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# GREENMIND

Green and smart mobility industry innovation



**Countries:** Italy, Greece, Spain, France, Croatia, Bosnia and Herzegovina, Slovenia.

**Target Groups:** SMEs in the green and smart mobility industry, sectoral agencies, business support organisations (clusters, networks and associations), higher education and research institutions, local, regional and national public authorities, infrastructure and public service providers, as well as the general public.

**Theme:** , Smart Cities.

**Key Words:** Green and smart mobility, innovation capacities of SMEs targeted services for SMEs, market Intelligence, B2B matching, public funding screening, networking, transnational services model for sectoral agencies and business support organisations, smart cities.

**Starting and Ending Dates:**

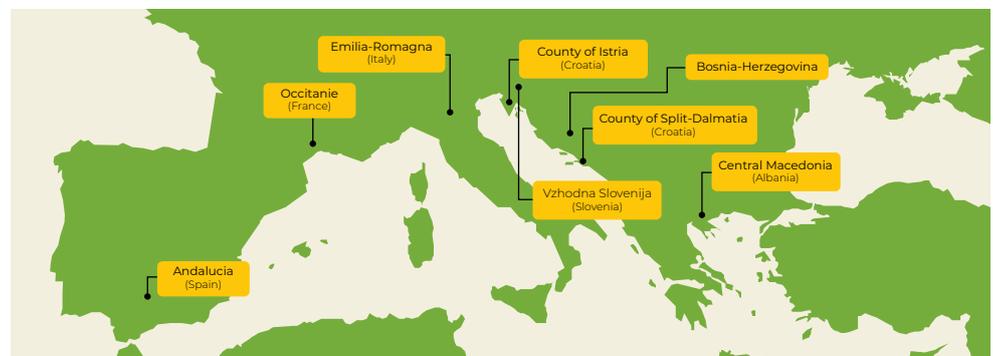
1st February 2018 - 31st January 2021

**Budget:** €1,742,000.00

**Green Mind** fosters economic competitiveness and innovation in the green and smart mobility industry. The project's added value is that it considers this industry

as a sector, which is transversal and composed of other business activities such as transport and logistics, automotive industry, energy, and information technology.

## GREENMIND Pilot Projects:



The core objective of the **Green Mind** project is to foster economic competitiveness and innovation in the green and smart mobility industry. **Green Mind's** partners developed and tested three pilot services to strengthen small and medium-sized enterprises' (SMEs) market position by helping them identify business opportunities, supporting them in the search for (public) funding, and matching them with relevant partners to launch regional and transnational cooperation between businesses, research bodies and authorities. A transferable model for clusters and agen-

cies was built out of the tested services and will be shared through a transfer programme which will include transnational and local webinars. A transnational innovation network will be set up to sustain **Green Mind's** approach of joint learning, knowledge sharing and capacity building processes for innovation in the green and smart mobility industry. Finally, a policy support programme will disseminate the project results based on the Smart Specialisation Strategies of the regions involved.

## Challenges

The **Green Mind** project operates in the context of fast technological developments and increasingly restrictive environmental policies, which increases demand for green and smart mobility products and services. This provides favourable conditions for SMEs to launch their activities, but they require support as they do not work in one homogenous sector, but

rather in a complex transversal industry, composed of several sub-sectors such as transport and logistics, automotive industry, energy, and information technology. **Green Mind** aims to strengthen the transnational activities of clusters and agencies to support SMEs in identifying and exploiting new market opportunities.

### The InterregMED Green Growth Community

Green Growth is a thematic community that promotes sustainable development in the Mediterranean within the framework of the Interreg Med Programme. It supports the sound management of natural resources by enhancing cross-sectoral innovation practices through an integrated, territorially-based cooperation approach.

The community supports its projects in communicating and capitalising on their results to increase their impact at the policy level and ensure their potential transfer into other territories.

Visit our website:

[green-growth.interreg-med.eu](https://green-growth.interreg-med.eu)

Join the Green Growth Capitalisation Platform:  
[interregmedgreengrowth.eu](https://interregmedgreengrowth.eu)

## Solutions

### • [Transnational Innovation Network for SMEs](#)

**Green Mind**'s partners launched a transnational network of businesses, research institutions and public authorities to stimulate city- and region-led innovation in the green and smart mobility industry. The network aims to enhance SMEs' competitiveness and sustainability and to promote cooperation and partnerships at regional and European levels to facilitate dialogue and sharing of experiences focused on innovation in products and services in the mobility industry.

### • [Green Mind Transferable Service Model for SMEs](#)

This methodology presents the three **Green Mind** services – Market intelligence, B2B matching, and public funding screening – which have been tested in the eight participating regions. This model addresses clusters, agencies and business support organisations, providing them with a transferable service model that they can use to enhance SMEs' competitiveness.

## Lessons learnt and broader recommendations

The strategic objective of the **Green Mind** project is to promote the innovation capacities of public and private bodies in the green and smart mobility industry.

In particular, **Green Mind** strengthens transnational clusters' activities to support SMEs in exploiting market opportunities with the growing demand for green and smart mobility products and services in the Mediterranean region.

To reach this goal, **Green Mind** aims to introduce the following actions:

- Transferring transnational services to SMEs to support the green and smart mobility industry (including public funding screening and B2B matchmaking)
- Creating a new transnational innovation network
- Transferring the results of the tested services to non-partner clusters to promote knowledge sharing

## Green Growth and the EU Green Deal

Transport is a major contributor to global greenhouse gas emissions, and therefore sustainable and smart mobility is at the core of the EU Green Deal. The Green Mind project's efforts to foster economic competitiveness and innovation in the mobility

industry supports the transition to a green economy within the framework of the EU Green Deal as it promotes green growth, sustainability and circularity in the mobility sector.

### Further Information:

**GREENMIND Website:**  
[greenmind.interreg-med.eu/](https://greenmind.interreg-med.eu/)

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#### Partners:

