

INTERREG MED Programme

2014-2020

ESMARTCITY

Enabling Smarter City in the MED Area through Networking

(3MED17_1.1_M2_022)

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

Specific Objective 1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area

WP2 – Project Communication

Activity 2.10 – Synergies with the Green Growth Community

Deliverable 2.10.1 – “HP Transnational Event Participation report”

Contractual Delivery Date: **None**

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Dissemination Level		
PU	Public	
PP	Restricted to Programme Partners and MED Programme	
RE	Restricted to a Group defined by the Partnership and MED Programme	
CO	Confidential, only for members of the partnership and MED Programme	

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1 Introduction

1.1 Scope and objectives of the deliverable

This report has been developed within the ESMARTCITY project of the European program Interreg MED, and serves as a deliverable for the activity A2.10 “Synergies with the Green Growth Community”. More specifically, it represents D2.10.1 “**HP Transnational Event Participation report**” for Green Growth Brussels event, and its aim is to develop a report for each one of the 4 events in which ESMARTCITY project participated.

SYNGGI (Synergies for Green Growth Initiative - Energising the Impact of Innovation in the Mediterranean) aims to support the modular approved projects under the objective Green Growth of the priority Axis 1. Innovation of the Interreg MED Programme. The activities of the project support the sub-objective 1.1 and especially the Green Growth sub-priority, in order to serve the targets and strategies of the Managing Authorities for the MED Area. The project has been designed as an agile tool that will unify project results, support MED stakeholders and create a fruitful and collaborative environment for all implicated bodies.

Due to the work coordinated by SYNGGI project and Green Growth MED community, during ESMARTCITY project different activities have been accomplished, such as attendance to this event in Brussels on September 19-20, 2019.

Once stated this, the report will include information about this event, including agenda, photos, type of attendees, as well as our participation/contribution, and conclusions.

1.2 Structure of the deliverable

This deliverable is structured in 4 chapters:

Chapter 1, "Introduction" provides the generalities of the deliverable identity.

Chapter 2, "Description of the event and agenda" presents the characteristics of the event, synergies among projects, and the agenda.

Chapter 3, “Participants” presents a description of the participants and some photos of the event.

Chapter 4, "Synergies and results / lessons learnt” presents the presentation and/or collaboration procedure, as well as main conclusions of the event and collaboration.

2 Description of the event and agenda

MAIN PROJECT DESCRIPTION:

In the framework of the SYNGGI Capitalization Work Package, the Interreg MED Green Growth Community will analyse and transfer the results delivered by the Modular Projects (MPs) of the community to capitalize the main outcomes to reach EU stakeholders and create policy recommendations for EU policy-makers.

The following outputs will be elaborated by the MED Green Growth community by the end of October 2019:

- Technical reports (white papers)
- Policy recommendations
- Legal recommendations and legal acts recommendations
- MED Green Growth book

In order to achieve these goals, 4 Thematic Working Groups (TWGs) have been created so as to facilitate systematic technical cooperation, synergies and joint work among the modulars in view of capitalization and policy outputs. The TWGs will also support the horizontal project to gather in a homogenous way modular project policy inputs and produce the above mentioned deliverables.

Taking into account the strong relevance of the Green Growth community thematic for the circular economy pillar, as well as the dynamism of this theme at EU level and the vivid legal framework that needs constant revision and input, effort is placed to relate the themes of the TWGs to the EU Circular Economy Action Plan. In order to monitor the progress towards the Circular Economy (CE), the EC has developed an indicator framework, aiming at measuring progress of CE's various dimensions at all stages of the lifecycle of resources, products and services. It has a set of ten indicators grouped into four stages and aspects of the circular economy: (1) production and consumption, (2) waste management, (3) secondary raw materials and (4) competitiveness and innovation.

EVENT:

The **Blue and Green Growth Joint Event** is held on September 19-20, 2019 in Brussels, Belgium. The objective of this event is to discuss the "Transition towards Blue and Green Economies" in the Mediterranean, involving the two relevant communities of the MED Programme, i.e. Blue Growth and Green Growth Community.

The event brings together a wide variety of stakeholders from European institutions, academia, NGOs, and thematic community projects for a common dialogue.

On September 19, 2019 focus is placed on the role of territorial cooperation in the context of sustainable development. Connection with regional smart specialization strategies in the MED territories is made, highlighting especially policy making for greener and bluer economies. The role of innovation, finance, education and training is highlighted.

On September 20, 2019 the event attempts to bring the two thematic communities and their clustered projects into a better understanding so as to acquaint them with the results, successful experiences, and knowledge, especially with reference to policy making and transfer activities.

AGENDA:

September 19, 2019

European Committee of the Regions

Room VMA1, rue Van Maerlant n°2

Working languages: English, French, Greek, Italian, Spanish

8.30-9.00	Registration
9.00-9.30	Welcome
	<ul style="list-style-type: none">➤ Sirpa Hertell, Municipal Council of Espoo, Rapporteur "Sustainable Europe by 2030," European Committee of the Regions, ENVE Commission➤ Christof Kienel, Head of Unit, European Committee of the Regions, NAT Commission➤ Juan José Martínez Lozano, Director General for EU Affairs, Región de Murcia➤ Elodie Nunes and Mercè Boy Roura, Blue and Green Growth Communities

9.30-11.00	Session 1: Territorial cooperation: building bridges for a sustainable development
	<p><i>This session explores how territorial cooperation is a key element to foster a harmonious economic, social and territorial development of the Mediterranean as a whole. It addresses as well how the Interreg Med programme and thematic communities provide a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different Member States, and let the door open for reflections regarding the upcoming programming period.</i></p> <ul style="list-style-type: none">➤ Christos Economou, Head of Unit, Directorate General for Maritime Affairs and Fisheries, European Commission➤ George Kremlis, Honorary Director, Directorate General for Environment, European Commission➤ Maria Groueva, Blue and Green growth Project officer, Interreg Med➤ Roberto Sandrini, PROteuS cluster <p><i>Debate with the participants</i></p>
11.00-11.30	Coffee break

11.30-13.00	Session 2: Fostering business innovation and access to finance
	<p><i>This session will focus on the latest blue and green economy development and innovation opportunities for clusters and SMEs. Panellists will present how public finance, regulations and policies play an important role in attracting and mobilizing private investment into Blue and Green Economies. Moreover, panelists will propose recommendations on how to accelerate Blue and Green Growth happening at national and regional levels.</i></p> <ul style="list-style-type: none">➤ Mario Nava, Director-General, Directorate General for Financial Stability, Financial Services and Capital Markets Union, European Commission➤ Roberta de Palma, Chief Technical Advisor, United Nations Industrial Development Organization (UNIDO)➤ Federica Todde, Representative of the FinMED project➤ Georgia Veldeki, Hellenic Center for Marine Research, PELAGOS cluster <p><i>Debate with the participants</i></p>
13.00-14.00	On-site lunch

14.00-15.15	Session 3: Education and awareness raising to and for sustainability <p><i>Education to and for Sustainability is a learning and changing process relevant to society, communities and all organizations. The session engages the community and builds awareness and knowledge on way to address sustainability issues within educational schemes, with the aim empower participants in thinking critically, innovate and provide solutions towards more sustainable systemic changes and patterns of living from earlier stages.</i></p> <ul style="list-style-type: none"> ➤ Burcu Tuncer, Team Leader, Networking and Partnerships, Regional Activity Center for Sustainable Consumption and Production ➤ Simone Bastianoni, Professor, University of Siena, MAESTRALE project ➤ Tonito Solinas, Project manager, University of Sassari, RE-LIVEWASTE project ➤ Anuna De Wever Van der Heyden and Adelaide Charlier, Fridays4Future <p><i>Debate with the participants</i></p>
15.15-15.30	Coffee break
15.30-17.00	Session 4: Development of policy recommendations for a green and blue economy in the Mediterranean <p><i>Debate on the strategic policy framework for securing a sustainable future for the Mediterranean region consistent with Sustainable Development Goals.</i></p> <p><i>The Interreg MED Blue Growth and Green Growth thematic communities will present their work on developing policy involving research, analysis, consultation and synthesis of information to produce recommendations. Reflections will address land-sea interactions and the potential merging between blue and green economies.</i></p> <ul style="list-style-type: none"> ➤ Sieglinde Gruber, Head of Unit Marine Resources, Directorate-General for Research & Innovation, European Commission ➤ Alessandra Sensi, Head of Sector Water and Environment, Union for the Mediterranean ➤ Rudi Panjtar, Representative for PANORAMED on Innovation, Jožef Stefan Institute ➤ Emmeline Allieux, Director, Région Sud ➤ Stefano Valentini, ART-ER, MISTRAL and REINWASTE projects <p><i>Debate with the participants</i></p>
17.00-17.30	Wrap-up and conclusions
17.30-19.00	Sparkshow (English only) – Journalists meeting committed and innovative Interreg MED projects <p><i>Inspired by “TEDx” and “The Voice”, Sparkshow offers the opportunity for Interreg Med projects partners to pitch their project before an audience and a panel of journalists sitting behind buzzers and ready to show their interest. This format allows putting to the forth positive impact projects dynamically and to network with journalists seeking good stories for their readers.</i></p> <p><i>Therefore, it is a real opportunity for Interreg Med projects from the Blue and Green Growth communities to get media coverage. This type of show is appreciated for its innovative aspect: a hub for impactful projects and an optimism fix.</i></p> <p><i>During the event, selected projects will have the opportunity to pitch their project (3 minutes) in front of a panel of journalists. When the journalists are interested by the pitch, they press the buzzer and will have the opportunity to be the first to write about the innovative project that has been presented. Then the journalists ask questions, explain why they are interested in the project and give advice to the nominee in order to cover the story. Selected projects will receive a personalized pitch training beforehand.</i></p> <p>>> More information</p>
19.00-20.00	Cocktail mixer – End of day 1

September 20, 2019 - AREA42, Rue des Palais n°46

Working language: English

Green Growth community bridging event		Blue Growth community bridging event	
<p>This event brings out the outputs of the Interreg Med Green Growth community and its 14 projects on the recommendations towards the transition to a green and circular economy in the Mediterranean region. The work performed in the Thematic Working Groups and the results of the policy outcomes will be discussed with the projects of the community and relevant stakeholders.</p> <p>The event is also expected to boost synergies between projects of the community, external stakeholders and EU policy-makers leading to broader and effective networks. Moreover, it will facilitate opportunities for the implementation of sustainable development practices in the basin, while maximizing the transnational replicability and capitalization potential of results.</p> <p>Background: The Interreg Med Green Growth community is a network of 14 projects, working on the territory, promoting a sustainable development in the Mediterranean area based on the sound management of natural resources and by fostering innovation through an integrated and territorially based cooperation approach. The thematic community supports the projects in their communication and capitalization efforts thus increasing their impact at policy level and ensuring potential transfer of their results to other interested countries of the Mediterranean region.</p>		<p>This event brings out the outputs of the Interreg Med Blue Growth community and its 6 projects addressing recommendations towards the transition to a sustainable blue economy in the Mediterranean region. The work performed throughout the last years, including the finalized projects deliverables for policy outcomes will be discussed with actors of the Blue Growth Community.</p> <p>The event expects to boost synergies between all actors of the community to ensure the sustainability of its projects results, as to facilitate their transfer and bridge them to the Community's second implementation phase. These dynamics shall foster both capitalization and mainstreaming processes.</p> <p>Background: The Interreg Med Blue Growth community is a network of 6 projects, promoting the sustainable development of the blue economy in the Mediterranean area, based on the sound management of the natural resources through innovation and markets typologies. The Blue Growth community supports all projects in their communication and capitalization efforts to increase their impacts at policy level and scale them up over the Mediterranean region.</p>	
9.00-9.15	Registration		
9.15-9.30	Setting common ground for collaboration (AREA1)		
9.30-11.00	Session 1 - Recommendations for a green & circular economy (AREA1) <p>EU supporting the transition to a green and circular economy</p> <ul style="list-style-type: none">➤ Avelino Gonzalez-Gonzalez, senior policy and project officer, DG Research & Innovation - C.1 Circular Economy & Bio-based Systems <p>Insights into the European Circular Economy Stakeholder Platform</p> <ul style="list-style-type: none">➤ Maria Nikolopoulou, member of the European Economic and Social Committee (EESC) <p>Green Growth community contributions to EU circular economy developments and policy outcomes</p> <ul style="list-style-type: none">➤ Mercè Boy-Roura, UVic/UCC, Green Growth community➤ Mathias Brummer, WE&B, Green Growth community expert➤ Martina Vallerotonda, CUEIM, Green Growth community partner➤ Ioannis Mardikis, Dynamic Vision, Green Growth community <p>"Greece: A Growth Strategy for the Future" – a good example of capitalisation of project results</p> <ul style="list-style-type: none">➤ Iro Vergadi, Official of the General Directorate of Public Procurement, General Secretariat of Commerce and Consumer Protection, Ministry of Development and Investments of Greece, GRASPINNO project	Session 1 - Recommendations for a sustainable blue economy (AREA3) <p>Presenting the Blue Growth Community Policy paper outline</p> <ul style="list-style-type: none">➤ Eva Papaioannou, T-ELIKA, Blue Growth Community Policy paper expert➤ Elena Garcia Garcia, Centro Tecnológico Naval y del Mar, Región de Murcia, QuietMED project➤ Giovanni Bernardi, University of Udine, iBLUE project➤ Fernando Gaspar, Dinâmica XXI, 4helix+ project	
11.00-11.30	Joint Coffee break		
11.30-13.00	Session 2 - Roundtable: what can we do to stimulate the transition towards a circular economy? (AREA1) <p>1st round of interviews: "What can the circular economy do for small and medium enterprises?"</p> <ul style="list-style-type: none">➤ Golboo Pourabdollahian, STIIMA-CNR, GREENOMED project➤ Juliette Chauveau, ANIA, PEFMED project➤ Dimitris Kokosioulis, Dynamic Vision, SYNGGI project <p>2nd round of interviews: "What can the regional public administration do to boost the circular economy and the green growth in the territory?"</p> <ul style="list-style-type: none">➤ Rosana García, AGAPA, REINWASTE project➤ Davide Scapinelli, ART-ER – Attractiveness Research Territory, Sustainable Territorial Development, Emilia Romagna <p>3rd round of interviews: "Which are the policies at the national level that should be adopted to stimulate the transition towards a circular economy?"</p> <ul style="list-style-type: none">➤ Maria Nikolopoulou, EESC➤ George Kremlis, Honorary Director DG Environment	Session 2 - Fostering transfer, capitalization & mainstreaming of strategic projects results (AREA3) <p>Towards transferring & capitalizing beyond projects and programme areas</p> <ul style="list-style-type: none">➤ Matteo Bocci, WestMed Assistance Mechanism➤ Elen Lemaître-Curri, Director, Plan Bleu➤ Eleni Hatziyanni, Region of Crete➤ Samir Grimes, Professor, École Nationale Supérieure des Sciences de la Mer et de l'Aménagement du Littoral, Algeria <p>Building bridges: Signature ceremony for Memoranda of Understanding</p> <ul style="list-style-type: none">➤ The MAESTRALE and PELAGOS projects➤ The Blue Growth Community	
13.00-14.00	Towards phase 2 of our Communities - Joint wrap-up and vision for the future (AREA3)		
	<ul style="list-style-type: none">➤ Facilitator for the Green Growth Community - Paolo Martínez➤ Facilitator for the Blue Growth Community - Sian Owen		
14.00-15.00	Networking lunch		

3 Participants

The event was participated by more than 150 persons coming from different types of stakeholders including policy makers, academia, NGOs and civil society, experts and entrepreneurial world. The two communities were represented by the majority of their projects. The table below presents the modular projects of the Blue and Green Growth communities co-organizing the event in Brussels.

Green Growth Community	Blue Growth Community
ARISTOIL	4HELIX+IBLUE
CAMARG	MAESTRALE
CREAINNOVATION	PELAGOS
EMBRACE	PROTEUS
ESMARTCITY	
GRASPINNO	
GREEN MIND	
GREENOMED	
MADRE	
MED GREENHOUSES	
PEFMED	
REINWASTE	
RE-LIVE WASTE	

The Esmartcity project participated in the event with partners: Energy Agency of Granada, Industrial Systems Institute – ATHENA Research Center, INSA Lyon, Politecnico di Milano, RAIS.

4 Synergies and results /lessons learnt

The Blue and Green Growth Community joint event provided an opportunity to discuss significant challenges faced in the MED area, as well as to elaborate on specific issues related to each community.

A major issue discussed is the issue of territorial cooperation as a critical element for sustainable development. The contribution of territorial cooperation for the development of the Mediterranean was highlighted all with reference to economy, society and taking into account environmental issues. The Interreg MED programme and its architecture provides a good example on how to reap the benefits of territorial cooperation, produce apt results and be possible to transfer them across different levels of involvement.

Innovation is a key element in addressing growth. Especially when it comes to Blue and Green Growth, business innovation is quite significant coupled by the necessary access to finance. As public authorities are large consumers of good and services, the public sector can play a decisive role in promoting innovation though for example Public Procurement for Innovation or other instruments. Thus, the development of the relevant markets can help mobilize private investments and attract necessary private funding.

Education and training is also quite significant with reference to sustainability. It is necessary to build the necessary knowledge and capacities in different kind of stakeholders including the general public, so as to instigate a permanent change. Thinking out of the box so as to produce necessary innovation can contribute to territorial development and sustainable growth.

Finally, influencing policies is quite significant as without this element any changes cannot be permanent and have a lasting in the involved territories. Discussion and debate on a strategic policy framework to this end is quite crucial. The approach followed by the Green Growth community with reference to its main deliverables such as white papers, policy recommendations, legal recommendations and Green Growth book can be supportive to such a framework.

With reference to the specific recommendations of the Green Growth Community the conference helped highlight the work done towards green and circular economy. Reference to the EU support of the theme and the European Circular Economy Stakeholder Platform is made and good practices coming out of Green Growth modular projects are presented.

A round table discussion on how to stimulate the transition towards a Circular Economy, pinpoints such issues as the benefit of SMEs out of circularity, the facilitation of green and circular territorial growth by policy stakeholders, and the needed policies at national level to stimulate transition.

The two communities exchange their ways of thinking especially with reference to capitalization and transfer of results, highlighting good practices from their modular project implementation.

The participation in the conference provided the Esmartcity project with valuable insights on the elaboration of policy recommendations, to be utilised in the process of drawing its own policy recommendations for Smarter Cities. The alignment of the Esmartcity policy recommendations and the Green Growth Community policy recommendations is discussed especially with an eye on circularity as an element for empowering Smart Cities.



