

## Who Benefits from MED-QUAD?

So far, the activities of the MED-QUAD project have touched the lives of many:

- Universities
- City council staff
- Small and medium-sized enterprises (SMEs)
- Business associations
- Regional and national authorities
- Policymakers
- Entrepreneurs
- Youngsters
- Students & learners

## The Impact: What We've Achieved

Thanks to MED-QUAD, we've created an environment where these diverse groups can collaborate and promote innovation. The result? The inception of at least six cross-border spin-offs that build upon valuable research.

Through funding from the European Union under the Eni CBC MED Programme, our partners from Greece, Italy, Egypt, Jordan, Palestine, and Tunisia have acquired state-of-the-art technological equipment. We've also provided entrepreneurial training to over 80 professionals and created over 20 synergies with other Mediterranean projects.

PROJECT DURATION

**37 months**

(8 September 2020 - 7 November 2023)

## Shaping the Future with the Quadruple Helix Approach

Our project doesn't stop there! MED-QUAD offers a framework to enhance entrepreneurship ecosystems and innovation. We provide clear guidelines to help the primary players of the QH approach navigate this exciting journey.

## Join the MED-QUAD Movement

We invite you to continue the MED-QUAD project vision of driving fair and inclusive development through innovation and technology in the Mediterranean. Together, we can shape a brighter, more prosperous future.

### MED-QUAD PARTNERS



Greece



Greece



Italy



Egypt



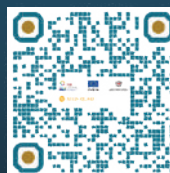
Jordan



Palestine



Tunisia



Learn more about MED-QUAD project!



[www.enicbcmmed.eu/projects/med-quad](http://www.enicbcmmed.eu/projects/med-quad)

@enimedquad - @med-quad

#mednow



# MED-QUAD

MEDiterranean QUadruple helix  
Approach to Digitalisation

Innovation and technology are the engines that power economic growth and competitiveness. However, many micro-enterprises in Mediterranean regions face a significant challenge – the lack of skills to innovate and expand. Discover MED-QUAD, a groundbreaking initiative that seeks to change this narrative.

## What is MED-QUAD?

MED-QUAD is a collaborative effort involving six esteemed universities across six countries. Our mission? To foster innovation by establishing cross-border cooperation schemes through the Quadruple Helix (QH) Approach.

The project is **90%** funded by EU with budget of **3.3 million euros**.

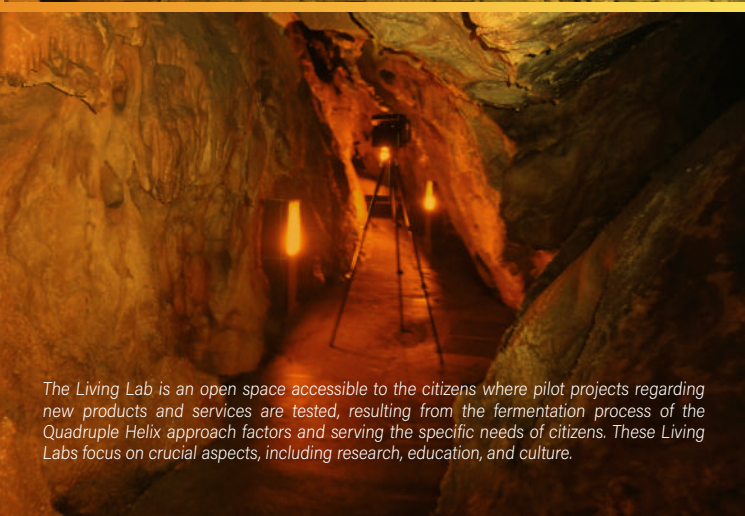


"This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of MED-QUAD project and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures"



## Living Labs: The Heart of Innovation

To achieve our goal, we've set up two cross-border Living Labs in cities where the transfer and commercialization of research results are already underway. The established Living Labs are for "**Smart Water Use Applications**" (SWUAP) and for "**Applied Research on Cultural Heritage Exploitation**" (ARCHEO).



The Living Lab is an open space accessible to the citizens where pilot projects regarding new products and services are tested, resulting from the fermentation process of the Quadruple Helix approach factors and serving the specific needs of citizens. These Living Labs focus on crucial aspects, including research, education, and culture.

SWUAP Living Lab aims to:

- The analysis of the drinking water quality and the safety devices in water reserve tanks and networks
- The traceability of water quality from the source to the households
- The smart control devices and more efficient use of water by the citizens
- The quality control of irrigation water
- The traceability of vegetables "from field to shelf"
- The smart packaging and safe use by the customers

The SWUAP Living Lab research aims to draw valuable conclusions about citizens' knowledge about the value of water, its quality and use. Furthermore, the established SWUAP Living Lab aims to contribute to the water quality plans by local government bodies, to promote the opportunity of interactive cooperation between cross-border countries and the possibility of solving problems.

ARCHEO living lab is an open space for the public and will contribute exploiting and promoting cultural heritage thanks to modern technological means. The research and scientific staff of the partners were trained on-site in the living labs to use the specialized equipment (MATTERPORT PRO2 3D photogrammetric camera) and the possibilities it offers. By creating augmented and virtual reality visualization, the ARCHEO living lab per country can offer the (virtual or not) visitor the opportunity to simulate a cultural experience!



"During the MED-QUAD project, the partners conducted four scientific research projects with cross-border cooperation:

- **Research on drinking water quality, enabling potential interventions (if necessary) to safeguard water quality levels.**
- **Research on sustainable biomethane production to explore cross-border commercialization opportunities in environmental and clean tech sectors.**
- **Research on efficient Olive Mill Wastewater Treatment and Resource Recovery.**
- **Research on vitamin D deficiency in Mediterranean countries."**

This research promotes environmental sustainability and public health in the Mediterranean by addressing water quality issues and offering valuable insights, ultimately enhancing the well-being of communities in the region.

The MED-QUAD project has created City Development Groups in each participating country, consisting of representatives of the Quadruple Helix approach who participate in actions offering their know-how to society. City Development Groups aim to raise public awareness and strengthen cooperation between universities and the community.

The MED-QUAD project applied and enriched its vision, which is to transform universities into "socially aware" organizations that, together with businesses, local government, and society, fully respond to their role by operating not only "in" the city/local community but "for the city," i.e., for the social benefit of citizens. The operation of a Civic University benefits society as a whole: at local, regional, national and global level by rediscovering the role of an "anchor institution" in place, making innovation, economic and social development.