



# Interreg Mediterranean



PROSPECT2030 on-line workshop / 15 December 2020

## **Green and Smart Mobility Industry innovation in Med area**

County of Split and Dalmatia (CRO) / Martin Bućan



# **GREEN Mind- GREEN and smart Mobility INDustry**

**Priority Axis: 1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth**

**Priority: 1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area**

**Single-module project: Module 2- testing project**

**Start date: 01.02.2018**

**End date: 31.07.2020**

**Duration: 30 months**

**Lead partner: SIPRO Development Agency - Ferrara**



Geographical information		Share in Croatia
Total territory	14.106,40 km <sup>2</sup>	25%
Land area	4.523,64 km <sup>2</sup>	8 %
Territorial sea	9.576,40 km <sup>2</sup>	30,8%

Population (2011)		
Total	454,798	100,00
Split	175,140	39,0
Share in RC		11,0

Territorial structure	
Cities	16
Municipalities	39
Center of the county	SPLIT

Geographical subunits	
hinterland	59,88%
coastal area	21,12%
islands	19%



□ The total value of all the EU projects over 350 million euros

**The most important concluded projects:**

REMEDIO, PRISMI , CESBAMED  
CAMP SUMP  
HOLISTIC  
SOLUTION  
ALTERENERGY  
INTERMODAL  
ENERSUPPLY  
EASY

**On going projects:**

- SUTRA
- READINESS
- STEP-UP –EV charger
- REMEDIO – IMED
- GREENMIND -IMED
- JOINT\_SECAP
- SUSHI DROP
- WATERCARE
- E –CIJIZEN
- FIRESPELL

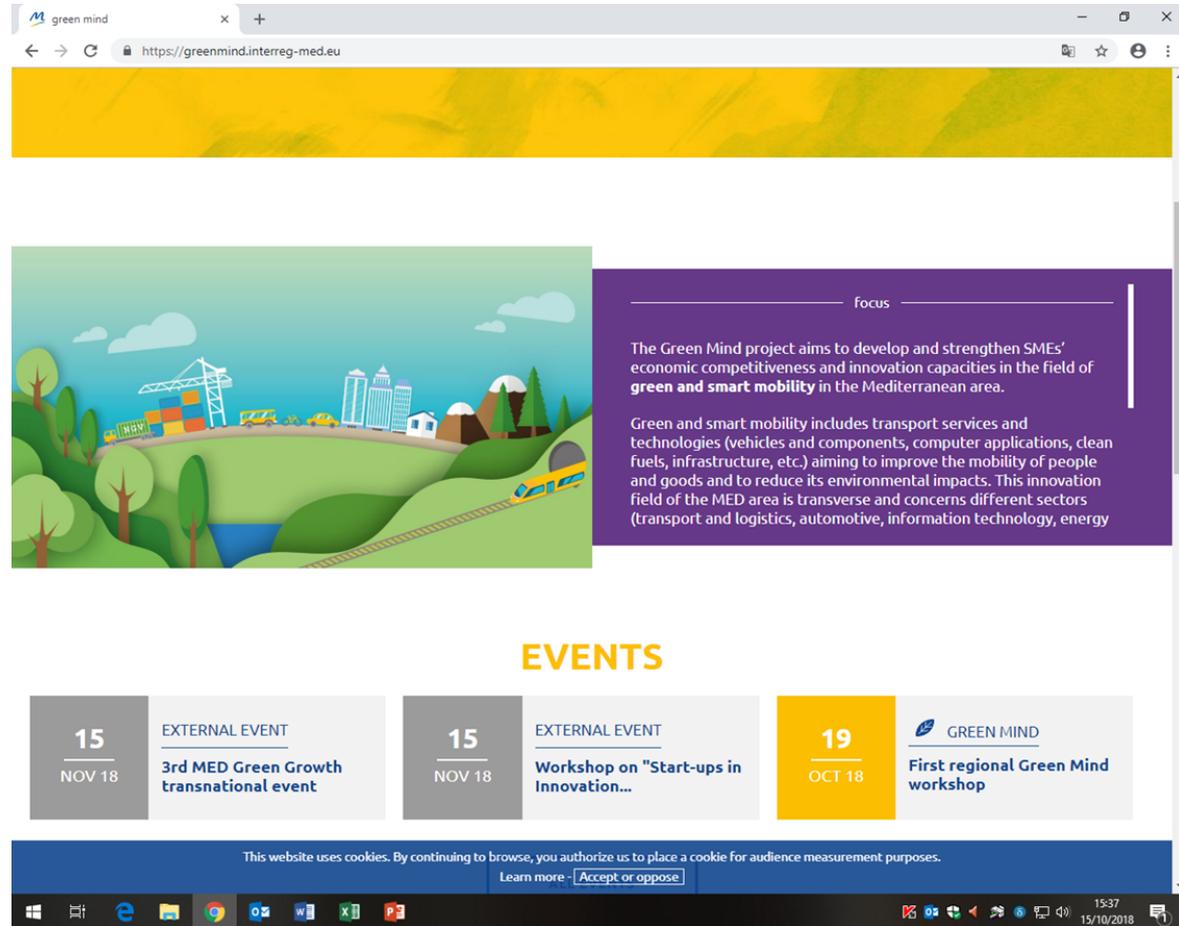


*“Green mind strengthens the transnational activities of clusters to support SMEs systems in exploiting and identifying **market opportunities** and tapping the raising demand for green and smart mobility **products** and **services** in key mobility sectors such as transport and logistics, automotive, energy and IT”*



# GREEN Mind – the project idea

The project introduces a new approach as it considers Green and smart mobility as an industry/filière which has a high growth potential and can be a driver of economic development in the MED area. The green and smart mobility industry will develop as an answer to the increasing need to reduce transport environmental impacts.



green mind x +  
 https://greenmind.interreg-med.eu

focus

The Green Mind project aims to develop and strengthen SMEs' economic competitiveness and innovation capacities in the field of **green and smart mobility** in the Mediterranean area.

Green and smart mobility includes transport services and technologies (vehicles and components, computer applications, clean fuels, infrastructure, etc.) aiming to improve the mobility of people and goods and to reduce its environmental impacts. This innovation field of the MED area is transverse and concerns different sectors (transport and logistics, automotive, information technology, energy)

## EVENTS

15 NOV 18	EXTERNAL EVENT 3rd MED Green Growth transnational event	15 NOV 18	EXTERNAL EVENT Workshop on "Start-ups in Innovation..."	19 OCT 18	GREEN MIND First regional Green Mind workshop
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## GREEN Mind – the project idea

GREEN Mind will support public authorities and research centres who are developing policies, but also businesses investing in green and smart mobility products and services.

The green and smart mobility industry is transversal to different sectors:

- transport and logistics;
- automotive and components;
- information technology;
- energy;
- finance.

**Key innovation areas: clean fuels & infrastructures, automated vehicles & smart infrastructures, ITS, MaaS, plus business models.**



The green and smart mobility industry bears a strong potential.

The sector is developing quickly due to fast technological progress and more and more restrictive environmental policies.

The Green Mind project aims to strengthen SMEs' potential to exploit these opportunities. We will promote regional and transnational cooperation between businesses, research bodies and public authorities, support SMEs' innovation for sustainable mobility and help them seize (new) market opportunities.

### Project partners





## GREEN Mind – the project objectives

***Strategic objective: to foster the innovation capacities of public & private bodies in the green and smart mobility industry.***

Specific objective: strengthening the transnational activities of clusters to support SMEs in exploiting the market opportunities for green & smart mobility products and services in MED area, by:

- shaping and testing transnational services to SMEs which belong to sectors relevant to the green & smart mobility industry;
- create a new transnational innovation network
- transferring the results of the tested services to non-partner clusters in an innovation transfer and take up programme aimed at sharing knowledge

The objective of the project is operational= delivering transnational services to SMEs and strengthening transnational activities of clusters

***Eight MED territorial contexts (Ferrara, Thessaloniki, Andalusia, PACA, Istria, Sarajevo, Podravaska and Split/Dalmatia) cooperate to: test new market intelligence, public funding screening and B2B matchmaking services for SMEs.***



## GREEN Mind – the project partnership

- LP SIPRO Development Agency – Ferrara, Italy
- PP1 CERTH- Centre for research and technology Hellas – Thessaloniki, Greece;
- PP2 ASCC-Multi-sector Innovative Business Association for Smart Cities. Andalusia Smart City Cluster – Malaga, Spain;
- PP3 AFT – Occitanie Regional Delegation – Toulouse, Francia;
- PP4 IDA -Istrian Development Agency - Pula, Croatia;
- PP5 SERDA -Sarajevo Economic Regional Development Agency – Sarajevo, Bosnia Erzegovina;
- PP6 eZAVOD – Ptuj, Slovenia;
- PP7 SDC - County of Split-Dalmatia – Split, Croatia





# GREEN Mind – what is green & smart mobility in the partner regions

In partner regions:

- ICT technologies

Transport infrastructure and services

Change of models (intermodality)

- smart transport infrastructures

Passengers (inclusive transport)

Goods (smart cargo)

- reduce the impact on the environment through

Improved Mobility Management (Transport Demand Management)

Optimization of the use of infrastructures and services (demand management)

- Intelligent Transport Systems (ITS)

Inter-connected and user-related transport systems

Safe transport

Rationalization of maintenance and operating costs

Systems for the reduction of environmental impacts





# GREEN Mind – the project’s actions

## PILOT 1

### MARKET INTELLIGENCE

Facing the challenges and taking advantage of the opportunities within a market, means to know how the market actually works.

The market intelligence pilot aims at helping SMEs understand the needs of the green and smart mobility market, assess their current position within it, and re-position themselves by exploiting its needs and new openings.

## PILOT 2

### PUBLIC FUNDING SCREENING

Limited access to finance has been identified as the most important drawback for most enterprises and especially for SMEs.

The Public Funding Screening Pilot aims at researching the accessible founding sources of the available EU, national and local funds and guiding SMEs in the process of applying and accessing these funds.

## PILOT 3

### B2B MATCHING

In business practice, finding the partner that matches your needs is always a challenging task.

The B2B Matching pilot aims at developing the structure within which SMEs match their needs and diffuse their offerings at regional and transnational level.

## SUSTAINABILITY PLAN THROUGH: CLUSTERING NETWORKING

In contemporary globalized societies, companies need to cooperate in order to overcome the increased global competition and diversified customer base. Following the implementation of the pilots, the participating SMEs are organized in local clusters and a transnational network to increase their accessibility to important resources and capabilities.

A transferable model that integrates the three pilot services

Delivering policy support programme to mainstream the project results

**Implement methods for accelerating innovation in smart mobility SMEs**

**Create a smart & green mobility cluster**



## GREEN Mind – Expected results

Green Mind output is three-fold as it deals with:

**-SMEs to become more competitive** by supporting them understand important mechanisms of the market and exploit its openings;

**-regions to reach their strategic goals** by contributing to the successful realization of their priorities and specialization strategies;

**-Academia to research and develop** the future innovation trajectories in the green and smart mobility





# GREEN Mind – the project results

## What we want to achieve

### **NETWORKS / CLUSTERS**



### **GREEN Mind transnational innovation network:**

newly created transnational innovation network of SMEs, research bodies, authorities, clusters.

### **TOOLS / INSTRUMENTS**



### **GREEN Mind service test:**

it consists in the delivery of 3 types of services to 200 SMEs in sectors related to green & smart mobility

### **GREEN Mind operational services model:**

transferable model of transnational services for SMEs based on pilots results and evaluation.



# GREEN Mind – the project results

## What we want to achieve

### STRATEGIC DOCUMENTS



### Regional and macro-regional policy support programme:

a policy oriented support programme consisting of meetings and policy support documents to improve policy making for SMEs in the green & smart mobility industry.

### PUBLIC EVENTS



### GREEN Mind transfer & take up programme:

series of transfer meetings with cluster organisations in the MED area to foster the adoption of the services model on transnational SMEs services.



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