

## **GRASPINNO**

Transnational model, strategies and decision support for innovative clusters and business networks towards green growth, focusing on green e-procurement in EE/RES for energy refurbishment of public buildings.

# **Deliverable: 2.6.1**

## **Report n. 2**

### **Coordination with Horizontal project**

*Prepared by Chamber of Commerce of Terrassa*

**Date: (24/08/2017)**



**La Cambra**  
Cambra de Comerç  
de Terrassa

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## 1. INTRODUCTION

In order to ensure capitalization and replication of action and results, Interreg Med Programme launched horizontal projects, in charge of providing a common platform of diffusion, treatment and access to the results of the different communities of projects.

Horizontal projects are the unifying element of a thematic community of projects. They are in charge of community building activities, joint communication and joint capitalisation of the relevant projects. They shall allow real synergies and provide a better visibility to reach policy making level.

GRASPINNO will cooperate with Horizontal projects, in terms of communication and capitalization activities.

This report includes the activities done between 01/03/2017 to 31/08/2017. Following the Application form instruction, this report will be done every 6 months, the next one will include activities from 01/09/2017 to 28/02/2018.

SYNGGI: Synergies for Green Growth Initiative, is a grid of innovative projects focused on renewable energy, energy efficiency, waste management-recycling, smart cities and eco-innovation. SYNGGI project acts as a dynamic network to unify project results, support MED stakeholders and create a fruitful and collaborative environment for all implicated bodies.

## 2. ACTIVITIES

During this period, the activities related to coordinator with Horizontal project were centralized on different events where the modular projects presenting their objectives could identify synergies and common points to work together.

### **28/02/17 - 01/03/17: SYNGGI kick off meeting**

GRASPINNO project develop activities under the Green Growth Community where the horizontal project is SYNGGI.

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support MED stakeholders and create a fruitful and collaborative environment for all implicated bodies.

The event was organized by University of Vic (SYNGGI – LP) on VIC- Barcelona.

- ✓ Attendees: 30 people from 6 modular projects (partners and AP), SYNGGI and Joint Secretariat.

- ✓ Overall Agenda:

### ***1<sup>st</sup> day: Presentations***

#### ***General presentation about SYNGGI project:***

- Objectives
- Partners
- Support
- Communication activities

#### ***General presentation about Modular project:***

- ARISTOIL
- GRASPINNO
- PEFMED
- GREENOMED
- MADRE

### ***2nd day:***

#### ***Workshop***

The workshop was developed in two parts.

The first part had the objective to define the meaning of Green Growth and identify different key words. The groups were constituted by represents from MP and SYNGGI.

The second part, 2 groups were created with different objectives.

#### ***B2B meetings***

Meeting with 15 minutes duration were performed between different modular projects in order to identify synergies.

#### ***Next step:***

SYNGGI project present the next communication activities and events planned for this year.

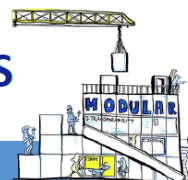
- ✓ GRASPINNO role: CCIT representing GRASPINNO, attended the SYNGGI kick off meeting presenting the project, main objectives, expected results and communication plan activities, participating on Workshop and B2B meetings.

### **Lessons Learned:**

CCIT had the opportunity to know the main objectives of the rest of the modular projects under the same community, creating interesting contacts identifying some points to work.

6 MP are working under Green Growth Community, focused on agrofood, energy efficiency/renewable source solution to public buildings, industry green innovation, as the following table shows:

## THE MODULAR PROJECTS



Modular projects	Module	Description
ARISTOIL	M1+M2	Reinforcement of the olive oil sector competitiveness
GRASPINNO	M2+M3	Innovative green procurement solutions for energy saving/efficient refurbishment of public buildings
PEFMED	M2	Product environmental footprint across the MED agrofood systems
GREENOMED	M2	Mediterranean trans-regional cooperation for green manufacturing innovation
MADRE	M3	Metropolitan agriculture for developing an innovative, sustainable and responsible economy
CAMARG	M2	Clusters of innovative zero-km agrofood marketplaces

**Module 1:** Studying; **Module 2:** Testing; **Module 3:** Capitalising

After the B2B meetings between GRASPINNO project and another 5 modular projects:

### SYNERGIES IDENTIFIED:

- 1.- **ARISTOIL:** e-tools and apps for the product promotion
- 2.- **PEFMED:** LCA tool from PEFMED integrate with LCC
- 3.- **GREENOMED:** Manufacturing should be harmonically integrated in a wider social and environmental perspective and the GRASPINNO methodology could be used on manufacturing buildings. The target groups can be the same.
- 4.- **MADRE:** This project is on M3, and was difficult to find synergies, anyway 2 entities (Med Cities and CCIT) can help each other on dissemination activities.
- 5.- **CAMARG:** 2 project developing purchase platform, Green public procurement platform. Two projects can share information using the social network.

**Photos:**





#### **Related Documents:**

**Annex I:** *SYNGGI kick off meeting minutes* elaborated by SYNGGI project – March 2017

### **9 -10/05/17 - PEFMED project: LCA specialist seminar**

The modular project PEFMED was organized a training course on PEF methodology which took place in Bologna on 9th and 10th May 2017. The course addressed to the LCA experts who perform the PEF studies for the project invited GRASPINNO to attend them. University of Patras was attended the course.

The main objective was to train the participants on the PEF methodology and PEFCR guidance. Participants in this seminar have been mainly the partners of PEFMED project and their external LCA experts. In addition, two projects of the Green Growth Community participated in the seminar in order to identify potential synergies with PEFMED project. The first was GRASPINNO project and the second was MADRE project.

#### **GRASPINNO participation:**

University of Patras participated in this seminar in order to present the main objectives of GRASPINNO to a number of partners that could be potential stakeholders. Moreover, GRASPINNO presented some ideas of synergies with PEFMED project and investigated the prospects for potential cooperation with PEFMED and the rest of the participants. Finally, GRASPINNO representatives were familiarized to LCA and were trained on PEF methodology. This was very important since GRASPINNO is also interested in Life Cycle Cost and one of its main outputs is the use of GRASPINNO LCC tool by PAs for evaluating green products and services.

#### **Lessons learned**

UP had the opportunity to be informed about the idea of LCA in general and the activities of PEFMED project.

The most interesting ones dealt with the PEF methodology and the PEFCR guidance. The presenters were very detailed explaining to the participants every step of the methodology. Another interesting presentation was the one about the socio economic indicators to be applied in the PEFMED project.

Since PEFMED is a project dealing with the greening of the agrofood supply chain, the commonalities between PEFMED and GRASPINNO cannot be recognized at first glance. However, both projects follow “green” paths in their activities and both projects can be benefited from each other knowledge. The PEF methodology will be available soon not only for products of the agrofood sector, but also for products of other sectors in which GRASPINNO is very interested (e.g. solar panels). Finally, the presentation about the socio economic indicators was interesting and a further study on this presentation’s content will be made.

This event was relevant for GRASPINNO for many reasons, first to improve the knowledge for each project, to know the PEF methodology and creating contacts and disseminating GRASPINNO.

#### **Related documentation:**

**Annex II:** Report: PEFMED Project-LCA specialist seminar, 9<sup>th</sup>-10<sup>th</sup> May, 2017-Bologna Italy, elaborated by University of Patras – 23/05/2017

#### **17/05/17 - WE ARE MED event**

On 17th May in Alicante, the Interreg MED Programme organised a community building event entitled “We are MED - Going beyond thematic communities”. The event was the occasion to work together on a common work methodology and last but not least build a strong Interreg MED community.

In this event were participated all Horizontal and Modular project , the overall objective was to induce synergies and transversal debates between them, creating a joint work dynamic and a sense of belonging to the Interreg MED community of stakeholders.

The event was organized on 3 parts, Team building, Plenary sessions and Workshop.

During the event, each community presents their projects objectives, work methodology between horizontal and modular projects, team building, workshop “world café sessions”.

From GRASPINNO, UP leader Partner and CCIT attended the event

#### **Plenary Sessions:**

With the participation of the Joint Secretariat and members from all communities presenting projects and partners.



### Team building:

3 thematic team buildings were created, graffiti message, house for birds and scooter race. The objective was “break the ice” to create networking between the attendees.

GRASPINNO members participated making a graffiti message: “Nature is life”.



### WORLD CAFÉ

The workshop was organised mixing all participants in discussion groups in order to identify synergies between projects and harvest ideas, tool and methods.

There was 2 topics to work:

#### 1. *Capitalisation/communication:*

Themes of discussions: How to reach the results to the policy makers, how to ensure that the Programme and the projects have an impact on the territories and to increase this impact, which are the best channels and how can we reach them.

#### 2. *Methodology for work between Modular and Horizontal projects*

Themes of discussion: What is the combined role of Modular and Horizontal projects in the Interreg Med Programme architecture, strength and weakness of the concept and how to improve them and how can we all work together, to which purpose?

### Related document:

**Annex III:** Summary of World café sessions (<https://interreg-med.eu/news-events/events/we-are-med>)

### Lessons learned

GRASPINNO had the opportunity to know about the all communities and their projects, creating contacts with another projects from other communities who works on a similar themes in order to collaborate in a future.

## 28-29-30/06/17 - 1<sup>st</sup> Transnational Event “New Challenges in the Agrofood sector

The First Green Growth Community Transnational Event – “New Challenges in the Agrofood sector” took place in Girona (Spain) on 28-30th June 2017. This event aimed at gather the whole Green Growth community and relevant stakeholders of the Mediterranean area and other European regions to jointly discuss about the new challenges that the agrofood sector is facing nowadays.

Participatory facilitation techniques such as thematic workshops, participative round-tables and field trip visits are organized to stimulate the contribution of all the participants and the creation of authentic spaces of exchange. Relevant stakeholders from different Mediterranean countries and other European countries will be present in the event.

From GRASPINNO, UP leader Partner and CCIT attended the event.

Agenda:

- 1<sup>st</sup> day: Plenary Sessions: included presentations by different regional entities
- 2<sup>nd</sup> day:

### Parallel workshops:

- ***Methodologies for sustainability assessment in the agrofood and energy sectors (PEF and LCC methodologies) (PEFMED and GRASPINNO)***



GRASPINNO participated as a co-moderator with PEFMED project. The workshop began with the overall presentation of two projects explaining

possible synergies between both of them (unified platform, living Lab, information on mentoring and business angels). During the workshop the attendees participated actively.

**The rest of the workshops were:**

- *Health and nutritional properties of food products (ARISTOIL)*
- *Green manufacturing in the agro-food industry (GREENOMED)*
- *Boosting the "zero-km agro-food" as a sustainable alternative (CAMARG)*
- *Growing better cities with Metropolitan Agriculture (MADRE)*

**Parallel roundtables:**

- *Policy gaps affecting the agro-food sector (moderated by ECOSISTEMI)*
- *Clusters and business development (moderated by CUEIM & ACCIÓ)*
- *Emerging challenges in agro-food (moderated by ENEA & IRTA)*

**Study Visits in 3 different locations:**

- *La Fageda, a dairy farm and social enterprise*
- *Can Moragues, an organic vegetables, sauce and jam factory*
- *La Vinyeta, a small vineyard*

**3<sup>rd</sup> day: Plenary Session**

During the last day, took place presentation by Joint Secretariat and regional entities, roundtable and workshop results.

**Lessons learned:**

GRASPINNO members had the opportunity to improve the knowledge related to the rest of modular under Green Growth Community, also, to know another projects to create good contacts.

Related relevant contacts, after this event, CCIT had present GRASPINNO project to Catalan Energy Efficiency cluster and GRASPINNO is invited to participated on GREENCAP event in Barcelona.

**Related document:**

**Annex IV:** Report on transnational event “New challenge in the agrofood sector” elaborated by SYNGGI project. July 2017

**6th – 7th July 2017: Prominent MED Project – International Working Session Lisbon, Portugal.**

Prominent MED is a modular project that focuses on the use of Public Procurement of Innovation (PPI) to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens. Prominent MED belongs to the Social and Creative Community, and not in the Green Growth Community where GRASPINNO belongs. However, GRASPINNO LP assessed that the two projects have common field of interesting and potential synergies must be further investigated.

Under the 2<sup>nd</sup>. project meeting, PROMINENT project organised a International working session gathered the project partners and other parties interested on PPI.

The event was hosted by IrRADIARE at Comissão de Coordenação e Desenvolvimento Regional de Lisboa e Vale do Tejo-Lisbon, Portugal on 6<sup>th</sup>. and 7<sup>th</sup>. July.

Event’s main objective was to discuss about the PPI progress in general and organize the next activities in the framework of the project, focused on the pilots that partners are carrying out.

**GRASPINNO participation:**

University of Patras, Lead Partner was attended the event presenting GRASPINNO project overall objectives and results. The representatives of GRASPINNO, discussed with PROMINENT representatives about potential synergies creating a good contact to continue sharing experiences.

More contacts were created during the event with the rest of the attendees, some of them experts in field of public procurement taking the opportunity to discussed extensively with LP about GRASPINNO goals.

**Lesson Learned:**

During the event, LP had the opportunity to know very well PROMINENT project, PPI idea and the activities of that project.

**Related document:**

**Annex V:** Report event: Prominent MED Project – International Working Session, 6th – 7th July 2017, Lisbon, Portugal

### 3. NEXT ACTIVITIES

Continuing with the Coordination with Horizontal projects, the next period includes few events that GRASPINNO will be attend in order to progress in synergies disseminating the project progress.

### 4. ANNEX

**Annex I:** *SYNGGI kick off meeting minutes* elaborated by SYNGGI project – March 2017

**Annex II:** Report: PEFMED Project-LCA specialist seminar, 9<sup>th</sup>-10<sup>th</sup> May, 2017-Bologna Italy, elaborated by University of Patras – 23/05/2017

**Annex III:** Summary of World café sessions (<https://interreg-med.eu/news-events/events/we-are-med>)

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**Annex V:** Report event: Prominent MED Project – International Working Session, 6th – 7th July 2017, Lisbon, Portugal

*Synergies for Green Growth Initiative –  
Energising the Impact of Innovation in the  
Mediterranean “SYNGGI”*

**SYNGGI Kick-off Meeting minutes**

**Delivery date: March 2017**  
**Partner in charge: UVic - UCC**  
**Partners involved: All**  
**Status: final**  
**Distribution: public**



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## **Deliverable content**

1. Foreword
2. Attendants
3. Presentations
4. Workshop
5. B2B meetings
6. Conclusions
7. Annexes
8. Supplementary material

## **1. Foreword**

This document presents the minutes of the SYNGGI Kick-off Meeting (KoM) that took place at the University of Vic – Universitat Central de Catalunya (Vic - Barcelona, Spain) on the 28<sup>th</sup> of February and 1<sup>st</sup> of March 2017.

The aim of the document is to resume the SYNGGI KoM and to briefly describe the presentations that were made, results of the workshop and B2B that were performed with the modular projects and questions arose during the KoM.

## **2. Attendants**

Thirty people were present in the SYNGGI KoM including the project officer (Joint Secretariat Interreg Med), SYNGGI partners and associated partners and partners from the six modular projects. The SYNGGI associated partner CRES could not attend the KoM. The registration list of attendants can be found at the end of this document.



*Group photo of the SYNGGI KoM in Vic*

### 3. Presentations

Power Point presentations were shared among participants after the KoM and will be available in the Interreg web platform once it is ready.

The first day of the KoM consisted of a presentation of the Interreg Med programme, a brief description of the Horizontal project SYNGGI and the presentation of all modular projects.

**Jordi Montaña**, chancellor of the University of Vic – Universitat Central de Catalunya (UVic-UCC) opened the SYNGGI KoM and welcomed the participants to Vic, highlighting the importance of horizontal projects like SYNGGI that not only have a positive impact on the Mediterranean, but also around Europe, promoting new policies and providing unified results in the Green Growth thematic. He encouraged the participants to work together and to create fruitful synergies.

A general presentation about the Interreg Med programme and horizontal projects was made by the project officer **Maria Groueva (Interreg MED Joint Secretariat)**. She also talked about the Interreg event on the 17<sup>th</sup> of May (in Spain, location to be confirmed), where a ceremony will be held to sign a cooperation memorandum of understanding between HP/MP. She emphasized that the final goal of MED thematic communities is community building.

**Sergio Ponsá (UVic-UCC, SYNGGI project coordinator)** thanked participants for their attendance and their interest in SYNGGI. He presented a brief description of SYNGGI, including its main and specific objectives, tactics and available tools, and expected results. The main points discussed were the following ones:

- These are the first Horizontal Projects (HP) of the Interreg MED Programme. There is a need that results of modular projects can have a higher impact and reach European policies.
- Green Growth (GG) community is the brand we have to sell, not SYNGGI. Increase visibility of the Green Growth community.
- Joint framework to promote modular projects to have high impact on the market and European policies/regulations.
- Unify GG community results to support MED stakeholders to communicate to the Joint Secretariat/Europe.
- Key groups: SMEs, academics, research institutes and governing authorities.
- There are 6 modular projects so far, up to 10-12 modular projects are expected by the end of the year.
- Create synergies at the local, national and EU level.
- Define a right work plan, we have different tools we can use, go step by step.

He presented the SYNGGI Consortium and a very brief introduction of each SYNGGI partner and associated partners were made: **CT BETA-UVic (Spain), ECOSISTEMI (Italy), Dynamic Vision (Greece), CUEIM (Italy) and Regional**

**Council of Durres (Albania);** and associated partners **CRES (Greece), MAICH/CIHEAM (Greece), Capenergies (France), and TECOS (Slovenia).** Since any member from CRES could attend the KoM but they previously justified their absence, Ioannis Mardikis from DVision introduced CRES. It is important to point out that associated partners are very powerful, are involved in several projects, have experience in European projects and wide networks around the Mediterranean area. Their main areas of expertise are: energy efficiency, agro-food industry, manufacturing, etc.

The Green Growth Community counts with 6 modulars projects so far: ARISTOIL, GRASPINNO, PEFMED, GREENOMED, MADRE and CAMARG. Partners from each modular project gave a 15 minutes presentation about their projects:

#### **ARISTOIL, Angeliki Tseva (Efxini Poli)**

- 10 partners, most partners are universities. It's a M1 project (studying).
- ARISTOIL objective: provide Mediterranean olive oil producers the potential to increase the value of their product; Increase Knowledge capacity of olive oil producers; Increase demand for high quality olive oil.
- 3 target groups for the communication strategy: olive oil producers (most important), millers (most important), general public.
- Lobbying challenges with SYNGGI: they would like to contact with DG AGRI, DG HEALTH & FOOD SAFETY, FAO and WHO.

#### **GRASPINNO, Marianella Pereira (Chamber of Commerce of Terrassa)**

- 12 partners
- GRASPINNO objective: Transnational model, strategies and decision support for innovative clusters and business networks towards green growth, focusing on green e-procurement in EE/RES for energy refurbishment of public buildings
- They already created Facebook (GRASPINNO PROJECT), Twitter (@GRASPINNO\_MED) and LinkedIn account (GRASPINNO Project (Group))
- Project is focused on public building but it can be extrapolated to all type of buildings

#### **PEFMED, Valentina Fantin (ENEA) and Tina Buh (Chamber of Commerce and Industry of Slovenia)**

- 9 partners of 6 countries
- PEFMED objective: to test the applicability of the new EU Product Environmental Footprint method (PEF) for some specific product groups in 9 MED agrofood regional systems (clusters & supply chains)
- Product ranges to evaluate their environmental footprint: olive oil, packed water, meat, wine, coffee, dairy, feed for food-producing animals.

*SYNGGI Kick-off Meeting minutes*

- 3 main key stakeholders: clusters managers, LCA experts and regional authorities.
- Synergies in the GG community: it's like an octopus! Benefits: share information, activities and project results with the aim to support cross-sectorial innovation.
- Twitter account opened (@PEFMEDproject)

**GREENOMED, Giacomo Copani (CNR-ITIA)**

- 19 partners
- GREENOMED objective: Test a trans-regional cooperation methodology to design and build pilot plants supporting green manufacturing in the MED area based on the “Vanguard” experience
- It's a testing project (M2)
- Network of regional pilot plants interconnected in a network
- Communication strategies: platforms (community) of stakeholders and living labs
- 3 project conferences: Greece (targeting general public, M12), Barcelona (industry, M24) and Milano (policy makers, M30)
- Manufacturing should be harmonically integrated in a wider social and environmental perspective
- SYNGGI needed in the 1<sup>st</sup> project conference where general public is targeted; SYNGGI needed in bringing non-manufacturing stakeholders; needed to support target green societal evolution

**MADRE, Elena Argelich (MedCities)**

- 7 partners
- MADRE objective: to facilitate the exchange of experiences, expertise and training, enabling the promotion of urban and territorial development processes in the Mediterranean.
- 18 months, capitalization project M3 (from 1<sup>st</sup> feb 2017 – 31<sup>st</sup> July 2018)
- Metropolitan working groups → Transnational working groups → policy paper to MED, EU
- Social media: Facebook, LinkedIn, Twitter

AMB/MedCities is also participating in the Horizontal Project on Biodiversity Protection called PANACeA. It counts with 8-10 modular projects. The lead partner is the University of Malaga.

AMB/MedCities also participates in the GO-SUMP project from the Horizontal Project on Sustainable Mobility. The lead partner is the City of Malaga. It counts with 6 modular projects.

**CAMARG, Chiara Lepori (Consorzio IB Innovation) and Ivana Juric (Regional Development Agency of Slavonia and Baranja)**

- 9 partners
- CAMARG objective: testing a brand new and easy web-based service to support clusters of small local producers of agrifood excellences in organising self-sustaining supply networks able to deliver daily the selected food to the consumer locations.
- Example of a video: Buy food ethically, unless it's too hard (2,37 min)
- How to fill the gap between the farmer and the consumer
- Innovative platform on how to buy local products. Target audience: young people mainly (social media tools), ...

The Wednesday session consisted of presentations about the interaction between the horizontal projects and modular projects, available communication tools and planned activities. A workshop and B2B meeting between modular projects were organized with the aim to increase interaction among modular projects and seek potential synergies.

**Martina Vallerotonda (SYNGGI, CUEIM): How SYNGGI will support the modular projects? Results of the survey.**

- A survey with 12 questions was distributed to all modular projects before the SYNGGI KoM to acquire a first basis of the needs, to map and group all Modulares' events of year 2017 and to map, group and homogenize the terminology for the various stakeholders that the Community wishes to reach.
- The results of the survey can be found in the presentation that was sent to all participants. But basically, SYNGGI should support modular projects on communication and capitalization, transfer and dissemination of results at a higher EU policy level, stakeholder engagement and clustering and boost Green Growth Indicators.
- Maria Groueva (JS) added that SYNGGI only has to advice modular projects, SYNGGI cannot be directly involved in technical issues (SYNGGI cannot write or be involved in preparing any deliverable of the modular projects). However, modulares are responsible to disseminate the results obtained and SYNGGI must be aware of them. Interactions to have a common scope.

**Ioannis Mardikis (SYNGGI, Dynamic Vision): Main activities and communication tools**

- The calendar of activities is dynamic, activities will be added according to SYNGGI events and modular projects events.

- Internal communication between the HP and MPs through the Green Growth communication group.
- Communication products: list of contacts, calendar, social media tools (Facebook, Twitter, LinkedIn, Youtube, Yammer), forum, newsletters, etc.

**Angelos Konstantopoulos (external expert, Think Plus [www.think-plus.gr](http://www.think-plus.gr))**

- He gave some examples of tools that can be used to disseminate a message to general public and reach a wide audience.
- 4 tools:
  - o Infographics: many advantages!
  - o Cinemagraph: a photo combined with video and photography
  - o Videos to power your message. Example: “The future starts today: Earth Hour 2016”
  - o Live streaming
- Example of a Youtube video: “A dramatic surprise on a quite square”. Views: 54.770.463. Expected cost of the ad: 3 million €. Using social media → free
- Book: Inclusive Green Growth (World Bank), from 174 pages converted to 3 pages of infographics. Much easier to read and have more audience.

**General questions:**

- Meaning of Living Labs: establish a single meaning because modular projects have their own Living Labs as well.
- Cluster seminars: there is a cluster policy in Europe.
- Survey to clusters to be more visible, for strategic events, policy. We could be the focus point of the community.
- Next events:
  - o The first SYNGGI Transnational event will be held in Vic in June 2017. The main topic will be agrofood.
  - o The second SYNGGI Transnational event will be held in Rome in October 2017, coinciding with Forum Compraverde.
  - o An Interreg MED event where all horizontal project and all modular projects will attend. This event will be on the 17<sup>th</sup> of May in Spain (Valencia or Alicante). More details will be received by the JS.

#### **4. Workshop**

The workshop between modular projects was animated by Ana-Maria Paladus and Livia Mazzà (SYNGGI, ECOSISTEMI)

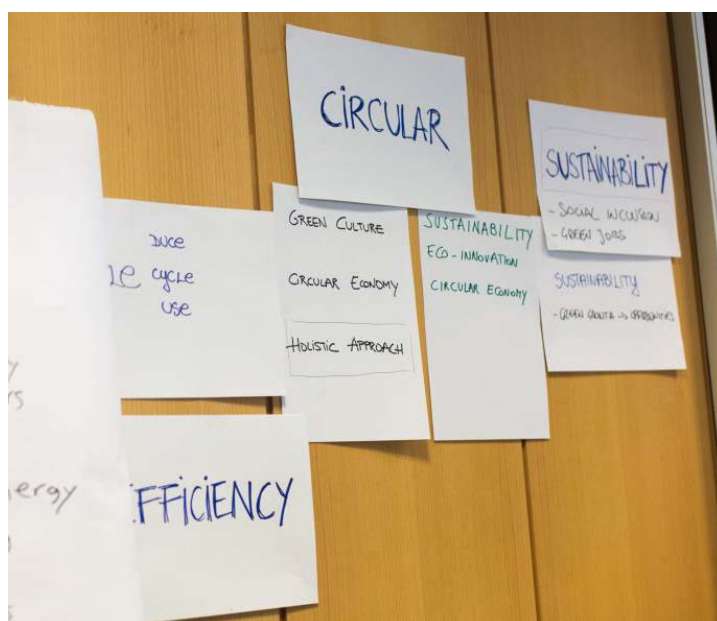
The objective of the first part of the workshop was to define the meaning of Green Growth and identify different key words. Participants including members of SYNGGI



and MPs were split in four different groups and each group had to choose 3 keywords describing the concept of Green Growth. Then the selected keywords were exposed and posted on the wall to see if some were shared among the groups. The most common keywords were: sustainability and circular economy.

All keywords that were identified are:

Reduce, recycle, re-use, efficiency, near-zero emissions, green culture, circular economy, holistic approach, circular, sustainability, eco-innovation, circular economy, social inclusion, green jobs, green growth opportunities.



Key words defining Green Growth

Moreover, a cards game was organized. Two working groups were created with participants from each modular project. SYNGGI cards were created to show the range of tools that SYNGGI can offer to modular projects in terms of internal/external communication and capitalization. The provided SYNGGI cards can be found at the end of this document. First, each working group defined a list of objectives that all modular projects have in common and second, they chose what tools were more suitable to reach each objective.

### The objectives and tools of Working Group 1 were:

- A) Green culture promotion (mind-shift)
  - o *Capitalization tools*: MED Green Growth White Bible, MED Green Growth Indexes
  - o *Internal communication tools*: thematic level working groups, forum
  - o *Extra*: increase awareness of consumers, international events like ICLEI, FAO.
- B) Communication to reach wider public
  - o *Capitalization tools*: MED Green Growth White Bible, capitalization conference, business forum

SYNGGI Kick-off Meeting minutes

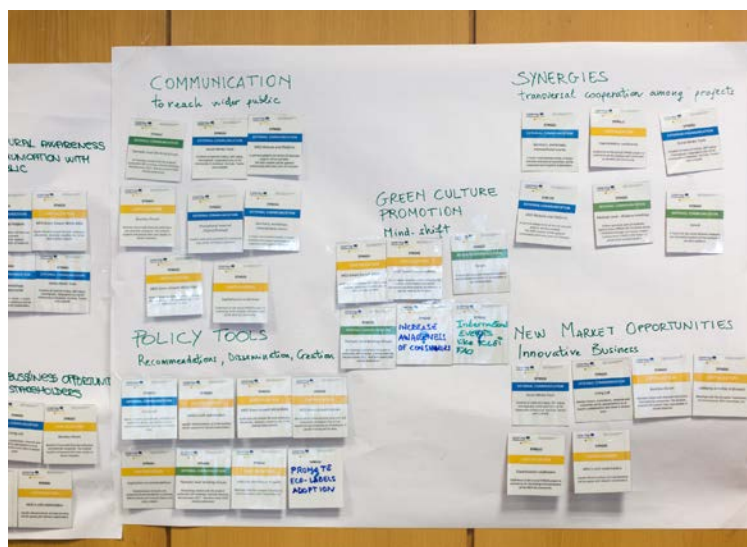
- *External communication:* social media tools; seminars, workshops, transnational events, MED website and platform, promotional material (digital/printed).
- *Internal communication tools:* thematic level working groups
- C) Synergies (transversal cooperation among projects)
  - *Capitalization tools:* capitalization conference
  - *External communication:* social media tools; seminars, workshops, transnational events, MED website and platform
  - *Internal communication tools:* modular level - bilateral meetings, forum
- D) New market opportunities (Innovative Business)
  - *Capitalization tools:* capitalization conference, business forum, lobbying activities in Brussels, MOU's with stakeholders
  - *External communication:* social media tools; living labs
- E) Policy tools (recommendations, dissemination, creation)
  - *Capitalization tools:* MOU's with stakeholders, MED Green Growth White Bible, MED Green Growth Indexes, legislation recommendations, lobbying activities in Brussels
  - *External communication:* living labs
  - *Internal communication tools:* thematic level working groups

**The objectives and tools of Working Group 2 were:**

- A) Increase the critical mass of involved stakeholders
  - *Capitalization tools:* MOU's with stakeholders
  - *External communication tools:* social media tools; seminars, workshops, transnational events, MED website and platform, promotional material (digital/printed).
- B) Raising cultural awareness through communication with the general public
  - *Capitalization tools:* lobbying activities in Brussels, MED Green Growth White Bible
  - *External communication tools:* social media tools; seminars, workshops, transnational events, MED website and platform, promotional material (digital/printed).
- C) Identifying business opportunities for project stakeholders
  - *Capitalization tools:* MOU's with stakeholders, business forum
  - *Internal communication tools:* modular level-bilateral meetings
- D) Integration of GG domain in a broader innovation perspective
  - *Capitalization tools:* lobbying activities in Brussels, MED Green Growth White Bible
  - *Internal communication tools:* thematic level working groups, forum, modular level-bilateral meetings
- E) Supporting capitalization of the project results
  - *Capitalization tools:* capitalization conference, legislation recommendations

*SYNGGI Kick-off Meeting minutes*

- o *External communication tools:* social media tools; seminars, workshops, transnational events, MED website and platform, promotional material (digital/printed).



*Example of the cards game with defined objectives and selected tools*

On the other hand, SYNGGI associated partners discussed their role in the execution of the SYNGGI project. Their results are the following:

- Networks: research, training, industry and policy makers
- Linking research/innovation with industry/end-users
- Domains of expertise: agriculture, green energy, and processing / manufacturing
- Stakeholders: SMEs, big companies, end-users, policy makers
- Outreach: regional, national and international (MED/EU)



*SYNGGI associated partner (Chariton Kalaitzidis from MAICH) presenting the results*

## 5. B2B meetings

B2B meetings of 15 minutes duration were performed between the different modular projects. Each B2B involved 2 modular projects and a SYNGGI partner who took notes about the discussion. A brief description about the mutual interests and potential synergies is presented in the following table.

B2B meetings between Modular Projects	General comments
<b>GREENOMED - MADRE</b>	<p>During the B2B meeting several potential synergies have been shown:</p> <ul style="list-style-type: none"> <li>• Exchange of best practices;</li> <li>• Participation of local groups in the transnational debate;</li> <li>• Social inclusion;</li> <li>• Capitalization support.</li> </ul> <p>Currently GREENOMED doesn't have an agrofood pilot plant, but if this is included in the network MADRE can contribute with its services, especially the ones related with social and ethical issues.</p> <p>The participation in common events is desirable. Moreover, there are MED Regions that can be interested in both projects, in order to enlarge the covered area of both.</p> <p>Several partners from MADRE are clusters and this is interesting for GREENOMED.</p> <p>It will be possible to work on a common message for the general public.</p>
<b>GREENOMED - GRASPINNO</b>	<p>The two projects “talk” to different target groups, manufacturing enterprises for GREENOMED and Public Authorities for GRASPINNO. The Energy Efficiency plays an important role in GREENOMED but it mainly refers to massive consumption of energy and to energy services, while GRASPINNO refers mainly to commercial goods as lamps or windows.</p> <p>Some common mid- or long-term strategies and/or a common message can be developed, such as the “Urban Manufacturing” paradigm, in which energy saved from industries can be used in Public Buildings.</p>

<p><b>GREENOMED - CAMARG</b></p>	<p>Manufacturing sector can refer also to the food production (GREENOMED perspective). CAMARG can be related with industries but mainly deals with small producers.</p> <p>The concept of the CAMARG platform can be applied also for manufacturing, adapting the demand at the daily offer. Can the platform be adapted to the pilot plants network as a service, especially in the agrofood sector?</p> <p>CAMARG underlines that there should be no intermediaries.</p> <p>GREENOMED says that to develop a platform useful for manufacturing a system of sensors is needed, but this will require a research phase.</p> <p>A merge with the industry of functional food can be possible.</p>
<p><b>GRASPINNO - CAMARG</b></p>	<p>Both projects develop a service platform. A mid- or long-term synergy can be the opportunity to create a common GPP platform for both energy efficiency goods and food from local small producers. The use of social network for the diffusion of the service can be useful for both.</p> <p>Both projects can be interested in the Ecolabel scheme.</p>
<p><b>CAMARG - MADRE</b></p>	<p>CAMARG develops a service platform and MADRE is a capitalization project on urban agriculture best practices, so it could be interesting as a mid-term synergy in which MADRE can contribute with services related with social and ethical issues and CAMARG could integrate these issues on the e-platform.</p> <p>Several partners from MADRE are clusters and this is interesting also for CAMARG platform. The participation in common events is desirable.</p>
<p><b>ARISTOIL – GRASPINNO</b></p>	<p>GRASPINNO is related with the re-evaluation of green procurements mainly in the public sector (PA, public administration). There is also a procedure that will lead to the support of green tenders related with products (i.e. like olive oil) apart from public buildings and will be related also with the private sector. There will be 2 platforms created in the project:</p> <ul style="list-style-type: none"> <li>- e-GPP (public procurements that are in process)</li> <li>- TMN (network of MED SME's ) (result of GRASP project)</li> </ul> <p>and one tool:</p>

<p><b>ARISTOIL – GRASPINNO (continuation)</b></p>	<p>- LCC tool is a recommendation tool, doing the Life Cycle cost calculation comparing 2 products. It recommends the best economical option. It can compare a traditional product with a “green” product, using the save on energy consumption in the calculation.</p> <p>Mrs Tseva explained that ARISTOIL wishes to create a new highly efficient product that will be categorized as “health claim olive oil” by maintaining a high level of phenols in the final product. Also 2 certification centers will be created. They are totally interested in SMEs and especially in olive millers. The network of GRASPINNO (TMN), if it contains already some olive millers from ARISTOIL, it could be of an important step for both projects. Some of the dedicated olive oil millers of ARISTOIL could be enrolled in the platform.</p> <p>Another aspect that it could provide complementarities is the LCC methodology of GRASPINNO that can be used to demonstrate to the olive millers the “greenest” way of their production.</p> <p>Another important field is probable participation of one project to the communication activities of the other so as to multiply their audiences.</p> <p>Next steps (brief action plan):</p> <ol style="list-style-type: none"> <li>1. Territories of complementarities (exchange of data)</li> <li>2. Exchange of data related to the events of the 2 projects (probable joint actions or visits of one project to the other’s events could take place)</li> <li>3. Exchange of relevant info (i.e. platform requirements for ARISTOIL to use)</li> <li>4. Next meeting</li> </ol>
<p><b>ARISTOIL – GREENOMED</b></p>	<p>GREENOMED project is related with the creation or the upgrade of pilot plants of manufacturing aiming in innovative methods, techniques, patterns that can be demonstrated and reproduced. These plants will be the reference point for innovative production and technologies of novelty that can be driven to the market.</p> <p>ARISTOIL wishes to create a new highly efficient product that will be categorized as “health claim olive oil” by maintaining a high level of phenols in the final product. Also 2 certification centers will be created (Greece, Spain).</p>



<p><b>ARISTOIL – GREENOMED (continuation)</b></p>	<p>The link with GREENOMED could be related with the olive millers or any plant that could be used as the reference point of olive oil innovative production plant (if it exists already).</p> <p>Related to probable synergies GREENOMED has a partner in Thessaloniki (IBAC) specializing in agro-food that could be involved in probable activities of ARISTOIL. Their consortium is experts in several topics that could concern ARISTOIL, like innovative methodologies, suggestions for business and market product development, business plans, and innovative products' market uptake. If for example there could be a reference center that would produce high-level olive oil or it could be a center that applied other innovative methods in the production of olive oil, for GREENOMED, it could be a start. Another sector that presents extensive interest is the companies that are providing olive oil millers with equipment or companies that could conduct “in situ measurements”. Another interesting field also would be related with the input material deriving from the residuals of olive oil production. GREENOMED is also interested in “nutri-ceuticals” and a product of high interest could be the “health claim” olive oil.</p> <p>Next steps (brief action plan):</p> <ol style="list-style-type: none"> <li>1. Collaboration of ARISTOIL with IBAC</li> <li>2. Inquiry of a probable unit/plant of ARISTOIL's olive oil millers that could serve the demands of GREENOMED</li> <li>3. Thessaloniki event of GREENOMED</li> <li>4. Next meeting date</li> </ol>
<p><b>ARISTOIL – PEFMED</b></p>	<p>PEFMED members mentioned that PEF methodology is already established by the EC and measures the environmental performance of several products. PEFMED will re-evaluate these standards and set the new benchmarks. Several companies will be implicated in the project. One of the sectors that are of importance is the olive oil and its production. PEFMED has a partner in Greece (Thessalia) and partners in Italy (Puglia) and Spain (Andalusia). Some of them are located in territories that produce olive oil. It could be decided by PEFMED and it can be discussed further within the consortium to choose olive oil as the examined product in the regions that both ARISTOIL and PEFMED have set planned activities. This way many complementarities can be achieved.</p> <p>The methodology produced by ARISTOIL so as to create olive oil with high level phenolic ingredients could be</p>

<p><b>ARISTOIL – PEFMED (continuation)</b></p>	<p>discussed for PEFMED recommendations in a final stage.</p> <p>Mrs Tseva explained that ARISTOIL wishes to create a new highly efficient product that will be categorized as “health claim olive oil” by maintaining a high level of phenols in the final product. Also 2 certification centers will be created (Greece, Spain). One of the issues that ARISTOIL is not examining since the project is focused in another direction is the environmental footprint of the olive oil production. Probable joint activities or common patterns or even adoption of PEFMED methodology could be very interesting for ARISTOIL.</p> <p>A number of farmers or olive millers could be introduced to PEFMED methodology during their trainings (ARISTOIL will organize several Info Days) and PEFMED could be present.</p> <p>Next steps (brief action plan):</p> <ol style="list-style-type: none"> <li>1. Territories of complementarities (exchange of data)</li> <li>2. Decision upon the territories of PEFMED, related to the olive oil production to be shifted towards the territories that ARISTOIL will implement activities</li> <li>3. Exchange of data related to the events of the 2 projects (probable joint actions or visits of one project to the other’s events could take place)</li> <li>4. Next meeting</li> </ol>
<p><b>ARISTOIL – CAMARG</b></p>	<p>Initially there was a brief presentation and explanation of the work of CAMARG. The 0 km goods are the overall message of the project. The project is related with the creation of an e-commerce platform that will commercialize “excellence”. Olive oil and products deriving from MED producers are of high interest for the project. The project will be finished in 30 months from now. The final demos of CAMARG platform will begin at the end of the project.</p> <p>Mrs Tseva explained that ARISTOIL wishes to create a new highly efficient product that will be categorized as “health claim olive oil” by maintaining a high level of phenols in the final product. Also 2 certification centers will be created.</p> <p>The link with CAMARG could be related with common territories from both projects and partners that could collaborate (Italy, Spain). They could share SMEs or small producers. It was highlighted that the results of CAMARG could be easily presented in ARISTOIL’s producers by giving them an idea of the methodology of using e-commerce to sell their product in local markets. ARISTOIL cluster also</p>

<p><b>ARISTOIL – CAMARG (continuation)</b></p>	<p>could be benefited by creating a relevant platform or using the CAMARG platform. An important tool also would be the use of the guidelines that CAMARG will produce inside the markets that ARISTOIL will act. CAMARG’s promotional material could also be used in the events of ARISTOIL (info-days). ARISTOIL’s product could be sold via the CAMARG platform in a later stage.</p> <p>Next steps (brief action plan):</p> <ol style="list-style-type: none"> <li>1. List of probable producers or SMEs that could be commonly targeted</li> <li>2. Collaboration in events (info-days)</li> <li>3. Exchange of communication material</li> <li>4. Next meeting date</li> </ol>
<p><b>ARISTOIL - MADRE</b></p>	<p>MADRE is a capitalization project that ends in 18 months from now. It examines 6 subjects. According to the subject there will be 4 stakeholders involved. There can be a lot of links with ARISTOIL as the best practices choice, the participation of ARISTOIL in Madre’s 6 transnational Workshops, in the local meetings (i.e. Thessaloniki).</p> <p>Some of the stakeholders can be common deriving from the public and private sector. The creation of best practices will be discussed in the workshops. They can be used by ARISTOIL or vice-versa. There can be also communication synergies (i.e. participation in events, exchange of information, etc.).</p> <p>Mrs Tseva explained that ARISTOIL wishes to create a new highly efficient product that will be categorized as “health claim olive oil” by maintaining a high level of phenols in the final product. Also 2 certification centers will be created. They are totally interested in many stakeholders.</p> <p>Next steps (brief action plan):</p> <ol style="list-style-type: none"> <li>1. Territories of complementarities (exchange of data)</li> <li>2. Stakeholders’ list exchange from both projects</li> <li>3. Probable participation of ARISTOIL in the 6 upcoming transnational events of MADRE/ Dates</li> <li>4. Next meeting</li> </ol>
<p><b>PEFMED – GREENOMED</b></p>	<p>GREENOMED support transfer of innovative technologies. Design pilot plants for transversal manufacturing. While PEFMED involves the whole agro-food chain.</p>

<p><b>PEFMED – GREENOMED (continuation)</b></p>	<p>Some stakeholders of the agro-food sector can be interested in a pilot plant. Therefore, it could be interesting to directly involve the stakeholders of PEFMED in GREENOMED project.</p> <p>The testing part in GREENOMED starts on September. Try to do some pilot tests in the agro-food sector.</p>
<p><b>MADRE – GRASPINNO</b></p>	<p>It is quite difficult to find synergies between these two projects. The only way to cooperate and to work together is by sharing relevant stakeholders.</p> <p>The two entities participating in the meeting (MedCities and Cambra de Comerç de Terrassa) agreed to help each other in finding stakeholders and make dissemination of their projects.</p>
<p><b>PEFMED - MADRE</b></p>	<p>MADRE project organises a transnational event in September 2017 in Bologna and has invited PEFMED to attend it.</p> <p>Partners of MADRE and PEFMED projects are located in the same region or close by. Therefore, it could be useful to combine meetings and attend to the meetings organised by the other project.</p> <p>Due to the thematic of both projects, PEFMED and MADRE will for sure share and combine relevant stakeholders.</p> <p>PEFMED can provide interesting information to MADRE guide. Moreover, PEFMED can suggest best practices to their case studies based on the MADRE guides to improve the PEF of the processes.</p> <p>MADRE will organise 6 internal visits and PEFMED will participate on it.</p>
<p><b>CAMARG – PEFMED</b></p>	<p>The aim of PEFMED is to evaluate the environmental performance of agro-food processes.</p> <p>The CAMARG project also considers environmental issues – raw food directly to consumers: the transport will be the step with the highest environmental impact.</p> <p>PEFMED will promote the use of CAMARG platform (suggest to use the platform to do some tests). Green method to buy agro-food.</p> <p>CAMARG will promote the use of PEFMED methodology to other regions not considered in the project.</p>

<p><b>GRASPINNO – PEFMED</b></p>	<p>As PEFMED has to suggest how to increase the sustainability of the agro-food sector, a possible synergy between the two projects is the energy efficiency.</p> <p>GRASPINNO offers a tool for the energy efficiency (LCC tool) to compare different products. PEFMED can use the GRASPINNO tool for energy efficiency issues.</p> <p>It could be interesting to combine both tools (PEF and LCC) in order to consider together environmental and economic issues.</p>
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## 6. Conclusions

The conclusions were presented by Sergio Ponsá and Laia Llenas (SYNGGI, UVic-UCC).

- All modular projects should send to the UVic-UCC team (SYNGGI coordinator) a technical contact and communication contact.
- Next SYNGGI activities:
  - o 1<sup>st</sup> transnational event, location: Vic; dates: end of June; topic: agro-food
  - o 2<sup>nd</sup> transnational event: location: Rome (Italy); dates: 12-13<sup>th</sup> October together with Forum CompraVerde.
- Satisfaction questionnaires will be sent by email.

## 7. Annexes

1. Agenda of the meeting
2. List of participants
3. Registration list of participants
4. SYNGGI cards game

## 8. Supplementary material

1. Photo album of the SYNGGI Kick-off Meeting: <https://flic.kr/s/aHskSqNfBe>
2. Summary video of the SYNGGI Kick-off Meeting: available soon on Youtube

# **ANNEXES**



## Location of the event:

“Masia Torre dels Frares” - University of Vic – Central University of Catalonia  
C. Perot Rocaguinarda, 17  
08500, Vic (Barcelona), Spain  
<https://goo.gl/maps/XuyLeJkCP6D2>

Tuesday 28 <sup>th</sup> February 2017 (afternoon)	
<b>13:00 – 14:15</b>	<i>Arrival, registration and lunch (Masia Torre dels Frares, UVic-UCC)</i>
<b>14:15 – 15:00</b>	Opening by Jordi Montaña (Chancellor of UVic-UCC) Brief introduction of SYNGGI project / Speaker: UVic - UCC
<b>15:00 – 15:20</b>	Project officer / Speaker: Maria Groueva, Joint Secretariat Interreg MED
<b>15:20 – 15:35</b>	Presentation of ARISTOIL project
<b>15:35 – 15:50</b>	Presentation of GRASPINNO project
<b>15:50 – 16:20</b>	<i>Coffee break + group photo</i>
<b>16:20 – 16:35</b>	Presentation of PEFMED project
<b>16:35 – 16:50</b>	Presentation of GREENOMED project
<b>16:50 – 17:05</b>	Presentation of MADRE project
<b>17:05 – 17:20</b>	Presentation of CAMARG project
<b>17:20 – 17:30</b>	Closing session
<b>18:30 – 20:30</b>	<i>Guided tour of the city. Meeting point: NH Hotel Ciutat de Vic</i>
<b>20:30 – 23:00</b>	<i>Dinner in Vic (Restaurant El Casino)</i>
Wednesday 1 <sup>st</sup> March 2017 (morning)	
<b>08:30 – 8:45</b>	Arrival and welcoming
<b>08:45 – 9:15</b>	How SYNGGI will support the modular projects? / Speaker: CUEIM
<b>9:15 – 9:30</b>	Communication tools / Speaker: Dynamic Vision
<b>9:30 – 10:00</b>	Main activities foreseen during 2017 – 2019 / Speaker: Dynamic Vision
<b>10:00 – 10:30</b>	<i>Coffee break</i>
<b>10:30 – 12:00</b>	Workshop between modular projects / Speaker: ECOSISTEMI
<b>12:00 – 13:30</b>	15 min B2B meetings between modular projects / Speaker: UVic-UCC
<b>13:30 – 14:00</b>	Next steps and conclusions

**PARTICIPANTS LIST - SYNGGI KICK-OFF MEETING**  
**28<sup>th</sup> February and 1<sup>st</sup> March 2017, Vic (Spain)**





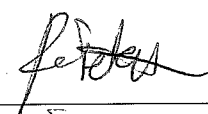
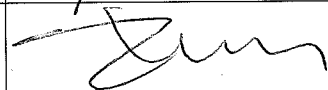
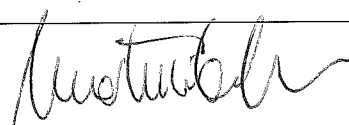
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Buh, Tina	PEFMED	Chamber of Commerce and Industry of Slovenia	Slovenia	tina.buh@gzs.si
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Tseva, Angeliki	ARISTOIL	Efxini Poli	Greece	angeliki.tseva@gmail.com
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Zarlenga, Gaetano	SYNGGI	CUEIM	Italy	g.zarlenga@cueimroma.it

**REGISTRATION LIST - SYNGGI KICK-OFF MEETING**  
**SYNGGI PARTNERS, ASSOCIATED PARTNERS and MODULARS**  
**28<sup>th</sup> February and 1<sup>st</sup> March 2017, Vic (Spain)**



Family name, name	Attendance to the dinner	Signature
Aguilera, Mireia	X	
Argelich Hesse, Elena	X	
Auger, Céline	X	
Boy Roura, Mercè	X	
Buh, Tina	X	
Copani, Giacomo	X	
Fantin, Valentina	X	
Ferles, Tanja	X	
Groueva, Maria	X	
Juric, Ivana	X	
Kalaitzidis, Chariton	X	
Kokosioulis, Dimitris	X	
Lepori, Chiara	X	
Likja, Jovan	X	
Llenas, Laia	X	

Family name, name	Attendance to the dinner	Signature
Mardikis, Ioannis	✓	
Marinescu Paladus, Ana-Maria	✓	
Mazzà, Livia	✓	
Pereira, Marianella	✓	
Ponsá, Sergio	X	
Rešetar, Matea	✓	
Rikounaki, Zacharenia	X	
Romero, Jordi	✓	
Tseva, Angeliki	✓	
Vallerotonda, Martina	✓	
Zarlenga, Gaetano	✓	

**ATTENDANCE LIST - SYNGGI KICK-OFF MEETING**  
**SYNGGI PARTNERS, ASSOCIATED PARTNERS and MODULARS**  
**1<sup>st</sup> March 2017, Vic (Spain)**




Family name, name	Signature
Aguilera, Mireia	
Argelich Hesse, Elena	
Auger, Céline	
Boy Roura, Mercè	
Buh, Tina	
Copani, Giacomo	
Fantin, Valentina	
Ferles, Tanja	
Groueva, Maria	
Juric, Ivana	
Kalaitzidis, Chariton	
Kokosioulis, Dimitris	
Lepori, Chiara	
Likja, Jovan	
Llenas, Laia	



























Family name, name	Signature
Mardikis, Ioannis	
Marinescu Paladus, Ana-Maria	
Mazzà, Livia	
Pereira, Marianella	
Ponsá, Sergio	
Rešetar, Matea	
Rikounaki, Zacharenia	
Romero, Jordi	
Tseva, Angeliki	
Vallerotonda, Martina	
Zarlenga, Gaetano	

KONSTANTO POULOS

ANGEWS  
(external  
expert)

  <small>Project co-financed by the European Regional Development Fund</small> <b>SYNGGI</b>	  <small>Project co-financed by the European Regional Development Fund</small> <b>SYNGGI</b>
<b>CAPITALIZATION</b>	<b>CAPITALIZATION</b>
<p><i>MED Green Growth White Bible</i></p> <p><i>Guide that will compile the main strategies, discoveries, obstacles, novelties, etc. in the field of Green Growth.</i></p>	<p><i>MED Green Growth Indexes</i></p> <p><i>Set of indexes covering social, economic and environmental aspects that will be monitored simultaneously by all modulars. A specific training will be done.</i></p>
  <small>Project co-financed by the European Regional Development Fund</small> <b>SYNGGI</b>	  <small>Project co-financed by the European Regional Development Fund</small> <b>SYNGGI</b>
<b>CAPITALIZATION</b>	<b>CAPITALIZATION</b>
<p><i>Capitalization conference</i></p> <p><i>Conference at the end of SYNGGI project to summarize all the findings and conclusions of the MED GG Community.</i></p>	<p><i>MOU's with stakeholders</i></p> <p><i>Specific Memorandums of Understanding will be signed with relevant stakeholders.</i></p>
  <small>Project co-financed by the European Regional Development Fund</small> <b>SYNGGI</b>	  <small>Project co-financed by the European Regional Development Fund</small> <b>SYNGGI</b>
<b>CAPITALIZATION</b>	<b>CAPITALIZATION</b>
<p><i>Legislation recommendations</i></p> <p><i>Transformation of results into proposals/recommendations to become official policies and transmit them to EU policy makers.</i></p>	<p><i>Lobbying activities in Brussels</i></p> <p><i>Meetings with the European Commission, DG Environment, ENVI Committee, etc.</i></p>

  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>	  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>
<b>CAPITALIZATION</b>	<b>INTERNAL COMMUNICATION</b>
<p><i>Business Forum</i></p> <p><i>Business Forum with financial institutions and potential companies. The modular projects will present their case studies to attract investors.</i></p>	<p><i>Modular Level - Bilateral meetings</i></p> <p><i>Follow-up events with all modulars: 1 person from SYNGGI GG Excellence Group + Technical manager of modular project. 1 person from SYNGGI COM Team + 1 person from modular project.</i></p>
  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>	  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>
<b>INTERNAL COMMUNICATION</b>	<b>INTERNAL COMMUNICATION</b>
<p><i>Thematic level Working Groups</i></p> <p><i>All meetings related with the projects' authorities (HP meetings, Interreg meetings, Alicante event 2017, mid-term event 2018, closing conference)</i></p>	<p><i>Forum</i></p> <p><i>A Forum for discussion between modulars and Horizontal projects will be available in the MED platform.</i></p>
  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p> <p></p>	  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p> <p></p>

  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>	  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>
<p><b>EXTERNAL COMMUNICATION</b></p>	<p><b>EXTERNAL COMMUNICATION</b></p>
<p><i>MED Website and Platform</i></p> <p><i>A common platform for all the GG thematic projects will be available.</i></p> <p><i>The MED website will be updated continuously with news from all modulars.</i></p>	<p><i>Living Lab</i></p> <p><i>Specific clusters, associations, networks and authorities will be approached so as to launch a collaboration with them in several ways.</i></p>
  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>	  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>
<p><b>EXTERNAL COMMUNICATION</b></p>	<p><b>EXTERNAL COMMUNICATION</b></p>
<p><i>Promotional material (Digital/Printed)</i></p> <p><i>Graphic material to promote GG Community (e.g: poster, brochures, flipbooks)</i></p>	<p><i>Seminars, workshops, transnational events</i></p> <p><i>5 major transnational events, 2 cluster seminars and several workshops will be organised with targeted stakeholders.</i></p>
  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>	  <p>Project co-financed by the European Regional Development Fund</p> <p><b>SYNGGI</b></p>
<p><b>EXTERNAL COMMUNICATION</b></p>	
<p><i>Social Media Tools</i></p> <p><i>Creation of material (videos, 360° videos, cinemagraph, infographics etc) of GG Community in Facebook, YouTube, Twitter and LinkedIn</i></p>	

## **GRASPINNO**

Transnational model, strategies and decision support for innovative clusters and business networks towards green growth, focusing on green e-procurement in EE/RES for energy refurbishment of public buildings.

# **Deliverable: 2.6.1 Report on Coordination with Horizontal Projects**

PEFMED Project – LCA specialist seminar, 9<sup>th</sup> – 10<sup>th</sup> May 2017,  
Bologna, Italy

*Prepared by University of Patras*

**Date: (23/05/2017)**



## REVISION HISTORY

Minutes, Meeting in GSCCP				
Revision	Date	Author	Revised by	Organisation
Draft	23/05/2017	Konstantina Marousi		University of Patras
0.1				
0.2				
0.3				
0.4				



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## 1. INTRODUCTION

The aim of this report is to present the participation of GRASPINNO Lead Partner, University of Patras, in the LCA specialist seminar, organized by the PEFMED project. The PEFMED project is one of the projects that belong to the Green Growth Community, as GRASPINNO does, and both of them are under the same Horizontal Project "SYNGGI". The LCA specialist seminar took place on 9<sup>th</sup>-10<sup>th</sup> May 2017, in Bologna, Italy.

University of Patras participated in this seminar in order to present the main objectives of GRASPINNO to a number of partners that could be potential stakeholders. Moreover, GRASPINNO presented some ideas of synergies with PEFMED project and investigated the prospects for potential cooperation with PEFMED and the rest of the participants. Finally, GRASPINNO representatives were familiarized to LCA and were trained on PEF methodology. This was very important since GRASPINNO is also interested in Life Cycle Cost and one of its main outputs is the use of GRASPINNO LCC tool by PAs for evaluating green products and services.

## 2. DESCRIPTION OF THE EVENT

PEFMED project deals with the uptake of the Product Environmental Footprint across the MED agrofood regional productive systems to enhance innovation and market value. The project aims to test the applicability of the EU Environmental Footprint method over some regional agrofood systems and within specific testimonial product groups, tailoring it to the geographic context, thus going beyond the efficiency analysis so as to account for the different functions the food and the production systems provide. The final aim is to foster targeted systemic interventions to green the agrofood supply chain, promote the market uptake of eco innovative patterns and maintain the competitiveness in the frame of the regional Smart Specialization Strategy.

The Lead Partner of PEFMED is ENEA (Italian National Agency for New Technologies, Energy and Sustainable Economic Development), which was the host of the LCA seminar. The seminar was held at the headquarters of ENEA in Bologna, on 9<sup>th</sup> and 10<sup>th</sup> May 2017 and its main objective was to train the participants on the PEF methodology and PEF CR guidance. Participants in this seminar have been mainly the partners of PEFMED project and their external LCA experts. In addition, two projects of the Green Growth Community participated in the seminar in order to identify potential synergies with PEFMED project. The first was GRASPINNO project and the second was MADRE project.

### 3. GRASPINNO PARTICIPATION

#### 3.1 Type of participation

GRASPINNO was represented to the LCA specialist seminar by the Lead Partner (University of Patras). The participation to the event was not limited only to attending the event, but the representatives of University of Patras made a detailed presentation regarding the GRASPINNO activities, main objectives and results. The presentation also dealt with the potential synergies that can be accomplished between GRASPINNO and PEFMED under the Green Growth Community. Furthermore, the participants of the LCA specialist seminar had the chance to be informed about GRASPINNO project and upcoming events through face to face communication.

#### 3.2 Contacts made

During the seminar, the representatives of GRASPINNO made contacts with the rest of the participants. Some of them, mainly experts in the field of energy efficiency, had direct communication with the Lead Partner and discussed extensively about the project's goals and its ways of achieving them. Among the stakeholders that interacted with the Lead Partner, it would be essential to highlight representatives of ENEA (Italy), DNV GL (Spain) and CRITT (France).

### 3.3 Lessons learned

Regarding the attendance of the LCA specialist seminar, University of Patras had the opportunity to be informed about the idea of LCA in general and the activities of PEFMED project. More specifically, during the seminar, a number of presentation took place, that covered different aspects of LCA. The most interesting ones dealt with the PEF methodology and the PEFCR guidance. The presenters were very detailed explaining to the participants every step of the methodology. Another interesting presentation was the one about the socio economic indicators to be applied in the PEFMED project. Moreover, several tools developed in previous projects were presented. These tools were used for the improvement of resource efficiency along the product chain and will be capitalized in PEFMED. Since PEFMED is a project dealing with the greening of the agrofood supply chain, the commonalities between PEFMED and GRASPINNO cannot be recognized at first glance. However, both projects follow “green” paths in their activities and both projects can be benefited from each other knowledge. The PEF methodology will be available soon not only for products of the agrofood sector, but also for products of other sectors in which GRASPINNO is very interested (e.g. solar panels). Finally, the presentation about the socio economic indicators was interesting and a further study on this presentation’s content will be made.

### 3.4 Added value

The participation of the Lead Partner in this seminar was beneficial to GRASPINNO for many reasons. Firstly, the Lead Partner gained valuable knowledge on more specialized topics related to LCA. His main concern is to identify the ways to implement this knowledge on GRASPINNO, in order to elevate the importance of its results and their impact. Secondly, the list of participants of this seminar included a significant amount of LCA experts, which could be useful contacts for GRASPINNO LCC tool upgrade. Finally, some ideas regarding potential synergies between PEFMED and GRASPINNO were discussed. Concluding, the promotion of GRASPINNO content to the audience of the seminar has enhanced the prospects for wide transferring and better capitalization of the project's results and outcomes.



#### 4. CONCLUSION

University of Patras, Lead Partner of GRASPINNO, has attended the LCA specialist seminar organized by PEFMED project in Bologna, Italy, on May 9-10, 2017. The event was organized and hosted by the lead partner of PEFMED, ENEA, at their headquarters.

University of Patras participated in this event by attending the presentations made by the partnership of PEFMED and experts in the field of LCA. Also, GRASPINNO made a presentation about the GRASPINNO activities and results. In addition, the potential synergies between GRASPINNO and PEFMED were presented and discussed. Topics such as LCA methods and socio economic indicators have been extensively presented and analyzed, enhancing the Lead Partner's knowledge and efficacy. Finally, important contacts between the project and relevant stakeholders have been made, supporting the promotion of the project and the prospect for future synergies.

## **WE ARE MED**

### **Community building event**

**17<sup>th</sup> May, Alicante**

## **Summary of World café sessions**

The summary is drawn by specific questions proposed within world café sessions/tables on 1. Capitalisation/communication and 2. Methodology for work between Modular and Horizontal projects.

### **CAPITALISATION AND COMMUNICATION**

#### **1. What is the best way to reach policy makers?**

- ✓ **Bottom-up/front runners approach:** present **project results to policy makers using appropriate language**, avoiding technical specificities, focusing on broader concepts that embrace wider frameworks (sector, cross-sector, etc.) and identifying links with short term and medium/long term relevant policies/strategic planning, at regional / national / transnational levels.
- ✓ **Support awareness raising process** on concrete contribution that projects can provide to policy level stakeholders, through diverse actions. These can be: capitalisation seminars, events on specific topics of interest for policy makers, public debates with key stakeholders, focused events in EU Parliament with EU Parliament Members, involving 'public influencers' as ambassadors. Also actions such as involving directly policy makers in project partnership, open political papers to public consultation, participating in European consultations, reinforcing knowledge transfer inside the same organisation (i.e. from one regional department to another), focused advocacy/lobbying and identifying different levels of policy making (regional, national, EU) and key persons.
- ✓ **Science/policy interface:** support dialogue and understanding between technical persons and policy level.
- ✓ **Reinforce 'network of networks':** enhancing the connections and synergies among relevant stakeholders, including civil society, medias, NGOs, other programmes, etc., to ensure a stronger and a more diffused impact at policy level.
- ✓ **Define strategies** based on learning loop, evaluating policy-learning process and adapt accordingly, with clear and concrete messages.

## 2. How to ensure that the Programme and the projects have an impact on the territories?

- ✓ Engage local stakeholders with **participatory methodologies** supporting the cooperation learning process, sharing objectives and showcasing innovative project results in terms of concrete changes, their sustainability and transferability in the medium/long term perspective.
- ✓ Use **creative communication, tailor made approaches / language and unique visual identity** to channel the messages in a coordinated way and focusing on progressive concrete results/perspectives, rather than on wide expectations.
- ✓ Implement **capacity building** events/transfer seminars/training sessions to enhance capacities of local technical and policy actors.
- ✓ Enhance further **interdisciplinary work** by creating transnational networks of Interreg MED regions, with clear and locally result-oriented objectives, and with concrete benefits for the territories, in terms of socio-economic growth/job creation.

## 3. To increase this impact, which are the best channels and how can we reach them?

- ✓ **Covenant of Mayors** seems a useful platform to share best practices and lessons learned, therefore it could be exploited further.
- ✓ Modular projects might strengthen their role in **supporting replication and transferability at local level**, engaging new stakeholders.
- ✓ Monitor and evaluate projects implementation to **adapt accordingly the messages towards targeted audiences, conveyed** through targeted events.
- ✓ **Adapt communication instruments/channels to objectives** and the target groups while JS acts at Programme level to boost further social media visibility.
- ✓ Exploit diverse communication tools aiming to **conceptualise, innovate, influence, share, prove, act, involve and mobilize** stakeholders as well as thematic communities.
- ✓ Consider communication an impact enhancer using tools such as **advocacy campaigns testimonials and labelling process**.
- ✓ Support the process of **adapting policy recommendation to local/regional policies**.

## METHODOLOGY FOR WORK BETWEEN MODULAR AND HORIZONTAL PROJECTS

### 1. What is the combined role of Modular and Horizontal projects in the Interreg MED Programme architecture?

- ✓ HPs have to **identify elements to ensure capitalisation**, therefore enhancing projects' potential impact. To this extent, they have to map project outputs, develop synthesized state of the art of deliverables/results and **identify 'commonalities'** to build on, in order to develop and enhance the mindset of MP as members of a thematic community.
- ✓ In parallel, HP have to identify synergies among thematic communities and beyond, so as to **promote cooperation not only among HPs (cross communication) but also among MP within and beyond thematic areas**. To this extent, HP should coordinate among themselves in order to provide tools to MPs to meet and exchange and, consequently, identify synergies. On-line working café might be one of the tools.
- ✓ Cooperation among MPs should be focused also on how to **identify 'dialogue codes'** among different methodologies to deliver common outputs/results/tools to ensure consistency and effectiveness.
- ✓ HP have to **support MPs in promoting** projects' results, **facilitate organisation of joint events** of various MPs in the same region and help new project to prioritize their actions.

### 2. Name strengths and weaknesses of the concept and how to improve it?

#### A. Strengths

- ✓ The methodology concept supports: a) identification of common/complementary activities for relevant synthesis and clustering; b) capitalisation activities and processes; c) spread out project results at Interreg MED level; d) networking among modular projects, therefore an opportunity to improve knowledge between MP – raising awareness, who does what; e) map critical mass to upstream the results; f) develop different complementary perspectives on the same issues, increasing therefore the knowledge on specific topics; g) synthesis of hundreds of deliverables, consequently facilitating communication and optimizing resources; h) more consistent policy recommendations and lobbying capacity, thus increased impact on specific targets; i) community approach.

#### B. Weaknesses - to be improved

- ✓ Complicated Programme architecture and too many possible synergies. Difficult to understand and present to stakeholders not directly involved in the Programme but that are key actors. Better focus and simplification are necessary. Furthermore, the terminology (modular/horizontal) is understandable only at Programme/project level, not outside.
- ✓ Different timelines between modular and horizontal projects do not facilitate concrete joint work and planning of synergies. More flexibility on project adaptation should be granted.

- ✓ Thread of increased bureaucracy means extra work for MP.
- ✓ Unclear elements for MPs: concrete added value, overall goals, expected impacts, definition of roles, added value of HPs.
- ✓ Limited margin of action/availability/means of MP to invest, to get involved in HP actions knowing that organising joint events is not sufficient as means to create thematic communities.
- ✓ Not concrete deliverable/results for the time being to be used as basis of the work between HPs and MPs.

### **3. How can we all work together? To which purpose?**

- ✓ HPs should initiate, enhance and coordinate ecosystem thinking through diverse means, such as: online working café, coordinated meetings, events and trainings, identification and development of common tools, common methodologies to identify and capitalise project deliverables and results, joint identification of policy actors to target, work on transversal themes, share of best practices, use of web platform.
- ✓ MP lead partners should ensure involvement of all their partners and share information.
- ✓ More thematic workshops might be organised asking the contribution of MPs.

*Synergies for Green Growth Initiative –  
Energising the Impact of Innovation in the  
Mediterranean “SYNGGI”*

**REPORT ON TRANSNATIONAL EVENT “NEW  
CHALLENGES IN THE AGROFOOD SECTOR”**

***28<sup>th</sup> – 30<sup>th</sup> June 2017***

***AC Hotel Palau de Bellavista – Girona (Spain)***

**July 2017**



Project co-financed by the European  
Regional Development Fund



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## 1. Organisation of the event

### 1.1 Contextualisation of the event

The First Green Growth Community Transnational Event – “New Challenges in the Agrofood sector” took place in Girona (Spain) on 28-30th June 2017. This event aimed at gather the whole Green Growth community and relevant stakeholders of the Mediterranean area and other European regions to jointly discuss about the new challenges that the agrofood sector is facing nowadays.

The Green Growth Community represents one of the eight thematic communities created by the INTERREG MED Programme for the sustainable development of the Mediterranean Region. It is composed of over 95 public authorities, SMEs, research bodies and NGOs that are involved as partners or stakeholders. Its purpose is to promote a sustainable development in the Mediterranean area based on the sound management of the natural resources thanks to innovation and considering the effects on the labour market by promoting social justice and green jobs.

Participatory facilitation techniques such as thematic workshops, participative round-tables and field trip visits are organized to stimulate the contribution of all the participants and the creation of authentic spaces of exchange. Relevant stakeholders from different Mediterranean countries and other European countries will be present in the event.

### 1.2 Identification of lecturers/speakers

The following section provides a brief presentation of the speakers who attended the conference.

- **Mr. Sergio Ponsá** – Associate Professor at Department of Agro-food Industries and Environmental Science at the University of Vic – Central University of Catalonia (UVic-UCC), Director of the BETA Technological Centre at UVic and Coordinator of the Research Group of Biodiversity, Ecology and Environmental Technology and Management (UVic). Lecturer at the Autonomous University of Barcelona (UAB) in the Master of Chemical Industry.
- **Mr. Enzo Reali** – President of European Union Experts. Acquaintance for the implementation of EC cooperation programs. Experience in Evaluation Agriculture and Rural Development projects and Programs following EU Methodology. Deep knowledge of the EC financial Regulations and acquainted in the EC procurement and Financial procedure.
- **Mr. Jaume Sió** – Agronomist engineer, General Sub-director for Agrifood Innovation and Knowledge Transfer- DARP, Generalitat de Catalunya.

- **Ms. Luisa Mulas** – Economist, expert in local development and environmental sustainability. Working as Regional Officer at the Environmental Protection Department of the Region of Sardinia.
- **Ms. Cristina Peña** – International RDi Project Management (H2020) and Agrofood R&D Technical Advisor in the Agency for Business Competitiveness, Catalonia Trade and Investment - ACCIÓ. Advisor for food industries on new technologies, on financial subsidies and for the participation to European Programs of cooperation. Experienced in industrial R+D project management.
- **Ms. Conxita Royo** – Director of IRTA (Institute of Agrifood Research and Technology). Expert in small grain cereals (wheat and triticale): breeding, drought resistance, growth and development, quality, genetic resources.
- **Ms. Maria Groueva** – Project Officer Interreg Med Joint Secretariat.
- **Mr. Nikos Kalogeras** – Assistant Professor of Agribusiness Marketing-Finance at the dept. of Marketing & Consumer Behaviour, Wageningen University and Research (NL). Lecturer in Finance & Supply Chain Management at Zuyd University of Applied Sciences (NL), and Interim Research & Studies Coordinator of the dept. of Business Economics & Management, at MAICh-CIHEAM (GR-FR).
- **Ms. Montserrat Viladrich** – Professor at University of Lleida – Department of Business Administration and Economics Management of Natural Resources. Expert in Environmental Economics and Agricultural Economics.
- **Mr. Alberto Pezzi** – Director of Clusters unit, Agency for Business Competitiveness, Catalonia Trade and Investment – ACCIÓ. Expert in cluster, competitiveness reinforcement projects and regional development initiatives, with experience both as consultant for private firms and for the public sector.

### 1.3 Detail of the agenda

#### 1.3.1 Day 1: Wednesday 28th June – Plenary sessions

14.30: Opening of the event

15.10: Mr. Sergio Ponsá (Uvic-UCC) - *Presentation of the Green Growth Community*

15.30: Mr. Jaume Siò (Generalitat de Catalunya) – *Legal frameworks to promote innovations in the agro-food sector*

16.00: Mr. Enzo Reali (President EU-Experts) - *The implementation of EU legislation to the agro-food sector and to the related innovations*

17.00: Ms. Luisa Mulas (Regione Sardegna)<sup>1</sup> - *The role of regional policies in sustaining the agro-food sector through GPP approaches*

18.00: Ms. Cristina Peña (ACCIÓ) - *Smart specialization strategy on the agro-food sector in Catalonia*

18.30: Ms. Conxita Royo (IRTA) – *A new paradigm in food supply from global challenges to local drives*

### 1.3.2 Day 2: Thursday 29th June – Parallel workshops, roundtables and study visits

*Parallel workshops - 9.00: The topics of the workshops were:*

- Methodologies for sustainability assessment in the agrofood and energy sectors (PEF and LCC methodologies) (PEFMED and GRASPINNO)
- Health and nutritional properties of food products (ARISTOIL)
- Green manufacturing in the agro-food industry (GREENOMED)
- Boosting the “zero-km agro-food” as a sustainable alternative (CAMARG)
- Growing better cities with Metropolitan Agriculture (MADRE)

*Parallel roundtables - 11.00: The topics of the roundtables were:*

- Policy gaps affecting the agro-food sector (moderated by ECOSISTEMI)
- Clusters and business development (moderated by CUEIM & ACCIÓ)
- Emerging challenges in agro-food (moderated by ENEA & IRTA)

*Study Visits – 14.30: The study visits took place in 3 different locations:*

- **La Fageda**, a dairy farm and social enterprise
- **Can Moragues**, an organic vegetables, sauce and jam factory
- **La Vinyeta**, a small vineyard

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<sup>1</sup> Due a last minute setback, Ms. Luisa Mulas couldn't attend the Conference. The presentation was held by Ms. Livia Mazzà of Ecosistemi.

### 1.3.3 Day 3: Friday 30th June – Plenary Session

9.10: Ms. Maria Groueva (MED Joint Secretariat) - *Agro-food sector and innovative opportunities*

9.30: Mr. Nikos Kalogeras (Wageningen University & Research/MAICh-CIHEAM) - *Agricultural Cooperative Management & Policy*

10.00: Mr. Alberto Pezzi (Director of cluster unit, ACCIÓ) – *Cluster development policy to improve competitiveness in the agro-food sector*

11.00: Ms Montserrat Viladrich (Advisory Council for Sustainable Development of Catalonia – CADS) - *Towards a more productive, sustainable, resilient, healthy and universal food system*

11.30: Wrap up of the round tables

12.00: Wrap up of the workshops

12.30: Closure of the event

### 1.3.4 Study visits

#### **LA FAGEDA (DAIRY FARM & SOCIAL ENTERPRISE)**

Location: La Fageda d'en Jordà (Olot)

La Fageda is one of Spain's most successful self-sustaining dairy farms and has the second-largest market share for yogurt in Catalonia after Danone. It's also a social enterprise, which employs mentally ill people. Created by psychologist and two fellow therapists 30 years ago, the initial idea was to employ mentally disabled people by giving them jobs on the dairy farm and selling milk. Realizing the growing interest in healthier foods, they seized upon the opportunity and began making quality artisan yoghurt. Nowadays, La Fageda sells more than 65 million yoghurts a year. Sourcing milk from their own cows enabled La Fageda to exercise greater control over raw material from the point of origin. They also have integrated industrial processes and comprehensive quality control. During our visit, we will view the day-to-day operations of a dairy farm, followed by a visit to the factory where yoghurts, ice-creams and jams are produced.

More information: <http://www.fageda.com/>



*Figure 1 - Photo from La Fageda field visit*

## **CAN MORAGUES (ORGANIC VEGETABLES & JAM AND SAUCE FACTORY)**

Location: Riudarenes (Girona)

During this field visit we will visit “Can Moragues”, which is the result of the collaboration between a social and an environmental non-profit organization. Fundació Emys and Fundació Astres joined together to engage a socio-environmental project, with the aim to help local biodiversity conservation and sustainable agriculture, as well as to support local collectives in risk of exclusion. Can Moragues produces genuine quality organic jams and sauces from local varieties of fruit and vegetables, to maintain their natural essence, based in a line of Mediterranean products with a dab of aromatic herbs uniques from our landscapes. Moreover, the scraps of vegetables are used to produce natural dyes for clothes using completely sustainable and nature friendly processes, in the frame of the project “Grintint”. Besides that, Fundació Emys promotes land stewardship of green economy initiatives, agrobiodiversity and High Natural Values (HNV) organic agriculture through expert training, workshops and talks to broader audience.



For more information: <http://www.canmoragues.org/en.html>;  
<https://www.fundacioemys.org/emys/en/>; <http://www.grintint.org/en/>



Figure 2 - Photo from Can Moragues field visit

### LA VINYETA (SMALL VINEYARD)

Location: Mollet De Peralada (Figueres)

La Vinyeta is a small vineyard and olive farm located in the heart of the Empordà region, north east Catalonia. It is a young, family company that is the fruit of effort and ambition and possesses an innovative spirit. La Vinyeta became one of the first wineries to adopt Integrated Production, an environment friendly cultivation system, which is the starting point of a long story for maintaining a sustainable project. La Vinyeta counts with a plantation of olive trees of the Argudell variety (autochthonous to the Empordà region) and also has a small outdoor coop where the hens rest in a privileged environment among pines and olive trees. Therefore, la Vinyeta produces wine, olive oil, eggs, cheese and handcrafted soap. The winery also opts for incentive tourism.

For more information: <http://www.lavinyeta.es/en/>





*Figure 3 - Photo from La Vinyeta field visit*

## 2. Content of the event

### 2.1 Summary of presentations

This paragraph summarises the content of each presentation delivered.

#### 2.1.1 Legal frameworks to promote innovations in the agro-food sector – Jaume Sió



Figure 4- Title page of Mr. Jaume Sió presentation

The Catalan Strategic Plan for Agro-food aims to generate knowledge, promote innovation and align all stakeholders towards identified objectives. The strategic objectives of the Catalan Plan essentially promote and facilitate:

- training and professionalization of Research, Development and Innovation (R+D+I);
- knowledge exchange and collaboration between agrofood R+D+I stakeholders;
- increased use of research results, technology transfer and knowledge dissemination in the agrofood sector;
- increased fundraising and agribusiness investment in agrofood R+D+I;
- enhanced international significance of the Catalan agrofood R+D+I.

The Strategic Plan involves 400 stakeholders in several sectors: agricultural unions (34%), enterprises (12%), research (38%) and administration (16%). The Catalan Rural Development Programme supports the establishment of Operational Groups and the implementation of innovative projects by Operational Groups with a total budget of 17,6 million Euro in the period 2014-2020.

## 2.1.2 The implementation of EU legislation to the agro-food sector and to the related innovations – Enzo Reali



*Figure 5-Title page of Mr. Enzo Reali presentation*

The presentation detailed the implementation of EU legislation on agro-food, focusing on:

- market;
- European Union Law;
- Innovation.

At the market level, the agricultural policy of EU aims at:

- reinforcing the international trade positions;
- improving the functioning of the supply chain, expanding industry cooperation and harmonising internal markets paying attention to food quality and food safety;
- supporting productivity, promoting scientific approaches and facilitating innovation.

The EU Commission combats unfair trading practices among operators, since horizontal infringements have been detected in the form of:

- price fixing;
- market and customer sharing;
- exchanges of confidential information at most levels and for most products investigated.

Entities involved in the food products supply chain have reported Unfair Trade Practices (UTP) principally consisting of:

- payment delays;

- restricted access to the market;
- unilateral or retroactive changes to contract terms;
- failure to provide either sufficiently detailed or unambiguously formulated information on contract terms.

European Innovation Partnerships (EIPs) are new approach to the EU research and innovation practice. EIPs aims to:

- step up research and development efforts;
- coordinate investments in demonstration and pilots;
- anticipate any regulation and standards,
- mobilise demand.

There are three main EU Policies concerning innovation:

- Rural Development Policy 2014-2020;
- Research and Innovation Policy “Horizon 2020”;
- Common Provision Regulation “CPR”.

Another instrument which provides for integrated delivery arrangements for investments under one or more operational programs is the Integrated Territorial Investment (ITI).

Mr Reali quotes examples of two innovative projects as highlights in the agro-food sector. Namely, he quotes a project concerning the development of a molecule dissociator, a technology to produce energy from waste. He also talks about LEOPOLD, a project aimed at improving the environment of urban and rural areas through reduction of organic waste, optimisation of land management, and support to the labour market in the agricultural sector.

#### 2.1.4 The role of regional policies in sustaining the agro-food sector through the Green Public Procurement approaches (Livia Mazzá / Luisa Mulas)



*Figure 6-Title page of Ms. Luisa Mulas presentation*

The Government of Sardinia Region has invested in the implementation of Green Public Procurements (GPP). Government expenditure on works, goods and services represents around 14% of EU GDP. The Regional Action Plan for Green Public Procurement expects several results namely:

- Promotion of sustainable management practices among suppliers of food catering services;
- Improvement of know-how and experience of public authorities in the elaboration of public contracts;
- collection and dissemination of good practices.

The agenda for agriculture and sustainable food catering policy is made by several thematic actions as:

- establishment of Technical Table on Sustainable food catering services;
- creation of an Observatory on demand and offer for sustainable public food catering services in Sardinia;
- elaboration of an environmental-criteria-based prototype tender for school food catering services;
- meetings with suppliers (i.e. food producers);
- creation of a Regional Network of Sustainable Canteens;
- implementation of a pilot action for the definition of a local sustainable food strategy.

## 2.1.5 Research and Innovation Strategy for the Smart Specialisation and the Agro-food Sector of Catalonia



*Figure 7 - Title page of Ms Cristina Peña presentation*

The Catalonia 2020 strategy (ECAT 2020) should relaunch the economy and reorient the production sector towards a more inclusive economic model. The Strategy for the Smart Specialisation of Catalonia (RIS3CAT) promotes Research & Innovation for the economic transformation of the production system. It identifies seven leading sectors:

- sustainable mobility industries;
- cultural and experience - based industries;
- resource industries;
- design-based industries;
- industrial systems;
- food industries;
- health and life science industries.

ACCIÓ has three Innovation Support Programs:

- RD Cooperation projects – they can be structured as individual (a single company) or cooperative proposals (minimum 2 companies), or as international cooperation (1 Catalanian company and a foreign partner) projects;
- RIS3CAT Communities, promoting joint actions aimed at the economic transformation through the application of technologies;
- International Cooperation, through participation to international projects and networks.

### 2.1.7 A new paradigm in food supply: from global challenges to local drivers (Conxita Royo)



*Figure 8- Title page of Ms. Conxita Royo presentation*

The world population is growing quickly and as a result there is an increase in food demand. For example, cereals, meat, vegetables and fruits demands will rise up to 80%, 160% and 110% respectively, until 2050.

Environmental sustainability is threatened by climate change, that will influence the agricultural productivity (especially in southern countries) and cause water scarcity, especially in Northern Africa and Australia. In the agricultural sector, China and Iran are the bigger water users (around 90% of available water in those countries is used for agriculture), while the world average is 69%. Another global risk is contamination and soil degradation especially in Northern Africa, Southern America and Russia.

The concept of “One Health” is very important and represents a global challenge. It recognizes the relationship between human, animal and environmental health. If the environment is at risk, we as human race are at risk also.

A ‘sick’ environment also affects the quality of food production. Human health is closely related to the food we ingest. It is very relevant to consider that one of the most common causes of death and disability for humans are dietary risks. For this reason, food security and safety are fundamental for the human health.

#### 2.1.8 WORKSHOP - Methodologies for sustainability assessment in the agro-food and energy sectors (PEFMED - GRASPINNO)



Figure 9- Title page of PEFMED-GRASPINNO presentation

During the workshop, the advantages of synergy between PEFMED and GRASPINNO were identified

One of these benefits highlighted was that the two together can support more weights and achieve better results. In addition, the two projects are stronger if they can capitalize on shared resources. For example, PEFMED data can be entered in the GRASPINNO database, avoiding duplication of work.

The two projects should also identify a use case to work on. This use case could combine different fields, such as food and energy. If they are interesting, they could to attract PAs, SMEs and business angels. The result is that the projects could project their results onto the market.



## 2.1.9 WORKSHOP – Health and nutritional properties of food products (ARISTOIL)



*Figure 10 - Title page of ARISTOIL presentation*

The ARISTOIL project aims to develop the demand for high quality olive oil and to increase the value of this product. A fundamental purpose regards the increase of consumer knowledge concerning olive oil's benefits on human health. This project has realized different communication strategies, such as:

- coordination of training activities;
- organization of seminars of olive oil key actors;
- organization of international events and development of a Med Cluster of olive oil actors.

The main insights from the workshop concern the opportunities derived from the SYNGGI project. Namely, the lobbying challenges are related to:

- Investigation of opportunities for olive oil producers' subsidy within the new CAP (Common Agricultural Policy). In this sense contacts should be made with DG AGRI;
- Contacts with DG HEALTH & EUROPEAN FOOD SAFETY AUTHORITY (EFSA) for the investigation of new funding opportunities to enhance research in the field (medical sector etc.);
- Registering ARISTOIL's outcomes within the knowledge platform of FAO (Food & Agriculture Organization);
- Recommendations for highlighting the benefits of olive oil with health properties – contact with WHO (World Health Organization)

Finally, the workshop outlines the importance of transfer of knowledge and experiences developed within the project experience to key actors (e.g SMEs) of the market, for the benefit of the whole MED economy.

## 2.1.10 WORKSHOP - Green manufacturing in the agrofood industry (GREENOMED)



*Figure 11 - Title page of GREENOMED presentation*

The objectives of the GREENOMED workshop were to collect information from participants on the current status of food manufacturing innovation infrastructure in their region and to identify potential topics for pilot plants in Catalonia (to test project tools and methodologies), as well as a pool of relevant stakeholders.

The results of the workshop showed that already existing pilot plants facilities in food manufacturing (meat, milk, fish) are aligned with GREENOMED vision, as they are open facilities, aligned with the smart specialisation strategy of Catalonia, used by companies to test new technologies.

There are also challenges to be faced, although some approaches towards innovation already exist. Assessment of green manufacturing technologies in terms of their actual environmental sustainability could be an activity performed by the projects grouped in SYNGGI, generating a potential synergies specially between GREENOMED, PEFMED and GRASPINNO.

#### 2.1.11 WORKSHOP - Boosting the zero-km agrofood as a sustainable alternative (CAMARG)



Figure 12 - Title page of CAMARG presentation

The results of the workshop identify key achievements, inputs and the role of the Green Growth Community (GGC) to support boosting the zero km agro-food economy.

Key achievements of the project that were identified during the workshop are:

- synergies among GGC projects;
- contribution to maintain bio-diversity;
- potentialities of zero-km agro-food;
- link with touristic sector.

Suggested improvements from workshop participants related to:

- need to develop EU green criteria for selecting sustainable zero-km agrofoods products;
- importance of categorization of products according to their production system (bio, organic, etc.);
- improvements in social media communication and advertising;
- Importance of education;
- Greener distribution (paying attention also to the environmental impact of the distribution chain).

Finally, the role of GGC should be to understand local challenges, support local analysis of requirement, communication and promotion.

## 2.1.12 WORKSHOP - Growing better cities with Metropolitan Agriculture (MADRE)



Figure 13 - Title page of MADRE presentation

The workshop identified several complementary approaches to MADRE action plan, such as:

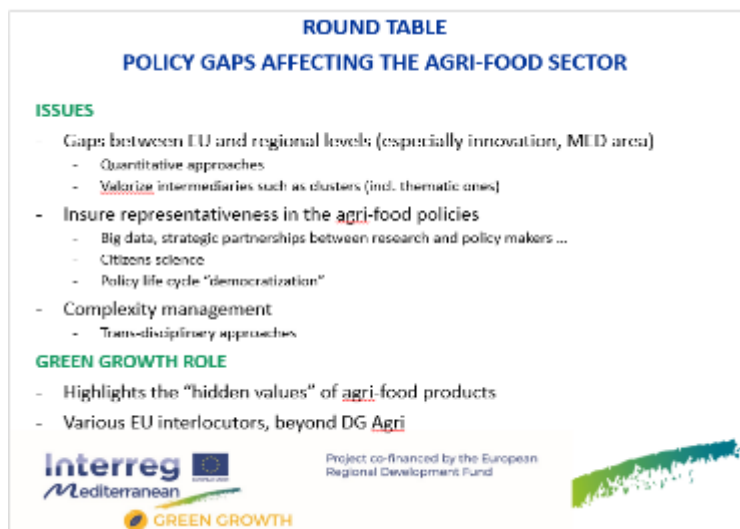
- identification on new important stakeholders on the field of metropolitan agriculture. These stakeholders can be technical staff in public organization, retailers, schools;
- promotion of a flexible policy approach;
- identification of new transnational networks, which include, e.g., the European Permaculture Association.

The role of the Green Growth Community should be to find synergies for identifying common stakeholders in the agro-food sector (CAMARG, PEFMED modular projects). Synergies could also be activated between the PEFMED methodology on environmental footprints and MADRE methodology on agriculture good practices.

Furthermore, the Green Growth community could publicise the catalogue of best practices and the metropolitan agriculture collaborative platform.

Another proposal raised by his working group is the invitation for all projects to a Transnational Working Groups on metropolitan agriculture (farmers, consumers, research, social innovation, public policies).

## 2.1.13 ROUND TABLE - Policy gaps affecting the agro-food sector



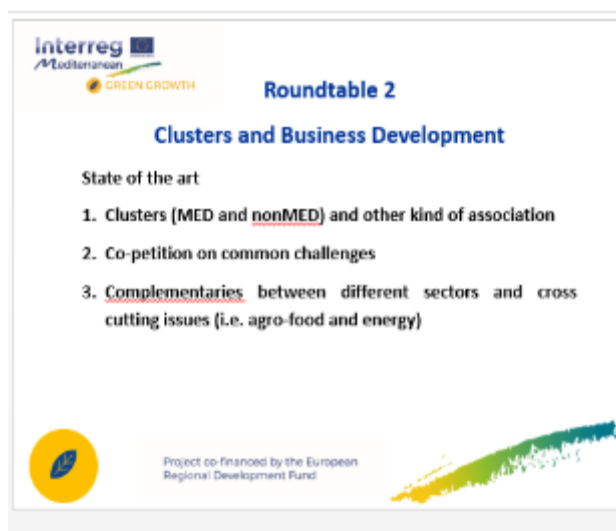
*Figure 14 - Title page of Round table 1 presentation*

The Round table identified three macro-issues for what concerns policy gaps.

The first is the relationship gap between the European Union level and the local level. This gap could be reduced by giving more relevance to intermediaries, such as clusters. The second gap the lack of representativeness in the agri-food policies, which could be improved by the creation of strategic partnerships between research and policy makers and making policy life cycle more democratic (i.e. involving citizens). The last important gap is related to the complexity of management.

The role of the Green Growth Community in this case could be to give relevance to the hidden values of agri-food sector and find various EU interlocutors, beyond DG Agri.

## 2.1.15 ROUND TABLE - Cluster and Business Development



*Figure 15 - Title page of Roundtable 2 presentation*

The state of the art for what concerns clusters and business developed identified in this roundtable can be summarized as follows:

- Existence of clusters (MED and non MED) and other kind of associations;
- Existence of common challenges;
- Existence of complementarities between different sectors (e.g. cross cutting issues as for what concerns the sectors of agro-food and energy)

The roundtable then singles out the main topics of work within the Green Growth Community, as well as the outreach tools deployed (e.g. outreach strategy). Key questions to be addresses to relevant stakeholders were also identified. Next working steps were detailed both in terms of internal coordination among different projects and as results to be delivered to the external community.

## 2.1.16 ROUND TABLE - Emerging challenges for the agro-food sector



Figure 16 - Title page of Roundtable 3 presentation

The agro-food sector influences several aspects of people’s life, as it offers many ecological, cultural, economic and social services. With such a prominence in influencing human societies, the agro-food sector is one of those with the highest innovation potential, especially in the face of climate change, when specific mitigation and adaptation strategies are essential for guaranteeing food production.

**The GGC** offers many tools for the further development of the agro-food sector, as it implies the synergy between different actors in a multidisciplinary environment, where together they can devise new solutions and tradeoffs to emerging challenges.

#### 2.1.17 New Challenges in the Agro-food sector of the Mediterranean (Maria Groueva)



*Figure 17 - Title page of Ms. Maria Groueva presentation*

The project identifies three main challenges that are affecting and will keep affecting the Agro-food sector:

- Increase in the world’s population;
- Scarcity of resources;
- Fragmentation of knowledge;
- Climatic changes.

The paradigm of agriculture has changed and it has become data-driven (predictive and risk adverse). This new paradigm allows for :

- optimisation of the production;
- minimization of ecological impacts;
- reduction of greenhouse emissions.

New tools and methods related to the interconnections across sectors have transformed agriculture’s model, that now is played on multi-actor interactive platforms, rather than being linear (i.e. from the “expert” to the farmer). Other tools also are supporting innovation in agriculture:

- e-infrastructures (virtual research, actors’ chain, knowledge sharing);
- co-farming (digital platforms as intermediate to create new communities of farmers to share resources);
- co-working spaces and design thinking creation (working environments with powerful digital tools).



#### 2.1.18 Farm Business Challenges arising from new CAP reform (Nikos Kalogeras)

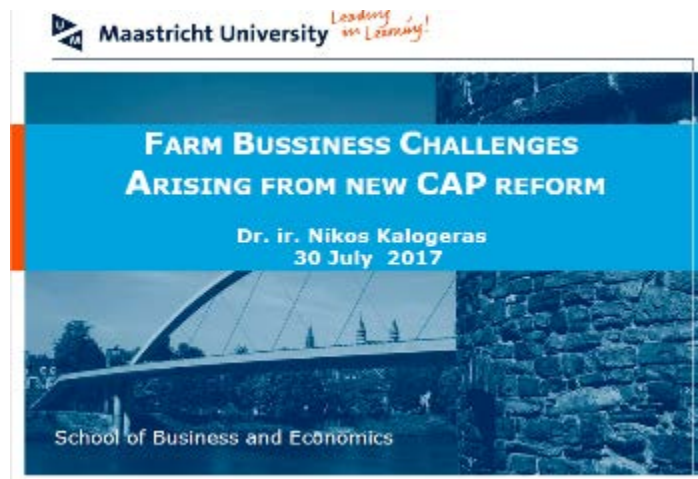


Figure 18 - Title page of Mr. Nikos Kalogeras presentation

During the period 2014-2020 the CAP aims to achieve three objectives:

- economic aspect (viable food production);
- environmental aspect (sustainable management of natural resources and climate actions);
- territorial aspect (balanced territorial development)

The spending policy has changed over time: in 1992, market managed 90% (export refunds and intervention purchase) while in 2013 it managed only 5%.

Currently Member States have to build their RDP's based on 4 of 6 common EU priorities, namely:

- Fostering knowledge transfer & Innovation
- Enhancing farm viability & competitiveness & promoting farm technologies
- Promoting food chain organization (marketing, risk management, animal welfare)
- Restoring, reserving and enhancing ecosystems
- Promoting resource efficiency
- Promoting social inclusion, poverty reduction, economic development in rural areas

The competitiveness of EU Agriculture is currently mainly characterized by the modernization measures and the removal of production constraint.

The Cooperative System plays a fundamental role in this kind of business because it is a leader in economic and social sustainability and it is the fastest growing form of enterprise. The dairy sector is the most competitive of the Agribusiness Cooperative System (more than 50% of the EU Market Cooperatives).

## 2.1.19 Towards a more productive, sustainable, resilient, healthy and universal food system – CADS report on the Catalan food system (Montserrat Viladrich)



*Figure 19 - Title page of Ms. Mònica Viladrich presentation*

CADS (the Advisory Council for Sustainable Development of the Government of Catalonia) is working in a report on the security, sustainability and safety of the Catalan food system. The report is under review and the information published herein is provisional and susceptible to changes.

The report defines food security as a composition of these four dimensions:

- food's availability
- possibility of access to food;
- use of food;
- stability and the security of food.

The challenges in the Catalan food system regard mainly two aspects: food supply and food consumption. For instance, to maintain the food supply, it is necessary to:

- maintain food productive basis (preserve the genetic biodiversity of farm animals, recover and preserve soil for agrarian activity);
- increase the efficiency in the use of water and energy;
- recover pasture land as a source of animal feeding; increase agriculture resilience to climate change.

As regards food consumption, in Catalonia the needed measures relate to:

- reduction of food waste;
- moderation (decrease) in meat consumption;
- keeping of high safety standards throughout the whole food chain.

## 2.1.20 Cluster development policy to improve competitiveness in the agro-food sector



*Figure 20 - Title page of Mr. Alberto Pezzi presentation*

The Catalan production is concentrated in clusters that focus on the development of endogenous assets and require limited funding. The development of the Catalan clusters policy is divided into several phases, from the micro-cluster approach (unit of reference to competitiveness of reinforcement initiatives) to a cluster programme (a definition of a cluster policy framework). Cluster policy is outlined by:

- public-private partnership;
- focus on strategic change;
- cross-sectorial cooperation.

The policy strategy regards:

- programme continuous improvement (balanced portfolio, policy innovation, service-based support);
- international connection (international missions, European projects);
- strategic change and the cross-cluster collaboration (competitive improvement, competitive-based grant scheme);
- evaluation and visibility (evaluation framework implementation).

The Cluster policy has a long- term perspective and over 2000 firms and 100 clusters professionals are involved in the cluster initiatives.

The common strategic challenges for agro-food clusters mainly concern food safety, promotion of local tourism, sustainable development and a circular economy.

### 3 Highlights

The agro-food sector influences several aspects of people's life, as it offers many ecological, cultural, economic and social services. However, the agrofood sector is nowadays facing many challenges. The world population is growing quickly, and as a result, there is an increase in food demand. Environmental sustainability is threatened by climate change and water scarcity, which will influence the agricultural productivity. Another global risk is contamination and soil degradation especially in Mediterranean areas. In the other hand, the concept of “One Health” is very important and represents a global challenge since it recognizes the relationship between human, animal and environmental health. If the environment is at risk, we as human race are at risk also. For this reason, food security and safety are fundamental for the human health. Another important challenge is to reduce food waste, which is estimated to 30% of the food production for humans. Last, it is also of relevant importance to incorporate all the new technologies that are available in other sectors and used in the industry in the production of food to optimize the production, minimize the ecological impacts and reduce greenhouse emissions.

With such a prominence in influencing human societies, the agro-food sector is one of those with the highest innovation potential, especially in the face of climate change, when specific mitigation and adaptation strategies are essential for guaranteeing food production.

Finally, the MED Green Growth community offers many tools for the further development of the agro-food sector, as it implies the synergy between different actors and sectors in a multidisciplinary environment, where together the community can devise new solutions and tradeoffs to emerging challenges.

### 4 More information

All the information about the event can be found on the website:

<http://mon.uvic.cat/ct-beta/2017/05/16/new-challenges-in-the-agrofood-sector/>

The presentations in pdf format can be found:

<http://mon.uvic.cat/ct-beta/new-challenges-in-the-agrofood-sector-presentations/>

Check out the photo album of the event:

<https://www.flickr.com/gp/universitatdevic/i81C8p>

Have a look at the video report of the event:

<https://youtu.be/GuwCpMek4PM>

## **GRASPINNO**

Transnational model, strategies and decision support for innovative clusters and business networks towards green growth, focusing on green e-procurement in EE/RES for energy refurbishment of public buildings.

# **Deliverable: 2.6.1 Report on Cordination with Horizontal Projects**

Prominent MED Project – International Working Session, 6<sup>th</sup> –  
7<sup>th</sup> July 2017, Lisbon, Portugal

*Prepared by University of Patras*

**Date: (23/07/2017)**



## REVISION HISTORY

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Revision	Date	Author	Revised by	Organisation
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0.4				

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## 1. INTRODUCTION

The aim of this report is to present the participation of GRASPINNO Lead Partner (LP), University of Patras (UPatras), in the International Working Session of **Prominent MED** Project, which was held on 6<sup>th</sup> - 7<sup>th</sup> July 2017, in Lisbon, Portugal, along with the second project meeting. Prominent MED is a modular project that focuses on the use of Public Procurement of Innovation (PPI) to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens. Prominent MED belongs to the Social and Creative Community, and not in the Green Growth Community where GRASPINNO belongs. However, GRASPINNO LP assessed that the two projects have common field of interesting and potential synergies must be further investigated.

University of Patras participated in this event in order to present GRASPINNO main objectives to the partnership of Prominent MED and to the rest of the participants. Moreover, GRASPINNO representatives investigated the opportunities of potential synergies between the two projects and the chances of further cooperation. In addition, LP attended all the presentations of Prominent MED regarding the project activities which are in progress and the forthcoming deliverables. Finally, the presentations of some procurement experts, who were invited to speak in the event, were really beneficial for the LP representatives, since the procedure of PPI and related existing examples were presented in detail.



## 2. DESCRIPTION OF THE EVENT

The full title of Prominent MED is Public pROcureMent of Innovation boosting greEN growTh in MED area. Prominent MED focuses on the use of PPI to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens. PPI will be related to innovative energy efficient materials and processes for public building energy refurbishment. The aim is to improve the quality of public services activating a market demand triggering industry to scale up its production chain to bring products on the market with desired quality/price ratio within a specific time.

Prominent MED second project meeting and international working session gathered the project partners and other parties interested on PPI. More specifically, after two fruitful meetings and international working sessions the Prominent MED partners came back together to work actively on PPI with a working session in the first day and with a steering committee session to work on identification and benchmarking demand and innovation procurement selection in the second day.

The Lead Partner of Prominent MED is Noesis European Development Consulting. However, the event was hosted by another partner, IrRADIARE, at Comissão de Coordenação e Desenvolvimento Regional de Lisboa e Vale do Tejo, on 6<sup>th</sup> - 7<sup>th</sup> July 2017, in Lisbon, Portugal. Event's main objective was to discuss about the PPI progress in general and organize the next activities in the framework of the project, focused on the pilots that partners are carrying out.

Participants in this event have been mainly the partners of Prominent MED project and external PPI experts.

### **3. GRASPINNO PARTICIPATION**

#### **3.1 Type of participation**

GRASPINNO was represented to the Prominent MED by the LP (University of Patras). The participation to the event was not limited only to attending the event, but the representatives of University of Patras made a brief presentation regarding the GRASPINNO activities, main objectives and results. The representatives also discussed with the Prominent MED partnership about potential synergies that can be accomplished between GRASPINNO and Prominent MED, although they belong to different thematic communities. Furthermore, the participants of the event had the chance to be informed about GRASPINNO project and upcoming events through face to face communication.

#### **3.2 Contacts made**

The representatives of GRASPINNO made contacts with the rest of the participants during the event. Some of them, mainly experts in the field of public procurement, had direct communication with the LP and discussed extensively about GRASPINNO goals. Among these experts that interacted with the LP, it would be essential to highlight representatives of eafip-European Assistance For Innovation Procurement and NEVI (The Netherlands). More specifically, the participants from UPatras discussed extensively with the representative of eafip, Mrs. Jaramillo, and asked her some details regarding the "Conference on Innovation Procurement" that will be

held under the Estonian EU presidency on 17th and 18th of October 2017 in Tallinn, Estonia. GRASPINNO is very interested in this Conference and will participate in it with representatives from the LP and PP9 (General Secretariat for Commerce and Consumer Protection - General Directorate of Public Procurement).

### 3.3 Lessons learned

The lessons that the GRASPINNO LP learnt from the Prominent MED second project meeting and international working session are focused on PPI. More specifically, the LP representatives had the opportunity to be informed about the idea of PPI in general and the activities of Prominent MED project. During the event, several presentations took place, that covered different aspects of PPI and the pilot actions that Prominent MED partners have to carry out as part of the Testing work package. The most interesting ones dealt with the steps of PPI and the public consultation which is one of the most important steps. The PPI experts were very detailed in their presentations, explaining to the participants every step of the PPI methodology. Another interesting presentation was the one about the examples of PPI, which were implemented mainly in the Netherlands.

### 3.4 Added value

The GRASPINNO LP was benefited from its participation in this event, since its representatives gained valuable knowledge on the procedure of PPI. More specifically, UPatras representatives were familiarized with the steps that must be followed for a procurement process to be characterized as an innovative one. Now LP's concern is to investigate if this knowledge can be incorporated in GRASPINNO

activities and therefore contribute to better results. Since GRASPINNO pilots have been started, PPI procedure cannot be followed for the realization of the pilot activities. However, UPatras representatives discussed with the Prominent MED LP that both projects will face some difficulties during the pilot activities, since they will try to change the traditional way of procurement that public authorities follow and insert some innovative features. UPatras representatives proposed that these difficulties should be gathered and clearly recorded. Then in the capitalization phase, these difficulties could help the partnership of both projects to conclude to some policy recommendations regarding public procurement.

#### **4. CONCLUSION**

University of Patras, Lead Partner of GRASPINNO, has attended the Prominent MED second project meeting and international working session, held in Lisbon, Portugal, on 6th - 7th July 2017. The event was organized and hosted by one of the partners named IrRADIARE, at Comissão de Coordenação e Desenvolvimento Regional de Lisboa e Vale do Tejo. University of Patras participated in this event by attending the presentations made by the partnership of Prominent MED and experts in the field of PPI. Furthermore, GRASPINNO made a short presentation about the GRASPINNO activities and results. In addition, the potential synergies between GRASPINNO and Prominent MED were discussed. Topics such as PPI procedure and its steps have been presented, enhancing the Lead Partner's knowledge. Finally, important contacts between the project and relevant experts have been made, enhancing the prospects for targeted transferring and better capitalization of the project's results and outcomes.

