

Milestone 3: D2.3.2 1<sup>st</sup> training cohort (1x region, 3 months, 15+ participants -SMEs & GenF individuals per region)



Version 1

03 2025





## A. Summary of the regional implementation

While the regional implementations of the Buddy Boosting Training Programme (BBTP) shared common goals and target audiences, they were adapted to the specific contexts and needs of each region. In the Stuttgart Region, the program "Gemeinsam lernen, nachhaltig handeln" (Learning Together, Acting Sustainably) was collaboratively developed and organized by the Hochschule der Medien (HdM) and Wirtschaftsförderung Region Stuttgart GmbH (WRS), and was conducted in a hybrid format with a strong focus on practical challenges from the creative industries. Participants developed innovative solutions and presented them in pitches, with the winning team receiving the opportunity to participate in the International Collaboration Lab in Bratislava.

In Croatia (Rijeka), the "CIRCULATOR program - Accelerator for Sustainable Business and Circular Innovation" was held exclusively in person by Step Ri and the City of Rijeka, in collaboration with the Faculty of Tourism and Hospitality. The program focused on the circular economy in the tourism and creative sectors, offering training, consulting, and mentoring. A particular emphasis was placed on circular transformation interventions.

The Veneto Region (Italy) organized the BBTP in two phases: a Collaboration Lab and a Buddy Training Program (BTP). The BTP combined online sessions with self-study phases and focused on developing business models in sustainability and the circular economy. Participants developed green growth proposals, and the most promising projects were selected for the international lab.

At the University of Economics in Bratislava (EUBA) in Slovakia, the program "Mysliet' udržateľne, konať udržateľne" (Think Sustainably, Act Sustainably) was conducted as a voluntary activity for students and other interested parties. It focused on applying sustainable and circular approaches in the tourism sector and included in-person events addressing real business problems and creative methodologies.

In the South Bohemian Region (Czech Republic), the "13-week GREENPACT training program" was conducted by the Technical University of České Budějovice (VŠTE) and the Chamber of Commerce of the Czech Republic (HK ČR) as a 13-week in-person program. It aimed to support GenF participants in developing circular and sustainable ideas for the hospitality and creative industries, using the Business Model Canvas as a central tool.

These regional differences in format, duration, thematic focus, and methodology reflect the adaptation of the BBTP to the specific needs and contexts of each region, while simultaneously pursuing the common goals of promoting sustainability and entrepreneurship.

## B. Regional Comparative Analysis

A comparative analysis of the five regional BBTPs reveals both commonalities and distinctions in their approaches to fostering sustainability and entrepreneurship. All programs share a fundamental aim: to equip participants, primarily younger individuals (Generation F) and representatives from small and medium-sized enterprises (SMEs), with the knowledge and skills necessary for navigating the green transition and embracing circular economy principles. While some programs emphasize specific sectors like tourism and the creative industries, all prioritize practical application through group work, project development, or real-world case studies. This hands-on approach is exemplified by initiatives ranging from addressing specific company challenges in Stuttgart to developing circular transformation interventions in Croatia. A structured program format, featuring a series of workshops and sessions, is consistently employed, and external experts are frequently engaged to provide comprehensive learning experiences. Culminating in final events where





participants present their solutions, these programs often include certification and, in some cases, academic credit.

However, the programs diverge significantly in their implementation. Format variations include hybrid models combining online and in-person sessions, as seen in Stuttgart and Veneto, and exclusively in-person formats chosen by Croatia and South Bohemia, each tailored to perceived regional advantages. Program duration and intensity also vary, from the 13-week program in South Bohemia to the more extended semester-based approach in Slovakia. The thematic focus of practical challenges exhibits regional specificity. For instance, Stuttgart addressed challenges from creative industries, while Croatia focused on circular economy in tourism, and Slovakia tackled real business problems within their tourism sector. Methodologies and tools also differ, with Veneto utilizing SWOT analysis and Business Model Canvas (BMC), South Bohemia relying heavily on the BMC, and Slovakia incorporating design thinking and artificial intelligence. The criteria for selecting participants for the international phase, as well as feedback mechanisms, also vary from region to region. Stuttgart prioritized practical and scalable concepts, while Veneto emphasized innovation and green sustainability. Feedback was collected through Google Forms, evaluation forms, email, or online questionnaires, depending on the region. This comparison underscores that while the regional BBTPs share core objectives and target audiences, their specific approaches, including format, duration, thematic focus, methodologies, and practical challenge design, were carefully adapted to meet the unique contexts and needs of each region. The second piloting phase, designed to verify assumptions and iterations made after the initial phase for both the Collaboration Labs and BBTPs, has now concluded. The results from these pilots are currently being processed and evaluated by WPL 2 (Work Package Leader 2) to inform the development of key project outputs.

Specifically, WPL 2 is focusing on the preparation of O2.1, which involves transnationally co-creating the instruments for the GREENPACT Collaboration Lab and the green & impact entrepreneurship boosting buddy training program. Additionally, they are working on O2.2, the jointly developed, evaluated, and elaborated pilot action bottom-up approaches for CCI & tourism SMEs, which is a key project output. These outputs will be informed by a comprehensive analysis of the results obtained from both the first and second cohorts.

This analysis involves comparing the achieved results, including participation rates and feedback, with the initial drafts of the Labs and BBTPs and the planned and implemented iterations. The evaluation is focused on key aspects such as the program outline (participants, duration, time of year), the implemented elements and any deviations or changes during implementation, and the identification of what worked effectively and what did not. This detailed assessment aims to draw conclusions that will inform the future sustainability and regional and transnational use of the Collaboration Labs and BBTPs in supporting the green and circular transformation of the cultural and creative industries (CCI) and tourism.

Project partners have provided input regarding key barriers and suggestions for elements that should be excluded or discontinued from the programs, as well as highlighting key advantages and suggesting elements that generated the most significant value and could become a competitive advantage of the Greenpact initiative. This feedback is crucial for WPL 2 in the final formulation of the instruments (O2.1) and approaches (O2.2). The ongoing work of WPL 2 will synthesize the insights gained from both cohorts to recap the common elements of the Collaboration Labs and BBTPs that will ensure their future sustainability and facilitate their broader adoption.

Region	Participants (Type & Number)	Collaborations Started/Facilitated	Ideas Generated/Outputs
Stuttgart	4 representatives from Creative and Cultural Industries (CCI) companies. 22 students/young people (Generation F)	Participant groups worked closely with their assigned companies, maintaining regular communication, including meetings and	Participants developed innovative and actionable solutions to practical challenges from creative industries. Three ideas



	<p>registered. Average participation per session: approximately 20. All participants received a certificate of participation. Students received 2 ECTS based on participation and reports.</p>	<p>discussions via WhatsApp. The winning team was selected for the International Collaboration Lab.</p>	<p>for three challenges were created: one focusing on innovative energy systems, the other on how to introduce sustainability to the colleagues and make it more tangible for the employees and the last one how to bring the message across that the media production agency is focusing on sustainability in their projects.</p>
Veneto	<p>43 Generation F participants. 2 selected SMEs (1 tourism, 1 CCI). 43 out of 44 initial participants completed the training. Participants divided into 8 working groups. Each working group was assigned to one of the two partner companies. There was a "restricted senior group" who developed ideas individually, implying a smaller number within the total GenF participants.</p>	<p>The program aimed to promote transgenerational cooperation between young professionals (futurepreneurs/GenF) and established businesses (SMEs). Participating companies were actively involved, enabling a transgenerational approach. Interaction between young futurepreneurs and experienced SME representatives was a key enriching aspect. Working groups collaborated closely, managing work via online platforms. Peer collaboration and peer-review were encouraged.</p>	<p>Led to the creation of 11 entrepreneurial ideas. All 43 participants completed a full Greenpact business implementation proposal based on the Greenpact Model Canvas. The senior group developed 3 completed business models for specific ideas related to sustainable tourism. Four junior groups proposed innovative, sustainable strategies for the tourism company, and four others focused on improving the environmental performance and circular practices of the event agency. Specific examples include eco-certification, modular green tours, digital platforms, "green badge", zero-waste event logistics, and green venue certification checklist.</p>



			Companies expressed immediate interest in implementing two specific solutions.
Croatia	Total 18 active participants out of 24 applications. Participants were 6 from Generation F, 11 from the SME sector, and 1 from an NGO.	The training program involved participants from Gen F, SMEs, and an NGO. The certification scheme component focused on involving all participants. Participants' ideas and efforts integrated circular economy principles. The program involved discussions and activities around supporting clients in public and private sectors with circular transformation.	Participants focused on developing and upgrading services aimed at clients in the public and private sectors to support circular transformation. The outputs are presented as the participants' individual project focus areas, such as Circular Transformation Development, Transforming Media into a Sustainable Service, Embedding Circularity into a Wooden Toy Startup, Circular Transformation in Creative Services and Leadership Consulting, and Circular Transformation of a Training and Consulting Platform. These are not a count of distinct new ideas generated for companies.
South Bohemia	Total 30 participants. Comprising 20 Generation F participants, 4 representatives from 3 different companies, 1 business expert, and 5 members of academia. 20 GenF participants completed the program. First session had 22 participants, average attendance was around 19. GenF participants were divided into 5 teams.	The program facilitated the development of innovative, sustainable business proposals, generating numerous collaboration opportunities and practical ideas for business transformation. Participants presented their final proposals to an expert panel including representatives of SMEs and business	The 5 GenF teams each developed a project addressing sustainability and circular economy challenges in tourism and accommodation. This resulted in 5 resulting ideas outlining various strategies and concepts. Examples include a TikTok strategy, social media strategies, family/educational



		professionals. A field trip involved the marketing manager of a hospitality facility. GenF participants collaborated in teams and developed proposals for a self-assessment certification tool aimed at businesses in the hospitality and creative industries.	concepts, corporate team-building retreats, and student programs. The GenF participants also developed <b>proposals for a self-assessment certification tool</b> for businesses.
Slovakia	Total 29 unique futurepreneurs attended most sessions. 6 external experts from 5 organisations. These organizations included 2 facilitating sustainability knowledge and 3 SMEs related to digitalization, certification, and tourism. Attendance per session varied based on participant interest.	Effective teamwork and interaction between SMEs and Futurepreneurs were highlighted. External experts contributed their knowledge. Discussions about the certification scheme involved students with relevant academic backgrounds and aimed to involve SMEs in green certification. The business sector showed interest in outcomes but sought suitable platforms for knowledge transfer.	While no specific number of business ideas for external companies is explicitly stated, the program outputs included the development of ideas and proposals related to <b>sustainability certification</b> . Design thinking sessions generated inputs regarding the mission, content, SME motivation, visibility arguments, design of the certification mark, and use of social networks for the certification scheme. One thematic area addressed involved the greening of the production process and economic/financial impacts related to plastics deposit systems.

## C. Comparison of cohort 1 and cohort 2

The second piloting phase of the GREENPACT program, as evidenced by the regional documentation, demonstrated several significant changes and developments compared to the initial piloting phase documented in cohort 1/Milestone 2. These changes impacted both the programmatic approach and the





regional implementation strategies. Notably, there was a marked shift towards a stronger emphasis on practical application and addressing real-world business challenges. While cohort 1 already highlighted the importance of applying concepts to practical situations, the second phase in several regions, particularly Stuttgart, placed a more explicit focus on concrete challenges presented by actual companies. This resulted in a more problem-oriented and hands-on learning experience, diverging from the more general concept application seen in the first phase.

Furthermore, adjustments were observed in the preferred training formats. While cohort 1 showcased a variety of formats, including online, in-person, and hybrid models, the second phase saw a tendency towards increased in-person sessions, driven by positive feedback regarding enhanced interaction and knowledge transfer. Croatia, for instance, transitioned entirely to in-person workshops, and Slovakia also expressed a preference for physical events in the second cohort. Although Stuttgart maintained a hybrid format, it incorporated more live events to enhance engagement.

The second piloting phase also revealed a deepening of specific thematic areas. In Slovakia, there was a heightened focus on sustainability certification and the use of design thinking for developing such systems. The Veneto Region intensified its work on circular tourism business model development, utilizing tools like the Business Model Canvas. Croatia concentrated on circular transformation interventions, indicating a more specialized approach in the second phase.

Additionally, the involvement of businesses and external experts became more explicit. In Stuttgart, participants directly engaged with companies, and in Slovakia, experts from various fields contributed their knowledge. Similarly, professionals were present at final presentations in the Czech Republic, signifying a broader engagement with industry.

Methodologies and tools, while still including established frameworks like the Business Model Canvas, were further developed or tailored to specific sectors, as seen in the Veneto Region's adaptation for tourism. Stuttgart prioritized pitch development, and Slovakia incorporated creative methods and design thinking.

Feedback and evaluation processes also evolved. While feedback forms were consistently used, the second phase saw more detailed questionnaires focusing on specific aspects, such as teamwork and pitch preparation, allowing for more precise evaluation and identification of areas for improvement.

Finally, the second phase incorporated lessons learned from cohort 1, leading to regional adaptations. For example, Croatia adjusted its scheduling to align with the tourism industry's seasonality, and Stuttgart planned for a stronger focus on concrete challenges to enhance team building. Successful elements from cohort 1, such as the buddy system in Italy, were continued, exemplified by the transgenerational exchange in the Veneto Region.

In essence, the second piloting phase of the GREENPACT program built upon the insights gained from the first phase, refining the program across regions. The key changes included a more practical approach through real-world challenges, a shift towards in-person events, deeper exploration of specific sustainability themes, enhanced engagement with businesses and experts, and continuous improvement of feedback mechanisms.

## D. The Self-Assessment and Certification Scheme

The GREENPACT self-assessment and certification scheme is a tool designed for businesses within the tourism and creative industries to evaluate and enhance their sustainability practices. The core purpose of this scheme is to offer businesses a structured framework that aids in measuring and improving their environmental, social, and economic performance.

The certification scheme emphasizes that sustainability certification plays a crucial role in today's business environment. It not only provides businesses with objective criteria to evaluate their sustainability efforts





but also serves as a mechanism to communicate their commitment to sustainability to a broader audience, including customers, partners, and the general public. This is particularly important as consumers and investors are increasingly prioritizing environmental and social responsibility when making decisions.

The certification scheme highlights several benefits of implementing a sustainability certification. Firstly, it enhances the credibility and transparency of businesses, fostering trust among stakeholders. Secondly, it can lead to improved internal processes and increased efficiency, often resulting in cost reductions and better resource management. Thirdly, it can drive innovation and create a more positive work environment for employees. Finally, it can strengthen a company's reputation and image, providing a competitive advantage and fostering stronger relationships with customers and communities.

The certification scheme is structured around a self-assessment tool that evaluates businesses across key sustainability areas.

For both, the tourism sector and the creative industries sector, these areas include:

- > Sustainability Policy/Management
- > Reduction of Waste and Greenhouse Gases
- > Resource Efficiency
- > Supporting the Local Economy and Communities

In the self-assessment, businesses respond to specific questions within each area using a 5-point Likert scale. The responses are then evaluated, with each answer assigned a point value ranging from 1 (very unsustainable) to 5 (excellent sustainability effort).

To achieve certification, businesses are required to meet certain minimum criteria. For both sectors, this generally involves scoring a minimum of 4 points in a specified number of questions and ensuring that no individual criterion is rated too low.

The results of the self-assessment are compiled into an evaluation report, which provides a detailed overview of the business's sustainability performance, highlighting strengths and areas needing improvement. The report also includes recommendations for improvement, which businesses can use to guide their sustainability efforts.

The certification scheme emphasizes that the scheme is designed to be flexible and adaptable, taking into account the specific conditions and needs of different regions and types of businesses, while also adhering to international standards. It also highlights the importance of stakeholder involvement in the design and implementation of the scheme to ensure its relevance, trustworthiness, and widespread adoption.

Ultimately, the GREENPACT self-assessment and certification scheme aims to drive positive change by promoting sustainable practices, fostering a culture of corporate responsibility, and facilitating the transition towards a more sustainable and equitable society.

## E. Testing of the Certification Scheme

The development and testing of the certification scheme was conducted with a strong emphasis on student collaboration. Work Package Leader 3 (WPL3) actively engaged with Futurepreneurs to gather their insights, feelings, and ideas regarding certification. This direct feedback loop significantly improved the certification scheme concept, leading to the incorporation of the 'Futurepreneurs affiliate layer' as a personal certification or self-assessment tool.

To assess the effectiveness and perceived value of this approach, WPL3 implemented a short quiz for Futurepreneurs. Participants were asked to define the criteria they believe are essential for an individual



to be considered 'Green.' In return for their participation, Futurepreneurs received a grade or certificate acknowledging their education in Sustainable Development Goals (SDGs) or related areas, which they could include in their CVs. This initiative built upon the precedent of issuing certificates for Collaboration Labs, ensuring that these certifications were educational acknowledgments rather than formal legal qualifications.

The process involved dedicated training time with Futurepreneurs, during which their opinions were collected and real-world feedback was provided. This exchange ensured that the resulting certification scheme was both relevant and beneficial to its intended users. The students' direct input shaped the final design, validating the 'Futurepreneurs affiliate layer' and providing valuable insights into the necessary components of a 'Green' certification. This successful collaboration allowed for the creation of a dynamic and responsive certification scheme, aligning with the project's goals and meeting the expectations of its target audience.

# Buddy Boosting Training Program 2: “Gemeinsam lernen, nachhaltig handeln” Nov 2024-Jan 2025

D.2.3.2 - Stuttgart Region (HdM/PP1 + WRS/PP2)

Version 1

02 2025



LET'S SPREAD  
THE GREEN MESSAGE





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## Organisation and process

The second iteration of the BBTP (Buddy Boosting Training Program) in the Stuttgart Region, titled "*Gemeinsam lernen, nachhaltig handeln*" ("Learning Together, Acting Sustainably"), was collaboratively developed and organized by the Lead Partner Hochschule der Medien (HdM) and Project Partner Wirtschaftsförderung Region Stuttgart GmbH (WRS).

The training program was conducted in a hybrid format spanning from November 18, 2024, to January 31, 2025, with sessions taking place every Monday from 16:00 to 18:00 (except for the Christmas break and two Friday sessions). The program comprised eight sessions, four of which were live events, including:

- Kickoff Session (two-day collaboration lab)
- Midpoint Session (group working session)
- Final Session (Kick-out)

The remaining sessions were conducted online via Zoom. External experts specializing in sustainability, circular economy, and related fields were invited to provide participants with a comprehensive and insightful learning experience. Given the limited timeframe of approximately 1.5 hours per session, the discussions provided an overview of key topics while inspiring participants to explore further.

The certification scheme as a part of the programme

For the Stuttgart Region, the training programme introduced the certification scheme within the broader context of sustainability. Participants engaged in discussions about their general approaches to sustainable practices, laying the groundwork for understanding the scheme's relevance. Existing regional initiatives, such as the "Green Check Your Idea," were presented as tangible examples of sustainable solutions, prompting reflection on how the new certification scheme could complement or integrate with such efforts. Feedback was gathered through interactive sessions, including open discussions and questionnaires, specifically focusing on the perceived value and practical applicability of the certification scheme within the local context and in relation to existing sustainability frameworks.

### Program Focus and Challenges

Unlike the previous edition, this iteration placed a stronger emphasis on practical challenges presented by three different companies from the creative industries. Participants were divided into three groups at the outset and were assigned one of the following challenges:

1. **Royal Film** - A small film production company seeking strategies to persuade clients of the benefits of sustainable (green) film production processes.





2. **Sympra** - A mid-sized communications and PR agency aiming to reduce heating costs in its historic, listed office building.
3. **WRS** - Initially, a third company from the creative industries was intended to participate. However, due to unforeseen circumstances, an alternative had to be identified at short notice. WRS was selected to take on this role, with the challenge of raising awareness about sustainability among employees and embedding it into the company's strategic framework. Although WRS is not a creative enterprise, it operates closely with the Cultural and Creative Industries Sector (CCIS) and engages extensively with creative firms.

### Participant Engagement and Outcome

Throughout the program, the groups worked closely with their assigned companies, maintaining regular communication, including meetings and discussions via WhatsApp. The primary objective was to develop a five-minute pitch presenting innovative and actionable solutions to the given challenges. These pitches were showcased during the final "Kick-out" session, where a jury evaluated them based on the following criteria:

1. Feasibility of Implementation
2. Creativity of the Proposed Solution
3. Sustainability Impact
4. Effectiveness of Presentation (Pitch Quality)

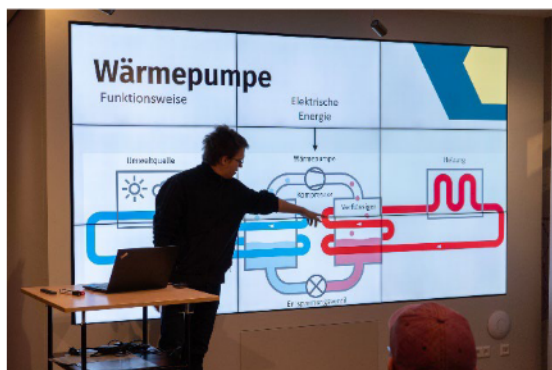
The winning team was granted the opportunity to (partially) participate in the International Collaboration Lab / Study Visit in Bratislava in April 2025.

### Jury Decision and Winning Concept

All teams presented well-developed, innovative, and highly creative solutions, demonstrating their commitment to sustainability. However, the WRS team emerged as the winner with their concept of implementing a structured sustainability process within the organization. Their proposal involved the establishment of a quarterly "Sustainability Day", featuring rotating themes, working groups, and interactive sessions.



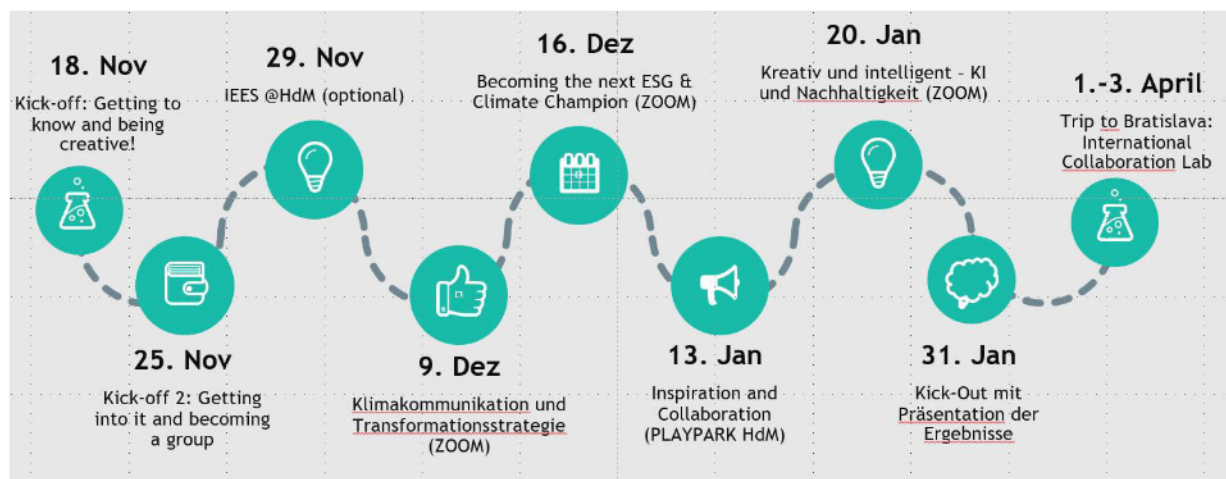
The jury particularly valued this concept due to its practical feasibility, scalability, and potential for long-term impact. The initiative was recognized as a straightforward yet effective approach to embedding sustainability within corporate culture while fostering continuous engagement and education.







## Program



WHEN	WHAT	WHO	WHERE
18. November, 15 bis 19 Uhr	Let's get started - Collaboration Lab Teil 1 <i>Details see Report D.2.3.1, RP3</i>	Luca Randecker, Violetta Fasulo (both HdM), Leonard Negurita, Margit Wolf (both WRS)	Lamooi, Gutbrodstraße 2, 70197 Stuttgart
25. November, 16 bis 20 Uhr	Sustainability beyond bullshit - Collaboration Lab Teil 2 <i>Details see Report D.2.3.1, RP3</i>	Prof. Dr. André Reichel, Professor für International Management & Sustainability an der International School of Management (ISM)	Hospitalhof Stuttgart, Büchsenstraße 33, 70174 Stuttgart
29. November	International Entrepreneurship Education Summit (IEES): Conference on Innovation and Entrepreneurship	<i>optional</i>	Hochschule der Medien Stuttgart, Nobelstr. 10, 70569 Stuttgart
9. Dezember, 16 bis 18 Uhr	Klimakommunikation und Transformationsstrategien	Agentur Blumberg	Zoom
16. Dezember, 16 bis 18 Uhr	Becoming the next Environmental, Social, Governance (ESG) & Climate Champion	Dr. Constanze Trautwein (Impact Nexus)	Zoom
13. Januar, 16 bis 19 Uhr	Inspiration & Collaboration: Keynote: "Nachhaltigkeit und Konsumentenverhalten" Group work on challenges	Jun.-Prof. Dr. Ramona Weinrich (Universität Hohenheim)	Playpark @HdM Stuttgart
20. Januar, 16 bis 18 Uhr	Kreativ und intelligent - Wie KI Nachhaltigkeitsziele vorantreibt	Jessica Hofmann und Katharina Strecker -	Zoom



		KI-Trainerinnen im Mittelstand-Digital Zentrum Klima.Neutral.Digital	
31. Januar, 16 bis 19 Uhr	<b>Kick-Out:</b> <ul style="list-style-type: none"> <li>• Keynote on Gemeinwohlökonomie und Ecogood Business Canvas (EBC)</li> <li>• Group pitches</li> <li>• Networking</li> </ul>	Hartmut Schäfer, GWÖ Consultant	“Das Gutbrod” Friedrichstr. 10, 70174 Stuttgart
<a href="https://startupcenter.notion.site/Trainingsprogramm-Gemeinsam-lernen-nachhaltig-handeln-b186a85acd554646bd7996cbf19fd498">https://startupcenter.notion.site/Trainingsprogramm-Gemeinsam-lernen-nachhaltig-handeln-b186a85acd554646bd7996cbf19fd498</a>			

## Registrations and Participants

The original number of registrations were 4 representatives from CCIS companies and 22 students/young people. The average participation rate per session was app. 20 participants. Participation lists of the offline sessions are attached.

All participants received a certificate of participation on completion. The students received 2 ECTS, depending on their frequent participation in the lessons and their respective reports on the sessions. These reports were based on given questions for each sessions they had to work on.

Here are some examples for questions for reflection (based on the Kickout Session):

**Teamwork and division of tasks:**

- What role did each team member take on?
- How effective was this division of tasks?
- How did communication within the team work?
- How did the team work together?
- Were there any conflicts, and if so, how were they resolved?

**About the pitch:**

- How did the preparation for the pitch go?
- How was the division of tasks?
- What did you learn from the pitch?
- What went well from your perspective and what didn't go so well?
- What would you do differently next time?

**On sustainability in creative companies:**

- What did you learn about sustainability in creative businesses during the challenge?
- What new perspectives did you gain?
- Do you see further potential for sustainable innovation in the creative industries?
- What ideas do you have for future projects?
- What did you personally take away from this challenge?
- What skills have you developed further?

Reference to the economy for the common good and impact start-ups:





- To what extent does your project contribute to the creation of the common good?
- What social, environmental and economic impacts have you considered?
- How could your project be scaled to achieve a greater impact?
- What challenges do you see?
- How could the ECONGOOD Canvas help to deepen your project?
- Do you also consider which stakeholders are needed to successfully implement/further develop your solution to the challenge?

## Result/Feedback

The feedback was asked via a google form at the end of the training program. We received 10 completed questionnaires, the results are below.

<p>Did the program meet your expectations?</p>	<p>Hat der Inhalt des Trainingsprogramms deinen Erwartungen entsprochen?</p> <p>10 Antworten</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0 %</td></tr><tr><td>2</td><td>0</td><td>0 %</td></tr><tr><td>3</td><td>2</td><td>20 %</td></tr><tr><td>4</td><td>4</td><td>40 %</td></tr><tr><td>5</td><td>4</td><td>40 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	0	0 %	3	2	20 %	4	4	40 %	5	4	40 %
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<p>What further or other expectations did you have of the training programme?</p>	<ul style="list-style-type: none"><li>• I thought it was great! The live presentations in particular were great, as they made you even more attentive than online.</li><li>• Learning even more about how you can integrate sustainability even more into your private life</li><li>• I wanted to be surprised but also take away practical tips for integrating more sustainability into everyday life.</li><li>• More contact with companies and closer collaboration</li><li>• More support from working on the chalange and more insight into the other companies and their problems.</li><li>• I thought that there would be more ‘technical’ input to support the challenges, possibly in the form of presentations.</li></ul>																		
<p>How would you evaluate the quality of the sessions?</p>	<p>Wie beurteilst du die Qualität der Sessions?</p> <p>10 Antworten</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0 %</td></tr><tr><td>2</td><td>0</td><td>0 %</td></tr><tr><td>3</td><td>0</td><td>0 %</td></tr><tr><td>4</td><td>4</td><td>40 %</td></tr><tr><td>5</td><td>6</td><td>60 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	0	0 %	3	0	0 %	4	4	40 %	5	6	60 %
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Which session was your highlight? (Which one did you like best?)	<ul style="list-style-type: none"><li>• The lecture at Hospitalhof with Prof. Reichel about sustainability in general and, of course, ceramic painting.</li><li>• I found the session with Dr Ramona Weinrich on sustainability and consumer behaviour the most interesting.</li><li>• My highlight was the lecture by Dr Ramona Weinrich</li><li>• ‘Sustainability and consumer behaviour’ - Junior Professor Dr Ramona Weinrich (University of Hohenheim). She delivered and presented it so powerfully that I was really captivated. Super exciting and a very inspiring career woman. In general, sessions in presence are much better.</li><li>• The first session with the professor was very interesting</li><li>• I found the lecture by the professor from the University of Hohenheim super interesting and exciting.</li><li>• Nutrition lecture</li><li>• Blumberg Agency</li><li>• The one with Prof André Reichel</li></ul>																		
Which session was your lowlight? (Which was your least favourite?)	<ul style="list-style-type: none"><li>• I found all of them interesting, if it were the online lectures, but they were easy to listen to as podcasts.</li><li>• Online about AI</li><li>• As I was able to take away valuable content from each session, I am not able to declare any of the sessions as ‘lowlight’.</li><li>• The second (?) online session</li><li>• Agentur Blumberg &amp; Constanze Trautwein (exciting topics but unfortunately not well presented in my opinion. That was a pity, because as a speaker you really have everything in your hands. You should know that you should also involve the audience, because otherwise nobody can really follow the thread, especially on a Monday evening. Especially on Zoom. I thought that was a shame and would have organised my presentation differently if I had been a donor.</li><li>• No session directly, but I always find it harder to stay actively involved in online sessions</li><li>• I also found the topic of AI interesting, but since we have relatively many points of contact with the topic through the Hochschule der Medien, the content was no longer so new to me.</li><li>• 1st online session</li></ul>																		
How would you evaluate the overall quality of the speakers?	<p>Wie beurteilst du die Auswahl der Referent*innen?</p> <p>10 Antworten</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0 %</td></tr><tr><td>2</td><td>0</td><td>0 %</td></tr><tr><td>3</td><td>1</td><td>10 %</td></tr><tr><td>4</td><td>5</td><td>50 %</td></tr><tr><td>5</td><td>4</td><td>40 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	0	0 %	3	1	10 %	4	5	50 %	5	4	40 %
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How would you evaluate the structure and length of the sessions?	<p>Wie beurteilst du Aufbau und Länge der Sessions?</p> <p>10 Antworten</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0 %</td></tr><tr><td>2</td><td>0</td><td>0 %</td></tr><tr><td>3</td><td>1</td><td>10 %</td></tr><tr><td>4</td><td>4</td><td>40 %</td></tr><tr><td>5</td><td>5</td><td>50 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	0	0 %	3	1	10 %	4	4	40 %	5	5	50 %
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Did you benefit from the exchange between young people and entrepreneurs?	<p>Hast du von dem Austausch (junge Menschen/Unternehmer*innen) profitiert?</p> <p>10 Antworten</p> <table><thead><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr></thead><tbody><tr><td>1</td><td>0</td><td>0 %</td></tr><tr><td>2</td><td>1</td><td>10 %</td></tr><tr><td>3</td><td>2</td><td>20 %</td></tr><tr><td>4</td><td>2</td><td>20 %</td></tr><tr><td>5</td><td>5</td><td>50 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	1	10 %	3	2	20 %	4	2	20 %	5	5	50 %
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What did you like best about the training programme?	<ul style="list-style-type: none"><li>• The alternation of online and presence. The fact that the topic of sustainability was viewed from different angles.</li><li>• The interactive and interdisciplinary collaboration at eye level. This made it possible to learn from and with each other.</li><li>• The interactive character</li><li>• That there were regular appointments, very varied topics and the learning environment was super motivating, positive and relaxed. Apart from the normal lectures, you could simply listen and participate for yourself and for others and were under no pressure. I had a lot of fun and learnt a lot!</li><li>• The pleasantly relaxed yet professional atmosphere</li><li>• The nice atmosphere. I was able to exchange ideas with all the participants and learn new things</li><li>• The fact that I learnt so much from the presentations and gained a comprehensive insight into all areas</li><li>• The inputs and the proximity and insights into the company</li><li>• The content of the presentations</li></ul>																		
What did you like least about the training programme?	<ul style="list-style-type: none"><li>• I thought the task was a bit specific. I think I would have found it better if it had been more generalised about sustainability.</li><li>• I thought everything was great, but I would have liked the reflection questions to be sent more quickly by email so that I could write the report as soon as it was still relevant</li><li>• As I said, the two presentations. I had also imagined a ‘workshop’ to be something other than listening for an hour and would have preferred to be</li></ul>																		





	<p>more actively involved - you learn more by doing than by listening. But apart from that everything was very good :)</p> <ul style="list-style-type: none"> <li>• The food was too good ;)</li> <li>• That you didn't know exactly what you had to do at the beginning.</li> <li>• That the content of the lectures was completely disconnected from the challenges, i.e. had nothing to do with each other in terms of content. It's difficult to organise such a connection, but it would have been great for the group work as a whole to receive cross-team input on the content of the challenges from experts. It would have been great if one or two sessions had been organised in this way.</li> </ul>						
<p><b>Would you again participate in this program, with different content?</b></p>	<p>Würdest du an einem Trainingsprogramm mit neuen Inhalten erneut teilnehmen? 10 Antworten</p> <table border="1"> <caption>Survey Results: Would you participate again?</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Ja</td> <td>90%</td> </tr> <tr> <td>Nein</td> <td>10%</td> </tr> </tbody> </table>	Response	Percentage	Ja	90%	Nein	10%
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<p><b>If you would like to leave us any other feedback or suggestions, this is the place to do so:</b></p>	<ul style="list-style-type: none"> <li>• It was really a super relaxed atmosphere, so it was always a pleasure to come!</li> <li>• Maybe an excursion, tour or live event with 'hands-on' work at an institution?</li> <li>• Thank you very much for the great time and your efforts!</li> <li>• Thank you very much for the effort and the great experience!</li> <li>• If at all possible... invite more companies</li> <li>• The time was very nice and interesting, thank you</li> </ul>						



## Impressions







# BBTP Buddy Boosting Training Program in Veneto: Circular Economy & Sustainable Tourism: Veneto area for entrepreneurship of the future “Economia Circolare e Turismo Sostenibile: il Veneto per l’Imprenditoria del futuro”

D2.2.2 - Veneto Region (Enaip V./PP3 + Reg. Veneto/PP4)





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## Introduction

The Veneto Region, a territory with a strong presence of SMEs operating in the tourism and cultural and creative industries (CCI), faces increasing challenges linked to sustainability, climate change, and the demand for environmentally responsible business models. In response to this need, the GREENPACT the Boosting Buddy Training Programme (BBTP), aimed at promoting transgenerational cooperation between innovative young professionals—futurepreneurs—and established businesses.

The selection process for futurepreneurs was intentionally designed to be inclusive and open, encouraging applications from diverse backgrounds and experience levels. However, during the onboarding and initial mentoring phases, it became evident that there were significant differences in skills and preparedness among participants.

In parallel, the selection of SMEs was carried out following a wide dissemination campaign involving over 100 companies across the region. From this outreach, two SMEs were selected—one from the tourism sector (a business tour agency) and one from the CCI sector (event organization)—based on their strong interest in collaborating with GenF participants to co-create innovative green solutions.

The training programme involved 43 GenF participants and the two selected SMEs, and was structured across eight meetings for the general group and seven focused sessions for the senior group. Activities were designed to promote mutual learning, innovation, and real-life application of green and circular business concepts.

To ensure the effectiveness of the training, the cohort was divided into two groups, each with tailored mentoring and training pathways. One group, referred to as “seniors”, included participants who demonstrated more advanced knowledge in business idea generation and had already started developing concrete entrepreneurial concepts. These individuals were assigned dedicated mentors and tutors, who provided personalised guidance through tailor-made training paths to further refine their business models and prepare them for potential implementation.

The BBTP was implemented not only in Verona, where the main in-person sessions were held, but also involved a broader network of stakeholders and SMEs across all ENAIP Veneto locations, including Treviso, Padua, Vicenza, Rovigo, and Belluno. This regional outreach ensured that the programme responded to local needs and opportunities, and encouraged the creation of sustainable, impact-oriented business ideas across the Veneto territory.

In total, the programme involved:

- 43 GenF participants
- 2 SMEs
- 8 group-based training sessions (7 for the senior group)
- The creation of 11 entrepreneurial ideas across tourism and CCI fields

The activities were structured around group work, encouraging peer collaboration, creative problem-solving, and real-world application of green business principles.



## Organization

The second BBTP in the Veneto Region, titled “**Economia circolare e Turismo sostenibile: il Veneto per l’imprenditoria del futuro**” (*Circular Economy & Sustainable Tourism: Veneto area for entrepreneurship of the future*), was planned and organised jointly by **ENAIIP Veneto (PP3)** and **Veneto Region (PP4)**. The BBTP sessions for this second cohort were implemented from **27 November 2024 to 27 March 2025**, with a format consisting of **7 +1 (6+1 for the restricted senior group ) online/in person sessions**. All sessions were held online to ensure accessibility and broad participation.

The mentoring and tutoring activities of the BBTP were divided into multiple rounds: plenary round followed by a sequence of individual mentoring sessions, and a final mentoring and coaching session concluding the program. This structure supported continuous engagement and progressive development of participants' business ideas.

The training program combined theoretical lectures with practical exercises and was designed around a green company implementation track that focused on integrating tourism and CCI with the green transition and adaptation. Participants explored core concepts of the circular economy and green entrepreneurship, then applied these to develop innovative and sustainable tourism ideas using the Greenpact Business Model Canvas. This adapted version of the traditional Business Model Canvas emphasized eco-friendly practices, resource efficiency, and community involvement throughout all phases of a sustainable tourism/CCI offer, including travel services, hospitality, and food-related activities.

The program alternated online sessions with weekly project work. After each training phase, participants developed their own business model and presented it to peers in subsequent sessions, allowing for collaborative feedback and applied learning. This dynamic format enhanced practical understanding and supported the development of concrete entrepreneurial ideas.

Unlike the first cohort, the second edition of the BBTP included a collaborative component during the Buddy Training phase, where Generation Future (GenF) participants worked directly with entrepreneurs. Two entrepreneurs (one from Tourism and one from CCI) presented their businesses and engaged with GenF during the training and coaching sessions to apply the principle of inter-generational collaboration. The goal was to identify critical challenges within the businesses and work together to enhance green and circular strategies, particularly within the tourism and cultural and creative industries (CCI) sectors. These activities were conducted in working groups, encouraging shared learning, innovation, and co-design processes grounded in real-world business needs.

By the end of the project work phase in March 2025, all groups of participants had completed a full Greenpact business implementation proposal based on the Greenpact Model Canvas. These proposals demonstrated the application of circular economy principles, green business logic, and a commitment to sustainable tourism development focused on reducing environmental impact, promoting local culture, and engaging the community.

The final phase, held in March 2025, included the pitch for the evaluation of participants' work and the selection of candidates to move forward to the international phase of the project. This concluding stage served to consolidate the knowledge and skills gained and prepare selected participants for further international collaboration and learning opportunities within the Greenpact framework.



## Regional Approach and Program

### Veneto Region - Buddy Training Program (BBTP) Report

**Period:** 27 November 2024 - 27 March 2025 | **Format:** 7 + 6 (restricted senior group) Online (in person) Sessions + 1 final Pitch | **Organized by:** ENAIP Veneto & Regione Veneto

Following the successful first edition, the second round of the Veneto Buddy Training Program (BBTP) witnessed a significant increase in participation, attracting 43 members of Generation F. The program spanned six months, combining structured online workshops with self-directed tasks carried out by participants between sessions.

The BBTP's core objective was to strengthen participants' skills in developing business models with a focus on sustainability, circular economy, and social impact. Special attention was given to providing practical tools and frameworks essential for business idea generation and green innovation.

In parallel ENAIP's experts have worked with a restricted group of 3 "senior" participants to explore the practicability of concrete business projects in the field of 'circular tourism' using the tool of the Business Model Canvas ®. A total of 7 (6 online for the seniors) + 1 final meetings (two different coaches and 3 trainers assisted the groups) have enabled participants to better refine their idea and then structuring its business potential always in a shared environment to stress the peer-review approach.

### Program Content and Methodology

The training was structured into thematic sessions, each lasting two hours, alternating with remote work phases where participants refined their projects. The methodology emphasized hands-on learning and the application of professional tools such as: **SWOT Analysis, Benchmarking Techniques, Business Model Canvas (BMC), Sustainability Impact Assessment Tools.**

Participants explored the intersection between sustainable business models, green entrepreneurship, circular economy, and the creative industries sector.

A unique feature of this edition was a dedicated challenge: teams developed green and sustainable growth proposals for two SMEs involved in the pilot phase. This allowed participants to benchmark European best practices and propose actionable recommendations directly to the companies, showcasing practical applications of their acquired knowledge.

The restricted senior group has initially worked on the *Design Thinking*, intended as a tool that enhances the ability to combine empathy with the context of a problem, creativity with the generation of intuitions and solutions, and rationality with the analysis and identification of solutions suitable for the context of reference. This has enabled the participants to refine their initial idea to be then examined with the tool of the *Business Model Canvas* ®. The idea has thus been broken down into the 9 elements forming the Canvas to forge its feasibility and convenience. Constant peer-review has enabled the participants to always provide and receive feedback to enrich the business perspective of the same project.





## Training

Regarding the non-senior group, given the number of participants, it was deemed preferable to work in sub-groups. The sessions were conducted in a hybrid (dual) format: while the groups met physically at the ENAIP Veneto premises, the tutors alternated between online and in-person participation.

In every session, the physical presence of at least three tutors was ensured in the training room to support and assist the groups, while coordinating with the online tutor. At the end of each session, offline activities such as project work were assigned, to be completed in preparation for the following meeting.

All group work was managed via online platforms, allowing for continuous monitoring and coaching throughout the entire training path.

The groups were formed based on the preferences expressed by the participants. As a result, four groups were created for the tourism sector and four for the cultural and creative industries (CCI) sector, allowing participants to work on themes they felt most connected to or interested in. The three senior participants developed the idea individually.

During the training programme, the participating companies were actively involved, enabling a true transgenerational approach. This interaction between young futurepreneurs (GenF) and experienced SME representatives proved to be one of the most enriching aspects of the BBTP.

The younger participants contributed fresh perspectives, often proposing highly innovative and unconventional ideas that challenged traditional ways of thinking. These proposals included creative solutions in the fields of digitalisation, circular economy, and new service models, particularly in tourism and the cultural and creative industries.

At times, their proposals were perceived as overly ambitious or not immediately feasible by the entrepreneurs, who brought forward the realities and constraints of day-to-day business operations. This created constructive dialogue, where the innovative energy of the younger generation was balanced by the pragmatism and experience of the senior business owners.

This mutual exchange not only improved the relevance and applicability of the ideas developed, but also fostered a learning process on both sides: young participants learned to adapt their creativity to real business scenarios, while SMEs gained inspiration and openness to new trends they might not have considered otherwise. This cross-generational synergy was a core strength of the programme and a model worth replicating in future entrepreneurship initiatives.

The preparation of the final pitch provided participants with the opportunity to deepen their understanding of both verbal and non-verbal communication techniques, which are essential in effectively conveying a business idea. This phase of the training not only enhanced their public speaking and presentation skills, but also encouraged a more structured and strategic approach to presenting their business models.

Participants learned to organise their content clearly, highlight value propositions, and adapt their language and body language to different audiences—skills that are crucial for real-world entrepreneurial settings, including pitching to investors, partners, or customers.

## Key Topics Addressed

- Introduction to circular economy principles and impact-driven entrepreneurship
- Tools for business idea generation and market benchmarking
- Deep dive into the Business Model Canvas and its nine building blocks
- European benchmarking to identify inspiring best practices
- Refinement of participants' ideas using the BMC framework



- Collaborative sessions with mentors for model fine-tuning
- Finalization of business models and pitch preparation
- Final presentations to the companies and evaluation panel

### Outcomes and Achievements

Throughout the program, participants engaged in a transgenerational exchange of ideas. This "buddy" approach fostered productive dialogue between the innovative perspectives of Generation F and the practical experience of SMEs. The process proved highly valuable in highlighting the potential of mutual learning in addressing real-life business challenges.

Of the 44 initial participants, 43 successfully completed the full training cycle, with only one dropout reported. Each graduate received a certificate of participation for both the Collaboration Lab and the Buddy Training Program.

The final session featured a pitching event where business ideas were evaluated based on: **Innovation, Green sustainability, Alignment with eco-friendly principles**

The final outcome of the work with the senior group has been the **release of 3 completed business models** for their specific ideas being:

- An integrated offer of services to discover the real traditions of the city of Venice exploiting its cultural less known traditions out of the 'mass tourism' logic using "Voga Veneziana"
- Promoting a new sustainable form of rural tourism in the rural areas in Vicenza by bringing 'slow tourists' closer to local traditions and citizens
- Promoting a different and more sustainable tourism in the district of Treviso which is not limited to the wine production and selling

The most promising projects were selected, and their creators were awarded the opportunity to represent the Veneto Region at the **International Collaboration Lab in Bratislava (Slovakia)**.

### Main Ideas/solution

As part of the GREENPACT project, the second edition of the Boosting Buddy Training Programme (BBTP) was implemented with the objective of fostering collaboration between young future entrepreneurs (GenF) and experienced SMEs. The training followed a transgenerational and practice-oriented approach, with a strong focus on green entrepreneurship and circular economy. Participants were divided into eight working groups, each assigned to one of two partner companies:

- a business tour agency operating in the sustainable tourism sector, and
- an event organization company within the Cultural and Creative Industries (CCI) sector.

Four of the junior groups worked on proposing innovative, sustainable strategies for the tourism company, while four others focused on improving the environmental performance and circular practices of the event agency.

The following section outlines the main ideas and proposals that emerged from these collaborative sessions, demonstrating the creative potential of intergenerational cooperation in accelerating green innovation.



### **Tourism Sector (4 Working Groups - Business Tour Agency)**

Group 1 - Proposed an eco-certification system for business travel packages, including carbon footprint tracking per trip and a reward scheme for clients choosing low-impact options.

Group 2 - Proposed a modular green tour offering using public transport and eco-lodging options, with integrated local food experiences and circular souvenir kits.

Group 3 - Proposed a digital platform integrating CO<sub>2</sub>-offset calculators, local biodiversity education modules, and eco-conscious business itineraries.

Group 4 - Proposed partnerships with local sustainable service providers (bike rentals, green hotels) and the introduction of a “green badge” indicating each itinerary’s level of sustainability.

### **CCI Sector - Event Organization Company (4 Working Groups)**

Group 5 - Proposed zero-waste event logistics, including reusable materials, digital tickets, and compostable catering tools.

Group 6 - Proposed a green venue certification checklist to assess event spaces based on circular economy principles and energy efficiency.

Group 7 - Proposed a guideline for sustainable sponsor and supplier selection, emphasizing local and environmentally responsible choices.

Group 8 - Proposed a campaign titled “Green Events for Impact”, combining CSR messaging with measurable sustainability metrics for events.

### **Senior Participants**

- Senior Idea 1: "Voga alla Veneta" - Cultural Tourism Off the Beaten Path

A niche tourism experience based on the traditional Venetian rowing practice (voga alla veneta), designed to take place outside the mass-tourism circuits of Venice. The proposal includes small-scale sustainable itineraries involving hands-on rowing activities, visits to traditional oar craftsmen (remèri), and local food tastings. It also connects to cultural events like the Venetian Regatta, promoting the area’s intangible cultural heritage through an eco-sportive lens.

Senior Idea 2: "E-Bike & Agritourism" - A Sustainable Route in the Treviso Area

This idea proposes the creation of a sustainable cycling itinerary using e-bikes in the Marca Trevigiana (Treviso region), promoting slow and low-impact tourism. The route features stops at local agritourisms and producers, offering visitors the chance to engage with biodiversity, traditional cuisine, and regenerative agriculture. The goal is to support rural economies and highlight lesser-known areas through immersive, green tourism experiences.

Senior Idea 3: "Three Green Routes" - Sustainable Tourism Network in the Vicenza Area





This proposal envisions three thematic tourism routes in the Vicenza region, focused on nature, culture, and wellness. Designed for eco-friendly mobility (e-bike and walking), the routes connect visitors with agritourisms, local parks, heritage villages, and artisanal workshops. The aim is to foster a sustainable tourism network that respects the local landscape and traditions while offering engaging and environmentally responsible travel experiences.

At this stage, it is not yet possible to determine whether the proposed ideas will be implemented by the participating companies. The training was primarily focused on the transgenerational approach, aiming to foster collaboration between different age groups. As a result, the ideas were developed more for their creative value and innovation potential than for their immediate economic feasibility or direct applicability to the businesses involved.

Among the proposed ideas, the companies expressed immediate interest in implementing two specific solutions:

- the zero-waste event logistics model, which includes the use of reusable materials, digital tickets, and compostable catering tools; and
- the integration of CO<sub>2</sub>-offset calculators to raise customer awareness and transparently highlight the environmental impact of different service choices.

### Sustainability Certification Scheme for Tourism and Creative Industries

The sustainability certification scheme was presented as a key tool to encourage environmentally, socially, and economically responsible behaviour among enterprises in both the tourism and creative industries. Its core objective is to provide a structured framework through which businesses can be evaluated against specific sustainability criteria, aiming to reduce negative impacts while maximizing benefits for local communities and ecosystems.

The scheme was presented as guide for businesses in improving internal operations, but also to enhance their credibility and positive reputation among customers, partners, and stakeholders. In today's market, sustainability is a source of competitive advantage, as consumers increasingly prefer products and services that align with ethical and environmental standards.

The evaluation system was presented as tool, where companies are assessed across four main performance areas:

- Sustainability Policy and Management
- Waste and Greenhouse Gas Reduction
- Resource Efficiency
- Contribution to the Local Economy and Communities

The self-assessment tool was presented as a way to provide to businesses a clear picture of where they stand and highlights areas for improvement. High-scoring businesses can be considered as a mark of excellence, which can be leveraged in marketing and communications to attract ethically minded consumers.

Beyond assessment, the system also was presented as tool able to provide tailored improvement recommendations. For example, a low score in waste reduction could lead to advice on adopting better recycling practices or using cleaner production technologies. This actionable feedback makes the scheme a practical tool for optimization and cost savings.





Importantly, the scheme supports broader social and environmental goals.

To ensure applicability, the certification system was presented showing the fact that it was designed to be flexible and adaptable to the specific contexts of different regions and enterprise types, while maintaining alignment with international standards for credibility and comparability.

In summary, the certification scheme was presented as a systematic approach to assessing and advancing sustainability in tourism and creative industry enterprises, serving as a recognition tool and a development instrument, promoting responsible practices, efficient resource use, and long-term commitment to people clients.

## Conclusion

The BBTP successfully met its objectives by:

- Strengthening entrepreneurial competencies
- Promoting sustainable thinking
- Facilitating real-world application through direct SME involvement
- Preparing participants for international exposure and networking opportunities

The positive feedback from both participants and companies confirms the relevance of this blended learning approach and the value of integrating green and circular economy concepts into business development pathways.

## Program

D.2.3.2	D2.3.2 BOOSTING BUDDY TRAINING IN VENETO	When ( day and time )	Trainers
1. Introduction in circular economy and impact entrepreneurship	<p><b>1. INTRODUCTION TO THE COURSE, TO THE CONCEPTS OF CIRCULAR ECONOMY AND TO THE PRACTICES OF SUSTAINABILITY AND IMPACT ENTREPRENEURSHIP</b></p> <p>The first session of the course includes the presentation of the program and an introduction to the fundamental concepts of environmental sustainability, circular economy and impact entrepreneurship, with a particular focus on the tourism sector and cultural and creative industries. Participants will have the opportunity to get to know each other and share their experiences and challenges. The Tourism Pact for Skills for companies and some successful businesses as case studies will also be presented.</p>	13.01.2025 10:00-13:00 3 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati



	<p><b>Mode organizational</b> : in presence , at ENAIP V. Verona. It will be a coffee break is planned .</p>		
2. Challenge & problem framing	<p><b>2. CHALLENGE &amp; PROBLEM FRAMING: IDENTIFYING THE PROBLEM AND FORMULATING THE SOLUTION</b></p> <p>In the second session, participants choose challenges to work on, form groups of 3-4 members and begin to delve into green transformation and impact. The challenge definition exercise is a structured approach to analyze a specific challenge, considering needs and impacts. The challenge definition exercise provides a structured approach to analyze a specific issue, considering needs and impacts. By exploring environmental, social, market and personal dimensions, participants will be able to formulate a clear problem statement and identify possible solutions.</p> <p><b>Mode organizational</b> : mixed (in presence and online), at ENAIP V. Verona</p>	<p>28.01.2025 9:00-11:00 2 hours</p>	<p>Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati</p>
3. Process, value chain, resources, and profit model	<p><b>3. VALUE CHAIN, PROCESS, RESOURCES AND PROFIT MODEL: THE FIRST PART OF THE BUSINESS MODEL CANVAS</b></p> <p>In the third session , participants they learn concepts key to understanding The problem and challenge , as the logic of the processes , the value chain , the RPV framework and the profit model . Process thinking is a approach managerial That consider the activities corporate as processes interconnected rather than assignments isolated . It allows to understand as Everything is fine ride contribute to the goals overall , improving efficiency and identifying areas for improvement . By optimizing processes , organizations they can obtain results better , favoring a flow integrated activity That create value .</p> <p><b>Mode organizational</b> : mixed (in presence and online), at ENAIP V. Verona</p>	<p>03.02.2025 9:00-11:00 2 hours</p>	<p>Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati</p>
4. Circular business strategies	<p><b>THE MARKET, CUSTOMERS, COMPETITIVE ADVANTAGE , ESG IMPACTS: THE SECOND PART OF THE BUSINESS MODEL CANVAS</b></p> <p>The fourth session is dedicated to understanding The customer and the business model is essential to build a successful and sustainable business . Customer knowledge allows you to adapt products or services to its needs , while a comprehension in -depth analysis of the business model helps create , deliver and capture value in a way profitable . The transformation green and</p>	<p>02/18/2025 11:00-13:00 2 hours</p>	<p>Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati</p>



	<p>impactful will be sustainable if aligned with The goals corporate . Ideally , a solution green and impactful will create or enhance the value proposition , attract new customers , will increase revenues , improve profitability and competitiveness of the organization .</p> <p><b>Mode organizational</b> : mixed (in presence and online), at ENAIP V. Verona</p>		
	<b>1st Round of Individual or Group Mentoring &amp; Coaching</b>		Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
5. Customer and business model understanding	<p><b>5. BUSINESS MODELING: TOGETHER TOWARDS SUSTAINABLE AND CIRCULAR IDEAS</b></p> <p>The fifth session will aim to develop, refine and consolidate the business models of a successful and sustainable company. Participants will be guided throughout the creation process through tools, practical cases and exercises, with the support of mentors who are experts in entrepreneurship and green transformation.</p> <p><b>Mode organizational</b> : mixed (in presence and online), at ENAIP V. Verona</p>	<p>24.02.2024 11:00-13:00 2 hours</p>	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
	<b>2nd Round of Individual or Group Mentoring &amp; Coaching</b>		Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
6. Circular business models and idea draft	<p><b>6. CIRCULAR BUSINESS MODELS: BUSINESS MODEL CANVAS FOR EACH GROUP</b></p> <p>The sixth session focuses on the adoption of circular business models, which are essential for sustainable and responsible practices that reduce environmental impact and promote economic efficiency. The five main models are: circular supply chain, sharing platforms, Product as a Service ( PaaS ), product life extension, and recovery and recycling. These models, aligned with business objectives, improve competitiveness and contribute to a more sustainable future. Participants will explore innovative solutions based on these models.</p>	<p>03.11.2025 9:00-11:00 2 hours</p>	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati



	<b>Mode organizational</b> : mixed (in presence and online), at ENAIP V. Verona		
	<b>3rd Round of Individual or Group Mentoring &amp; Coaching</b>		Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
7. Roadmap- ping - pro- ject think- ing & imple- mentation	<b>7. FINALIZING BUSINESS MODELS: ROADMAPPING, PRO- JECT THINKING AND IMPLEMENTATION</b>  roadmapping process , as a strategic tool that defines a structured plan to achieve the project objectives. It al- lows to visualize the path from launch to conclusion, helping participants to align on the objectives, allocate resources efficiently and face challenges with a clear strategy. Roadmapping fosters collaboration and trans- parency among team members, ensuring a shared un- derstanding of the project's stages and goals. During this session, an initial screening of the most innovative and impactful ideas will be made.  <b>Mode organizational</b> : mixed (in presence and online), at ENAIP V. Verona	03/17/2025  9:00-11:00  2 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
8. Presenta- tion skills + final pitch	<b>8. SKILLS FOR SUCCESSFUL PITCHES: SELECTING THE BEST BUSINESS IDEAS</b>  In the last one session , i participants will acquire the skills to master communication verbal and non- verbal , improving the ability to express oneself with confidence and clarity , and to convey messages effective and en- gaging . Participants will present their ideas to one jury , which will follow these evaluation criteria : <ul style="list-style-type: none"> <li>• Impact circular : How much the proposal Yes align to the principles of the economy circulate and promote practices sustainable .</li> <li>• Innovation : Creativity and uniqueness from the solution proposal within the circular business model choice .</li> <li>• Feasibility : Practicality and achievability from the solution , considering scalability and adapta- bility to different sectors .</li> <li>• Benefits social and economic : The potentials im- pacts positives on the society and the economy ,</li> </ul>	03.25.2025  10:00-13:00  3 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati





	<p>such as the creation of new jobs , the involvement from the community and resilience economic .</p> <p><b>Organizational method:</b> in person, at ENAIP V. Verona (or other location tbd )</p>		
--	--	--	--



## Participants

Of the 44 initial participants, 43 successfully completed the full training cycle, with only one dropout reported. Each participant received a certificate of participation.

The feedback collected from 40 participants in the second cohort of the BBTP (Buddy-Based Training Programme) highlights a very high level of satisfaction across all evaluated aspects of the program.

A large majority of participants – 85% – stated that the program fully met their expectations, giving the highest possible rating. The remaining 15% also expressed satisfaction, rating it just one point below the maximum. Notably, no participants gave a score lower than 4, which clearly indicates that the initiative was well-aligned with the needs and expectations of its target audience.

In terms of session quality, the results were similarly positive. Three-quarters of respondents (75%) evaluated the quality of the sessions with the highest rating, while 22.5% gave a 4, and only one respondent rated the sessions as a 3. This indicates that the structure and delivery of the training were broadly effective and appreciated.

The overall quality of the speakers was one of the most highly rated aspects. An impressive 92.5% of participants awarded the speakers the top score, recognizing their professionalism, clarity, and relevance. Only a small minority rated this aspect as 4, with no lower scores recorded – suggesting that the selection of trainers and experts was particularly successful.

When asked to evaluate the structure and length of the sessions, 70% of respondents gave the maximum rating, while 22.5% rated it 4 and 7.5% rated it 3. While the feedback is generally very positive, these results suggest a small margin for improvement in balancing session length and pacing, which could be refined in future editions.

An important innovation in this cohort was the introduction of the intergenerational buddy training between young participants (GenF) and entrepreneurs. The feedback on this element was also encouraging, with 72.5% of respondents reporting that they benefited greatly from the exchange, and another 22.5% giving a positive, though slightly lower, rating. Only 5% felt the benefit was moderate, suggesting that while the approach is widely appreciated, there may be room to structure the collaboration even more effectively.

Finally, with regard to the core theme of sustainability, the program appears to have delivered strongly. Over 77% of participants reported that they had received concrete, useful suggestions related to sustainability, while the remaining 22.5% also gave positive feedback, albeit at a slightly lower level. This confirms the program's ability to engage participants with relevant content and tools aligned with the principles of green and circular entrepreneurship.

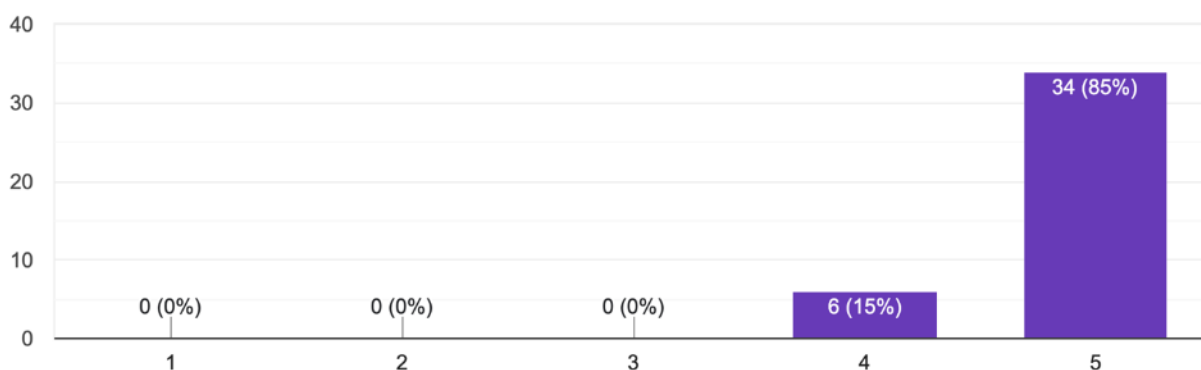
In summary, the second cohort of the BBTP was very well received. The training approach, speaker quality, and content delivery all contributed to strong satisfaction levels, while the intergenerational collaboration model proved to be a valuable and appreciated innovation. The results suggest that only minor adjustments would be needed to further enhance the experience in future editions.

## Result/Feedback



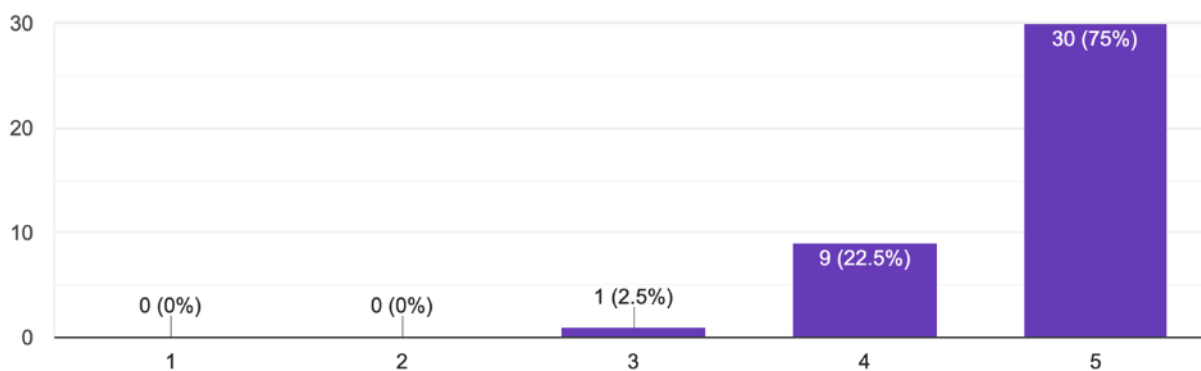
### Did the program meet your expectations?

40 responses



### How would you evaluate the quality of the sessions?

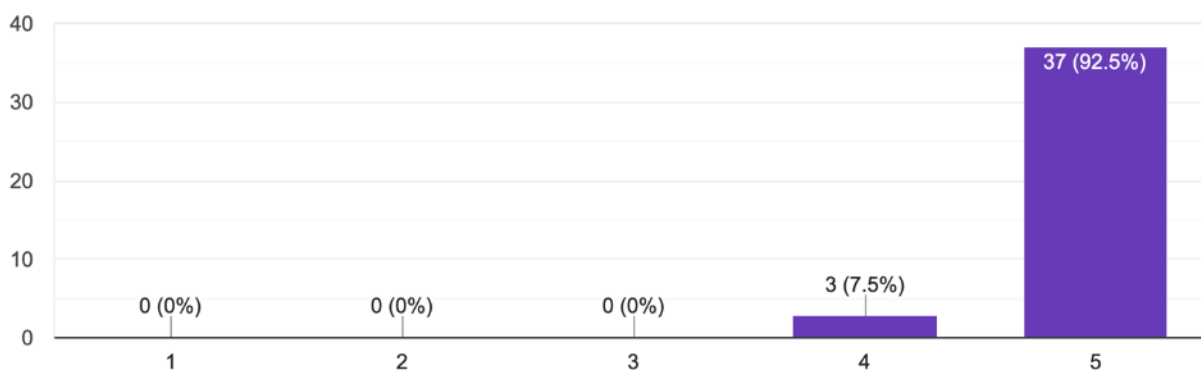
40 responses





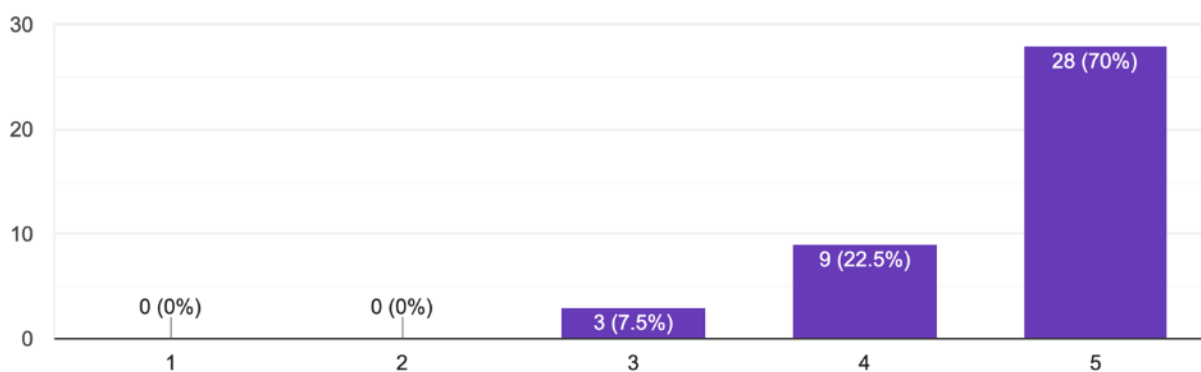
### How would you evaluate the overall quality of the speakers?

40 responses



### How would you evaluate the structure and length of the sessions?

40 responses

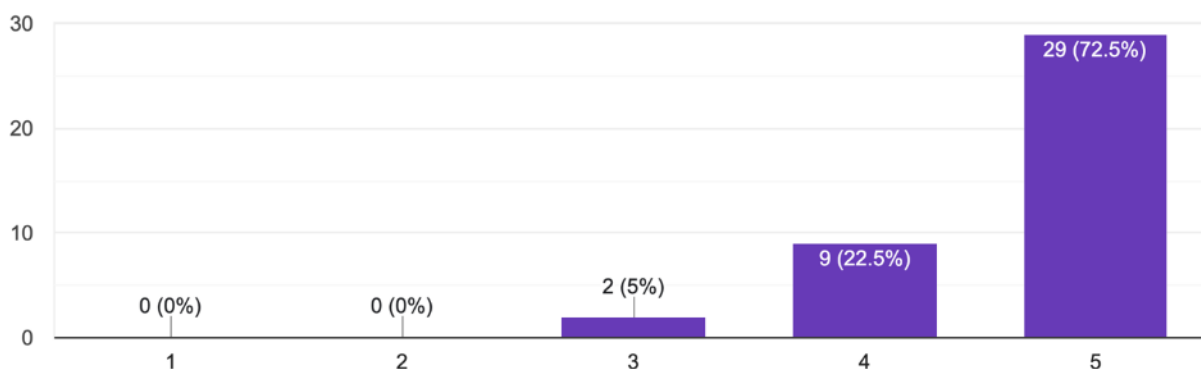






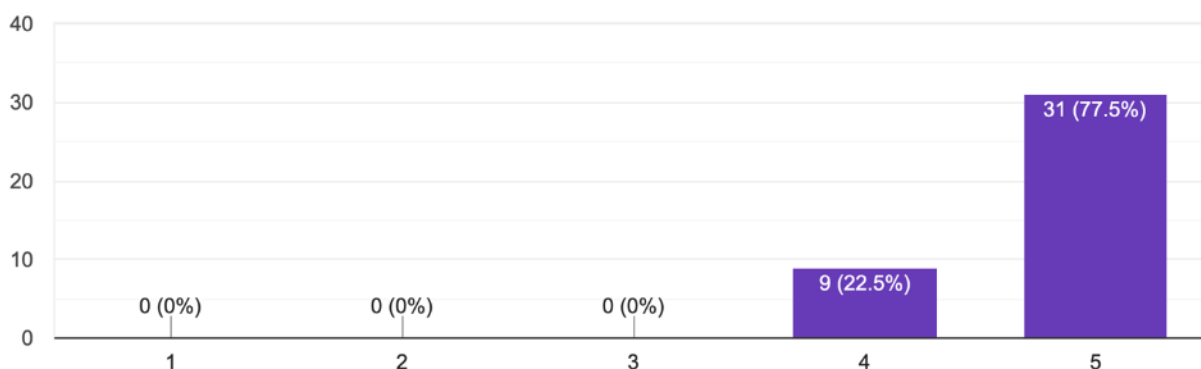
### Did you benefit from the exchange between young people and entrepreneurs?

40 responses



### Have you received suggestions that help you with the topic of sustainability? (1 Absolutely not 5 Absolutely)

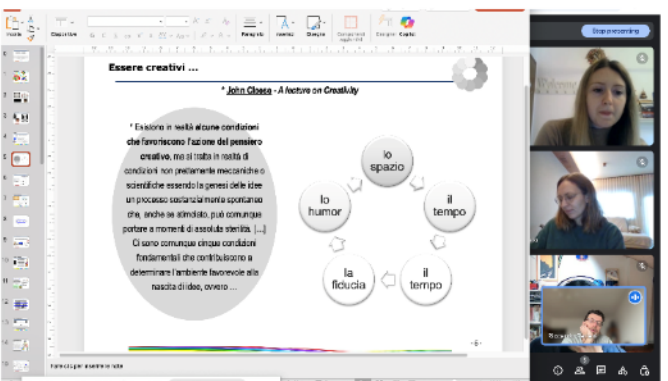
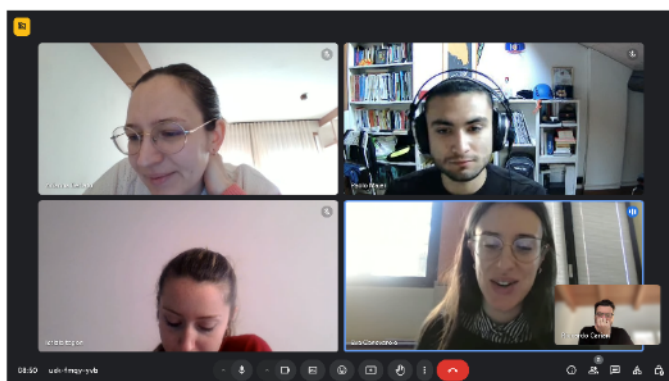
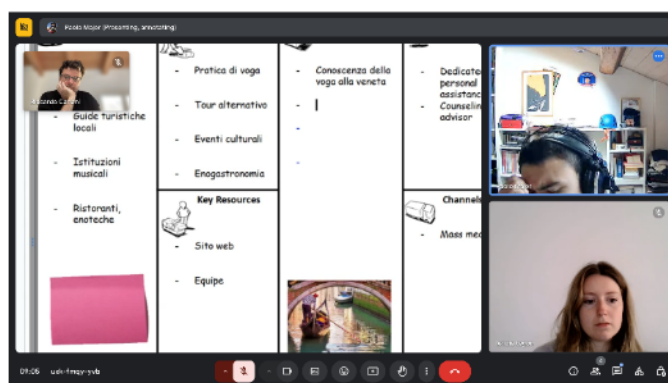
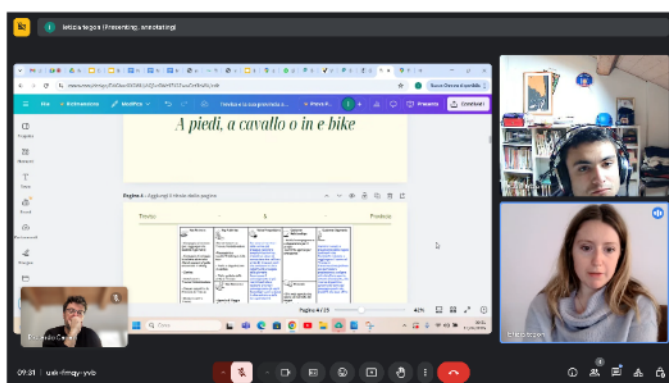
40 responses





## Gallery

### “RESTRICTED - SENIOR” GROUP





## GENERATION “F” GROUP

**EntreComp Framework**

•Co's l'EntreComp Framework:

- Strumento sviluppato dalla Commissione Europea per definire le competenze imprenditoriali.
- Si basa su 3 aree: Idee e opportunità, Risorse, Azione.

•Competenze chiave:

- Creatività, pensiero critico, gestione del rischio, collaborazione, leadership.
- Imprenditorialità significa agire in base a opportunità e Idee, trasformando in valore per le altre persone. Il valore generato può avere carattere economico, culturale o sociale. Si tratta di una delle otto competenze chiave per l'apprendimento permanente.

**Partecipanti (14)**

- ENAP Intern... (Organizzatore, ic)
- Alessandro Zappell
- anna
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon
- Carlo Garzon

**Gigi Brusati Enaip**

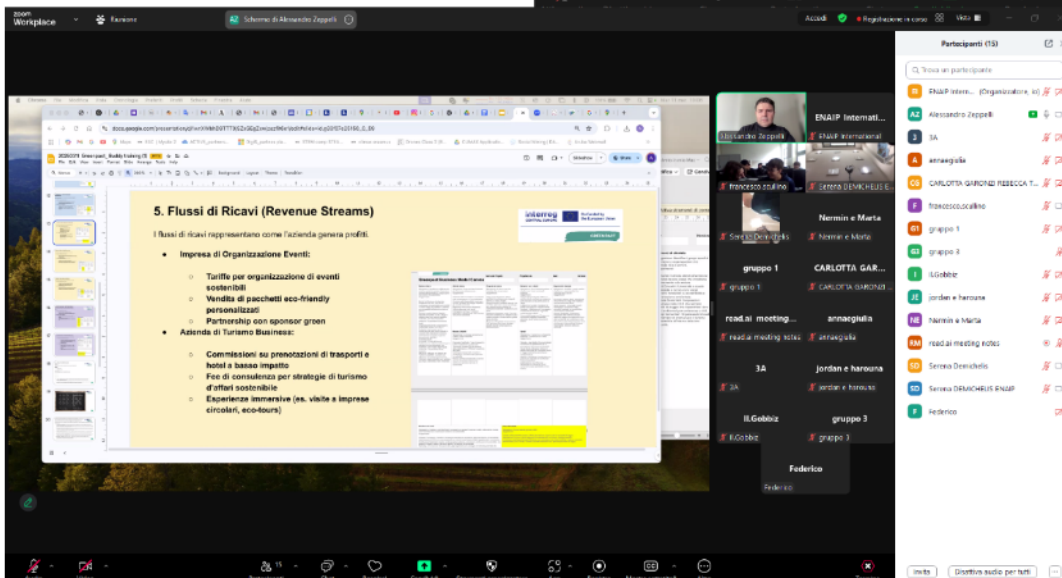
**Partecipanti (13)**

- ENAP Intern... (Organizzatore, ic)
- Alessandro Zappell
- Gigi Brusati Enaip
- Serena Demicheli
- anna giulia
- CARLOTTA GARZON REBECCA TE...
- Fabrizio, Parmet, Nathalia, chad...
- Jordan
- Luca Pirelli: ENAP NET
- Nathan - Ruben - Alessio
- Serena DEMICHELI ENAP
- SHEN
- Normin e Marta

**Gruppo 3**

**Partecipanti (16)**

- ENAP Intern... (Organizzatore, ic)
- Alessandro Zappell
- Francesco Scullino
- Serena Demicheli
- 3A
- anna giulia
- CARLOTTA GARZON REBECCA T...
- gruppo 1
- gruppo 3
- Jordan
- Normin e Marta
- read.ai meeting notes
- Elia
- Federico
- Il Gobbiz
- Thomas
- Federico
- Elia







The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "1. Segmenti di Clientela (Customer Segments)". The slide content includes:

- Impresa di Organizzazione Eventi:**
  - Aziende che desiderano eventi sostenibili e carbon neutral
  - Privati interessati a matrimoni e celebrazioni eco-friendly
  - Enti pubblici e ONG che organizzano eventi con criteri di sostenibilità ambientale
  - Organizzazioni che promuovono conferenze su innovazione e economia circolare
- Azienda di Turismo Business:**
  - Aziende che cercano soluzioni di business travel sostenibile
  - Corporate con strategie ESG (Environmental, Social, Governance)
  - Imprese che organizzano team building esperienziali nella natura
  - Agenzie di viaggio che offrono soluzioni di turismo d'affari a impatto ridotto

On the right side of the Zoom window, there is a list of participants and a chat window. The chat window shows messages from "Alessandro Zeppelli" and "BTM" with links to business-travel-btm.com.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "I 9 Blocchi del Business Model Canvas". The slide content includes:

- Segmenti di Clientela** – Chi sono i clienti a cui l'azienda si rivolge? Si identificano i diversi gruppi di clienti in caratteristiche e necessità.
- Proposta di Valore** – Quale problema del cliente risolve il prodotto/servizio? È ciò che differenzia l'azienda e crea valore per il cliente.
- Canali** – Come l'azienda raggiunge i clienti e distribuisce il proprio prodotto/servizio? Possono essere online indiretti.
- Relazioni con i Clienti** – Come interagisce l'azienda con i clienti? Supporto personale, self-service, community.
- Flussi di Ricavi** – Come l'azienda guadagna dai suoi clienti? Vendita diretta, abbonamenti, pubblicità, licenze.
- Risorse Chiave** – Quali sono le risorse fondamentali per far funzionare il business? Possono essere materiali (umane (team), finanziarie, intellettuali (brevetti, brand)).
- Attività Chiave** – Quali azioni sono indispensabili per offrire la proposta di valore? Produzione, marketing, logistica, software, ecc.

On the right side of the Zoom window, there is a list of participants and a chat window. The chat window shows messages from "Nathan - Ruben - Alessio" and "Chi può vedere i tuoi messaggi?".



## Signature sheet



### 2<sup>nd</sup> GREENPACT Boosting Buddy Training

#### D 2.3.2

#### Participants List

Index number: CE0100090

Date; Time	13 <sup>th</sup> January 2025 – 10.00 am – 1 pm
Venue	ENAIIP VENETO school in Verona, via Bencivenga Biondani 1

No	Surname of Participant	Name of Participant	Institution	Signature
01	CANEVARO	EVA	ENAIIP VENETO	Eva Canevaro
02	CARIANI	RICCARDO	ENAIIP VENETO	Riccardo Cariani
03	BERTASINI	ELISA	ENAIIP VENETO IN	Elisa Bertasini
04	DE PRECC	ALESSANDRO	ENAIIP VENETO	Alessandro De Precc
05	DEMICHELI	SERENA	ENAIIP VENETO	Serena Demicheli



06	Decca - Liberto	Cedricano	Oggetti e Soggetti srl	Cedricano
07	Marcotaron	Thomas		Thomas Marcotaron
08	Zoccatelli	Elio		Elio Zoccatelli
09	GADDE	DAVIDE	TEK SERVICE	David Gadda
10	GATTO	FEDERICO	SIPRO SRL	Federico Gatto
11	XU	LINDIE MATTEO		Matteo Xu
12	AIT EL MAJOUN	YASSER		Yasser Ait El Majoun
13	SOLFA	NATHAN	IDEALCOPY	Nathan Solfa
14	CRACIUN	ALESSIO		Alessio Craciun
15	CORNACCHINI	MADDALENA	SIPRO SRL	Maddalena Cornacchini

2

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16	GRISO	RUBEN	GPG TRATTAMENTO ACQUE	Ruben Garino
17	Gobbi	ANDREA		Andrea Gobbi
18	PIOTR KIEWICZ	ALESSANDRO		AK
19	Zlumin Boratti	BARSOTTI		Zlumin Boratti
20	BERIATO	ARIANNA	FORTES IMPRESA SOCIALE (BARCELONA (IN ASTONRIA))	Iran Bels
21	Kaur	Parmmeet	Hotel Giberti srl	Parmmeet Kaur
22	PiB	FABIA	Hotel Fiera	Fabia
23	Warnakulasuriya Mahalekarnge	Shainy Nirmala	Egs welcome	Shainy
24	Ragunathan	Nathasha	Hotel Giberti	Nathasha
25	Pozzer	Grivea	Hotel Turismo(VR)	Grivea

3

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26	PERUSI	ANNA		Anna Perusi
27	ZHENG	ALESSANDRA	SWEET DREAM SRL	Alessandra Zheng
28	TODERASCU	SOFIA	EASY HOTEL	Toderasca Sofia
29	SEME	HAROUNA		Seme
30	Tesini	Rebecca		Tesini Rebecca
31	Garonzi	Carlotta	Hotel San Pietro srl	Carlotta Garonzi
32	Zodt	Stephan		Stephan Zodt
33	PERERA	SHENAL	HOTEL SAN PIETRO	Shenal Perera
34	BODA	KACIA	LAMAR SRL	Kacia Boda
35	ALEGRI	MARTA	F&F GESTIONI	Marta Alegri

4

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4 / 6



36	BOUTAGIA	NERMIN		<i>Strategia</i>
37	MAIER	PAOLO	IVBC	<i>Paolo Maier</i>
38	REGION	LETIZIA	freelance	<i>Stefano</i>
39	VERDARI	EDOARDO	TECHSERVICE VERDARI SRL	
40	PERETTI	SUJANNA	BTM - Business Trade Management	
41				
42				
43				
44				
45				
46				

5

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# Buddy Boosting Training Program: CIRCULATOR program - Accelerator for Sustainable Business and Circular Innovation

D.2.3.2 - Croatia (Step RI/PP5 + City of Rijeka/PP6)

Version 1

03 2025





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## Regional approach

While the core principles of the GREENPACT program apply across all regions, in Croatia, the program was adapted to address the specific challenges of the tourism and creative industries, particularly in light of the seasonal nature of tourism. The entire program was conducted in person.

The second BBTP in Croatia was jointly planned by the PP5 (Step Ri) and PP6 (City of Rijeka), together with the support of the associated partner Faculty of Tourism and Hospitality Management (FTHM). Croatia named the program “CIRKULATOR - Akcelerator održivog poslovanja i stvaranja cirkularnih inovacija”, which translates to: “CIRCULATOR program - Accelerator for Sustainable Business and Circular Innovation”.

Live training sessions were chosen because of the direct interaction, immediate feedback, and hands-on collaboration, fostering deeper engagement and more effective learning experiences. A structured schedule was developed and a public call for participation in the regional GREENPACT program was issued. The three-month program consisted of five workshops, each consisting of two-hour lectures, an hour and a half of independent work, and a thirty-minute discussion on completed tasks. The program started on January 28<sup>th</sup>, 2025, and concluded on March 18<sup>th</sup>, 2025.

Applications were open to future and existing entrepreneurs and managers in tourism and creative industries interested in learning about circular economy principles and impact entrepreneurship. The program provided training, counseling, and mentorship, with the goal of transforming businesses toward sustainable practices.

Applications were submitted online, requiring participants to provide their name, company or institution, email address, phone number, and current position. A total of 24 were received, with 18 participants actively engaging in the program. There were 6 participants from Gen F, 11 from the SME sector, and 1 from NGOs.

In Croatia, the certification scheme was introduced as an interactive component of the training programme, with a special focus on involving all participants. During the training sessions, they took part in structured brainstorming activities where they discussed what sustainability means in practice and identified the values and behaviours they believe define a ‘Green’ individual or business. In that way, we collected meaningful, experience-based feedback, which was then used to refine and adapt the certification scheme. The ideas generated during these discussions directly influenced the creation of the responsive certification scheme. By incorporating participants’ perspectives, the certification model will be made more relevant, practical, and engaging for its target audience, while also reinforcing educational outcomes related to sustainable development.

Following the successful completion of the second cohort, the next steps involve preparing for the Final International Lab in Bratislava, Slovakia. Selection for this lab is ongoing, with participants chosen based on their performance and proposed solutions during the training.



## Program

The CIRKULATOR program consisted of a structured series of five in-person workshops, held between January 28 and March 18, 2025, at STEP RI in Croatia. Each session, led by experienced trainer Boris Golob, lasted four hours and covered key aspects of circular economy implementation. The workshops began with "Creating a Circular Business Strategy" (January 28), followed by "Creating Circular Products and Services" (February 4). Participants then explored "Circular Business Models" (February 25) and "Green Transformation - Implementation Plan" (March 4). The series concluded with "Managing business changes and measuring the impact of circular transformation" (March 18), equipping attendees with the necessary skills to drive sustainable business transformation.

The whole program can be seen in the Table below.

<div><div><div><div><div>interreg</div><div>CENTRAL EUROPE</div></div><div></div><div>Co-funded by the European Union</div></div><div>GREENPACT</div></div><div></div></div>					
<p><b>GREENPACT – CIRKULATOR program</b></p> <p>Accelerator for Sustainable Business and Circular Innovation</p> <p>From January 28, 2025, to March 18, 2025.</p>					
Day	Date	Time	Education	Lecturer	Location
Tuesday	28.01.2025.	10 am – 2 pm	Creating a circular business strategy	Boris Golob	STEP RI, Radmile Matejčić 10
Tuesday	04.02.2025.	10 am – 2 pm	Creating circular products and services	Boris Golob	STEP RI, Radmile Matejčić 10
Tuesday	25.02.2025.	10 am – 2 pm	Circular business models	Boris Golob	STEP RI, Radmile Matejčić 10
Tuesday	04.03.2025.	10 am – 2 pm	Green transformation – implementation plan	Boris Golob	STEP RI, Radmile Matejčić 10
Tuesday	18.03.2025.	10 am – 2 pm	Managing business changes and measuring the impact of circular transformation	Boris Golob	STEP RI, Radmile Matejčić 10

STEPRI





Here is an example of how the certificate looked for one of the participants:





## Registrations and Participants

The application process was open to both Gen F and tourism and/or creative industries, who were eager to deepen their understanding of circular economy principles and impact-driven entrepreneurship. The program offered a combination of training, mentorship, and counseling, aiming to guide businesses toward more sustainable practices.

We received the applications online where participants provided the following information:

- **Name:**
- **Company/Institution/Organization:**
- **Email Address:**
- **Phone Number:**
- **Position:**

A total of 24 applications were received, with 18 individuals actively taking part in the program. Among them, 6 participants came from Gen F, 11 represented the SME sector, and 1 participant was from an NGO.

Interreg CENTRAL EUROPE Co-funded by the European Union

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Potpisna lista za događaj:

**GREENPACT – program CIRKULATOR**  
Akcelerator održivog poslovanja i stvaranja cirkularnih inovacija

Utorak, 28. siječnja 2025., 10:00 sati

D.2.3.2 2nd training cohort

Napomena: Potpisom na potpisnoj listi dajem svoju izričitu suglasnost i privolu da STEP RI prikuplja, obrađuje i koristi moje osobne podatke u svrhu dokazivanja provedene aktivnosti, dostave materijala s radionica te promocije događanja i aktivnosti STEP RI-ja.

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Potpisna lista za događaj:

**GREENPACT – program CIRKULATOR**  
Akcelerator održivog poslovanja i stvaranja cirkularnih inovacija

**Stvaranje cirkularnih proizvoda i usluga**  
Utorak, 4. veljače 2025., 10:00 sati

D.2.3.2 2nd training cohort

Napomena: Potpisom na potpisnoj listi dajem svoju izričitu suglasnost i privolu da STEP RI prikuplja, obrađuje i koristi moje osobne podatke u svrhu dokazivanja provedene aktivnosti, dostave materijala s radionica te promocije događanja i aktivnosti STEP RI-ja.

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Potpisna lista za događaj:

**GREENPACT – program CIRKULATOR**  
**Akcelerator održivog poslovanja i stvaranja cirkularnih inovacija**

**Cirkularni poslovni modeli**  
Utorak, 25. veljače 2025., 10:00 sati

D.2.3.2 2nd training cohort

Napomena: Potpisom na potpisnoj listi dajem svoju izričitu suglasnost i privolu da STEP RI prikuplja, obrađuje i koristi moje osobne podatke u svrhu dokazivanja provedene aktivnosti, dostave materijala s radionica te promocije događanja i aktivnosti STEP RI-ja.

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Potpisna lista za događaj:

**GREENPACT – program CIRKULATOR**  
**Akcelerator održivog poslovanja i stvaranja cirkularnih inovacija**

**Zelena transformacija – plan provedbe**  
Utorak, 4. ožujka 2025., 10:00 sati

D.2.3.2 2nd training cohort

Napomena: Potpisom na potpisnoj listi dajem svoju izričitu suglasnost i privolu da STEP RI prikuplja, obrađuje i koristi moje osobne podatke u svrhu dokazivanja provedene aktivnosti, dostave materijala s radionica te promocije događanja i aktivnosti STEP RI-ja.

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Potpisna lista za događaj:

**GREENPACT – program CIRKULATOR**  
**Akcelerator održivog poslovanja i stvaranja cirkularnih inovacija**

**Upravljanje promjenama u poduzeću i mjerenje utjecaja cirkularne transformacije**  
Utorak, 18. ožujka 2025., 10:00 sati

D.2.3.2 2nd training cohort

Napomena: Potpisom na potpisnoj listi dajem svoju izričitu suglasnost i privolu da STEP RI prikuplja, obrađuje i koristi moje osobne podatke u svrhu dokazivanja provedene aktivnosti, dostave materijala s radionica te promocije događanja i aktivnosti STEP RI-ja.

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Potpisna lista

**GREENPACT – program CIRKULATOR**  
**Akcelerator održivog poslovanja i stvaranja cirkularnih inovacija**

Srijeda, 26. ožujka 2025.

D.2.3.2 2nd training cohort

Napomena: Potpisom na potpisnoj listi dajem svoju izričitu suglasnost i privolu da STEP RI prikuplja, obrađuje i koristi moje osobne podatke u svrhu dokazivanja provedene aktivnosti, dostave materijala s radionica te promocije događanja i aktivnosti STEP RI-ja.

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## Result and Feedback

At the end of each workshop, participants completed evaluation forms on their satisfaction with the trainer and workshops. The evaluation form consisted of 5 questions with a scale of 1-5 points, with a grade of 1 indicating dissatisfaction and 5 indicating great satisfaction.

The 5 questions were as follows:

1. The workshop met my expectations.
2. The knowledge gained is applicable in practice.
3. The content was well-structured and easy to follow.
4. The knowledge I gained will help me perform better.
5. The trainer is knowledgeable and knows how to convey knowledge.

The participant evaluations for each workshop showed a high level of satisfaction with the whole program.

The first workshop (28.01.25) received an overall positive rating, with an average score of 4,80 highlighting the expertise of the trainer. The second (04.02.25) and third (25.02.25) sessions received nearly perfect scores, with multiple categories achieving a score of 5. The fourth session (04.03.25) had slightly lower scores, with some ratings dropping to 4,60 indicating slightly varied participant experiences. The final session (18.03.25) saw strong feedback, with high ratings for practical applicability and trainer expertise. The overall average rating for all the workshops throughout the entire program was 4,85.

Participants were very positive about the whole program, finding it useful and relevant to their work. They appreciated the focus on circular transformation and sustainability and felt it gave them valuable ideas for their businesses. Some of the participants recommended keeping this theme in future programs because they believe it supports growth and new ideas.





## Impressions and Lessons Learned

During Greenpact's Boosting Body trainings and workshops, participants engaged in a series of targeted circular transformation interventions. These sessions are designed to deepen understanding of various dimensions of the circular economy and equip participants with practical tools and strategies to support transformation initiatives. The interventions focus on exploring key aspects of circular transformation—from system-level thinking to innovation in service models. Participants are guided through processes that help them identify, develop, and enhance both new and existing services tailored for clients in the public and private sectors. Whether organizations are just beginning their circular journey or looking to scale existing efforts, the interventions offer valuable support in uncovering and seizing diverse opportunities for circular transformation.

The following table presents an overview of participants and their ideas and efforts to integrate circular economy principles into various industries.

Dinko Đurđević	Green Sustainable Solutions d.o.o.	<b>Circular Transformation Development</b>  This participant is focused on gaining a comprehensive understanding of the various aspects of circular transformation. Through the Greenpact Boosting Body training, they are actively working on developing and upgrading both new and existing services aimed at clients in the public and private sectors. Their goal is to support organizations in identifying and pursuing a wide range of opportunities for circular transformation, tailoring solutions that align with the unique needs and ambitions of each customer.
Antoaneta Šimunović	Luxury Living d.o.o.	<b>Transforming Media into a Sustainable Service</b>  This participant is dedicated to reimagining a media product—specifically a news magazine and related content—into a more sustainable and impactful value proposition. Their transformation journey involves shifting from a product-centric model toward a service-oriented approach. By doing so, they aim to amplify the positive social and environmental impacts of their media offering while reducing its negative footprint. This evolution supports a broader, more circular vision of value creation in the media landscape.
Nataša Janković	StartUp: Nat's Wooden World	<b>Embedding Circularity into a Wooden Toy Startup</b>  As the founder of a startup built around an innovative concept of wooden toys, Nataša focused on integrating multiple dimensions of circular transformation into her business model. Her approach spans from sourcing natural raw materials to envisioning sustainable manufacturing and distribution processes. By embedding circular principles and strategies at the core of her operations, she is not only enhancing the environmental and social sustainability of the venture but also turning circularity into a key competitive advantage and a central element of the startup's value proposition.
Josip Vuković	Kvarner ravioli	<b>Circular Transformation in Artisan Pasta Production</b>  This participant is working on aligning the production and distribution of home-made pasta with circular economy principles. Their goal is to evolve into a sustainable supplier for the regional tourism and hospitality sector by leveraging locally sourced, natural ingredients and implementing no-waste manufacturing practices. Through this transformation, they aim to create a resilient, eco-conscious business model that contributes to local food systems while minimizing environmental impact.



Anita Majstrovic Dukić	RESET, business consultancy	<p><b>Circular Services for Regional Utilities and Tourism Infrastructure</b></p> <p>This participant is focused on designing and developing new services that enable the circular transformation of regional utility companies as well as infrastructure and organizations within the tourism industry. By identifying key intervention points and applying circular strategies, they aim to support these sectors in becoming more resource-efficient, resilient, and sustainable—driving long-term value while reducing environmental impact.</p>
Ivana Rumac	Rumac Solutions d.o.o.	<p><b>Circular Transformation in Creative Services and Leadership Consulting</b></p> <p>This participant is working on upgrading their creative services and consulting practice by integrating circular transformation strategies and principles. Their focus is on providing management and strategic support to leaders and decision-makers, helping them navigate the shift toward more sustainable, regenerative, and future-fit organizations. By embedding circular thinking into leadership development and strategic processes, they aim to offer enhanced value and long-term impact to their clients.</p>
Saša Matijašić	Logit internet usluge d.o.o.	<p><b>Circular Transformation of a Training and Consulting Platform</b></p> <p>This participant is focused on improving the sustainability of a platform dedicated to the promotion and sales of training and consulting services. By introducing circular transformation principles, they aim to redesign the platform's operations and value offering—enhancing resource efficiency, reducing waste, and creating long-term positive impacts. Their goal is to align the platform's growth with circular economy values, making it a catalyst for more sustainable professional development and knowledge exchange.</p>



## Gallery







# Buddy Boosting Training Program: 13-week GREENPACT training program September 26 - December 19, 2024

D.2.3.2 - South Bohemia Region (HK ČR/PP7 + VŠTE/PP8)

Version 1.1

05 2025







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## Background

The South Bohemia Region is one of the most significant tourist destinations in the Czech Republic. In 2024, it attracted over 1.75 million visitors, who spent more than 4.6 million nights in the area, with approximately 70% being domestic tourists. Tourism serves as a vital economic pillar for the region, though it also presents environmental and social challenges, which the region addresses through sustainable development strategies.

The high proportion of small and medium-sized enterprises in the accommodation and gastronomy sectors, combined with growing expectations from both visitors and residents, led the project team to focus the GREENPACT project on sustainable and circular solutions in the hospitality sector, including ecologically oriented marketing communication and the authentic storytelling of products. Supporting regional food producers and linking them with the gastronomy sector is also key, as it shortens supply chains and strengthens the local economy. Emphasis is placed on developing circular leisure activities, such as nature-based team building and experiential programs with an environmental dimension.

The chosen priorities directly align with the region's development strategy and national goals, such as the Circular Czechia 2040 initiative. The South Bohemia Region views a sustainable hospitality sector, the use of local resources, and green communication in tourism as essential for maintaining the region's competitiveness and reducing its environmental footprint.



## Organisation of the training program in South Bohemia

The second Buddy Boosting Training Program (BBTP) in South Bohemia (the Czech Republic), entitled “The 13-week GREENPACT training program”, took place on the premises of The Institute of Technology and Business (VŠTE) in České Budějovice. It was jointly prepared and organised by VŠTE (PP8) and HK ČR (PP7). The program encompassed 13 face-to-face sessions, all regularly held on Thursdays from 11:25 to 12:55 between September 26<sup>th</sup> and December 19<sup>th</sup> and lectured by VŠTE experts. The aim was to pass on the necessary knowledge and support teams of GenF participants in preparing their circular and sustainable ideas for the hospitality and creative industries. The last session included presentations of developed proposals to professionals from the Czech Chamber of Commerce, the hospitality sector, and PR.

The second BBTP involved a total of 30 participants, comprising 20 GenF participants, 4 representatives from 3 different companies, 1 business expert/project partner from the Czech Chamber of Commerce, and 5 members of academia. The program facilitated the development of innovative, sustainable business proposals in the hospitality and creative industries. These efforts generated numerous collaboration opportunities and practical ideas for business transformation. The GenF participants were divided into 5 teams. Each team developed a project addressing sustainability and circular economy challenges in tourism and accommodation. The projects focused on real-life improvements regarding sustainable operations in hospitality services and innovative customer engagement.

The collaborations began across various platforms, prioritizing sustainability and environmental responsibility. Key ideas generated were related to social media strategies to engage younger audiences through creative, trend-based content, eco-friendly campaigns, and influencer partnerships. Additionally, family-oriented and educational concepts were developed, such as interactive websites and apps promoting green habits, along with corporate team-building retreats and student programs designed to foster teamwork and critical thinking through sustainability challenges. These initiatives aimed to inspire long-term commitment to eco-conscious behaviour.

## Training outcomes - the ideas generated

Individual teams concentrated on developing innovative ideas for the hospitality sector. They presented their final proposals to an expert panel consisting of representatives of SMEs and business professionals at the final event on 19. 12. 2024.

There were 5 resulting ideas outlining various strategies and concepts aimed at sustainability and environmental responsibility:

- The first idea discussed a TikTok strategy for an accommodation company, emphasizing engaging videos and regular posting to build brand awareness and promote sustainability.
- The second idea proposed an Instagram strategy featuring eco-friendly content, influencer partnerships, and local filming to encourage responsible behaviour among younger audiences.
- The third idea described a family-oriented website and mobile app, offering interactive eco-friendly tasks and rewards to promote green habits through gamification and visual storytelling.
- The fourth idea introduced a corporate team-building retreat with sustainable activities such as tree planting and DIY workshops to foster teamwork and environmental awareness.
- The fifth idea suggested an educational program for students related to circularity, featuring a mix of film screenings, debates, and interactive challenges aimed at inspiring critical thinking and long-term commitment to sustainability.



All ideas, described in more detail below, received valuable feedback from businesspeople who positively evaluated suggestions by the GenF participants and even expressed an interest in pursuing several propositions, cooperating on them within their marketing teams in practice and implementing them in their future strategies.

#### **Idea 1 - TikTok strategy to promote sustainability**

The team created a TikTok strategy for an accommodation company to promote sustainability and build brand awareness. They produced five engaging, trend-based videos with interactive elements and consistent branding. The strategy emphasized varied formats, regular posting, and In-Feed Ads. Content ranged from storytelling in apartments to fun, music-driven clips. The project served as both a creative launchpad for the company's TikTok presence and a valuable learning experience in digital marketing and sustainability communication.

#### **Idea 2 - Instagram strategy focused on eco-storytelling**

The idea was based on an Instagram strategy dealing with ecology, circularity, and sustainability. It included content plans for posts, stories, and Reels, supported by a green hashtag campaign and influencer partnerships. The participants proposed eco-storytelling videos and cleanup initiatives, as well as a DIY contest offering free accommodation as a prize. They also suggested adapting the ideas for TikTok and filming locally to highlight the natural setting, aiming to reach younger audiences and promote responsible behaviour.

#### **Idea 3 - Family-oriented concept promoting eco-friendly behaviour**

The team presented a family-oriented concept for teaching eco-friendly behaviour through interactive experiences. They proposed a redesigned website with games, quizzes, and recycling challenges, alongside a mobile app with eco-tasks and a reward system. Motivational elements encouraged visitors to adopt green habits. Pictograms with fun slogans reinforced key messages, and the impact of recycling was highlighted using striking comparisons. The project effectively blended education, gamification, and storytelling for all ages.

#### **Idea 4 - Corporate team-building retreat focused on ecology and circularity**

This idea introduced a corporate team-building retreat focused on ecology and circularity. Over several days, participants would engage in tree planting, birdhouse crafting, DIY lunches, quizzes, workshops, and wellness activities. The experience was designed to build relationships, foster teamwork, and promote sustainable habits in a relaxed, natural setting. The program concluded with a celebration, leaving participants with stronger bonds and a better understanding of environmental responsibility.

#### **Idea 5 - Sustainability and circularity teambuilding program for students**

The idea proposed an educational teambuilding program for students, centered on sustainability and circularity. Activities included film screenings, quizzes, art workshops, debates, and a full-day "Green Challenge." QR codes placed around the area provided eco-tips and sustainability facts. The program aimed to inspire critical thinking and long-term commitment to environmental values through a mix of learning, creativity, and interactive challenges in a real-world setting.



## Self-assessment and certification tool

Following the given framework, the GenF participants developed proposals for a self-assessment certification tool aimed at businesses in the hospitality and creative industries. The objective was to design a practical, credible, and user-friendly tool reflecting key aspects of sustainable development.

The outputs consistently identified essential thematic areas such as resource efficiency, environmental responsibility, safety and hygiene. Additionally, the project teams addressed frequently overlooked dimensions, including service quality, innovation, financial stability, digitalisation, social responsibility, and education of both employees and customers. The assessment questions were structured using a five-point Likert scale to ensure comparability of results.

When compared to the existing GREENPACT certification tool, several gaps were identified, particularly in areas such as technological innovation, circular economy practices, public communication, and sector-specific needs of the creative industry. Recommendations concerned improving the measurability of outcomes, enhancing transparency, and incorporating innovation and digital tools into the evaluation process.

The work delivered by the GenF participants demonstrates a structured and forward-thinking approach to sustainability, capturing the multifaceted nature of the topic and aligning with contemporary and future challenges facing businesses in the target sectors.



The feedback from the GenF participants was gathered through an online questionnaire and served as a basis for further development and enhancement of the Self-assessment and certification tool.

## Training program


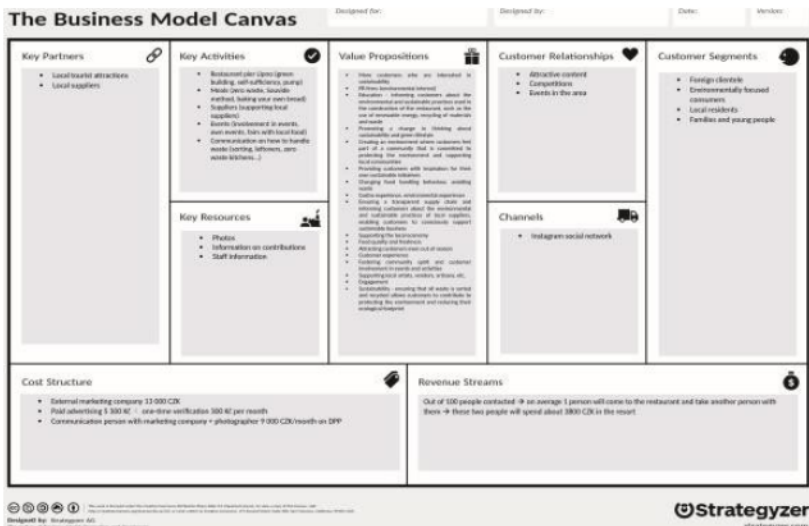

WHEN	WHAT	WHO	WHERE
26.9.	<p>Welcoming all participants of the Buddy Boosting Training Program (BBTP)</p> <p>GenF participants introduced to the concept and main principles of the circular economy in the hospitality sector</p>	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)
			






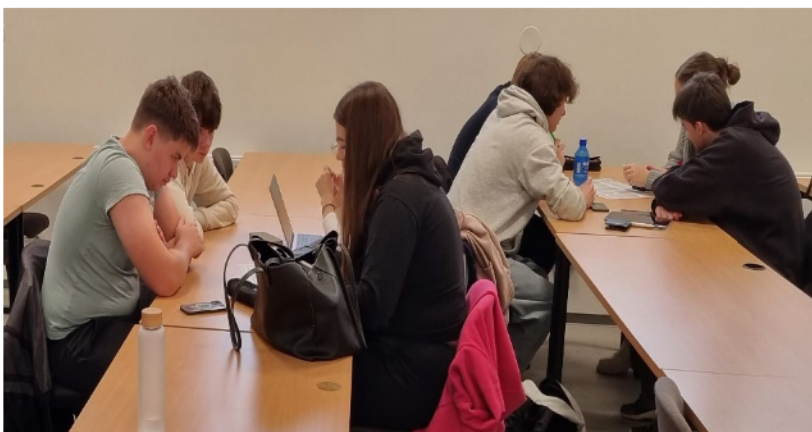

3.10.	<p>Outline of individual topics connected to the BBTP content</p> <p>Formation of teams of GenF participants and selection of one of the topics for semester projects to be completed by each team</p> 	<p>Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)</p>	<p>on-site (VŠTE)</p>
10.10.	<p>Active engagement of all GenF participants in a field trip to hospitality facilities at Korzo Lipno, Lipno nad Vltavou, South Bohemia (with the involvement of Mr. Jiří Šilha, Korzo Lipno marketing manager)</p> 	<p>Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE), Daniel Raušer (VŠTE), Jiří Šilha (Korzo Lipno)</p>	<p>on-site (VŠTE)</p>
17.10.	<p>Planning of individual activities that each team will implement to achieve defined goals of their projects</p>	<p>Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)</p>	<p>on-site (VŠTE)</p>



			
24.10.	<p>Each team working together on the “Key Activities” and “Value Propositions” sections of the Business Model Canvas</p> 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)
31.10.	<p>Each team working together on the “Customer Segments” and “Customer Relationships” sections of the Business Model Canvas</p> 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)
7.11.	<p>Each team working together on the “Key Resources”, “Key Partners” and “Channels” sections of the Business Model Canvas</p>	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)







			
14.11.	<p>Each team working together on the “Cost Structure” and “Revenue Streams” sections of the Business Model Canvas</p> 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)
21.11.	<p>Discussions with individual teams about their completed versions of the Business Model Canvas</p> 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)
28.11.	<p>Discussions with individual teams about their completed versions of the Business Model Canvas</p> <p>Instructions on how to develop and give presentations</p>	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)



	<p><b>Presentation of student projects Buddy Training Programme</b></p> <p><b>Benefits of activities</b></p> <ul style="list-style-type: none"> <li><b>Sustainability</b> <ul style="list-style-type: none"> <li>❖ Continuous productivity</li> <li>❖ Process and product improvement</li> </ul> </li> <li><b>Uniqueness</b> <ul style="list-style-type: none"> <li>❖ Support for sustainable transport</li> <li>❖ Originality and beauty of the location</li> </ul> </li> <li><b>Ecology</b> <ul style="list-style-type: none"> <li>❖ Promoting a sustainable lifestyle</li> <li>❖ Environmental impact</li> </ul> </li> <li><b>Green experiences</b> <ul style="list-style-type: none"> <li>❖ Improving the quality of life of residents</li> <li>❖ Harmony with nature</li> </ul> </li> </ul> <p><b>Circularity</b></p>		
5. 12.	<p>Individual teams developing their project presentations</p>	<p>Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)</p>	<p>on-site (VŠTE)</p>





12.12.	<p>Individual teams developing their project presentations</p> 	<p>Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)</p>	<p>on-site (VŠTE)</p>
19.12.	<p>Presentations of completed projects and their defense by each team in front of professionals from the Czech Chamber of Commerce, the hospitality sector, and PR</p> 	<p>Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE), Matěj Mareš (HK ČR), Jarmila Haismanová (PR), Jiří Šilha (Korzo Lipno)</p>	<p>on-site (VŠTE)</p>





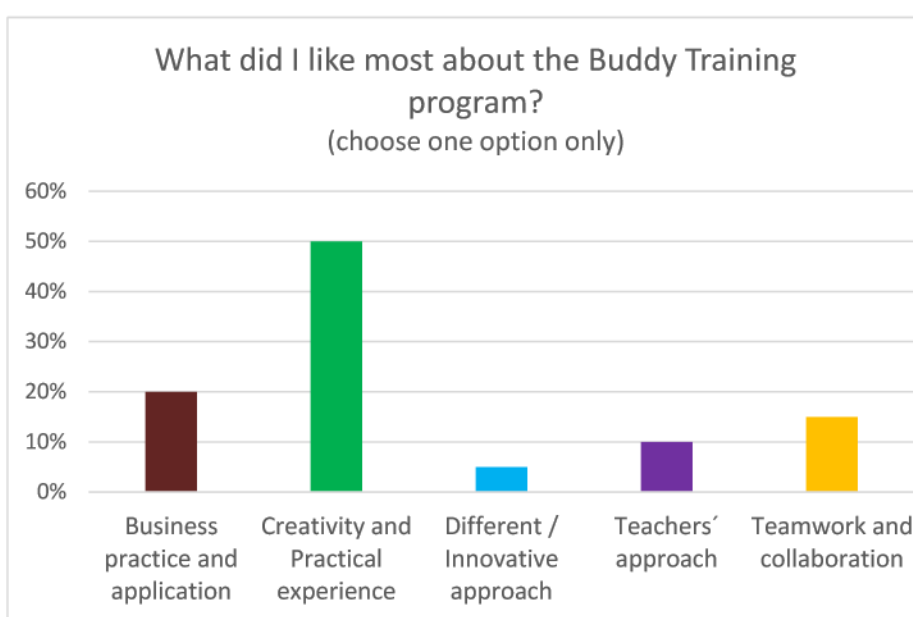
## Registrations and Participants

A total of 22 participants took part in the first session of the second Buddy Boosting Training Program (BBTP) held on the premises of The Institute of Technology and Business (VŠTE) in České Budějovice (South Bohemia) on 26<sup>th</sup> September 2024. On average, all 13 BBTP sessions were attended by 19 participants. The majority of them included representatives of the GenF as young, aspiring entrepreneurs. The BBTP was eventually completed by 20 GenF participants divided into 5 teams, with each team formed by 4 members.

## Result/Feedback

After the program finished, all 20 GenF participants were asked to provide their feedback by responding to three questions in an online questionnaire via Google Forms. The questions were as follows: 1) What did I like about the Buddy Training Program? 2) What would I change about the concept of the Buddy Training Program in the future? 3) In which areas has the program helped me for my future studies or career? In total, 17 questionnaires were completed, with the results shown below.

### 1) What did I like about the Buddy Training Program?



Concerning the first question, the questionnaire included a section with five categories (or choices of answers, see above) that the GenF participants were supposed to mark based on their preferences. A blank space then followed, which enabled the GenF participants to be more specific and write their comments. These aspects were particularly appreciated:

- Direct connection to real business situations and practices.
- Not just theory, but the chance to gain some practical experience.
- The innovative structure of the sessions with ample opportunities for creativity and cooperation.
- Everything took place in a friendly environment.
- Collaborative group activities, practical application of concepts, and diverse insights shared by seasoned professionals.
- The teachers acted as professional mentors.
- Creative ideas, a shift from theory to practice.



<p>2) What would I change about the concept of the Buddy Training Program in the future?</p>	<p>To answer the second question, a blank space for open-ended comments was provided on the questionnaire so that the GenF participants could express their opinions on the program's concept and also suggest possible changes. The following are examples of their comments:</p> <ul style="list-style-type: none"> <li>• Allow more time for finishing the project which could be started in regular lectures during the semester.</li> <li>• Reduce time for other activities such as lectures and provide some extra time for discussions and meeting the project deadline.</li> <li>• Add more role-playing exercises to better stimulate real situations.</li> <li>• There could be optional modules or resources.</li> <li>• Organize more networking sessions with experienced professionals.</li> <li>• No changes are needed, keep the same format.</li> </ul>												
<p>3) In which areas has the program helped me for my future studies or career?</p>	<div data-bbox="491 846 1433 1417"> <p>In which areas has the program helped me for my future studies or career the most? (choose one option only)</p> <table border="1"> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Creativity and strategic thinking</td> <td>20%</td> </tr> <tr> <td>Knowledge and information</td> <td>30%</td> </tr> <tr> <td>New experience and skills</td> <td>35%</td> </tr> <tr> <td>Teamwork and collaboration</td> <td>10%</td> </tr> <tr> <td>Other areas</td> <td>5%</td> </tr> </tbody> </table> </div> <p>As regards the third question, the questionnaire again contained a section with five categories (or choices of answers, see above) that the GenF participants were asked to mark in connection with their preferences. Also, a blank space then followed, allowing the GenF participants to be more specific and write their comments. These aspects were particularly appreciated:</p> <ul style="list-style-type: none"> <li>• Effective group cooperation and task management abilities.</li> <li>• The opportunity to present to a panel of professionals was especially great and rewarding.</li> <li>• Seminar structure focusing on projects has increased my ability to function as part of a team.</li> <li>• My teamwork and interpersonal communication have really improved during this program.</li> <li>• Being more open-minded about innovations and being more assertive in sharing thoughts with others.</li> <li>• Having confidence in expressing views, embracing team collaboration, and thinking outside the box.</li> <li>• Fresh knowledge, alternative approaches to work, and understanding of business operations.</li> </ul>	Category	Percentage	Creativity and strategic thinking	20%	Knowledge and information	30%	New experience and skills	35%	Teamwork and collaboration	10%	Other areas	5%
Category	Percentage												
Creativity and strategic thinking	20%												
Knowledge and information	30%												
New experience and skills	35%												
Teamwork and collaboration	10%												
Other areas	5%												





## Impressions

Based on the feedback provided above, the main outcome of the BBTP can be summarised as follows:

- Professional Development and Practical Experience
- Enhanced Team Collaboration Skills
- Personal Growth and Confidence Building
- Business Operations Understanding
- Project Management Competencies

*Additional photos from the final presentations*



# Buddy Boosting Training Program: “Mysliet’ udržateľne, konať udržateľne” - 18<sup>th</sup> of November 2024 - 31<sup>st</sup> of March 2025

Version 1

07 2024



UNIVERSITY OF ECONOMICS IN BRATISLAVA  
FACULTY OF BUSINESS MANAGEMENT

Interreg  
CENTRAL EUROPE



Co-funded by  
the European Union

## CERTIFICATE OF ACHIEVEMENT

This certificate confirms that

*Name Surname*

successfully completed the

**Green and Impact Entrepreneurship Boosting Buddy Training Program,**

focused on circular economy, business transformation and impact entrepreneurship. Participant gained comprehensive theoretical and practical skills in sustainable business practices for the tourism and creative industries.

**Peter Markovič**  
Project manager

**Martin Novysedlák**  
Program coordinator







## Content

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## Regional approach

BBTP has been offered as a voluntary activity for the students of our university or any other interested parties through an open call, offering the opportunity to enhance their knowledge and skills thanks to direct contact with various stakeholders who are active either in the topics of sustainability and green transition or are active in business with focus on tourism and are implementors of green innovation into day-to-day operations, offering their customers an added value.

We as a partner and academic institution have covered the theory of green transition, a topic that is very current and have delivered up to date information from research field, processing information from academic papers and journals, sharing the findings with students. This was mostly done in the first meeting with the attendees, the Kick-off, in the follow-up activities we have served as a moderator between the experts and students.

We tried to ensure a wide typological variety of external subjects. In all of the sessions, the external speakers/experts were given opportunity to tell the Futurepreneurs about their activities and the story that led them to where they are now. An integral part of each session was the discussion, allowing Futurepreneurs to ask directly and seek answers to what interests them. We concentrated on the area of sustainability certification, examples of good practice and the desired "green behavior".

The training was based on facilitating solutions to real-world business issues in the tourism sector concerning introducing circular and sustainable approaches in the business environment, together with creative methods of work in order for creation of new possible approaches. The challenges identified concerned at four topics:

- I. Efficient energy management systems - support by artificial intelligence.
- II. Linking to local producers (...raw materials, packaging, food & more...).
- III. Sustainable management of the premises and promoting sustainable practices (recycling, upcycling, reducing, removing) to the customers.
- IV. Greening of the production process, economic and financial impacts of the production and processing of plastics obtained in the deposit system of PET bottles in the Slovak Republic.

In terms of organisation, it has been decided to organise events in winter and spring semester (more than the 3-month timeframe), we wanted to provide students with a creative break (during the exam period) and in March 2025 we intensified the creative part of the program.



A notable factor with the buddy programme was the volatility of attendees. As the participants were selected through an open call, it was fully on the Futurepreneurs preference, availability and selection on which sessions they decided to participate. We do not see a way to force someone to attend a session in which the topic does not interest him/her, and we also do not think that enforcing attendance in any way would be beneficial to any of the affected parties or the project activity. For each session we have managed to attract a feasible number of attendees and create a very engaging and friendly atmosphere in the room, facilitating good transfer of knowledge and experiences. On the other hand, it has been extremely useful for us to lead a discussion about the certification scheme with students who have courses dealing with ecological auditing and ESG as part of their studies. The added value for the project was to gain new inputs and arguments for SMEs and involve them in green certification.

The main objective was to empower students and future entrepreneurs ("Futurepreneurs") by enhancing their understanding of sustainability, green transition practices, and sustainable tourism. This was achieved through direct interaction with experts from both academia and industry, who shared their knowledge, real-world experiences, and innovative practices.

Attendees explored real-world business challenges, focusing on the application of sustainable and circular economy solutions. For this, they used creative problem-solving to brainstorm and propose innovative approaches to challenges like sustainable resource sourcing, effective customer communication, and responsible business practices.

During multiple events attendees worked in teams in order to design potential solutions for Customer Communication Campaign/Strategy; Partnerships with Local Producers; Sustainable Management Practices and other areas that are relevant to the proposed GREENPACT Certification Scheme.

This setup not only aligns with the goals of promoting sustainability in tourism but also empowers attendees to become active participants in the green transition movement through GREENPACT Ambassador program.





## Program

When & where	Topic	Speaker
18 <sup>th</sup> of November 2024; UEBA; 15:15 - 17:00 (single session)	<p><b>“DAITABLE, s.r.o. - Energy Monitoring with Predictions and Analytics Operated by Artificial Intelligence”</b> - expert discussion about green energy management:</p> <ul style="list-style-type: none"> <li>• In accordance with the slogan "Take the Next Step Towards Green future", intelligent solutions for managing the consumption of electricity from various sources (including alternative ones) were presented.</li> <li>• Students had the opportunity to get acquainted with the portfolio of companies that use these smart solutions and their experiences.</li> <li>• Š. Staňo described his entire business story - the beginnings of his business, the struggle for funds and many failures that prevented the implementation of this green idea.</li> </ul>	Šimon Staňo (DAITABLE, s.r.o.; )
19 <sup>th</sup> of November 2024; UEBA; 09:15 - 12:15 (double session)	<p><b>“Circular (green) solutions Generator”</b> - the event focused on the following main areas:</p> <ul style="list-style-type: none"> <li>• Creative discussion on waste management in the Slovak Republic.</li> <li>• PET bottle deposit system and its benefits for ecology.</li> <li>• Examples of good practice in addressing the environmental issues of small businesses.</li> <li>• Challenges for tourism 2030 - a perspective against the backdrop of strict ecological requirements.</li> </ul>	Prof. Peter Markovič Dr. Martin Novysedlák
11 <sup>th</sup> of March 2025; UEBA; 13:00 - 16:30 (double session)	<p><b>“Creative gaming in the afternoon”</b> - finding solutions in the most unlikely situation:</p> <ul style="list-style-type: none"> <li>• The leitmotif of the event was to encourage participants to look for solutions in the field of environmental gaming in a playful</li> </ul>	Ing. Katarína Maj Vrábelová (Villa Dr. Szontagh) Dr. Martin Novysedlák



	<p>way.</p> <ul style="list-style-type: none"> <li>• Education to environmental awareness and its communication in the online and offline environment.</li> <li>• Discussion on the perception of some of the EU's green measures and their impact on the business community.</li> <li>• Intergenerational differences in the perception of the role of the entrepreneur and the expectations of the young generation.</li> </ul>	
<p>12<sup>th</sup> of March 2025; UEBA; 13:30 - 16:30 (double session)</p>	<p><b>“General Plastic, a.s. - We are a leading producer of hot-washed PET flake and the only producer of food grade PET regranulate and PET preforms in Slovakia.”:</b></p> <ul style="list-style-type: none"> <li>• Characteristics of the production process and its pitfalls, from the point of view of material and energy demands.</li> <li>• Discussion on the economic benefits of making plastic bottles from virgin or recycled materials.</li> <li>• Presentation of economic and financial indicators of production (cost and price calculations).</li> </ul>	<p>Ing. František Doležal (General Plastic, a.s.)</p> <p>Dr. Michal Šinský (General Plastic, a.s.)</p>
<p>17<sup>th</sup> of March 2025; UEBA 17:00 - 20:00 (double session)</p>	<p><b>“Design thinking - Certification Scheme” I. - Why should a business think about sustainability?</b></p> <ul style="list-style-type: none"> <li>• Identification of the ecological sustainability needs of small and medium-sized enterprises in the tourism sector.</li> <li>• Output: a list of the main challenges and needs of businesses in the field of economic, social and environmental sustainability.</li> <li>• During the creative phase, artificial intelligence was actively worked on - ChatGPT, Perplexity and DeepSeek.</li> </ul>	<p>Ing. Rastislav Stolárik (VÁDIUM-IT, s.r.o.)</p> <p>Prof. Zuzana Hajduová (expert in ISO-certification)</p> <p>Dr. Martin Novysedlák</p>
<p>31<sup>st</sup> of March 2025; UEBA 17:00 - 20:00 (double session)</p>	<p><b>“Design thinking - Certification Scheme” II. - Marketing strategy for ecological, economic and social sustainability certification in tourism:</b></p>	<p>Ing. Katarína Maj Vrábelová (Villa Dr. SZONTAGH)</p> <p>Prof. Zuzana Hajduová (expert in ISO-</p>



	<ul style="list-style-type: none"><li>• Draft a marketing strategy to promote a sustainability certification scheme in the tourism sector, explaining the importance of certification for businesses.</li><li>• Summary of arguments for connection to the system and visual identity of the certificate.</li><li>• During the creative phase, artificial intelligence was actively worked on - ChatGPT, Perplexity and DeepSeek.</li></ul>	certification) Prof. Peter Markovič
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## Impressions & Lessons learned

### From the business perspective

- Efforts by companies to implement **green innovations** persist, but with an emphasis on business economics and sustainable profitability.
- Political uncertainty and local trade and military conflicts distract businesses from **sustainable economic transformation** towards solving daily problems.
- Companies find it hard to utilize the **potential of promoting** their sustainable practices - they do not know how to persuade price oriented customers.
- Companies **do not trust the young (GenF)** to deliver relevant practical and functioning solutions.

### From the training perspective

- The GenF has ideas about how to start its business, but it encounters the problem of excessive bureaucratization of the European economy.
- The GenF can generate new ideas, but it has undersized thinking in context, which is due to the setting of the educational system, which forces analyze problems from different perspectives - from a simple problem to an unsolvable situation.
- Business sector is interested in the outcomes; however, it is looking for suitable platforms for the transfer of knowledge and opinions.

### As a good practice we could point out following aspects of the training program:

- Effective teamwork - where activities requiring group interaction were carried out, significantly better results and a more creative atmosphere were achieved.
- Interaction between SME and Futurepreneur - in some strategic issues, intergenerational conflict prevails, which is also noticeable due to the absence of GenF's work experience.
- GenF digital literacy and the use of AI are significantly improving, but the ability to critically evaluate AI-generated recommendations is absent.





## Result/Feedback

After each session a Feedback form was shared through e-mail with all of the Futurepreneurs. The Feedback form consisted of 5 questions with a Likert scale of 1-5 points, with 5 being the best rating possible. The feedback forms were anonymous in order to receive as objective feedback as possible.

The 5 questions were as follows:

- The event fulfilled my expectations.
- The contents were well structured and easy to follow.
- The acquired knowledge is applicable in practice.
- The acquired knowledge is beneficial for me.
- The lecturer was professional, he knew how to communicate well and transfer knowledge.

Session / Question	1	2&3	4&5	6&7	8&9	10&11	QUESTION AVERAGE
The event fulfilled my expectations.	3,91	4,12	4,38	4,72	4,78	4,82	4,46
The contents were well structured and easy to follow.	4,15	4,68	3,95	4,81	4,82	4,85	4,54
The acquired knowledge is applicable in practice	4,32	4,03	4,35	4,56	4,79	4,75	4,47
The acquired knowledge is beneficial for me	4,05	4,21	4,05	4,35	4,65	4,69	4,33
The lecturer was professional, he knew how to communicate well and transfer knowledge	4,65	4,35	4,09	4,84	4,55	4,59	4,51
SESSION AVERAGE	<b>4,22</b>	<b>4,28</b>	<b>4,16</b>	<b>4,66</b>	<b>4,72</b>	<b>4,74</b>	<b>4,46</b>

As it can be seen in the table, the overall feedback rating is above 4 in each question, suggesting a high rate of satisfaction with the activities within the Buddy programme 2. An interesting methodological diversification, which was also appreciated by the students, were the last 4 sessions (8&9, 10&11), where a creative discussion on the proposal of a certification scheme for tourism took place using the design thinking technique. The result of teamwork were interesting solutions that will help answer the following questions:

- What is the motivation for small and medium-sized enterprises to participate in the certification scheme?
- What relevant arguments need to be communicated to businesses in order to make the outcome of their certification more visible?
- What graphic solution should be applied when designing a suitable certification mark?
- How to use social networks to present the result of the certificate?



## Registrations, Participants and Attendance

As the activity was continuously promoted as an open call (with direct invites to attendees of previous sessions, seeking continuous attendance) the attendance varied between sessions, what we associate with varying interest in specific subtopics/external experts and, of course, personal priorities of Futurepreneurs. Through all the sessions we managed to achieve attendance of 29 unique futurepreneurs, who attended most of the sessions.

The most popular session was the design thinking creative discussions and teamwork (sessions 8&9 and 10&11). This activity brought quite a lot of interesting inputs and made it possible to discuss the mission and content of the certification scheme (Working package 3 od project).

In terms of SME stakeholders, 6 external experts have been reached from 5 organisations. Out of these, 2 were organisations facilitating sustainability knowledge, processes and business models to businesses, while the other 3 were SMEs with focus of activities directly aimed or strongly related to digitalisation, certification and tourism.

Attendees who participated in at least 7 sessions received a certificate of attendance.

### 1<sup>st</sup> Session (18.11.2024) - 55 GenF participants; 1 SME; 5 academia

interreg CENTRAL EUROPE			
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GREENPACT			
	Name	Organization	Signature
25	Zuzanna Vighorová	EU v Bratislave (EUBA)	
26	STEFAN VÁČKO	EU v Bratislave (EUBA)	
27	David Václav	EU v Bratislave (EUBA)	
28	Miroslav Chodura	EU v Bratislave (EUBA)	
29	BARBARA RASČINOVÁ	EU v Bratislave (EUBA)	
30	ANNA DESBOYOVÁ	EU v Bratislave (EUBA)	
31	CHRISTIE KROVÁ	EU v Bratislave (EUBA)	
32	HANA LACHOVSKÁ	EU v Bratislave (EUBA)	
33	Olivera Opatová	EU v Bratislave (EUBA)	
34	Leona Čížová	EU v Bratislave (EUBA)	
35	Marika Štefánková	EU v Bratislave (EUBA)	
36	JANA ŠIMOVÁ	EU v Bratislave (EUBA)	
37	MAREK VÍTEL	EU v Bratislave (EUBA)	
38	Katka Hapčáková	EU v Bratislave (EUBA)	

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interreg CENTRAL EUROPE			
Co-funded by the European Union			
GREENPACT			
	Name	Organization	Signature
11.	Michal Nájš	EU v Bratislave (EUBA)	
12.	Katarína Knapková	EU v Bratislave (EUBA)	
13.	MARTIN BIL	EU v Bratislave (EUBA)	
14.	Tomáš Čepko	EU v Bratislave (EUBA)	
15.	KRISTIE DUBČA	EU v Bratislave (EUBA)	
16.	LENA LESNÁSKOVÁ	EU v Bratislave (EUBA)	
17.	VIRGÍNIA ČIKMEROVÁ	EU v Bratislave (EUBA)	
18.	John Korpos	EU v Bratislave (EUBA)	
19.	Adriana Belach	EU v Bratislave (EUBA)	
20.	Alenka Šimková	EU v Bratislave (EUBA)	
21.	SIMONA ŠEROVÁ	EU v Bratislave (EUBA)	
22.	MARKA HÁBEKOVÁ	EU v Bratislave (EUBA)	
23.	LUCKA ŠTEFÁNKOVÁ	EU v Bratislave (EUBA)	
24.	Marika Štefánková	EU v Bratislave (EUBA)	

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interreg CENTRAL EUROPE			
Co-funded by the European Union			
GREENPACT			
	Name	Organization	Signature
53	Peter Fomčí	EU v Bratislave (EUBA)	
54	LENA RASČINOVÁ	EU v Bratislave (EUBA)	
55	David Václav	EU v Bratislave (EUBA)	
56	CHRISTIE KROVÁ	EU v Bratislave (EUBA)	
57	Peter Fomčí	EU v Bratislave (EUBA)	
58	Adriana Belach	EU v Bratislave (EUBA)	
59	ANNA DESBOYOVÁ	EU v Bratislave (EUBA)	
60	LENA ŠILKOVÁ	EU v Bratislave (EUBA)	
61	Alenka Šimková	EU v Bratislave (EUBA)	
62	Petr Hlaváček	EU v Bratislave (EUBA)	
63	Barbara Rasčínová	EU v Bratislave (EUBA)	
64	Karolína Kocová	EU v Bratislave (EUBA)	
65	Marika Štefánková	EU v Bratislave (EUBA)	
66	Robert Rippl	EU v Bratislave (EUBA)	

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interreg CENTRAL EUROPE			
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GREENPACT			
	Name	Organization	Signature
39	LENA RASČINOVÁ	EU v Bratislave (EUBA)	
40	MARTIN MIRA	EU v Bratislave (EUBA)	
41	KRISTIE DUBČA	EU v Bratislave (EUBA)	
42	LENA RASČINOVÁ	EU v Bratislave (EUBA)	
43	Barbara Rasčínová	EU v Bratislave (EUBA)	
44	DAVID VÁČKO	EU v Bratislave (EUBA)	
45	DAVID RASČINOVÁ	EU v Bratislave (EUBA)	
46	DAVID RASČINOVÁ	EU v Bratislave (EUBA)	
47	ANDREA HAPČÁKOVÁ	EU v Bratislave (EUBA)	
48	Barbara Rasčínová	EU v Bratislave (EUBA)	
49	Martin Tomáš Tomka	EU v Bratislave (EUBA)	
50	LENA RASČINOVÁ	EU v Bratislave (EUBA)	
51	Marika Štefánková	EU v Bratislave (EUBA)	
52	ADAM STRÁKA	EU v Bratislave (EUBA)	

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2<sup>nd</sup> Session (19.11.2024) - 15 GenF participants; 2 academia

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GREENPACT			
Attendance list – D.2.3.2 Buddy Programme 2nd training cohort 19th of November 2024 University of Economics in Bratislava			
Name	Organization	Signature	
1. IATK OTAKA	EU v Bratislave (EUBA)		
2. ADRIAN JAKO	EU v Bratislave (EUBA)		
3. MARTIN PALO	EU v Bratislave (EUBA)		
4. PATEJ SOCKE	EU v Bratislave (EUBA)		
5. IVAN DORADY	EU v Bratislave (EUBA)		
6. L'USOVIT DOMINAK	EU v Bratislave (EUBA)		
7. MICHAELA OUKASOVA	EU v Bratislave (EUBA)		
8. DOMINIK HONDOVA	EU v Bratislave (EUBA)		
9. ANTON MANDALOVIC	EU v Bratislave (EUBA)		
10. PACHEL MUSE	EU v Bratislave (EUBA)		

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interreg CENTRAL EUROPE		
Co-funded by the European Union		
GREENPACT		
Name	Organization	Signature
11. MARISSA DUVHARA	EU v Bratislave (EUBA)	
12. BOHANA BOROHA	EU v Bratislave (EUBA)	
13. ANTON MANDALOVIC	EU v Bratislave (EUBA)	
14.	EU v Bratislave (EUBA)	
15.	EU v Bratislave (EUBA)	
16.	EU v Bratislave (EUBA)	
17.	EU v Bratislave (EUBA)	
18.	EU v Bratislave (EUBA)	
19.	EU v Bratislave (EUBA)	
20.	EU v Bratislave (EUBA)	
21.	EU v Bratislave (EUBA)	
22.	EU v Bratislave (EUBA)	
23. MGR MARTIN NOVSEDAK, PhD.	EU v Bratislave (EUBA)	
24. PROF ING. PETER HARKOVIC, PhD.	EU v Bratislave (EUBA)	

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3<sup>rd</sup> Session (11.03.2025) - 29 GenF participants; 1 SME; 2 academia

4<sup>th</sup> Session (12.03.2025) - 15 GenF participants; 1 SME; 2 academia

interreg CENTRAL EUROPE			
Co-funded by the European Union			
GREENPACT			
Attendance list – D.2.3.2 Buddy Programme 2nd training cohort 11 <sup>th</sup> of March 2025 University of Economics in Bratislava			
Name	Organization	Signature	
21. Bc. Petra Prostedná	EU v Bratislave (EUBA)		
22. Bc. Darina Rajnová	EU v Bratislave (EUBA)		
23. Bc. Zuzana Sedláčková	EU v Bratislave (EUBA)		
24. Bc. Vladimír Širota	EU v Bratislave (EUBA)		
25. Bc. Dominika Struhárová	EU v Bratislave (EUBA)		
26. Bc. Marta Svetlošková	EU v Bratislave (EUBA)		
27. Bc. Klaudia Šimová	EU v Bratislave (EUBA)		
28. Bc. Michal Škorvaga	EU v Bratislave (EUBA)		
29. Bc. Bianka Valjentová	EU v Bratislave (EUBA)		
30. Bc. Petra Prostedná	EU v Bratislave (EUBA)		

\* By signing, the participant agrees to provide personal data and make audiovisual recordings for the needs of the project CE0100090 "Futurepreneurs and SMEs for a sustainable Central Europe (Certification Scheme)", which is co-financed by the Interreg CENTRAL EUROPE program.

Name	Organization	Signature
2. Bc. Laura Červenková	EU v Bratislave (EUBA)	
3. Bc. Matúš Franko	EU v Bratislave (EUBA)	
4. Bc. Ladislav Frolek	EU v Bratislave (EUBA)	
5. Bc. Patrik Habánek	EU v Bratislave (EUBA)	
6. Bc. Adam Jamnický	EU v Bratislave (EUBA)	
7. Bc. Felicity Jellíškova	EU v Bratislave (EUBA)	
8. Bc. Karin Jenesová	EU v Bratislave (EUBA)	
9. Bc. Erika Kočíšová	EU v Bratislave (EUBA)	
10. Bc. Jennifer Kurcová	EU v Bratislave (EUBA)	

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interreg CENTRAL EUROPE		
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Attendance list – D.2.3.2 Buddy Programme 2nd training cohort 12 <sup>th</sup> of March 2025 University of Economics in Bratislava		
Name	Organization	Signature
11. Daniela Budíková	EU v Bratislave (EUBA)	
12. Mária Rana	EU v Bratislave (EUBA)	
13. Zuzana Sedláčková	EU v Bratislave (EUBA)	
14. DANIELA RYBÁROVA	EU v Bratislave (EUBA)	
15. SLAVKA ŠABATOVA	EU v Bratislave (EUBA)	
16. ANNA KOSOVÁ	EU v Bratislave (EUBA)	
17. MARTIN NOVSEDAK	EU v Bratislave (EUBA)	
18. PETER HARKOVIC	EU v Bratislave (EUBA)	
19. ALEX REPASKY	EU v Bratislave (EUBA)	
20.	EU v Bratislave (EUBA)	

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interreg CENTRAL EUROPE		
Co-funded by the European Union		
GREENPACT		
Attendance list – D.2.3.2 Buddy Programme 2nd training cohort 11 <sup>th</sup> of March 2025 University of Economics in Bratislava		
Name	Organization	Signature
31. Bc. Laura Vargová	EU v Bratislave (EUBA)	
32. Bc. Patrik Vážan	EU v Bratislave (EUBA)	
33. Bc. Lenka Vrabcová	EU v Bratislave (EUBA)	
34. Bc. Frederika Zarevicka	EU v Bratislave (EUBA)	
35. Bc. Lucia Krčmáriková	EU v Bratislave (EUBA)	
36. Bc. Tomáš Šuravý	EU v Bratislave (EUBA)	
37. Bc. Ilia Zholdeniko	EU v Bratislave (EUBA)	
38.	EU v Bratislave (EUBA)	
39.	EU v Bratislave (EUBA)	
40.	EU v Bratislave (EUBA)	

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Attendance list – D.2.3.2 Buddy Programme 2nd training cohort

12<sup>th</sup> of March 2025  
University of Economics in Bratislava

	Name	Organization	Signature
1.	Ing. TEANTISIAK DANEZAL	GOVERNIA PLASTIK, s.r.o.	
2.	Ing. Michal Šindský, PhD.	General Plastic, a.s.	
3.	Monika Bábková	EU v Bratislave (EUBA)	
4.	Blanka Motyčková	EU v Bratislave (EUBA)	
5.	Filip Gál	EU v Bratislave (EUBA)	
6.	Lucia Ingolová	EU v Bratislave (EUBA)	
7.	Tomáš Jureš	EU v Bratislave (EUBA)	
8.	Karolína Štefániková	EU v Bratislave (EUBA)	
9.	Lucia Bábková	EU v Bratislave (EUBA)	
10.	Veronika Obedová	EU v Bratislave (EUBA)	

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6<sup>th</sup> Session (31.03.2025) - 30 GenF  
participants; 2 SME; 2 academia

Attendance list – D.2.3.2 Buddy Programme 2nd training cohort

31<sup>st</sup> of March 2025  
University of Economics in Bratislava

	Name	Organization	Signature
1.	Bc. Martina Čatliková	EU v Bratislave (EUBA)	
2.	Bc. Laura Červenková	EU v Bratislave (EUBA)	
3.	Bc. Matúš Franko	EU v Bratislave (EUBA)	
4.	Bc. Ladislav Frolek	EU v Bratislave (EUBA)	
5.	Bc. Patrik Habánek	EU v Bratislave (EUBA)	
6.	Bc. Adam Jamnický	EU v Bratislave (EUBA)	
7.	Bc. Felicity Jeličková	EU v Bratislave (EUBA)	
8.	Bc. Karin Jenesová	EU v Bratislave (EUBA)	
9.	Bc. Erika Kočíšová	EU v Bratislave (EUBA)	
10.	Bc. Jennifer Kurczová	EU v Bratislave (EUBA)	

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Attendance list – D.2.3.2 Buddy Programme 2nd training cohort

31<sup>st</sup> of March 2025  
University of Economics in Bratislava

	Name	Organization	Signature
21.	Bc. Petra Prostředná	EU v Bratislave (EUBA)	
22.	Bc. Darina Rajimová	EU v Bratislave (EUBA)	
23.	Bc. Zuzana Sedláčková	EU v Bratislave (EUBA)	
24.	Bc. Vladimír Sirota	EU v Bratislave (EUBA)	
25.	Bc. Dominika Štruhárová	EU v Bratislave (EUBA)	
26.	Bc. Marta Svetišáková	EU v Bratislave (EUBA)	
27.	Bc. Klaudia Šimová	EU v Bratislave (EUBA)	
28.	Bc. Michal Škorvaga	EU v Bratislave (EUBA)	
29.	Bc. Blanka Valjentová	EU v Bratislave (EUBA)	
30.	Bc. Petra Prostředná	EU v Bratislave (EUBA)	

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5<sup>th</sup> Session (17.03.2025) - 29 GenF  
participants; 2 SME; 2 academia

Attend

Attendance list – D.2.3.2 Buddy Programme 2nd training cohort

17<sup>th</sup> of March 2025  
University of Economics in Bratislava

	Name	Organization	Signature
1.	Bc. Martina Čatliková	EU v Bratislave (EUBA)	
2.	Bc. Laura Červenková	EU v Bratislave (EUBA)	
3.	Bc. Matúš Franko	EU v Bratislave (EUBA)	
4.	Bc. Ladislav Frolek	EU v Bratislave (EUBA)	
5.	Bc. Patrik Habánek	EU v Bratislave (EUBA)	
6.	Bc. Adam Jamnický	EU v Bratislave (EUBA)	
7.	Bc. Felicity Jeličková	EU v Bratislave (EUBA)	
8.	Bc. Karin Jenesová	EU v Bratislave (EUBA)	
9.	Bc. Erika Kočíšová	EU v Bratislave (EUBA)	
10.	Bc. Jennifer Kurczová	EU v Bratislave (EUBA)	
11.	Bc. Viktória Lukáč-Jacková	EU v Bratislave (EUBA)	
12.	Bc. Kristína Lukáčová	EU v Bratislave (EUBA)	
13.	Bc. Richard Lukačovič	EU v Bratislave (EUBA)	
14.	Bc. Peter Maslařík	EU v Bratislave (EUBA)	
15.	Bc. Kristína Matejčíková	EU v Bratislave (EUBA)	
16.	Bc. Veronika Obedová	EU v Bratislave (EUBA)	
17.	Bc. Klára Ondrášiková	EU v Bratislave (EUBA)	
18.	Bc. Barbora Páterková	EU v Bratislave (EUBA)	
19.	Bc. Jakub Perniš	EU v Bratislave (EUBA)	
20.	Bc. Laura Pötheová	EU v Bratislave (EUBA)	

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31<sup>st</sup> of March 2025  
University of Economics in Bratislava

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11.	Bc. Viktória Lukáč-Jacková	EU v Bratislave (EUBA)	
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34.	Bc. Frederika Zarevúčka	EU v Bratislave (EUBA)	
35.	Bc. Lucia Krčmáriková	EU v Bratislave (EUBA)	
36.	Bc. Tomáš Surový	EU v Bratislave (EUBA)	
37.	Bc. Illia Zholudenko	EU v Bratislave (EUBA)	
38.		EU v Bratislave (EUBA)	
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