

**Interreg**  
Mediterranean



# RECOMMENDATIONS

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# The Green mind project

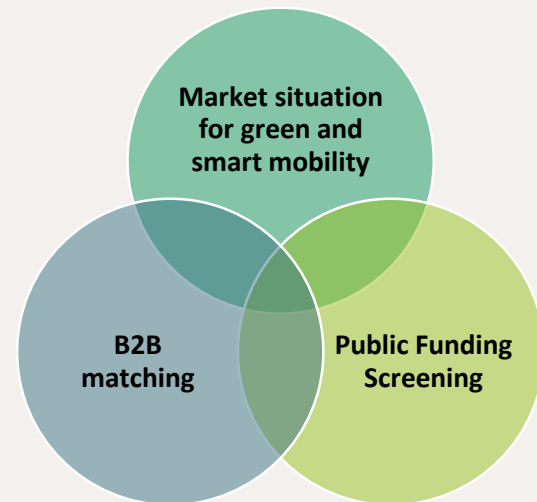
& its results



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



## Results in Region of Central Macedonia

**2** **B2B Matching events** were supported for SMEs within Technology Forum and Thessaloniki International Fair



**1** **Business cluster** in smart mobility and logistics was created with the participation of 25 SMEs of urban mobility and logistics



**3** **Projects submitted** by companies in the green and smart mobility industry for a national call





# WORKSHOP

## #1

The objective of this first workshop was to present to the local ecosystem the Green mind project and inform them about the innovation potential in green and smart mobility sector:

In total, about 60 participants attended this workshop, and representatives of academia, industry, authorities were given presentations related to the creation of innovation, opportunities for spin-offs, market intelligence tools and new business models. Finally the participants had the opportunity to get informed about the 4<sup>th</sup> generation texhnoology park that will be developed in Thessaloniki



# WORKSHOP

## #2

### *ENTREPRENEURSHIP AND INNOVATION IN GREEN AND SMART MOBILITY SECTOR*

The 15 participants had the opportunity to present their business activities, their needs and vision and identify the sectors in which they can collaborate.



Traffic management, data aggregation, sharing systems and electromobility were identified as the sub-sectors that are priorities for the local SMEs

# WORKSHOP

## #3

### *ENTREPRENEURSHIP AND INNOVATION IN GREEN AND SMART MOBILITY SECTOR*

Enterprises had the opportunity to be informed about tools for funding screening and market intelligence and discuss with a new venture capital as well as discuss about developing a business cluster to support entrepreneurship in GSM sector



# B2B Matching events

## *Technology Forum and Thessaloniki International Fair*

A B2B Matching event was organized within the Technology Forum and CERTH supported participation of SMEs under the project. Also CERTH developed a booth for the SMEs participating in the Green mind project to assist them on their extroversion and expansion of their customers network.



# A FEW RESULTS

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CERTH/HIT supported the formation of the first cluster and 25 SMEs joined forces to apply for a national funding call to form this cluster, which started its activities on October 2020



Smart Mobility &  
Logistics Solutions  
Cluster



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A new company was developed through a new synergy of 2 of the companies that participated in the project BrainBox and Geosense

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10 enterprises were supported on applying for national call and getting financial aid to develop R&D projects in GSM sector

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# Recommendations

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

# FACILITATE BUSINESSES COOPERATION TO ENHANCE THEIR COMPETITIVENESS

Local and regional authorities with the support of business supportive organizations can:

- Hosting and supporting co-creation events that develop ties between the business actors of the local ecosystem
- Promoting incentives for exchanging data and best practices among business partners
- Promoting through a collective knowledge repository the public provision of data so that everyone can utilize them and develop new products/services



## ACTORS OF CHANGE



## EXAMPLES

- Co-creation workshop for cooperative design

# TRANSFER RESEARCH RESULTS FROM RESEARCH TO ENTERPRISES

Promote the development of processes that aim at promoting collaboration between the Triple-Helix actors by:

- Promote multi-disciplinary research and innovation team building and the co-location of business and research teams
- Link investments on innovation infrastructure
- Support policies for IPR protection and patenting



## ACTORS OF CHANGE



## EXAMPLES

Development of the One-stop Liaison Office of the Region of Central Macedonia that supports enterprises by providing information about funding opportunities and other business oriented processes.

# FACILITATE DIGITAL TRANSFORMATION OF SMEs

To assist local SMEs following the digital development of Industry 4.0 and Logistics 4.0 training schemes and other initiatives should be developed to close the digitalization gap for SMEs.

This could be achieved by:

- Funding initiatives for digital transformation of enterprises on their daily operation
- Development of training seminars for SMEs
- Integrate and upgrade of universities curricula including the disruptive technologies



## ACTORS OF CHANGE



## EXAMPLE

Call for funding the digital transformation of SMEs has been launched

# INVESTMENTS IN ELECTROMOBILITY

There is a current opportunity in Greek market for investments in electromobility and the region can assist this by:

- Taking measures for dis-couraging usage of non-electric vehicles
- Organizing awareness raising events for electromobility
- Facilitate establishment of appropriate infrastructure for electric vehicles



## ACTORS OF CHANGE



## EXAMPLE

The Voltaro event which is organized by the Region of Central Macedonia is such an awareness raising event that assist the effort towards electromobility

# INVESTMENTS IN INNOVATION INFRASTRUCTURE

Development of innovation infrastructure can host diverse activities (industrial, research, test-beds, business, training etc.) and facilitate the needs of small and medium enterprises (SMEs) for open innovation and collaboration :

- Assisting development of physical infrastructure to host business activities and support R&D
- Development of incubators and other business supportive mechanisms



## ACTORS OF CHANGE



## EXAMPLE

Support of the development of ThessINTEC the new era technology park

# THANKS FOR YOUR ATTENTION!

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**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)