



S M A R T I N N O

**SMART NETWORK AND
SUSTAINABLE INNOVATION
CLUSTER**



The project is co-funded
by the European Union,
Instrument for
Pre-Accession Assistance



The Project

SMART NETWORK AND SUSTAINABLE INNOVATION CLUSTER

SMART INNO is a project co-funded by the European Union through the "IPA Adriatic Cross-border Cooperation Programme 2007-2013".

The project aims at fostering cooperation between stakeholders and policy makers to **increase RDI capacity and creating mechanisms oriented to SMEs to support their RDI capacity to improve their competitiveness.**

The main goal of the SMART INNO project is to **develop a smart networking system** for monitoring and fostering research & innovation capacity in SMEs across Adriatic Region.

The idea behind the project comes from the need to **bridge the gap between the Adriatic regions and EU average in terms of RTDI investments** and strengthen the regional cohesion within Ionic Adriatic macro region and within EU itself.

The SMART INNO project aims to overcome existing weaknesses (e.g. low access to financing, lack of synergies among SMEs and R&I producers, policy makers and investors) by bridging demand and supply of innovation, putting into connection 17 regions of the 8 involved countries.

The Partners

18 PARTNERS COMING FROM 8 ADRIATIC COUNTRIES

The **SMART INNO consortium** is composed by **18 partners** coming from 8 Adriatic Countries (Italy, Albania, Bosnia-Herzegovina, Croatia, Greece, Montenegro, Serbia, Slovenia).

Such Consortium includes **all relevant actors from different fields**: regional authorities, chambers of commerce, innovation and technology transfer centres, regional development agencies, a University with scientific innovation capacities, a SME specialized in cluster organization and an NGO focusing on EU regional cooperation.



SMART INNO Platform

THE ADRIATIC IONIAN INNOVATION HUB

Thanks to SMART INNO project it has been created the first Adriatic-Ionian Innovation Ecosystem Platform of the region for collecting all instruments and information you need to develop innovative business projects and for promoting innovative processes in the Adriatic-Ionian region. The platform (<http://www.adriaticinnovationhub.com/>) is divided into three sections:

1
Join
the innovation ecosystem

2
Grow
talents and courses

3
Fund
your company

The biggest network of Innovative SMEs and Startups, Science and Technology Parks, Incubators, Business Support Organizations, Regional Development Agencies, Universities, Clusters, Co-working Spaces, Research Centres, Mentors and Consultants.

Innovation Hub

This section provides a search engine of the innovation environment in the Adriatic area by listing its main stakeholders and initiatives in support of innovative SMEs and startups.

Find talents for your business and discover the most useful training opportunities on entrepreneurship and innovation.

Talents and course

Here it is, an e-recruitment platform that automatically matches your profile with the job seekers/enterprises active in the Ionian Adriatic region that best fit to your needs.

We provide links and information on the most important online and offline training courses on entrepreneurship and innovation.

Meet Business Angels acting within the Ionian-Adriatic area. Discover all funding opportunities available for your disruptive business.

Funding opportunities

Check online if your SME or startup is ready for investment and get funds. You will find useful information about innovative funding sources available for you: crowd-funding opportunities, entrepreneurs/investors matchmaking platforms, Business Angel Networks, microcredit organizations, opportunities provided by the European Union and much more.

ACTORS, TOOLS, EVENTS AND FUNDING SOURCES OF INNOVATION

All the stakeholders of the “**Innovation Map**” are visible on it, where they are indicated with different icons and a brief presentation.

Find the players of innovation or join the innovation ecosystem by subscribing in the Ionian Adriatic innovation ecosystem map!

<http://www.adriaticinnovationhub.com/innovation-map/>



Business Angels



The Innovation Smart Inno platform launched within the Smart Inno Project has the aim of promoting the Innovation Ecosystem of the Ionian Adriatic area by boosting all funding opportunities available in the macroregion including early stage private investments offered by **Business Angels** operating within the Ionian-Adriatic territory.

The participation of private sector entities as investors is a key feature of the **European Fund for Strategic Investments (EFSI)**, considering that investors could in project co-financing, on a risk-sharing basis with European Investment Bank (EIB) covered by EFSI.

The "Memorandum of Cooperation for the creation of the Adriatic Ionian Business Angel Association" signed from December 2015 have the purpose to set up a group of interest among stakeholders interested in supporting **the creation of the Adriatic Ionian Business Angel Association** with

the support of EBAN association.

In this preparatory phase, the aim is to raise trust among Adriatic Ionian business angels as well as among BAN managers operating in the region, for example by the participation of investors and involved stakeholders to pitching events involving startups from the whole region. This would also represent a concrete occasion to test cross investment procedures.

Of prior importance is also the **analysis of opportunities for applying to EU co-financing measures** (ie. EIF Co-investment Fund, ERDF Funds) **combining BA's investments in the Adriatic Ionian macroregion**, as well as the identification of financial opportunities for international calls.

The objects of the future Adriatic Ionian Business Angel Association include:

- » **Spread the culture of angel investing in all the region** in order to promote the investment in startups and SMEs of the Ionian Adriatic region.

- » **Raise awareness of entrepreneurship in Adriatic - Ionian region** and catalyze the matchmaking process between business angels and entrepreneurs.
- » **Set up a publicity programme**, including publications and events as well as contacts with relevant third parties serving to raise awareness of, and to guide public opinion in the Adriatic - Ionian region in matters relating to, entrepreneurship and business angel activities.
- » **Facilitate the provision of a common platform** for example starting from already established tools through which the angel community, academics and start-up companies can obtain relevant market and business information.
- » **Collect basic information on different funding sources available to support project ideas**, establish new partnerships and strengthen future cooperation and implementation to improve both investment awareness and readiness amongst innovative SMEs.

THE VOICE OF ERFC AND FRIULI INNOVAZIONE PARTNERS

*"The set up of a specific framework for the implementation of an **Adriatic Ionian Business Angel Association** based on the collaboration among the main stakeholders of the **Adriatic Ionian innovation ecosystem** is one of the most promising result of SMART INNO project.*

*Several initiatives encouraging the exchange of information among intermediary organization as well as consultations with financial providers have been and are still carried out with the aim of boosting and systematize all funding opportunities available in the macroregion - with particular reference to **early stage investments promoted by Business Angels operating within the area.***

The Memorandum of Cooperation (MoC)** for investigating and implementing co-investment policies and cross investment cooperation has obtained, since its launch, **a great success in terms of adhesions by the main Business Angels networks from Italy, Slovenia, Croatia, Greece, Serbia and Montenegro.

We proudly believe that SMART INNO project is the ideal environment for raising awareness on Entrepreneurship in Adriatic-Ionian region and spreading the culture of angel investing!"

The Memorandum of Cooperation is available on: <http://erfc.gr/smartinno-moc-adriatic-ionian-ban>

Pilot Projects

THE DEVELOPMENT OF AN INNOVATION ECOSYSTEM SUPPORTING CLUSTERS

Last project result: on the basis of the experience of Partners on Innovation, the data in the Adriatic-Ionian Platform and the AI BAN network, several pilot projects have been implemented all across the 8 countries.

The following is a synthesis of the most relevant examples.

1

Cultural & Creative Industry

The same methodology
in network establishment
partnership

Virtual Exposition about the local
creative and cultural enterprises

Fab-Lab common methodology
development

Financial schemes of start-up
SMEs

2

Industry & Advanced Materials

Conduct energy audits of
industrial SMEs and provide
thematic trainings on innovative
energy efficiency measures to
increase competitiveness of
SMEs

To provide internships and
educate young researchers

Transferring know-how, exchange
lectors, trainers

Joint research

3

Research and Innovation

**Mentor and support participating
ventures**

**Joint lifelong learning
programme**

**Digital online platform to
provide interactive access to a
database with human resource
expertise capacities**

4

Blue Growth & Sustainable Tourism

**New business opportunities
combining and integrated
renewable energy sources**

**Establishment of a new bio-
geo-solar community "cluster
oriented" with entrepreneurial
and technical capabilities**

**Start up incubator of tourism
sector and provision of
professional consultancies to
realize sustainable innovation
projects**

CULTURAL & CREATIVE INDUSTRY

Who: Friuli Innovazione, Research and Tecnology Transfer Center

What: Boosting Business Innovative ideas and startups in creative-cultural sector.

Actions:

- » Selection of limited number of ideas through a call for ideas.
- » Organization of training courses and seminars on entrepreneurship topics focused on the creative-cultural sector.
- » Organization of one2one tutoring meetings, involving mixed competences for each selected idea.
- » Idea development through networking initiatives.
- » Selection of 5 ideas to be further supported through consultancy, access to coworking spaces and networking initiatives among would be entrepreneurs in the creative-cultural sector supported by other Smart Inno partners.
- » Follow up supporting for startups to be incubated at the Science and Technology Park of Udine.

Results:

New business plans realized, new companies set up through training, consulting and networking supports. Improvement of participants business skills.

Who: SIPRO - Local Development Agency Ferrara - Italy

What: Smart coaching path for cultural & creative business ideas.

Actions:

The goal is the realization of a tutoring and coaching path (5 months), to foster the development of innovative activities in the cultural and creative sector with:

- » Training session about different topics.

- » Coaching and tailored tutorship to ensure the effectiveness of the intervention, collecting specific needs and focusing on the key areas of interest.

- » Networking event: organized at regional scale to conclude the path.

Results:

Out of 8 project ideas supported, 2 became enterprises in January 2015.

Who: Tecnopolis, Science and Technology Park

What: "CreAct" - Free Lab of 80 hours about Management e Marketing for cultural and creative industries.

Actions:

- » To reinforce cohesion among SMEs and to create smart networks to share innovation and technological transfer, with a focus on the role of creative and cultural industries in Apulia Region.
- » To define plans and tools to offer the best practices and strategies of intervention to the already existing companies.

Results:

A "deployment of smart coaching and matching scheme" path, addressed to a group of 20 cultural and creative industries already on the market.

Who: Centre for Development and Innovation, RDA Green Karst (CDI) - Slovenia

What: Establishment of the Centre for Development and Innovation.

Actions:

- » To expand and develop a culture of innovation and development in both, public and private sectors in region.
- » To implement various activities for entrepreneurs, decision-makers and policy-makers, research and educational organizations and non-governmental

organizations to raise awareness of understanding the innovation ecosystem.

- » Establishment of cooperation between regional companies (more than 20 SMEs) in tool-making industry for the purpose of enhancing their innovation potential.

Results:

- » Formation of the CID (www.cir.si/en/).
- » Creation of offer of innovation related information provision, networking, event and educational provision services of CID.
- » Formation of the first sectorial cluster and innovation related initiative in the regional tool-making industry.

INDUSTRY & ADVANCED MATERIALS

Who: LIR Evolution – Bosnia Herzegovina

What: Improving energy efficiency (EE) to increase competitiveness of innovative SMEs.

Actions:

- » Organisation and implementation of training for industrial SMEs on innovative measures of EE increase and application of renewable energy (RE).
- » Conducting of energy audits in SMEs.
- » Preparation of the Manual on innovative EE measures and RE application.
- » Promotion and dissemination of results.

Results:

- » Model for training on innovative EE measures and RE applications designed for innovative industrial SMEs.
- » 2 Informative trainings on the importance of EE for SMEs competitiveness.
- » 5 Practical Trainings on EE and RES applications for SMEs employees.
- » 40 employees from 21 industrial SMEs trained on the use of RES and EE measures.

- » Energy audits implemented in 3 SMEs.

Who: AULEDA – Local Economic Development Agency – Albania

What: Center for Innovation, Research and Development (CIRD).

Actions:

- » To strength of human capital through training and collaboration with homologue centers in the Vlora Region (Albana), which in long term perspectives will guarantee the sustainable development of the center.
- » To stimulate innovations, products and processes development by supporting applied research and development in the region, creating regional research network or clusters.

Results:

Establishment of a center for research development and innovation with a view to expand its activities and give to Vlora region a proper space for research development and a technological pole in the region.

Who: ZLATIBOR REGIONAL DEVELOPMENT AGENCY - Serbia, Chamber of Commerce and Industry of Serbia (Belgrade)

What: Innovative solutions for smart growth of tourism, agro food & metal sector in Zlatibor County.

Actions:

- » SMART TOUR - Establishment of Tourism laboratory in the function of SMART specialization of tourism offer and integrated destination management, networking between private & public sector, increasing competencies and skills of tourism students.
- » SMART FOOD Lab - Creation of the platform for establishment agro food park

Zlatibor-Zlatar-Tara through capitalization of experience of the success stories' actors in the field of branding traditional products.

- » SMART TECH M Lab - Strengthening competitive knowledge, innovation management and building capacities in RD&I sectors.

Results:

- » Established Tourism Laboratory and created platform for Western Serbia tourism region DMO foundation.
- » Increased competencies of small producers through actions for branding traditional products and smart specialization of tourism offer.
- » Developed software for measuring SMEs' innovation potential, equipped mobile classroom for building innovation skills and created platform of Competence Centre for measuring intellectual capital.

RESEARCH AND INNOVATION

Who: Primorska Technology Park (PTP) - Slovenia

What: "Business Experiment".

Actions:

- » A series of consecutive workshops (40) to offer young generation the possibility to foster skills like creative, analytical, and entrepreneurial thinking, teamwork, communication, public speaking, negotiation skills and pitching in front of investors or business angels.
- » To transfer the knowledge on how to develop business ideas into business models.

Results:

After finishing with the workshops the participants are well prepared to compete in

the competition "POPRI", final with more than 370 participants.

Who: The Istrian Development Agency (IDA) - Croatia

What: Centre for the Advancement of Science and Innovation.

Actions:

To promote interest in science and to connect with other centres for developing and promotion of innovation and science, teamwork, adoption of new technologies, research and development of creative abilities of young, access to the local community and SME's.

Results:

Joint research and training programmes in the new Inno -Lab, hands-on practical workshops, acceleration scheme for faster deployment of activities, cooperation with other centers for innovation and science.

Who: Atlantis - Greece

What: Deployment of an HR digital platform for the Adriatic.

Actions:

Implementation and deployment of a digital online platform for an innovative e-Recruitment to provide interactive access to a database with human resource expertise capacities and SME/Startups job posts.

Results:

The platform, called Jobical, (<http://www.jobical.com/pls/smartinno>) that will be an innovative algorithm which makes automated matches between the job post requirements and the CV qualifications / expertise of the experts available in the Adriatic Area.

Who: Juraj Dobrila University of Pula - Croatia

What: Educational program “Catalogue of entrepreneurial ideas”.

Actions:

To gain competences in application of creative and critical opinion in creating and developing entrepreneurial idea, learning the process of developing business plans, and conducting research for the needs of business plan.

Results:

The final publication which consists of all students business plans.

Who: AGENCY FOR INNOVATION (API) - Italy

What: Wake up Academy.

Actions:

Selection of innovative and original business ideas or start-ups of the Province of Pesaro and Urbino to which propose a path of smart coaching that also includes training and mentoring.

Results:

At the end of the mentoring activities the six aspiring entrepreneurs that developed the “Business Plan” to complete its own business project and an “elevator pitch” for presentation to potential investors.

Who: Directorate for Small and Medium Sized Enterprises (DDSME)- Montenegro

What: Enhancement of the capacities of agricultural oriented SMEs and other respective stakeholders active in the agro tourism sector through innovative education.

Actions:

- » Conducted mapping within study “Situation in agro-tourism in Montenegro with emphasis on the area of Skadar Lake” with the aim to establish support to agricultural oriented SMEs, as well as

other relevant parties.

- » Support SMEs for the improvement of their business, introducing innovative products and services.
- » Preparation of modules and implementation of educational activities for the SMEs and local residents to improve the cultural and tourist offer in local communities.
- » Promotion of the cooperation and networking between all partners active in the agro tourism sector.
- » Implementation of mentoring activities.

Results:

Contribution to the establishment of innovation based mechanisms to support innovative spirit of the agricultural oriented SMEs, access to training and consultancy services to support the development of management and innovation capacity, as well as increase performances of SMEs in the mentioned fields as well as further enhancement of the cooperation with the companies in the region and in Europe.

BLUE GROWTH & SUSTAINABLE TOURISM

Who: The Association of Chambers of commerce of Veneto Region, European Regional Framework for Cooperation (ERFC) - Greece

What: Biogeosolar- Biological - Geothermal - Solar resources for sustainable energy.

Actions:

- » New entrepreneurship opportunities by combining and integrating renewable energy sources for the development of sustainable local territories.
- » Creation in Adriatic Sea area of a technical, entrepreneurial and investment Cluster based Community, for the deve-

lopment of projects oriented to the harvesting of biomass to be used for energy producing in conjunction with solar and geothermal energy sources.

Results:

- » Study of a Solar-Geo-Biomass Circular Local Economy model, based on Renewable Energy generation in the agro food sector.
- » Identification and development of a new community "Cluster oriented" involving entities from Agro-food and Renewable Energy Technologies sectors as well as Local Development agencies.

Who: Regional Development Center Koper - Slovenia

What: Establishment of Destination Management Organisation (DMO).

Actions:

- » Promoting the need of cooperation and networking between all partners active in the tourism sector on regional level (Obalno-kraška region).
- » Defining and assessing the governance models for such cooperation.
- » Building needed awareness between partners and creating all needed conditions and establishment of DMO.

Results:

- » 1 DMO feasibility study, 1 DMO inception conference, 2 DMO study visits to IPA programme countries.
- » 1 regional promotional brochure, promotional campaign of the region on EXPO Milan 2015.

Who: Province of Rimini - Italy

What: Start-up incubator and innovation check-up for tourist sector enterprises.

Actions:

- » Support to the establishment of start up in tourist sector in order to realize a local sustainable development through trainings focused on proposal submit-

ted by young entrepreneurs.

- » Analysis of innovation capacities within local tourist enterprises and support to realize feasibility studies.

Results:

- » Realization of 3 start-up ideas within tourist sector focused on the topics of experiential tourism and wine&food industry.
- » Assessment of 12 local tourism enterprises and provision of professional consultancies to realize sustainable innovation projects in three priority fields: energy efficiency, safety and broad band (extension of activities also to 12 enterprises outside the tourist industry).

First Smart Inno Results

18 SMART INNO PARTNERS in 8 COUNTRIES
directly involved in promoting SMART INNO top Results:

SMART INNO PLATFORM

- 2** foreseen launch events
- 320** stakeholders registered in the Innovation Map (on 22.4.2016)
- 89** training courses uploaded
- 35** events uploaded
- 950** contacts of the platform (on 22.4.2016)

AI BAN

- 1** "Memorandum of Cooperation" signed (MOC)
- 6** BA Networks
- 5** BAs profile

PILOT PROJECTS

- 19** pilot projects activated
- 111** SMEs involved
- 2** hub platform on-line

EVENTS "EUROPEAN SME WEEK"

- 18** Special Events organized
for a total of 47 days dedicated to Innovative, Smart & Sustainable Region themes
- 1930** People (About)
- 1000** visitors all across Adriatic-Ionian area involved