Call for project proposals:

Promoting Mediterranean innovation capacities to develop smart and sustainable growth

Terms of Reference

Specific Objective 1:

To increase transnational activity of innovative clusters and networks of key sectors of the MED area
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**Priority Axis 1: INNOVATION:** Promoting Mediterranean innovation capacities to develop smart and sustainable growth

**Axis 1 Budget (Co-financing):** 71.72 M€ ERDF + 3.18 M€ IPA

**Specific objective 1:** To increase transnational activity of innovative clusters and networks of key sectors of the MED area. Promoting business investment in Research and Innovation (R&I), developing links and synergies between enterprises, research and development centres and the higher education sector, in particular promoting investment in product and service development, technology transfer, social innovation, eco-innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation, and supporting technological and applied research, pilot lines, early product validation actions, advanced manufacturing capabilities and first production, in particular, in key enabling technologies and diffusion of general purpose technologies.

The **result indicator** aims at measuring the share of innovative clusters (i.e. including RDI activities) offering to their members a consolidated mix of transnational activities in key sectors of the MED area.

**GENERAL INTRODUCTION**

The MED 2014-2020 programme is committed to the development of a new thematic and methodological basis in order to:

- Seek the improvement of the quality of the contents and aims of the programme, pursuing the development already started in the 2007-13 programming period
- Respect the requirements of the new Regulations recalling for more thematic concentration
- Answer the demands of the actors of the European territorial cooperation in the challenging socio-economic context of the Mediterranean

The Cooperation programme developed by the participating States and validated by the Commission, is completed with Terms of Reference that detail the aims of each Specific Objective. The new architecture will make project implementing simpler and more flexible, adapting to the research of both concrete and transferable solutions. Links between the domains of content and policy become tighter and are backed up by communication and capitalization activities structured on the programme level.

Equally, the governance of the programme and its further evolution have become a Priority action of its own: it will be fed with contents also coming from other programmes and policies, striving towards a more strategic vision of the whole MED area.

1. **Thematic context**

1.1. **EUROPEAN UNION**

1.1.1. **Europe 2020 Strategy**

Europe 2020 is the European Union’s ten-year jobs and growth strategy. It was launched in 2010 to create the conditions for smart, sustainable and inclusive growth. These three mutually reinforcing priorities should help the EU and the Member States deliver high levels of employment, productivity and social cohesion. The five headline targets for the EU in the year 2020 address challenges related to:

- employment,

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1 COM(2010) 2020

Terms of Reference S.O.1. – Innovation- 1st call for proposals
- R&D / innovation,
- climate change / energy,
- education,
- poverty / social exclusion.

In particular, the expectations are to reach the following marks:

- 75% of the 20-64 year-olds to be employed
- 3% of the EU's GDP (public and private combined) to be invested in R&D/innovation
- greenhouse gas emissions 20% (or even 30%, if the conditions are right) lower than 1990
- 20% of energy from renewables
- 20% increase in energy efficiency
- Reducing school drop-out rates below 10%
- at least 40% of 30-34–year-olds completing third level education
- at least 20 million fewer people in or at risk of poverty and social exclusion

Thus, R&D and innovation, in a wide sense, is a key element of the Europe 2020 Strategy, as the increased dimension of programmes as Horizon 2020 demonstrates. With a total budget of €79 billion, it has become the EU’s largest ever research and innovation programme and includes enhanced measures to support SMEs. For example, the Horizon 2020 programme reserves a first slice of 145M€ for 2014-2015, of which 8M€ will be invested in Small and Medium Enterprises (SMEs).

In addition, a significant proportion of the EU's Structural and Investment Funds have been earmarked for innovation. In that sense, for 2014-2020, the concept of Regional Smart Specialisation (RIS3) has been introduced as the structural element of innovation policies. RIS3 is a strategic approach to economic development through targeted support to Research and Innovation (R&I). It will be the basis for European Structural and Investment Fund interventions in R&I as part of the current Regional and Cohesion Policy's contribution to the Europe 2020 jobs and growth agenda.

More generally, smart specialisation involves a process of developing a vision, identifying competitive advantage, setting strategic priorities and making use of smart policies to maximize the knowledge-based development potential of any region, strong or weak, high-tech or low-tech.

In this framework, RIS3 appears as a process, at the end of which regional/national strategies should identify activities, in which an investment of resources is likely to stimulate knowledge-driven growth. In short, RIS3 will structure at regional level the overall importance of innovation, contributing to the smart growth objectives of Europe 2020 Strategy.

1.1.2. Thematic Programmes

The thematic concentration proposed by the Europe 2020 Strategy necessarily brings programmes to coincide in some issues. Overlapping or redundancy shall be avoided, giving place to the complementarities between instruments. When relevant, the Interreg MED programme can contribute to finance projects in coherence with these thematic programmes.

The reflection is valid also for programmes with core focus and priorities more distant from Interreg MED’s – such as Rights, Equality and Citizenship Programme – to which topics MED projects can always work in a complementary way, namely through the principles of social innovation. Being aware of the possible thematic overlapping of funds, projects are expected to explore the specificities of the approaches in each programme. In particular, the territorial and transnational cooperation nature of Interreg MED projects should allow the clear identification of the searched complementarities.

As indicative information, the connections between the innovation objectives for 2014 and 2020 and the thematic EU programme are highlighted in the table below.
Connections between the “innovation” thematic objectives for 2014 and 2020 and the thematic EU programmes

| EU 2020
d1 | Priority objectives | Horizon 2020
d2 | COSME
d3 | LIFE | Erasmus for all
d4 | PSCP
d5 | Creative Europe
d6 | CEF
d7 |
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<td>Snt</td>
<td>1 - RDT and Innovation</td>
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<td>Snt</td>
<td>2 - ITC</td>
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<tr>
<td>Snt Sus</td>
<td>3 - SME competitiveness</td>
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2: Horizon 2020: New R&D and innovation programme combining FP7 and part of the current CIP
3: COSME: Programme for the Competitiveness of Enterprises and SMEs (Entrepreneurship component of CIP)
4: Erasmus for all: new programme for education, training, youth and sport (picking up on the seven current programmes including LLP and Youth in Action).
5: PSCP: Programme for Social Change and Social Innovation, picking up on the PROGRESS and EURES programmes
6: Creative Europe: programme combining in particular the current CULTURE and MEDIA programmes
7: CEF: Connecting Europe Facility: Including in particular Marco Polo and TEN-T

1.1.3. Other funding instruments

Innovative funding instruments and mechanisms are trending topics at the European level. In part, this is due to the economic situation of public administrations, but also based on the leverage effect of such concept. The role of the European Investment Bank (EIB) can be highlighted in this context. In collaboration with the European Commission (e.g. H2020 and ESIF) and Member States (National funds) initiatives, the EIB proposes several financial instruments that aim at boosting the innovation capacities of European businesses, in the framework of Europe 2020 Strategy for smart, sustainable and inclusive growth (http://www.eib.org/products/blending/index.htm).

Lastly, the recently unveiled Juncker Commission “Investment Plan for Europe”, that should mobilize up to 315 billion € in public and private investments, should be noted. Below, some examples of other funding instruments, whose activities might be complementary to Interreg Med projects’.

InnovFin – EU Finance for Innovators

"InnovFin – EU Finance for Innovators" is a joint initiative launched by the European Investment Bank Group (EIB and EIF) in cooperation with the European Commission under Horizon 2020.

InnovFin aims to facilitate and accelerate access to finance for innovative businesses and other innovative entities in Europe. One of the key factors constraining the implementation of R&I activities is the lack of available financing at acceptable terms to innovative businesses since these types of companies or projects deal with complex products and technologies, unproven markets and intangible assets.

The EIB Group can provide from 25 000€ up to a limit of 300m€, either directly or indirectly through banks or other financial institutions. Typically, the EIB loan covers a third of project cost, but may finance up to 50%.
Flexible SME funding (JEREMIE)
Small and medium-sized enterprises (SMEs) can access finance and financial engineering products through the JEREMIE programme. National and regional authorities can opt to deploy money from EU Structural and Social Funds in the form of market-driven financial instruments instead of offering grants. A major advantage is that unlike grants, which can only be spent once, a pool of funds can be re-invested several times. Support is provided to selected local financial intermediaries via national or regional governments.

European Structural and Investment Funds (ESIF) Financial Instruments
Financial Instruments (FIs) transform EU resources under the European Structural and Investment Funds (ESIF) into financial products such as loans, guarantees, equity and other risk-bearing mechanisms. These are then used to support economically viable projects promoting EU policy objectives. The amount of ESIF resources dedicated to FIs is expected to increase from approximately EUR 12bn during 2007-2013 to EUR 30-35bn during 2014-2020.

Supporting urban development (JESSICA)
Integrated, sustainable urban-renewal projects are supported through JESSICA (Joint European Support for Sustainable Investment in City Areas). A range of sophisticated financial tools are used including equity investments, loans and guarantees, offering new opportunities for the use of EU Structural Funds.

1.2. MEDITERRANEAN SPACE

1.2.1. Interreg MED Context
The overall objective of the Interreg MED programme is to promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices (technologies, governance, innovative services...), reasonable use of resources (energy, water, maritime resources...) and supporting social integration through an integrated and territorially based cooperation approach. Under this aim, the Interreg MED programme will support projects that will promote a more resource-efficient, competitive and greener economy in the Mediterranean area.

Priority Axis 1. Innovation
The Priority Axis 1 aims to strengthen innovation capacities of public and private actors of Mediterranean regions and support smart and sustainable growth. It grants a specific attention to blue and green growth, cultural and creative industries, and social innovation that represent strong development and jobs potential in Mediterranean regions. It underlines the need to strengthen innovation clusters, economic sectors, value chains and networks throughout MED regions.

Specific Objective (SO) 1.1: To increase transnational activity of innovative clusters and networks of key sectors of the MED area
The specific objective targets to improve innovation capacities of public and private actors involved in green and blue growth sectors, cultural and creative industries and social economy through stronger transnational cooperation and better connections between actors of the quadruple helix (research bodies, businesses, public authorities, civil society). The objective is especially to improve empowerment of these actors with, within and between existing clusters, economic sectors and networks.

It’s worth mentioning that the expected result is reinforced, empowered and increasingly transnational innovation clusters and networks in key sectors of the MED area. Thus, the indicator will measure...
the share of innovative clusters (i.e. including RDI activities) offering to their members a consolidated mix of involved in transnational activities concerning in key sectors of the MED area.

The MED space’s overall performance regarding innovation is currently below the European targets, according to the ESPON TERREVI report (November 2012). In this field, the most relevant characteristic of the territories integrating the INTERREG MED space is the heterogeneity of their research and innovation potential. At the same time, it is acknowledged that these territories share some fields of specialization with strong potential for integrated and transnational strategies.

The findings from the SWOT analysis and there connection to innovation needs are summarized in the following table.

<table>
<thead>
<tr>
<th>Main challenges</th>
<th>Main needs</th>
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<tbody>
<tr>
<td><strong>Smart growth</strong></td>
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<tr>
<td>- Increasing competition from other countries and areas in the world</td>
<td>- Stronger investments in R&amp;D</td>
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<td>- Challenge to reach the objectives of the Europe 2020 Strategy with lower innovation level in Mediterranean regions than the EU average</td>
<td>- Improve competitiveness of businesses</td>
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<tr>
<td>- Good development potential in the sector of blue and green growth that would deserve to be better promoted</td>
<td>- Strengthen the connection and cooperation between research, innovation and businesses</td>
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</table>
### Sustainable growth

- Increasing climate change consequences on MED regions
- Increasing scarcity of water resources
- Potential to improve the production of renewable energy but very diverse situations between MED regions and MED countries
- Increasing urban pressure requiring long term sustainable and integrated urban development (energy, water, planning, transports, waste management, health)
- Increasing pressure of economic activities on natural and cultural resources and on coastal areas
- Important impact of the agriculture on landscapes and natural resources
- Important pollution of the Mediterranean Sea

### Inclusive growth

- Important consequences of demographic change on economy, employment and quality of life (aging population)
- Increasing difficulties for the socioeconomic inclusion of young people, in particular in time of crisis

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<th>1.2.2. MED 2007-2013</th>
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During the period 2007-2013, with a total of 193M€ ERDF budget, through 8 calls for proposals, a total of 158 projects was programmed for the whole 4 Priority axis (Innovation, Environment, Territorial accessibility, Balanced regional development).

Among the projects selected during the 2007-2013 period, 60 were straight focused on Innovation, and most of the others indirectly dealt with innovation.

The experience from these operations also identified a series of territorial and sectorial needs, such as:

- **Reinforcement of cooperation at different levels** (between SMEs and bigger firms, between clusters, between private sector and policy level), encouraging the engagement of the academic sector and the public administration to foster competitiveness of the local enterprises.
- **Promotion of culture for innovation** (raise awareness and integrate policies of Corporate and Social Responsibility and Intellectual Propriety, involve traditional MSMEs in the process of...)

- Improve observation capacities, norms, technics and cooperation between stakeholders to reduce the vulnerability of MED regions to natural risks
- More sustainable management of Mediterranean cities (energy, water, spatial planning, transports, waste management, health management)
- To bring specific answers to the needs of islands regarding energy and water management (small scale solutions, independence)
- Improve the resilience of coastal areas, biodiversity, natural and cultural heritage in front of human pressure and climate change consequences (awareness raising, change of habits, protection measures...)
- Reduce marine pollution and marine litter

Better promote social innovation in connection with key socioeconomic sectors (tourism, energy, transports...) Better take into account socioeconomic issues and needs of end users in the conception and implementation of sustainable development policies (environment, energy, transports)
innovation, promote hidden innovation in SMEs, raise awareness of the need for internationalization based on the acquisition of new capacities rather than on the provision of grants or subsidies)

- **Definition of specific sector approaches** promoting the involvement of several agents (public and private initiatives).
- **Preserve manufacturing production capacities** by means of intelligent adjustments in industrial branches.
- **An interdisciplinary approach should be fostered** rather than segmented specialization.
- **Improve logistic systems to favour lower transportation costs** (environmental and economic).

### 1.2.3. Other European Territorial Cooperation and Neighbourhood programmes

For the programming period 2014-2020, the European Territorial Cooperation (ETC) considers 7 transnational programmes in the Mediterranean regions (besides the interregional Interreg Europe programme). All of them tackle R&D and Innovation and/or SMEs competitiveness investment priorities:

<table>
<thead>
<tr>
<th>Programme</th>
<th>1.b</th>
<th>3.a</th>
<th>3.b</th>
<th>3.d</th>
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<tbody>
<tr>
<td>Interreg MED Programme</td>
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<tr>
<td>Adriatic-Ionian programme</td>
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<td>Balkan-Mediterranean programme</td>
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<td>Danube Programme</td>
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<td>South-West programme</td>
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<td>Central Europe Programme</td>
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<tr>
<td>Alpine Space Programme</td>
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<tr>
<td>Interreg EUROPE Programme</td>
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As stated previously regarding the thematic EU programmes, the list of the ETC programmes overlapping the territory and themes with MED is presented below as indicative information.

**Adriatic-Ionian programme (ADRION)**
Priority Axis 1: “Innovative Region”

Thematic Objective 1: Strengthening research, technological development and innovation:

SO1-Support the development of innovation networks and clusters among regions, academia and enterprises in the AIO region

**Balkan-Mediterranean programme**
Priority Axis 1: Entrepreneurship & Innovation / Enhancing the competitiveness of SMEs

SO 1.1: Promote entrepreneurship and business creation on the basis on new ideas, innovation and new types of business models.

SO 1.2: Facilitate innovation in business models and allow a maximum number of SMEs to innovate and adjust their business models to the changing socioeconomic and policy/regulatory circumstances

**Danube Programme**
Priority axis 1: Innovative and socially responsible Danube region
1.1 Improve framework conditions for innovation
1.2 Increase competences for business and social innovation

South-West programme (SUDOE)
SO 1 – to support synergy and networks in the field of R&D at transnational level, taking into account the Smart specialization
SO2 – supporting applied research and its promotion in relation with the key enabling technologies.

Central Europe is supporting two types of interventions:
– Actions to improve sustainable linkages among actors of the innovation systems for strengthening regional innovation capacity in central Europe (referring to Specific Objective 1.1)
– Actions to improve skills and competences of employees and entrepreneurs for driving economic and social innovation in central European regions (referring to Specific Objective 1.2)

Alpine Space (ASP) will favour the analysis and identification of innovation resources and obstacles as a base for further actions directed to innovation policies and coordination. Capacity building and transnational cooperation structures are other expected results. Through its second SO, the ASP will help to achieve more efficient services of general interest through developing, testing and adopting new social innovation solutions.

Interreg EUROPE
Thematic Objective 1: Strengthening research, technological development and innovation
  Priority 1.1: enhancing research and innovation (R&I) infrastructure and capacities to develop R&I excellence and promoting centres of competence, in particular those of European interest;
  Priority 1.2: promoting business investment in R&I, developing links and synergies between enterprises, research and development centres and the higher education sector.
Thematic Objective 2: Enhancing the competitiveness of SMEs
  Priority 2.1: Supporting the capacity of SMEs to engage in growth in regional, national and international markets, and in innovation processes

Furthermore, as concerns the European Neighbourhood Policy for Mediterranean Sea Basin, ENI CBC MED programme, will clearly earmark most of its efforts on Innovation and SMEs competitiveness:

Thematic Objective 1: Business and SMEs development
  Priority 1.1: Support innovative start-up and recently established enterprises with a particular focus on young and women entrepreneurs and facilitate the protection of their Intellectual Property Rights and commercialization where applicable;
  Priority 1.2: Strengthen and support euro-Mediterranean networks, clusters, consortia and value-chains in traditional (agro-food, tourism, textile/clothing, etc.) and non-traditional sectors (innovative ideas solutions for urban development, eco-housing, sustainable water-related and other clean technologies, renewable energy, creative industries, etc.);
  Priority 1.3: Encourage sustainable tourism initiatives and actions aimed at diversifying into new segments and niches.

Thematic Objective 2: Support to education, research, technological development and innovation
  Priority 2.1: Support technological transfer and commercialisation of research results, strengthening the linkages between research, industry as well as private sector actors;
  Priority 2.2: Support SMEs in accessing research and innovation also through clustering;
2. Modus operandi

2.1. A NEW APPROACH:

For information, the Interreg MED architecture is composed of three typologies of projects (see section 2.1 of the Programme Manual for further information on the types of projects):

- Modular projects
- Horizontal projects
- Axis 4 Platform projects

These Terms of References concern only Modular Projects.

2.1.1. The Module-based approach

With the aim of transforming ideas into concrete and innovative solutions with a transnational impact, the INTERREG MED Programme 2014-2020 has decided a new orientation in the typology of projects under thematic Priority Axis 1, 2 and 3, which reflects the three successive phases of a public intervention:

- a phase of study and development of strategies and policies;
- a phase of testing, to validate the hypothesis developed;
- a phase of transferability and capitalisation of results at the transnational level.

This approach is materialised by different “modules”, which applicants must refer to in the elaboration of their project (see section 2.1.1. of the Programme Manual for detailed information on each type of module combination).

A modular project can be composed by one or several modules depending on its strategy and main objectives, expected results, competences and experience of the partnership. Each one of the possible configurations (single-module or multi-module) is called a type of project. Three different modules are available to make seven types of projects, listed here below.

The modules:

- **M1 - STUDYING**: designing common approaches and strategies at transnational level:
  Type of activities: design of common approaches, elaboration of common strategies, models, rules and norms at transnational level, analyses, state of the art, share of information and establishment of networks. Projects focused on this module will analyse an intervention field, complement data, networks, references and elaborate shared methodologies, models, and strategies. These activities can be the main objective of the project or constitute the first phase of a broader project that will use these networks, models and strategies to launch pilot activities or launch a wider process of capitalisation, dissemination and transfer of experiences and results.
  Types of outputs: SWOT, state of the art, benchmarking, definition of approaches, joint action plans, common strategies, establishment of networks.

- **M2 - TESTING**: Pilot demonstration actions
  Type of activities: a module dedicated to pilot activities where project partners will have the possibility to test processes, techniques, models, in the perspective to setup solutions applicable to a wider set of users and territories. Pilot activities can be setup when the context, data and actors are already well identified and when technical and institutional conditions are favourable. In case of short feedback
loops, the pilot activity can include both the preliminary work of analysis and the implementation of the pilot activity. The transferability of pilot activities to the territory is compulsory in this module. **Types of outputs:** Preliminary studies (feasibility), common methodology for demonstration, testing and evaluation, plan of results portability.

- **M3 - CAPITALISING:** Transfer, dissemination and capitalisation:

  **Type of activities:** When methodologies, practices, intervention tools have been tested and implemented by stakeholders at local or regional level and that they represent a strong interest for wider dissemination in the INTERREG MED eligible area, projects can propose capitalisation and dissemination activities. A specific attention will be paid to the transfer of results towards regional and national ERDF programmes and to the involvement of end users in the dissemination processes. M3 projects are therefore expected to clearly identify a concrete and limited set of outputs/experiences delivered by previous initiatives (or eventually, on the verge of being delivered) in one very specific theme and capitalise them (by merging them, completing or extrapolating to other areas) in the territories targeted by the project. At this stage, applicants are encouraged to use results of former projects (from ETC or other EU programmes) and work on outputs of other modules. It will be necessary to ensure that tools, practices and methodologies are effectively taken on board by all actors concerned, and applied at local, regional, national or transnational level as broadly as possible and free of charge.

  **Types of outputs:** policy recommendations, Memorandum of Understanding, agreements, procedures, regulatory proposals.

**Types of modular projects in the INTERREG MED Programme 2014-2020**

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
<th>Reference</th>
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<tbody>
<tr>
<td>Studying</td>
<td><strong>Etude</strong></td>
<td>1</td>
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<tr>
<td>Testing</td>
<td><strong>Expérimentation</strong></td>
<td>2</td>
</tr>
<tr>
<td>Capitalising</td>
<td><strong>Capitalisation</strong></td>
<td>3</td>
</tr>
<tr>
<td>Studying and testing</td>
<td><strong>Etude et expérimentation</strong></td>
<td>2</td>
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</table>
Horizontal projects and the way they support modular projects in communication and capitalisation activities and ensure common results’ transnational transferability (see section 2.1.2. of the Programme Manual on Horizontal projects).

The horizontal projects under the coordination of the Programme Authorities will have the task to promote the modular projects’ communication and capitalisation actions within a joint framework, in order to better highlight the interests of the Programme as well as of the transnational projects themselves. Each modular project will be linked to a horizontal project.

Horizontal projects should capture elements of the modular projects within each thematic Programme specific objective; analyse them, summarise and ensure their transnational dissemination and transferability, in cooperation with the Programme Authorities. They will provide the frame for developing synergies, produce summaries and qualitative analysis as well as coordinate and manage (under supervision of the JS) the communication of a cluster of projects. They will structure and disseminate a message for the entire MED community and will work on thematic inter-axes links (1, 2 and 3) and with the Axis 4 "platform" project (governance).

Horizontal projects will help and support the communication and capitalization of selected modular projects for each call and for each specific objective, proposing relevant tools for coordination between horizontal projects, between horizontal project and modular projects and finally between horizontal projects and the programme level.

The modular projects can benefit from the ‘savings’ created thanks to the work of the horizontal project: they will not need to carry out transnational communication or capitalisation tasks outside their territories and/or in a larger approach than their specific topics, which will be taken over by the horizontal project. Apart from local communication towards direct target groups of each partner, the modular projects can concentrate their effort mainly in content issues.

On the other hand, each modular project should contribute to the communication and capitalisation activities of the Horizontal project to which it is linked. The expected needs for this cooperation include, amongst others: preparing dispatches with the relevant information for communication or sectorial analysis, participating in events and discussion groups. This implies that each partner should consider the possibility of participating in up to two joint events organised by the horizontal projects. For each modular project, a contact person should be designated to act as point of reference in the communication between the project and the horizontal project.

In this flux of information, the modular projects are supposed to elaborate information in the most convenient format to be treated by the horizontal projects for communication or analytical purposes.

For information, Horizontal projects have dedicated Terms of References for the 1st Call for Proposals.
Interreg MED Programme web platform and visual identity (see section 2.5. of the Programme Manual on Communication activities):

For the daily coordination, the Interreg MED Programme will provide a web platform with all the necessary tools and functionalities. It will help horizontal and modular projects to receive/provide information and communicate with all necessary levels. The web platform will be the communication hub, allowing for promotion, but also management, coordination and exchange.

In this regard, modular projects should not foresee budget allocations to develop project websites. This indication is also valid concerning specifically the creation of project logos, since the Programme will also provide a common framework for the logos.

This common approach solution for the projects websites and logos will ensure economies of scale, reducing hosting and website development costs and allowing the projects to concentrate their budget allocations on the development of more effective communication activities at their level. Modular projects will be able to dedicate more efforts and time to the technical part and thus produce better results. Their partners will have to forecast a specific budget for transnational coordination with Horizontal project and communication activities at a local level.

2.1.2. From a “should” to a “must”

The project applications must be designed in order to provide objective responses to well identified challenges. Projects are requested to work over the outputs of previous operations, establishing a working plan of recognizable capacity to address concrete results. In short, project proposals have to establish a clear and logical path from a demonstrated need to tangible and realistic output(s).

Projects should be built under the perspective of capitalising any relevant experiences and results (from activities financed by INTERREG MED or other). This point of departure has to be fully identified, as well as the strategy for its use in the development of the new project. Actions and their expected outcomes have to address the relevant stakeholders and the uptake of conclusions, in accordance to the type of project and concerned sector of activity.

2.2. EXPECTATIONS FOR THE SPECIFIC OBJECTIVE.

The Priority Axis 1 aims to strengthen innovation capacities of public and private actors of Mediterranean regions and support smart and sustainable growth. In particular, it is expected to increase the innovation capacities in the MED through fostering the role of Quadruple Helix and their impact on MED clusters (as Business and Innovation support organizations) at transnational level.

For those sectors not yet (or feebly) structured in clusters, projects should contribute to create the critical mass and environment needed to promote it.

2.2.1. What are we expecting from this call?

For Priority Axis 1 a total budget of 84.450.833 € is foreseen (including ERDF+IPA+Cofinancing). It represents about 32% of the overall budget of the programme. Such amount takes into account the necessity to raise innovation capacities in the MED programme area, the effort that will be made to attract economic operators and the mobilization capacity of other stakeholders of the quadruple helix.

Of this total, the approximate ERDF budget allocated to the present call is 24,3 M€.

2 Quadruple Helix: innovation model that involves institutional bodies, research sphere, business sector, and citizens in the process. This new generation of open innovation leads to stronger economic impact and better user experience in Europe.
The specific objective of the current call is oriented towards improving innovation capacities of public and private actors involved in green and blue growth sectors, cultural and creative industries and social innovation through stronger transnational cooperation and better connections between actors of the quadruple helix (research bodies, businesses, public authorities, civil society).

The successful projects should contribute, directly or indirectly to attain the result indicators established for the programme and the specific objective in particular:

**Share of innovative clusters (i.e. including RDI activities) offering to their members a consolidated mix of services involved in transnational activities concerning key sectors of the MED area.**

For these purposes, an innovative cluster is considered as the one complying with the following criteria: membership composed of companies and research centres or companies with dedicated research activities combined with an explicit innovation objective.

The level of international activities, refers to clusters developing at least 3 out of 5 types of activities (cf. table), with a minimum of 2 sub-categories on a regular basis (more than once a year)

<table>
<thead>
<tr>
<th>Types of activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Knowledge and Market access</td>
</tr>
<tr>
<td>• Trade, Technology and Legal Alerts</td>
</tr>
<tr>
<td>• Market intelligence</td>
</tr>
<tr>
<td>• Technology intelligence</td>
</tr>
<tr>
<td>• Legal Advice</td>
</tr>
<tr>
<td>• Other</td>
</tr>
<tr>
<td>B. Capacity Building</td>
</tr>
<tr>
<td>• Training</td>
</tr>
<tr>
<td>• Mentoring /Coaching</td>
</tr>
<tr>
<td>• Other</td>
</tr>
<tr>
<td>C. International Trade and partnering</td>
</tr>
<tr>
<td>• Trade mission</td>
</tr>
<tr>
<td>• B2B</td>
</tr>
<tr>
<td>• Brokerage events</td>
</tr>
<tr>
<td>• Matchmaking events</td>
</tr>
<tr>
<td>• Other</td>
</tr>
<tr>
<td>D. Financial Opportunities</td>
</tr>
<tr>
<td>• Investment Forum</td>
</tr>
<tr>
<td>• Business Angels and innovative funding opportunities</td>
</tr>
<tr>
<td>• Public funding opportunities</td>
</tr>
<tr>
<td>• Soft landing services</td>
</tr>
<tr>
<td>• Other</td>
</tr>
<tr>
<td>E. International Cooperation and Networking</td>
</tr>
<tr>
<td>• Cluster Networks</td>
</tr>
<tr>
<td>• EU funded projects</td>
</tr>
<tr>
<td>• International projects</td>
</tr>
<tr>
<td>• Advocacy and Lobbying</td>
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<tr>
<td>• Liaison offices</td>
</tr>
<tr>
<td>• Other</td>
</tr>
</tbody>
</table>

To attain the above-mentioned objective and the approved result indicator, projects are expected to contribute for a change in the programme area by:

- upgrading the aptitudes of MED innovation actors to be more active in EU thematic programmes or networks and, in general, to improve their innovation capacities and competitiveness
- coordinating the MED stakeholders to reinforce their role in EU or international networks and fora
- adapting the results obtained in R&D or thematic programmes into MED context to make the territorial policies more efficient

2.2.2. **Sub-thematic focuses**

The SWOT analysis has identified four sectors with increased strategic interest for the actions that might be supported by the MED programme: **Blue growth, Green growth, Cultural and Creative Industries, Social innovation.**

Additionally, the analysis and mapping of the **Regional Smart Specialisation Strategies (RIS3)** proposed to the European Commission by Mediterranean regions have permitted to identify some more
targeted issues. These are tackled by European Structural and Investment Fund interventions in R&I as part of the current Regional and Cohesion Policy's contribution to the Europe 2020 jobs and growth agenda.

Following the need to concentrate resources and contribute to the specialization of the programme, project proposals should look for a special impact on the following sectors:

<table>
<thead>
<tr>
<th>BLUE GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blue Energy</strong></td>
</tr>
<tr>
<td>Our seas and oceans offer a vast renewable energy resource. Technologies are currently being developed to exploit this potential (offshore wind, tidal and wave potential as well as differences in temperature and salinity).</td>
</tr>
<tr>
<td><strong>Fishing &amp; Acquaculture:</strong></td>
</tr>
<tr>
<td>In Europe, aquaculture accounts for about 20% of fish production and directly employs some 80 000 people. EU aquaculture is renowned for its high quality, sustainability and consumer protection standards. Furthermore, it opens the door to complementary and hybrid exploitation of instalments (connecting energy and fish production, for example).</td>
</tr>
<tr>
<td><strong>Maritime Surveillance</strong></td>
</tr>
<tr>
<td>Integrated Maritime Surveillance is about providing authorities interested or active in maritime surveillance with ways to exchange information and data. Sharing data will make surveillance cheaper and more effective, contributing to improve the capacity for response in case of emergencies and increase the economic value of the associated sectors.</td>
</tr>
<tr>
<td><strong>Biotechnologies</strong></td>
</tr>
<tr>
<td>Marine life has adapted to thrive in the extreme ambient conditions found in the sea. Blue biotechnology is concerned with the exploration and exploitation of the resulting diverse marine organisms in order to develop new products.</td>
</tr>
<tr>
<td><strong>Coastal and maritime tourism</strong></td>
</tr>
<tr>
<td>The coastal and maritime tourism sector has been identified as an area with special potential to foster a smart, sustainable and inclusive Europe. It is the biggest maritime sector in terms of gross added value and employment. The EC has stated the will to support the development of trans-national and interregional partnerships, networks, clusters and smart specialisation strategies for this specific sector.</td>
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<table>
<thead>
<tr>
<th>GREEN GROWTH</th>
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</thead>
<tbody>
<tr>
<td><strong>Renewable Energy</strong></td>
</tr>
<tr>
<td>Renewable energy is energy that is derived from natural processes (e.g. sunlight and wind) that are replenished at a higher rate than they are consumed. Solar, wind, geothermal, hydropower, bioenergy and ocean power are sources of renewable energy. The role of renewables continues to increase in the electricity, heating &amp; cooling and transport sectors.</td>
</tr>
<tr>
<td><strong>Energy Efficiency</strong></td>
</tr>
<tr>
<td>Energy efficiency is a way of managing and restraining the growth in energy consumption. Something is more energy efficient if it delivers more services for the same energy input, or the same services for less energy input.</td>
</tr>
<tr>
<td><strong>Waste Management / Recycling</strong></td>
</tr>
<tr>
<td>Waste is a pressing environmental, social and economic issue. Increasing consumption and a developing economy continue to generate large amounts of waste - with more effort required to reduce and prevent it. While waste was viewed as disposable in the past, today it is increasingly recognised as a resource; this is reflected in the waste management shift away from disposal towards recycling and recovery.</td>
</tr>
</tbody>
</table>
**Smart cities**
In Smart Cities, digital technologies translate into better public services for citizens, better use of resources and less impact on the environment.

The smart city concept goes beyond the use of ICT for better resource use and less emissions. It means smarter urban transport networks, upgraded water supply and waste disposal facilities, and more efficient ways to light and heat buildings. It also encompasses a more interactive and responsive city administration, safer public spaces and meeting the needs of an ageing population.

**Eco-innovation**
Any form of innovation aiming at significant and demonstrable progress towards the goal of sustainable development. This can be achieved either by reducing the environmental impact or achieving a more efficient and responsible use of resource.

**CULTURAL AND CREATIVE INDUSTRIES**
These are the industries having a cultural dimension. At the European level, the so-called “ICC standard” includes: culture, arts and entertainment; media and cultural industries; creative services (architecture and engineering, design, advertising, business communication, software consultancy and supply); crafts and related activities.

**SOCIAL INNOVATION**
Social innovation describes the entire process by which new responses (products, services and models) to social needs are developed in order to deliver better social outcomes, creating new social relations or cooperation. Amongst others, social innovation relates to sectors as the employment, public services, culture and leisure, health (namely demographic challenges as the ageing population). According to the study “Growing a Digital Social innovation Ecosystem for Europe” (European Commission, Directorate General for Communications Networks, Content and Technology) there are four main technological trends: Open Hardware, Open Networks, Open Data and Open Knowledge.

**Open Data**
Open data refers to the idea that certain data should be freely available for use and re-use. In particular, focusing on generating value through re-use of a specific type of data – all the information that public bodies produce, collect or pay for.

Intelligent processing of data is essential for addressing societal challenges (for example, to enhance the sustainability of national health care systems) or tackling environmental challenges, to cite only two aspects.

**Social entrepreneurship**
A social enterprise is an operator in the social economy whose main objective is to have a social impact rather than make a profit for their owners or shareholders. It operates by providing goods and services for the market in an entrepreneurial and innovative fashion and uses its profits primarily to achieve social objectives. It is managed in an open and responsible manner and, in particular, involve employees, consumers and stakeholders affected by its commercial activities.

**Public Sector Innovation** *(including Public Procurement of Innovation/Pre-Commercial Procurement)*
The public sector plays a key economic role as regulator, service provider and employer. It accounts for more than 25% of total employment and a significant share of economic activity in the EU Member States. An efficient and productive public sector can be a strong driver of economic growth through its support for and governance of the private sector. At a time where governments face the challenge to ensure financial consolidation while fostering growth, competitiveness and employment, there is a strong justification for efficiency gains, better governance, faster delivery and more user involvement in public sector.
In addition to the mentioned targeted sub-themes, two transversal issues can be tackled by the projects in this call for proposals:

- Concerning the RIS3. The Mediterranean regions, once submitted their Smart Specialization Strategies, have expressed the need to cooperate and coordinate their effort for the upcoming steps: Implementation, Monitoring and Evaluation of these strategies (see Monitoring mechanisms for Smart Specialisation strategies, JRC-IPTS, 2015). Project proposals may help to this effort, following the regional strategies and the JRC-IPTS lines.

- Concerning the lack of territorial and thematic data on the innovation condition in the Mediterranean area. Information that would feed new Decision Support Systems tackling the general objective of the Priority Axis 1.

As most of these sub-themes are directly linked to other priority axis of the MED programme, the projects are expected to link with them and to create integrated approaches.

Some aspects must be considered when approaching the stated themes. First of all, the territorial declination of each one, referring to the Mediterranean specificities. A clear example is the blue energy sector, where the conditions for technological development and exploitation of resources in the Mediterranean are quite different from those existing in other seas, like the Atlantic or the North seas. To this respect, the work and results delivered by previous projects provide elements that can serve as the framework for the actions to be developed. (these results can be accessed through the MED library and the Marina MED - COMCAP portal).

Second aspect is the concept of innovation and its different types. For the purposes of this specific objective, innovation is considered in the sense of the categories defined by OECD in the Oslo Manual:

(i) Product Innovation: This involves a good or service that is new or significantly improved;
(ii) Process Innovation: This involves a new or significantly improved production or delivery method;
(iii) Marketing Innovation: This refers to a new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing;
(iv) Organisational Innovation: This involves introducing a new organisational method in a firm’s business practices, workplace organisation or external relations.

Finally, the interventions should address and take advantage, when possible and justified, of the potentialities of the ICTs, the principles of the circular economy, the notion of demand-driven innovation support, and the participative decision processes.

2.2.3. Possible actions

Types of actions consist mainly in the development of clusters and networks, development of models and tools, and transfer of knowledge, awareness-raising, capitalization activities.

It’s worth mentioning that for this call for proposals, different options are proposed to the applicants: from the single-module (module 1, module 2 or module 3) to multi-module (M1+2 or M2+3). Horizontal projects have dedicated Terms of Reference.

Module 1 - STUDYING: designing common approaches and strategies at transnational level:
Non-exhaustive list of possible actions
- Conducting studies and analyses on new trending topics on innovation stimulation at EU and MED levels
- Identifying, benchmarking, designing and adapting:
  - Decision support tools for innovation
  - Public policies for innovation
  - Innovation systems and processes using novel economic models (e.g.: innovation vouchers schemes), demand-driven innovation (e.g.: innovative Public Procurement) and Public Private Partnerships
  - Supporting services for private sector in order to stimulate their innovation capacities (Technology and market intelligence, capacity building, partnering and networking, financial assessment)
  - Mechanisms favouring cooperation between research, SMEs and public sector (quadruple helix) in order to stimulate innovation and entrepreneurship
- Elaborating a common methodology for monitoring innovation policies (e.g.: follow up of RIS3 implementation/evaluation)

**Module 2- TESTING: Pilot demonstration actions**
Non-exhaustive list of possible actions
- In key sectors or territories, testing, evaluating and demonstrating their added value and transfer potential of:
  - Decision support tools for innovation
  - Public policies for innovation
  - Innovation systems and processes using novel economic models (e.g.: innovation vouchers schemes), demand-driven innovation (e.g.: innovative Public Procurement) and Public Private Partnerships
  - Supporting services for private sector in order to stimulate their innovation capacities (Technology and market intelligence, capacity building, partnering and networking, financial assessment)
  - Mechanisms tackling the increased cooperation between research, SMEs and public sector (quadruple helix) in order to stimulate innovation and entrepreneurship
- Creating or strengthening transnational networks of networks, clusters to achieve a sustainable model of transnational cooperation of innovation actors

**Module 3- CAPITALISING: Transfer, dissemination and capitalisation**
Non-exhaustive list of possible actions
- Transforming pilot initiatives in higher scale projects
- Reformulating, complementing and improving results, activities and outputs already obtained in precedent cooperation projects approved by the Med Programme and/or other related, programmes (e.g.: European Commission Thematic programmes, European Territorial Cooperation...)
- Implementing public policies for innovation or adopting action plans by public authorities
- Transferring improved transnational systems or processes to other territories or relevant sectors
- Engaging Regions (beyond direct partnership) to strengthen connections and cooperation of existing smart specialisation strategies (RIS3) at transnational level (cooperation platforms...)
- Creating or strengthening sustainable active networks of the quadruple helix system cooperating actors in the relevant sectors with a link to existing or foreseen European networks and platforms (e.g.: Seville S3 platform, INTERREG EUROPE thematic platforms...)

Terms of Reference S.O.1. – Innovation- 1st call for proposals
- Strengthening existing clusters and networks and increasing their connectivity and synergies at MED level
- Building capacity and empowering
  - Public Authorities in demand-driven innovation (public tenders, procedures...), and novel economic models (e.g.: ICT, Innovation Voucher Schemes) stimulating interdisciplinary and transnational cooperation
  - Cluster Managers and members in demand-driven innovation and novel economic models (e.g.: ICT, Innovation Voucher Schemes) stimulating interdisciplinary and transnational cooperation
  - Social actors in demand-driven innovation approaches

For the multi-module projects, **Studying and testing (M1+2) or Testing and capitalising (M2+3)**, a consistent combination of the aforementioned actions shall be proposed.

### 2.2.4. Beneficiaries and target groups

Each type of project (considering its focus and modular approach) requires the best definition of the beneficiaries and target groups. For example, while a more end-user oriented project will demand the strong connection to civil society and/or professional organizations, a mainstreaming project or module, will request the involvement of public authorities (policy-makers and public managers) having the adequate position and competencies to propose or change norms, regulations and plans.

The definition of key actors (as beneficiaries and target groups) should be extended also to all those networks and organizations that have an important experience in targeting and influencing policy makers (e.g. CoR, ARE, CPMR...) or whose involvement can ensure a multiplier effect in mobilizing target groups.

Also social and economic actors (economic and registered citizenship associations) may be concerned / targeted, because they can adopt good practices and standards, thus changing socio-economic behaviours.

Other potentially relevant partners are organizations that have specific and scientific competences providing expertise for the production of outputs.

It is recommended that projects create synergies with entities/partners of projects of other territorial cooperation (and thematic) EU programmes (to be specified with concrete indications and, if possible, agreement letters), as well as with relevant International, EU and UN agencies / organizations enhancing good practices and policy recommendations to capitalize.

<table>
<thead>
<tr>
<th>Main categories</th>
<th>Examples for S.O. 1.1.</th>
</tr>
</thead>
<tbody>
<tr>
<td>local public authority</td>
<td>Municipality, province, department, community of municipalities, network of municipalities, especially their departments of environment, economic development, sustainable development or planning, tourism</td>
</tr>
<tr>
<td>regional public authority</td>
<td>Regional council, especially their departments of innovation, environment, economic development, sustainable development or planning, tourism, territorial cooperation</td>
</tr>
<tr>
<td>national public authority</td>
<td>Ministries, national agencies for innovation, environment, economy, sustainable development or planning, tourism, cooperation, etc.</td>
</tr>
</tbody>
</table>
## 2.2.5. Financial allocation

The indicative financial allocation for this Call for Proposals is:

- **ERDF**: 24.3 M €
- **IPA**: 1.075 M €

Partners are co-financed at 85% or 50% (for partners under GEBER regulation 651/2014). See section 2.2.4. of the Programme Manual for more information regarding the co-financing rates.

### Types of projects (Module combination)

<table>
<thead>
<tr>
<th>Types of projects (Module combination)</th>
<th>Indicative number of projects to be approved under this Call</th>
</tr>
</thead>
</table>
| **M1 – Studying**
Projects will focus on defining common strategies, policies, action plans, in particular on issues where the INTERREG MED experience is insufficient | 2 projects |
| **M2 – Testing**
Projects whose main activity will be to test on the territories tools, policies, strategies, joint plans that have been identified by previous projects (not necessarily arise by the INTERREG MED experience). They may include, where necessary, the development of preliminary studies in the starting phase (feasibility or updating of the available literature). They will necessarily include a final phase for transferability in the territories concerned by the project. | 6 projects |
Types of projects (Module combination) | Indicative number of projects to be approved under this Call
---|---
**M3 - Capitalising**  
Result capitalisation of previous projects (including demonstrations carried out in M2) for transferability in the INTERREG MED area, especially in regional and national Ops, as well as across all the other EU territories whenever possible. | 3 projects

**M1 + M2 – Studying and testing**  
These projects will conduct studies and develop common plans or proposals (M1), which will then be tested in order to transfer them to the public policies of the territories concerned (M2). | 4 projects

**M2 + M3 – Testing and capitalising**  
These projects will be the ambitious version of pilot projects (M2): besides testing public policy and aiming their transferability in the territories concerned (M2), they will in the second half integrate the results and experiences of other projects in order to adopt transnational models and their application in the regional and national policies for the INTERREG MED, and even European, area. | 2 projects

**Horizontal Projects: Communication and capitalisation of the programme in the long term (horizontal projects to each specific objective of the first three axes)”** | Please refer to the specific ToR for Horizontal projects

Projects are invited to plan the beginning of their activities on September 1st 2016.

3. References

**3.1. INTERREG MED PROGRAMME DOCUMENTS**
- INTERREG MED Cooperation Programme 2014-2020
- Diagnostic territorial analysis of the INTERREG MED territorial cooperation programme (SWOT)
- INTERREG MED Programme Manual

**3.2. MED PROJECTS 2007-2013**
- Projects to consider among others:
  - CITEK (map) [http://www.your-innovation.eu/tools/smart-map](http://www.your-innovation.eu/tools/smart-map)
  - CREATIVEMED (toolkit) [http://toolkit.creativemed.eu/](http://toolkit.creativemed.eu/)
  - CREATIVEMED (white paper) [http://www.creativemed.eu/project-activities/white-paper](http://www.creativemed.eu/project-activities/white-paper)
  - ECO-SCP-MED [www.ecoscpmed.eu](www.ecoscpmed.eu)
3.3. REGULATIONS/ DIRECTIVE

3.4. COMMUNICATIONS AND PROPOSALS FROM THE COMMISSION
- Communication from the Commission Towards an Integrated Maritime Policy for better governance in the Mediterranean COM(2009) 466 final

3.5. PROGRAMMES AND INITIATIVES CO-FINANCED BY THE EUROPEAN UNION
- ETC and Neighbourhood Programmes: INTERREG EUROPE, ADRION, ALPINE SPACE, ATLANTIC AREA, BALKAN-MEDITERRANEAN, CENTRAL EUROPE, ITALY-FRANCE MARITIME, SUDOE, ENI MED, INTERACT
- COSME
- HORIZON 2020
- CREATIVE EUROPE
- Seville S3 platform http://s3platform.jrc.ec.europa.eu/
- European Cluster Observatory  
- European Cluster Collaboration Platform  
  http://www.clustercollaboration.eu/
- European Cluster Alliance  
  http://www.eca-tactics.eu/eca/about
- Keep data base  
  http://www.territorialcooperation.eu/keep/
- Eurostat:  
  http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home/
- European Commission Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs:  
  http://ec.europa.eu/growth/  
- European Commission Directorate-General for the Environment:  
  http://ec.europa.eu/dgs/environment/index_en.htm  
- European Commission Directorate-General for Maritime Affairs and Fisheries:  
  http://ec.europa.eu/dgs/maritimeaffairs_fisheries/index_en.htm
- European Commission Directorate-General for Research, Science and Innovation:  
  http://ec.europa.eu/research/
- European Commission Directorate-General for Education and Culture:  
  http://ec.europa.eu/dgs/education_culture/index_en.htm
- European Commission Directorate-General for Energy:  
  http://ec.europa.eu/energy/
- European Commission Directorate General for Communications Networks, Content and Technology  
  http://ec.europa.eu/dgs/connect

3.6. BIBLIOGRAPHY AND OTHER SOURCES

- **Cluster**
    http://www.clusterobservatory.eu/
  - How to support SME Policy from Structural Funds, European Commission, Directorate-General for Enterprise and Industry, 2014

- **Smart Specialization Strategy**
  - Monitoring Mechanisms for Smart Specialisation Strategies, JRC-IPTS, 2015
  - Guide to Research and Innovation Strategies for Smart Specialisations (RIS 3), JRC-IPTS, 2012
  - OECD, Regions and Innovation: Collaborating across Borders, in OECD Reviews of Regional Innovation, 2013;

- **Public Procurement of Innovation**
  - Public Procurement as a Driver of Innovation in SMEs and Public Services, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, 2014
  - Buying Green - Handbook on environmental public procurement, 2011
  - Buying social – A Guide to Taking Account of Social Considerations in Public Procurement, Programme for Employment and Social Solidarity PROGRESS, 2010
- **Green Growth**
  

- **Blue Growth**
  
  - Support activities for the development of maritime clusters in the Mediterranean and Black Sea areas, DG Maritime Affairs and Fisheries, 2014.
  - Support to the development of sea basin cooperation in the Mediterranean, the Adriatic and Ionian and the Black Sea, EUNETMAR, 2014.
  - Research And Innovation Initiative For Blue Jobs And Growth In The Mediterranean Area - The Bluemed Initiative, BLUE MED Vision document and Mapping, 2014

- **Social Innovation**
  

- **Cultural and Creative Industries**
  