MED Greenhouses
"Green Growth through the capitalization of innovative Greenhouses"

3.2.4. Joint MED Action Plan transferring knowledge

Regional Council of Berat

Project Details:

Programme: **Interreg MED 2014-2020**

Priority Axis: **1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth**

Objective: **1.1. To increase transnational activity of innovative clusters and networks of key sectors of the MED area**

Project Title: **Green Growth through the capitalization of innovative Greenhouses**

Project Acronym: **MED Greenhouses**

Reference No: **3082**

Lead Partner: **TEI of Thessaly**

Total Budget: **1,171,400 €**

Time Frame: **01/02/2018 – 31/07/2019**

Deliverable Details

WP: 3. Capitalising

Activity: 3.2. Transferring knowledge

Deliverable Title: 3.2.4. Joint MED Action Plan transferring knowledge

Responsible Partner: PP5. CEBAS-CSIC

Involved Partners: All

Date & Place of delivery: 15-07-2019, Berat

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1. Introduction

The term "Knowledge transfer" can be defined as the process through which an entity acquires certain knowledge, technology or innovative process or product that another agent has developed or created (Schumpeter). In the greenhouse eco-innovation area, activities related to knowledge transfer involve the processes of detecting or creatingand sharing new technologies and innovation activities thatallowsthe sector to move towards a more competitive and efficient agro-food chain, and respectful of the environment.

This deliverable aims at sharing the activities that will allow the achievement of the project objective of improving eco-innovation capacities of public and private actors. Knowledge Transfer can refer to several types of activities: Introduction of new products; Introduction of new production methods; Opening of new markets development of new supply lines of raw materials and other resources. Development of new market structures in a sector for a business, increasing its productivity and competitiveness.

The present report constitutes the contribution of the Regional Council of Berat to the del. 3.2.4 – "Joint Med Action Plan Transferring Knowledge which responsible partner is the PP5 CEBAS-CSIC. The report was developed based on the guidelines and the template provided by the partner.

2. Knowledge transfer activities for improving eco-innovation in the Mediterranean greenhouse sector

In this section three (3) knowledge transfer activities are presented aiming to improve the knowledge for innovative greenhouses technologies in Albania. The proposed activities can applied in the agricultural regions of Albania (e.g. Berat, Fier). In general, these activities should focus on actors of 4-helix and address the following topics:

- Existing innovative technologies on Greenhouses (actions for transferring knowledge for the operation/installation/construction of MED Greenhouses, actions for matchmaking actors of 4-helix for possible synergies-collaborations, actions for triggering investors etc)
- Enhance the Environmental protection, favouring Eco-innovative investments (e.g. actions on how to embody the tailored policy recommendations (3.1.5) in Policy Makers' Plans favouring innovative greenhouse investments)
- Identification of technological partners at regional level that could facilitate the establishment and operation of the MED Greenhouses supporting Farmers and Greenhouse Owners
- Suggestion of financial partners that could facilitate Farmers and Greenhouse Owners implement their investments.
- Suggestion of Policy Makers (at local/regional level) that that could facilitate Farmers and Greenhouse Owners to implement their investments.

Knowledge Transfer Activity 1: Webinars for innovative greenhouse technologies
This is an activity that can continue after project end. The online-seminars (webinars) should aim to inform stakeholders/actors of the 4-helix with different issues related (directly or indirectly) to innovative greenhouse technologies. The main advantage of the webinars is that the stakeholders/actors can participate in this from distance, only by having internet access and a device (tablet/computer). In particular, the webinars should aim to:
- Make the actors/stakeholders of the sector familiar with new innovative greenhouses technologies that can be applied in Albania,
- Inform them about the benefits, at environmental, social and economic level, that arise from the use of these technologies,
- Present them the installation and operation procedures (technical features that need to be taken into consideration),
- Inform them about any limitations, pros and cons, indicative costs and key sustainability factors that they need to take into account,

- Present them financing channels (at EU or regional/national level) that provide fund eco-innovative investments,

Existing tools/means to be used:

The proposed activity is sustainable as most of the tools/means for the organisation of the Webinars are available and no additional budget is required. Existing tools to be used:

- **E-learning platform**: The platform had been developed during MED Greenhouse project (del.3.2.2) and will be operational after project's end. It has a friendly-use interface and it is has no limitations regarding the number of the participants that can log in.

- **Training material**: The training material was designed by the institutional partners of the MED Greenhouses project (TEI of Thessaly-LP and University of Thessaly-PP1) in order to inform and familiarise the stakeholders/key actors of the greenhouse industry regarding the installation, the operation and the replication procedures of the Innovative Geothermal Greenhouse (MED Greenhouse) as well as to disseminate the essential advantages/benefits compared to the conventional greenhouses.

  Furthermore, new training material can be produced based on the deliverables of the project. One of them is the *del. 3.1.3 "Joint Report of available financial channels for eco-innovative technologies"* presenting the identified financial channels in Albania that can provide grants for eco-innovative investments (focusing on innovative greenhouses).

- **Stakeholders' database:** Invitations (including a brief text for the purposes and the benefits of the webinar) can be sent to stakeholders/ key actors of the sector in order to participate in this. The invitations can be sent to the key stakeholders identified and presented in the del. 3.1.2 "Development of stakeholders & beneficiaries database".

Knowledge Transfer Activity 2: Operation of ATI-Cluster and registration of new members

The Agricultural Transnational Innovative (ATI) Cluster established during the MED Greenhouses project can be valorised for transferring knowledge in Albania. The partners can trigger the key actors/stakeholders of the sector (SMEs, farmers, producers, development agencies, associations, research institutes etc.) to register in the ATI-Cluster and benefited from the designed services and the transnational network having access to regarding EU & national initiatives, news, financial channels, innovative technologies and share their needs and experiences at transnational level. Through the ATI-Cluster, the partners can:

- provide tailored services (training/capacity building seminars, coaching, pitching services) designed during project implementation,
- Valorise the MoU signed among project partners and adopt policy recommendations designed during the project favouring eco-innovative investments,
- Promote synergies and collaborations with actors of other countries sharing knowledge and experiences at Med level and developing joint projects/concepts

Existing tools/means to be used:

Most of the tools/means for the ATI- Cluster will or have already produced during the project implementation. Existing tools that can be used for this activity are:

- The **ATI-Cluster** which will be established in the MED Greenhouses project,
- The *del. 2.2.1 "Joint Communication plan",*
- The *del. 3.2.6 "Recommendations for the establishment of mechanisms favouring cooperation between actors of the quadruple helix"* which will present the offered services of the Cluster, the model of operation and the communication strategy and the key performance factors,
- The *del. 3.3.1 "Memorandum of Agreement/Understanding"* which will include the written commitments between the partners of the project and key policy makers of the sector.

Knowledge Transfer Activity 3: Campaign for eco-innovation in agriculture sector

The 3rd proposed activity for transferring knowledge would be the development of a campaign promoting the benefits of eco-innovative investments, news and opportunities arise. The campaign can be organised without any additional expenses and through web communication channels that were developed during the MED Greenhouses project. These channels will continue to operate after the end of the project, ensuring the sustainability of its results. In order to secure this, the partners need to feed these online channels (see below) with updated news and relevant information in order to attract visitors.

Existing tools/means to be used:

All the tools/means that will be used for the campaign have already developed during the project implementation. In particular, the tools that can be used for this activity are:

- Forum of Innovative Agriculture (del. 3.3.3),
- Social media accounts: facebook & twitter account developed during the project (del. 2.2.2)

- Project website (del. 2.4.1),
- On-line platform (del 3.2.1),
- Partner's website

3. Key Activities carried out by the partner for the transfer of knowledge

The following tables analyse the three (3) proposed activities presented in chapter 2, including the type of transfer knowledge activity, and the required resources.

Description of activities:

Table 1-Proposed key activities to be carried out by the Regional Council of Berat for transferring project's knowledge

Type of activity 1: Webinars for innovative greenhouse technologies		Networks involved to help with this task	Main target groups addressed	Number of people with tasks related to knowledge transfer	Indicative annual budget devoted to knowledge transfer	Available Tools (CRM, Database, partnering events, etc.)
	Sub-Activity/ Tasks					
1	*Modify / develop training material*	Academic & research institutes, including partners of the project	SMEs, farmers, producers, greenhouse owners, business support organisations etc.	1-2	0-2.000€	del. 3.2.1
2	*Create agenda & presentations*			1	0€	n/a
3	*Send invitations to key stakeholders / actors of the sector*	in-house				del. 3.1.2
4	*Test the e-learning platform*	in-house				del. 3.2.2
5	*Conduct the webinar*	technical experts		2	0€	

Table 2-Proposed key activities to be carried out by the Regional Council of Berat for transferring project's knowledge

Type of activity 2: Operation of ATI-Cluster and registration of new members		Networks involved to help with this task	Main target groups addressed	Number of people with tasks related to knowledge transfer	Indicative annual budget devoted to knowledge transfer	Available Tools (CRM, Database, partnering events, etc.)
	Sub-Activity/ Tasks					
1	Finalise the offered services	Partners of MED-Greenhouses	SMEs, farmers, producers, greenhouse owners, business support organisations etc.	2-3	0€	del. 3.2.6
2	Signed the Memorandum of Agreement			1	0€	del. 3.3.1
3	Register members			1-2	0€	del. 2.2.1
4	Provide Services to members	Technical experts		2-3	€ 10-20 K	del. 3.2.6
5	Develop synergies/collaborations between members at regional national & transnational level	Technical experts		2-3	€ 10-20 k	del. 3.2.6 del. 3.3.1

Table 3-Proposed key activities to be carried out by the Regional Council of Berat for transferring project's knowledge

Type of activity 3: Campaign for eco-innovation in agriculture sector		Networks involved to help with this task	Main target groups addressed	Number of people with tasks related to knowledge transfer	Indicative annual budget devoted to knowledge transfer	Available Tools (CRM, Database, partnering events, etc.)
	Sub-Activity/ Tasks					
1	Feeding the online-Forum of Innovative Agriculture with attractive news, involving more actors/stakeholders of the sector	in-house	Farmers, producers and SMEs of the agriculture sector, greenhouse owners, greenhouse construction companies, business support organisations, Ministries, NGOs etc.	1	0€	del. 3.3.3
2	Feeding the social media pages of the project will posts/ news with initiatives activities and events dedicated to eco-innovation.			1	0€	del. 2.2.2
3	Feed the project's website with follow up events and activities.			1	0€	del 2.4.1
4	Organise info-days promoting the multiple benefits (economic, social, environmental) of the eco-innovative investments in agriculture through e-learning platform.			2	€2-3K	del. 2.2.2
5	Link partner's website with all the			1	0€	Regional Council

| | *above tasks and inform stakeholders/visitors of the website for up-coming events – activities.* | | | | | of Berat webpage |

4. Key Activities and time schedule

This chapter presents an indicative timeplan for each proposed activity (presented in section 3), including the sub-activities/tasks that need to be undertaken for its successful implementation. The timeplan starts from the 3rd semester (01-03-2019) up to 3 years after project end, securing project's sustainability.

Table 4 - Timeplan for Activity 1 to be carried out by the Regional Council of Berat for transferring project's knowledge

Timeplan **Act.1:** Webinars for innovative greenhouse technologies		2019										2020												2021											
No	Sub-activities (Tasks)	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
1	*Modify / develop training material*		▓	▓											▓	▓											▓	▓							
2	*Create agenda & presentations*				▓												▓												▓						
3	*Send invitations to key stakeholders / actors of the sector*				▓												▓												▓						
4	*Test the e-learning platform*																																		
5	*Conduct the webinar*					▓												▓												▓					

The organisation of webinars, at least one every year, can contribute to transferring knowledge of eco-innovative greenhouse technologies, informing stakeholders / key actors of the sector the state of the art in the sector. This activity can be sustainable after project's end as a very limited number of human resources is required. Lastly, the activity valorises the main outputs of the project and for this reason few additional expenses will be needed.

Table 5 - Timeplan for Activity 2 to be carried out by the Regional Council of Berat for transferring project's knowledge

Timeplan Act.2: Operation of ATI-Cluster and registration of new members		2019										2020												2021											
No	Sub-activities (Tasks)	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
1	*Finalise the offered services*				■	■	■																												
2	*Signed the Memorandum of Agreement*								■																										
3	*Register members*							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
4	*Provide Services to members*							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
5	*Develop synergies/collaborations between members at regional national & transnational level*							■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

This activity will be based on the designed services offered to the members of the ATI-Cluster. The main tools/means of this activity will be developed during project and only human/resources and few experts will be required for the provision of the foreseen services to the

members. The financial sustainability of this activity can be based for the first years of its operation Regional funds. Once the Cluster reaches the critical mass of members, then a short fee can be requested from the members.

Table 6-Timeplan for Activity 3 to be carried out by the Regional Council of Berat for transferring project's knowledge

Timeplan Act.3: Campaign for eco-innovation in agriculture sector		2019										2020												2021											
No	Sub-activities (Tasks)	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
1	*Feeding the online-Forum of Innovative Agriculture with attractive news, involving more actors/stakeholders of the sector*				█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
2	*Feeding the social media pages of the project will posts/ news with initiatives activities and events dedicated to eco-innovation.*	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
3	*Feed the project's website with follow up events and activities.*	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
4	*Organise info-days promoting the multiple benefits (economic, social, environmental) of the eco-innovative investments in agriculture through e-learning*				█	█											█	█											█	█					

	platform.			
5	*Link partner's website with all the above tasks and inform stakeholders/visitors of the website for up-coming events – activities.*			

The organisation of a campaign raising the awareness of the stakeholders regarding the benefits that arise (social, financial, environmental) through the application of eco-innovative technologies in agricultural sector, can contribute to transferring knowledge contributing also to Green Growth and Circular Economy. This activity can be sustainable after project's end as a very limited number of human resources is required. The activity will valorise the main outputs of the project and for this reason few additional expenses will be needed.

5. Good practices

This section introduces two (2) EU best practices related to transfer knowledge that can be adopted, as follow up activities, by the RCB or other partners of the project, ensuring project's sustainability.

Best Practice 1: Establishment of a Network dedicated to Entrepreneurship
(The case study of CESEAND) - www.ceseand.net

CESEAND is the Enterprise Europe Network member for the region of Andalusia (Spain). Andalusia is a south-western European region established as an autonomous community of the Kingdom of Spain. It is the most populated and the second largest in area of the autonomous communities in Spain.

The Enterprise Europe Network is an initiative of the European Union and is the largest information and consultancy network in Europe currently present in more than 40 countries, with around 3000 experienced staff in 600 local partner organisations providing expert advice and services to EU businesses. The Network offers support and advice to businesses across Europe and helps them make the most of busineess opportunities in the EU and beyond.

The services of CESEAND and the Enterprise Europe Network are specifically designed for small and medium enterprises (SMEs) but are also available to all other businesses, research centres and universities from the region of Andalusia (Spain).

CESEAND as a member of the Enterprise Europe Network offers the following services to andalusian entities (SMEs, research centres, universities, etc.):

- Technology transfer and partnering opportunities via the partnering database of the Enterprise Europe Network, one of the Europe's largest databases containing more than 23000 profiles.
- Participation and cooperation in Brokerage Events of the European Network and organization of company missions.
- Innovation Management diagnostics programs.
- Help in access to European finance/funding programs (Horizon 2020 & Cosme).
- Advice on SME Instrument and Key Account Management of beneficiaries.
- Support in Intellectual Property matters via the European IPR Helpdesk, their local ambassador programm and the PATLIB network.

Best Practice 2: AgriCluster: THE CLUSTER FOR THE PROMOTION OF AGRICULTURAL INNOVATION - https://www.agricluster.gr/

AgriCluster is an initiative of the University of Thessaly (ex. TEI of Thessaly) to establish a cluster under the name "Cooperative Cluster for Agricultural Innovation" and the distinctive title "AgriCluster" will attempt to serve as a reference point for organisations that are active in the field of agricultural production and innovation.

The AgriCluster aspires to improve the environmental, economic and social conditions of rural areas across Europe through the use of state-of-the-art technologies and ser-vices.

Agricluster's main mission is to stimulate and promote agricultural innovation by facilitating the dissemination of information and technologies among cluster members to:
1. Increase the rate of success and effectiveness of the projects implemented by its members
2. Enhancing competitiveness within local and international markets
3. Promoting environmentally friendly and cutting-edge technologies

Provided services to members:

1. Entrepreneurship missions:
The personal contact and the presentation-promotion of the offered products/ services of farmers and SMEs to end-users / beneficiaries of agriculture sector in individual meetings are an important step for creating collaborations. These missions can include, among others, B2B meetings between selected members of the cluster and agricultural industries such as agro-industry and fertilizer industries to present, promote and match the compatible technologies / services offered by the entire AgriCluster formation with potential needs of the agricultural sector.

2. Networking
The governance scheme of the AgriCluster analyzes the activities of the members of the cluster, identify business opportunities and propose transnational synergies - collaborations between the members of each country, taking into account the offered services/products. They will also seek for networking and matchmaking with actors outside the Cluster.

3. Elaboration of business plan to promising members

Provision of consulting services for the assessment of the business plan and the business model of the members (SMEs), providing suggestions for its improvement (developing strategic goals, optimizing resource use, networking, identifying funding opportunities).

4. Provision of visibility and coaching/mentoring services to selected members

The visibility of cluster members' activities and their guidance for achieving their goals should be Cluster's priority. The relevant services identify new business opportunities, their representation in exhibitions and their guidance for the valorisation of technological innovations, new business models and their differentiation in the market.

6. **Conclusions**

The proposed activities aim to secure project's sustainability and ensure the transfer of knowledge regarding eco-innovative investments in agricultural sector. These activities will be based on the main outputs developed during the MED Greenhouses project. In this context, the designed activities are considered as cost efficient and sustainable to be applied by the partners during the next three years, as these will require only a limited number of human resources, and only in some cases, a small budget for their implementation. These activities are:

Knowledge Transfer Activity 1: Webinars for innovative greenhouse technologies

The online-seminars (webinars) will aim to inform stakeholders/actors of the 4-helix with different issues related (directly or indirectly) to innovative greenhouse technologies. The main advantage of the webinars is that the stakeholders/actors can participate in this from distance, only by having internet access and a device (tablet/computer).
Existing tools/means to be used based on project's main outputs:
-   **E-learning platform** (del. 3.2.2)
-   **Training material** (del. 3.1.1, 3.1.3, 3.2.1)
-   **Stakeholders' database** (del. 3.1.2)

Knowledge Transfer Activity 2: Operation of ATI-Cluster and registration of new members
The partners can trigger the key actors/stakeholders of the sector (SMEs, farmers, producers, development agencies, associations, research institutes etc.) to register in the ATI-Cluster and benefited from the designed services and the transnational network having access to regarding EU & national initiatives, news, financial channels, innovative technologies and share their needs and experiences at transnational level.
Existing tools/means to be used based on project's main outputs:
-   The **ATI-Cluster** which will be established in the MED Greenhouses project,
-   The ***del. 2.2.1 "Joint Communication plan",***
-   The ***del. 3.2.6 "Recommendations for the establishment of mechanisms favouring cooperation between actors of the quadruple helix"***
-   The ***del. 3.3.1 "Memorandum of Agreement/Understanding"***
-

Knowledge Transfer Activity 3: Campaign for eco-innovation in agriculture sector
The 3rd proposed activity for transferring knowledge is the development of a campaign promoting the benefits of eco-innovative investments, news and

opportunities arise. The campaign can be organised without any additional expenses and through web communication channels that were developed during the MED Greenhouses project. These channels will continue to operate after the end of the project, ensuring the sustainability of its results. In order to secure this, the partners need to feed these online channels (see below) with updated news and relevant information in order to attract visitors.

Existing tools/means to be used based on project's main outputs:

- Forum of Innovative Agriculture (del. 3.3.3),
- Social media accounts: facebook & twitter account developed during the project (del. 2.2.2)
- Project website (del. 2.4.1),
- On-line platform (del 3.2.1),
- Partner's website