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***Mediterranean organization structure and strengthening  
of innovation capacities for sustainable development  
no. 1G-MED08-289***

## ***Synoptic Synthesis framework of Strategic and Operational Plans***

***Med Programme***

***Priority-Measure 1-2***

***Axe 1: Strengthening innovation capacities***

***Objective 1.2: Strengthening strategic cooperation between economic development actors  
and public authorities***

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# SYNOPTIC SYNTHESIS FRAMEWORK

## SYNOPTIC SYNTHESIS FRAMEWORK

### 8.1 General overview

The synthesis synoptic framework aims at highlighting in synthetic and global way the involved and/or to be involved objectives, the strategic actions, sectors and/or technologies through the SOPs. It presents a part of Strategic and Operational plan and was designed as a framework for planning of strategic and operational activities and further, for planning the establishment of pilot structures and projects. The present synoptic synthesis reflects the differences among partner's areas in the subject of eco-innovation and eco-innovation support, but at the same time provides the global objectives which pose as a common standpoint for further actions of each partnership.

24 pilot projects were totally presented by the 9 MEDOSSIC project partners.

Generally, it is possible to say that the pilot project will be realized by partners partially present similar features and elements, while in some cases they are very different among them: in general, projects and services turned to create nets, systems to support eco-innovation but also to create new informative services, to transfer new technologies in specific productive fields, etc.: in any case, these will be better described in the following paragraph<sup>1</sup>.

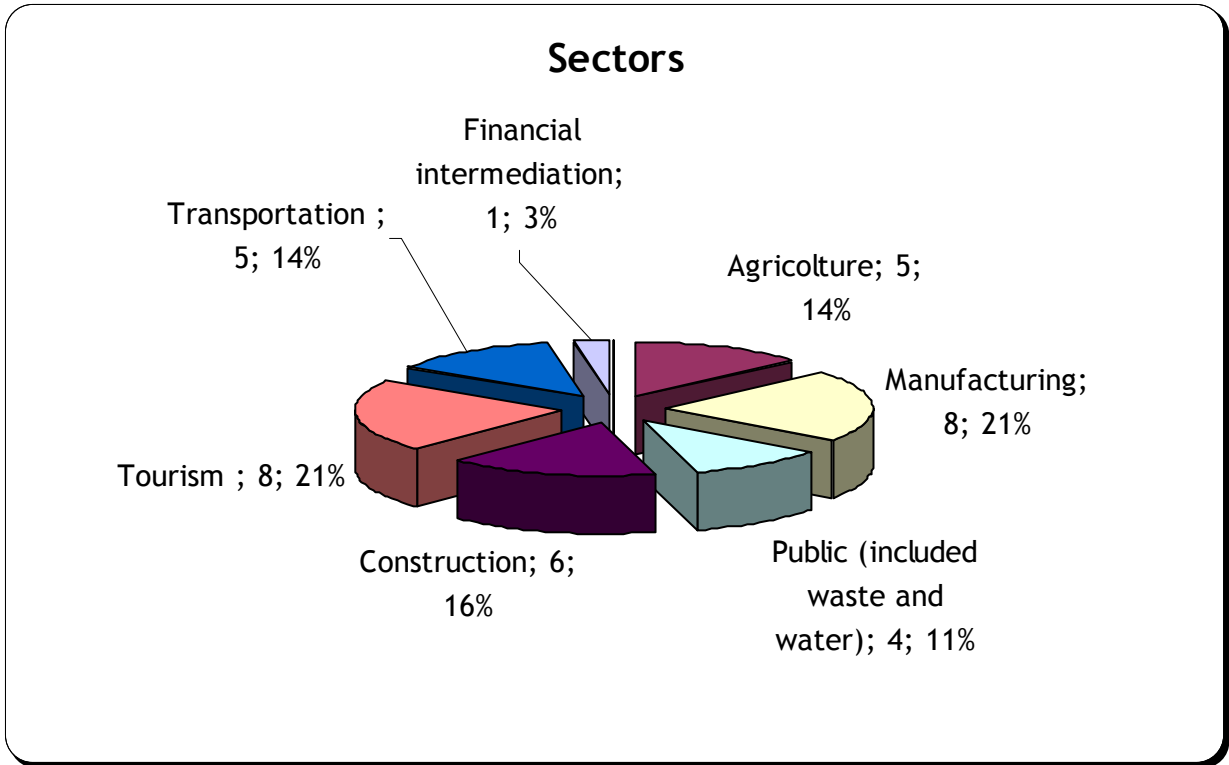
Of these 24 projects, 12 are the projects referring to specific sectors, as the agricultural, water and wastes, building and eco-building, transports and maritime section as well as public sectors. (Ref. Cells highlighted with grey color in Matrix 4).

On the other hand, 12 projects foresee an impact on several and/or all the productive economic sector, even if practically all highlight a bigger relevance and/or attention for sectors having a bigger importance in terms of eco-innovation for the territory/area of reference. (Ref. Cells highlighted with horizontal lines in Matrix 4).

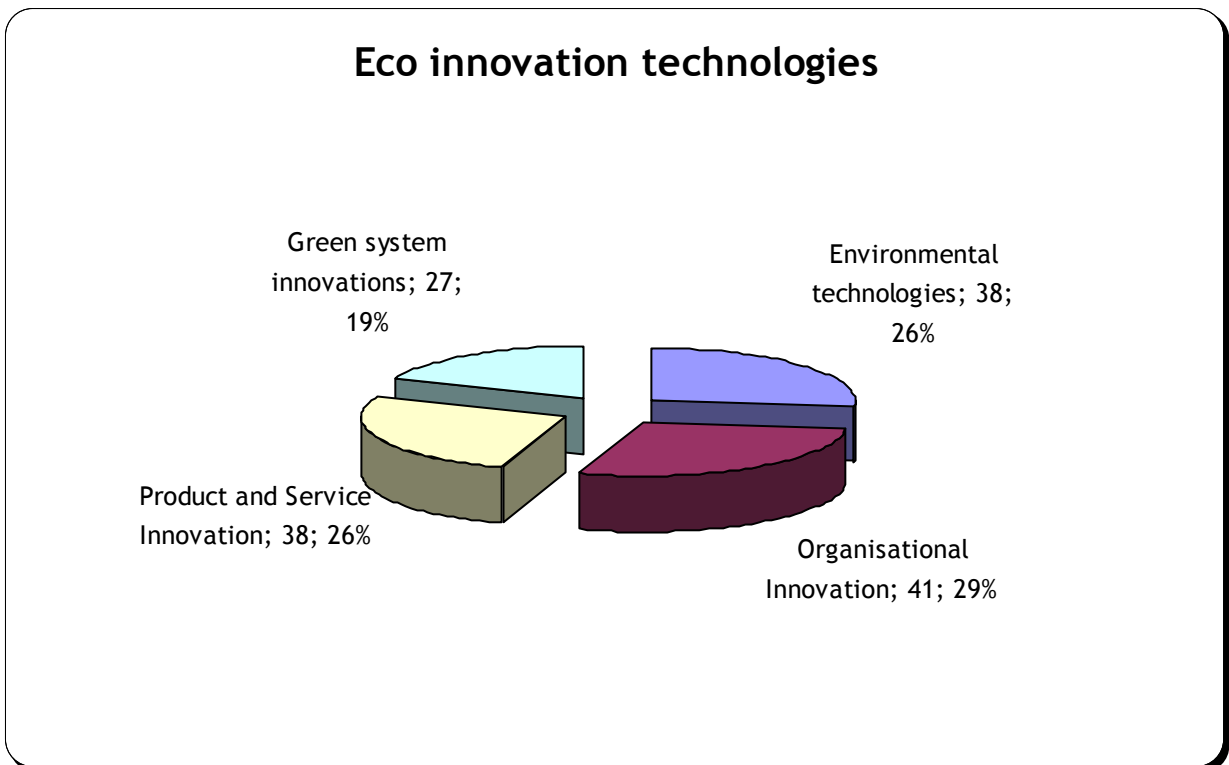
In this sense, if we consider *all* the sectors that directly and/or indirectly will be involved by the actions, interventions and pilot projects, it is globally noticed that the most part of the projects will be related to the sections of manufacturing, that counts 9 projects. To this one the section of tourism and buildings - eco-buildings follow, with 8 foreseen initiatives. The sectors of transports, logistics, the maritime section and the agricultural sector follow, with 7 initiatives each one. Finally, water and wastes, as well as electric energy sectors, that can be associated for their typology of subjects to be involved with the public section, highlighting 5 projects for the public administration. Lastly, a project for the sector of the brokerage is noticed.

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<sup>1</sup> For a detailed examination of the typologies of pilot projects please see the single SOPs by the different partners.



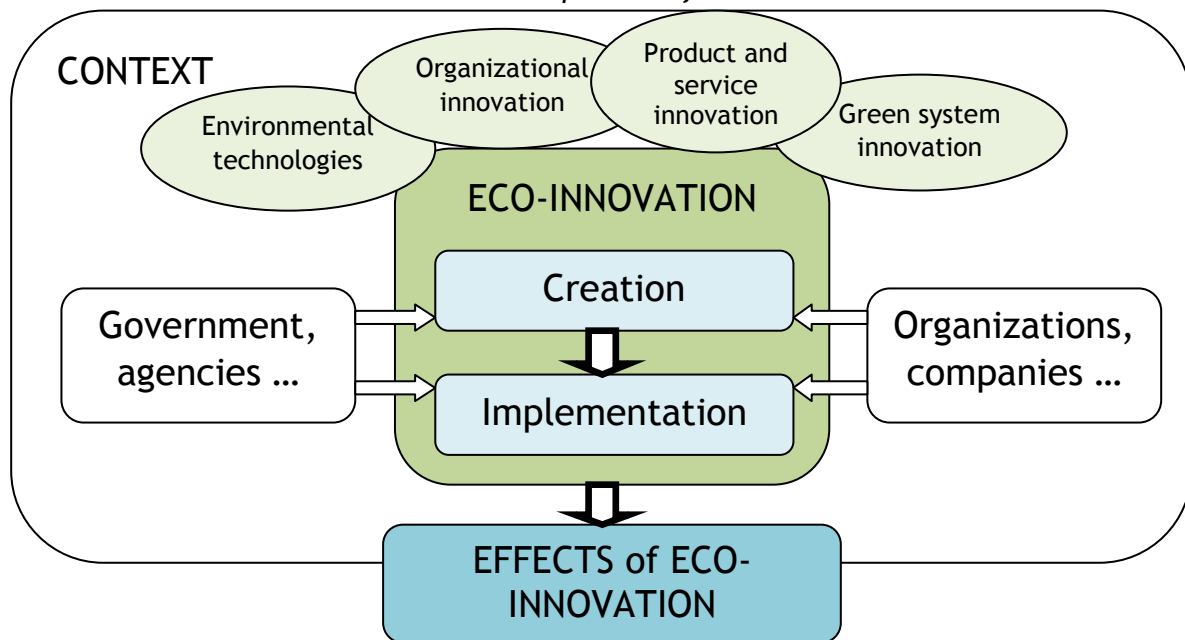
In terms of eco-innovation technologies, in reality a clear predominance of a kind of technology over the other ones doesn't exist, because the foreseen projects and initiatives variously involve all the 4 technologies. In numerical terms, the biggest part of the projects have reference to an organizational innovation, followed by initiatives related to environmental technologies and to product and service innovation.



## 8.2 Synthesis Framework

As already described previously in the field of the Good Practices Guide (WC3), “when observing eco-innovation it should be clear whether one observes the creation of product innovations, the implementation of products, technologies, services and practices or rather the support provided to the process of eco-innovation by different institutional and organizational settings. Another important dimension of eco-innovation phenomenon is also the observation of eco-innovation’s direct and indirect effects.”

Picture 1: The process of eco-innovation



With reference to the global objectives presented by the different partners in the field of their SOPs and referring to the Process of eco-innovation - paragraph 3.3. of the SOPs, it is possible to identify **3 great groups of macro objectives** that group global objectives that the partners intend to carry out with the realization of their pilot projects. For each one of these macro objectives it is possible to trace back to groups of partners’ objectives-pilot projects.

### The 1st identifiable Macro objective → Creation of eco-innovation

This macro objective refers to the global objectives of the LP RDA OF INNER-KARST REGION, SLOVENIA and of PP3 NOVO MESTO, SLOVENIA.

LP RDA OF INNER-KARST REGION, SLOVENIA

Global Objective: To bring ecological and innovative thinking professional and personal decision making.

PP 1 RRC KOPER, SLOVENIA

Global Objective: To improve the overall health of the local economy by providing a stable and predictable set of common assets that SMEs and other organisations use to build their own offerings and to increase competitiveness, productivity and growth of the local economy by connecting network participants to one another therefore making more efficient the creation of new products and services.

PP3 NOVO MESTO, SLOVENIA

Global Objective: Promotion of eco-culture and behaviour in the region, creating the foundations of knowledge and customer recognition for enterprises with eco-innovation in the region.

In fact, in the case of the projects proposed by RDA of Inner-Karst Region and by Novo Mesto, but also by the partners from Koper, these has a bigger accent on the stimulus turned to a best creation of the culture (eco-culture) and on the training to plug a gap of innovative culture and thinking<sup>2</sup> and creating the foundations of knowledge and customer recognition for enterprise with eco-innovation in the region<sup>3</sup>.

Per LP Inner Karst Region all sectors have a potential to be improved by eco-innovation .

Very high relevance per the sectors del tourism, wooden furniture, metals parts for construction, renewable energies and research, development and innovation, so with special attention to the sectors that have an important eco innovation potential in the region.

In the case of the partners from Novo Mesto 3 pilot projects were identified, all of them potentially applicable to all the sectors but with a best attention to the sectors having an important eco-innovation potential in the region (auto motive manufacturing, pharmaceuticals, metal processing).

All the 3 projects will have an impact and an effect related to all the technologies.

Always in this context the project of PP10 DIRECTORATE FOR DEVELOPMENT OF SMEs, MONTENEGRO “Eco-support in Med-Area - The window on eco-innovation” can be traced back.

About Montenegro’s project, in fact, the general purpose of project pilot is to support information for the establishment of a contact point among actors of different sectors in the European Med Area but with the same area of interest in order to encourage the exchanging of experiences, good practices, ideas and potentially establish a starting point for further project implementation. The project aims at involving several sector fields, as agriculture, tourism, different field of manufacturing (materials recycling, wood, packaging and mechanics/electronic) but also building - construction.<sup>4</sup>

In this sense the project aims at plug the difficulties and the threats existing in the productive economic field of the Country through a best transfer of culture, knowledge and innovation from external fields and through a project turned to create a net, a dialogue, moments of exchange and collaboration with other subjects operating in MED area that already realized or are realizing eco-innovative projects.

### **The 2nd identifiable Macro objective is → Implementation of eco-innovative technologies already existent in specific sector fields to favor the eco-innovation**

In this sense we refer to the specific objectives of partners PP6 DELTA 2000, ITALY e PP7 PROVINCIAL GOVERNAMENT MALAGA, SPAIN, PP5 TECHNOMARCHE and finally partially a project by PP8 OANAK.

#### **PP6 DELTA 2000, ITALY**

Global Objective: Strengthen the potential of eco-innovation of the tourism sector in order to improve the competitive capacity of the sector, supporting, improving and strengthening the capacity and the processes of provision and services offer more innovative and respectful of the

<sup>2</sup> Strategic and Operational Plan in Inner Karst Region.

<sup>3</sup> Strategic and Operational Plan in South East Slovenia Region.

<sup>4</sup> Draft SOP - Directorate for Development of SMEs Montenegro.

environment, a fundamental resource of the territorial area of the provinces of Ferrara and Ravenna.

PP7 PROVINCIAL GOVERNAMENT MALAGA, SPAIN

Global Objective: Promotion of Eco-innovation in tourist, water, waste and agriculture sectors.

PP5 TECNOMARCHE, ITALY

Create a base for dialogue among the actors, both public and private, in order to improve the exchange of experiences, knowledge and needs.

PP8 OANAK, GREECE (*partially*)

Global Objective: Increase and accelerate development of environmental technologies & environmental management applications (with reference to the pilot project ECO CLUSTER).

In fact, in these contexts the fact that the process of creation of eco-innovation already happened, at least partially, and that now it's necessary to move to the moment of the implementation of existent technologies in order to favor eco-innovation, is ascertained.

In all the above mentioned cases, even if very differentiated, it is hypothesized that such spreading and implementation of eco-innovative technologies are related to specific sectors: in the case of Spain a range of sectors as waste, tourism sector, food and agriculture industry and water cycle management sector.

### **3rd identifiable Macro objective → it is turned to support eco-innovation in the whole territorial field of reference**

It is possible to group the last objectives in a last global macro objective. These global objectives are:

PP8 OANAK, GREECE (*partially*)

Transform Crete into the most successful example of eco-innovative insular region in the Mediterranean with great investments in environmental technology, talented human resources and significant expertise in environmental management applications" (for the project GREEN THINK THANK).

PP4 LARNACA DISTRICT DEVELOPM. AGENCY, CYPRUS

Transform Cyprus economy into a leading eco-innovative economy that operates in the south east end of EUROPE and unlocks its business potential through innovative environmental research and strategic co operations among east and west.

In these cases the implementation of the eco-innovation favours the whole territory: the objective of the project Green Think Thank in fact is "territorial", in analogue way to the second group of projects - impacting on all the economic sectors of the island.

In this sense the global objective of Cyprus strengthens more than Crete's one the objective of an eco-innovative valence, not only with reference to a sector or a technology but also to the same territory, to Cyprus island as a whole and as strategic territory thanks to its geostrategic position in being the gate of Europe towards Middle East.

With reference to the sectors "All the economic sectors share a great potential for the development of eco-innovation but the sectors with the higher eco-innovation capacity and the most direct potential for future development could be those which currently spend more on environmental protection or have earned significant income form activities related to

environmental protection: manufacturing, agriculture, construction, tourism, electricity and water supply, transportation”<sup>5</sup>.

In fact, in this sense a impact of the pilot projects is foreseen not only in the whole territory of reference, but also in several or all the productive economic sectors, even if there are some sector and eco-technologies particularities in all the 3 considered cases.

The project Green Think Thank by Oanak is related to “all sectors but with high priority are agro-food, tourism, construction and transportation”<sup>6</sup> and finally two of the projects proposed by the partner from Cyprus are related to all sectors but with high priority are agriculture, manufacturing of food & beverages, non metallic products and pharmaceuticals, tourism, construction and transportation for the project Virtual eco-networking platform and for all sector, but mainly referring to public services and brokerage for office eco-cluster.

### 8.3 The Matrix 4 for a global synthesis

The Matrix 4 presents a synthesis of the different SOPs.

At *columns level* a breakdown for economic sectors and technologies.

With reference to the sectors we referred to the main productive economic sectors following the *Statistical classification of the economic activities in European Communities or NACE code* as general classification system used to systematize and standardize the definitions of the economic/industrial activities in the different Countries that are EU members, moreover already used in the field of the ESA Existing situation analysis. With reference to such classification, some sector was omitted because it was not mentioned by the project partners: among those, for example, the category B. Fishing or C. Minerals extraction from pits and (Mining and quarrying), etc.

With reference to the eco-innovative technologies we referred to the already identified ones in the field of the ESA that were presented in the paragraph 3.3. of this SOP.

At *lines level*, the global objectives of partners’ SOPs and the pilot projects that have been identified as projects, actions, interventions and initiatives with exclusive reference to the ones will be realized in the field of MEDOSSIC project, were presented in joint way with macro objectives.<sup>7</sup>

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<sup>5</sup> Strategic and Operational Plan in Cyprus.

<sup>6</sup> SOP Crete.

<sup>7</sup> For a detailed examination and evaluation of the single pilot projects of each partner, or also the ones will be realized after the end of MEDOSSIC project, please see each partner’s SOP.

Matrix 4 - SYNOPTIC SYNTHESIS FRAMEWORK

Global objectives	Sectors and eco-innovation technologies	Sector A Agriculture				Sector D Manufacturing				Sector E Electricity, gas and water supply				Sector F Construction, Eco-building, etc.				Sector H Tourism - Hotels and restaurants				Sector I Transportation , storage and communication (maritime transports not included)			
	Projects	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations
1st identifiable Macro objective Creation of eco-innovation																									
LP - PP1 RDA INNER KARST REGION, SLOVENIA To bring ecological and innovative thinking professional and personal decision making.	Pilot Project 1 - INFORMATION AND CONSULTING SERVICE IN THE AREA OF ECO INNOVATION																								
	Pilot Project 2 - NETWORKING OF KEY STAKEHOLDERS																								
	Pilot Project 3 - ECO INNOVATION GOOD PRACTICE WEB PORTAL																								
PP 1 RRC KOPER To improve the overall health of the local economy by providing a stable and predictable set of common assets that SMEs and other organisations use to build their own offerings; and to increase competitiveness, productivity and growth of the local economy by connecting network participants to one another therefore making more efficient the creation of new products and services.	Pilot Project 1: ECO INNOVATION FOR MARITIME LOGISTICS AND TRANSPORT																								
	Pilot Project 2 : ECO-INNOVATIVE BUILDING																								
	Pilot Project 3: ICT ECO INNOVATION																								
	Project 4 : technology incubator supporting innovation . Phase 1																								
	project 5: Guarantee scheme supporting innovation . Phase 1																								

Global objectives	Sectors and eco-innovation technologies	Sub - Sector Maritime (logistics and transport)				Sector J Financial intermediation				Sector L Public Administration				All or several sector			
	Projects	Environmental technologies	Organisational innovation	Product and Service innovation	Green system innovations	Environmental technologies	Organisational innovation	Product and Service innovation	Green system innovations	Environmental technologies	Organisational innovation	Product and Service innovation	Green system innovations	Environmental technologies	Organisational innovation	Product and Service innovation	Green system innovations
1st. identifiable Macro objective Creation of eco-innovation																	
<p>LP - PP1 RDA INNER KARST REGION, SLOVENIA</p> <p>To bring ecological and innovative thinking professional and personal decision making.</p>	Pilot Project 1 - INFORMATION AND CONSULTING SERVICE IN THE AREA OF ECO INNOVATION												With special attention to the sectors that have an important eco innovation potential in the region (wood processing, metal processing, sustainable tourism..)				
	Pilot Project 2 - NETWORKING OF KEY STAKEHOLDERS												With special attention to the sectors that have an important eco innovation potential in the region (wood processing, metal processing, sustainable tourism..)				
	Pilot Project 3 - ECO INNOVATION GOOD PRACTICE WEB PORTAL												With special attention to the sectors that have an important eco innovation potential in the region (wood processing, metal processing, sustainable tourism..)				
<p>PP 1 RRC KOPER</p> <p>To improve the overall health of the local economy by providing a stable and predictable set of common assets that SMEs and other organisations use to build their own offerings and to increase competitiveness, productivity and growth of the local economy by connecting network participants to one another therefore making more efficient the creation of new products and services.</p>	Pilot Project 1: ECO INNOVATION FOR MARITIME LOGISTICS AND TRANSPORT																
	Pilot Project 2 : ECO-INNOVATIVE BUILDING																
	Pilot Project 3: ICT ECO INNOVATION																
	Project 4 : technology incubator supporting innovation . Phase 1																
	project 5: Guarantee scheme supporting innovation . Phase 1																

Global objectives	Sectors and eco-innovation technologies	Sector A Agriculture				Sector D Manufacturing				Sector E Electricity, gas and water supply				Sector F Construction, Eco-building, etc.				Sector H Tourism - Hotels and restaurants				Sector I Transportation (maritime transports not included)			
	Projects	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations				
<b>PP3 RC NOVO MESTO</b> Promotion of eco-culture and behaviour in the region, creating the foundations of knowledge and customer recognition for enterprises with eco-innovation in the region.	PILOT PROJECT No.1 "PROMOTION OF ECOLOGY AND ECO-PRODUCTS DIRECTED AT CONSUMERS AND EMPLOYEES IN ENTERPRISES WITH ECO-INNOVATION POTENTIAL"																								
	PILOT PROJECT No.2 "introduction of AN eco-brand for better recognition of eco-enterprises and introduction of A group of experts for the promotion of THE brand and performing eco-innovation lessons and trainings"																								
	PILOT PROJECT No.3 "Information and consulting service in the area of eco-innovation"																								
<b>PP10 DIRECTORATE FOR DEVELOPMENT OF SMEs, MONTENEGRO</b> To support information for the establishment of a contact point among actors of different sectors in the European Med Area	PILOT PROJECT N.1 ECO SUPPORT IN MED AREA - THE WINDOW IN ECO INNOVATION																								

Global objectives	Sectors and eco-innovation technologies	Sub - Sector Maritime (logistics and transport)				Sector J Financial intermediation				Sector L Public Administration				All or several sector			
	Projects	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organisational Innovation	Product and Service Innovation	Green system innovations
<b>PP3 RC NOVO MESTO</b> Promotion of eco-culture and behaviour in the region, creating the foundations of knowledge and customer recognition for enterprises with eco-innovation in the region.	PILOT PROJECT No.1 "PROMOTION OF ECOLOGY AND ECO-PRODUCTS DIRECTED AT CONSUMERS AND EMPLOYEES IN ENTERPRISES WITH ECO-INNOVATION POTENTIAL"													All sectors, with special attention to the sectors that have an important eco-innovation potential in the region (automotive manufacturing, pharmaceuticals, metal processing...).			
	PILOT PROJECT No.2 "introduction of AN eco-brand for better recognition of eco-enterprises and introduction of A group of experts for the promotion of THE brand and performing eco-innovation lessons and trainings"													All sectors, with special attention to the sectors that have an important eco-innovation potential in the region (automotive manufacturing, pharmaceuticals, metal processing...).			
	PILOT PROJECT No.3 "Information and consulting service in the area of eco-innovation"													All sectors, with special attention to the sectors that have an important eco-innovation potential in the region (automotive manufacturing, pharmaceuticals, metal processing...).			
<b>PP10 DIRECTORATE FOR DEVELOPMENT OF SMEs, MONTENEGRO</b> To support information for the establishment of a contact point among actors of different sectors in the European Med Area	PILOT PROJECT N.1 ECO SUPPORT IN MED AREA - THE WINDOW IN ECO INNOVATION																

Global objectives	Sectors and eco-innovation technologies	Sector A Agriculture				Sector D Manufacturing				Sector E Electricity, gas and water supply				Sector F Construction, Eco-building, etc.				Sector H Tourism - Hotels and restaurants				Sector I Transportation (maritime transports not included)			
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2nd identifiable Macro objective Implementation of already existent eco-innovative technologies in specific sector fields to favor eco-innovation																									
PP5 TECNOMARCHE Create a base for dialogue among the actors, both public and private, in order to improve the exchange of experiences, knowledge and needs.	Pilot Project 1 - Eco-SUPPORT IN MED-AREA- THE WINDOW ON ECO-INNOVATION																								
PP6 DELTA 2000, ITALY Strengthen the potential of eco-innovation of the tourism sector in order to improve the competitive capacity of the sector, supporting, improving and strengthening the capacity and the processes of provision and services offer more innovative and respectful of the environment	Pilot Project 1 - H.E.T. NETWORK FOR ECO-TOURISM																								
PP7 PROVINCIAL GOV. MALAGA Promotion of Eco-innovation in tourist, water, waste and agriculture sectors.	Pilot Project 1 - Integral Water Management																								
	Pilot Project 2 - Conversion plan of the goat production sector in Malaga to organic production																								
	Pilot Project 3 - Self managed organic street market network: sustainability of local organic markets.																								
	Pilot Project 4 - Energy audit in a hotel in the province of Malaga																								
	Pilot Project 5 - Map of potential location of dumps																								
PP8 OANAK CREETE Increase and accelerate development of environmental technologies & environmental management applications	Pilot Project 2: PUBLIC ECO-CLUSTER																								

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2nd identifiable Macro objective Implementation of already existent eco-innovative technologies in specific sector fields to favor eco-innovation																	
PP5 TECNOMARCHE Create a base for dialogue among the actors, both public and private, in order to improve the exchange of experiences, knowledge and needs.	Pilot Project 1 - Eco-SUPPORT IN MED-AREA- THE WINDOW ON ECO-INNOVATION													The project is related to the sector, in particular buildings, mechanics/electronic, fashion (footwear, leather, textiles), wood (furniture and shutters), chemicals (rubber, plastic, new materials), packaging and tourism			
PP6 DELTA 2000, ITALY Strengthen the potential of eco-innovation of the tourism sector in order to improve the competitive capacity of the sector, supporting, improving and strengthening the capacity and the processes of provision and services offer more innovative and respectful of the environment	Pilot Project 1 - N.E.T. NETWORK FOR ECO-TOURISM																
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	Projects	Environmental technologies	Organizational innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organizational innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organizational innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organizational innovation	Product and Service Innovation	Green system innovations	Environmental technologies	Organizational innovation	Product and Service Innovation	Green system innovations				
3rd identifiable Macro objective To favor the spreading and the implementation of eco-innovation in the whole territorial field of reference																									
PP8 OANAK CREETE Transform Crete into the most successful example of eco-innovative insular region in the Mediterranean with great investments in environmental technology, talented human resources and significant expertise in environmental management applications	Pilot Project 1: GREEN THINK TANK																								
PP4 LARNACA DISTRICT DEVELOPM. AGENCY Transform Cyprus economy into a leading eco-innovative economy that operates in the south east end of EUROPE and unlocks its business potential through innovative environmental research and strategic co operations among east and west	Pilot Project 1 - Green Office ECO-CLUSTER : an eco cluster of green offices																								
	Pilot Project 2 - Regional ECO-FESTIVAL																								
	Pilot Project 3 - Virtual ECO-NETWORKING Platform																								

Global objectives	Sectors and eco-innovation technologies	Sub - Sector Maritime (logistics and transport)				Sector J Financial intermediation				Sector L Public Administration				All or several sector			
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PP4 LARNACA DISTRICT DEVELOPM. AGENCY Transform Cyprus economy into a leading eco-innovative economy that operates in the south east end of EUROPE and unlocks its business potential through innovative environmental research and strategic co operations among east and west	Pilot Project 1 - Green Office ECO-CLUSTER : an eco cluster of green offices													But mainly referring to public services and financial intermediation			
	Pilot Project 2 - Regional ECO-FESTIVAL																
	Pilot Project 3 - Virtual ECO-NETWORKING Platform													All sectors but with high priority are agriculture, manufacturing of food & beverages, non metallic products and pharmaceuticals, tourism, construction and transportation.			