

MEDOSSIC Newsletter

06 - June 2011 EDITORIAL



Dear reader,

at the end of the MEDOSSIC project we would like to thank you for being with us for two and a half years. Cooperation of 10 different partners from 7 countries was a great experience for all of us involved in project planning and implementing activities. We have learned a lot about each other and we have also implemented several pilot projects that are now living their own life in different communities. All materials are available at <http://www.medossic.eu/>.

The Medossic project partnership group: 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



All about MEDOSSIC in one brochure

For the closure of the MEDOSSIC project partners prepared brochure with detailed overview of all activities. In brochure you can find description of the project and useful information about eco innovation in ten countries. You can order your copy via e-mail info@rra-nkr.si.

MedoSSIC – projekt za ekološke inovacije

Projekt je usmerjen v krepitev strateškega sodelovanja med podjetji in aktivni razvojno-podpornega okolja. Glavni namen projekta je vzpostavitev boljlega inovacijskega okolja za trajnostni razvoj v sodelujočih regijah.

Območje Sredozemlja so projektni partnerji prepoznali kot prostor z veliko priložnostmi na področju ekoloških inovacij. Projekt temelji na naslednjih ugotovitvah: v podjetjih načeloma nimajo dovolj potrebnih informacij, znanja in finančnih sredstev za izvršitev dejavnosti, sistematično delo na tem področju pa onemogoča neustrezno naravna inovacijska kultura. Projektni partnerji so zato oblikovali dejavnosti za zagotavljanje podpore udeležencem ekoloških inovacij. Glavni cilj projekta je v vsaki regiji vzpostaviti pilotno strukturo ali program, ki spodbuja in zagotavlja konvencionalno podporo inovatorjem ter podprejem v vsaki fazi inovacijskega procesa. Podpora je hkrati usredotočena na zagotavljanje boljše informacije, svetovanje in izobraževanje o programih, pobudah ter ukrepih, ki jih države ponujajo inovatorjem. Pilotne projekti so se zelo razlikovali, ovršeni ukrepi pa so predstavljalni odziv na težave v posameznih regijah.

Osnovni podatki o projektu

V projektu je sodelovalo deset partnerjev iz sedmih držav: Ciper, Črna gora, Grčija, Hrvaška, Italija, Slovenija in Španija. Poleg partnerjev iz Evropske Unije sta v projektu sodelovala tudi partnerja iz države kandidatke (Irlanda) in države potencialne kandidatke (Črna gora). Projekt je vodila slovenska agencija RRA Notranjsko-kraške regije, d.o.o. Skupna vrednost projekta je značala 1.139 milijona evrov, iz Evropskega sklada za regionalni razvoj je bilo sofinanciranih 85 %, oziroma 75 % upravičenih stroškov projekta.

Naslov: Sredozemska organizacija za krepitev inovacijskih kapacitet trajnostnega razvoja

Cilj(S)ava: MEDOSSIC (Mediterranean organization structure and strengthening of innovation capacities for sustainable development)

Tablica programa: Krepitev inovacijskih kapacitet

Cilj programa: Krepitev strateškega sodelovanja med aktivni gospodarstva razvoja in javnimi institucijami

Trajanje: od aprila 2009 do septembra 2011

Vrednost: 1.139.405 EUR

Sofinanciranje iz sklada ESFR: 905.579 EUR

Sofinanciranje iz sklada IPA: 10.901 EUR

MedoSSIC – a project for eco-innovations

Basic information about the project

Ten partners from seven countries participated in the project: Cyprus, Montenegro, Greece, Croatia, Italy, Slovenia and Spain. Along with partners from the EU member countries, two partners participated from the candidate country (Ireland) and potential candidate country (Montenegro). The project is coordinated by the RRA Notranjsko-kraške regije, d.o.o., from Slovenia. The total value of the project amounts to €1.139 million, 85% or 75% of eligible costs was co-financed from the European Regional Development Fund.

Title: Mediterranean organization structure and strengthening of innovation capacities for sustainable development

Acronym: MEDOSSIC (Mediterranean organization structure and strengthening of innovation capacities for sustainable development)

Focal point of the programme: Strengthening of innovation capacities.

Objective of the programme: Strengthening of strategic cooperation between the actors of economic development and public institutions.

Duration: April 2009 – September 2011

Value: € 1,139,405

Co-financing from the ERD Fund: € 905,579

Co-financing from the IPA Fund: € 10,901



Final eco-innovation conference Medossic

At the end of the MEDOSSIC project a final conference was held in Novo mesto, where the partners presented the final findings and the project results. The central part of the conference was dedicated to a national round table where the representatives of the Slovenian government institutions, NGOs, regional agencies and industry discussed the integration of environmental innovation policies and institutions.



Closing Conference in Novo mesto: welcome greetings from Mojca Špec Potočar, directress of Development Centre Novo mesto and Alojzij Muhič, Mayor of Novo mesto. Photo: A. Volk

At the round table, we heard a number of interesting ideas. **Ms Marjana Dermelj, Government Office for Development and European Affairs**, felt that it was important to introduce into our actions the philosophy

of the processes in nature which does not know the term waste. **Mr Jernej Stritih, Government Office of the Republic of Slovenia of Climate Change**, added that with more roads, houses and cars, we are not able to contribute any more to the quality of life of the people, therefore the government is seeking for answers, much like other governments. He added that we should be aware that Slovenia is well aware - the quality of life is high, and we range high on the scale even by the criteria of natural resources.

Ms Vida Ogorelec Wagner, Umanotera, is convinced that in Slovenia and elsewhere a new wave of massive environmental education and awareness is necessary.

Participants from other countries were participating actively. A representative from Spain said that they were facing similar issues - in particular the issue of the crisis and what impact placing profit before people has on the development. The partner from Greece commented that what should be given more attention is how innovation accounts for the overall balance in nature (biodiversity) and human welfare and utilizes common sense and nature's wisdom in improving everyday life, confronting mistakes of the past and restoring natural environment in contaminated areas.



Participants at the final round table on eco-innovations were (from left to right): Mr Miloš Ebner, Trimo d.d., Trebnje; Ms Vida Ogorelec Wagner, Umanotera; Mr Jernej Stritih, Government Office of the Republic of Slovenia of Climate Change; Ms Erika Glasenčnik, PhD, Ministry of Higher Education, Science and Technology; Prof Peter Novak, PhD, Regional Development Council of south-eastern Slovenian Region; Ms Marjana Dermelj, Government Office for Development and European Affairs. The discussion was led by Violeta Bulc. Photo: A. Volk

At the presentation of good practices, four companies from the south-eastern Slovenian region, which have already chosen eco-innovations as their business careers, presented their achievements.



Mr Miloš Ebner (Trimo d.d.), **Prof Peter Novak**, PhD, (Inoveks d.o.o.), **Mr Domen Rajšelj** (Iku d.o.o.), **Ms Mojca Č. Andolšek** (FerroČrtalič d.o.o.).

As many as 10 partners from seven countries have been analysing for two years the supportive environments for eco-innovations; they have implemented a number of solutions in their countries and also proposed systematic supplements regarding good practices from different regions. At the final conference, the partners agreed that the regions that have the most success are where eco-innovations are **better supported at a national level**. In such cases, the economy is also the generator of investments into research and increased cooperation with the institutes.



Georgia Piligotsi, external expertise from OANAK.



Angela Nazzaruolo from Delta 2000.

The key challenges of all the Mediterranean countries are linked to energy efficiency, renewable energy, sustainable transport and tourism and water management. Working in cooperation with the Jožef Stefan Institute, the obstacles in eco-innovations in Slovenia were found to be mostly in the rigid and fragmented bureaucracy, low awareness of the people, too weak linkage between research institutions and companies and too little financial support.



Eudokia Balamou from Larnaca district development Agency presented three pilot projects from Cyprus.

Based on the analyses, the partners of the MEDOSSIC project have run **pilot projects** and presented individual cases at the final conference. The pilot projects are focused on providing information, oriented consulting (tenders, EU funds, assistance of government institutions), promotion of information and networking at all levels, acquisition of special skills and motivation, transfer of technologies into production (Italy). The Inner Carniola-Karst region has decided to motivate innovative entrepreneurship, connections between different companies and networking between the companies and institutions at the regional and national level. Cyprus, for example, opted for an eco-innovative online network, for the promotions via eco-festivals and support for the introduction of green public procurement.



The project's results in Malaga were presented by Bernadette Sebrechts from Provincial Government of Malaga.



Conclusion about project were presented also from Mateja Simčič and Dunja Mahne from leading partner Regional Development Agency Inner Karst Region.

Ten partners of the MEDOSSIC project come from seven countries: Slovenia: RDA of Inner-Karst region, Regional Development Centre Koper and Regional Development Centre Novo mesto; Cyprus: Larnaca district development Agency; Greece: Eastern Crete Development Organization; Italy (Marche region): TecnoMarche - Scientific and Technology park of Marche Region and DELTA 2000 Soc. Cons. a.r.l.; Spain: Provincial Government of Malaga; EU candidate Croatia: RDA Porin; potential EU candidate Montenegro: Directorate for Development of Small and Medium Sized Enterprises. The project was held under a transnational co-operation programme Mediterranean and was co-financed from the European Regional Development Fund.



Damjana Tomšič from Regional Development centre Koper presented their contribution in the project.



Participants from project partners' countries and Slovenian enterprises.



Regional incubator Koper

Pilot project "Technological Incubator in the Coastal-Karst region" Regional Development Centre Koper has, within the European project MEDOSSIC, drawn up a pilot project aimed at regional development, promotion of technological innovation and promotion of international economic cooperation.

The Regional Technology Incubator of Slovenian Istria (Regionalni Tehnološki Inkubator Slovenske Istre - RTI SI) is a project consisting in infrastructure premises and related basic services, mentoring and "proof of concept" services and initiatives especially conceived for potential entrepreneurs. The main role of the RTI SI is therefore to increase the number of high-potential start-ups provide conditions for the creation and growth of successful, hi-potential new companies arising as a spin-off or start-ups.

The project of establishing the RTI SI is based upon the widely held recognition that, in an increasingly dynamic and global economy, regional innovation performance requires to **strategically align three key development factors**: human resources (the availability of high-skilled and educated people), opportunities for early commercialization and development of IP - Intellectual property generated through research and finance and support (the availability of finance for innovation projects and the support of governments for innovation activities). Key outputs of such an integrated environment conducive to economic growth are:

- new companies (incubation)
- accelerated growth of existing companies on global markets
- clustering an collaborative projects among companies.

In particular, the Ministry of Economy, has made available financial resources through an ERDF funded public tender for the establishment of a number of "Development Centres for the Slovenian economy". The purpose is to encourage the establishment and operation of entrepreneurial support centers for long-term growth in the specific regions. The RDC Koper is leading a Public/Private Partnership which has applied for funding under the tender, and which includes the

following: the Port of Koper, Intereuropa (Private Logistics Company), CIMOS, Municipality of Koper, University of Primorska, and a representation of regional small innovative companies.

The implementation of a pilot project consist promotion of services in conjunction with UIP, provide innovation financing guarantees on a test basis to young entrepreneurs and start-ups, implement training of personnel and networking initiatives, Initial service implementation, pilot implementation of pilot service with UIP and launch of full scale incubation service in the new RTI SI premises.

The incubator would have a regional character and would be focused on technological companies. The main purpose of the technological incubator is to help new companies towards business success and, consequently, create wealth and new employment opportunities.



Planned incubator in Koper.

Conclusion about project were presented also from Mateja Simčič and Dunja Mahne from leading partner Regional Development Agency Inner Karst Region.



Implementing the pilot project in Marche region

The Pilot Structure Eco-support in Med Region, implemented by TecnoMarche - Science and Technology Park of Marche Region in the Marche region, aims to build a contact point among local actors of economic development in order to facilitate the exchange of experiences, good practices and new ideas on eco-innovation, thus promoting the cooperation among countries from Med and European regions. In this sense the Eco-support in Med Region Pilot Structure has been implemented in order **to guarantee some basic activities:**

- Enhance the exchange of experiences and good practices among enterprises in Med and European areas giving technical support and consultancy through a high technical skilled team.
- Exchange request and offers on eco-technologies through the Med platform into the Medossic portal website.
- Offer consultancy activities for investors in finding resources for eco-innovation actions.
- Capitalize potential capacities of researchers and innovators facilitating their entry in economic and productive spheres.
- Involve the productive sectors with major potential impact on eco-innovation through direct involvement (project proposals on R&D activities, one-to-one meetings, partnerships in international project with Med and European areas partners).
- Influence local policies involving public stakeholder in programming new actions and fundings on eco-innovation issues through the creation of consultancy tables on thematic issues.

Actually the actors involved are both **public** (Provinces, Chambers of Commerce, Research Centres, Universities, Industrial and Artisans Associations) and **private** (SMEs, Designers, Engineers, Architects, students) stakeholders at regional level. The main themes on which the Pilot Structure's team is operating are new materials for eco purposes (sustainable materials and applications) and new technologies for energy saving in housing context (domotic). The productive sectors actually positively involved are fashion, furniture, tourism, building and chemicals and about forty SME has

been implicated in R&D activities within eco-innovation context within local programmes fundings. Next step is to bring such activities on European level through participation of local SMEs and stakeholders in EU programmes calls on eco-innovation matters.

OANAK pilot projects

OANAK identified 3 pilot projects within its Strategic and Operational Plan for the promotion of eco-innovation in the region of Crete.

The first pilot project "**The Green Think Tank**" is a new eco-portal (www.ecoanak.gr) that is aimed to foster the development of environmental innovations and stimulate the use of innovative and environment friendly methodologies, tools and good practises. The Green Think Tank will facilitate the dissemination of information about funding and investment opportunities in green technologies. The eco-portal will also host a forum space for open discussion and consultation and will give the visitors the chance to exchange ideas and upload information on eco-innovative technologies or ideas on the improvement of the regional eco-innovation strategy.



The second pilot project, namely "**public eco-cluster**" refers to the establishment of a voluntary network of public organisations which will apply the European Environmental Management and Auditing System (EMAS) in their organisations. During the pilot phase, the eco-cluster will consist of 3 public organisations (OANAK, OADYK and OAS) who will sign a voluntary partnership agreement with which they declare their commitment to implement EMAS in their organisations and their intention to broaden up the network and capi-



talize its results by including additional public organisations in the future. The first meeting among the three organisations took place on April the 14th of 2011, when all representatives agreed that this is a great opportunity to systematise their environmental activities by integrating a holistic approach according to European standards (EMAS).

The third Pilot Project refers to the **establishment of a regional institutional structure** for the development of eco-innovation in the region of Crete. That is the Regional Innovation Council of Crete which was established by the President of the Region, Mr. Stavros Arnaoutakis a few months after the elections of November 2010. OANAK's Medossic team met with the President of Crete Region in order to discuss the results of MEDOSSIC project (SOP, Good Practices Guide and Pilot Projects). The meeting ended up with the decision to integrate OANAK as permanent member of the Regional eco-innovation committee. The eco-innovation committee operates under the organisational chart of the Regional Council of Innovation and its aim is to provide consultation, identify good practices, record local needs and designate priorities related to overall the promotion of eco-innovation in the Region of Crete.



Pilot solution in Cyprus

The creation of an **eco-cluster of Green Offices** is one of the pilot projects of Larnaca District Development Agency (Cyprus). The main objective of the pilot is to apply the principles of green public procurement and eco-mapping tool in order to support public and private offices in greening their everyday operation. The target group of this pilot is the local municipalities and communities as well as local enterprises.

A Green office with qualified personnel has been established with the purpose to support the different organizations to apply the green public procurement rules. Furthermore, the "Innovation Handbook for Public Procurement" has been published and in this handbook the principles of green public procurement are presented in a very detailed form. After the identification of offices, local authorities and enterprises that are interested in applying green public procurement rules we organize a workshop with presentations and training of the principles. In the training workshop, 17 representatives from local authorities and 8 from local enterprises follow a full day training course and learn how to consider which products, services or works are the most suitable on the basis both of their environmental impact and of other factors, to identify their needs and express them appropriately, to establish selection criteria on the basis of the exhaustive list of criteria mentioned in the public procurement directives, to establish award criteria and finally to use contract performance clauses as a way of setting relevant extra environmental conditions in addition to the green contract.

Mr. Thomas Papaspirou (private business man - aluminum industry): "The training helped me to understand the green public procurement rules and with the help of the staff of Larnaca district Development Agency I was able to set a green procurement rules for buying equipment for my enterprise."

At the end of the pilot we have established a quality eco-label which is a consumer information tool, which provide information relating to the environmental characteristics of products and thus allow consumers to compare the environmental performance between products of the same type.

