

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 2.9 – Coordination with the Interreg MED Programme communication strategy

Deliverable 2.9.7 – “MED Programme Event / Meeting Participation”

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 A2.9 “Communication with the Interreg MED Programme communication strategy”. More specifically, it represents one of the three deliverables D2.9.7 “**MED Programme Event / Meeting Participation**” detailing the project participation in the “MED for You” Conference organized in Athens in October, 2019. The aim is to develop a report for each one of the events in which ESMARTCITY project participated.

The MED Programme follows a 3 level architecture. At 1st level modular projects are classified into 3 axes: innovation, low-carbon economy, and natural and cultural resources. At 2nd level horizontal projects help build thematic transnational communities clustering modular projects. Eight communities have been formulated related to the three axes and more specifically Green Growth, Blue Growth and Social & Creative for Innovation Axis, Efficient Buildings, Urban Transport, and Renewable Energy for Low-Carbon economy axis, and Sustainable Tourism, and Biodiversity protection for Natural and Cultural Resources Axis. Finally, at the 3rd level Strategic projects and the PANORAMED platform exploit evidence based results of the Horizontal projects.

The Esmartcity project is a modular of Axis 1 – Innovation, clustered under the Green Growth Community Horizontal project.

The aforementioned architecture of MED places emphasis in the interaction of the three levels, so as to facilitate exploitation of results. Public events and conferences play an important role in this context. Participation in MED organized events provides the opportunity of the different projects of the different communities to come together and exchange experiences. ESMARTCITY project has implemented different activities in this context, such as attendance to the “MED for You” conference in Athens on October 24, 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, 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

EVENT:

The “MED for You – Unfolding a Strong Narrative for Policy Change” Conference was held in Athens, Greece on October 24, 2019. The Conference elaborated on how the unique architecture of the MED Programme has helped produce concrete results. The added value of the MED programme architecture is witnessed by MED area stakeholders that explained how they seized results, incorporated them and integrated in their strategies and policies for a permanent change in the MED area.

The main topics of the Conference related to the European Commission agenda and the objectives of the European Cohesion policy are

- Climate Change
- Sustainable and Inclusive Growth

The relevant questions that the Conference evolved around are (a) how Europe and the MED area more specifically can survive climate change and what could be the measures taken to mitigate the related risks, and (b) which are the drivers for sustainable and inclusive growth in Europe and the MED area more specifically.

A photo exhibition of MED modular projects helped participants get a better understanding of the outcomes and results of the MED programme. The Esmartcity project got the Public Award in this competition.

Finally, the project elaborated on the vision beyond 2020 and the added value of territorial cooperation for Europe and the Mediterranean. The positioning of the MED programme in this context is significant so as to address next programming period challenges and topics.

AGENDA:

The event took place on October 24, 2019. The agenda of the event is as follows:

Thursday, 24th October 2019

Languages: English, French & Greek

CONFERENCE Room “SKALKOTAS Hall”

“MEGARON” Athens International Conference Centre

MED for YOU

Unfolding a strong narrative for policy change

08.30 **TICKETING**

09.00 **Grand Opening**

Niki DANDOLOU, Special Secretariat for ERDF, CF & ESF Programmes, Ministry of Development and Investments, Greece

Agnès RAMPAL, Sud-Provence-Alpes-Côte d’Azur Region, France

Jean-Pierre HALKIN, European Commission

10.00	<p>Objectives of the conference: Curzio CERVELLI, Interreg MED Joint Secretariat</p> <p>Act 1 – Interreg MED 2014 – 2020, what’s unique in the cooperation approach?</p> <p>Take 1: “How to survive climate change: the Mediterranean way”</p> <p>Efficient Buildings: Maxime CACCIUTOLO & Rajko LEBAN</p> <p>Green Growth: Mercè BOY ROURA</p> <p>Renewable Energy: Cynthia ECHAVE</p> <p>Urban Transports: Oriol BARBA</p> <p>Biodiversity Protection: Sonsoles SAN ROMAN & Ivana STOJANOVIC</p> <p>PANORAMED: Kim-Anne KENNIBOL & Amparo MONTAN</p>
11.30	INTERMISSION
12.00	<p>Take 2: “Which drivers for a sustainable & inclusive growth?”</p> <p>Blue Growth: Caterina PRATICO & Marcos DAMASIOTIS</p> <p>Social & Creative: Marianna CAVONE</p> <p>Sustainable Tourism: Roberto GRASSI & Spyros NIAVIS</p> <p>PANORAMED: Mislav KOVAČ</p>
12.45	<p>Act – “Overcoming borders on land and sea”: The Cross-Border Cooperation experience</p> <p>Cristina IGOA, Interreg France–Spain–Andorra (“POCTEFA”)</p> <p>Jasmine ANDREAUS, Interreg France–Italy (“Maritime”)</p> <p>Asterios FILATOS, Interreg Greece–Cyprus</p>
13.30	INTERMISSION AND AGORA – behind-the-scenes, photo exhibition
15.15	<p>Act 3 – What could be the sequel(s) of the Interreg MED story?</p> <p>Take 1: “The post 2020 European Cooperation landscape”</p> <p>Jean-Pierre HALKIN, DG REGIO – European Commission</p> <p>Christos ECONOMOU, DG MARE – European Commission</p> <p>Alessandra SENSI, Union for the Mediterranean</p> <p>Aggeliki BOUZIANI, Greek Interreg MED presidency</p> <p>Lodovico GHERARDI, Interreg ADRION</p> <p>Luca PALAZZO, ENI CBC Med Programme</p> <p>Christian BYRITH, Interreg North Sea</p> <p>Alexandros SAMARAS, Interreg BalkanMed</p> <p>Tarja RICHARD, Interreg MED</p>

Closing scene

17.15

Inspirational speech – Fighting climate change all over Europe and the World: when the Youth gathers to put our words into action.

One Day Without European Territorial Cooperation – Get a sneak peek of how our life would be like if Europe did not exist.

17.45

Award ceremony – Photo Competition

18.00

COCKTAIL TIME – Meet the actors!

A number of Agora side events were organized by the different projects of the programme as follows:

AGORA Conferences

13.40 – 14.00 pm	
 Aristotle Agora	MAESTRALE – Education for sustainability can save the world Simone BASTIANONI, Professor, University of Siena Innovation
 Hydna Agora	MD.net – Mediterranean Diet: People, Culture, Food Darko FERČEJ, Head of EU project office, E-zavod Innovation
 Plato Agora	IMPULSE – User-friendly planning for energy-efficiency in public buildings Katerina SFAKIANAKI, Communication manager in IMPULSE project, Center for Renewable Energy Sources and Saving (CRES) Low Carbon Economy
 Arete Agora	PEGASUS – Business models for efficient use of microgrids Ivana OSTOIC, CEO, IQ consulting Low Carbon Economy
 Socrates Agora	TOURISMED – Tourism with fishermen: the TOURISMED experience Alessandro MELILLO, President, PRISM – Promozione Internazionale Sicilia-Mondo Natural & Cultural Resources
 Aspasia Agora	PlasticBusters MPAs – Mitigating and managing Marine Litter in the Mediterranean Maria Cristina FOSSI, Professor, University of Siena / SDSN Mediterranean Natural & Cultural Resources
14.00 – 14.20 pm	
 Aristotle Agora	iBlue – Greening the yachting sector Nadia PREGHENELLA, Collaborator, University of Udine – UNIUD Innovation
 Hydna Agora	Chimera – Innovation for Creative Industries Anna PAJARON, International projects Manager, Chamber of Commerce Industry and Services of Terrassa Innovation
 Plato Agora	CESBA MED – A Passport for Sustainable Mediterranean Neighbourhoods Andrea MORO, President, iISBE Italia R&D Low Carbon Economy
 Arete Agora	LOCATIONS – Sustainable mobility in cruise destination cities Fabio TOMASI, International Projects Office Unit, Area Science Park Low Carbon Economy

 Socrates Agora	DESTIMED – Successful ecotourism in Mediterranean Protected Areas Iacopo SINIBALDI, Expert – Project manager, Lazio Region Natural & Cultural Resources
 Aspasia Agora	COMPOSE – Building low carbon communities with the Sustainable Energy Planning Toolbox Zacharias Gkouskos, Environmental Engineer, Technical University of Crete Low Carbon Economy
14.20 – 14.40 pm	
 Aristotle Agora	ARISTOIL – Mediterranean olive oil is good for your health Maria KAMPOURI, Project officer, EGTC Efxini Poli Innovation
 Hydna Agora	RE-LIVEWASTE – Livestock waste an eco-friendly and profitable resource Maria G. ANTONIOU, Assistant Professor, Cyprus University of Technology Innovation
 Plato Agora	STEPPING – Testing Energy Performance Contract in public buildings Silvio De NIGRIS, Project manager, Piemonte Region Low Carbon Economy
 Arete Agora	REMEDIO – Horizontal condominiums as living lab for renewal of high congested roads Francesca LIGUORI, Mrs, ARPAV – Environmental Protection Agency of Veneto Region Anastasia POUPKOU, Research Associate, Aristotle University of Thessaloniki Low Carbon Economy
 Socrates Agora	ALTER ECO – Genoa & sustainable tourism, past, present and future! Barbara POGGIO, Officer Eu Project, Municipality of Genoa Natural & Cultural Resources
 Aspasia Agora	GREENOMED – Mediterranean Pilots Cooperation on Green Manufacturing Jordi ROMERO MORA, Advanced Manufacturing Strategic Initiatives, EURECAT Innovation
14.40 – 15.00 pm	
 Aristotle Agora	PEFMED – The benefits of the PEFMED for the agri-food sector Fotini SALTA, Project Manager, The Federation of Hellenic Food Industries (SEVT) Innovation
 Hydna Agora	CHEBEC – Cultural and social mobility and matchmaking Elodie LE BREUT, DIRECTOR, AMI (Aide aux Musiques Innovatrices) Innovation
 Plato Agora	LOCAL4GREEN – Promoting renewable energies through local green taxation Francesco FILIPPI, Director for projects and quality, MUSOL Foundation Low Carbon Economy
 Arete Agora	MOBILITAS – A Handbook on sustainable mobility in the MED area Valentina RIDOLFI, Project coordinator, Agenzia Piano Strategico, Srl Low Carbon Economy
 Socrates Agora	MEDCYCLETour – Cycling tourism in the Mediterranean – unlocking the potential of sustainable tourism Adam BODOR, Advocacy and EuroVelo Director, European Cyclists' Federation Natural & Cultural Resources
 Aspasia Agora	MPA-ADAPT – Main outcomes and lessons learnt Ernesto AZZURRO, Dr., ISPRA – National Institution for Environmental Protection and Research Natural & Cultural Resources

ESMARTCITY project participated in the event with the entire consortium.

3 Participants

The Conference was participated by MED project partners, external experts, policy makers, and representatives of other programmes. A total of 330 attendees participated in the conference in person while 101 more people followed the event in live streaming.

The audience of the Conference came from 13 different countries.

A number of 31 speakers helped the audience better assimilate the MED programme architecture, goals and challenges, contributions to the European policy objectives and liaisons to other programmes.

A number of 24 mini conferences – side events was organized by different projects coming from various communities of the MED Program. The projects implementing side events per community are listed below.

Blue Growth Community	Green Growth Community
iBLUE MAESTRALE	ARISTOIL GREENOMED PEFMED RE-LIVE WASTE
Social and Creative Community	Efficient Building Community
CHEBEC ChIMERA MD.NET	CESBA MED IMPULSE STEPPING
Renewable Energy Community	Urban Transports Community
COMPOSE LOCAL4GREEN PEGASUS	LOCATIONS REMEDIO
Sustainable Tourism Community	Biodiversity Protection Community
ARTER ECO DestiMED MEDCYCLETOUR TOURISMED	MEDSEALITTERAPA-ADAPT PlasticBusterMPAs

4 Synergies and results /lessons learnt

The “MED for You” conference aimed at revealing the achievements produced by its funded projects and thematic communities for peoples, regions and cities on the MED area nations. The primary issues dealt with by the conference include climate change and sustainable and inclusive growth. Climate resilience is a challenge for the world and the Mediterranean. The challenge behind it is on how to preserve biodiversity, keep energy consumption sustainable, while boosting citizen welfare sustainable, addressing growth in a sustainable and inclusive way. Relevant EU policies for the future include the EU New Green Deal.

The conference presented a roster of solutions to the aforementioned challenges stemming out of the MED programme funded projects clustered in thematic communities. Each community contributes in a different way in the overall climate resilience challenge viewing it from the angle of its thematic topics. Areas like Green and Blue Growth, Building Energy Efficiency, Transport and Mobility, Renewables, Innovation, Social and Creative industry, and Tourism are quite important for the Mediterranean and their transformation can help address challenges related to both climate change risk mitigation and sustainable and inclusive growth.

The Esmartcity project contributes to the aforementioned challenges from the scope of Smart Cities, targeting future cities so as to become Smarter and more Circular. Smart Cities present a significant challenge at international level as urbanization trends are expected to lead to an increase of the percentage of global urban population to 60% by 2030. As cities account for 60% - 80% of world annual energy needs it is evident that any quest for climate resilience cannot be successful without considering the Smart City paradigm. The projects showcases this example through its pilot testing involving energy efficient buildings and smart street lighting. It is worth mentioning that with reference to street lighting Esmartcity pilots showed a 60% decrease of energy used without compromising the street lighting conditions or induced safety, while for smarter energy efficient buildings interventions return of investment takes place in less than 4 years.

Diversity of applications in Smart Cities creates a huge market projected to reach € 410 billion in 2027 with an estimated CAGR of almost 25% in the period 2020-2027 according to Grand View Research Inc. This huge market can be entered by both larger companies and SMEs producing innovation for the cities, trying to match the technological advancements of IoT, Cloud and Edge Computing, Cyber Physical Systems, Digital Twins, Big Data and AI, with public authority demand. Pilot testing can help stir this public authority demand for new and innovative services and apps breaking the silos between application domains and utilizing open infrastructure and open data to this end. As EU public authorities are a major consumer of goods and services amounting to annual expenditure of € 1.8 trillion, this transition can help enhance the Smart City market and produce growth.

The quest for sustainability is dealt with by the project through its policy recommendations included in the Green Paper for Innovation Policy Change deliverable, detailing what should be done and at what level of administration so as to help Smart City paradigm induced growth to be more sustainable and inclusive. This outcome of the project will be matched by a series of capacity building interventions both towards SMEs and public authorities, targeting capacity creation related to a number of challenges associated with Smart Cities. Furthermore, a Smart City Protocol accepted by the public sector at different levels in the MED area countries will help guarantee sustainability of the paradigm.

Participation of the Esmartcity project in the conference and the related photo contest was quite successful as the project managed to get the contest Public Award with a photo depicting the headquarters of the Region of Western Greece and an app for energy efficiency in buildings implemented in the framework of the project.







