

Transnational Workshop with clusters and Final Conference

**Online meetings on
Green Mind results**

**Version 1
January 2020**

28th January 2021 h. 14.30

Transnational Workshop

Mobility for sustainable tourism and territorial competitiveness

Mobility services and infrastructures are key assets in the tourism business. They foster accessibility to touristic sites and drive territorial competitiveness. Planning and delivering sustainable mobility systems for tourists provide value to local businesses and touristic resources protection. The webinar involves policy makers, transport nodes and providers, touristic businesses and research bodies to share experience and practices concerning challenges and opportunities in building sustainable and attractive mobility systems for tourists. The webinar also aims at identifying key themes for future regional and European projects.

The webinar is part of the Green Mind Interreg MED project final conference on 28 and 29 January 2020.

Time	Topic
14.30 – 14.45	Welcome speech, Matteo Fornasini, <i>Councillor for Tourism</i> , City of Ferrara
14.45 – 15.00	Ferrara challenges and opportunities: Stefano di Brindisi, <i>Sole Administrator</i> and Chiara Franceschini, <i>EU projects coordinator</i> , S.I.PRO. Ferrara
15.00 – 15.15	Vision and projects for shared and green mobility in Rimini, Roberta Frisoni, <i>Councillor for Mobility</i> , City of Rimini
15.15 – 15.30	Mobility in touristic destinations: cruises and cities, Fabio Tomasi, <i>Head international projects</i> , Area Science Park
15.30 – 15.45	Mobility applications for sustainable tourism in Greece, Georgia Ayfantopoulou, <i>Research Director - Deputy Director</i> , CERTH, Hellenic Institute of Transport
15.45 – 16.00	Creating intermodality and promoting cycling (tourism) in Zadar, Paulo Sarić, <i>Project manager</i> , Zadra Nova - Zadar County Development Agency
16.00 – 16.15	Looking at the future: how innovation is changing mobility, Matthew Clark, <i>Associate</i> , Steer
16.15 – 16.30	Q&A

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29th January 2021 h. 09.30

Green Mind Final Conference

Agenda

Time	Topic
09:30	Welcome speech - <i>Stefano di Brindisi, Sole Administrator, S.I.PRO. Ferrara</i>
09.40	Introduction of the Green Mind Final Event - <i>Chiara Franceschini, SIPRO Development Agency</i>
10.00 - 11.00	The Pilot Actions Results in different project Regions <i>Moderator: Maria Stefanidou, Research Associate, CERTH</i>
	Round table 1: Market intelligent service <i>Anna Alessio, SIPRO Development Agency</i> <i>Barbara Kobale, eZavod</i>
	Round table 2: Public funding screening service <i>Maja Lukić Grabovac, SERDA Development Agency</i> <i>Martin Bućan, County of Split-Dalmatia</i> <i>Jelena Nikolić, IDA Development Agency</i>
	Round table 3: B2B matching service <i>Veronica Ramirez, Andalusia smart city cluster</i> <i>Maria Stefanidou, CERTH</i> <i>Sarah Köneke, AFT</i>
	Questions & Answers
11.00 - 11.15	Green Mind transnational innovation network - <i>Jelena Nikolić, IDA Development Agency;</i> <i>Martin Bućan, County of Split-Dalmatia</i>
11.15 - 11.30	Break

11.30	Policy recommendations <i>Moderator: Chiara Franceschini, S.I.PRO. Development Agency</i>
11.30 - 12.30	Strategy Recommendations at regional level (10 minutes presentations by all the partners)
12.30 - 13.00	Macro-regional policies
13.00	Conclusions

[Click here to register](#)

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The Green Mind project

The Green mind project transnational challenge is the development of economic competitiveness and innovation in the green and smart mobility industry, by strengthening regional and transnational cooperation between businesses, research bodies and authorities.

More in detail, Green mind aims at:

- testing new market intelligence, public funding screening, B2B matchmaking services for SMEs
- building a transferable model of the tested services for clusters and agencies
- setting up a transnational innovation network involving authorities, business and research
- implementing a transfer-programme targeted to clusters and agencies to foster their transnational activities
- delivering a policy support programme to mainstream the project results based on the Smart Specialization Strategies of the involved regions

Being active in a context of fast technological advancements and stricter environmental policies, Green mind has the objective of strengthening the transnational activities of clusters and agencies to support SMEs systems in exploiting the 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.

More specifically, Green mind focuses in the following products and services: clean fuels and infrastructures, green and automated vehicles, Mobility as a Service, new business models for green & smart mobility.

Green mind's transnational approach lies in a joint learning, knowledge sharing and capacity building process for innovation in the MED area and involves eight partners from eight different regions in the Mediterranean:

- SIPRO Development Agency (Italy)
- Centre for Research and Technology Hellas (Greece)
- Andalusia Smart City Cluster (Spain)
- AFT (France)
- Istrian Development Agency (Croatia)
- Sarajevo Economic Regional Development Agency (Bosnia and Herzegovina)
- eZavod (Slovenia)
- County of Split-Dalmatia (Croatia)

For more information:

www.greenmind.interreg-med.eu



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