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.

**GREENOMED Pilot Projects**

Countries:
- Italy, France, Spain, Slovenia, Croatia and Greece

Target Groups:
- Business Support Organisations (Clusters), RTOs, Public Regional Authorities, Research and Innovation organisations, Enterprises and SMEs

Theme:
- Eco-Innovation

Keywords:
- Demanufacturing, remanufacturing, bio-economy, circular economy, energy efficiency

Starting and Ending Dates:
- February 2017 - March 2020

**Challenges**

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.
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.

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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

Green Growth and the EU Green Deal

Reaching the targets laid out in The EU Green Deal requires new technologies and approaches to business, putting innovation at the heart of the objectives of decoupling economic growth from resources, ensuring sustainable consumption and production patterns (SDG 12), and making the European Union climate-neutral by 2050. GREENOMED uses its transnational cooperation methodology to promote achieving a clean and circular economy by pushing the efficient use of resources.

- 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

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DESCRIPTION OF THE RESULTS

The GREENOMED trans-national cooperation methodology was used by the regions involved in GREENOMED project – including Varazdin (Croatia), east and west Slovenia, Central Macedonia (Greece), Marche (Italy) and Auvergne Rhone-Alpes (France) – to design and implement pilot plants for green manufacturing using a logic of smart specialisation, based on an inter-regional cooperative framework. This methodology was designed based on the experiences of STIIMA-CNR (Italy), AFIL (Lombardy) and EURECAT (Catalonia) within the Vanguard Initiative and the Efficient and Sustainable Manufacturing Pilot (ESM), with the aim to expand the ESM network across the Mediterranean.

Following the Vanguard Initiative methodology (Learn-Connect-Demonstrate-Commercialise), GREENOMED delivered a cluster-governed methodology that supports regional stakeholders to implement pilot plants, starting from the design, the consolidation of the Working Groups, until the definition of detailed implementation plans. The GREENOMED methodology is made up of detailed steps, complemented by a list of support services and tools that clusters (or other intermediaries governing the process) can exploit during each phase of implementation.

The GREENOMED methodology supported the establishment of regional stakeholder working groups and facilitated the creation of interregional connections between groups working on synergic projects. The most advanced topics developed by the regional working groups include: ‘De and Remanufacturing for Circular Economy’, ‘Sustainable Food Manufacturing’, and ‘Bioeconomy’.

Institutional framework for trans-regional cooperation in green manufacturing innovation: GREENOMED project partners shared project updates and results with regional authorities and Associated Partners, contributing to the design of an institutional framework to increase the effectiveness of transnational cooperation. At the end of the project, regional authorities were invited to the project’s final conference, where project representatives highlighted the challenges faced by regional stakeholders in structuring inter-regional cooperation, and shared specific needs for the upcoming period.

Key project results also include: four trans-regional cooperation services offered by clusters to SMEs, 100 enterprises involved in the collaborative design and setup of pilot plants, and the establishment of eight transnational innovation clusters offering cooperation services.
The GREENOMED methodology and related tools and services have been formalised and tested across the project’s region; however, they have also shown to be replicable in other regions and contexts. One of the methodology’s main features is its adaptability to the different contexts to which it is applied. The results are even more powerful if applied in a number of regions, promoting interregional cooperation.

GREENOMED’s tools and services have been structured to provide guidelines to the methodology users, but they are adaptable to different situation and needs. Considering the scope of GREENOMED’s tools to foster the interregional collaboration leveraging on common challenges, the methodology’s steps can be easily reiterated in the long-term following the lifecycle of a specific project from the idea generation until its implementation and exploitation in the market.

WHAT CHALLENGES MAY ARISE?

The methodology testing carried out during GREENOMED project identified the main challenges encountered by project partners. In particular, the process is long, and success strongly depends on the commitment of the stakeholders. Moreover, given that results are usually obtained in the long run, it can be challenging to maintain companies’ engagement and motivation.