



Project Conferences

Deliverable 2.4.1 (Sixth progress report)

Responsible Partner: Eurecat

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List of abbreviations

GG: Green Growth

KOM: Kick-off meeting

PO: Project Officer

SYNNGI: Synergies for Green Growth Initiatives (Horizontal project of Green Growth Community)

Tbc: To be concreted

Tbd: To be defined

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1. Executive summary

Eurecat is responsible for the preparation, coordination and management of the task 2.4 Project Conferences in the Greenomed project. In this task three project conferences will be organized to generate project awareness and to exchange information on intermediate and final results. The main targets will be the general public, industrial associations and political institutions. Meetings will be in M12 (in Greece), M24 (in Spain) and in M30 (in Italy). They will differ for contents and for the main type of audience: the first meeting will disseminate project scope and the potential of results mainly to the general public; the second will exchange major information about work in progress, mainly with industrial stakeholders; the final meeting will be mainly addressed to policy makers and representatives of the Institutions in order to make them aware about project results.

The deliverable will be the three conferences. A report (in the form of a Word document in English language) illustrating the organization and main results of the three conferences will be provided.

2. First Project Conference in Thessaloniki (Greece)

2.1. First steps in the conference preparation during the first reporting period (February to June 2017)

During the Kick-off meeting in Milan (21st and the 22nd of February) Eurecat presented the task 2.4 to the project partners. Eurecat emphasised the fact that the first meeting was devoted to general public, so the contents, messages and topics should be addressed according to this target group.

Task 2.4 Project conferences

3 conferences to create awareness and exchange information

Nº	Place	Date	Audience
1 st Conference	Greece	M12	General public
2 nd Conference	Spain	M24	Industry
3 rd Conference	Italy	M30	Political institutions

Key issue: Differences in audiences and contents

- Reach the broadest audience
- Adapts contents according to audiences

Figure 1. Image shared with partners during the KoM

Activities to organize and define the context of the first GREENOMED conference started in June 2017. During this month EURECAT (Task leader), CNR-ITIA (project coordinator and communication WP leader) and i-BEC (the Greek partner and local organizer) started defining the conference in Greece. This was made using virtual conferences.

In these teleconferences, we defined a first approach of topics in green manufacturing that could be interesting for citizens that later on (July and September) will be adjusted:

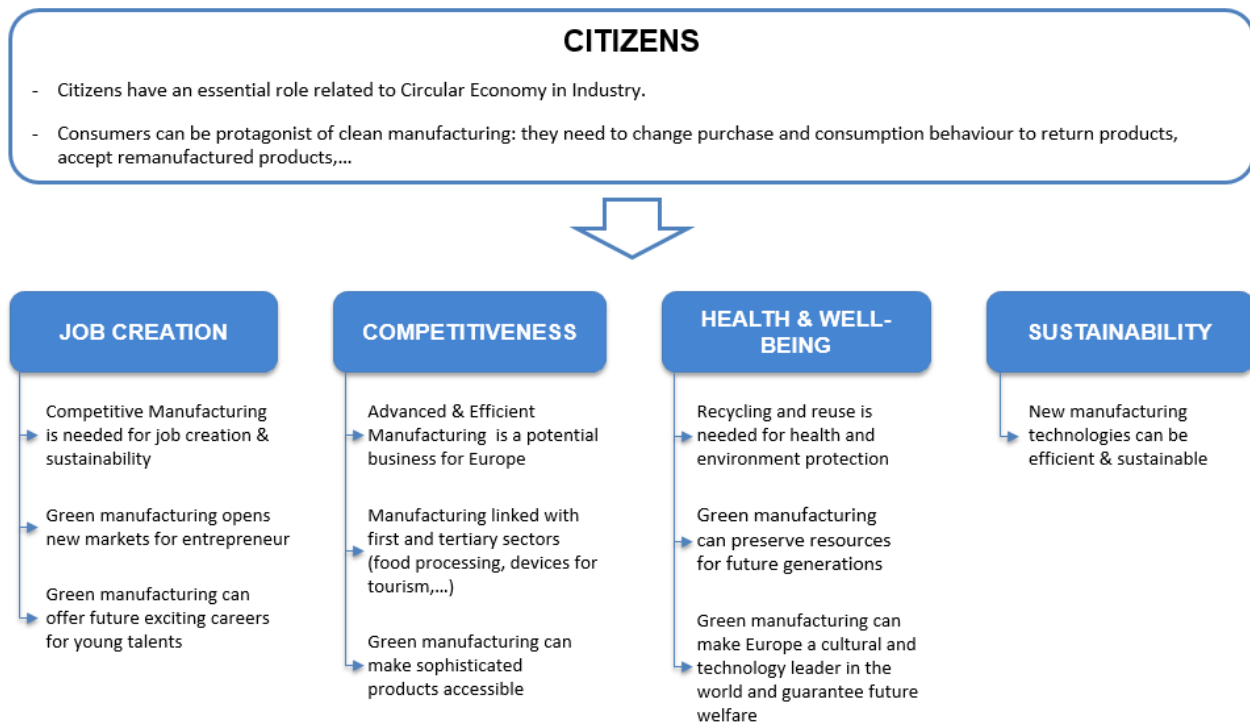


Figure 2. First proposal of topics and key messages to be risen in the Conference in Greece

We also shared some ideas of the possible format of the first Conference in Greece, to be confirmed once we have clearer ideas of topics and key messages we want to rise. In the same line, we will identify the relevant speakers of the conference once we agree on the topics and format of the conference.

It is expected that the format and content of sessions will be discussed and agreed on September. Besides, it is expected that the draft agenda will be ready by end of September to be shared by SYNGGI and PO to ask their insights. We plan to finalize the agenda by Mid-October when we can start the communication activities to advertise the conference.

2.2. Progress of activities for organising the conference during second reporting period (July to December 2017)

During July and September, we continued working on the topics to be referred to during the Event in Thessaloniki.

To better focus the key messages to be risen in the conference, we defined the concept of general public and the main target groups that could attend the event. Through teleconferences, we organised the topics in general terms initially detected (see Fig. 2) and linked them with the target public groups identified (see Fig. 3). This helped us to define concrete topics from the general ones that could be of interest for the targeted public groups, and the public audience groups covered as well.

		Target Public Groups				
		Degree and Master Students	Green Products Lead Consumers	Manufacturing workers & unemployed	Social representatives (associations, labor unions, ngos,...)	Elderly
Topics of the conference	Green Growth & Competitiveness	"New jobs arise from Green Growth"	"Consumer decisions make local green manufacturing competitive"	"New job opportunities linked to GreenGrowth"		
	Green Manufacturing & Sustainability		"New consumption trends and green consumers attitude benefit sustainable manufacturing"		"Recycling and consumer decisions, personal and collective, improve sustainability and benefit Green Manufacturing"	
	Human Factor in Future Manufacturing	"New skills and continuous formation needed for future green manufacturing"		"New skills and continuous formation needed for future green manufacturing"	"Health & safety key issues for Future Manufacturing. New skills/attitudes demanded"	
	Green manufacturing and public health					"Green manufacturing its impact on public health through protection of environment"
	Green manufacturing and future generation	"Green manufacturing & resource preservice for future generation"			"Green manufacturing & resource preservice for future generation"	

Figure 3. Matrix of topics and target public groups to allocate key messages to be risen in the Conference in Greece

In parallel, in the working teleconferences we (EURECAT, CNR-ITIA and I-BEC) all agreed on the format of the teleconferences. In order to engage the general public, we concluded that the conference should include a part of direct knowledge from the experts to the public and a part of interaction and participation of the attendees.

From this approach, we generated the first draft agenda indicating the main slots of the conference and their timeline, the draft title of speeches in the morning session and a possible interactive working session for the afternoon.

During October 2017 we refined the agenda in terms of speeches and content, date of the conference, timeline and afternoon working session) to finally generate a draft agenda on November to be circulated among partners and our horizontal project SYNGGI, and to start engaging possible experts to give the speeches and participate in the afternoon session.

DATE: March 7, 2018 (Greece, Thessaloniki // Venue: tba) Hosted by i-BEC (Interbalkan Environment Center) and the Greenomed project consortium	
MORNING SESSION 9:30 – 13:00	
Welcome and registration 9:00 – 9:30	
1st Plenary session: Setting the scene	
9:30	High level opening speeches <ul style="list-style-type: none"> - The municipality/Region for sustainability (<i>Mayor/Regional Authority</i>) - Interreg MED Programme for Sustainability (<i>MED Officer</i>) - Greenomed for green manufacturing (<i>Greenomed</i>) <ul style="list-style-type: none"> o <i>i-BEC as a local Greenomed partner</i>
10:00	Presentation on the macro-topic: "Green manufacturing for better quality of life" <ul style="list-style-type: none"> - Circular Economy/Life Cycle Perspective of common products (EEE, cloths, cars, ...) (<i>guru/expert of product/sector, University, ...</i>) - Role of manufacturing for sustainability & impact on daily life (<i>manufacturing expert, Cluster, company, University, ...</i>) - Companies challenges for sustainable innovation (<i>innovation expert from University, Cluster, company, ...</i>) - ...
11:00 Break	
2nd Plenary session: opportunities for citizens	
11:30	<u>Green jobs and opportunities for local development</u> <ul style="list-style-type: none"> • Eco-conscious jobs and careers (<i>policy officer, company/work agency</i>) • Entrepreneurship (<i>venture capitalist/banks/start-up</i>) • Skills and distinctive competences (<i>University</i>) • Internationalisation through smart specialization (<i>SS platform, company, Vanguard</i>) • Policy incentives for green manufacturing (<i>Local/EU policy officers</i>) • ...
13:00 Lunch	
AFTERNOON SESSION 14:00 – 16:00	
Parallel sessions 14:00-15:30	
Description: The afternoon session will be based on an open, flexible and interactive model of participation and actual involvement of the participants. Following the two plenary sessions, parallel sessions will be hosted in different rooms, in the same conference building. Their final number will depend on the effective topics/speakers that we will be able to mobilize (from a minimum number of 2 to a maximum of 9).	

The idea would be to allow the stakeholders at the local, regional and also MED level to present concrete activities and services linked to green manufacturing that can have a direct immediate impact on customers and that can raise their interest. This is intended as a sort of "matchmaking" among green manufacturing stakeholders and citizens, in which the latter are free to raise questions and get in contact immediately with represented organisations/speakers. The main idea is to provide a closer interaction for stakeholders such as companies, NGOs, local authorities, etc. to transfer their existing service offerings about green manufacturing to citizens in a face to face and easy way and conduct a discussion to receive comments from citizens as well.

A call for proposal will be launched to receive the proposal of interested stakeholders to present in the sessions. According to the expression of interest, a set of topics will be identified and allocated to the parallel sessions. The topics will be selected on the basis of their direct relevance to green manufacturing and their clear contribution at the level of improving quality of life and environment. The prospect presenters and the participants in each case will be prompted by a session moderator to get involved in open discussion with each other and towards the benefits of the presented initiatives.

The presenters' mix will cover the stakeholders mix as determined by the project objectives and scope, that is, actors from both the public and private sector, organisations and NGOs active in green manufacturing and green economy, remanufacturing companies, Research centres and Universities, Municipalities or Municipal departments, human resources actors etc.

The suggested topics by the stakeholders will be adapted and further fine-tuned with collaboration with them, in order to be attractive for the main audience of the conference (citizens). The number of the different rounds per topic will be determined by the final number of topics suggested, to be eventually hosted in the 3 sessions.

Indicative topics and presenters in the parallel session:

- *NGOs presenting their activities and the opportunity for citizens to get involved*
- *Companies presenting how they are managing green manufacturing businesses and how they are impacting on society and jobs*
- *Job recruiting service company showing how the job market is positively affected by green manufacturing and making clear job opportunities*
- *Recyclers and remanufacturers presenting their activity and social impacts*
- *Local authorities presenting eventual programs/initiatives on green manufacturing, increasing citizens awareness level and inviting them to take more conscious behaviours*
- *Presentations from other modular projects of Synggi (if appropriate)*
- ...

15:30 Coffee break

16:00 Wrap up of parallel sessions and closure

During the whole duration of the event, a blackboard or free computer position will be made available for attendants to post messages and comments. In the final session, the most relevant ones will be showed and commented to stimulate the discussion.

Depending on the availability and feedback of stakeholders, stands will be prompted where stakeholders can expose communication material and meet interested people during the breaks and free time.

16:30 Closure

Figure 4. Draft agenda in November 2017

Then, Eurecat, CNR-ITIA and I-BEC started identifying the potential speakers for each of the concrete topics of both plenary sessions and the participants animating the parallel sessions in the afternoon.

In December, the three partners provided a list of possible speakers and SYNGGI did it as well. We identified the best experts and started contacting them for availability.

The next steps in this regard will be centred in closing the list of speakers according to the topics to address, define the venue of the conference and start disseminating the event along Europe.

2.2.1. Venue & Date

The proposals of date for the conference was initially decided among Eurecat, CNR-ITIA and i-BEC, and then shared with the rest of partners, who showed their availability. We proposed three possible slots of time, considering we would also need two more days for the consortium meeting. Due to national holidays, the final date of the meeting was decided to be on the 7th March 2018.

On December 2017, i-BEC was searching different venues to host the conference. This will be closed maximum at mid-January.

2.2.2. Agenda preparation

As mentioned in the beginning of section 2.2, at mid-September we started defining the main ideas, topics and structure of the conference. We started from the matrix of topics and target public groups (Fig. 2) and identified the concrete topics that would be of most interest for both the Greeks and the European general public.

Greenomed conference

A. Suggested flow with topics/cues for keynote speeches setting the pace, and presentations following up/elaborating

Title:

MORNING SESSION

Welcome and registration

1. Opening plenary session

- High level opening speeches (2 or 3 speakers local/regional and EU – short position statements)
- Keynote speech: Green manufacturing for better quality of life
- Green manufacturing: The basics and applications (national and EU level uptake)
- Circular economy vs 'take-make-use-dispose' economy
- Green manufacturing and everyday life

Q&A

Break

2. Plenary session

- Keynote speech: The big picture: Green manufacturing and sustainability
- Green manufacturing at the nexus of health & safety
- Effective use of resources: Opportunities, benefits, barriers
- Green purchasing and green consumption
- A new life in an old planet or 'What if all manufacturing went green'

Q&A

Break

3. Plenary session

- Keynote speech: Green jobs and local development
- Policy, business environment, market and social framework
- Smart specialisation: What's that and why is it smart?
- Eco-conscious jobs, careers, and opportunities (examples in entry/middle/higher level)
- New skills for green manufacturing and economy

EVENING SESSION

Care and share: What's your green idea?

Participants would have to think over what they have heard and learned during the 3 plenary sessions and then come up with a simple green idea; a product, an alternative green way of producing a good, a green way in managing/exploiting resources in a sustainable way, a consuming pattern, a disposal pattern, a recycling/reusing of material model etc. 5 ideas will be selected to be discussed at the beginning of the open session and an open discussion will follow. The selection (if there will be more of 5 ideas) will be made on the spot. 3-4 panel of experts can host this session in order to discuss then feasibility with the participants. Ideas could be either presented orally during the session, or in the form of a post it as discussed during for example the last plenary session.

The only drawback is that this could be organised and implemented with a small audience i.e. not more than 15-20 participants. Otherwise it cannot be easily moderated. This means that organisation-wise we would need to know the number of participants beforehand, to avoid too many people joining, which however won't be the case most probably since many participants will leave the conference after the end of the three main plenary sessions.

OR

Title suggestion to be filled in later

Real-life, concrete green manufacturing applications at the local level are presented from actors in diverse fields (no more than 5). This would take the form of an open discussion as well, exploring the opinion of citizens or even critique, right after each presentation. Presentations should be made in layman terms which means avoidance of jargon and technical terms. The goal is to allow people to understand what is done, in what different way (green manufacturing way etc.), what the benefits are, how can citizens get involved. The objective is to inform, raise awareness, involve, and not to showcase companies or products. Audience should also be controlled here (number of participants), otherwise the 'discussion/debate' aspect will get lost in a large audience.

One drawback would be in how to select which running green manufacturing applications will be selected to be presented and discussed. According to which criteria? However, at the local/regional level, there would not be that many, which should be however reaffirmed of course.

Figure 5. First version of draft agenda in September 2017

We carefully analysed the concrete topic titles and related content we would like to be transferred in the speeches during October and in November we defined the final version of contents and structure of the agenda (see Fig. 4). From this final contents agenda, we started identifying possible speakers.

I. Draft conference agenda (timeline, keynote speeches, topics // tentative)

a) Suggested Conference titles

- Green manufacturing: Entering a new era
- Green is the new black! Manufacturing goes green!

b) Draft agenda

Comments:

The main objective of the foreseen Conference in the City of Thessaloniki in Greece is to inform citizens and raise awareness about green manufacturing and its potential impacts and benefits on everyday life of citizens. At an equal level, citizens will be prompted to think on their role (as producers, consumers, employers and employees) in the green manufacturing process, as well as of the benefits and the opportunities offered by green manufacturing at the local, regional and EU level. For this to be achieved, this tentative draft agenda seeks to cover these objectives in terms of:

- Conference structure and duration (simple structure, medium overall duration);
- Topics to be supported by presentations (keynote speeches and else) that will be attractive, drawing the attention of the audience and using layman rather than complex, technical or academic language;
- Clear presentation of the GREENOMED project as interwoven in green manufacturing and green economy concepts and practices that influence quality of life and daily practices;
- Interactive features which allow for elaboration on the issues stressed, practical and tangible aspects of green manufacturing, opinion statement, discussion and actual involvement of the participants (Interactive, collaborative evening session).

Timeline (tentative):

DATE: March 7, 2018 (Greece, Thessaloniki // Venue: tba) Hosted by i-BEC (Interbalkan Environment Centre) and the Greenomed project consortium	
MORNING SESSION 9:30 – 13:00	
Welcome and registration 9:00 – 9:30	
1st Plenary session: Setting the scene	
9:30	High level opening speeches (2 or 3 speakers local/regional/EU/MED Programme)
10:00	<u>Presentation on the macro-topic: "Green manufacturing for better quality of life" (4-5 presentations)</u>
Indicative topics:	
<ul style="list-style-type: none"> • Green manufacturing: what it is, diffusion and trends • Green manufacturing and everyday life • Green manufacturing at the nexus of health & safety • Effective use of resources: Opportunities, benefits, barriers • A new life in an old planet or 'What if all manufacturing went green' 	
11:00 Break	
2nd Plenary session: opportunities for citizens	
11:30	<u>Keynote speech: Green jobs and local development</u>
11:50	<u>Presentations on the macro-topic: "Opportunities generated by green manufacturing."</u>
Indicative topics:	
<ul style="list-style-type: none"> • Policy, business environment, market and social framework • Smart specialisation: What's that and why is it smart? • Eco-conscious jobs, careers, and opportunities • New skills for green manufacturing and economy 	

13:00	Lunch
AFTERNOON SESSION 14:00 – 16:00	
Parallel sessions (14:00-15:30)	
Description:	
The afternoon session will be based on an open, flexible and interactive model of participation and actual involvement of the participants. Following the two plenary sessions, parallel sessions will be hosted in different rooms, in the same conference building. Their final number will depend on the effective topics/speakers that we will be able to mobilize (from a minimum number of 2 to a maximum of 9). The idea would be to allow the stakeholders at the local, regional and also MED level to present concrete activities and services linked to green manufacturing that can have a direct immediate impact on customers and that can raise their interest. This is intended as a sort of "matchmaking" among green manufacturing stakeholders and citizens, in which the latter are free to raise questions and get in contact immediately with represented organisations/speakers. The main idea is to provide a closer interaction for stakeholders such as companies, NGOs, local authorities, etc. to transfer their existing service offerings about green manufacturing to citizens in a face-to-face and easy way and conduct a discussion to receive comments from citizens as well. A call for proposal will be launched to receive the proposal of interested stakeholders to present in the sessions. According to the expression of interest, a set of topics will be identified and allocated to the parallel sessions. The topics will be selected on the basis of their direct relevance to green manufacturing and their clear contribution at the level of improving quality of life and environment. The prospect presenters and the participants in each case will be prompted by a session moderator to get involved in open discussion with each other and towards the benefits of the presented initiatives. The presenters' mix will cover the stakeholders mix as determined by the project objectives and scope, that is, actors from both the public and private sector, organisations and NGOs active in green manufacturing and green economy, remanufacturing companies, Research centres and Universities, Municipalities or Municipal departments, human resources actors etc. The suggested topics by the stakeholders will be adapted and further fine-tuned with collaboration with them, in order to be attractive for the main audience of the conference (citizens). The number of the different rounds per topic will be determined by the final number of topics suggested, to be eventually hosted in the 3 sessions.	
Indicative topics and presenters in the parallel session:	
<ul style="list-style-type: none"> • NGOs presenting their activities and the opportunity for citizens to get involved • Companies presenting how they are managing green manufacturing businesses and how they are impacting on society and jobs • Job recruiting service company showing how the job market is positively affected by green manufacturing and making clear job opportunities • Recyclers and remanufacturers presenting their activity and social impacts • Local authorities presenting eventual programs/initiatives on green manufacturing, increasing citizens awareness level and inviting them to take more conscious behaviours • Presentations from other modular projects of Syngyi (if appropriate) 	
15:30	Coffee break
16:00	Wrap up of parallel sessions and closure
During the whole duration of the event, a blackboard or free computer position will be made available for attendants to post messages and comments. In the final session, the most relevant ones will be showed and commented to stimulate the discussion.	
Depending on the availability and feedback of stakeholders, stands will be prompted where stakeholders can expose communication material and meet interested people during the breaks and free time.	
16:30	Closure

Figure 6. Second version of draft agenda in October 2017

Next steps for the agenda preparation will be to complete it with the names of the entities which will give the speech and finally to identify the concrete experts of the entities selected that will attend the meeting.

2.2.3. Speakers

The search for the speakers started at end November and at the end of December is still ongoing. Having in mind the concrete speeches and the format of the afternoon sessions the three partners (Eurecat, CNR-ITIA and i-BEC) made a first search of experts that could participate in the Conference. At the beginning of December, the three partners proposed a list of speakers for both the morning and the afternoon session.

Session	Timing	Speaker	Organization	Topic to address
Opening speeches	9:30	Ioannis Savvas	Decentralised Administration of Macedonia and Thrace	
		Apostolos Tzitzikostas / Konstantinos Gioutikas	Region of Central Macedonia	
		Ioannis Mpoutaris / Thomas Psarras	Municipality of Thessaloniki	
		new president	Central Union of Hellenic Chambers of Commerce	
		LOUFAKIS Kyriakos	Greek international business Administration - SEVE	
		Athanassios Savvakis	Federation of Industries of Northern Greece (SBBE)	
		Dimitris Dermatas	Ministry of Environment and Energy	
Green manufacturing for better quality of life	10:00	Prof. Zalidis Georgios	i-BEC	Circular Economy
		Georges Kremilis	European Commission	
		Maria Loizidou	Unit of Environmental Science and Technology School of Chemical Engineering National Technical University of Athens	
		DIONYSIS BOCHTIS	Institute of Bio-Economy and Agri-Technology (iBO)	Green manufacturing trends
		Notis Argyriou	Center for Research and Technology - Hellas (CERTH)	Effective use of resources
		Aggeliki Lemonidou	Aristotle University of Thessaloniki/ Chemical Engineering Dept/ Sector Technologies	Green manufacturing: Health and safety
		tbd	Institute of Applied Biosciences	Case studies
		Thomas Branos / George Petridis	Development Agency of Thessaloniki	Case studies
		tbd	Enterprise Europe Network-Greece	Green projects - better quality for citizens
		Ioannis Mpoutaris / Thomas Psarras	Municipality of Thessaloniki	Saving Energy
		Ioannis Michailidis	Public Power Corporation S.A. - Hellas	Sustainable Development
		Dimitri Papalexopoulos	TITAN CEMENT S.A. / THESSALONIKI FACTORY	Product life cycle
		Iakovos Sarigianis	Anatoliki S.A.	Case studies
		Politoopoulos Dimitris	Hellenic Recycling Agency	Green jobs and local development
		Athanassios Savvakis	Federation of Industries of Northern Greece (SBBE)	Green jobs and local development
Keynote speech: Green jobs and local development	11:30	George Stasinou / Paris Mpiliaris - George Tsakoyannis	Technical Chamber of Greece	Green jobs and local development
			Thessaloniki Chamber of Commerce & Industry	Green jobs and local development
		Takis Athanasopoulos	Foundation for Economic & Industrial Research (IOBE)	
		Vasilis Tziakas	Biogas Lagada S.A.	
		Apostolos Papatolias	contact by prof. Zalidis	Public Administration and green jobs
		Aggelos Tolkas	contact by prof. Zalidis	Certification (ISO) and green jobs
		Dimitris Karampatzakis	contact by prof. Zalidis	
Opportunities generated by green manufacturing	11:50	tbd	University of Aegean (pending)	Policy business environment/social framework
		Aggeliki Oraipoulou	Region of Central Macedonia/Management Authority RIS3	Smart Specialisation
		D.Masoutis (suggested)	Masoutis S.A.	Eco-enterprises jobs/careers
		tbd	CEDEFOP (THESSALONIKI)	New Skills for green manufacturing
		tbd	MYTHOS BREWERY	Eco-enterprises jobs/careers
		Jorge-A. Sanchez-P.	Si-cluster	Eco-enterprises jobs/careers
		Kostas Athanasopoulos	Sunlight Recycling	Green Mission
		Manolis Tzitzikostas	Makedoniki Farma S.A.	New Skills for green manufacturing

Figure 7. First list of speakers provided by i-BEC

By the end of December, we had arranged the following list of speakers according to the major topic to address for both the morning and the afternoon session (green: confirmed; yellow: tbc):

Session	Timing	Speaker	Organization	Major topic
Opening speeches	9:30	High level policy maker	Central region of Macedonia	High level opening speeches for sustainability
		MADI	Programme MED	Programme MED for sustainability
		Giacomo Copani	ITIA-CNR	GREENOMED presentation
		tbd	i-BEC	Brief presentation of i-BEC
Green manufacturing for better quality of life	10:00	Prof. Zalidis	i-BEC	Circular Economy/Life Cycle Perspective of common products (Case study of WEEE, Cars, Clothes, etc)
		Marcello Colledani	ITIA De-manufacturing LAB for WEEE	
		Miquel Rovira/Frederic Clares	EURECAT	Role of manufacturing for sustainability & impact on daily life
		Marcello Colledani	Politecnico di Milano	
		Politoopoulos Dimitris	Hellenic recycling agency	Companies challenges for sustainable innovation
		Ms. Veronika Andrea	HELECTOR	
		Prof. Dr. Nicos Komninos	URENIO Research	Smart cities and sustainability
Opportunities generated by green manufacturing	11:30	Ana Paladus/ Livia Mazzà	Fondazione ecosistemi	Eco-conscious jobs and careers
		Anastasios Vasileiadis	Institute of Entrepreneurship development	Green Entrepreneurship
		Theodor Alexandrou		
		tbd	CEDEFOP	Skills and distinctive competences
		tbd	Central region of Macedonia	Internationalisation through smart specialization
		GEORGE KREMELIS	European Commission	Policy incentives for green manufacturing

Figure 8. List of speakers for the morning session at the end of December

Stakeholder	Type	Participant	Topic to address
PROMINENT MED	Modular project	Diego Mattioli	
PEFMED	Modular project	Greek Partners SEVT (Ms. Vasso Papadimitriou and Ms Fotini Salta)	Foodprint software tool, activities of the federation for the promotion of the sustainable development of the food sector in Greece, PEFMED method
ARISTOIL	Company		
Anatoliki S.A.	Company	Iakovos Sarigianis	

Figure 9. List of speakers for the afternoon session at the end of December

In January we will complete the list of speakers and the concrete titles of the speeches they will perform.

2.2.4. Engagement of GREEN GROWTH horizontal project (SYNGGI) and other modular projects

In parallel with internal organisation of the conference, GREENOMED was in contact with SYNGGI to ask for their support, get their insights and ensure coordination for the event. In particular the following activities were taken:

- GREENOMED shared the draft agenda including topics of speech and structure of the conference with SYNGGI and got their feedback on it to make sure the coherence of the project at horizontal level
- GREENOMED asked SYNGGI for a proposal list of potential speakers who can be invited to the event considering the scope and main streams of the event. SYNGGI sent a proposal to GREENOMED. The list was taken into account while inviting and finalising speakers.
- GREENOMED invited SYNGGI to run a workshop session in the conference. SYNGGI was presented by Fondazione Ecosistemi and moderated the workshop discussion on the ways to engage citizens in innovative circular economy policies.
- GREENOMED communication officer was in contact with SYNGGI communication officer to get insights about promotion and organisation of the event
- GREENOMED shared the agenda and information about the conference with other modular projects in GG community as well as other extra-GG horizontal and modular projects to invite them to the conference. Eventually 2 modular projects (one from GG community and another extra-GG community) will run two sessions of workshop in the conference.

2.2.5. Engagement of other horizontal projects and other modular projects

Since the conference will be held at European level and in order to get insights from the programme, the draft agenda of the conference was shared with the project officer. Moreover, the Programme National Point in Greece was contacted to be invited as a speaker. Eventually he is supposed to give a talk in the opening session of the conference.

2.3. Progress of activities for organising the conference during the third reporting period (January to March 2018)

During the first 3 months of 2018 we have finalised the preparation of the conference in Greece and have held the meeting on 7th March 2018.

2.3.1. Venue

During January 2018 i-BEC identified 2 different locations to hold the conference on the 7th March and also to host the project meetings on the 8th and 9th of March. According to the needs identified related to the number of rooms, their dimension and the ICT provision (streaming of the conference, videocamera service, etc.), catering service and price, Eurecat, CNR-ITIA and i-BEC selected the venue [Aristotle University Research Dissemination Centre](#).

The spaces booked were the following:

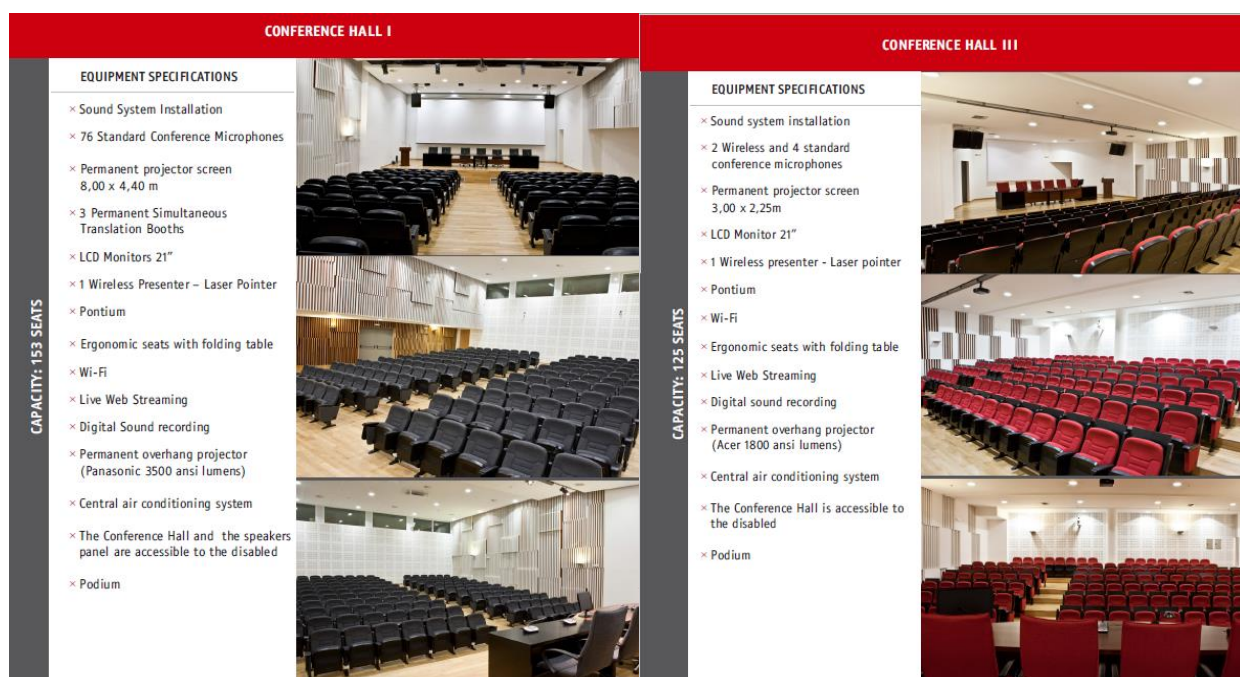


Figure 10. Spaces used in the Conference

The Conference Hall III was the place selected to host the meeting during the morning sessions, whereas in the afternoon the meeting was split in two groups, one in the Conference Hall III and one in the Conference Hall I.

The lunch was also held in the same centre.

2.3.2. Agenda

During January and until mid-February we continued to be in contact with the entities that would have a presentation during the conference. In parallel, we concreted the topics of the presentations, the names of the experts that would do the presentations and the contents of the presentations.

After some iterations due to unavailability of people and last minute changes, the final agenda of the conference was the following:



“Green manufacturing: Opportunities, challenges and impacts on citizens' lives”

09.00 – 09.30 Registration

09.30 – 10.15 Opening session

Green manufacturing and sustainability in the Region of Central Macedonia *Mr. Konstantinos Gioutikas (Vice-Governor of Development and Environment of Region of Central Macedonia)*

MED programme – promoting Mediterranean innovation capacities to develop smart and sustainable growth *Mr. Evangelos Vidalis (MED programme - Greek National Contact Point)*

GREENOMED: Mediterranean trans-regional cooperation for Green manufacturing innovation *Mr. Giacomo Copani (ITIA – CNR)*

The importance of creating a “green industrial cluster” in the Region of Central Macedonia: current situation and future prospects *Prof. George Zalidis (i-BEC)*

10.15 – 11.30 Plenary session 1

Circular economy and green manufacturing for a better quality of life

Circular economy: How to close the loop? *Mr. Kyriakos Loyfakis (President of Greek International Business Association)*

Role of manufacturing in sustainability and its impacts on everyday life *Mr. Konstantinos Kampouropoulos (EURECAT)*

Companies challenges for green manufacturing *Ms. Golboo PourAbdollahian (ITIA – CNR)*

Green technologies for smart cities: enriching LEED-ND sustainability principles *Prof. Nicos Komninos (URENIO Research, Aristotle University of Technology)*

11.30 – 12.00 Coffee break

12.00 – 13.15 Plenary session 2

Green manufacturing: social and economic impacts

Green Manufacturing and Smart Specialization Strategy *Mr. Constantinos Michaelides (Independent Directorate of Innovation and Entrepreneurship Support of Region of Central Macedonia)*

Green manufacturing and urban waste management in the European Regions *Mr. Mihalīs Geranis (President of Regional Association of Solid Waste Management Agencies of Central Macedonia, FODSA)*

Green jobs: Opportunities for job creation and local development *Mr. Athanassios Sawakis (President of Federation of industries of Northern Greece, SBBE)*

Skills and distinctive competencies for circular economy and green manufacturing *Mr. Dimitris Stefanidis (FranklinCovey)*

13.15 – 14.15 Networking lunch

14.15 – 15.45 Parallel sessions

Green entrepreneurship and innovative ideas *Mr. Panagiotis Koutoudis (Institute of Entrepreneurship Development)*

How to engage citizens in innovative circular economy policies? *Ms. Isabelle Ronvaux (INTERREG MED SYNGGI Horizontal project, Fondazione Ecosistemi)*

Improving the environmental performance of the Hellenic Food Industry *Ms. Fotini Salta (Federation of Hellenic Food Industry)*

Innovation Procurements: benefit and opportunities for citizens, enterprises and public authorities: The experience of PROMINENTMED project *Mr. Diego Mattioli (Sviluppumbria SPA)*

15.45 – 16.15 Wrap-up of parallel sessions

16.15 – 16.30 Closure

Please confirm your participation https://greenomed.interreg-med.eu/index.php?id=7116&no_cache=1.



<https://greenomed.interreg-med.eu>



<https://www.facebook.com/Greenomed>



greenomedproject@gmail.com



@GREENOMED_EU

Figure 11. Conference agenda

The conference was divided in two parts: the morning sessions and the afternoon sessions.

The morning sessions consisted in a group of speeches of experts about one relevant theme for general public related to green manufacturing. Each speech ended with Question Time to the experts.

And the afternoon sessions had the format of workshops where the expert/ animator made an explanation about the theme and then gave the floor to the public to exchange impressions, thoughts and opinions.

2.3.3. Speakers

As mentioned in section before, during January and until mid-February we continued the search of the ideal speakers for both the morning and the afternoon sessions, although we expected to close the speakers list by the end of January.

By the end of January, the list of speakers was the following (green: confirmed; yellow: tbc, red: declined):

Session	Timing	Speaker	Organization	Level	Major topic	Detailed topic	Status
Opening speeches	9:30	High level policy maker- TBD	Central region of Macedonia	Local	High level opening speeches for sustainability		Confirmed
		MADI	Programme MED	EU	Programme MED for sustainability		Contacted- follow up by CNR
		Giacomo Copani	ITIA-CNR	National	GREENOMED presentation		Confirmed
		Prof. Zalidis	i-BEC	National	Brief presentation of i-BEC		Confirmed
Green manufacturing for better quality of life	10:00	Marcello Colledani	ITIA De-manufacturing LAB for WEEE	National	Circular Economy/Life Cycle Perspective of common products (Case study of WEEE, Cars, Clothes, etc)	End of life of WEEE	Confirmed
			A potential MNC (PUMA, Nike, etc)			A best practice of cars/clothes life cycle management by a company	Follow up by i-BEC
		Miquel Rovira/Frederic Clarens	EURECAT	National	Role of manufacturing for sustainability & impact on daily life		Confirmed-Need to define the detailed topic
		Politoopoulos Dimitris	Helenic recycling agency	National	Companies challenges for sustainable innovation		Declined
		Dimitri Papalexopoulos	TITAN	National			
		Prof. Dr. Nicos Komninos	URENIO Research	Local	Smart cities and sustainability	smart city applications for sustainable / green growth, and how they introduce a logic to green growth based on user engagement and sensor networks	Confirmed-Need to define the detailed topic
Opportunities generated by green manufacturing	11:30	Athanassios Savvakis	Federation of Industries of Northern Greece (SBBE)		Eco-conscious jobs and careers	Green jobs and local developments / Green Entrepreneurship	Confirmed-Need to define the detailed topic
		TBD	Greek university contacted by		Skills and distinctive competences	New skills for Green manufacturing	Pending/ EURECAT to follow up
		TBD	Central region of Macedonia		Internationalisation through smart specialization		Confirmed-Need to define the detailed topic
		GEORGE KREMELIS	European Commission	Local	Policy incentives for green manufacturing		Confirmed-Need to define the detailed topic

Figure 12. List of speakers for the morning session at the end of January

Stakeholder	Type	Participant	Level	Topic to address	Status
PROMINENT MED	Modular project	Diego Mattioli	EU		Confirmed-Need to define the detailed topic
PEFMED	Modular project	Greek Partners SEVT (Ms. Vasso Papadimitriou and Ms Fotini Salta)	EU	Foodprint software tool, activities of the federation for the promotion of the sustainable development of the food sector in Greece, PEFMED method	Confirmed-Need to define the detailed topic
Anatoliki S.A.	Company	Iakovos Sarigianis	National		Contacted waiting for answer, involved in two other INTERREG projects
Fondazione ecosistemi		Ana Paladus/ Livia Mazzà	National	elaboration of sustainable development policies for local and regional authorities, links between GPP - green economy - green jobs, competences for green jobs	Confirmed-Need to define the detailed topic
Institute of Entrepreneurship development	NGO	Anastasios Vasileiadis /Theodor Alexandrou	National	"This is a Green's World" - the project proposes the increase of employability in disadvantaged youth, aged 16-30 years, by using the green economy as an inclusive job generator.	Confirmed-Need to define the detailed topic

Figure 13. List of speakers for the afternoon session at the end of January

During February we finalised the list of speakers, including the concrete names, the general and detailed topic of the speech and the time of the speech. The following tables include the final speakers' information:

Session	Timing	Speaker	Organization	Detailed topic	Status
Registration and Welcome coffee	09:00-09:30				
Opening session	9:30- 10:15	Konstantinos Gioutikas	Region of Central Macedonia	Green manufacturing and sustainability in the Region of Central Macedonia	Confirmed
		Vidalis Evangelos	MED programme - Greek National Contact Point	MED programme – promoting Mediterranean innovation capacities to develop smart and sustainable growth	Confirmed
		Giacomo Copani	ITIA-CNR	GREENOMED: Mediterranean trans-regional cooperation for Green manufacturing innovation	Confirmed
		Prof. George Zalidis	i-BEC	The importance of creating a "green industrial cluster" in the Region of Central Macedonia: current situation and future prospects	Confirmed
Plenary session 1- Circular economy and green manufacturing for a better quality of life	10:15- 11:30	Loufaki Kyriako	Greek International Business Association	Circular economy: How to close the loop?	Confirmed
		Konstantinos Kampouropoulos	EURECAT	Role of manufacturing in sustainability and its impacts on everyday life	Confirmed
		Golboo	ITIA-CNR	Companies challenges for green manufacturing	Confirmed
		Prof. Nicos Komninos	URENIO Research, Aristotle University of Technology	Green technologies for smart cities: enriching LEED-ND sustainability principles	Confirmed
Coffee Break	11:30-12:00	Coffee Break			
Plenary session 2- Green manufacturing: social and economic impacts	12:00-13:15	Constantinos Michaelides	Region of Central Macedonia	Green Manufacturing and Smart Specialization Strategy	Confirmed
		Mihalis Geranis	Regional Association of Solid Waste Management Agencies of Central Macedonia, FODSA	Green manufacturing and urban waste management in the European Regions	Confirmed
		Athanassios Savvakis	Federation of Industries of Northern Greece (SBBE)	Green jobs: Opportunities for job creation and local development	Confirmed
		Dimitris Stefanidis	FranklinCovey	Skills and distinctive competencies for circular economy and green manufacturing	Confirmed
Networking Lunch	13:15-14:15	Lunch			
Parallel sessions (see next sheet)	14:15-15:45	Parallel sessions (see next table)			
Wrap-up of parallel sessions	15:45-16:15	Wrap-up of parallel sessions			
Closure	16:15-16:30	Closure			

Figure 14. List of speakers for the morning session at the end of February

Timing	Speaker	Organisation	Topic	Status
14:15-15:00	Panagiotis Koutoudis	Institute of Entrepreneurship Development	Green entrepreneurship and innovative ideas	Confirmed
	Isabelle Ronvaux	INTERREG MED SYNGGI Horizontal project (Fondazione Ecosistemi)	How to engage citizens in innovative circular economy policies?	Confirmed
15:00- 15:45	Fotini Salta	Federation of Hellenic Food Industry	Improving the environmental performance of the Hellenic Food Industry	Confirmed
	Diego Mattioli	Sviluppumbria SPA	Innovation Procurements: benefit and opportunities for citizens, enterprises and public authorities: The experience of PROMINENTMED project	Confirmed

Figure 15. List of speakers for the afternoon session at the end of February

For the afternoon sessions CNR-STIIMA together with Eurecat prepared a guideline for the speakers in order to help them animate the workshop sessions (see Annex B).

2.3.4. Dissemination of the conference

During January we started doing dissemination of the Thessaloniki Conference through the MED programme. The dissemination to general public didn't start until February as it was considered that it was too soon to engage this type of public.

CNR-STIIMA prepared a banner to do the first SAFE THE DATE dissemination actions through emails to MED programme partners, the speakers and project stakeholders.



Figure 16. Banner of Greenomed Conference in Thessaloniki

Besides, Eurecat together with CNR-STIIMA prepared an Event Introduction sheet (see Annex A) to be sent to the potential attendees together with the banner.

At mid-February i-BEC, CNR and EURECAT started the dissemination to general public through own channels. More dissemination efforts were made in Greece and concretely in Thessaloniki, where general public could attend the meeting more easily. In there, dissemination was made through universities to students, NGOs and local public administrations.

The Greenomed partners started the dissemination actions as well through their own channels.

The GREEN GROWTH horizontal project partners and modular projects' partners from Greece were asked to emphasise the dissemination of this conference through own channels and other channels such as NGOs and local public administrations.

We consider that dissemination activities were well focused as 147 participants attended the meeting (see Annex C).

2.3.5. Engagement of Programme MED, GREEN GROWTH horizontal project and modular projects

During the third period, the organisation activities of the first GREENOMED conference were intensified. Accordingly, more communication took place at the programme and horizontal level in

order to engage Programme MED, SYNGGI (as the horizontal project of Green Growth community), and other modular projects.

At the level of Programme MED, the final draft agenda of the conference was shared with the project officer to get final insights from the Programme. Moreover, the Programme National Point in Greece (Mr. Evangelos Vidalis) was invited gave a speech about “promoting Mediterranean innovation capacities to develop smart and sustainable growth” in the opening session of the conference. The invitation and information about the first GREENOMED conference was published at the INTERREG MED website to advertise and raise awareness about the event at the programme level.

At the horizontal level, we continued our interaction with SYNGGI to ensure the integration of Green Growth community in the conference. Three representatives from SYNGGI participated the event including SYNGGI communication officer. A parallel workshop was organised by Green Growth community (represented by Fondazione Ecosistemi) raising the issue of how to engage citizens in circular economy policies. Moreover, the agenda and invitation to the conference was shared with SSYNGGI to be distributed among all relevant stakeholders and the related post was published on the website of Green Growth community. During the conference, an interview was conducted with Mr. Ioannis Mardikis (SYNGGI communication officer) about the role of green manufacturing in a green value chain and thus how a project like GREENMED can contribute to creation of a green value chain. Moreover, thanks to interactions with SYNGGI, representatives of three other modular projects attended the conference where two of them led two workshops as well.

At the modular level three modular project attended the conference, two from GG community and one from social and creative community. From GG community representatives of PEFMED and MADRE participated the conference. Federation of Hellenic Food Industry, representing PEFMED from GG community, and Sviluppumbria, representing PROMINENT MED project from social and creative community, held two workshops in the afternoon.

More details about the communication at horizontal and programme levels for the conference are described in D2.5.1 and D2.6.1.

2.3.6. Conference implementation

The first conference of the European project Greenomed with the title “Green manufacturing: Opportunities, challenges and impacts on citizens’ lives” has been successfully carried out in Thessaloniki, Greece. The aim of the conference was to highlight the important role of green manufacturing as a priority for the European economy.

The conference took place on the 7th of March 2018, hosted by the Aristotle University’s Research Dissemination Center (KEDEA), and organised by the Interbalkan Environment Center (i-BEC) and the transnational partnership of the European project “GREENOMED – Mediterranean Trans-regional Cooperation for Green Manufacturing Innovation” .

Distinguished scientists, entrepreneurs and representatives of research centers, the Academia, innovation hubs in the Region of Central Macedonia as well as the European Union, have presented innovative and highly interesting interventions, showing how green manufacturing can in practice substantially improve the quality of life of citizens, create new jobs, and boost competitiveness.

The conference was attended by 147 people (see annex C) and 45 people online (see Figure 17).

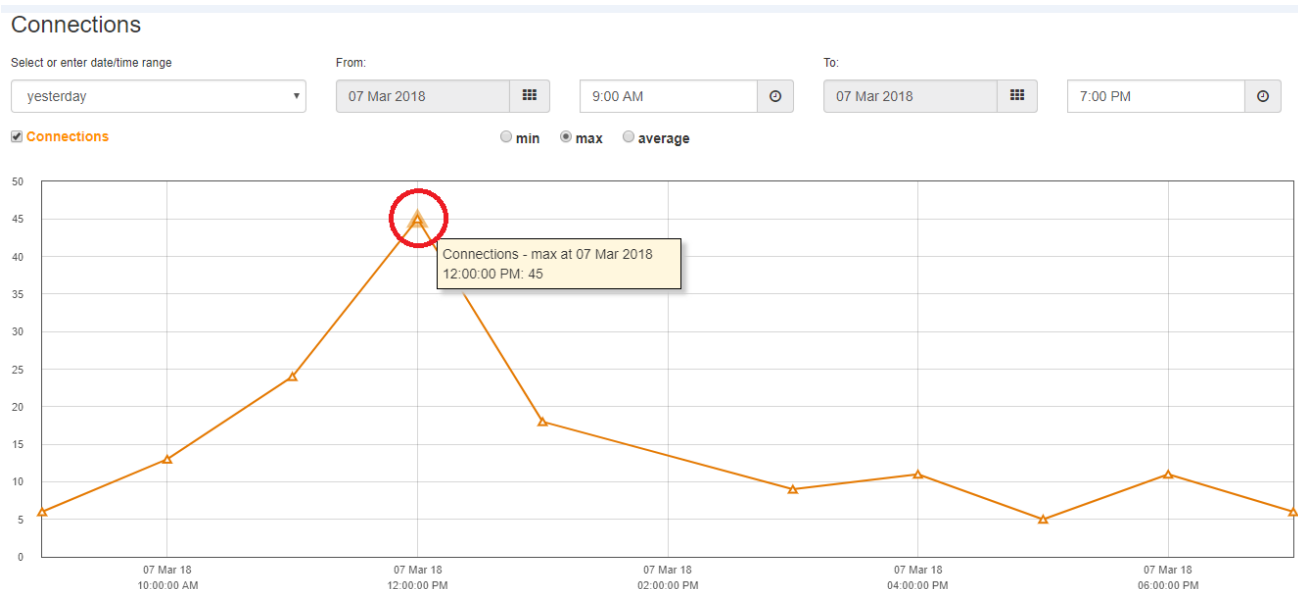


Figure 17. Online connections during the conference



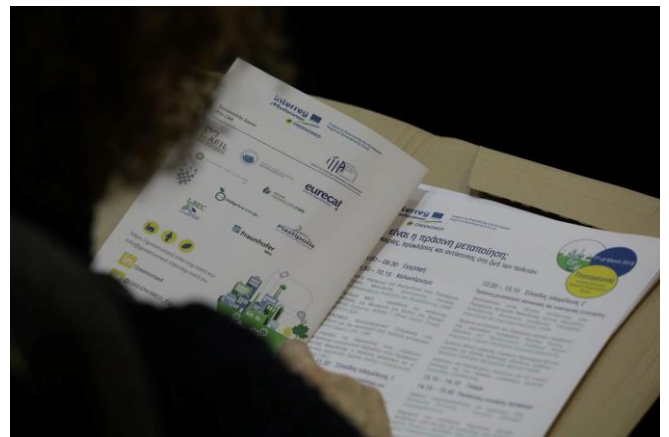


Figure 18. First GREENOMED Conference

As for the conference logistics, a welcome secretariat was established and functioned from early morning until the conference ended. The secretariat was sited at the entrance of the Aristotle University Research Dissemination Centre and its missions was to welcome the attendees, assist them when necessary, provide the delegates information folders including information and promotional material on Greenomed project and the conference agenda, and control the number of participants.

Apart from the delegates information folder other dissemination materials were used during the conference. Project banners and posters were placed in the reception hall and in the conference rooms.

Other relevant logistics that were provided in the conference were the simultaneous interpretation service (in Greek and in English) in order to help the participants understand all explanations (as some speeches were made in English and others were made in Greek). And the full catering services, including breakfast and lunch.

The conference started at 10h (30 min later that expected) with the Opening Session. This Opening session started with the speech of Mr. Konstantinos Gioutikas (Vice-Governor of Development and Environment of Region of Central Macedonia) talking about Green manufacturing and sustainability in the Region of Central Macedonia. He opened the issue of the relevance of the green manufacturing for stakeholders and citizens in RCM and thus it is considered as a priority to be followed up by the region. Also, he stressed the fact that policies towards boosting innovation and protecting the environment are high on the Region's agenda. Investment in circular economy as a new paradigm is one of the Region's highest-ranking priorities, having the Region's full political support.

Afterwards, Mr. Evangelos Vidalis, the Greek National Contact Point of MED programme, talked about the promotion of the Mediterranean innovation capacities to develop smart and sustainable growth through the MED programme. His speech was focused on raising awareness about the programme MED in general and its role in boosting green growth in MED regions. He presented the philosophy, the main axes, the achievements, and most importantly the benefits of the MED 2014-2020 Programme for the involved countries and especially Greece.

Then Mr. Giacomo Copani, from STIIMA – CNR and project coordinator of GREENOMED, made a speech about the importance of projects like GREENOMED for Europe, for the local economies and for the citizens emphasising the potential impacts that projects like GREENOMED can have on both industrial stakeholders and citizens. He presented the philosophy, the achievements and opportunities of the Vanguard initiative, and how Greenomed is coupled with them towards designing and implementing green manufacturing synergies and practices.



Figure 19. Opening session of the conference

The final speech of the Opening session was made by Prof. George Zalidis, from i-BEC (the partners hosting the conference). He talked about the importance of creating a "green industrial cluster" in the Region of Central Macedonia, focusing on the current situation, future prospects and steps to be done to reach this objective. Besides, he identified challenges, but also opportunities ahead for the production potential of the Region of Central Macedonia, vis-à-vis the prospects offered by the development of a collaboration plant with the aim to promote green manufacturing in the Region. He further stressed that innovative initiatives - as is the case with green manufacturing - will emerge through the expansion of collaboration among industry, SMEs, innovation clusters, HEIs and research centers (as for example the Aristotle University of Thessaloniki), as well as innovation hubs that produce new knowledge.

After the Opening session, the Plenary Session 1 started which was devoted to talks about circular economy and green manufacturing for a better quality of life. The plenary was opened by Mr.

Kyriakos Loyfakis (President of Greek International Business Association), also involved in the GREENOMED project. He talked about Circular Economy from the end-user's perspective, and how to close the loop. Also, he expressed the opinion of the entrepreneurial world as mixed with his own approach and experience as an entrepreneur in the field of chemical industry. Despite the difficulties and obstacles – he said – as well as the resistance as exercised by the established production structure, green manufacturing seems to be the leading force and production model to the future. Furthermore, Mr. Loufakis elaborated on the importance of a new entrepreneurial culture prioritizing circular economy patterns like reuse of materials, and how this culture will lead to economic development and eventually become a prerequisite for sustainable manufacturing enterprises.



Figure 20. First plenary session of the conference

Then, the floor was given to Mr. Konstantinos Kampouropoulos, from EURECAT – CTM, who focused his speech on the role of manufacturing in sustainability and its impacts on everyday life, taking into account that attendees were general public. He presented a well-documented justification for the benefits of a systematic and well-organised promotion of circular economy principles and activities on the European economy. A set of economic indicators seem to clearly demonstrate the positive outcome of the transformation of the current production model through the adoption and implementation of green manufacturing practices in the production process of SMEs.

Later, Ms. Golboo PourAbdollahian, from STIIMA – CNR, closely involved in the GREENOMED project, talked about the companies' challenges for green manufacturing, focusing the speech on how a company should face green manufacturing. She stressed in the same vein the utmost importance of pilot plants in facilitating the desired change towards green manufacturing models for the industries. To this aim, Ms. Pourabdollahian presented all the necessary methodological steps which lead to the development of a pilot plant, using the example of a real-life pilot plant as developed by Greenomed coordinator CNR-ITIA in Italy.

This was the last speech of the Plenary Session 1 as Prof. Nicos Komninos from URENIO Research couldn't do his speech despite attending the conference as he needed to leave earlier than initially expected.

After 45 minutes of coffee break, the 2nd plenary session started. During the coffee break, Eurecat made some interviews to participants to collect their ideas about green manufacturing and role of citizens. These interviews were used to create a video of the conference which is a work in progress and will be ready during the 4th period.

The Plenary session 2, devoted to Green manufacturing: social and economic impacts, started with the speech of Mr. Konstantinos Michaelides (Independent Directorate of Innovation and Entrepreneurship Support of Region of Central Macedonia), talking about Green Manufacturing and Smart Specialization Strategy. He addressed the importance of circular economy and green manufacturing for the RCM and the potential opportunities that can be seized by moving towards a greener economy under the light of smart specialization strategy of the region. He explained the main objectives of the Regional Smart Specialisation Strategy for Central Macedonia, upon which Greenomed as a transregional project draws in order to promote green manufacturing practices at the regional level.

Afterwards, Mr. Mihalis Geranis, the President of Regional Association of Solid Waste Management Agencies of Central Macedonia (FODSA) made a speech about Green manufacturing and urban waste management in the European Regions, as well as the planned and implemented activities promoting circular economy at the level of local government administrations.

Posterior to this, the floor was given to Mr. Athanassios Savvakis, the President of Federation of industries of Northern Greece (SBBE), who made a speech about Green jobs. Concretely, he talked about opportunities for job creation and local development which can be consequences of moving towards green industry and green manufacturing. He highlighted the need for such initiatives as Greenomed at European level, creating the appropriate social and economic context within which industry and manufacturing will enter a new age of sustainable use of resources. Dr. Christou

presented concrete initiatives and actions undertaken by the Federation of Industries of Northern Greece, pointing out the expressed interest of SMEs in benefitting from them.

To close the morning sessions and the Plenary Session 2, Mr. Dimitris Stefanidis (FranklinCovey) talked about the skills and distinctive competencies for circular economy and green manufacturing. He addressed the challenges imposed by circular economy and green manufacturing to the labour market. He demonstrated how the goals of circular economy is inextricably connected with the supply of new job positions in the sector.



Figure 21. Second plenary session of the conference

During the lunch time, when Eurecat, CNR and i-BEC also took the chance to continue with the interviews to the attendees of the conference.

Overallly 6 interviews were conducted during the conference. Table 1 shows the details of interviews.

Table 1. Details of interviews conducted during the first GREENOMED Conference

Topic	Interviewee	Organisation	Questions
Green manufacturing for citizens	Panagiotis Koutoudis	iED	1) What are the opportunities that green manufacturing and circular economy can rise for job creation? 2) How can citizens benefit from green entrepreneurship? 3) How does your organisation contribute to green entrepreneurship?
The importance of green manufacturing as a part of green value chain	Ioannis Markidis	SYNGGI	1) How do you see the role of manufacturing to create a green value chain? 2) In SYNGGI, how do you think that GREENOMED results can contribute to creation of a green and sustainable value chain? 3) Do you think that green manufacturing has still a long way to go with regard to the topics of Green Growth (since Greenomed is the only funded project targeting industry aspects)?
Green manufacturing from a research perspective	Jordi Romero	EURECAT	1) How can innovative green technologies affect citizens' lives? 2) How are innovative technologies changing companies' efficiency? 3) Is there enough awareness among companies, public administrations and citizens of the importance of green manufacturing and related technologies?
Green manufacturing companies	Loufaki Kyriako	Greek International Business Association	1) How does companies see the impact of green practices they apply on citizens' lives? 2) How can manufacturing companies change the perspective of citizens that "manufacturing can be green"? 3) Do you think that best practices of being green in companies can create awareness among people working there and be applied in everyday lifes and viceversa (people being green at home create awareness in their companies)?
GREENOMED	Giacomo Copani	CNR	1) How pilot plants can support implementation of green manufacturing technologies? 2) How can MED regions be included in the most important initiatives of green manufacturing at EU level? 3) Which is the role of clusters and companies to push green manufacturing at local, regional and European level?
Green manufacturing and role of clusters in RCM	Prof. Validis	i-BEC	1) What is the role of clusters to promote green manufacturing in RCM?

In the afternoon, two parallel sessions were held. Participants could choose the most suitable working sessions to attend based on their interest.

The Conference Hall III hosted two workshops. First the workshop about Green entrepreneurship and innovative ideas, conducted by Mr. Panagiotis Koutoudis, from the Institute of Entrepreneurship Development was held. The second workshop was held afterwards addressing Improving the environmental performance of the Hellenic Food Industry, conducted by Ms. Fotini Salta, from the Federation of Hellenic Food Industry. She also represented PEFMED as a modular project in Green Growth community. Thus, the workshop also aimed at establishing a link between the two modular projects and discussing the impacts of the two projects on citizens.

The Conference Hall I hosted the two other workshop. The first workshop about engaging citizens in innovative circular economy policies, conducted by Ms. Isabelle Ronvaux, from Fondazione Ecosistemi and representing the INTERREG MED SYNGGI Horizontal project. The second workshop targeted Innovation Procurements: benefit and opportunities for citizens, enterprises and public authorities: The experience of PROMINENTMED project, conducted by Mr. Diego Mattioli, from Sviluppo Umbria SPA and representing PROMINENT MED modular project from social and creative thematic community.



Figure 22. Parallel workshops

After the parallel workshops, the two groups joined in the main Conference Hall (III), to attend the wrap-up of parallel sessions and to close the conference. The wrap up and the conference closure was conducted by Mr. Giacomo Copani, the Greenomed project coordinator.

2.4. Wrap up and conclusions

After the conference, the materials generated (presentations, list of attendees, videos, statistics, etc.) were compiled and a final teleconference among the three main partner organizers (Eurecat, i-BEC and CNR-ITIA) was made to evaluate the success of the conference and to identify improvements for the next Conference in Barcelona.

During the conference, evaluation surveys were distributed aiming participants to assess the quality of the conference. The results of the evaluation survey analysis are presented in D1.3.4.

3. Second Project Conference in Barcelona (Spain)

3.1. First steps in the conference preparation during the third reporting period (April to June 2018)

During May and June Eurecat together with CNR, organise activities for the second conference started by having two telcos between CNR and EURECAT about the possible dates of the second conference in Barcelona focused on industrial stakeholders. Besides, some ideas were shared about possible topics and formats of the conference taking into account the focus on Industry.

3.2. Progress of activities for organising the conference during the fourth reporting period (July to December 2018)

3.2.1. Target groups and key messages

During July and September EURECAT identified the key factors affecting and conditioning the type and contents of the second conference in Barcelona.

The first factor was related to the identification of the target groups of the Conference. According to our proposal, the target groups of this conference are the industrial entities. Eurecat made a proposal that was validated by CNR-STIIMA of the type of entities that were considered industrial entities:

Who do we consider industrial entities?

- ✓ Industrial companies
- ✓ Clusters
- ✓ Universities
- ✓ Industrial-related RTOs and innovation centres
- ✓ Intermediate organisations such as industrial associations, territorial and sectoral associations

Figure 23. Identification of industrial entities

After having a consensus on the industrial entities concept, we agreed on the importance of industrial companies above all types of industrial entities. Having a huge number of industrial companies in our Conference in Barcelona is really challenging as companies have time limitations to dedicate in such initiatives due to day-to-day business issues. So, unless the Conference offers to

companies an attractive and added value programme for them it will be difficult to attract a big number of them in our Conference.

Therefore, we planned to have direct contact to companies already participating in such initiatives to develop a programme that is interesting enough to ensure industrial companies to come (Catalan and from the participating regions) and to prepare communication materials focused on this target group.

From our contacts with industrial companies, defining an appropriate agenda including activities to engage with other companies and linking the participation to our Conference to other interesting events during the same week are relevant considerations for the preparation of the event.

We decided to work actively also with Clusters and Intermediate organizations that can both connect us directly with interested industrial players on all the regions or participate and amplify the messages and conclusion to their partners.

3.2.2. Venue and date

Having the inputs of 3.2.1, Eurecat proposed several dates to CNR-STIMMA, previously validated by the Catalan Regional Authorities in order to ensure their participation in the Conference.

One of proposed dates coincided with the Advanced Factories Congress (<https://www.advancedfactories.com/>) in Barcelona (the same week). Therefore, Eurecat and CNR-STIIMA decided to propose to partners this date in order to have extra motivation of companies to come to the event (especially those from the outside of Catalonia).

All partners agreed on the date proposed. The event was fixed on the 11th April 2019.

In order to properly leveraging on the Advanced Factories Congress (from 9 to 11 April), Eurecat proposed to have the Conference in the same facilities that this event, which was approved by all partners. Eurecat pre-booked 1 big room for the morning session and 3 small rooms for the afternoon sessions.

3.2.3. Agenda preparation

After agreeing on the main relevant issues of the Conference we started with the definition of the agenda.

Relevant issues

- ✓ **Date:** 11th April 2019
- ✓ **Audience:** Industrial entities
 - ✓ Industrial companies
 - ✓ Clusters
 - ✓ Universities
 - ✓ Industrial-related RTOs and innovation centres
 - ✓ Intermediate organisations such as industrial associations, territorial and sectoral associations
- ✓ **Venue:** CCIB – Centre de Convencions Internacional de Barcelona (the same as Advanced Factories Congress)
- ✓ **Advanced Factories Congress** (<https://www.advancedfactories.com/>):
From 9 to 11 April

Figure 24. Relevant issues regarding the 2nd Conference preparation

Eurecat shared preliminary ideas with CNR-STIIMA on the content of the Conference. The following figure summarises these ideas:

First ideas about the approach

Morning session

- **Opening session:** speeches of regional and EU people, and of GREENOMED partners.
- **Introduction of the concept and approach of GREENOMED:** Explain in an easy and clear way what is the aim of GREENOMED to stimulate participants (companies) to join the WG. Targets: already engaged entities and newcomers.
- **Relevant experts speeches:** EU-related experts from both public and private entities according to defined topics (tbd).

Afternoon session

- **Division of companies in groups:** According to the WG topics defined in the partners' regions, establish interregional WG tables → BE CONCRETE ON TOPICS TO INVITE COMPANIES OF REGIONS
- **Animation of the tables:** A person from the core GREENOMED partners (STIIMA, Eurecat and AFIL) will animate the tables and stimulate cross-collaboration among regions.
- **Conclusions and closure:** Sum-up of the conclusions of the conference and closure.

Figure 25. Relevant issues regarding the 2nd Conference preparation

3.2.4. Speakers and attendees

According to the preliminary ideas on the approach of the Conference in Barcelona, we identified the main slots where key speakers should intervene:

- Opening session: In this session we foresee the participation of the Catalan Regional Authorities as well as a representative of MED programme and the representatives of the project (CNR-STIIMA as the leader of the project and EURECAT as the entity hosting the event).
- Relevant experts speeches: In this slot we envisage the participation of several experts in the field of green manufacturing, of clusters' role for boosting companies competitiveness and of WG interregional collaboration.

The other main issue to make the conference a success was the massive participation of companies and clusters. To this end we proposed specific activities that would be relevant and attractive for them:

- Working Groups session: We will provide a space for interregional collaboration among companies and clusters working together on preset topics of common interest. This will facilitate the engagement mainly of companies that otherwise wouldn't get the benefit of attending such a conference, but also clusters representing the companies of their regions.
- Clear topics to work on: Companies and clusters will know beforehand the topics of work in order to easily know if it's worth to attend the meeting.
- Experts animating and promoting the Working group sessions so they can also build upon their networks and engage directly participants

3.2.5. Engagement of GREEN GROWTH horizontal project (SYNGGI) and other modular projects

GREENOMED communicated with SYNGGI and Programme MED about the second conference. GREENOMED invited Green Growth Coordinator to have a speech at initial opening session during the conference, so they can establish the links from Green Manufacturing in Mediterranean region to other projects. GREENOMED also asked Green Growth Community to disseminate the relevance of the conference and increase participation on their network.

Meanwhile GREENOMED asked for a speech from the project officer in the opening session as well as publishing the event in Interreg MED website.

- GREENOMED invited Green Growth Coordinator to have a speech at initial opening session during the conference, so they can establish the links from Green Manufacturing in Mediterranean region to other projects.
- GREENOMED also asked Green Growth Community to disseminate the relevance of the conference and increase participation on their network.

3.3. Progress of activities for organising the conference during the fifth reporting period (January to April 2019)

3.3.1. Venue

The venue for the Second Greenomed Conference was decided in accordance with the celebration of [Advanced Factories](#) trade show and congress that is held in Barcelona every year. Advanced Factories is a trade show that brings together industrial leaders, technological companies with IoT or IA solutions and the most innovative companies in industrial automation, robotics, machine tools, and digital manufacturing, among others.

Eurecat and CNR-STIIMA considered that celebrating the Second GREENOMED Conference during the Advanced Factories could add value to both events and create synergies between them.

Advanced Factories took place in the ground floor of CCIB, Barcelona's International Convention Centre. GREENOMED had the opportunity to rent several rooms in the upper floors, in order to hold its conference in parallel. CCIB facilities are modern, spacious, professional and include all the services and technological equipment to be able to organise a successful meeting.

The spaces where Second GREENOMED Conference was celebrated included:

- a main room with a capacity for over 120 participants in a theatre set up. The room also had a stage large enough to seat the different speakers, as well as a lectern and a large screen of 330x225cm where the presentations were projected.
- 5 smaller rooms to host the afternoon working sessions. The setup of these rooms consisted of a round table with 12 to 15 chairs around it, in order to facilitate the exchange between the participants, as well as a screen.
- A big space where lunch and coffee break were served.

3.3.2. Agenda – Topics and speakers

During January and until end of March we detailed and concreted on the topics of the presentation and the format they should have, as well as the potential entities and speaker that could be involved during the presentation of topics identified.

More precisely, in January Eurecat together with CNR-STIIMA closed the slots of the presentations and topics, and in February and March we concreted on the experts we could bring to each slot, considering the topics to talk about and the format of the slot.

Considering the audience, the Conference addressed to, Eurecat together with CNR-STIIMA decided to go for a mix of speeches, panels of experts and success stories to convince the industrial sector of the importance of Green Manufacturing and interregional collaboration. Moreover, the role of clusters and intermediate institutions to enhance the trans-regional collaboration and the strategic node of Pilot facilities to develop technologies into Green Manufacturing are both also emphasized.

Therefore, the agenda of the Second GREENOMED Conference included a welcome session with personal speeches and a couple of panels of experts in the morning. These sessions were led by

groups of experts that present an overview of the landscape of green manufacturing in Europe as well as best practices, one of them composed of partners of GREENOMED explained their own experience and the other from external experts.

A mix of different regions, type of entities and speakers' personal knowledge was kept into account to develop as engaging and balanced event as possible towards industrial audience.

The afternoon sessions were more practical and aimed at involving the participants in parallels working session to get their opinion and feedback. These thematic working groups and the matchmaking event, which came afterwards, allowed participants to meet with potential partners and with other organisations of their interest.

After some iterations due to unavailability of people and last minute changes, the final agenda of the conference was the following:

2nd GREENOMED Conference

“Inter-regional collaboration for Green manufacturing innovation: the Role of companies and clusters”

11 April 2019

Barcelona, Spain

CCIB – Centre de Convencions Internacional de Barcelona

Final Agenda

09:00 – Access and accreditations: Access A. Plaza Leonardo da Vinci.

09:30 – Opening session

(Room 134 – 1st floor)

- Cluster development as a tool for Green manufacturing (*Mr. Joan Martí, Director of Clusters Unit of ACCIO*)
- Overview of Green manufacturing innovation in Programme MED (*Mr. Christoph Maier, Interreg MED Programme, Joint Secretariat*)
- Interreg MED Green Growth community – boosting Circular Economy in the Mediterranean (*Ms. Mercè Boy-Roura, Interreg MED Green Growth Community Manager*)
- Introduction of GREENOMED project (*Mr. Giacomo Copani, CNR-STIIMA*)
- EURECAT and green manufacturing (*Mr. Joan Guasch, EURECAT*)

10:15 – Panel 1: “Barriers and challenges for interregional collaboration for Green Manufacturing innovation: The role of clusters and companies”

(Room 134– 1st floor)

- Mr. Alejandro Fernandez de Mera (*Cluster CEIV, Spain*)
- Ms. Daniela Sani (*ASTER, Italy*)
- Mr. Alberto Pezzi (*ACCIO, Spain*)
- Ms. Maria Zalidi (*Social cooperation Enterprise “Sinoche”, Greece*)

11.00 – Q&A

11:15 – Coffee break

11:45 – Panel 2: “GREENOMED methodology for trans-regional collaboration for green manufacturing innovation”

(Room 134 – 1st floor)

- GREENOMED trans-regional cooperative methodology (*Ms. Golboo Pourabdollahian, CNR-STIIMA*)
- Ms. Roberta Curiazzi (*Intelligent Manufacturing Association of Lombardy, Italy*)
- Ms. Chiara Mansanta (*Cluster Marche Manufacturing Association, Italy*)
- Mr. Jordi Romero Mora (*EURECAT, Spain*)
- Ms. Simona Knežević Vernon (*Technology Park Ljubljana, Slovenia*)
- Ms. Renata Papec (*Croatian Chamber of Economy, Varazdin County Chamber, Croatia*)
- Mr. Maxime Vermeulen (*Plastipolis, France*)
- Ms. Georgia Papanagiotou (*i-BEC, Greece*)

12:30– Q&A

13:00 – Lunch

14:00 – Thematic working sessions

- Plastics working session (**Room M211 – 2nd floor**)
- Circular economy working session (**Room M212 – 2nd floor**)
- Food manufacturing working session (**Room M213 – 2nd floor**)
- Energy-efficiency working session (**Room M214 – 2nd floor**)
- Bio-economy working session (**Room M215 – 2nd floor**)

15:30 – Wrap-up

15:45 – Matchmaking session

17:30 – End of the day

3.3.3. Dissemination of the conference

EURECAT started the dissemination to industrial entities through their own channels: social media and commercial workforce.

The main dissemination efforts were made in Barcelona, where the industrial entities could attend the meeting more easily. So, Eurecat ecosystem also helped in the dissemination actions: ACCIO (Catalan Government) to the Catalan clusters and general public, clusters to their associates, and local public administrations to their ecosystems. Also the Advanced Factories Congress, the congress where the Conference was embedded, made dissemination actions.

Generalitat de Catalunya
gencat.cat

ACCIÓ - Agència per la Competitivitat de l'Empresa

Inici Serveis Països Sectors **Activitats** ACCIÓ

Inici > Activitats > Agenda

Agenda

GREENOMED Second Conference

Mediterranean Trans-Regional Cooperation for green manufacturing innovation

Jornades i conferències

Dijous, 11 d'abril del 2019
De 09.30 h a 18.30 h

Gratuït

La segona conferència GREENOMED se celebrarà a Barcelona el pròxim 11 d'abril. Es tracta d'una **conferència d'abast europeu sobre Green Manufacturing** que reuneix *stakeholders* regionals, especialment empreses, clústers i legisladors, i ofereix una gran oportunitat per explorar sinergies i col·laboració.

Podràs conèixer iniciatives de cooperació interregional dins la indústria, el paper que els clústers regionals desenvolupen en elles i entendre el plantejament del projecte GREENOMED a través de l'experiència de Catalunya i la regió de la Llombardia.

A més, durant la **taula rodona** que tindrà lloc al matí, diferents experts debatran sobre la necessitat d'incrementar la col·laboració interregional per a la competitivitat per tal de donar suport a les empreses en la implementació de tecnologies verdes innovadores.

Figure 26. Dissemination action of ACCIO

Advanced Factories 2019 será el centro neurálgico de la **transformación digital industrial**, un punto de encuentro imprescindible para los líderes del sector en el que conocer las claves que la **Inteligencia Industrial** puede aportar al éxito de tu negocio

CATALONIA MARKET 4.0

CIO'S SUMMIT

WELCOME PARTY

B2B SUBCONTRATACIÓN INDUSTRIAL

INDUSTRY START-UP FORUM

FACTORIES OF THE FUTURE AWARDS

TRANSFORMACIÓN DIGITAL PYMES

GREENOMED REGIONES INDUSTRIALES

TOURS TECNOLÓGICOS

Figure 27. Dissemination action of Advanced Factories Congress

The GREENOMED partners started the dissemination actions as well through their own channels. Considering that one of the main interests of the conference was the interregional collaboration it was really important that companies and industrial entities from other regions came to Barcelona to promote different approaches and networking into direct collaborations.

The GREEN GROWTH horizontal project partners and modular projects' partners from Spain were asked to emphasise the dissemination of this conference through own channels.

We consider that dissemination activities were well focused as 65 participants attended the meeting and participated in the Working Group session

3.3.4. Engagement of Programme MED, GREEN GROWTH horizontal project and modular projects

In line with organising the second GREENOMED conference, we made sure to have frequent communication with Programme MED to ensure the quality and visibility of the event. The draft agenda was shared with the JS asking for their suggestions. Meanwhile GREENOMED project officer, Mr. Christoph Maier, attended the conference providing insights about the Programme MED and the overview of Green manufacturing innovation in Programme MED through his speech in opening session. The information about the event was also published on the Programme MED website giving it a higher visibility by all modular and horizontal projects



Figure 28. Programme MED presentation in the second GREENOMED conference

3.3.5. Conference implementation

The Second GREENOMED Conference has been successfully celebrated in Barcelona on the 11th April 2019. The conference was hosted and organised by Eurecat and the transnational partnership of the European project “GREENOMED – Mediterranean Trans-regional Cooperation for Green

Manufacturing Innovation". 71 people registered the event and finally **65 people** attended the conference in Barcelona.

During the conference day, Eurecat, the hosting organisation, set a Welcome Secretariat at the entrance of the venue. The secretariat was open during the whole event day and was in charge of registering attendees, providing them with their name badges, distributing a folder containing the agenda and information related to the 2nd GREENOMED Conference, and acting as an information point for all questions from the participants and speakers.

Project banners and posters were placed in the reception hall and in the conference rooms in order to create GREENOMED brand awareness and identify the event with the GREENOMED project.

In the Welcome Secretariat it was also set a flipchart showing the matrix of matchmaking, where the attendees could select whom they want to meet during the matchmaking slot.

Related to the event communication and dissemination, we hired a streaming service that recorded and broadcasted the sessions in live via our YouTube channel. This initiative had the objective to facilitate the access to GREENOMED program and Second Conference to those interested stakeholders that were not able to travel to Barcelona. In addition to that, a short video was recorded including some images of all the sessions of the event as well as relevant highlights from some of the relevant speakers and participants. The video is also available in GREENOMED YouTube channel.

As part of the conference program, attendees could enjoy a coffee break and cocktail lunch, that was served by CCIB's catering service in a room close to the conference room.

The conference started at 9.30 with an introduction by Joan Guasch, Head of International Development and Public Programmes in Eurecat who hosted the opening session and gave the room to the different speakers, later on he also talked about Eurecat activities to promote Green Manufacturing in Catalonia and at European level.





Figure 29. Opening session of the second conference

The opening session was an overview of Regional activities, cluster environment and their relevance in promoting Green Growth through regional collaboration at Mediterranean scale. The opening session was integrated by some representatives from the MED program and public administrations, such as the Catalan Government. First of them was Mr. Joan Martí (Director of Clusters Unit at ACCIÓ, Catalan Innovation and Competitiveness Agency), who talked about Catalan environment on Manufacturing, the cluster framework promoted by the Regional government and their strategic alignment with RIS3 initiatives, where Green Growth is a key issue. Then, Mr Christoph Maier from Interreg MED Programme, emphasized its role in promoting Med collaboration and Green Growth, which was also described in practical terms by Green Growth Community Manager, Ms Mercè Boy-Roura. Finally, Mr Giacomo Copani did a thorough introduction to GREENOMED project, its ambition, tools and potential impact through the development of strategic activities at regional level deploying Pilot infrastructures for Green Manufacturing and setting up collaborative value chains at regional level that can network throughout EU Med Region.



Figure 30. Opening session of the second conference

The first panel started at 10.30, and its title was: “Barriers and challenges for interregional collaboration for Green Manufacturing innovation: The role of clusters and companies.”

Here, different Cluster representatives, public administration senior workers and experienced industrial speakers from several MED regions described their personal experience on promoting innovation and Green Manufacturing on their industrial ecosystem, describing the challenges and barriers that hinder impacts of such efforts, and also what initiatives can handle or minimize them. A questions and answers final part was also part of the panel to interact with the public and their personal experiences, both in problems and partial solutions.



Figure 31. First panel of the second conference

The following panel focused on “GREENOMED methodology for trans-regional collaboration for green manufacturing innovation”.

Representatives of different partners and regions of GREENOMED project described their experience in the development and application of the tools and methodology of GREENOMED project to enhance strategic value chain development in their region and aiming to trans-regional collaboration networks. Each experience is different due to already existing framework, regional initiatives and industry/ecosystem, so a well-tested methodology can arise and the audience can imagine similar approaches to their regions and how applies to their ecosystem and specific interest to engage such activities.





Figure 32. Second panel of the second conference

After lunch all participants were invited to join one of the working groups that were organised according to the main interests of the project partners, in line of their regional specialisation. There were five working sessions, and each of them was held in a separate room. The themes (working tables) were the following:

- Plastics
- Circular economy
- Food manufacturing
- Energy-efficiency
- Bioeconomy

Previously to this session, the partner organising the afternoon working session (EURECAT) together with the GREENOMED partners identified the interest on the different topics of the list of people attending the meeting to distribute them in the different groups.

Plastic				Circular Economy				Food manufacturing			
Participant	Organisation	Type	Country	Participant	Organisation	Type	Country	Participant	Organisation	Type	Country
Balcells Carme	CEP	Cluster	Catalonia, Spain	Chiara Giosuè	Università Politecnica delle Marche	University	Marche, Italy	Raffaello Prugger	TECHNOALIMENTI	Consortium of industries	Lombardy, Italy
Lozano Angel	CEP	Cluster	Catalonia, Spain	Chiara Mansanta	ACMM	Cluster	Marche, Italy	Roberto santolamazza	T2i	Cluster	Veneto, Italy
Fabra Enric	CEP	Cluster	Catalonia, Spain	Golboo Pourabdollahi	CNR	Research centre	Lombardy, Italy	Mercè Boy Roura	BETA Tech centre	University	Catalonia, Spain
Jordi Romero	EURECAT	Technology centre	Catalonia, Spain	Maria	ACMM	Cluster	Marche, Italy	Gemma Muns	AGRARIA PLANA DE VIC I SECCIÓ DE CRÉDIT SCCL	Consortium of industries	Catalonia, Spain
Joseba Luna	ONVRIQ	SME	Catalonia, Spain	Alejandro Fernández de Mera Rico	CEIV	Cluster	Valencia, Spain	Renata Papec	Croatian Chamber of Economy-Varazdin County Chamber	Sectoral agency	Croatia, Varazdin
Ainhoa Tolentino	ONVRIQ		Catalonia, Spain	Meribell	ECONIA	SME	Catalonia, Spain	Paulina Tomašević	Ministry of Economy, Entrepreneurship and Crafts	National public authority	Croatia, Varazdin
Josep Rocas	Ecopol Tech SL	SME	Catalonia, Spain	Joan Martí Estévez	ACCIO	Regional public authority	Catalonia, Spain	Giacomo Copani	CNR	Research centre	Lombardy, Italy
EMMA Vendrell	ACCIO	Regional public authority	Catalonia, Spain	Jordi Shon	Eco Intelligent Growth Geotechnical faculty Varazdin, University Zagreb	SME	Catalonia, Spain	Borut Zrim	PTP	Technology centre	Slovenia
Paola Baldivieso Freitas	Celso Group	Company	Catalonia, Spain	Aleksandra Anić Vužin	Università Politecnica delle Marche	University	Croatia	Ljudmila Bogdanić	ACG Lukaps d.o.o.	SME	Croatia
	CMAV	Cluster	Catalonia, Spain	Francesca Tittarelli	CROATIAN WOOD CLUSTER	Cluster	Croatia				
Marcello Colledani	Polimi	University	Lombardy, Italy	Ana Dijan	Hàbil Habitat	Company	Catalonia, Spain				
Michelle Cabrera	MONSIEUR MIGUEL CABRERA	SME	Rhone Alpes, France	Maria Teresa Machado	Jorgina Culwari	EURECAT	Catalonia, Spain				
Maxime Vermeulen	Plastipolis	Cluster	Rhone Alpes, France	Claudia Szerakowski	Eco Intelligent Growth	SME	Catalonia, Spain				
Matjaz Milčevič	TECOS	Cluster	Slovenia								
Jean-Jacques Legat	Plastipolis	Cluster	Rhone Alpes, France								

Energy-efficiency				Bio-economy			
Participant	Organisation	Type	Country	Participant	Organisation	Type	Country
Goran Jurisic	Helb	SME	Croatia	Maria Zalidi	Social Cooperation Enterprise 'Sinoche'	SME	Central ,Macedonia, Greece
Laura Arribas	EURECAT	Technology centre	Catalonia, Spain	Ilaria Re	Lombardy Green Chemistry Cluster	Cluster	Lombardy, Italy
Mladen Perkovic	Cluster Inteligentna Ener	Cluster	Croatia	Georgia Pappana	i-BEC	Cluster	Central ,Macedonia, Greece
Rudi Panjtar	SRIP FOF	Centre for Factories of the Future	Slovenia	Roberta Curiuzzi	AFIL	Cluster	Lombardy, Italy
Andreja Hlišč	TPU	Technology centre	Slovenia	Daniela Sani	ASTER	Cluster	Emilia-Romagna, Italy
Chiara Corrà	Sartec	SME	Lombardy, Italy	George Konstantinidis	EIT Climate KIC Greece	Cluster	Athens, Greece
Joanna Tarres	Catalonia Institute for Energy Research	Research centre	Catalonia, Spain	Elena Querol	Campa Iberia S.A.U.	Company	Catalonia, Spain
Marian Susse	Fraunhofer	Research Centre	Saxony, Germany	Maribel Esparcia Pérez	Purpose driven Net	Company	Catalonia, Spain
PERE VALLBONA PUJOL	GESTIÓ DE PROJECTES VALLBONA (GEDPRO)	Company	Catalonia, Spain	Daniela Sani	ASTER	Cluster	Emilia-Romagna, Italy

Figure 33. Screenshot of participants per working tables

Representatives of the GREENOMED project and the hosting organisation, Eurecat, took the role of moderating the working groups considering the interest of the partners on these topics and their knowledge on the topics. The working session was conducted based on a Design Thinking methodology. The session followed the agenda below:

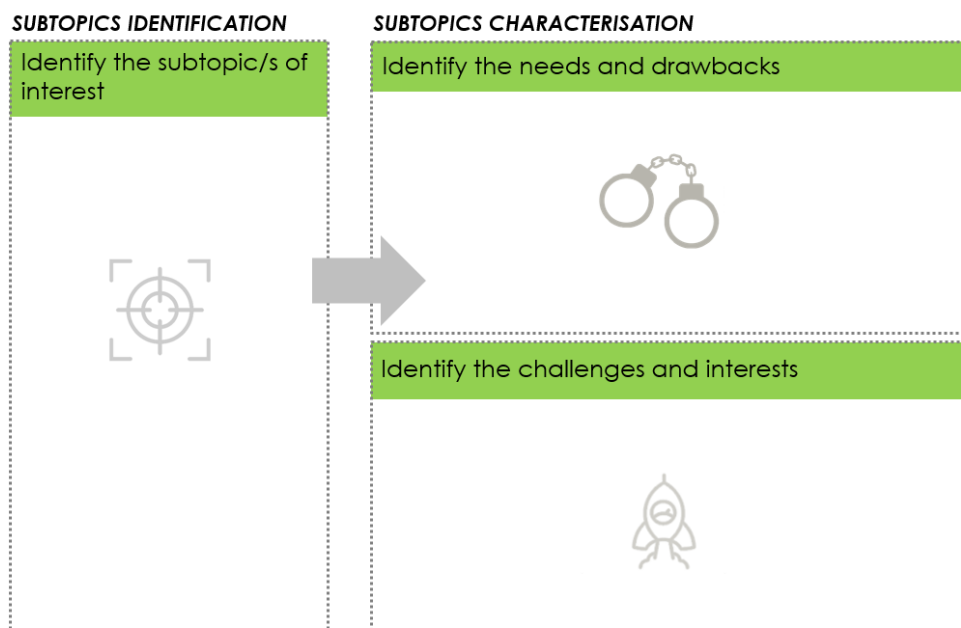
14:00 – 14:20	Presentation of working table participants, needs and challenges
14:20 – 14:30	Background of the working table (existing WG, specific topics, needs already identified, pilot plants, technologies included)+Q&A
14:30 – 15:15	Participants' needs, challenges and ideas – Design thinking session
15:15 – 15:30	Sharing of results

Figure 34. Agenda of the afternoon working session

In each room, after the presentation of the members attending each working group, the animators of the working tables explained the topics, the actions already made in each working group, and the members currently being part of these topics, and the new participants also exposed their interests on these topics. After this, the design thinking session started. It helped to have an ordered way to talk about the topics, challenges, ideas, technologies, infrastructures and new projects. In each group two A0 documents were used to fill them with the conversations of the participants.

Design Thinking GREENOMED – Eurecat Copyright ©

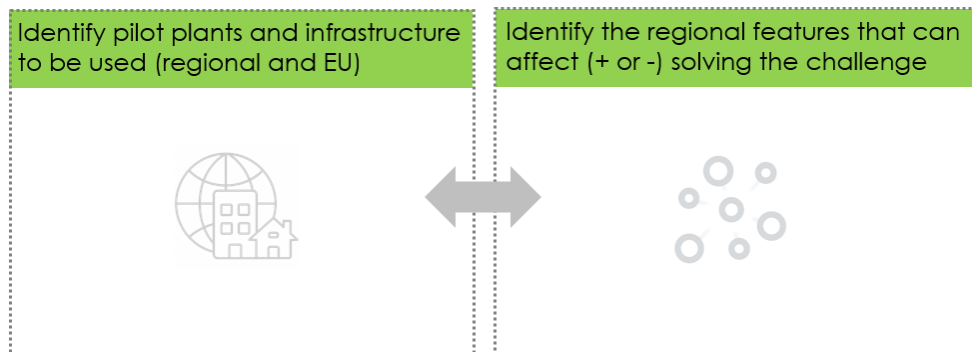
eurecat
Centre Tecnològic de Catalunya



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ECOSYSTEM ANALYSIS



SYNERGIES

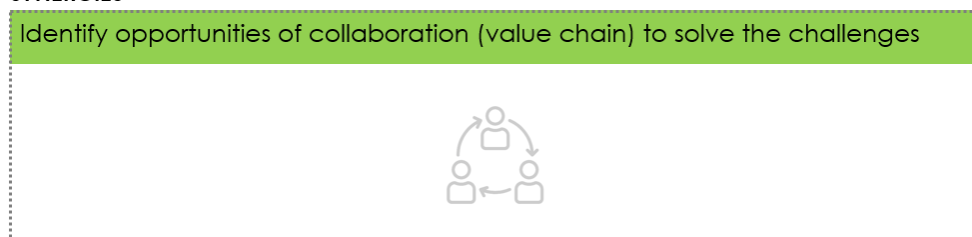


Figure 35. Materials of the afternoon working session

After the working sessions, back in the plenary room, a representative of each of the groups, shared their conclusions with the rest of the GREENOMED Second Conference participants.



Figure 36. Conclusions of the afternoon working session

In order to foster networking, a matchmaking session was organised at the end of the day. All organisations had the chance to schedule up to 3 meeting with the organisations they were interested in, via a scheduling chart containing a list of the participant organisations and their time availability. Also, they should attend the bilateral meetings that other participants wanted to have with them. The matchmaking session lasted 1 hour 45 minutes, in which the organisations could hold 15 minutes' meetings.

3.4. Wrap up and conclusions

After the conference, the materials generated (presentations, list of attendees, videos, statistics, etc.) were compiled and a final teleconference among the two main partner organizers (Eurecat and CNR-STIIMA) was made to evaluate the success of the conference and to identify improvements for the next Conference in Barcelona.

4. Third Project Conference in Milano (Italy)

4.1. First steps in the conference preparation during the fifth reporting period (May to June 2019)

During May and June Eurecat together with CNR-STIIMA started organising the third and last Conference in Milano by having some bilateral teleconference the possible dates of this third conference in Milano focused on regional administrations. Besides, some ideas were shared about possible topics and formats of the conference.

4.2. Progress of activities for organising the conference during the sixth reporting period (July to December 2019)

4.2.1. Venue and date

CNR-STIIMA was the local partner coordinating the logistics and the preparation of the Third event in Milano. Considering that the Third and last Greenomed Conference was targeting regional administrations, it was decided that the best location for hosting this Conference was the Regione Lombardia building, in Milano. This building has conference rooms to host more than 50 people and considering the audience expected to attend the meeting (less than 40 people), this was a really good option.

Moreover, Regione Lombardia building is well located and communicated, easily accessible for the participants.

The spaces where the Third GREENOMED Conference was celebrated included:

- a main room with a capacity for over 50 participants in a theatre set up. The room also had a stage large enough to seat the different speakers.
- A big space where lunch and coffee break were served.

Regarding the date of the Conference CNR-STIIMA together with Eurecat decided that the best date to celebrate this conference was the 5th December. This date was shared with the Consortium partners to check if they were available and the Linked Third Parties as well, considering that the meeting needed the attendance of both profiles.

Finally, the date had the approval of all partners.

4.2.2. Agenda – Topics and speakers

During September and until mid-November CNR-STIIMA together with Eurecat detailed and concreted on the topics of the presentation and the format they should have, as well as the potential entities and speaker that could be involved during the presentation of topics identified.

First of all, we agreed on the objective of the meeting. The idea was to have a Conference where Greenomed Regional Authorities meet not only to have presented GREENOMED project results, but also to discuss on future potential cooperation based on GREENOMED output. The intention was not to limit the meeting only to Greenomed Regional Authorities, but to invite political representatives from other MED Regions and also from non-MED in order to create a real forum around GREENOMED results.

The main messages to be transferred to the audience were about the new ideas and groups that emerged around Green Manufacturing topics. We considered necessary to show which topics generated a focalization of interest of stakeholders of various Regions (quantifying the mobilized mass of stakeholders and showing future promising avenues), in order to ask for regional institutional support on those topics. The events that we were organizing before the final meeting needed to prove such an inter-regional constitution of enlarged groups around topics.

In this sense, we provided a preliminary agenda, which was very close to the final agenda.

CNR-STIIMA together with Eurecat decided that in this case it was not needed to bring relevant speakers to the Conference apart from the programme MED speakers and somebody that could present about Vanguard Initiative in first-hand.

In this sense, the agenda was conceived as following

A first part where a speaker explained to the audience relevant aspects around the GREENOMED project. All these presentations had the format of one speaker explaining to the audience, with the possibility to ask question after each presentation:

- A first welcome section (from the Lombardy region and an introduction of the meeting)
- Comments from MED programme
- Link with Green Growth community
- Explanation about Vanguard Initiative
- General explanation of GREENOMED project and main achievements
- Brief presentation of GREENOMED methodology

A second part, more interactive, were partners and also the audience had the opportunity to talk about good practices and main issues that the project brought to them.

After some iterations due to unavailability of people and last-minute changes, the final agenda of the conference was the following:



Project co-financed by the European
Regional Development Fund

Mediterranean Trans-Regional Cooperation for green manufacturing innovation

GREENOMED Final Conference

December 2019

Milano, Italy

Lombardy Region

Draft Agenda

- 10:00 – Registration**
- 10:30 – Welcome from Lombardy Region**
- 10:45 – Introduction and meeting agenda**
- 10:50 – Insights from Programme MED**
- 11:00 – Interreg MED Green Growth community and the role of green manufacturing**
- 11:15 – Greenomed background: the Vanguard Initiative**
- 11:35 – Greenomed project presentation and achievements**
- 12:00 – Q&A session**
- 12:30 – Networking lunch**
- 14:00 – Presentation of the Greenomed cooperation methodology**
- 14:15 – GREENOMED results: pilot projects, opportunities and challenges**
- 15:00 – Q&A session**
- 15:30 – Exploring opportunities for capitalization and inter-regional cooperation**
- 16:30 – Wrap-up and conclusions**
- 17:00 – End of meeting**

4.2.3. Dissemination of the conference

Regarding the dissemination, each partner disseminated the leaflet created for this purpose including the agenda and an introduction of the Conference:

GREENOMED Final Conference

Creating the Institutional Framework for green manufacturing innovation

Milano, December 2019



<https://greenomed.interreg-med.eu/>

Interreg
Mediterranean

Project co-financed by the European
Regional Development Fund

The GREENOMED Interreg MED project designed and tested a **methodology** enabling Regions to cooperate efficiently for the collaborative design and implementation of pilot plants and innovation projects under the paradigm of **Smart Specialization**. The **GREENOMED cooperation methodology** is designed to facilitate **Regional manufacturing ecosystems** to access relevant innovation initiatives such as the “Vanguard Initiative” and the innovation Partnerships promoted by the S3 Platform of the European Commission.

The “Final GREENOMED Conference” will take place in Milano in December 2019. It is the big final event of the GREENOMED project, targeting Regional Authorities and policy makers from MED and other European regions. Regional authorities of the GREENOMED partnership from Lombardia, Catalonia, Rhône Alpes, Marche, Slovenia, Croatia and Central Macedonia, along with other interested regional authorities from MED and other regions, will take part in the event.

The event aims at:

- Presenting the GREENOMED inter-regional cooperation methodology that was setup and widely tested during the project to support design and implementation of pilot plants and innovation projects under the logic of smart specialisations (in alignment with the Vanguard Initiative);
- Presenting the results of the testing of such a methodology within the partnering Regions in terms of emerged innovation priorities, mobilised stakeholders, new regional working groups, and needs for pilot plants;
- Discussing the challenges experienced by the engaged stakeholders and proposing possible support that could be provided by regional authorities;
- Exchanging experiences of successful inter-regional cooperation in order to support the innovation potential of emerging Regions and synergic policies;
- Setting up a possible institutional framework to support capitalization of results achieved within the project;
- Setting up a possible cooperation agenda among advanced and emerging Regions to increase future cooperation in innovation projects and pilot plants;
- Extending the GREENOMED experience to other Regions outside the partnership to create a wider critical mass.

For more information about GREENOMED, please check our website (<https://greenomed.interreg-med.eu/>) and social networks.

Greenomed

@GREENOMED_EU

Greenomed

The dissemination was made having two objectives in mind:

- First of all, to invite the Associated partners of GREENOMED project, all of them Regional Administrations, to attend the meeting.
- Second, to invite other regional administrations of MED area to show them

Specific actions through social media, direct emails and calls were carried out by all partners, and with more intense by the host organisation and coordinator CNR STIIMA and AFIL.

4.2.4. Engagement of Programme MED, GREEN GROWTH horizontal project and modular projects

In line with organising the final GREENOMED conference, we made sure to have frequent communication with Programme MED to ensure the quality and visibility of the event. The draft agenda was shared with the JS asking for their suggestions. Meanwhile GREENOMED project officer, Mr. Christoph Maier, attended the conference providing insights about the Programme MED and the overview of Green manufacturing innovation in Programme MED through his speech in opening session. The information about the event was also published on the Programme MED website giving it a higher visibility by all modular and horizontal projects. Moreover, Green Growth Community representative Mr. Joannis Mardiski attend to the conference and provide the future opportunity and collaboration among the MED region for the future of Circular Economy projects.

4.2.5. Conference implementation

The Third and last of GREENOMED Conferences has been successfully celebrated in Milano on the 5th of December 2019. The conference was hosted and organised by AFIL and CNR-STIIMA and the transnational partnership of the European project “GREENOMED – Mediterranean Trans-regional Cooperation for Green Manufacturing Innovation”.

The aim of this last conference was to summarize and transfer the project results and impacts to Regional authorities and Interreg MED representatives, demonstrating the conclusions of the methodology implementation testing on different environments. In this sense, GREENOMED partnership were able to explain the relevance of Green Manufacturing promotion at Mediterranean countries for Sustainable Growth through the definition and deployment of strategic regional Pilot infrastructures to test and validate new technologies and materials for industrial uptaking and enhanced sectorial competitiveness, presenting the tools and cooperation methodology developed for promoting and sustaining the necessary strategic collaboration and alignment of different Regional manufacturing ecosystems. All this will grant access to current and future relevant innovation initiatives such as the “Vanguard Initiative” and the innovation Partnerships promoted by the S3 Platform of the European Commission.

25 people attended the conference including Regional Authorities representatives, Interreg MED and GREEN GROWTH horizontal project representatives, and partners of the project. The transfer session and discussion on regional implementation, including lessons learnt and further potential activities, was a success as several regional authorities of the GREENOMED partnership from Lombardia, Catalonia, Rhône Alpes, Marche, Slovenia, Croatia and Central Macedonia, along with other interested regional authorities from MED and other regions, took part in this Final GREENOMED Conference.

The event was divided in two different sections, a morning initial section to introduce the framework, the motivation and the concepts developed in the GREENOMED project so the Regional Authorities attendees could follow further discussions; and a second afternoon session with

presentations of the different collaborative clustering strategic projects, and discussions of regional experiences on methodology testing to promote further and faster future deployments. The final agenda followed during the event is attached for reference.

- **10:00 – Registration**
- **10:30 – Welcome from Lombardy Region**
- **10:45 – Introduction and meeting agenda**
- **10:50 – Insights from Programme MED**
- **11:00 – Interreg MED Green Growth community and the role of green manufacturing**
- **11:15 – Greenomed background: the Vanguard Initiative**
- **11:35 – Greenomed project presentation**
- **11:50 – The Greenomed inter-regional cooperation methodology**
- **12:30 – Networking lunch**
- **14:00 – Greenomed results: achievements in testing Regions**
- **14:20 – Challenges experienced by testing Regions**
- **15:00 – Q&A session**
- **15:30 – Experiences and ideas from Regional authorities for capitalization and inter-regional cooperation**
- **16:30 – Wrap-up and conclusions**
- **17:00 – End of meeting**

Then, after an initial registration and complimentary coffee, the Conference was opened by a welcoming speech by the Lombardy Region representative hosting the event at their premises. After that introduction, an overview and aim of the session was given by Giacomo Copani, Project Leader.

Following those, the description of the framework and background motivation and origin of the GREENOMED project was performed sequentially by the Interreg Med Representative (JS), the GREEN GROWTH horizontal project Representative and Jordi Romero from EURECAT core partner.

JS described the MED Programme framework under which GREENOMED operates, describing its characteristics, areas of interest and impacts, and commenting the main active projects, among them GREENOMED, and potential links between them. He highlighted the interest of capitalizing the results of the project on further activities and some discussion on this issue was initiated.



Figure 36. Opening session with Interreg MED framework

Following, the GREEN GROWTH Community horizontal project representative presented the different projects integrated in the Community and their diverse aims under a common umbrella of promoting sustainable growth technologies and practices throughout the Mediterranean region. He also presented some dissemination transversal activities such as the labelling of the initiative by the Union for Mediterranean, which includes all basin countries of the Mediterranean Sea, not only the European ones, then having a multiplying impact. The Union for Mediterranean will promote circular and sustainable project topics in the future including South Basin countries, which is an opportunity for all Interreg MED projects.



Figure 37. GREEN GROWTH Community presentation

Then, Jordi Romero, from the core partner EURECAT, presented the VANGUARD INITIATIVE and ESM PILOT, which focus on Interregional collaboration for promotion of Advanced Manufacturing initiatives by the deployment of strategic networked Pilot plants for the development of Sustainable and Efficient Technologies and Materials, as an originating point for GREENOMED project. He also pointed out the possibility of new ideas and concepts arising from this project, as well as new countries/regions, to join the umbrella of VI and ESM.



Figure 38. GREEN GROWTH Community presentation

To close the morning session, CNR-STIIMA and AFIL representatives described in detail the GREENOMED methodology and the tools developed for a cluster-mediated implementation of strategic Green Manufacturing development initiatives at regional level in the Mediterranean area and their linking with synergic Supra-regional active groups, presenting the different stages and activities on the process.

The afternoon session, after a networking lunch to comment doubts and potentialities, focused on the project results description and discussion by the attendees, so it started with a presentation of different regional collaboration initiatives generated by the project testing in four different strategic pillars:

- Food Manufacturing
- Plastronics
- Circular Economy
- Bioeconomy

Each of those were presented by different regional project partners which described the different activities and results by each of the working groups generated during the GREENOMED project. Giacomo Copani from STIIMA presented the activities and promotion of a new strategic working group on Food Manufacturing integrated by Lombardy, Catalonia, Auvergne-Rhone Alps, Slovenia and Croatia. Maxime Vermuellen from Plastipolis introduced the advances on Smart Plastics group constituted by Catalonia, AURA and Lombardy. Roberta Curiazzi from AFIL described the activities performed on Circular Economy working group constituted by Lombardy, Auvergne Rhone Alpes, Slovenia, Croatia, Marche regions, with some contributions by Technology Park Ljubljana representative. Finally, CIE presented the activities on Bio-Economy group constituted by Lombardy, Central Macedonia and Slovenia.

Finally, a presentation of the challenges-lessons learnt during the project testing and implantation phase of the methodology and tools at different participating regions, followed by a proper discussion with the Regional authorities present and some debate of the final recommendations by the project as an open table, was organized and animated by Giacomo Copani as Project Leader.

Here a short list of both is attached:

Challenges:

- **At Regional level:**
 - **Difficulty to identify strategic topics**
 - Too many actors/strategic priorities in the Region
 - S3 strategy not mature yet
 - Long process which depends on commitment and stakeholders' participation
 - **Difficulty to engage companies (both in advanced and emerging Regions)**
 - Unclear long-term benefit vs request of time
 - Lack of institutional "push"
 - Too many fragmented initiatives
 - **Lack of strategic thinking of the ecosystems**
 - Not enough structured innovation governance system (Clusters)
 - Manufacturing community still existing

- *Difficult to identify and engage “pioneers”*
- **Low TRL level of existing facilities in the Regions**
 - *To test, demonstrate and consolidate living labs*
- **At interregional level:**
 - **Differences among Clusters**
 - *Industrial/sectorial vs regional/policy clusters*
 - *Size and organizational structure*
 - *Other intermediaries*
 - **Difficulty to engage stakeholders in international cooperation**
 - *Even if costs are covered*
 - *Benefits of travelling abroad should be clear*
 - *Strong credible organizations should invite to inter-regional cooperation*
 - **Difficulty in matching complementarities**
 - *Need for very well-prepared Clusters and intermediaries*
 - *Long process*
 - *Lack of common inter-regional strategic approach at political level*
- **Other:**
 - **Difficulty to prove short- and long-term results**
 - *This strategic process is too long for companies (especially SMEs)*
 - *We can only mention some intermediate success*
 - *Need to have soon even small first success cases of cooperation (demonstrators, pilot plants, ...)*
 - **Discontinuity: now we finish the project... no easy follow-up**

Recommendations

- **At Strategic level**
 - *Consider Greenomed emerging topics while shaping the Work Programmes*
 - *Actions form Regional Authorities to commit stakeholders and coordinate their participation to strategic initiatives (i.e. Vanguard, S3 Initiative, ...)*
 - *Institutional promotions of actions to increase cultural level of companies (through Clusters and intermediaries)*
 - *Start an inter-regional European strategic roadmapping approach per value chains*
 - *Promote coordinated follow-up actions aggregating multiple regional projects/initiatives for capitalization*
- **At Operative level**
 - *Funds to «start building» and prove first results to motivate stakeholder in a clear inter-regional cooperation framework*
 - *Easily accessible instruments for inter-regional cooperation of companies coordinated by Clusters (funds for business missions, matchmaking events, meetings, ...) - in a clear inter-regional cooperation framework*
 - *Support Clusters to consolidate organization and operate internationally*

With these recommendations for further impacts and activities at regional policy innovation level, and a final wrap up of the discussions and topics presented during the event, the Conference was finalized.

4.3. Wrap up and conclusions

After the conference, the materials generated (presentations, list of attendees, videos, statistics, etc.) were compiled and a final teleconference among the two main partner organizers (Eurecat and CNR-STIIMA) was made to evaluate the success of the conference and to identify improvements for the next Conference in Milano.

Annex A. 1st CONFERENCE - Event introduction



“Green manufacturing: Opportunities, challenges and impacts on citizens' lives”

Manufacturing is a fundamental pillar of Europe's economy and Green Manufacturing is a top-priority for Europe that encompasses challenges and drivers at the same time for companies across European regions. But, how does green manufacturing affect the general public? How can citizens contribute to the Green Manufacturing in their regions for a better quality of life and increased job opportunities?

The role of citizens in Green Manufacturing is more crucial than before now. We are living in a connected ecosystem where it is important that citizens know that they are not separated from industry anymore and that green manufacturing is a promising future for all the players in this ecosystem in which they want to live in a healthier and richer territory.

In this regard, and in the framework of the INTERREG MED project GREENOMED (<https://greenomed.interreg-med.eu/>), we are organising a **public event dedicated to European citizens** particularly in MED regions to address the opportunities, challenges and impacts that Green Manufacturing poses on citizens' lives.

We would like to invite you to this First GREENOMED Conference in **Thessaloniki** (Greece) on **7th of March 2018** to let you know more about Green Manufacturing, role of citizens in Green Manufacturing and to hear citizens' voices too. We will have the opinion of several European experts in the morning session and have a space for concrete use cases showing how citizens are yet taking part in Green Manufacturing decisions in the afternoon session.

Do you feel interested to know more about green manufacturing? Are you interested to know how green manufacturing impacts citizens' lives? Do you want to know how to be a part of it? Then this event is for you. **Just come and know more about Green Manufacturing.**

Please register here: https://greenomed.interreg-med.eu/index.php?id=7116&no_cache=1.



<https://greenomed.interreg-med.eu>



<https://www.facebook.com/Greenomed>



greenomedproject@gmail.com



@GREENOMED_EU

Annex B. 1st CONFERENCE - Workshop guidelines



1st GREENOMED Conference **“GREEN MANUFACTURING: OPPORTUNITIES, CHALLENGES AND IMPACTS ON CITIZENS' LIVES”**

7th of March 2018

Aristotle University Research Dissemination Centre
Thessaloniki, Greece



Guideline for the afternoon parallel sessions

The afternoon session of the conference is dedicated to parallel workshop sessions. The main workshop objectives are:

- Provide a more tangible understanding of green manufacturing to the audience through presentation of use-cases
- Facilitate the exchange of experiences, ideas and practices between different stakeholders and citizens
- Create a platform for citizens to be in a more close interaction with companies, NGOs, policy makers, etc. and to make their voice heard

Proposed structure of the workshop

The following structure is proposed for the workshops to make the workshop moderators get the required input as well as enabling the workshop to reach its objectives.

- Roundtable for the brief presentation of participants, including the workshop moderator. We encourage you to ask the participants to mention their job role (organization), interest / experience for green manufacturing and circular economy and the reason for which they selected the respective workshop session.
- Presentation of the structure and objectives of the workshop
- Presentation of the topic they address and the use case
- Open discussion after the presentation. We propose that moderators prepare a few questions in advance in order to run the open discussion with participants.
- Closure. We encourage you to ask the participants to say a word about what they feel that this workshop brought to them.

Follow up

After the parallel workshop session, a plenary session will be held to present all the workshop sessions highlights. We expect the moderators to prepare 1-2 power point slides with key words / ideas from the workshops, especially highlighting the issues raised by participants.

Each moderator will have 10 minutes for the presentation. We recommend you to make the summary in 5 minutes and dedicate 5 minutes for Q & A from the public.

Logistics and organisation

Each workshop will have a dedicated, quite space. You will have at disposal a flipchart, pens and post-its that you can use for the moderation. There will also be a computer and a screen at your disposal for presentation.

The first round of workshops will start at 14.00 having 2 parallel sessions. Each workshop session has 45 minutes and the first round ends at 14.45. The first round workshops are:

- Green entrepreneurship and innovative ideas (Institute of Entrepreneurship Development)
- How to engage citizens in innovative circular economy policies (INTERREG MED SYNGGI Horizontal project, Fondazione Ecosistemi)

The second round of workshops start at 14.45 having 2 parallel sessions. Each workshop session has 45 minutes and the first round ends at 15.30. The second round workshops are:

- Improving the environmental performance of the Hellenic Food Industry (Federation of Hellenic Food Industry)
- Innovation Procurements: benefit and opportunities for citizens, enterprises and public authorities: The experience of PROMINENTMED project (Sviluppumbria SPA)

Role of the moderators

- Ensure that the workshop reaches its goals.
- Get everyone engaged in the discussions.
- Moderate the entire workshop following the proposed structure (or, if necessary, an adjusted one).
- Prepare and deliver the presentation of the conclusions during the follow up session.

Annex C. 1st CONFERENCE - List of Participants

Συνέδριο: Τι είναι η πράσινη μεταποίηση; Ευκαιρίες | Προκλήσεις | Οφέλη στη ζωή των πολιτών

"GREENOMED - Διαπεριφερειακή Συνεργασία στη Μεσόγειο για την καινοτομία στην πράσινη μεταποίηση" (1MED15_1.1_M2_072)

Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης, Κέντρο Διάδοσης Ερευνητικών Αποτελεσμάτων (ΚΕ.Δ.Ε.Α), Θεσσαλονίκη, 07 Μαρτίου 2018

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48	FABIANOS	CONINOS	ΙΔΙΩΤΗ	Construction Comp.	kongor@hotmail.com	
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56	Βασιλκή	Κορκαράς	Συντονίστρια	Ο Γραφείο μου	vassilkou@gmail.com	
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68	Φοίβη	Λογοθετίδου	Διαχειρίστρια διδ- φαρμακοποιός όσους αποτελεσμάτων	Ελληνικός Σύνδε- σμος Οργανικών Εκτ/ών/Εκτ/ών Η/ΕΚΤ/ών	foirlogothetidou.com	
69	ΠΕΜ	Παύλου	Ανθολογιστής	Αθωαίος Ναυαγικό Παιδικό Γονιό	pepi-y@hotmail.com	
70	MLADEN	PERKOV	Cluster Member	Cluster Intelligence Europe	mladen.perkov@intelligenceeurope.eu	



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85	Τάνια	Αργυροπούλου	Πολιτικός Μηχανικός Mathematical Meteorologist	Εθνικό Αστεροσκοπείο Αθηνών	litsa-arg@hotmai.com	
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89	Μαρία	Γιωρτσού	Δασολόγος	AUTH	mgiortsou@yahoo.gr	
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103	ΜΙΚΗΤΑ - ΜΑΡΤΙΝΟΠΟΥΛΟΥ	ΧΡΥΣΟΥΛΑ	Οπ. Καθηγήτρια	ΑΠΘ		
-104	ΡΕΙΚΙΔΗΣ	ΘΑΝΟΣ	Εμπνευστής	4811		
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Συνέδριο: Τι είναι η πράσινη μεταποίηση; Ευκαιρίες | Προκλήσεις | Οφέλη στη ζωή των πολιτών

"GREENOMED - Διαπεριφερειακή Συνεργασία στη Μεσόγειο για την καινοτομία στην πράσινη μεταποίηση" (1MED15_1.1_M2_072)

Αριστοτέλειο Πανεπιστήμιο Θεσσαλονίκης, Κέντρο Διάδοσης Ερευνητικών Αποτελεσμάτων (ΚΕ.Δ.Ε.Α), Θεσσαλονίκη, 07 Μαρτίου 2018

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Annex D. 2nd CONFERENCE - Event introduction



The **GREENOMED second conference** will take place on **11 April 2019** in **Barcelona**. The event gathers regional stakeholders from MED regions in particular **companies** and **clusters** and provides an opportunity of synergy exploration and collaboration between the industrial stakeholders for the most innovative green manufacturing topics and technologies. The Conference will take place within the framework of **ADVANCED FACTORIES 2019**, the meeting point for industrial innovation.

During the morning session, participants have the opportunity to understand about the **concept and approach of GREENOMED project** and to get to know about the **experience of Lombardy region and Catalonia region as the co-coordinators of Vanguard Efficient and Sustainable Manufacturing pilot**. Moreover, during the panel session experts representing different stakeholders including companies, clusters and policy makers will discuss about boosting interregional collaboration for competitiveness to support companies in implementation of innovative green technologies.

During the afternoon, participants will have the opportunity to attend the thematic working sessions WHICH aim at initiating discussion between companies and clusters from different MED regions about the implications and application of the green manufacturing technologies around **5 themes of smart plastics, circular economy, energy-efficiency, agro-food manufacturing and bio-economy**. The second part of afternoon session is dedicated to a matchmaking session to provide the opportunity of networking and exploration of potential collaborations among the industrial stakeholders.

Please register to the GREENOMED Conference here: <https://greenomed.interreg-med.eu/index.php?id=10111>

Please make sure that you also register to the Advanced Factories Congress here: <https://advancedfactories.ticketsnext.com/ADVANCEDFACTORIES2019/en/register/registerpage/visitante?setVals=%5bCODFREE=4L624>

Annex E. 2nd CONFERENCE - Panel guidelines



2nd GREENOMED Conference “Inter-regional collaboration for green manufacturing innovation: The role of clusters and companies”

11 April 2019

CCIB – Centre de Convencions Internacional de Barcelona
Barcelona, Spain



Guideline for the panel

The first panel in the morning aims at discussing about the challenges and barriers for inter-regional collaboration for green manufacturing. There will be 5-6 panellists including clusters, policy makers, and companies from MED regions. The main question of the panel will be:

- What are the barriers for inter-regional collaboration for green manufacturing in your opinion?

Prior to the panel, the panellists can choose one or two of the following barrier categories and develop their argument based on the dimension they have chosen. The categories of barriers are:

- Technological access: difficulty for companies especially SMEs to have access to the latest green technologies and understand and assess their performance
- Financial: lack of access to proper funding instruments, high cost of advanced technologies, etc.
- Cultural barriers for innovation: lack of information about the existing opportunities of collaboration, lack of communication about the relevant stakeholders and their service offerings, mistrust, etc.
- Know-how barrier: lack of skilled workforce and know-how to uptake the new technology and initiate a collaboration
- Organisational barriers: lack of commitment from companies, Certification and IPR issues, etc.
- Other

Each panellist will have around 5-6 minutes to present the prepared argument. It is strongly recommended that panellists prepare their argumentation with a few examples within their experience.




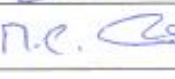
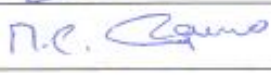
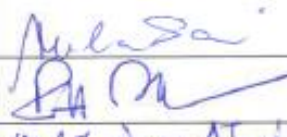
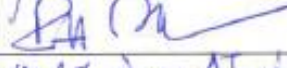
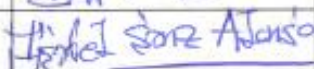
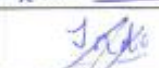
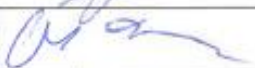

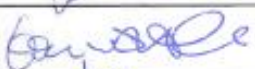

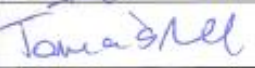










Possible solution to these barriers will be discussed after discussion about barriers.

A Q&A session will be held at the end of the panel.

Annex F. 2nd CONFERENCE - List of Participants

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Annex G. 3rd CONFERENCE - Event introduction

GREENOMED Final Conference

Creating the Institutional Framework for green manufacturing innovation

Milano, December 2019



The GREENOMED Interreg MED project designed and tested a **methodology** enabling Regions to cooperate efficiently for the collaborative design and implementation of pilot plants and innovation projects under the paradigm of **Smart Specialization**. The GREENOMED cooperation methodology is designed to facilitate Regional manufacturing ecosystems to access relevant innovation initiatives such as the “Vanguard Initiative” and the innovation Partnerships promoted by the S3 Platform of the European Commission.

The “Final GREENOMED Conference” will take place in Milano in December 2019. It is the big final event of the GREENOMED project, targeting Regional Authorities and policy makers from MED and other European regions. Regional authorities of the GREENOMED partnership from Lombardia, Catalonia, Rhône Alpes, Marche, Slovenia, Croatia and Central Macedonia, along with other interested regional authorities from MED and other regions, will take part in the event.

The event aims at:


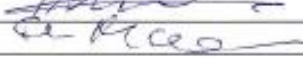
- Presenting the GREENOMED inter-regional cooperation methodology that was setup and widely tested during the project to support design and implementation of pilot plants and innovation projects under the logic of smart specialisations (in alignment with the Vanguard Initiative);
- Presenting the results of the testing of such a methodology within the partnering Regions in terms of emerged innovation priorities, mobilised stakeholders, new regional working groups, and needs for pilot plants;
- Discussing the challenges experienced by the engaged stakeholders and proposing possible support that could be provided by regional authorities;
- Exchanging experiences of successful inter-regional cooperation in order to support the innovation potential of emerging Regions and synergic policies;
- Setting up a possible institutional framework to support capitalization of results achieved within the project;
- Setting up a possible cooperation agenda among advanced and emerging Regions to increase future cooperation in innovation projects and pilot plants;
- Extending the GREENOMED experience to other Regions outside the partnership to create a wider critical mass.

For more information about GREENOMED, please check our website (<https://greenomed.interreg-med.eu/>) and social networks.

Annex H. 3rd CONFERENCE - List of Participants

Final Meeting December 5th 2019

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Andreja Hlišč	TPU	
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Mladen Perković	Cluster intelligent energy	
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George Zalidis	iBEC	
Enza Cristofaro	Regione Lombardia	
Monica Fuligni	Regione Marche	
Emma Vendrell	ACCIO	
Rudi Panjtar	SRIP TOP	
Aleš Hančič	TECOS	
Simona Knežević Vernon	TECOS	
Kostas Michailidis	Region of Central Macedonia	
Ms. Eugeniou	Region of Central Macedonia	
Mr. Mardakis	Region of Central Macedonia	
Kardum Boris	Ministry of Economy, Entrepreneurship and Crafts	
Elina Canale	Fiorombarda	

Joannis Mardikis	Green Growth Community	
Christoph Maier	INTERREG MED Programme	
Lara Gastaldi	Non solo Ambiente	