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Technology-Based Environmental  
Enterprises Market Approach



# HANDBOOK

ON TRANSFERABILITY OF BEST PRACTICES  
FOR ET-SMEs INTERNATIONALIZATION



Projet cofinancé par le Fonds Européen  
de Développement Régional (FEDER)

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Globalization has brought a shift to the economic environment of the European SMEs. The progressively disappearing barriers and borders are exposing all companies both to new markets and competitors. Consequently SMEs that do not consider internationalization are compromising their potential for long term survival.

Internationalization has proven to be one of the key engines for competitiveness and growth and it should be fully integrated into SMEs as a core part of their long term strategy. Unfortunately, SMEs frequently fail in the process of internationalization as they lack a better understanding of the types of support available. In order to foster the internationalization of SMEs, support remains vital, as many SMEs would not consider internationalization if it were not because of that support.

The TEMA (Technology-based Environmental Enterprises Market Approach) seeks to encourage Environmental Technology based SMEs to surpass the regional dimension and develop more internationalized activities. TEMA aims to become a knowledge reference point for the development of a strong and sustainable Environmental Technology sector providing SMEs with comprehensive support and guidance in overcoming internationalization challenges by increasing technical & human capacities, stressing the role played by intermediaries and public authorities.

The goal of this handbook is to gather best practices from each regional partner - either they are public or private regulations, policy, programs or incentives - that may enhance the technical capacity of ET-SMEs to reach international markets. These include both the initiatives that foster the valorization of embryonic technology into a marketable product, as well as the initiatives that support internationalization activities and actions.

This report summarizes the most relevant internationalization and valorization initiatives for ET-SMEs, in each partner country and region.



## RECOMMENDATIONS

Developing a successful strategy to support current SMEs in their internationalization strategies should:

- Raise awareness on the need to internationalize and prepare a set of policies that will help companies overcome barriers to internationalize (for long term effect, these will have to be based on the acquisition of new capacities rather than on the provision of grants or subsidies).
- Promote an environment conducive to more and better equipped international entrepreneurs via the promotion of entrepreneurship in the academic curricula.
- Be adaptive to the local reality, calling for the participation of all direct stakeholders in developing both policies and programmes.
- Consider internationalization as part of the national policies to enhance competitiveness. As countries progress through the value added ladder this will lead to merging internationalization and innovation under one single umbrella.
- Be directed towards having more internationalised companies rather than focusing on those companies with the largest potential.
- Promote effective long term support, based on the creation of capacities inside the SME.



# FRANCE

In France there are four main organizations that support the SMEs' internationalization process::

**UBIFRANCE** - the French agency for international business development, offers a comprehensive range of products and services aimed to support French-based companies in their internationalization process.

**COFACE** – Has the mission to facilitate business-to-business trade, providing a full array of solutions suited to companies of all sizes and nationalities across all economy sectors. It offers a Credit Insurance covering Accounts and Political Risk..

**OSEO** – Provides assistance and financial support to French SMEs that want to implement new activities, develop innovative processes, or carry out business transactions. By sharing the risk it facilitates the access of SMEs to financing solutions.

**REGIONAL SUBVENTIONS** - Through the PRIDES programme (Pôles Régionaux d'Innovation et de Développement Economique Solidaire), the PACA region encourages the association of companies from the same activity sector and promotes synergies between economic actors in the region.

Initiative	Regional Subventions – PACA Region
Company	Pole Ea Eco-Entreprises
Description	Founded in 1996, Éa éco-entreprises is a specialised cluster in Environmental and Sustainable Development.
Incentive Received	Not disclosed.
Main Goals	Facilitate the international development of SME; Market the skills of environmental and sustainable development experts; Stimulate innovation by supporting partnerships between enterprises, research centres and funding organisations on specific projects; Promotion of innovative solutions and techniques; Training and mechanisms to enhance implementation of the core principles in economic activities; Knowledge sharing; Facilitation of networking opportunities.
Outcomes	The cluster is mainly supported by the PACA region as well as by the Bouche du Rhone council and Pays d'Aix greater area
Initiative Strengths	SMEs' support for the development of their internationalization strategies: Diagnostic of their export potential; Participation in exhibitions and B2B meetings; Training in International development; Business intelligence. With the support of the TEMA project, Pole Ea created a network of clusters dedicated to Water SMES (I-NOWs).
Initiative Weaknesses	Financial support cannot support all initiatives.
Best Practices	Setting-up various programs dedicated to SME internationalization: Primo-exportateur program that includes an export diagnostic, market studies, and training on international trade; Support SMEs in the identification of new partners; Creation of I-NOWS cluster (International Network of Water SMEs).
Transferability of the Best practices	Implementation of a cluster of clusters could be implemented in other sectors related to the green technologies sector.



# GREECE

In Greece there are a number of programmes and initiatives, from the public and private sector, that provide or facilitate the use of green energy services. Based on their efforts to promote internationalization and transferability practices, the programs under the National Strategic Reference Framework should be highlighted:

**Exoikonomo** - Program for Energy Efficiency in Local Authority Organizations.

**Green Tourism** - Reduction of operating costs through environmental management and certification in SMEs of the touristic sector.

**Green Enterprise** - Develop and promote RES installations through Financial-Programs that target investors, public administration, SMEs and end-users.

**MINO** - Provide innovative solutions to the management of wastewater resulting from the olive oil production process.

Initiative	Minos Project: Process development for an integrated olive oil mill waste management
Company	TERRA NOVA Ltd
Description	TERRA NOVA Ltd develops waste management technology regarding olives and olive oil industry.
Incentive Received	Not disclosed
Main Goals	Creation of a new technology applicable and affordable by SMEs in the domain of olive oil processing, concerning specifically the management of olive oil waste.
Outcomes	Clean water suitable for irrigation or other productive purposes; Polyphenols (e.g. hydroxytyrosol) suitable, in terms of chemical form and purity, for pharmaceutical use; Production of natural fertilizers.
Initiative Strengths	Among the strengths of this research there is the fact that it envisages a major positive effect to the environment, solving one of the principal problems of the olive oil processing plants.
Initiative Weaknesses	The estimated amount of the investment is 1.150.000€ and 54.000 €/month for the operational costs, which may be affordable for SMEs.
Best Practices	The general perception of this research is positive because it constitutes an actually profitable investment for olive oil business.
Transferability of the Best practices	Support and technology transfer to interested companies in other regions.



# SPAIN

In Spain, the main national institutions offering internationalization and valorisation support services to SMEs are the European Investment Bank (EIB), the Centre for Industrial Technological Development (CDTI), the Institute for Foreign Trade (ICEX), the Government of Spain - through the Ministry of Labour and Social Affairs. In the more specific case of the region of Catalonia, the main agencies offering this assistance are ACCIÓ – an autonomous public institution created as a result of the merger between COPCA (Consortium for the Commercial Promotion of Catalonia) and CIDEM (Centre for Innovation and Business Development) – and the Chamber of Commerce of Barcelona. In Catalonia, there should be highlighted initiatives such as:

**Aid for International Technology Promotion** – Helps in the promotion and protection of innovative technologies, in foreign markets;

**NEX PIPE** – Aimed to support companies in their International promotional expenses;

**PID INDIVIDUAL CDTI** - Support individual applied R&D projects by private companies for the development or significant improvement of production processes, products or services.

**ATIEX** – Which seeks to provide expert advice, and which is tailored to companies looking to export their products / services to new markets;

**ALOR-VALTECH** - Encourage projects and technology exploitation activities carried out by R&D institutions with the ultimate aim to achieve market success with its marketing.

Initiative	PID Individual CDTI (Individual R&D projects, PID-CDTI)
Company	MINIMA
Description	MINIMA is a company developing a new pressure generating system for coffee makers
Incentive Received	341.820 €
Main Goals	Developing prototypes; Protection through patent of the technology; International commercialization of the technology
Outcomes	Through this initiative it was possible to develop the technology prototype, patent it, and design a tailor made commercialization strategy
Initiative Strengths	Use of a professional methodology. Partnership with professionals from the sector. Acceleration of the technology transfer.
Initiative Weaknesses	N/A
Best Practices	Combination of patent protection with adequate commercialization strategy towards important players
Transferability of the Best practices	Use of incentive for technology companies in order to develop profit oriented patent policies; Prototypes; Result oriented commercialization/internationalization policies



# PORTUGAL

In Portugal, AICEP (Agency for Foreign Investment and Trade) is the entity responsible for the development and implementation of Portuguese internationalization initiatives (particularly related to the trade of goods and services).

In Portugal there are at least thirty-eight internationalization and valorization programs. There are no explicit private initiatives, but partnerships between the public and private sectors (such as bank protocols and credit lines) are quite common. From these, three specific programs are worth emphasizing:

**Incentive Scheme for the Qualification and Internationalization of SMEs** – supports investment projects that contribute to the promotion of business competitiveness through increased productivity, flexibility and active presence of SMEs in the global market.

**Incentive Scheme for Innovation** – Supports investment projects of productive innovation, which help promote entrepreneurial innovation in goods, services and processes, the introduction of technological improvements, the creation of production units, qualified entrepreneurship, and structuring investment in new areas with growth potential.

**INOV Export** – Promotes the inclusion of young international trade experts in national exporters or potential exporting SMEs.

Initiative	Incentive Scheme for the Qualification and Internationalization of SMEs
Company	Natura Algarve
Description	Natura Algarve is a company that operates in the ecotourism market. The main services offered are boat, bus and hiking tours, boat hiring, organization of school activities, organization of eco events, training and workshops.
Incentive Received	€ 109.640,00
Main Goals	Acquire skills in areas of knowledge essential to the company; Participation in international events; production of marketing materials; international advertising; contract opinion makers.
Outcomes	The support provided by the initiative allowed the possibility to establish a sound marketing plan to meet the proposed main goals.
Initiative Strengths	Onsite training tailored to the need and reality of the company.
Initiative Weaknesses	Tight schedules, excessive bureaucracy, and too much classroom training
Best Practices	The entity responsible for the initiative promotes one-on-one meetings with each applicant, and offers coaching and training sessions tailored to the company needs.
Transferability of the Best practices	Support and training offered to all applicants, ensures that benefits offered are tailored to the needs of each applicant.



# ITALY

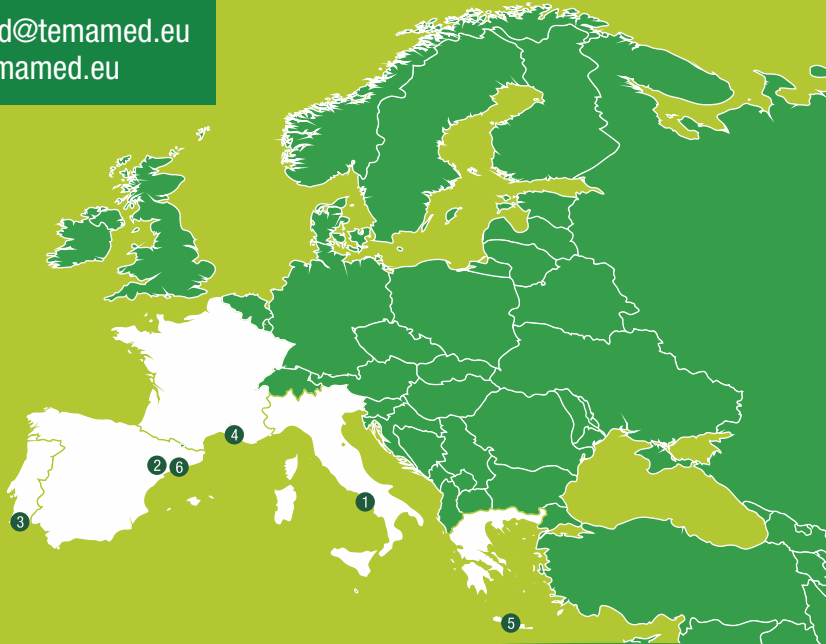
In Italy, Campania region, there should be highlighted the regional policy that encourages a more active and dynamic implementation of initiatives for the internationalization of the economic and cultural stakeholders, and to strengthen the relationship between institutional and social actors in what concerns local development and workforce training. There is also the Campania Operational Programme (2007-2013), which aims to promote the sustainable development of Campania by means of a long-term strategy intended to improve the quality of life; ensure the sustainable development of the region's urban and rural areas; increase employment; and Increase regional competitiveness in the national, European and Mediterranean context. This programme is centred on seven priorities:

1. Environmental sustainability and cultural and tourism appeal;
2. Competitiveness of the region's productive economy;
3. Energy;
4. Accessibility and transport;
5. Information society;
6. Urban development and quality of life;
7. Technical assistance and cooperation;

Regarding the internationalization of SMEs, the Regional Office for International Business - SPRINT Campania – is the main public institution with responsibilities in this matter, together with its partners, ICE (Italian National Institute for Foreign trade), SACE (Italian Company for Insurance Services of Foreign Trade), SIMEST (Italian Company for Enterprises Abroad) and the Chambers of Commerce of Campania.

Initiative	Rural Development Programme of Campania 2007 - 2013 "Cooperation for development of new products, processes and technologies in the agriculture, forestry and food."
Company	La Molaria s.r.l.
Description	La Molaria is a winery located in Luogosano which produces white and red wines.
Incentive Received	€ 125.106,75
Main Goals	Development of biodegradable plastics from wine waste; Wine waste treatment and extraction of compounds with high added value; Application of spraying bioplastics with common agricultural machines.
Outcomes	Use of wine waste produced at wineries; Reduction of water consumption; Improvement of soil fertility; Reduction of greenhouse gas production; Reduction the use of pesticides, herbicides and fertilizers; Reduction of irrigation intakes
Initiative Strengths	Increasing competitiveness through the introduction of new technologies and innovations; Promote the internationalization and the environmental performance of enterprises.
Initiative Weaknesses	N/A
Best Practices	Cooperation between different stakeholders, Primary producers, Processing and marketing companies; Universities and public/private research organizations.
Transferability of the Best practices	The support, contributes to increase product and processes innovation, and to develop new technologies and new materials which ultimately improves national and international competitiveness.

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1



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Funditec

Funditec (Spain)  
<http://www.funditec.es>

3



CRIA – University of Algarve (Portugal)  
<http://www.cria.pt>

4



Marseille Chamber of Commerce (France)  
<http://www.ccimp.com>

5



Heraklion Chamber of Commerce  
and Industry - REGCON (Greece)  
<http://www.ebeh.gr/web/guest>

6



KIM BCN (Spain)  
<http://www.kimbcn.org>

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