

REPORT OF THE SEMINAR - Murcia, Spain, 11th-12th June 2014

The second Investingreen Transnational Meeting was held from the 11th to the 12th June 2014 at the conference hall of the Local Development Agency, city of Murcia. The first day was open to the public in general, with the aim of presenting the Investingreen project to different stakeholders. The second day was devoted to internal work.

The partners representing their organizations who took part in the meeting were as follows:

- Mr. Bruno Palazzetti (Province of Perugia)
- Mrs. Barbara Coccetta (Province of Perugia)
- Mr. Antonio Secchi (Marche Region) - Skype
- Mrs. Silvia Degli Esposti (ITER)
- Mrs. Lorena Ragnoni (ITER)
- Mrs. Mercedes Hernández (Ayuntamiento de Murcia)
- Mrs. Mayka Verde (Ayuntamiento de Murcia)
- Mr. Iván Valls (Ayuntamiento de Murcia)
- Mrs. Eliana Branca (SSCTSP)
- Mr. Daniel Sala (SSCTSP)
- Mr. Leonardo Delfitto (Italia Forma)
- Mrs. Elena Kousta (INE/GSEE) - Skype
- Ms. Catalin Mustata (SATEAN)
- Mr. Andy Stoycheff (School of Management Adam Smith)

During the first day several conferences were delivered by different actors involved within the field of green economy in Murcia.

- The Murcia city councillor for Employment, Commerce, Business and European Programmes.
- A representative of CETENMA (Regional Technology Centre for Energy and Environment).
- A representative of the Local Energy Agency, city of Murcia.
- Representatives of various private credit institutions.
- The president of AEMA (Association for Environmental Businesses in the Region of Murcia).

First day (open to the public)

The first day was inaugurated by Mr. José María Tortosa, Murcia city councillor for Employment, Commerce, Business and European Programmes. Mr. Tortosa introduced the city of Murcia and its commitment to the development of entrepreneurial initiatives related to green economy.

Then Ms. Barbara Coccetta took part by introducing the Investingreen project, making use of the following scheme:

- Objectives of the project
- Methodology

- Areas of intervention and stakeholders
- Expected results

The next speaker was Mr. Antonio Secchi (Marche Region) via Skype, who presented the Prestito d'Onore model. Prestito d'onore serves as the basis for the development of the Investingreen project. In his presentation Mr. Sacchi emphasized the methodology and the excellent results previously obtained.

After a round of questions coming from the audience about the methodology, beneficiaries and results of Prestito d'Onore, the floor was given to those stakeholders involved in the Murcia green economy.

First, the representative of CETENMA introduced the field covered by his company and the action guidelines. He also gave his opinion about the state of the green economy in the Region of Murcia and the opportunities that such provides to the medium and the long term.

Afterwards was the turn for a local green entrepreneur, presenting the activity of his company (Carton Lab), specialized in creating cardboard furniture. He also explained the path followed from idea to business creation.

The representative of AEMA provided feedback on the status of the green economy and introduced the activities carried out by the association.

Finally and closing the first day, a round table was held with representatives of different credit institutions, including Triodos Bank and Cajamar. They presented the financing tools at the disposal of green entrepreneurs.

After a round of questions coming from the audience, the first day came to the end.

Second day (internal work)

The second day began with the presentation of Mr. Fernando Sánchez about the initiatives being carried out by the city of Murcia on sustainability, including the participation in several European projects (MOBISEC, ELECTRA...).

Afterwards came the internal work (for more details see the attachment [INVESTinGREEN_Murcia meeting_en_minutes fin.pdf](#), uploaded by Mrs. Barbara Coccetta, folder WP5 in Google drive)