

## **3rd ISE Community of Practice gathering** *Innovative Sustainable Economy Mission*

2-4 April 2025 Sarajevo, Bosnia and Herzegovina



Innovative sustainable economy



Co-funded by the European Union



## WELCOME



**Mercè BOY** BETA TC (UVIC-UCC) Mission TCP lead partner



### Sadzida HAFIZOVIĆ CENER 21

Mission TCP hosting partner



Innovative sustainable economy 

2

## INTRODUCTION



### Maria CALDERÓ BETA TC (UVIC-UCC) Mission TCP lead partner







Co-funded by the European Union

3

**AGENDA DAY 1** 





### From 15:00h to 18:00h

- 1. Marketplace of circular & innovative solutions (7+7)
- 2. Networking break
- 3. Wrap up, logistics, and next day
- 4. Interreg Euro-MED Programme







## INTRODUCTION

Community of **2** Governance Projects & **14** Thematic Projects (more to join us!)





COMMUNITY OF PRACTICE INTERACTIVE MAP



Innovative sustainable economy





## APPROACH & GATHERINGS

Online & in-person gatherings, at least **2** per year



Innovative

sustainable economy





area

By focus

By type of outputs



TRANSFORMATIVE METHODOLOGIES









BEHAVIOURAL CHANGE



## **OBJECTIVE OF THE DAY**

Connect & Share Thematic Projects' updated work

Listen carefully as a QUIZ will follow to test what you learnt from the pitches!



Agri-Food Systems								
Challenge Public policy Carboo impact ac	market Cost-effective Models Financial Carbon cess CF practices standardisation support permanence options							
1ain goal	Project outputs							
To enhance the resilience of Mec agriculture by advancing Carbon Farming leveraging regenerative agricultural and a practices to maimise revewus streams engagement in the carbon credit market.	Elemaneun     I. Carbon farming framework in the Mediterramean.     C. Gutelenes for Back Agricultural Practices for Carbon genetic settion the Mediterramean.     Content on T platform that simplifies formers' access to carbon markets enhancing participation and profilesally.     Internal Mediterramean Market of Carbon Credits.     S. CF MED transmissional partnenship.							
Approach and regional scope	Main achievements							
In innovative methodologic supporting both however, of insights or sperific to the second insights or sperific to the second sec	<ul> <li>approximation</li> <li>Perports completed (deliverables)</li> <li>Carbon Farming as a Business Model</li> <li>Beschule Carbon Farming Actors</li> <li>Catalogue of CE projects in the region</li> <li>Roadmay of IT platform.</li> <li>Pilot Farm Selection (Italy &amp; Spain) and Standardized Sol Simpling rates and the region</li> <li>Standardized Sol Simpling rates and the region of the second standard second second</li></ul>							
	read tools to drive the advection of outboar farming or a profitable and							

**ProcuraMED Innovative and Green** Procurement towards a sustainable economy in **MED** area



**ProcuraMED** 



Co-funded by the European Union







the European Union

## NETWORKING BREAK

Suggestion to break in random groups to visit the posters and Connect



GROUP A	GROUP B	GROUP C	GROUP D	GROUP E	GROUP F	GROUP G	GROUP H
Adi H.	Marino C.	Ana K.	Fabiana P.	Remus B	Chrysa E.	Youna Le G.	Georges Y.
Leidy Mayra V.	Carlos Alberto T.	Amila I.	Dimitrios K.	Bertrand Le G.	Victor G.	Nazih T.	Valentina O.
Maria P.	Marie S.	Aleksandra V.	Olga B.	Konstantinos P.	Anouchka Le R.	Giulia G.	Jose Luis G.
Marta C.	Simone C.	Sara G.	Michele G.	Francesco L.	Daphne C.	Marilena M.	Andrea F.
Garzia Marina Q.	Consuelo G.	Diana G.	Massimiliano P.	Eirini K.	Clémence Le C.	Maria S.	Cleo F.
Sadzida H.	Cristina C.	Elma P.	Zuzana B.	Mercè B.	Antonio Carlos R.	Ana R.	Ema M.
Sofia S.	Lejla S.	Alessandro D.	Soumodip S.	Manuel M.	Noé V.	Dzana S.	Eda L
Carlo M.	Alessandro M.	Magali O.	Chrysovalantis K.			D Latita of	200.0
Ana G.	Aida S.	Veronica S.	Erika M.D. P.	Cecilia M.	Christos N.	Giulia C.	loanna K.
Loukia P.	Thanasis K.	Konstantina M.	Eudokia B.	Artan L.	Majda P.	Rasim T.	Alisa G.
Rafael D.	Maria C.	Hugo D.		Jesus Enrique A.	Haris P.	Nicoletta P.	Laura B.





### MARKETPLACE

## THEMATIC PROJECTS PITCHES



### **NEW BUSINESS MODELS**

2B-BLUE; CARBON FARMING MED; OliveOilMedNet; CircleMED

Discuss innovative approaches to **creating and capturing value** within a **market** or industry.



### SUPPORT DECISION-MAKING

SPOWIND; Clepsydra; eWAsTER

Discuss specific **tools** that support decision-making processes at different levels, sectors, and stakeholders. Facilitate the process of making **informed choices** among various alternatives.









## **2B-BLUE**

# Boosting the Blue Biotechnology community in the Mediterranean





Co-funded by the European Union

Mediterranean: + Biodiversity + Potential for development of blue biotechnology

FragmentationLack of good practices



### Need for demonstration of blue biotechnology solutions









- Capitalization of B-Blue
- Desk search (good practices)
- Methodology (best practices)
- 6 BBHubs & BBt Community
- Piloting (Demo Sites & T-Labs)
- Feedback (Community)
- Results (Transferability)
- Public-private partnerships







### **PROJECTED IMPACT**

**Economic:** new opportunities for growth, new commercial products

**Social:** diversification of professions, employment, community involvement

**Environmental:** circular value chains, environmentally friendly solutions

**Technological:** new technologies to improve monitoring, process efficiency in emerging BBt value chains and sustainability







## **Get involved!**



- <u>ECMNP25</u>
- Good practices info
- Events
- Eol for demo sites
- Future consortia



# Thanks!

Ana Rotter - National Institute of Biology (Slovenia) Jesús E. Argente - University of Murcia (Spain)

ana.rotter@nib.si /jesus.argente@um.es

## CARBON FARMING MED

Accelerating Carbon Farming into a profitable and scalable business model in the Mediterranean.







Co-funded by the European Union What is the true potential of Mediterranean agricultural soils to capture carbon and combat climate change?



### "Mediterranean Soils Have a Vast Potential for Carbon CF is a Promising Business Opportunity!



## **Barriers to the adoption of Carbon Farming**

### Sector complexity



- Tailored policies & practices
- Multi-stakeholder coordination
- Knowledge exchange.

## Institutional barriers



 Insufficient political support for agricultural GHG mitigation in the EU

### **Mitigation effects**



- Balancing food production
- GHG reduction
- Food security is challenging.



## **Carbon Farming MED**

Aimed to develop a resilient Mediterranean agriculture system and to help farmers to implement **carbon farming** as a new **green business model** to obtain **additional revenues**, optimizing **regenerative agricultural** and **agroforestry** practices and providing the necessary tools to facilitate the carbon **credits' market adoption** 





## Real Solutions, Real Impact

### Our main outcomes

- Guidelines with the most efficient practices
- Meeting point for sellers and buyers (trustability and confidence)
- Science-based SOC accounting
- Aligned with the CRCF regulation





## The Journey Continues: Advancing Carbon Farming Solutions – Join Us in Shaping the Future!



We are seeking farmers, developers, and carbon market actors to scale impact. Join us for a sustainable Mediterranean!

Agri-Food System

# Thanks!

### Carlos A. Torres-Guerrero

### carlosalberto.torres@uvic.cat

OliveOilMedNet Mediterranean Network for the **Promotion of Sustainability &** Authenticity in Olive Oil Sector







Co-funded by the European Union

### Did you know that despite being a key factor of **Mediterranean** agriculture and culture, the olive oil sector still struggles with sustainability and authenticity?

Our project OliveOllMedNet is here to change that by bringing together **public authorities, producers' associations,** and **research institutions** from the Mediterranean to strengthen the olive oil sector and develop more **competitive, authentic,** and **eco-friendly olive oil**.



## The Challenge in the Olive Oil Sector



Lack of Scientific Documentation of Authenticity



Lack of Sustainability



Weak Competitiveness



**Innovation Gaps** 



**Knowledge Transfer** 

![](_page_31_Picture_0.jpeg)

![](_page_31_Picture_1.jpeg)

Our project adopts and goes beyond on the existing practices on **authenticity** and **eco-friendly cultivation and production issues:** 

- introduces eco-friendly cultivation techniques, sustainable solutions in olive groves and olive oil mills, and the use of socio-economic and environmental evaluation tools.
- Identify the variety/botanical identity and geographical origin of extra virgin olive oils
- develops an innovative network of stakeholders in the olive oil chain.

![](_page_32_Picture_4.jpeg)

![](_page_32_Picture_5.jpeg)

## From Farm to Market – A Greener and Authentic Olive Oil

Our project follows a three-step approach:

- **Testing** innovative methods on the field
- **Developing** tools for authenticity and sustainability
- **Transferring** knowledge through training and collaboration networks.

By integrating these steps, we ensure that olive oil production is both **efficient and sustainable**.

![](_page_33_Picture_6.jpeg)

## Greener agriculture and a stronger economy

The Mediterranean green economy is projected to grow significantly in the coming years, driven by sustainable initiatives like *OliveOilMedNet*. Through this project, **enterprises**, **farmers** and **millers** will benefit from the developed tools/solutions and enetwork, adopting improved **operational approaches and methodologies** resulting in a more **sustainable** Mediterranean economy.

![](_page_34_Picture_2.jpeg)

![](_page_34_Picture_3.jpeg)

## Join Us in Transforming the Olive Oil sector

We need stakeholders to join us in scaling up *OliveOilMedNet*! Whether you are a **producer, farmer, miller, researcher,** or **policymaker**, let's work together to ensure the future of **authentic, sustainable olive oil**. Reach out to be part of the transformation!

We will be waiting for your participation in the **pilot phase of our project** and our **upcoming events** across the seven Mediterranean countries!

![](_page_35_Picture_3.jpeg)
# Thanks!

### Ilias Kalfakakos

## iliaskalfakakos@gmail.com

## CircleMED Testing Circular Economy solutions for the green transition of the Mediterranean area







Co-funded by the European Union How do you define circular-economy?

How do you think citizens , businesses , local government in your region define circular economy?

Change and innovation come from understanding, sharing opinions and needs, and finding common and mutually beneficial ground to collaborate and create new opportunities.



## Circular economy still lacks an integrated approach in local territories

General lack of awareness and understanding of the potential of circular economy sustainable development.

## Main challenges:

- cultural barriers
- lack of capacity for the industry to assess internal competences
- lack of a network to optimise processes and prevent waste
- inadequate information from public authorities
- top-down approach
- Individual initiatives, lacking connection and transferrability



Transition to a circular economy is a complex system involving fundamental changes to the socio-economic and territorial systems, innovative non-linear economic model, and to cross-sectorial and multi-stakeholders' connections.





Transition to a circular economy is a complex system involving fundamental changes to the socio-economic and territorial systems, innovative non-linear economic model, and to cross-sectorial and multi-stakeholders' connections.





## CircleMED aims at involving all actors and testing solutions, to create circular-economy ecosystems

- Test of already existing solutions to capitalize on what already developed before
- Connection and systemic approach
- Multi-actor approach (MAA): targeting end-users needs/opportunities with their involvement all along the project
- From "knowledge transfer" of results, to "knowledge exchange" in networks.



Main challenges:	CircleMED approach
Cultural barriers	Citizen's survey Future Labs
Lack of capacity for the industry toassess internal competences	Circularity assessment tool for enterprises
Lack of a network to optimise processes and prevent waste —	<ul> <li>Local Advisory Board</li> <li>Enhanced online tools</li> <li>Network of Hubs</li> </ul>
Inadequate information from public	Capitalisation plan for circular sustainability
Top-down approach	Guidelines for local public support and citizens' participation
Individual initiatives, lacking connection and transferability	Network of Hubs



## Results and impact of the project

- Increased acceptance of circular economy among citizens and MED societies and their **participation** in systemic climate-neutral solutions
- improved support to circular business activities
- systemic vision towards circular economy and greer transition through exchange and connection

**Industrial Transition** 





AWARENESS

## **Connection & Experimentation**

CircleMED builds on results, to create greater results

Analysis, surveys, checklists Guidelines, reports, plans Practices, Tools, Networks Join the Hub!



# Thanks!

### Giulia Corino

## giulia.corino@unito.it circlemed@interreg-euro-med.eu

SPOWIND A novel methodology for the estimation of offshore wind potential in the Mediterranean Sea







The Mediterranean offshore wind potential is **3,261 TWh/year\*** enough to meet around **one-third** of the MED-countries **energy demand**.

SPOWIND supports cross-border planning of offshore wind turbine farms through an advanced WebGIS tool that integrates technical data, regulatory constraints, and economic evaluations.



### **Problem Statement**

- Fragmented national regulations
- Spatial planning overlooks compatibility with other maritime uses
- Limited stakeholder capacity and data integration stall effective decision making







#### A Smart, Integrated Approach to Marine Planning

•Develops a **WebGIS tool** to assess and plan offshore wind siting with spatial, regulatory, and technoeconomic data

•Aligns **transnational policies** to reduce bureaucratic hurdles and accelerate clean energy deployment





## How It Works – Collaborative, Data-Driven, Practical •Stakeholder Engagement: Workshops, training, and policy co-design

- •Technical Innovation: Floating wind feasibility, energy transfer analysis, site suitability mapping
- •Shared Tools: WebGIS platform integrates data and decision logic across borders
- •Data Backbone: Consolidation of environmental, regulatory, and infrastructure datasets



## **Project Impact**

## Accelerating the Offshore Wind Transition

•14 cross-border partners from 8 countries collaborating

•2 jointly developed solutions adopted by stakeholders
•8+ organisations with increased capacity to plan offshore wind
•Supports EU offshore renewable energy strategy and regional decarbonisation







## What we need to make it thrive?

- Greater policy alignment among Mediterranean states
- Continued stakeholder training and capacity-building
- Investment in digital infrastructure and open data sharing
- Engagement from local communities and private sector actors



# Thanks!

### Christos Nikolakakos

## cnikolakakos@mail.ntua.gr

Clepsydra **Preserving European** Groundwater for Tomorrow



Clepsydra





Co-funded by the European Union

## Groundwater – invisible to the eye, yet essential to life

It supplies 75% of our drinking water in many Mediterranean regions, but this hidden resource is under growing threat from climate change, pollution, and intensive agriculture. CLEPSYDRA is here to turn the tide."



# Aquifers provide essential drinking water, irrigation, and river sustenance. Yet they remain poorly understood and managed











## Implementation Strategy



Living Labs

Create 4 labs involving public authorities, industry, academics, and civil society.



#### Data Protocol

Design collection and screening protocols for groundwater networks.

#### **Decision Support System**

Develop DSS to help water users make informed decisions.



#### Educational Tools

Create pedagogic resources about aquifer behavior.







## **Collaborative Expertise**



Hydrogeologists

Providing scientific expertise on underground water systems. Agriculture Experts

Ensuring solutions work for the farming sector.

Water Agencies

NC0

Implementing policies and regulations.

Vater Users

Contributing practical needs and feedback.



#### Data Accessibility

We simplify access to scientific data for all water users so they can make environmentally friendly decisions based on reliable scientific data.

#### Better resource management

We address aquifers management issues together for a better and more sustainable groundwater management.

#### Protecting What Lies Beneath to Preserve What Thrives Above

We contribute to the **enhanced protection of aquifers** and **safeguard the natural environments that depend on them**, from wetlands to coastal ecosystems. This means cleaner water, healthier habitats, and more sustainable communities across the Euro-MED region.





## From Awareness to Action: Join the Flow



#### **Committed Partnerships**

To make CLEPSYDRA thrive, we need committed partners and engaged communities working together across the Mediterranean region.



#### Knowledge Exchange

Support us in scaling up solutions and sharing vital knowledge about sustainable groundwater management practices.



#### **Policy Integration**

Together, we can turn innovation into lasting impact by embedding water protection into regional policies—for the water beneath and the life above.



# Thanks!

## José Luis García Aróstegui

## j.arostegui@igme.es

## EWASTER



Preventing e-waste from polluting MED water by turning waste into a resource





Co-funded by the European Union In 2022, 14 million tonnes of of electrical & electronic equipment is put on the European market.

Only 40% was collected, with an average 11,2kg collected per person.

Only one Mediterranean country currently fulfils the EU-set target of collecting 65% of its generated e-waste.



# **E-waste informal recycling** and dumping can cause elements such as mercury and lead to pollute Mediterranean waters







We assist policy makers in shaping the way regions deal with e-waste management and collection, integrating it into new value chain and eco-innovative business models.

We standardise regional policy surroup.<sup>1</sup> waste management and collection th Transnational Methodology for Me E-Waste Prevention and Management

This way, we assist the adoption European directives, regional policies, to e-waste from polluting mediterranean water sources.



# We study solutions across all stakeholders to support policy makers in adopting specific measures to their territory: oWaste management companies and NGOs are engaged to explore new business models alongside Resource Valorisation Vulnerable social groups.

## Engaging all stakeholders across the value chain

E-waste collection is expected to fall 20% by 2030 due to the widening different in recycling efforts relative to the growth e-waste generation.

If we can assist regions in adop regionally relevant policies, we can implithe collection rate by an average of 35% reducing the widening gap in public awareness, inadequate e-waste management infrastructure and prevention methods, and ecologically friendly solutions.




Best e-waste management eWAsTER Reactices ompass the whole Mediterranean, but our shared environment benefits from past project inputs, best practices in your territory, or case studies alongside companies, NGOs, at

### The Future is Now

# 

### Soumodip ssarkar@bact.p

### **Key Numbers**





**Total budget** € 2 046 650







**Interreg Funds** €1637320

33 months 01/01/2024 - 30/09/2026







### **Project Partners**



**Resource Valorisation** 



### **Project Partners**

1	Portugal	Alentejo Science and Technology Park
2	Greece	Municipality of Rethymno
3	Italy	Marche Region
4	Slovenia	Environmental Research Institute
5	Bosnia and Herzegovina	Municipality of Neum
6	Bulgaria	Union of Bulgarian Black Sea Local Authorities
7	Italy	Union of the Municipalities Pian del Bruscolo
8	Spain	Provincial Waste Consortium of Malaga
9	Bosnia and Herzegovina	Association LINK Entrepreneurial Center
10	Cvprus	Aradippou Municipality



# Thanks!

### Soumodip Sarkar

### ssarkar@pact.pt

### NETWORKING BREAK

30 min





Innovative | | sustainable economy | E



Co-funded by the European Union

#### MARKETPLACE

### THEMATIC PROJECTS PITCHES



#### **TRANSFORMATIVE METHODOLOGIES**

BLUE ECOSYSTEM; AZA4ICE; GREENSMARTMED; REVIVE;

Discuss methodologies more directly linked with the **implementation** of the Research and Innovation Smart Specialisation Strategy (**RIS3**) and the theoretical framework of **transformative innovation policy** in different regions and sectors.



#### **BEHAVIOURAL CHANGE**

ProcuraMED; REPper; VERDEinMED

Discuss **processes to achieve changes** of individual or collective behaviours **towards more sustainable practices**, without mandating specific actions.









# **BLUE ECOSYSTEM**

Testing innovative methodologies focused on supporting territory decisionmaking processes







Co-funded by the European Union

# The Mediterranean Sea represents less than 1% of the global ocean surface but hosts nearly 10% of the world's marine biodiversity.

Despite this richness, it is also one of the most threatened marine ecosystems due to pollution, overfishing, and climate change.

This duality makes the region both a hotspot for innovation in the Blue Economy and a critical area for sustainable management efforts.





### Not one issue, but many, depending on the specificities of our 9 regions









**Marine Resources** 



A common challenges matrix have been developed







Blue Ecosystem aims to **accelerate and showcase solutions** that address the key challenges identified in the matrix.

The project is built on 3 core principles:

• Engagement of different stakeholders for a holistic and inclusive approach.







scale up innovations from local pilots to a broader Mediterranean impact.







### **Blue Ecosystem - Overview**





### **Blue Ecosystem - Impacts**

- Environmental: Encourages the adoption of eco-friendly technologies to reduce marine pollution and enhance biodiversity protection.
- Economic: Strengthens the Blue Economy sector by providing tailored business support, helping companies scale their solutions.
- Social: Engages a diverse network of 5helix stakeholders to co-create impactful solutions.







- Strong stakeholder engagement Active participation from policymakers, researchers, businesses, civil society, and natural environment actors (5-helix approach).
- Scalability & replicability A clear pathway to transfer solutions from regional pilots to transnational adoption across the Mediterranean.
- Collaborative innovation Co-creation between diverse sectors to design and implement impactful solutions for the Blue Economy.



# Thanks!

### Anouchka LE ROUX

### Leroux@polemermediterranee.com

# **AZA4ICE**

Toward a more circular aquaculture throughout the maritime spatial planning





Co-funded by the European Union

### Are we ready to rethink how we farm the sea?

Most of the Mediterranean **fisheries are overexploited** and beyond sustainable limits, raising concerns about regional food security

Worldwide aquaculture has now overtaken fisheries as our primary source of aquatic food, the challenge is clear: we must take it sustainable and strategically planned

While aquaculture is feeding the future — but what if its waste could fuel the future? As feed, fertilizer, bioactives or even clean energy? **Circular aquaculture could be the game-changer we need**.



# In the Mediterranean Sea, aquaculture has facing new challenging leading to inefficiency in sustainable practices and conflict of uses.





### AZA4ICE: <u>Allocated Zone for Aquaculture for Inclusive Circular</u> <u>Economy in the Euro-Mediterranean Area</u>



Promote sustainable aquaculture in the Mediterranean by implementing AZAs and circular economy practices, reducing environmental impact and optimizing resource use

- Develop of C-AZA methodology for Circular Allocated Zones for
   Aquaculture
- . Testing and validation
  - 8 Pilot Sites
    9 24 Species
    Freshwater & Marine Environments
    Cold & Warm Waters
    Addressing Conflicts of Use
- . 5-Helix stakeholders Engagement



- Training, education and transference on circular aquaculture models across territories (IMTA-RAS-aquaponics)
- Action plans for an efficient transition toward circularity
   Marine Resources

### 1. Testing AZA

Monitoring of pilot sites, species and IMTA suitability and assessment of environmental, social, and economic conditions using spatial analysis and circularity criteria.

**2. LiRRIES Activities:** Creation of Living Responsible Research and Innovation Ecosystems (LiRRIEs) to define priorities, co-design solutions, and align on challenges and opportunities. Engagement of authorities, farmers, planners, scientists, and civil society collaborate in Living Labs.

### **3. Action Plans**

Modeling Circular Aquaculture Systems and eco-efficient production models, including IMTA and low-trophic species. Integrate circular economy principles into planning tools and decision-making frameworks





## AZA4ICE: a boost for a new circular aquaculture model

**Reduce** environmental impact & optimize resource use

Protect marine and freshwater habitats

Strengthen local economies & foster regional & cross-border collaboration

Implement a robust aquaculture policy framework for sustainable growth





# Let's empower circular aquaculture together for a resilient and sustainable future!

0

We are looking for partners, investors, and pilot locations to scale our methodology up. If you believe in fostering sustainable aquaculture, circular innovation, and a unified Mediterranean vision, let's collaborate to farm the sea together!



# Thanks!

Veronica Santinelli Erika M.D. Porporato Manuel Manchado

v.santinelli@fondazioneimc.it

# GREENSMARTME

### Green and Resilient European Excellence Network for Smart MED SMEs







Co-funded by the European Union Do you know that Europe has the objective to reduce greenhouse gas emissions by at least 55% by 2030 and industry is responsible for more of the 20% of these emissions?





**Industrial Transition** 

Currently, SMEs in the Mediterranean face challenges in participating in ecosystemic R&D initiatives, leading to a gap in innovation and reduced competitiveness

INNOVATION

Need of an ecosystemic approach for R&D, based on RIS3

**Industrial Transition** 

Need to increase SMEs' participation in EU funded projects

Lack of organizational structure and financial

capability of SMEs



Develop, test, and make transferable the **GREENSMARTMED methodology and toolkit**, aiming at enhancing **transregional cooperation among QHs stakeholders** to create a **European community** bringing innovation in **green manufacturing**, contributing to the **RIS3** implementation with a value chain perspective, and **helping SMEs to turn sustainability challenges into business** development opportunities.





Our project, GREENSMARMED, is a framework that, involving different stakeholders, helps SMEs in designing and implementing transregional R&D initiatives focused on RIS3





In three simple steps, our project enables:

- 1. Creation of Regional working groups focused on RIS3
- 2. Assessment and suggestions for SMEs
- 3. Identification of synergies at MED level



### We ᠯwant #o Elemonstrate #he #validity Đf Đur Imethodology # increasing #he & collaboration & a pacity # of # τ ţŞi δτ Î d'i ŷ į # τį ŷ δ of #he # helix # in #he #l'ŞŞŷ ẅ i ŷ έ ä Ńτέ Ϊ įŷ d' and Imake #t #ransferable



We are looking for SMEs, Intermediaries and Business Support Organizations to scale up our impact. If you are passionate about green manufacturing in the Mediterranean, let's work together!



# Thanks!

Fabiana Pirola University of Bergamo

### fabiana.pirola@unibg.it

# REVIVE

Developing community based innovative business models for the revival of the internal areas in the Mediterranean







Co-funded by the European Union
# Some interesting facts about Rural Areas

- ✓ Home to 137 million people  $\Rightarrow$  30% of EU population
- ✓ Cover the 80% of the EU territory
- ✓ Contribute to 15,4% of EU GDP and 18,7% to EU employment
- Widely recognised for food production, management of natural resources, protection of natural landscapes and recreation/ tourism
- ✓ By 2050 their population is projected to fall by 7.9 millions (more than 8%)/ urban regions will rise by 24.1 million persons.
- ✓ By 205 their populations is projected to have a median age above or equal to 48.0 years (and in many regions even above to 51.0 years.)



# **A Snapshot of Rural Areas**



The emptying out of rural areas and the accompanying brain drain are fuelling inequality in the EU's most depopulated regions







# Silent blight in a countryside of empty homes and shut shops

Young people are leaving rural areas of Europe for the cities at a time when birth rates are at historic lows. As the countryside empties, should rising immigration be seen as a solution, not a problem?









Implement innovative solutions for a sustainable economy with the aim of *accelerating the* transition towards competitive, sustainable and resilient ecosystems in the internal areas of the Mediterranean Regions



**Economic development** 



- Territorial Business Model for a collaborative economy
- Creation of the REVIVE cluster of
   Innovative Community Cooperatives
- Digital Innovation Hubs for improving digital skills
- 7 pilots testing new collaborative business models and solutions of advanced technologies
- Transferability and sustainability of project results
- Engaging and working together with the local communities



WP1 Pilot Framework Set up

Define the methodological framework for developing community based collaborative economy business models

- ✓ Analysis of existing policies, innovation ecosystems and economic models in pilot areas
- ✓ Existing GP and previous experiences
- ✓ Stakeholders group set up
- ✓ Methodology set up
- Output: REVIVE Framework for pilot testing

#### **Industrial Transition**

**WP2** 

Collaborative Economy Business Models Innovation WP3

Mediterranean Digital Innovation Hubs

Creation of the REVIVE cluster of Innovative Community Cooperatives by testing of new collaborative business models in project pilot

- ✓ Engagement and community participation
- ✓ Local Pilot Action Plans
- ✓ Transnational pilot exchange
- ✓ Pilot Testing
- ✓ Pilot Evaluation
- Output 1: Community based innovative business models established and functioning
- Output 2: REVIVE transnational cluster of innovative community

To enhance digital skills needed for up taking of advanced technologies and integrate the Mediterranean Digital Innovation Hubs in the REVIVE Cluster of ICCs

 ✓ MED Digital innovation hubs (MDIHs) set up and digital laboratories for improving skills
 ✓ Building 7 immersive experiences
 ✓ Data integration

>Output 1: 7 tested pilot solutions with application of advanced technologies >Output 2: MDIH joint online platform







D.2.2.1 Pilot action plans: 7 action plans for pilot implementation with the policy measures and a series of actions to be implemented in the ICCs established in each pilot area.



# **Project Impact**

#### **Economic:**

- Improved business opportunities & visibility,
- Strengthened economic sustainability for local producers
- ✓ Diversification of local income sources

#### Social:

 Strengthened cooperation between local businesses

#### **Environmental:**

- Conservation of environmental heritage/ landscape
- ✓ Adaptation to climate change

#### Technological:

- ✓ Digitalisation of small local businesses
- ✓ Creation of a virtual community





Developing real solutions for sustainable, smart and resilient rural areas in the Mediterranean

Structuring and enabling networking, collaboration & mutual learning





# Thanks!

Eudokia Balamou Larnaca and Famgusta Districts Development Agency

ebalamou@anetel.com

**ProcuraMED** Innovative and Green Procurement towards a sustainable economy in MED area







Co-funded by the European Union

Did you know that public procurement represents **14% of the EU's GDP** (around €2 trillion annually)? In sectors such as energy, transport, waste management and social protection public sector is the most important buyer.

ProcuraMED aims to support enterprises and local authorities in the application of green public procurement (GPP) and public procurement for innovation (PPI) procedures to promote the uptake of advanced green technologies



The ProcuraMED project addresses the **underutilization of Strategic Procurement methods**, specifically GPP and PPI, within the Mediterranean region. A significant portion of public procurement procedures—55%—rely only on the lowest price criteria. This approach often overlooks factors such as quality, sustainability, and innovation.









ProcuraMED upscales and transfers tools, strategies and network developed by **PROMINENT MED & GRASPINNO** projects through:

- Advanced training and tailored counselling to public authorities and enterprises to boost the process of green innovative technology application in public services;
- Creation of an Euro-Mediterranean coalition to enhance knowledge transfer, exchange of BP and promote GPP & PPI procedures





- 1. Upscaling and transferring previous projects methodologies PROMINENT MED (CPI) and GRASPINNO (GPP).
- 2. Establishment of a Strategic Procurement Unified Platform
- 3. Development of Tools, advanced training programs and tailored counselling services public authorities and enterprises in 8 pilot countries.
- 4. Formation of a Euro-Mediterranean Coalition to exchange of innovative solutions and promote the use of GPP and CPI between public procurers (demand side) and private enterprises (supply side).
- 5. Knowledge Sharing and Capacity Building: Organisation of international seminars, webinars and participation at the Smart City Expo World Congress 2025 (presentation of MoU)



### Driving Sustainable Innovation through Strategic Public Procurement in MED

#### **Economic Impact:**

• Capacity Building to Entreprises and Public Authorities.

#### **Social Impact:**

• Transnational Cooperation and knowledge sharing through the establishment of a Euro-Mediterranean coalition.

#### **Environmental Impact:**

 Promotion of Green Technologies by encouraging the adoption of GPP (including Life Cycle Costing tools ) and PPI.





# Join Us!

ProcuraMED develops innovation capacities for enterprises and local authorities and enables the uptake of advanced green technologies by means of Strategic Procurement Procedures.

Join us and be inspired to take action and drive change towards greener and more innovative public procurement practices, contributing to a sustainable future.



# Thanks!

Cecília Mateo Noé Viedma

# cecilia.mateo@irradiare.com nviedma@medcities.org

# **REPper**



# **REPair PERspective**









Co-funded by the European Union

A 2020 survey found that **77%** of EU consumers would rather repair their goods than buy new ones. However, they often end up replacing or discarding them due to high repair costs and limited availability of repair services



- High repair costs compared to replacement
- Lack of accessible repair services
- Difficulty in obtaining spare parts and technical information

### Common Challenges



#### Skills gaps in repair trainings

few structured programs and limited specialization in advanced repair techniques.

#### Limited consumers' awareness

replacing over repairing, due to cost and convenience, with little awareness benefits of reparing.



2

#### Difficult access to spare parts

is due to production discontinuity, limited availability, and manufacturer policies favoring replacement over repair



#### Lack of Regulation and Standards

that support repair businesses



## ù ĥŲ"Ĉ"ÚŸĈź ηź Ĉχķ ź Ĉđ# Ϊ Ϊ ϔ ĈŅĥ

A global challenge such as sustainability reducing waste, increasing reuse, adopting **regenerative practices** , and especially implementing repair—requires acting on a transnational scale. REPper addresses this through strong cross-border cooperation to maximize impact.

# REDUCE, REUSE, RECYCLE, REPAIR



## **REPper HUBS**

Transnational network of hubs to boost repair economy, that will continue working after project conclusion.

<u>Objective</u>: raise awareness, exchange repair skills and tools and lower the repair costs.

#### REPper

Training for repair professionals to address local needs and skills gaps in the repair sector.

<u>Objective</u>: to fertilize the ground for up-skill and re-skill repair professionals.

### Nudges

Local «nudges» (gentle pushes) to change consumers' behaviours, such as nudging campaign in educational contexts.

<u>Objective</u>: influence behaviours and reach general public and communities. Re-think and be ready to change the society approach, turn the repair sector to a core segment of the production models in SMEs

Encouraging the culture of repair, within the broader framework of the **"right to repair"** must be a priority.



MAKES A HUGE DIFFERENCE

### Join us in testing new models to promote repair!

As part of the REPper project, we are identifying and experimenting with **nudges** – gentle persuasion tools – to encourage a repair culture in different territories. But what exactly are nudges, and which strategies have proven most effective in Europe?

# Thanks!

# i ki dķĈ"» ĈηŬūţk *Rtqlgev'o cpci gt*

giulia.maselli@cittametropolitana.bo.it

**VERDEINAED**PrevEnting and ReDucing
the tExtiles waste mountain
in the MED area





# Did you know that each person in EU produces 12 kilos of textile waste annually?

While the challenges and opportunities of used textiles are increasingly in the spotlight of governments, industry, and civil society, considerable systemic changes are required to transition towards a circular economy for textiles and clothing (T/C).





**Environmental Footprint:** The resource consumption in the textile industry is a significant environmental concern, impacting water, land, energy, and raw materials usage.

The textile & clothing sector is:



**Resource Valorisation** 

modules/textiles



# The VERDEinMED project

Based upon EU priorities, VERDEinMED will consider opportunities and challenges of taking a user-centred approach to **innovation** and **sustainability** within T/C **circular economy** contexts. 5 million tonnes/year of T/C discarded in the EU around 12kg per person

20-35 New jobs per 1000tn of T/C collected for re-use

1%

of T/C waste is recycled into new clothing



#### By actively engaging **3** main target groups, VERDEinMED aims to achieve:

- ✓ the efficient use of raw materials,
- ✓ the reduction of waste production, and
- ✓ the management of the end-of-life of T/C products







# VERDEinMED will achieve this goal through the following activities and outputs

- 1) Knowledge sharing: Conceptual framework for information sharing through the development of a Knowledge Platform
- 2) Support Service: Technology transfer and knowledge exchange through setting up and testing of a Support Service to industry, civil society and policy makers.
- **3) VERDE Bussola:** Preparatory work to establish excellence hubs in textile waste management, by consolidating VERDE hubs, the Knowledge Platform and the Support Service into one single entity
- 4) New strategy for textiles: A strategy that promotes, mainstreams and uptakes the project results, based on evidence-based conclusions which will provide the input for **policy recommendations** on a local, regional and national level

# VERDEinMED Project Outputs

Promoting a circular economy in the Mediterranean textile & clothing sector by reducing waste and encouraging sustainable practices.

**Socially**, it engages over 2,000 stakeholders through awareness campaigns and initiatives like the VERDE Academy (CoP).

**Environmentally**, it aims to cut the industry's carbon footprint by promoting R-strategies and eco-friendly production.

**Economically**, it supports cost-effective, resource-efficient methods to drive long-term sustainability in manufacturing and consumption.







# **Communication Campaign & Synergies**



Each partner involved is making 3 videos with the aim of informing consumers and civil society about the environmental costs of fashion choices.

The videos are shot in three different shopping contexts: big brand shops, fast fashion shops, second-hand shops involving different target audiences (young people, adults, families...).



# Thanks!

## Chrysovalantis Ketikidis

## ketikidis@certh.gr
# FINAL WRAP UP & LOGISTICS



#### Maria CALDERÓ BETA TC (UVIC-UCC) Mission TCP lead partner



#### **Ema MIDŽIĆ** CENER 21 Mission TCP host partner

💮 su

Innovative sustainable economy Co-funded by the European Union

### WRAP UP TOMORROW MORE!

Thank you so much for your presentations!

All **information** from today's session will be gathered, summarised, and **circulated** by email and uploaded on Basecamp.



TIME	ACTIVITY					
08:30	Shuttle bus departure					
	From National Museum (city centre) to Hotel Hills (venue)					
09:00-09:30	Registration					
30 min						
09:30-11:00	GOVERNANCE PROJECTS ACTIVITIES					
10 min	Cristina Cardenete, UfM, Water Environment & Blue Economy Division					
40 min	Governance4Innovation work plans updates					
20 min	Mentoring & Twinning Programme (pilot phase launch)					
10 min	Marilena Mochianaki, Region of Crete, Mission4Nature					
10 min	Thematic Working Groups (TWGs) introduction and dynamics					
11:00-11:30	Coffee Break*					
30 min						
11:30-13:00	THEMATIC WORKING GROUPS Leading to White Papers					
15 min	Round of introductions					
20 min	Problem Statement: specific challenges					
10 min	Regional Contexts: implementation of good practices					
20 min	Proposed Solutions: evidence-based approaches					
10 min	Target Groups: frame the call to action & stakeholder engagement					
15 min	Round of conclusions					
13:00-14:30	Lunch Break*					
14:30-15:45	TRAINING FOR TPs: Practical approaches to influencing citizen behaviour					
5 min	Francesco Lembo & Zuzana Bohacova, ACR+, TCP partner					
70 min	Theoretical foundation and case studies					
	Rosa Strube, CSCP, Head of Sustainable Lifestyles					
to a second	Michele Giavini, Bioeco Expert					
15:45-16:00	Coffee Break*					
15 min						
16:00-17:15	TRAINING FOR TPs: Practical approaches to influencing citizen behaviour					
	Cooperative challenges					
15 min	Introduction to Working Groups: facilitated overview and interactive validation					
40 min	Working Groups: facilitated instructions, guided COM-B Analysis, solution					
	development					
20 min	Cross-groups sharing					
17:15-17:30	Final wrap up, logistics, and agenda of the next day					
15 min	Maria Calderó, BETA TC (UVIC-UCC), TCP lead partner					
	Ema Midzic, CENER21, TCP hosting partner					
18:00	Shuttle bus departure					
	From Hotel Hills (venue) to <u>Viječnica</u> (city tour starting point)					
18:45-19:45	City Tour					
lh	(not compulsory)					
20:00	Community Dinner*					
	Aeroplan Restaurant					
After dinner	Shuttle bus departure					
	From Aeroplan Restaurant to Hotel Hills (venue)					

# Interreg Euro-MED Programme



#### **Giulia GIOGLI** Interreg Euro-MEDJS Financial Officer



Innovative sustainable economy



Co-funded by the European Union





Co-funded by the European Union

# Interreg Euro-MED Programme ISE Community of Practice April 2<sup>nd</sup> 2025

### **Coordination with Governance projects, a key to results amplification**





## **Mission Innovative Sustainable Economy**

#### **Marine Resources**

**2B-Blue** aims at developing and turning **Blue Biotechnologies** solutions into practices and S3 through demonstration sites and strategic alliance.

**Blue Ecosystem** aims at supporting **Blue Economy sectors** ecosystem and territorial innovations through an acceleration process and a co-creation approach.

**SpoWind** aims at supporting **wind marine energy** stakeholders in the decision-making through the development of a marine spatial planning WebGIS tool.

**AZA4Ice** aims at implementing an ecosystem spatial planning approach embedded with circular practices and production systems in **aquaculture.** 

\*AquaBioNets aims to (Biodegradable aquaculture nets).

\***Reconnect** aims to foster collaboration and to integrate SMEs into symbiotic ecosystems by enhancing the reuse of **waste from Fishery and Aquaculture sectors** through innovation services and deep tech solution to recover residues into high-value bio-based ingredients.



# **Mission Innovative Sustainable Economy**

### **Agri-Food systems**

**Clepsydra** aims at testing a smart system for monitoring and interpreting **aquifers** hydrogeological data with a focus on agriculture.

**OliveOilMedNet** aims at improving improve the **olive oil** sector through the identification and certification of quality, the development of a network and of green cultivation solutions.

**Carbon Farming Med** aims at implementing **carbon farming** as a new green business model and at providing tools to facilitate the carbon credits' market adoption.

#### **Resource valorisation**

**eWAsTER** aims to promote policies and new innovative eco-business models for a better **electronic waste** management.

**VERDEINMED** aims at the implementation of circular business models in the **textile sector** to favor policy and behavioral change.

**REPper** intends to support SMEs in the **repair economy**, increase skills, and pursue the circular transition by overcoming the existing barriers.

\***CIrBioWaste** aims to (innovative and sustainable bio-waste management and circular bio-economy in the Mediterranean area)



## **Mission Innovative Sustainable Economy**

#### **Industrial Transition**

**GreenSmartMed** targets the cooperation of the 4helix stakeholders in the **green manufacturing** sector through contribution to S3 and an integrated methodology for SMEs.

**CircleMED** aims at accelerating **circular economy in territories** through promotion, test of solutions for SMEs and the creation of territorial hubs.**ProcuraMED** aims to upscale and transfer the tools, strategies and network developed in the framework of **Green Procurement**. **Revive** targets the creation of **internal territories** new **ecosystem** through innovative Community Cooperatives and a set of digital services.

**\*BIOSTARS** aims at (Systemic circular bioeconomy solutions to support start-up and social driven innovation in rural areas).

\*Sole MED aims to establish a transnational Open Lab Network to boost Open Innovation, business opportunities, and training models for young entrepreneur focusing on bioeconomy.



### **Euro-MED Academy**

- The Euro-MED Academy 2021-27 is an extension of the Interreg MED Academy 2014-2020.
- Provide a durable, flexible, and collaborative framework dedicated to the transmission of knowledge and skills to new players and territories.
- Double goal: hosting the training/learning sessions provided by projects + most qualitative results





### Euro-MED Academy: Approach

- **Target Audience:** Thematic and governance trainings + Library: the target audience is primarily the target groups of the projects, both within and outside the programme area with accent on
- General Objectives:
  - Facilitate the access, exploitation, sharing and re-use of knowledge, experience, and project results.
  - Promote their integration into local, regional, national, and European policies (mainstream) by encouraging the transfer of these results and practices to other stakeholders and territories.
  - Extend the results by providing a long-term training offer and facilitate the collaboration between projects.
  - Development ongoing. To be launched & available for projects mid-2025







Co-funded by the European Union

# Spotlight on Financial flow and JS Verification

# **Project Financial**



the European Union

### Life cycle of a Reporting Package



The MA validates the JS verifications, and prepares the payment order to be addressed to the Accounting Authority

The Accounting Authority carries out the payments, in favour directly of each partner



### **JS verification**

#### Reporting Package submitted by the LP





#### Reporting Project reports

#### Project reports

When your programme is using reopening, please be reminded that creating a new report has an impact on the reopening of the previous project report.

When opening the latest report, anything can be revised with reopening. When a newer report exists, data that affects cumulative data cannot be changed.

+ A	ld Project Report										
ID	Status	AF Version linked	Reporting Period	Report Type	Date of report creation	Date of first submission	Amount requested	Date of verification end	Total eligible after verification	Verification	Delet
PR.2	SE Verificati	3.0	Period 1, month 1 - 6	😭 Finance	01/12/2023 10:14	04/12/2023 10:35	49.535,46			Open verification work	]



### **JS verification**

**Clarification Rounds** 

### **JS verification**

MA/JS Reporting Package check Vérification du Reporting Package par l'AG/SC

Project Acronym – Reporting Package N° XX

N°	Partenaire concerné – Partner concerned	Questions à clarifier – Questions to be clarified	Réponse Chef de File – Lead <u>partner's answer</u>	Clarifié (Oui/Non) Clarified (Yes/Not) Follow-up
		Completeness Check		
1.				
2.				
		Coherence check		
		Risky area(s) identified		
3.				
4.				
Cohe	erence Activity check			
5.				
6.				
7.				
Fina	ncial check			
8.				
9.				



### **JS verification Clarification Rounds**

### During verification, exchanges JS - LP are 100% carried out through JEMS



Verif	ication work for: Pi	roject report PR.1	
Status 🝣	<b>= Verification ongoing</b> Switch to p	roject report	
Verific	ation communication		
Verif In this This ca Attent	fication communication section both JS/MA and project user(s) o an be used for clarification rounds durin ion: Once verification work is finished de	an upload and download documents. g verification, if programme rules allow. :letion or editing won't be possible anymore!	
~	Verification communication	(i) There are no files uploaded.	×
	venneauon communication		

- Q&A from the Project Officer : **ACRONYM\_Q&A\_RPOX\_V1JS**, afterwards V2, V3... until FINAL.
- Reply from the LP : **ACRONYM\_Q&A\_RPOX\_V1LP**, afterwards V2, V3... until FINAL.
- For the attachments sent by the LP: ACRONYME\_Q&A\_RPOX\_VX\_N° question.

Once the final Q&A is uploaded all the intermediary ones can be deleted



### **JS verification**

### **Post-verification final overview**

#### Verification work for: Project report PR.1

Status Verified Switch to project report

#### Overview of verification work for current project report (Euro)

This is the summary of the verification work only for current Project report.

The amounts displayed in this table include flat rates calculated on top for each partner, apart from the column included in verification sample.

Total deducted amounts are calculated as: Total eligible after control - Total eligible after verification - Parked in current report, thus every potential rounding differences will always go to Total deducted in current report column. In some cases, Total deducted may differ from Deducted JS + Deducted NA, due to rounding.

Partner report ID	Partner	Total eligible after control (in Euro)	Included in verification	% sampled of total without	Parked in current report (j	Deducted JS	Deducted NA (ES/PT)	Deducted amount in EUR	Total eligible after verification	% after verification /
Total		<b>0,00</b> without flat rates 0,00	0,00	%	0,00	0,00	0,00	0,00	0,00	%

#### Total eligible after verification of current report, broken down per financing sources (Euro)

This is the breakdown of amounts eligible after verification of current report, broken down per financing sources and per partner report included in this project report. Totals are used as calculation basis. They are the amounts after verification of the project report, including all deductions made in Project expenditure verification tab & flat rates, if any.

Partner Partner Report	Partner contribution (i)	Public contribution (i)	Automatic public contribution (i)	Private contribution	Total
Total	0,00	0,00	0,00	0,00	0,00



### Jems dashboard and notifications





### **Project daily monitoring Post-verification final overview**

The JS monitors project performance and partnership cohesion during the implementation phase on a continuous basis.

Sources:

- JS interaction with the LP and within the project partnership
- Ensure that all project materials are in compliance with the EC and programme rules
- Key deliverables and outputs made available on Jems
- Interaction between thematic and Governance projects
- Regular JS monitoring of the project website updating

The JS can organize **ad-hoc interviews** withn n h the project in case of presence of risks.







Co-funded by the European Union

# Thank You !

.....