



GREENOMED NEWSLETTER

Issue no.12

August – September 2019



Article from CNR exploring of synergies towards a greener and bluer economy

The joint event of “Transition towards blue and green economies in the Mediterranean” organised by the Blue Growth and the Green Growth Communities Interreg Med was held on 19-20 September in Brussels, Committee of Regions. The event has represented a significant milestone as it marked the end of the first implementation period and bridges to the upcoming one.

The 2-day event held in Brussels gathered about 150 members of both communities together with a wide diversity of institutional and private sector stakeholders, such as: European Institutions, academia, NGOs, Public Authorities and thematic communities of projects in order to exchange, strengthen the links for future cooperation and tackle the important topic of ensuring capitalisation and transferring of results beyond projects implementation. The event represented a significant milestone as it marked the end of the first implementation period and bridges to the upcoming one.

On the first day, the “EU Green deal” was introduced and the need for new approaches reinforcing innovation, circular economy practices and blue & green business models was highlighted. The key role of territorial cooperation for a sustainable development was also stressed out.

The second session addressed the fostering business innovation and access to finance by focusing on business innovation especially the practice of promoting a network of clusters as a matching platform to connect SMEs, enterprises and NGOs in order to promote innovation and new business ideas.

Education and awareness raising to and for sustainability were the main subjects from the third session and finally, during the last session of the day addressed to policy recommendations for a green and blue economy in the

Mediterranean, the need for trans-boundary and cross-sectorial cooperation for policy change was encouraged through co-creation and co-responsibility for the elaboration of effective policy recommendations.

Finally, the need to raise awareness was also considered as a key issue for a bluer and greener future.



On the second day, both communities addressed inherent issues in a more sectoral way and presented their results, policy outcomes and recommendations, with the aim to boost synergies and to ensure their transfer to the Communities’ second implementation phase.

On the first session, the important role of EU for the transition towards a Green and Circular Economy was displayed, thanks to the financial support provided by multiannual programmes like Horizon 2020 on R&I, but also by setting out actions to be realized at EU level, like the EU action plan for the circular economy. Attention was given to the EU Circular Economy Stakeholder Platform, the EU tool, which facilitates policy dialogue among stakeholders and disseminates activities, information, and good practices on circular economy.

The session proceeded with the presentation of Interreg MED Green Growth. The session was the occasion to point out the Green Growth Community contribution to EU circular economy developments and to identify synergies with the Blue Growth Community in order to activate wider collaborations for a greener and bluer economy. White papers, policy and legal



recommendations were presented by the Green Growth Community.

On the second session a round table was organized where participants had the possibility to discuss about actions to develop and stimulate the transition towards a circular economy, followed by three rounds of interviews. The first round of interviews was focused on benefits for SMEs from closing material loops and improving resource efficiency where GREENOMED project (represented by CNR) discussed the important role of SMEs in uptake of circular economy and the benefits they gain as well as challenges they face. Several needed support for companies such as needs to access to technological infrastructure and pilot plants, proper financial instruments, initiating of inter-regional collaboration and specialised know-how training programmes were mentioned as the issues which were highlighted and experienced during the project. During the second and third round of interviews the attention focused on the promotion of circular economy at national and regional level.



PROJECT PROGRESS

During the period of August – September 2019, the activities of GREENOMED progressed further with a specific focus on transferring and establishment of interregional collaboration and going on with the testing and living lab activities. The dissemination activities are ongoing in parallel as in previous periods, spreading

awareness on the project and disseminating the intermediary results. More in detail:

- Transfer activities were accelerated and the French transfer seminar to clusters was organised by plastipolis. More events are planned for October.
- partners went on with progressing their testing activities and the organisation of the Greece inter-regional testing and living lab activity was started.
- Organisation of the Final GREENOMED conference targeting policy makers went on and it was decided that the event will be held in Lombardy Region on 5 December 2019.
- Communication activities went on and GREENOMED was disseminated in 6 Events.

WHAT'S HAPPENED IN GREENOMED? (August – September 2019)

Transition towards blue and green economies in the Mediterranean in Brussel, Belgium

On 19-20 September 2019, Green and Blue Growth communities jointly hosted their final event in Brussels, aiming to raise awareness on how the integration of both Blue and Green economies can support a more innovative sustainable development of the Mediterranean.

The first day addressed the role of territorial cooperation for sustainable development, as well as business innovation, access to finance, education to sustainability, and policy-making for bluer and greener economies. The first day sessions aimed to reflect on regional smart specialization strategies and on how sustainability is fostered though Mediterranean clusters.



During the second day, both communities presented the opportunity to address inherent issues in a more sectoral way linked to the blue economy on the one hand, and to the green economy on the other. CNR represented GREENOMED in a panel of experts discussing about the role of SMEs in uptake of circular economy.

The Communities could reach a better understanding of each other's results for policy recommendations, sharing their knowledge and good practices as well as networking together.



Greenomed Project at Remake Festival in Fabriano, Italy

On 5th and 6th September 2019, Association Cluster Marche Manufacturing took part to the Remake Festival, organised in Fabriano. The initiative was dedicated to reinforce matchmaking, networking and innovation for start-up and local companies attending the event.

ACMM took part to the 2- days-event with an informative desk, to disseminate Greenomed and its main goals for local enterprises through flyers and brochures.

Furthermore, the 6th September Cluster Marche took part to a workshop together with the Ancona

Chamber of Commerce focused on circular economy and its opportunities for companies. This has been the occasion for us to spread the Greenomed Project among the participants and the activity developed within the regional working group.



Lombardy De and Remanufacturing Working Group in Milan, Italy

On 19th and 20th of September 2019, AFIL De-and Remanufacturing working group has restarted its monthly meeting in September. After the summer break in August, the stakeholders gathered together on the 20th September in Milan to continue the development of the activities envisaged by the group.

During this meeting the coordinator Prof.Marcello Colledani, shared with the participants the upcoming opportunities for meetings and events at regional and interregional level. Among these the [ECOMONDO – The green technology Expo](#) that will be organized in Rimini on the 5th-8th November 2019.

Then stakeholders have been updated on the progresses on the Vanguard Initiative-related activities with a particular focus on the business plan preparation for the use-case on Recycling of composite materials. In this framework there



are some interesting upcoming events to which the Lombardy stakeholders have been invited:

- **5th -7th November: ESM Pilot workshop in Santiago** focused on the presentation of ESM Pilot and its demo-cases to Norte and Galicia willing to be actively involved in the ESM demo-cases. The event is also opened to stakeholders from other regions interested in joining the pilot.
- **December 2019: ESM Plenary Meeting in Brussels** aimed at presenting the outcome of ESM 2019 activities and introducing the plan for 2020.

The group will meet again on the 25th October 2019 and they are also evaluating the possibility of organizing an interregional meeting by the end of the year.

First Slovenian Transfer event in Slovenia

On 2nd of October 2019, Technology park Ljubljana, one of the two Slovenian partners in the Greenomed project, organized the first Slovenian Transfer event. The event held at the largest research organization of Slovenia, the Jozef Stefan Institute. The event aimed at transferring the GREENOMED methodology to relevant Slovenian clusters like SRIP Factories of the Future, TECOS - Slovenian Industrial Association of Toolmakers, SRIP Materials as end products, SRIP PSiDL- Smart buildings and homes, including wood chain and others.

Smart Plastics Seminar in the ENS in Lyon, France

On 17th of September 2019, Plastipolis organised a Smart Plastics Seminar in the ENS (Ecole Normale Supérieure) campus in Lyon, with a special focus on Printed Electronics. This event was co-organised with IPC (Plasturgy Technical Center) and AFELIM (French Association for Printed Electronics), it gathered around 60 people, with presentations of different

applications. All members of the regional working group participated in the seminar and it was the opportunity for them to discuss with external partners but also foreign ones, especially on building an ESM project regarding smart plastics.



WHAT'S NEXT IN GREENOMED? (Aug – Sep 2019)

Lombardy Region has launched a public consultation on “Sustainable Development Strategy”

Until November 11th 2019, you can provide input to the public consultation opened by Lombardy Region on the topic of Circular Economy and Bioeconomy.

[Go to the questionnaire](#)

With this questionnaire Lombardy Region calls on its Directorates, stakeholders and citizens to define shared paths for sustainable development – here understood as summing up its three components, environmental, economic and social – in our territory.

It is proposed to offer a public consultation that can help provide a long-term view for carrying out actions that are targeted, shared and above all constructed according to the needs of people and the specificities of the territory.

The results of this consultation will also provide additional inputs for the definition of Lombardy Circular Economy Roadmap. AFIL is



coordinating this inter-cluster activities, lunched by Lombardy Region and Finlombarda, gathering all the relevant contribution coming from its WG participants and other Lombardy stakeholders with the intent to elaborate a document highlighting the R&I priorities related to Circular Economy.



Empowering territories for a sustainable future for the Mediterranean

On the 9th of October 2019, Territorial cooperation, as a crucial component of European Cohesion Policy implementation, enables regions and cities to play a pivotal role in making citizens and EU Institutions shaping and implementing together innovative policies for a greener and smarter future. As the closest political institutions to citizens, local authorities can actually trigger a positive change at local level and scale up its impact via European territorial cooperation projects, as the Interreg MED Programme. The innovative project architecture of the Interreg MED Programme enables interactions and synergic working dynamic between territorial cooperation projects within thematic communities – Green Growth, Blue Growth, Social & Creative, Urban Transport, Renewable Energy, Efficient Buildings, Sustainable Tourism and Biodiversity Protection – and even beyond, as partner organisations join forces to shape policies for sustainable development and cohesive communities in a more resilient ecosystem. In this framework, almost 900 public and private organisations from 13 Euro-Mediterranean

countries exchange knowledge, experience, good practices to shape policy-making.

The Project output in Milan, Italy

For the following periods, ACMM will take part to the final GREENOMED Conference held in **Milan the 5th December 2019**, together with the regional representatives. This will represent the opportunity to show the regional authorities the project's results and discuss on future potential cooperation coming from the project's output.



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