



ADEME TIPLab

Reindustrialisation of an underdeveloped and fragmented industrial region with a sufficiency-oriented approach

September 17th 2026



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01. The problem

The Provence-Alpes-Côte d'Azur region has a structurally **underdeveloped and highly fragmented industrial base**, resulting in strong dependence on imports and increased exposure to environmental and geopolitical pressures.



02. The Challenge

Reindustrialise the Provence-Alpes-Côte d'Azur region through **a systemic, place-based and sufficiency-oriented approach**, building a more resilient, sovereign and environmentally responsible industrial system.



03. The System Conditions

Facilitators

- Growing number of emerging low-tech projects open to collaboration
- Growing consumer demand for locally produced and environmentally friendly products
- A supportive social and solidarity economy framework
- Existing financial support schemes for local reindustrialization
- Rising resource and energy costs, creating stronger incentives for low-tech innovation

Inhibitors

- Insufficient coordination among industrial actors.
- Difficulties on IPR protection with collaborative innovation.
- Competition from low-cost products operating under different environmental constraints.
- Limited accessibility to the main public funding and subsidy schemes.
- Difficult access to suitable industrial land and facilities.
- Underdeveloped B2B markets for secondary materials



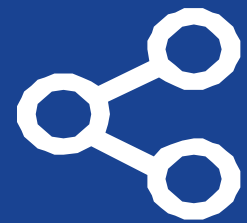
03. Expected actions



- ❑ Action plans developed by each participating company
- ❑ Collective workshop addressing systemic challenges
- ❑ Joint application to projects call (ex. study on regional wool mapping)
- ❑ Development of business synergies and collaboration opportunities among TIPL participants



04. Assumptions



Strengthening territorial cooperation and coordination among industrial actors can reduce fragmentation and enable more locally embedded and resilient industrial ecosystems.



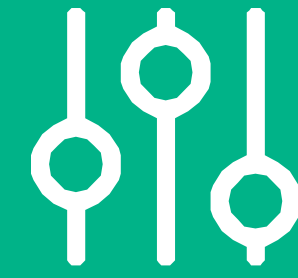
Developing business models less dependent on increasing production volumes can improve economic viability while reducing material and energy dependency.



Adapting production systems to locally available resources, while strengthening circularity and shorter value chains, can increase regional resilience and reduce dependence on external resources



05. Signals of change



- ❖ Emergence of business models generating value from services, skills and competencies
- ❖ New collaborative governance arrangements supporting industrial transition (e.g local cooperatives for general interest)
- ❖ Increased development and demonstration of technologies supporting resource-efficient and sufficiency-oriented production

Thanks!

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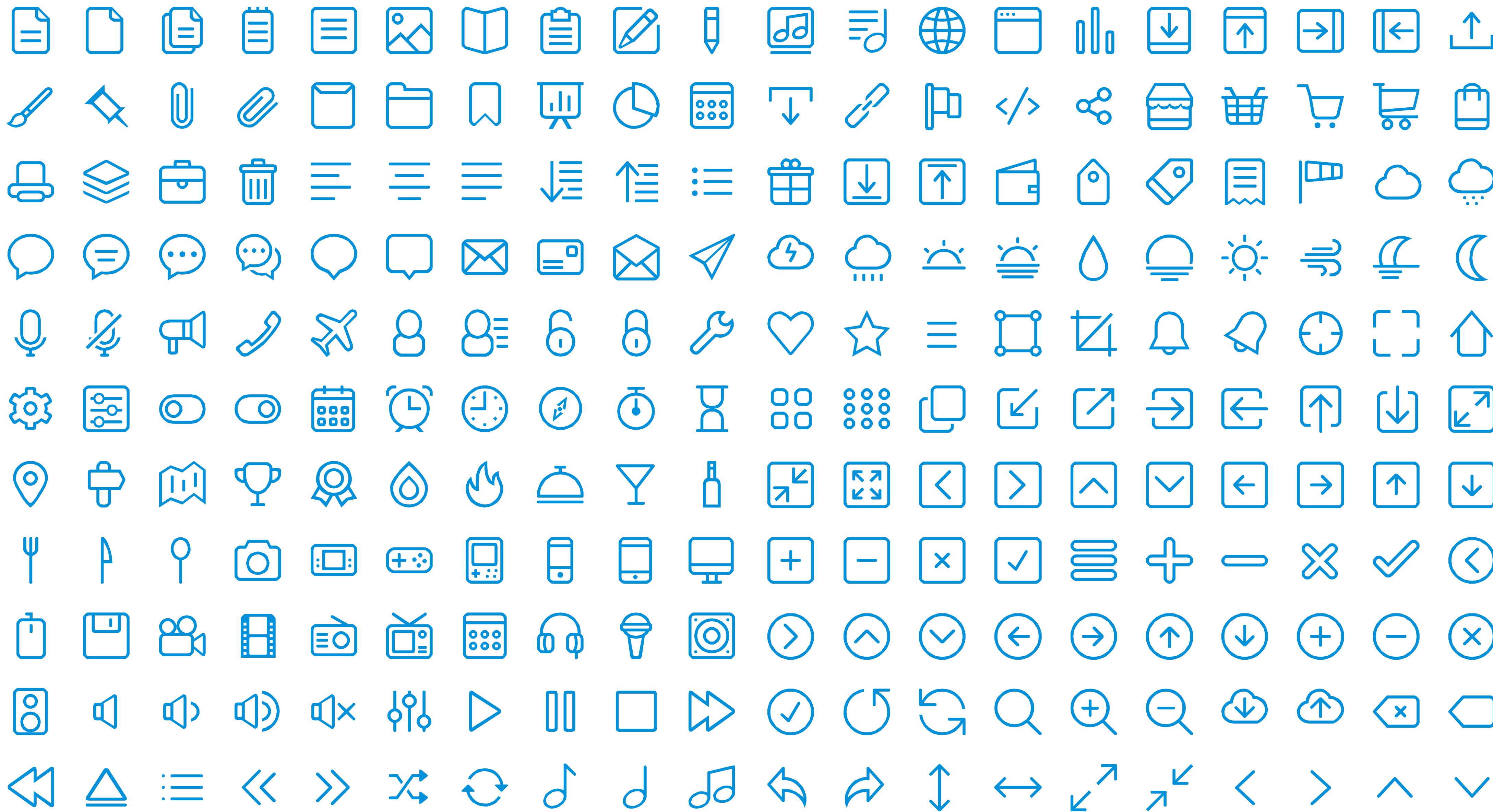


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TIPLab: The Mediterranean Regional Response to the European Water Resilience Strategy

Dialogue 4 Innovation Project
Innovative sustainable economy

17 Sept 2026 – 4th Innovation Camp, Marseille



Francesco Camonita
Policy & Project Officer



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01. The CPMR-IMC TIPLab: the Project, Challenge and Structure
02. Preliminary TIPLab Results
03. CPMR-IMC TIPLab and Sufficiency: what way forward?



01.

The TIPLab: the Project, the Challenge and the Structure





Transformative Innovative Policy Labs

Aim of the TIPLabs

- Address **place-based sustainability challenges** through systemic and collaborative innovation.
- **Connect local** actions with Mediterranean and EU policy priorities.
- Strengthen **multi-level governance**, stakeholder dialogue and policy coordination.
- Facilitate the **connection with Thematic Projects** (TPs) developing solutions relevant to their place-based complex challenge.

Structure of the TIPLabs





The Selection of the Challenge: Water Scarcity



Where We Come From: Desertification & Land Degradation

IMC Declaration on Desertification (2023)

- Mediterranean regions among the most affected by desertification in Europe
- IMC calls for dedicated EU policy framework recognising the specific vulnerability of Med regions
- Regions commit to integrate land restoration and anti-desertification measures in regional strategies
- Demand for increased EU funding for Nature-Based Solutions in semi-arid Mediterranean areas

Key IMC Asks

- Recognition of desertification as a **climate emergency** in EU legislation
- **Multi-level governance approach** including regional authorities in national plans
- Stronger **link between land, water and climate** policy at EU and national level
- Access to **cohesion and LIFE+ funds** for prevention and adaptation measures

Where We Come From: Water Management & Scarcity

IMC Joint Policy Position on Water Management (2024)

- Mediterranean regions face structural water scarcity, worsened by climate change and demand pressures
- IMC calls for a dedicated Mediterranean Water Pact with binding regional cooperation targets
- Reform of water tariff systems to reflect true scarcity value while protecting vulnerable users
- Increased investment in non-conventional water resources (reuse, desalination, rainwater harvesting)

Key IMC Asks

- **Mainstreaming water security** in EU Cohesion, Agricultural and Climate policies
- **Multi-level water governance** empowering regional and local authorities
- Dedicated **EU funding stream for water infrastructure renewal and efficiency** in Mediterranean regions
- **Cross-border data sharing and joint monitoring** of transboundary water systems



Our Compass: European Water Resilience Strategy

What is the Strategy?

- Adopted by the European Commission in 2025 as a **cross-cutting framework for EU water policy**
- Responds to **growing water stress across Europe**, particularly acute in southern and Mediterranean regions
- Sets a **vision for a water-resilient, water-smart Europe by 2050**
- Structured around **5 priority axes**

Why it Matters for the Mediterranean

- Mediterranean regions identified as “**priority hotspots**” for water scarcity action
- Strategy **unlocks dedicated funding streams** via Cohesion, LIFE+ and Innovation funds (HEU)
- **Regional authorities are explicitly named as key delivery partners**
- The TIPLab is our collective response:
translating EU ambitions into regional action



Our Compass: European Water Resilience Strategy

5 Priority Areas also guiding our work today

1. **Governance:** Strengthen integrated, multi-level water governance with binding cooperation mechanisms
2. **Infrastructure:** Modernize ageing networks; invest in non-conventional sources and nature-based retention
3. **Innovation:** Scale smart water technologies, digital monitoring and circular water economy models
4. **Finance:** Redirect public and private capital – green bonds, blended finance, true-cost water pricing
5. **International cooperation:** Mediterranean as testing ground for EU–Southern Partner collaboration on water



The CPMR-IMC TIPLab: Overall Structure

Structure of the TIPLabs



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3 Teams: The “Players” of the CPMR-IMC TIPLab

1 – IMC Regions

- Generalitat de Catalunya (ES)
- Murcia Region (ES)
- Valencia Region (ES)
- Puglia Region (IT)
- Emilia-Romagna Region (IT)
- Western Greece (IDRON) (GR)
- Occitanie (FR)
- Gozo (MT)

2 – Advocacy Stakeholders

- Regional Water Alliance
- International Network of Basin Organizations (INBO)
- Institut Méditerranéen de l’Eau (IME)
- PRIMA Partnership
- Plan Bleu (UNEP-MAP)
- CNR-SEACURE (EU Missions Ocean/Soil)

3 – Euro-MED Projects on Water (and others)

- IDRON
- BLUE ECOSYSTEM
- CLEPSYDRA
- WEGOCOOP
- AQUAMAN
- SHARE MED WATER
- WATERVILL
- URWAN
- CARDIMED



CPMR-IMC TIPLab Roadmap for 2026

1 – Challenge Workshop

- **What:** System mapping of Mediterranean water challenges
- **How:** In-person Workshop in EN (Transformative Innovation Policy Methodology)
- **When:** 19/06/2026
- **Where:** Bologna, Italy (NOW!)
- **Who:** ALL TIPLab Teams

2 – Online Webinar

- **What:** Pitching and evaluation of Euro-MED solutions. Assessment of implementation barriers versus enabling opportunities
- **How:** Online Marketplace of Euro-MED and EU-funded solutions; Live Polling of barriers/opportunities and discussion
- **When:** 22/09/26
Wednesday, 10:00-12:30
- **Where:** Online Platform Teams
- **Who:** Team 3 (Projects) presentations – Discussion with Teams 1-2

3 – Advocacy Session

- **What:** Understanding key messages from Regions and Advocacy Stakeholders on Water Scarcity
- **How:** High-Level Policy Session + Regional Webinar + Priorities Workshop
- **When:** 04-05/11/2026
- **Where:** ECOMONDO Exhibition, Rimini, Italy
- **Who:** IMC Member Regions + Advocacy Experts presentations – Discussion among ALL Teams

CPMR-IMC TIPLab Flow

Steps:

- Created online shared space for TIPLab Main Participants to store all findings, presentation and results
- Webinar to take place on 22/09/26 (feel free to subscribe!) (to be added link/QR CODE)
- Organization and management of events at ECOMONDO (High-Level Advocacy Session) for November 2026
- Coalition of the willing will be able to review and comment on possible policy position/statement to be shaped by IMC Secretariat.



1. Challenge Workshop: Input contributions from participants (Post-its) (Analyzed in July 2026)

2. Online Webinar: Polling/Mentimeter Inputs and Discussion on solutions/projects (Analyzed in October 2026)

3. Advocacy Session: Key messages from Team Regions and Team Advocacy (Analyzed in November/December 2026)



4. PROJECT DELIVERABLE: MEL Technical Report of Results (December 2026)

5. COLLECTIVE PLAN: Policy Position And Statement To Be Reviewed By Willing Participants (First trimester 2027)

02.

Preliminary TIPLab Results



Where the EU Water Resilience Strategy falls short for the Mediterranean

An EU-wide framework built on *implementation of existing law and largely non-binding actions* — it names scarcity but treats the Mediterranean as an external-cooperation matter, not a differentiated internal priority.

THE GAPS

- 

Scarcity as exception, not baseline Resilience is framed around restoring the water cycle and managing droughts/floods as shocks — for much of the Med, chronic scarcity is the permanent condition.
- 

Weak multi-level governance hook Strong on EU targets and Member State duties, thin at the regional/local scale where allocation conflicts and trade-offs are actually decided.
- 

Tourism–agriculture–ecosystem competition Summer demand peaks colliding with irrigation and minimum ecological flows — the signature Med stress — get no dedicated treatment.
- 

Non-conventional resources framed cautiously Reuse, desalination and efficiency are acknowledged but not pushed with the urgency or financing clarity scarcity-front regions need.
- 

Cross-border basin dimension thin The Mediterranean appears mainly via external cooperation (UfM Water Agenda, Pact for the Mediterranean) rather than as a shared internal basin.
- 

Ambition outruns accessible funding EIB backing exists, but clear funding pathways for sub-national authorities — the level least able to absorb cost — remain underdeveloped.

OPENINGS FOR OUR TIPLab

- Co-define a Mediterranean scarcity baseline the EU could adopt
- Multi-level governance models for allocation under permanent stress
- Demand-reconciliation tools across tourism, agriculture & ecosystems
- Scale reuse & efficiency — remove regulatory and financing barriers
- A Euro-Mediterranean angle linking EU and neighbourhood basins

Not a contested gap — flagged by the EU's own institutions: **European Parliament** (res. 7 May 2025) called for tailored measures for the Mediterranean, islands & outermost regions; **Committee of the Regions** (“Turning the tide,” 2026) found uneven territorial impacts requiring differentiated, regionally adapted targets.

Bologna Workshop: A Systemic Diagnosis

What We Heard

- Water scarcity is systemic: climate, governance, socio-economic and technological factors interact
- Climate change is the main driver, but unsustainable use and fragmented governance make it worse
- Technology and scientific knowledge already exist — governance and behaviour are the real bottleneck
- Non-conventional water resources should be mainstream supply, not a last-resort 'Plan B'



Recurring Barriers

- Governance **fragmented across sectors and levels**, locked into short political cycles
- **Financing gaps:** high capital/operational expenditures required and limited access to EU funds
- Water pricing **remains politically sensitive**, limiting cost-recovery and reform
- Data and monitoring **are not harmonised** across Mediterranean countries



The Future System Participants Envisioned

Key Levers for the Desired System

1. **Behavioural change:** the guiding star — every water user is part of the shift
2. **True-cost pricing:** tariffs and incentives that reflect real scarcity value
3. **Mainstreamed NCWR:** reuse and desalination planned as core supply, not ‘Plan B’
4. **Adaptive governance:** integrated, multi-level water management, not fragmented
5. **Shared data platforms:** harmonised Mediterranean monitoring for real-time decisions

Where We Go From Here

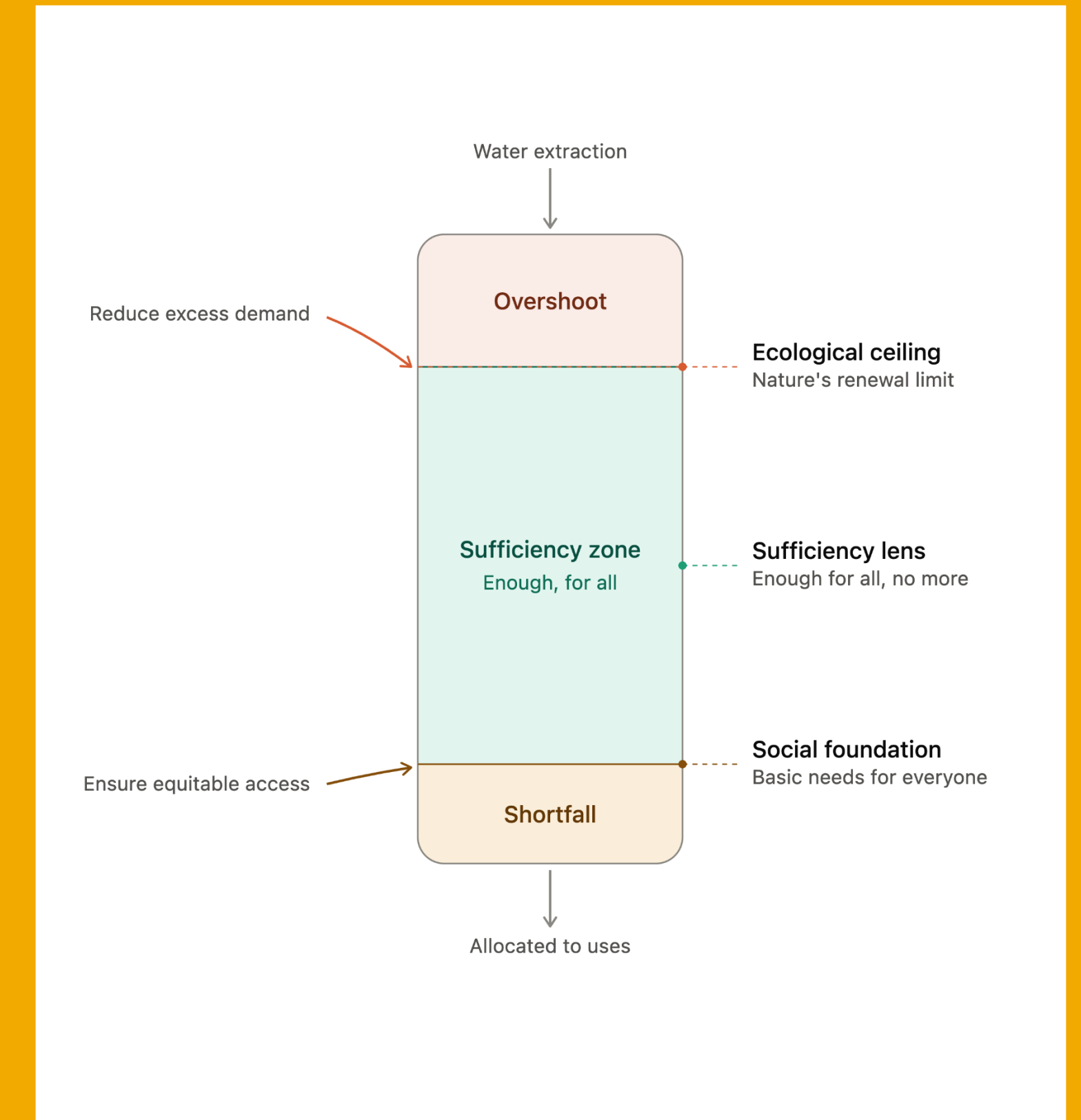


Priorities for TIPLab 2 on Solutions required

- Governance models that make non-conventional water resources easier to implement
- Financing and business models for long-term investment, including desalination and brine management
- Communication and engagement to build public trust in reclaimed water
- A shared Mediterranean platform for harmonised water data and knowledge exchange

03.

CPMR-IMC TIPLab and Sufficiency: What way forward?



Bridging Water Resilience and Sufficiency



What Sufficiency Means

- Not only about individual consumption — a systemic transformation of the economic model
- *Demand side*: more equitable, moderate patterns of consumption
- *Supply side*: rethinking production systems, business models and governance
- *Goal*: meet essential needs while respecting long-term environmental and social limits

TIPLab Is Already Speaking This Language

- “A resilient future doesn’t mean **searching for more water** — it means transforming our relationship with the water we have.”
- **Guiding star**: every water user aware they must be part of the behavioural change
- *Participants*: NCWR should stop being a **‘Plan B’** and become core to how we manage demand, not only supply
- “No more just policies — **we need actions.**”

Where Findings Meet the Sufficiency Lens

Demand-Side Signals

- Behavioural change as the entry point, not an afterthought
- True-cost water pricing and tax incentives that reward conservation
- Awareness of ‘virtual water’ — the hidden footprint of imported food
- Water education and citizen engagement, including gamification



Supply-Side & Systemic Signals

- Non-conventional resources **mainstreamed** into diversified, resilient supply
- **Adaptive governance** replacing short-cycle, siloed decision-making
- Financing redirected toward **long-term infrastructure** and Nature-based Solutions
- Harmonised regional data as the **backbone of shared decisions** across the Mediterranean



Discussion Points for Day 2

Bringing the CPMR-IMC TIPLab Into the Water Scarcity Session

1. **Contribution:** which of our governance and behavioural findings already act as sufficiency levers, even though TIPLab wasn't framed that way from the start?
2. **System conditions:** which facilitators and inhibitors — political cycles, funding access, pricing sensitivity — should the Water Scarcity session flag on the Canvas?
3. **Transfer:** could our methodology and policy asks — a Mediterranean Water Pact, a harmonised data platform — travel to the Biocapacity and Marine Ecosystems groups?
4. **Mainstreaming:** how does our draft Joint Policy Position on Water become a concrete sufficiency recommendation for the ISE Mission?

Thanks, and look forward to the discussions

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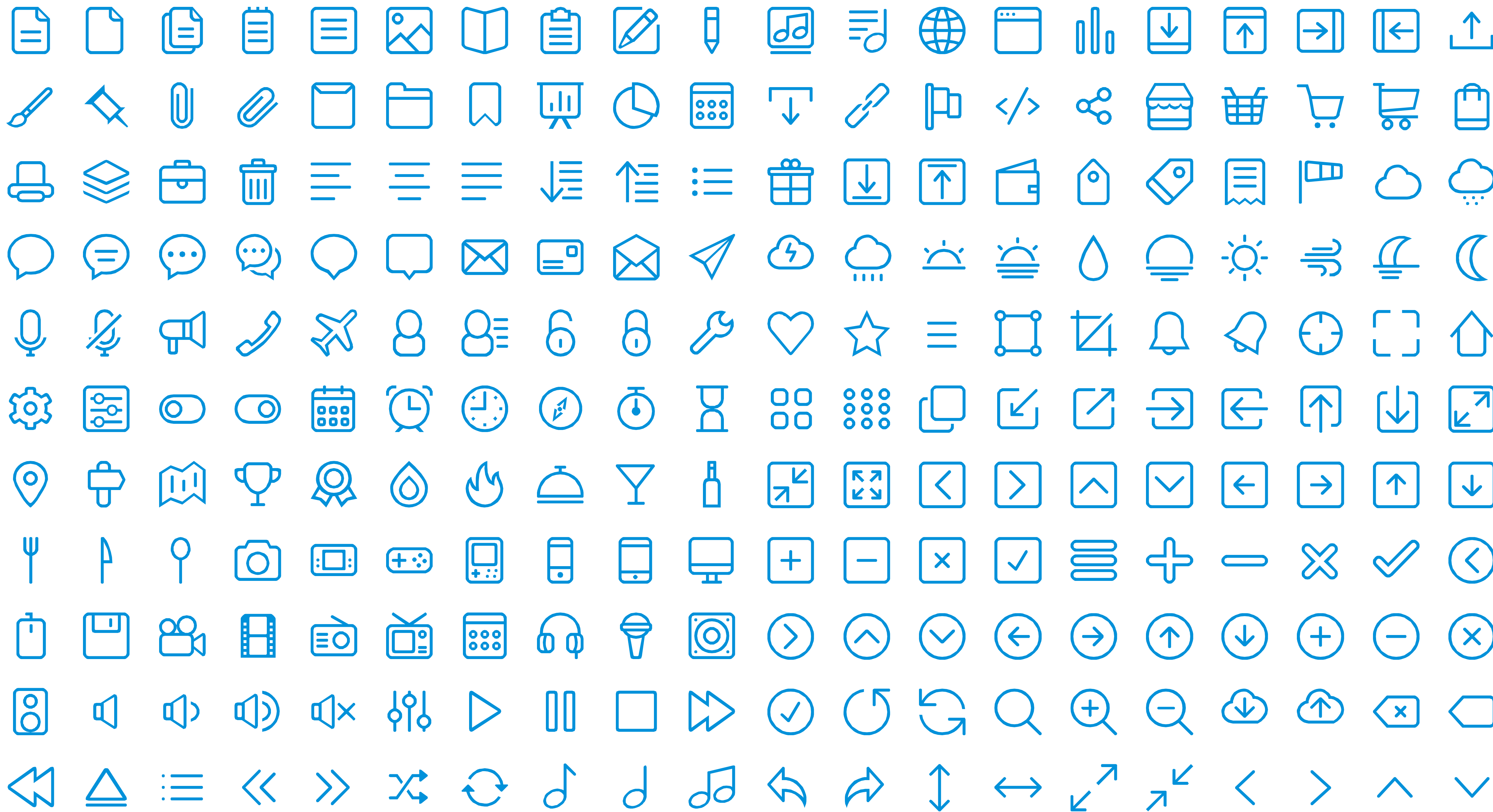


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Catalonia TIPLab

The forestry-textile value chain and the cellulose gap

September 17th 2026, Ricard Benítez (Generalitat de Catalunya)



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01. Context and challenge

02. System conditions and transformative assumptions

03. TIPLab through the sufficiency lens





The TIPLab fact sheet

- Implemented in the region of **Catalonia**
- **20 regular participants** from Research and Technology Organisations; Universities and Academia; Regional and Local public administrations; Private sector (businesses and Business Support Organisations); Third Sector (Foundations).
- The result of a **synergy with a TP:**
GREENSMARTMED





Problem

The forestry and textile industries in Catalonia face significant vulnerabilities with economic, social and environmental consequences.

Undermanagement of extensive forest areas increases wildfire risks and limits the valorisation of a renewable local resource, while the forestry sector remains trapped in low added-value activities.

At the same time, the textile industry has a high environmental footprint and needs to transition towards more circular production models.

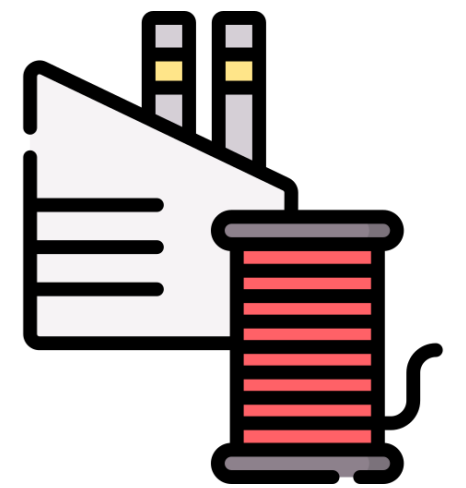




An opportunity to tackle a complex challenge



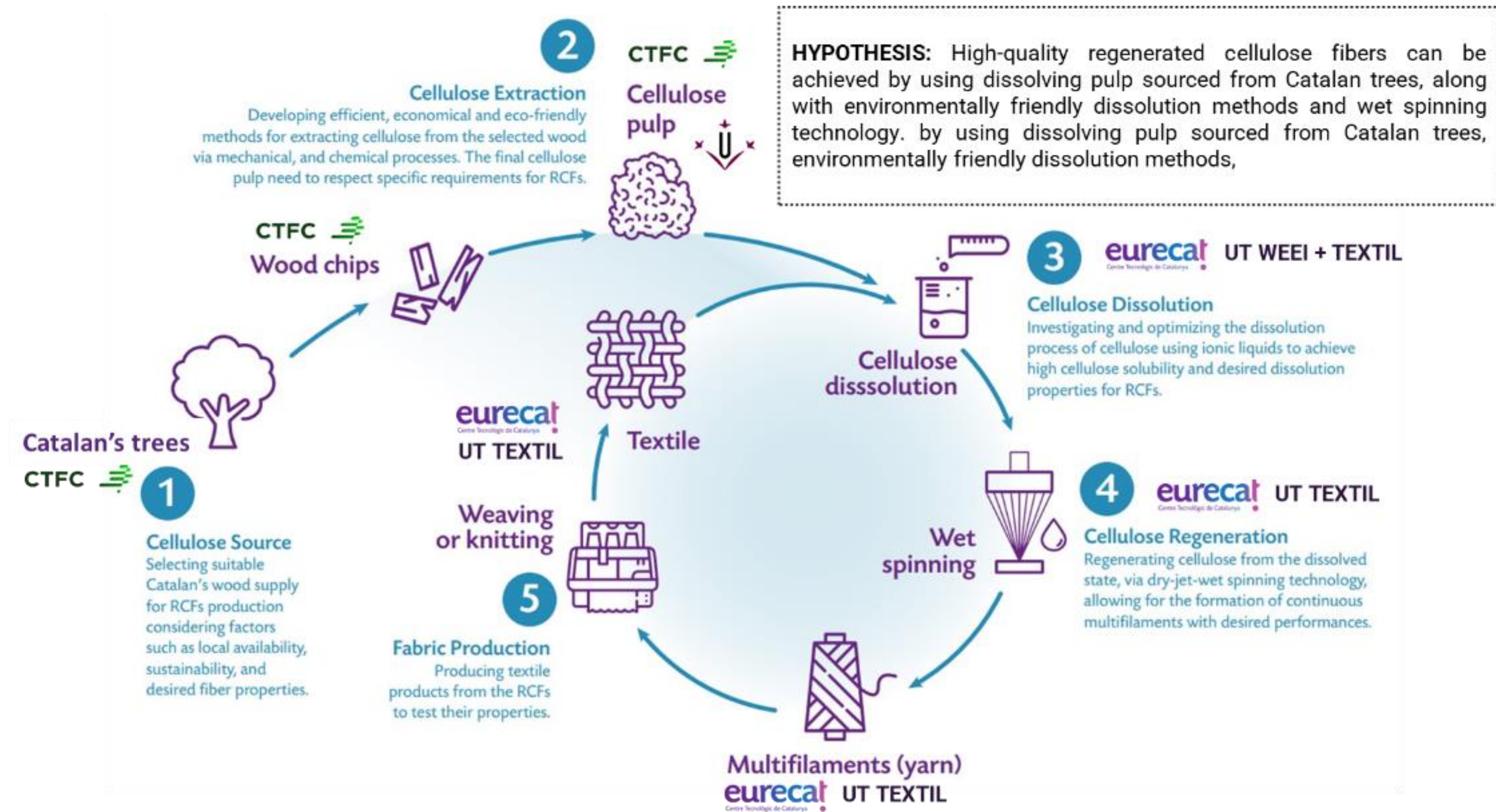
- Economically vulnerable
- Trapped in low added value production
- Untapped potential for:
 - Forest management and wildfire prevention
 - Rural areas revitalisation



- Economically vulnerable (non-EU unfair competition)
- Focused in product innovation
- In need to decarbonize and become more sustainable

THE CELLULOSE GAP

01 CONTEXT AND CHALLENGE





The shared vision of the future

A Catalonia with a consolidated circular forest–textile value chain—innovative, inclusive and locally rooted—capable of responsibly managing forest and agroforestry resources and transforming them into sustainable, traceable and competitive products, driven by research, collaboration and profitability.





FACILITATORS

- Strong historical textile heritage, know-how and innovation capacity.
- Broad consensus on the urgency of transitioning towards a circular textile industry.
- Advances in technologies enabling forest by-products to be used as sustainable inputs for the textile industry.
- Potential availability of renewable forest resources
- Existing research and applied innovation capacities around cellulose and textile fibres.
- Alignment with regional strategies on bioeconomy, circular fashion, resilient landscapes, and industrial transition.



INHIBITORS

- Undermanagement of extensive forest areas and increasing wildfire risk.
- Weak forestry industry trapped in low added-value activities.
- Insufficient connection between the forestry and textile sectors.
- Difficulties in extracting and mobilizing wood resources.
- Lack of skilled workforce.
- Limited investment capacity.
- Uncertainty regarding market acceptance of new fibres.
- Gaps in circular logistics and applied research.



Expected actions

- 1. Economic and market feasibility study of new fibres.**
- 2. Development of an industrial biorefinery pilot plant to produce textile fibres.**
- 3. Preparation of a proposal for the Horizon JU-CBE-2026-IA-03 call.**

Signals of change

- Collaboration and joint ventures between forestry and textile actors.
- Increased research and innovation projects connecting the forestry and textile sectors.
- Successful demonstration and scaling of regenerated textile fibres produced from local cellulose.

Assumptions

1. Increasing the sustainable extraction and valorisation of Catalan forest resources can improve forest management while generating higher-value economic opportunities in rural areas.
2. Connecting forestry and textile actors around a shared value chain can enable currently underused forest by-products to become inputs for sustainable textile production.
3. Demonstrating the technical and economic feasibility of producing regenerated textile fibres from local cellulose can unlock investment and accelerate the development of a new forestry-textile value chain.
4. Strengthening research, collaboration and market development can enable the emerging value chain to become economically viable, competitive and territorially rooted.



Catalonia TIPLab contribution to sufficiency

1. **Textile needs** can be met through **regenerative locally available bio-based resources** instead of fossil-based materials.
2. The initiative creates value from **forestry by-products** rather than increasing virgin-resource extraction.
3. Creating value from forestry by-products strengthens **incentives for sustainable forest management**, contributing to **wildfire prevention, biodiversity recovery, climate mitigation** and improved **water retention** in the landscape.
4. The forestry-textile circular value chain reconnects **production** with **local resources** and strengthens **rural economies**.
5. The model contributes to a **resource-sufficient economy** that operates within **the biocapacity of Mediterranean forest ecosystems** while maintaining economic value creation.



Thanks!

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MedWaves- Izmir TIPLab
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17/09/2026

Sarai MATILLAS CALERO



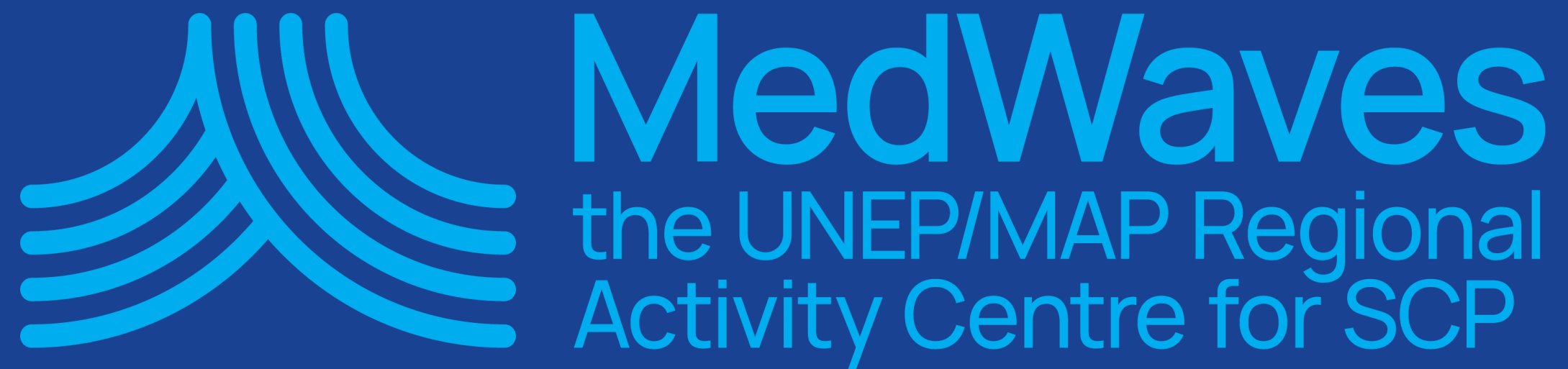
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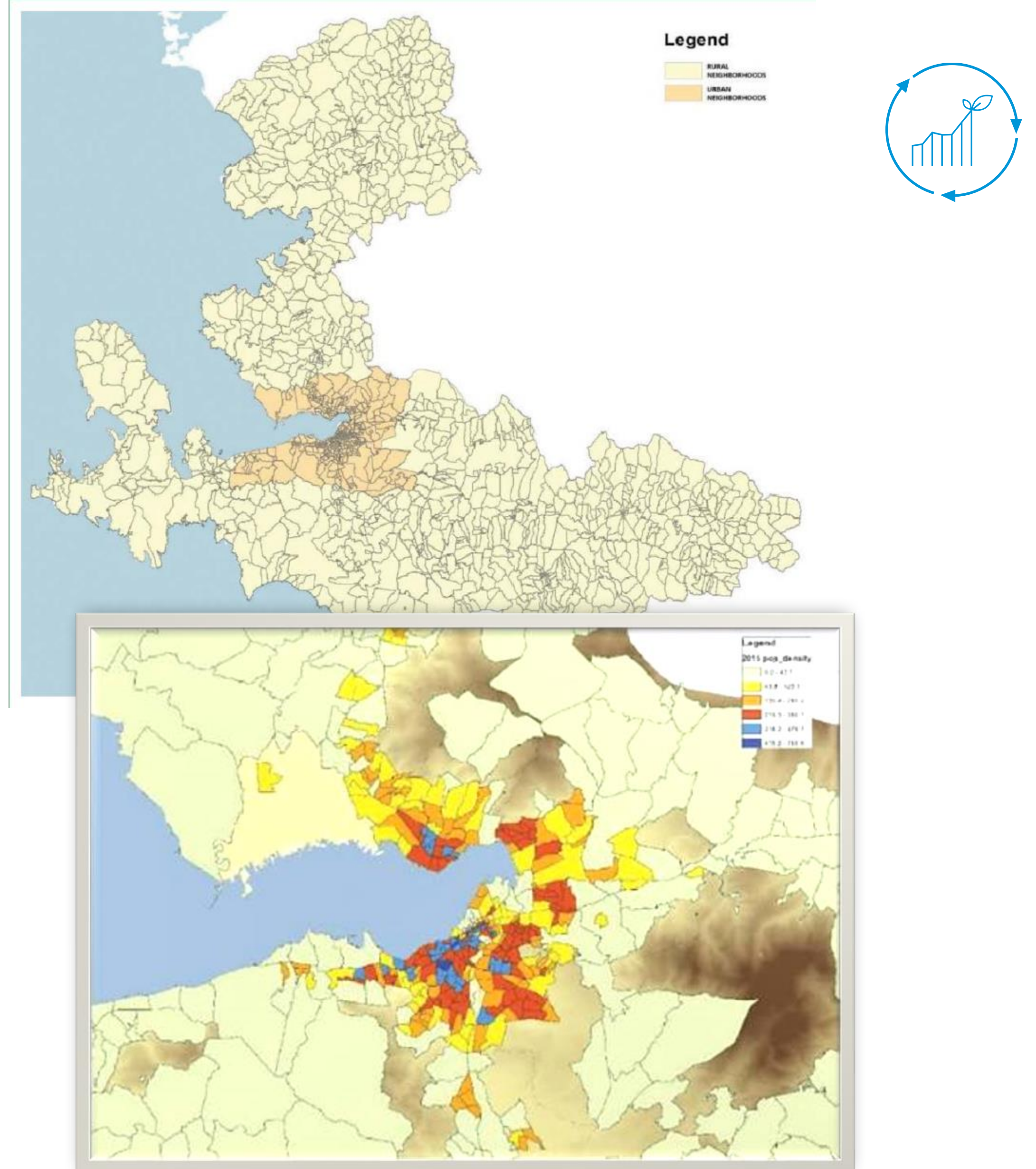
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Izmir TIPLab: Sustainable Management and Valorization of Marine Litter



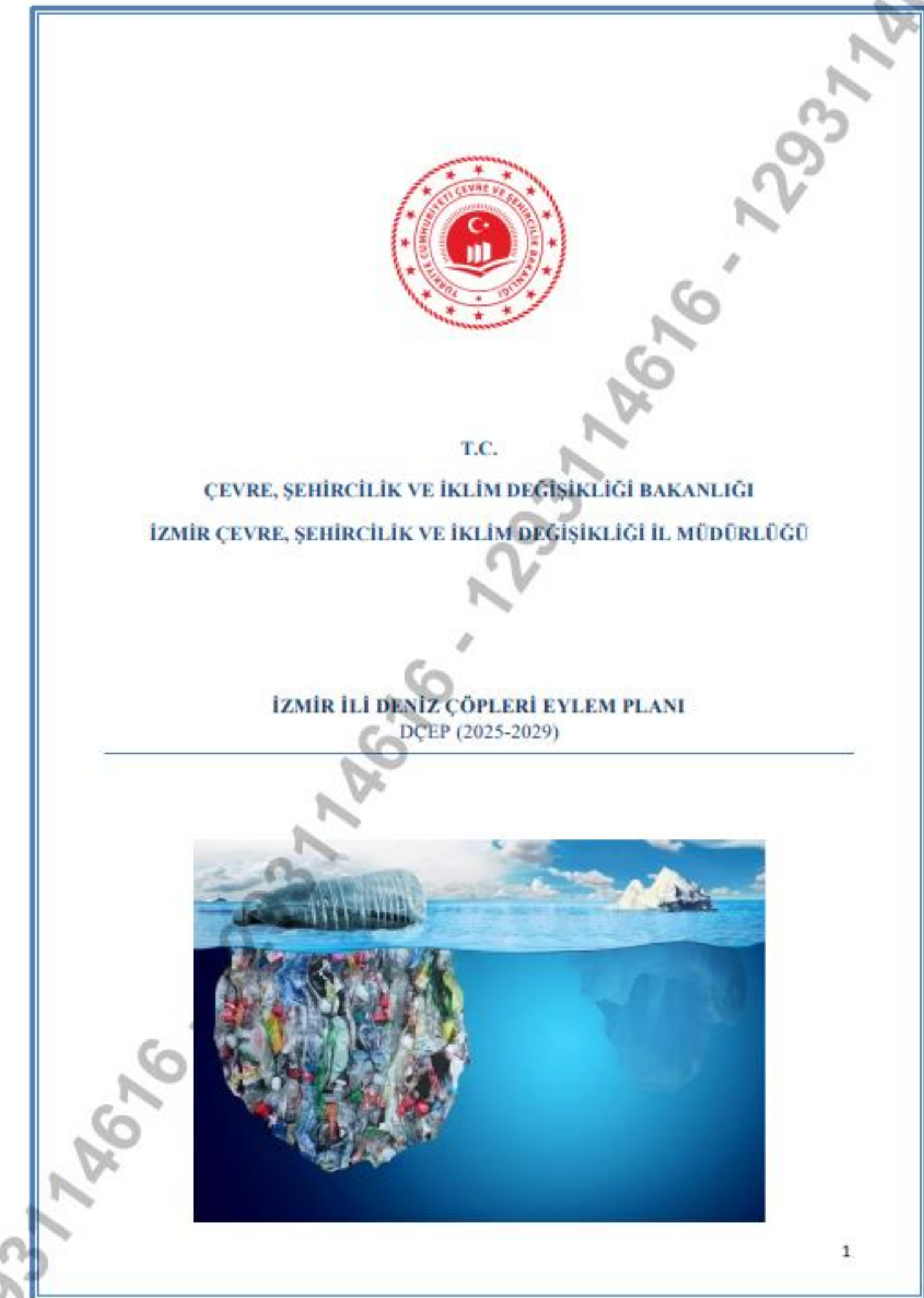
Context

- İzmir is **major coastal metropolitan** city in Türkiye with over **4.5 million inhabitants**
- It has a **strong blue economy** profile, with established sectors including fisheries and aquaculture, maritime transport, ports and marinas, coastal tourism, shipbuilding and repair, as well as emerging blue biotechnology activities.
- Marine provides from blue economy and land-based activities.
 - Blue Economy deeply affected by marine litter.



The İzmir Marine Litter Action Plan 2025–2029

- Developed with the participation of broad stakeholder groups
 - First comprehensive local coordination document bringing together the institutions involved in combating marine litter in İzmir and defines their principal responsibilities.
- Provides an important roadmap for preventing marine litter at source in and around İzmir Bay
- It identifies marine litter as a problem requiring prevention, clean-up, source reduction, public awareness, and coordinated institutional action.





The İzmir TIPLab addresses the marine litter challenge not only from the perspective of removal and cleanup, but also from the sustainable management valorization perspective

The challenge includes the following dimensions:

- preventing marine litter generation at source;
- better understanding land-sea leakage pathways;
- improving monitoring and traceability of marine litter;
- addressing linkages with blue economy sectors;
- identifying feasible valorization pathways for selected marine litter streams;
- strengthening coordination, data-sharing and joint action among public, private, academic and civil society actors.





Session 1: Challenge Validation and Shared Problem Framing (June 2026 online)

Session 2: Shared Vision, System Conditions, Enablers and Barriers (30 September in-person)

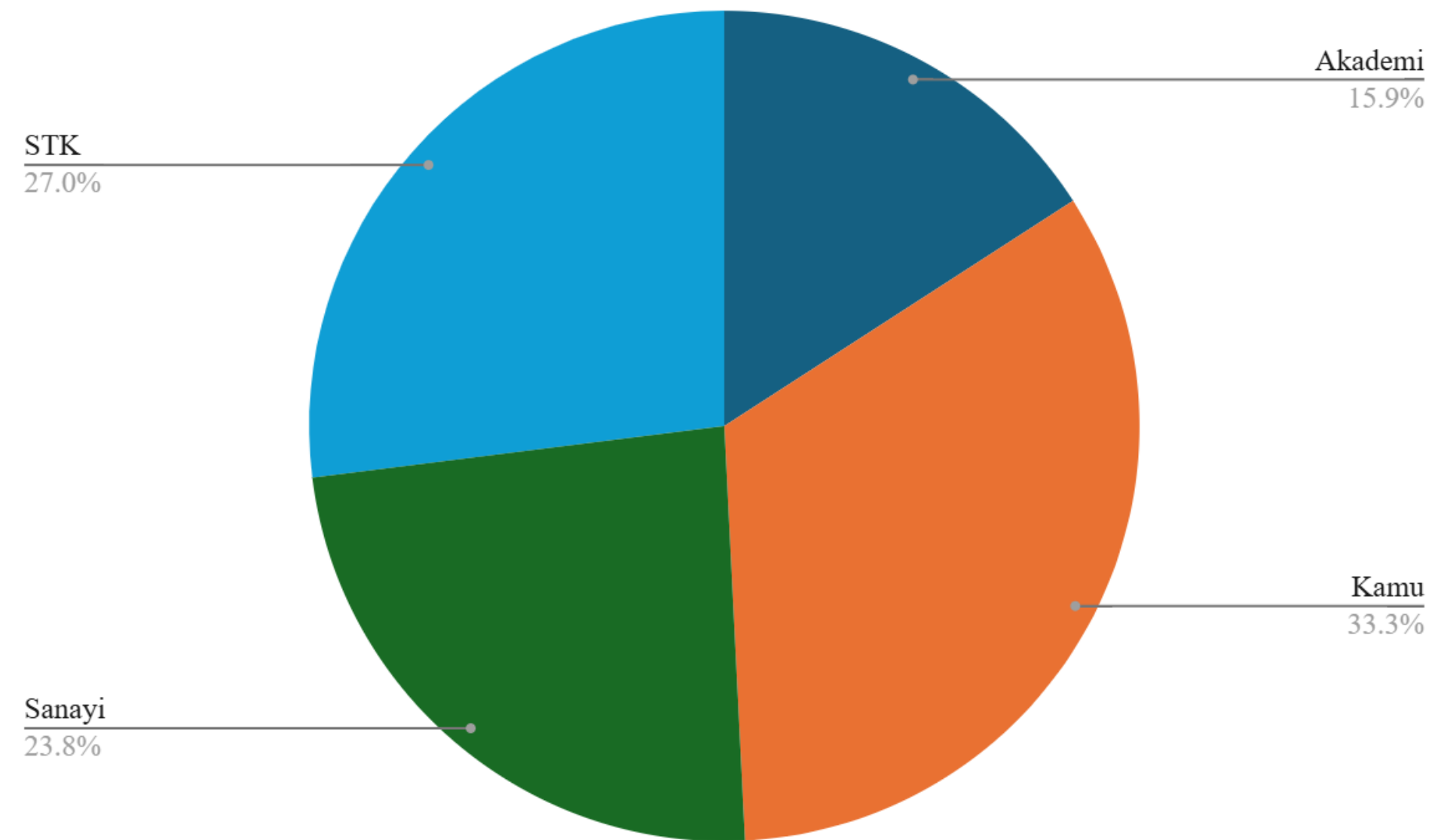
Session 3: Transition Pathways and Collective Action Plan (30 September in-person)

- Technical validation and shared problem-framing
- Discussion of dimensions/pre-assessed challenges and identification of more

- Explore the desired future state for İzmir, identify the key system conditions required to move towards that future, and analyse the main enablers and barriers across governance, regulation, infrastructure, data, finance, market, technology and behavioural dimensions.
- Identify and prioritise potential actions for prevention, monitoring, collection, traceability, valorization and stakeholder coordination. For selected actions, the session will define possible lead actors, supporting partners, required resources, expected outputs and short- to medium-term outcomes.



PARTICIPATING STAKEHOLDERS



- Dokuz Eylül University
- Ege University
- İzmir Institute of Technology
- TÜBİTAK Marmara Research Center (TÜBİTAK MAM)

- İzmir Provincial Directorate of Environment, Urbanization and Climate Change
- Ministry of Environment, Urbanization and Climate Change
- Ministry of Agriculture and Forestry
- Ministry of Trade
- Ministry of Culture and Tourism
- Ministry of Transport and Infrastructure
- İzmir Development Agency
- İzmir Metropolitan Municipality
- İZSU
- Governorship of İzmir
- Turkish Environment Agency
- Gökçeada Municipality
- İZDENİZ

- Aliağa Chamber of Shipping
- İzmir Chamber of Shipping
- Hamburger Recycling
- Ravago
- AYR Packaging Import Export Consulting
- Egeçev Waste Management Inc.

- İZDÖNÜŞÜM
- BA-ROS Recycling
- Federation of Tourism Hoteliers
- COMET LTD
- Aegean Region Chamber of Industry
- İzmir Chamber of Commerce
- İzmir Union of Fisheries Cooperatives
- TURMEPA – Clean Sea Association, İzmir Branch
- Technology Development Foundation of Türkiye (TTGV)
- Aegean Plastics Industrialists Solidarity Association
- Turkish Plastics Industry Foundation for Research, Development and Education (PAGEV)
- TÜRÇEV – Foundation for Environmental Education in Türkiye
- Ship Recycling Industrialists' Association
- Çöpüne Sahip Çık Foundation
- WWF-Türkiye
- Greenpeace Türkiye
- Kentimiz İzmir Association
- Aegean Tourism Association
- Zero Waste Foundation
- Urla Sailing Club





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Thanks!

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TIPLab CROATIA

Ministry of Regional Development and EU Funds (MRDEUF)

Climate Resilience and a Clean Environment in Adriatic Croatia

Strengthening Innovation Partnerships for the Blue Growth Value Chain

4th ISE Innovation Camp, Marseille
September 17th 2026



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The Problem

Adriatic Croatia is increasingly exposed to **climate risks** such as floods, droughts, heatwaves and sea-level rise, alongside **biodiversity loss** and **growing resource pressures** linked to mass tourism.

The Challenge

Strengthen climate resilience and **environmental sustainability** in Adriatic Croatia by mobilising innovation, cross-sector collaboration and interregional cooperation around the Blue Growth value chain.



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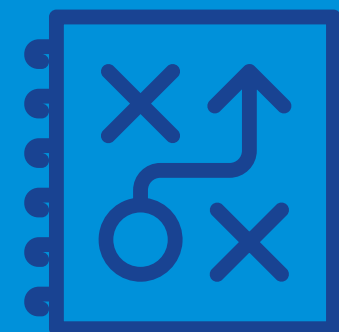
Why does Adriatic Croatia need a **TIPLab**?

Adriatic Croatia is increasingly **exposed to:**

- floods, droughts and heatwaves
- sea-level rise and coastal pressures
- biodiversity loss
- resource pressures linked to mass tourism
- fragmented governance structures
- ageing and outdated infrastructure

At the same time, the region possesses **significant innovation potential in:**

- sustainable water management
- circular economy
- green construction
- digital transformation
- blue economy solutions



Transformative Challenge

How can **innovation**, **strategic partnerships** and **interregional cooperation** **accelerate** ***climate resilience*** and ***environmental sustainability*** in Adriatic Croatia **while creating** ***new opportunities for sustainable blue growth?***



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Our Mission and Future Vision



RDI Mission

Climate Resilience and a Clean Environment in Adriatic Croatia

- ✓ with a particular focus on the Blue Growth Value Chain

Shared Vision

An Adriatic Croatia that is more climate-resilient and resource-efficient, where innovative solutions are developed and demonstrated through strong cross-sector and interregional partnerships and are progressively integrated into regional policies, investment pipelines and industrial transition processes.

Long-Term Ambition

- ✓ resilient coastal and island communities
- ✓ cleaner environment and protected natural resources
- ✓ stronger innovation ecosystems
- ✓ enhanced regional competitiveness
- ✓ increased interregional cooperation across the Mediterranean

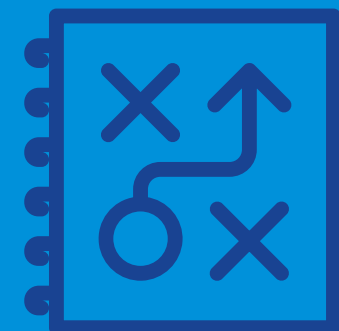
The System Conditions

Facilitators :

- Existing RDI Mission on Climate Resilience and a Clean Environment
- Alignment with Croatia's Smart Specialisation Strategy
- Existing Regional Value Chain Strategic Forums
- Entrepreneurial Discovery Process (EDP)
- Strong innovation potential in sustainability and digitalisation
- Broad quadruple-helix innovation ecosystem

Inhibitors:

- Increasing climate-related risks
- Biodiversity loss
- Environmental pressures from mass tourism
- Fragmented governance structures
- Outdated infrastructure
- Insufficient critical mass and coordination needed to bring innovations from experimentation to implementation



Why TIPLab?

The TIPLab provides a **structured platform for connecting innovation actors, mobilising partnerships and accelerating systemic transformation.**



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What We Want to Achieve Through the **TIPLab?**

Main Objectives

- **Connect** and mobilise innovation stakeholders around societal challenges
- **Build** a critical mass of companies and innovation actors
- **Support** the creation of strategic innovation partnerships
- **Identify** funding opportunities and investment pathways
- **Encourage** participation in EU strategic value chains and Regional Innovation Partnerships
- **Facilitate** demonstration of innovative solutions in Adriatic Croatia
- **Support** the implementation of the RDI Mission

Expected Signals of Change

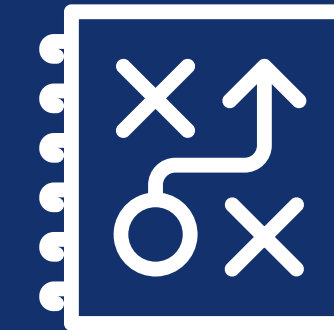
- **Stronger** stakeholder engagement
- **Increased** participation of companies in innovation partnerships
- **Development** of new project ideas and pilot initiatives
- **Stronger** interregional collaboration
- **Integration** of successful solutions into policy development and investment planning

Building the Croatian TIPLab

Current Position

The Croatia TIPLab builds upon:

- ✓ The **RDI Mission** "Climate Resilience and a Clean Environment in Adriatic Croatia,,
- ✓ **Outcomes of the Entrepreneurial Discovery Process**
- ✓ **Regional Value Chain Strategic Forum** activities
- ✓ **Identified societal challenges and innovation priorities** in Adriatic Croatia



*The TIPLab is currently **moving from** the **concept-design** towards **implementation**, supported by external methodological expertise and aligned with the D4I TIPLab methodology.*



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Building the Croatian TIPLab

Development Framework

Phase 1 – Scoping and System Analysis

- stakeholder mapping
- challenge ecosystem analysis
- identification of barriers and leverage points
- preparation of the TIPLab Scoping Paper

Phase 2 – TIPLab Co-Creation Process

- systemic understanding of the challenge
- future vision development
- identification of transition pathways
- definition of transformative actions

Phase 3 – Integration and Mainstreaming

- integration of relevant Euro-MED thematic projects
- translation of solutions into policy-relevant actions
- connection with industrial transition and regional development processes
- strengthening of interregional innovation partnerships

Expected Results



- ✓ Stronger stakeholder mobilisation
- ✓ New innovation partnerships
- ✓ Enhanced interregional cooperation
- ✓ Pipeline of innovative projects and solutions
- ✓ Support to the implementation of the RDI Mission
- ✓ Mainstreaming of innovative solutions into policy and investment frameworks

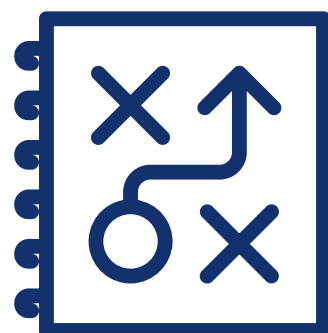


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Next Steps

From design to implementation of the first-generation Croatia TIPLab



Indicative Timing	Key step	Main output	Lead and coordination
September 2026	Confirm the operational work plan and incorporate lessons from the 4th Innovation Camp in Marseille.	Agreed timetable, roles and working arrangements	MRDEUF and Bioinventa, with D4I mentoring support
September - October 2026	Refine the challenge, complete the system analysis, map stakeholders and identify relevant thematic projects.	TIPLab Scoping Paper and stakeholder map	Bioinventa drafts; MRDEUF reviews and approves
November - December 2026	Co-design the Innovation Camp, three linked working sessions, facilitation tools and stakeholder engagement.	Methodological design, session flow and invitations	MRDEUF and Bioinventa; alignment with relevant D4I partners
January - March 2027	Deliver the TIPLab sessions and jointly define the vision, transition pathways, partnerships and transformative actions.	First-generation TIPLab completed by 31 March 2027 and draft Collective Action Plan	Bioinventa facilitates; MRDEUF convenes stakeholders and validates results
April - May 2027	Consolidate learning and translate results into policy, investment and interregional cooperation pathways.	Collective Action Plan and MEL-based Final Report	Bioinventa finalises; MRDEUF approves and supports mainstreaming

Implementation principle: monthly coordination meetings with our in-house team (MRDEUF sectoral advisers) and external consultants (Bioinventa), along with regular coordination across the project partnership.



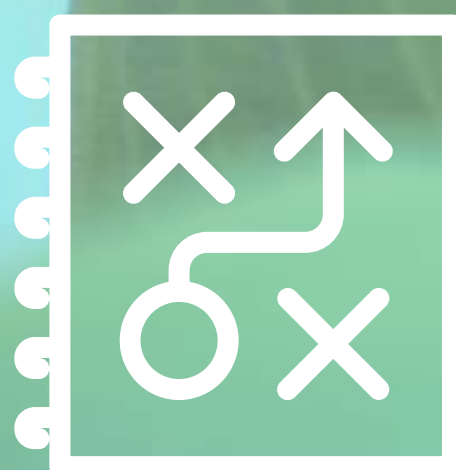
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Thank you!



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Vision of the future

A resilient and actively managed Algarve–Alentejo landscape, capable of retaining and using water more efficiently, sustaining low-density territories and supported by coordinated governance and effective implementation capacity.

Problem

Water is a key issue for low-density mountain areas (where we register one of the territories with the highest risk of physical desertification in the country – Northeast Algarve and Alentejo). Engagement with Thematic Project Partners and the Regional and National Administration it is crucial to tailor-make the public policy.

Challenge

Strengthen the retention, infiltration and efficient use of water in the landscape to increase territorial resilience in the face of water scarcity and risk.
Reactivate and enhance low-density territories, creating economic conditions and incentives that enable active and sustainable landscape management.
Strengthen governance and execution capacity in the territory, reducing blockages and ensuring coordination and continuity in the implementation of actions.

System conditions

Facilitators:

- An existing Integrated Territory Instrument (ITI) Water and Landscape Ecosystems covering the interregional Algarve–Alentejo territory.
- Engagement of the two regional authorities, CCDR Alentejo and CCDR Algarve.
- Presence of a diverse territorial ecosystem including public authorities, municipalities, environmental NGOs, local associations, research centres and private companies.
- An initial process of challenge and stakeholder mapping has already been undertaken.
- Existing institutional structures through the ITI Board and management.

Inhibitors:

- High physical desertification risk.
- Water scarcity and associated territorial risks.
- Limited capacity of the landscape to retain and infiltrate water.
- Weak economic conditions and incentives for active and sustainable landscape management.
- Governance and implementation blockages.
- Insufficient coordination and continuity in action implementation

Expected actions

1. **Map and mobilise solutions responding to the selected territorial challenge.**
2. **Adjust financing instruments to the challenges identified.**
3. **Align territorial strategies with relevant solutions.**

Signals of change

- Landscape capacity for water retention and infiltration.
- Increased implementation of solutions addressing water scarcity and desertification risk.
- Coordination between regional authorities, municipalities and other territorial actors.
- Reduction in governance and implementation blockages.

Assumptions

1. Increasing water retention, infiltration and efficient use at landscape level can strengthen territorial resilience to water scarcity and desertification.
2. Creating viable economic conditions and incentives for active landscape management can improve the resilience and long-term sustainability of low-density territories.
3. Better coordination between institutions and territorial actors can reduce implementation blockages and increase continuity of action.
4. Aligning financing instruments with place-based challenges and identified solutions can accelerate their implementation.

TIPLab

CPMR-IMC

Mediterranean Regional Response to the European Water Resilience Strategy

Vision of the future

A water-resilient Mediterranean where regions cooperate around shared priorities, adapt and replicate effective water-management solutions, and integrate water resilience into regional policies and investment priorities, aligned with the European Water Resilience Strategy.

Problem

Mediterranean regions face increasing water scarcity and water security challenges, with both common pressures and strong territorial specificities. Although many regions, projects and international organisations are already working on water resilience, their knowledge, solutions and policy priorities remain fragmented and are not yet sufficiently translated into a shared Mediterranean policy response.

Challenge

Develop a coordinated Mediterranean regional response to water scarcity and water security, translating existing knowledge, innovative solutions and EU policy priorities into scalable and replicable regional actions and policy recommendations.

System conditions

Facilitators:

- Strong political recognition of water scarcity and water security among IMC Member Regions.
- Existing regional policy positions on desertification, water, soil resilience and carbon farming.
- A broad network of regional authorities, water experts, advocacy organisations and INTERREG Euro-MED projects already working on water resilience.
- Availability of innovative and nature-based water-management solutions.
- Alignment with the European Water Resilience Strategy.
- Potential integration of water priorities and solutions into RIS3 strategies.

Inhibitors:

- Different territorial conditions and priorities across Mediterranean regions.
- Fragmentation of knowledge, policy priorities and solutions among regions, projects and organisations.
- Barriers and resistances to the implementation of water-management solutions.
- Need to adapt EU-level strategies and solutions to diverse regional contexts.
- Limited coordination between innovation solutions and regional policy frameworks.

Expected actions

June 2026 - Bologna diagnosis workshop;
September 2026 - TIPLab 2 solutions exchange webinar;
November 2026 Ecomondo advocacy session for experts and regions;
December → policy position reviewed by the "coalition of the willing," Q1 2027)

Signals of change

- Increased uptake and adaptation of proven water-management solutions by regional authorities.
- Development of shared Mediterranean policy positions on sustainable water management.
- Increased use of common monitoring, sensorisation and data-collection approaches for water management.
- Increased transfer of knowledge and solutions between Mediterranean territories.

Assumptions

1. Sharing and jointly assessing existing water-management solutions can accelerate their adaptation and replication across Mediterranean regions.
2. Aligning regional priorities with the European Water Resilience Strategy can strengthen the coherence and political relevance of Mediterranean water policies.
3. Bringing together regional authorities, technical experts, advocacy organisations and innovation projects can reduce fragmentation and generate shared priorities for action.
4. Translating technical and project-based knowledge into regional policy recommendations can improve the uptake of innovative water-resilience solutions.
5. Common Mediterranean policy priorities can create opportunities for joint investment, cooperation and future European projects.

Vision of the future

Common vision emerge around production system deeply embedded in local ecosystem, relying on stronger on stronger territorial cooperation. Want to cooperate more locally, fiding local market, being supported by local institutions. Promote shorter value chain.

Problem

The Provence-Alpes-Côte d’Azur region has a structurally underdeveloped and highly fragmented industrial base, resulting in strong dependence on imports and increased exposure to environmental and geopolitical pressures. SMEs, which form the backbone of the regional industrial fabric, face significant difficulties in adopting more sustainable and resilient production practices.

Challenge

Reindustrialise the Provence-Alpes-Côte d’Azur region through a systemic, place-based and sufficiency-oriented approach, building a more resilient, sovereign and environmentally responsible industrial system.

System conditions

Facilitators:

- Growing number of emerging low-tech projects open to collaboration, including opportunities for mutualisation and the development of local value chains
- Growing consumer demand for locally produced and environmentally friendly products
- A supportive social and solidarity economy framework
- Existing financial support schemes for local reindustrialisation, such as the French Fonds Vert and FEDER support for SMEs
- Rising resource and energy costs, creating stronger incentives for low-tech innovation and more resource-efficient solutions

Inhibitors:

- Insufficient coordination among industrial actors.
- Difficulties on IPR protection with collaborative innovation.
- Competition from low-cost products operating under different environmental constraints.
- Limited accessibility to the main public funding and subsidy schemes.
- Difficult access to suitable industrial land and facilities.
- Underdeveloped B2B markets for secondary materials

Expected actions

- Action plans developed by each participating company
- Collective workshop addressing systemic challenges
- Joint application to a project call to support a study on regional wool mapping
- Development of business synergies and collaboration opportunities among TIPL participants

Assumptions

1. Strengthening territorial cooperation and coordination among industrial actors can reduce fragmentation and enable more locally embedded and resilient industrial ecosystems.
2. Developing business models less dependent on increasing production volumes can improve economic viability while reducing material and energy dependency.
3. Adapting production systems to locally available resources, while strengthening circularity and shorter value chains, can increase regional resilience and reduce dependence on external resources.

Signals of change

- Emergence of business models generating value from services, skills and competencies.
- New collaborative governance arrangements supporting industrial transition.
- Increased development and demonstration of technologies supporting resource-efficient and sufficiency-oriented production.
- Creation of local cooperatives for general interest.

Vision of the future

A Catalonia that has consolidated a circular, innovative, inclusive and territorially rooted forest-textile value chain, capable of responsibly managing forest and agroforestry resources and valorising them in sustainable, traceable and competitive products, driven by research, collaboration and profitability.

Problem

The forestry and textile industries in Catalonia face significant vulnerabilities with economic, social and environmental consequences. Undermanagement of extensive forest areas increases wildfire risks and limits the valorisation of a renewable local resource, while the forestry sector remains trapped in low added-value activities. At the same time, the textile industry has a high environmental footprint and needs to transition towards more circular production models.

Challenge

Tackle the “cellulose gap” between the supply and demand of sustainable cellulosic textile fibres by connecting the forestry and textile sectors and developing new ways to transform forest by-products into regenerated textile fibres.

System conditions

Facilitators:

- Strong historical textile heritage, know-how and innovation capacity.
- Broad consensus on the urgency of transitioning towards a circular textile industry.
- Advances in technologies enabling forest by-products to be used as sustainable inputs for the textile industry.
- Potential availability of renewable forest resources
- Existing research and applied innovation capacities around cellulose and textile fibres.
- Alignment with regional strategies on bioeconomy, circular fashion, resilient landscapes, and industrial transition.

Inhibitors:

- Undermanagement of extensive forest areas and increasing wildfire risk.
- Weak forestry industry trapped in low added-value activities.
- Insufficient connection between the forestry and textile sectors.
- Difficulties in extracting and mobilising wood resources.
- Lack of skilled workforce.
- Limited investment capacity.
- Uncertainty regarding market acceptance of new fibres.
- Gaps in circular logistics and applied research.

Expected actions

1. **Economic and market feasibility study of new fibres.**
2. **Development of an industrial biorefinery pilot plant to produce textile fibres.**
3. **Preparation of a proposal for the Horizon JU-CBE-2026-IA-03 call.**

Assumptions

1. Increasing the sustainable extraction and valorisation of Catalan forest resources can improve forest management while generating higher-value economic opportunities in rural areas.
2. Connecting forestry and textile actors around a shared value chain can enable currently underused forest by-products to become inputs for sustainable textile production.
3. Demonstrating the technical and economic feasibility of producing regenerated textile fibres from local cellulose can unlock investment and accelerate the development of a new forestry-textile value chain.
4. Strengthening research, collaboration and market development can enable the emerging value chain to become economically viable, competitive and territorially rooted.

Signals of change

- Collaboration and joint ventures between forestry and textile actors.
- Increased research and innovation projects connecting the forestry and textile sectors.
- Successful demonstration and scaling of regenerated textile fibres produced from local cellulose.

TIPlab

AIE

Social Innovation in Mediterranean Food Value Chains

Vision of the future

A territorially integrated and regenerative local food system that reconnects coastal and inland areas, strengthens local agri-food value chains and markets, and creates new economic and social opportunities through short food supply chains, cooperation and social innovation.

Problem

Peripheral and inland areas of the Adriatic-Ionian region face persistent territorial disparities, characterised by low income levels and ongoing depopulation. In Capo di Leuca, geographical marginality and weak infrastructure reinforce socio-economic marginalisation, while the local economy remains strongly dependent on seasonal coastal tourism and traditional agriculture, with a very limited secondary sector. The decline of traditional agricultural activities, including the severe impact of Xylella on olive growing, further weakens the economic and social resilience of inland areas.

Challenge

Bridge the gap between developed coastal areas and depopulated inland areas through food value chains, agriculture and social innovation.

System conditions

Facilitators:

- Significant existing agricultural activities, particularly vegetable production and viticulture.
- Presence of a diverse local ecosystem of farmers, agri-food SMEs, civic associations, NGOs, researchers, public institutions and development actors.
- Existing local collaborative structures, such as the Local Action Group Capo di Leuca and the Food4Health Community LAB.
- Availability of Mediterranean projects and experiences addressing sustainable olive production, regenerative agriculture, and community-based business models.

Inhibitors:

- Geographical marginality and weak infrastructure.
- Socio-economic marginalisation and low-income levels.
- Accelerated depopulation of inland municipalities.
- Strong dependence on seasonal coastal tourism and traditional agriculture.
- Weak development of the secondary sector.
- Decline of traditional agricultural activities, particularly olive growing due to Xylella and the disappearance of tobacco cultivation.

Expected actions

In process.

Assumptions

1. Strengthening and reconnecting local agri-food value chains can generate new economic opportunities and contribute to reducing territorial disparities between coastal and inland areas.
2. Developing short food supply chains and new local markets can retain more value within the territory and reinforce the economic viability of local food production.
3. Social innovation and collaborative models can strengthen cooperation among farmers, businesses, public institutions and communities, enabling new place-based regenerative processes.
4. A stronger social and economic role for food can contribute to revitalising depopulated inland areas and reinforcing territorial integration.

Signals of change

- Increase in locally integrated short food supply chains through local networks.
- Increased cooperation between farmers, SMEs, public institutions, research and civil society.
- Creation of new cooperative practices and collaborative business models.
- Increased economic opportunities linked to sustainable and regenerative agriculture.

TIPLab

Medwaves

Sustainable Management and Valorization of Marine Litter in İzmir

Vision of the future

An İzmir where marine litter is prevented at source and managed as part of a circular and resource-efficient system, with effective monitoring and traceability, viable valorisation pathways and coordinated action among public institutions, businesses, academia and civil society, contributing to a more sustainable blue economy.

Problem

İzmir has established a Marine Litter Action Plan 2025–2029 that addresses prevention, clean-up, source reduction, public awareness and coordinated institutional action. However, the current approach focuses mainly on collection, while collected marine litter often ends up in landfills, without sufficiently addressing sustainable management, resource valorisation or circular economy pathways.

Challenge

The challenge is therefore not only one of environmental clean-up, but also of circular economy, governance and policy learning, particularly in relation to İzmir’s blue economy sectors. Advance from marine litter collection towards the sustainable management and valorisation of marine litter in İzmir, integrating prevention, circular economy approaches, improved monitoring and stronger coordination among territorial actors

System conditions

Facilitators:

- An existing İzmir Marine Litter Action Plan 2025–2029, providing an institutional baseline for action.
- Existing recognition of prevention, source reduction, public awareness and coordinated institutional action as priorities.
- A regional development agenda linking green transformation with blue economy opportunities.
- Presence of strategic blue economy sectors such as ports, ship recycling, fisheries and aquaculture.
- Engagement of public institutions, academia, private-sector actors and civil-society organisations in the TIPLab.
- Existing interest in relevant Thematic Projects and their potential solutions.

Inhibitors:

- Current policy emphasis on collection rather than sustainable management and valorisation.
- Collected marine litter frequently ending in landfills.
- Gaps in legal and policy frameworks for resource valorisation and circular management.
- Limited understanding of land-sea leakage pathways.
- Need for improved monitoring and traceability.
- Insufficient coordination, data-sharing and joint action among relevant actors.
- Language barriers that may limit direct integration of solutions from transnational Thematic Projects

Expected actions

- İzmir Marine litter Action Plan 2.0.
- In process

Signals of change

- Adoption of new policies or projects supporting sustainable marine-litter management.
- Development of viable valorisation pathways for selected marine litter streams.
- Increased integration of circular-economy approaches into İzmir’s Marine Litter Action Plan.
- Increased coordination and data-sharing among public, private, academic and civil-society actors.
- Increased involvement of blue-economy sectors in marine-litter prevention and valorisation.

Assumptions

1. Preventing marine litter at source is more effective and resource-efficient than relying primarily on downstream collection and clean-up.
2. Improved monitoring, traceability and understanding of land-sea leakage pathways can enable more targeted and effective prevention and management strategies.
3. Creating viable pathways for the valorisation of selected marine litter streams can reduce landfill disposal and contribute to a more circular use of resources.
4. Stronger coordination and data-sharing among public institutions, businesses, academia and civil society can enable integrated marine-litter governance and accelerate policy implementation.
5. Stronger data collection and clear categorisation of waste can support resource valorisation and advance a systemic circular economy.

TIPLab

MRDEUF

Climate Resilience and a Clean Environment in Adriatic Croatia

Vision of the future

An Adriatic Croatia that is more climate-resilient and resource-efficient, where innovative solutions are developed and demonstrated through strong cross-sector and interregional partnerships and are progressively integrated into regional policies, investment pipelines and industrial transition processes.

Problem

Adriatic Croatia is increasingly exposed to climate risks such as floods, droughts, heatwaves and sea-level rise, alongside biodiversity loss and growing resource pressures linked to mass tourism. These challenges are compounded by fragmented governance and outdated infrastructure, limiting the territory’s capacity to respond effectively and transition towards more resilient and resource-efficient development models.

Challenge

Strengthen climate resilience and environmental sustainability in Adriatic Croatia by mobilising innovation, cross-sector collaboration and interregional cooperation around the Blue Growth value chain.

System conditions

Facilitators:

- An existing RDI Mission on Climate Resilience and a Clean Environment in Adriatic Croatia .
- Alignment with Croatia’s Smart Specialisation Strategy and regional industrial transition process.
- Existing Regional Value Chain strategic forums and an Entrepreneurial Discovery Process.
- Strong innovation potential in sustainable water management, circular economy, green construction and digital transformation.
- A broad innovation ecosystem including companies, research, public authorities, clusters, development agencies and chambers.

Inhibitors:

- Increasing exposure to floods, droughts, heatwaves and sea-level rise.
- Biodiversity loss.
- Resource pressures associated with mass tourism.
- Fragmented governance.
- Outdated infrastructure.
- Insufficient critical mass and coordination among actors needed to move innovative solutions from experimentation to implementation.

Expected actions

1. **Develop strategic partnerships around innovative solutions at local and regional level in Adriatic Croatia.**
2. **Identify interregional partnerships and funding opportunities supporting the Mission.**
3. **Integrate TIPLab outcomes into regional innovation, industrial transition and policy-development processes.**

Signals of change

- Increased number of companies and innovation actors participating in strategic partnerships around climate resilience.
- Integration of successful prototypes into regional policies.
- Improved regional innovation capacity in sustainable water management, circular economy, green construction and digital transformation.

Assumptions

1. Mobilizing a critical mass of companies and innovation actors around shared societal challenges can accelerate the development and implementation of climate-resilience solutions.
2. Cross-sector collaboration between businesses, research organizations and public authorities can strengthen regional innovation capacity and enable more systemic responses to climate and environmental challenges.
3. Interregional cooperation can expand access to knowledge, resources, partnerships and funding opportunities needed to implement innovative solutions.
4. Demonstrating innovative solutions at local and regional level can facilitate their subsequent integration into public policies and investment pipelines.
5. Aligning innovation activities with the RDI Mission and regional industrial transition processes can increase the likelihood that experimentation leads to structural change.