



Project co-financed by the European Regional Development Fund

A project labelled by the UfM



GREENOMED



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:

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

Starting and Ending Dates:

February 2017 - March 2020

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 prin-

ciple 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



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.

Solutions

- 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

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.

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

Join the Green Growth Capitalisation Platform:
interregmedgreengrowth.eu

Further Information:

GREENOMED Website:

greenomed.interreg-med.eu/

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



GREENOMED

Type of the result:

- Methodology
- Offline tools
- Pilot plants projects
- Policy recommendation

Language(s) in which the result is developed:

English

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

Inter-regional

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.



PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

The trans-regional cooperation methodology has been tested by the clusters (or intermediaries) in the project's regions to assess its sustainability, appropriateness, usability and effectiveness. Clusters are the focal points for testing the methodology, by implementing activities targeted at regional stakeholder groups based on the defined workplan. Indeed, they are coordinating a collaborative process for the bottom-up intra-regional identification of priority innovation projects in the area of green manufacturing. As well as this, they support trans-regional cooperation with other clusters to identify synergies with emerging projects in other regions.

One of the objectives of **GREENOMED** project was to test the methodology during the project's implementation amongst the partners involved.

The results have been achieved in testing regions within four topics:

- 'Secure and Sustainable Food Manufacturing', leading to new demo-case proposals in the ESM Pilot of the Vanguard Initiative and in the EU S3 Platform, with 20 intermediaries and stakeholders involved.
- 'Seamless integration of Electronics and Plastics', leading to the definition of a new use-case in polymer-based functional products, an ESM Pilot of the Vanguard Initiative, involving 15 intermediaries and stakeholder.
- 'De- and Remanufacturing' according to circular economy principles, involving 20 stakeholders and intermediaries.
- 'Bio-economy', exploiting of agricultural waste linked to the Bioeconomy pilot of the Vanguard Initiative.

WHAT IS THE TRANSFER POTENTIAL?

The project's model is ready to use and transfer to other regions, and has in fact already started. Methodology-related actions can be implemented by clusters in various regions, but when a concrete opportunity to develop a pilot plant emerges it should be integrated in the framework of the Vanguard Initiative, and this requires a formal commitment from the policy-makers of the regions involved.

WHAT IS THE PROJECT REPLICABILITY?

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.