

The GREENOMED project

First Greenomed Conference
Thessaloniki, 7 March 2018



Interreg
Mediterranean



Project co-financed by the European
Regional Development Fund



GREENOMED

2 M €
Project
Budget

1,7 M €
ERDF

30
MONTHS
Project
Duration



Istituto di Tecnologie Industriali e Automazione
Consiglio Nazionale delle Ricerche



Associazione Fabbrica
Intelligente Lombardia

eurecat
Centre Tecnològic de Catalunya



INTERBALKAN
ENVIRONMENT CENTER



MARCHE MANUFACTURING
Industrial Innovation Cluster



Plastipolis
PÔLE DE COMPÉTITIVITÉ PLASTURGIE



TEHNOLOŠKI PARK LJUBLJANA
01



Pomurski
TEHNOLOŠKI PARK



inteligentna **energija**



**CROATIAN
CHAMBER OF
ECONOMY**

#GREENOMED



Greenomed



@GREENOMED_EU



Greenomed

The concept of Greemomed

Manufacturing is a fundamental pillar of modern economies

- **First sector of EU non-financial economy**
- **Jobs:**
 - 20% of EU workplaces are in direct manufacturing (35 million)
 - 1 job place in manufacturing generates 2 in services
- **Welfare:**
 - 6000 billion€ turnover in UE
 - 1600 billion€ added value
- First sector for **private R&D investments** (about 66%)
- First sector of European **export** (more than 80%)
- **Provides products** for daily life and society (ICT, medical, energy, ...)



The concept of Greemomed

Grand Challenges

- **Climate** change and clean **energy**
- Sustainable **transportation**
- Sustainable **industrial production**
- Sustainable **food** production and consmption
- “**Ageing** population” and **public health**



Manufacturing

- **It consumes the 30% of energy** produced
- **it uses raw materials** and other natural resources as input
- it generates **environmental emissions**
- **it manufactures products** for people
- **It provides enabling technologies** for grand challenges



The concept of Greemomed

We need Manufacturing, but...

It should be **GREEN MANUFACTURING**:

- **Respectful** of the environment
- **Minimising energy and materials** consumption
- **Re-using and recycling** materials and machines
- **Triggering circular economy** in society producing remanufactured and recycled products for consumers

New technologies and business models
should be adopted by manufacturing companies



Green innovation and pilot plants

- ↑ **Europe is a global leader in knowledge production**, also in the field of sustainable manufacturing technologies and methods
- ↑ **Europe has an advanced environmental culture** and regulation,

but...

- ↓ There are historical **weaknesses in bringing new knowledge in industry**
- ↓ The **fragmentation and vast number of SMEs** make even more complicated the innovation process



Pilot plants
to overcome the Valley of Death



The challenge addressed in Greenomed



How to conceive, design and implement
Networks of pilot plants in a logic of smart
specialisation?

Greenomed goal

**Test a trans-regional cooperation methodology
to design and build pilot plants supporting green
manufacturing in the MED area
based on the “Vanguard” experience**



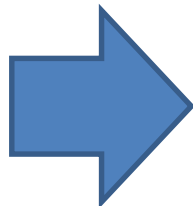
Cooperation process

+

Supporting tools

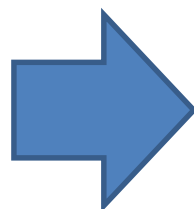
To conceive, design and implement in an inter-regional cooperative framework (Vanguard) a EU network of pilot plants supporting technology uptake in a logic of S3

Clusters



They coordinate regional systems (companies, RTOs, policy makers, ...) implementing the steps of the methodology and using its tools

Companies/RTOs



They work according to the methodology, receiving services by Clusters, in order to generate the contents of pilot plants projects (in demo-cases)

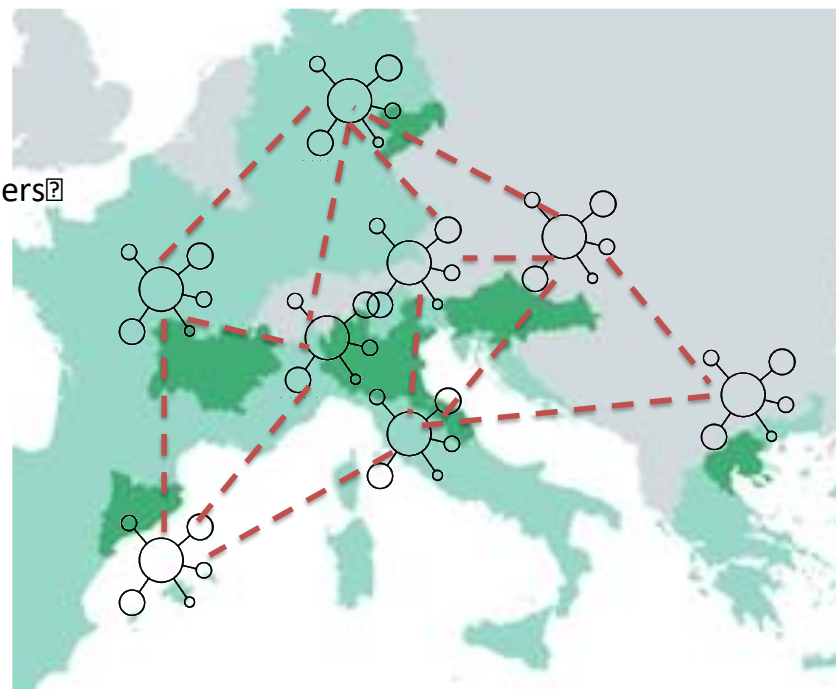
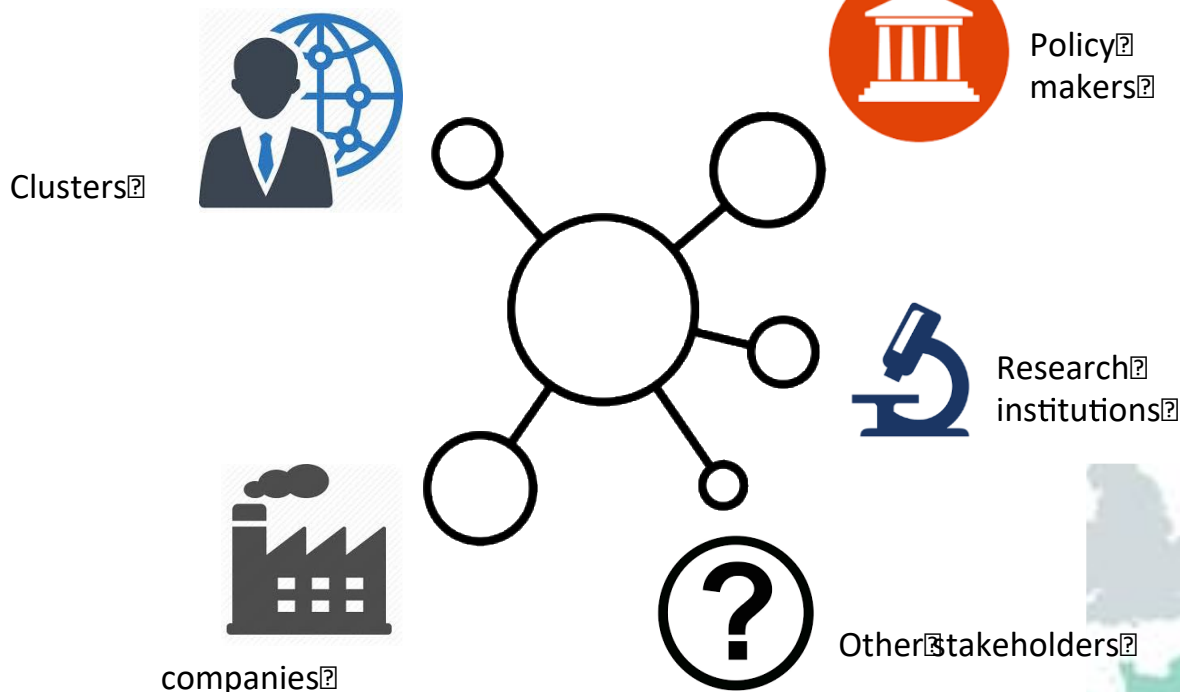
Objectives of Greenomed

- ✓ Establish a **Cluster-governed methodology** for trans-regional cooperation in green manufacturing innovation
- ✓ Trigger the **set-up of trans-regional projects** of pilot plants for green manufacturing innovation in the MED Regions
- ✓ Establish the **institutional environment** supporting Clusters-based trans-national cooperation for green manufacturing innovation in the MED Regions



Communication strategies

GREENOMED Platforms and Living Labs



Greenomed Conferences

Project Conferences

M 12

M 24

M 30



General public



Industry



Policy makers



Thank you for attention
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