

Dear reader,

You have received the third issue of the Medossic Newsletter. The project is focused on strengthening strategic cooperation between different subjects in the field of innovations for sustainable development. During this summer the partners have prepared strategic and operational plans for the development of pilot structures or projects that will offer support to eco-innovators in each region. These plans are also the focus of this Newsletter.

On the 1st of October the Medossic partnership will organize a transnational communication event, which will be held in Portorož, Slovenia. Some interesting good practices on regional and national level will be outlined, the participants at the conference will have the opportunity to meet new potential partners and become acquainted with important practices in eco-innovation and eco-innovation support in other regions as well. The conference will be attended by all project partners, institutions supporting innovation, companies and decision makers. Various aspects of eco-innovation will be presented at different levels: a best practice example of eco-innovation and systems for promotion at organizational, regional and pilot structure or project level. Contributions from partners, companies and participating regional representatives will lead the participants to exchange views on opportunities environmental awareness and eco-innovation can offer. The agenda of the transnational conference is available on the Medossic website [www.medossic.eu](http://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



**Strategic and operational plan (SOP) is an important part of the MEDOSSIC project. Partners already performed extensive research of existing situation and identified good practices in the area of eco-innovation and eco-innovation support. The next important step is acting on the basis of these findings. Preparation of strategic and operational plans in each region is the first step in implementing actual measurements for enhancing eco-innovation in the Medossic partners' regions.**

## INNER-KARST REGION IS AT THE BEGINNING

The Inner-Karst region is considered second least economically developed region in Slovenia. Also, the supporting environment is very limited in terms of its numbers and resources. Therefore stakeholders in the region have only limited ability for action. Based on this situation in Inner-Karst region, the following general strategic lines to support eco-innovations are identified within Strategic and Operational plan in Inner-karst region:

- **promotion** of ecological awareness and good practices in eco-innovation as broad as possible;
- **support** of eco-innovation initiatives and existing eco-innovation activities;
- **education:** to establish education in creative thinking, enhance the eco-awareness in formal education and stimulate the cooperation between other education entities in the region and in the country;
- **mentoring:** offering expert mentoring sessions for potentially interesting eco-innovation with high potential influence.

Deriving from these strategic lines, the following operational plan has been developed, including three pilot projects dealing with: (1) information and consulting service in the area of eco-innovation, (2) networking of key stakeholders and (3) designing an eco-innovation good practice web portal.



Regional development conference on eco-innovation, Postojna, 22nd of June 2010

## ECO-TOURISM IN FERRARA AND RAVENNA

In the area of the Provinces of Ferrara and Ravenna the 1st local workshop was organized in March 2010 with the finality to involve all the main stakeholders in the field of subjects related to innovation and eco-innovation. The methodology of the participative procedure has been applied to involve the local stakeholders in defining the Strategic and Operational Plan (SOP). Based on the results from the analysis during the preceding project steps and from what emerged in the field of the local workshop, the SOP and the pilot project for this territory have been defined and turned to create the "Network for eco-tourism: a new network for eco-innovation in tourist SMEs of Ferrara and Ravenna provinces". The 2nd local workshop for presenting the SOP to local stakeholders was organized at the beginning of September 2010.



Some local stakeholders during the 1st local workshop for Ferrara and Ravenna Provinces held on March 2010 at DELTA 2000 in San Giovanni di Ostellato (FE).



Active work regarding eco-innovation issues in Novo mesto.

## FIRST STEPS IN SOUTH EAST SLOVENIA REGION

Through interviews with companies, the elaboration of their demands and on the basis of workshops, some strategic lines which can improve regional situation in the field of eco-innovations have been identified. Companies are facing problems such as lack of information related to eco-innovation, great financial barriers for investing in eco-innovations and also lack of benefits for eco-innovative behavior. Suggestions for Strategic and Operational plan are directed in crossing these barriers. Some proposals are: forming a group of experts which would take care of educational site for companies and also students, creating a special brand name connected to eco-innovation, awareness of local community for acting eco-friendly etc.

## DISCUSSIONS IN COASTAL REGION IN SLOVENIA

The debate on the importance of promoting eco-innovations in the Coastal-Carst region began with a round table, where key stakeholders mainly discussed issues on improving performance of regional policies and to increase support for promotion of sustainable development through eco-innovation. In further discussions key enterprises in the region were involved, namely the Port of Koper, which is the engine of economic development in the region and with its environmental protection activity represents a model of ecological management and could act as a lead user for potential eco-innovation of SMEs. Government institutions in the country were also invited to participate in the process of the SOP preparation.



Round table on (Eco) innovations in South Primorska region. Koper, April 2010



Workshop in Crete.

## INSTITUTIONAL SUPPORT IS CRUCIAL IN CRETE

The workshop of the Medossic project in Crete took place on March 19th, 2010. The list of participants involved representatives of good practices in the field of eco-innovation from both private and public sector. Each one of the four prefectures of Crete was represented with participants from different organisations. The general outcome of the discussion was quite satisfactory since all participants expressed their interest in the Medosic project and in intensifying their own activity towards the promotion of green development. They also agreed to participate in public consultation processes in order to contribute to the valorisation of the Strategic and Operational Plan (SOP) for the stimulation of eco-innovation initiatives in the region.

SOP constitutes a practical tool for the implementation of the regional eco-innovation strategy. It recognises the need for institutional change in the region of Crete and suggests innovative cooperation modes among research institutions, public and private bodies and the establishment of a new Support Structure to stimulate cooperation and inspire commitment of local stakeholders in the strengthening of the regional eco-innovation capacity. SOP identifies priorities for the allocation of funds and suggests the shift of applied environmental research in subjects relevant to local needs.

## PARTICIPATION IS SOLUTION FOR CYPRUS

The workshop of the Medossic project in Cyprus took place on March 16, 2010. The list of participants involved the presidents of community boards (13 people) of Larnaka district while the discussion indicated that additional effort is necessary to bring local population and especially young entrepreneurs "on board" in the process of participative policy making towards sustainable local development and eco-innovation.

The regional Operational Plan for the promotion of eco-innovation in Cyprus focuses on the emerging need for intensified effort and programs aiming to build capacity of local stakeholders regarding their understanding of innovation, environmental management and technology. SOP incorporates a thorough evaluation of Good Practices and the way they can be transferred in Cyprus in order to upgrade the local eco-innovation system.

The report is based on a systematic presentation of the outcomes of the local workshop in a way that when all SOPs are merged into one, they would facilitate an integrated Strategic Operational Plan of ECO-INNOVATION in the MED region.



Active involvement in process of searching for solutions.

## FIVE PROPOSITIONS FOR PILOT PROJECTS IN MALAGA

The SOP in Malaga Province includes a summary of the territorial context, participating process, definition of strategic lines and the operative plan itself. The main drawn conclusions of the analysis of the situational context of the province of Malaga (high outsourcing, serious environmental impacts in four sectors and technological high potential) were confirmed after the participating process. This process consisted of two participatory conferences (water, waste, agro-alimentary, tourism): in April 2010 the SWOT analysis definition was performed and in June 2010 feedback was attained in order to facilitate the validation of the document of synthesis with the strategic lines elaborated after the first meeting. These conferences lead to a SOP that proposes five possible pilot projects: audit of water networks, map of potential locations for garbage dumps energetic efficiency in hotels, ecological agro and cattle farming and short channels of commercialization.



Malaga's team for eco-innovation.

## MARCHE REGION WITH TWO MAIN SOLUTIONS

In the Marche Region, after the local consultation with local stakeholders Tecnomarche has identified two main strategy lines in order to build the Medossic pilot structure:

- create a base for dialogue among the actors operating in the Medossic area, both public and private, in order to improve the exchange of experiences, knowledge and needs and to support and enable the organisation of polices and public funds in favour of eco-innovation actions; Tecnomarche would act as catalyst of this process in the Marche Region and would play the interface role between local productive system and Medossic and European context;
  - valorise cooperation between the Medossic partners through the joint identification of pilot productive sectors implementing eco-innovation with an integrated approach involving all the productive chains of the chosen sectors. The approach should be transversal between user sectors and supplier sectors of eco-innovative technologies.
- Such a strategy seems to be a better way to solve all the problems related to lack of diffusion of eco-innovation actions and to make eco-innovation more effective.



TecnoMarche - Public consultation on SOP during the Material Point presentation.



**The 2nd issue of the Newsletter was focused on best practices. In this issue the spotlight is on strategic and operational plan. However, new best practices have been identified by one of the IPA partners, Montenegro. We are presenting it as follows.**

## NUMIX - RECYCLING URBAN WASTE

NUMIX project (involving five partners from different countries) has been selected as one of the representative innovative ways in which European businesses and organizations are addressing the challenge of combining environmental sustainability and economic growth. In fact, one of the main objectives of the project is to effectively contribute to the reduction of the waste plastic destined to incineration or landfill by the production of alternative materials to be used in the building industry.

Up to now, recycling waste plastics coming from municipal solid waste is one of the most attractive opportunities in the field of materials recycling. In particular, the possibility to obtain new building materials made of recycled waste plastics is a remarkably interesting challenge. Data recorded in 2008 among all European State Members indicate that 12.1 million tones of plastics waste was still wasted on landfills.

NUMIX project is promotion of an industrial process based on using the scrap resulting from the sorting of both solid urban and industrial plastic waste, craft made and/or commercial waste, to produce two alternative products for building materials. The first product is represented by expanded granules to be used as aggregate for lightened structural and non-structural concrete, substituting the expanded clay. The second product is constituted by densified flakes to be used as aggregate for mortar and as raw material for the first product itself. Finally, the project intends to develop a sizeable European market for these novel products.

## Presentation of the project region

### SOUTH EAST SLOVENIA REGION

A special feature of the regional economy is large industrial companies which sponsor the economic and social development. They are export oriented and are responsible for the region to be placed among the largest exporters in the Slovenian regions. Although the region invests a lot in research and development (more than an average of Slovenia), the value of this fact is reduced because investments in of R&R activities are typical only in the small number of large companies.

The development of science and technology park and business incubator will support the gradual development of high-tech companies and the construction of appropriate business zones; this will contribute to greater added value and technological breakthrough (increased innovation) and the global competitiveness of the region. An opportunity for the region is also in achieving bigger independence of small and medium-sized enterprises and speed up their economic growth. Fostering local innovation initiatives is surely another opportunity that needs to be stimulated in the future.



Incubator Podbreznik, Novo mesto - an opportunity for new ideas.





# Presentation of the project partner

## PROVINCE OF MÁLAGA

The Province of Málaga, located in the south of Spain, is spread on a surface of more than 7.000 square kilometres, including 161 kilometres of coastal line. The province is one of the six Spanish provinces in number of inhabitants, which amounts around 1.591.000 inhabitants, forming also one hundred municipalities. Tourism, Construction and Services Sectors, along with the introduction of the new technologies through Technological Park, are the basic pillars of the Malaga economy. Also the great quality agro-alimentary sector is based especially on the olive oil, the tropical production of fruits and wines.

The Provincial Government of Málaga (Diputación Provincial de Málaga) is a public local institution of the province. The aim of this public body is to work with the municipalities and local organisations in the province in order to search a sustained social and economic development for Málaga. The range of activities implemented by Diputación Provincial de Málaga includes all aspects of public service: culture, welfare, economy, environment, health, education, training, development, etc. Within the Diputación Provincial de Málaga, the Department of European Projects working together with other departments, aims to promote local development according to the guidelines established by European programs, in collaboration with international partners and the financial aid of European Institutions.

Within the eco-innovation field, different initiatives have been developed by the Provincial Government of Málaga. On one hand, the Provincial Consortium of Urban Solid Waste has launched environmental technologies aimed to treat classified waste in its premises. In the centre of Valsequillo (Antequera, Málaga) waste from the construction field and methane gas derived from decomposition of organic matter are recycled. Also, within the Environmental and Territory Organization Area, eco agriculture is boosted through yearly promotion plans with a budget over 200.000 euros. Finally, it must be emphasized that the Provincial Institute for Energy has allowed various plans for energy optimization on a municipal level to be carried out, which meant saving 7 million euros per year.



Welcome to Málaga