

Newsletter n° 1 – August 2019

## START-UP OF THE PILOT SERVICES

### INTRODUCTION – THE GREEN MIND PROJECT

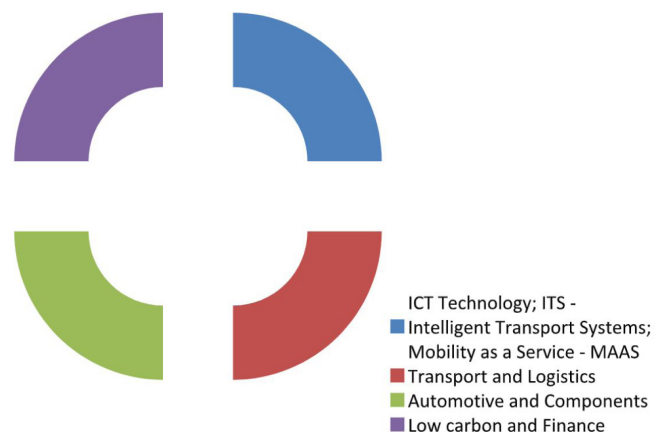
The Green mind project fosters the development of economic competitiveness and innovation in the GREEN AND SMART MOBILITY industry by reinforcing regional and transnational cooperation between businesses, research bodies and authorities.

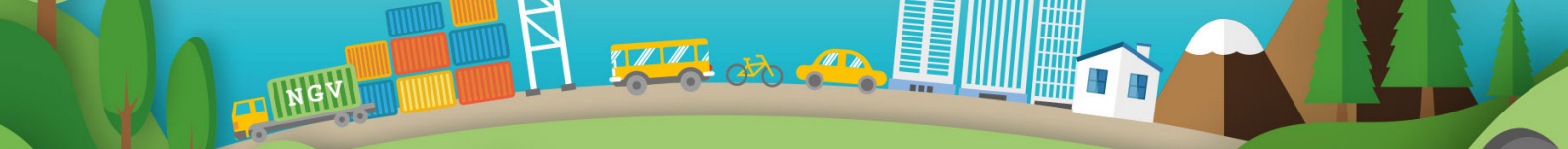
Being active in a context of fast technological advancements and increasingly restrictive environmental policies, Green mind strengthens the transnational activities of clusters and agencies to support small and medium-sized enterprises (SMEs) in exploiting and identifying market opportunities and tapping the raising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy and IT.

### START-UP OF THE PILOT SERVICES IN THE GREEN MIND PROJECT

The Green mind services are tested by provision to SMEs. The project provides three core services: **marketing intelligence**, **screening public funding** and **B2B matching activities** (such as participation to international B2B fairs or local workshops). Services are thought as an integrated package allowing SMEs (in cooperation with research bodies) to understand the market, seize funding opportunities and promoting business by internationalisation. The local networks of partners are jointly capitalised to create a transnational innovation network which will sustain the project results/services and follow up cooperation.

#### Green and smart mobility sectors represented throughout the tests:

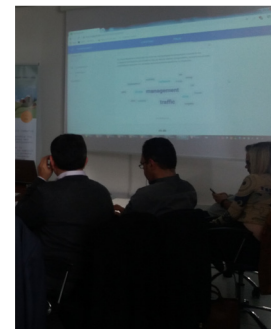




## ENTREPRENEURSHIP AND INNOVATION IN GREEN AND SMART MOBILITY INDUSTRY

### Introductory networking meeting with local SMEs

On 10<sup>th</sup> of April 2019, HIT/CERTH organised and offered the opportunity for networking and enhancement of co-operation between enterprises in the Region of Central Macedonia. During the workshop on the subject "Entrepreneurship and Innovation in Green and Smart Mobility Industry" the 15 participating companies had the opportunity to present their activities, needs and vision. In addition, they actively participated in the discussion that followed, which was coordinated by Mrs Aifantopoulou, to define the priority areas in which they could jointly invest and develop innovative products and services. The type of cooperation sought by businesses as well as the necessary components to achieve added value co-operation were two main axes where the discussion among the participants was focused. The workshop was held within the framework of the Green mind project aimed at developing entrepreneurship and innovation for small and medium-sized enterprises by strengthening regional and transnational cooperation.



## PROMOTING BUSINESS AND TECHNOLOGY PARTNERSHIPS IN SOUTH-EAST EUROPE

### B2B Matching event

In the framework of Technology Forum 2019 in Thessaloniki, Greece, a B2B matchmaking event was organised on 15<sup>th</sup> of April 2019 by PRAXI Network, coordinator of Enterprise Europe Network-Hellas. The matchmaking event's main aim was to promote business, technological and research partnerships between innovative companies, universities, research centres and other organisations. Forty participants exploited the opportunity to expand their network, explore new ideas and develop their cooperation potential. Five companies involved in the Green mind project participated in the event and HIT/CERTH was responsible to provide them the appropriate guidance in order to schedule appointments with an added value for them. Participants were in general satisfied with this event as they achieved to expand their business network and met new entrepreneurs that are active in the region enabling them to cooperate in the future.





## GREEN MIND PILOT SERVICES IMPLEMENTATION IN FRANCE



***The French Green mind partner AFT organised the second regional workshop in Montpellier on 16<sup>th</sup> of April 2019 in order to gather SMEs and other relevant stakeholders and push forward the implementation of the three pilot services.***

The Green mind project launch was organised in January 2019 when around 50 of the relevant regional stakeholders were gathered for a meeting in Toulouse. Since then, a study phase allowed identifying the needs and strategies of 13 regional SMEs of the transport and logistics (T&L) sector.

Three major innovation opportunities have emerged: digitalisation, alternative energies and the evolution of the companies' business models. This step was followed by an analysis of the innovations of solution providers in the region to respond to the T&L companies' needs.

Carriers and relevant solutions providers were then brought together through telephone and virtual meetings during a business (B2B) matching phase.

Some of these matchings met at the second regional workshop in Montpellier. These exchanges made it possible to go further with the B2B matching processes, and to discuss and start thinking about the first steps to put in place for future innovative projects. The following topics were discussed: data for better energy performance, new eco-driving incentive services, new urban delivery vehicles, service offer on school buses and coach transport, logistics and smart city, smart contract and block chain, NGV / Bio-NGV and hydrogen

outside of large urban areas, cold hydrogen groups and the deployment of hydrogen bus lines.

During the plenary phases, AFT and its external consultants furthermore presented a market observatory about the regional situation of the green and smart mobility industry, the possibilities of innovation financing and a comparison of alternative fuels. Initiatives like *Safrabusnova H2*, the hydrogen bus «Made in France», an electric tricycle for clean urban deliveries and the calls for projects of the regional economic development agency *AD'OCC* could also be showcased.

The results from the Occitanie region will be shared with the other Green mind partners to extend regional networks to transnational cooperation in innovation and green mobility between the eight involved territorial contexts.



## PARTNERS



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For more information: <https://greenmind.interreg-med.eu/>

