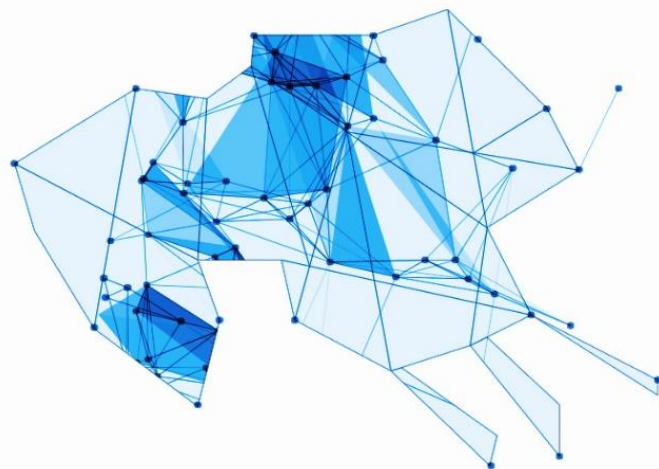




Region of Central Macedonia
European Entrepreneurial Region 2018



REGION OF
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Better Policy Instruments for High Innovation Projects in the European Regions (HIGHER)

1. UAB Reseach Park(ES)

2. Marche Region (IT)

3. Nordregio (SE)

4. INTELI – Intelligence in Innovation, Innovation Centre (PT)

5. Lithuanian Innovation Centre (LT)

6. Abruzzo Region (IT)

7. Association of Urban Municipalities of Slovenia (SI)

8. Region of Central Macedonia (EL)

9. Greater Cambridge Greater Peterborough Enterprise Partnership (UK)

The HIGHER project has been designed to tackle the following challenges, common to all the involved territories: the need to improve the innovative character of the innovation projects financed through ESIF; the need to improve a stronger public administrations role as innovation drivers; the need to improve science industry collaboration; the need to improve private capital investments in R&D projects; and the need to improve the clustering approach.

The main sub-objectives of the project are:

- ➔ To promote, the role of the PA as innovation demand drivers starting from public procurers' needs.
- ➔ To set up of a learning process starting from the good practices identification and exchange of Structural Funds MA actions e.g practices to: manage ESIF programs on interregional and transnational actions, types of priorities, project selection.
- ➔ To support the implementation of the PP's policy instruments action plans, exploiting explicitly the possibility to invest ESIF funds in related smart specialisation areas among Member States (e.g. making us of macroregional platforms or other networks).
- ➔ To implement an "experience hub" of PPP through a process of transformation of experience tacit knowledge (experience acquired in the work) into explicit knowledge (information available to others). The "hub" means digitalise work experiences, ready to be promoted in all European web and social platforms including program web platform so to do critical mass in the European debate.
- ➔ To promote the engagement of all actors, quadruple helix approach, for improving the policy instruments: from institutions to the new innovative entrepreneurs, hidden champions and groups with an entrepreneurial potential.

1. HafenCity University Hamburg(DE)
2. Lombardy Region(IT)
3. Green Knowledge Portal Twente (NL)
4. City of Amsterdam (NL)
5. Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia(EL)
6. Development Agency of Eastern Thessaloniki's Local Authorities(EL)
7. Office for Regional Development Lüneburg (DE)
8. District Government Burgas (BG)

The overall objective of RUMORE is to improve policies in the field of regional innovation strategies by facilitating rural-urban cooperation and partnerships. Huge potentials for growth and job creation remain unused, because urban – often more innovative – cores and surrounding rural parts are not well linked in terms of innovation chains, hence exhibiting a gap for joint innovation policy and effects for regional development.

The main sub-objectives are derived:

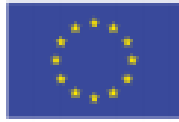
- ➔ To achieve a systematic integration of mechanisms for urban-rural partnerships in the respective policy instruments addressed
- ➔ To strengthen institutionalized cluster cooperation between actors in urban cores and surrounding areas with the goal of enhancing innovation and growth
- ➔ To influence, where possible, the RIS3-processes (e.g. at monitoring and updating processes in the next years) and delivery instruments (beyond the policy instruments addressed) with the aim of stronger valorizing the urban-rural innovation potentials
- ➔ To enhance stakeholder involvement – be it local entrepreneurs, SMEs, universities or regional politicians – in the development and delivery of activities of the policy instruments concerned.
- ➔ To exchange on, develop and institutionalize better transfer mechanisms from innovation nuclei such as universities and R+D centers to areas that are only innovation followers.

Finally, a horizontal sub-objective is to influence with the results and approaches of RUMORE also European actors to adapt the future directions of regional innovation policies.



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Integrated REgional Action Plan For Innovative, Sustainable and LOw CaRbon Mobility (REFORM)

1. Centre for Research and Technology Hellas(EL)
2. Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia (EL)
3. Institute for Transport and Logistics Foundation (IT)
4. Emilia-Romagna region (IT)
5. Polis – Promotion of Operational Links with Integrated Services (BE)
6. Transport for Greater Manchester (UK)
7. Region Parkstad Limburg (NL)

The goal of the REFORM project is to improve through a mutual learning process, the policies of Regional Operational Programs supporting the funding and diffusion of SUMP as the main planning instrument for shifting mobility towards a low carbon intensive mobility pattern. REFORM new approach is based on the key role of Regions which can trigger SUMP development process amplifying the adoption rate by the cities setting a suitable strategic framework, able to overcome the existing limit.

The main sub-objectives of the project are:

- To set up policies in regional harmonized frameworks (normative/technical instruments) for the development of SUMPs capable of ensuring coherence with large scale territorial planning instruments and integration with other tools (Intermodality, Higher use of low impact transport modes, Improved territorial accessibility, Overcoming of barriers preventing medium sized cities to develop SUMPs)
- To develop Regional Policy Instruments for supporting the use of ICT based methodologies for SUMPs, to ease: citizens' participation in SUMP process, data collection for SUMP and its upgrading, SUMPs' evaluation process
- To incorporate within REFORM Action Plans the technical framework reflecting the overall strategic regional policy objectives for low carbon mobility already foreseen.
- To train regional specialized staff for supporting cities in SUMP development and implementation
- To involve in the project a significant number of nonpartner cities in Regions
- To exchange experiences on SUMPs development / Regional Policy Instruments implementations in the participating regions, by monitoring (funded by Regional Instruments) the results obtained by the implementation of the actions included in the APs (SUMPs and ICT applications for SUMPs) as proof of the improved policy capacity.
- To capitalize the already developed experiences in other EU funded Projects (like POLY SUMP and CIVITAS)



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Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions (CHRISTA)

1. European Cultural Tourism Network (ECTN)(BE)
2. Veneto Region(IT)
3. Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia(EL)
4. Region Västra Götaland(SE)
5. County Council of Granada(ES)
6. Vidzeme Tourism Association(LV)
7. Pafos Regional Board of Tourism(CY)
8. Sibiu County Tourism Association(RO)
9. Burgas Municipality (BG)
10. Intermunicipal Community of Ave (PT)

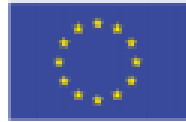
Cultural and natural heritage is very important at all levels, local, regional, national and European, consisting of several dimensions that can lead to resource efficiency, through deployment for sustainable and responsible tourism development with innovative character. The overall objective is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitisation, with capitalisation of good practices, policy learning, policy implementation and capacity building.

- ➔ Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage.
- ➔ Expected changes are in terms of improved policy instruments in destination regions, advances in relevant policy implementation, upgrading of cultural and natural assets and innovative applications.
- ➔ Main outputs are action plans, with implementation and monitoring of improved policy instruments in 9 regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are public authorities and their stakeholders.



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Cultural Routes as Investment for Growth and Jobs (CultRInG)

1. Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia(EL)
2. Lazio Region (IT)
3. Region Västra Götaland (SE)
4. Vidzeme Tourism Association (partner from 9 October 2017)(LV)
5. Intermunicipal Community of Alto Minho (PT)
6. Pafos Regional Board of Tourism (CY)
7. European Cultural Tourism Network (ECTN) (BE)

The overall objective of the CultRing project is to highlight the value of investments in European Cultural Routes, in terms of their contribution to Growth & Jobs, with capitalization of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity building. Main outputs are action plans on CR development and upgrading, with implementation and monitoring of improved policy instruments in 6 regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets.

The main sub-objectives of the project are:

- To exchange experience amongst the partners in established Good Practices on Cultural Routes performance and development, for sustainable cultural tourism, together with stakeholders.
- To apply and transfer the results of exchange of experience on Cultural Routes and make them available to a wider audience of public authorities and stakeholders across Europe.
- To exploit the results of exchange of experience with capitalization, for integrated improvement of regional and local policies and strategies for Cultural Routes development.
- To improve specific policy instruments in the partner regions, through policy learning and capacity building for improved governance and structural change, based on Cultural routes.
- To deliver Action Plans in partners' regions and monitor their implementation.
- To identify, justify, propose, plan, implement and monitor appropriate Pilot Actions on Cultural Routes development and promotion (for Phase 2).
- To contribute to the Policy Learning Platform of the programme for ensuring continuous EU wide policy learning on Cultural Routes.
- To support, integrate and provide added value to initiatives at EU Level regarding influence on and mainstreaming to Structural and Investment Funds Programmes, regarding Cultural Routes.
- To disseminate the Project's outputs and results beyond the interregional partnership and throughout the EU, and influence policy makers in other regions, EU Institutions (EP, CoR, EC), Council of Europe (CoE), institutes (EICR), international bodies (UNESCO, UNWTO) and relevant networks (European Heritage Alliance, ECTN, Europa Nostra, NECSTouR) on the impacts and benefits of Cultural Routes.



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Regional circular economy models and best available technologies for biological streams (BIOREGIO)

1. Lahti University of Applied Sciences (FI)
2. Regional Council of PäijätHäme (FI)
3. Deputy Regional Ministry of Environment (ES)
4. Slovak University of Agriculture (SK)
5. Aristotle University of Thessaloniki – Special Account for Research Funds (EL)
6. Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia(EL)
7. National Research and Development Institute for Chemistry and Petrochemistry ICECHIM, Calarasi Subsidiary (RO)
8. Association of the Chambers of Agriculture of the Atlantic Area (FR)

The BIOREGIO project aims at improving regional policies through increased focus on circular economy of biological streams. These streams comprise food waste/bio waste, municipal and industrial sludge and agricultural residues, which can be treated with similar technologies. BIOREGIO will improve knowledge related to policies and technologies of biological streams and increase the low recycling rates of these materials. In the project, the expertise of best available technologies will be transferred.

The main sub-objectives of the project are:

- ➔ Develop regional policies and propose improvements to enhance circular economy of biological streams
- ➔ Enhance green growth through transferring knowledge about best practices of models (ecosystems, networks) related to circular economy of biological streams
- ➔ Enhance green growth through transferring knowledge about best available circular economy technologies of biological streams in project regions
- ➔ Establish and deepen knowledge and cooperation among regional stakeholders
- ➔ Raise public awareness of circular economy and the various possibilities of closing the loops of biological streams



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Circular Economy for SMEs (CESME)

1. Business Development Centre North Denmark (DK)
2. North Denmark Region (DK)
3. Metropolitan City of Bologna (IT)
4. ERVET - Emilia-Romagna development agency (IT)
5. Regional Council of South Ostrobothnia (FI)
6. JPYP Business Service (FI)
7. Bulgarian Association of Municipal Environmental Experts – BAMEE (BG)
8. Welsh Government (UK)
9. Development Agency of Eastern Thessaloniki's Local Authorities (EL)
10. Regional Development Fund of Central Macedonia on behalf of Central Macedonia (EL)

The CESME project address SME inclusion in the circular economy, by interregional meetings identifying good practices aiming to examine how best regional and local authorities and business development agencies can improve relevant policy instruments and design support packages to assist SMEs to enter the circular economy. Through the creation of a return on investment analysis quantifying the economic and social benefits of circular value chains as well as a white book guiding SMEs step by step into circular economy, the CESME partnership hopes to introduce new circular initiatives targeted SMEs.

- ➔ The overall objective of CESME is to improve the effectiveness and impact of the policy instruments addressed within the partnership stimulating green growth in general and circular economy in particular. More specifically the project aims to provide policy makers the knowledge and understanding of the potentials the green economy holds, while at the same time make them aware of the challenges and barriers that SMEs face in terms of converting products, processes and practices into being more environmentally friendly.
- ➔ The subobjective will be to adress SME inclusion in the circular economy by examining how the regional and local authorities and business development agencies can implement policy instruments and support packages to assist SMEs to enter the circular economy.

EMPOWERING LOCAL PUBLIC AUTHORITIES TO BUILD INTEGRATED SUSTAINABLE ENERGY STRATEGIES

1. SVILUPPO MARCHE SPA (IT)
2. AGENCY FOR ENVIRONMENT AND WATER OF ANDALUSIA (ES)
3. NORTH EST REGIONAL DEVELOPMENT AGENCY (RO)
4. TECHNICAL RESEARCH INSTITUTE OF SWEDEN (SE)
5. ISTRIAN DEVELOPMENT AGENCY (HR)
6. REGIONAL DEVELOPMENT AGENCY OF NORTH HUNGARY (HU)
7. REGION OF CENTRAL MACEDONIA (GR)
8. CENTRE FOR RENEWABLE ENERGY SOURCES (GR)

The project contributes to the shift of 6 EU regions toward low-carbon society, by enhancing the capacities of municipalities and regional authorities representatives to shape integrated energy strategies and plans, promoting the exchange of experiences, innovative approaches and ground-breaking practices of energy transition in European cities and regions

Transnational exchange programme for local authorities

- transnational seminars
- peer to peer meetings
- local, regional & EU best practices

Local authorities capacity building programme on

- integrated energy,
- sustainable urban mobility,
- land use planning
- innovative financing solutions

Sustainable Energy & Climate Action Plan

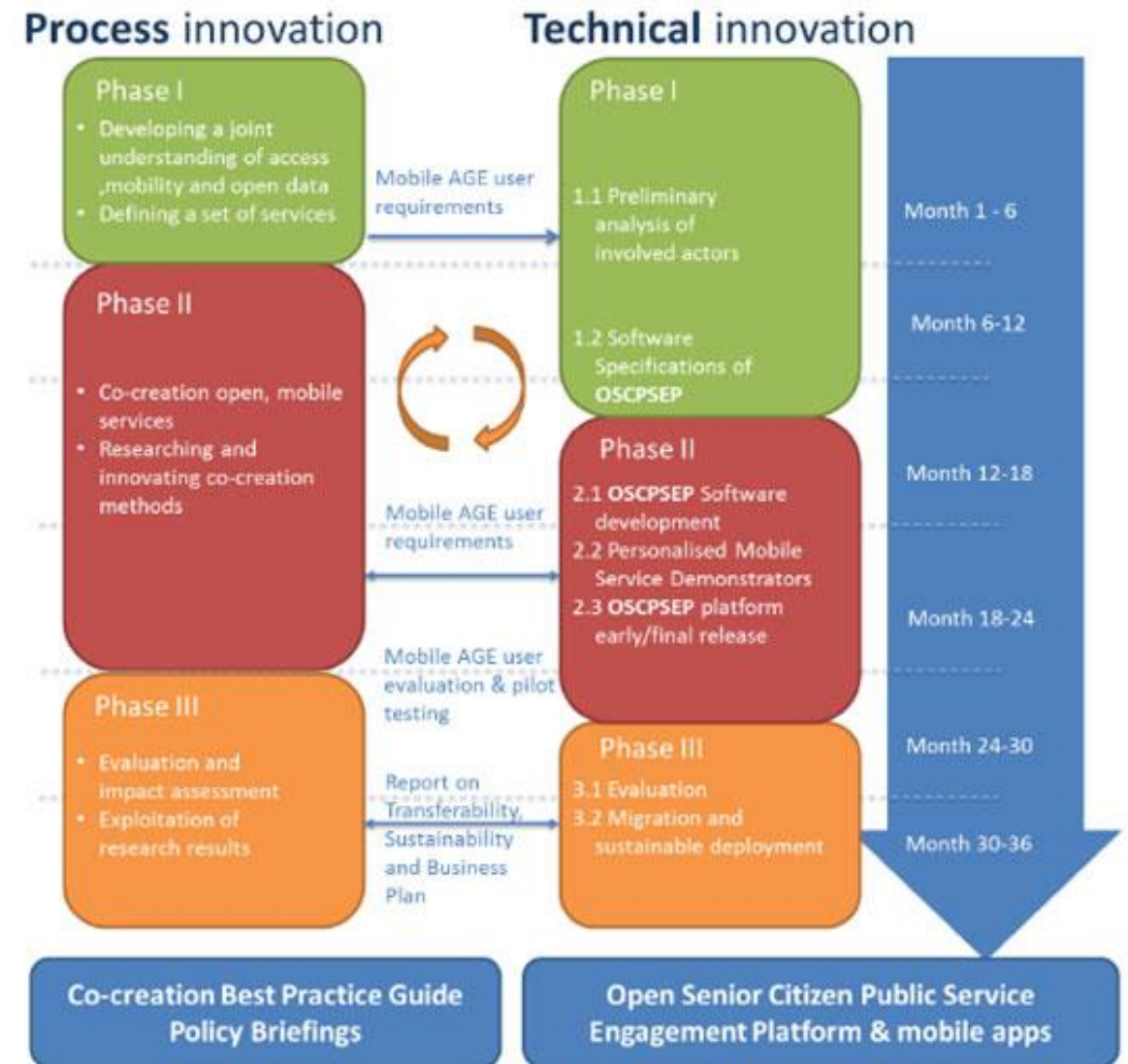
- Planning
- Developing
- Monitoring
- Updating

EMPOWERING Project Impact

Shift towards low-carbon society

1. Lancaster University (UK)
2. Tingtun AS (NO)
3. AGE Platform Europe (BE)
4. Evangelische Stiftung Volmarstein / Forschungsinstitut Technologie und Behinderung (DE)
5. Gov2U (BE)
6. University of Bremen – ifib (DE)
7. Aristotle University of Thessaloniki (GR)
8. Technical University of Madrid (ES)

MOBILE AGE is a project to provide senior citizens with personalised mobile access to open public data and services. This access will be delivered through novel data analytics, relevant mobile applications, implemented by means of innovative and reusable technological solutions. It will be created through innovative co-design methodologies which are tailored to the needs of senior citizens.



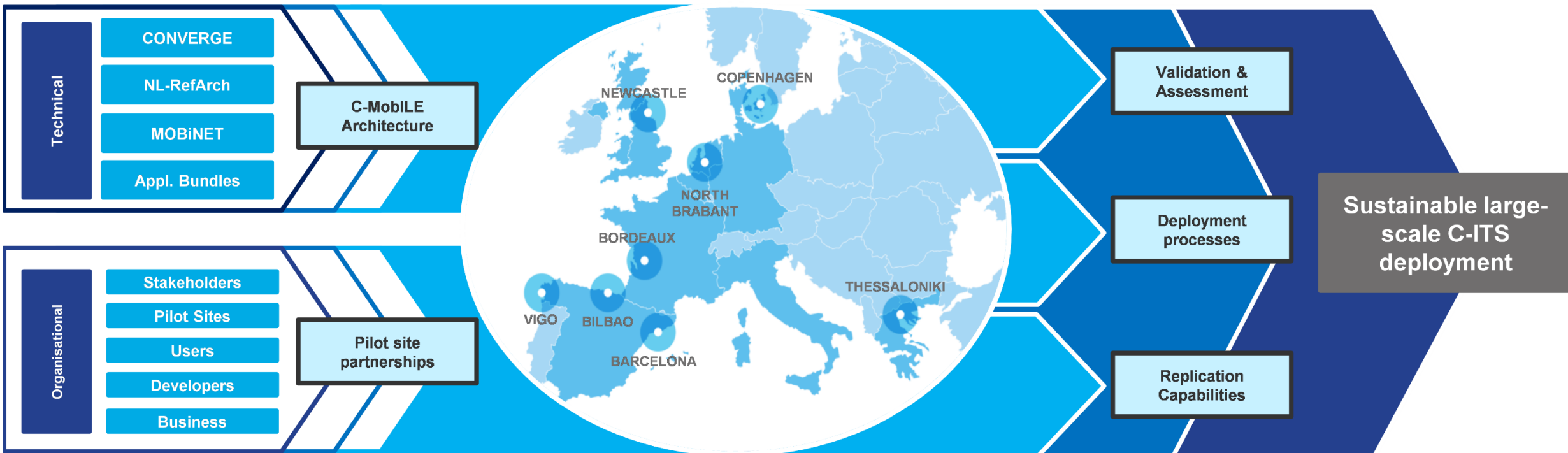
Accelerating C-ITS Mobility Innovation and deployment in Europe

37 partners

9 countries

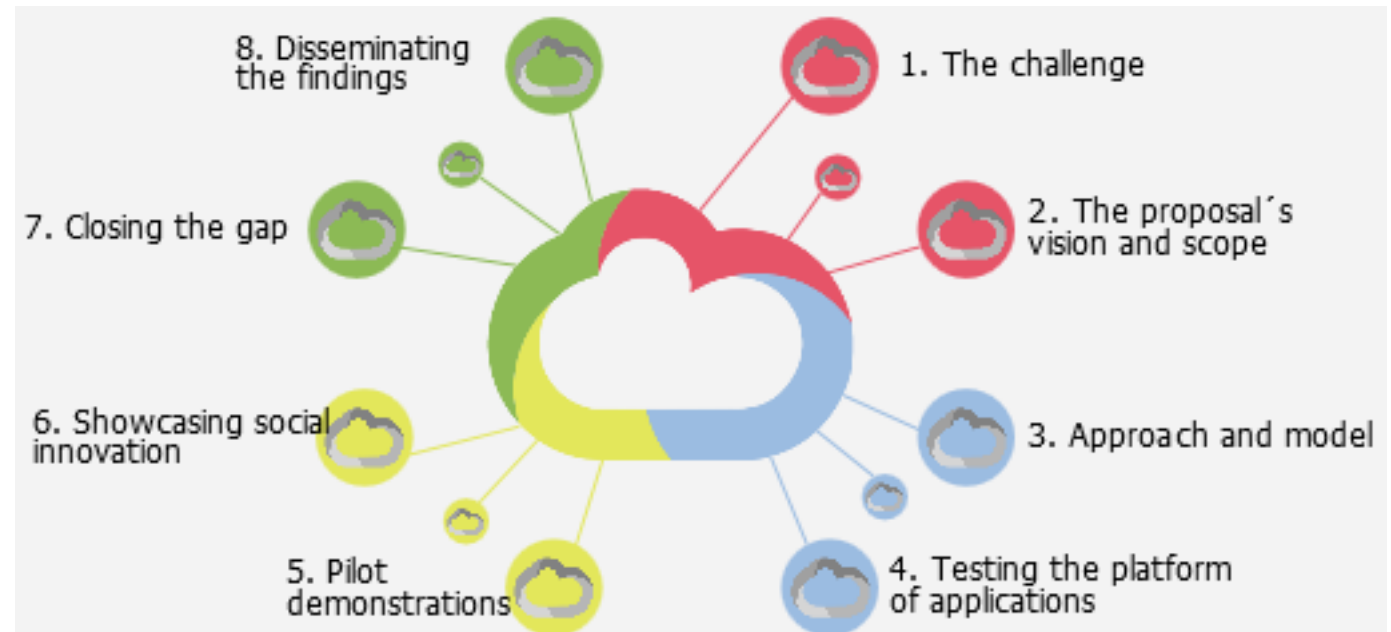
Spain, Denmark, Netherlands, United Kingdom, Greece, Belgium, France, Italy, Germany

C-MobILE will demonstrate C-ITS solutions in large-scale in urban and extra-urban environments by providing C-ITS services and service bundles to several end-users' groups, including vulnerable road users (VRUs), across various transport modes.



1. Research, Technology Development and Innovation, S.L. (ES)
2. Aristotle University of Thessaloniki (GR)
3. European Future Innovation System ASBL (BE)
4. FELLNHOFER KATHARINA (AT)
5. EKONOMSKI INSTITUT MARIBOR, EKONOMSKE RAZISKAVE IN PODJETNISTVO D.O.O. (SI)
6. Slovak Business Agency (SK)
7. EDINBURGH NAPIER UNIVERSITY (UK)
8. AALTO-KORKEAKOULUSAATIO (FI)
9. INTELSPACE INNOVATION TECHNOLOGIES (GR)
10. THE UNIVERSITY OF READING (UK)
11. THE UNIVERSITY OF EDINBURGH (UK)
12. REGION OF CENTRAL MACEDONIA (GR)

This project aims to develop an e-policy platform augmented with a toolbox of applications and online services, which will assist national and regional authorities in the EU in elaborating or revising their smart specialisation agenda, in terms of policies and strategy.



1. Special Account for Research Grants (ELKE) of the Technological Educational Institute of Athens (GR)
2. REGION OF CENTRAL MACEDONIA (GR)
3. Cyprus University of Technology (CY)
4. Development Agency of Lemesos (CY)
5. Municipality of Fier (AL)
6. Municipality of Razlog (BG)
7. Sofia University "St. Kliment Ohridski", Faculty of Biology, Department Ecology and Environmental protection (BG)

The project aims to foster the production and distribution of innovative agro-food products of the Balkan-Med area by organising local value chains, supporting SMEs and producers in their development projects and creating new markets for their products through an open procedure.

- ➔ Development of research and innovation networks
- ➔ Promotion of growth and competitiveness of the Agrofood sector
- ➔ Encouragement of developing new employment opportunities
- ➔ Establishment of Agrofood innovation centers

ERIAFF NETWORK (EUROPEAN REGIONS FOR INNOVATION IN AGRICULTURE, FOOD AND FORESTRY)

- The Region of Central Macedonia is a full member of the network
- On the 23rd of January 2018, RCM has signed an Expression of Interest with the ERIAFF leader (Region of Tuscany). One of the basic thematic areas of this EOI is the full support of the ERIAFF network.
- RCM together with the Province of North Brabant (NL) are thematic leaders (gastronomy and culture in AgriFood) in this network.
- RCM together with the Province of North Brabant will present at the ERIAFF Conference (summer 2018, South Ostrobothnia, Finland) the results of the mapping and the analysis of the interregional proposal concerning “Food, Gastronomy and new Technologies”

S3 THEMATIC PLATFORM IN AGRI-FOOD

- RCM has an active participation in the “HIGH TECH FARMING” S3 Thematic Platform. The leader of this platform is the Region of Tuscany.
- RCM together with the Province of North Brabant (NL) has submitted a proposal in the context of the S3 Thematic Platform in Agri-Food. The title of the proposal is “Food, Gastronomy and new Technologies”.
- RCM and North Brabant are in continuous discussions with the JRC according to this proposal.

“FOOD, GASTRONOMY AND NEW TECHNOLOGIES” PROPOSAL FOR THE S3 THEMATIC PLATFORM IN AGRI-FOOD.

REGION OF CENTRAL MACEDONIA AND PROVINCE OF NORTH BRABANT.

Partnership:

- Region of Central Macedonia, Greece
- Province of North Brabant, Netherlands
 - Agri-Food Capital, Netherlands
 - Region of Tuscany, Italy
 - Region of Friuli Venezia Giulia, Italy
- Parco Agroalimentare di San Daniele, Friuli Venezia Giulia, Italy
 - Regional Council of Lapland, Finland
 - Regional Council of Pohjois-Savo, North Savo, Finland
- Savonia University of Applied Sciences, North Savo, Finland
 - SavoGrow, North Savo, Finland
 - ProaAgria Pohjois-Savo, North Savo, Finland
 - North East Region, Romania
- Maribor Development Agency, Podravje Region, Slovenia
- Alfred Nobel Science Park AB, Orebro Region, Sweden
- Republic Agency for Development of Small and Medium Enterprises, Republic of Srpska, Bosnia and Herzegovina
 - North Aegean Region, Greece.

“FOOD, GASTRONOMY AND NEW TECHNOLOGIES” PROPOSAL FOR THE S3 THEMATIC PLATFORM IN AGRI-FOOD. REGION OF CENTRAL MACEDONIA AND PROVINCE OF NORTH BRABANT.

Mapping Methodology:

The mapping methodology is organized in two distinct steps. The 1st one will collect the traditional-gastronomic products each region has and wants to improve and the technology offers that regions have to facilitate those improvements. The picture that will emerge from the 1st mapping (product and technology mapping questionnaires), will be used to finalize a 2nd detailed interregional mapping analysis that will identify the new products and services and finally the investment projects with dynamic value. This mapping analysis will be exploited under the platform to promote synergies and cooperation, particularly for Technology Readiness Level (TRL) around and over 4 in order to boost interregional innovation and economic impact based on local, traditional and gastronomic food products in the concept of healthier food offer for the satisfaction of targeted consumer groups' needs.

**“FOOD, GASTRONOMY AND NEW TECHNOLOGIES” PROPOSAL FOR THE S3 THEMATIC PLATFORM IN AGRI-FOOD.
REGION OF CENTRAL MACEDONIA AND PROVINCE OF NORTH BRABANT.**

1st Mapping

Relative technologies

Food technologies :

Nano technologies, microencapsulation, optical - spectroscopy, chromatography, food texture technologies, packaging - sterilization, processing i.e. 3D printing, starter culture technologies.

Multi-omics technologies:

Genomics, metabolomics, metagenomics applied on both food systems and human nutrition and health, phenomics to select, produce genetic material, characterize the proprieties of food products.

ICT technologies:

bioinformatics, GIS, apps, big data analytics, databases, digital technologies for enhancement of preception, , Digital footprints collection, Augmented reality & Proximity, Digital Sensorial profiles, User generated contents as a new vision, Data standardization, Sense able spaces for food-gastronomical destinations.

Consumer technologies:

Studies, monitoring tools, promotion tools, eLearning, masterclasses, apps, social media, customers and marketing tools.

Target main categories	Subcategories
Life stage	Babies, toddlers, teenagers, pregnancy, elderly.
Activity based	Sport, work, leisure.
Diseases	Obesity, diabetes, cancer, cardiovascular, celiacs.
Social and Lifestyle	Religion (Kosher, Halal, etc.), foodies, vegan, etc.



Region of Central Macedonia
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COMMITTEE OF THE REGIONS NEWSLETTER:

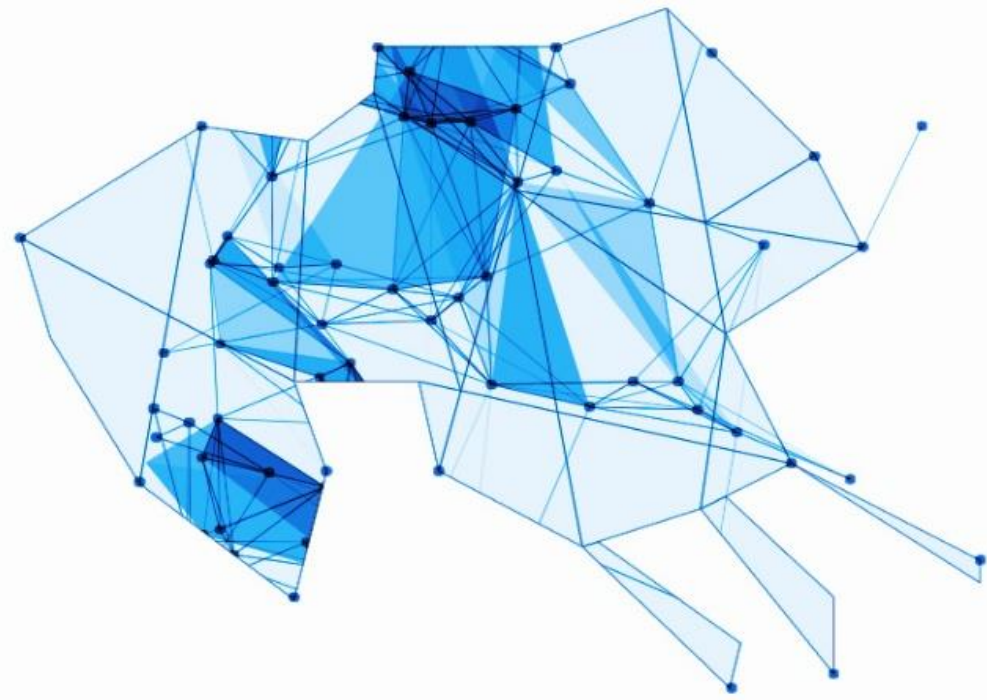
Only the regions with the most credible and promising entrepreneurial vision are awarded as the [European Entrepreneurial Region](#) (EER) by the European Committee of the Regions (CoR). This year Central Macedonia, Ile-de-France and Northern and Western Region of Ireland convinced the EER jury with their outstanding strategies and commitment to boost entrepreneurship within their territories.

" The European Entrepreneurial Award is a true celebration of our regions as the bedrock of Europe's economy. This year's winners are an inspiration showing that our regions are taking the lead in supporting SMEs and entrepreneurs to create the jobs of tomorrow ", said **Karl-Heinz Lambertz**, President elect of the European Committee of the Regions.

- **Central Macedonia, Greece:**

The region of Macedonia still struggles from the aftermath of the economic crisis which resulted in a GDP drop of almost 30%. Under the slogan "Think Smart – Act Fast", the strategy aims at confronting these challenges by lessening administrative burden for SMEs, addressing the lack of financing for SMEs by leveraging private funds through a strategic funding platform, nurturing innovation and support entrepreneurs to participate in EU actions and partnerships around the world. This seemed crucial to the EER jury as budgets in the region are limited and the crisis calls for quick relief measures.





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