

**Welcome to**

**REGION OF CENTRAL MACEDONIA**

**DEPARTMENT OF EU PROGRAMMES & SYNERGIES**

**EMPOWERING INNOVATION**



HELLENIC REPUBLIC  
REGION OF CENTRAL MACEDONIA



## OVERVIEW OF CENTRAL MACEDONIA

The Regional authority was established during the 1987 administrative reform - NUTSII.

In 2010, its powers and authority were redefined and extended. The Governor of the Region and the Regional Council are elected.

The Region of central Macedonia is staffed by a total of approx. 2,000 employees. Its Directorates cover all aspects of regional planning and development (environment, infrastructure, rural development, public health, etc.).

# EXPLORING REGION OF CENTRAL MACEDONIA



Region of Central Macedonia

-> **cultural and economic hub** of Greece, boasts historic sites and vibrant communities.

-> **one of the thirteen administrative regions** of Greece, consisting of the central part of the geographical and historical region of Macedonia.

**Capital City:** Thessaloniki

The largest city and administrative center of the region.

**Located in northern Greece**

**Borders:**

- West: Western Macedonia
- South: Thessaly
- East: Eastern Macedonia and Thrace
- North: International borders with North Macedonia and Bulgaria

**Administrative Division**

Consists of **7 Regional Units:**

- Chalkidiki
- Imathia
- Kilkis
- Pella
- Pieria
- Serres
- Thessaloniki



# WHO WE ARE

# DIRECTORATE OF INNOVATION AND ENTREPRENEURSHIP

The **Directorate of Innovation and Entrepreneurship**, based in **Thessaloniki**, was established in **2017** to foster **entrepreneurship** and **innovation**.

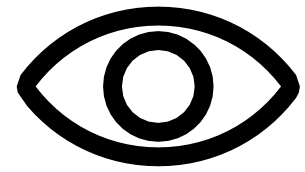


The Directorate consists of three departments

- Business Support and Incentives
- Innovation Support
- EU Programmes and Synergies

## Key Responsibilities

- Preparation and submission of funding applications for EU and other programs
- Facilitating partnerships and participation in regional sectoral networks
- Managing funding programs and proposing financial incentives for private enterprises
- Promoting innovation and knowledge dissemination



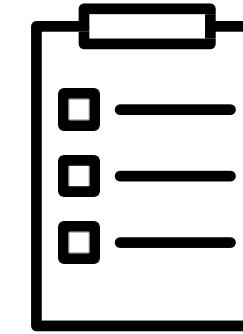
## Vision

To be a key driver of sustainable growth and innovation through strategic management of EU programs, maximizing cross-sector synergies, and ensuring the impactful use of European Union resources.



## Mission

To administer and coordinate EU funding programs, fostering synergies and supporting stakeholders to achieve meaningful outcomes aligned with EU policies and strategic priorities.



## Goals

- Maximize Funding Impact
- Enhance Synergies and Collaboration
- Strengthen Stakeholder Capacities
- Promote Innovation and Sustainability
- Ensure Transparency and Accountability
- Foster Inclusive Growth
- Develop Strategic Partnerships
- Advance Policy Alignment



# OUR PROJECTS

**Interreg**



Co-funded by  
the European Union

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## INTERREG EUROPE

INTERREG Europe is an EU program promoting cooperation between regions to improve policies through knowledge sharing and innovation in areas like research, SMEs, low-carbon economy, and the environment.

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### CCSI4CCSI

Cultural and Creative Sectors  
and Industries for  
Collaboration,  
Competitiveness,  
Sustainability and Innovation



### MINEV

Waste Minimization in Large  
Events



### CROWDFUNDMATCH

Unlocking the Crowdfunding  
Potential for the European  
Structural and Investment  
Funds



### REFOCUS

Regional and Local Mobility  
Planning Focusing on  
Inclusive Decision Support  
Tools





## INCAREHEART

Pre-commercial Procurement of innovative ICT-enabled integrated care solutions to advance multidisciplinary health and care for patients with chronic heart failure



## HORIZON EUROPE

HORIZON EUROPE is the EU's key funding program for research and innovation. It aims to tackle global challenges, drive economic growth, and boost innovation by supporting cutting-edge research, collaboration, and sustainable solutions across various sectors.



## SYNCHROMODE

Advanced traffic management solutions for synchronized and resilient multimodal transport services



## ROBIN

Deploying circular bioeconomies at regional level with a territorial approach



## WOOD2WOOD

Transforming wood waste into valuable resource for a greener future



## URBANE

Upscaling innovative green urban logistics solutions



### **BIOTECH4FOOD**

Acceleration of new promising circular agri-food value chains and sustainable bio-industrial interregional investment in SMEs by integration of advanced biotechnology

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### **CITYCLIM**

Understanding & mitigating climate change & urban heat island effects



### **UNITE**

A borderless European digital health ecosystem



### **ACCESSCOVE**

Collaborating to enhance accessibility and inclusion in Europe

**Interreg  
Euro-MED**



Co-funded by  
the European Union

## INTERREG EURO-MED

Interreg EURO-MED is an EU program fostering cooperation across Mediterranean regions to promote sustainable growth. It focuses on green transition, climate change adaptation, biodiversity protection, and innovation to achieve a smarter and greener Mediterranean.



### BAUHAUS4MED

Testing New European Bauhaus Solutions for Deep Green Transformation of Cities and Regions in Euro-MED area

**Interreg - IPA CBC**



Greece - Republic of North Macedonia

## INTERREG IPA CBC

Interreg IPA CBC is an EU program supporting cross-border cooperation between EU and non-EU countries. It aims to foster sustainable development, economic growth, and regional integration through joint projects in areas like environment, tourism, and innovation.



### BEIN

Create employment opportunities for educated graduates by exploiting comparative advantages of the cross-border area, preferably with the use of innovative tools and practices



### EFIDAR

Early Fire Detection And Ranging for disaster prevention and management

A close-up photograph of a doctor in a white lab coat using a stethoscope to examine a patient's arm. The patient is wearing a brown cardigan and blue jeans. The scene is set in a clinical environment, likely a hospital or clinic. The text is overlaid on the center of the image.

**WELFARE AND HEALTH IN REGION  
OF CENTRAL MACEDONIA**



The Region of Central Macedonia is committed to **improving the overall quality of life** by enhancing **welfare** and **healthcare** for its citizens.



RCM aligns with **EU trends** by modernizing healthcare services and adopting **Pre-Commercial Procurement (PCP)** for innovation.



**Digital technologies** play a crucial role in enhancing **healthcare accessibility**, improving **treatment effectiveness**, and **optimizing patient care** through innovative, data-driven solutions.

## **-Projects implemented/being implemented so far related to welfare/health-**

### **MOBILE AGE**

The Mobile Age project focused on developing digital services that enhance elderly citizens' access to public services and social inclusion. Its goal was to create user-friendly mobile applications through co-creation with older adults.

### **INCAREHEART**

The INCAREHEART project aimed to improve integrated care for heart failure patients through innovative digital solutions. Its goal was to enhance patient monitoring, coordination among healthcare providers, and overall treatment efficiency.

### **UNITE**

The UNITE project aims to enhance research excellence in neuroscience and neurotechnology by fostering collaboration and innovation across Europe. Its objectives include advancing brain research, developing cutting-edge neurotechnology, and strengthening international scientific partnerships.



**THANK YOU FOR YOUR  
ATTENTION!**