

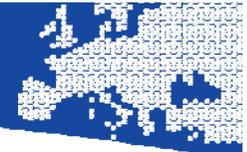


Regional Policy contributing to smart and sustainable growth in Europe 2020

Innovación y Fondos Estructurales: Políticas de impulso a la Innovación en tiempos de crisis

Bilbao, 4 November 2010

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Communication (COM533) in a nutshell

- ❑ Regional Policy at the heart of delivering the smart growth in Europe 2020: a major potential means of implementing strategy on the ground across the EU – improved governance
- ❑ Guidance to Managing Authorities in Member States and regions on how to optimise the impact of Cohesion Policy funding allocated to innovation
- ❑ Regional dimension to the Innovation Union by mobilising all regions to design 'smart specialisation strategies' and helping to unlock growth
- ❑ Aims at a more effective and synergetic use of public funds (ERDF, FP7, CIP, as well as national and regional funds) and at making better use of financial engineering

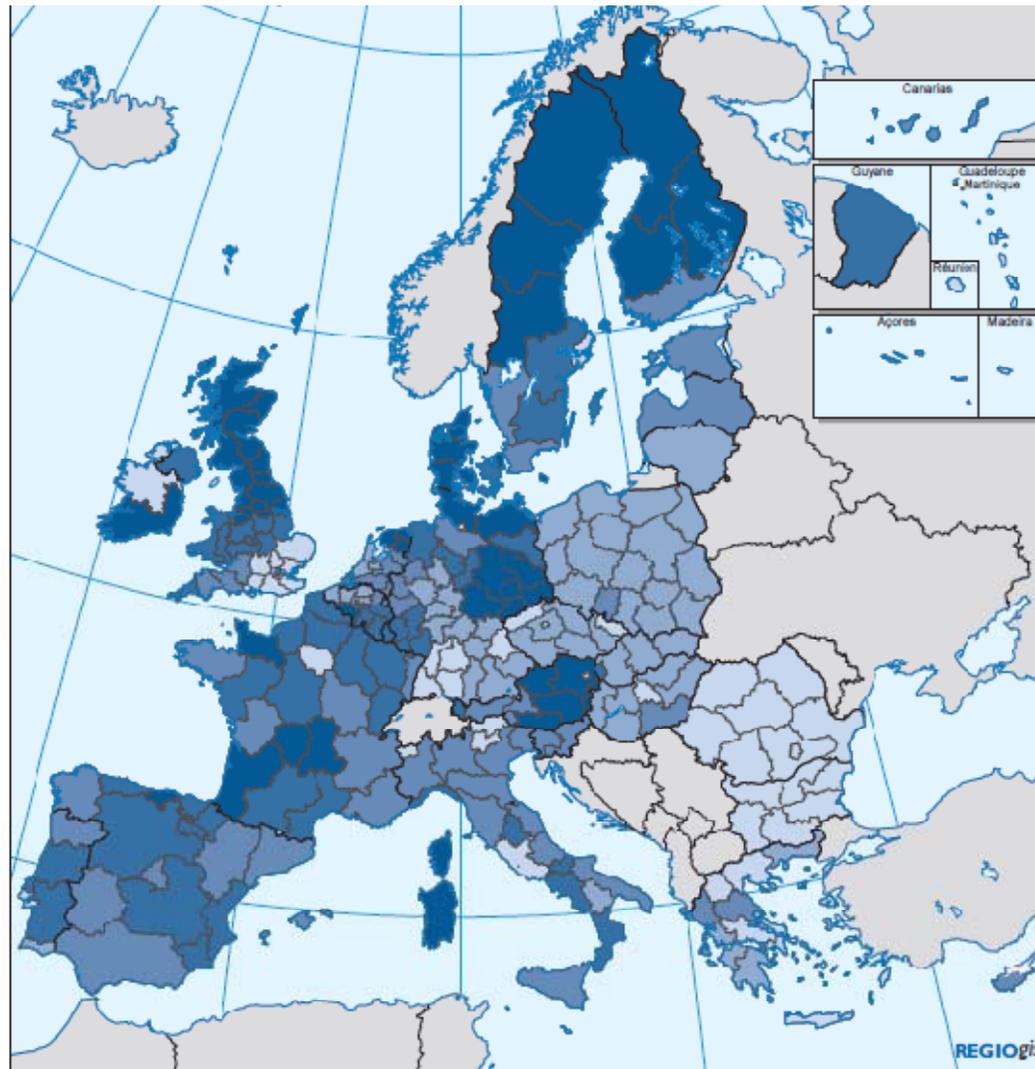


Objectives: aligning Cohesion Policy with Europe 2020

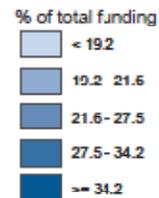
- ❑ Improve framework conditions for R&I by aligning ERDF support with EU 2020 National Reform Plans
- ❑ Paradigm-shift in Cohesion Policy 2007-2013: € 86 billion of which 65 billion are from the ERDF
- ❑ Optimise impact of the amounts still available for innovation (almost 2/3): increase synergies in the use of EU funds, national and regional investments and more trans-national cooperation
- ❑ Avoid duplication and imitation
- ❑ Promote efficient regional innovation systems and open innovation: increase R&I capacities in regions, businesses in particular, and strengthening links to Universities and R&D



Cohesion Policy Funding for RTD and innovation 2007-2013



Planned investments of Cohesion Policy in RTD, innovation, enterprise environment, 2007-2013



EU27 = 23.0
Funding for RTD, innovation and enterprise amounts
to some €79 billion
Source: DG REGIO

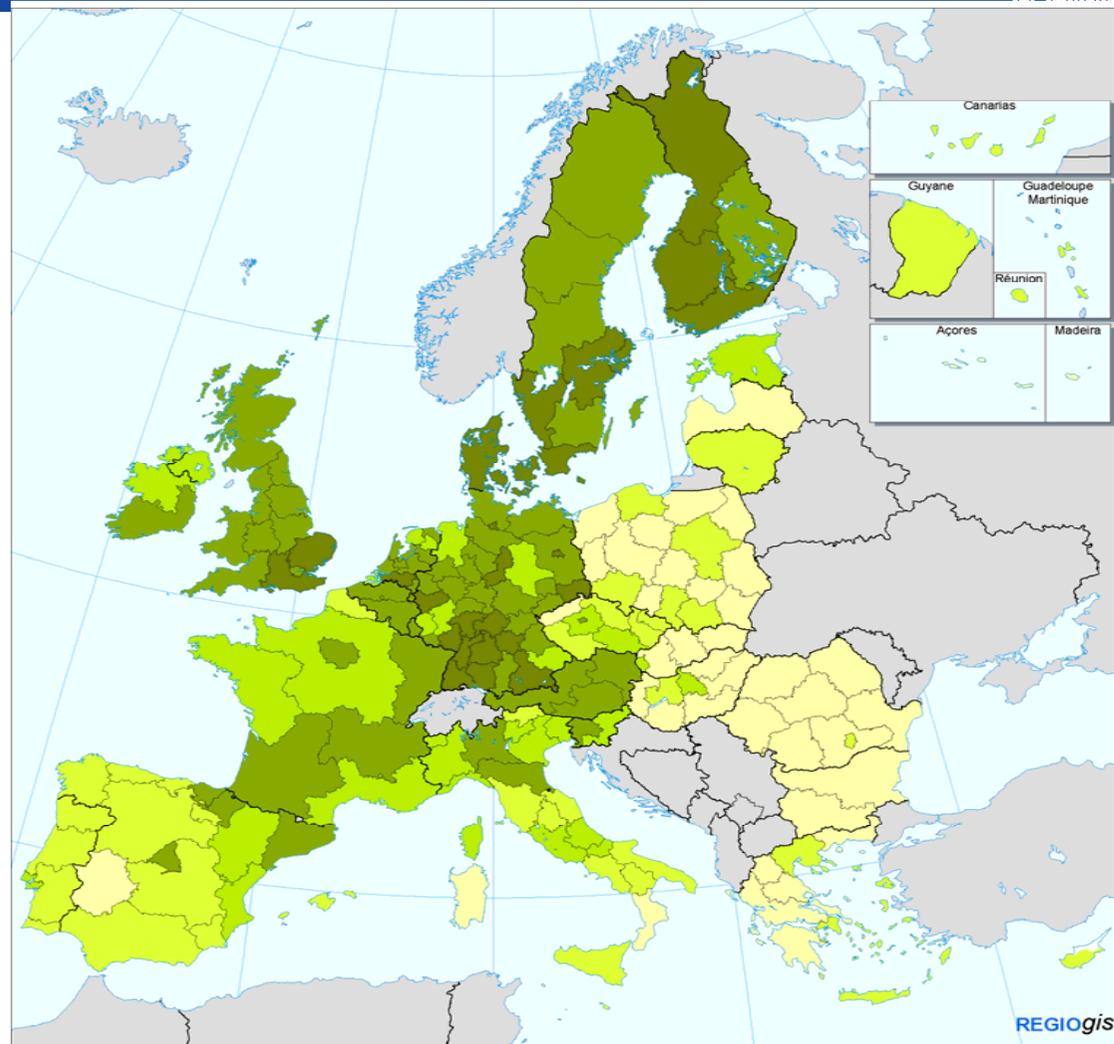


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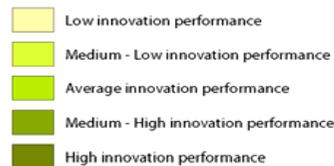


Regional Innovation Performance Index

shows large variations between strong performing regions (darker shades) and weak performing regions (lighter shades)



Regional Innovation Performance Index, 2006



Source: DG Enterprise, MERIT

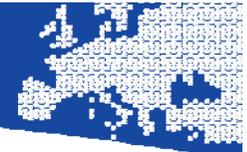
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Main messages

- ❑ All regions can and must contribute to achieving Europe 2020 objectives if goals are to be met – exploit EU dimension to its full
- ❑ Regional Policy can unlock the growth potential of the EU by promoting innovation in all regions
- ❑ Innovation is as relevant for lagging regions as for advanced regions close to technology frontier
- ❑ No “one size fits all”: policy mixes need to recognise regional diversity, to be in line with innovation capacity of regions and directed towards meeting their needs
- ❑ Combine R&D excellence (FPVII and CIP) and Regional Innovation (ERP), with a special focus on SMEs



Objectives: Smart specialisation

- ❑ Encourage national and regional governments to design 'smart specialisation strategies' – “innovation can not be dictated but it can be cultivated” (Sallet et al 09’).
- ❑ Identify factors of competitiveness (critical masses), bottlenecks and concentrate resources on key priorities
- ❑ Smart Specialisation Strategies S³:
 - ❑ an (entrepreneurial) dynamic process of discovery, based on strategic intelligence, interaction and learning.
 - ❑ S³ is about making (hard) choices and defining a regional vision: where it wants to go in terms of competitiveness through innovation
 - ❑ A bottom-up partnership approach involving experts but also businesses, research centres, universities and other important stakeholders
 - ❑ Focus minds, efforts and public resources on a limited number of thematic or (cross) sectoral R&I priorities in each region
- ❑ The Commission to set up a ‘Smart Specialisation Platform’ to assist in developing S³



Actions to be considered in S³

- ✓ Clusters for regional growth: ecology to drive innovation
- ✓ Innovation-friendly business environments for SMEs: good jobs in internationally competitive firms
- ✓ Stronger focus on financial engineering: not only grants
- ✓ Lifelong Learning in research and innovation: support knowledge triangle and university-enterprise cooperation
- ✓ Research infrastructure/centres of competence: support to ESFRI and EU wide diffusion of leading edge R&D results and partners
- ✓ Creativity and cultural industries: innovation beyond technology
- ✓ Digital agenda: enabling knowledge flows throughout
- ✓ Public Procurement for market pull: pre-competitive PP to open new innovation friendly market niches
- ✓ European Innovation Partnerships: innovation through cooperation



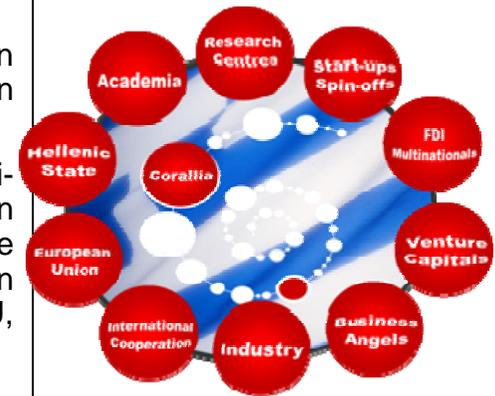
Clusters for regional growth

Corallia – The Hellenic Technology Clusters Initiative, a RegioStar 2009 finalist

➤ Corallia, provides support for the development of state-of-the-art, industry-driven innovation clusters, and acts as a hub for industry, research centres and venture capitalists involved in innovation activity.

➤ The project has yielded tangible results through the establishment and operation of the 'mi-Cluster' in Microelectronics and Embedded Systems and has led to a notable increase in annual turnover, exports, patent applications and new jobs. Mi-cluster company-members have strengthened the production value-chain of the ecosystem and have increased involvement in joint research efforts. The cluster actively cooperates with other cluster initiatives in the EU, such as the Foundation Sophia-Antipolis.

➤ ERDF co-funding of EUR 3.289 million;

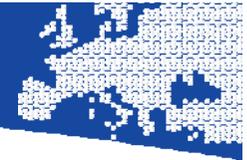


Medicon Valley Alliance, as part of the Øresund science region (RegioStars Winner 2008 in the cluster category)

➤ Following completion of the new bridge linking Sweden and Denmark in 2000, with the financial support of Cohesion Policy, a development opportunity arose in the Øresund region. The Medicon Valley Alliance – a network of firms, universities, hospitals and public authorities and the Øresund Science Region capitalised on existing links between the area's universities and the biomedical sector.

➤ As a result the Øresund region is now one of the leading biomedical regions in Europe and today accounts for 60% of all Scandinavian life science exports. Even more impressive, it is now one of the top 10 EU regions for biotechnology and applied microbiology, immunology and oncology.





Innovation-friendly business environment for SMEs

Units for Intellectual Property Promotion (UIPP), Portugal

➤ The Portuguese Institute of Industrial Property (INPI) launched an ERDF co-funded project (2001-2007), the UIPP Project, which was aimed at bringing the National Patent Office closer to companies and universities. It provided services to researchers and students as well as to SMEs for pre-diagnosis of IPR needs.

➤ Eligible costs included training, awareness activities and seminars, IPR advertising and dissemination, technical assistance and advice by specialists. UIPP promoted partnerships and established a network between 2 business associations, 10 universities, 7 technological centres and 3 science and technology parks.

➤ Between 2001 and 2007, the number of hi-tech patent applications to the EPO per million inhabitants increased from 0.4 to 7.5 in Portugal (European Innovation Scoreboard).



Developing Entrepreneurship Studies¹– Estonia

➤ This project was run, with financial support from the European Social Fund, by the Foundation 'Innove' and partners (six vocational schools and the Estonian Chamber of Commerce and Industry) between September 2005 and August 2008.

➤ It resulted in the development of three new entrepreneurship modules which can be adapted to different vocational education and training curricula:

- a 40-hour basic module, targeting students in vocational schools following basic education;
- a 40-hour entrepreneurship module for students in post-secondary vocational education;
- an 80-hour Optional module: Evaluation of Business Performance and Managing Entrepreneurial Challenges for students in vocational secondary education.





Innovation-friendly business environment for SMEs

Innovatum Technology Park – Västra Götaland Region, Sweden

The ERDF-supported Innovatum Technology Park is a development centre packed with research projects and inspirational activities. It consists of a science centre, a project arena and an incubator, which is conducive for innovative ideas in its three areas of focus: production technology, clean technology and creative industry. Innovatum provides a network of professional advisors, access to external financing and guidance on managing a business to entrepreneurs. Since 2003, more than 40 companies have developed and several of them are now working with international brands in global markets.



Incubator Technology Centre – Wrocław, Dolnośląskie, Poland

➤ *The gap between high levels of scientific potential and low levels of innovation in business is being bridged in the Lower Silesia region of Poland by the Incubator Technology Centre, which provides a place for businesses to interact with the academic community in the form of the University of Wrocław, the Wrocław University of Technology, and the Wrocław University of Environmental and Life Sciences.*

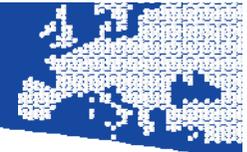
➤ *ERDF contribution: EUR 3 917 000*



XPER- REGIO: European Enterprise Award in 2007

21 Lower Bavarian Municipalities got together in a strategic alliance to support entrepreneurship in small rural areas with EUR 3 million support from the ERDF, which led to total private and public expenditure of EUR 13.2 million in the region. The result was the creation of 170 new firms and 400 jobs.





Innovation-friendly business environment for SMEs

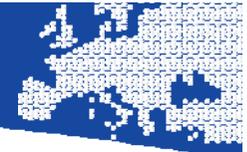
ifex: Initiative for Start-ups and Business Transfer – Baden-Württemberg, Germany, a European Enterprise Awards Winner in 2006

➤ Via its online portal, ifex is a one-stop agency for information on start-up and business transfer policies, giving access to a large network of over 1,400 support service providers. It provides tailor-made educational and support services to specific target groups, including schools, universities, women, ethnic and minority groups.

➤ Due to the success of the project, ifex became a permanent Unit in the State Ministry of Economic Affairs and also manages the nation-wide “German Agency for Women’s Start-ups” on behalf of three federal Ministries.

➤ ifex has demonstrated over the past 12 years how to build an innovative and successful regional support infrastructure, in cooperation with all regional support service providers and in spite of shrinking public budgets. Its support measures have already been successfully transferred to other German and European regions with impressive results.





Synergies around SMEs support

Estonia's small enterprises have received innovation vouchers from Enterprise Estonia for implementing 149 innovation projects.

- The total amount of grants financed from ERDF is now close to 8.75 million kroons.
- The Innovation Voucher Grant programme that opened in February 2010 is the simplest way for enterprises to launch co-operation with research institutions for the purpose of implementing innovative ideas.
- A significant number of new co-operation projects between the private sector and universities have emerged
- Enterprises have begun to view universities as partners capable of providing the services that SMEs need.





Research infrastructure/centres of competence

The Climate KIC explores potential regional partners and funding opportunities under the EIT

➤The Regional Innovation and Implementation Communities (RIC), led by the Hungarian Bioenergy Competence Centre OBEKK, forms a network of six major European regions (with a combined population of over 26 million), which share a clear and demonstrable commitment to tackling climate change. They comprise Central Hungary, Lower Silesia (Poland), Midlands (UK), Hessen (Germany), Emilia Romagna (Italy) and Valencia (Spain).

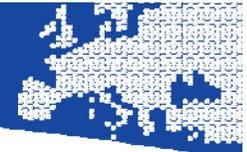
➤RIC has access to a range of funding sources, including the Structural Fund and national or regional R&D financing, and is able to coordinate these sources at city and regional levels. The resources concerned will be available for the Climate-KIC from the start of the programme. The RIC will initially focus on carbon emission reduction by participating in implementation programmes, demonstration projects and strategic support programmes. It will exchange and disseminate the knowledge obtained.



The PALS Research Centre

The Pals research centre is the only laser laboratory in the Czech Republic and, indeed, in all the "new" EU Member States, which operates a kJ-class terawatt high-power laser. As an open civilian infrastructure, it serves not only the Prague region and the Czech Republic as a whole, but also neighbouring countries such as Poland and Hungary. Close links exist with other European high-power lasers through the LASERLAB-EUROPE network and it is at present closely involved in the preparation phase of ELI (ESFRI project) which will be part financed by the ERDF





Lifelong Learning in research & innovation

Combined Universities in Cornwall (CUC)

CUC is an ERDF supported partnership of regional universities and colleges working together to cooperate with SMEs in line with the region's decision to invest in higher education as a driver of economic regeneration. The CUC graduate placement scheme, 'Unlocking Cornish Potential', for example, provides shorter project placements and uses grants of up to GBP 6,000 to reduce the risk of employing a graduate. The ESF also supports a small team which markets the scheme to business. Some 70 % of the 485 graduates placed since 2004 have been offered permanent jobs at the end of their placement.



Twente (NL), a University embedded in its regional economy

The University of Twente is a good example of a university embedded in its regional economy taking a joined-up approach to knowledge transfer. The university has a knowledge park and business accelerators communicating the knowledge it possesses to the business community. After supporting entrepreneurship, for over 10 years, the university developed the TOP programme (Temporary Entrepreneurial Positions), University Student Enterprises and a growth programme for owner managers have also been developed. Included in these modules are training and networking activities.

The University of Twente has actively participated in the ERDF Programme of Innovative Action for the region supported by Cohesion policy.



The Prince of Wales Innovation Scholarships (POWIS) programme is an innovative new £11.4 million initiative, managed by the University's Global Academy programme, which brings the private sector in Wales together with higher education and bright young graduates from anywhere in the world. With each scholarship worth £100,000, POWIS is part-funded by the European Regional Development Fund (ERDF) through the European Union's Convergence programme administered by the Welsh Assembly Government, private sector investment and the University of Wales' own funds. The scheme will provide 100 world-class graduates to Welsh businesses between 2009 and 2014, supporting them through a programme that is amongst the best financially supported PhD packages in the world.





Creativity and cultural industries

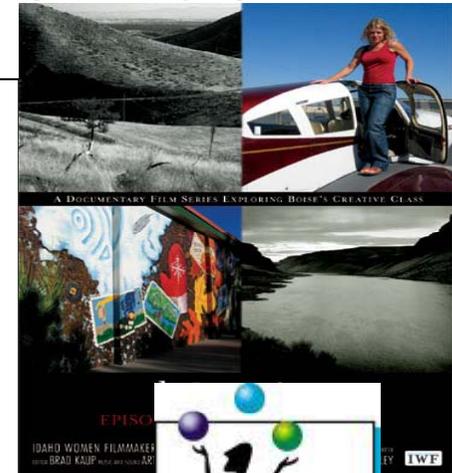
"ImMediaTe" and "BCreative" projects in the European Knowledge Intensive Services Innovation Platform

➤ *ImMediaTe is aimed at providing tools and services to assist the growth of digital media SMEs operating in creative industries. The project mobilises sector-specific financial resources and has developed innovation vouchers. It also organises a series of thematic events, market and investment forums focusing on presenting key trends and market opportunities for businesses in the digital media sector as well as pitch sessions for selected companies allowing them to meet international financial investors. Ad hoc coaching on media literacy, including management, marketing and IPRs, as well as financial and business support services are provided to SMEs across Europe.*

➤ *BCreative brings together various innovation support measures for SMEs to link knowledge creation, incubation, finance and clusters. BCreative provides support to SMEs across Europe to better exploit their research results and helps them look for investors and potential business partners. The project has developed innovation vouchers and has set up a European online platform for creative businesses, bringing together relevant stakeholders and providing a toolkit to European companies to help them to venture capital and entrepreneurial skills as well as enabling them to exchange information on intellectual property and legal issues.*

Berlin: regional revitalisation through creative industries

The ERDF-supported Kreativ Coaching Centre (KCC) in Berlin, established in 2008, helps emerging entrepreneurs in creative industries by providing individual assistance through experienced coaches, qualified in business administration and creative industries, who offer advice and expertise to young and growing companies to solve their particular problems in a non bureaucratic, hands-on way.





Creativity and cultural industries

Interactive Institute Sonic Studio (Piteå, Sweden)

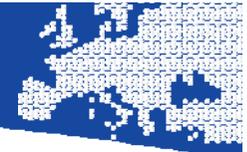
- A significant success of the Studio is DigiWall, an interactive system combining a climbing wall, computer games and music applications in healthcare for therapeutic healing, adapting the application to the physical state of the patient. The studio collaborates with both traditional and more modern firms.
- This project has contributed to regional development by boosting research in a novel interdisciplinary research area, which has attracted senior researchers to the peripheral region concerned. The studio has also created new employment opportunities, both in newly established enterprises and in existing ones.
- Attaining ERDF funding has been a significant quality label for attracting other kinds of financial support



Creative Clusters in low density urban area (Obidos, Portugal, as lead partner, together with other partners from Spain, Italy, Hungary, Romania, Finland and UK)

- The starting assumption of this ERDF **URBACT network** is that creativity can act as a driving force for the economic development of small urban centres as well as big cities.
- Its objective is to promote exchange of experience and best practice and to make policy recommendations and suggest action plans relating to creative clusters in low density urban areas.





Creativity and cultural industries

Liverpool, European Capital of Culture 2008, and the HerO network “Heritage as Opportunity” (ERDF URBACT project with a Fast Track Network label: Regensburg, Germany, as lead partner and other partners from Austria, Italy, Lithuania, Romania, UK, Poland, France and Malta)

A deprived area 25 years ago, Liverpool became European Capital of Culture in 2008. The key words of its success were participation, repositioning, regeneration and sustainability. The city organised national and international events, strongly focussed and engaging local people.

Intercultural dialogue required much creativity. Starting from cultural assets such as its maritime heritage, music and football, Liverpool became a brand for UK tourism itself. It is now one of the most popular cities in the UK for international visitors, after London and Edinburgh. The research team “Impacts 08” has developed a model for evaluating the multiple impact of culture-led regeneration programmes that can be applied to events across the UK and internationally.

The city is keen to share its experience with other cities. It is member of the HerO network “Heritage as Opportunity”, a network of 10 cities with the aim of developing innovative management strategies balancing in a sustainable way the different needs of the local population, tourists, conservationists and local business. Heritage management is more than preserving the past, it is about being creative and capitalising on the potential of cultural heritage assets for economic, social and cultural activities. At project level, the main expected outputs of the HerO network are the compilation of interesting cases, the development of integrated management plans and as policy recommendations and practical guidance. At local level, support groups and action plans will be established. The Fast Track label given to the HerO network under the initiative “Regions for Economic Change” provides opportunities and benefits. The Commission not only provides grants but participates in the discussions with the Managing Authorities to define strategies leading to concrete action in operational programmes





Design for user-centred innovation

South East England: stimulating eco-design in SMEs

Design & Innovation for Business Sustainability (DIBS), led by WSX Enterprise and supported by the ERDF: is a programme stimulating SMEs to incorporate sustainable design into their products and services, cutting resource costs and attracting environmentally-aware customers.



Design support for SMEs, De Montfort University, East Midlands, UK

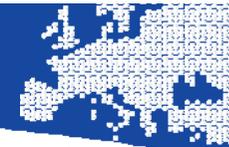
- *Through intensive design support, the De Montfort S programmes have generated over 40 commercial products and created over 50 new jobs for regional SMEs over the past 5 years.*
- *The programmes facilitated the translation of research outcomes and knowledge into new commercial products and services. Partnerships with regional design consultancies and other universities provided the in-depth specialist support required to meet the innovation needs of SMEs.*
- *The project received € 800 000 of ERDF co-funding and provided a 7.5 x return on investment with respect to GVA increase, which will increase as more products are brought to market.*



The SEE project 'Sharing Experience Europe – Policy, Innovation, Design' (ERDF INTERREG IV C)

This Network of 11 organisations shares knowledge and experience in order to develop new thinking, disseminate good practice and influence local, regional and national policies for design and innovation. The partners come from the UK, Belgium, Denmark, Estonia, Finland, France, Ireland, Italy, Poland, Slovenia and Spain. All are currently involved in their own regional innovation policy and their regional governments have committed to exploring improvements in the provision and delivery of innovation, entrepreneurship and design through individual or joint policies





Digital agenda

B3 Regions: Regions for Better Broadband connection

➤ *B3 Regions s aimed at improving the effectiveness of regional development policies as regards the Information Society, by spreading the examples of good practice of the expert partners relating to broadband implementation in disadvantaged areas. The aims are:*

➤ *1. To share experience of implementing broadband and related issues (such as demand aggregation and state aid regulation).*

➤ *2. To spread the benefits achieved in the consortium to external stakeholders and, in particular, to Managing Authorities and ICT agencies willing to implement successful broadband strategies with Structural Fund support.*



PIKE: Promoting Innovation and the Knowledge Economy

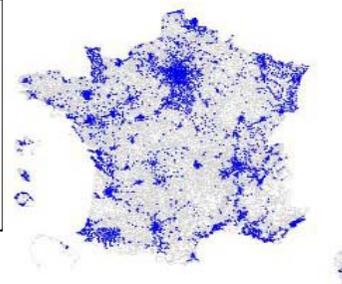
The aim of the project is to improve regional and local Innovation & Knowledge Economy policies through the exchange and transfer of examples of e-Government and Wireless Broadband good practice, and through the integration of these into the development policies of participating regions



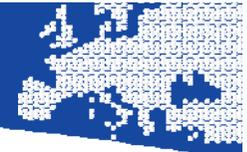
Couverture en haut débit par DSL par France Télécom et les opérateurs de dégroupage au 30 juin 2009

IMMODI:

This project is aimed at making the most of the results and examples of good practice developed by the partners as regards of e-Government and e-health, which contribute to the development of mountain and rural areas. Selected examples will be presented at technical and regional workshops, detailed in a published guide and discussed with Managing Authorities in order to transfer them into the development programmes of participating regions



Légende
● Réseaux équipés en DSL par France Télécom
● Réseaux équipés en DSL par France Télécom et au moins un opérateur de dégroupage



Digital agenda (RegioStars)

High Speed Broadband roll out in Auvergne

High-speed broadband access is a decisive factor of competitiveness for region, in terms of both attracting new residents and firms and persuading existing ones not to leave. Auvergne, one of the most sparsely populated regions in France, launched the first telecommunications public/private partnership in the country, with the help of a EUR 10 million ERDF grant, to extend high-speed broadband coverage to all households.

Computer Literacy Basics for a Lithuanian e-Citizen

➤ (Funding: :EUR 2,694,534 of which EUR 1,996,650 from the (ESF)

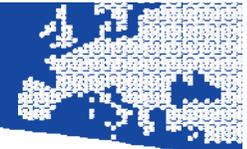
➤ *Promoting computer literacy is key to reducing the digital divide which exists in Lithuania. The objective of the project was to increase the accessibility of the Internet and e-services by providing information and computer literacy training to adults, establishing Public Internet Access Points (PIAPs) and stimulating the growth of e-services countrywide. Key target groups included those living in remote areas with little access to digital services, in particular in rural regions, the elderly and those with disabilities. The aim was to equip 300,000 Lithuanian residents with computer literacy skills, in line with the objectives established by the national Knowledge Society Council. The project was conducted countrywide between 2006 and 2008. Over 50,400 adults (with an average age of 43, 61% of whom came from small towns and rural areas) have since completed the LIA courses. LIA is a good example of private and public partnership, especially with local municipalities.*

A new business model for ambulatory monitoring of patients suffering from congestive heart failure, Brandenburg

➤ Total cost: EUR 242,402 of which EUR 86,172 from the (ERDF)

➤ *The project combined the expertise of various regional partners to provide an innovative ICT based business model for long term, ambulatory management of patients suffering from congestive heart failure in underdeveloped areas. One of the priorities was to encourage regional SMEs to develop business models using ICT applications that create new services or optimise the workflow of existing services in the health care industry. The concern aim was to reduce the number of hospital admissions per patient, the number of days spent in hospital when admitted and the associated health care costs, while at the same time increasing the standard of health care and the quality of life for patients.*





Public Procurement for market pull

East of England pre-commercial procurement for health care innovations.

In May 2009 the East of England Development Agency together with the UK National Health Services East of England and UK Technology Strategy Board launched a pre-commercial procurement of an innovative process, material, device, product or service which will help to meet current health priorities in the region. This initiative was funded by the ERDF. Up to £100,000 was awarded for winning tenders in a first phase with the potential of further financial assistance to develop and evaluate projects in a second phase. The aim is to provide procurement opportunities for innovative health care businesses and bring the benefits of new innovations and technologies to patients.

RAPIDE is a Fast Track Network of the Regions for Economic Change Initiative funded by INTERREG IVC.

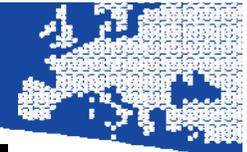
The project is focused on supporting the implementation of good practice relating to the role of the public sector in stimulating innovation in partner regions, for example through: procurement, investment decisions (gap funding, regeneration etc.), initiatives that assist and advise businesses and academia-business partnerships and policy development and adoption



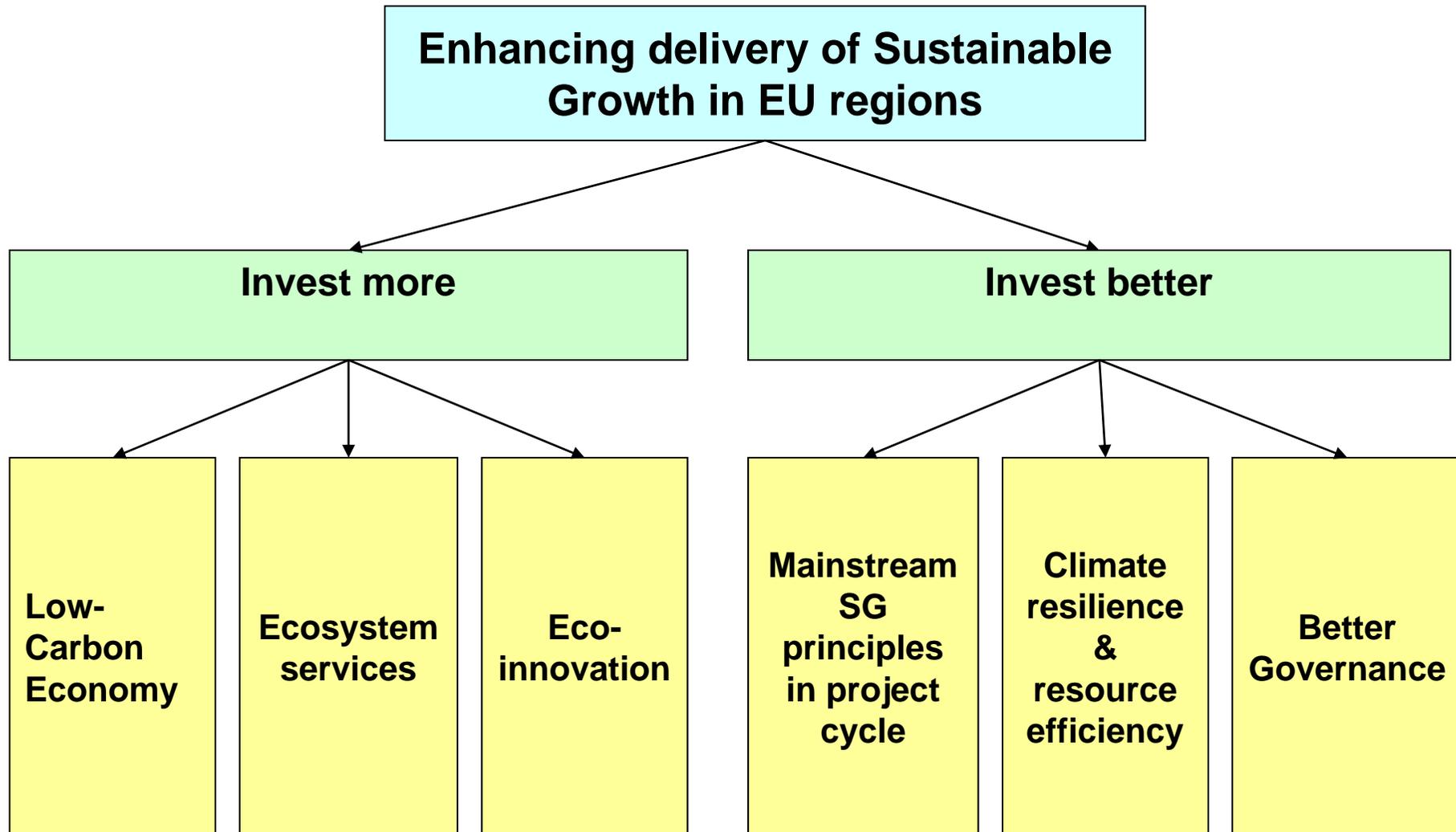


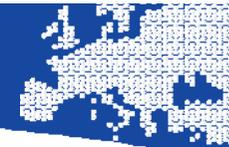
Further recommendations

- More use of financial engineering instruments, i.e. loans, guarantees and venture capital, including from the European Investment Bank (EIB); use JEREMIE and JESSICA
- Increase use of ERDF on inter-regional cooperation (Art. 37) in research and innovation to enhance access to international research and innovation networks; use technical assistance for national networks for good practice exchange
- Reinforcing ERDF support for education, research and innovation and drawing on complementary support from the EU's Research Framework Programme (FP7) and the Competitiveness and Innovation Programme (CIP);
- Make better use of public-procurement to increase the innovation content of products, processes and services with the public sector taking on the role of lead
- Use ERDF to fund shortlisted FP7 and CIP projects that were not be financed due to the high number of quality project applications and the shortage of funds



Regional Policy contributing to sustainable growth





1.1 Low-Carbon Economy

- Seize the new opportunities for energy efficiency and renewable energy investments in buildings, including the new possibilities for the use of financial engineering instruments
- Accelerate investments in renewable energies and energy efficiency according to the local energy potential, including local smart distribution
- Give priority to projects that enhance the resource efficiency of transport, including clean public transport, TEN-T and decarbonisation

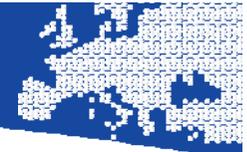




1.1 Low-Carbon Economy – Buildings



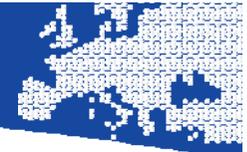
- Amendment to ERDF regulation (May 2009)
- Up to 4% of the national ERDF allocation can go to energy efficiency and renewable energy in housing, potentially € 8 billion
- MS define eligible categories of existing housing, to support social cohesion
- Other regulatory amendment to facilitate the use of innovative financial instruments in this area (June 2010)



1.2 Ecosystem services & biodiversity

- Invest in protection of ecosystems & biodiversity as source of economic development
- Use Regional Policy funding for natural risk prevention
- Invest in “Green infrastructure”, (eco-corridors, parks, restoration of water bodies)





1.2 Ecosystem services & biodiversity: examples

Flood management along the Tisza river in Hungary

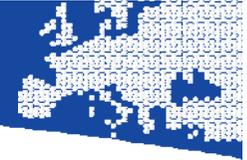
Creation of six flood reservoirs with relocation of dikes. Cross-sector approach to risk prevention with win-win impacts in terms of ecosystem services (storage for water irrigation, biodiversity protection, creation of wetlands) and socio-economic benefits (tourism, leisure activities).



Developing 'eco-corridors' in Rhône-Alpes, France

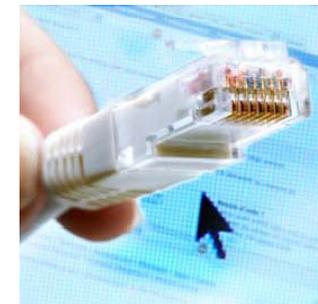
The project 'Ecologic continuum in the Alps' used the ERDF & EAFRD to invest in eco-corridors to ensure continuity of green & blue (water) areas. It benefits biodiversity & ecosystems but also tourism, leisure and adaptation to CC in the long term





1.3 Eco-innovations

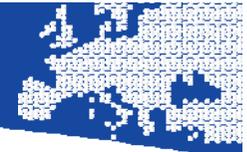
- Develop eco-innovations across sectors: supports resource efficiency, competitiveness and job creation
- Support clusters on eco-innovation, particularly through PPPs
- Invest in ICT for the green economy through RP funding





2.1 Integrating sustainability throughout project cycle

- Holistic approach to whole project life-cycle: shifting from the sole project delivery to long-term performance
- SG to be an integral part of each step of project life-cycle: from design to implementation, usage & maintenance
- Efficient way to enhance sustainability of projects: use of Green Public Procurement by authorities



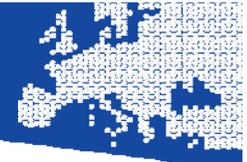
2.1 Integrating sustainability throughout project cycle - Example

The Green Public Procurement action plan of the Basque Country, Spain

The regional Basque government initiated a GPP Action Plan in April 2008. In addition to boosting GPP the aim is also to show with real results how to fight climate change and promote local economy competitiveness, helping other regions, provinces and supra-municipal organisations set their own strategies

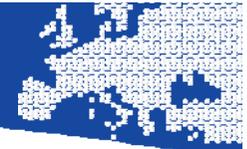
This GPP AP is especially innovative as it contributes to:

- stress the role and importance of Regional Governments in promoting GPP;
- develop a coordinated market strategy with the demand and supply side;
- show the relation between procurement activities and climate change;
- present real results/indicators (in CO₂ and Euros) of environmental relief through GPP



2.2 Climate resilience & resource efficiency

- Checking project investments against:
 - climate resilience: projects take into account impacts of climate change in the medium and long term
 - resource efficiency: choose the most resource efficient investment option (waste and water hierarchy)
- Developing regional strategies on adaptation to climate change



2.2 Climate resilience & resource efficiency: examples

Green roofs and walls for climate resilient buildings and cities

Green roof on the building of Greek ministry of finance inaugurated in 2008: after one year energy savings of 9% on cooling and 4% on heating costs plus many other benefits: reduces urban flooding and heat-island effects, wildlife habitat in city...



Integrated recycling, composting and biogas plant

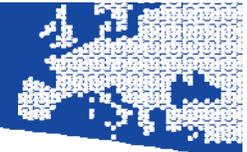
Upgrading of a waste treatment plant in Malta through CF (€ 16.7 M) to recover recyclable material, composting of biodegradable waste and a Combined Heat and Power (CHP) plant running on the produced biogas





2.3 Better governance

- Improving governance with enhanced cross-cutting/horizontal approaches to SG
- Broadening partnerships and reinforce strategic content of Monitoring Committee of programmes
- Encourage more PPPs and innovative approaches to financing



2.3 Better governance: examples

Networking of national/regional Environmental & Managing authorities

MS (PL, HE, IT, ES, DE...) have set up networks of national & regional authorities in charge of environment & Cohesion Policy (Managing Authorities) to ensure an improved governance. Civil society & socio-economic partners take part

Engaging local authorities in regional strategies

The region of North-Rhine Westphalia (DE) adopted in 2009 a regional strategy on adaptation to climate change. To involve the municipal level, they organised a competition for municipalities to develop their own local strategies with the best of them receiving a subsidy to deploy them.



Many thanks for your attention

