

## INTERREG MED GREEN GROWTH COMMUNITY

### Policy Initiatives Action Plan (PIAP)

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## Contents

<b>1. What is the Interreg MED Green Growth Community and its policy initiatives.....</b>	<b>3</b>
<b>2. The need to communicate the Med Green Growth Policy Initiatives .....</b>	<b>3</b>
<b>3. Defining the PIAP .....</b>	<b>4</b>
<b>4. THE PIAP IMPLEMENTATION.....</b>	<b>4</b>
4.1. Step 1: The PIAP Objectives and the related Policy Documents .....	5
4.2. Step 2: Promoting the Calls to Action/Policy Recommendations .....	8
4.3. Step 3: The Message Emitters and the Channels and Tools .....	9
4.4. STEP 4: Message Receivers .....	10
<b>5. Overview of the Policy Initiatives Communication Strategy.....</b>	<b>11</b>
<b>6. Specific Messages to be Promoted per Call to Action .....</b>	<b>15</b>
<b>7. Implementation Sheets (IS) .....</b>	<b>30</b>
<b>8. Highlighted Events to promote the Communication Messages .....</b>	<b>34</b>
<b>9. Monitoring and Evaluation .....</b>	<b>40</b>

## 1. What is the Interreg MED Green Growth Community and its policy initiatives

The Interreg MED programme was established in response to increasing global environmental concerns. The transnational setup has allowed the programme to tackle environmental challenges that extend beyond national borders. As part of this programme, the Interreg MED Green Growth community and its associated projects were established in the Mediterranean region to address the challenges of creating effective, efficient and systematic change related to Green Growth, with a specific focus on innovation and communication. The communication and collaboration between all stakeholders including the upscaling of the results of its initiatives has been achieved through a cooperative, horizontal structure of the community projects. The horizontal project (Green Growth Phase 2) is a unifying element for the thematic community projects; building community activities, including joint communication and joint capitalization of the relevant projects. The Interreg MED Green Growth community contains 14 modular projects working on different topics related to Green Growth such as sustainable agro-food systems, eco-innovation, green manufacturing, green public procurement, waste management and smart cities, among others.

The specific objectives of the Interreg MED Green Growth community are:

**Empowered Green Growth community for Mediterranean and non-Mediterranean stakeholders:** The creation of a solid community that acts as a hub to collect project results, disseminate and capitalise them among partners, consortia, stakeholders and countries.

**Upgrading Green Growth community networks:** the community creates bridges and seeks collaboration with networks, institutions and programmes inside and outside the Interreg MED cooperation area to transfer the knowledge and results of the projects and to promote synergies among initiatives in the Mediterranean region.

**Capitalisation support:** capitalisation and transfer activities are performed to outreach the project results and potential replication of projects to other countries. Common policy outcomes are produced to contribute to the vivid legal framework that needs constant revision and input.

To aid in realizing fully the outcomes of these objectives, four Thematic Working Groups were created related to the key priority areas of the EU Circular Economy Action Plan, representing the main context for the elaboration of the results of the 14 modular projects that are synthesized into four (4) White Papers, 1 Policy paper with 17 Policy recommendations, a Legal Recommendations document and a Green Growth Book

## 2. The need to communicate the Med Green Growth Policy Initiatives

Producing communication and understanding materials in itself does not directly translate them into implementation. Therefore, the impact of the Policy documents produced as part of the Med Green Growth project themselves become irrelevant if they are not actively promoted and communicated in an organized manner. In this sense, the uptake of the information supplied within the policy documents requires an ambitious plan that generates knowledge regarding their existence and motivates their use through a planned communication strategy according to the resources and timing of the project.

The aim of this current document is to create an action and implementation plan to foster the uptake of all the policy documents, to other communities (institutional, scientific and thematic European networks/stakeholders). This uptake is principally addressed through communication and awareness actions that will take place in the continuation of the Interreg MED Green Growth community.

### 3. Defining the PIAP

The Policy Initiatives Action Plan (PIAP) proposes to be a guidance document to targeted stakeholders that form part of the Green Growth project Phase 2. The project partners will use the PIAP as an aid to communicate and raise awareness of the advances in Green Growth technology and innovation in their respective countries in the Mediterranean. The PIAP outlines the specific methods, channels, messages and activities that are to be employed by the participant countries to increase the implementation of tools, processes and technologies towards Green Growth and Circular Economy approaches. Based on the three pillars of communication: i) Awareness, ii) Understanding and iii) Action, the PIAPs main goals are therefore:

- To create awareness for the need of Mediterranean economies to effectively move towards Green Growth and Circular Economy approaches.
- To contribute to evidence-based Circular Economy policy, and to build a shared understanding for the need for improved Green Growth practices in the Mediterranean region.
- To mobilise actions and to trigger change towards adopting Green Growth and Circular Economy actions within the quadruple helix of stakeholders in the Mediterranean.
- To showcase the Mediterranean Green Growth innovations to a wider geographic audience

The structure of the PIAP follows the typical components of the communication and awareness raising strategy (Figure 1). These include: the strategic objectives, the tools and channels that will be used, the facilitators and target groups of the respective messages and the strategic activities to achieve the main objectives. All these components lead into an implementation plan. The plan will require monitoring and evaluation to ensure its continued effectiveness.

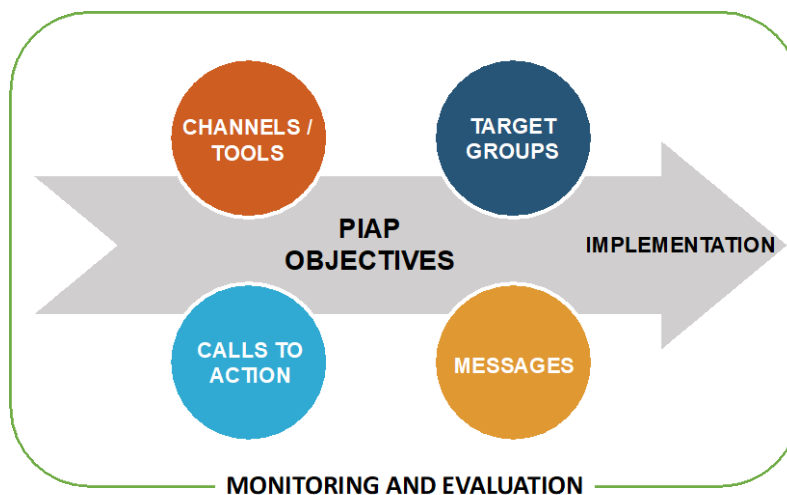


Figure 1. The White Paper CAAP Framework: components of the communication and awareness strategy leading to the implementation plan.

### 4. THE PIAP IMPLEMENTATION

In order to implement the PIAP (the point of the arrow in figure 1), a structured implementation strategy is required. The strategy has to align with specific communication objectives. These objectives

need to be coupled with the appropriate document sources and their related calls to action. The call to action messages would need to be promoted to certain stakeholder groups who in turn can emit these messages via specific tools and channels to targeted audiences i.e. the message receivers. The process flow of the PIAP is schematically represented in figure 2 below.

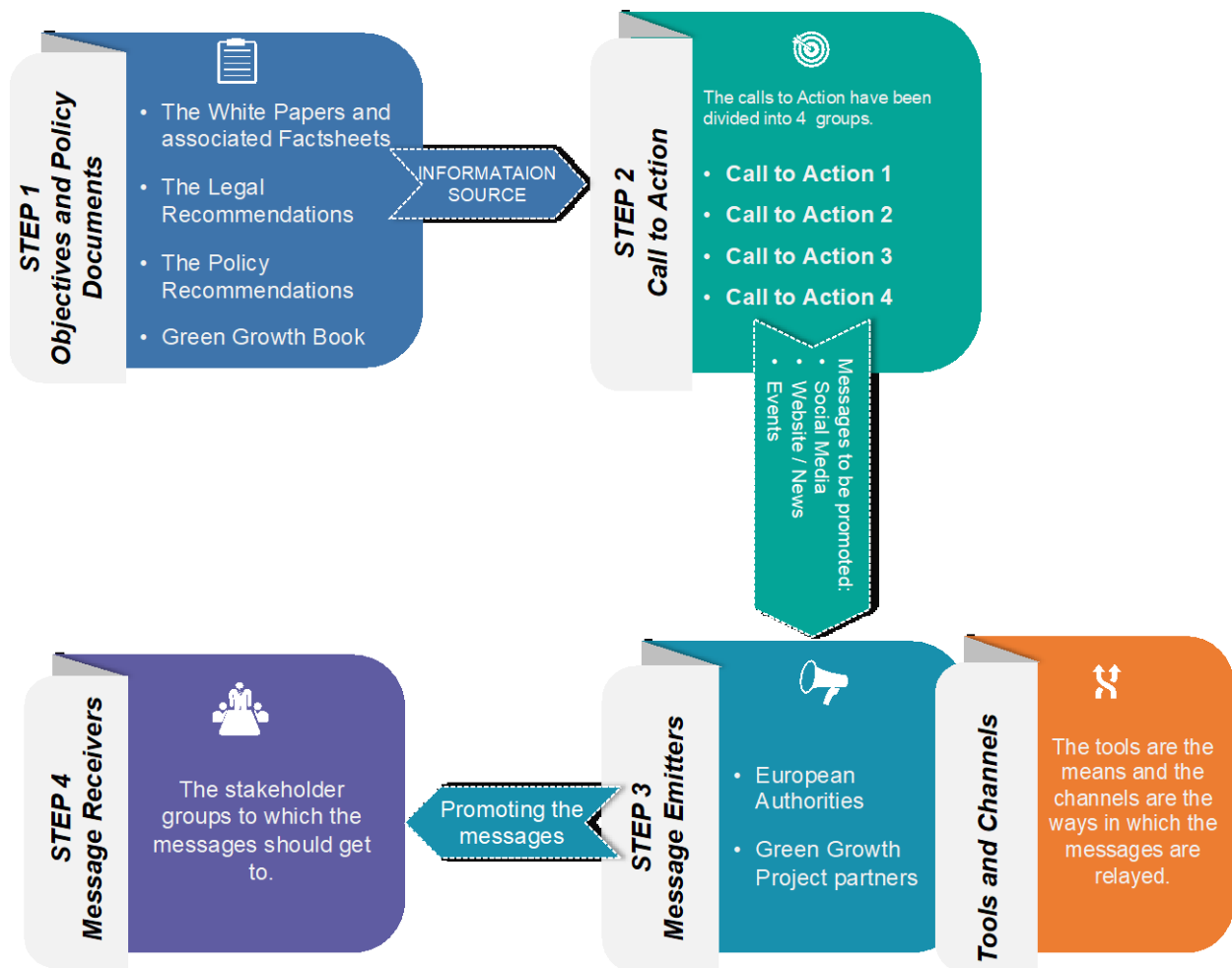


Figure 2: The Policy Initiatives Action Plan (PIAP) implementation process

## 4.1.Step 1: The PIAP Objectives and the related Policy Documents

### 4.1.1. THE PIAP OBJECTIVES

#### **OBJECTIVE 1 – TO SUPPORT THE RASING OF AWARENESS OF THE MED GREEN GROWTH PROGRAMME AND ITS ACTIVITIES**

During the Green Growth project Phase 1 awareness has been raised regarding the Med Green Growth Programme. This objective will look to continue that work by shining a light on the 5 White Papers and associated factsheets produced as communication materials.

#### **OBJECTIVE 2: TO RAISE AWARENESS FOR THE NEED FOR GREEN GROWTH FINANCING**

This objective will look to raise awareness to promote investments in eco-innovation to support sustainable and resource efficient production patterns (White Paper 1); To promote the translation and adaptation of existing and emerging tools for the different regional contexts within the Mediterranean (white paper 2); To raise the awareness for the need for funds and subsidies to be made available for correct waste management (White Paper 3) and to promote investments in and uptake of eco-innovation (White Paper 4).

### **OBJECTIVE 3: TO INFLUENCE THE CIRCULAR ECONOMY ACTION PLAN AMONGST THE DIFFERENT TARGET STAKEHOLDERS.**

Contributions from some of the more salient results of the GREEN GROWTH modular projects as highlighted in the White Papers will be sought to influence the new published Circular Economy Action Plan (2019). For instance, from White Paper 2: the promotion of a systematic use of LCC assessment in GPP as a relevant contribution to the EU's Circular Economy Action Plan; or from White Paper 3: the need to modify the current set of EU circular economy indicators to include Agro-Food sector indicators on organic and inorganic waste. Furthermore, this objective will look to promote sustainable consumption patterns (White Paper 1).

### **OBJECTIVE 4: TO PROMOTE THE NEED FOR POLICY AND LEGISLATION ENHANCEMENT IN RELATION TO GREEN GROWTH AND CIRCULAR ECONOMY IN THE MEDITERRANEAN**

A strategy to raise awareness amongst the relevant target stakeholders will be defined to ensure pertinent policy examples from the White Papers are promoted. Policy and legislation that will be promoted, but not limited to, are: policy and legislation for resource efficiency and sustainable consumption and production patterns (White Paper 1); using LCC as an evaluation tool in order to have a clear and concrete approach to the sustainable development (White Paper 2); to encourage the introduction of circularity-focused criteria along with reinventing the entire procurement system with circular economy needs in mind. (White Paper 3).

### **OBJECTIVE 5: TO TRIGGER ACTION (change of practice) TOWARDS GREEN GROWTH AND CIRCULAR ECONOMY WITHIN THE MEDITERRANEAN INDUSTRY BASED ON THE INFORMATION PRESENTED IN THE WHITE PAPERS.**

To target the relevant stakeholders of the Mediterranean industry to, amongst others: respond to the growing customer demands for green products and services by investing in eco-innovation and resource efficiency along the value chain (White Paper 1); To invest in innovation for green and smart services and products and to make use of support services targeted at companies and clusters on green and circular economy issues (White Paper 2); To meet the growing consumer needs/demands for resource efficient and eco-friendly products and services (White Paper 4); To engage in innovation networks and clusters and to share knowledge and experience on the best practices and solutions to adopt circular approaches (White Paper 5).

### **OBJECTIVE 6: TO GENERATE AN APPEAL IN THE ADOPTION OF HORIZONTAL APPROACHES IN THE MEDITERRANEAN (WHITE PAPER 5).**

This objective will look to promote the multifaceted and horizontal approaches, to targeted stakeholders, for the forthcoming initiatives as relevant to achieve circularity systems in Green Growth and Circular Economy projects. It will also focus on promoting the need to develop action plans and programmes that incentivize the uptake of demand-driven solutions from modular projects in the area of Circular Economy and Green Growth

#### 4.1.2. The Policy Documents and Their Use

The PIAP will take advantage of the policy initiatives that have come out of the first phase of the Med Green Growth project. These policy initiatives were produced in the form of 4 principle documents:

- I. 5 White Papers and their associated Factsheets
- II. Legal Recommendations
- III. Policy Recommendations
- IV. Green Growth Book

**The White Papers** showcase the contributions of the Interreg MED Green Growth community and their efforts in transitioning towards a Circular Economy, in the areas of 1) Resource Efficiency, 2) Green and Smart Public Services, 3) Waste Prevention and Management and 4) Competitiveness and Innovation. The White Papers are complemented with this transversal White Paper. The elaboration of the White Papers was led and developed by the Green Growth project Phase 1 based on contributions from modular projects of the Interreg MED Green Growth Community<sup>1</sup>, through dedicated Thematic Working Groups (TWG) on the four thematic areas. From these white papers, a series of calls to action for the European, National and Regional authorities and SMEs are laid out. It is these calls to action that set the basis for the messages to be communicated.

**The Legal recommendations** document presents a roadmap for the achievement of relevant policy objectives set by each project and for the sustainability of the legislative proposals that can be implemented in Phase 2 of the Green Growth project. The use of this document for Phase 2 of the Green Growth project should be to guide the message emitters taking into the steps mentioned below.

The roadmap identifies the key steps and conditions that should be considered in order to define, design, negotiate and achieve further progress for the capitalization of the policy recommendations and calls to action from the various modular projects.

The following indicative steps are recommended to be taken when communicating the legal/policy recommendations.

1. Identifying the relevant policies that affect the contents of the MPs and may benefit from their policy and legal recommendations
2. Defining a strategy to achieve policy objectives within the MPs and to synthesize those at the level of TWGs
3. Identifying possibilities and opportunities for translating the outcomes into policy recommendations
4. Developing contact with relevant institutional actors (departments, ministries, national or regional and EU Institutions)
5. Defining the form of the legal recommendation (e.g. a municipal agreement, a legislative proposal, a regional strategic framework)
6. Establishing a consultation process with relevant stakeholders
7. Achieving the Legal Recommendations
8. Sustaining and improving the status of the Legal Recommendations

**The Policy recommendations** document provides an overview of the policy recommendations based on the Green Growth experiences and good practices for Circular Economy development in the Mediterranean region. The document promotes a framework for the development of Circular

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<sup>1</sup> <https://green-growth.interreg-med.eu>



Economy, involving the different actors across the different product phases (production, consumption, management of waste, re-use of waste as secondary raw material) and scales (local, regional, national, European). The suggested policies and interventions presented are suggested to be implemented as a result of a cooperation amongst the quadruple helix of Mediterranean stakeholders. The document specifically focuses on six thematic areas: (i) investments and access to finance, (ii) technological infrastructure, (iii) legal framework, (iv) labour market and employment, (v) awareness and knowledge, (vi) cooperation among stakeholders and technology transfer. The document has identified 17 policy recommendations and 33 suggested interventions, which were clustered into the the 6 aforementioned thematic areas.

Certain recommendations that have been highlighted in this document, have been extracted and included in section 4 of this document on the Specific Messages to be Promoted per Call to Action.

**The MED Green Growth book** provides an overall scientific fusion of the discoveries, obstacles, novelties and experiences gained from the 14 Green Growth Community modular projects. The document provides a number of aggregated recommendations for future capitalisation processes and, gathers the results and the transferring activities of the modular projects to facilitate joint capitalisation actions. Therefore, this document is used to extract certain messages that should be promoted in Phase 2 of the Green Growth project as well as recommendations to capitalize on the results obtained. Extracting information from this document, the PIAP focuses on certain messages from the modular project results to ensure that their instruments, practices and methodologies are effectively taken on board by all actors concerned, and applied at local, regional, national and/or European level as broadly as possible. Therefore to ensure that the messages provided in section 4 of this document are taken up by the identified actors, the following recommendations should be taken into account:

1. Target groups and capitalisation channels should be identified from the very beginning of the project. Early identification and involvement of end-users and decision-makers are the basis for a successful capitalisation process.
2. A more “demand-driven approach” should be taken on board from the early thinking of a capitalisation strategy or plan to identify the real needs of the target groups and end-users. This type of approach will allow for a greater uptake and a wider use of the projects outputs.
3. The work and activities carried out during the project should always be linked to the most relevant initiatives and policies (and strategies) at EU, national and regional level, related to green growth and the project-specific sector. Connections to policies are crucial to raise awareness or to even boost the active involvement of decision makers.
4. In most modular projects, capitalisation is mainly linked to communication, while it should be also content-related and linked to evaluation (evaluation of impact or evaluation of the implementation results).
5. Capitalisation needs a truly effective communication strategy to make the results known to the right people
6. Capitalisation must make sure that the results are not only transferred but are also being used by others and that there is, therefore, a gradual improvement in national or regional policies.

## 4.2.Step 2: Promoting the Calls to Action/Policy Recommendations

Within the White Papers, the Policy Recommendations and the Green Growth Book, a number of calls to action were proposed by the 4 Thematic Working Groups (TWGs) of the Green Growth Community. The TWGs provided these calls to action in order to bring about circular economy and green growth adaptations in the Mediterranean. These calls to action were aimed at specific



stakeholder groups (message receivers, Step 4). Step 3: The Message Emitters and the Channels and Tools

#### 4.2.1. Message emitters

These are the entities that are responsible for transferring the messages within each call to Action Group

They include:

- European authorities
- Med Green Growth project partners

A detailed look at who these European Authorities are is included in the table in Annex 1.

#### 4.2.2. Channels and Tools

The tools are the means and the channels are the ways in which the messages are relayed. The tools in the PIAP are the produced policy documents

##### CHANNELS

Communication channels are the means through which the emitter (in this case, the project partners of the Green Growth project) communicate and the receiver (in this case, the targeted stakeholders) gather the communication contents. Therefore, it is important to give thought to what channels are to be used to complete the various tasks, as using an inappropriate channel for certain messages or interactions can lead to negative or contradictory communication. Complex messages require richer channels of communication that facilitate interaction to ensure clarity.

The types of channels that are considered in the PIAP are:

- Face-to-face channels such as meetings, public appearances, live web chats and events (that offer the advantage of immediate feedback).
- Interactive social media channels such as discussion forums, Twitter, Instagram etc also offer immediacy and the benefit of two-way communication.
- Mobile and social media update channels such as blogs, the Project website page offer a way to communicate. They also offer the added advantage of shareability.
- Traditional print channels such as press releases, brochures, flyers, newspapers and direct mail offer a key advantage readers often bestow upon the printed word: credibility and can offer wide reach at an affordable price.
- Traditional broadcast channels such as radio and TV advertising offer wide range and the ability to reach new target audiences
- Non-traditional broadcast: Online streaming of events, V-Blogs etc. These can include YouTube, Vimeo, DailyMotion etc.

##### TOOLS

Communication tools are the instruments by which the communication messages are relayed. The tools include a wide variety of forms from traditional mail, email, telephones, smartphones, computers, video and web conferencing tools, social networking platforms, as well as online collaboration and productivity platforms

Other than the tools and channels to be taken into account as part of this PIAP, the project partners would also need to take into account the tools and channels already defined in the Communication Plan for the project.

### 4.3.Step 4: Message Receivers

These are the entities that are the focus of the messages. The stakeholder groups to which the messages should get to. Within the PIAP these are the 4 main stakeholder groups that have already been identified as part of the call to action messages i.e.:

- Stakeholder Group 1 (Call to Action 1): To the **User Consumer and/or SMEs**
- Stakeholder Group 2 (Call to Action 2): To the **Policy Makers**
- Stakeholder Group 3 (Call to Action 3): To the **European, Regional and National Financiers**
- Stakeholder Group 3 (Call to Action 4): To the **European, Regional and National Associations**

## 5. Overview of the Policy Initiatives Communication Strategy

The following tables (1-4) provides an overview of the strategic approach of the 4 Call To Action Initiatives according to the elements of the communication action plan.

**Table 1: Calls to Action 1 Messages to be Conveyed.**

Call to Action 1 messages to be conveyed						
1.1 Address users' perceptions and to raise awareness among citizens to promote sustainable consumption patterns. 1.2 Promote higher levels of consumer awareness and increased public procurement of green products and services 1.3 Highlight that the management of inorganic waste is everyone's responsibility. Therefore, all actors that make up the different value chains, beginning with the producer and ending with the consumer, must respond jointly in respect to an environmentally friendly waste management solution. 1.4 Demonstrate that waste reduction and recycling is a profitable business and that the use of waste materials is more convenient than that of raw materials. Address consumer perceptions and to raise 1.5 awareness among citizens to promote sustainable consumption patterns. 1.6 Shift towards an 'open innovation' paradigm that reduces the need for innovation-related capital investments, making business innovation more accessible to SMEs						
Strategic approach	From (Messages emitters )	To (messages receivers)	Tools/ Resources	Channels	Related Objectives	Related Policy framework
Clear concise targeted and packaged messages to national, regional and local authorities so that they can relay the messages to users, consumers, SMEs and local citizens.	DG Environment. B Circular Economy & Green Growth	User/Consumer/SME/	Policy Recommendations, factsheets and white papers (1, 2, 3, 4 and 5)	Social Media, Press Release, Attending events	O1; O2; O3	<ul style="list-style-type: none"> <li>- Circular Economy Action Plan</li> <li>- EU Waste directive</li> <li>- Roadmap to a Resource Efficient Europe</li> <li>- The Common Agricultural Policy (CAP)</li> <li>- Green Action Plan for SMEs.</li> </ul>

**Table 2: Calls to Action 2 Messages to be Conveyed.**

Call to Action 2 messages to be conveyed						
<p>2.1 Promote the dissemination, transfer and uptake of the solutions for promoting innovation and competitiveness</p> <p>2.2 Encourage the introduction of circularity-focused criteria and the procurement of green products along with reinventing the entire procurement system with circular economy needs in mind.</p> <p>2.3 Adopt and promote the Smart City paradigm shift.</p> <p>2.4 Promote open data and APIs with reference to the Smart City paradigm in the context of public procurement, so that Smart City related deployments are increasingly vendor independent, more open and enabling new services</p> <p>2.5 Promote a systematic use of LCC assessment in GPP as a relevant contribution to the EU's Circular Economy Action Plan</p> <p>2.6 Increase the uptake of GPP by authorities at all levels to enable the circular economy transition</p> <p>2.7 Develop appropriate incentives and legal amendments to encourage companies to go circular</p> <p>2.8 Create a sound business environment and a well-functioning entrepreneurial “eco-system” for business in order to foster companies’ greater innovation, competitiveness and sustainable economic growth</p> <p>2.9 Incentivize the uptake of demand-driven solutions from modular projects in the area of Circular Economy and Green Growth</p>						
Strategic approach	From (Messages emitters )	To (messages receivers)	Tools/ Resources	Channels	Related Objectives	Related Policy framework
The Green Growth project partners will be responsible for relaying these calls to action to the European, Regional, National and Local Authorities to lobby for the inclusion of targeted messages into policy documents, action plans and initiatives.	Green Growth Project Partners	Targeted Policy Makers, (see Annex 1)	Policy briefs, factsheets and white papers, legal recommendations guidance, Green Growth Book.	Online Channels and social media, Printed Media, Events, One on One Meetings with targeted policy makers	O1, O3, O4, O6	<ul style="list-style-type: none"> <li>- Circular Economy Action Plan</li> <li>- The Common Agricultural Policy (CAP)</li> <li>- Horizon Europe programme</li> <li>- The European Innovation Partnership on Smart Cities and Communities,</li> <li>- the Digital Transition Partnership of the</li> </ul>

Call to Action 2 messages to be conveyed						
						Urban Agenda for the EU, - the Digital Cities challenge initiative, - the Green Digital Charter

**Table 3: Calls to Action 3 Messages to be Conveyed.**

Call to Action 3 messages to be conveyed						
3.1 Promote multifaceted and horizontal approaches in forthcoming projects as a key to achieve circularity systems in Green Growth projects. 3.2 Mainstream sustainability criteria in public procurement processes and use platforms for connecting to SMEs as suppliers of green products and services. 3.3 Promote the dissemination, exchange and uptake of the solutions and innovations through horizontal projects while including a long-term perspective. 3.4 Promote investments, action plans and programmes and uptake of eco-innovation to support sustainable and resource efficient production patterns, particularly from policy, to promote the uptake of these concepts. 3.5 Respond to the growing customer demands for green products and services by investing in eco-innovation and resource efficiency along the value chain. 3.6 Support quadruple helix approaches within transversal projects in order to address multi-stakeholder levels. 3.7 Invest in innovation for green and smart services and products and make use of support services targeted at companies and clusters on green and circular economy issues						
Strategic approach	From (Messages emitters )	To (messages receivers)	Tools/ Resources	Channels	Related Objectives	Related Policy framework
The Green Growth project will be responsible for relaying these calls to action to European, Regional, National and Local Financiers to lobby for the inclusion of targeted actions, initiatives and projects on CE in the Mediterranean	Green Growth Project Partners	European, Regional and National financiers (see Annex 1)	Policy briefs, factsheets and white papers, legal recommendations guidance	Online Channels and social media, Printed Media, Events, Meetings	O1; O2; O3; O4; O5; O6	- Horizon Europe work programme - EU Procurement Directives (2004/18/EC and Directive 2004/17/EC) - The EU Ecolabel - The European Fund for Strategic Investments (EFSD)

Call to Action 3 messages to be conveyed						
						- Environmental Technology Verification

**Table 4: Calls to Action 4 Messages to be Conveyed.**

Call to Action 4 messages to be conveyed						
4.1 Strengthen local food systems by promoting urban and peri-urban agriculture 4.2 Enhanced competitiveness of the Mediterranean region through more effective industry clusters 4.3 Promote the dissemination, transfer and uptake of the solutions for promoting innovation and competitiveness 4.4 Promote the engagement in innovation networks and clusters to share knowledge and experiences on best practices and solutions to adopt circular approaches. 4.5 Support research-industry collaborations to spark innovations that can lead to solutions that match GPP criteria						
Strategic approach	From (Messages emitters )	To (messages receivers)	Tools/ Resources	Channels	Related Objectives	Related Policy framework
Clear concise targeted and packaged messages presented to national, regional and local authorities so that they can relay the messages to users, consumers, SMEs and local citizens.	DG Environment. B Circular Economy & Green Growth	European, Regional and National Associations	Factsheets and white papers	Online Channels and social media, Events	O1; O3; O5; O6	- Circular Economy Action Plan - European Neighbourhood Policy (ENP) - Innovation Union initiative (2010) - the Social Investment Package (2013)

## 6. Specific Messages to be Promoted per Call to Action

The extensive table below gives detail messages that can be promoted for each Call to Action Message. How to read the table and how to interpret each column is included below:

- **Call to Action Number:** These are the numbers that relate to the call to actions in section 4: Overview of the Policy Initiatives Communication Strategy (matrix)
- **The Message to be promoted on Social Media:** Either through twitter, Instagram, Linkedin or any other social media platforms, the messages included below can be copied and pasted directly into the platform and shared.
- **Message to be promoted on Website or as part of News articles:** These are longer versions of the social media messages, giving links and full explanations of the examples or projects. These messages can be included in print media or website news articles.
- **Messages to be promoted at events:** These are suggestions for titles that can be used to promote certain concepts, projects or outcomes from the Med Green Growth projects at the events that are included in section 7.

**Table 5: Specific Messages to be Promoted per Call to Action**

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
<b>Call to Action 1.1</b> Address users' perceptions and to raise awareness among citizens to promote sustainable consumption patterns <b>(WP1)</b>	Up to 70 % of the original energy consumption can be saved in street lighting by reinvesting in new technologies, and up to 50% by replacing the luminaires only. Read more <a href="#">here</a> : #smartcities #energysaving #circulareconomy	The ESMARTCITY project which is part of the Green Growth community of projects has implemented pilot tests that utilize existing infrastructure at city level for the development of further services that promotes innovation and entrepreneurship. The pilot tests have demonstrated the Smart City concept potential to increase energy efficiency in two domains: Energy Efficient Public Buildings and Public Street Lighting. In these pilot cases, certain pre-conditions have to be met, the most important of which is the openness of the data and, possibly, the existence of APIs (application programming interfaces) that permit access to the data generated by the Smart City infrastructures. In this context, the pilot testing and the infrastructure built by it, are not isolated solutions but rather open solutions as they are not privately-owned. To read more about this innovative project on	Smart Solutions for Energy Efficiency in City Infrastructure: Promoting sustainable consumption patterns



Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
		sustainable consumption patterns click on this link: <a href="https://esmartcity.interreg-med.eu">https://esmartcity.interreg-med.eu</a>	
<b>Call to Action 1.2</b> Promote higher levels of consumer awareness and increased public procurement of green products and services (WP4)	Through the Med Green Growth ARISTOIL cluster and online platform (eHub), trained and experienced producers, are able to exchange ideas and know-how, as well as promote their olive oil products. Find out how consumers are benefitting: <a href="https://aristoil.interreg-med.eu">https://aristoil.interreg-med.eu</a> #oliveoil #circulareconomy	Olive oil producers were invited to participate in the pilot phase of the ARISTOIL project by sending samples to the laboratories (of the Department of Chemistry at the Cordoba University and the Department of Pharmacognosy and Natural Products Chemistry at the National and Kapodistrian University of Athens) in order to have their produce analysed for its polyphenol content. By doing so, they benefit from receiving quantitative and qualitative information concerning polyphenol concentrations, and a certificate on the polyphenol concentrations in their product. At the same time, ARISTOIL university partners were able to carry out their analyses and draw conclusions concerning the optimal conditions for the production of an olive oil with a health claim in accordance with the EU regulation. Following the analysis of over 2000 samples by the two partner university departments using two different methods (HPLC and NMR), the project compiled a 'guide for producers' and promotional material targeted at the olive oil sector stakeholders and the wider public. In the current final phase of the project, producers are involved in networking and marketing through the ARISTOIL cluster and an online platform, the eHub. Through the cluster and eHub, trained and experienced producers, as well as new ones, are able to exchange ideas and know-how, as well as promote their products. Read more here: <a href="https://aristoil.interreg-med.eu">https://aristoil.interreg-med.eu</a>	Reinforcing the competitiveness of the Mediterranean olive oil sector through developing and applying innovative production and quality control methodologies related to olive oil health protecting properties, the case of ARISTOIL.

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
<b>Call to Action 1.3</b> Evidence the need to address consumer perceptions and to raise awareness among citizens to promote sustainable consumption patterns. (WP4)	Did you know that in the olive oil sector as much as 80% waste is produced to actual product made? The ARISTOIL project developed a Mediterranean olive oil cluster and transnational effort to produce olive oil with officially recognized and certified healthy properties that can lead to a higher market demand for high quality olive oil and adoption of standards by international organisations such as the International Olive Oil Council while producing less waste. #oliveoil #circulareconomy	In the GREENOMED project, pilot plants are conceived as innovation infrastructures and open facilities accessible to companies, including SMEs, where they can find innovative technologies, multi-disciplinary competences and a network of innovative technology and service suppliers. In this regard, pilot plants help SMEs to understand, test and set-up innovative technologies and methods for their businesses. Pilot plants therefore offer companies the opportunity to tackle challenges related to the uptake of innovative green technologies that companies, especially SMEs, face due to new, unknown technologies and the difficulties in estimating benefits linked to their introduction. The GREENOMED methodology contributes to the conceptualisation and implementation of a European network of pilot plants on green manufacturing through inter-regional collaboration between advanced and emerging regions in the Mediterranean. Advanced regions that have already experienced the implementation of the methodology through a so-called 'Vanguard Initiative' can coach emerging regions to support them in using the tools and services developed through the GREENOMED project. Additionally, the methodology will also be transferred to clusters that are external to the project consortium. Read more at: <a href="https://greenomed.interreg-med.eu">https://greenomed.interreg-med.eu</a>	A trans-regional cooperation to design and implement a European network of pilot plants to facilitate the uptake of green manufacturing technologies by companies (especially SMEs). Introducing the GREENOMED methodology.
<b>Call to Action 1.4</b> Highlight that the management of inorganic waste is everyone's responsibility. Therefore, all actors that make up the different value chains, beginning with the producer and ending with the consumer, must respond jointly in respect to an	Bio-based materials such as biodegradable strings for horticultural plots, compostable trays for fruit and vegetable packaging and the use of long-lasting plastic covers are some of the many solutions that can be implemented in the horticultural sector to move towards a circular economy. #biobasedmaterials #wastemanagement #circulareconomy	The REINWASTE project responds to consumer awareness, environmental regulations and market competition, by helping agro-food enterprises improve their production processes, reduce their environmental impacts of inorganic waste by focusing on the most efficient and sustainable tenets of the waste hierarchy: 1. Waste prevention, 2. Material recovery, 3. Recycling and 4. Waste valorisation. In this regard, REINWASTE aligns with the circular economy model in the waste sector.	Bringing a tangible contribution to the reduction of inorganic waste at source, favouring the adoption of greener innovative concepts in the agriculture and food industry, with a special focus on SMEs. The case of the REINWASTE project.

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
environmentally friendly waste management solution. (WP3)		Furthermore, at the primary production level the challenge remains within the management of inorganic fractions, specifically in relation to plastics (films, nylon, greenhouse coverings, mulching plastic covers, agro-chemical packaging and food packaging, silage film and plastic baling nets, etc.), which are still difficult to recover and that are currently disposed of by landfill and other environmentally sensitive routes (uncontrolled, abandoned or incinerated)	
<b>Call to Action 1.5</b> Demonstrate that waste reduction and recycling is a profitable business and that the use of waste materials is more convenient than that of raw materials. (WP3, WP4)	By introducing sustainable consumption and production patterns in reuse and recycling activities, there is an estimated private investment of EUR 15 billion in the EU, a further 3.9 million jobs were created in 2014, and there was an increase of 35% in patents on recycling and secondary raw materials between 2000 and 2013. Circular Economy makes good business sense.  #sustainableconsumption #secondaryrawmaterials #circulareconomy	The RE-LIVE WASTE project pilot actions are currently studying the level of effectiveness of the technology applied to the pilot plants in transforming livestock waste into organic high-value commercial fertilizers (such as Struvite), contributing to smart and sustainable growth and to the creation of new business and market opportunities. The RE-LIVE WASTE project outputs include 4 demonstrative Struvite Precipitation (SP) plants, and policy guidelines to stimulate innovation adoption and set-up a common suitable legal framework for struvite as fertilizer.	Demonstrating smart and sustainable growth through transforming livestock waste into organic high-value fertilizers: RE-LIVE WASTE
<b>Call to Action 1.6</b> Shift towards an 'open innovation' paradigm that reduces the need for innovation-related capital investments, making business innovation more accessible to SMEs. (WP3)	The REINWASTE Open innovation Labs (OiL) have been conceived to spark a new paradigm for mutual exchange and use of innovation across companies and organisations dedicated to R&D. Find out how your business can benefit: <a href="https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-3-Waste-prevention-management.pdf">https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-3-Waste-prevention-management.pdf</a>	The REINWASTE Open innovation Labs (OiL) represents an opportunity to improve innovation capability and to confront business challenges by encouraging companies to acquire outside sources of innovation in order to improve product lines and shorten the time required to bring products to the market. As many companies cannot afford the technology/processes required to carry out their research, they should instead "buy or license" processes or inventions from other companies or innovation performers. This can be done through: tech scouting (allocating dedicated or part-time staff to search for technology licensing opportunities relevant to a defined strategic area of interest); vertical collaboration (innovation partnerships formed with customers or suppliers within the value chain of the firm); horizontal collaboration, which generally	How can your business shift to Open Innovation?

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
		involves technology collaborations from outside of the value chain with competitors or companies in adjacent markets; and technology sourcing (investment in or outright acquisition of a technology partner).	
<b>CALL TO ACTION 2</b>			
<b>Call to Action 2.1</b> Promote the dissemination, transfer and uptake of the solutions for promoting innovation and competitiveness (WP4)	Investing in “green” and “circular” economic and business models presents an opportunity for Mediterranean regions and companies to enhance their competitiveness. #competitiveness #greengrowth	The value proposal of the CAMARG project in Poniente Granadino is promoting the concept of a short marketing and distribution channel for the sale of agro-food products produced in the area to customers in rural and urban areas, through an electronic commerce platform. The customer can buy different high-quality food products that are produced in their area directly from the producers registered in the platform, in an easy, agile and simple way, and at a lower price.	Introducing the “menjadores ecologics” (Organic Dining Rooms) as a non-profit association that provides integrated advice and support to canteens.
<b>Call to Action 2.2</b> Encourage the introduction of circularity-focused criteria and the procurement of green products along with reinventing the entire procurement system with circular economy needs in mind. (WP4)	There is a growing market for green and circular products and services in the Mediterranean region through higher levels of consumer awareness and increased public procurement of green products and services. Find out more <a href="#">here</a> #greenpublicprocurement	GRASPINNO (Transnational model, strategies and decision support for innovative clusters and business networks towards green growth, focusing on green e-procurement in EE/RES for energy refurbishment of public buildings) provides innovative green procurement solutions for energy savings/efficient refurbishment of public buildings, focusing on smart cities and communities. Its goals are to (a) improve the capacity of Public Authorities to manage the energy efficiency of buildings, moving towards nearly zero energy buildings; and (b) strengthen SMEs to enter the green energy market.	GRASPINNO promoting the enhanced awareness regarding solutions for increasing energy efficiency in city infrastructure.
<b>Call to Action 2.3</b> Adopt and promote the Smart City paradigm shift. (WP1)	Consideration is required for metropolitan/urban and peri-urban agriculture to be included in public policies, which are currently preventing the consolidation of successful models that can explore alternative food supply chains to reach a wider group of consumers. #smartcity #urbanagriculture	In the urban context, there is high potential for increasing energy efficiency in urban infrastructures, especially in terms of public lighting and public buildings. Concerning street lighting, approximately 35 TWh of electricity is used by over 56 million functioning streetlights across Europe. With outdated and inefficient street lighting systems, up to half of the municipal energy bills goes to street lighting alone. As public lighting is costly, measures for improving lighting infrastructure have not been widely undertaken. Public buildings account for the second	Explaining the pilot projects of ESMARCITY: promoting and applying the Smart City concept.

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
		main energy consuming sector in municipalities at European level, and are seen as a first step to start improving the building stock. Buildings are responsible for approximately 40% of energy consumption and 36% of CO2 emissions in the EU. The ESMARTCITY (Enabling Smarter City in the MED Area through Networking) has worked to bring these numbers down.	
<b>Call to Action 2.4</b> Promote open data and APIs (with reference to the Smart City paradigm in the context of public procurement), so that Smart City related deployments are increasingly vendor independent, more open and enabling new services <b>(WP2)</b>	<ul style="list-style-type: none"> <li>Open data is an asset for cities and could provide a way for them to cut down costs. Open data also has the potential to significantly enhance entrepreneurship and innovation ecosystems within cities, enabling new SMEs to experiment and co-create.</li> <li>Open data solutions prevent vendor lock-in for cities by reducing the barriers to market entry for service providers, and also prevent city lock-in for SMEs by enabling replicability of solutions in other cities.</li> </ul> #opendata #smartcity #cocreation	The ESMARTCITY project promotes the idea of open data and infrastructures as a way to help cities address challenges to the maintenance and upgrading of their infrastructures, while also allowing them to offer citizens more advanced and innovative services, enabling deployment of innovative solutions across different application domains. Breaking the silos between application domains represents a significant opportunity, as deployed infrastructures can be useful for multiple city services. Open data is an asset for cities and could provide a way for them to cut down costs. Open data also has the potential to significantly enhance entrepreneurship and innovation ecosystems within cities, enabling new SMEs to experiment and co-create. Read more <a href="#">here</a>	Open data is an asset for cities and could provide a way for them to cut down costs: the ESMARTCITY project
<b>Call to Action 2.5</b> Promote a systematic use of LCC (lower life cycle cost) assessment in GPP as a relevant contribution to the EU's Circular Economy Action Plan <b>(WP2)</b>	Limited integration between environmental and economic criteria and limited application of the life cycle cost methodology in green public procurement, Using LCC as an evaluation tool in order to have a clear and concrete approach to the sustainable development (it also includes a precise evaluation in terms of circular economy through the product lifespan and disposal costs/resale value) #greenpublicprocurement	The GRASPINNO project develops an electronic platform that integrates and standardises three existing tools for green public procurement management. One of them is the Life Cycle Cost (LCC) Calculating Tool. Calculating the LCC of products and services gives them a specific economic value within the circular economy in the public sector. The platform supports public authorities in planning and managing the GPP process, and in publishing and awarding calls for tenders according to the rules of each country. SMEs can search for tenders and insert their green products and services into the eGPP platform. The platform is tested through various pilots, and the project develops a road map for promoting the large-scale utilization of the platform. The project is	Explanations and Demonstrations of the Life Cycle Cost (LCC) Calculating Tool: The GRASPINNO project.

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
		focused on buildings, though its tools are applicable to all products and services.	
<b>Call to Action 2.6</b> Increase the uptake of GPP by authorities at all levels to enable the circular economy transition (WP2)	Considering the role of the public sector as a catalyst for change, the increased uptake of GPP by authorities at all levels is fundamental for the circular economy transition #greenpublicprocurement #mediterranean #greengrowth #circulareconomy	As public procurement does not always result in the purchase of goods and services with a lower life cycle cost (LCC), a specific tool of the GRASPINNO project was developed to compare the value of LCC after the identification of GPP criteria (in which the principles of the circular economy should be included) and the conclusion of tender selection procedures with the value calculated before the intervention on the building. In some cases, the value of the LCC calculated after the intervention was higher than that before the refurbishment, a clear indication of a worse economic sustainability of the choice carried out. A second version of the tool, tested on some pilots, has been able to eliminate any risk of implementing a public tender with a higher LCC than before the energy refurbishment. To make it possible, the new tool is able to estimate the LCC value before the tender publication by supporting PAs in a correct tender preparation.	Ensuring Lower Life Cycle Costs In Public Procurements the GRASPINNO project has carried out a series of tests on energy refurbishment tenders of public buildings from Greece, Italy, Cyprus, Spain and Bosnia and Herzegovina
<b>Call to Action 2.7</b> Develop appropriate incentives and legal amendments to encourage companies to go circular (WP4)	New business models, technologies and changes in production systems are required to implement a circular economic model. Therefore, both industries and SMEs must adopt innovative solutions to achieve a successful transition. The private sector, particularly SMEs, plays a key role in the circular economy transition. SMEs are the backbone of the European economy: they represent 99% of businesses, account for 85% of new jobs created and employ at least two thirds of the European workforce. #businessinnovation #mediterranean #greengrowth #circulareconomy	The Green Action Plan of the European Commission aims to help SMEs take advantage of the opportunities offered by the transition to a green economy with the objective to raise SMEs' awareness of resource efficiency improvements and the potential of the circular economy for productivity, competitiveness and business opportunities. The finMED project has developed a "support service tool" to aid entrepreneurship in the access to finance. The "support service tool" will be provided to SMEs by Clusters and Business Support Organisations (BSOs) that are members of the project consortium. It is software tool that plays the role of a Decision Support System to help clusters and BSOs assist SMEs that are engaged or plan to be engaged in research activities for innovative solutions in the green growth field.	How the Support Service Tool On Access The To Finance For SMEs works.



Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
<b>Call to Action 2.8</b> Create a sound business environment and a well-functioning entrepreneurial “eco-system” for business in order to foster companies’ greater innovation, competitiveness and sustainable economic growth (WP4)	Innovation and competitiveness are fundamental elements for the transition towards a circular economy in Europe. On the one side, innovation is needed to realize the necessary systemic changes in this transition. New business models, technologies and changes in production systems are required to implement a circular economic model. Therefore, both industries and SMEs must adopt innovative solutions to achieve a successful transition. #businessinnovation #competitiveness #mediterranean #greengrowth #circulareconomy	With the EU Circular Economy Action Plan, adopted in 2015, the European Commission stresses the economic case for increasing resource efficiency as an opportunity to generate new and sustainable competitive advantages for the EU. Transitioning from the current linear economy model towards a circular economy by ‘closing the loop’ of product life cycles through greater reuse and recycling has benefits for the environment and the economy. To address the challenges and opportunities, the Interreg MED Green Growth Community projects provide a number of concrete solutions that promote innovation in green and circular business models across the Mediterranean region: E-LABS FOR CREATIVE INNOVATIONCREAINNOVATION SUSTAINABILITY and EVALUATION TOOL (CISSET) amongst others. For instance, The GREEN MIND project develops transnational pilot services for SMEs in the green and smart mobility industry with the aim of fostering their competitiveness and innovation capacities. These pilot services cover three key areas of: 1) Market intelligence—helping SMEs understand the needs of the green and smart mobility market, assess their current position within it, and re-position themselves by exploiting its needs and new openings; 2) Public funding screening—researching the accessible funding sources of the available EU, national and local funds and guiding SMEs in the process of applying and accessing these funds; and 3) B2B matching—developing a structure that allows SMEs to match their needs and disseminate their innovations at regional and transnational levels	Demonstrating the CREAINNOVATION SUSTAINABILITY EVALUATION TOOL (CISSET) <i>(developed to be used both as a tool for the qualitative assessment of economic, social and environmental sustainability of innovation projects and as a checklist on sustainability to be used in the generation of innovation projects).</i>



Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
<b>Call to Action 2.9</b> Incentivize the uptake of demand-driven solutions from modular projects in the area of Circular Economy and Green Growth. (WP5)	One of the strategic objectives of MED GREEN GROWTH is about supporting Capitalisation and demand-driven solutions. #demanddriveninnovation #socialinnovation #mediterranean #greengrowth #circulareconomy	Capitalisation and transfer activities are performed to outreach the project results and potential replication of projects to other countries. Common policy outcomes are produced to contribute to the vivid legal framework that needs constant revision and input. In addressing both the challenges and successes of the SYNGGI project, many key project aspects that stand to contribute towards its replicability in future Green Growth initiatives, as well as some areas for growth, have been identified as follows: <ul style="list-style-type: none"> <li>• Regarding communication, the approach of implementing Horizontal projects is innovative for the MED programme and other European initiatives. Each Horizontal project, and SYNGGI as a whole, presents significant challenges in simultaneously monitoring the progress of many technical project communication activities (modular projects) as well as deploying its individual communication strategy. This approach requires constant monitoring and evaluation, as it calls for specific communication activities in order to successfully approach and develop its output and results.</li> </ul>	The Med Green Growth project: Incentivize the uptake of demand-driven solutions.
<b>CALL TO ACTION 3</b>			
<b>Call to Action 3.1</b> Promote multifaceted and horizontal approaches key to achieve circularity systems in Green Growth projects (WP5)	The Med Green Growth project has brought together 150 partners from 12 countries that have exchanged knowledge in the field of Green Growth in the northern and eastern area of the Mediterranean region. #mediterranean #greengrowth #circulareconomy #knowledgeexchange #capitalisation	The Interreg MED Green Growth community and its associated projects were established to address the challenges of creating effective, efficient and systematic change related to Green Growth, with a specific focus on innovation. The cooperative structure of the community was designed to foster communication and collaboration between all stakeholders (civil society, industries and business, public authority and academia), as well as to amplify the results of its initiatives, not only within the Mediterranean region but also within Europe as a whole.	Cooperation in the Mediterranean with relation to Green Growth and Circular Economy: highlight benefits of cooperation
<b>Call to Action 3.2</b>	Public procurement can be a trigger for change as it accounts for 14% of EU GDP, specifically new and	Green public procurement can be an incentive maker to emphasise the environmental and economic benefits	Emphasise how green public procurement is an

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
<p>Mainstream sustainability criteria in public procurement processes and use platforms for connecting to SMEs as suppliers of green products and services. Mainstream sustainability criteria in public procurement processes and use platforms for connecting to SMEs as suppliers of green products and services <b>(WP4, WP5, GGC policy recommendations)</b>.</p>	<p>innovative business models, technologies, and changes in production systems can have substantial environmental and economic benefits. We have collaborated with 2000 companies to implement at least 100 pilot applications in the manufacturing, agro-food and mobility industries.</p> <p>#mediterranean #greengrowth #circulareconomy #publicprocurement #businessinnovation</p>	<p>of innovative business models, technologies and changes in the production system. Green Public Procurement can facilitate this transition to circular economy by promoting innovation. Also, the Circular Economy approach can drive competitiveness and open opportunities for innovation in efficient systems of production and consumption which prevent negative environmental impacts. Concrete example would be the inclusion of Green Public Procurement Circular Economy related working programmes in upcoming EU-funded research (i.e. Promotion of standards in ICT Procurement) or the adoption of Life Cycle Costing criteria in Green Public Procurement and public authorities.</p>	<p>opportunity for innovation and competitiveness which can increase economic benefits while decreasing environmental risks and hoe EU research programmes can be a major driver for innovation adoption..</p>
<p><b>Call to Action 3.3</b> Promote the dissemination, exchange and uptake of the solutions and innovations through horizontal projects while including a long-term perspective. Highlight how participation in horizontal projects can contribute to achieve project results <b>(WP5, GGC policy recommendations)</b></p>	<p>Empowerment, upgrading community networks and capitalisation support are central objectives to the Green Growth project that have allowed knowledge transfer within and beyond the Mediterranean region to occur. Innovative and effective communication though a horizontal approach is therefore central.</p> <p>#effectivecommunication #horizontalapproach #empowerment #mediterranean #greengrowth #circulareconomy</p>	<p>Objectives of the Interreg MED Green Growth community are to: (I) empower Green Growth community for Mediterranean and non-Mediterranean stakeholders; (II) upgrade Green Growth community networks; (III) capitalisation and transfer activities to outreach results and potential replication of projects to other countries; (IV) develop Information and Communication Technologies (ICT) that support socioeconomic development, governance, networking, etc.; (V) promoting social cohesion and social innovation; (VI) Effective management of project data to enhance the dissemination; (VII) utilise territorial and eco-systemic approaches to coordinate efforts toward sustainable development. Regarding communication, the establishment of a Communication is crucial to the project's success. This has been achieved through: (I) modular project level meetings; (II) thematic community level communication, knowledge exchange, etc.; (III) the MED programme level updates and collaborations. Central is also the support of education and training for green economy job's opportunities through</p>	<p>Participation and empowerment of the MED Green Growth community achieving results.</p>

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
		training a capacity building to improve technical, communication and dissemination skills.	
<b>Call to Action 3.4</b> Promote investments, action plans and programmes and uptake of eco-innovation to support sustainable and resource efficient production patterns, particularly from policy, to promote the uptake of these concepts ( <b>WP2, WP5, GGC policy recommendations</b> ).	Did you know that the Interreg MED Green Growth community makes an active contribution to the implementation of the EU Circular Economy Action Plan, as well as to the Agenda 2030? Particularly to the Sustainable Development Goal (SDG) 12 (Ensure sustainable consumption and production patterns) and SDG 13 (Take urgent action to combat climate change and its impacts). #medgreengrowth #sdg12 #sdg13 #mediterranean #greengrowth #circulareconomy	The Green Growth Community is contributing to solve the challenge of increasing the innovation capacities of public authorities to engage in electronic green public procurement and private actors related to eco-innovative technologies to support sustainable and resource-efficient production patterns. This contributes to achieve the EU Circular Economy Action Plan, The Agenda 2030 and the SDG12 and SDG13. To achieve this common policy outcomes are targeted through capitalisation, specifically by unifying and highlighting the outcomes of the Green Growth modular projects through communication, dissemination, and networking activities, aiming at facilitating the transfer and dissemination of results at transnational level.	To promote the uptake of eco-innovation, investments and to support sustainable and resource efficient production patterns, the capitalisation of results are central to achieve unified policy recommendations.
<b>Call to Action 3.5</b> Respond to the growing customer demands for green products and services by investing in eco-innovation and resource efficiency along the value chain ( <b>WP1, GGC policy recommendations</b> ).	The CAMARG project tests and validates an online marketplace to support small producers in the Mediterranean to directly reach consumers in their vicinity with their products and be able to compete with mass retailers through the localisation of food systems through short supply chains #shortsupplychains #onlinemarketplace #mediterraneanconsumers #mediterranean #greengrowth #circulareconomy	By rethinking consumer and producer relationships the resource efficiency along the value chain can be increased while responding to the growing consumer demands for green products and services. For example, the MADRE project considered schools as an essential link in the agrifood chain. Making school canteens more sustainable is important not only to better feed and educate children, but also to transform the whole food system. This allowed to rethink food systems through short supply chains.	Consumer demands for green products and services through eco-innovation and resource efficiency actions. Examples from the CAMARG and MADRE projects.
<b>Call to Action 3.6</b> Support quadruple helix approaches within transversal projects in order to address multi-stakeholder levels ( <b>WP5</b> ).	The Green Growth Community has been one of the largest successful applications of the quadruple helix approach in the Mediterranean region. #4helix #mediterranean #greengrowth #circulareconomy	The quadruple helix approach has allowed the engagement of a wide range of actors including SMEs, academia, research institutes and governing authorities to create a vast community of partners that process the expertise to have the best technological and communication knowhow, and with extensive experience in working towards innovation.	Experience from one of the largest quadruple helix strategies in the Mediterranean region: The Green Growth community.
<b>Call to Action 3.7</b> Invest in innovation for green and smart services and products and make use of	Investing in innovation for green and smart services is beneficial as high margins for savings are possible. Particularly through green and smart public services and reduced life cycle costs, as well as and the	The Interreg MED Green Growth community contributes to the procurement and provision of green and smart public services in Mediterranean municipalities, both large and small. addressing the	Investment in innovation for green and smart services and products can have environmental and economic

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
support services targeted at companies and clusters on green and circular economy issues (WP2)	<p>expected positive effects on the local economy, which result in high interest from public authorities proving that the transition towards a circular economy makes sense from both an ecological and economic perspective.</p> <p>#smartservices #greenservices #lifecylecosts #mediterranean #greengrowth #circulareconomy</p>	<p>“pull” and “push factors” on the market of green and smart public services, by working with public authorities to integrate circular economy considerations into their procurement processes, and with SMEs to enable them to innovate and provide those green and smart products.</p>	<p>benefits: examples from Med Green Growth modular projects.</p>
<b>CALL TO ACTION 4</b>			
<p><b>Call to Action 4.1</b> Strengthen local food systems by promoting urban and peri-urban agriculture (WP1)</p>	<p>The MADRE Catalogue promotes a selection of the best practices in local food systems collected from 6 cities for urban and peri-urban agriculture. Looking for a partner or a best practices example visit the MADRE Digital Platform: <a href="https://oppla.eu/product/18957">https://oppla.eu/product/18957</a></p> <p>#europeancusters #periurbanfarming #mediterranean #greengrowth #circulareconomy</p>	<p>The MADRE project uses an assessment methodology for urban and peri-urban agriculture based on good practices collected by local partners from Barcelona, Montpellier, Marseille, Bologna, Tirana and Thessaloniki. This methodology is related to one of six innovation systems: farmers’ innovation, social innovation, consumer innovation, academic research, territorial innovation and transnational innovation. The contribution of good practice to eight major challenges defined by the project - (1) Job creation, (2) Social inclusion (3) Educational, health and nutritional benefits, (4) Quality upgrading and value creation (5), Organisational benefits, (6) Territorial integrity and land management (7) Environmental benefits, (8) Synergies - was then assessed first by the initiative leader or the local partner and then by ANIMA Investment Network . For this second assessment, the context in which the initiative was introduced, the local challenges faced and the stakeholders involved have also be taken into account. The final assessment is the average between the two ratings. To use the platform and</p>	<p>Promoting peri-urban agriculture through best practice: The MADRE example.</p>

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
<b>Call to Action 4.2</b> Enhanced competitiveness of the Mediterranean region through more effective industry clusters (WP4)	<p>GREENOMED a @MED_GreenGrowth project is improving the competitiveness of Mediterranean industries through testing activities in working groups and clusters of; Smart Plastics, de and re-manufacturing, energy-efficiency, Circular Economy for food manufacturing and bio-economy.</p> <p>Explore the synergies among different groups and identify potential collaboration opportunities here: <a href="https://greenomed.interreg-med.eu">https://greenomed.interreg-med.eu</a> #mediterranean #greengrowth #circulareconomy</p> <p>GRASPINNO provides innovative green procurement solutions for energy savings/efficient refurbishment of public buildings, focusing on smart cities and communities. Join the Transmediterranean Network (TMN) to share information about energy savings by obtaining information about suppliers of energy savings systems, or to give information about what your company offers in that field. <a href="http://www.grasp-tmn.eu">http://www.grasp-tmn.eu</a> #mediterranean #greengrowth #circulareconomy #competitiveness</p>	<p>to find out more about the project visit: <a href="https://madre.interreg-med.eu">https://madre.interreg-med.eu</a></p> <p>In the GREENOMED project, pilot plants are conceived as innovation infrastructures and open facilities accessible to companies, including SMEs, where they can find innovative technologies, multi-disciplinary competences and a network of innovative technology and service suppliers. In this regard, pilot plants help SMEs to understand, test and set-up innovative technologies and methods for their businesses. Pilot plants therefore offer companies the opportunity to tackle challenges related to the uptake of innovative green technologies that companies, especially SMEs, face due to new, unknown technologies and the difficulties in estimating benefits linked to their introduction. Through the testing process of GREENOMED methodology, several stakeholders in the partnership regions are mobilized in order to design a European network of pilot plants that facilitate uptake of green manufacturing technologies by companies. To achieve this goal, the testing partners of the project from Aurvergne Rhone-Alpes, Marche, Slovenia, Croatia and the Region of Central Macedonia implemented the GREENOMED methodology through a coaching process by partners from the Lombardy region and Catalonia.</p>	<p>Enhance industrial competitiveness in the Mediterranean through clustering. Examples from the GREENOMED project.</p>
<b>Call to Action 4.3</b> Promote the knowledge exchange of the solutions for promoting innovation and competitiveness (WP4) (Green Growth Book)	<p>Preparing to generate new innovative ideas of processes, marketing or organizational, the Ciset evaluation tool can direct your attention to the relevant criteria to ensure the sustainability in the design and implementation phases. <a href="https://interregmedgreengrowth.eu/wp-">https://interregmedgreengrowth.eu/wp-</a></p>	<p>The Ciset tool has been developed to be used both as a tool for the qualitative assessment of economic, social and environmental sustainability of innovation projects, and as a checklist on sustainability to be used in the generation of innovation projects, stimulating reflections on</p>	<p>How and when to use the Ciset evaluation tool.</p>

Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
	<a href="#">content/uploads/2019/03/White-Paper-4-Competitiveness-Innovation.pdf</a> #Mediterraneanclusters #competitiveness #mediterranean #greengrowth #circulareconomy	important areas to be able to focus them on a perspective of attention to sustainability criteria. For those who are preparing to generate new ideas of innovation, be it product, process, marketing or organizational, leafing through the Ciset evaluation sheets could direct their attention to the relevant criteria to ensure the sustainability of their ideas. The simplicity of use of the tool allows all those who wish to pursue a sustainable innovation to evaluate it both in the design phase and in the implementation phase.	
<b>Call to Action 4.4</b> Promote the engagement in innovation networks and clusters to share knowledge and experiences on best practices and solutions to adopt circular approaches. <b>(WP1) (Green Growth Book)</b>	<ul style="list-style-type: none"> <li>Through sharing, networking and exchanging open data generated by the Smart City infrastructures the ESMARTCITY has the potential to increase energy efficiency in two domains: Energy Efficient Public Buildings and Public Street Lighting. Creating an open and circular solutions.  <a href="https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-1-Resource-Efficiency.pdf">https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-1-Resource-Efficiency.pdf</a>  #smartcities  #opendata  #circularsolutions  #mediterranean #greengrowth #circulareconomy</li> <li>Join the Agricultural Transnational Innovative (ATI) Cluster set up by the GREENHOUSES project:</li> <li>The GREENOMED project has created 7 regional stakeholder platforms on green manufacturing in the Mediterranean. Find out how to create one in your region <a href="#">here</a>  #mediterranean #greengrowth #circulareconomy  #smartcities</li> </ul>	Within the ESMARTCITY project pilot testing comprises a number of different sites in 6 different partner countries. In order to ensure conformity and coordination within the pilot, there were different preparatory activities that took place. The preparatory activity is followed by the pilot testing comprising of: (i) pilot deployment following a common approach detailed in the preparatory phase, (ii) pilot capacity building offered towards SMEs and the networked community to enable experimentation and co-creation over the deployed pilots. During the assessment phase, a benchmarking of the pilot sites before and after the intervention, as well as lessons learned, were documented leading to a Green Paper for Innovation Policy Change, detailing the project proposals for policy improvements so that sustainability of project results is ascertained. <a href="https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-1-Resource-Efficiency.pdf">https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-1-Resource-Efficiency.pdf</a>	Enabling Smarter Cities in the MED Area through Networking: ESMARTCITY



Call to Action Number	Message to be promoted on Social Media	Message to be promoted on Websites / News articles	Messages to be promoted at Events
<b>Call to Action 4.5</b> Support research-industry collaborations to spark innovations that can lead to solutions that match GPP criteria (WP2)	<p>Key success factors for the Community's @MED_GreenGrowth projects are a focus on user needs, the activation of clusters, a high level of interest and engagement from stakeholders, and the close collaborations among many different partners in the implementation of the projects. This aids in emphasizing circular economy aspects in the EU GPP criteria and supporting a greater uptake of GPP among European public bodies.</p> <p><a href="https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-2-Green-Smart-Public-Services.pdf">https://interregmedgreengrowth.eu/wp-content/uploads/2019/03/White-Paper-2-Green-Smart-Public-Services.pdf</a></p> <p>#GPP  #Mediterraneancollaborations  #mediterranean #greengrowth #circulareconomy  #clusters</p>	<p>The GREEN MIND project introduces a brand-new concept, considering “green and smart mobility” as an industry which has a high growth potential and can be a driver of economic development in the Mediterranean area in general, as well as of the transition to a more circular economy in particular. In this sense, the project promotes the green and smart mobility industry as an answer to the increasing need to reduce environmental impacts from transport in the Mediterranean region. The project adopts a cross-sectoral approach in SMEs innovation/clustering and tests and delivers transnational services to SMEs, including market intelligence, public funding screening and B2B matching. The Market Intelligence pilot aims to help SMEs understand the needs of the green and smart mobility market, assess their current position within it, and reposition themselves by exploiting its needs and new openings. The Public Funding Screening pilot provides targeted information about accessible funding sources at the EU, national and local levels, and aims to guide SMEs in the process of applying and accessing these funds. Finally, the B2B Matching pilot aims to develop a structure which allows SMEs to match their needs and diffuse their offerings at the regional and transnational levels.</p>	<p>“Green and smart mobility” industry clustering and support services. Examples from the GREEN MIND project.</p>



## 7. Implementation Sheets (IS)

### IS 1 – HOW TO PROMOTE THE MESSAGES THROUGH SOCIAL MEDIA

Related  
Communication  
objectives  
Obj.1 and 2

Responsible Partner:  
Communication  
partner

#### DESCRIPTION

Social media works most effectively when having a critical mass of followers. This activity aims at creating such a critical mass and enabling the promotion of the policy initiatives via social media tools.

Further objectives are to:

- Promote the Call to Action messages to a critical mass.
- Liaise with other similar initiatives taking place.
- Keep Green Growth “alive” and proactive in promotion.

During the first phase of the Med Green Growth project, a Twitter account was created @MED\_GreenGrowth, as well as a Facebook page, a YouTube channel and a LinkedIn group.

Keep the inclusion of transversal hashtags such as #GreenGrowth, #CircularEconomy #Mediterranean

#### TARGET AUDIENCE

General public

#### Channels/Tools

- Social Media of associated partners
- Social accounts from Green Growth project and partners

#### PROCEDURE

##### Activities

Identification of proactive people in social media within the consortium and encourage them to use the Green Growth project accounts or mention them

- Make a list of the principle responsible people for the social media accounts.
- 

##### Timing

January 2020

To create a weekly plan for the call to action messages

January 2020

Promote messages through social media on a weekly basis by using the hashtags #greengrowth and #circulareconomy

Weekly basis

To track processes

quarterly

#### MONITORING (progress) INDICATOR

Distribution

- # social media followers
- # social media following

Interaction:

- #Retweets/likes, etc. from Green Growth
- Social media sharing/posting per month
- # Comments
- # Contributors and active contributors mentioning Green Growth

Action

- # reactions to the posts

# consortium partners actively engaged with Green Growth social media

## IS 2– INFORMING AND DISSEMINATING (NEWS CHANNELS, EVENTS, WORKSHOPS)

Related  
Communication  
objective and activities  
Obj. 3, 5 and 6

Responsible partner  
Communication  
partner

### DESCRIPTION

The aim of this IS is to provide a procedure on how to create informational materials based on policy initiatives and key news regarding Green Growth in the Mediterranean.

### TARGET AUDIENCE

All target audiences  
Green Growth Community  
Modular Projects

### Channels/Tools

Tools/products:  
Factsheets  
Content curation activities  
Press releases  
Channels:  
- e-newsletters  
- Social Media  
- News section in website

### PROCEDURE

#### Activities

Add messages on the policy initiatives to the existing project [e-newsletter](#) to inform about the general progress of the communication actions:

All partners will be requested to give key information which should be provided in a template with key previous news items already prepared

Publication of an e-newsletter available for dissemination through the following channels:

- Website
- Mailing
- Hard-copies
- Social Media

Communication  
partner

Monthly

#### Dissemination of the factsheets

To be circulated to the European and National Authorities.

To be widely disseminated through the main Green Growth channels

All partners

At events  
and  
meetings

Add the policy initiatives to the [press releases](#):

Identify the most appropriate press releases in which to include the key messages from the policy initiatives.

Communication  
partner

Timely

When undertaking the transnational workshops for the horizontal capitalisation outputs ensure to organise them to be open to external stakeholder to the Thematic Working Groups (TWGs). Ensure to organize these events with other initiatives.

Community building  
partner

When the  
workshops  
are held

	Hold meetings either online or as physical meetings to open the discussion of the TWGs.	Community building partner	When the meetings are organised.
	Launch Surveys/questionnaires to facilitate the collection of data and opinions from the Modular Projects.		
	Hold National/regional workshops with stakeholders to involve the Modular projects as well as regional actors from Research, Industry and Investors, Policy and Government and Consumers associations to share their best practices in Green Growth. These events should be looked to promote the mobilisation and collaboration among the local stakeholders promoting the effective transfer of concrete results into regional/national policies frameworks	All partners	When the workshops are organised.
	MONITORING (progress) INDICATORS <ul style="list-style-type: none"> <li>- # of times an item about Green Growth was included in the partners' newsletter</li> <li>- # of subscribers/people on the Green Growth newsletter list (per quarter)</li> <li>- # of downloads newsletter, innovation factsheets, etc.</li> <li>- # media that included press releases</li> </ul>		

## IS 3– UPDATING THE CONTENTS OF THE PROJECT WEBSITE AND PROJECT INTERACTION

Related  
objective/activity  
Obj. 1- 6

### DESCRIPTION

The website acts as the main project mirror of the work progress and general information to all targeted audiences. This action aims at providing a framework for its timely update.

For planning purposes, the online presence of the Green Growth project is available at <https://green-growth.interreg-med.eu/>, providing information about the project, the partners, activities, news, etc. A new on-line tool called the “Capitalization Platform” has been created and it is available at <https://interregmedgreengrowth.eu/>, where policy outcomes can be downloaded. In general, the “community building partner” will technically maintain the platform. Any modules that will be required by the project will be developed and added to the platform. Content will be added by the “communication partner”, based also on input from the other partners. Check content available from: <https://interregmedgreengrowth.eu/white-papers/>

### PROCEDURE

Activities	Leader	Timing
<p>Updating contents of the website</p> <p>The project website will be updated when information on the following issues is available:</p> <ul style="list-style-type: none"> <li>- Project meetings and events</li> <li>- Upcoming related events</li> <li>- Available new visual material</li> <li>- Work progress information</li> </ul> <p>All partners are requested to send information to update the website</p> <p>Whenever a partner finds a promising new development concerning the project progress.</p>	Communication partner	Monthly
<p>Connection with other projects Cooperation with projects such as the PANORAMED and other crosscutting themes with other Interreg MED thematic communities and where relevant. Connections should also be sought with the UfM labelling project and how this initiative can help in relaying the message of the Med Green Growth project.</p>	Lead Partner	From the start of the project and then review on a bi-monthly basis

### MONITORING INDICATORS

- Total number of news articles updated
- Number of new contents provided by partners
- Web statistics through Google analytics (Web statistics including visits, sites referrals, number of clicks on news articles, geographic distribution, links).
- Number of websites connected to
- Number of projects connected to
- Number of times Med Green Growth messages are mentioned in other projects

## 8. Highlighted Events to promote the Communication Messages

Year	Start Date	End Date	Event	Venue	City	Country	Theme	Type	Organisation	Link
2020	31/01/2020	01/02/2020	International Cradle to Cradle Congress	An der Urania 17, 10787 Berlin	Berlin	Germany	Agriculture, Clothing and Fashion industry, Construction, Ecodesign, Food and Drinks, Mining, metals and minerals, Packaging, Plastics and rubber, Textiles, Urban development	Conference	Cradle to Cradle Association	<a href="https://www.c2c-congress.org/">https://www.c2c-congress.org/</a>
2020	18/03/2020	20/03/2020	Circular Materials Conference	Chalmers platsen 1, 412 58 Göteborg, Sweden	Gothenborg	Sweden	Construction (general), Ecodesign, Recycling	Conference	Nordic Publishing, RE: SOURCE, Competence Centre Recycling, CHALMERS	<a href="https://www.circularmaterialsconference.se/">https://www.circularmaterialsconference.se/</a>
2020	01/04/2020	03//2020	Urban Future Global Conference	Parque Eduardo VII, Avenida Sidónio	Lisbon	Portugal	Mobility, Water, Districts, Leadership	Conference	UFGC GmbH	<a href="https://www.urban-future.org/">https://www.urban-future.org/</a>

				Pais, 1050, Parque Eduardo VII, Avenida de Berna, 45 A   1067-001, R. Rodrigue s de Faria 103   1300-501						
2020	03/06/2020	05/06/2020	Dresden Nexus Conference 2020: Circular Economy in a Sustainable Society	Lingnerpl atz 1 01069 Dresden, Germany Universit y	Dresden	Germany	Production, Consumptio n, Waste management	Conference	United Nations University, Leibniz Institute of Ecological Urban and Regional Development, Technical University Dresden	<a href="https://2020.dresden-nexus-conference.org/frontend/index.php">https://2020.dres den-nexus- conference.org/fr ontend/index.ph p</a>
2020	10/06/2020	12/06/2020	2020 RCBC Conference on Circular Economy: Transformin g Tomorrow	TBD	British Columbi a	Canada	Circular Economy, Organics, Reuse & Repair, EPR, & Plastics	Conference	Recycling Council of British Columbia	<a href="https://www.rcbccconference.ca/">https://www.rcb ccconference.ca/</a>
2020	30/06/2020	02/06/2020	2020 International Conference	O'Brien Centre for	Dublin	Ireland	Efficiency and environment	Conference	Resources, Conservation	<a href="http://icrs2020dublin.ucd.ie/?utm_source=sendinbl">http://icrs2020d ublin.ucd.ie/?utm _source=sendinbl</a>

			on Resource Sustainability	Science Stillorgan Rd, Roebuck, Dublin 4			al impacts of resource utilisation, Sustainable consumption and production, Waste reduction, reuse, recycling and recovery, Cleaner production and supply chains, Resource and waste management		& Recycling, Elsevier	ue&utm_campaign=RCR_updates_October_2019&utm_medium=email#
2020	30/06/2020	11/07/2020	2020 Commonwealth Agriculture Conference	University of East Anglia Norwich Research Park Norwich NR4 7TJ, UK	Norfolk	United Kingdom	Agriculture and food production	Conference	The Royal Agricultural Society of the Commonwealth (RASC)	<a href="http://rasc2020uk.com/">http://rasc2020uk.com/</a>
2020	22/09/2020	24/09/2020	2nd International Conference on Circularity in the Built	Aula Congress Centre, Delft University of Technology	Delft	Netherlands	Construction	Conference	Delft University of Technology Resources & Recycling	<a href="https://www.circularben.com/">https://www.circularben.com/</a>



			Environment	gy   Mekelweg 5   2628 CC Delft, NL						
2020	28/09/2020	30/09/2020	International Solid Waste Association World Congress	Postillion Convention Centre WTC Rotterdam	Rotterdam	Netherlands	Waste Treatment and Recycling, Marine Litter, Circular and Low Carbon Economy, Innovation in Cities, Construction and Demolition Waste	Congress	NVRD and The City of Rotterdam	<a href="https://iswa2020.org/">https://iswa2020.org/</a>
2020	30/09/2020	02/10/2020	9th European Conference on Sustainable Cities and Towns	TBD	Mannheim	Germany	Urban development	Conference	City of Mannheim, ICLEI Europe	<a href="http://conferences.sustainablecities.eu/mannheim2020/">http://conferences.sustainablecities.eu/mannheim2020/</a>
2020	13/10/2019	16/10/2020	12th International Conference on Life Cycle Assessment of Food	Seminaris Campus Hotel Berlin Takustraße 3914195 Berlin	Berlin	Germany	Food Life Cycle	Conference	German Institute of Food Technologies (DIL), Corsus-corporate sustainability, Hamburg /	<a href="https://lcafood2020.com/">https://lcafood2020.com/</a>

									Center for Sustainable Leadership at University of Witten/Herdecke (ZNU), thikstep	
2020	16/11/2020	19/11/2020	Circular Economy Hotspot Catalonia 2020	Fira Barcelona (TBD)	Barcelona	Spain	Circular design, material circularity, bioeconomy, Industry 4.0, R+I, inclusive circularity	Conference	Generalitat de Catalunya	<a href="http://www.cehospot.cat/ca/">http://www.cehospot.cat/ca/</a>
2021	11/03/2021	12/03/2021	International Conference on Circular Economy and Sustainability	TBD	Miami	United States	Circular economy, circular economy strategies, challenges for the circular economy, circular economy in the modern world, product design, new business models	Conference	The International Research Conference	<a href="https://waset.org/circular-economy-and-sustainability-conference-in-march-2021-in-miami">https://waset.org/circular-economy-and-sustainability-conference-in-march-2021-in-miami</a>
2021	15/01/2021	24/01/2021	International Green Week Berlin	Berlin Exhibition	Berlin	Germany	Renewable resources,	Exhibition	Global Forum for Food and Agriculture	<a href="https://www.gruenewoche.de/en/AboutIGWBerlin">https://www.gruenewoche.de/en/AboutIGWBerlin</a>

				Grounds, Halls 1 – 27			Food, Start Ups			/InternationalGreenWeek/
2021	25/01/2021	26/01/2021	International Conference on Smart Cities and Infrastructur e	TBD	Paris	France	Smart Cities	Conference	The International Research Conference	<a href="https://waset.org/smart-cities-and-infrastructure-conference-in-january-2021-in-paris">https://waset.org/smart-cities-and-infrastructure-conference-in-january-2021-in-paris</a>

## 9. Monitoring and Evaluation

The PIAP should be viewed as a living document, to be updated throughout the execution of the project, as feedback is gained from the target stakeholders. Therefore, a monitoring and evaluation process can be put in place to change, adapt and mold this PIAP to the conditions and feedback from the project.

The PIAP would ideally like to monitor and evaluate the Actions or Change of practice that the messages can potentially generate. Therefore, the following indicators can be used, which have been divided into those for messages for the policy makers and those for the SMEs.

The indicators to be used in the M&E process are outlined in the tables below. The interpretation of the selected quantitative and qualitative data will be done in line with what the PIAP will essentially like to achieve :

- Level of awareness
- Level of understanding and ownership
- Actions and changes of practice for circular economy implementation
- Level of support from other ongoing and relevant initiatives

It is expected that data for the indicators should be collected on a quarterly basis in order to provide a record of progress made. The monitoring and evaluation process will review the implementation and impact of the communication strategy to ensure it remains on track and that any problems can be resolved quickly.

### 9.1.M&E for Policy Makers

The table below provides a set of questions that can potentially be asked to the policy makers that have received the messages from this PIAP.

**Table 6: Survey Questions that could potentially be asked to the Policy Makers receiving the messages.**

Expected impact	Main Indicators of communication success/impact
<b>To raise <i>awareness</i> about the MED Green Growth project</b>	<p><i>Level of awareness</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Reactions/comments in response to general Green Growth in the Mediterranean area. Do the target groups understand the vision/objectives/activities/results of the Med Green Growth project? If not, why?/which aspects are unclear?</li> <li>- Reactions/comments in response to the Med Green Growth initiatives on circular economy in the Mediterranean area. What are the target groups understanding of the results and their meaning for the area.</li> <li>- Reactions and comments on the Med Green Growth project governance and management. Is it seen as positive/negative, are there areas for improvement?</li> </ul> <p><b>Quantitative indicators</b></p>

	<ul style="list-style-type: none"> <li>- Distribution of policy documents amongst policy makers– to how many were it distributed and to whom?</li> <li>- Usage of online website– how many visitors? Which areas of the website did they use the most?</li> <li>- Extent of distribution (geographically across Europe and the Med) of the communication products</li> </ul>
<b>Targeted stakeholders gaining an <i>understanding</i> about the calls to action</b>	<p><i>Level of understanding and ownership</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Feedback gathered from questionnaires regarding the ‘packaging’ and dissemination of the Med Green Growth policy document: to what extent were the developed communication materials considered useful? Why or why not?</li> <li>- Were the reports/products easily accessible/understandable to those interested?</li> </ul> <p><b>Quantitative indicators:</b></p> <ul style="list-style-type: none"> <li>- The number of external events with specific target groups where Med Green Growth project was represented or present</li> <li>- Usage of online website– how many visitors? Which areas of the website did they use the most?</li> <li>- Impact of media releases, news posts: the number of media releases collected against the number of citations in mass media</li> </ul>
<b>New actions and changes of practice based on the Med Green Growth Results</b>	<p><i>Actions/ Change of practice</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Case studies/stories/feedback from policy makers and policy documents on the uptake of the Med Green Growth results. How have the results in the communication products and calls to action been used to implement Green Growth and Circular Economy in the Med?</li> <li>- Reactions from donors and funding institutions as a result of the communication actions from the results of the Med Green Growth outputs.</li> <li>- Reactions from policy makers on the potential (or not) to include the Med Green Growth outcomes in new policy initiatives or updating existing ones.</li> </ul> <p><b>Quantitative indicators:</b></p> <ul style="list-style-type: none"> <li>- The number of collaborations with other parties/project initiatives that enhance the impact of Med Green Growth results</li> <li>- The number of direct interactions with regional/municipal governments, private sector and specific CSOs</li> <li>- The number of direct interactions with European policy makers</li> <li>- The number of new partnerships formed after Med Green Growth dialogues and policy document dissemination.</li> <li>- The number of liaison activities with similar activities</li> </ul>
<b>Effective <i>interaction and involvement</i> in the Med Green Growth activities (F2F events, online actions, media involvement)</b>	<p><i>Level of interaction and involvement</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Formal and informal feedback (event evaluation questionnaire) and messages received regarding the communication about the event.</li> <li>- Reaction from the media in terms of disseminating the relevant policy information concerning circular economy and med green growth.</li> <li>- Engagement level on key target groups.</li> </ul> <p><b>Quantitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Specificity of the target audiences: the number and percentage of the targeted participants in each event and activity.</li> </ul>

	<ul style="list-style-type: none"> <li>- The number of new stakeholders interested in taking part/receiving more information from the project and targeted messages</li> <li>- The number of inquiries/comments sent to the Med Green Growth project main contact point.</li> </ul>
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## 9.1.M&E for SMEs

Expected impact	Main Indicators of communication success/impact
<b>To raise <i>awareness</i> about the MED Green Growth project</b>	<p><i>Level of awareness</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Feedback from online and F2F events regarding the understanding of the modular project results and how they can potentially be implemented in other SMEs.</li> <li>- Comments on the policy documents regarding the results and if they are beneficial or not.</li> <li>- Were the reports/products easily accessible/understandable to those interested?</li> <li>- Are the concepts of Green Growth and Circular Economy well understood in the SME sector?</li> </ul> <p><b>Quantitative indicators</b></p> <ul style="list-style-type: none"> <li>- Distribution of the calls to actions and documents amongst SMEs– to how many were it distributed and to which companies?</li> <li>- Usage of online website– how many visitors? Which areas of the website did they use the most?</li> <li>- Extent of distribution (geographically across Europe and the Med) of the communication products</li> </ul>
<b>Targeted stakeholders gaining an <i>understanding</i> about the calls to action</b>	<p><i>Level of understanding and ownership</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Feedback gathered from questionnaires regarding the ‘packaging’ and dissemination of the Med Green Growth policy document: to what extent were the developed communication materials considered useful? Why or why not?</li> <li>- Were the reports/products easily accessible/understandable to those interested?</li> </ul> <p><b>Quantitative indicators:</b></p> <ul style="list-style-type: none"> <li>- The number of external events with specific target groups where Med Green Growth project was represented or present</li> <li>- Usage of online website– how many visitors? Which areas of the website did they use the most?</li> <li>- Impact of media releases, news posts: the number of media releases collected against the number of citations in mass media</li> </ul>
<b>New actions and changes of practice based on the Med Green Growth Results</b>	<p><i>Actions/ Change of practice</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Case studies/stories/feedback from SMEs on the uptake of the Med Green Growth results. Have the results triggered change or potential change within the SMEs?</li> </ul>

	<ul style="list-style-type: none"> <li>- Reactions from SMEs on the potential (or not) to change to a circular economy model.</li> </ul> <p><b>Quantitative indicators:</b></p> <ul style="list-style-type: none"> <li>- The number of collaborations with other parties/project initiatives that enhance the impact of Med Green Growth results</li> <li>- The number of SMEs currently using the Circular Economy model</li> <li>- The number of direct interactions with SMEs</li> <li>- The number of new partnerships formed after Med Green Growth dialogues and policy document dissemination.</li> <li>- The number of liaison activities with similar activities</li> </ul>
<p><b>Effective <i>interaction and involvement</i> in the Med Green Growth activities (F2F events, online actions, media involvement)</b></p>	<p><i>Level of interaction and involvement</i></p> <p><b>Qualitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Formal and informal feedback (event evaluation questionnaire) and messages received regarding the communication about the event from SMEs.</li> <li>- Reaction from the SMEs in receiving the relevant information concerning circular economy and med green growth.</li> </ul> <p><b>Quantitative indicators:</b></p> <ul style="list-style-type: none"> <li>- Specificity of the target audiences: the number and percentage of the targeted participants in each event and activity.</li> <li>- The number of new stakeholders interested in taking part/receiving more information from the project and targeted messages</li> <li>- The number of inquiries/comments sent to the Med Green Growth project main contact point.</li> </ul>