European level and especially the creation of a transnational innovation network:





Figure 8: Slide presenting the transnational approach of the Green mind project

Several of the participating stakeholders were very interested in this opportunity. Their specific interests are presented in the next paragraph.

#### The outcomes of the workshop

#### a) Outcomes linked to the Green mind pilot services testing:

All presentations held are available for download on the website of AFT:

- Presentation about alternative energy solutions (electric, (bio-)NGV or hydrogen-based vehicles) <a href="https://www.aft-dev.com/actualites/actualite-green-mind">https://www.aft-dev.com/actualites/actualite-green-mind</a> / direct link: <a href="https://vimeo.com/showcase/5946867/video/333775238">https://vimeo.com/showcase/5946867/video/333775238</a>
- Presentation about market observatory and possibilities of public funding for innovative projects linked to green and smart mobility: https://vimeo.com/showcase/5946867/video/337991556
- Presentation of "Businova H2", the hydrogen bus produced by Safra in France: https://vimeo.com/showcase/5946867/video/337992458
- It is not possible to share the presentation about the calls for projects of the regional economic development agency "AD'OCC" because the information given was confidential and should be publicly disseminated
- Debriefing of the six workshops:
  - Data analysis for a better energy performance: https://vimeo.com/showcase/5946867/video/337994346
  - New eco-driving incentive services:
     <a href="https://vimeo.com/showcase/5946867/video/337994346">https://vimeo.com/showcase/5946867/video/337994346</a>
  - New urban delivery vehicles: https://vimeo.com/showcase/5946867/video/337993620
  - o Logistics and smart city: an application to manage delivery slots: https://vimeo.com/showcase/5946867/video/339975989



- NGV / Bio-NGV and hydrogen off large urban areas: https://vimeo.com/showcase/5946867/video/337993435
- Deployment of hydrogen bus lines: https://vimeo.com/showcase/5946867/video/337994956

The exchanges and discussions of the six workshops further made it possible to draft project sheets that sum up the major ideas of the innovative projects brought up through the Green mind Market Intelligence and B2B Matching activities in the Occitanie region. These sheets were not published at AFT's website as their content is confidential as they contain data about the engaged SMEs. As an example, here is picture of one of these project sheets:

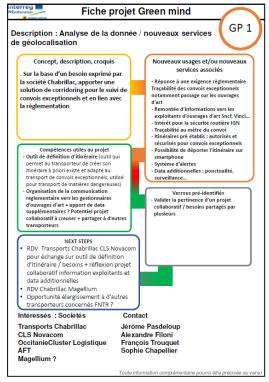


Figure 9: Example of a project sheet prepared after the B2B matching workshop

# b) Outcomes linked to the capitalisation on local governance and its channelling towards the creation of a transnational network:

Finally, one of the main outcomes of this workshop is certainly the clearly mentioned interest of some of the stakeholders to engage in a transnational network. The following was expressed / discussed at the end of the workshop in Montpellier:

Organisation	Type of stakeholder	Interest expressed for the transnational network
Novacom - groupe Collecte Localisation Satellites	Company (> 250 employees)	Nothing mentioned.
AD'OCC	Regional economic development agency	AD'OCC is very interested as they would like to exchange on best practice and know more about innovative projects in other European regions.  Actually, the transnational part of Green mind was



		their main interest/motor for joining and supporting the project at regional level.
Montpellier Méditerranée Métropole	Local authority	<ul> <li>Interested in contacts with other European cities to exchange best practice.</li> <li>Interested in participating in EU projects and as a pilot area for new mobility solutions</li> </ul>
SEV Service Ecusson Vert	SME	Nothing mentioned.
Synox / Automotech	SME / Automotive cluster	Automotech is also very interested to connect at transnational level
Zecombi.com	SME	Nothing mentioned but the fair in Malaga could be interesting for this start-up as they produce innovative vehicles for urban deliveries. AFT will check available budget to fund participation and recontact them.
Markopilot	SME	<ul> <li>Very interested in matchmaking at EU level</li> <li>AFT tried to establish contact with SMEs from ASCC but there was no feedback / interest from Andalusian companies</li> <li>Could be interested in participating in the fair in Malaga? AFT will check available budget to fund participation and recontact them.</li> </ul>
Cluster Logistique Occitanie	Regional Cluster	<ul> <li>Interested to connect at transnational level</li> <li>Might be interested in participating in EU projects and as a pilot area for new mobility solutions</li> </ul>
SAFRA	SME	<ul> <li>SAFRA mentioned great interest to deploy its hydrogen buses outside of Europe</li> <li>Could be interested in participating in the fair in Malaga? AFT will check available budget to fund participation and recontact them.</li> </ul>
Cobrane	SME	Nothing mentioned but the fair in Malaga could be interesting for this start-up as they produce innovative vehicles for urban deliveries. AFT will check available budget to fund participation and recontact them.
CEATech	Research centre	Nothing mentioned.
Applicolis	SME	Nothing mentioned.

#### Additional info through photos, links, etc.

The links to all the results (documents and tools) are listed in the paragraph here above. All the videos from the workshop are available here: <a href="https://vimeo.com/showcase/5946867">https://vimeo.com/showcase/5946867</a>
Here are some pictures from the event:





Figure 10: Venue of the workshop on 16<sup>th</sup> of April 2019: Lycée professionnel Pierre Mendes France" (highschool) in Montpellier



Figure 11: Plenary session





Figure 12: Plenary session



Figure 13: Demonstration of an electric tricycle for urban deliveries





Figure 14: Chloé Perreau, project officer at the city of Montpellier, is testing the electric tricycle for urban deliveries



#### e. The Pilot in the Region of Central Macedonia (GR)

#### Workshop of the GR Pilot

On 10<sup>th</sup> of April HIT/CERTH organized a workshop for SMEs in order to give them the opportunity to networking and get to know each other. Fifteen enterprises participated and were invited to make short presentations of their business activities, the industries of their interest, their vision and needs. After the presentations Mrs Aifadopoulou Georgia took the floor to make a brief presentation of the Hellenic Institute of Transport which included the areas and main research activities of HIT such as mobility systems development, data management and mobility modeling, traffic management. and intermodal freight transport. In addition, there was a special reference to the Thessaloniki Smart Mobility Living Lab, which collects mobility data from providers such as Taxiway.

After that Mrs Aifadopoulou introduced the round table discussion which had the aim to identify the common sub-sectors of green and smart mobility in which participants are willing or have already developed the expertise to develop new products and services. The kind of cooperation that businesses are looking for as well as the components needed to achieve healthy collaboration were two other key pillars on which the discussion among the participants focused.

For the workshop SMEs coming from the following sectors: traffic management, navigation applications, telematics, electric vehicles and fifteen companies from the Region of Central Macedonia participated after an invitation that was sent to them via email.

#### Workshop implementation (time frame & location)

The workshop was held on the premises of head offices of Hellenic Institute of Transport on Wednesday 10<sup>th</sup> of April 2019 and it lasted three hours.

#### Scope and objectives of the workshop

The scope of the workshop was to engage SMEs and offer them the opportunity to know each other present their business activities, vision and requests from their participation on the Green mind project. Also, the identification of sectors that SMEs would be interested in to develop new products and services were also one of the main objectives of the workshop.

#### The outcomes of the workshop

After the presentations from SMEs and presentation of Hellenic Institute of Transport the tool called SLIDO was employed to present three core questions that were asked to enterprises:

- 1. In which sub-sectors of Green and smart mobility do you think you have the potential to work with other stakeholders (e.g. businesses, institutes, etc.) to develop new innovative products / services?
- 2. What cooperation framework would you choose to develop new products / services?
- 3. How will we succeed in developing new products / services? What are the critical components of cooperation?

Cooperation in the context of the creation of a new product / service for commercial exploitation is the framework of cooperation that businesses are largely looking for as well as the cooperation in the context of a funded project. The intensity of such partnerships is likely to provide more business



networking opportunities where they will be able to discuss new prospects for developing their business.

In addition, there are many who recognize the need more structured cooperation with both competitive and complementary businesses through the formation of a smart mobility cluster.

Implementing innovative processes and integrating innovation into business operations is the key requirement for developing successful products and services that meet the needs of customers. It is





also important for businesses to obtain financing in order to ensure the required liquidity of the company and to continue its smooth growth. Another important component of developing cooperation between businesses is to ensure trust and transparency in their relationships so that all the companies involved in the co-operation effort can win

#### Additional info through photos, links, etc.

Photos of the workshop:







Figure 15: Workshop on the premises of CERTH



The agenda of the workshop is shown below:

#### Workshop

## "Entrepreneurship and Innovation on Green and Smart Mobility"

#### **GREEN MIND**

#### **Green and Smart Mobility Industry Innovation**

#### Location:

Centre for Research and Technology Hellas
Amphitheatre of Hellenic Institute of Transport
6<sup>th</sup> km Charilaou-Thermis
57001, Thermi, Thessaloniki

#### Date:

Wednesday 10 April 2019, 13:30

#### Workshop program

#### 13:30 - 13:50

#### **HIT Presentation**

<u>Presentation of Hellenic Institute of Transport and the scope of the workshop</u>

- Dr. Georgia Aifadopoulou

Presentations of SMEs
Each enterprise representative has 5-10 minutes to present the actions, needs and vision of the enterprise he represents, in relation to the
development of the region into a green and smart mobility hub.
Round table discussion
New Green and Smart Mobility Entrepreneurship: How can it be achieved in the Region of Central Macedonia: Views - Suggestions — Actions
-Coordinator: Dr. Georgia Aifadopoulou, Deputy Director of CERTH-HIT
Closing remarks



#### h. The Pilot in the Region of Emilia-Romagna (ITA)

#### Workshop of the IT Pilot

Sipro Spa organized two different workshops, one with the SMEs located in the Industrial Area of Ostellato (FE) and one in Ferrara with local stakeholders and Association that are working on projects related to sustainable mobility in the province area.

The first workshop was in Ostellato on 4th December 2018, about 50 km far from Ferrara, where Sipro manages one of the most important industrial areas in the province of Ferrara.

The participants were: SMEs of the industrial area (ZF-TRW, LTE Toyota – automotive sector; Cromital – chemical sector); the Consortium Ferrara Innovazione; the Municipality of Ostellato, Nomisma (research and economic consultancy in different areas); AESS Modena (Energy Agency).

During the workshop the main topics of the Green Mind project where presented with the pilot action ideas and how the SMEs could be directly involved in the project in order to receive services.

The workshop was also a step to investigate the needs of the companies located in the industrial area many of which work in the automotive sector and to understand in particular how the companies can play an active role in the implementation of pilot projects and in the participation to a transnational innovation network.

The presence of energy and economic consulting companies has strengthened the possibility of creating synergies between various public and private entities to support innovation in local companies.

All the participants involved expressed their willingness to continue the collaboration and to organize new meetings to deepen the possibilities of mutual collaboration.

It was an important meeting for the companies of the industrial area that shared the main sectors of activity and that dealt with the consulting companies present on various issues.





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A second meeting was organized in February 28th with another SME of the industrial area of Ostellato. The company AG Srl works in the logistic sector and provides many services to all the companies located in the area. During the meeting in Ferrara, Sipro detailed the main issues related to the Green Mind project and explained how the company could be involved in a transnational innovation network.





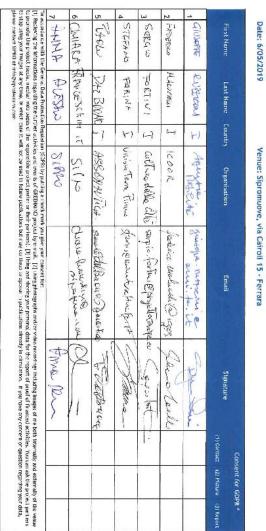
The second workshop was held in Ferrara on May 6th of 2019 and directly involved the group of partners of the project "Landscape Metropolis" a local action plan for the development of sustainable mobility through the waterways in the Province of Ferrara and the use of low environmental impact vehicles.

The stakeholders involved are: the Città della Cultura/Cultura della Città Association (cultural and architectural company); AMI Ferrara (Mobility Agency), ICOOR (inter-university consortium); Province of Ferrara; Assonautica Ferrara.

Sipro is collaborating in this local strategy and presented, during the meeting, the goals of the Green Mind project and the possibilities of collaboration between the two projects. These partners are directly connected with companies and SMEs dealing with mobility sector in the Province of Ferrara and who may therefore be interested in participating in the Green Mind Project activities.

All the stakeholders involved declared their availability to participate in a transnational innovation network.





Meditermen

Meditermen

Meditermen

Meeting subject: 0.3.3.4 WORLSHOR

Date: 6/05/2019

Venue: Sipromuove, via Cairoli 15 - Ferrara



#### . The Pilot in the Region of Vzhonda Slovenja (SLO)

#### Workshop of the SLO Pilot

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

9:00 - 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 following participants attended the event (see participants list):



Mediterranean

Project co-financed by the European Regional Development Fund

green mind

Delavnica – World Caffe Bohinjka, Stara Fužina 37, 4265 Boh. jezero

Datum: 5.7.2019

Ime in priimek	Organizacija	E-mail	Podpis
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MILL OGRIN	toheatere	orher alpe quail com	clig
JOSE KOWANC	PD SR.VAS TO BOHIND	TOZE, KOCIANO & SJOL. HET	4,
BOJANA LUKAN	<ol> <li>βι€D</li> </ol>	bojana, lukan @bled. 5i	dika
NATASA FUS	Občina Bohinj	natasa. fujse obcina, bohinj. si	Aus
BARALLA MARLE LÍVELS	OBDINA BOHIOU	darinka moroz ki boljo domo	1/h, ky
MEMEN LANGUS	Theren poting	When lay elyin	
KATARINA KOSNIK	Obeina Behing	Katanina Kosnike bohini si	Katalina Koznik
MATE OCRIN	UNI-LT	motograpin @ flexi-(.s	100
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Interreg Project co-financed by the European Regional Development Fund

Delavnica – World Caffe Bohinjka, Stara Fužina 37, 4265 Boh. jezero

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EVA DOLJAK	OBČINA BOHINI	eva.doljak@ obcina bohinj.si	*
JOLANDA PLAEDIEV	CHIHOS ANISED	Johanda planouze Obcina bohi	W. 8'
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#### Workshop implementation (time frame & location)

The event took place in Triglav National Park Centre in Bohinj, Stara Fužina 37, 4265 Boh. Jezero, on 5th June 2019 between 9 am and 4pm.

#### Scope and objectives of the workshop

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 for 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 Bohini
- Sustainable mobility in Julian Alps, Turism Bohinj and Municiplaity 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

The workshops outcomes were then presented and further discussed in the continuation of activities.

#### The outcomes of the workshop

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.

# Additional info through photos, links, etc.







#### j. The Pilot in the Region of Andalusia (ESP)

Workshop of the SP Pilot

#### **Local Capitalization Workshops**

#### Workshop implementation (time frame & location)

In the framework of the Andalusian Pilot within the Market Intelligence and the B2B Matching Services it was launched together with other cluster, Railway Innovation Hub the Initiative SMART TRAIN SMART with 2 lines of work: Inclusive mobility and Door to Door Initiative. In the framework of the B2B Matching Service Andalucia Smart City celebrated the 18<sup>th</sup> of September an event to sit together the Big Tractor Rail Companies and SMEs hosted by Fundacion ONCE to discuss on the initiative and to set in the line Inclusive Mobility the main challenges to be solved.

After the meeting both Smart City Cluster and Railway Innovation Hub analysed together the feedback on the 18<sup>th</sup> September to define on which issues we were going to keep on working, to turn the challenges into projects and these into real products/services to the market. So, 4 issues (called stations) were identified: Fixed Avatars, Mobile Avatars, Guidance Systems, Luggage Robots.

The next step was to celebrate a workshop to present the 4 issues/working lines/topics identified to SMEs and Stakeholders as a way to capitalize the work already done as far as to set the next steps within the Initiative SMART TRAIN SMART-Inclusive Mobility.

NAME OF THE PARTICIPANT	KIND OF PARTICIPANT
СЕТЕМЕТ	STAKEHOLDER (TECHNOLOGY CENTER)
ATELAN	STAKEHOLDER (BUSINESS ASOCIATION)
RIH	STAKEHOLDER (CLUSTER)
MALAGA INCLUSIVA	STAKEHOLDER (ASSOCIATION)
ON GRANANA	STAKEHOLDER (CLUSTER)
METRICA6	SME
ALLIED TECHNOLOGIES	SME
TEFIOSOL	SME
TD CONSULTING	SME
EASYPARK GROUP	BIG COMPANY
RENFE	BIG COMPANY



#### Workshop implementation (time frame & location)

ASCC celebrated the Local Capitalization Workshop during the **International Forum "S-Moving, Smart, Autonomous and Unmanned vehicles"** (9<sup>th</sup>-10th of October, Malaga). S-Moving is a forum dedicated to share the technologies applied to intelligent, autonomous and connected mobility by land, sea and aerospace and its infrastructure.

The Workshop was celebrated the 9<sup>th</sup> of October in the morning between 12:00 and 14:30h.

#### Scope and objectives of the workshop

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.

During the Workshop the 4 issues (Rail Mobility Market Needs) were presented namely as stations to keep a synergy with the Main Initiative SMART TRAIN SMART. The 4 stations presented were: Fixed Avatars, Mobile Avatars, Guidance Services, Luggage Robots.



Figure 16: Image illustrating the 4 initiatives on Inclusive Mobility

Each of the stations had been documented by ASCC Staff in terms of: Scope/Aim, Challenges (problems to be solved), Objectives, Involved Technology, Applicability environments. This information was presented to all the participants and discussed with all them in order to include all the useful content as possible.

The content regarding each of the stations is the tool for the SMEs to start working on a collaboration model to design projects for the development of the products demanded by the Rail Sector within the Initiative SMART TRAIN SMART-Inclusive Mobility.



ESTACION					Ava	atares Fijos					
Alcance / Objeto	Desa				istemas para la d e favorezcan un						
Retos (problemática a resolver)  Retos (prolemática a movilidad/hábitos/costumbres/dispos itivos de los diferentes perfiles personas con dificultades de movilidad		se (dis dif eda	Identificormación ocio, activigún dema usuario en capacidad icultades ad, accide y reporta el fin de	Adaptar la información al usuario (idioma, lenguaje de signos,)  Interaccionar e integrarse con otros factores/elemen tos de interés: autobús, taxis, aviones		Aumentar la seguridad de las personas con problemas de movilidad: situaciones de emergencia, afluencia, etc.			Pruebas de concepto y Testeo en escenarios reales con usuarios reales		
Objetivos	Unificar las necesidades de información de los usuarios finales para que operadores comerciales y responsables de gestión de IIFF estén alineados					os información al viajero ra según demanda, adaptándola a las necesidades del ción usuario y en tiempo		Desarrollar aplicaciones móviles que sean multiplataform a y multidispositivo		Entender los requisitos de una persona sobre su estado y localización para adaptarse a sus necesidades de información	
Tecnologías implicadas	Visión comunicación/cor Artificial sistemas implicac (RV y RA) (Avatar, robot, estación)		ositivos y dicados obot,	Inteligencia Artificial (Big Data,)	Artificial (Big multiplatar		orma y sitivo (		Ingeniería Producto uridad (interface hombre- maquina		
Entornos de Aplicabilidad	Aeropuertos  Centros Comerciales Comercial						dificios AAPP de uso publico				

Figure 17: Document on the Topic "Fixed Avatars

ESTACION		Robots de equipaje					
Alcance / Objeto	de robots, consistente en e		slado de equipajes basados en la utilización tre puntos de entrada en estación y entrada eguimiento de equipaje para el usuario				
Retos (problemátic	Las necesidades de los administradores y operadores ferroviarios (clientes)	Existencia de diferentes grupos de usuarios / situaciones de necesidades ("los servicios de accesibilidad triunfan cuando son universales para todos")	No duplicar esfuerzos en soluciones existentes o en fase de experimentación: las patentes como factor de decisión para Proyectos de investigación / de innovación / demostrativos ("tecnologías que no estén patentadas")				
a a resolver)	La apariencia del robot /vehiculo, como factor de rechazo en el usuario (¿"tiene que ser humanoide"?)	Las limitaciones, arquitectónicas y de tecnología, de las estaciones para la propia movilidad de los robots ("accesibilidad" de los propios robots")	La seguridad de los robots frente a interacciones externas				
Objetivos	Conocer los programas de accesibilidad de ADIF y de otros administradores y operadores ferroviarios	Definición de atributos del sistema o robot o vehículo (capacidad de carga, carácter autónomo, el "concepto de inclusión",): Incorporar tecnologías según atributos, para dotar de carácter INTEGRAL al sistema: Adaptación a los diferentes tipos de usuarios / necesidades	Generar nuevas soluciones / escalar soluciones preexistentes: Benchmarking de soluciones de mercado y tecnologías en desarrollo y experimentales: grado de protección				
	Generar confianza y carácter "amigable" de robots Benchmarking de diseños de sistemas robotizados	Identificar estaciones y conocer infraestructura necesaria para la puesta en marcha de soluciones de robots	Incorporar tecnologías de ciberseguridad				
Tecnologías implicadas		encia Artificial, Tecnologías posicionamiento de d aumentada, Ciberseguridad,	Interacción con tecnologías de estación (wifi, lifi,)				
Entornos de Aplicabilidad		iciones inter-modales modos de transporte (replicabilidad)	Estaciones de tren, metros, tranvías,				

Figure 18: Document on the Topic "Luggage Robots



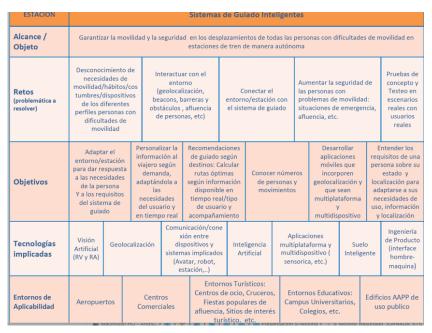


Figure 19: Document on the Topic "Guidance Services"

ESTACION					P	vatare	s Móvi	iles					
Alcance / Objeto	Des										es Virtuales en estacione		
Retos (problemática a resolver)	Desconocir necesida movilidad/ ostumbres vos di diferente: person dificulta movil	ides de hábitos/ /disposi e los s perfiles as con des de	le informa ocio, según ti usuar (disca otra mo accider reporta	actividad demanda io en tien apacidad, s dificulta ovilidad - e nte, equip	(andenes, es, etc.) y tipo de npo real turista, ides de edad, paje,) y tar con el	Interactuar con el entorno (geolocalización, beacons, barreras y obstáculos , afluencia de personas, etc)			Adaptar la información al usuario (idioma, lenguaje de signos,)		Aumentar la seguridad de las personas con problemas de movilidad: situaciones de emergencia, afluencia, etc.		Pruebas de concepto y Testeo en escenarios reales con usuarios reales
Objetivos	Unifica necesida informació usuarios para o operad comerci- responsal gestión o estén alir	des de n de los finales que ores ales y bles de de IIFF	Personal informac viajero s demar adaptán las necesid del usua en tiemp	ción al según nda, dola a ades ario y	Calcular rutas óptimas según información disponible en tiempo real/tipo de usuario y acompañamiento		Interaccionar e integrarse con otros factores/elementos de interes : autobús, taxis, aviones		Desarrollar aplicaciones móviles que incorporen geolocalización y que sean multiplataforma y multidispositivo		req per loc ad ne	intender los uisitos de una sona sobre su estado y alización para aptarse a sus cesidades de o, información localización	
Tecnologías implicadas	Visión Artificial (RV y RA)	Geolo	calización	ón entre y s implica	cación/conex e dispositivos istemas dos (Avatar, estación)	S Inteligencia m Artificial n		mı mı	Aplicaciones multiplataforma y multidispositivo ( sensorica, etc.)		a y o ( Cibersegurida		Ingeniería de Producto (interface hombre- maquina)
Entornos de Aplicabilidad	Aeropue	rtos	Centr Comerc		Entornos Turísticos: Centros de ocio, Cruceros, Fiestas populares de afluencia, Sitios de interés			Campus Universitarios,				cios AAPP de so publico	

Figure 20: Document on the Topic "Mobile Avatars

#### The outcomes of the workshop

After the workshop it can be considered that several outcomes have been achieved. In a general position the Initiative is already known by a higher number of SMEs and Stakeholders and Big Tractor companies (Rail sector) are taking more and more awareness on the needs on the Inclusive mobility.

From a technical point of view, it has been set a procedure to start working on the 4 topics to transform the ideas/challenges into real products for the market through the intermediate step on a project proposal. Some of the SMEs participating in the Workshop already shown their interest to be part of the topics of their interest. Some of the SMEs also shown their interest in leading any of the topics.



After the workshop Andalucia Smart City and RIH are going to celebrate a new session for each of the 4 topics with those SMEs, Big Companies and Stakeholders to be involved in the definition of the Project (technical, economic issues) as a proposal to look for private/public funds.

### Additional info through photos, links, etc.

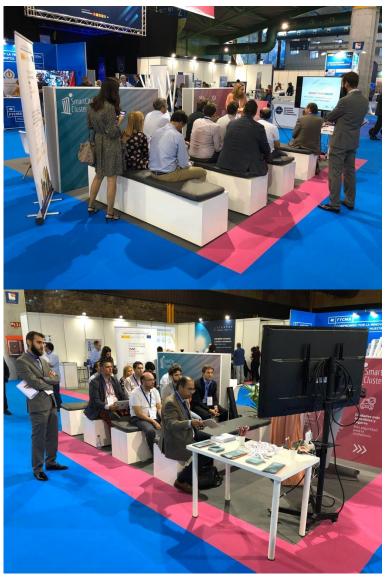


Figure 21: Photos taken during the workshop





**Figure 22: Program Workshop Smart Train Smart**