

# NEWSLETTER N. 02/2014



---

## MER PROJECT - MACRO BENCHMARK- ING STUDY

---

In the framework of the project Managing and Governing Innovative Industrial Areas (MER) a Macro Benchmarking Study is conducted in order to identify potential areas for Eco-innovation optimization of Industrial and Enterprise Zones in the MED program area.

The Study will provide an identification of best practices and replicable successful factors in marketing and governing industrial areas. Furthermore, the Macro Benchmarking Study comprises also a comparative analysis of Industrial and Enterprise Zones responding to the Benchmark Questionnaires. In that sense, respondents have the opportunity to receive an “individualized” assessment of their performance, relative to the overall study results.

A brief overview of the on-going benchmark process is described below, including the objectives and its phases.

### Phase One: Cases Selection and Data Gathering and Input

The process of cases selection, as well as data gathering was based on tailored-made questionnaires for the needs of the project. Those questionnaires were created in Gmail application and distributed to the

>

partners, in order for them to select cases and collect all required data and information from industrial areas and enterprise zones within MED area and submit it online. The answers received created a statistically significant profile of industrial and enterprise zones' performance, hence providing a set of best practices and potential opportunities for improvement in specific fields and an assessment of performance.

Accomplishing Phase One, the project team completed these specific tasks:

- > Developed a Benchmark Questionnaire on-line in Gmail application and communicated this to all partners
- > Partners selected eligible cases and contacted all entities that should respond to the questionnaire
- > Input data into the benchmark database by partners or entities

Phase Two: Benchmark Analysis and Best Practices Identification

In Phase Two, the consultants examined the questionnaires submitted and evaluated the answers both in qualitative, as well as in quantitative terms, as it was stated in the proposal. For doing so, they exploited the Directional Policy Matrix tool, for each field and participant, hence developing an aggregate form.

Accomplishing Phase Two, the project team completed these specific tasks:

- > Examined the questionnaires submitted
- > Developed a Directional Policy Matrix for specific fields
- > Graded all respondents according to the answers provided
- > Identified best practices and replicable successful factors

Phase Three: Creation and Presentation of the Benchmark Analysis

Phase Three began with creation of the Macro Benchmarking Study deliverable. The report, once delivered, will identify potential areas for Eco-innovation optimization of Industrial and Enterprise Zones in the MED program area and will provide specific and prioritized recommendations.

To successfully accomplish Phase Three, the project team will present the finding of Phase Two in a coherent and extended way.



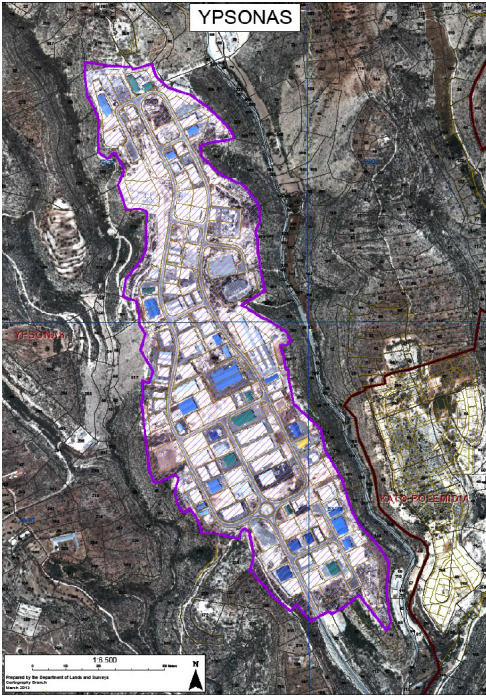
# MER PROJECT - CASE STUDY ON YPSONAS INDUSTRIAL ESTATE

Ypsonas Industrial Estate is situated in the Municipality of Ypsonas, near to the port of Limassol (approximately 15 Km far). Is one of the largest Industrial Estate in Cyprus in terms of area covered.

TOTAL GROSS AREA	1093 ha
For industrial purpose	575 ha
For green area and roads	474 ha
For common community centre	8 ha
For parking area	36 ha

The Industrial Area was designed in 1992 and was constructed in 1994-1995. The responsible Authority for creating, promoting and operating the area is the Ministry of Energy, Commerce, Industry and Tourism. Unfortunately like all the Industrial Areas in Cyprus, in Ypsona Industrial zone there is high degree of energy dependence especially in electricity and fossil fuels. More specifically during: a) production process, b) transportation of raw materials and c) transportation of end products. However many of the companies realized the need of change and follow many practices for saving energy like the installation of efficient lamps, double glazing windows and ecofriendly machinery, redesigning the production process and make the buildings energy efficient. The Ministry of Energy, Commerce, Industry and Tourism as from 2005 developed and offered financial schemes to a wide range of industries for promoting the use of RES. Many companies of Ypsonas Industrial Estate took advantage of these schemes and have installed PV systems on their roofs.

Also many industries in Cyprus including these of Ypsonas implemented the ISO 14001 (Environmental Management System) and EMAS (Eco Management and Audit Scheme). The Cyprus Government offered a grant scheme for promoting the use of EMAS by financing the 70% of the total cost incurred. Currently there are 75 enterprises in Cyprus registered to EMAS. All things considered, Cyprus Industry Sector just started applying Green Practices and eco-friendly processes. Our environment “tells us” that there are a lot more to do.



Ypsonas Industrial Estate  
(Source: a. Department of Lands and Surveys, b. Ministry of Energy, Commerce, Industry and Tourism).



# REGIONAL WORKING GROUP ON ENERGY EFFICIENCY, MEETING IN BENAGUASIL

On April 4th 2014, in the municipality of Benaguasil, in Valencia, it was held a meeting of the Regional Working Group on Energy Efficiency on Water Cycle, group created in the framework of the European project E<sup>2</sup>STORMED to share information about the water and energy urban management, and the progress of the project.

This meeting was attended by different stakeholders related to water and energy management: Regional Directorates, Jucar River Authority, Foundation Valencian Region – European Union, Valencian Federation of Municipalities and Provinces, local water companies, Polytechnic University of Valencia and Municipality of Benaguasil.

The E<sup>2</sup>STORMED project intends to analyse the impact on energy efficiency of using non traditional systems of rainwater management, as Sustainable Drainage Systems, and to incorporate it in the decision making through the use of a tool developed inside the project. The main outputs of this project, moreover the decision support tool to improve energy efficiency in the urban water cycle, are a Transition Manual for rolling out improved technologies and a proposal for Municipal Ordinances for energy efficiency improvement by the use of innovative storm water management systems. In the meeting it was showed the state of the art of the E<sup>2</sup>STORMED project and the preliminary results of the implementation of the decision support tool to Benaguasil study case. The meeting was focused on developing a long-term vision and strategy for urban stormwater management in Benaguasil.

The participant of Valencian Federation of Municipalities and Provinces took the opportunity to explain the MER project, Marketing and Governing of Innovative Industrial Area, where this organization participates as partner and that is cofunded by European programme MED like the E<sup>2</sup>STORMED project. MER intends to capitalize the already implemented transnational cooperation projects concerning industrial area management and sustainability, to build up a European Network to share experiences in the green marketing sector and identify good practices for sustainable and responsible economic development.

The two European projects, E<sup>2</sup>STORMED and MER are capitalization projects in the framework of MED programme, that share terms like energy efficiency and sustainable development, so it will be possible to create synergies and concrete occasions of cooperation between them. For more information about E<sup>2</sup>STORMED project: [www.e2stormed.eu](http://www.e2stormed.eu)



# CEEM PROJECT - NEW ENERGY SAVING TOOLS

Near fifty SMEs from Friuli Venezia Giulia region will be selected to participate in the Pilot Action of the CEEM Project, which will give a free opportunity to join an energetic and environmental productive processes improvement, in order to cut emissions and consumptions.

Ceem Project, conceived by Friuli Innovazione with 12 other partners from 5 different countries (Italy, Austria, Hungary, Czech Republic, Slovenia), wants to introduce new 3EMT web-based software to improve energy efficiency among SMEs. Participant companies will get a state-of-the-art analysis of their own energetic consumption, and a list of potential improvements applicable in their productive process.

CEEM initiative, financed by the European Union Central Europe Programme, aims to improve environmental responsibility of small and medium enterprises, which work in “heavy” sectors (e.g. automotive, construction, agroindustrial), promoting more sustainable productive processes and products.

This new software, developed through this European project, gives enterprises a double vantage: on one side participant SMEs will have a direct benefit due to savings in energetic consumption; on the other side local institutions could use the records to better understand the consumption composition of the relevant industrial areas, and therefore build better policies, more aware of the economic importance of the environment.

To further information please send an email at [info@ceemproject.eu](mailto:info@ceemproject.eu)





# INTERNATIONAL GREEN DEVELOPMENT WORKSHOP IN BOLOGNA

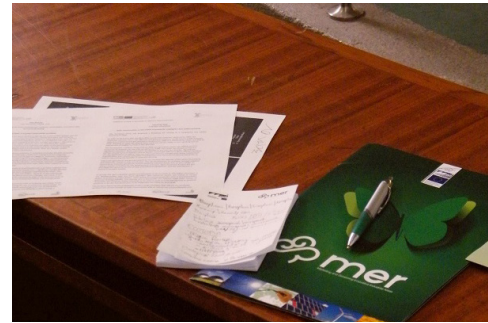
Last 14th of May, the Province of Bologna hosted the international workshop “Sustainable Development: products, consumption, promotion and territorial marketing”. The event was organized by the Province of Bologna in the framework of the projects ECO-SCP-MED, MER, Medland and ZEROWASTE PRO within the MED Capitalization Programme. All these projects share the common goal of making the MED area become more and more conducive to sustainable and smart growth through establishing active networks and innovative initiatives.

The MER partners were invited to join the event in order to bring their own contribution and ideas for enriching the debate and to create more occasions for cooperate. The international workshop aimed at encouraging real opportunities for collaboration in the fields of sustainable consumption and production and at encouraging the cross fertilization among experiences and methodologies within a European perspective. Furthermore, the event focused on the intimate connection between economic development and sustainability, considering that the alliance between local actors and far-sighted strategies of European institutions can encourage new opportunities for sustainable development.

In the morning session several major themes were examined: sustainable development as a new model of economic development and growth, Green Economy, Smart and Green Communities, and Green Marketing. The morning session was enriched by the precious contribution of Professor Friedrich Hinterberger from the Sustainable Europe Research Institute of Vienna. The intervention of Nuno Vaz Casimiro Silva, representative of the Joint Technical Secretariat of the European program MED, provided the opportunity for an exchange of ideas about the role that the European strategies can play in supporting the sustainable production and consumption and in encouraging initiatives of research and development on these issues.

The afternoon was organized according to the World Café methodology with three parallel roundtables, to deepen the issues of sustainable production processes, sustainability of consumption and sustainable industrial areas. The added value of the afternoon session was represented by the participation of external stakeholders and experts who brought new perspectives to look at these themes from.

Filming of the workshop will be uploaded on the MER Project website.



# MER PROJECT - INTEGRATED GUIDELINES HANDBOOK

In the framework of the project Managing and Governing Innovative Industrial Areas (MER) a Handbook with MER integrated guidelines will be developed. The main objective is to gather capitalization efforts and networking activities, integrating lessons learned at operational level and to build up easy tools to disseminate the results achieved for the development of Eco-Innovative Industrial Areas and Enterprise Zones.

Partners will collect and re-elaborate the results coming out from previous projects and other relevant activities. The MER integrated guidelines will be developed as e-book and it will be open for participatory and open writing in the projects website <http://www.merproject.eu/>. Anatoliki S.A. coordinates and defines the conceptual model and rules, while all partners contribute in content processing and publishing, as well as in distributing material.

You are all welcome to contribute to this effort at <http://www.merproject.eu/>

A photograph of a long, straight asphalt road stretching towards the horizon under a bright, hazy sky. A large white arrow is painted on the road surface, pointing directly forward. The road is flanked by green grass and trees in the distance.

## CAPITALISING EXPERIENCES AND INNOVATION



---

# MER PROJECT – INTERNATIONAL CONFERENCE SYMBIOSIS IN ATHENS.

---

The International Conference Symbiosis ([conference2014.esymbiosis.eu](http://conference2014.esymbiosis.eu)) was held in Athens on 19th-21st of June 2014. The Conference aims to address the significant issue of utilization of the generated industrial waste through the promotion of effective technologies and safe practices. The Conference focuses mainly on industrial symbiosis, the sharing of services, utility, and by-product resources among industries in order to add value, reduce costs and improve the environment.

ANATOLIKI S.A. introduced a paper entitled: “Guidelines to a successful green marketing plan for an eco-industrial park”, with reference to MER project. The General Manager of ANATOLIKI S.A. presented the paper in the conference. The main purpose of the paper and the presentation was to describe the tools, the methodology and the key proposals and strategies, on how Industrial Parks and enterprises which are located in Eco-Industrial Parks/ Industrial Areas (IA)/ Industrial-Technology Parks can develop a successful Green Marketing Plan (GMP). The analysis pays attention to environmental aspects and communication and green marketing approaches to promote an eco-industrial area and the SMEs settled inside.

