



GREENOMED NEWSLETTER

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MADE IN MED- Crafting the future Mediterranean

On 18th and 19th of April 2018, The Presidency of the Council of Ministers of Italy, holding the 2018 presidency of the Interreg MED Programme, the Italian Agency for the Territorial Cohesion and the Region of Sud Provence-Alpes-Côte d'Azur of France, Managing Authority of the Programme held the "MADE in MED – Crafting the future Mediterranean" event in Rome, Italy.

Built on the concept of Fablab: "Fabrication Laboratory", this event presented the first results of the 90 projects through a conference and an exhibition. It was an opportunity to convey the idea and values of co-working, knowledge sharing and innovation but also to look towards the future of cooperation in the Mediterranean. Moreover, the event provided an opportunity for projects to find further synergies and promoting joint initiatives between different communities of Programme MED.

The event was organized on the basis of three main topics of climate change, blue economy and inclusive growth. During the first day, Interreg MED projects contributions and achievement regarding these three themes were illustrated by the representatives of Interreg MED communities and horizontal projects. Meanwhile, plenary speeches and panel discussions were held involving project partners and public authorities to discuss on how a positive impact can be created regarding these themes through Interreg MED projects.

The event was opened by Ms. Beatrice Covassi, head of representation European Commission in Italy, by giving a general overview of the today EU and its future highlighting the relevance of interregional collaboration in Europe and in MED regions. Circular economy and green growth were addressed several times during debates and presentations. Mr. George Kremlis, from DG Environment, highlighted the political

perspectives and priorities of MED regions emphasizing the relevance of circular economy for the area.



Some figures about the achievements and expected outcomes of Interreg MED projects were projected during the first day. In particular it was highlighted that it is expected that 229 pilots and living labs will be designed and delivered within the Interreg MED projects. The design of pilot plants and living labs for green manufacturing that will take place within GREENOMED project will be a part of this output.

The second day of the event was dedicated on providing the Interreg MED vision and the post-2020 perspective. In particular debates took place focusing on how to enhance synergies and territorial impact for a sustainable prosperous MED and the future of cooperation in the regions at political level. Different perspectives were taken into account by engaging panelists and speakers from PANORAMED (the Interreg MED governance project), as well as national and European high-level officials and decision makers. A specific focus was given to the importance of inter-regional collaboration by several speakers. Ms. Hatziyanni, directorate of environmental and spatial planning of Region of Crete, highlighted the critical role of regions as a bridge between local community and national authorities. Mr. Patrizio Bianchi, from Region of Emilia Romagna, emphasized on capacities of the EU regions to work and collaborate as the main foundation of the future of Europe.



During the two-days event, participants had the opportunity to discover the exhibition of Interreg MED communities “Lab Are Tasting and Testing MED” where the projects’ results were presented in a concrete visual form by each Interreg community.

Green Growth community used the concept of an urban garden to show a snapshot of more sustainable cities.

GREENOMED was represented in the event by CNR and ACMM.

CROATIA AND GREEN MANUFACTURING

According to Smart Specialization Strategy (S3), one of the major obstacles that the country and accordingly Region of Continental Croatia is facing relates to innovation performance. The innovation system is underperforming compared to its potential, whether measured by the system’s inputs, outputs or by the contribution of innovation to economic growth. However, Croatia is performing above the EU average in human resources, due to its over-performance in new doctorate graduates and youth with upper secondary level education. These people present an invaluable resource for the future of Croatia.

Green technologies are considered to be the future of the country, also under the light of smart specialisation strategy. Accordingly, Croatia has recognized the absolute need for moving towards circular economy and green manufacturing, however the current situation entails several challenges. Although companies that are a part of the Croatian business council for sustainable development promote the concept of sustainable development, but they make a small minority among Croatian

businesses. Meanwhile, the Croatian government is actively working to reduce emissions while the Croatian Parliament has been proactive in adopting laws in the sector of energy and environment. There are several drivers for moving towards a green economy in Croatia including: high unemployment rate, significant rate of energy import (over 50 %), regulations mandation for emission reduction (Kyoto protocol) and minimal share of energy from renewable sources in current energy production. Thus, it is expected that by moving towards circular economy and green manufacturing, there will be opportunities for job creation, resource consumption reduction and thus cost saving.

Cluster Inteligentna energija, as a cluster which acts an intermediary of regional innovation system to connect regional players especially SMEs, is working to utilize highly educated individuals and is constantly working on new innovative solutions in the field of green energy. One of the envisaged programs is a monitoring system in a manufacturing process. With the help of these systems, a manufacturer has a constant stream of information that can be used to decrease the usage of resources and energy. According to Energy efficiency portal, Croatian energy consumption is well above EU average and integration of monitoring systems within industrial facilities could be the first major step towards a solution to energy consumption problem.

GREENOMED project provides an opportunity for Cluster Inteligentna energija and the Region of Continental Croatia to facilitate the shift towards green manufacturing and energy efficiency by designing the pilot plants. In particular CIE in association with HELB Ltd., PRO-INTEGRIS Ltd., and Veski Ltd. is working on creation of working groups to move towards designing of pilot plants to efficiently utilize monitoring systems. One of the key goals is industry and public awareness of all problems and potential solutions in the green manufacturing field. With the help of Croatian



Chamber of Commerce, the cluster co-organized events in which speakers presented various topics and open discussions. Latest was organized within European Green Week in Zagreb on May 10th 2018.

PROJECT PROGRESS

During April and May 2018, project activities were undertaken by partners especially in terms of implementation of GREENOMED methodology and dissemination of project. . In particular:

- Testing activities were proceeding in **the Continental Croatia** where a second event was organized on April 27th aiming at identifying key topics and actors of the future working groups. Support was provided to these regions by coaching partners including CNR-ITIA, EURECAT and AFIL;
- Testing activities were proceeding also in the **Region of Central Macedonia** where cluster i-BEC went on with proposing of topics of Regional interest and taking the first steps towards creation of regional working group as well as identification of the facilities that could become pilot plant in a future;
- Activities related to creation of regional living labs took a momentum through bilateral meeting organised by CNR and AFIL with each partner (region). An initial list of potential candidates of living labs in each region was provided by some partners.
- CNR started the development of the evaluation framework of testing activities which is going to be implemented in four steps. It is planned that the first testing evaluation will be carried out by end of August 2018.
- The 5th Steering Committee meeting was held on 30 May 2018 discussing about

several important issues including progress of project, planning for the next periods, second GREENOMED conference, etc.

- CNR-ITIA and ACMM participated to the Programme MED mid-term event “MADE IN MED” and the community building event organized by SYNGGI.
- 14 dissemination activities were carried out by all the partners with the objective to enlarge GREENOMED community, engaging in the testing activities several stakeholders (companies, universities, research centres...).



WHAT'S HAPPENED IN GREENOMED? (Apr 2018 – May 2018)

INTERREG MED Green Growth Community Building

The MED Green Growth community gathered for a community building event on the **17th of April** in **Rome**, just before the Interreg Made in MED event. The 8 new projects who have joined the INTERREG MED Green Growth community this year along with the six ongoing projects tackled a diversity of topics, from sustainable agriculture, green manufacturing and waste management, to smart cities and green finance.

The community building event was dedicated to get to know the eight new projects of the MED Green Growth community and learn from the experiences of the previous ones with flash presentations, B2B meetings and thematic working groups. Moreover, various green growth policies were analysed and the potential contribution of the different projects to the key pillars of the European resource policies, such as the Circular economy package, was debated among participants in order to build a common capitalization approach of GG community.

GREENOMED attended the meeting by its two partners CNR and ACMM. During the event, CNR presented the GREENOMED activities, progress, results and expected outcomes. Moreover, a roundtable was run by GREENOMED partners discussing about circular economy and its implications for the ongoing and new projects.



In particular, discussions were taken place to find out synergies that old projects could have with new ones in the field of circular economy. Main policies, and actions which could be applicable in the field of circular economy were discussed among the participants.

Launch event of the digital innovation hub in Ancona

On the **20th of April 2018** there was the launch event of the Digital Innovation Hub, at Mole Vanvitelliana in Ancona. The event was characterized by interesting debates regarding two main topics: how 4.0 technologies could help and improve enterprises activities, and which kind of policies could be realized in order to have a better and significant innovation's promotion within the enterprises.

Cluster Marche Manufacturing took part at the event to promote its main projects and activities carried out. At their stand, ACMM provided Greenomed informative materials such as brochure to arise awareness about the project. As a result, 5 more companies interested in the Project were reached during the event.



AFIL presents ESM Pilot activities to Vanguard Brussels Network Meeting

On the **24th of April 2018**, AFIL, as co-coordinator of Efficient and Sustainable Manufacturing Pilot, participated to the Vanguard **Brussels** Network meeting to present the pilot activities carried out in 2017 and in the first semester of 2018 together with the action plan. This was the occasion to



present the main outcomes of the network activities and the synergies identified with other EU ongoing projects and initiatives. In this context, GREENOMED has been mentioned to the representatives of 22 Vanguard Regions as one of the core project that AFIL is implementing, together with other ESM members (ITIA-CNR, EURECAT, PLASTIPOLIS). In particular, it has been highlighted the strategic importance of GREENOMED activities in the development and expansion of ESM demo-case projects, thanks to the transfer of a consolidated methodology and the support provided to other regional stakeholders in its implementation.

GREENOMED-WATIFY Matchmaking event on Automation and robotics in green manufacturing

A Matchmaking event within the Greenomed project were held on **April 27th 2018**, at the Park Boutique Hotel in **Varaždin**.

The CCE – County Chamber Varaždin, in cooperation with Watify campaign, organized a GREENOMED conference and bilateral meetings on Automation and Robotics for Green Manufacturing with the aim to foster the technological transformation of industry in Europe.

The aim of the conference was to encourage the cooperation between the public and private sectors in the development of joint initiatives as partnerships or joint demonstration of projects in automation and robotics in green manufacturing. Trans-regional or cross-border cooperation allows the exploitation of complementary resources and the creation of synergies in international value chains in the use of technologies, widening of database of the potential end-users, resolving other issues (eg. standardization) etc..

The conference was attended by entrepreneurs, industry and universities representatives, research and technological organizations from Croatia, Slovenia, Belgium and Spain.



Industrial club meeting on smart plastic in Lyon

On **4th of May**, Plastipolis organized an industrial club meeting regarding smart plastics as a strategic sector for a plastics industry competitiveness cluster. In **Villeurbanne**, suburb of Lyon, this event gathered 10 people representing different companies such as S2P, Technoflex, Schneider Electric and Arc en Ciel Sérigraphie. These people visited the Ampere laboratory which researches focus on Bioengineering, Electrical Energy, Methods for Systems Engineering and Bioelectromagnetism and Microsystems from INSA engineering school.

GREENOMED project was presented and discussed within all participants in order to define relevant topics which may enter to GREENOMED project content. Plastronics was determined as a specific regional feature related to green manufacturing. Further discussions and events will take place in June and July 2018 to identify all economic and academic partners interested in GREENOMED project.

Regional meeting of “Sustainable materials and surface treatments” AFIL Working Group

On **10th of May**, two of the four AFIL working groups organized a meeting to discuss the recent updates and the opportunities identified both at regional and interregional level. These restricted events are usually reserved to AFIL members and they have the aim to promote the



discussion among different stakeholders (i.e. companies, research centers and universities). The participants to these meetings always receive updates from GREENOMED project, since it represents an opportunity for identifying interregional partners and establishing consolidated relationships starting from a common interests and background. In particular, AFIL presented the next matchmaking events organized by GREENOMED partners and discussed with its members their focus and benefits.

GREEN WEEK: “Advanced Industry for Green Future” in Zagreb

On **May 10th 2018** Cluster Inteligentna energija and Croatian Chamber of Commerce co-organized a conference within 9th Zagreb Energy Week under the title Advanced Industry for Green Future. The conference hosted speakers from the field of green manufacturing and energy efficiency. Cluster manager Mladen Perkov was one of the speakers with his presentation -„Vanguard initiative of the EU-GreenoMED project“. The goal of the presentation was to present Vanguard initiative and GreenoMED project as well as addressing needs and potential solutions in the field of green manufacturing through inter-regional cooperation.



Kick-off Meeting of the “Comunitat RIS3CAT d’Indústries del Futur”

Barcelona, May 15th 2018 - Eurecat, has hosted the Kick-off Meeting of the “Comunitat RIS3CAT d’Indústries del Futur” (IdF), a

Catalan Applied R&D Cluster on Advanced Manufacturing under RIS3 Framework.

32 Companies and 13 R&D agents of the region, through Eurecat leadership and coordination, will constitute the partnership of Comunitat RIS3CAT IdF, driving a 16,5M€ budget to generate a leading Innovation Hub on Efficient and Sustainable Manufacturing in Catalonia, creating a network of pilot plans to consolidate and promote the Industrial R&D activities on manufacturing.



Seven R&D projects will be deployed on different areas such as: digitalization and automation, Advanced processes for functional and customized products, Collaborative Robotics, and Energy efficiency. This initiative is well aligned with Vanguard Initiative ESM and Greenomed project objectives to promote Regional specialization on Advance Manufacturing through pilot plants and industry/cluster leadership.

Cluster Marche Manufacturing at “CAREER DAY – INCONTRA IL TUO FUTURO”

On **May 16th 2018**, the fifth edition of “Career Day – Incontra il tuo futuro” took place at Università Politecnica delle Marche in **Ancona**.

The ACMM decided to attend the event with an informative point to disseminate, among students and companies, activities carried out and the GREENOMED Project.

In particular, the ACMM was able to spread the Project, through brochures and information materials, in order to arise awareness about the topic of GREENOMED. During Career Day, Cluster Marche Manufacturing reached 5



companies and 10 students interested in the GREENOMED Project and its goals.





WHAT'S NEXT? (June 2018 – July 2018)

ESM VANGUARD demo-cases meeting

29 <hr style="width: 50%; margin: 0 auto;"/> JUNE 18	 VANGUARD ESM demo-cases meeting in Milan, Lombardy
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The coordinators of Vanguard ESM demo-cases will meet in Milan on the 29th of June to present updates on the ongoing activities at demo-case level and discuss next steps in line with 2018 action plan. The event will be open to a wide number of participants, in particular to companies and other stakeholders that have the possibility to organise also a matchmaking. Besides discussing the contents developed by each demo-case, the event will be an important occasion to present Greenomed activities and its relevance for Vanguard ESM development. Indeed, Vanguard network will be update on the ongoing project results and the main output it is delivering to new potential member of the network. At the same time, Greenomed partners will have the opportunity of getting in contact with the whole network of Vanguard ESM Regions and the industrial stakeholders involved.

Eco-Plasturgy S3 Congress

5 <hr style="width: 50%; margin: 0 auto;"/> JULY 18	 Eco-plasturgy S3 Congress in Lyon, France
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On 5th of July, the S3 Congress will occur in Lyon. The congress is an international event organised by Plastipolis (GREENOMED partner) where many European and international experts will discuss about eco-friendly plastics processing and circular

economy strategy. A specific clot is dedicated to GREENOMED project as a strategic opportunity for the development of Auvergne-Rhône-Alpes Region as well as presentation of Vanguard ESM demo-case.

PROGRAMME MED: “Advocacy Bootcamp”

28-29 <hr style="width: 50%; margin: 0 auto;"/> JUNE 18	 Interreg MED Community: “Advocacy Bootcamp” in Faro, Portugal
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The Interreg Sudoe and Interreg MED Programmes will jointly hold a boot camp training on promotion and lobbying, to support approved projects in their marketing and capitalisation actions.

During two days, participants will benefit from practical training in strategy, political influence, storytelling and digital communication; partners and professionals testimonials from different perspectives will complement the trainers.



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