

# NEWSLETTER N. 01/2013



## THE MER PROJECT

Marketing and governing innovative industrial Area – MER project through a “network of networks” shares experiences, ideas, opportunities, best practices and perspectives on energy, environmental issues and green marketing tools, to contribute to the improvement of competitiveness and attractiveness in the frame of sustainable growth according to the Europe 2020 Strategy.

MER is based on the core value that green marketing and management of industrial areas can be a key factor for attracting investments in the European Area. Therefore starting from the results of the previous cooperation projects implemented by each single partner, MER aims at identifying long term tools for sustainable and responsible economic development. The project lasts 18 months (July 2013–December 2014) with a total budget of € 1 125 000.

General objectives:

1. To capitalise results coming out from different cooperation projects concerning industrial areas with a particular focus on environmental issues, green marketing tools and skilled management
2. To build up a wide European network based on the “learning by interacting” concept in order to cherish experience, learn from failure, work for joint long-term solutions to shared problems
3. To develop a “lobbying approach” and propose a road map and an action plan capable of influencing new Regional and European long term policies
4. To replicate good practices, models and procedure already implemented, on a greater scale and in several territorial contexts

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> Mer project

Added Value:

All the already implemented projects that MER intends to capitalise share the need to promote a new sustainable economic pattern to avoid compromising future generation and to get smart, sustainable and inclusive growth (Europe 2020 Strategy).

Tangible results:

- Thematic Study visits in the partner countries
- Joint technical workshops
- Participatory and open writing e-book with guidelines - Training activities
- Local action plan
- Subscribed commitments to the European road map



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# TO GREEN OR NOT TO GREEN. WHEN SUSTAINABILITY IS NOT WHAT IT SEEMS

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Transparency, information and awareness-raising : green company can't ignore these actions in order to be considered sustainable. Does it occur? In which way?

The web development occurred over the last two decades has undoubtedly facilitate the interaction between producers and consumers and, indeed, often the roles are exchanged and mutually integrate, information becomes communication, the market is moving towards the prosumer (producer + consumer) and adapts to his sustainability-oriented behaviour, but also exploits his productive capacities (who among us has never been to Ikea to buy modules and then assemble it at home?). We are increasingly able to accurately measure the ecological impact caused by a given stage of industrial production or packaging process, from transport to the disposal of a specific product, and to represent these values in some useful units.

Eco -Label, certifications, Protected Brand Origin, but also an endless series of essays, handbook, texts, tomes, volumes, publications on how to be sustainable in every moment of our lifetime. There seems to be approaching the time when we may know all the information about a product or service, a television rather than the foil, a web server rather than wheat pasta, and we may therefore assume greater responsibility for the impact that our individual choices have on the planet.

It appears, but is not exactly so. The mainstream sustainable communication, for example, whether public or private, often glosses on the main responsible



Umberto Mezzacapo

## > To Green or not to Green. When sustainability is not what it seems

one for the environmental impacts of human activities which is the agri-food sector accounting for 31% of the total, compared with 18.5% of Transport system and 23.6% of the construction and management of buildings.

International scientific studies, peer -reviewed, show that locally sourced food is a variable eight times less important in terms of environmental impact compared to the vegetable origin of the food, and this one is three times more important than the organic origin of the food. The highest environmental impact food are beef , fish , milk and cheese. All of these exceed sustainability limits, regardless of how they are produced. Consider the water: most of it we consume when we eat and not when we drink or wash ourselves, in addition, 70% of world consumption of water is caused by agriculture and domestic consumption accounts for just 8%, the rest is prerogative of the industry. Most of the water therefore is not used for drinking or when we wash instead when we eat. A significant part of what is classified under agriculture, moreover, is actually husbandry and even a major part of what is agriculture itself is now diverted to the production of animal feed (and this is, among other things, the main reason why 800 million people suffer from hunger). Therefore, we can clarify the previous sentence: most of the used water we consume it not by drinking nor by washing but when we eat foods of animal origin.

Another example is the use of canvas bags which is undoubtedly a sustainable action, however, thwarted if, for example, we enter a butcher shop and buy a pound of beef that'll be packed up and put it in our green little bag. This little green bag will weigh 2000 kg (2 tons), because a pound of beef production required 2000 liters, two tons of water.

Another completely neglected aspect is planned obsolescence. Our economic system needs to continuously stimulate the consumers needs so that they buy ever-increasingly advertised products. When it's not possible to induce the replacement of an asset through fashion, advertising and targeted marketing strategies, it'll be the product itself to "expire", breaking and becoming unusable.

Few people know the true story of planned obsolescence and know that is a precise production and marketing strategy boosted by the meticulous work of crowds of engineers and researchers who set up the products placement on the market. How many products are scheduled to expire and break into a precise time? Maybe it's 'temporary working' green products.

The way to responsible and sustainable consumption necessarily goes through a radical transparency of the companies that are required to provide all the information on products and services , to make it accessible, to give an account of the real ecological and social impact of their activities. The sustainable consumer, for its part, is required to demand such behavior from trusted companies and have a critical mind with respect to the green information and communication.

In Italy, the statistics tell us that consumers awareness concerning sustainability is on the rise, but they also tell us that ecosystems and natural resources needed for life (air, water, soil) present trend of deterioration in quality. That makes no sense at all, there's still much to do in the path towards sustainability.

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# THE PARTNERS' VOICE

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Learning from already implemented transnational cooperation experiences concerning industrial area management and sustainability, MER Project aims to build up a European Network to share experiences in the green marketing sector and identify good practices for sustainable and responsible economic development. In this sense, the newsletter will present and disseminate the opinions of the MER project partners on these topics. In this first issue we have collected the opinions of the Chamber of Commerce and Industry - Nice Cote d'Azur (France), the Minister for Macedonia and Thrace and the Thessaloniki Innovation Zone (Greece).

## **Chamber of Commerce and Industry - Nice Cote d'Azur (CCI - NCA)**

The Chamber, a State public organization in charge of developing economy and fostering competitiveness for its registered companies, is the only stakeholder in the region to deal with ESCO topic and has developed a strong regional and European partnership in the green marketing for industrial areas. CCINCA is a key player and referent on industrial and commercial areas, in terms of organizational and scientific advice through 4 main missions: organize and support, observe and inform, represent, promote, manage and develop facilities.



**CAPITALISING EXPERIENCES AND INNOVATION**

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# M. STÉPHANE GRECH, PRESIDENT OF THE COMMISSION OF URBAN PLANNING AND DEVELOPMENT AND COMMERCIAL URBANISM, CHAMBER OF COMMERCE AND INDUSTRY-NICE COTE D'AZUR (CCI-NCA)

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What is the expected added value that MER project and the transnational partnership should bring to your institutions and the SMEs in your Region? We had the chance to organize the first visit of MER project sites. This challenge was even more interesting because our territory is rich in innovative experience. We made choices to better meet the concerns of partners. The main added value of MER project is constructive exchanges that have been possible, through different territories, different skills, including complementary professions. This fact gives us a broader knowledge of best practices through the Mediterranean countries and allows us to consider term integration of some concepts on our business areas and companies. These working groups also give us the opportunity to make transnational brainstorming, sharing our experiences, our successes but also the difficulties encountered in the field. It is the creation of a network of exchanges and enhancement of territorial expertise in the matter of sustainable economic development. The capitalization of knowledge and technical capacity of partners will allow, in the outcome of the project, to establish a real toolbox of sustainable development and green marketing. From a territorial point of view, the enhancement of best practices value, local actors and territory, encourages us in the continuation of the already made efforts. The project started recently, many other exchanges will soon emerge. Promoting sustainable territorial and industrial areas is a strong investment factor for the future of land and businesses. We are particularly committed to this issue.



**Stéphane Grech**

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# M. PASCAL NICOLETTI, ELECTED MEMBER, CHAMBER OF COMMERCE AND INDUSTRY - NICE CÔTE D'AZUR (CCI - NCA), IN CHARGE OF TRANSPORT

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Do you think that such transnational projects are able to positively influence the economic development of the territory?

Yes, I am confident that these transnational projects can positively affect the local economic development because they are actively involved in the production of viable and concerted models of sustainable development. According to a systemic approach, the consideration of issues related to the environment and economic development through various experiments conducted by the European partner countries, gives us the opportunity to highlight good practices and adaptable solutions for territories and businesses. There are particularly interesting experiences that deserve to be known and valued, this type of project allows this. Improving the competitiveness and attractiveness by implementing concrete tools and a model of “green marketing” is a strategy for the future of our territories.

**M. Pascal NICOLETTI, elected member, Chamber of Commerce and Industry - Nice Côte d'Azur (CCI - NCA), in charge of Transport**

Do you have any suggestion for the future programming period in the view of improving what has been done so far?

Every program and every meeting has its own dynamics, however what is common to all is that these workshops are very intense and schedules are loaded. For this it is necessary to optimize the time of exchanges and capitalize to the maximum feedback. These exchanges may allow making contacts and linking on specific topics that were not contemplated when the program starts. It is important to promote this type of exchange and relationship well beyond the life of the program. <More information can be also found at:

<http://www.cote-azur.cci.fr/Services-aux-entreprises/Themes/Environnement>



Pascal Nicoletti

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# THE PARTNERS' VOICE: MINISTER FOR MACEDONIA AND THRACE (GREECE)

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The Minister for Macedonia and Thrace (Υπουργός Μακεδονίας και Θράκης) is the government minister in charge of Greece's Ministry of Macedonia and Thrace.

Mr. Theodoros KARAOGLOU, Minister for Macedonia and Thrace

During your visit in business and industrial areas of France, in the context of the European project “Managing and governing industrial areas” (MER) of the transnational programme MED, you were informed about modes to promote the sustainable management and development of these areas. What has impressed you most regarding the places that you visited and the practices that you saw?

What has mostly impressed me during my visit in France for the MER project is the proactive strategy of the French state to empower innovation and to link research activity and academia with the business community. It is encouraging that sustainability is a developing aspect of the above efforts. What is also worthy to note for southern France, and Nice specifically, is the presence of organized clusters, with thematic content and access to funding from the French state or European programs. Given the efforts of the Ministry of Macedonia and Thrace to restart the development of the Thessaloniki Innovation Zone, we strongly hope that it will operate in similar ways.



Theodoros Karaoglou



**CONNECTING  
ECOLOGY  
AND  
ECONOMY  
TO THE  
SOCIETY**

# THE PARTNERS' VOICE: THESSALONIKI INNOVATION ZONE

With the aim of turning Thessaloniki into an international hub for the development of knowledge and knowledge-based entrepreneurship over the next few years, the Greek state established the Thessaloniki Innovation Zone (Th.I.Z.) through law 3489/2006.

Thus, the Innovation Zone is a modern tool for scientific, technological and entrepreneurial development at both Regional and National levels. The Zone is a unique project in SE Europe, gathering a critical mass of innovative enterprises, research bodies and spin-offs in geographical defined areas (nucleuses/pockets) of Thessaloniki. Alexander Innovation Zone S.A. is the body responsible for the design, implementation and management of the whole project. The spatial delimitation of the Thessaloniki Innovation Zone has been determined by the joint Ministerial decision No. 5064/613/09.05.2012 KYA (ΦΕΚ Α.Α.ΤΤ. 163/10.05.2012).

More information can be found at: <http://www.thessinnozone.gr/>



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# MR. DIMITRIOS LAKAAS, PRESIDENT OF THESSALONIKI INNOVATION ZONE

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According to you, beyond the economic situation of the country, what are the problems that you might encounter in the development of the Thessaloniki Innovation Zone and how they could be overcome?"

Throughout the world, Innovation Zones operate as magnets for small & medium sized companies or R&D departments of large enterprises. These Zones cannot succeed without a collaborative framework among all parts of the entrepreneurial innovation eco-system, including high level scientific and administrative personnel and a supportive financial and tax environment. In the case of Thessaloniki, we already have a critical mass of academics, researchers, highly skilled personnel, R&D departments of medium-sized and large enterprises and spin-offs. The critical success factor for Thessaloniki Innovation Zone is to enable and accelerate synergies among all major stakeholders of the entrepreneurial innovation eco-system in Northern Greece and thus create an innovation-friendly environment.



Dimitrios Lakaas

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## CONCLUSIONS OF THE BERLIN ENERGY FORUM 2014

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The Berlin Energy Forum 2014 allowed more than 160 stakeholders from all European energy sectors to discuss issues of cross cutting interest, including the 2030 energy and climate framework, security of supply and energy costs and prices. The key conclusions of the Berlin Energy Forum included:

- Broad support for the architecture of the 2030 framework and the three key objectives of energy policy: competitiveness, sustainability and security of supply for 2030. Several participants advocated a 40% Greenhouse Gas reduction target, the good functioning EU Emission Trading System (ETS) as a key tool to achieve the sustainability objective.

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## > Conclusions of the Berlin Energy Forum 2014

- Discussions took place on the proposed binding target at EU level for Renewable Energies of at least 27% for 2030. Key issues included the governance structure and available policy instruments to achieve this target at EU level.
- All stakeholders agreed on the importance of energy efficiency to achieve the objectives of energy policy, and urgent actions needed.
- The completion of the Internal Energy Market was widely recognised as a precondition for the cost effective achievement of the energy policy objectives. Progress was generally recognised in particular as regards the wholesale level, both in gas and electricity, and market coupling. The biggest challenges towards the completion of the internal energy market include the coherent application of rules, the integration of renewables and capacity mechanisms. It was stressed that if capacity mechanisms were needed, they had to be designed in conformity with the internal market and mainly managed at regional level.
- The report on Energy prices and cost development was fully supported and more action and monitoring are needed.
- The focus of policy makers both at EU and national level needs to be put on a new design for retail markets. Households need to fully benefit from open and competitive markets and energy efficiency.

The following actions at EU and national level were considered essential to assure security of supply and to keep costs and prices in check:

1. Providing stable investment conditions, and a long term framework 2030;
2. Diversify energy resources (new energy suppliers, new energy routes, renegotiation of gas contracts with third countries, promotion of renewables in a cost efficient way, exploitation of (unconventional) gas);
3. Investing in technology and innovation.

It was broadly agreed that all sources of energy are needed to make the transition towards a competitive low carbon economy a success. Another precondition for success is a climate of mutual trust and confidence. The Berlin Forum was considered an ideal place to foster the necessary dialogue.

All presentations made at the forum could be found at  
[http://ec.europa.eu/energy/events/20140211\\_berlin\\_energy\\_forum\\_en.htm](http://ec.europa.eu/energy/events/20140211_berlin_energy_forum_en.htm)



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