

The Green Growth Community in the context of

# ECOMONDO

## THE GREEN TECHNOLOGY EXPO



## A BRIEF OUTLOOK OF THE PROJECTS AND *AGENDA*

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## BACKGROUND NOTE

The concept of Community of projects is a new and innovative paradigm launched for the first time by the [Interreg MED Programme](#). The aim of a Community is to gather, under a common umbrella, thematic projects – the so-called **Modular Projects** – and partners, that otherwise would not be linked together, even if addressing the same general objectives. The [Green Growth Community](#) is one of the eight thematic Horizontal Projects dedicated to create synergies and empower messages and results of the Modular Projects, dealing with the many aspects and crosscutting facets of Green Growth and Circular Economy.

The Community consists of 14 projects connecting 165 partners from 13 countries in the Mediterranean, with a total budget of around €30M. These projects tackle the main topics of resource efficiency, eco-innovation, smart cities and waste management.

The Community supports the projects in their communication and capitalisation efforts, thus increasing their visibility and impact at policy level and ensuring their potential transfer and replication of results to other territories in **the Mediterranean region and beyond**. The activities of the Green Growth Community are aligned to the current European policies and strategic agendas such as the **UN Agenda 2030, 2030 Climate and Energy framework** and the **EU Circular Economy Strategy**.

Moreover, the **Union for the Mediterranean** labelled the Green Growth Community in October 2019, thereby acknowledging its potential to advance cooperation in the transition to a green and circular economy and to deliver concrete benefits to the citizens of the Mediterranean region.



## THE CONCEPT OF ECOMONDO 2020

[Ecomondo](#) is the benchmark event in Europe for technological and industrial innovation. An international event with an innovative format that brings together all sectors of the circular economy on a single platform: from the recovery of materials and energy to sustainable development.

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The Interreg MED Green Growth community at **Ecomondo 2020** intends to pursue a multilevel approach, aiming to provide the audience with a comprehensive and organic outlook about results, synergies and perspectives of the Mediterranean initiative in the field of green and circular economy.

The participating quadruple-helix stakeholders will benefit from:

- getting to know representatives of the Interreg MED Programme and other Mediterranean initiatives to identify synergies among programmes;
- learning about the policy outcomes and capitalisation strategies of the Green Growth community;
- knowing about opportunities to transfer and replicate results from different projects;
- matchmaking and networking actions for the identification of new partnerships.

In view of the last Decree of the Italian Prime Minister signed on Sunday 25<sup>th</sup> October 2020 concerning measures to control the spread of Covid-19, Ecomondo 2020 will be an **online event** and participation at **Community level** and **Modular projects level** has been scheduled taking into account interactive tools and innovative methodologies.

Conference rooms with live streaming service will be available in the afternoon to give Modular Projects space to hold presentations on the **results, tools and best practices** developed so far (day 2) and to present the Green Growth Community and other initiative's role in supporting the transition to a green and circular economy in the Mediterranean (day 3).

Please follow and share the Green Growth Community's updates at Ecomondo on Facebook **@MED Green Growth** and Twitter **@MED\_GreenGrowth**.

Enjoy the Green Growth Community!

## GREEN GROWTH BEST PRACTICES

The Green Growth Modular projects participating in Ecomondo are:



### ECO-INNOVATION

**FINMED - Boosting the financing of innovation for green growth sectors through innovative clusters services in the MED area**

finMED aims to boost the financing of innovation in green growth sectors through improved policy and strategy delivery and the introduction of innovative cluster services. finMED is an integrated project comprising 48 months to study, test, transfer and capitalize on concrete solutions to sustain the financing of green innovation, illustrating that green growth is a win-win and viable strategy for the future of citizens, private sectors, investors and financiers.

**Key words:** Financing of innovation, green growth, collaboration

**CREAINNOVATION - Create sustainable Innovation in SMEs using creative methods and processes**

CREAINNOVATION extended and deepened both the knowledge and practice of creative innovation support methodologies and processes for SMEs and public and academic institutions. This approach led to real & feasible ideas for innovation in these organizations, developing structured processes for new policies and tailored support and taking innovation to the next level through knowledge, practical experimentation and creative problem-solving.

**Key words:** SMEs innovation support, Creativity approach, Sustainability

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## SMART CITIES

### **ESMARTCITY - Enabling Smarter City in the MED Area through Networking**

ESMARTCITY improved the innovation capacity of MED cities by creating innovative ecosystems around the Quadruple Helix of actors. To this end, the project piloted Smart City ideas using digital and energy efficiency technologies to provide better services to citizens with less environmental impacts, notably through the deployment of pilots for intelligent districts, smarter energy and smarter lighting in the MED area.

**Key words:** Clustering and economic cooperation, Energy efficiency, Urban Development



## FOOD SYSTEMS

### **MADRE - Metropolitan Agriculture for Developing an Innovative, Sustainable and Responsible Economy**

Metropolitan & peri-urban agriculture (MPA) still suffers from a "mainstreaming gap" and is often overlooked by public policies. MADRE gathered key MPA stakeholders in the MED area to foster change in the urban food supply model. The project capitalized on knowledge, pilot actions, policies and networks in order to initiate a transnational clustering process through a pluralistic & multilevel partnership involving 5 MED countries.

**Key words:** Urban development, Governance, Partnership, Sustainable management of natural resources

### **EMBRACE - European Med-clusters Boosting Remunerative Agro-wine Circular Economy**

EMBRACE supported innovation processes in the MED area based on circular economy principles and practices. By capitalizing on methods and instruments, the project tested a model and toolkit for the establishment of two transnational meta-clusters in two leading sectors of the MED economy: Wine and Agrofood.

**Key words:** Circular economy, Eco-innovation, Business Model

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## PEFMED - Uptake of the Product Environmental Footprint across the MED agro-food regional productive systems to enhance innovation and market value

PEFMED tested the applicability of the EU Environmental Footprint method over several regional agro-food systems and within specific testimonial product groups. The project fostered targeted systemic interventions to green the agro-food supply chain, to promote the market uptake of eco-innovative patterns and to maintain competitiveness in the framework of the regional Smart Specialization Strategy.

**Key words:** Product Environmental Footprint, Agrofood sector, Eco-innovation



## WASTE MANAGEMENT

### RE-LIVE WASTE - Improving innovation capacities of private and public actors for sustainable and profitable REcycling of LIVEstock WASTE

Agriculture and livestock are key sectors in the MED area. The regions involved in the project are characterized by intensive cattle and pig farming that produces waste, which is an environmental challenge for society and an economic problem for farmers. RE-LIVE WASTE tested pilot plants which transform livestock waste into organic high-value commercial fertilizers, contributing to smart and sustainable growth and the creation of new business and market opportunities.

**Key words:** Green Growth, Circular economy, Livestock waste management

You can learn about the all 14 Modular Projects of the GREEN GROWTH Community visiting the [GREEN GROWTH CAPITALISATION PLATFORM](#).

If you are interested in knowing more about the Green Growth Modular Projects and their results, do not miss the chance to book a **BILATERAL MEETING** online, with the protagonists of the Community.

→ Discover the **ONLINE CALENDAR** and **BOOK** your bilateral meeting [HERE](#).

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## AGENDA

**Wednesday - 04/11/2020**

**Seminar: *Green growth and circular economy best practices for innovative Mediterranean SMEs***  
(15:00 – 17:00, Ecomondo online platform)

The Green Growth Community promotes sustainable development and the sound management of natural resources in the Mediterranean by enhancing cross-sectoral innovation practices through an integrated and territorially-based cooperation approach. It gathers 14 projects funded by the Interreg MED Programme, working on food systems, eco-innovation, smart cities, waste management, connecting 165 partners from 13 countries in the Mediterranean. It supports projects in their communication and capitalisation efforts in order to increase their impact at the policy level and ensure the potential transfer and replication of their results to other territories. 7 Green Growth Community's projects will participate in Ecomondo to present their main results, best practices and tools promoting the adoption of innovative, green and circular business and financial models, resource efficiency and smart cities solutions, healthy and sustainable EU Food systems.

Sectors of interest

- Food systems
- Eco-innovation
- Smart cities
- Waste management

**15:00 – 15:10 Introduction CUEIM**

**15:10 – 15:25: ESMARTCITY** project: the Smart City concept and digital technology: a marriage to improve the citizens life quality. *Tatiana Negurita, Metropolitan City of Milan*

**15:25 – 15:40 MADRE** is taking action for the "Farm to fork" strategy in the Mediterranean: new opportunities for nature-based enterprises and public administration technicians. *Valeria Stacchini, Metropolitan City of Bologna*

**15:40 – 15:55 PEFMED** project's contribution in reducing environmental footprint in specific geographical MED productions: "PEF tools" in the olive oil, bottled water and wine sectors combined with Socio-economic

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indicators in agrifood chain - (SE-KPis). *Estelle Marin, CRITT, Françoise Gorga, ANIA and Ricardo Alvarez Muiña, DNV GL.*

**15:55 – 16:10 EMBRACE** *Circular Business Model Toolkit*: an innovative, user-friendly instrument addressed to SMEs, Intermediary Organizations (IOs) / Clusters, Policy Makers (PM) in agro-food and wine sectors engaged in transforming their business or ecosystem work streams in a circular way. *Roberto Santolamazza, T2I Technology Transfer and Innovation.*

**16:10 – 16:25 FINMED** project's activities and outputs to support green sectors' SMEs in better accessing financing for their innovation projects and investments: the *Support Service Tool* and context -based experiences. *Elisa Peinetti, Piemonte Region and Valantis Ketikidis, CERTH.*

**16:25 – 16:40 RE-LIVE WASTE** project's technology implemented to reduce the environmental impact of intensive animal farming in the MED area, preliminary results of the struvite characterization performed at lab scale and in its agronomic effect on selected crops. *Giovanni Ragaglia, Desertification Research Centre, Università di Sassari.*

**16:40 – 16:55** The creative approach to sustainable innovation developed by **CREAINNOVATION** project: more than 150 techniques used in creative sessions and success stories of SMEs who have pioneered the approach. *Paolo Fedi, Creative expert.*

**16:55 – 17:00 Conclusions** CUEIM

**COVID-19 note:** In view of the last Decree of the Italian Prime Minister signed on Sunday 25th October 2020 concerning measures to control the spread of Covid-19, the seminar will be held **online** only. You can Register to the seminar through this [REGISTRATION FORM](#). The event will be live-streamed on the [ECOMONDO PLATFORM](#).

**Language of the seminar:** English

*Please note that this event will be video recorded. We might use pictures and/or videos taken at this event on our website and other social media publications. If you do not wish to be video recorded, we invite you to turn your webcam off during the time of the conference.*

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**Thursday - 05/11/2020**

**Seminar: *Integrated policy initiatives targeting the EU Green Deal***

(15:00 – 17:00, Ecomondo online platform)

The Green Growth Community was organized in 4 Thematic Working Groups focusing on key green growth and circular economy topics. The results of the working groups are summarised in 4 policy initiatives aimed at decision-makers and institutional bodies in the MED area and beyond: policy recommendations and circular economy white papers will be presented during the session. With these outputs, the Community contributes to advance to European innovative, green and circular business models that support the EU's efforts targeted in the EU Green Deal and the EU Circular Economy Action Plan also in line with the UN Agenda 2030 Sustainable Development Goals. The Interreg MED Green Growth Capitalisation Platform is a digital tool conceived to improve the sharing of the Community's outputs as well as the development of new partnerships and synergies between institutions and stakeholders.

**15:00 – 15:05 Introduction, Mr. G. Zarlenga (CUEIM)**

**15:05 – 15:20 The GREEN GROWTH Community, Ms. M. Vallerotonda (CUEIM)**

**15:20 – 15:35 The role of Regions to support the SMEs towards the transition, Mr. Markus Wolschlager, (Political Advisor to the Committee on Regional Development for S&D political group)**

**15:35 – 15:50 Non technical tools for supporting Mediterranean SMEs towards the transition to a circular and green economy, Prof. M. Modina (University of Molise)**

**15:50 – 16:05 EU Green Deal and the new Circular Economy Action Plan: which opportunities for Mediterranean value chains? Prof. M. Frey (Sant'Anna School of Advanced Studies - Pisa)**

**16:05 - 16:20 Circular economy innovations in the sustainability transition, Prof. M. Mazzanti (University of Ferrara, SEEDS, CERCIS)**

**16:20 - 16:35 SwitchMed – Enabling the transition to a circular economy: tools and services for the private sector, Mr. A. Miraglia (Regional Activity Centre for Sustainable Consumption and Production - SCP/RAC)**

**16:35 - 16:50 BCorp e Benefit Corporation, a model of sustainability, Speaker to be confirmed (Nativa BCorp)**

**16:50 – 17:00 Conclusions**

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### **From 3/11 to 6/11 (and even after)**

#### ***Interreg MED Green Growth Community bilateral meetings (online)***

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→ Discover the ONLINE CALENDAR and BOOK your bilateral meeting [HERE](#).

If you are interested in meeting these projects but you cannot find a suitable date/hour and/or if you want to meet other projects of the GREEN GROWTH Community, do not hesitate to write an email to [m.vallerotonda@cueimroma.it](mailto:m.vallerotonda@cueimroma.it).

For further information, please write to:

Martina Vallerotonda – [m.vallerotonda@cueimroma.it](mailto:m.vallerotonda@cueimroma.it)

Eleonora Fantozzi – [e.fantozzi@cueimroma.it](mailto:e.fantozzi@cueimroma.it)

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