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

# Workshop track on **Green Businesses**

**Maria Calderó Pascual**, project coordinator

18 November 2024, 1:00-2:00 pm  
*Doha, Qatar*



**Beta**

Biodiversitat, Ecologia,  
Tecnologia Ambiental i Alimentària

**UVIC**

UNIVERSITAT DE VIC  
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Innovative  
sustainable economy

**Interreg**  
Euro-MED

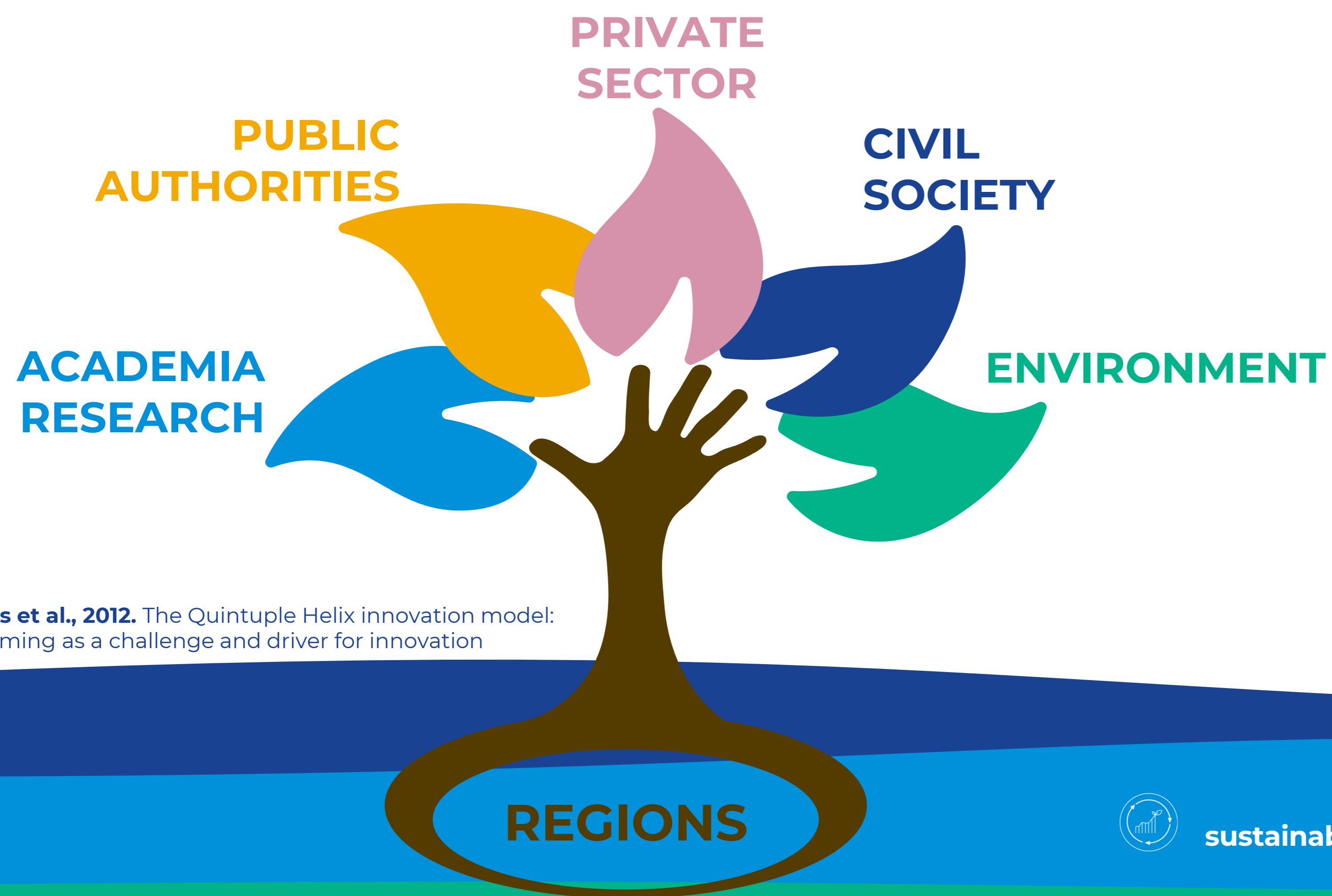


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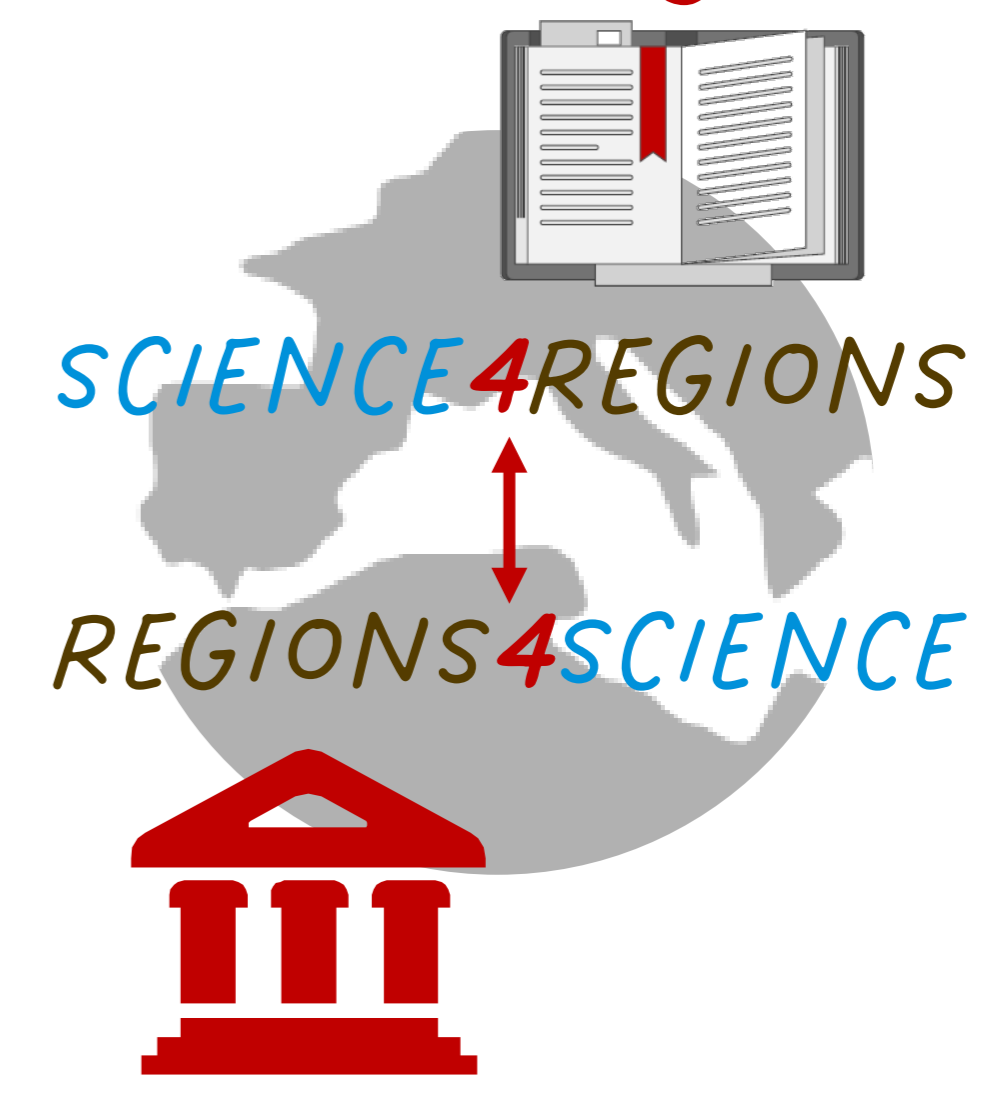


# ACTORS INVOLVED

*5-ple helix approach = long-term impact*



## Cultivating bonds



Carayannis et al., 2012. The Quintuple Helix innovation model: global warming as a challenge and driver for innovation



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# CO-DEFINE CHALLENGES

*Added value collaborations = innovative solutions*

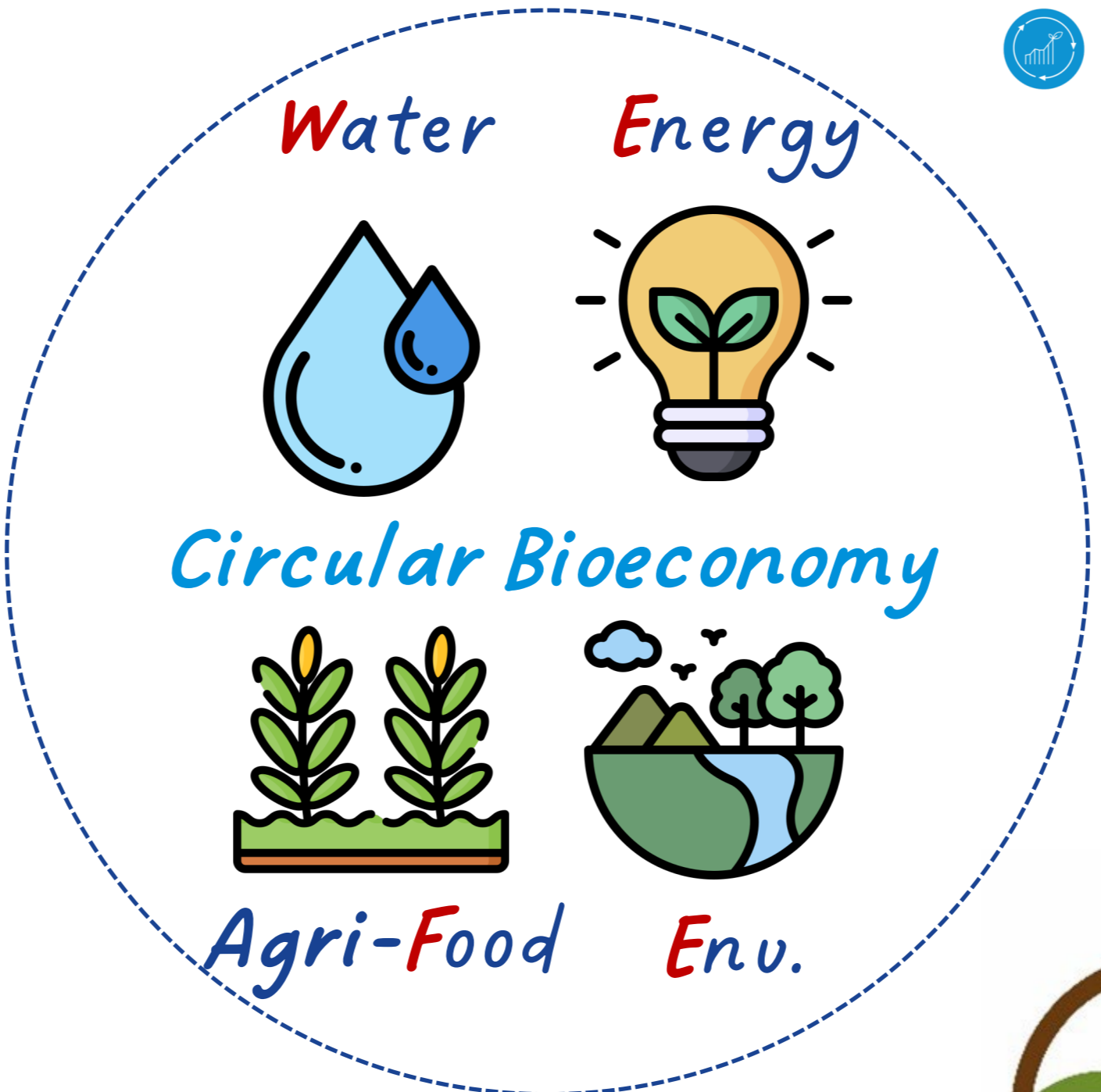
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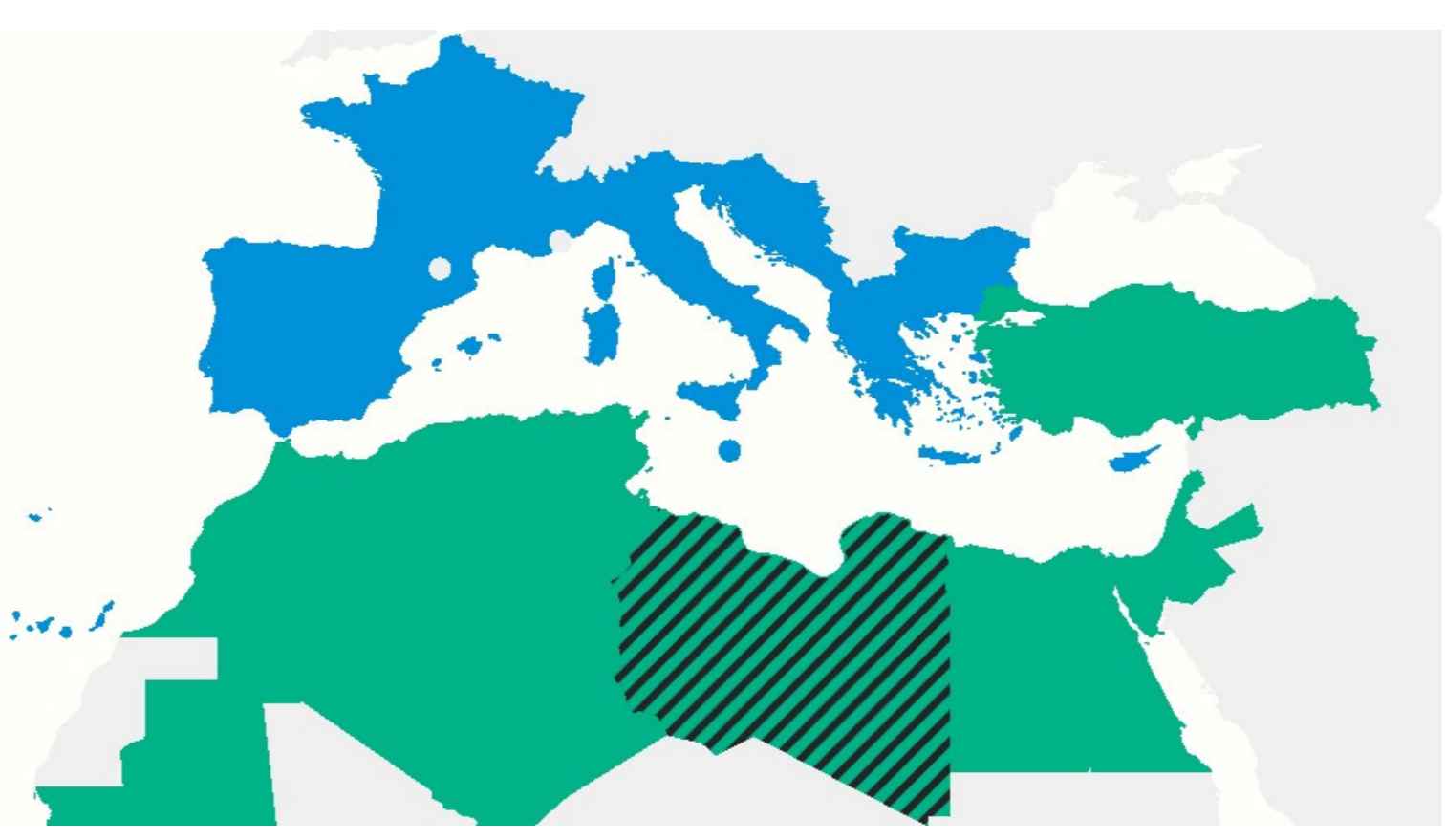
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# SMEs BENEFIT

*Transnational cooperation programmes = useful tools to amplify impact*

Directly part of the **projects' consortia**  
Participating in **projects' amplification processes**



Always by exchanging knowledge



<https://innovative-sustainable-economy.interreg-euro-med.eu/hub/>



A good funding to replicate in other regions!



Associated Countries



Union for the Mediterranean  
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# INNOVATIVE SUSTAINABLE ECONOMY



<https://innovative-sustainable-economy.interreg-euro-med.eu>



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# Thanks!

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