

# **Transition towards blue and green economies in the Mediterranean**

Project co-financed by the European  
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## **Blue & Green Growth communities' joint event September 19-20, 2019 - Brussels**

*European Committee of the Regions*  
**AREA42**

### **>> REGISTRATION <<**

*"Transition towards blue and green economies in the Mediterranean"* marks Interreg Med Blue and Green Growth Communities' three years anniversary, representing the end of their first implementation period and bridging to the upcoming one. After three years of reflections, technical analyses and pilots, multiple events and links with external key actors, both communities from Interreg Med's innovation axis join forces to reflect on key common issues and spaces for more collaboration towards innovative sustainable growth in the Mediterranean.

During its first day, addressing the role of territorial cooperation for sustainable development, as well as business innovation, access to finance, education to sustainability, and policy-making for bluer and greener economies, this event aims to reflect on regional smart specialization strategies and on how sustainability is fostered through Mediterranean clusters. It is open to a wide variety of participants and will involve key stakeholders from the European Institutions, the private and finance sectors, the academia, NGOs and thematic community projects for a common dialogue.

During its second day, both communities present the opportunity to address inherent issues in a more sectoral way link to the blue economy on the one hand, and to the green economy on the other.

All conclusions from the discussions will be transferred to the whole of the communities in view of their respective next implementation phases, as to other stakeholders through events such as the Research & Innovation Days organized the following week, or the EU Open Days.

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# Final Agenda

**September 19, 2019**

## European Committee of the Regions

Room VMA1, rue Van Maerlant n°2

*Working languages: English, French, Greek, Italian, Spanish*

<b>8.30-9.00</b>	<b>Registration</b>
<b>9.00-9.30</b>	<b>Welcome</b>
	<ul style="list-style-type: none"> <li>➤ Sirpa Hertell, Municipal Council of Espoo, Rapporteur "Sustainable Europe by 2030," European Committee of the Regions, ENVE Commission</li> <li>➤ Christof Kienel, Head of Unit, European Committee of the Regions, NAT Commission</li> <li>➤ Juan José Martínez Lozano, Director General for EU Affairs, Región de Murcia</li> <li>➤ Elodie Nunes and Mercè Boy Roura, Blue and Green Growth Communities</li> </ul>
<b>9.30-11.00</b>	<b>Session 1: Territorial cooperation: building bridges for a sustainable development</b>
	<p><i>This session explores how territorial cooperation is a key element to foster a harmonious economic, social and territorial development of the Mediterranean as a whole. It addresses as well how the Interreg Med programme and thematic communities provide a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different Member States, and let the door open for reflections regarding the upcoming programming period.</i></p> <ul style="list-style-type: none"> <li>➤ Christos Economou, Head of Unit, Directorate General for Maritime Affairs and Fisheries, European Commission</li> <li>➤ George Kremlis, Honorary Director, Directorate General for Environment, European Commission</li> <li>➤ Maria Groueva, Blue and Green growth Project officer, Interreg Med</li> <li>➤ Roberto Sandrini, PROteuS cluster</li> </ul> <p><i>Debate with the participants</i></p>
<b>11.00-11.30</b>	<b>Coffee break</b>

<b>11.30-13.00</b>	<b>Session 2: Fostering business innovation and access to finance</b>
	<p><i>This session will focus on the latest blue and green economy development and innovation opportunities for clusters and SMEs. Panellists will present how public finance, regulations and policies play an important role in attracting and mobilizing private investment into Blue and Green Economies. Moreover, panelists will propose recommendations on how to accelerate Blue and Green Growth happening at national and regional levels.</i></p> <ul style="list-style-type: none"> <li>➤ <b>Mario Nava</b>, Director-General, Directorate General for Financial Stability, Financial Services and Capital Markets Union, European Commission</li> <li>➤ <b>Roberta de Palma</b>, Chief Technical Advisor, United Nations Industrial Development Organization (UNIDO)</li> <li>➤ <b>Federica Todde</b>, Representative of the FinMED project</li> <li>➤ <b>Georgia Veldeki</b>, Hellenic Center for Marine Research, PELAGOS cluster</li> </ul> <p><i>Debate with the participants</i></p>
<b>13.00-14.00</b>	<b>On-site lunch</b>
<b>14.00-15.15</b>	<b>Session 3: Education and awareness raising to and for sustainability</b>
	<p><i>Education to and for Sustainability is a learning and changing process relevant to society, communities and all organizations. The session engages the community and builds awareness and knowledge on way to address sustainability issues within educational schemes, with the aim empower participants in thinking critically, innovate and provide solutions towards more sustainable systemic changes and patterns of living from earlier stages.</i></p> <ul style="list-style-type: none"> <li>➤ <b>Burcu Tuncer</b>, Team Leader, Networking and Partnerships, Regional Activity Center for Sustainable Consumption and Production</li> <li>➤ <b>Simone Bastianoni</b>, Professor, University of Siena, MAESTRALE project</li> <li>➤ <b>Tonito Solinas</b>, Project manager, University of Sassari, RE-LIVEWASTE project</li> <li>➤ <b>Anuna De Wever Van der Heyden</b> and <b>Adelaide Charlier</b>, Fridays4Future</li> </ul> <p><i>Debate with the participants</i></p>
<b>15.15-15.30</b>	<b>Coffee break</b>
<b>15.30-17.00</b>	<b>Session 4: Development of policy recommendations for a green and blue economy in the Mediterranean</b>
	<p><i>Debate on the strategic policy framework for securing a sustainable future for the Mediterranean region consistent with Sustainable Development Goals.</i></p>

*The Interreg MED Blue Growth and Green Growth thematic communities will present their work on developing policy involving research, analysis, consultation and synthesis of information to produce recommendations. Reflections will address land-sea interactions and the potential merging between blue and green economies.*

- **Sieglinde Gruber**, Head of Unit Marine Resources, Directorate-General for Research & Innovation, European Commission
- **Alessandra Sensi**, Head of Sector Water and Environment, Union for the Mediterranean
- **Rudi Panjtar**, Representative for PANORAMED on Innovation, Jožef Stefan Institute
- **Emmeline Allieux**, Director, Région Sud
- **Stefano Valentini**, ART-ER, MISTRAL and REINWASTE projects

*Debate with the participants*

<b>17.00-17.30</b>	<b>Wrap-up and conclusions</b>
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<b>17.30-19.00</b>	<b>Sparkshow (English only) – Journalists meeting committed and innovative Interreg MED projects</b>
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*Inspired by “TEDx” and “The Voice”, Sparkshow offers the opportunity for Interreg Med projects partners to pitch their project before an audience and a panel of journalists sitting behind buzzers and ready to show their interest. This format allows putting to the forth positive impact projects dynamically and to network with journalists seeking good stories for their readers.*

*Therefore, it is a real opportunity for Interreg Med projects from the Blue and Green Growth communities to get media coverage. This type of show is appreciated for its innovative aspect: a hub for impactful projects and an optimism fix.*

*During the event, selected projects will have the opportunity to pitch their project (3 minutes) in front of a panel of journalists. When the journalists are interested by the pitch, they press the buzzer and will have the opportunity to be the first to write about the innovative project that has been presented. Then the journalists ask questions, explain why they are interested in the project and give advice to the nominee in order to cover the story. Selected projects will receive a personalized pitch training beforehand.*

*>> [More information](#)*

<b>19.00-20.00</b>	<b>Cocktail mixer – End of day 1</b>
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# Transition towards blue and green economies in the Mediterranean

**September 20, 2019 - AREA42, Rue des Palais n°46**

Working language: English

## Green Growth community bridging event

This event brings out the outputs of the Interreg Med Green Growth community and its 14 projects on the recommendations towards the transition to a green and circular economy in the Mediterranean region. The work performed in the Thematic Working Groups and the results of the policy outcomes will be discussed with the projects of the community and relevant stakeholders.

The event is also expected to boost synergies between projects of the community, external stakeholders and EU policy-makers leading to broader and effective networks. Moreover, it will facilitate opportunities for the implementation of sustainable development practices in the basin, while maximizing the transnational replicability and capitalization potential of results.

**Background:** The [Interreg Med Green Growth community](#) is a network of 14 projects, working on the territory, promoting a sustainable development in the Mediterranean area based on the sound management of natural resources and by fostering innovation through an integrated and territorially based cooperation approach. The thematic community supports the projects in their communication and capitalization efforts thus increasing their impact at policy level and ensuring potential transfer of their results to other interested countries of the Mediterranean region.

## Blue Growth community bridging event

This event brings out the outputs of the Interreg Med Blue Growth community and its 6 projects addressing recommendations towards the transition to a sustainable blue economy in the Mediterranean region. The work performed throughout the last years, including the finalized projects deliverables for policy outcomes will be discussed with actors of the Blue Growth Community.

The event expects to boost synergies between all actors of the community to ensure the sustainability of its projects results, as to facilitate their transfer and bridge them to the Community's second implementation phase. These dynamics shall foster both capitalization and mainstreaming processes.

**Background:** The [Interreg Med Blue Growth community](#) is a network of 6 projects, promoting the sustainable development of the blue economy in the Mediterranean area, based on the sound management of the natural resources through innovation and markets typologies. The Blue Growth community supports all projects in their communication and capitalization efforts to increase their impacts at policy level and scale them up over the Mediterranean region.

9.00-9.15	<b>Registration</b>	
9.15-9.30	<b>Setting common ground for collaboration (AREA1)</b>	
9.30-11.00	<b>Session 1 – Recommendations for a green &amp; circular economy (AREA1)</b> <p>EU supporting the transition to a green and circular economy</p> <ul style="list-style-type: none"> <li>➤ Avelino Gonzalez-Gonzalez, senior policy and project officer, DG Research &amp; Innovation - C.1 Circular Economy &amp; Bio-based Systems</li> </ul> <p>Insights into the European Circular Economy Stakeholder Platform</p> <ul style="list-style-type: none"> <li>➤ Maria Nikolopoulou, member of the European Economic and Social Committee (EESC)</li> </ul> <p>Green Growth community contributions to EU circular economy developments and policy outcomes</p> <ul style="list-style-type: none"> <li>➤ Mercè Boy-Roura, UVic/UCC, Green Growth community</li> <li>➤ Mathias Brummer, WE&amp;B, Green Growth community expert</li> <li>➤ Martina Vallerotonda, CUEIM, Green Growth community partner</li> <li>➤ Ioannis Mardikis, Dynamic Vision, Green Growth community</li> </ul> <p>"Greece: A Growth Strategy for the Future" – a good example of capitalisation of project results</p> <ul style="list-style-type: none"> <li>➤ Iro Vergadi, Official of the General Directorate of Public Procurement, General Secretariat of Commerce and Consumer Protection, Ministry of Development and Investments of Greece, GRASPINNO project</li> </ul>	<b>Session 1 – Recommendations for a sustainable blue economy (AREA3)</b> <p>Presenting the Blue Growth Community Policy paper outline</p> <ul style="list-style-type: none"> <li>➤ Eva Papaioannou, T-ELIKA, Blue Growth Community Policy paper expert</li> <li>➤ Sieglinde Gruber, Head of Unit Marine Resources, Directorate-General for Research &amp; Innovation, European Commission (tbc.)</li> <li>➤ Iain Shepherd, Senior expert, DG MARE, European Commission</li> <li>➤ Elena Garcia Garcia, Centro Tecnológico Naval y del Mar, Región de Murcia. QuietMED project</li> <li>➤ Lucia Cicero, University of Udine, iBLUE project</li> <li>➤ Fernando Gaspar, Dinâmica XXI, 4helix+ project</li> </ul>
11.00-11.30	<b>Joint Coffee break</b>	



11.30-13.00	<b>Session 2 – Roundtable: what can we do to stimulate the transition towards a circular economy? (AREA1)</b>	<b>Session 2 – Fostering transfer, capitalization &amp; mainstreaming of strategic projects results (AREA3)</b>
	<p>1<sup>st</sup> round of interviews: “What can the circular economy do for small and medium enterprises?”</p> <ul style="list-style-type: none"> <li>➤ Golboo Pourabdollahian, STIIMA-CNR, GREENOMED project</li> <li>➤ Juliette Chauveau, ANIA, PEFMED project</li> <li>➤ Dimitris Kokosioulis, Dynamic Vision, SYNGGI project</li> </ul> <p>2<sup>nd</sup> round of interviews: “What can the regional public administration do to boost the circular economy and the green growth in the territory?”</p> <ul style="list-style-type: none"> <li>➤ Rosana García, AGAPA, REINWASTE project</li> <li>➤ Davide Scapinelli, Environment and Energy Agency of Emilia Romagna</li> </ul> <p>3<sup>rd</sup> round of interviews: “Which are the policies at the national level that should be adopted to stimulate the transition towards a circular economy?”</p> <ul style="list-style-type: none"> <li>➤ Maria Nikolopoulou, EESC</li> <li>➤ George Kremlis, Honorary Director DG Environment</li> </ul>	<p>Towards transferring &amp; capitalizing beyond projects and programme areas</p> <ul style="list-style-type: none"> <li>➤ Matteo Bocci, WestMed Assistance Mechanism</li> <li>➤ Elen Lemaître-Curri, Director, Plan Bleu</li> <li>➤ Eleni Hatziyanni, Region of Crete</li> <li>➤ Samir Grimes, Professor, École Nationale Supérieure des Sciences de la Mer et de l’Aménagement du Littoral, Algeria</li> </ul> <p>Building bridges: Signature ceremony for Memoranda of Understanding</p> <ul style="list-style-type: none"> <li>➤ The MAESTRALE and PELAGOS projects</li> <li>➤ The Blue Growth Community</li> </ul>
13.00-14.00	<b>Towards phase 2 of our Communities – Joint wrap-up and vision for the future (AREA3)</b>	
	<ul style="list-style-type: none"> <li>➤ Facilitator for the Green Growth Community – Paolo Martínez</li> <li>➤ Facilitator for the Blue Growth Community – Sian Owen</li> </ul>	
14.00-15.00	<b>Networking lunch</b>	

**\* End of meetings \***