

## Acronym and Title

*LOVE in MED*

Linking  
Organizations  
Via  
Education

## ENI CBC MED

### Overarching Objective – Thematic Objective - Priority

**OVERARCHING OBJECTIVE A:**  
PROMOTE ECONOMIC AND SOCIAL DEVELOPMENT

**THEMATIC OBJECTIVE:**  
A.2 SUPPORT TO EDUCATION, RESEARCH,  
TECHNOLOGICAL DEVELOPMENT AND INNOVATION

**Priority A.2.1** Support technological transfer and commercialisation of research results, strengthening the linkages between research, industry and other private sector actors

## Impact (Overall objective)

To contribute to foster market-driven innovation transfer among research, industries and SMEs in the field of Key Enabling Technologies (KETs) in the Med area

## Relevance/situation analysis

- Lack of integration between academia and private sector in the field of innovation technology transfer (SUPPLY CHAIN of THE MANUFACTURING INDUSTRY sector) in the Med area
- Very low percentage of spending on innovation by Governments and private sector
- University “does not understand” the needs of the private sectors (innovation, technology, research,...) in the Med area
- Private sector “does not realize” the importance of research to develop innovative products, processes,... in the Med area
- Need of linkages/places/platforms/partnerships of “meeting - exchange”

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## Outcomes (Specific objective)

Increased exchange of innovative solutions for improving logistics manufacturing activities by local and cross border initiatives aimed at integrating academia and SMEs in Lebanon, Egypt, Tunisia, Jordan, Italy and Spain

## Activities (Mandatory WPs)

- **Management**
- **Communication**
- **Capitalization of results**

## Outputs (expected results)

### Output n. 1 Increased awareness about the logistics state of art

- N. 6 reports on logistics local needs
- N. 1 Cross border co-publication on the logistics needs and actual solutions/best practices
- N. 1 Euro-Med platform for innovation and technology transfer in logistics



## Activities

### ***WP 1 Launch of a Euro-Med platform for innovation and technology transfer in logistics***

*1.1 Selection and definition of n. 6 local focus groups (researchers-SMEs) to define the needs of SMEs in terms of innovation (inviting also international experts from other Eu and Med Countries)*

*1.2 Cross border analysis report on actual needs and solutions at Mediterranean and International level*

*1.3 Design and launch of the web platform for sharing information, data, best practices (at local and cross border levels)*

## Output (expected results)

### Output 2 Increased opportunities of exchange experiences and develop solutions

- 2.1 N. 1 Governance model for the Living Labs management
- 2.2 N. 6 Agreement among University – Chamber - Companies
- 2.3 N. 6 Living Labs established

## Activities

### **WP 2 Logistics Innovation Living Labs**

*2.1 Definition of the common governance model (HR, modalities,...)*

*2.2 Identification of locations by long term agreements among Chambers, Universities and multi-national companies*

*2.3 Launch of the Labs (equipments, rooms, ICT,...)*

## Output (expected results)

### ***Output n. 3 Improved capacities of logistics SMEs in testing innovative solutions***

- 3.1 Max 3 Multi-National Companies experts field visit per each SME
- 3.2 N. 6 Co-working groups to define solutions
- 3.3 N. 5 Sub-grants for SMEs per each Country (30 pilot-projects)
- 3.4 N. 1 *Logistics Innovation Tool-Kit (Guidelines; Procedure Manuals; ...)*

## Activities

### **WP 3 Living Labs pilot-projects**

*3.1 Multi-National Companies experts field visits of SMEs in order to evaluate the needs in terms of innovation technology related to logistics*

*3.2 Design of tailor-made solutions (co-working among researchers, SMEs and experts)*

*3.3 Open call (sub grants) for N. 5 SMEs per Country in order to implement the designed solutions in each Countries*

*3.4 Collection of the pilot projects results and elaboration of a common Logistics Innovation Tool-Kit (to be spread at international level)*

## Output (expected results)

### ***Output n. 4 Increased promotion at international level of innovative solutions in the logistics sector***

- 4.1 N. 6 national events
- 4.2 N. 3 cross border events
- 4.3 Participation to (at least) N. 1 international event
- 4.4 N. 6 (at least) advocacy/lobbying actions

## Activities

### ***WP 4 Awareness activities to spread Logistics Innovation Tool-Kit***

*4.1 Organisation of local and international events (Festival, conferences, ...)*

*4.2 Participation to international targeted events (eg. “Global Logistic Forum” in Abu Dhabi)*

*4.3 Advocacy/lobbying actions targeted to national institutions (Ministries,...) to enhance the regulatory framework (to “push” for new support programmes, laws....)*

## Potential partners

Lead partner: University of Cagliari – Transport Department (IT)

P1: CEEBA (EG) ;-)

P2: Arab Academy (EG)

P3: Chamber of Commerce of Beirut and Mount-Lebanon (LB)

P4: Jordan Forum (JO)

P5: Confindustria Nord Sardegna (IT)

P6: Chamber of Commerce of Barcelona (SP)

P7: Chamber of Commerce of Sfax (TN)

P8: ASCAME (SP)

P9: Chamber of Commerce of Tunis (TN)



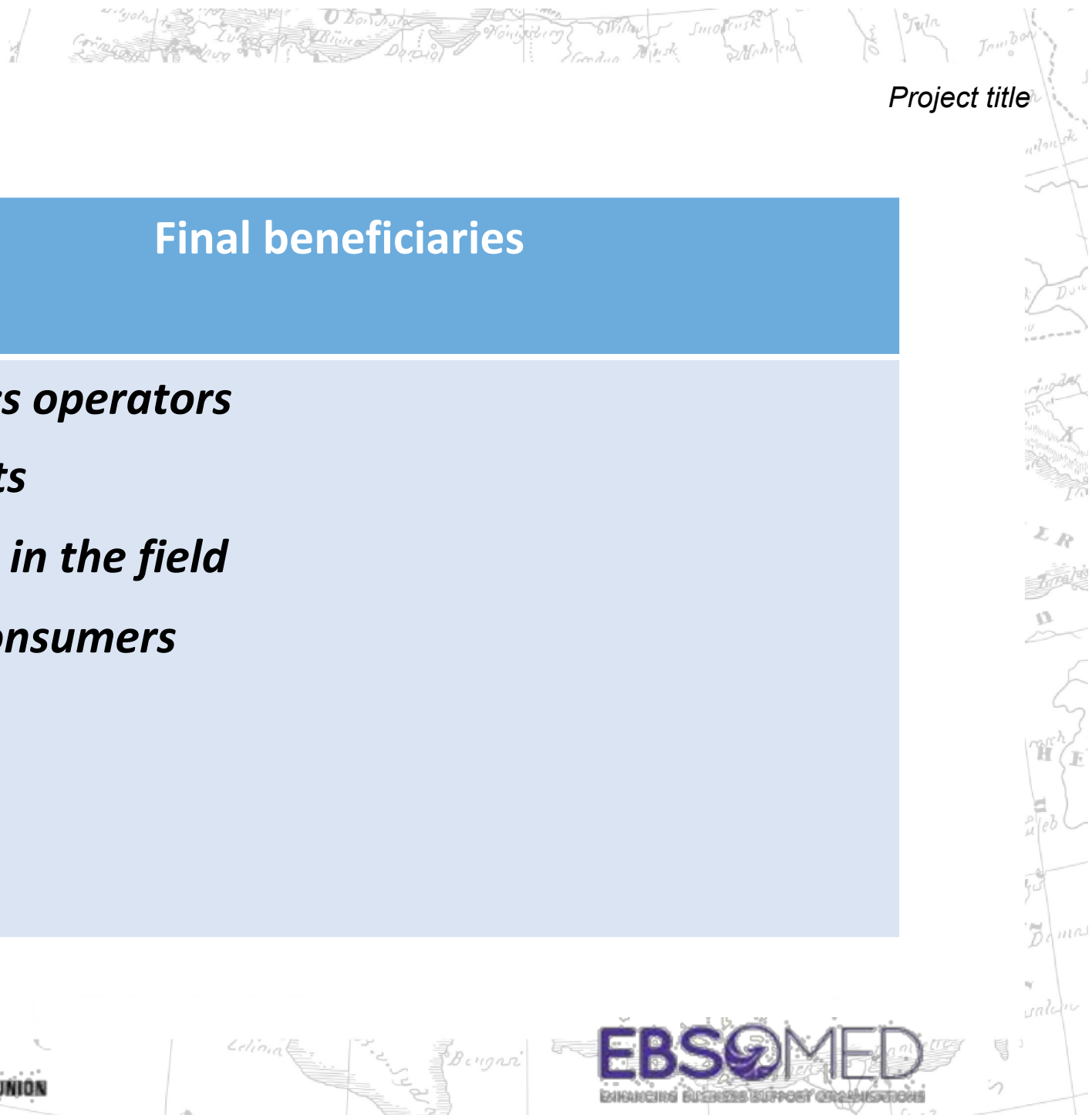
## Associated partners

- Ministries (Transport – Industry – Education)
- National Agency
- Investment Development Authorities

## Target groups

### *Representatives of*

- *SMEs*
- *Research centers - Universities*
- *Chambers of Commerce*
- *Public Authorities (Ministries, Agencies,...)*
- *Multi-National Companies*



Project title

## Final beneficiaries

- ***Logistics operators***
- ***Students***
- ***Experts in the field***
- ***Final consumers***

## Provisional budget and duration

**TOTAL BUDGET:**

**€ 5.000.000 ML**

**Of which**

**€ 1.800.000 for SUB-GRANTS**

**DURATION: 48 months**

## LOVE IN MED Working group

**BEN MANSOUR NOURA** Centre d'Affaires de Sfax

**David Tomas** ASCAME

**SILVIA TESTONI** Confindustria Centro Nord Sardegna

**El Tabch Lana** Chamber of Commerce, Industry and Agriculture of Beirut

**Nathalie BEN AYED** SFAX CHAMBER OF COMMERCE AND INDUSTRY

**Tamara Haddad** Jordan Forum for Business Professional Women

**Sandra Haddad** Arab Academy for Science, Technology and Maritime Transport

**Francesca Esu** University of Cagliari – Transport Department

**Patrizia Serra** University of Cagliari – Transport Department

**Daniele Cocco** - OpenMed

**THANKS FOR THE ATTENTION!!!**

