



Project co-financed by the European Regional Development Fund

A project labelled by the UfM



Union for the Mediterranean  
Union pour la Méditerranée  
الإتحاد من أجل المتوسط

GREEN GROWTH

## GREENOMED

### Countries:

Italy, France, Spain, Slovenia, Croatia and Greece

### Target Groups:

Business Support Organisations (Clusters), RTOs, Public Regional Authorities, Policy Makers, Research and Innovation organisations, Enterprises and SMEs

### Theme:

Eco-Innovation

### Keywords:

Demufacturing, remanufacturing, bio-economy, circular economy, energy efficiency

### Starting and Ending Dates:

31st February 2017 - 31st July 2019

The project closed on the 31st March 2020

### Budget:

2,050,000.00

The goal of **GREENOMED** is to contribute to the conceptualisation and implementation of a European network of pilot plants practicing green manufacturing to remain competitive and contribute towards Green

Growth. In order for this to happen companies need to adopt innovative technologies and develop new business models that encourage clean and sustainable production.

## What is GREENOMED about?

**GREENOMED** is about Mediterranean trans-regional cooperation for promoting green manufacturing innovation capacities to encourage smart and sustainable growth. The project improves the network of pilot plants based on the identified challenges and resource requirements of European green manufacturing. The project's founding principle

is that to promote green manufacturing, regions should cooperate on smart specialisation. **GREENOMED** tests and transfers a cluster-governed methodology based on the 'Vanguard Initiative' for the setup of trans-national pilot plants in the MED region, bearing in mind their differences and links to other EU manufacturing regions.

## Challenges

### GREENOMED addresses the following challenge:

One of the main challenges identified by the project partners is that the process is long and requires commitment on behalf of the stakeholders.

Results are usually only visible in the long term, and it is not always easy to keep companies engaged while they wait for tangible results.

## What are the solutions and best practices proposed by the project?

- Offering training courses for partners to help them implement the developed testing methodology through various clusters, providing them with the tools which enabled partners to implement the methods in each region
- Transfer the project results to clusters and regional authorities through trainings and various regional events

## finMED Project Partners



### What are the project's lessons learnt and broader recommendations?

- Carefully identify the main topic for the working group: It was fundamental to clearly define the working groups' topics to engage companies and gain their commitment
- Cooperate with regional living labs to avoid overlapping activities
- Involve regional authorities in the project from the beginning to raise awareness of the project's objectives across the territory

### How is this project contributing to Green Growth and the EU Green Deal?

The **GREENOMED** project has been developed and funded as a modular project within the framework of the Interreg MED Programme, under the theme of Green Growth. The objective of the project is to increase green manufacturing in the Mediterranean through the design and implementation of a network of pilot

plants. By implementing an inter-regional cooperation methodology, clusters can mobilise and coordinate innovative actors from their region to build infrastructure and create innovation projects to support the industrial uptake of green technologies, under the light of Smart Specialisation Strategy.

#### Partners:



### 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)

### Further Information:

finMED Website:  
[finmed.interreg-med.eu](https://finmed.interreg-med.eu)

Contact:  
Mr. Giacomo Copani  
e: [Giacomo.copani@stiima.cnr.it](mailto:Giacomo.copani@stiima.cnr.it)

### Social Media Channels:

