

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 “Made in MED” Conference organized in Rome in April, 2018. 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 “MADE in MED” conference in Rome on April 18, 2018.

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 “Made in MED – Crafting the future Mediterranean” Conference was held in Rome, Italy on April 18-19, 2018. The Conference was built on the concept of Fablab – Fabrication Laboratory and it helped present the first results of 90 projects co-financed by the MED Programme in a unique way. The conference dealt with three transversal themes of climate change, blue economy and inclusive growth aggregating project achievements from the different communities established by the MED programme. The conference was paired by an exhibition giving a taste and concrete feeling of project activities and results. Round tables helped catch the political dimension behind the current situation and its envisaged scaling up so as to address the future in the Mediterranean.

The objectives of the conference are codified as follows:

- Illustrate how the three level architecture of the MED programme (modular, horizontal and governance projects) helps achieve tangible contributions through an integrated process that enables efficient interactions between the three levels
- Demonstrate the merits of transnational cooperation in dealing with common problems in the Mediterranean area
- Encourage integration with other programmes
- Reinforce the Interreg MED message at European and local policy level

AGENDA:

The event lasted for two days on April 18-19, 2018. The first day was dedicated to the transversal areas of Climate Change, Blue Economy, and Inclusive Growth, illustrating how the different projects and communities contribute to these major challenges. The second day follows the first day of discovery and experimentation focusing on the Interreg MED vision and post 2020 perspectives. The agenda of the event is as follows:

Wednesday, 18th April

PRODUCTION AREA Showcasing projects & ideas

Event Moderator: Karen Coleman, Journalist, broadcaster, author, editor of EuroParlRadio which covers stories from the European Parliament

08.30 REGISTRATION

09.15 **Performance**

REPAIR-A-THON by Saša NEMEC
RED DRESS by Claudia DI GANGI

Music by Giuseppe LOMEO
Featured by the CreativeWear project

09.30 **Opening and welcome**

Beatrice COVASSI
Head of the Representation of the European Commission in Italy

Maria Ludovica AGRÒ
Director General of the Agency for Territorial Cohesion, Italy

Tarja RICHARD
Head of the Managing Authority - Provence-Alpes Côte d'Azur South
Region, France

10.00 An expert's word on our common challenges
Contextualisation given by experts outside the cooperation world

Georges KREMLIS

Honorary Director, in charge – Inter alia – of circular economy in the islands and of transboundary environmental assessments

Prof. Abdelhamid EL-ZOHEIRY

President of the Euro-Mediterranean University of Slovenia (EMUNI)

10.30 Our idea factory – Climate change department

Thematic contributions on climate change challenges, based on our projects' results, and panel discussion with a variety of cooperation actors, from project partners to experts and European representatives.

PRESENTATION OF PROJECTS RESULTS:

Ana Maria PALADUS, Societal Responsibility Activator, Fondazione Ecosistemi (Green Growth)

Cynthia ECHAVE, Project Manager, Urban Ecology Agency of Barcelona (Renewable Energy)

Maxime CACCIUTOLO, Project Manager – General Secretary, Réseau des Villes Euromed (Efficient Buildings)

PANEL DISCUSSION:

Barbara SARNARI, Vice-president of Svimed (Euromediterranean Center for the Sustainable Development) – nonprofit association.

Arnau QUERALT, Chair of the European network of Environment and Sustainable Development Advisory Councils (EEAC) / Director of the Advisory Council for Sustainable Development of Catalonia (CADS)

Gianmaria SANNINO, ENEA Head of the Climate Modelling Laboratory ASS Partner Greencap project

Pedro MARÍN COTS, Director Observatorio de Medio Ambiente Urbano OMAU (Urban Planner)

Ameer ABDULLA, IUCN WCPA World Commission on Protected Areas (International Institution)

12.30 LUNCH

Visit of our Lab Area: Tasting and testing MED

14.00 Our idea factory – Blue economy department

Thematic contributions to the blue economy in the MED area based on our projects' results and panel discussion with a variety of cooperation actors, from project partners to experts and European representatives.

PRESENTATION OF PROJECTS RESULTS:

prof. Diego VICINANZA, Professor of Coastal Engineering, CONISMA – Università degli studi della Campania "Luigi Vanvitelli" (Blue Growth)

prof. Spyros NIAVIS, University of Thessaly – UTH – Department of Planning and Regional Development (Sustainable Tourism)

prof. Yannis CHATJIGEORGIOU, School of Naval Architecture and Marine Engineering, National Technical University of Athens (Blue Growth)

PANEL DISCUSSION:

Dania ABDUL MALAK, Director of ETC-UMA, University of Malaga

Ferdinando BOERO, Professor of Zoology, Università del Salento – CoNISMa – CNR-ISMAR

Željka ŠKARIČIĆ, Director of PAP/RAC – the Regional Centre of UNEP/MAP responsible for Integrated Coastal Zone Management

Lisandro BENEDETTI CECCHI, Professor of Ecology, Vice-Rector for European and International Research, University of Pisa and CoNISMa

16.00 Our idea factory – Inclusive growth department

Thematic contributions to support inclusive growth based on our projects' results and panel discussion with a variety of cooperation actors, from project partners to experts and European representatives.

PRESENTATION OF PROJECTS RESULTS:

Adriana AGRIMI, Head of Research, Innovation and Institutional Capacity Section, Department of Economic Development, Innovation, Education, Training and Employment, APULIA REGION

Luca SANTAROSSA, Project Manager of the "fishing governance in MPAs: potentialities for Blue Economy 2 – FishMPABlue2" project

Francesco MOLINARI, International researcher and free-lance consultant, Italy

PANEL DISCUSSION:

Tuija HIRVIKOSKI, President of ENoLL

Marco DI CIANO, Responsible of Research and Innovation Department, InnovaPuglia, Apulia Region

Damiano PETRUZZELLA, Responsible for Youth&Innovation sector – CIHEAM, Bari

Sergio ANDREIS, Director of Kyoto Club (NGO) – Energy & Citizens' Awareness

Enrique DE VILLAMORE Director of UNEP-MAP Regional Activity Centre for Sustainable Consumption and Production

17.30 **Wrap up of the Interreg MED FabLab**

Climate Change: **Cynthia ECHAVE**, Project Manager – Urban Ecology Agency of Barcelona

Blue Economy : **Elodie NUNES**, Policy & Programme Officer, CRPM

Inclusive Growth: **Jesse MARCH**, Consultant at Formez – Atelier Studio Associato Williams College – Palermo Area

Closing words, **Georges KREMLIS**, Honorary Director, in charge – Inter alia – of circular economy in the islands and of transboundary environmental assessments

PANORAMED bridge: **Antonio DEL PINO**, Vice Head of Unit of European Territorial Cooperation, General Direction of Community Funds – Ministry of Finances and Public Administration, Spain

18.00 **UN ESPRESSO E VIA** **Visit of our Lab Area: Tasting and testing MED**

Thursday, 19th April

THINKING AREA **From projects to public policies**

08.30 **REGISTRATION**

09.15 **Performance**

REPAIR-A-THON by Saša NEMEC
RED DRESS by Claudia DI GANGI

Music by Giuseppe LOMEO
Featured by the CreativeWear project

Welcome

09.30 **Briefing on our FabLab's capacities**

Bridging key conclusions from day 1 thematic round tables with institutional multilevel dialogue and capacity building processes, synergies among programmes/initiatives and reinforced territorial impact.

Mislav KOVAČ, Head of Service for Transnational and Interregional Cooperation at Ministry of Regional Development and EU Funds

Manuela BIGI, Manager of Strategic Planning Office, The Economic Promotion Agency of Tuscany, Italy

Claude WOHRER, Special advisor on Integrated maritime policy, Secretariat general for the Sea

Sergio PONSÁ, Director of BETA Technological Center and Coordinator of BETA Research Group

Dania Abdul MALAK, Director of the ETC-UMA, and senior environmental researcher

Roberto GRASSI, Project Manager, Arco Latino

10.30 **Brainstorming between Programmes**

Discussion on the conclusions of the previous thematic panels from the perspective of other ECT Programmes

Moderator: Mercedes ACITORES, Programme Officer at Interact Member of Managing Authority/ Joint Secretariat for Interreg Balkan-Mediterranean

Member Managing Authority/ Joint Secretariat European Territorial Cooperation Programme ADRION

Member of Managing Authority/ Joint Secretariat Interreg IVB SUDOE

Vincent ERNOUX, Coordinator of the ENI CBC MED Branch Office for the Western Mediterranean

Jean-Marc VENINEAUX, Quality Management Officer – Macrorregional strategies, EC Directorate-General for Regional and Urban Policy (DG REGIO), Desk Officer Interreg Europe

Curzio CERVELLI, Head of Joint Secretariat Interreg MED

11.30	COFFEE BREAK – Fuel for thoughts
12.00	<p>High-level capitalisation with PANORAMED project Debate facilitated by the actors of INTERREG MED initiative on governance, PANORAMED, and focusing on priority actions high-level capitalisation challenges and opportunities demand for.</p> <p>Antonio DEL PINO, Vice Head of Unit of European Territorial Cooperation, General Direction of Community Funds – Ministry of Finances and Public Administration, Spain</p> <p>Mercedes ACITORES, Programme Officer at Interact</p> <p>Michele COLAVITO, Agency for Territorial Cohesion, Italy</p> <p>Eleni HATZIYANNI, Directorate of Environment and Spatial Planning, Region of Crete, Greece</p> <p>Guillaume HUET, Head of the Territorial Cooperation Department Directorate for International and Mediterranean Relations at Provence-Alpes-Côte d’Azur South Region, France</p> <p>Jean-Marc VENINEAUX, Quality Management Officer – Macroregional strategies, EC Directorate-General for Regional and Urban Policy (DG REGIO), Desk Officer Interreg Europe</p> <p>Alessandra SENSI, Secretariat of the Union for the Mediterranean</p> <p>Davide STRANGIS, Executive Secretary of the Intermediterranean Commission – Conference of Peripheral Maritime Regions (CPMR)</p>
13.00	<p>LUNCH Visit of our Lab Area: Tasting and testing MED</p>
14.30	<p>Crafting the future of the Mediterranean: our way forward post-2020 Roundtables framing priority actions into a wider Mediterranean context of strategies, initiatives, programmes with a post-2020 perspective.</p> <p>Round table 1 – Territorial impact</p> <p>Marco D’ABBRACCIO, European External Action Service – Cooperation coordinator responsible for CBC</p> <p>Georges KREMLIS, Honorary Director, in charge – Inter alia – of circular economy in the islands and of transboundary environmental assessments</p> <p>Maria PREZIOSO, ESPON Contact Point Italy</p> <p>Ángel Luis SÁNCHEZ MUÑOZ, CPMR – Secretary General for external actions of Region Andalucía, Spain</p> <p>Alessandra SENSI, Secretariat of the Union for the Mediterranean</p> <p>Andrea BARBANTI, Research Manager, Coordinator of the Policy Platform – Bluemed CSA – National Research Council of Italy – Institute of Marine Sciences</p>
15.30	<p>Round table 2 – Synergies</p> <p>Hugo BEVORT, Director for Territorial Strategies – General Commission for Territorial Equality – Ministry for Territorial Cohesion, France</p> <p>Laura CAVALLO, Head of Department for Cohesion Policies – Presidency of the Council of Ministers, Italy</p> <p>Christos ECONOMOU, Head of Unit Sea-basin Strategies, Maritime Regional Cooperation and Maritime Security – EC Directorate-General for Maritime Affairs and Fisheries (DG MARE)</p> <p>Carmen HERNANDEZ MARTIN, Deputy Director General for European Territorial Cooperation – Ministry of Finances and Public Administration – Spain</p> <p>Agnès RAMPAL, President of the Euromediterranean Commission – Provence-Alpes-Côte d’Azur South Region, France</p> <p>Jean-Marc VENINEAUX, Quality Management Officer – Macroregional strategies, EC Directorate-General for Regional and Urban Policy (DG REGIO), Desk Officer Interreg Europe</p>
17.00	<p>Closing of the Interreg MED FabLab</p> <p>Maria Ludovica AGRÒ, Director General of the Agency for Territorial Cohesion, Italy</p> <p>Agnès RAMPAL, President of the Euromediterranean Commission – Provence-Alpes-Côte d’Azur South Region, France</p> <p>Beatrice COVASSI, Head of the Representation of the European Commission in Italy</p>
17.30	<p>HAPPY HOUR Visit of our Lab Area: Tasting and testing MED</p>

ESMARTCITY project participated in the event with the entire consortium as the kick off meeting of the project took place in Rome, adjacent to the Made in Med conference on April 19-20, 2018.

3 Participants

During the event project partners of participant projects, external experts, policy makers, and representatives of other programmes were the participants, reaching a number of more than 800. A list of the projects of the Interreg MED program and their status is presented below:

Blue Growth Community	
iBLUE	Starting in 2018
MAESTRALE	4HELIX+
PELAGOS	MISTRAL
PROteuS	
Green Growth Community	
ARISTOIL	Starting in 2018
CAMARG	ESMARTCITY
GRASPINNO	CREAINNOVATION
GREENOMED	REINWASTE
MADRE	RE-LIVE WASTE
PEFMED	EMBRACE
	GREEN MIND
	MED Greenhouses
	FinMED
Social and Creative Community	
ChIMERA	Starting in 2018
CO-CREATE	CHEBEC
COWORKMED	ODEON
CREATIVEWEAR	SMATH
OPEN DOORS	MD.NET
PROMINENT MED	+RESILIENT

Efficient Building Community	
<p>CESBA MED</p> <p>EduFootPrint</p> <p>ENERJ</p> <p>IMPULSE</p> <p>NEW FINANCE</p> <p>PrioritEE</p> <p>SHERPA</p> <p>SISMA</p> <p>STEPPING</p> <p>TEESCHOOLS</p>	
Renewable Energy Community	
<p>COMPOSE</p> <p>ForBioEnergy</p> <p>LOCAL4GREEN</p> <p>PEGASUS</p> <p>PRISMI</p> <p>StoRES</p>	
Urban Transports Community	
<p>CAMP-sUmp</p> <p>LOCATIONS</p> <p>MOBILITAS</p> <p>MOTIVATE</p> <p>REMEDIO</p> <p>SUMPORT</p>	<p>Starting in 2018</p> <p>EnerNETMob</p>

Sustainable Tourism Community	
ARTER ECO BLUEISLANDS BLUEMED CASTWATER CO-EVOLVE CONSUME-LESS DestiMED EMbleMatiC MEDCYCLETOUR MEDFEST MITOMED+ ShapeTourism SIROCCO TOURISMED	Starting in 2018 COASTING INHERIT HERIT-DATA
Biodiversity Protection Community	
ACT4LITTER AMAre ConFish EcoSUSTAIN FishMPABlue2 MEDSEALITTERAPA-ADAPT POSBEMED WETNET	Starting in 2018 PHAROS4MPAs PlasticBusterMPAs

4 Synergies and results /lessons learnt

The “Made in MED” conference was the first MED large scale event that the Esmartcity project participated in, as its kick off meeting took place in Rome adjacent to the MED conference. The conference provided a good opportunity to better understand the architecture of the MED program and establish contacts with MED program, the MED Green Growth community and different projects that are related to the topic of Smart Cities, coming both from Green Growth community and other communities of the program.

The event emphasized on the need of participation and involvement so as to address the future needs and challenges of the MED area. The needs to identify and involve the most suitable stakeholders in the MED area coming from the entire Quadruple Helix, to build out of these partnerships successful projects, to funnel the project outcomes to the policy making level so as to produce sustainable results, to involve the general public, are fundamental for the success of the MED program and for the resilience of the entire MED area.

The Esmartcity project contributes to this problematic by creating a network of stakeholders involving the Quadruple Helix in the context of Smart Cities. It will be involved in pilot testing so as to stir missing public authority pull for the Smart City market that remains largely technology pushed. Out of the pilot testing and collection of lessons learnt the project will elaborate a Green Paper on Innovation Policy Change addressing policy recommendations to help transfer the project results wider in the MED area. The policy recommendations will be classified against policy objectives, specific objectives and investment priorities of framework programs and operational programs at EU, national and regional / local level so as to identify the most appropriate path of intervention. A Smart City Protocol accepted by public authority stakeholders will detail this classification and provide a related action plan.

The Esmartcity project is in line with the four key points of the conference: participation, reinforcement, growth and vision. It addresses participation through its Quadruple Helix networked community. It reinforces territories via its pilot testing and capacity building activities. It addresses growth as the Smart City theme can enhance entrepreneurship and innovation in the MED territories through Open Data and Infrastructures for innovative applications breaking the silos between application domains. Finally, its policy recommendations contribute to a vision for Greener and more Innovative Europe.



Made in MED

