

Dear reader,

You have received the fifth issue of the Medossic newsletter. The project is coming to its last phase in which partners are focusing in implementing pilot actions supporting eco-innovation. The pilot actions have been recognised as a necessity through the course of an analysis. In this issue we are presenting five of the selected pilot actions which are being performed in Cyprus, Emilia-Romagna delta territory, Slovenian Inner-Karst and South-East Regions and in Malaga Province. They illustrate very different aspects of supporting eco-innovation and are targeting various stakeholders that are important in the process of eco-innovation process. Another three pilot projects will be presented in the next newsletter, coming in May 2011. For more information on project's activities and results visit our website: www.medossic.eu.

The Medossic project partnership 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



Eco-innovation awakening of Inner-karst region



The Strategic and Operational Plan (SOP) in Inner-karst region has foreseen three pilot projects, directed to stimulating eco-innovation in Inner-karst region:

1. information and consulting service,
2. networking of key stakeholders and
3. preparation of eco-innovation good practice web portal.

To achieve optimal effect we have combined the most emphasized elements within each pilot project and combined them in one general pilot project, named **"Eco-innovation awakening of Inner-karst region"**.

A series of educational workshops

In cooperation with Vibacom, Ltd. and a renowned Slovenian business consultant in the area of innovation, Ms. Violeta Bulc, we have designed a series of educational workshops, separately directed to large- and middle-sized organizations and to small and micro companies. The educational workshops, designed for large- and middle-sized companies were directed to forwarding information on the benefits of eco-innovation in business. The educational workshops for small and micro companies include somewhat more basic information, pertaining to business processes and marketing knowledge, necessary for producing innovation (and not just inventions).

So far three (in December 2010) educational workshops have been executed for the first group (large- and middle-sized organizations), participated by companies in the identified prospective fields of occupation: metal industry, wood-processing industry and food-processing industry. Further, a public invitation has been issued in regional media for participation at the educational workshops for small and micro companies. We have formed a group of 25 participants, which attended to the educational workshops, combined of five modules (in January and February 2011).

Evaluation

The first set of educational workshops, designed for large- and middle-sized companies has been successfully executed. Evaluation of the workshops has showed a high level of satisfaction by participants, who evaluated workshops as extremely useful and in accordance with their daily activities in the area of innovation. The same applies to series of five workshops designed for entrepreneurship, who found the content of workshops extremely useful for their current and future business. The majority of workshop participants expressed their enthusiasm regarding this kind of support to their efforts and innovativeness.

Simultaneously with the execution of educational workshops we have developed a detailed communication campaign, directed to raising awareness about the importance of innovation and specifically, eco-innovations for the success of regional economy. The identified target groups were the potential participants of educational workshops and specifically, the potential participants coming from small and micro companies and general public, which proved to be influencing the decisions regarding innovation in companies. Due to many publications in regional and local newspaper, media radio talk emissions and internet publications the execution of the pilot project has reached its goals in full extension.

by Mateja Simčič, RRA of Inner-Karst Region



Active participation at workshops.



N.E.T. for eco-tourism pilot project



N.E.T. for eco-tourism pilot project is being realized to create a net of stakeholders involved at local level in innovation and eco-innovation fields, to jointly define modalities and tools to realize an action of audit-check up on enterprises of tourist sector, particularly working in Municipalities totally or partially characterized by Po Delta Park, and in territories with environmental, tourist, naturalistic and landscape emergencies. The **aim** is favouring a greater awareness on the impact of economic activities on environment stimulating the introduction of eco-compatible innovations, technologies, products or processes. The activity will be turned to an energy audit, to identify the interventions can be effected in SMEs to favour a reduction of fossil energy sources use and an increase in the employment of renewable energy sources.

Activities

The foreseen **actions** include the constitution of the net of local stakeholders, the identification of an expert by DELTA 2000 to define the planning of the contacts and energetic audit with the enterprises. A selection of the enterprises to be submitted to the energy audit/check up will occur, followed by the real audit/check up by the identified expert jointly with the associations representing the enterprises. A project brochure and a final report on the carried out activities and on the possibilities of energy saving and integrated use of renewable energy source, will be created.

Until now, **the network of local stakeholders** has been created, to validate the strategic lines of the network and the final results, but also to collaborate in the activity to support eco-innovation in enterprises working on environmental, energy or eco-innovation, in particular tourist, agro tourist and of the connected services fields. The interested subjects were contacted

through a writing communication in January, demanding the adhesion to the net. **The selection of an expert** in environmental audit/check up identified applying the public procurement rule was activated and in November 2010 a public announcement was published: the announcement has been won by GEApprogetti sas from Cervia (RA). Now step 3, to select the enterprises to be submitted to **the energy audit/check up**, is in progress. 10 enterprises will be selected, taking into account the requested in chronologic order; companies have to be located in Emilia-Romagna delta territory in the identified preferential areas, they have to work in tourism, tourism services and similar sectors, and they have to be SMEs.

by Angela Nazzaruolo and Mita Bottoni, Delta 2000



Valli Ostellato. Author of the photography: Giuliana Lonzi.



Web portal in Malaga



Pilot project: design, development and implementation of a web portal of the Eco-innovation in Malaga region. The purpose of this project is based on developing a web platform that enables content incorporating all relevant information related to eco-innovation and addressed to all productive sectors of the province of Malaga, as well as various public involved in the development of our territory.

The platform is based on a structure called Joomla, which is a content management system, and its main virtue is to allow editing the contents of a web site easily. It is an open source application programmed mostly in PHP under a GPL license. The content manager can work on the Internet or intranet and requires a MySQL database and, preferably, an Apache HTTP server.

Phases of development:

Phase 1: Planning, analysis and evaluation of existing information content associated with the platform.

Phase 2: Designing the home page as a quick presentation.

Phase 3: Design of main page (Home), based on the base inside page design and adaptation of the graphic content developed to include:

1. Directories of business, organizations and public entities
2. Records managers
3. Multimedia Image Galleries
4. Calendars
5. Directory Services
6. Newsletters
7. Data Logging Tools
8. Ad systems
9. Subscription Service

Phase 4: Evaluation prior to project partners

Phase 5: Presentation and implementation



Malaga's solution at web portal.

The project is currently in phase 3 - in the stage adaptation of the graphic content.

by Sergio Garcia, Provincial Government of Malaga

Eco-innovation Platform in Cyprus

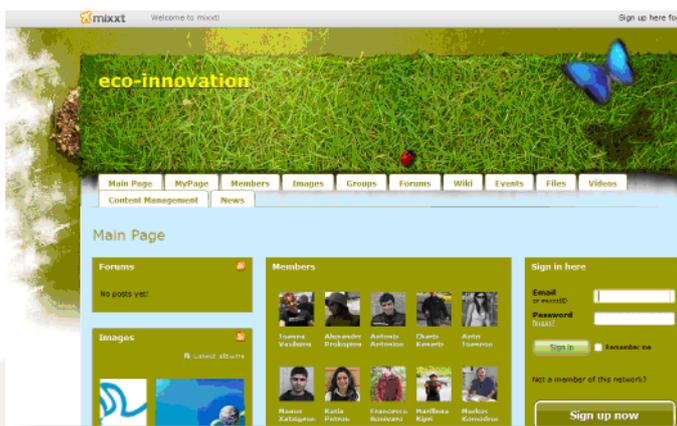
The regional Eco-Innovation Platform is one of the pilot actions for Cyprus. The aim of the platform is to accelerate the eco-innovative solutions in Cyprus through the close collaboration of the local authorities, Universities, incubators and research centers. All sectors are involved in the pilot - but more attention will be given to agriculture, manufacturing of food and beverages, non-metallic products, pharmaceuticals and construction. The technology to be involved is all eco-innovative technologies related to integrated water management, protection of biodiversity, production and renewable energy, minimization of waste and pollution, intelligent infrastructure, monitoring end evaluation of biodiversity and natural resources.

Meeting point: website

The main concept of the platform is to provide a spe-



cial digital space for the promotion of eco-innovative products and services and also to provide researchers and research opportunities the opportunity to exchanges practices, opinions and problems. It will host the demonstration of new technologies which are related to the management of natural resources and operate as a regular open access meeting point and library that will facilitate the communication between the stakeholders and also to promote and disseminate information on new technologies developed within the Cyprus research institutes. The meeting point will be a website where a mixture of communicative and interactive tools will be available for the stakeholders. Also, the platform is expected to support the other two pilot actions that are the eco-festivals and eco-clusters of green offices. The website of the eco-innovation platform is <http://eco-innovation.mixxt.com/> and you are free to subscribe.



Web meeting point for eco-innovation in Cyprus

ECO for consumers and employees in Slovenia



Actions in this pilot project are directed in rising awareness about ecology among local people. Till now we have prepared brochure with some interesting facts about energy efficiency including the tips how this efficiency can be raised. Our next step is to distribute brochure to the local firms. We gathered information for this brochure from different organizations, who all

had knowledge about eco savings.

Promotion of ecology will be carried out also through "eco-labels". These labels are meant to inform people about energy savings on 4 different fields: electricity - lights, electricity - monitors, drinking water, paper towels. These labels will also be carried out among companies, schools and other organizations in the region.

Working with students

We will also organize local workshops for students from technical schools. In future these students will be, as potential candidates for employers, main development force. So the idea is to give this student also the eco view, which is becoming more and more important. If the students will have "eco" knowledge, than they can develop new eco-innovative products in companies.

Eco day

In next month we are organizing "Eco day" to present some companies as good practices in region South-East Slovenia. These presentations will be only one part of the "eco day" event, since next part will be organized as national conference, where participations from ministries, eco and EU organizations will be included. On this event companies form our region, as long as other Slovenian regions will be invited to get familiar with eco-innovations in our state.

by Simon Jeraj, Development Centre Novo mesto



Informative material for greener solutions in everyday life.



Important steps in Rijeka



On the roof of the City of Rijeka on the Corso launched the first solar photovoltaic system in Rijeka, which marks the beginning of electricity production from renewable energy sources. Sunny power plant is presented in celebration of the European solar days, the campaign launched to raise public awareness about solar energy.

Production of electricity per day into the atmosphere to emit large amounts of carbon dioxide a year and about 81 tons of toxic mercury, as well as large amounts of other noxious gases such as sulfur dioxide, nitrogen dioxide, etc. Raising awareness of the need for renewable energy, many countries have adopted plans that in the next 20 years are planning to dramatically increase electricity production from renewable sources. For example, South Korea from the current 2.4% to 11%, Denmark with 20% to 50%, while the European Union as a whole at 20%.

City improvements

Rijeka City in February 2009 joined the European Covenant of Mayors, which coordinates and directs the efforts to achieve a so-called "3x20" targets by 2020 in response to the recent climate and energy challenges. And this means reducing greenhouse gas emissions by 20%, reduce energy consumption by 20% and an increase in energy consumption from renewable energy sources in total energy consumption to 20%.

Fotovoltaic system in Rijeka.

Rijeka in the City Council meeting in November 2008 adopted a four-year action plan for energy development, whose objectives are in line with European objectives, and should be achieved by 2012. year. One of them was the increase in energy consumption from renewable sources in total energy consumption to 10%. As part of that is on the terrace of the building of the City of Rijeka, Corso 16, set up a system of 44 photovoltaic solar panels with an installed power of 9.9 kW. It is estimated that the production of electricity, according

to the average insolation Rivers, at about 9000 kWh per year. Approximate size of photovoltaic panels is less than 75 m², and the first sunny Rijeka standing power-house is 290 thousand.



Fotovoltaic system in Rijeka.

Environmental benefits of using solar energy

Mayor Vojko Obersnel noted that the first sunny power-house system that directly produces electricity and its effects are manifold. In fact, after gaining the status of eligible producers, revenue from such HEP delivered "solar energy" will amount to about 30,000 kuna per year, making this a safe investment financially viable project. But the most important effect of using solar panels is an ecological advantage, since this will only solar power plants to reduce annual CO₂ emissions by as much as 2.72 tons, which in total working life of solar power, which is about 25 years, is up to 68 tons of CO₂ emission reduction into the environment.

Installation and connection of solar power, carry out the company Elektrokovina from the river, while the system management, maintenance and further electricity trading lead Energo. Director Sanjay Energa Kirigin said that the opening of the solar power plant fits into the company's policy, which was a year ago decided that, besides the distribution of heat and gas, deal with energy efficiency. Work solar power plants will soon be able to follow and the website Energ.

Photovoltaic systems can be installed on flat and pitched roofs, while the systems power to 10 kW are ideal for installation in multi-storey buildings. In this way, electricity produced can be freely used for personal use or distributed further into the power grid that sell electric power. Value of investment per kW is around 5,000 euros.

by Ernest Cukrov, RDA Porin



Montenegro



Montenegro is a Mediterranean country, located in Southeastern Europe. Not only does Montenegro have excellent sea connectivity with all the Mediterranean countries, and with the rest of the World, but it is quite close to all major European centers.

Montenegro's natural wealth is very diverse, offering a unique blend of mountain and sea splendor. On one side, the seaside of Montenegro is recognized for its beautiful fjord of Boka, attractive islands, numerous bays and pure water, while on the other side you can find mountains with beautiful lakes, deep canyons with attractive scenery, wild rivers, undiscovered and mysterious caves, all that surrounded with untouched nature.

Tourism

In the relatively small area of Montenegro, nature has produced unique contrasts: the quality and diversity of its natural and anthropological values makes Montenegro one of the most attractive regions in the Mediterranean. Over a span of only 100 km in a straight line, three natural environments are distinguishable: the seaside, the karts field zone and the high mountain region. Thus, the tourist has the possibility of taking a swim in the lakes or in the sea, rafting down the river and skiing on the mountain slopes - all in one day.

Transportation and infrastructure

Montenegro is connected to the world through road, railway, maritime and air transportation. In recent years, Montenegro has invested significantly in the road infrastructure, in order to enable faster, safer and more pleasant travel into the country. Montenegro has good preconditions for the development of hydro and thermal-electrical plants, as well as the potential for some new types of production such as solar energy and wind energy. Only 17% of Montenegro's potential has been developed, while the consumption of electricity is at a higher level than production, which means that there

are great opportunities for new energy sources. In addition, an important factor for the development of this sector is Montenegro's highly developed transmission and distribution network.

Agriculture

Covering a relatively small area, the Montenegrin agriculture is very diversified - from growing olives and citrus fruits along the coast, to the cultivation of early season vegetables and tobacco in the central region to extensive livestock breeding

Eco-innovation initiatives mainly involve small and medium sized enterprises, business incubators in the areas of IT and waste processing industry. Great potential for the region are representing the sectors that are associated with the sea and port transport - marine research, water protection, transport and tourism.



Impressive sights in Montenegro.