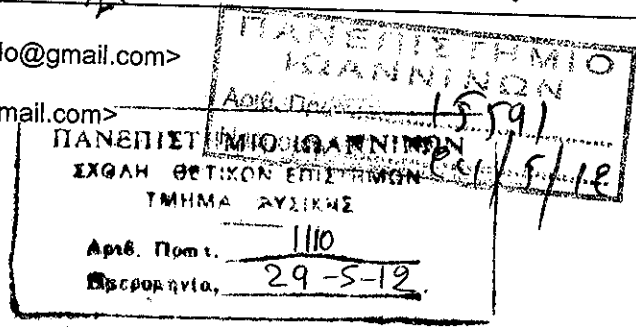


Handwritten notes: 25.5.12, J. Zagordo, 29.5.12

Handwritten signature: JCB

Κλειώ Φατούρου

Από: "Zagordo Giuditta" <giudittazagordo@gmail.com>
Προς: <intirel@cc.uoi.gr>
Κοιν.: "Claudia Di Paolo" <cladipaolo@gmail.com>
Αποστολή: Δευτέρα, 21 Μαΐου 2012 7:34 μμ
Επισύναψη: ARES IT-GR.docx
Θέμα: Opprtunity of Collaboration



Dear Sir/Madam,

I'm writing on behalf of the University of Bari LUM. We would like to propose to Your Institution to be Partner in a transnational project, leaded by the LUM University (IT), within Italy-Greece (deadline for proposal submission: **4th June 2012**).

ARES project aims to strengthen the competitiveness and territorial cohesion in the programme area towards sustainable development by linking the potential from both sides of the cross border maritime line, encouraging innovation and research related to the economic systems, through the creation of new or the support of already existing cooperation networks between research bodies, SMEs and public authorities in order to improve the competitive profile of the cross-border region and promote the internationalisation of the results/products.

The foreseen results of this project are

- Improved SMEs productivity and competitiveness, strengthening thematic crossborder cooperation between SMEs in the fields of sustainable tourism, agro-industry, traditional handicraft (e.g. traditional and local products) etc.
- Improved accessibility of women and young people to the labour market and reduction of gender discrimination and increased employment and access to entrepreneurship
- Strengthening research and innovation activities, technological development, incorporating research/innovation devices in the economic activities of SMEs, thus enhancing their competitiveness and expansion of IT use

Upgrading of the cross-border trade, especially to increase the degree of SMEs Internationalization

Please find attached a brief presentation of the proposal. We think that your expertise in the field, as well as your experience in projects related to this field would be a precious support for ARES's aims.

Looking forward to a prompt reply, I remain at Your disposal for additional details You may need.

Giuditta Zagordo

Από το Πανεπιστήμιο του Μπάρι (Ιταλία):
Πρόταση για συνεργασία σε διακρατικό πρόγραμμα (Ελλάδα - Ιταλία)
Ημερομηνία υποβολής: 4.6.2012
(Το πρόγραμμα αφορά την ενδυνάμωση της συνεργασίας φορέων καινοτομίας, ΜΜΕ και δημοσίων οργανισμών)

| | |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | ARES Advanced Relations for Empowering SMEs |
| | Priority 1. Strengthening competitiveness and innovation 1.1 Strengthening interaction between research/innovation institutions, SMEs and public authorities |
| | University LUM Jean Monet Chamber of Commerce of Bari |
| | |
| | 2y |
| | 500.000 up to 2.500.000 euros |
| | 25% |
| | The overall strategic objective of the Programme is to strengthen the competitiveness and territorial cohesion in the programme area towards sustainable development by linking the potential from both sides of the cross border maritime line. Encouraging innovation and research related to the economic systems, through the creation of new or the support of already existing cooperation networks between research bodies, SMEs and public authorities in order to improve the competitive profile of the cross-border region and promote the internationalisation of the results/products |
| | <ul style="list-style-type: none"> • Improved SMEs productivity and competitiveness, strengthening thematic crossborder cooperation between SMEs in the fields of sustainable tourism, agro-industry, traditional handicraft (e.g. traditional and local products) etc. • Improved accessibility of women and young people to the labour market and reduction of gender discrimination and increased employment and access to entrepreneurship • Strengthening research and innovation activities, technological development, incorporating research/innovation devices in the economic activities of SMEs, thus enhancing their competitiveness and expansion of IT use • Upgrading of the cross-border trade, especially to increase the degree of SMEs Internationalization |
| Employability | <p>The total economically active population within the programme area is 1,968.2 thousand inhabitants with 73% of the active population concentrated in the region of Apulia. However, the Apulia region presents the lowest percentage of economically active citizens compared to the total population in the programme area. In relation to the labour market, the programme area is characterized by relatively high unemployment (12.8%) compared to the EU-25 (9%) and respectively stagnant employment rate (55.4%) compared to the EU-25 (63.7%). In addition women employment in the programme area is low (47.8%), compared to European average of 62.5%.</p> <p>The cooperation area is characterized by a low performance in the employment field with the employment rate being lower than the European average (EU-25) for all age groups, and with the problem being more intensely felt amongst youth (15 - 24 years) and women aged 55-64 year. The basic cause for this low performance as regards employment is the particularly low level of women's participation (39.4%), compared to the target for its increase to 60% by 2010. There is a high unemployment rate (12.8% as opposed to 9% in EU-25), and the percentage of long-term unemployment is also high (56.3% of the total unemployed persons as opposed to 45.4% in EU-25). The high rate of unemployment among women and young people, means that the formulated labour market continues to lead towards an abandonment of rural areas and internal migration.</p> <p>The lack of employment opportunities for a major part of the population in the</p> |

intervention area results in a feeling of lacking social solidarity and a low quality of life, combined with a delay in its productive potential and the processes for social inclusion.

WP1 Project management

- 1.1. Kick off meeting
- 1.2. Creation of the managing and implementation team of experts
- 1.3. Creation of the Scientific committee
- 1.4. Creation of the managing tools: implementation plan, timetable, WBS, communication plan among partners etc.
- 1.5. Financial management
- 1.6. Monitoring and evaluation
- 1.7. Intermediary and final reporting

WP2 Research and benchmarking

- 2.1. **Study on the best practices** in the Mediterranean area with the purpose of using the results and the experiences based on innovation (energy, mobility, potentiating SMEs and public – private initiatives, public policies, increase of employability among youth etc) of similar projects including ENPI MED, ITALY – TUNISIA, ITALY – MALTA, SEE etc.
- 2.2. An in depth **need assessment** at the level of the involved territories for the identification of a unitary approach in policy making initiatives
- 2.3. Creation of an **"intelligent library"** with a number of over 1000 open source documents that would support: already established SMEs in steering their business towards innovation and out of the economic crisis, young entrepreneurs (newly graduates) in initiating competitive businesses that would set them apart from their competitors, public representatives in a more educated policy related decision making process, faculties in adapting and upgrading their curricula to the request of the labor market for the benefit of their graduates.

WP3 Development of ARES INNOVATION HUB

3.1. **Selection of the core of beneficiaries** which will be involved throughout the project:

- * chambers of commerce and SMEs
- * faculties/universities (including newly graduated or last year students) and research institutes
- * local and regional authorities with competencies regarding SMEs, employability of the youth, innovation etc.
- * NGOs with relevant activity (sustainable development, youth employability)
- * existing business incubators

3.2. Creation of the **ARES INNOVATION HUB**

The University will host on its premises and assist the creation of a business incubator called ARES INNOVATION HUB. The purpose will be encouraging innovation in sectors such as: renewable energies, mobility and transportation, innovative technologies etc. The newly created SMEs will be assisted by faculty members with information regarding management, marketing, sales, funding etc.

3.3. Establishment of the **ARES SME ADOPTION PROGRAM**

10 well established SMEs and the Chamber of Commerce will "adopt" 10 newly established SMEs and will guide them for a period of 10 months through a peer-to-peer assistance. The newly established SMEs will be able to rely on the experience of the small business and learn from the professionals. The logic is to create mix Greek and Italian SMEs so as to accommodate complementary competencies.

WP4 Development of ARES NETWORK

4.1. As a result of activities 2 and 3, **two round tables** are foreseen, one organized in Greece and one organized in Italy with the participation of representatives from both

countries at institutional level (university/SMEs/local authorities). Conclusions will be drawn regarding the results but also about the sustainability of the initiative after the end of the project. Local institution, SMEs and universities/research institutes will be expected to sign a protocol to sustain ARES for at least two additional years. It is also expected that the initiative will become self-fundable.

4.2. Creation of a permanent ***ARES Community of Practice (CoP)*** as a consultation environment for involved parties

WP5 Information and dissemination

5.1. Launching and closing conferences

5.2. Dissemination of printed and online materials, including the results of the research and position papers

5.3. Creation of the ARES web portal

5.4. Viral marketing