

# Inno Mob

## Supporting Mobility Innovation



Newsletter #2 - August 2024

### Few words about Inno-Mob

INNO-MOB is a two-year EU-funded project focusing on the opportunities that initiatives & networks offer to innovative and dynamic businesses through an inclusive mobility innovation European ecosystem business support framework.

The emerging sustainable mobility market will be used as the vehicle to examine the opportunities provided and develop mechanisms to support the deployment potential of companies in bringing innovations to the market quickly. The project will use the services offered by the seven partner institutions but also through an enlarged network of initiatives and clusters run in the respective countries.

### The Inno-mob Collective Innovation Deployment Development Support Model

The INNO-MOB project has introduced the Collective Innovation Deployment Development Support Model (CIDDSM), or Innovation Support Model in short. The model is designed to bridge the innovation divide across different regions and offers a suite of tailored services that address the unique challenges faced by SMEs, start-ups, and entrepreneurs in our rapidly evolving industry. This model is the result of a collaborative effort, involving over 70 stakeholders from across Europe. Through a combination of comprehensive surveys, in-depth interviews, and interactive workshops, we've gained invaluable insights into the real-world needs of mobility innovators. Our approach wasn't just about gathering data; it was about co-creating solutions with the very people who will benefit from them. This participatory methodology has led to the development of seven key services, each meticulously crafted to enhance innovation support and foster cross-regional collaboration in the mobility ecosystem.

Building on this collaborative foundation, the model introduces seven innovative services, each designed to address specific needs within the mobility sector:

- 1. Regulatory Navigation Assistance:** This service helps businesses navigate the complex regulatory landscape of the mobility industry, providing up-to-date information on laws, standards, and policies across different regions. It's an essential tool for ensuring compliance while pushing the boundaries of innovation.
- 2. Data Analytics and Utilisation:** In an increasingly data-driven world, this service empowers businesses to harness the power of data. It offers training and tools to help companies extract valuable insights from various data sources, driving informed decision-making and innovative solutions.
- 3. ESG Compliance and Strategy Service:** As sustainability becomes a key focus, this service guides businesses in integrating Environmental, Social, and Governance (ESG) principles into their strategies. It helps companies align with global sustainability standards, enhancing their corporate responsibility and market appeal.
- 4. Cross-Border Market Entry Program:** Expanding into new markets can be challenging. This program offers strategic guidance and practical tools to overcome cultural, regulatory, and market-specific hurdles, facilitating successful international growth.

5. Access to Funding Service: Securing financial support is crucial for innovation. This service streamlines the process of identifying funding opportunities and preparing compelling grant proposals, ensuring businesses can effectively access the resources they need to fuel their innovations.

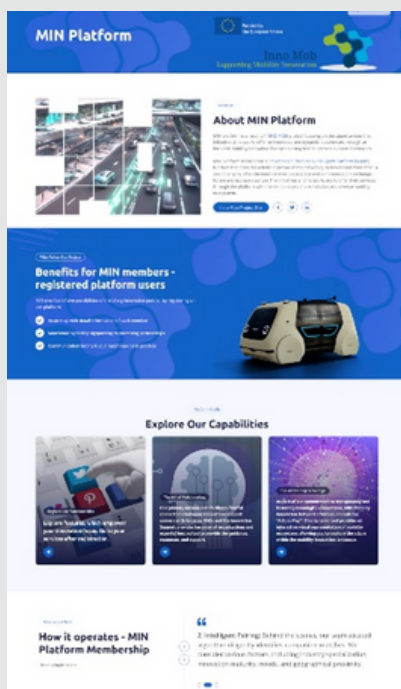
6. Matchmaking & Virtual Collaboration: Innovation thrives on collaboration. This service facilitates connections between regional and national innovation support organisations and mobility stakeholders, creating opportunities for collaborative work and knowledge sharing.

7. Regional Innovation Showcase: This dynamic platform spotlights regional innovations, success stories, and emerging trends through virtual events and webinars. It's a space for inspiration, learning, and cross-regional knowledge exchange.

As we launch the CIDDSM and its services, we hope that we are making a small contribution to a more connected, innovative, and resilient European mobility sector. By addressing key challenges and fostering collaboration across businesses and stakeholders, we expect to see a significant boost in the efficiency, competitiveness, and sustainability of mobility innovations throughout Europe. We invite all stakeholders in the mobility ecosystem to engage with these services, contribute to their evolution, and join us in shaping the future of European mobility. Together, we can bridge innovation gaps, unlock new opportunities, and propel our industry towards a more connected and sustainable future.

## Unlock New Collaborations: Register Now on the MIN Platform

Mobility Innovation Network (MIN) is Expanding! Since its official launch in February 2024, the MIN platform has grown significantly, now boasting over 200 members from 18 countries. These members are united in the effort to create a more cohesive and synergetic mobility ecosystem across Europe, addressing innovation gaps identified through a [large scale survey](#) conducted as part of the INNO-MOB project.



The MIN platform features the Stakeholder Chain Map Intelligent Platform (SCMIP) function that provides a holistic picture of the networks, initiatives and their offer. Additionally, seven new services, developed through the Collective Innovation Deployment Support Model (CIDDSM), are now available to MIN members. These services provide opportunities to seek or offer innovation support in areas such as Regulatory Navigation Assistance, ESG Compliance, Open Data, Market Analysis, Access to Funding, and Grant Writing Aid. Beyond exploring existing offerings and adding your own competencies and services, the MIN platform also includes a matchmaking service. This service supports offer-demand exchanges, marketplace interactions, communication, and cooperation among members.

**Register with MIN at <https://inno-mob.net/>, and unlock your innovation potential:**

- [Create your profile](#) based on your innovation interests and competencies. After a few simple steps, you will gain access to the following privileges:
- Explore the pan-European mobility innovation [“Actors map”](#), a dynamic tool that provides an interactive visual representation of the mobility ecosystem, allowing you to explore key players within the mobility innovation landscape.
- [Go to innovation services](#) to discover or contribute to the available services.
- Contribute to our [Best practices collection](#): Find inspiration for your innovation endeavours or share your own mobility innovation success stories.
- Enjoy the benefits of our [Matchmaking zone](#) to build new partnerships or find project collaborators for ongoing or future research, innovation, coordination, and support calls. So far, MIN has helped build 3 consortia for Horizon and other European calls.
- Use the [MIN Services Metasearch](#) to get all the information you need by simply typing in the keyword of your mobility innovation interest.

**Join MIN today and become a driving force in shaping the future of mobility innovation across Europe**

## Inno-Mob final event: Unveiling the Future of Mobility Innovation

“INNO-MOB Final Dissemination Event in Thessaloniki

Venue: [OK!Thess](#), 2 Komotinis Street, 54655, Thessaloniki

Join us on the 6th of November for the culmination of the INNO-MOB project, an EU-funded initiative spanning two years focused on interconnecting innovation ecosystems within the mobility sector. This event, held in Thessaloniki, aims to expand existing networks and foster new collaborations.

Agenda Highlights:

- Training sessions and awareness on the MIN platform and key methodologies developed through the program.
- Pitches by mobility start-ups in front of a panel of investors and stakeholders from the innovation ecosystem.
- Networking opportunities for business development and knowledge sharing sessions for all participants.

Participants:

The event will bring together a diverse group including local, regional, and national authorities, R&D institutes, universities, start-ups, SMEs, associations, and clusters from participating regions and countries.

About OK!Thess:

As Thessaloniki’s leading innovation hub, OK!Thess has been at the forefront of accelerating ideation-stage start-ups since 2017. It has supported over 150 start-ups, many of which have successfully raised over \$20 million in funding and achieved significant annual recurring revenue (ARR).

We look forward to welcoming participants from across the mobility and innovation sectors to share insights, experiences, and to forge new paths for collaboration.”

For info about the event please contact: [antoniosilias@okthess.gr](mailto:antoniosilias@okthess.gr)

## Other events

- EUROPEAN MOBILITY WEEK | Home which take place in September all over Europe,
- The International Mobility Summit – Mobility Makers
- Startseite - InnoTrans
- European Mobility Expo (eumo-expo.com)
- IAA TRANSPORTATION 2024 in Hannover | IAA TRANSPORTATION (iaa-transportation.com)
- Fleet Europe Days
- Tomorrow.Mobility World Congress | TMWC 5 – 7 NOV 2024 (tomorrowmobility.com)
- GLOBAL MOBILITY CALL 2024 | Congress on Sustainable Mobility (ifema.es)

## Connect

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LinkedIn- <https://www.linkedin.com/company/92798033/admin/>  
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