

Interreg
Mediterranean



Policy recommendation Region of Sarajevo (Bosnia and Herzegovina)

Table of contents

The Green mind project and its results.....	p.3
Recommendations	p.10
Business improvement	p.12
Improving strategic development	p.13
Mitigating the effect caused by COVID-19 epidemic	p.14



The Green mind project

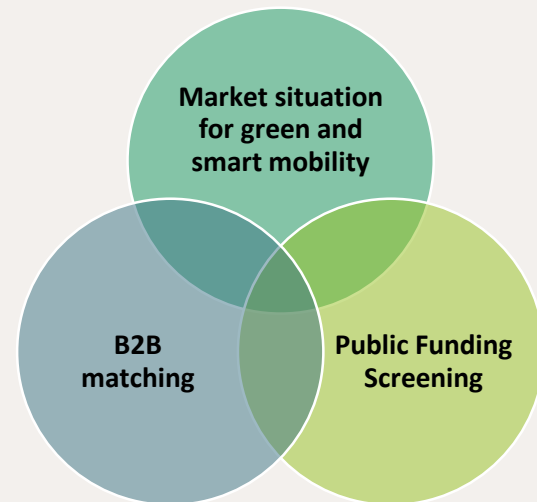
& its results



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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 Canton Sarajevo in Bosnia and Herzegovina, and will eventually form a new generalised service offer in each of the eight regions involved.

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Results

in Canton Sarajevo,
Bosna and Herzegovina

- 3 Workshops organised in Sarajevo in which stakeholders and especially SMEs were trained and informed about trends and opportunities under the 3 services
- 4 Individual diagnostic interviews carried out with companies involved in the project
- 1 Sustainable mobility plan of Canton Sarajevo was developed during project implementation and accepted by Government of Canton of Sarajevo
- 3 Projects submitted by companies in the green and smart mobility industry were supported through innovation fund Challenge 2 Change



OBJECTIVE

- presentation to the local ecosystem the Green mind project and inform them about the innovation potential in green and smart mobility sector

30 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.



March 2019

OBJECTIVE

- Testing pilot services tools



July 2019

15 participants attended this workshop, where experts presented the pilot services for Market Intelligence, i.e. excel tool and instruction on usage for market intelligence and list of identified MI experts in Bosnia and Herzegovina.

OBJECTIVE

- Presentation of 3 pilot services tools

MIRL Tool and Market Intelligence Expert List - Market intelligence service for a specific market or market segment that provides a better understanding of the green and smart mobility market and seizes new business opportunities by developing a strategic plan to take on a new market, create a new product, improve marketing, and sales techniques.

Handbook for EU funds - Support Service (application assistance) in finding potential grant funds, co-financing or favourable credit to finance business development, marketing, production and operational innovation for SMEs operating in the GSM sector.

Handbook for B2B events - Connecting Service with EU and Domestic Companies as Potential Partners for New Business Ventures and Projects - visit EU Fairs and Conferences.

November 2019



26 participants attended this workshop, where 3 pilot services were presented, based on inputs from stakeholders and SMEs. All tools are available for users online.

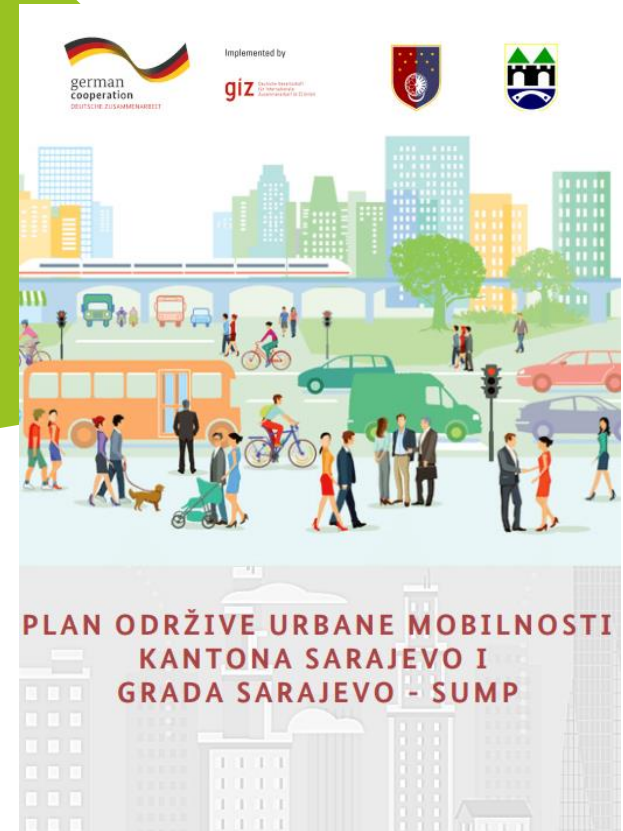
Canton of Sarajevo Initiative resulting from Green mind activities

Results of project Green Mind were used in the preparation of two strategic documents



June 2019

The Ministry of Transportation of Sarajevo of Canton and the Sarajevo Regional Development Agency SERDA signed start working on project "**Development of Electric-Powered Traffic in the Canton of Sarajevo**", with four models of traffic development in the Canton of Sarajevo.



December 2020

The Canton of Sarajevo Government adopted the **Sustainable Urban Mobility Plan**.

The purpose of the plan is to keep Canton of Sarajevo in step with modern solutions and innovations, with the aim of creating a more suitable and comfortable place for citizens.



Recommendations

to boost the competitiveness and strengthen the resilience of companies in the green and smart mobility industry in Canton of Sarajevo/ Bosnia and Herzegovina as well as to overcome the impact of the COVID-19 pandemic



BOSNIA AND HERZEGOVINA – Sarajevo region

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.



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 GSM (Green and Smart Mobility) sector. GSM in Bosnia and Herzegovina as innovative sector is making up an important part in the economy of the country.

At the beginning of 2020, there is a sharp decline in SMEs due to Covid-19 in some parts of Europe. The consequences are immeasurable and workers suddenly lose their jobs during the decline in workload. When it comes to the GSM sector, where we have an example of modern business, large number of employees continued to do their jobs using the home office or replacing their reserved conferences and educations by online platforms (Zoom, Skype, Teams, etc). Although, bearing in minds micro-enterprises in total economic activity, the loss of jobs and jobs in GSM sector in general will inevitably affect the wider 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 and communications, environment, energy and sustainable development

Others:

- Local / regional economic development agencies
- Business supporting organisations
- International organizations



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, participate 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 as a primary need of companies consider the need for better understanding of the concept of green and smart development, especially in the mobility sector, by state institutions, which should be the task of all sectors (public, private and NGO) in Bosnia and Herzegovina and international organizations, providing an adequate basis and support for the development of GSM in BiH.

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

Only the SME Development Strategy was adopted in BiH 2010, although the first proposal of the strategy was prepared in 2005, and Sustainable Urban Mobility Plan of Canton Sarajevo (SUMP) 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, only specific element to be taken into account is harmonization 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 Green and Smart mobility are suspending its expectation for 2021 as the duration of the Covid-19 effect is currently uncertain.

In BiH the restrictions which Government introduced, forced nonessential business and companies that could not meet social distancing requirements to close or scale back operations to mitigate the outbreak. In addition to the containment measures that have been introduced, eight GSM classified groups switched their business to online education, online sales management and placed their work to home office.

Defining the eight areas of the GSM sector during the pandemic, the most affected area is transport as a whole. No matter how the situation develops, steps should now be taken to help 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 centre
- 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