

MEDOSSIC Newsletter

02 - June 2010 EDITORIAL



Dear reader,

You have received the second issue of the Medossic Newsletter. Since the beginning of the project in April 2009 the partnership of ten partners from seven EU countries has performed several activities, aiming to establish pilot structures for supporting eco-innovation in each partner's region. First, the existing situation analyses <http://www.medossic.eu/results/situation-analyses/> were developed, offering an overview of the existing eco-innovation support in all regions. The results of these analyses were compared, thus offering a foundation for identifying benchmarks and creating and exchanging knowledge on eco-innovation support between partners. For these reason cases of good practices of eco-innovation and eco-innovation support were also presented and will be in the focus of this issue of the Medossic Newsletter.

In March 2010 partnership started with the preparation of Strategic and operational plans for the development of pilot structures for supporting eco-innovation. This activity will be accompanied by extensive communication with stakeholders, mainly workshops with enterprises and other supportive organizations on local, regional and national level.

Medossic Project Group

PARTNERS

Slovenia

Regional Development Agency of the Notranjska-Karst Region
Regional Development Centre Koper
Regional Development Centre Novo mesto

Cyprus

Larnaca district development Agency

Italy

TecnoMarche - Scientific and Technology Park of the Marche Region
DELTA 2000 Soc. Cons. a.r.l.

Spain

Provincial Government of Malaga

Greece

Eastern Crete Development Organization

IPA PARTNERS

Croatia

RRA Porin Rijeka, Croatia

Montenegro

Montenegrin Directorate for Development of Small and Medium Sized Enterprises,
Montenegro



ITALY ACTIVE IN ECOTOURISM

With reference to good practices, DELTA 2000 concentrated the analysis of good practices in national Italian context with particular reference to the tourist sector and the tourist services. With reference to examples of good practices in terms of eco-innovation they analysed three cases: Eco-sustainable Bath Establishment, project made by part of a group of bath establishments in the Province of Rimini; the case of Tahiti Camping, extra-hotel receptive structure, that offers manifold tourist services and that is endowed also of a spa, that participated in the Ecolabel project of Legambiente Turismo; and the 1st case in Europe of introduction of ISO14001 in a thematic park - Italia in Miniatura.

With reference to the cases of good practices in terms of support to the eco-innovation, they identified three cases: activities, projects and actions as well as the numerous tools and initiatives adopted by a public territorial corporate body, the Province of Rimini, that from a decade has undertaken in very strong manner the road of the support to the tourist sustainable development; Legambiente Turismo, that through "recommended hotels for environment defense" project started in Italy one of the main initiatives for the spread of the ecolabel and, finally; a project relatively recent effected by a group of tourist operators: the EcoWorldHotel group



ECOINNOVATORS IN MALAGA

BIOAZUL L.C., is a company based in the Technology Park of Andalusia (province of Malaga) with over 15 years experience providing solutions technical and commercial innovation in the field of environment, engineering, energy and water. It has a multidisciplinary and international team (civil engineers, agronomists, chemists and economists) with environmental training

and high experience in R&D projects at European level in the areas of environment, energy and water.

The good practice of BIOAZUL is the development of an innovative product with an organic origin (Lodored-100k) in order to reduce the volume of sludge produced in sewage facilities. It is a very important matter due to the increase of such waste load from continuous urban growth and the arrival of new European legislation to respect. It is the result of a cooperation project with partners from Germany, Poland, Belgium and Spain.

This project has been recommended at European level in the brochure "A wealth of ideas for a greener Europe", published by the EU Executive Agency for Competitiveness and Innovation within the Competitiveness and Innovation Framework Programme, about the call for project proposals in 2008. In that publication they include the projects which were in the running to share the available €28 million.

TECNOMARCHE'S SUPPORT FOR INNOVATION

One example of Good Practice in the Marche Region in the field of application and implementation of eco-innovation is the House to Future project. The project concerns the development and implementation of new technologies on energy efficiency in housing applications (Building Automation and Domotics).

The action, headed by TecnoMarche, consists of the realisation of an integrated pilot project for the activation of six business innovative research projects to be implemented in six SMEs with the involvement of six young researchers.

The project, funded under ESF-ROP Marche Region 2006, was designed to promote industrial research and development on pre-competitive eco-innovative areas/ domains of knowledge and to improve a technology culture among all local actors in the sector (policy makers, technology suppliers and end users). The specific results obtained were:

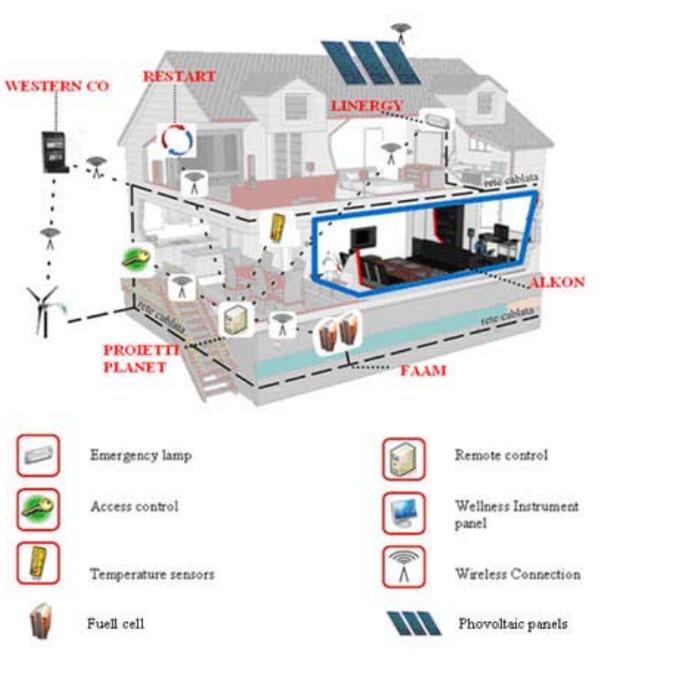


1. Integration of wireless applications in the control of bio-climate environments
2. Integration of Fuel cell system with other renewable sources (photovoltaic).
3. Implementation of wireless communication technologies for lighting systems.
4. Design of a communication platform for the Building Automation System.
5. Realization of a prototype of a "WELLNESS CONTROL PANEL".
6. Realization of a monitoring wireless system for the optimization of energy consumptions for energy savings purpose.

his wife. The most important eco-innovations of BIO-AROMA involve:

- An e-shop for Cretan herbs, perfumes and cosmetics products
- Instructions to customers on how to use essential oils and what to expect
- Information for the special plants of Crete that can be used for coloring
- Guided visits in their folklore museum & the botanic garden

Every spring, BIOAROMA organises training seminars for the four seasonal workers employed in the organisation in order to maintain high quality of herbs and preserve the base of the plants for the seasons to follow.



House to Future project.

INNOVATION CENTRE OF CRETE

BIO PRODUCTS FROM CRETE

Bio-arama is a newly founded production unit which uses wild and organic Cretan herbs and combines effective online marketing of its products with on site attractions such as a small natural park and a museum of herbs. The organization is established in the prefecture of Lasithi in Agios Nikolaos and its organic products are certified by Biohellas Certification body. BIOAROMA is a family owned enterprise run by Mr Padiadites and

The Innovation Centre of Crete was established in the year 2009 and is an organisation governed by public law. The head office of the Centre is the technical University of Crete in the city of Chania and it constitutes a regional institution aimed to support the development of agriculture in the region of Crete through innovation.

The Centre was structured with the cooperation of the Technical University of Crete and the Mediterranean Agronomic Institute of Chania (MAICH), with the sup-



port of the University of Crete and the National Agricultural Research Foundation (NAGREF). Even though it is not manned yet, it is expected to be the main vehicle for the transfer of agricultural research to the market and the promotion of eco-innovation in the agricultural sector in particular.

The Centre will be supported by the master & PhD students as well as the professors of the Technical University of Crete. Centre is focused on the management of natural resources and in particular the sustainable agriculture as well as the mitigation of environmental pressure that is imposed by the primary sector activities. The establishment of the Innovation Centre was funded by the European Economic Area Program and co-funded by national funds.

It will operate a Virtual Incubator for innovative SMEs and will provide a special digital space for the promotion of their products and services online. The incubator will host the demonstration of new technologies which are related to the management of natural resources and will also operate as an open access digital library and a place for promotion and dissemination of information on the new green technologies.



Innovation Centre of Crete.

MITOL FROM SLOVENIA: STRATEGY IS ECO-INNOVATION

Mitol is a medium sized company, specialised in binders for the production of adhesives and dispersion paints, adhesives for industrial use, craftsmen products, adhesives for home, school, office, hobby. Its basic mission is to supply high quality products by active communication with customers regarding their needs and by fast development of innovative solutions that are economically and ecologically efficient.

economically and ecologically efficient.

The company received the Responsible Care certificate for responsible treatment in the field of protection of health, responsible treatment of environment and responsible work with natural resources. It was among first companies in Slovenia that received the certificate in order to constantly improve the quality of products and reduce negative impacts on the environment. The programme of responsible treatment was integrated in the comprehensive development strategy of the company. As a tool in the field of environmental protection they selected the ISO 14001 standard. The company also obtained the OHSAS 18001 standard Occupational health and safety management system. In 2008 the company received from the Ministry of the environment and spatial planning the environmental licence in accordance with the IPPC Directive.



Factory Mitol



Mitol's products



BEST PRACTICE IN CYPRUS

Muskita Aluminum Industry was founded in 1958 and in 1964 it launched the first Anodising Plant in Cyprus. Its main activities are the production and treatment of aluminum profile by methods of extrusion, anodisation, electrostatic painting and aluminum thermal bridging. The company always uses raw materials which are friendly to environment and technology equipment, advanced to environmental subjects and energy saving.

The most important eco-innovation is the full recovery of heat from two fuel ovens of aluminum extrusion, to produce steam for the needs of the plant, putting the steam boiler in reserve. The results of this eco-innovation are a free production of 6500-9500 kg steam/day, savings of 700kg oil/day, 63% savings of fuel/year and the reduction of CO, CO₂, NO_x emissions. The company has also been applying the certified programs of ISO 9001 and it has accomplished the quality certifications of QUALANOD. Also, it has been awarded for anodizing by EURAS, and QUALICOAT and by EWAA for the electrostatic powder coating. Soon the company will have an ISO 14001

WINDOW ARX - SLOVENIAN BEST CASE

Kovinoplastika Lož, industry of metal and plastic products, one of the biggest and the most successful companies in Inner-karst region, has developed a concept of window wing "ARX view", which presents an innovative way of building fittings.

In addition to increasing company's profits the development of "ARX view" contributes to a 20 - 35 % decrease of raw material consumption and 20 - 40 % decrease of energy usage, which contributes significantly to the preservation of the environment. Further, "ARX view" benefits to consumers due to several advantage that the innovation enables. Such benefits pertain to saving energy due to better heat isolation and higher input of light and heat into the building space, sound isolation and higher anty-burglary safety, the integration of shade elements and modules within the window wing. For the development of this product Kovinoplastika Lož d.d. has received co-financing by European programme, LIFE.



Window wing "ARX view".



Cooperation in regions

TOURISM IS THE KEY SECTOR FOR EMILIA-ROMAGNA

MEDOSSIC project is representing for Emilia-Romagna delta a main occasion for development and support, creating opportunities to communicate and share about eco-innovation, sustainable tourist development and alternative energy sources issues.

Its realization foresees the involvement of all the actors and stakeholders from the territories of Ferrara and Ravenna Provinces involved in the process of spreading of eco-innovation in order to define jointly the strategic and operative lines to support innovation in eco-sustainable key in SMEs of tourist sector. This is in fact the key sector where it is intended to intervene through the project, main sector for the increasing and development of the whole area of the Delta and where in the next months it is intended to intervene through actions and specific interventions supporting eco-innovation.

SLOVENIAN CASE OF COOPERATION

From the beginning of the project, RDA of Inner-karst, ltd. has been engaged in active cooperation with the identified stakeholders - such as national Chamber of Commerce and Industry and its regional branch, Ecological Center of Notranjska as well as other relevant national institutions such as Public Agency of Republic of Slovenia for Entrepreneurship and Foreign Investments and the Institute "Jožef Stefan" - the latter being involved also in the preparation of some of the key documents of the project.



Conference in Inner-Karst Region in Slovenia for innovators, Postojna, June 2010

While responses of these stakeholders have been favorable, offering assistance and showing willingness to cooperate, the projects has experienced some set backs in cooperation with regional companies and entrepreneurs, which showed significant interest in the subject of eco-innovation, but are usually hesitant to be more actively involved in the project's activities. Nevertheless, by approaching different stakeholders with various methods of communication, there has been quite a few evidence of project's progress in attaining its goals.



Awarded innovators in Inner-Karst Region, Postojna, June 2010.



Cooperation in regions

MALAGA COUNTY COUNCIL ACTIVE IN INVOLVEMENT

The project MEDOSSIC is based on collaboration with key stakeholders of the province of Málaga in the project phases: in phase 1 with meetings to analyze the situation through interviews and questionnaires carried out. Secondly, the collaboration produced in the development of the "Operational Plan for Eco-Innovation in Malaga", through participatory approach with round-tables organized to develop the Operational Plan.

They involved in participation:

- Regional and local authorities: Directorate of Innovation, Environment and Agriculture, the County Council of Málaga, Municipalities, the Provincial Energy Agency, the Provincial Water Consortium and the Consortium of Provincial Waste (last 3 belong to the County Council)
- Research and Development Agencies: the Technological Park of Andalusia, MADECA Association, the Agency IDEA (R&D), the Andalusian Institute of Technology, the Technological Network of Andalusia (RETA)
- Researchers at the University Malaga and Results Transfer Office (OTRI)
- SMEs and associations from the selected sectors: Water and Waste Management, Food and Tourism, as the Centers for Tourism Initiatives (CITs) or the Control Board for Wine
- The Chamber of Commerce and the Confederation of Industry in Malaga.

RDC KOPER ACTIVE ALSO ON NATIONAL LEVEL

Regional Development Centre Koper (RDC) is a key interlocutor for all business support institutions in the region and it encourages debate on eco-innovation. Within preparational activities of Strategic and Operational Plan RDC has met with some national institutions such as Chamber of Commerce and Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments.

At regional level, the debate began with a round-table discussion on eco-innovation where key regional institutions were present (regional chamber of commerce, University of Primorska (UP), Faculty of Manage-

ment, Centre for Cooperation with Economy of UP and representatives of the two regional incubators. In this occasion the MEDOSSIC project was presented together with main results emerged from Existing Situation Analysis in Coastal-Karst region. Participants discussed the importance of regional initiatives which aims to improve the performance of regional innovation system.

TECNOMARCHE FOR OPEN DIALOG

In the framework of the definition of the Strategic and Operational Plan for the creation of the Pilot Structure foreseen in the project, the strategy of participative process was followed by providing an initial preparatory one-on-one concertation phase with public and private stakeholders.

Individual/private stakeholders have provided some early essential indications on their needs in terms of support, but also more specifically in terms of eco-technological innovation. Specifically among the productive sectors identified in the ESA the more receptive sectors are Building, Fashion, Mechanics, Electronics. Public stakeholders, namely Chamber of Commerce of Macerata, Chamber of Commerce of Ascoli Piceno, Province of Macerata, Province of Ascoli Piceno and Marche Region Government Bodies gave a great contributes through the daily collaboration with Tecnomarche to support and encourage innovation in the respective territories. One of the main findings is the awareness of the importance of a systematic open dialogue among the active local institutional stakeholders, in order to create networks of information for the productive system and to support and enable the organisation of policies and public funds in favour of (eco)innovation actions.

CROATIA: ENCOURAGING THE USE OF RENEWABLE ENERGY

The Regional Energy Agency Kvarner Ltd. is established as a single organization and institutionalized framework for more rational use of existing energy resources, as well as stimulating energy production from renewable and alternative sources in the County of Primorje and Gorski kotar. Special goals of its foundation are: drafting of energy balance sheets, energy



action plans, facilitating of energy efficiency plans implementation, stimulating use of renewable energy sources and assembling/supporting of expert potential, as well as other subjects included in energy development on a regional or local level, support to everyone and especially to economic subjects in the County territory, providing energy efficiency and renewable energy sources related information and advices.

Running project: Encouraging the use of renewable energy sources by individuals in Primorsko-goranska county - "Sun on your roof"!

Due to the rising prices of fossil fuels as well as the strengthening of the awareness of the need to preserve the environment today, the interest for using solar energy in water heating is growing again. The first phase of the project would cover 70 households in PG county, into which solar systems for heating and water heating would be installed. The total cost of the preparation and implementation of the project is estimated at the amount of 275.000 €, from which the individuals would participate with 60%, County with (10%), and the Fund for Environmental Protection and Energy Efficiency with 30% of financial assistance. The total cost of equipment and the installation of solar systems into households will be co-financed with the amount of 40% or up to the maximum of 1.650 € per household.

COOPERATION IN CYPRUS

The most important stakeholders of eco-innovation system in Cyprus are SMEs which have turned on or are established on the principles of "green" development and aim the environment friendly production of goods and services (Gaia Oinotechniki Ltd., Muskita Aluminium Industry, Oliada Eleones Ltd, etc). The local eco-innovation system is supported by a list of stakeholders coming from the public sector which is the Ministry of Commerce, Industry & Tourism and the academic and research institutes which are the Research Promotion Foundation, the Gaia Laboratory of the University of Cyprus and the Frederick Research Centre.

Most of the above mentioned stakeholders were invited to participate in a local workshop aiming to identify local needs for the promotion of eco-innovation in the island and the specialisation of the Regional Operational Plan. The workshop was held on the 16th of

March 2010 but the participation was quite limited to allow a thorough investigation of local actor's perception. However, promising is the fact that most of the participants were presidents of the local communities and municipalities, showing that the list of stakeholders for the strengthening of eco-innovation in the island may be even broader than initially expected. A second workshop is planned to be organised next September and for this event all of the above mentioned institutions will be again invited to validate the Strategic Operational Plan for the promotion of eco-innovation in Cyprus.



Workshop in Cyprus



Presentation of the project partner and region

TECNOMARCHE

Tecnomarche is the Science and Technology Park (PST) of the Marche Region legally recognised by national and local government. PST acts by promoting and transferring science, technology and knowledge, with the aim to increase the competitiveness of the local productive system, especially SMEs, supporting research and innovation and participating in knowledge networks at national and European level being Partner of Enterprise Europe Network (EEN).

62 private subjects with about 40 SMEs are in the PST-Marche partnership operating in the following areas: Manufacture industry (household appliances, home furniture, plastics and wood, footwear and leather, shipbuilding, electronic device, textile, electrical vehicle); ICT industry (building automation, automatic identification); Energy & Environment services; Agroindustry; Construction industry.

Main activities and services relate to: Realisation of R&D projects and project management; Fund raising for industrial research project development; Company check-up and technological diagnoses; Feasibility studies; Industrial Property Right services; Training. Fully equipped specialised laboratories for the manufacturing sector are structured into Tecnomarche. Namely: IT Lab - Information and Communication Technology Unit; ET Lab - Electronic and New Technologies Unit; P3 Lab - Design, Process and Production Technology Unit; Energy and Environmental Unit; Chemicals and Innovative Materials (with the newly opening of the Material Point as branch of Material Connexion®, the worldwide consultation's library on innovative materials, built in collaboration with Chamber of Commerce of Macerata and CARIMA Bank Foundation).



Impressions from Tecnomarche.

CYPRUS

Cyprus is the third largest island in the Mediterranean and it covers an area of 9,251km. Cyprus is characterized by a successful economic performance with high economic growth. It has gradually transformed itself from an exporter of agricultural products and minerals in the period 1960 to 1974 and an exporter of processed goods in the second half of the '70s, to a major tourist destination and services centre.

Since its accession in the European Union (2004) the country noted a significant increase in the total expenditures for R&D (33%). Eco-innovation initiatives mainly involve the implementation of various European projects dealing with environmental challenges and lately an initiative of the Ministry of Agriculture for the nomination of Environmental Awards to businesses took place. Moreover, business incubators have been created and the development of a Technology Park is in process.



Cyprus.