

# INTERREG IVC Project „RECOMMEND“

## 4th Working Summit

### Report

Author

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**24<sup>th</sup> - 25th October 2013**  
**Toruń, Poland**

24th October 2013

## 1. Purpose of the 4th Working Summit

- **Status Quo Report on the 3 RECOMMEND Pilot Actions:**  
The Lead Partner and the Project Partners from Czech Republic & Estonia are responsible to design and implement 3 pilot actions. The 3 host regions of Pilot actions kept the partners informed about the status quo of their implementation and proposed some ideas for field missions.
- **Status Quo Report on the implementation of the REGIONAL IMPLEMENTATION PLANS:**  
Each partner has to create an individual Regional Implementation Plan (RIP) for his region. At this summit all partners kept each other informed **WHY** a special good practice or new idea was chosen and **WHO** and **HOW** it will be implemented within their region. Further the partners started the peer review process and scrutinised the RIPs of the project partners.
- **Workshop ECO CROWD FUNDING- an alternative funding possibility**  
Target of this workshop was to discuss the alternative financing model of Crowd funding:
  - What is Crowd Funding?
  - What the public sector can do to facilitate the development of “private” regional eco-crowd funding?
  - Examples how public money can join eco-crowd funds
  - How can crowd funding support eco-innovation?

## 2. Programme and presentations

### 2.1. Welcome by the host partner

**Michal Korolko**, Member of the Management Board of Kujawsko-Pomorskie Region, welcomed the RECOMMEND project team to Toruń. He introduced his region and the agency.

*For more information, please consult the presentation: Kujawsko-Pomorskie English 2014*

### 2.2. Introduction by the moderator

**Benjamin Kuscher**, the moderator for the entire event and the overall RECOMMEND project manager highlighted the purpose and the procedure of the 4<sup>th</sup> Working Summit. There three main topics for the 4th Working summit were as follows:

#### **I. Planning & Implementation of Pilot Actions & Field missions:**

Status Quo report on the 3 RECOMMEND pilot actions by partners from CZ, AT & EE  
Discussion on possible field missions

#### **II. Development of RIP Road Map :**

providing information on

- why a specific good practice or new idea in support of eco-management and/or eco-innovation was chosen.
- Which stakeholders are target groups
- How the single partner can guarantee a successful implementation of RIP in his region

Discussion on peer review

#### **III. Eco-Crowd Funding:**

information exchange on the following topics::

- What is Crowd Funding?
- What the public sector can do to facilitate the development of "private" regional eco-crowd funding?
- Examples how public money can join crowd funding

*For more information, please consult the presentation: 01 Introduction by the moderator WS4 V1*

### 2.3. Status quo of the implementation of the 3 Recommend Pilot Actions

At the 4<sup>th</sup> Working Summit the 3 Pilot Action host partners provided an overview of the status quo on their implementation of the 3 Pilot actions and discussed possible field missions.

Pilot Action I	Pilot Action II	Pilot Action III
Improvement of the effectiveness of eco-voucher schemes	Improvement of the effectiveness of eco-management practitioner networks	measures to promote the need of eco-friendly actions
Responsible	Responsible	Responsible
CZ- Ekoport (PP4)	AT- Regional Govt. of LA Austria (LP)	EE- TREA (PP6)
Current situation in South Bohemian	Current situation in Lower Austria	Current Situation in Tartu
<ul style="list-style-type: none"> <li>• large and respected R&amp;D capacities (university)</li> <li>• disparity of industry and R&amp;D (automotive vs life sciences)</li> <li>• non-functional collaboration between industry and R&amp;D</li> <li>• new innovation infrastructure is being built now (two large science &amp; technology parks)</li> <li>• South Bohemian region is one of 4 last regions in CZ without any innovation voucher scheme (10 regions out of 14 has already done it)</li> <li>• well-preserved environment compared to the other regions</li> </ul>	<p>Lower Austria offers many different funding &amp; supporting tools for eco-friendly actions. But each funding scheme in Lower Austria manages its own pool of experts. These different pools are</p> <ul style="list-style-type: none"> <li>• partly overlapping</li> <li>• similar selection criteria</li> <li>• not transparent</li> </ul> <p>It is hard for the target groups to get an overview who offers what for which need.</p>	<ul style="list-style-type: none"> <li>• Low awareness about how to implement different eco/innovation tools (green procurement, eco-labels etc)</li> <li>• Not knowing that eco-innovation can be economic advantage on the market</li> <li>• Not enough good practice examples to look and learn</li> <li>• In our region there is no measures to support rise of awareness about eco-innovation amongst public and private sector</li> </ul>
Target of Pilot Action	Target of Pilot Action	Target of Pilot Action
<ul style="list-style-type: none"> <li>• New funding scheme in Sth Bohemia</li> <li>• Improving cooperation between R&amp;D &amp; industry / economy</li> <li>• creation of common communication platform for communication of politics, industry and R&amp;D</li> </ul>	<p>Creating an own data pool for eco-experts &amp; consultancy services</p> <ul style="list-style-type: none"> <li>• to increase transparency</li> <li>• To easen the selection of an expert</li> <li>• to enable a better networking between the experts</li> <li>• to increase the quality of the experts</li> <li>• to easen the development of joined selection criteria</li> </ul>	<p>3 Seminars on the following topics:</p> <ul style="list-style-type: none"> <li>• Eco-Innovation and Green Procurement</li> <li>• Eco and Energy-Labels in Europe and Northern Countries</li> <li>• Energy management systems.</li> </ul>

Status Quo on Implementation	Status Quo on Implementation	Status Quo on Implementation
<ul style="list-style-type: none"> <li>in August 2013 – regional board has informally approved intention and assign concrete division to cooperate with Ekoport on development of the scheme</li> <li>Ekoport has contracted JAiP (important stakeholder) to execute specific activities in development of the scheme</li> <li>Preparation of awareness campaign on innovation vouchers</li> <li>Goal is to pass the proposal for the scheme through council by 2013 in order to allocate financial resources for the 1<sup>st</sup> call in 2014</li> </ul>	<ul style="list-style-type: none"> <li>Nov 2013: Draft search criteria for eco-experts</li> <li>Dec 2013 Feedback round with a number of eco-experts if they agree with the search criteria &amp; Final definition of search criteria for eco-experts with stakeholders</li> <li>Feb 2014: test version of “My eco-expert”</li> <li>March 2014: Collection of expert data</li> <li>April 2014 Final version for promotion</li> </ul>	<ul style="list-style-type: none"> <li>1 seminar already done</li> <li>2 seminars will take place between Feb-April 2014</li> <li>Highlights – High interest from different groups of people</li> </ul>
Idea of Field mission	Idea of Field mission	Idea of Field mission
	<p>A study tour to Lower Austria: Possible topics for a study tour could be:</p> <ul style="list-style-type: none"> <li>Crowd Funded Power Plants in Austria (Bürgerkraftwerke)</li> <li>Straw-buildings</li> </ul>	<p>Participation at international Conference Baltic Dynamics 17th-18<sup>th</sup> Sept 2014</p>

**Comment:** the lead partner asks the partners to be aware when planning activities in autumn 2014 that the final finance report has to be sent to the JTS on 31<sup>st</sup> Dec 2014! No delay is possible! Please make sure that all invoices are paid in time and are approved by your FLC in time!

**TO DO:** the 3 host partners will prepare a concept for possible field missions / trainings up the Mid of December 2013 and the partners have the possibility to make comments on it.

*For more information please consult the presentation: Pilot Actions*

## 2.4. Presentation of Regional Best Practice Examples

The following 2 Polish Best Practice examples were presented:

1) Presentation of the Medical Tourism & Health Cluster - [www.kpoplewiatan.pl](http://www.kpoplewiatan.pl)

- Background history: Kuyavia and Pomerania organisation of employers “LEWIATAN” - founded in 2006, Headquarter in TORUŃ
- Regional organisation
- Registered in court in TORUŃ
- 2 offices: Torun & Bydgoszcz
- Brings together more than 50 companies, together employing around 8.500 people
- Applies for EU funding; additional financial source: Membership fee
- Two main types of projects: building up civil society & labor market support
- Since 2012: **new strategy**: focus on medical and wellness tourism; background: Kuyavia and Pomerania Voivodship have: 2 towns with good health and wellness network, Nicolaus Copernicus university with Medicine, Biology, Chemistry and Physics faculties, university of economy in Bydgoszcz
- -> **Cluster was founded on 1<sup>st</sup> July 2013**
  - Cluster acts on basis of its own rules
  - Cluster members have a well defined legal status
  - Cluster members sign an agreement with KPOP LEWIATAN
  - Cluster members pay an annual fee
  - Services to clients: market research on medical and wellness services, training for managers & staff members, supporting export of medical & wellness services, networking, promoting health & medical services abroad etc..

*For more information please consult the presentation: “Medical Tourism & Wellness cluster”*

**TO DO:** PP09 (UK Opportunity Peterborough) offers the cluster representative to provide useful contact details of potential contact persons in UK for medical & health services abroad; British people could be a reasonable target group for PL acquisition abroad: UK has no own health medical & wellness services such as in PL, excellent flight connections from UK to PL; high standard of tourist treatment

2) Presentation “Supporting clusters in Kuyavia and Pomerania Region” by Mr. Piotr Józefiak, Cluster Contact Point

- **Consortium** for supporting cluster establishment in Kuyavia and Pomerania Region: Torun Regional Development Agency & Kuyavia and Pomerania Innovation Agency  
**Fund for supporting clusters** – 4,7 mln €  
De minimis aid intensity (non-repayable grants):
- **Timeline:**  
November/December 2013: kick-off meeting, 1st call for proposals  
March/April 2014: evaluation of proposals (1st call), contracts (1st call), 2nd call for proposals  
May/June 2014: evaluation of proposals (2nd call), contracts (2nd call)
- **Cluster** – at least 5 enterprises + at least one other type of partner

*For more information please consult the presentation: Supporting Cluster at project homepage*

## 2.5. The 8 Recommend Regional Implementation Plans (RIP)- Part I

In the first Part of this item 4 partners (AT, PL, CZ & SI) were asked for presenting their RIP Road Map; Target of the Roadmap for the Implementation Plan is to emphasise on the process WHY a special good practice or new idea was chosen and who and how it will be implemented within the partner region.

The following presentation of each Roadmap for the Implementation Plan outlined the following:

- The reason why a specific good practice or new idea in support of eco-management and/or eco-innovation was chosen.
- The stakeholders who are committed and able to implement the Implementation Plan.
- How the project partners can guarantee a successful realisation of the RIP in each region

Summary of the 4 presentations:

Partner	Planned Action for RIP
AT	A common search tool for eco-experts of all consultancy programmes in the region. (My eco-expert)
PL	1. Establishing new innovation voucher scheme & 2. Establishing instruments of support for clusters development
CZ	Implementing of pilot (eco) innovation vouchers scheme
SI	Establishing Eco Bionics Cluster

The Lead Partner emphasized to be realistic in planning the RIP and take circumstances under consideration which cannot be directly influenced by the partners such as economic crisis, political elections etc... Furthermore the Lead Partner recommended to think how the planned actions in the RIP can “survive” without RECOMMEND help; e.g. who will run the BIONICS Cluster after the RECOMMEND project end. Is there budget for staff members? Etc...

The partners contributed to the first round of the peer process and shared experiences on the specific points.

*For more information please consult the presentation: RIP presentation Part I*

## 2.6. Eco-Crowd Funding Workshop

In order to discuss alternative financing possibilities on eco-friendly actions the RECOMMEND team invited the finance expert Dan Marom ( Dan Maron & Co. Ltd) who ran the RECOMMEND crowdfunding workshop; Mr Marom is crowd funding expert, (political) consultant & author of the book “The Crowdfunding Revolution | how to raise venture capital using social media.

### Target of workshop:

information exchange on the following topics::

- What is Crowd Funding?
- What the public sector can do to facilitate the development of “private” regional eco-crowd funding?
- Examples how public money can join eco-crowd funds
- How can crowd funding support eco-innovation?

### Key information on the presentation made by Dan Marom

- Definition of Crowdfunding: Crowdfunding is the collective effort of individuals who network and pool their resources, usually via the Internet, to support efforts initiated by other people or organizations (Wikipedia)
- More than 750 Crowdfunding platforms
- Benefits / Rewards Crowdfunding:
  - ✓ Easy to access opportunity to raise finance
  - ✓ Can test market demand Cheap to fail
  - ✓ Can use feedback during funding process to iterate on idea

- ✓ Don't have to give away equity
- ✓ Don't have to pay back loan
- ✓ Can be good marketing tool
- ✓ Allow investors to benefit in success of venture
- ✓ Potential for businesses to source larger investments
- ✓ Can source non-financial assistance from backers
- ✓ Decreases the cost for investors of building a diversified portfolio of equity investments
- Potential drawbacks
  - ✓ Businesses have to give away equity
  - ✓ Potential for investors to loose all of their money (especially inexperienced investors)
  - ✓ Possibility of regulatory restrictions
  - ✓ Managing large numbers of shareholders (with some types of equity crowdfunding)
  - ✓ Fees (usually dependent on success)
  - ✓ Requires a lot of effort
  - ✓ Failure rates can be high
  - ✓ Fees (although usually only if successful)
  - ✓ Cost of delivering rewards
  - ✓ Difficult to source large contributions
  - ✓ Not all businesses are setup to do rewards

*For more information, please consult the presentation: Dan Marom*

#### Examples and expectations for eco-crowd funding?

- Dan Marom
- RECOMMEND Partners
  - Lead Partner AT
  - Partner SI
  - Partner CZ
  - Partner IT

Partner	Overview on topic Eco Crowd Funding / Region
Dan Marom	<i>For more information please consult the presentation: Dan Marom</i>
AT	Good practice Example: <a href="http://www.buergersolarkraftwerk.at">www.buergersolarkraftwerk.at</a> ; the client buys a solar panel from the energy provider; The energy provider leases the panel back and pays a yearly rent to the client; the client is therefore the official owner of the panel
SI	development agency of Maribor helps to develop a functioning company from an idea; sofar: 7 campaigns successfully developed; Initiative Slovenia Crowdfunding helps businesses to start a crowdfunding campaign
CZ	Booming in CZ; only few sectors are affected; charity, culture & business / investments; no specific tool for eco business
SI	The "Growth Decree 2.0" approved in Oct 2012 that all people can invest money in a start-up through crowdfunding online portals; before this Decree only professional investors could invest money in start-ups; The equity-crowdfunding can be promoted only by specific online portals inserted in the CONSOB REGISTER (Italian Commission for the Regulation of Stock Exchanges); currently: no specific online portal dedicated to eco-innovative equity-crowdfunding; other crowdfunding portals are active in Italy such as <a href="http://www.kapipal.com">www.kapipal.com</a> ; <a href="http://www.siamosoci.com">www.siamosoci.com</a> etc; also an Italian crowdfunding network exists: <a href="http://www.italiancrowdfunding.org/home">www.italiancrowdfunding.org/home</a>

*For more information please consult the presentation: Eco Crowd Funding & Dan Marom*



## 2.7. Sightseeing tour & visit of Gingerbread museum



**25th October 2013**

## 2.8. The 8 Recommend Regional Implementation Plans (RIP)- Part II

Summary of the 4 presentations:

Partner	Planned Action for RIP
EE	Information campaign to rise motivation and awareness about the eco-management and eco-innovation
IT	<ol style="list-style-type: none"> <li>1) Implementing system for the evaluation of environmental sustainability of buildings to reduce emissions of greenhouse gases and energy consumption</li> <li>2) Implementing funding scheme to develop and implement environmental and climate friendly measures among private and public organisations</li> </ol>
UK	<ol style="list-style-type: none"> <li>1) EMS cluster Club</li> <li>2) Improved networking, advice, support and training for key sectors and Fengate geographical cluster</li> </ol>
BG	Promoting Energy Efficiency Voucher scheme in Varna

*For more information, please also consult point 2.5 of the report.*

*For more information please consult the templates: RIP Presentations Part II*

## 3. TO DO List

What	Who	When
Preparing concept on 3 field missions to Pilot Action Host Region and sending concept to Ingrid Rozhon who will distribute it to the other partners for comments / wishes / feedback	Benjamin Kuscher, Jan Jares, Martin Kikas	6th Dec 13
Sending 3 concepts to partners on field missions to partners	Ingrid Rozhon	7th Dec13
Comments on field mission concept to Ingrid Rozhon via Mail	All partners	7 <sup>th</sup> January 14
Idea: preparing one RIP for Lower Austria in close cooperation with other regional EU project leaders Interreg IVC	Barbara N., Ingrid R., Benjamin K.	
Preparing RIP HOW	All	Spring 14
Networking with stakeholders	All	project end
Implementing Pilot Actions	LP, Jan J., Martin K.	Before May 14
sending the PL cluster representative useful contact details of potential contact persons in UK for medical & health services abroad;	Rod Gilchrist	17 <sup>th</sup> Nov 2013