



Innovative
sustainable economy

Interreg
Euro-MED

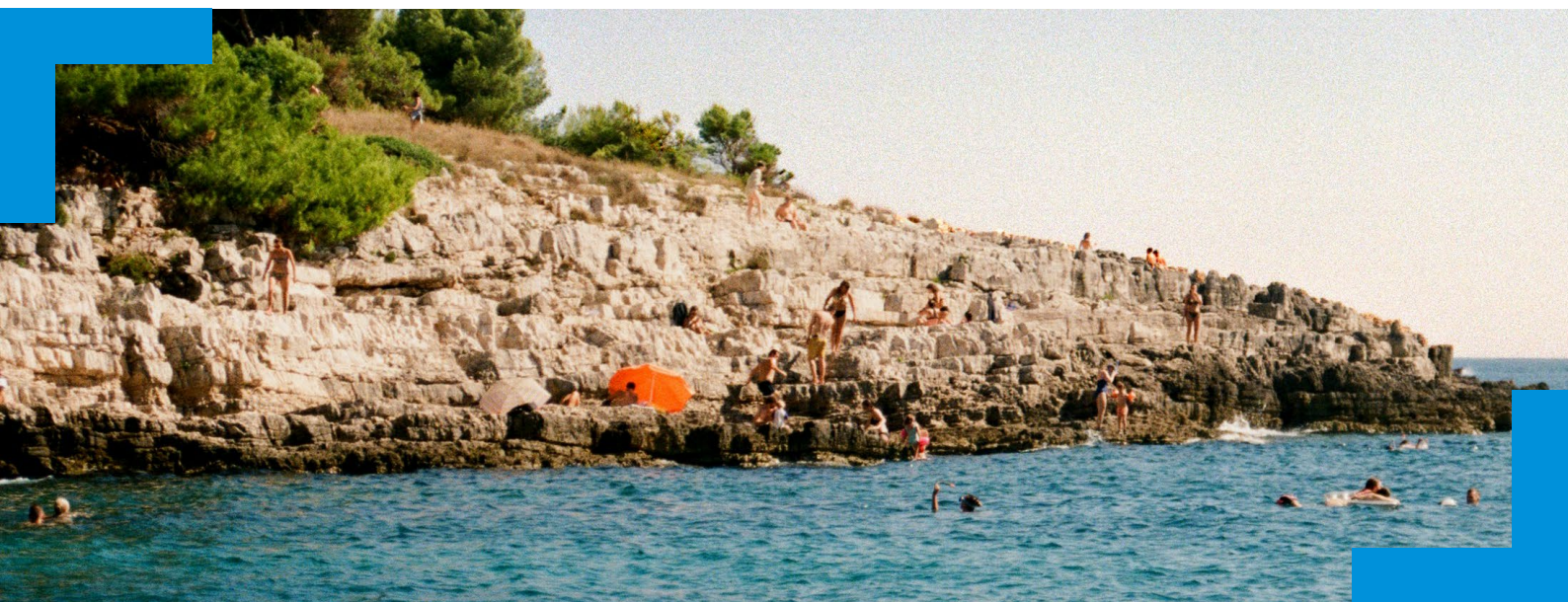


Co-funded by
the European Union

A project labelled by the UfM



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



September 2024

MED INNOVATION SUMMIT REPORTS

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



MedWaves
the UNEDIPAP Regional
Activity Centre for SCP



REVOLVE



CENER
Centre for Energy Research



Regione Emilia Romagna

Generalitat de Catalunya



technopolis group



Deliverable ID

Project acronym	C4I
Project title	Community4Innovation
Project mission	Strengthening an innovative sustainable economy
Project priority	3 Better Mediterranean Governance
Specific objective	6.6 Actions to support better cooperation governance
Type of project	Thematic Community project
Project duration	01/01/2023 – 31/08/2029 (80 months)

Deliverable title	MED Innovation Summit REPORTS
Deliverable number	D1.9.1
Deliverable type	Report
Work package number	WP1
Work package title	REUSE
Activity name	MED Innovation Days (C4I)
Activity number	A1.9
Partner in charge (author)	REVOLVE
Partners involved	UVIC-UCC, DIVISION, MIO-ECSDE

Document history

Versions	Date	Document status	Delivered by
Version 1.0	30/09/2024	Final	REVOLVE



Table of Contents

List of figures	4
Introduction	5
Methodology	6
World Café	6
Call to action	6
Panel discussion	7
Dissemination campaigns	9
Social Media	9
Newsletter mailing list	11
Save the date e-mail	11
Follow-up email	12
Targeted e-mails.....	13
Website.....	13
Communication Materials	15
Results.....	16
First edition of the MED Innovation Days: Shaping Sustainable Innovation in the Mediterranean	16
Context.....	16
Results and Impacts.....	16
Challenges and Lessons Learned	23
Conclusion	25
Annex	26
First Edition	26
Communication materials.....	26
Results	32
Photos	33



List of figures

Figure 1 Call to Action template prepared to facilitate the exchange in working groups	7
Figure 2. Example of a post shared by partners and Interreg Euro-MED Programme.....	10
Figure 3 An example of event dissemination across LinkedIn private groups	11
Figure 4 An example of the e-mail that has been sent before the event.....	12
Figure 5. An example of the e-mail that has been sent after the event.....	13
Figure 6 Event description through REVOLVE's website	14
Figure 7 Participants during the World Café discussion.....	19
Figure 8 World Café harvesting session.....	20
Figure 9 Live scribing summary of the Call to Action morning session.....	21
Figure 10 Panel discussion at MUCEM	22
Figure 11. Live scribing from afternoon the panel of discussion Scaling-up innovative solutions: pathways to achieve zero waste in the Mediterranean.....	23
Figure 12 Cover of the event agenda.	26



Introduction

This report outlines the first MED Innovation Days event, a key initiative within the Interreg Euro-MED Innovative Sustainable Economy (ISE) Mission, which aims to accelerate collaboration and innovation in sustainable practices across the Mediterranean. The inaugural event was launched on 19 June 2024 in Marseille, France, and addressed Thematic Projects (TPs) within the ISE Mission, providing practical tools to overcome barriers such as stakeholder engagement. The event was strategically timed to coincide with other key events, including the ACR+ General Assembly and the European Week for Waste Reduction awards ceremony, in order to maximise its impact. The event brought together 60 participants, including local and regional authorities, researchers, entrepreneurs, SMEs, and civil society actors, who engaged in lively and creative exchanges, fostering an inclusive space for sharing experiences and promoting community engagement.

The event programme featured a dynamic mix of sessions designed to facilitate collaboration and idea generation. Highlights included an opening morning session with a graphic recorder showcasing community synergies, followed by a World Café session to address common challenges. Participants engaged in guided discussions to gather collective intelligence, generate new ideas, and build networks. This was followed by a collaborative exercise to generate actionable calls to action, encouraging participants to think beyond their projects and engage the wider society in sustainability efforts. In addition, a joint panel discussion with Region Sud in the afternoon session explored ways to achieve zero waste in the Mediterranean, with insights from civil society, academia, and the private sector. Through these activities, the MED Innovation Days generated actionable insights and promoted a sustainable future for the Mediterranean region.



Methodology

The MED Innovation Day, part of the "Shaping Sustainable Innovation in the Mediterranean" event, took place on 19 June at the World Trade Centre in Marseille. It aimed to foster collaboration and innovation in sustainable practices across the Mediterranean. The day included community-building activities, thematic discussions and a panel on zero waste innovation, bringing together local authorities, researchers, entrepreneurs, SMEs and civil society to share experiences and promote sustainability efforts.

World Café

The World Café methodology is a powerful social technology for engaging people in conversations that matter, offering an effective antidote to the fast-paced fragmentation and lack of connection in today's world¹. The World Café is an engagement process designed to take place in a café setting. The methodology was developed by Juanita Brown and David Isaacs in 1995². The idea is to create a space that supports 'good conversation', where everyone feels comfortable talking about things that matter to them.

The method assumes that people already have the wisdom and creativity to tackle even the most difficult challenges. The World Café methodology is based on the belief that 'we are wiser together'³ and that the future can be shaped 'through conversations that matter'. It is therefore a method best used to:

- Gathering collective intelligence about experiences or ideas around a topic
- Generating new ideas
- Collaborating and building networks.

Call to action

The Call to Action exercise follows slightly the World Café methodology creating a safe and calm space to discuss important topics and envision and imagine a shared future together. This exercise

¹ The World Café Methodology <https://theworldcafe.com/about-us/>

² <https://theworldcafe.com/about-us/history/>

³ <https://www.involve.org.uk/resource/world-cafe>



follows a worksheet developed by the Mobilisation Lab⁴ to inspire and motivate action (see template in Figure 1).

The Call to Action collective exercise aims to find common messages and calls to action to overcome the shared barriers; and put participants in the mindset of addressing people outside their projects (bubble) to make the change happen; and have a shared map of calls to action to build up on and serve as a guide.

Figure 1 Call to Action template prepared to facilitate the exchange in working groups

Panel discussion

A panel discussion session enables the invitation of experts and the presentation of contrasting perspectives on the resolution of shared regional issues. A panel discussion provides a balanced view of the topic at hand. With multiple experts sharing their opinions, the audience gets a chance to hear different sides of an issue. This balanced perspective prevents the conversation from becoming too one-sided and promotes a more well-rounded understanding of the subject.

Additionally, the format encourages critical thinking. By presenting varied viewpoints, panel discussions challenge the audience to question assumptions and think more deeply about the topic. This intellectual stimulation helps keep participants engaged and encourages them to

⁴ <https://commonslibrary.org/call-to-action-worksheet/>



explore new ideas or challenge existing ones. Panellists share real-world examples and personal stories on sustainability, making the information instructive but also relatable and engaging for the audience.



Dissemination campaigns

The communication team of the ISE Mission develops comprehensive campaigns to promote the MED Innovation Days. The campaigns leverage various communication channels, including social media platforms like LinkedIn and X, newsletters, direct messaging, and websites pages associated with both the Mission and its partners. These efforts ensure that information about the event is widely distributed across all available platforms.

Social Media

For social media, the strategy focused on reaching key audiences, such as public authorities, policy makers, researchers, academics and civil society. The goal is to raise awareness within our followers community while also encouraging support from ally organizations to amplify the campaign's visibility and impact. This began two months before the event with a post on LinkedIn and continued through to the event week. Posts are consistently shared across the Mission's social media channels, tagging partner organizations to maximize visibility and engagement.

The communication team creates social media post templates (see Figure 2) and shares them with Mission partners and the Interreg Euro-MED Joint Secretariat, asking them to publish it on their social media channels. This approach aims to expand the campaign's reach to a wider audience. For future events, this process will involve preparing a template, distributing it at least 5 weeks before the event and coordinating with partners to ensure regular posting leading up to the event.

within our followers community while also encouraging support from ally organizations to amplify the campaign's visibility and impact. This began two months before the event with a post on LinkedIn and continued through to the event week. Posts are consistently shared across the Mission's social media channels, tagging partner organizations to maximize visibility and engagement.

The communication team creates social media post templates (see Figure 2) and shares them with Mission partners and the Interreg Euro-MED Joint Secretariat, asking them to publish it on their social media channels. This approach aims to expand the campaign's reach to a wider audience. For future events, this process will involve preparing a template, distributing it at least 5 weeks before the event and coordinating with partners to ensure regular posting leading up to the event.



Figure 2. Example of a post shared by partners and Interreg Euro-MED Programme

The events are also promoted on the [event section of LinkedIn](#). The LinkedIn event section allows you to create events, highlight speakers, add information regarding the location, date, agenda and more. Through the LinkedIn event section, users can invite their connections to the event. This feature increases visibility as it appears on the feed of users who react to the event.

Specifically for the 1st edition of the MED Innovation Day, the event has been promoted on relevant external platforms, which include LinkedIn private groups and will also be considered for promoting future events:

1. Group 1: [Sustainability ESG & Climate Leaders \(Carbon Renewable Green Net Zero Circular Regenerative CSR\)](#). The event has been promoted in this group because it is relevant to the Mission. Mostly people who work on sustainability topics are member of the group, this is why it makes it a relevant channel to disseminate the event. Members: 90.089 (See figure 3)
2. Group 2: [Circular Economy](#)
This group discusses the transition needed to reach a circular economy. Number of



members is 9.825.



Figure 3 An example of event dissemination across LinkedIn private groups

Newsletter mailing list

Save the date e-mail

The events are promoted through a special newsletter edition through Mailchimp to 739 recipients and reached 707 total opens numbers. The single e-mails are effective ways to disseminate the information to an audience that is already familiar with the Mission as the recipients are the newsletter subscribers of the Mission. The mail has been sent approximately 1 month before the



in-person event in Marseille.



Figure 4 An example of the e-mail that has been sent before the event

In our email campaign sent to newsletter subscribers (see figure 4), we observed that the email was opened by 351 unique recipients and garnered a total of 787 opens. This total includes multiple instances where individual subscribers revisited the email, demonstrating a high level of engagement. Additionally, the email had 50 click-throughs, indicating that the content was compelling enough to prompt further interaction from the recipients. These metrics collectively highlight the effectiveness of our campaign in capturing and maintaining the interest of our audience.

Follow-up email

A follow-up newsletter edition was sent to the event participants on July 8, 2024. This email received a total of 125 opens, reflecting the participants' continued engagement. Follow-up emails are crucial for delivering results, documents, photos, and other important materials, ensuring that



participants receive all necessary information post-event.

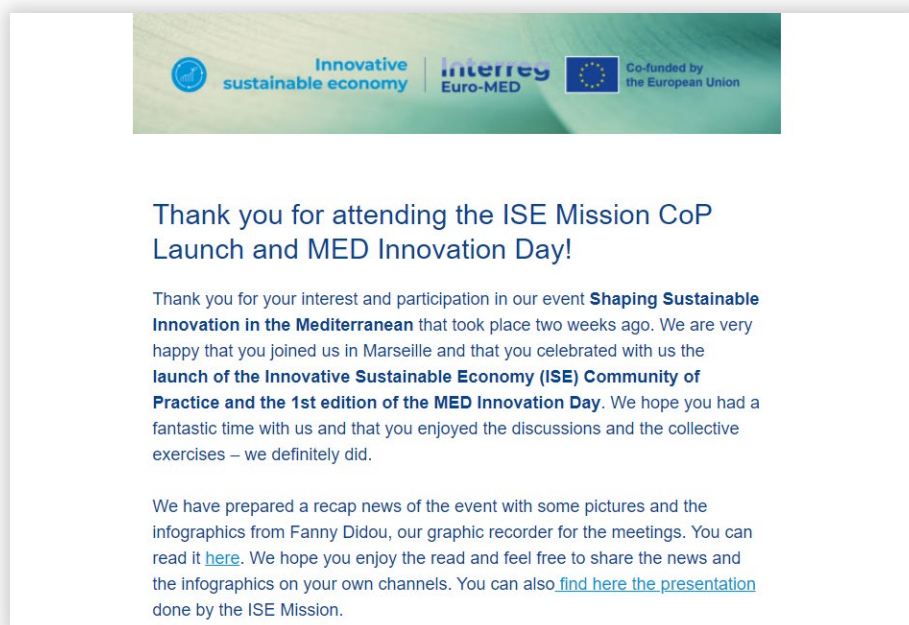


Figure 5. An example of the e-mail that has been sent after the event

The follow-up mail (see figure 5) has been sent to a list of people who participated in the event and shared their e-mail addresses. The mail included a graphic recording of the event. The mail was opened 69 times, clicked 23 times, total open 125.

Targeted e-mails

To disseminate the event effectively a list of 184 relevant contacts (NGOs, journalists, and environmental professionals) has been made and invited through email. We invited them to take part in the event. The list consisted of contacts based in and around Marseille. We haven't received any mail regarding how many of them have registered. It was important to get involved local actors for them to participate and exchange with different Mission partners.

Website

The event has been published on the [website](#) of the Mission. That's where we kept the database of registrations. In every dissemination activity, a link to the registration page was shared that



directed people to the event page on the website of the Mission. It was the reference point of the event, that included the agenda.

An article has been published on the Mission's [website](#). It includes information regarding the sessions carried out in Marseille, graphic recordings that have been made by the designer [Fanny Didou](#). The article has been used to further disseminate the event through communication channels of the Mission such as social media (LinkedIn and Twitter) and [the newsletter](#) that is being published in every 6 months.

The event was also published on REVOLVE's website events section (see figure 6) to reach wider audiences across Europe and increase the event's visibility: <https://revolve.media/events/shaping-sustainable-innovation-in-the-mediterranean>

Also, on other external platforms such as Circular Economy Europa and Med Blue Economy Platform.

- <https://circulareconomy.europa.eu/platform/en/submit-content/submit-event>
- <https://medblueeconomyplatform.org/vkc/event/shaping-sustainable-innovation-in-the-mediterranean-09bcc6b5e6/>



Figure 6 Event description through REVOLVE's website



Communication Materials

Some important communication materials are distributed to the participants during the events. It includes the following (see Annex 6.1):

- **Leaflets:** crucial piece of material that synthesizes the purpose of the event, giving concise and clear information on the event (see figure 14 in Annex section).
- **Posters:** Displaying TPs details to do a small gallery walk on the venue (see figure 15 in Annexes section).
- **Roll ups:** highlighting the wide geographical coverage of the ISE Mission across the Mediterranean (see figure 16 in Annex section).
- **Badges:** accreditation template personalised for each registered delegate and handed to them on arrival (see figure 17 in Annex section).



Results

First edition of the MED Innovation Days: Shaping Sustainable Innovation in the Mediterranean

Context

The first edition of the MED Innovation Days, entitled *Shaping Sustainable Innovation in the Mediterranean*, welcomed 60 participants with a total of 120 registrations with profiles mainly of public authorities/policy actors (36) and research/academia (27). The rest of the registrants were more or less half and half from Civil Society/NGOs and Private sector/Industry. This was a great result with a diversity of actors.

The event started with an opening session at 9:00, where Nazih Toubal (Project Manager, REVOLVE) presented the agenda of the event and Fanny Didou (Graphic Recorder) presented the findings and insights from the previous day's launch of the ISE Community of Practice.

The practical work of the event started at 9:30 with the World Café session focusing on overcoming common challenges and promoting a circular Mediterranean. After a coffee break, the morning activities continued with a co-creation session to develop a call to action, which ran from 11:30 to 12:30. After a networking lunch, participants walked to the MUCEM and moved to the afternoon panel discussion from 14:30 to 16:30 on scaling up innovative solutions.

The full agenda can be consulted here: https://innovative-sustainable-economy.interreg-euro-med.eu/wp-content/uploads/sites/2/ise_medinnovationday_agenda.pdf

In the registrants' demographics, we would like to highlight the country of origin, where there was a predominant presence of France (29), followed by Spain, Italy, Greece, Tunisia and Albania. A good demographic to ensure diversity of realities and perspectives, beyond the stakeholder group.

Results and Impacts

Local participants informed the organising team that it was a successful event that met their expectations in terms of networking and building synergies. Participants also highlighted the need



for more spaces like the MED Innovation Day to discuss and find common ground and co-create solutions with peers. These comments were confirmed in the post-event satisfaction survey sent to registered participants. The survey can be viewed here: <https://innovative-sustainable-economy.interreg-euro-med.eu/satisfaction-survey-marseille-event/>. The overall rating of the event according to the survey results is 4.7 out of 5. When asked how they would rate the timing and structure of the agenda, the results were 4.3 out of 5.

- "It was a very enjoyable experience. Congratulations on the excellent organisation. As a suggestion, it would be great if each event could be held in a different location so that we could get to know the realities of the Mediterranean environment in which the projects take place. The idea of having time to chat in a relaxed atmosphere is also very interesting".

Most respondents said that their main reason for attending was to network and find synergies with other related projects. Some of the satisfaction survey respondents shared also their comments on the event:

- "An excellent experience, exchange of information and best practices on a very important topic such as green and circular economy"

Moreover, feedback from participants will be carefully considered for the next organised events

World café

The interactive session at the MED Innovation Day aimed to create a shared vision and identify challenges that can be overcome together. The session was also intended to serve as a networking activity, allowing different actors to meet and interact in a different setting. During the World Café session, participants were asked three questions:

- **How do you see the Mediterranean in 2030?** (To open the discussion, imagine the future we all want to build together. The facilitator should guide the discussion towards blue and green themes and circularity).

Participants, answered on this question, a common vision for a more sustainable Mediterranean by 2030. Indeed, public authorities' representatives expect to see a region booming under blue and green economic models, characterized by cleaner coasts, renewable energy, and a stronger



circular economy, all achieved through cross-border cooperation. Also, academia envisions the Mediterranean as a global leader in sustainability, driven by research and innovation in marine conservation, sustainable agriculture, and climate change mitigation. Civil society imagines local communities fully engaged in environmental stewardship, reducing waste, and adopting greener lifestyles. Moreover, NGOs aspire for balanced socio-economic and environmental growth, where sustainable practices in key sectors like fisheries, agriculture, and tourism are widespread, ensuring equity and environmental justice for all. The private sector, for its part, foresees significant investments in green technologies and innovation, contributing to eco-friendly infrastructure, sustainable resource management, and low-carbon industries.

- **How would you contribute to the region you envision** (trigger their responsibility in the transition we are promoting, whether through individual actions or through their work in the projects they are involved in)?

Each sector here, brought an original contribution to achieving this vision. Inputs from participants included new proposals on regulated waste management and incentives for renewable energy and circular economy adoption, while encouraging regional partnerships. Academia, overall, proposed advancing research on sustainable technologies, educating future generations, and developing solutions to pressing environmental issues like water scarcity and marine pollution. Civil society and NGOs want to raise awareness on eco-friendly practices and empower communities to adopt responsible consumption and support local biodiversity efforts by mobilizing communities and build partnerships with governments. The private sector advocated for public-private collaborations that drive scalable solutions, along with market-driven incentives to accelerate the transition to a green economy.

- **How would you overcome obstacles to make this vision a reality?** (Identify common challenges, actors that need to be involved and policies that should change)

To overcome challenges, participants agreed that collaboration and systemic changes are key. Public authorities emphasized the need for cross-border cooperation and policy reforms, particularly in plastic reduction, renewable energy, and sustainable agriculture, ensuring economic development aligns with environmental goals. Academia proposed focusing on interdisciplinary research and increasing funding for sustainability projects, ensuring scientific findings influence policy and drive real-world applications. Civil society sees overcoming obstacles through community engagement and behaviour change, working with local governments and NGOs to foster awareness and trust. Finally, NGOs advocate for systemic policy changes, such as stricter environmental regulations and green economic reforms, while strengthening



collaboration between governments, civil society, and the private sector to implement scalable solutions. The private sector emphasised on the key role of collaborations between stakeholders that are linked with business growth and economic stability in the Mediterranean.



Figure 7 Participants during the World Café discussion

Participants were divided into ten separate tables on arrival and moved to different tables after each round of questions by the organisers to create a sense of balance between participants and make the conversations more engaging and fluid (see figure 7). Each table had a host who was responsible for welcoming participants, guiding them through the conversation, asking questions to stimulate the flow of the discussions and keeping track of the ideas shared, which were then presented to the whole room in the harvesting session of the World Café. To support the table hosts, the REVOLVE team prepared a guide (Annex 6.1) for them to refer to at any time. The guidelines included explanations on the role of a facilitator/host with clear indications of the concept of the World Café session, its objectives and the timings. The hosts followed carefully the guidelines to make sure each table brings added value to the session.



Figure 8 World Café harvesting session

The World café session grouped participants from diverse sectors aligning on the importance of blue and green economic models. Public authorities, academia, civil society, NGOs and the private sector each offered valuable contributions, from policy reforms to advancing research and empowering local communities including behaviour change. Collaboration was identified as the key to overcoming challenges, with cross-border partnerships and systemic changes being central to achieving the envisioned sustainable future.

Call to Action

The exercise was developed also by groups divided into the ten tables available. Participants discussed for around 20 minutes following a template with two main questions that they had to fill in using the collective knowledge harvested during the World Café session. After the discussions, the templates filled with participants' input were hanged outside the room to do a small gallery walk that everyone could check during the networking lunch.



Figure 9 Live scribing summary of the Call to Action morning session

The graphic recorder has summarised the session with a live scribing (see figure 9) of the major subjects that have been discussed and the recurrent themes, including youth, data, capacity building, climate impacts and governmental action. Participants emphasised on the role of the youth and future generations to come for taking concrete actions and take responsibility. The urgency of the situation was highlighted by a majority, mentioning that 2030 was just around the corner. Communicating with clear messages is essential to change behaviours and align with policy makers or institutions in charge.

Panel discussion

Community engagement and social impact are strong pillars of sustainable development in the Mediterranean along with governments and policies which play a central role in driving forward sustainability efforts in the Mediterranean region. The ISE Mission activities in Marseille ended with an afternoon panel discussion '**Scaling-up innovative solutions: pathways to achieve zero waste in the Mediterranean**'. The session focused on scaling up innovative solutions, organized in collaboration with the Region Sud LIFE Smart Waste project and ACR+ partners.



Figure 10 Panel discussion at MUCEM

The panel discussion speakers at MUCEM featured Richard Sempère, Director of the Institute of Marine Sciences (CNRS), Cristina Colonna d'Istria, Director of Éa Éco-Entreprises, and Joslin Faith Kehdy, Founder and Director of Recycle Lebanon. They shared best practices, lessons learned, and strategies for achieving zero waste and preventing plastic pollution. The discussions covered the environmental, social, economic, and political impacts, emphasizing ways to reduce production and manage waste circularly.

Moderated by Karim El Arnaouty from AVITEM, the panellists discussed key questions such as: How can local communities be empowered to participate in decision-making and project planning for waste reduction in the Mediterranean? What role does scientific research play in shaping zero-waste strategies and guiding decisions to address environmental challenges in the region? How can we ensure sustainability innovations are inclusive and accessible to all communities, including marginalized or underserved populations?

During the two-hour session, panellists shared their insights on how to improve cooperation between the private sector, NGOs and civil society, and academia. Cristina Colonna d'Istria (Éa Éco-Entreprises) explained how they support small and medium-sized enterprises (SMEs) to scale up their innovative solutions in multi-sectoral structures to facilitate joint innovation. Richard Sempère (CNRS) highlighted how they are strengthening their interdisciplinary teams, including

working more closely with social scientists. Joslin Faith Kehdy (Recycle Lebanon), bringing in the perspective of civil society and activists, underlined the importance of a "recycling mindset" to promote change. Speakers acknowledged the gaps that still exist, for example between research and the private sector. However, sessions such as the one held during the MED Innovation Day always help to bridge these gaps and improve cooperation. Panellists discussed on the issues the Mediterranean faces regarding pollution, particularly soil, water, and marine pollution. Plastic waste accounts for 95% of floating litter and 50% of seabed litter in the region. This pollution is concerning due to the toxic chemicals in plastics. Therefore, poor management of hazardous waste poses a threat to human health and the environment as it contaminates air, water, and soil, impacting all value chains cycles. A live scribing was done by a graphic recorder summarising the session with what has been discussed by the panellists and also the audience reaction (see figure 11).



Figure 11. Live scribing from afternoon the panel of discussion *Scaling-up innovative solutions: pathways to achieve zero waste in the Mediterranean*

Challenges and Lessons Learned

Another obstacle faced by the organising team during the event was the last-minute withdrawal of one of the four panellists for the afternoon session: the public authority panellist. The notice



was too short - just one day before the session - and the team was unable to find a replacement for this speaker. This was an obstacle to the full development of the panel discussion due to the absence of a governmental representative. In the end, however, the session was well-balanced, with the moderator giving the three panellists and the audience a little more space to ask questions.

Moreover, language differences were identified as a barrier to the full development of the MED Innovation Day event. The participants came from all over the Mediterranean region and were not native English speakers. Even if they all spoke English, the fact that they may not feel fully comfortable with the language can delay effective communication and the exchange of ideas, resulting in missed opportunities. For an innovation-focused event such as this, the ability to share and understand complex ideas and research is paramount.

For the next MED Innovation Days, several strategic adaptations will be implemented to address the challenges encountered during previous events. In terms of location, the possibility of hosting the event in a regionally central city will be explored to facilitate easier travel for participants from across the Mediterranean region. This approach is expected to enhance both diversity and attendance, ensuring broader representation from various sectors and communities. To address timing-related challenges, particularly with speaker commitments, efforts will be made to confirm all panellists well in advance, ensuring greater stability in the agenda. A backup system will also be put in place, including standby speakers or panellists, to prevent any disruptions due to last-minute cancellations. This will help maintain the integrity and balance of the discussions, ensuring that all key perspectives—especially from public authorities and governmental representatives—are present.

Moreover, there will be a stronger focus on engaging external stakeholders and civil society from the planning stages through to the event itself. Invitations will be extended to a wider range of participants, including more representatives from NGOs, local communities, and private sector organizations, as well as public authorities. This broadening of engagement will enrich the discussions and ensure that a diverse range of perspectives is considered, particularly on issues of innovation that require input from multiple sectors.



Conclusion

In conclusion, the inaugural MED Innovation Days successfully promoted collaboration and innovation in sustainable practices during the event gathering 60 participants from various sectors, including local and regional authorities, researchers, entrepreneurs, SMEs, and civil society actors. This diverse group engaged in dynamic discussions, networking activities, and collaborative exercises, all aimed at overcoming barriers to sustainability and promoting a circular Mediterranean economy.

The event's well-structured agenda facilitated meaningful exchanges and idea generation. The opening session set the stage with a graphic recorder capturing community synergies, followed by a World Café session that allowed participants to share experiences, generate new ideas, and build networks. This interactive session encouraged participants to envision the Mediterranean in 2030, discuss their contributions to this vision, and identify obstacles to overcome. The collaborative Call to Action exercise further emphasized the need for collective effort in achieving sustainability goals, resulting in actionable insights and strategies. The afternoon panel discussion, featuring experts from academia, civil society, and the private sector, explored pathways to achieving zero waste in the Mediterranean. The panellists highlighted the importance of community engagement, social impact, and interdisciplinary cooperation in driving forward sustainability efforts. The discussions underscored the critical role of scientific research, local community empowerment, and inclusive innovation in addressing the region's environmental challenges.

The MED Innovation Days met its objectives by creating a space for stakeholders to connect, exchange knowledge, and develop collaborative solutions. The event's impact was evident in the positive feedback from participants, who appreciated the networking opportunities and the focus on actionable outcomes. The dissemination efforts for the MED Innovation Days were extensive and effective. The event was promoted through social media, email marketing, and websites, reaching a wide audience and ensuring high engagement. The follow-up communications, including a newsletter and an article on the ISE Mission's website, provided participants with valuable resources and continued the momentum generated by the event. The inaugural MED Innovation Days have set a high standard for future events, demonstrating the power of collective effort and creative problem-solving in shaping a sustainable future for the Mediterranean.



Annex

First Edition

Communication materials



Figure 12 Cover of the event agenda.⁵

⁵ The full agenda is available online here: https://innovative-sustainable-economy.interreg-euro-med.eu/wp-content/uploads/sites/2/ise_medinnovationday_agenda.pdf



REFERENCE GUIDE FOR TABLE HOSTS

This document is a reference guide for the facilitators of the World Café and Call to Action sessions in the MED Innovation Day 2024. In this guide, you will find the main

I'M A TABLE HOST; WHAT DO I DO?

- **Keep the conversation flowing.** Make sure people feel comfortable to share their ideas and that everyone has a moment to speak within the group.
- **Keep in mind the initial question** and make sure people at your table are trying to find an answer to it and are not going too far from the topic.
- **Remain at the table when others leave** and welcome travellers from other tables for the next round of conversation.
- **Briefly share key insights from the prior conversation** so others can link and build using ideas from their respective tables.
- Encourage participants to write, doodle and draw key ideas on their A2 size papers.
- Gently & as appropriate, **encourage people at your table to note in the paper** key connections, ideas, discoveries, and deeper questions as they emerge.
- **Report back to the plenary** about the discussion at your table for the whole hour.

How does the World Café work?

The World Café aims to create a shared vision and identify challenges that can be overcome together. The session also aims to serve as a networking activity where different actors will have the chance to meet and interact in a different setting. The World Café methodology is based on the belief that 'we are wiser together' and that the future can be shaped 'through conversations that matter'.

For the MED Innovation Day World Café, we aim to **create a shared vision of the Mediterranean region in 2030**. To achieve that, participants will engage in **three rounds of discussions of 20 minutes** each, moving changing table after each round is finished.

You will be assigned as host to one table and you will remain the host of that table for the full hour of the World Café. You will take care of keeping the flipchart papers with the ideas discussed in each round on your table to then share them with the plenary.

Each round of 20 minutes will have a specific question, going from a more general view of imagining a shared future to more specific identifying barriers. These are the questions with their timings:

- 09:40 - 10:00 **How do you envision the Mediterranean in 2030?**
(Open up the discussion envisioning the future we all want to build together. The facilitator should guide the discussion in the direction of blue and green topics and circularity).
- 10:00 - 10:20 **How would you contribute to the region you imagine?**
(Trigger their responsibility in the transition we are boosting; whether it is only from individual actions but also from their work in the projects they are in)
- 10:20 - 10:40 **How would you overcome barriers to make this vision happen?**
(Identify common challenges, actors that need to be engaged and also policies that should change [add examples of socioeconomic changes that need to happen, ie.]

In each round, **you will oversee that participants are writing their ideas** on the big paper provided. After the rounds of discussions are over, **you as the table host will be sharing with the plenary what has been discussed in your table during the full hour**.

It is in that harvesting part of the World Café that patterns can be identified, collective knowledge grows, and possibilities for action emerge. A good harvesting session will lead us to a successful following session!



Figure 13. Facilitators guidelines for World Café table hosts



The Interreg Euro-MED Innovative Sustainable Economy (ISE) Mission celebrates the launch of the Community of Practice and the 1st edition of the MED Innovation Days in Marseille.

The **MED Innovation Day** is an annual event bringing together local and regional authorities, researchers, entrepreneurs, SMEs and civil society actors to **catalyse innovative sustainable practices in the Mediterranean region**.

155 connected partners

18 countries

4 focus areas



MARINE
SOURCES



AGRI-FOOD
SYSTEMS



INDUSTRIAL
TRANSITION



RESOURCE
VALORISATION

The **ISE Community of Practice (CoP)** brings together the **14 thematic projects** developed under the umbrella of the mission. The CoP aims to create a community space among the projects to share information and support each other in order to improve the impact of the projects.

Both events will build on the design of sustainable innovation in the Mediterranean region, ensuring an inclusive and constructive dialogue. Join us in this task. **Join the ISE Community Hub!**

ISE Community Hub website



Figure 14 Content of the leaflet



The ISE Community of Practice comprises the Thematic Projects (TPs) and Governance Projects of the ISE Mission by offering a space of collective knowing and learning to improve the projects' impact. We are currently **155 connected partners** from **18 countries** with a well representation of the 4-ple helix to strengthening Innovative Sustainable Economy in the Mediterranean. It is formed by 4 focus areas that cluster its current **14 TPs** around **Marine Resources, Agri-food Systems, Industrial Transition, and Resource Valorisation** topics by testing and amplifying innovative and circular solutions.



MARINE RESOURCES

SPOWIND
2B-BLUE
BLUE ECOSYSTEM
AZA4ICE



AGRI-FOOD SYSTEMS

CARBON FARMING MED
OliveOilMedNet
Clepsydra



INDUSTRIAL TRANSITION

CircleMED
GREENSMARTMED
REVIVE
ProcuraMED



RESOURCE VALORISATION

REPper
eWAsTER
VERDEinMED

Interreg Website



A project labelled by the UfM



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

Figure 15 Example of the main posters of the five produced



Figure 16. Roll up displayed during the event



A badge template for participant accreditation. The top half features a blurred background of green foliage. Below this, there are three horizontal white lines for text, each preceded by a label: 'NAME', 'ORGANISATION', and 'COUNTRY'. The bottom half of the badge is white and contains several logos and text elements. On the left, it says 'Innovative sustainable economy' next to a small circular logo. In the center, it features the 'Interreg Euro-MED' logo, the European Union flag, and the text 'Co-funded by the European Union'. On the right, it includes the text 'A project labelled by the UfM' above the 'Union for the Mediterranean' logo and its name in three languages: 'Union for the Mediterranean', 'Union pour la Méditerranée', and 'الاتحاد من أجل المتوسط'.

Figure 17 Badge template for participants accreditation

Figure 18 Examples of call to action templates filled by participants





**Innovative
sustainable economy**

**Interreg
Euro-MED**



**Co-funded by
the European Union**

A project labelled by the UfM



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

