

Interreg  
Mediterranean



## **D2.5.2 Green mind Booklet on policy recommendations for the Green Growth community**

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# Table of contents

<b><u>1. Introduction</u></b> .....	p.3
<b><u>2. Description of the local and regional contexts represented in the Green mind project</u></b> .....	p.5
<u>a) Innovation capacities of the eight Green mind regions</u> .....	p.6
<u>b) Regional opportunities for the green and smart mobility industry</u> .....	p.8
<b><u>3. Green mind policy recommendations transferable to the Green Growth Community</u></b> .....	p.13
<u>a) Thematic summary</u> .....	p.14
<u>b) Region of Sarajevo (Bosnia and Herzegovina)</u> .....	p.15
<u>c) County of Istria (Croatia)</u> .....	p.19
<u>d) County of Split-Dalmatia (Croatia)</u> .....	p.23
<u>e) Region of Occitanie (France)</u> .....	p.26
<u>f) Region of Central Macedonia (Greece)</u> .....	p.31
<u>g) Region of Emilia-Romagna (Italy)</u> .....	p.38
<u>h) Region of Vzhonda Slovenja (Slovenia)</u> .....	p.42
<u>i) Region of Andalusia (Spain)</u> .....	p.50



# 1. Introduction





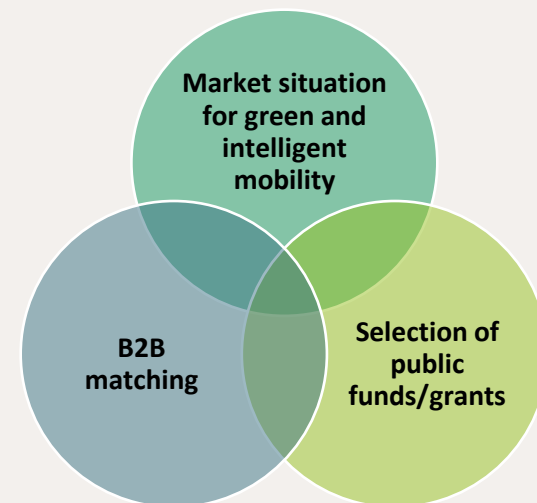
The Green mind project promotes the development of economic competitiveness and innovation in the green and smart mobility industry by strengthening regional and transnational cooperation between companies, research institutions and public authorities.

In a context of rapid technological advances and increasingly restrictive environmental policies, Green mind strengthens the transnational activities of clusters and agencies so that they can most efficiently support small and medium-sized enterprises (SMEs) in identifying and exploiting market opportunities to meet the growing demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy and IT.

To achieve this goal, the Green mind project first developed and tested different service offers (see *figure on the right*) with SMEs from these key sectors in eight different Mediterranean regions, with the aim of transferring the most successful and efficient ones to clusters and agencies. Policy recommendations were then formulated to raise awareness and inform public authorities about the role they should play in this process, the resources

and actors needed to best implement these services in order to foster the green and smart mobility industry.

**This publication aims to present the main policy recommendations of the Green mind project to the wider Green Growth community, with the aim of making our proposals accessible and transferable to other territorial contexts.** In the following, we therefore first present the characteristics of the eight Green mind regions in terms of their innovation capacities as well as the regional opportunities for the green and smart mobility industry. Then, the main policy recommendations for each region are described, including information on the actors involved, the type of measures needed to implement the recommendations and indications for transfer to other territories of the Green Growth Community. In the beginning of this section, a short introduction summarises all the proposals in some thematic categories, which has the advantage that **the reader has two possible access points to the Green mind recommendations: either by selecting the territorial context he/she is interested in, or by choosing the relevant topics through the thematic summary.**



The 3 Green mind pilot services



## 2. Description of the local and regional contexts represented in the Green mind project



## Innovation capacities of the eight Green mind regions

Innovation is a key economic development driver today. SMEs need efficient supporting systems to innovate and stay competitive in a globalised world. The Green mind project focuses on the green and smart mobility industry and aims to strengthen the regional

ecosystems to foster the innovation capacities in this emerging sector in the different Green mind territories and at transnational level.

The Green mind project brings together a heterogeneous group of territorial contexts. The following tables therefore shortly present the regional innovation status situation in the seven countries and eight regions of the

project: Sarajevo (Bosnia and Herzegovina), Jadranska Hrvatska (County of Istria & County of Split-Dalmatia, Croatia), Occitanie (France), Central Macedonia (Greece), Emilia-Romagna (Italy), Vzhonda Slovenja (Slovenia) and Andalusia (Spain).

### The Green mind project countries' positions with regards to the Global Innovation Index' criteria:

Global Innovation Index	Ranking France (1-126)	Ranking Spain (1-126)	Ranking Slovenia (1-126)	Ranking Italy (1-126)	Ranking Croatia (1-126)	Ranking Greece (1-126)	Ranking BiH (1-126)
Institutions	21	28	19	32	44	54	72
Human capital & Research	11	26	28	32	48	20	37
Infrastructure	10	11	35	18	34	59	99
Market Sophistication	11	16	78	44	66	49	85
Business Sophistication	19	40	29	34	45	65	63
Knowledge & Technology outputs	19	23	34	24	46	54	74
Creative outputs	12	29	16	38	43	51	94
Final Ranking	16/126	28/126	31/126	31/126	41/126	42/126	77/126

The **green** indicators mark the countries' strong points, while the **red** mark their weaknesses.



The Green mind analysis has shown that innovation performances have improved in most areas at national, regional and local levels during the last years. The areas are divided into three clusters: strong, moderate and modest. The trend is, usually, that the most innovative cities are in the most innovative regions that are, in turn, in the most innovative countries.

Additionally, all countries or regions are

clustered as they usually score in the sub-categories (research/education, business activity, innovation context & outputs). Thus, a moderate country or region usually scores moderately in most sub-categories, with few exceptions. This shows that **innovation performance is not one-dimensional but rather the outcome of many determinants**.

Based on the aforementioned findings, the territories can identify ways and develop

guidelines that facilitate their strong points and improve their weaknesses, strengthening in this way their innovative performance holistically and in collaboration with other regions with similar concerns, strengths and rankings.

*Source: Green mind analysis (carried out by CErTH and presented in the pilot material: PDO3\_Innovation Status)*

### The Green mind project regions' classification into innovation analytical categories:

Country	Research/education	Business activity	Innovation context	Innovation outputs	General description
Bosnia and Herzegovina*	moderate	modest	modest	modest	modest
Jadranska Hrvatska (County of Istria & County of Split-Dalmatia)	moderate	moderate	moderate	moderate	moderate
Occitanie	leader	strong	strong	strong	strong
Central Macedonia	strong	moderate	moderate	modest	moderate
Emilia Romagna	moderate	moderate	moderate	strong	moderate
Vzhodna Slovenija	strong	moderate	moderate	moderate	moderate
Andalucía	moderate	moderate	moderate	moderate	moderate

\*no data available for the Sarajevo region





### Opportunities for the green and smart mobility industry in the eight Green mind regions

The Green mind project focuses on the green and smart mobility (GSM) industry, as this emerging sector responds to the urgent need for sustainable mobility solutions and bears great economic opportunities for the regions of the Mediterranean area.

The project partners carried out regional SWOT analyses in the beginning of the project to determine core opportunities for each of the participating regions. Latter are briefly presented on the following pages; more detailed information can be found in the Green mind deliverable D3.2.3 Preliminary Market Analysis.



## BOSNIA AND HERZEGOVINA – Sarajevo region

### Strengths:

- High usage of alternative and eco-friendly fuels in public transport systems (e.g. CNG buses, LPG taxis)
- Public bike system
- ITS applications including parking services, ticketing systems and public transport information sharing
- Growing IT industry
- Some start-ups with business activities focussing on green and smart mobility solutions (e.g. carpooling)


### Weaknesses:

- Cooperative ITS have not been developed yet
- BiH industry's major bottleneck: the insufficient and non-maintained transport infrastructure, which misses investments
- Lack of governmental support
- Lack of focus on R&D operations in the mobility sector

### CORE OPPORTUNITY: ALTERNATIVE SOURCES OF ELECTRICITY PRODUCTION

BiH should use the opportunities offered by its electricity generation potential to promote mobility with environmentally friendly fuels. On the one hand, the electricity price is one of the lowest in the EU, on the other hand, according to the Energy Strategy Framework, around 300 small hydropower plants are planned for electricity generation by 2035, and there are also potential fields for the construction of wind power plants. Furthermore, the Energy Strategy Framework envisages an expansion of the CNG and LPG network. The focus of mobility should therefore be on alternative sources of electricity generation as well as electrical technologies and infrastructure.





## CROATIA – Jadranska Hrvatska region Counties of Istria and Split-Dalmatia

### Strengths:

- Pilot applications testing smart parking systems and multimodal connections

### Weaknesses:

- Citizens' lack of knowledge about GSM (leading to a continuity of motor vehicles usage)
- Insufficient infrastructures for bikes and pedestrians
- Low frequency and lack of connectivity among means of public transport in some areas
- Public authorities' negligence to form specific roadmaps towards green mobility
- Lack of research and innovation actions in the GSM field
- Missing support for the evolution of the green and smart mobility industry

### CORE OPPORTUNITY: EXPAND PILOT APPLICATIONS, FOCUS ON SUMPs

As many pilot applications have been tested to enable smart parking systems and multimodal connections, public authorities should continue to pursue these applications and expand their implementation. There also needs to be a focus on sustainable urban mobility plans (SUMPs), as they could enable a redesign of public transport and transport infrastructures.



## FRANCE – Occitanie region

### Strengths:

- High potential in research and development
- Many big companies (e.g. Renault, Airbus, Thalès, Continental Automotive France) chose this region to test and implement new technologies in the GSM industry
- Rapidly growing hydrogen sector as there are many enterprises focusing on the provision of hydrogen technologies
- Great know-how on electro-mobility

### Weaknesses:

- Supportive infrastructure for electro-mobility remains insufficient
- ITS applications offered by different SMEs are tested to improve mobility but are kept in the limits of big cities, creating imbalances between urban and rural areas
- Further imbalance in available public transport infrastructures as the network is not well-developed in rural areas
- Heavily impacted by the Covid-19 crisis as the aeronautic sector is the economic engine of the region

### CORE OPPORTUNITY: EXPLOIT RESEARCH AND DEVELOPMENT CAPABILITIES

The Occitanie region is the 1<sup>st</sup> French region for research and invests heavily in research and development. As the green and smart mobility industry is constantly evolving due to new technological opportunities, the Occitanie region should therefore make more use of its research potential and skilled workforce to develop innovative solutions in GSM. Furthermore, it is crucial that the regional workforce continuously develops its skills.



## GREECE – Central Macedonia region

### Strengths:

- Highly skilled scientific human resources
- Organisations dealing with the promotion of ITS relevant technologies and usage of electric vehicles
- Recent initiatives and measures will launch the enhancement of activity in the field of GSM, e.g. the upcoming installation of electric rechargers and the planning of SUMP in cities

### Weaknesses:

- The long-time lag between the tendering of a project and its implementation is a major throwback for the development of the industry
- The economic crisis is having a major impact on the GSM industry in the country, as funds for investment in the transport sector are limited
- Lack of effective cooperation between the stakeholders concerned

### CORE OPPORTUNITY: EXPLOITING INNOVATION CAPABILITIES

In Thessaloniki, there is an ecosystem of research centres, incubators, SMEs and clusters that can add value to research and development in the field of green and smart mobility in combination with the technology systems and applications already used in the cities' transport systems.



## ITALY – Emilia Romagna region

### Strengths:

- Specialisation in vehicles manufacturing (companies dealing with vehicles and vehicle components production)
- Ability to provide autonomous driving systems and vehicle connectivity solutions

### Weaknesses:

- Lack of integration in the exchange of information
- Insufficient technological infrastructure in urban areas is a barrier to the provision of new technology vehicles
- Promotion of clean fuels is not included in local strategies

### CORE OPPORTUNITY: NEW GENERATION VEHICLES, C-ITS SYSTEMS

With a view to the 4.0 industry, Italy should take advantage of its well-developed automotive industry and invest in new vehicle technologies, such as cooperative intelligent transport systems, road safety and smart solutions. In parallel, investment in supporting infrastructure such as sensors, 5G technologies, etc. is necessary.



## SLOVENIA – Vzhonda Slovenija region

### Strengths:

- Both national and local strategies aim to promote alternative fuel infrastructure and integrated transport systems
- There are some applications offering services towards smart mobility, e.g. finding charging stations

### Weaknesses:

- Slow transition from vision to implementation is observed
- Lack of pedestrian and cyclist infrastructure
- Lack of initiatives such as subsidies for the purchase of electric vehicles do not assist the development of green and smart mobility

### CORE OPPORTUNITY: ELECTRIFICATION

A Green Public Procurement measure has been introduced concerning electrification of public transport. Slovenia should invest in electrification as there are some core opportunities in this specific sector. In addition to this, Slovenia should limit the first registration of cars with diesel and petrol after 2025.



## SPAIN – Andalusia region

### Strengths:

- Existence of a solid legislative and planning framework to promote the efficiency and sustainability of transport and mobility
- Good situation regarding research and technological innovation on sustainable transport modes
- High percentage of electricity generation from renewable sources as a complement to the promotion of electric vehicles
- Privileged location of certain ports, with important logistics centres
- Favourable orographic and climatic characteristics for the use of non-motorised transport modes in urban areas

### Weaknesses:

- Predominance of road transport, highly polluting and energy-expensive
- Lack of competitiveness in more environmentally sustainable modes of transport such as railways
- Insufficient development of inter-modality
- Predominance in urban growth of the diffuse urbanization model, which implies the promotion of private vehicles compared to other more sustainable modes of transport

### CORE OPPORTUNITY: SUSTAINABLE MOBILITY

Andalusia must use the policies and measures being developed towards sustainable mobility to also promote and raise citizens' awareness of the benefits of using clean modes of transport. It is also important to develop a mobility model based on sustainable means of transport and to promote public transport and non-motorised modes of travel. Andalusia should also reduce travel needs by integrating uses and functions in cities and promoting urban planning that gives prominence to people over vehicles.



Overview of the opportunities for the green and smart mobility industry in the Green mind regions – Summary of the Green mind SWOT analysis results	ITALY Emilia Romagna	GREECE Central Macedonia	SPAIN Andalusia	FRANCE Occitanie	CROATIA Jadranska Hravtska	BiH Sarajevo	SLOVENIA Vzhonda Slovenija
<b>Green and smart mobility industry</b>							
Specified green and smart mobility industry							
Continuous and intensive research in the field of GSM							
Supportive clusters to foster GSM industry							
<b>Low carbon economy in transport</b>							
Citizens awareness about sustainable mobility				N/A			
<b>Clean fuels and infrastructures</b>							
Clean fuels usage in private or public transportation (LPG,CNG)	N/A		N/A		N/A		N/A
Extended bicycle routes network				N/A			N/A
High quality of highway road network							N/A
Established system for efficient public transport operation and management (TMS, sensors etc.)				N/A		N/A	N/A
<b>Electric mobility infrastructure</b>							
<b>Green and automated vehicles</b>							
High usage of other means of transport against motor vehicles (i.e. high occupation of motor vehicles)							
Public bicycle sharing systems			N/A	N/A	N/A		N/A
<b>Logistics</b>							
Consolidated logistic infrastructure							N/A
<b>Intelligent Transport Systems and Cooperative Intelligent Transport Systems</b>							
Integrated ticketing system				N/A			N/A
Smart parking applications	N/A		N/A		N/A		N/A
<b>Public administration</b>							
Implementation of national, regional policies towards sustainable mobility						N/A	
Development of Sustainable Mobility Plans						N/A	N/A
Subsidies for purchasing green vehicles	N/A		N/A	N/A			
Coordination between the different modes of transport						N/A	N/A
<b>New business models for sustainable, technology-aided initiatives</b>							
Promotion of sustainable solutions							
Car-sharing systems					N/A		

■ Red: Low level or lack of implementation
 ■ Green: Fully applied or integrated process
 ■ Yellow: Moderate level of implementation
 ■ N/A: Information not available or ongoing process





### 3. Green mind policy recommendations transferable to the Green Growth Community

to boost the competitiveness and strengthen the resilience of companies in the green and smart mobility industry to overcome the impact of the COVID-19 crisis.



There are two access possibilities to the 31 Green mind recommendations provided in this booklet so as to ease the reader's access to the information he/she is looking for: you can either **select the territorial context** in which you are interested to learn more about the propositions for one specific geographic MED area, or you can **choose the topics**, which are relevant for you through the nine thematic categories on the right of this page.

Recommendations  
for the 8 Green mind regions:

- > [Region of Sarajevo, Bosnia & Herzegovina \(partner: SERDA\)](#)
- > [County of Istria, Croatia \(IDA\)](#)
- > [County of Split-Dalmatia, Croatia \(SDC\)](#)
- > [Region of Occitanie, France \(AFT\)](#)
- > [Region of Central Macedonia, Greece \(CERTH\)](#)
- > [Region of Emilia-Romagna, Italy \(SIPRO\)](#)
- > [Region of Vzhonda Slovenja, Slovenia \(eZavod\)](#)
- > [Region of Andalusia, Spain \(ASCC\)](#)

## Thematic summary:

- 1. Integrated planning of green and smart mobility**
  - > [IDA-1: Incorporating green mobility into integrated planning](#)
  - > [Sipro 3-Develop an action plan for sustainable mobility innovation](#)
- 2. Strengthen cooperation and foster networking at local, regional, national and international levels**
  - > [IDA-3: Ensuring international cooperation, networking and strengthening knowledge transfer](#)
  - > [SDC-2: Strengthening the cooperation of SME and large corporates](#)
  - > [AFT-3: Foster the link between actors & projects to stimulate the cross-fertilisation of initiatives](#)
  - > [CERTH-1: Facilitate cooperation between businesses to enhance their competitiveness](#)
  - > [CERTH-2: Transfer research results from research to enterprises](#)
- 3. Support of SMEs/businesses to foster their strategic development**
  - > [SERDA-1: Strengthening business support activities](#)
  - > [SERDA-2: Improving strategic development](#)
  - > [SERDA-3: Mitigating the effect caused by COVID-19 epidemic](#)
  - > [IDA-2: Strengthening companies' organisational culture towards green businesses](#)
  - > [AFT-2: Support companies in their energy transition](#)
  - > [CERTH-4: Digital transformation of SMEs](#)
  - > [CERTH-6: Investments in innovation infrastructure](#)
- 4. Support of SMEs to access public funding**
  - > [AFT-4: Strengthen access to funding for the projects of local and regional players](#)
  - > [CERTH-3: Facilitate access to public funding for SMEs](#)
- 5. Support of alternative mobility solutions for passenger transport**
  - > [SDC-1: Strategically support green and smart mobility solutions in the County of Split-Dalmatia](#)
  - > [eZavod-2 : Supporting Active Mobility – walking and cycling](#)
  - > [eZavod-3: Mobility as a service](#)
  - > [ASCC-1: Promotion of public transport](#)
  - > [ASCC-2: Increase facilities and the use of technology for public transport](#)
  - > [eZavod-7 : Parking restrictions](#)
- 6. Support of alternative mobility solutions for freight transport**
  - > [AFT-1: Promote local experimentation areas in the transport and logistics sector](#)
  - > [ASCC-3: Increase the use of railway for freight transport](#)
  - > [Sipro-1: Develop city logistics policies in Ferrara](#)
- 7. Investments to favour green and smart mobility**
  - > [eZavod-1: Investments in rail infrastructure](#)
  - > [CERTH-5: Investments in electromobility](#)
- 8. Financial incentives for more sustainable mobility solutions**
  - > [eZavod-4: The Motor Vehicle Tax Act](#)
  - > [eZavod-5: Subsidy scheme for electric vehicles and incentives for infrastructure for alternative fuels and electromobility](#)
  - > [eZavod-6: Reimbursement for means of transport to work](#)
- 9. Sustainable mobility for tourism competitiveness**
  - > [Sipro-2: Foster sustainable mobility for tourism competitiveness](#)



# Region of Sarajevo (Bosnia and Herzegovina)

Policy recommendations developed by the Sarajevo Economic Regional Development Agency (SERDA)

Sarajevska regionalna  
razvojna agencija



Sarajevo Economic Region  
Development Agency



## DESCRIPTION OF THE POLICY RECOMMENDATION

SMEs engaged in the development of innovative solutions, products and services in the field of smart and green mobility belong to the green and smart mobility (GSM) sector. This innovative sector is making up an important part of Bosnia and Herzegovina's economy.

In early 2020, there is a sharp decline in SMEs due to Covid-19 in some parts of Europe. The consequences are immensurable, and many workers lost their jobs during the decline in workload. When it comes to the GSM sector, an example of modern businesses, many employees were able to continue working remotely and organised conferences or trainings through online meeting platforms (Zoom, Skype, Teams, etc.). Although, considering the share of micro-enterprises in total economic activity, the loss of jobs in the GSM sector and in general will inevitably have an impact on the overall socio-economic situation in BiH.

The biggest impact on the decline in business was felt in infrastructure technologies especially in the field of transport as a whole.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter. There are no specific elements to be taken into account for a successful implementation.



## THE RELEVANT ACTORS OF CHANGE

- **Main actors:** Public authorities
  - Cantons and entities
  - Local/regional/national public authorities responsible for transport & communications, environment, energy & sustainable development
- **Others:**
  - Local/regional economic development agencies
  - Business supporting organisations
  - International organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- Grants and loans from EU funds and provide public support for the activities of other funds
- Facilitating access to financial resources
- Enable sustainable business practices
- Continuation of Government support measures and cooperation with banks
- Business networking and development of pilot service
- Exploitable potentials - support in importing and cooperation with companies in the EU and the region, services of monitoring and coaching, participation in online trainings regarding applications on EU funds





## DESCRIPTION OF THE POLICY RECOMMENDATION

Many companies have a large number of planned projects that could significantly change the state and appearance of the GSM sector in BiH. However, for the implementation of these projects and the development of the GSM sector, the companies see a better understanding of the state institutions of the concept of green and smart development as a primary need, especially in the mobility sector, which should be the task of all sectors (public, private and NGO) in BiH and international organisations. This would also help to create a proper basis and support for the development of GSM in BiH.

An identified weakness of the system for promoting the development of the SME sector in BiH is the lack of the necessary legal and institutional framework at the state level.

Only the SME Development Strategy was adopted in BiH in 2010, although the first proposal of the strategy was prepared in 2005, and the Sarajevo Canton Sustainable Urban Mobility Plan (SUMP) is planned for the period 2020 - 2025.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter. For the successful implementation, the only specific element to be taken into account is the harmonisation between all levels of government.



## THE RELEVANT ACTORS OF CHANGE

- **Main actors:** Public authorities
  - Cantons
  - Entities
  - Municipalities



## MEASURES NEEDED FOR IMPLEMENTATION

- Strategic and systematic approach of support to SMEs
- Legal and regulatory framework
- Public-private partnerships
- Investing in innovation
- Flexible combination of fiscal, financial, customs and other mechanisms
- One-stop-shops



## DESCRIPTION OF THE POLICY RECOMMENDATION

The ongoing COVID-19 pandemic is affecting communities worldwide. In the current situation with the impact of Covid-19, SMEs in the green and smart mobility sector are setting back their expectations for 2021, as the duration of the Covid-19 effect is currently uncertain.

In BiH, the restrictions introduced by the government forced non-essential businesses, as well as businesses that could not meet social distancing requirements, to close or downsize operations to contain the outbreak. In addition to the containment measures introduced, eight GSM classification groups converted their business to online education and online sales management and moved their work to home offices.

As for the eight areas of the GSM sector during the pandemic, the most affected area is transport as a whole. Regardless of how the situation evolves, steps should be taken now to mitigate the impact of COVID-19 on SMEs and prepare them for the further development of the crisis.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter.



## THE RELEVANT ACTORS OF CHANGE

### Main actors:

- Associations
- NGO
- Networks
- Local / regional economic development agencies
- Universities / research centres
- Municipalities



## MEASURES NEEDED FOR IMPLEMENTATION

- Enhance demand for e-business
- Transition to ICT and digital business
- Start with the online cooperation with other SMEs
- Assess the impact of the pandemic
- Sustainable financing
- Sustainable contracts with business partners
- Address key risks and ensuring business continuity



# County of Istria (Croatia)

Policy recommendations developed by the Istrian Development Agency (IDA)



# Incorporating green mobility into integrated planning



## DESCRIPTION OF THE POLICY RECOMMENDATION

The need for more sustainable and integrative planning processes as a way of dealing with the complexity of mobility has been widely recognised since 2013 and new approaches to urban mobility planning are emerging rapidly in an ever-changing urban mobility climate. Implementing this policy recommendation would enable:

- The inclusion of green mobility topics in sectoral strategic documents
- Capacity building on green mobility
- The availability of data and statistics for decision-making processes at local, regional, national and EU levels
- Support to local and regional partnerships in implementing and testing new mobility approaches
- Planning the financial support for green mobility projects



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is tailored to all partners in all regions and its successful implementation would enable cooperation and improvements in the green mobility system.



## THE RELEVANT ACTORS OF CHANGE

- Public authorities (Cities, Regions, Countries, EU level)
- SMEs
- Local / regional economic development agencies
- Business supporting organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- Plan for sustainable mobility in the entire 'functional city';
- Cooperate across institutional boundaries;
- Involve citizens and stakeholders;
- Define a long-term vision and a clear implementation plan;
- Develop all transport models in an integrated manner;
- Monitoring and evaluation.



# Strengthening companies' organisational culture towards green businesses



## DESCRIPTION OF THE POLICY RECOMMENDATION

Although the green mobility industry is mainly related to transport and logistics, automotive industry and energy, it is in nature a much broader concept of green business. Therefore, it is necessary to include a green mobility concept in private companies' organisational culture. Processes can begin with the development of strategic documents in which green business and green mobility are introduced through the goals for the next business period. Moreover, the organisational culture of the company influences the behaviours and habits of employees in the use of green transports.

Green mobility and green business in the long run bring savings to the company and also contribute to the general well-being of a society as a whole.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is related to companies and entrepreneurs and can be easily passed on to others through presentations of good practices, promotion of green business through networking and building cooperation and partnerships with others with explicit organisational values.



## THE RELEVANT ACTORS OF CHANGE

- Entrepreneurs
- Local/regional economic development agencies
- Business supporting organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- Introduction of green mobility in the organisational culture of companies
- Ensuring green practices through quality management
- Education and training of employees on green parks and green mobility
- Defining green mobility goals at the company level
- Promoting green parks as a socially responsible conducting business of companies

# Ensuring international cooperation, networking and strengthening knowledge transfer



## DESCRIPTION OF THE POLICY RECOMMENDATION

Istria County is one of the most advanced regions in Croatia in terms of technological development and innovation. In addition to research centres, a university and an entrepreneur-supported institution, one of the essential elements for success is strong international cooperation. Therefore, further development steps in the field of green mobility should go in the direction of strengthening international cooperation, further networking and joint development steps. Networking can be implemented both at the level of regions and cities and through the cooperation of entrepreneurs, universities and research organisations, entrepreneurial support institutions and the like.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is part of the overall efforts of Istria County for further networking and partnerships at the regional and international level. Through such partnerships, new ideas are developed, new projects are collaborated, and knowledge is exchanged. Needs to be adapted to the existing regional level.



## THE RELEVANT ACTORS OF CHANGE

- Clusters
- Networks
- Development agencies
- Universities / research centres



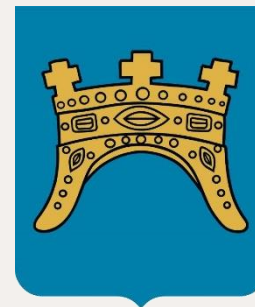
## MEASURES NEEDED FOR IMPLEMENTATION

- Collection and analysis of potential partners for further steps in the field of green mobility
- Networking and building new collaborations
- Sharing experiences and mutual learning



# County of Split-Dalmatia (Croatia)

Policy recommendations developed by the County of Split-Dalmatia (SDC)



# Strategically support green and smart mobility solutions in the County of Split-Dalmatia



## DESCRIPTION OF THE POLICY RECOMMENDATION

Public authorities in the County of Split-Dalmatia (SDC) should be promoters of the green and smart mobility and look for opportunities in each and every project to promote and implement green and smart mobility solutions in everyday life.

This policy recommendation is pointed towards active support of the public authorities throughout promotion of initiatives aimed at implementing multimodal transport solutions as well as technological solutions that enable citizens to travel more easily (e.g. bicycle stations at bus terminals, a smart card for different means of transport throughout the region, etc.).



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter. Consequently, there are no specific elements to be taken into account for a successful implementation.



## THE RELEVANT ACTORS OF CHANGE

- Main actors: Public authorities
  - Cities (municipalities)
  - Regions (counties)
- To a lesser extent: actors helping the SMEs to participate in the experimentations
  - Local / regional economic development agencies
  - Business supporting organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- Planning and development based on the green and smart mobility
- Public procurement policy conducive to innovation and low-emissions solutions for transport and logistics operations
- Financial support for companies to invest in innovative and cleaner solutions (e.g. purchase of new vehicles, technologies, etc.)

# Strengthening the cooperation of SME and large corporates



## DESCRIPTION OF THE POLICY RECOMMENDATION

Public authorities (regions, counties, cities, municipalities) should be the catalyst and connection point between large companies (e.g. Ericsson Nikola Tesla in SDC) and SMEs to deploy relevant solutions on the ground in the most efficient manner. In this way, large companies provide basic backbones and necessary technologies (e.g. 5G, Smart City platform, ...), while SMEs bring specific technological knowledge and niche expertise as well as knowledge of the specific segment of green and smart mobility, together with an understanding of the local/regional landscape.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter. Consequently, there are no specific elements to be taken into account for a successful implementation.



## THE RELEVANT ACTORS OF CHANGE

- Main actors: Public authorities
  - Cities (municipalities)
  - Regions (counties)
- Large corporates
- SMEs



## MEASURES NEEDED FOR IMPLEMENTATION

- Organising events where large corporates and SMEs are getting together (matchmaking events)
- When preparing public procurement procedures, consider how joint efforts between large enterprises and SMEs should be rewarded
- Financial support for companies to invest in innovative and green solutions (e.g. purchase of new vehicles, technologies, etc.)





# Region of Occitanie (France)

Policy recommendations developed by the  
Association for the development of professional  
training in transport and logistics (AFT)



# Promote local experimentation areas in the transport and logistics sector



## DESCRIPTION OF THE POLICY RECOMMENDATION

The transport and logistics sector is at the core of the green and smart mobility industry and therefore needs special attention and support with the aim to foster its innovation potential.

The AFT therefore recommends public authorities to support the innovation capacities of local and regional T&L companies through Low Emission Zones and travel and logistics plans, which are particularly efficient tools for developing innovative projects for local businesses as they can:

- Encourage the energy transition by increasing the weight of environmental criteria in public consultations
- Enable innovative and local solutions to be competitive in public procurement tenders
- Set up regulations at the level of the municipalities that are favourable to CO<sub>2</sub>-saving solutions and that are supported by local players



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter. Consequently, there are no specific elements to be taken into account for a successful implementation.



## THE RELEVANT ACTORS OF CHANGE

- Main actors: Public authorities
  - Cities
  - Regions
- To a lesser extent: actors helping the SMEs to participate in the experimentations
  - Local / regional economic development agencies
  - Business supporting organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- Public procurement policy conducive to innovation and low-emissions solutions for transport and logistics operations
- Financial support for companies to invest in innovative and cleaner solutions (e.g. purchase of new vehicles, technologies, etc.)
- Involvement of professionals/representatives from the transport & logistics sector in collective actions and decision-taking procedures to implement solutions that fit all needs (responding to social and environmental requirements and economic feasibility)

# Support companies in their energy transition



## DESCRIPTION OF THE POLICY RECOMMENDATION

Companies need long-term visibility on the orientations of public policies in the field of the energy transition to be able to plan ahead and invest in the relevant solutions. It is therefore of utmost importance that public authorities provide the businesses with information about their public investment and development plans with regards to the necessary infrastructure for renewable energies (e.g. electricity, gas and/or hydrogen recharging stations and terminals, etc.).



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter. Consequently, there are no specific elements to be taken into account for a successful implementation.



## THE RELEVANT ACTORS OF CHANGE

- Main actors: Public authorities
  - Cities & Regions
  - Local/regional/national public authorities responsible for environment, energy and sustainable development
- To a lesser extent: actors helping the SMEs
  - Local/regional economic development agencies
  - Business supporting organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- Transparency and long-term public policy so that companies feel confident about what kind of vehicles and technologies to invest in
- Involvement of professionals/representatives from the transport & logistics sector in collective actions and decision-taking procedures to implement solutions that fit all needs (responding to social and environmental requirements and economic feasibility)
- Encourage energy transition by increasing the weight of environmental criteria in public consultations



## DESCRIPTION OF THE POLICY RECOMMENDATION

The Occitanie region is one of the leading regions for research in France and invests heavily in research and development. Numerous clusters were created during the last years to support the region's companies. This ecosystem bears a great potential for innovation, but there is one weakness: there is currently no coordinating actor or organisation existing.

We therefore recommend setting up structuring inter-cluster governance to:

- Create the link and encourage trust between the different entities to facilitate the sharing of experiences
- Stimulate cross-fertilisation and develop common projects – the driving force behind concrete collaborations: maintain dynamics, pursue visible and measurable objectives, with a timetable for their implementation, and potentially mobilise EU funding
- Strengthen the position of regional actors of change in the field of green and smart mobility
- Create a multiplier effect to their involvement in the different strategic networks

*A successful governance structure also facilitates the representation in national or European organisations as well as the ability to cooperate on a transnational level with actors from different regions within Europe.*



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation needs to be adapted to the existing regional research and innovation ecosystem of the territory, to which it will be transferred. In the Occitanie region, the regional economic development agency "AD'OCC" is best placed to take over the responsibilities and missions of a coordinating actor. In other contexts, this actor could also be a university or research centre or even a public authority.



## THE RELEVANT ACTORS OF CHANGE

- Clusters
- Networks
- Local / regional economic development agencies
- Universities / research centres
- Public authorities: Regions



## MEASURES NEEDED FOR IMPLEMENTATION

- Setting up structuring inter-cluster governance at regional level to bring the different actors together

# Strengthen access to funding for the projects of local and regional players



## DESCRIPTION OF THE POLICY RECOMMENDATION

The Green mind services testing with SMEs from the Occitanie region revealed that these small and middle-sized businesses need strong support during all the stages to be able to access public funding opportunities.

It is therefore necessary to set up a “one-stop shop” where companies in the green and smart mobility sector can find information on the funding opportunities for which their projects are eligible, whether it is an investment project for new equipment or a project to develop technological, process or organisational innovation. This actor or organisation needs to offer efficient solutions to support companies in setting up their projects throughout the entire process, from identifying suitable funding sources to submitting the application. This can be organised, for example, through a network of experts on technical and innovation management subjects.

*This organisational structure at regional level will enable SMEs to seize the immediate opportunities linked to the European Green Deal or the regional / national recovery plans.*



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation needs to be adapted with regard to the existing regional business support organisations and the general innovation ecosystem of the territory, to which it will be transferred. In the Occitanie region, the regional economic development agency “AD’OCC” is the most relevant actor to accompany SMEs from the first to the last stage of the submission of a proposal for public funding. In other territorial contexts, this actor could also be a cluster or network.



## THE RELEVANT ACTORS OF CHANGE

- Local / regional economic development agencies
- Clusters
- Networks



## MEASURES NEEDED FOR IMPLEMENTATION

- Create a “one-stop shop” at regional level where companies in the green and smart mobility sector can find information on the funding opportunities and get help to submit a proposal





# Region of Central Macedonia (Greece)

Policy recommendations developed by the Centre for  
Research and Technology Hellas (CERTH)



**CERTH/HIT**  
Hellenic Institute  
of Transport

# Facilitate cooperation between businesses to enhance their competitiveness



## DESCRIPTION OF THE POLICY RECOMMENDATION

The continuous technological developments create new requirements and needs that enterprises are not always able to follow. It is therefore necessary for them to cooperate with other enterprises and form synergetic schemes so that they can combine different skills and expertise to develop competitive products and services, and, as a result, remain competitive in the market. CERTH recommends local and regional public authorities to promote the development of processes that aim at interconnecting the stakeholders of the local green and smart mobility ecosystem and forging an attitude and appetite for business collaboration and open innovation.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

These measures can be utilised in every region, but each regional authority should develop the proposed repository dedicated to local needs and including the necessary data that it has available through a business model that is the most appropriate to it.



## THE RELEVANT ACTORS OF CHANGE

- Public authorities: Regions
- Business supportive organisations and associations



## MEASURES NEEDED FOR IMPLEMENTATION

- Hosting and supporting workshops and events that develop ties between the business actors of the local ecosystem and facilitate business-to-business collaboration (e.g. through initiatives for formation of synergetic associations such as business clusters)
- Promoting through incentives the exchange of data among business partners for product and service development that cover local mobility needs
- Promoting through a collective knowledge repository the public provision of data so that everyone can utilise it and develop new products/services

# Transfer research results from research to enterprises



## DESCRIPTION OF THE POLICY RECOMMENDATION

In the Region of Central Macedonia, a knowledge production system consisting of acknowledged scientific and research organisations and highly skilled scientific human resources has been developed during the last couple decades. Despite the strong research community and the high quality of research results that arise through several research projects, there is a lack of the appropriate mechanisms for transferring results to the market. Business organisations have a reluctance to collaborate and exchange information with the research organisations for transforming these results into real products or services that can be placed into market. CERTH recommends local and regional public authorities to promote the development of processes that aim at promoting collaboration between the Triple-Helix actors (industry-research-authorities) of the green and smart mobility.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context. Regions can direct some of their investments on innovation infrastructure with specific purpose or to promote innovation and support policies for IPR protection and patenting. Local conditions drive the applicability of measures.



## THE RELEVANT ACTORS OF CHANGE

- Public authorities: Regions, municipalities
- Research organisations
- Clusters



## MEASURES NEEDED FOR IMPLEMENTATION

- Promote multi-disciplinary research and innovation team building and the co-location of business and research teams (e.g. co-working spaces)
- Reinforce research and innovation ventures with specialised, state-of-the-art equipment and research infrastructure
- Facilitate Intellectual Property Rights registration and patenting product and service ideas



## DESCRIPTION OF THE POLICY RECOMMENDATION

Small and medium-sized enterprises (SMEs) in the Region of Central Macedonia lack the capacity for accessing funding. As pointed out during the activities of Green mind, “funding is a major obstacle for the further development” of their activities. CERTH suggests that a holistic approach and support on funding opportunities has to be designed so that each enterprise can have equal and unobstructed access to funding. Starting from the existing regional innovation one-stop-shop, we suggest that the regional authorities develop an end-to-end process to support enterprises identify their needs, explore different funding opportunities, and submit their interest for funding.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

The specific recommendation can be applied to every territory through the initiative of a regional authority and can be adapted to the specific needs of each region. For example, we recommend a physical office that will offer the support to enterprises since personal communication turns to be more productive but it could also offer services through online communication or through events that will support simultaneously more than one enterprise.



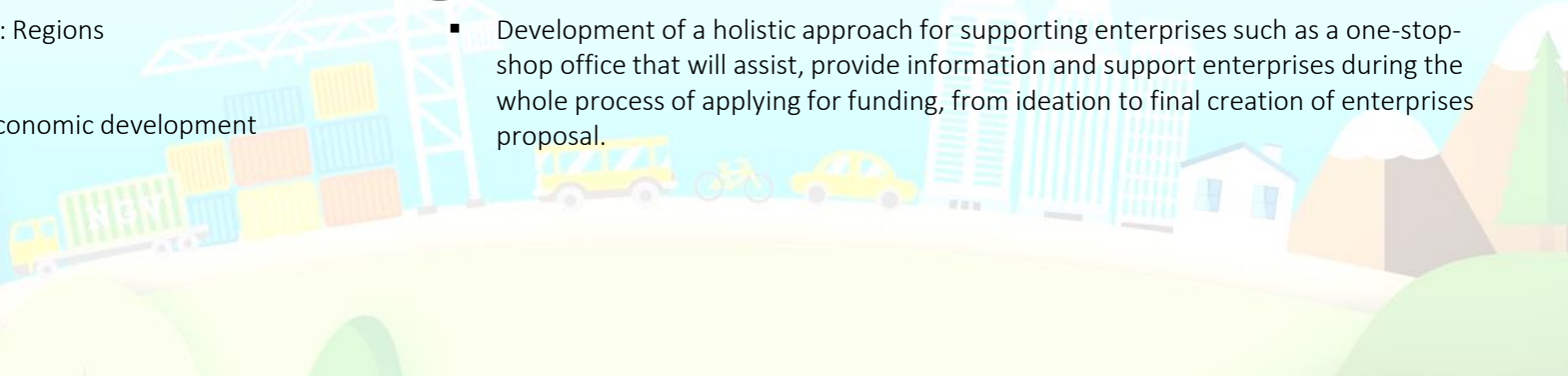
## THE RELEVANT ACTORS OF CHANGE

- Public authorities: Regions
- Enterprises
- Local / regional economic development agencies



## MEASURES NEEDED FOR IMPLEMENTATION

- Development of a holistic approach for supporting enterprises such as a one-stop-shop office that will assist, provide information and support enterprises during the whole process of applying for funding, from ideation to final creation of enterprises proposal.





## DESCRIPTION OF THE POLICY RECOMMENDATION

Small and medium-sized enterprises (SMEs) in the Region of Central Macedonia lack the capacity to follow the digital developments of Industry 4.0 and Logistics 4.0 in regards to disruptive technologies, such as the Internet of Things (IoT), 5G, Artificial Intelligence (AI) and Virtual Reality (VR) technologies, and so on, that are the enablers of a variety of future mobility applications such as autonomous-automated vehicles, dynamic algorithms for navigation, adaptive traffic management and drones utilisation in mobility. CERTH suggests the development of training schemes that aim to support local SMEs to close the digitalisation gap and follow the pace of digital development.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context. However, the level of digitalisation that local enterprises may have achieved will drive the applicability of measures. For instance, in some more technologically advanced regions preliminary measures such as the development of social media identity may not be applicable.



## THE RELEVANT ACTORS OF CHANGE

- Public authorities: Regions, national
- Enterprises
- Local / regional economic development agencies
- Universities



## MEASURES NEEDED FOR IMPLEMENTATION

- Starting from the basic steps, there is a need for funding initiatives for digital transformation of enterprises on their daily operation (e.g. develop social media accounts, use cloud technologies, introduce cybersecurity)
- Development of training seminars for SMEs
- Integration and upgrade of universities curricula including lessons on new technologies in order to train the new professionals to be able to correspond to market needs





## DESCRIPTION OF THE POLICY RECOMMENDATION

There is an opportunity in the Greek market for investments in electromobility as there are some national initiatives and we recommend measures to be taken at cities' level.

Although the establishment of the required infrastructure for electromobility such as chargers may need national initiatives in order to be developed, there are also opportunities for enterprises that want to expand their business activities such as development of applications or other supportive modules to the electromobility.

At regional level, CERTH recommends the promotion of electromobility through measures for discouragement of non-electric vehicles usage.

Also, it recommends awareness raising events for citizens, about the benefits of electromobility and although our region organises one related event, we recommend such initiatives to be increased.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

There are no specific measures needed for the application of these measures and this policy recommendation.



## THE RELEVANT ACTORS OF CHANGE

- Public authorities: Regions, national
- Enterprises
- Local / regional economic development agencies



## MEASURES NEEDED FOR IMPLEMENTATION

- a) Restrictions for usage of nonelectric vehicles in the city centres
- b) Facilitation of establishment of infrastructure to support penetration of electromobility
- c) Initiatives and offers for those utilising electric vehicles
- d) Awareness raising events about the benefits of electromobility



## DESCRIPTION OF THE POLICY RECOMMENDATION

Development of innovation infrastructure can host diverse activities (industrial, research, test-beds, business, training, etc.) and facilitate the needs of small and medium-sized enterprises (SMEs) for open innovation and collaboration. Through extensive collaboration and the co-location of research and innovation (R&I) activities, enterprises can increase their innovative capacity, build new capabilities through sharing skills, knowledge and resources, and, in turn, become more competitive. A private-public initiative for the future development of such infrastructure is currently under development in the Region of Central Macedonia. CERTH recommends local and regional public authorities to support the development of such initiatives that benefit directly the local SMEs, the collaboration between research and industry, and the innovative capacity of the region in total.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context. However, its successful implementation requires regional long-term strategical planning and the willingness to invest in infrastructure and operations (either from private sector or through public/private collaborations).



## THE RELEVANT ACTORS OF CHANGE

- Public authorities: Regions
- Business sector
- Clusters/Business supportive organisations and associations



## MEASURES NEEDED FOR IMPLEMENTATION

- Development of physical infrastructure to host business activities and support the co-location of R&I projects
- Development of incubators and business supportive mechanisms to enhance the innovative capacity of the local SMEs and fuel the creation of new ones (e.g. start-ups, spin-offs, etc.)



# Region of Emilia-Romagna (Italy)

Policy recommendations developed by the SIPRO  
Development Agency (SIPRO)





## DESCRIPTION OF THE POLICY RECOMMENDATION

The transport and logistics sector is at the core of urban life. It allows city functioning and fosters businesses competitiveness in urban centres.

SIPRO recommends public authorities, and in particular the City of Ferrara, to deliver city logistics actions which match business competitiveness and transport environmental sustainability. The main recommended actions focus on:

- Alternative fuels promotion, in particular e-mobility;
- Urban freight regulations and their simplification;
- Schemes for the optimal use of existing logistics platforms;
- Logistics outsourcing.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation specifically focuses on Ferrara. We note that greening the freight transport industry is a strategic action for most EU cities, but each urban context needs specific actions based on its characteristics and needs.



## THE RELEVANT ACTORS OF CHANGE

- City of Ferrara
- Business associations
- Logistics providers
- Shops and businesses in the urban centre
- SIPRO



## MEASURES NEEDED FOR IMPLEMENTATION

- Prepare Delivery and Servicing Plans (DSP) in specific urban areas, with special focus on promoting logistics outsourcing (focus on own account transport);
- Deliver a specific study on actions to promote sustainable urban freight schemes, in particular on how exploiting existing logistics platforms for last mile deliveries;
- Deliver e-mobility actions, including demand analysis, charging network planning, and the business case for e-mobility in Ferrara;
- Simplify urban freight regulations, and prepare the future regulations to enter Ferrara Limited Traffic Zone, including a detailed analysis of pricing and permissions;
- Plan a detailed urban freight data collection campaign to inform future policies.

# Foster sustainable mobility for tourism competitiveness



## DESCRIPTION OF THE POLICY RECOMMENDATION

Mobility services and infrastructures are key assets in the tourism business. They foster accessibility to touristic sites and drive territorial competitiveness. Planning and delivering sustainable mobility systems for tourists in Ferrara can provide value to local businesses and touristic resources protection. The main recommended priority actions focus on:

- Developing digital user information systems and wayfinding systems for tourists;
- Promoting the railway route from Ferrara to Codigoro and integrate cycle routes;
- Exploring the opportunities of touristic inland navigation on *Idrovia Ferrarese* and the river *Po*;
- Assessing the possibility to enhance integrated and sustainable transport services (including flexible or seasonal services, e-mobility and cycling).



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

The recommendation specifically focuses on Ferrara, but it can be extended to other areas of Emilia-Romagna region based on the specific analysis of tourists' mobility needs, and of the mobility and touristic supply.



## THE RELEVANT ACTORS OF CHANGE

- City of Ferrara
- Province of Ferrara
- Visit Romagna
- Business associations
- Touristic businesses
- Mobility and technology providers
- SIPRO



## MEASURES NEEDED FOR IMPLEMENTATION

Green Mind delivered a first analysis of opportunities and challenges in sustainable mobility for tourists. The first measure to deliver actions is the preparation of a plan for touristic sustainable mobility, including priority touristic itineraries and related mobility services. This should include feasibility studies for micro-mobility hubs at key touristic destinations.



# Develop an action plan for sustainable mobility innovation



## DESCRIPTION OF THE POLICY RECOMMENDATION

Multiple initiatives and projects with focus on sustainable mobility and innovation in transport are ongoing in Ferrara. Key project areas include:

- Big data for mobility behaviour analysis;
- Pilot projects for sustainable mobility in commuting;
- Urban regeneration with focus on transport facilities and services;
- Technology applications and smart mobility solutions.

This recommendation focuses on engaging all the main mobility players in Ferrara and prepare a sustainable and innovative mobility action plan which brings into a coherent framework the ongoing projects and initiatives, as well as future priority projects.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

The action plan may inform other middle-sized urban centres on the sustainable and innovative mobility actions that they can undertake. Future EU-funded projects may be the means to exchange experience among policy makers.



## THE RELEVANT ACTORS OF CHANGE

This policy recommendation should involve all the main players in Ferrara under the coordination of SIPRO. These include public authorities (City, Province), AMI Ferrara (the public transport agency), mobility and technology providers, and research bodies.



## MEASURES NEEDED FOR IMPLEMENTATION

A cooperation platform involving key stakeholders is already active in Ferrara. The recommendation is bringing ongoing actions into a consistent and phased framework, and further feed this framework with specific feasibility studies on sustainable and innovative mobility projects in Ferrara. An example of project which could well suite the integration of ongoing initiatives is the preparation of a feasibility study of micro-mobility hubs and its subsequent delivery in 2021-2022.



# Region of Vzhonda Slovenja (Slovenia)

Policy recommendations developed by the  
E-institute (eZavod)





## DESCRIPTION OF THE POLICY RECOMMENDATION

At a time of large investments in the construction of the motorway network, rail transport has declined and become less and less competitive. It remains out of date, slow and uncomfortable. The backbone of the railway lines in Slovenia is still represented by the Southern Railway (completed in 1857) and the Jesenice - Dobovo line, which was also built more than a century ago.

Modernisation and upgrade of railway lines, signalling and safety devices, stops and stations in larger regions (Osrednjeslovenska, Podravska, Savinjska) and connections between them need to be done. The latter mainly includes the high-speed railway connection Ljubljana - Celje - Maribor, with connections to other regional centres.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation concerns the whole Slovenian territory and is also linked internationally: railways are included in the European networks and good international connections with neighbouring countries are important: Austria, Italy, Croatia and Hungary.



## THE RELEVANT ACTORS OF CHANGE

- Ministry of Infrastructure of the Republic of Slovenia and the government who will set the priorities in investments in public infrastructure in the future investing period.



## MEASURES NEEDED FOR IMPLEMENTATION

- Ensuring the national in EU funding for investments (who are extensive and long-term)
- Preparation of the National Railway Construction Programme, which plans new railway corridors and introduces measures to revitalise regional lines.





## DESCRIPTION OF THE POLICY RECOMMENDATION

- Investments in national and local infrastructure – mainly for daily mobility and also investments in so called „bike high-ways“, guarded and covered bicycle parking, equipping workplace locations with showers and changing rooms...)
- Development of bike rental systems in connection with public transport stops which are coordinated among regions
- Incentives for individuals and businesses to purchase e-bikes



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation concerns the whole Slovenian territory, which eases its transferability to territories outside the Green mind's perimeter. Consequently, there are no specific elements to be taken into account for a successful implementation. It is important that the strategies get connected not just between the municipalities but also regionally and nationally.



## THE RELEVANT ACTORS OF CHANGE

- Local municipalities who can include these recommendations as priority in their Integrated Transport Strategies of municipalities
- Ministry of Infrastructure of the Republic of Slovenia and the government who can support such actions on national level



## MEASURES NEEDED FOR IMPLEMENTATION

- Ensuring the local, national in EU funding for investments
- Putting these activities into Integrated Transport Strategies of municipalities and regions
- Raising awareness among citizens about benefits of walking and cycling



## DESCRIPTION OF THE POLICY RECOMMENDATION

### Developing mobility as a service (development of *mobility platforms and micromobility*)

Mobility is experiencing an evolution from a transport between two points to a comprehensive mobility as a service on demand. In the battle of monetisation of new business models, the most successful are those services that put the user experience at the forefront, while at the same time building ecosystems that are offering complementary services.

Public transport urgently needs information update and connection of all providers, bicycle rental systems, car sharing systems into mobility as a service.

In particular the younger generations are opting for a model of sharing economy, which can be represented by the sharing of a single fleet of vehicles (Avant car), the division of transport to work (Prevozi.org) or peer sharing of vehicles (Giro Car Share).

Slovenia is slowly following the trend of shared mobility in Europe.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation concerns whole Slovenian territory, and it is important is that the strategies get connected not just between the municipalities but also regionally and nationally.



## THE RELEVANT ACTORS OF CHANGE

- SMEs that can develop new business models and develop and organise such platforms as well as complementary services
- Local municipalities that can include these as priority in their Integrated Transport Strategies of municipalities and regions and also use these services at their work to set an example
- Ministry of Infrastructure of the Republic of Slovenia that can support such actions on national level



## MEASURES NEEDED FOR IMPLEMENTATION

- Putting these activities into Integrated Transport Strategies of municipalities and regions
- Supporting SMEs to develop new business models, develop and lead mobility platforms
- Actions to raise awareness of benefits of shared mobility among citizens





## DESCRIPTION OF THE POLICY RECOMMENDATION

The Motor Vehicle Tax Act needs to be amended, the scale for CO<sub>2</sub> tax rates needs to be updated (in a way that encourages the use of cleaner cars).

In 2020, the Ministry of Finance published a proposal to revise the Motor Vehicle Tax Act, which stipulates a relatively low tax, especially compared to foreign experience, up to an emission value of 200 gCO<sub>2</sub> / km. Such an arrangement does not stimulate the use of cleaner and electric vehicles, which would be made possible by the introduction of additional tax classes.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation concerns the whole Slovenian territory, which eases its transferability to territories outside the Green mind's perimeter. The political will needs to be taken into account for a successful implementation.



## THE RELEVANT ACTORS OF CHANGE

- Government of Slovenia, which can vote for such an amendment (there needs to be political will to make legal changes)
- Automotive cluster together with the Chamber of Commerce can produce figures and analyses for the political decision makers



## MEASURES NEEDED FOR IMPLEMENTATION

- Prepare the analyses and models on the financial effects of such amendment
- Present the findings of the analyse to the political decision makers who will pass new laws or the appropriate amendment to the current law

# Subsidy scheme for electric vehicles and incentives for infrastructure for alternative fuels and electromobility



## DESCRIPTION OF THE POLICY RECOMMENDATION

Improve the subsidy scheme for electric vehicles and implement financial incentives for infrastructure for alternative fuels and electromobility (including the installation of charging infrastructure for the occupants of multi-apartment buildings, which should also include the case where the owners of apartments / vehicles are not also the owners of parking spaces).

In accordance with the plan in the Integrative National Energy and Climate Plan of the Republic of Slovenia, the subsidy scheme for electric vehicles should be improved as soon as possible in order to increase the cost-effectiveness of these incentives by setting a limit on the subsidised vehicles. Incentives over the years should be lower.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation concerns the whole Slovenian territory, and it is important that the strategies get connected not just between the municipalities but also regionally and nationally.



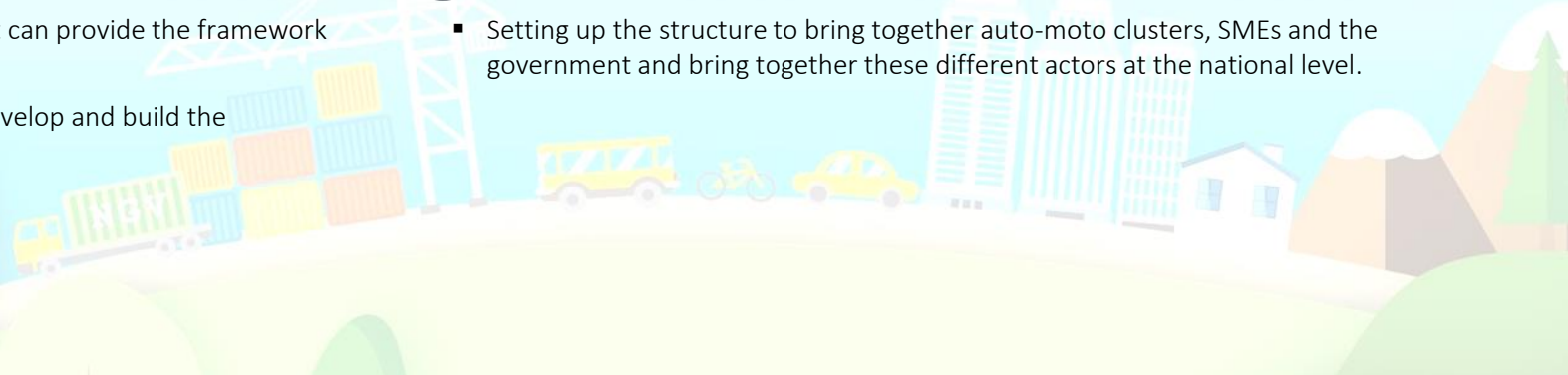
## THE RELEVANT ACTORS OF CHANGE

- Government that can provide the framework for subsidies
- SMEs that can develop and build the infrastructure



## MEASURES NEEDED FOR IMPLEMENTATION

- Setting up the structure to bring together auto-moto clusters, SMEs and the government and bring together these different actors at the national level.



# Reimbursement for means of transport to work



## DESCRIPTION OF THE POLICY RECOMMENDATION

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



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation concerns the whole Slovenian territory, and it is important that the strategies get connected and include all sectors. The political will and social consensus is important to make this recommendation successful.



## THE RELEVANT ACTORS OF CHANGE

Main Actors:

- Chambers of Commerce
- Clusters
- Unions
- Government
- SMEs



## MEASURES NEEDED FOR IMPLEMENTATION

- Setting up the structure to bring together auto-moto cluster, Chambers of Commerce, SMEs (as employers) and the government and bring together these different actors at the national level.



## DESCRIPTION OF THE POLICY RECOMMENDATION

### Parking restrictions (especially for long-term parking)

The vision that has become established in Slovenian cities/towns are city centres without cars.

The current minimum parking standards encourage the ownership and use of a car, which is not in line with the vision of urban development.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation concerns the whole Slovenian territory. It is of course mainly up to the municipalities to decide how strict the parking restrictions will be and how much territory of the city it will include.



## THE RELEVANT ACTORS OF CHANGE

- Municipalities and city councils
- Citizens



## MEASURES NEEDED FOR IMPLEMENTATION

- Setting up the structure to bring together municipalities and citizens at local and regional level to enhance the communication and discussion
- Developing alternatives (e.g. setting up P+R systems and quality public transport)
- Raising awareness of benefits of such policy and gaining trust and support of citizens for it



# Region of Andalusía (Spain)

Policy recommendations developed by the Andalucía  
Smart City Cluster (ASCC)







## DESCRIPTION OF THE POLICY RECOMMENDATION

In Andalusia, there is a high use of the private vehicles instead of public transport. This fact is due to several issues such as:

- The diffuse urbanisation model is getting more and more predominant
- Lack of suitable public transport
- Transport service with few frequencies and lack of punctuality
- Lack of custom and awareness by citizens

But although people keep using public vehicles, COVID situation has forced some cities to implement “radical” measures, which are promoting the use of public transport, but it is not enough. It is still necessary to work in several directions: citizens, public managers and public transport to raise awareness, act and modernise.

Besides promoting the use of public transport, there will be a clear contribution to the achievement of two SGDs: SGD 11 reducing the impact that transport has on cities; SGD 13 reducing the pollution (climate action).



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation could be transferred using initiatives of cooperation within interregional programmes.

Another suitable initiative could be CIVITAS as a network of cities for cities dedicated to a cleaner and better transport in Europe and beyond.



## THE RELEVANT ACTORS OF CHANGE

- Main actors: Public authorities
  - Cities
  - Regions
- To a lesser extent:
  - SMEs
  - Business supporting organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- To develop policies to increase the use of public transport
- To organise campaigns to motivate citizens to use more the public transport service
- To renovate and/or modernise public transport
- To promote the change of public transport to electric one
- To share public transport between cities

# Increase facilities and the use of technology for public transport



## DESCRIPTION OF THE POLICY RECOMMENDATION

The regional government has made a diagnosis on the “smart” development of a sample of cities, and it has shown a lack of:

- Intermodal platforms to promote public transport
- Facilities for citizens to use public transport
- Last miles solutions

But although most of the cities still require solutions, one advantage is that there is a high deployment of solutions from both, industry and academia. And these solutions are beginning to form part of mobility plans in cities.

The use of technology and knowledge will increase the use of public transport, but it is necessary that this implementation takes place within the framework of a strategy. Therefore, the first recommendation is to define a mobility strategy to identify needs, strengths and resources for public transport use.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

We propose cities to take part in cooperation projects within interregional programmes to share best practices. Also, SMEs can be part of the transfer by taking the knowledge to other cities (exportation).

Another suitable initiative could be CIVITAS as a network of cities for cities dedicated to a cleaner, better transport in Europe and beyond.



## THE RELEVANT ACTORS OF CHANGE

- Main actors: Public authorities
  - Cities
  - Regions
  - SMEs
  - Clusters and business supporting organisations



## MEASURES NEEDED FOR IMPLEMENTATION

- To rise awareness and train public managers on the need to design a mobility strategy towards the use of public transport
- To develop activities to connect public managers with industry and academy to know about technology and facilities to support public transport
- To involucrate organisations such as clusters as facilitators
- To train citizens in the use of facilities/technology



## DESCRIPTION OF THE POLICY RECOMMENDATION

The Regional Sustainable Development Strategy for Mobility and Innovation 2030 shows that freight transport in Andalusia is mainly shipped by road (more than 50%), while freight transport by rail represents less than 1%. The rest is accounted for by maritime transport.

In Spain as a whole, freight transport by rail is higher, but still quite low at around 4 %.

Nevertheless, Andalusia has to work hard to increase the use of rail and reduce the use of road transport, which results in the emission of millions of tons of carbon dioxide into the atmosphere.

In fact, 10 years ago, Europe already showed its interest in shifting part of its freight transport from road to rail, with a target of 30% shift by 2030 and more than 50% by 2050.



## HOW TO TRANSFER THIS RECOMMENDATION TO OTHER TERRITORIES OF THE GREEN GROWTH COMMUNITY?

This recommendation is not linked to a specific territorial context, which eases its transferability to territories outside the Green mind's perimeter. Consequently, there are no specific elements to be taken into account for a successful implementation.



## THE RELEVANT ACTORS OF CHANGE

- Main actors:
  - National and regional governments
  - Public companies



## MEASURES NEEDED FOR IMPLEMENTATION

- Setting up decisions at governance both at regional and national levels to join forces and to put all the actors together to develop a strong strategy to increase the use of railway for freight transport



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