



SMEs and Start Ups



SMARTINNO

TOWARDS A SMART ADRIATIC IONIAN MACROREGION



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CAPITALIZATION PLAN - PHASE II – SMEs AND START-UPS

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1. SMARTINNO MAIN GOAL

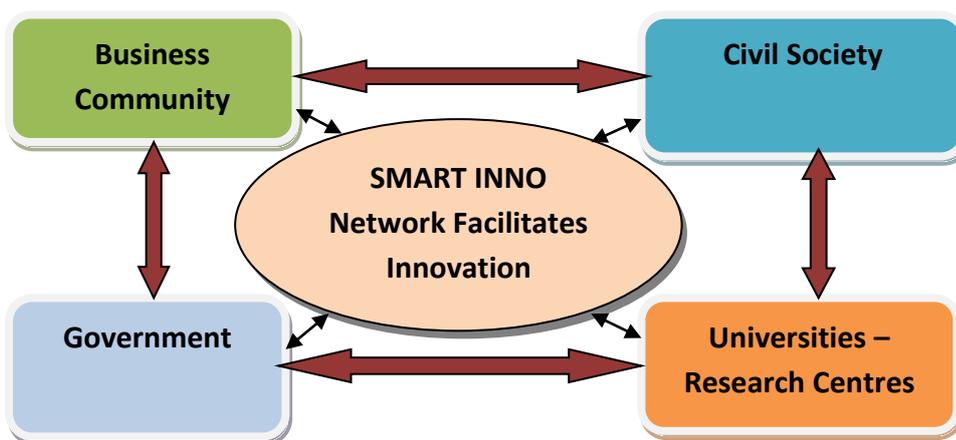
The main goal of the SMART INNO project is to develop a smart networking system for facilitating the development of research & innovation capacity in SMEs across the Adriatic - Ionian Region. The SMART INNO Consortium connects in a collaboration network 18 partners from 8 Adriatic Countries (Italy, Albania, Bosnia-Herzegovina, Croatia, Greece, Montenegro, Serbia, Slovenia).

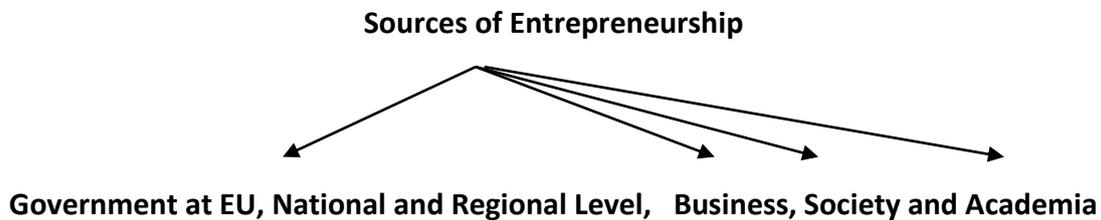
The Consortium includes actors from different sectors, like Government, Business, Academia and Society: regional authorities, chambers of commerce, innovation and technology transfer centers, regional development agencies, a University with scientific innovation capacities, a SME specialized in cluster organization and an NGO focusing on EU regional cooperation & EU Integration.

The Key elements of the SMART INNO INNOVATION NETWORK are the following:

- Networking,
- Collaboration: through the involvement of partners, competitors, universities and re-search institutes, and users,
- Corporate Entrepreneurship: through the enhancement of corporate venturing, start-ups and spin-offs,
- Proactive Intellectual Property Management: for the creation of new markets for technology,
- Research and Development (R&D): for the achievement of competitive advantages in the market.

2. SMART INNO INNOVATION NETWORK





3. Contribution of SMART INNO Project to SMEs and Startups:

- ✓ Learn from other’s experiences
- ✓ Skill improvement
- ✓ Networking
- ✓ Improve capacities
- ✓ Training
- ✓ Mentoring
- ✓ Business investment
- ✓ Access to methodological tools
- ✓ Access to academia and businesses
- ✓ Best practices
- ✓ Investment capital
- ✓ Access to EU and global know-how

ARTGOLD First National Catalogue of Innovations for Human Development

Project Description

The project consisted in creating the First National Catalogue of Innovations for Human Development in Albania, promoted at more than 197 countries, in order to support the internationalization of Albania regional development in a European perspective, by promoting territorial ant thematic international partnership in support to regional development, organize transfer activities and specifically contribute in achieving the aforementioned IDEASS objectives, in close cooperation and technical cooperation with ART GOLD Program staff.

ADRIAFOOTURING-ADRIATIC FOOD AND TOURISM

Project Brief Description:

Specific objectives: To improve the capacity and effectiveness of business support organizations involved in innovation services: in order to create an effective innovation-friendly environment, it will be important to act on criticalities of the innovation support systems To



ADRIAFOOTURING
FORWARD INNOVATION



increase the innovation potential of traditional economic sectors, thanks to the help of enabling sectors such as ICT. Traditional sectors, such as food and tourism, are usually considered as innovation followers. New technologies and ICT could indeed contribute to the innovation process of products and related services as well as organizational models. To promote the concept and systematic practices of sustainable innovation in order to boost entrepreneurship towards innovative paths through concrete tools and services. To increase the diffusion of the culture of innovation among the communities, innovation culture is still under-represented in partner's regions.

Recommendations:

New technologies and ICT could indeed contribute to the innovation process of products and related services as well as organizational models. The project targets to improve the capacity of innovation to intermediate bodies which support SMEs and policy makers and enhance the competitiveness of SMEs in sectors such as food and tourism.

MICRO-EXPLO-RE-R. Mi-Cluster Support for better exploitation of research results

Project Brief Description:

The project aims to support the Corallia Cluster of Microelectronics and Nanotechnology to improve the successful commercialization of research activities. The support will be provided in many stages: to the formulation of the research idea right from the conceptual stage: to the continuous monitoring and improvement of the research project so that the results are more attractive to potential investors. To attract different funds in order to commercialize the research results. For this purpose, several events were designed to give an opportunity to members of the cluster to come in contact with potential partners, venture capital and experts from across Europe to expand their network, share knowledge and establish long-term business partnerships in Europe. Also there were held seminars regarding: Preparation of Business Plan and summary briefing. Strategy for development of investment readiness. Preparation for admission to stock exchange.

Recommendations:

The support will be provided in many stages: to the formulation of the research idea right from the conceptual stage: to the continuous monitoring and improvement of the research project so that the results are more attractive to potential investors. Target groups of this project are the Researchers with concrete research results which are ready for their introduction in the market, innovative SMEs which participate in research activities, investors who are interesting in innovative products and services and policy makers who are going to improve their knowledge capacity on this sector.

MicroJobData – Support of Microelectronics Cluster with the creation of a candidate and job database

Project Brief Description:

The project aims at the design of a new innovative e-recruitment platform for the members Corallia Cluster. As this cluster consists of hi tech firms the platform was mainly dedicated to the fields of nanotechnology and microelectronics. The main element of this platform is an innovative algorithm which makes automated matches between the job post requirements and the CV qualifications. The output of these matches is an

ordering list of CVs based on the scoring they get for every job post. The scoring actually reflects the level of suitability. In this way the CV shorting is much better and efficient (i.e. time and cost savings).

Recommendations:

The project aims at the design of a new innovative e-recruitment platform for the members Corallia Cluster. As this cluster consists of hi tech firms the platform was mainly dedicated to the fields of nanotechnology and microelectronics. The main element of this platform is an innovative algorithm which makes automated matches between the job post requirements and the CV qualifications. The project targets to improve the recruitment procedure of the research sector and the hi tech SMEs. Also improve the knowledge of policy makers upon the human resources management tools.

Pass - Private assisted house

Project Brief Description:

Intends to contribute towards the diffusion of a new concept of Smart Home that proposes the homeowner as the centre of the development technological solutions.

Recommendations:

The project intends to improve the knowledge capacity of intermediate bodies and policy makers which support the research sector in the construction sector and to enhance the collaboration of the research sector with SMEs for the technology transfer of advanced technologies for the home living.

LEGEND-Low enthalpy geothermal energy demonstration

Project Brief Description:

LEGEND overall objective is the promotion of energy efficiency concepts & low-enthalpy geothermal energy benefits in the Adriatic area through the development of demonstration cases in public & residential buildings utilizing GCHP (Ground Coupled Heat Pumps) as well as the development of cost/benefit monitoring activities and policy & financial supporting schemes. Therefore, the project carries out an assessment of the technological, environmental and economic key-factors (capitalizing the results of GEO.POWER, VIGOR & SEAR projects) to address practical application with high transferability potential in 7 countries & 11 regions of the IPA Adriatic area and P&P partnership models to facilitate the diffusion of GE technologies.



Recommendations:

LEGEND overall objective is the promotion of energy efficiency concepts & low-enthalpy geothermal energy benefits in the Adriatic area through the development of demonstration cases in public & residential buildings utilizing GCHP (Ground Coupled Heat Pumps) as well as the development of cost/benefit monitoring activities and policy & financial supporting schemes. The project targets to improve the knowledge capacity of the intermediate bodies and policy makers which promote energy efficiency concepts in the project region.

MOBIP-Mobile Services Innovation Platform

Project Brief Description:



The ambition of MOBIP was to support the competitiveness of high growth ventures in the mobile services sector and to strengthen their opportunities for growth and market access, both within Europe and in wider international markets. The project aimed to facilitate access of high growth ventures to investors, exploit the potential for business-to-business cooperation, and improve access to large Mobile Corporates. Specifically, the project aims to: support the evolution of European gazelles in mobile services by identifying SMEs with high-growth potential and improving their innovation capacity, investment readiness, and access to international markets, foster all dimensions of innovation in mobile services, develop new or better tools for innovation support by building on successful initiatives.



Recommendations:

The project intends to support SMEs in the mobile services sector with high growth potential to expand their market share and enter into new markets through the b2b cooperation to improve the support capacity of the intermediate bodies and indirectly improve the knowledge of the policy makers upon this sector.

MicroJobData – Support of Microelectronics Cluster with the creation of a candidate and job database
Project Brief Description:

The project aims at the design of a new innovative e-recruitment platform for the members Corallia Cluster. As this cluster consists of hi tech firms the platform was mainly dedicated to the fields of nanotechnology and microelectronics. The main element of this platform is an innovative algorithm which makes automated matches between the job post requirements and the CV qualifications. The output of these matches is an ordering list of CVs based on the scoring they get for every job post. The scoring actually reflects the level of suitability. In this way the CV shorting is much better and efficient (i.e. time and cost savings).

Recommendations:

The project targets to improve the recruitment procedure of the research sector and the hi-tech SMEs. Also improve the knowledge of policy makers upon the human resources management tools.

WELLFOOD-Promoting food innovation for wellness in the Adriatic
Project Brief Description:

WELLFOOD aims at strengthening innovation capacity of Adriatic Regions on agro-food sector, by stimulating the link between businesses, RTD-inn. Centers, producers-consumers as a pillar for territorial growth, development and integration of the Adriatic Ionian area. Nowadays policy level is searching for holistic social innovation of communities, health and wellness implying the adoption of new governance strategies to favor health and wellbeing facing social transformation. WELLFOOD places the accent on cross-border dimension promoting coordination action among stakeholders (regional bodies, RTD Centers, SMEs and Food Associations) to overcome the obstacles in the field of innovation promotion, encouraging partnership and innovation services by programming clustering policies of Innovation for Food Quality and Safety overcoming main critical factors related to development of food sector in Adriatic regions.



Recommendations:



Target groups of the project are the SMEs in the agro-food sector for the improvement of their competitiveness and the production of quality products, the Research centers for the connection of their research activities with the needs of the agro-food sector, intermediate bodies which support SMEs for the improvement of their capacity and the policy makers for the improvement of their knowledge capacity in the agro-food sector.

Adria Footouring/ Adriatic food and tourism: Innovating smes

Project Brief Description:

The general objective of ADRIA FOOTOURING is to boost innovative capacity of traditional sectors such as tourism and food by improving the innovation environment were existing and

new SMEs are operating. A mutual benefit will contribute to increase the competitiveness of Adriatic region.



Recommendations:

The project improves directly the knowledge capacity of policy makers and intermediate bodies which support SMEs in tourism and indirectly the competitiveness of SMEs in the fore mentioned sectors.

ADRIA-HUB - Bridge technical differences and social suspicions contributing to transform the Adriatic area in a stable hub for a sustainable technological development

Project Brief Description:

This trans-national association aims to promote and facilitate the contact among Educational and Business galaxies, creating “new channels and methods of communication”. Considering that public institutions, private consortia inside the partnership act in the name and for the interests of their public and business associates, it is evaluated that Adria-HUB impacts directly over more than 120 protagonists of social and economic life in the Adriatic region. Moreover, large business associations (like Chambers of Commerce and Public/Private Associations) are going to widely spread methods and outcomes generated in the partnership. Specifically, Adria-HUB intends to institutionalize relationships and integrations acting on different levels: Political Approach: merging interests and efforts for common purpose, overcoming divisions between populations inherited from past; Educational Evolution: comparing education models and effects, pushing the university curricula toward the needs of industry; Social Action: reinforcing the employment of young people and their correct positioning on the labour-market; Implementation of ICT: creating an advanced web-oriented platform to connect data and information all over the Adriatic region; Workforce Straightening: merging individual skills and industrial needs towards the recruitment of the most appropriate professionals; Transfer of Technology: providing industrial needs for technology to the universities as source of innovation; Research and Development: forwarding the R&D efforts and capabilities of university partners toward a “business-driven research”; Industrial Innovation: focusing resources and attention on a specific industrial sector, the wood processing industry, relevant for the whole area; Eco-sustainability in production: developing methods and prototype solutions in respect to environmental and eco-friendly aspects.



Recommendations:

The project targets to improve the knowledge capacity of the intermediate bodies and policy makers which promote innovation, to drive the forces of the researchers towards the needs of the market and the society, to inform investors and funding organizations for the availability of innovative projects for investment and to increase the competitiveness of the SMEs through networking and coaching in the project region.

Emilia Romagna Start Up

Project Brief Description:

Support young People and their entrepreneurship: this a key objective of the Emilia Romagna development policies.



Recommendations:

Support young People and their entrepreneurship: this is a key objective of the Emilia Romagna development policies. The project intends to improve the knowledge capacity of intermediate bodies and policy makers which support young people and their entrepreneurship, to promote the establishment of new innovative SMEs and the creation of new jobs and also help young researchers to promote their research results in the market.

CHETCH China and Europe taking care of healthcare solutions

Project Brief Description:

The research project intends to contribute actively to the cooperation between Europe and China investigating opportunities for mutual integration in the healthcare sector. Cooperation and potential synergies will be examined from a comprehensive perspective, including policies at national and local level, the legal environment, medical practices, healthcare industries and related businesses. An interdisciplinary approach is followed. Researchers in the social science and humanities areas will compare the European and Chinese healthcare systems at different levels, including value systems and ethical issues. The economic expert will specifically analyse the integration reached so far, in the healthcare industries (i.e. technologies, pharmaceutical products, etc.) on the basis of foreign direct investments, trade and micro economic data. The typical cost-benefit tools will be used to evaluate the economic impact of integrating Western Medicine (WM) and Traditional Chinese Medicine (TCM) practices, supporting the medical team of experts. The legal instruments will help define obstacles and plausible solutions that can be generated by the regulatory environment, as well as appropriate solutions to enhance collaboration both at institutional, medical practices and business levels. The team of experts in the medical field will investigate best practices of traditional medical systems using a modern science framework. The team will develop a process of recognition and scientific validation of TCM versus Complementary Alternative Medicine (CAM) at different levels.



Recommendations:



The project intends to improve the knowledge capacity of intermediate bodies and policy makers which promote the cooperation between China and EU in health sector and to enhance the cooperation in research and business in this sector between China and EU.

APULIAN ICT LIVING LABS

Project Brief Description:

APULIAN ICT LIVING LABS is a project set up by the Apulia Region to test new approaches to innovation activities. The networking of researchers, companies and groups of citizens can design new products and services and so they become co-developers. Through ideas and knowledge exchange, prototypes are evaluated and innovative technological solutions are tested. This is a chance for economic, social and cultural change. In fact, an "open ecosystem" was created whereby the user actively takes part in researching and testing innovative solutions, which have been developed through the use of Information and Communication Technologies (ICT). By adopting this methodology, the Apulia region has set up several financial tools available to Apulian small and medium enterprises (SMEs) working in this sector. These tools are set out in the 2007-2013 ERDF Operational Programme, Convergence objective "Investing in your future", Axis 1, Measure 1.4, Action 1.4.2 "Supporting the growth and development of SMEs specialising in offering digital content and services". The aim is to develop and enhance new products and services for the SMEs and families within the entire region. InnovaPuglia is responsible for implementing the project and it uses telematic procedures to manage regional calls for proposal on the web portal to develop and promote the territory and the companies listed on the Sistema Puglia. The "Apulian ICT Living Labs" are responsible for carrying out the following activities on the identified focus areas (Environment, Security and Territorial Protection; Cultural Heritage and Tourism; Electronic Governance by the PA ; Health, wellness and socio-cultural dynamics ; Competitive and renewable Energy ; Training and Education ; Transport and Sustainable Mobility ; Digital Creative Industry) : Analysing and understanding the technological needs of the end-user; Defining interactions between the various players involved; Prototyping and personalizing solutions; Testing and experimenting with new technologies in real time that meet identified needs; Demonstrating and presenting developed prototype solutions, with the aim of making them usable for future communities of interested users as well.



Recommendations:

The Initiative intends to improve the knowledge capacity of intermediate bodies and policy makers which support innovation with new methods to promote Startups in the market, to guide the research sector towards the needs of the market and for the benefit of the society and to foster the creation of new Startups through the connection of them with the market and potential investors .

METRIS PLUS - Boosting Research and Innovation Potential of the Adriatic Cross-border Area in a Joint Research Initiative led by Metris Research Centre

Project Brief Description:

METRIS Plus project idea was elaborated under the leadership of the Istrian development agency (IDA) by five different Adriatic cross-border partner regions as the follow-up initiative of the previous Met.r.is. project that was successfully implemented by IDA and partners within Phare 2006 - New Adriatic Neighbourhood Programme. Basically it was established that the



strategic value for the project is mainly to be found in the need to identify new solutions in the sector of environmental research and the correlated eco-innovations. In order to achieve this, the project summarizes and analyses joint problems and fosters the cooperation and networking among research, public, private and academic sector in the cross-border area. During the preliminary analyses phase IDA as lead beneficiary collected support letters to the project proposal, issued by local public companies dealing with environmental technologies, thus giving an added value to the project idea and ensuring successful project implementation. The joint pilot research action proposed in the project addresses the issue of improving technologies in small wastewater treatment plants (WWTP), by creating an eco-innovative concept and prototype of special filtering device made of metal materials. Small WWTP made in metal have functional, economical and environmental advantages over other construction materials solutions. One of the challenges in using metal as structural material is corrosion planning, prevention, analyses and treatment. Promoting the availability and transfer of relevant knowledge related to the subject to all territories involved and beyond, will allow to solve the problem of disparities between regions and balance development possibilities in the involved sector. With reference to this, the whole Adriatic area will be positively affected and project sustainability will be ensured.

Recommendations:

The project affects directly the Researchers and indirectly the small WWTP (SMEs).

INNOVage - Improving the effectiveness of regional development policies in ecoInnovation for smart hOme and independent liVing to increase the quality of Aging people -

Project Brief Description:

2012 was the year of active ageing and intergenerational solidarity. By way of this initiative, the European Commission wanted to promote a different vision of the demographic phenomenon Which causes the continual increase in middle age people of the population. The increase in the number of elderly people is not only seen as a cause of the crisis of sustainability of the traditional systems of welfare but also as a potential factor of social cohesion and of economic development of the European Union. With this strategic vision in mind the project INNOVAGE fully lives up to its title. The project sets the objective of improving the impact of the locally developing politics in the area of assistive domotics for the elderly, with particular focus on the innovation of environmental and energetic sustainability of the technologically advanced solutions applied to the Smart Home.



Recommendations:

The project intends to improve the knowledge capacity of intermediate bodies and policy makers which support the policies for elderly and to promote innovative solutions for Smart Homes supporting by this way indirectly the development of SME.

SecRHC-PLATFORM, BioMaxEff , COMTES, DIGESPO, GeoCom, Geothermal ERA-NET, GreenHP, Ground-med, iNSPIRE, INSUN, MACSHEEP, MERITS, NxtHPG, RECOMBIO, SAM.SSA, SCOOP, SolarBrew, ThermoMap, MED-CSD project



SecRHC-PLATFORM: Secretariat of the European Technology Platform on Renewable Heating and Cooling,
 BioMaxEff: Cost efficient biomass boiler systems with maximum annual efficiency and lowest emissions,
 COMTES: Combined development of compact thermal energy storage technologies,
 DIGESPO: DIstributed CHP Generation from small size concentrated Solar Power, GeoCom: Geothermal Communities, Geothermal
 ERA-NET: Supporting the coordination of national research activities of Members States and Associated States in the field of Geothermal Energy, GreenHP: Next generation heat pump for retrofitting buildings,
 Ground-med: Advanced ground source heat pump systems for heating and cooling in Mediterranean climate,
 INSPiRE: Development of Systemic Packages for Deep Energy Renovation of Residential and Tertiary Buildings including Envelope and Systems,
 INSUN: Industrial Process Heat by Solar Collectors,
 MACSHEEP:New Materials and Control for a next generation of compact combined Solar and heat pump systems with boosted energetic and exergetic performance,
 MERITS: More Effective use of Renewables Including compact seasonal Thermal Energy Storage, NxtHPG: Next Generation of Heat Pumps working with Natural Fluids,
 RECOMBIO: REcovered Fuels COMBined with BIOMass,
 SAM.SSA: Sugar Alcohol based Materials for Seasonal Storage Applications,
 SCOOP: Solar Collectors made of Polymers, SolarBrew:Solar Brewing the Future,
 ThermoMap:Area mapping of superficial geothermic resources by soil and groundwater data and
 MED-CSD and MATS: Concentrated Solar Power.

ENERCOAST, KORINTHOS, NEMO, BLUENE, TOURMEDASSETS, MITOMED

ENERCOAST project (Renewable energies in the marine-coastal areas of the Adriatic-Ionian region) intends to elaborate the state of the art of the renewable energy sector, aiming at the development of technical and non-technical solutions to increase the use of such technologies
 CoRINThos project tackles R&D gaps as driving factors of maritime clusters, identifying and contextualizing them through blue economy sectors and geographical eco-systemic synergies,
 BLUENE project (Blue energy for Mediterranean) aims to reach the following objectives: (1) mapping key actors able to start a MED plan of intervention; (2) mapping existing initiatives linked to the Blue growth and (3) defining guidelines for next programming period,
 TOURMEDASSETS project aims at enhancing the growth potential of coastal tourism concentration through an innovative, green and inclusive mobilization of Med area local assets,
 MITOMED project (Models of integrated tourism in the Mediterranean) aims to pro-mote an integrated management model of MED maritime and coastal tourism by improving the quantity and quality of data, information, products, services and policies of the sector,
 NEMO project (Networking for the development of maritime tourism at EUSAIR level) intends to play its full part in shaping ecological and socio-economic transnational and holistic approach to develop an overview about fisheries related tourism in Adriatic/Ionian Regions.



EUMETAL 2 Increasing competitiveness of SMEs and enhancement of cross border links in metal industry

Project Brief Description:

Overall objective is development of SMEs in the metal manufacturing sector in border area in order to improve their competitiveness. Specific objective is supporting 20 metal manufacturing enterprises in preparing for entering the foreign markets. Results: Transfer and promotion of knowledge and experience gained during the first phase of EUMETAL project in Bosnia&Herzegovina. Improvement of the SMEs employees knowledge and skills in cross-border area. Selected SMEs in cross-border area are met the formal requirements for exporting to EU market. Selected SMES are promoted at regional and international level.

Recommendations:

Target groups of the project are the SMEs in the metal manufacturing sector through the improvement of their competitiveness, the intermediate bodies which support SMEs and policy makers through the improvement of their knowledge capacity.

SME Guarantee Fund

Guarantee Scheme, set up in 1997, gives guarantees for credits of small and medium sized enterprises from the South Primorska region. The Guarantee Fund is a financial instrument assuring a guarantee to loans that entrepreneurs obtain from the chosen banks. The purpose of the loan is acquisition of new equipment, building and adaptation of business premises and acquisition or settlement of land for building business premises. Main objective is to assist SMEs in enhancing productivity and competitiveness.



Recommendations:

The project targets to improve the financial capacity of SMEs in the region to enhance their assets and the knowledge capacity of the intermediate bodies which support SMEs and policy makers in the region.

INCO-NET

Project Brief Description:

The INCO-NET project has been established to enhance the competitiveness of innovative SMEs and startups by promoting cooperation and the exchange of know-how in the area between Italy and Austria. To that end, a cross-border network will be established to provide entrepreneurs with opportunities to upgrade their skills, promote the exchange of ideas and foster business process innovation. As a step forward in that direction, INCO-NET aims to establish a cooperation network of science parks, business incubators and intermediate bodies - i.e- the organizations whose mission is to provide a link between companies and research or public institutions. Using available tools and know-how, INCO-NET will help small companies to start networking, enhance their skills, propose and share solutions to the issues that are most frequently encountered in the crossborder area. The main project focus is on young entrepreneurs and female



entrepreneurs. Special initiatives are devoted to these 2 target groups, relying on the crossborder tools and services that can best support their growth as entrepreneurs.

Recommendations:

The project facilitates the improvement of innovation capacity of the intermediate bodies and policy makers which support innovative actions and enhances the competitiveness of innovative SMEs by networking.