“SMARTINMED: BUILDING AN INTERREGIONAL TRANSNATIONAL SMART SPECIALISATION STRATEGY on ENERGY EFFICIENCY AND RENEWABLE ENERGY “

29th of April 2015

Tuscany Region headquarters,

Rond-Point Schumann 14 – Brussels

The Conference “BUILDING AN INTERREGIONAL TRANSNATIONAL SMART SPECIALISATION STRATEGY on ENERGY EFFICIENCY AND RENEWABLE ENERGY “ originates from the experience realised and the results reached by a group of Mediterranean regions with common past cooperation backgrounds that decided to create a consortium taking advantage of a MED Programme Call, with the final objective of designing a SMART SPECIALISATION STRATEGY at Mediterranean Level focussed on renewable energy and energy efficiency – The SMARTinMED project. The distinctive elements were: the close collaboration established with clusters of the involved territories that actively participate and contributed to each single step of this process, the key role attributed to the "entrepreneurial discovery" in the overall strategy definition, the parallel elaborations of Smart specialisation strategies at regional levels in the involved territories.

At the foundation of this process there has been the identification of internationally competitive smart specialisation areas. In other words: a "feasibility" phase (“Pillar 1 Analysis of Energy sector”) allowed identifying the key Current markets for energy in each region, the international value chains, niche markets and high potential activities and the needs and barriers for innovation within the identified value chains/markets/domains. The “feasibility” paved the way to the “capacity building” phase (Pillar 2 “Development of new Business strategies and models to enhance value chains across energy clusters and SMEs”) aiming at supporting SMEs to achieve economies of scale beyond the reach of their individual dimensions, by reaching different market segments and customers and promote quality and innovation in green technologies value-chains. This phase was realised thanks to the elaboration and experimentation of appropriate new business models (that have been built upon innovative approaches and integrated with excellence experiences and specialisations developed within the involved territories) and specifically focussed on RES. The overall process ended with the “policy optimisation” (Pillar 3 “Policy Optimisation”), that is the Smart specialisation strategy and related actions at SMARTinMED level integrated by a common Funding Scheme.

“BUILDING AN INTERREGIONAL TRANSNATIONAL SMART SPECIALISATION STRATEGY on ENERGY EFFICIENCY AND RENEWABLE ENERGY “ will open a debate on the 3 above-mentioned main pillars' thematic areas, involving key actors both at EU level and National, Regional level with the final aim of enhancing the process of capitalization of Knowledge and possibly creating opportunities for future collaborations
9.15 WELCOME – TUSCANY REGION

9.30 SMARTinMED PROJECT - TUSCANY REGION

SESSION 1 - Pillar 1 - ANALYSIS OF ENERGY SECTOR (9.30-10.45)

SMARTINMED ANALYSIS OF ENERGY SECTOR– AGENCIA ANDALUSA DE LA ENERGIA - (9.30-9.45)

ROUND TABLE 1 (9.45-10.45)

Participants: DG ENERGY, DG GROW (Cluster Policy), DG Mare (Blue energy), H2020 – Energy Efficiency, EU clusters, EU/MED regions/agencies (Piedmont Region, Croatia Regional Agency, ERAI-Rhone Alpes, University of Algarve), EU/MED networks (clusters), European Energy Network, EU projects representatives: Sinergia, Green partnership, Smart Med Parks, Wider, (MED, Interreg IVC, Alpine Space etc...),

Q&A (10.45-11.00)

Coffee Break & Networking (11.00 – 11.30)

SESSION 2 – Pillar 2 – GREEN BUSINESS MODELS (11.30 -13.00)

FROM THE BUSINESS MODEL CANVAS TO THE SMARTINMED BUSINESS MODEL AND PILOT ACTIONS FINLABARDA AND CRES – (11.30 – 11.45)

ROUND TABLE 2 (11.45-12.45)

Participants: CRES (Greece), Fondazione per l’innovazione e il trasferimento Tecnologico (University of Florence), Companies and Clusters involved in the Pilot Action Test, Knowledge Innovation Communities, Finlambarda, Tuscany Region, EU projects, EU Project: ENERGEIA, EU/MED Business Support Organizations.

Q&A (12.45 -13.00)

Lunch & Networking (13.00 – 14.15)
SESSION 3 – Pillar 3 – POLICY OPTIMISATION (14.15-15.45)

SMARTINMED POLICY OPTIMISATION – PIEDMONT REGION/ANGENCIA IDEA (14.15-14.30)

ROUND TABLE 3 – SMART GROWTH AND SMART SPECIALISTION THROUGH THE DIFFERENT DIMENSIONS OF COOPERATION (14.30 – 15.30)


Q&A (15.30 -15.45)

Coffee Break – Networking (15.45 – 16.15)

SESSION 4 – SMARTinMED: What’s next? Funding and networking opportunities (16.15–17.30)

2014-2020 TERRITORIAL COOPERATION PROGRAMMES
  o INTERREG MED,
  o INTERREG EUROPE

HORIZON 2020 AND COSME (SMES INSTRUMENT)

Closing remarks

Networking cocktail 17.30!