

GREEN GROWTH BOOK

Interreg
Mediterranean



EUROPEAN UNION



GREEN GROWTH

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1. Purpose, contents and development process of the deliverable

The Green Growth Book is one of the four policy outcomes of the **Interreg MED Green Growth community** managed by the SYNGGI project. It is an overall scientific fusion of the strategies, obstacles, novelties, and experiences encountered throughout the project and it aims at supporting the modular projects or other horizontal projects for an effective planning and implementation of their future **capitalisation** and **transferring activities**. The document, on the one hand, draws on the capitalisation experiences met so far by both SYNGGI and the modular projects of the Green Growth community to provide **aggregated recommendations** for future capitalisation processes and, on the other hand, it gathers the results and the transferring activities of modular projects to facilitate **joint capitalisation actions**.

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The document encompasses three main parts. The first one (Section 2), is dedicated to a short description of the SYNGGI project, the Interreg MED Programme and the Green Growth Community. The second part (Section 3) is focused on capitalisation and it is divided into two sub-sections:

section 3.1, which includes a detailed description of the capitalisation approach adopted by the Green Growth Community; section 3.2, which provides the lists of both the capitalisation activities already implemented and those foreseen for the future by the 14 modular projects belonging to the community. Finally, the last part (section 4) includes some recommendations for future capitalisation processes.

The document content was developed in a **participatory way**, by valorising the various inputs received by the modular projects by email and during the Thematic Working Groups meetings, as well as by SYNGGI project staff members throughout the last months. Part of the information provided in tables 2 and 3, was taken from the SYNGGI Deliverable 4.2.1 “Modular projects’ data collection”.

2. Overview of the SYNGGI project, the Interreg MED Programme and the Green Growth Community

SYNGGI project – “Synergies for Green Growth Initiative” Energizing the Impact of Innovation in the Mediterranean” – is a horizontal project funded under the framework of Interreg MED Programme 2014-2020.

Over its three-year implementation period (November 2016 – October 2019), the project supported the MED Modular approved projects under the MED objective of “Green Growth” in their communication and capitalisation activities, as well as in the production of unified findings which facilitated the transfer of their results to relevant stakeholders within and beyond the MED region. At the same time, it facilitated the creation of a community network to create synergies among projects and key actors (including SMEs, research institutes and governing authorities) and to enhance cross-sectoral innovation practices in the field of green growth. In this sense, the

project acted as a bridge between Modular projects, the Governance project “platform” of the Programme, policymakers, and other relevant stakeholders from both academic and industrial sector.

The project facilitated the creation of a community network to create synergies among projects and key actors (including SMEs, research institutes and governing authorities) and to enhance cross-sectoral innovation practices in the field of green growth.

The project was funded by the Interreg MED Programme, which is a transnational cooperation programme for the Mediterranean area co-financed by the European Regional Development Fund (ERDF). The programme involves 57 regions from 13 European countries (including three Western Balkans countries in pre-accession to the EU), from Portugal to Cyprus, with a total territorial extension of 860.000 km2 and more than 15.000 km of maritime coastline (see figure 1).

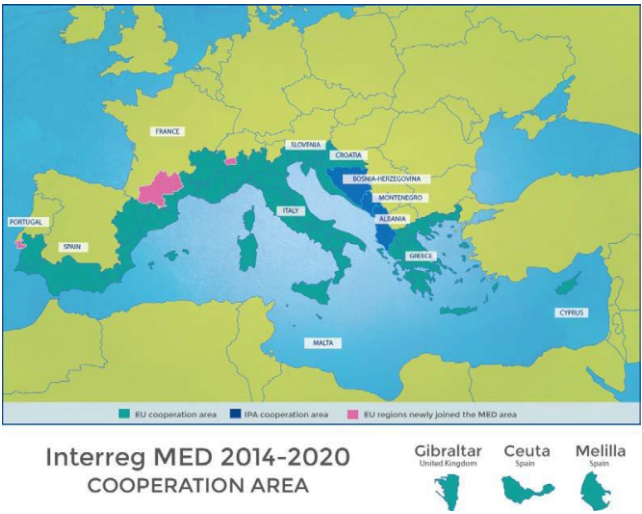


Figure 1 - The MED Programme area

In the period 2014-2020, the total budget allocated to this programme amounts to 275 million euros.

The overall objective of the Interreg MED Programme is to promote cooperation and sustainable growth in the Mediterranean area by fostering innovative concepts and practices (e.g., technologies, governance, innovative service), reasonable use of resources (e.g., energy, water, maritime resources) and supporting social integration through an integrated and territorially based cooperation approach.

To better achieve the abovementioned objectives, the 2014-2020 Interreg MED programme adopted a new cooperation approach based on several key principles, including thematic concentration. The thematic concentration consisted in grouping the modular projects according to eight common themes and in promoting synergies and results' transferability within each thematic community through the support of the respective horizontal projects. As a result, the Programme now involves the following eight thematic communities: Blue Growth, Green Growth, Social & Creative, Efficient Buildings, Renewable Energy, Urban Transports, Sustainable Tourism, Biodiversity Protection.

The Green Growth is one of the largest communities of the Interreg MED programme, both in terms of the number of projects (14 projects in total) and partners (152 partners, associated partners included). Besides, this community is also very wide in terms of thematic variety: the modular projects of the MED Green Growth community work on topics ranging from sustainable agriculture, green manufacturing and waste management, going to smart cities, energy efficiency, eco-innovation and green finance.

As October 2019, all the projects are still ongoing except for two of them, i.e. MADRE and PEFMED, which ended on July 2018 and July 2019, respectively.

An overview of the 14 modular projects – partnership, objectives, main deliverables, keywords and website – can be found at this [link](#).

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3. Capitalisation

Capitalisation is one of the actual key cooperation principles of the Interreg MED Programme and can be understood as a process of systematisation, analysis and dissemination of knowledge and skills (capital) produced in a particular field or policy area in relation to a particular problem or challenge. The main objective of capitalisation is to make results visible and reusable during and after the duration of the initiatives (programmes/projects).

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According to the new Interreg MED cooperation approach and to the [Interreg MED Capitalisation Plan](#), capitalisation takes place at two levels: at the modular project and MED-thematic community level. This approach also applies to the capitalisation process undertaken within the Green Growth Community, which will be described in detail in the two following sub-sections.

3.1 Capitalisation process of the Green Growth community

Overall, this section intends to document the capitalisation approach, procedure and tools adopted within the Green Growth Community in its first three-year implementation period, to enable its replication by other communities of the Interreg MED Programme or other interested projects.

The capitalisation process of the Green Growth Community was supported by the SYNGGI project, and consisted in unifying and highlighting the outcomes of the Green Growth axis modular projects through various communication, dissemination, and networking activities, with the ultimate aim of facilitating the transfer and the wider dissemination of results at transnational level.

The methodology of this process consisted of the following elements: analysis; synthesis mapping; networking; lobbying; visibility; and transfer.

TO GO DEEPER

For details see Deliverable 4.4.1 [Capitalisation strategy/Action plan](#)

Analysis

The analysis of the final results requires the following elements: comparability of data and information; reliability and traceability of data and information; consistency of methodology and protocols used; relevance of format.

The exchange of information among the SYNGGI project and the modular projects of the Interreg MED Green Growth community took place at regular intervals, through unified data formats. Modular projects’ objectives, deliverables, outputs and results were periodically collected, systematised and shared within the community.

TO GO DEEPER

For details on how the modular projects data were collected and analyzed, see Deliverable 4.2.1 [Modular Projects’ Data Collection](#)

Synthesis-Homogenisation

The synthesis and homogenisation of the results delivered by the modular projects were achieved through systematic technical cooperation, synergies and joint work among the modular projects, which was facilitated through the creation of Thematic Working Groups (TWGs). Given the strong relevance of our community thematic for the circular economy pillar and the dynamism of this topic at EU level, which implies the need for constant inputs to revise the supporting policy and legal framework, the themes of the TWGs were related to the [EU Circular Economy Action Plan](#), and the [indicator framework](#) developed within this strategy.

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Therefore the 14 projects belonging to the Community, based on the respective main topic addressed, were grouped into four (4) different TWGs and associated with a specific circular economy indicator (see *figure 2* and *table 1*).

Table 1 - Modular projects grouped by TWG and CE indicator		
Thematic Working Group	Modular projects involved	Relevant CE indicator
TWG1 – Sustainable Consumption and Production – Resource efficiency	CAMARG, ESMARTCITY, MADRE, MED GREENHOUSES, PEFMED, REINWASTE	EU self-sufficiency for raw materials (indirectly, e.g. resource efficiency)
TWG2 – Sustainable Consumption and Production – Smart and Green Public Services	ESMARTCITY, GRASPINNO, GREENMIND	Green Public Procurement (GPP)
TWG3 – Waste prevention and management	REINWASTE RE-LIVE WASTE	Waste generation, Overall recycling rates, Recycling rates for specific waste
TWG4 - Competitiveness and Innovation	ARISTOIL, CREAMINNOVATION, EMBRACE, FINMED, GRASPINNO, GREENOMED, REINWASTE	Private investments, jobs and gross value added, Patents

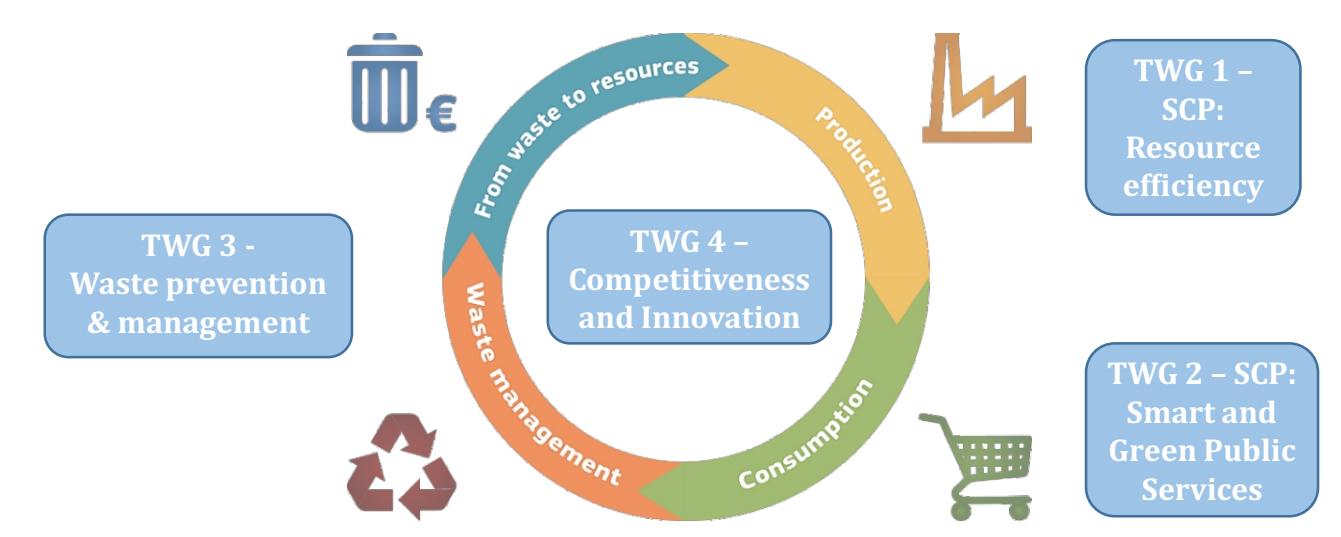


Figure 2- The four Thematic Working Groups of the Green Growth Community within the framework of the Circular Economy

Each TWG was composed by partners of the modular projects and was moderated by the SYNGGI partners and external experts having the most relevant experience with the respective theme. Each modular project participated in the TWG with at least two representatives designated within the respective consortium of partners. Where possible each modular project was asked to be represented by both a technical coordinator with an extensive overview of the technical work deployed in the respective project and a policy coordinator in charge of the capitalisation/ policy inputs working package(s) of the project.

The work within the TWGs was focused on exploring similarities, consistency and potential complementarities among findings of the different modular projects. It was carried out through communication by email and participation in online meetings, webinars and face-to-face meeting. The results of this work were used to elaborate this document and the other following policy outcomes:

- Technical report (white papers): technical reports analysing and transferring the results delivered by each project to reach out the EU stakeholders with regards to the Circular Economy approach.
- Policy Recommendations: providing an overview on policy instruments recommendations based on Green Growth experiences and good practices for Circular Economy development
- Legal Recommendations: aiming at the creation of a roadmap for the achievement of relevant policy objectives set by each project and for the sustainability of the legislative proposals at the After-Project era.

TO GO DEEPER

See SYNGGI Deliverables, [White Papers](#), [Policy recommendations](#) & [Legal recommendations](#)

Capitalisation synergies-networking for capitalisation purposes (Axis 4 Collaboration)

During its first three-year period of implementation, many synergies-networking were created within and beyond the Interreg MED area to enhance the **MED Governance** and build a community that gathers interested stakeholders from various backgrounds/sectors.

One of the most relevant synergies is the collaboration with the **Union for the Mediterranean (UfM)**, an intergovernmental Euro-Mediterranean organisation which brings together all 28 countries of the European Union and 15 countries of the Southern and Eastern Mediterranean. UfM has several platforms for regional policy dialogue which can potentially support both Green Growth Community and modular projects in reaching policymakers at a wider regional scale, enhancing capitalisation of results and maintaining a regular policy/technical dialogue over time. Among the results of this collaboration, there is also the contribution of the Green Growth Community to the concept note for a future joint Post 2020 initiative.

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Collaborations have also been initiated and developed with the European Commission Directorate-General for Environment (DG ENV), Directorate-General for Research and Innovation (DG RTD) - C.1 Circular Economy & Biobased Systems unit, Directorate-General for Regional and Urban Policy (DG REGIO) and the European Circular Economy Stakeholder Platform managed by the European Economic and Social Committee (EESC), among other EU policymakers and relevant institutions.

On the other hand, close cooperation with PANORAMED project has been established. The PANORAMED project is a platform of national and regional authorities created for enhancing Mediterranean governance. Its main goal is to gather in an innovative and permanent dialogue and decision-making process national and regional public authorities and stakeholders. The MED Green Growth community is strongly involved in the strategic theme on Innovation through its transnational working groups consisting of key actors from the Mediterranean area.

MED Governance was significantly enhanced through:

- The creation of the Green Growth Capitalisation Platform, a new digital tool which facilitates the sharing of projects' results and materials as well as the development of new partnerships and synergies between institutions and stakeholders, both already involved and new to the Community.

Access to the platform : <https://interregmedgreengrowth.eu/>

- Memorandum of understanding, a commitment by members of the Green Growth community to support the transition towards green economy across the Mediterranean area, by continuing the joint work, following an integrated and cross-cutting approach for the implementation of the Green Growth principles related to topics such as sustainable agro-food systems, eco

innovation, green manufacturing, green public procurement, waste management and smart cities.

Externalising capitalisation: High-Level Thematic Events-Business Forum-Capitalisation Conference

The Green Growth Community attended the following high-level and capitalisation events:

- **European Green Week 2018** – “Green cities for a greener future” – that was held from 22 to 24 May 2018 in Brussels, Belgium.
- **European Green Week 2019** – “Implementing European environmental laws” – that took place from 15 to 17 May 2019 in Brussels, Belgium.

During the EU Green Week 2018, the Green Growth community and selected modular projects were featured in a factsheet developed by the Interreg MED Programme explaining the priorities and the challenges of the MED area and how the Interreg MED projects are contributing to greener cities. In the 2019 edition, the project PEFMED was featured in the publication “Working for a greener Europe: 24 stories by transnational Interreg programmes” jointly produced by the 12 European Interreg transnational programmes.

- **Interact meeting of the “thematic network on Climate Change and Risks”** - held in Zaragoza (Spain) on 31 May – 1 June 2018.

The meeting helped to reach common understanding of the topic climate change and risks and all related issues and implications for Interreg Programmes, and to learn more about EU policies regarding climate action and risk prevention both at EU and regional level. The MED Green Growth community presented the contributions of the projects of the Interreg MED programme in tackling climate change

- **The Green Technology Expo “ECOMONDO”** - held on 6-9 November 2018 in Rimini, Italy.

The MED Green Growth community, together with other Interreg MED communities (Renewable Energy, Green Growth, Urban Transports, Sustainable Tourism, Blue Growth, Biodiversity Protection), organised a conference and a stand at ECOMONDO in order to promote the work and results of the communities and their projects. ECOMONDO, “The Green Technology EXPO” is the leading international exhibition in Europe for the new models of the circular economy, from material and energy recovery to sustainable development’

- The second meeting of the **UfM Working Group on Environment and Climate Change (WFGCEC)** - held in Barcelona on 12 – 13 November 2018 and the 3rd **UfM Environment Task Force** meeting in Brussels on 9 April 2019.

These meetings gathered country representatives and regional stakeholders to discuss about the draft concept note for a future post 2020 environment initiative and framework for action. In both occasions, the Green Growth community intervened with a presentation of its current activities and latest developments.

- **European Bioeconomy Scene 2019** that took place in Helsinki on 8-9 July 2019.

The conference aimed at raising public awareness and promoting dialogue on the progress towards an inclusive and sustainable bioeconomy for Europe. The Green Growth community gave a presentation at the Mobilisation and Mutual Learning Workshop side event “The role of communication and education in promoting circular and sustainable bioeconomy at local, regional and national level”.

The workshop brought together EU funded projects, European Platforms and Networks, Member states networks with quadruple helix stakeholders dealing with communication and awareness raising, to support the European Bioeconomy Strategy through communication activities. The workshop promoted the discussion and sharing of lessons learned and best communication practices, formats and channels; successful activities, multipliers to be involved; etc.

- **European Week of Regions and Cities - EWRC 2019** held in Brussels on 7-10 October 2019.

The Green Growth community together with other Interreg MED thematic communities organized 2 sessions during the EWRC: 1) “Interreg MED Piazza: where citizens and EU Institutions meet for the future of Europe” was designed to play and debate on a parliament, about strategies for a greener, smarter and more connected future for Europe; 2) “Empowering territories for a sustainable future for the Mediterranean” where three mayors and two European policymakers engaged the audience in an open debate on the role of regions and cities in designing and implementing policies for climate change mitigation and adaptation, blue economy and inclusive growth, as a result of the implementation of specific projects of the Interreg Mediterranean Programme.

TO GO DEEPER

Detailed reports (with conclusions and summaries) of the high-level meetings attended by the Green Growth Community were produced after the end of each event and then merged into the Deliverable 4.5.2 [High - Level Conferences/Capitalization Conference reports](#)

The impact of the abovementioned events was maximised by organizing meetings with EU policymakers, governmental authorities,

environmental specialists, etc. to exchange on the work done in the field of Green Growth and innovation, to enlarge the visibility of the Green Growth community and to increase the opportunities for modular projects.

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The final community capitalisation outcomes were presented in the **final event** organized in Brussels on September 20, 2019 and which involved high level EU policymakers, representatives of the MPs, and coordinators of the EU Circular Economy Stakeholder Platform.

During the meeting, the following key points emerged:

- The financial support provided by multiannual programmes like Horizon 2020 on Research and Innovation and actions to be realized at EU level, are key to the transition towards a Green and Circular Economy;
- All actions are only feasible with a greater collaboration of all EU countries which must convert the EU policy efforts into national and regional strategies;
- Synergies & collaborations among projects can be implemented through the European Circular Economy Stakeholder Platform.

This space facilitates policy dialogue among stakeholders & disseminates activities, information & good practices on circular economy;

- The Green Growth Capitalization Platform has been developed, stressing the attention on results and replicability of experiences;
- GRASPINNO project is a good example for capitalization;
- SMEs are adaptive to legislation and EU incentives can lead business models towards circular economy. In this context, clusters, associations and communities play an important role as well;
- Research and Innovation Strategies for Smart Specialisation (RIS3) can be implemented by setting out priorities and enhancing best practices transfer and adoption and/or pilot activities;
- At regional and national levels, one should invest more in education, capacity building and capitalization of best practices;
- A wider participatory and 4 helix approach could convert the traditional concept of “working in a circular framework” into a new one inspired by a more concrete idea of “living as” a circular society.

Other events from the Green Growth community

- **1st MED Green Growth transnational event** – “New Challenges in the Agrofood sector” – 28-30 June 2017, Girona (Spain)

The event gathered the whole Green Growth community, relevant stakeholders of the Mediterranean area and other European regions to jointly discuss about the new challenges that the Agrofood sector is facing nowadays.

- **2nd MED Green Growth transnational event** – “Roles & Opportunities for competitiveness in public & private sectors” – 12-13 October 2017, Rome

The event was an opportunity to debate the emerging opportunities for green competitiveness in the MED area and about the role of various public and private actors in exploiting these opportunities. The event was hosted by the Forum Compraverde - Buygreen, at its 11th edition in 2017.

- **MADE IN MED event:** Interreg MED mid-term event, April 2018 in Rome.

The conference was dedicated to showcasing projects' results and ruminate the future of cooperation in the Mediterranean. The Interreg MED programme organised an interactive exhibition where attendants could discover and experiment the projects' results in a concrete manner.

- **3rd MED Green Growth transnational event**—"Role of regional and local policy makers in enhancing Green Innovation" – 15-16 November 2018, Durres

The event analysed the role of policy makers in enhancing the Green Growth innovation and policies and in creating contexts of exchanges on the impact of several key players in boosting Green Growth economies.

- **Interreg MED Green Growth Community Thematic Working Groups workshop**—6 March 2019, Thessaloniki (Greece)

The workshop supported the modular projects in identifying both challenges and success factors related to the respective TWG's themes. The results were used to feed the policy outcomes of the community.

- **MED FOR YOU: "unfolding a strong narrative for policy change"** that will take place on 24th October 2019 in Athens.

This event will premiere the first evidence of the successful Interreg MED new architecture, how it has taken shape and produced concrete results thus demonstrating its added value. The results will be presented around questions directly linked to hot topics

on the European Commission agenda but also to the objectives of the European cohesion policy. Moreover, it will be a chance to debate on post 2020 and the added value of European territorial cooperation in the Mediterranean.

3.2 Capitalisation process of the modular projects from the community


In parallel with the capitalisation process undertaken at the community level, each modular project carried out its own capitalisation together with transferring activities, all well aligned with the Capitalisation activities of the Interreg MED programme.

The two tables below list the capitalisation activities already implemented so far (Table 2) and those foreseen for the future (Table 3) by the 14 modular projects of the Community. In order to simplify their consultation and analysis, the activities are organized in four categories:

- 1) systematisation of knowledge;
- 2) networking/clustering;
- 3) development of strategic documents and
- 4) dissemination (Public events and training activities).

To facilitate potential capitalisation synergies Table 3 also lists foreseen period of accomplishment.



Table 2 – Capitalisation Activities already implemented

Capitalisation typology	Capitalisation Activities already implemented	Project
 <p>(including the creation of TOOLS / INSTRUMENTS to improve the transfer of knowledge among Interreg and beyond)</p>	EMBRACE Circular Economy Toolkit	EMBRACE
	Guidelines for Public -Private partnership to achieve energy efficiency in Public Buildings	GRASPINNO
	Methodology for developing green electronic procurement criteria	GRASPINNO
	Graspinno Unified Platform with database, eGPP and LCC tools for energy efficiency solutions in public buildings	GRASPINNO
	Green mind operational services model: a transferable model of transnational services for SMEs based on pilots results and evaluation	GREEN MIND
	E-learning platform (including training course material)	MED GREENHOUSES
	Handbook as a user manual to assist the transfer of GREENOMED methodology to external clusters	GREENOMED
	Structured methodology enabling design and implementation of pilot plants, which is widely adoptable by European Clusters	GREENOMED
	Dataset of best advanced solutions and KETs to reduce inorganic waste in agri-food production (for horticulture, dairy and meat sectors)	REINWASTE
	KPIs to measure performance of the innovative solutions to reduce inorganic waste testing implementation	REINWASTE
	Scheme to merge PEF with Social Footprint and Product Social Identity indicators	PEFMED
	Territorial-based scenarios of eco-innovative interventions and territory-based PEF self-assessment diagnosis tools	PEFMED
	PEF studies for the following product categories : wine, olive oil, cheese, meat, feed and bottled water	PEFMED
	A set of indicators to assess socio-economic aspects in the PEFMED tested companies	PEFMED
	An online platform to facilitate the know-how sharing between the PEFMED project partners and new clusters and practitioners	PEFMED
	Agrofood electronic Marketplace software platform	CAMARG
	Km-zero agro-food electronic Market new business and governance model	CAMARG
	4 Case Study in order to estimate the transfer and portability of the CAMARG outcomes	CAMARG
	Agri-madre platform : metropolitan agriculture and food system in the Mediterranean.	MADRE
	MADRE best practice catalogue	MADRE
	Report on Creativity for Innovation in SMEs – State of the Art - describes the current knowledge, usage, diffusion of creative processes to foster the innovation capabilities of SME	CREAINNOVATION
	Sustainability Assessment Model of Regional and Transnational innovation projects” (to evaluate the economic, social and environmental sustainability of an innovation project) – Ciset Tool	CREAINNOVATION

NETWORKING / CLUSTERING






The formalisation of common agreements between research institutions and networks of producers to transfer innovative solutions	ARISTOIL
National networking meetings to ensure commitment to the project results and cooperation with project partners	ARISTOIL
GRASPINNO Transnational Mediterranean Network (TMN) on energy efficiency solutions in public buildings	GRASPINNO
Recommendations for the establishment of mechanisms favouring cooperation between actors of the quadruple helix, including the operation model of the Agricultural Transnational Innovative (ATI) Cluster	MED GREENHOUSES
Creation of 7 regional stakeholders platforms on green manufacturing	GREENOMED
Trans-regional cooperation services offered to SMEs by clusters	GREENOMED
Metropolitan working group and 6 transnational working groups on urban agriculture	MADRE
MADRE Network: Memorandum of Understanding on Metropolitan agriculture, food systems and cluster action plan	MADRE
Knowledge transfer for agrofood and agriculture supply chains (diary, meat, horticulture) which received a personalised light assessment (recommendations) to reduce inorganic waste	REINWASTE
National intra-cluster transferring actions	REINWASTE
Selection of 30 agri-food companies to test innovative solutions to reduce inorganic waste: One business and feasibility plan per company	REINWASTE
50+ agro-food companies involved in the PEF pilot phase for wine, olive oil, cheese, meat, feed and bottled water sectors	PEFMED
12 Leadership & Changeover Workshops were organized in each pilot region to push knowledge transfer across a pool of innovators or stakeholders that can lead a change towards green innovation in the agri-food sector	PEFMED
200+ agro-food companies involved in the CAMARG pilot phase	CAMARG
CAMARG platform with the four entities customised based on the different pilot locations specification, including report on functioning	CAMARG
“Gap Analysis & policy Recommendations” developed within the activity “State of Play in Policies, Financing, Technologies & Stakeholders”, aimed at identifying the needs, the gaps and the obstacles regarding Policies, Financing, Technologies & actors of the greenhouses/agriculture level	MED GREENHOUSES
Joint MED Action Plan transferring knowledge on eco-innovation and sustainable agriculture	MED GREENHOUSES
Memorandum of Understanding/Agreement between policymakers (Regional Authorities) of the	MED GREENHOUSES


<p>DEVELOPMENT OF STRATEGIC DOCUMENTS</p> 	greenhouse/agriculture sector which will favour Eco-Innovation and sustainable production in Agricultural/ Greenhouse sector, contributing to Green Growth	
	“Knowledge transfer plan (KTP)” which foresees the following types of activities: workshops, site tours/open days, guidance documents for public actors and policymakers, and a final conference	RE-LIVE WASTE
	3 Operative strategies (with SWOT analysis and expected results and impacts) and intervention plans including information of the personalised light assessment and the business and feasibility plans to deal with the companies for the reduction of inorganic waste	REINWASTE
	Action Plan of results portability concerning the durability and transferability of project objectives and deliverables	ARISTOIL
	Joint protocol for business exploitation of territorial PEF-compliant eco-innovation standards	PEFMED
	National Roadmaps for Environmental Footprint Sustainability in MED productions	PEFMED
	<u>6 WHITE PAPERS</u> : social innovation, farmers' innovation, transnational innovation, academic research, consumer innovation, territorial innovation	MADRE
	<u>MADRE Policy Paper</u> : to address urban and peri-urban agriculture from a critical, proposal-oriented perspective and with a special focus on Mediterranean metropolitan areas	MADRE
	Detailed communication, dissemination and capitalisation plan	CAMARG
	Clustering enlarged programme for innovation in km-zero agro-food sector through portability guidelines	CAMARG
<p>DISSEMINATION (PUBLIC EVENTS AND TRAINING ACTIVITIES)</p> 	Info days and Seminars for olive oil key actors to promote the guide for the production of olive oil within health-protecting properties	ARISTOIL
	Living Labs for transferring knowledge on energy efficiency solutions in public buildings, eGPP, green funding and green policies	GRASPINNO
	Open days, training courses, technical events, conferences on eGPP, energy efficiency solutions and use of renewable energy sources for public buildings, evaluation via LCC tools	GRASPINNO
	First GREENOMED political meeting held on 04.12.2018 in Brussels to communicate the mid-term results of the project to relevant policymakers	GREENOMED
	Testing seminar held on 30.01.2019 in Lyon and aimed at transferring GREENOMED testing results to external clusters	GREENOMED
	GREENOMED 1st, 2nd and 3rd conferences, to communicate the mid-term results and knowledge created in the project with stakeholders from other regions, especially companies, clusters, universities, RTOs and policy-makers	GREENOMED
	2 workshops organized in 2017 in each metropolitan area involved	MADRE
	6 transnational workshops held in 2017	MADRE
	1 international seminar held in Bologna in December 2017	MADRE
	Final conference held in Marseille in June 2018	MADRE

	Local events and participation to conferences	MADRE
	Master of knowledge acceleration at ECOMONDO	REINWASTE
	5 Open Innovation Labs for mainstreaming innovation trends and foresight to reduce inorganic waste in agri-food production among key players	REINWASTE
	Organisation of 1 Interactive International seminar to involve S3 managers of the regions into the reduction of inorganic waste in food production	REINWASTE
	16 workshops developed in each pilot	CAMARG
	Final conference	CAMARG
	Local events and participation to conferences	CAMARG
	Organisation of Workshops, Consultations and Webinars to actors/stakeholders (4 helix) of the Agricultural / Greenhouse sector	MED GREENHOUSES
	A set of dedicated packages of training days addressed to several agri-food sectors. Each package (or “voucher”) consisted of one half a day of training for clusters connected to the agri-food sector of interest and two days of “training” for interested companies belonging to the specific agri-food sector of interest. This also includes the “trial” of a web-based tool developed by the project partners which allow a screening analysis, both environmental and socio-economic aspects of the supply chain.	PEFMED

Table 3 – Future capitalisation activities

Capitalisation typology	Capitalisation Activities planned for the future	Project	Period
SYSTEMATISATION OF KNOWLEDGE 	The creation of the E-hub (online platform) where all stakeholders can exchange their best practices, research ideas and form a marketplace of healthy olive oil	ARISTOIL	January 2020
	“National handbook on CrealInnovation Labs” - Nine National handbooks (in national languages) with a full detailed description of tested best practices for CrealInnovation Labs designing, managing and implementing models, easy to read and use by SMEs and policymakers	CREAINNOVATION	June 2020
	International handbook on CrealInnovation Labs” - will outline CrealInnovation Labs models transferrable at the international level, based on pilots’ best practices. Comparative study of national regulation will be included to facilitate transferring for decision-makers	CREAINNOVATION	September 2020
	Platform for accountability about CrealInnovation Labs pilot impact. This online platform will enable other SMEs and Stakeholders to access data about the impact of the CrealInnovation Labs tested in the project	CREAINNOVATION	February 2020
	Operational Model Customisation to remanufacture the food supply chain towards a zero inorganic waste aim	REINWASTE	March 2020
	Protocols /common guidelines for a sustainable management of inorganic waste, plastic and food packaging in the entire food system	REINWASTE	March 2020
	Reinwaste Service to systematize the offer-demand of innovative solutions for waste prevention. Evaluation of impacts associated with the innovative solutions (sustainability analysis). Market analysis and feasibility study to launch the service.	REINWASTE	April 2020
	Capacity building tool for public authorities to improve innovation financing in green sectors and to sustain green growth strategies with appropriate financing	FINMED	January 2020
NETWORKING / CLUSTERING 	Creainnovation Network - Network Agreement	CREAINNOVATION	November 2020
	9 Local Nodes: SMEs supported in the development of eco-innovation ideas (Awareness & Assistance)	EMBRACE	December 2019
	2 META-CLUSTERS wine and agro-food (internationalisation; EU Funds; cooperation)	EMBRACE	December 2019
	Transferring method of finMED support service for clusters, and business support organizations, involving financiers and SMEs in Business2Finance meetings	FINMED	October 2020
	finMED NETWORK: set up of a network to support regional, MED and EU debate on the future of green sectors and the financing of green growth strategies	FINMED	November 2021
	Transnational innovation network gathering SMEs, research bodies, authorities and clusters	GREEN MIND	November 2019
	9 transnational innovation clusters supported to avoid inorganic waste in agri-food production	REINWASTE	March 2020

	Constitution of an International Experts Committee on Zero-km Agrofood MARKETplace, with experts from different Mediterranean areas. The committee will involve regional experts, selected by project partners, who will elaborate contents related to the "zero-km Agrofood MARKETplace" in each country involved and thus are considered to be the most appropriate to participate in the monitoring and follow-up activities of the project.	CAMARG	December 2019
<p>DEVELOPMENT OF STRATEGIC DOCUMENTS</p> 	Support to policies formulation that can incentivise innovation adoption: elaboration of policies guidelines that should include recognition of Struvite fertiliser in the EU legislation	RE-LIVE WASTE	June 2020
	Cooperation Protocol for Med Cluster of olive oil actors – Creation of a protocol to strengthen the Med Olive oil Cluster to achieve a sustainable model of transnational cooperation and innovation for SMEs in the Mediterranean	ARISTOIL	October 2019
	Report on the strategic role of Circular Economy for the MED growth	EMBRACE	December 2019
	"Green Paper for Innovation Policy Change" detailing the necessary strategies that need to be reinforced in partner territories to enable a sustainable Smart City paradigm	ESMARTCITY	February 2020
	A "Smart City Protocol" will be adopted by those policymakers willing to endorse the innovation policy change strategy developed within the project	ESMARTCITY	July 2020
	Policy procedures for the financing of green growth policy instruments in partner regions/countries	FINMED	November 2021
	Regional and macro-regional policy support programme: a policy-oriented support programme consisting of meetings and policy support documents to improve policymaking for SMEs in the green & smart mobility industry	GREEN MIND	July 2020
	4 Portability Plan to gather an improved ecommerce solution suitable to be configured and adapted to grasp at best the specific needs of every possible exploitation territory in the European MED	CAMARG	December 2019
	9 Plans for transferability to avoid inorganic waste to other agro-food and agriculture supply chains	REINWASTE	March 2020
	3 Regional Action Plans to favour innovation of SMEs on the reduction of inorganic waste as well as the transfer of innovative measures to S3 policy lines	REINWASTE	December 2019
	18 National Conferences and 2 International Conferences	EMBRACE	May 2020

<p>DISSEMINATION (PUBLIC EVENTS AND TRAINING ACTIVITIES)</p> 	18 Workshops addressed to Policy Makers and Innovation stakeholders	EMBRACE	June 2020
	9 Seminars addressed to agro-food and wine sectors' SMEs	EMBRACE	June 2020
	72 National and 3 International Creainnovation Workshops for SMEs Innovation	CREAINNOVATION	April 2020
	18 National Conferences and 2 International Conferences	CREAINNOVATION	November 2020
	8 Workshops addressed to local and regional public authorities in the area of smart lightning and smart energy-efficient buildings. 8 Workshops addressed to SMEs and clusters in the same area as above	ESMARTCITY	March 2020 – June 2020
	Meetings with stakeholders to support policy learning and endorsement of finMED results at the regional level	FINMED	July 2021
	High-level conference to gather political recommendations on the financing of innovation in green sectors	FINMED	November 2021
	Green mind transfer & take up programme: Series of transfer meetings with cluster organisations in the MED area to foster the adoption of the services model on transnational SMEs services	GREEN MIND	July 2020
	SMEs involvement campaign including 8 local workshops, in every of the 8 involved regional contexts, aimed at capitalising local governance and channel it towards the creation of a transnational network of local green & smart mobility stakeholders	GREEN MIND	October 2019
	Final project workshop with transnational speakers & testimonies targeted to SMEs, public authorities and Green mind stakeholders	GREEN MIND	June 2020
	The organisation of 6 transfer event to transfer the GREENOMED methodology to external clusters in Italy, Spain, Slovenia, Greece, Croatia and France	GREENOMED	June 2019 – Dec 2019
	The organisation of the final GREENOMED conference in Milan targeting policymakers to transfer project results to the regional authorities of different regions and create a momentum to support capitalisation of the results	GREENOMED	December 2019
	Territorial meetings with regional S3 public managers and industrial and agricultural players to export the advanced REINWASTE methodology	REINWASTE	December 2019
	Master of knowledge acceleration which includes participation in conventions to spread the project results (ECOMONDO) video interviews and meetings to influence the EU policy design (DG-ENV, ETP Food for Life)	REINWASTE	June 2020
	3 workshops for project promotion and greening of food productions. Policy-makers governing cluster policies involved	REINWASTE	January 2020
	REINWASTE project final event in Rome	REINWASTE	July 2020

	5 Open Innovation Labs	REINWASTE	December 2019 – January 2020
	Workshops for the dissemination of project results	RE-LIVE WASTE	March 2020
	4 regional round tables	RE-LIVE WASTE	June 2020
	Organisation of a Final Conference in the city of Volos (GR) with the participation of stakeholders / actors (including policy makers) of the Agriculture / Greenhouse Sector.	MED GREENHOUSES	December 2019
	16 CAMARG Local Workshop Events: organisation of a local workshop to discuss results and ICT innovation	CAMARG	December 2019
	Final events: organisation of final local events to define Cluster enlargement putting the basis for regional mainstreaming and capitalisation	CAMARG	January 2020

The table below (*Table 4*) lists the challenges addressed by some modular projects during their capitalisation process. Their experience can be of support to other MPs, which might face similar issues in the future.

Table 4 – Challenges addressed by the MPs in their capitalisation process

Challenges	How they were overcome	Project
<p>The main problem is the dimension of producers that can deliver quality products, they are fragmented, and each of them has its own label. So, there are some restrictions in participating in horizontal clusters.</p> <p>National legislation and product accreditation processes may create barriers to policy homogenisation and the development of producer clusters at a MED scale.</p>	Regional living labs were created so that more companies could be aggregated at national level, before moving on to the international level.	ARISTOIL
A critical issue could be the time factor as well; energy refurbishment of buildings involves time consuming procedures, and work progress can be very slow.	Formal and informal commitments were made to continue the work beyond the end of the project. A EIB / ELENA channel has been activated to support other projects interested in using GRASPINNO data.	GRASPINNO

The solution delivered by the project for animal waste (struvite production) turned out to be very complex from a technical point of view. Additionally, there are many variables that would make the struvite technology economically viable, thus making it hard to transfer the technology to other geographical areas.	“Comprehensive analysis of the technology used for Struvite production” and “Comprehensive analysis of the business plan around Struvite production” were included as new deliverables within the WP related to “transferring”. These will be layman documents that will summarise the key aspects of the technology and the economic feasibility, so partners and other non-specialist stakeholders can be facilitated in the transferring activities.	RE-LIVE WASTE
Mere contacts and exchanges with similar initiatives in the field of livestock waste recycling turned out not to be enough to build real networking.	The consortium will identify other stakeholders and projects with similar objectives and will propose a common action. The option that seems feasible for now is producing a guide for highlighting different livestock waste management solutions in EU (coming from current and past Interreg, other EU programs, etc.) putting together different approaches and technologies. The drafting of this document would allow closer cooperation between projects but also a better comprehension of the current solutions being explored. Another option is a common EU seminar, but the budget may be limited in this case.	RE-LIVE WASTE

4. Recommendations

How can the effectiveness of the capitalisation process be improved? Which are the actions that MPs should put in place to ensure that their instruments, practices and methodologies are effectively taken on board by all actors concerned, and applied at local, regional, national or European level as broadly as possible?

Based on the analysis of the capitalisation activities implemented so far and foreseen for the future, the following recommendations can be made:

- 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 target groups and end-users.

This type of approach would allow a greater uptake and wider use of 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 even boost the active involvement of decisionmakers.

RE-LIVE WASTE project for example, based on the experience of its partners, made these connections by planning several meetings with representatives of the European Commission (DG ENV, DG AGRI, DG Grow, STRUBIAS group of the JRC).

These meetings aimed at identifying the ongoing challenges in regulations, the existence of similar initiatives and the opportunity to contribute to EU specific technical documents regarding the specific sector of animal waste. These preliminary contacts with the European Commission allowed them to know that struvite, which is the livestock waste management solution adopted within the project, will be included in the list of fertilisers of the new regulation of the European Parliament and of the Council laying down rules of CE marked fertilising products.

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 results are not only transferred but also used by others and that there is, therefore, a gradual improvement in national or regional policies. In other words, transferability should not be considered as fully achieved just because dissemination actions are integrated all over the project operation. Communication and capitalisation aspects represent key support, but they cannot ensure by themselves that project results are transferable and transferred

A good example of institutional uptake of results through incorporation into national policies is represented by the experience of GRASPINNO project. The results produced within the project were used by the Greek Ministry of Economy and Development to develop a strategic policy document, i.e. the Greek National CPB Growth Strategy for the future.

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