

Transferring the results of the Green mind project

The Green mind – GREEN and smart Mobility INDustry innovation – project finished on 31st of January 2021. It aimed to promote the development of economic competitiveness and innovation in the green and smart mobility industry by strengthening regional and transnational cooperation between companies, research institutions and public authorities.

Eight partners from different regional contexts in the Mediterranean area collaborated during three years to develop tools and services with the objective to support small and medium-sized enterprises (SMEs) in identifying and exploiting market opportunities to meet the growing demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy and IT.

This final project flyer presents the latest activities implemented to present the main project outputs to the wider Green mind and INTERREG MED stakeholders' community.





TRANSNATIONAL WORKSHOP

Mobility for sustainable tourism and territorial competitiveness.

The final Green mind workshop took place on 28th of January 2021 and focused on sustainable mobility services and infrastructures and their importance to the tourism business. The online event involved policy makers, transport providers, touristic businesses, cultural and businesses associations, and research/higher education bodies to share experience and practices concerning challenges and opportunities in building sustainable and attractive mobility systems for tourists. Over 45 stakeholders from all eight Green mind partner regions attended the online event.

The workshop was opened by Matteo Fornasini, Councillor for Tourism of the City of Ferrara, who welcomed all participants and stressed the importance of sustainable mobility solutions for the tourism sector. Stefano di Brindisi, Sole Administrator and Chiara Franceschini, EU Project Coordinator at SIPRO Ferrara then spoke as hosts of this online event and presented the agenda. Ms Franceschini also presented a study carried out by SIPRO in Ferrara on mobility issues for sustainable tourism, including the current challenges and opportunities Ferrara is facing.

The following five presentations with experiences and best practice cases of mobility for sustainable tourism was moderated by Alberto Preti, Associate at Steer.

SUSTAINABLE MOBILITY

Active Mobility, Rimini's Bicipolitana and Green Ring

A biking ring road that connects the historical centre to the sea front through radial axes.



In the first presentation, Roberta Frisoni, Councillor for Mobility of the City of Rimini, spoke about the vision and projects for shared and green mobility in the popular Italian holiday destination. Ms Frisoni outlined the recent changes in Rimini's cityscape and showed pictures of the new city centre, where car parks have been converted into parks and one of the main bridges has been closed to car traffic. The city administration wants to give even more space to active

mobility actors such as pedestrians, cyclists or runners. An ambitious project plans to transform the coastal area by eliminating selected roads and parking spaces and replacing them with parks and pedestrian zones. In addition, a biking ring road is planned to connect the historic centre with the sea front.





The following presentation focused on mobility for cruise ship passengers at tourist destinations. Fabio Tomasi, Head of the Project Development Unit at Area Science Park, presented a transnational project co-financed by the European Regional Development Fund, gathering partners from Albania, Croatia, Italy, Portugal and Spain to address the challenges related to the transport of cruise passengers in tourist destinations. Mr Tomasi shared the experience of pilot bike-sharing stations in the ports of Valencia and Ravenna and explained the factors that play a crucial role in the success of this type of active mobility schemes.

Next, Dr Georgia Ayfantopoulou, Research and Deputy Director at the Hellenic Institute of Transport, emphasised the relevance of the tourism sector for Greece, which is one of the most important factors for its economic development. Dr Ayfantopoulou further explained that even though tourism is not directly linked to the transport sector, all tourism activities make direct or indirect use of transport networks. Consequently, most of the measures in the tourism sector concern the improvement of the transport infrastructure. She also presented several mobility measures and applications for sustainable tourism in Greece, focused on interconnection and multimodality (physical and digital), the promotion of active modes (walking, cycling, etc.), the modernisation of transport infrastructure and services.

Paulo Sarić, Project manager at Zadra Nova, the development agency of Zadar County, focused his presentation on creating intermodality and promoting cycling for residents and tourists in Zadar in Croatia. Mr. Sarić presented in which way and with which measures the county wants to promote the use of cycling as a core means of transport.

Last but not least, Matthew Clark, Associate at Steer, took a look into the future and how innovation will change mobility. Mr Clark focussed on electric vehicles (EV) infrastructure, shared mobility and new emerging services, and their implications for tourist areas. He highlighted key questions that policy makers and investors must answer with reference to objectives, potential use cases, demand, funding, commercial models and management schemes.

Shared Mobility
What does this mean for tourist areas?

- Potential to reduce local car trips
- Need to provide services in key tourist locations
 - Public transport hubs
 - Key visitor destinations (City centres, beaches, etc.)

Questions to be answered

- What are the potential use cases?
- What is the potential demand?
- What is the need for public funding (capital and revenue)?
- What is the plan for implementation?
- How to manage parking?
- What about Mobility Hubs and Mass?

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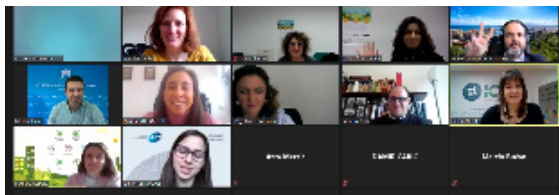




GREEN MIND FINAL CONFERENCE

Presentation of the overall project results.

The Green mind Final Conference was held on 29th of January 2021 and was divided into two thematic parts. The first part covered the three pilot services implemented during the project. The second part dealt with the policy recommendations addressed to the authorities at local and regional levels, as well as to the two EU macro-regional strategies for the Adriatic and Ionian regions (EUSAIR) and the Alpine Space (EUSALP), which have been developed by the partners based on the results and experiences from the Green mind project. Over 35 participants followed the presentations and discussions.



The following paragraphs will only concentrate on the main results from the pilot services as the partners' policy recommendations are detailed in the Green mind booklet on policy recommendations for the Green Growth community, which is available for download on the [project website](#).

Main results of the pilot services in the Emilia-Romagna region, Italy

In these 3 years of the Green mind project, Sipro actively worked on the involvement of the local public authority, the trade associations, the SMEs and the big companies operating in sectors linked to the green and smart mobility sector. The aim was to give support for: creation of networks to promote collaborations between companies and business ideas; promotion of innovation projects; development of analysis of sustainable mobility in the Province of Ferrara; the fundraising activities.

In the final phase of the project and as consequence of the input collected during the pilot action implementation, all the local stakeholders have been involved in webinars to encourage the creation of tailor-made paths for networking on issues related to green & smart mobility, aimed at creating collaborations and synergies between companies, with particular attention to the new phase opened following sanitary emergency and in order to promote strategies on a territorial scale.





Main results of the pilot services in the Central Macedonia region, Greece

The Hellenic Institute of Transport aimed at identifying and engaging the local Green and Smart Mobility ecosystem of SMEs, so as to understand, record and analyse their needs and offer them customised services.

- 🍌 **Market Intelligence services** focused on capturing the innovation capacity of the local SMEs and presenting them the tools to leverage a better understanding of their current and future market position
- 🍌 **B2B Matching services** supported local SMEs in opening-up to collaboration opportunities through B2B matching events and an online matching platform where they can connect with other organisations with common interests.
- 🍌 The **Public Funding Screening services** informed businesses about funding opportunities and supported them in applying to national calls.

The formation of the first **cluster in smart mobility and logistics** in Greece with the aim to promote synergies between SMEs and increase the overall competitiveness of the sector, was the most important result of the pilot.

Main results of the pilot services in the Region of Andalucía, Spain

The three pilot services developed by ASCC ensure the success of helping the mobility SMEs.

To develop the **Market Intelligence service**, ASCC worked with external mobility experts such as clusters, companies, authorities, to identify new market opportunities.

ASCC made the strategic move to collaborate with another mobility cluster “Railway Innovation Hub” (RIH). The **B2B Matching service** allowed the arranging of B2B meetings between associate members of ASCC (SMEs) and members of RIH (Large Driving Companies). New business opportunities were created thanks to this service.

Over 25 SMEs have been supported by the ASCC within the **Public Funding service**. The service mainly included information on public funds and IDEA analysis. Shortly after the IDEA analysis was communicated to the SMEs, we further developed two ideas related to the application process for public funding. As a result, two proposals were submitted to two different national calls, one of which (CARCIS) was approved with a budget of €1,648,000.





Main results of the pilot services in the Occitanie region, France

The AFT linked the pilot service activities together as logically sequenced and connected steps that reinforced the SME engagement process. This methodological approach can be easily replicated and reused by other actors.

- 🟡 **Market Intelligence service:** The first step was to identify innovative ideas and projects to create greener and smarter transport solutions. In total, 12 individual diagnostic interviews were conducted with SMEs from the Transport & Logistics (T&L) sector.
- 🟡 The **B2B Matching service** then allowed matching these T&L companies with solution providers from the Occitanie region able to respond to their needs. In this way, 11 thematic working groups and business partnerships were formed. A physical B2B matching event was held together with several online B2B meetings.
- 🟡 Three consortia could be established to work on joint projects. They were supported by the **Public Funding Screening service** to identify suitable funding opportunities and prepare their project proposals.

Main results of the pilot services in the Region of Vzhonda Slovenja, Slovenia

Pilot #1: Innovative promotion of environmentally friendly modes of transport tested by a consortium of Podravska region municipalities as part of exploring the potential of e-mobility as a service option. A model for better penetration of e-mobility was tested. Partners were SME Implera Ltd. and the municipalities Slovenska Bistrica and Rače-Fram.

Pilot #2: Business planning and business operations support for innovation enterprises. A business plan focusing on e-mobility was developed for two SMEs: Good Vibe (sales and rentals of e-scooters and e-motorbikes) and Etri (e-vehicle for company's transportation needs).

Pilot #3: Using the Slovenian Climate Change Fund to convert the urban passenger transport fleet to low-carbon services. E-zavod supported the urban passenger transport company MARPORM in developing the application form and supporting documentation for the public financing of 5 e-buses co-financed by the Slovenian Climate Change Fund.

Pilot #4: The transnational Public Funding Screening network was designed to facilitate interaction between the EU funding body EIT Climate KIC





and the Slovenian automotive cluster (SRIP ACS) and the EDISON partnership to develop a working relationship and start exploring potential synergies in the field of green and smart mobility.

Main results of the pilot services in Istria County (Croatia), Sarajevo Region (Bosnia and Herzegovina), and Split-Dalmatia County (Croatia)

The three Green mind partners IDA (Istria County), SDC (Split-Dalmatia County), and SERDA (Sarajevo Region) joined forces to jointly develop the pilot activities. As they followed the same approach, the relevant results in these three regions are comparable:

All pilot activities were carried out in cooperation with SMEs identified in the analysis of companies that fall within the scope of green and smart mobility. The development of three pilot services allowed for better collaboration and understanding of their needs:

The **Market Intelligence service** aimed to help SMEs understand the green and smart mobility market. A set of useful tools and services, including a Market Intelligence self-assessment tool, were created for these SMEs to enable them to assess their market position, determine their customers and competition, and reposition themselves to meet the needs of the market. It also helped them to make the right and informed business decisions that would enable them to seize new market opportunities. A list of relevant contacts (links, institutions, websites, academies, agencies, consultants) offering market research support was provided.

The aim of the **Public Funding Screening service** was to develop useful tools and services to strengthen entrepreneurs' knowledge about public funding. Information was provided on EU funds, EU objectives and funding mechanisms, as well as a list of EU funds and available programmes, all summarised in a Handbook of Available EU Funds. The tools also enable SMEs to independently explore public funding opportunities, analyse whether they are eligible applicants and find institutional support.

The **B2B Matching service** action aimed to provide entrepreneurs with basic knowledge and a list of all B2B events. It also supported SMEs to participate in events and take advantage of global market opportunities through contacts and B2B matching to build future business partnerships.



ENHANCING SME COMPETITIVENESS AND INNOVATION IN THE AREA OF GREEN AND SMART MOBILITY THROUGH STAKEHOLDER COOPERATION IN THE FORM OF CLUSTERS AND NETWORKS

PROJECT PARTNERS



DÉVELOPPER
LA FORMATION TRANSPORT
ET LOGISTIQUE



IDA
ISTARSKA RAZVOJNA AGENCIJA

Sarajevska regionalna
razvojna agencija



Sarajevo Economic Region
Development Agency



For more information : <http://greenmind.interreg-med.eu>

