



MER

Marketing and govERning innovative industrial areas

Axis: 1.2: Strengthening cooperation between
economic development stakeholders and public authorities

October 29, 2013

Knowledge Management Event

Essence Project

Province of Bologna

(ITALY)



MER: when, what, why

When: Start date: 1st June 2013 - End date: 30th November 2014

What: to create **network** and to **capitalize the results achieved in already accomplished European projects** and bring them to the attention of the **political level** and to ensure that they could be turned into **concrete policies.**

Why: because the key for lasting results of european projects is to ensure **cross fertilization** and **widen the network**

MER: who

11 partners from all 9 Med programme's countries





MISSION

The project MER is based on the guide principle that the green promotion of territories and industrial areas is a key value to invest on.

MER project will work to make green marketing a tool for integrated governance of industrial areas, contributing to improve the competitiveness and attractiveness of the Med area according to Europe 2020 targets for a sustainable growth.



The projects for capitalization

Mer is aimed at capitalizing results from 7 European cooperation projects).

(5 Med projects, 1 South East project and 1 Central Europe project).

www.ecomarkproject.eu



www.medmeid.eu



www.enerscapes.eu



www.medtechnopolis.eu



www.knowing-project.eu



www.cobraman-ce.eu



www.sepaproject.eu



KEY DELIVERABLES:

1. Study visits and Joint thematic workshops will be held in France, Spain and Italy, with external partners and experts. The workshops will be arranged with the IGNITE model and will be video-recorded and uploaded on the website.

2 Mer integrated guidelines with the format e-book and wiki-book collecting the results of benchmarking and networking activities.

The wiki book will be a dynamic product and not only a collection of written texts. It will be open to the contributions of experts and researchers and it will be enriched by multimedia contents.



3. Training packages in multimedia context and e-learning: training should be aimed at increasing the benefits of transnational cooperation

4. MER commitments: list of commitments outlying the addresses to follow in order to promoting and governing IAs in an integrative and sustainable perspective



Federació Valenciana de Municipis i Províncies



the overlapping areas where MER meets Essence

- Mer and Essence share the same general objective that is supporting and increasing the competitiveness of economic, business and industrial actors
 - the great value given to innovation
- the strategic role assigned to the exchange of information, know-how and competences
 - involvement of bodies and organizations active in innovation and research such as Technopolis (MED Technopolis project), technology and Business and innovation centers (e.g.: Business and Innovation Centre of Valencia), local authorities (Province of Bologna, Chamber of Commerce of Nice, Valencian Federation of Municipalities)

MER crossing Essence



ecomark



med technopolis



mer

Ecomark crossing:
Tools for increasing the attractiveness of business activities



Med technopolis crossing:

Involvement of technopolis



mer

Essence Milestones:
Innovation,
E-services, platform
Focus on businesses

MEID crossing:
Web-based training
Platform



mer

Knowing crossing:
Resource center for sharing and searching information



meid
MEDITERRANEAN ECO INDUSTRIAL DEVELOPMENT



KnowIn
Knowledge, intelligence and innovation for a sustainable Growth



mer

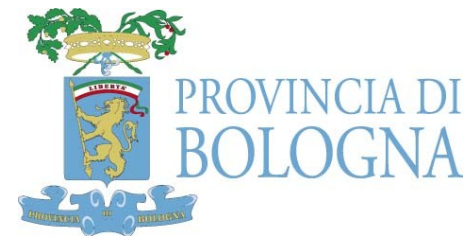
MER and Essence: common targets

Considering the overlapping areas MER and Essence share their main targets:

- businesses
- business associations
- policy makers and local authorities
- technical and professional operators
- development agencies

To sum up: MER and Essence main touching points are
innovation,
focus on businesses, involvement of bodies and organization
ICT and research oriented, exchange of know-how and
competences, common targets





Thanks for your attention!

marino.cavallo@provincia.bologna.it

viviana.melchiorre@provincia.bologna.it