



Project co-financed by the European Regional Development Fund

A project labelled by the UfM



GREENMIND

Green and smart mobility industry innovation



Countries:

Italy, Greece, Spain, France, Croatia, Bosnia and Herzegovina, Slovenia

Target Groups:

Local public authority, SME, Business support organization

Theme:

Eco-Innovation

Keywords:

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:

February 2018 - January 2021

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.

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 agencies 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.

GREENMIND Pilot Projects



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.

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 competitive-

ness 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.

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

Join the Green Growth Capitalisation Platform:
interregmedgreengrowth.eu

Further Information:

GREENMIND Website:
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Union for the Mediterranean
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GREENMIND

Type of the result:

- Online tool
- Offline tool
- Methodology
- Strategy
- Action plan
- Policy recommendation
- Guideline

Language(s) in which the result is developed:

English

What is the most appropriate level for its use/ implementation?

Regional

DESCRIPTION OF THE RESULTS

Operational services model

The Transferable Service Model Methodology is based on Greem Mind's pilot project evaluation. The findings are analysed according to two approaches: comparative analysis and reasoning by analogy.

Both approaches analyse the context within which each pilot was conceptualised, implemented and evaluated. Therefore, considerations such as regional innovation, mobility stakeholders, GDP, and fiscal considerations are brought together as analytical filters.

Transnational Innovation Network for SMEs

Green Mind promotes economic competitiveness and innovation in green and smart mobility, by strengthening regional and transnational cooperation between businesses, academia, and policymakers.

Green Mind's activities include:

- Testing new market intelligence, screening public funding, and B2B matchmaking for SMEs
- Building a transferable model of the tested services for clusters and agencies
- Setting up a transnational innovation network involving authorities, business and academia
- Implementing a transferring programme for clusters and agencies to support their transnational activities
- Delivering a policy support programme to mainstream the project results based on the Smart Specialisation Strategies of the regions involved

The Green Mind European Network fosters innovation in the mobility industry to enhance its competitiveness and sustainability. The Network promotes cooperation and partnership at the regional and European levels and promotes dialogue and exchange of experiences focused on innovation in products and services in the mobility industry. The Network addresses **industry, research and public stakeholders** to stimulate **urban** and **region-led innovation**, and to **foster cooperation**.



PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

The transferable service model for SMEs was developed to assist clusters and agencies to implement and provide services that enhance competitiveness. The model's first step is a thorough analysis of the current state of the sector in the region. The customisation of the model according to the needs of the SMEs involved is key for its success. The model supports SMEs to understand and exploit

market information, improving and expanding their customers' and associates' network through B2B events and other networking opportunities, and accessing funding for their activities through participation in dedicated calls, and assistance to apply. Finally, although the model was developed to address green and smart mobility, the model can be adapted to other businesses and sectors.

WHAT IS THE TRANSFER POTENTIAL?

The model is ready to be implemented. Meaningful analysis of the evaluation results requires analysis of the local context, to be taken into consideration in the transferring.

The specific characteristics of each pilot site at the regional and national levels must be considered, as well as the needs of the local eco-systems and projects – market intelligence, B2B matching, and identification of public funding. Sector representation in the pilot sites, innovation status at regional and national level, GDP, and the breadth and depth of service application across the pilot sites are also considered.

WHAT IS THE PROJECT REPLICABILITY?

The Innovation Network Agreement can be replicated by other institutions/clusters with different SMEs and public authorities to create new transnational networks. For successful application of the transferable model, below are recommendations to guide the user, based on the experience of Green Mind 's project partners:

- The green and smart mobility sector is highly diverse, which can lead to incompatibilities in service operations and among participants. For this reason, it is recommended for users to focus on a specific area of green and smart mobility, and to be clear on the model's implementation.
- Clearly defined timeline should be followed without delays so that the SMEs can participate in the activities without interruptions to their regular operation.
- Activities should be appropriately promoted to engage SMEs and encourage their participation. Feedback from SMEs is vital for appropriate adaptation of the model.
- As well as SMEs, many different stakeholders can be involved in the model, such as clusters, business-supporting organisations, and citizens, to promote their needs. The transferable model can also be used by other business sectors.
- Within this model a variety of approaches can be taken according to the specific regional characteristics and needs of the SMEs involved. As such, the user of the model can adapt the steps of services operations and/or develop others that will benefit those involved.

WHAT CHALLENGES MAY ARISE?

Participants may lose interest in the process, and therefore it would be necessary to regularly update information related to service operations, helping users reap the benefits of the services provided and enhance their competitiveness.