

## fresh results

- From acknowledgement to integration: SVC-based development is acknowledged and prioritised at the regional framework programming level. Thus SVC is integrated into rather than solely being parallel with the regional development thinking. In practice this means two things: (i) that project partners agree on and adopt wording reflecting SVC as development priority, and (ii) that project partners agree to exchange, analyse and adopt measurements reflecting the overall regional performance in the sense of SVC-performance.
- From harm minimisation and regulation to competitiveness: Eco innovation is reinforced into the regional innovation strategy of the partner regions. Initially partner regions confirm prioritised industries to form the base of their eco innovation strategy. Then, the eco innovation strategy components are reinforced, including comprehensive eco design applications.
- From impact assessment to performance targets: The visibility of the eco innovation impact is increased. Resource productivity indicators linked to the industries in focus of the eco innovation components are included in the regional framework programming level. Additionally, this provision ensures – from the SVC based development point of view – the vertical coherence between the framework and the strategic levels of regional policy.

## fresh participation

There are three types of venues that are open to the public. Information and outputs are available at the *fresh* project web site [www.freshproject.eu](http://www.freshproject.eu)

- International seminars and the closing conference: thematic events planned to disseminate state of the art good practices.
- Interregional workshops: thematic workshops planned for the project partners and open to the public if interest.
- Regional advisory group meetings: regular thematic meetings with main focus the regional stakeholders.

## fresh good practices

### I. REGIONAL DEVELOPMENT PLAN level

1. SVC-development objectives
2. Regional SVC-development performance indicators
3. SVC-policy performance measurements

### II. STRATEGIC level

4. Embedding eco design into the regional innovation strategy
5. Eco design assessment tools
6. Eco design planning tools
7. Knowledge & competence recommendations

### III. IMPLEMENTATION level

8. Methods to disseminate eco-design applications to SMEs
9. Methods to impact consumers' preferences
10. Methods to promote eco-innovation activities to SMEs
11. Funding criteria & the public sector (e.g. public procurements)

## fresh briefly



- *fresh* is an *Interreg IVC* regional initiative project, [www.freshproject.eu](http://www.freshproject.eu)
- Duration 1.1.2010 – 28.2.2013 • Budget: 2.138.224 EUR

### Partners:

- Kainuun Etu Oy, Finland, [www.kainuunetu.fi](http://www.kainuunetu.fi)
- Joint Authority of Kainuu Region, Finland, [www.kainuu.fi](http://www.kainuu.fi)
- Regional Council of Päijät Häme, [www.paijat-hame.fi](http://www.paijat-hame.fi)
- Lappeenranta University of Technology, Lahti Unit, Finland, <http://www.lut.fi/fi/lahti/Sivut/Default.aspx> and <http://www.lut.fi/en/lahti/>
- MidWest Regional Authority, Ireland, [www.mwra.ie](http://www.mwra.ie)
- SouthWest Regional Authority, Ireland, [www.swra.ie](http://www.swra.ie)
- University of Limerick, Ireland, [www.ul.ie](http://www.ul.ie)
- Veneto Region, Italy, [www.regione.veneto.it](http://www.regione.veneto.it)
- University of Padova, Italy; [www.cesqa.it](http://www.cesqa.it)
- London Thames Gateway Development Corporation, UK, [www.ltgd.c.uk](http://www.ltgd.c.uk)
- West RDA, Romanis, [www.adrvest.ro](http://www.adrvest.ro)
- Lubelskie Voivodeship, Poland, [www.lubelskie.pl](http://www.lubelskie.pl)

**For more information:** • Ninetta Chaniotou, [ninetta.chaniotou@kainuunetu.fi](mailto:ninetta.chaniotou@kainuunetu.fi) / +358 445 514 559



forwarding  
regional  
environmental  
sustainable  
hierarchies



## fresh raison d' être

The aim of the *fresh* project is to strengthen Sustainable Value Creation (SVC) – based development at regional level. Sustainable value creation occurs when economic growth is secured through sustainable actions. Sustainable value creation thus reconciles long term with short-term growth. It is therefore the key to sustainable development. In practice, sustainable value creation is linked to resource productivity and societal values relevant to sustainable development.

Resource productivity is linked to innovative solutions. Eco-innovation and eco-design are powerful tools for accessing sustainable value creation (SVC). Eco design is important because it deals with both technological and social aspects (functionality and differentiation) of products/services. To strengthen their SVC-based development, regions need to update their sustainable & economic development approaches and explicitly link them to their innovation strategies.

*fresh* builds on the EU sustainable development strategy, the EU lead market initiative, the Environmental Technologies Action Plan (ETAP), the EU regional policy and the EU Cohesion policy; and benefits from the extensive related discussion at international level.

## fresh objectives

- “Impact regional policies”.
- Interregional exchange and policy impact involving eleven categories of good practices.
- To benefit from partners’ good practices and update the regional framework plan and innovation strategies of the partner-regions.
- To embed the components of SVC (eco design and eco-innovation) into the partner regions’ innovation strategies ensuring contextualized and comprehensive eco- design and eco-innovation applications.
- To involve regional stakeholders including relevant industries, and ensure endorsing of and benefitting from the application of the new tools during and after the project.
- To conceptually advance development based on the SVC principles.

## Programming level of regional policy

