

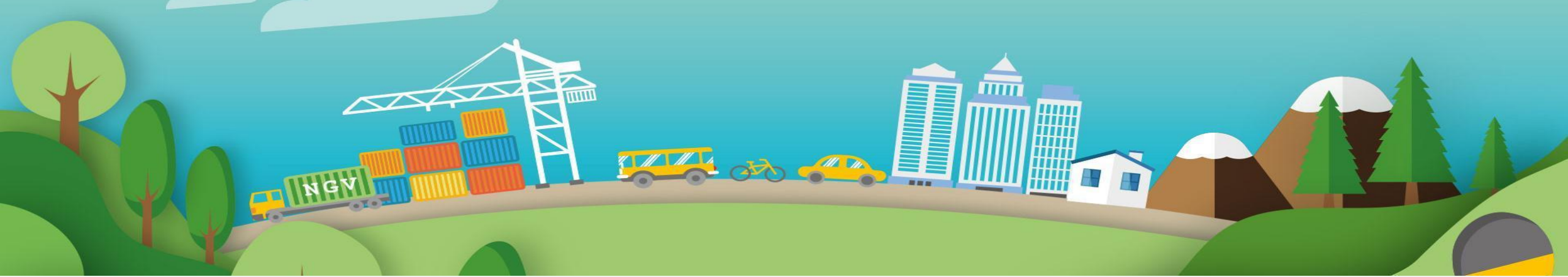
**Interreg**  
Mediterranean



# RECOMMENDATIONS

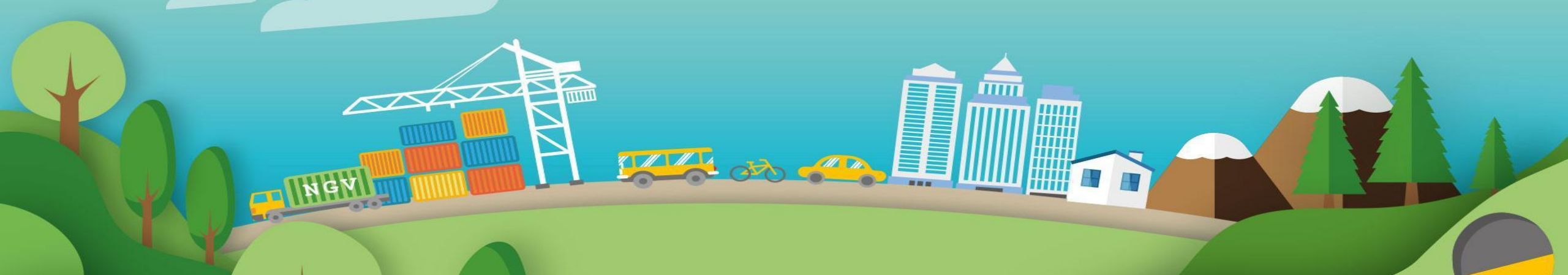
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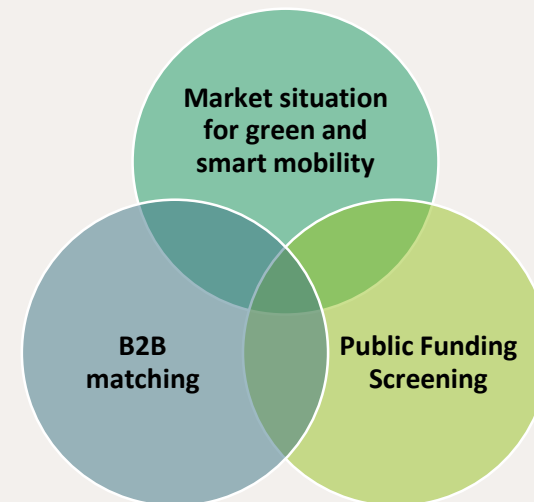
# The Green mind project

& its results



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Between 2018 and 2020, the Green mind project has tested three **pilot services** designed to improve the competitiveness and innovation capacity of SMEs in the green and smart mobility industry. These pilot services have been set up and tested in eight regions around the Mediterranean, including Region of Central Macedonia in Greece, and will eventually form a new generalised service offer in each of the eight regions involved.



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**Workshops** organised in Pula in which stakeholders and especially SMEs were trained and informed about trends and opportunities under the 3 services



3

**On-line webinars** organized in local languages for the relevant stakeholders in CRO and BiH with the goal of implementation of the tools developed throughout the Greenmind project



**Results**  
in Istria  
county



# WORKSHOP #1

First local workshop in the County of Istria was held on 30 January 2019 with 40 participants. Istrian Development Agency held in their premises 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.





# WORKSHOP #2

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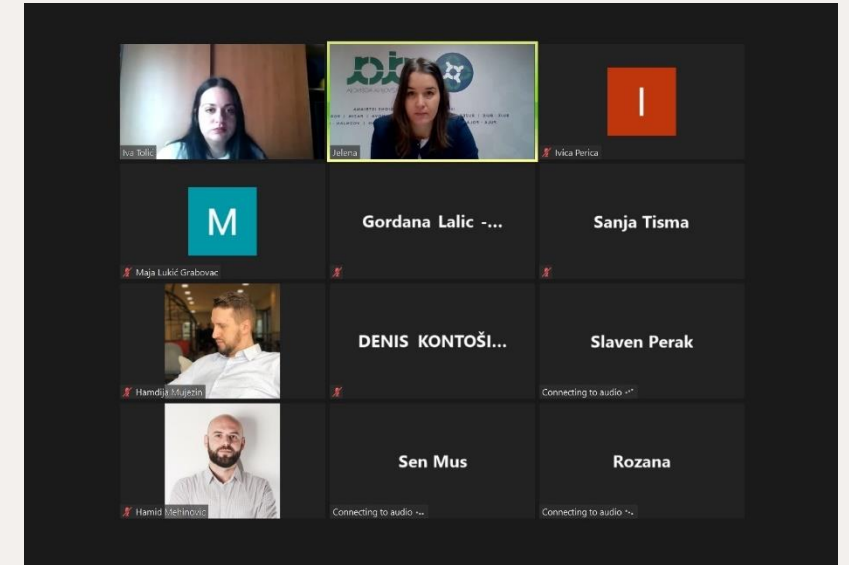
Second local workshop in the County of Istria was held on 10 September 2019 with 10 participants. By attending the workshop, involved SMEs got insight in sources where funding opportunities can be found, and all details in regard to collected fundraising opportunities in Croatia related with their business.

All possibilities were presented and explained by EU funding consultant expert for Istria 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.

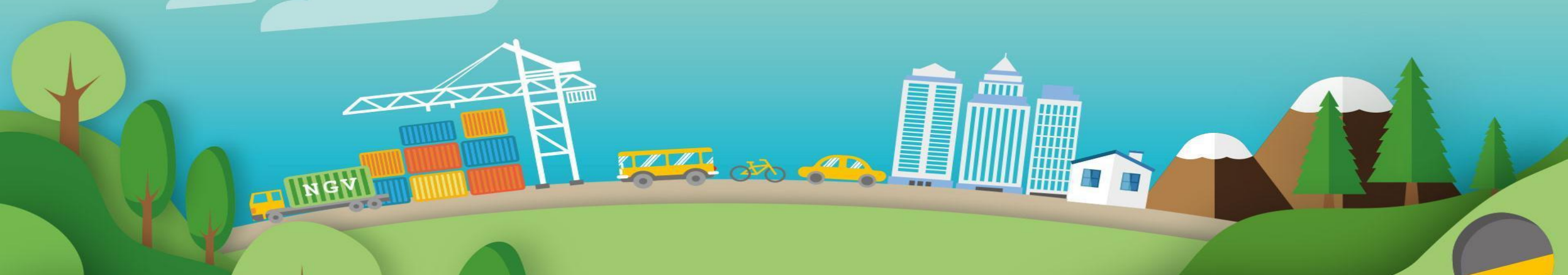


# WORKSHOP #3

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



The workshop was divided into three parts. In the introductory part the GREEN MIND project was presented. Second part was about green mobility. The last part of the workshop was a review of the situation in BiH in the field of green mobility.



# Recommendations

to boost the competitiveness and strengthen the resilience of companies in the green and smart mobility industry in the Istria county as well as to overcome the impact of the COVID-19 pandemic

# 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 recognized since 2013 and new approaches to urban mobility planning are emerging rapidly in an ever-changing urban mobility climate. Implementing policy recommendations 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 level.
- 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 organizations



## 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 organizational culture towards green businesses



### DESCRIPTION OF THE POLICY RECOMMENDATION

Although the green mobility industry is mainly related to transport 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 organizational 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 organizational 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 contributes 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 organizational values.



### THE RELEVANT ACTORS OF CHANGE

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



### MEASURES NEEDED FOR IMPLEMENTATION

- Introduction of green mobility in the organizational 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 organizations, 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 centers



### 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

# THANKS FOR YOUR ATTENTION!

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## For more information;

**Project website:** <https://greenmind.interreg-med.eu/>

**Twitter:** [@Med\\_GreenMind](https://twitter.com/Med_GreenMind)

**Facebook:** [Green mind - Interreg Med project](https://www.facebook.com/GreenMind-Interreg-Med-project)

**LinkedIn:** [green mind - GREEN and smart Mobility INDustry innovation](https://www.linkedin.com/company/green-mind-green-and-smart-mobility-industry-innovation)