

## OUTPUT FACTSHEET

Project index number	CE0100090	Acronym	GREENPACT			
Output type ("x" to be included)	Strategy/ action plan		Pilot action	x	Solution	
Output number (O.xx)	O.2.2.	Output title	Jointly developed, evaluated abd elaborated pilot action bottom-up approaches for CCI & tourism SMEs			
If the output target is > 1 in the AF, please specify the output(s) described in the factsheet	n/a					
Output delivery date	05.2025. (M26)					
Project website	<a href="https://www.interreg-central.eu/projects/greenpact/">https://www.interreg-central.eu/projects/greenpact/</a>					

### Summary description of the output

Please present the output by addressing the following topics.

#### ***Territorial challenges and needs in the regions specifically addressed by the output***

(max. 700 characters)

Across the regions of Veneto, Bratislava, Stuttgart, South Bohemia, and Adriatic Croatia, SMEs in the tourism and cultural/creative industries (CCI) faced common challenges in developing sustainable and innovative solutions adapted to the needs of future markets and consumers. Key needs identified across the regions included better understanding of the expectations and values of new generations of consumers, stronger collaboration between different generations, trainings limited by seasonal and academic constraints, increasing needs for hands-on learning with real business cases, and strengthening overall regional capacities for circular and green transformation. There is also a need for practical, real-life training formats that support business model innovation and local adaptation to green economy principles.

#### ***Main aim(s) of the output and how it contributes to tackle the identified challenge(s)***

(max. 500 characters)

The output aims to develop, test, and refine bottom-up training approaches for sustainable business transformation in tourism and CCI SMEs via the regional and international Collaboration Labs and Boosting Buddy Training Programme (BBTP). Together, those elements support intergenerational collaboration, knowledge transfer, and peer learning through challenge-based learning. The Collaboration Labs served as a starting point by initiating dialogue between SMEs and GEN F participants and identifying real-world business challenges. The BBTPs then offered a structured, hands-on learning environment to co-develop practical solutions. By involving both SMEs and Gen F, the output improves training relevance and builds regional capacity for circular and impact entrepreneurship.

### ***Technical description of the output (e.g. scope, main features, innovative elements etc.)***

*(max. 1500 characters)*

The output consists of a jointly developed and regionally piloted training programme supporting green and impact entrepreneurship among tourism and CCI SMEs. It combines two key elements: Collaboration Labs (CollLabs) and the Boosting Buddy Training Programme (BBTP), both implemented in two rounds across five regions.

The process began with CollLabs, which are interactive, regionally tailored workshops or hackathons that brought together SMEs and Gen F participants to identify real-world sustainability challenges. These Labs fostered intergenerational dialogue and served as kick-off events for the BBTP, while being adapted to specific regional contexts.

The BBTP followed in two cohorts per region. The first cohort tested the initial methodology and tools, while the second validated refined tools based on regional feedback. Participants formed buddy teams (Gen F + SMEs) and tackled concrete sustainability problems using challenge-based, peer-to-peer learning. Training was delivered in flexible formats (in-person, hybrid, online) and included theory, practical work, and final pitch events.

To complement regional efforts, two international Collaboration Labs were also organized. These transnational events brought together selected participants from all regions to exchange experiences and co-create cross-border solutions. Participants were chosen based on their performance and engagement in the BBTP, particularly their contribution to addressing sustainability challenges and developing innovative business ideas.

The output includes modular training materials, regionally adapted formats, and a transnationally tested buddy system model. Key features include intergenerational learning, real business case application, and integration of circular economy, impact entrepreneurship, and business model innovation. Innovative elements include bottom-up development, customization to territorial needs, and focus on actionable sustainability transformation within SMEs. The program bridges the gap between education and business, preparing both Gen F and SMEs for future green transitions.

### ***Involvement of target groups during output development and/or implementation***

*(max. 700 characters)*

The development and implementation of the CollLabs and BBTPs actively involved key target groups - Gen F (Generation Future, referring to young individuals including students, early-stage entrepreneurs, and young professionals) and SMEs from the tourism and CCI across all five regions. These groups were engaged from the earliest stages through the CollLabs, where SMEs prepared and presented their real business challenges, after which Gen F participants worked together in groups to develop initial ideas. The buddy system (BBTP) also paired Gen F participants with SME representatives, fostering intergenerational collaboration. SMEs defined business challenges and problems they currently have, and Gen F helped them co-create solutions through discussion. Feedback from all participants was collected and used to improve the second pilot round, directly contributing to the development of the final output.

NGOs, mentors, higher education, and research organizations also supported the process by participating in the implementation of the CollLabs and BBTPs, reinforcing local ownership and enhancing the quality of learning outcomes.

### ***Cooperation dimension of the output, i.e. joint development within the partnership and, if applicable, joint implementation (see output indicator definitions in chapter I.3.3 and Annex 2 of the programme manual)***

*(max. 700 characters)*

The output was jointly developed by all project partners through a shared framework combining CollLabs and BBTPs, adapted to regional needs. The CollLabs were jointly designed using a common structure and transnationally discussed templates to ensure consistency while allowing regional flexibility. Each region piloted two training cohorts during which they exchanged experiences, feedback, and lessons learned. Cooperation was ensured through regular coordination meetings, shared templates, and joint evaluation criteria. Implementation benefited from mutual learning and peer review. Cross-partner delivery occurred, for example, in Stuttgart, where HdM and WRS jointly designed and facilitated the Labs and BBTP, and in Adriatic Croatia, where Step Ri, the City of Rijeka, and the Faculty of Tourism and Hospitality Management co-led all implementation steps. The result is a transnational pilot action, developed, tested, and evaluated in cooperation, reinforcing long-term partnership capacity.

***Results - expected change and lasting effects in the territories generated specifically by the output, its uptake by relevant organisations and benefits for target groups***

*(max. 1000 characters)*

The CollLabs and BBTP together strengthen long-term regional capacity for sustainable innovation in tourism and CCI. The Labs initiate dialogue and identify real-life challenges, while the BBTP equips Gen F with an entrepreneurial mindset, practical skills, and insight into circular transformation.

Meanwhile, SMEs gain innovative, fresh, implementable ideas and insight into future customer-driven market perspectives. The intergenerational collaboration model strengthens local innovation ecosystems and creates pathways as well as a role model for future collaboration. Reached target groups such as SMEs, NGOs, and universities have started integrating elements of the BBTP approach into their ongoing activities, ensuring its continued use. The tested and in practice verified tools, formats, and methods are now available for wider use, supporting ongoing green and circular transitions in participating regions in both targeted and other industries or sectors.

***Ownership and durability of the output after the project end, considering financial and institutional support including, if applicable, maintenance***

*(max. 700 characters)*

Ownership of the CollLabs and BBTP output lies with regional partners who co-developed and piloted the program. Several institutions, including universities, business support organizations, and project partners, have already expressed plans to integrate BBTP elements into their future activities, ensuring the durability of its impact. Its flexible, low-cost structure and reliance on existing regional capacities, such as mentors, case studies, and institutions, make the BBTP easy to maintain. Continued interest from SMEs highlights the potential for long-term integration into regional innovation and entrepreneurship ecosystems.

***Transferability of the output to other territories, sectors or target groups and planned measures for supporting such transfer***

*(max. 700 characters)*

The CollLabs and BBTP pilot framework is highly transferable across regions, sectors, and target groups due to its modular structure and flexible formats (in-person, hybrid, online). While initially focused on tourism and CCI, intergenerational collaboration, challenge-based learning, and green transformation apply to other industries. Materials, tools, and templates developed during the project are open-access and ready for uptake. Planned measures include sharing best practices, making training content publicly available, and promoting uptake through networks, policy briefs, and regional stakeholder engagement.

Related final deliverable(s) (Number(s) and title(s) to be included)	A2.2 = D.2.2.1, D.2.2.2., D.2.2.3. A2.3 = D.2.3.1, D.2.3.2., D2.3.3.
Output web link (if applicable)	<a href="https://www.interreg-central.eu/projects/greenpact/?tab=outputs">https://www.interreg-central.eu/projects/greenpact/?tab=outputs</a>
GPS coordinates (if applicable)	n/a