

# Green mind :

## GREEN and smart Mobility INDUstry innovation

### — WHAT IS THE GREEN MIND PROJECT ABOUT? —

The Green mind project fosters the development of economic COMPETITIVENESS and INNOVATION in the GREEN AND SMART MOBILITY industry by reinforcing regional and transnational cooperation between businesses, research bodies and authorities.

Being active in a context of fast technological advancements and increasingly restrictive environmental policies, Green mind strengthens the transnational activities of clusters and agencies to support small and medium-sized enterprises (SMEs) in exploiting and identifying market opportunities and tapping the raising demand for green and smart mobility products and services in key mobility sectors such as transport and logistics, automotive, energy and IT.





## MAIN OBJECTIVES

- Testing new market intelligence, public funding screening and B2B matchmaking **services** for SMEs
- Building a **transferable model** of the aforesaid services for clusters and agencies
- Setting up a transnational **innovation network** involving authorities, industry and academia
- Delivering a **policy support programme** to mainstream the project results based on the Smart Specialisation Strategies of the involved regions

## PROJECT METHODOLOGY

The Green mind project develops three pilot services to enhance SMEs competitiveness and innovativeness. These pilots will be implemented and tested in 8 Mediterranean territorial contexts: Emilia-Romagna (Italy), Central Macedonia (Greece), Andalusia (Spain), Occitanie (France), Istria (Croatia), Sarajevo (Bosnia-Herzegovina), Podravska (Slovenia) and Split/Dalmatia (Croatia).

This transnational approach ensures a joint learning, knowledge sharing and capacity building process for innovation in the green and smart mobility industry.

All SMEs that are interested to be engaged in the future of mobility are argued to be part of the pilots, actively engaged in the pilot's workshops, focus groups and feedback sessions, and become aware of the presented learning and practice material.

The three services will eventually shape a transferable business model applicable to every region.

## MARKET INTELLIGENCE

Facing the challenges and taking advantage of the opportunities within a market, means to know how the market actually works. The **Market Intelligence pilot** aims at helping SMEs understand the needs of the green and smart mobility market, assess their current position within it, and re-position themselves by exploiting its needs and new openings.

## PUBLIC FUNDING SCREENING

Limited access to finance has been identified as the most important drawback for most enterprises and especially for SMEs. The **Public Funding Screening pilot** aims at researching the accessible founding sources of the available EU, national and local funds and guiding SMEs in the process of applying and accessing these funds.

## B2B MATCHMAKING

In business practice, finding the partner that matches your needs is always a challenging task. The **B2B Matching pilot** aims at developing a structure which allows SMEs to match their needs and diffuse their offerings at regional and transnational level.

## CLUSTERING-NETWORKING

In contemporary globalised societies, companies need to cooperate in order to overcome the increased global competition and diversified customer base. Following the implementation of the pilots, the participating SMEs are organised in **local clusters** and a **transnational network** to facilitate their access to important resources and capabilities.



## ENHANCING SME COMPETITIVENESS AND INNOVATION IN THE AREA OF GREEN AND SMART MOBILITY THROUGH STAKEHOLDER COOPERATION IN THE FORM OF CLUSTERS AND NETWORKS

### PROJECT PARTNERS



DÉVELOPPER  
LA FORMATION TRANSPORT  
ET LOGISTIQUE



Sarajevska regionalna  
razvojna agencija



Sarajevo Economic Region  
Development Agency



For more information : <https://greenmind.interreg-med.eu/>

