ASVILOC PLUS PROJECT

Agencies supporting value of Innovation Systems in Regional and Local Economies

3rd PROJECT NEWSLETTER

Dear Reader,

AsviLoc plus Management Unit is pleased to share with you the third edition of the newsletter

Through this third edition of the Project Newsletter, AsviLoc plus Partnership would like to share with you the start up in the involved Regions of the **Pilot Action as a result of analysis and training carried out in the last months** aimed to improve and support the regional innovation systems of the South East Europe Area and give you some hints on interesting upcoming conference dealing with innovation and cluster.

Enjoy your reading!!

Best Wishes from

ASVILOC PLUS MANAGEMENT UNIT

www.asvilocplus.eu

1. AsviLoc plus Project Activities Updating

1.1 The analysis phase

The analysis carried out in the SEE Regions involved in the AsviLoc Plus Project allows to highlight the most representative results of the state of art of the innovation and the needs emerged.

Important preconditions for innovation such as the **availability of data and information to help the whole system to take decisions emerge as a strong need from the surveys.**

Many regions have developed technology policy concepts or innovation plans and have become active in supporting technology transfer and innovation activities; obviously under these conditions some regions are faster learners than others. Due to the stated interactions between firms, knowledge providers and policy agents **a common technical and organizational culture (a specific trajectory) may develop in a regional production systems which under certain conditions supports collective learning and innovation: this a strong lack in our systems.**

Overall, innovation is still a rather internal process to the firms, depending on the competences of the work force (knowledge base, skills) and on „boundary spanning functions" such as R&D and marketing. Despite this fact, there is evidence that interactions and networks will become always more relevant. In the same way the lack of marketing and tools to control, presidiate and strategically define the market is evident: the **IT support is really necessary in order to plan and monitoring the innovation strategy.**

In fostering the innovation by activating collaboration with **Local Development Agencies and Regional Development agencies** has been an interesting point in the survey. Sometimes the presence of this structures is not high in the regions and it is quite difficult to start a collaboration. Anyway emerge that firms do not have continuative and fruitful collaborations with these structures; **only the 20% of the total of the respondents affirm, according to the partners, that the Local Development Agencies and the Regional Development Agencies have a key role in the innovation paramount.**

1.2 The training activities for RDA's staff

The AsviLoc plus partner representatives held the **last study visit in Austria** to enhance RDAs staff competencies and Knowledge on innovation related issues. The aim of this study visit was to **get insight information about activities of the regional innovation system of Lower Austria (RIS NÖ)** and about the wide range of Austrian assistance programmes and activities to foster innovation, especially in SMEs.

The study visit to Austria has been held on the 18th and 19th of October 2010

Lower Austrian representatives gave an overview of the state of the art of the RIS NÖ Strategy. They briefly explained the development over the last years, as the implementation of the RIS strategy started already in 1997. Nowadays several public agencies at the regional level as well as at the federal level work closely together to promote R&D, innovation, networks, clusters and the foundation of (high-tech)-enterprises. Beyond others, they pointed out the increasing importance for RDAs to raise awareness for cooperation and qualification. In highly specialised markets companies, especially SME, can reach sustainable competitiveness only by working closely together, not only in the field of R&D and generating new products but also in general fields like marketing and organisational development.

Two special initiatives, the **Technopol- and the Clusters-Programme** were presented as examples of good and intensive collaboration between education, research and business.

Picture 1
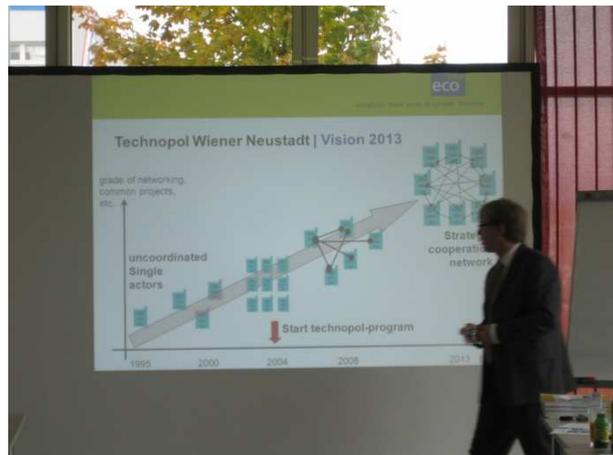
Picture 2

Mr. Gotsbacher and Mr. Bleier of ecoplus by their presentation of the Technopol-Programme and the Clusters-Initiative.

Find out more on:

http://www.wirtschaftsfoerderung.at
http://www.ecoplus.co.at

Technopol Wr. Neustadt is located about 60 km south of Vienna and performs the heart of a big business and education area. Technopol Wr. Neustadt is focused on modern industrial technologies such as materials, operation and processes technologies, medical engineering technologies, sensors and surfaces. More than 4 independent R&D facilities are engaged in each of these five technology focus fields. Nowadays, 315 employees from 19 nationalities, 70 academic partners and 110 industrial partners form the strategic cooperation network.

Find out more on:

http://www.ecoplus.co.at/de/ecoplus/technologie-forschung/technopolprogramm

At Technopol Wr. Neustadt the RDAs representatives visited several laboratories.

Picture 3

Picture 4

AsviLoc plus Partnership Representatives visiting laboratories of **the Austrian Research Institute of Chemistry & Technology**

On second day of the study visit, representatives of the **federal public agency Austria Wirtschaftsservice (Aws) presented their promotional programmes for SME and regional development**, with the focus on programmes and initiatives for strengthening innovation and **young high tech start-ups**. Finally, VetWIDI Research Holding Ltd. at the Veterinary University of Vienna was visited. VetWIDI Research Holding Ltd. is an enterprise of the Veterinary University of Vienna (Vetmeduni Vienna) and was founded in 2004. VedWIDI forms the interface between research and economy at the Vemeduni Vienna and supports the scientists of the University in all aspects of university technology transfer. It pools all the commercial activities of the university and offers:

-        support for scientists regarding all aspects of technology transfer
-        evaluation and co-development of technology transfer opportunities in general and spin-off opportunities in particular
-        information for industry aiming to co-operate with the Vetmeduni Vienna
Find out more on:
http://www.awsg.at
http://www.vu-wien.ac.at/vetwidi

Picture 5

Mr. Anderle of aws by his presentation of promotional programmes during the different stages of company's development

Picture 6

Ms. Ruckenbauer of VetWIDI by her presentation of the activities of VetWIDI

2. AsviLoc plus pilot action start up in SEE Regions

AsviLoc plus project **Pilot actions have** been tailored by the partner in each Region in order to meet the specific needs and exploit the potential opportunities of the regional innovation system.

Pilot actions are going to foresee in the SEE Regions involved:
- actions **fostering synergies among existing clusters**
- actions **fostering innovation in a specific sector**
- **actions supporting the creation of clusters in emerging sectors**;
- promotion of **customer relationship management software to SMEs**;
- outlining of guidelines/**action plan for policy maker level to create risk or seed capital funds**, improve learning activities, promote cooperation links between public and private sectors, **foster participation in R&TD networks**

Each of the Regional Laboratory set up in the project has developed a proposal about the pilot actions. It is complex to trace common points but is interesting to say that **all the regional laboratories would like to "strengthen the relationships between SME and public administrations**; we can consider that this is a common view. From this point of view the aim of all the pilot action among Asviloc Plus project is close to **enhance the collaboration between private and public sectors and moreover the exchange of knowledge and ideas about innovation issues.** The Information technology systems, such as the **customer relationship management platform,** is considered as an **useful solution adopted by several regional innovation laboratories within the Project.** One of the laboratory would like to use the pilot actions in order to develop a "social network" initiative, related to the use of IT to promote the innovation. Important to underline that in some situations (such as for the pilot actions proposed by AWS and STRIA) emerge **the need to work in a cluster context by enhancing the cooperation between SMEs.**

2.1 AsviLoc plus pilot action in Greece

2.1.1 ANRO – Regional Development Agency of Rodopi

The Regional Development Agency of Rodopi S.A. intends to implement the 1st Innovation **Forum during May 2011 with the cooperation of the Democritus University of Thrace (DUTH).** The 1st forum will underline the necessity of cooperation among the Regional Key Actions, Universities and Research Foundations of our region. The workshops planned will include, in this starting steps, the following activities:

Introducing the innovation tools of DUTH's liaison office "Space of Innovation Management" http://innovation.duth.gr/ **in** order to foster innovation research and connect it with the real productive procedure. More specific, the **"Space of Innovation Management"** of the Liaison Office of the Democritus University of Thrace includes a series of **web applications to support innovation and the exploitation of research products and services** which are hold by the laboratories of DUTh such as:

- Products and Services Research coming from the laboratories of the Democritus University of Thrace;
- People in Business Organizations and Technology, Expertise and Specialized Services;
- Online Networking Tools:
  a) Creating a Business Plan (to facilitate writing a Business Plan allowing you to fill in the details of your project and all necessary information);
  b) Tool technology audits (guide for the creation of a technology profile of a company through a series of related questions);
  c) Benchmarking (to benchmark a company with those players);
- Drivers (Roadmaps) use of products and services research:
  a) Use of research results;
  b) Creation of Spin-Off Companies;
  c) Transfer of Innovation d)intangible Property;
- Forum Discussion on management and exploitation of research and practical problems for technology and expertise from entities in the Region of REMTH.

Introducing the Innovation programs of the General Secretariat for Research and Technology (http://www.gsrt.gr) such as the "COOPERATION 2011 - Partnerships for Productivity and Research Institutions in focused research and technology" program which refers to the cooperation between enterprises and research associations through the joint implementation of research and technology projects which projects "green" development, extroversion of green entrepreneurship and improving the quality of life.

2.1.2 ANATOLIKI – Development Agency of Eastern Thessaloniki

The necessity of a **regional Innovation Action Plan** was acknowledged since the setting –up of the Regional Laboratory of Central Macedonia, in June 2010. During this first meeting, it was decided to capitalize on the results of the AsviLoc Plus project through the active involvement of all the regional key innovation actors.

The Regional Laboratory meeting focused on a first overview of the state of the art of innovation in the region. The meeting had the advantage of a wide participation of national and local key innovation stakeholders such as the Federation of Industries of Northern Greece, the Regional Innovation Pole of Central Macedonia and the Alexandrian Innovation Zone of Thessaloniki, the Centre for Research and Technology Hellas, the Thessaloniki Technology Park, the Association of IT Industries of Northern Greece, local incubators (i.e. i4G) and academic institutions (Aristotle University of Thessaloniki and University of Macedonia).

A common decision of the roundtable discussion of the Regional Laboratory meeting was the consolidation of this initiative through the **establishment of a Forum for acknowledging, discussing and assessing, in a round table, initiatives for the support and promotion of innovation that agencies of Central Macedonia have undertaken to date,** with the aim of agreeing on a timetable for the next steps. Thus, this first meeting of the Regional Laboratory counted as the first of a **series of 'Innovation Fora'** involving policy-makers and innovation key-actors expressing views on how to strengthen the capacity to develop knowledge and innovation via a common action plan.

The First (22 June 2010) and Second (17 March 2011) Innovation Forum featured participation of representatives of the Ministry of Economy, Competitiveness and Shipping, the Region of Central Macedonia and several local authorities all of which actively participated in the discussion and question and answer session on the regional initiatives. In between two workshops were organized, during which the small number of participants allowed a constructive putting-together of programs, proposals and tools on innovation governance at regional level.

In many occasions, during the Innovation Fora and the Workshops, representatives of companies and company associations claimed that university research results is closed to the academic milieu and no opportunities are given to companies to use and commercialize the academic research potential.

As a result, t**he pilot action decided to be implemented in the Region of Central Macedonia focuses on the cooperation between SMEs and academic organisations for process and product innovation.** The scope of the pilot action is to **enable SMEs of the region to get familiarised with research results** produced by university laboratories and thus initiate their collaboration as a mechanism for introducing innovation to new products or services. This cooperation of companies and universities is expected to benefit both parties, as universities will valorize their research and the companies will find a source of R&D and innovation.

The pilot action **"Promotion of the Cooperation between SMEs and Academic Research Organisations"** will follow a series of well organised steps having as objective to bring a sample of companies closer to university research labs and academic research. Those steps include:

Selection of 30 companies located in the region of Central Macedonia;

Creation of a technology portfolio to support the group of selected SMEs in product and process innovation including the CRM software prepared by CONSVIPO;

Showcase of the technology portfolio (members of the Regional Laboratory will explain the potential of the technology portfolio and how each company might use and exploit the technologies included for the renewal of its products and services);

Pilot action testing (an evaluation questionnaire will be completed by the companies with an assessment of the technologies presented and the perspectives of cooperation with the universities, emphasizing on the evaluation of the facilitation mechanism used through the pilot action);

Validation of the conclusions of the pilot action by the companies and dissemination of the benefits of the mechanism used.

Thus, the proposed pilot action **"Promotion of the Cooperation between SMEs and Academic Research Organisations"** is expected to:

Provide tangible evidence about the capability of small and medium size companies to profit from academic research by developing products and processes based on such research;

Bring companies closer to university Labs establishing links of collaboration;

Understand the barriers of collaboration which are due to different levels of technological expertise of companies and university research labs;

Furthermore the experience gathered from the implementation of the pilot action will enable the optimization of the mechanism used and help in the bottom-up planning of a policy which will lower the barriers of collaboration between SME's and research bodies.

2.2   AsviLoc plus pilot action in Romania

Pilot action set up by ADR Nord-East deals with the __activation of the first regional cluster structure in North-East Romania.__ After a series of discussions and meetings with representatives of Ministry of Economy and Commerce in Romania, North-East Regional Development Agency(RDA) together with Regional Association of Textile Producers (ASTRICO NE), the Faculty of Textile Industry and Management(FTPM) Iasi, the National Institute for Research and Development on Textile Industry(INCDTP) and INNO Consult agreed to sign a partnership agreement, with the purpose **to establish and develop a cluster structure dedicated to textile industry.** This traditional sector that involved more than 200.000 jobs during Ceausescu, survived during the last two decades and now it is presented with more than 28.500 jobs at regional level (12% from total at national level), an annual turnover of 420,000 Euro, with a production oriented mainly to export. The official launch was organized early in December 2010 and now the cluster had already identified its own development strategy and preparing its first projects in partnership.

Moreover ADR NorhEast participate on the 22nd of March 2011 at the consultative seminar **"Modernization of RDI activity"** organized by University Al. Ioan Cuza of Iasi. At this meeting many regional universities and research units participated, as well as SMEs and local authorities, with the main goal to find out **how can universities become more active in applied research and more interactive with other regional stakeholders to disseminate info about their RDI capacity. Periodical meetings like this will be organized at the proposal of RDA North-East.**

The Agency also participate to the national consultation seminar organized on 8th of April 2011 by the Romanian Ministry of Economy and Commerce dedicated to competitive poles. The discussions were oriented toward eligibility criteria for the applicants, the operations and the costs, the dimension of the projects, etc to be included in the Guidelines for the applicants. T**his financing program has 60mil. available for the first time in Romania to finance cluster type structures and will be co-financed from ERDF and governmental funds under Sectorial Operational Program for Competitiveness 2007-2013.**

On 20th of May a regional workshop dedicated to exchange of experience among TT and business incubation units is planned by North-East RDA in order to assess the strong points of this activity and address existing gaps within future common initiatives.

RDA North-East as partner in European network Cradle to Cradle (fast track projects financed under INTERREG IVC Program) organized seminar *Innovation at the power of example*. This meeting intended to encourage transfer in North-East Region of C2C best practices identified all over Europe. The examples accepted by regional provinces, universities, NGOs and SMEs in the region are targeting sustainable product design, C2C governance and spatial development. 10 best practices are currently under the process of adaptability and transfer into North-East Region coming from United Kingdom, Italy, Netherlands, Belgium and Austria.

During 8-9th of June a regional C2C Conference will be organized in Iasi with the support of National Institute for Inventors that is organizing the 15th edition of the National Inventors Exhibition – Inventica 2011. More info will be available on www.adrnordest.ro

2.3 AsviLoc plus pilot action in Bulgaria

As part of the planned pilot actions VEDA created a **Facebook group "Innovation and Entrepreneurship"**
(http://www.facebook.com/?ref=home#!/home.php?sk=group_187570071286415&ap=1)   to *attract young people to share information, ideas and knowledge on innovation issues*. So far there are **193 members** (first picture above) who gain from this "social network " initiative, related to the use of IT to promote innovations. Part of the publications on the group's wall

include innovative initiatives of the EU Commission like the initiative **"You name it! Create a catchy name for the new EU research and innovation programme!"** http://ec.europa.eu/research/csfri/index_en.cfm?pg=younameit

In April 2011 VEDA has organized a workshop on the topic *„Practical guidelines for project development and success under the Bulgarian Competitiveness Operational Program"* to acquaint local businesses with program requirements and opportunities for funding of innovative product and services, as well innovative start-up companies and SMEs' technological modernization. There were about 20 participants from different sectors - ITC, aggregates, vocational training, education, and other services. The picture below presented moments from the workshop.

Within its strategy to keep close collaboration with local key actors and SMEs VEDA organized a meeting on 25th of March 2011 in Varna to present in front of the local businesses and municipal representatives the upcoming pilot activities and initiatives under the project AsviLoc plus as well as the Intelligent Energy Europe and program's opportunities

for funding public and private projects in the area of energy efficiency, renewable energy sources, transportation, etc. The picture below showed moments of the presentation.

2.4   AsviLoc plus pilot action in Hungary

After the definition of the Region Innovational Strengths and Weaknesses, South Transdanubian Regional Innovation Agency determined those Pilot Actions, what can be able to foster the competitiveness of the SME's, competitiveness of the Region.

For SME's STRIA – South Transdanubian Regional Innovation Agency provided the following services:

Cluster consultation

To enhance the cooperation between SME's we start a new consultancy service in relation clusters and cooperation. The new services start with a presentation, where success cluster managers and cluster members talked about the best practices of cluster operation.

Financial management

Because of the SME's financial problems and weak indicators, we organize a 2 days training about financial resources, taxes, strategies, business plans. The participants could enjoy many practical experts lessons and with the end of the training they had an opportunity to take advantage of a personal consultancy with the lecture professional. (still going)

Innovation audit

We want to start a new service what will help to the regional innovation key actors to establish more and durable connection with international R&D organization. But before we start the new service, we had to make a survey to explore the real needs of the SME's. According to the survey results will we start the new consultancy service. (still going)

The Agency also attended the **Peria Conference 2011** *"1st European conference dedicated to the Regional Innovation Agencies on the 29th of March 2011 in Reims"* organized by CARINNA the Champagne-Ardenne Research and Innovation Agency.

"When regional authorities and regional innovation agencies, from different countries with different background, work together, new and effective tools can be developed, in order to make the management of regional innovation systems more effective."

Based on this philosophy six European regions merge their experience and knowledge and create: PERIA, the Partnership of European Regional Innovation Agencies. The objective of the PERIA Conference 2011 was to address regional innovation policy and their implementation in particular through regional innovation agencies. Case-studies for regional authorities and regional innovation agencies will be presented as well as the first results of the identification of practices conducted in PERIA. The debate was placed in the context of the Europe 2020 strategy and the future orientation of the European Cohesion policy.

3.   AsviLoc plus ICT tool launching: CRM software available for SMEs

The AsviLoc plus Project launches the **ICT tool:**
http://ict.asviloctools.eu/

The overall objective of the AsviLoc plus ICT tool named is to contribute, as operative tool, to *create an innovation knowledge network at local and transnational level*, linking together different stakeholders focused on innovation and technology and providing joint solutions towards common innovation needs. The ICT platform will:
 - provide information for the analysis (point of weakness and needs of innovation detected at regional level) and share and processed achieved results at transnational level;
 - involve key innovation actor (public authorities; chambers of commerce; universities; SMEs etc.) providing them a useful tool to create contacts and sharing innovation ideas/solutions/ proposals at transnational level;
- contribute (on the basis of main findings) to plan innovation services to be tested.

The ICT platform **also support the Customer Relationship Management system** developed as **pilot actions for SMEs in some of the involved Regions.** Both the ICT Tool and CRM software have been developed within the Project by the Partenr CONSVIPO – Consortium for the Development of Polesine.

The **CRM – Customer Relationship Management platform developed aims at** efficiently and effectively increasing the acquisition and retention of profitable customers by selectively initiating, building and maintaining appropriate relationships with them. **Customer Relationship Management** is the management process that uses individual customer data to

enable a tailored and mutually valuable proposition. In all but the smallest of organizations, Customer Relationship Management is characterized by the IT enabled integration of customer data from multiple sources. The implications for management of using analytical CRM lie not so much with improving operational efficiency as with other CRM systems, but rather with the empowerment of management in the strategic decision-making process. To achieve this, senior management need to raise their awareness of analytical CRM and the potential benefits, based on which to develop a vision focusing on **gaining customer knowledge, and articulating the vision throughout the organisation, whilst also being supportive to the development of such systems.** Companies should focus on four key factors or that include:

(1) Interaction. A series of activities and interactions between customers and the company. This information is collected from all interfaces.

(2) Contact. Mapping out and managing points of interaction between customer channels and the organisation.

(3) Knowledge. Continuous learning through the collection and analysis of information on customers, products, channels, markets and competitors.

(4) Relating. The ability to create relevant interaction with customers, channels, suppliers and partners, which provide opportunities for value-creating relationships CRM systems enable businesses to streamline and better manage their customer interactions, help increase sales, enhance marketing, and improve customer service and support.

 CRM software will be tested on several SMEs and bussiness associations members of the Regional Laboratories in different Sout East Europe Regions!

4.   News & Events in innovation field

THE NORDIC – GERMAN-POLISH CLUSTER EXCELLENCE CONFERENCE

26 – 27 May 2011 - Copenhagen

The biggest event for all European cluster managers, cluster employees and cluster policy makers in 2011. At the conference you will have the opportunity to:

- o   Meet and share experiences with more than 200 of the best Cluster Managers in Europe

- o   Organise one-to-one business meetings with other Cluster Managers of your choice in order to explore further possibilities for collaboration

- o Hear the recommendations for cluster excellence performance based on an extensive benchmarking of almost 200 clusters - the largest benchmarking of this kind ever!

- o Participate in thematic workshops focusing on best practice within areas of strategic interest of Cluster Managers - eg. international collaboration, branding of the Cluster etc.

- o Learn more about the possibilities for getting financial support for international collaboration

The conference will be organised in two parallel tracks - one for Cluster Managers and one for Policy makers - in order to meet the specific interests of both groups.

For further information:
www.clusterexcellence.org

OPEN CALL FOR PROPOSAL:

EUROPEAN ALLIANCE FOR MOBILE AND MOBILITY INDUSTRIES AND CREATIVE INDUSTRIES

The call for proposals aims at a more strategic support to service innovations, with the objective to unlock its transformative potential at sectoral and market level and to contribute to **strengthening the innovativeness of the economy as part of the implementation of the Europe 2020 Strategy.** The call for proposals has two actions:

• **Action 1: European Mobile and Mobility Industries Alliance (1/G/ENT/CIP/11/C/N01C031).** This action aims at strengthening the role of innovative services in mobile and mobility industries to re-invigorate the competitiveness of the EU. Whereas mobile services can build upon key enabling technologies developed in Europe or elsewhere, innovative mobility concepts are urgently needed to better address societal challenges. Both aspects will be addressed by this action.

• **Action 2: European Creative Industries Alliance (2/G/ENT/CIP/11/C/N03C011**). This action aims at **strengthening the role of creative industries as a catalyst of innovation** and structural change by promoting the more effective use of all different forms of knowledge and creativity for innovation throughout the economy and to support the emergence of new industries that combine knowledge and creativity with modern technologies, in particular ICT.

The two actions will complement regional and national efforts by adding a European dimension through mutual learning and concrete actions. Each action has 4 strands. **The**

deadline for the submission of proposals to each of the strands of the two actions is 24/06/2011.

Find out more on:
http://ec.europa.eu/enterprise/newsroom/cf/newsbytheme.cfm?displayType=fo&foSubtype=p&lang=en&tpa_id=0

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EUROPEAN TECH TOUR ASSOCIATION WILL PRESENT
ITS SECOND CLEANTECH SUMMIT

SWITZERLAND ON JULY 6-7, 2011

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The **European Tech Tour Association** will present its **second Cleantech Summit** to be held in Switzerland on July 6-7, 2011 with 100+ delegates and 25 presenting CEOs.

Objectives

To identify the upcoming and leading top 25+ high-growth privately held cleantech companies in Europe and to introduce them to key European, US and Asian investors and professionals who can assist in their global expansion

Why should you attend?

1) Gain Unique New Insights on the Cleantech Opportunity:The Cleantech Summit is the only event that gathers high profile insiders, established start-ups and venture capitalists to delve into the heart of today's most pressing cleantech related challenges and topics.

2) Discover emerging Solutions: The focus is on celebrating entrepreneurship and innovation in Europe and on raising global awareness for those 25+ European start-ups in the cleantech field that stand out from the crowd. Our goal is to showcase Europe's best growth and established companies.

3) Network with those shaping tomorrow's cleantech industry landscape: Cleantech Summit's delegates represent top players in the cleantech industry at both European and worldwide level. The speakers, corporate and PE delegates will be top level.

Find out more on:
http://www.techtour.com/Cleantech-Summit-2011/Overview.htm

INTERNATIONAL CONFERENCE PROMOTING ECO-INNOVATION:

POLICIES AND OPPORTUNITIES

TEL AVIV , 11 -13 JULY 2011

The **United Nations Economic Commission for Europe**, in cooperation with the **Ministry of Foreign Affairs and the Office of the Prime Minister of Israel** is organizing an **International Conference on the role of innovation policies in addressing environmental and energy challenges.**
The Conference, under the title **Promoting Eco-Innovation: Policies and Opportunities , will take place in Tel Aviv on 11-13 July 2011.**
Presentations at this Conference will be structured into three main segments:

- **"Eco-innovation: what role for public policies?"**
- **"Fostering collaboration for successful eco-innovation"**
- **"Financing eco-innovation"**

For more information:
UN Economic Commission for Europe
Palais des Nations,
CH-1211 Geneva 10
website: www.unece.org/ceci/Welcome.html

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AWS - Austria Wirtschaftsservice (AT)
www.awsg.at

VEDA - Varna Economic Development Agency (BG)
www.veda-bg.eu

ANATOLIKI - Development Agency of Eastern Thessaloniki (GR)
www.anatoliki.gr

ANRO - Regional Development Agency of Rodopi (GR)
www.anro.gr

STRIA - South Transdanubian Regional Innovation Agency (HU)
www.ddriu.

ADRNORDEST - North-East Regional Development Agency (RO)
www.adrnordest.ro

NW RDA - North West Regional Development Agency (RO)
www.nord-vest.ro

RDA CELJE - Regional Development Agency Celje l.t.d.(SL)
www.rra-celje.si

IDA - Istrian Development Agency (HR)
www.ida.hr

HRAST - Development Agency Vukovar-Srijem County "HRAST" ltd (HR)
www.ar-hrast.hr/