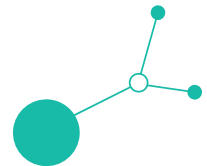


02.2 Jointly developed, evaluated and elaborated pilot action bottom-up approaches for CCI & tourism SMEs





Co-creation and implementation of GREENPACT pilot actions

As part of the GREENPACT project, all partners jointly developed a set of core instruments to support intergenerational, bottom-up approaches for green and impact entrepreneurship. Using shared templates, mutual feedback, and regular coordination, a common transnational framework was established while allowing room for regional adaptation.

Project specific objective includes co-creation of two instruments and implementation of two bottom-up innovative pilots, thus creating and testing a transferable and scalable solution for boosting Green and Impact Entrepreneurship. These instruments include: Collaboration Lab (2-day co-creation events that promote sustainability-driven innovation), and Green & Impact Entrepreneurship Boosting Buddy training Programme (BBTP) (3-month challenge-based training programme pairing SMEs and Gen F (young individuals) in a peer-learning buddy system). The instruments were first jointly conceptualized, then piloted in two rounds in all five participating regions: Stuttgart (Germany), Veneto (Italy), Adriatic Croatia (Croatia), South Bohemia (Czech Republic), and Bratislava (Slovakia).

The first pilot action tested the initial versions of the instruments through one Initial Regional Collaboration Lab and one BBTP in each region. During the Regional Collaboration Lab, SMEs and Gen F jointly explored local sustainability challenges and generated early ideas, while in Green & Impact Entrepreneurship Boosting Buddy Training Programme, SMEs and Gen F formed buddy pairs to work on practical solutions using structured, challenge-based learning. This phase also included the first Final International Collaboration Lab organized in Rijeka, Croatia, which brought together selected participants from all regions to co-create across borders, where selected participants from all regions collaborated across borders, shared insights, and co-developed solutions, reinforcing the transnational learning dimension of the programme. Feedback from participants, mentors, and partners informed improvements to the structure and content of both instruments.

The second pilot action applied the refined instruments and formats, again through regional Labs and BBTP, adapted to the specific needs of each region. A second Final International Collaboration Lab was organized during this phase in Bratislava, Slovakia, further enhancing transnational exchange and shared learning.

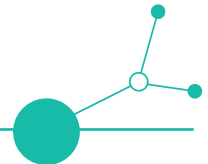
The pilot activities brought together SMEs and Gen F to co-develop real-life sustainability solutions. The Collaboration Labs enabled challenge identification and relationship building, while the BBTP supported structured solution development through mentorship and peer learning. Overall, the pilot actions demonstrated the effectiveness of intergenerational collaboration in generating sustainable, innovative solutions tailored to local and cross-regional contexts.

Thanks to the active involvement of all project partners in the co-design, implementation, and evaluation processes, both instruments are now transnationally co-created, tested, and available in flexible, modular formats ready for adaptation in new regions or sectors. As such, it has not only delivered practical training pilots but has also created a scalable model for intergenerational cooperation, regional transformation, and green innovation among CCI and tourism SMEs across Central Europe.

This document presents a consolidated overview of pilot actions implemented across all five project regions: Stuttgart (Germany), Veneto (Italy), Adriatic Croatia, Bratislava (Slovakia) and South Bohemia (Czech Republic). The following sections highlight the key activities, methodologies, and results of the regional and international Collaboration Labs and Boosting Buddy Training Programmes carried out in each area.

Collaboration Lab 1: Green Check Your Idea

Stuttgart Region (HdM/PP1 + WRS/PP2)



Version 1

04 2024





EVENT REPORT: COLLABORATION LAB “GREEN CHECK YOUR IDEA”

March 15, 2024, 9:30am-4:30pm, Playpark @ HdM Stuttgart

March 16, 2024, 10am-3pm, Das Gutbrod @ WRS

Background

D.2.1.1 The GREENPACT Collaboration Lab instrument is a roadmap & set of procedures for the regional & transnational 2-day events which allow an easier pooling among the target group, with the aim of seeking solutions in a synergistic way. SMEs and/or experienced entrepreneurs will present challenges they face when aiming to transform their businesses to become greener and more impactful. Participants from Generation F will build solutions based on and inspired by the proposed challenges, setting the foundations for an entrepreneurial idea or intrapreneurial solution that will be green, sustainable and impactful. As a result, SMEs and Generation F will become aware of the opportunities such as mutual learning process offers, will feel motivated to join a transgenerational learning with a “buddy” approach implemented during the training programme. The best teams, those with high motivation and the most attractive idea developed during Green & Impact Entrepreneurship boosting buddy training programme, will be invited to participate in the final collaboration labs enabling experience exchange & innovation co-creation with their transnational peers.

Key objectives of the collaboration lab:

- engaging SME representatives from CCI & tourism sector and Generation F in initial dialogue & ideas exchange
- enabling the Generation F participants to get an overall picture and deeper understanding of challenges limiting green and impact transition in CCI and tourism sector
- motivating the Generation F participants to envision, identify and propose green + impact concepts/ideas addressing the selected / assigned challenge(s)
- identifying potential entrepreneurial ideas and entrepreneurs for the Green & Impact Entrepreneurship boosting buddy training programme

Organisation

The first Collaboration Lab for the Stuttgart Region was planned jointly by the LP (HdM) and PP2 (WRS). The event took place at the Playpark of the HdM on March 15, 9:30am-4:30pm and in the event location “Gutbrod” of WRS on March 16, 10am-3pm. Umwelttechnik Baden-Württemberg, the central contact point for environmental technology, resource efficiency and industrial climate protection for companies in Baden-Württemberg, was a partner of the event with its “Green Check Your Idea” tool.



Program

The first day started with a welcome and a presentation of the project by project manager Violetta Fasulo from HdM. Representatives from 4 companies were present, including Kosmos Verlag, one of the largest board game publishers in the world. There were 11 participants from GenF. Prof. Dr. Claus Lang-Koetz from the Institute for Industrial Ecology, Sustainable Technology and Innovation Management (INEC) at the Pforzheim University, who is another partner of "Green Check your Idea", kicked off the day with a presentation on sustainability-oriented innovations to introduce the participants to the topic. The companies and young people were then divided into their workshop teams. After a short introductory game, in which the group members had to draw each other, the workshop began. First, Dr. Philipp Preiss from Umwelttechnik BW explained the basics of life cycle thinking and eco design principles. Based on this, the teams then had to work together to identify the stakeholders relevant to sustainability within the life cycle of their product. After a lunch break, the next step for the teams was to identify the stakeholders that the company can influence in order to solve their sustainability challenge and to think about possible solutions. At the end of the first day, the teams presented their results, which looked as follows:

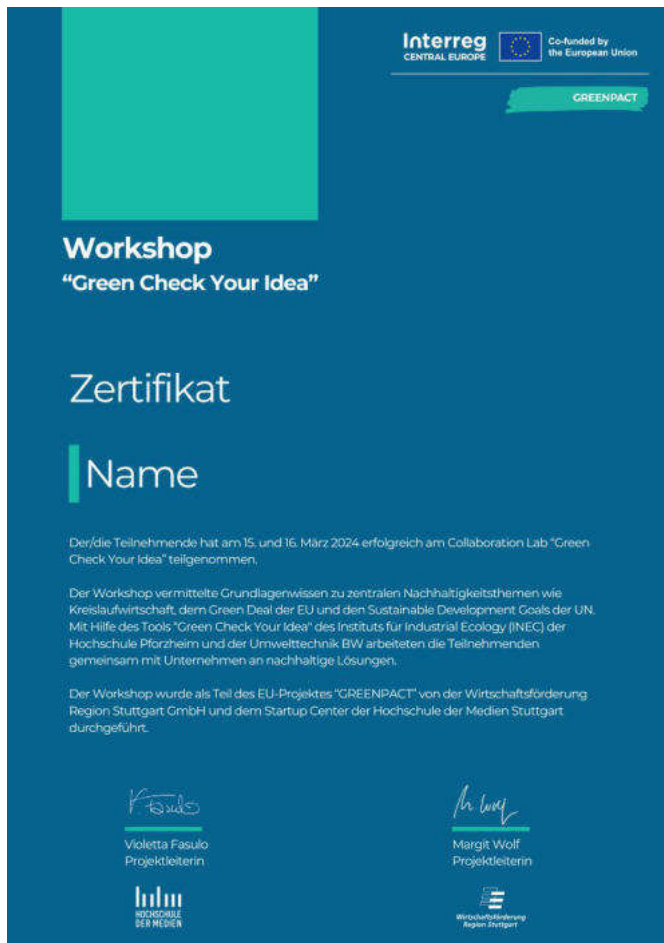


The second day started again with inputs on the topic of sustainability. In an inspiring keynote speech, Tina Kammer from Studio Interior Park, which focuses on sustainable architecture and design, made it clear why "business as usual" is not enough and why we need to take action. Building on this, Dr. Hartmut Rösch from HdM gave an insight into the 17 Sustainable Development Goals of the United Nations and the EU's Green Deal to emphasize how we have committed ourselves to sustainable change. The teams then started the second workshop phase, in which they were asked to check their idea for sustainability using the "Green Check Your Idea" tool from Umwelttechnik BW. The tool guides them through a questionnaire that asks about the most important sustainability factors. The aim of the tool is to identify sustainability hurdles early on in the development of new products, as this is the easiest time to still influence them.



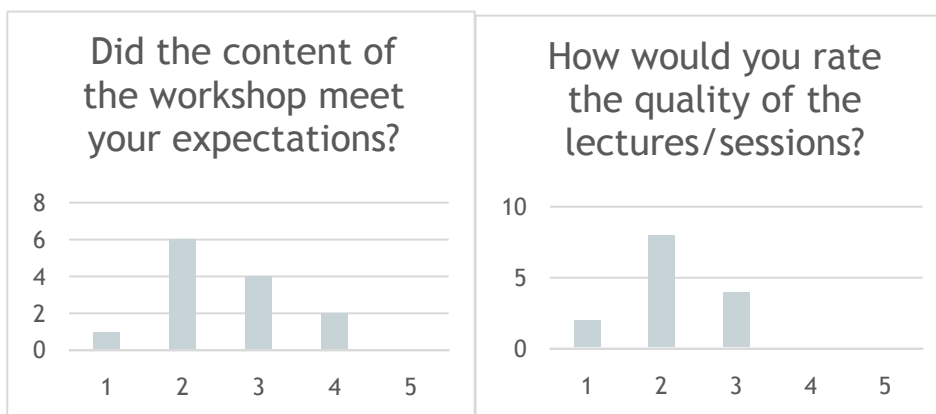
The company representatives and the young people answered the questionnaire separately. They then discussed the results and possible deviations together. At the end of the day, the teams presented their experiences and results again. As it was the first Collaboration lab, we put great emphasis on feedback from the participants. At the end of the two-day workshop, we held extensive discussions with the participants and had them record their experiences in an evaluation form.

GenF participants also received a certificate of participation on completion:



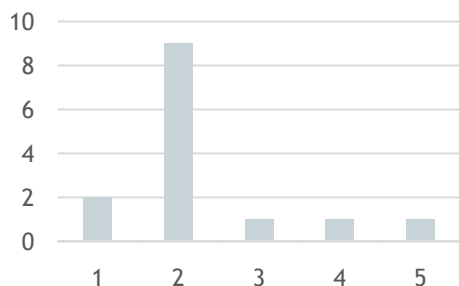
Result/Feedback

The feedback for the first Collaboration Lab was as follows:

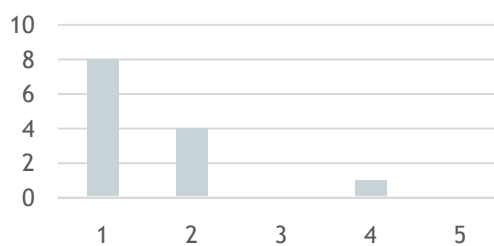




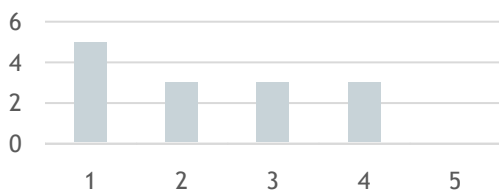
How do you rate the selection of speakers?



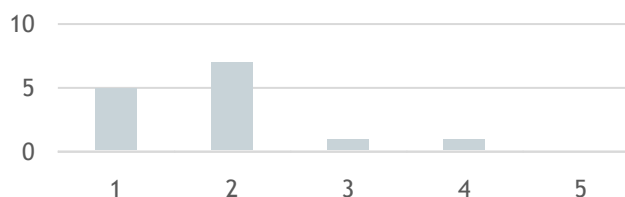
How would you rate the structure/length of the workshop/session?



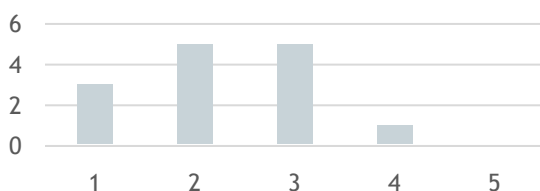
Have you dealt with this topic before?



Have you received any suggestions that help you with the topic of sustainability?



Are you interested in more information?



Overall, we were satisfied with the feedback, as it is mostly good/very good. We also included text fields for written feedback in the survey. We were particularly pleased that the mix of young people and companies was highlighted as a positive format on several occasions. However, we also received a lot of valuable feedback on improvements. For example, the participants were keen for the sessions to be designed more freely so that more time can be spent on actually finding ideas. For some of the participants, the inputs could also have gone even deeper into the subject matter, so we can assume a higher level of basic knowledge next time.

If we look at the key objectives we set ourselves, we can say that we were able to fully achieve them with our first Collaboration Lab. We did engage SME representatives from CCI and Generation F ideas exchange. We enabled the Generation F participants to get an overall picture and deeper understanding of sustainable challenges. We motivated GenF participants to envision, identify and propose green/impact ideas and concepts. And we identified potential entrepreneurs for our boosting buddy training programme.

We look forward to organising the next Collaboration Lab even better by taking the feedback into account.

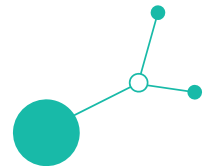


Buddy Boosting Training Program: “Gemeinsam lernen, nachhaltig handeln” April 15-June 24, 2024

D.2.1.2 - Stuttgart Region (HdM/PP1 + WRS/PP2)

Version 1

07 2024





Background

The Green and Impact Entrepreneurship boosting buddy training program is a 3-months training program in circular economy and impact entrepreneurship. Training mission is to empower participants with knowledge and practices to address green and impact challenges by enabling new venture/idea development or existing business transformation development.

The training program is an innovative bottom-up approach to entrepreneurial development program where younger (Gen F) and older (participants from SMEs) are learning and applying:

- circular economy related knowledge, best practices and implementation strategies,
- impact entrepreneurship, its rationale and performance management frameworks,
- business model innovation, development, transformation and performance improvement basic knowledge by addressing real-life, practical challenges of business transformation in companies from tourism and creative industries.

During the training program:

- participants learn and apply newly acquired knowledge by addressing specific challenges (proposed by participants or training program lecturers)
- GenF participants receive entrepreneurial experience and tips from SMEs
- participants from SMEs receive market and customer engagement inputs from the GenF (as representatives of the future markets and customers' attitudes and needs)
- all participants receive support in envisioning competitive advantages and performance improvements by transforming tourism and creative businesses towards implementation of greener and impactful practices.

Regionally selected participants will take a part at the Final International Lab in Croatia where they co-create innovations with their transnational colleagues. Participants will be selected based on their performance during the training and proposed solution(s) to (final) challenge(s) during training program.

Participants in the Green and Impact Entrepreneurship boosting buddy training program will be selected through open call, assuring participation of participants from both GenF and tourism and/or creative industries.

Partners from each region are free to pivot implementation elements, adapting to regional specific needs and challenges.



Organisation

The first BBTP in the Stuttgart Region “Gemeinsam lernen, nachhaltig handeln” (“Learning together, acting sustainably”), was planned and organised jointly by the LP (HdM) and PP2 (WRS). It took place in a hybrid format from April 14 to June 24, every Monday afternoon from 4-6 pm (except for two Mondays during vacation time). Within these nine sessions we had three live session: the kickoff, the middle session, and the kickout. The rest of the classes were held online on Zoom. For all sessions we hired external experts on different aspects on sustainability, circular economy, etc. in order to inform the participants as best and profoundly as possible. Of course, the sessions would only handle a part of these subjects in app. 1.5 hours, but offered an overview and hopefully gave some inspiration and motivation to dig deeper.

Program

WHEN	WHAT	WHO	WHERE
15.4. 16:00 -18:00	Kick-Off: _Welcome and getting to know each other _Introduction to the GREENPACT project _Introduction to Circular Economy and Impact Entrepreneurship _Questions: What are your expectations? What are you interested in? Do you have any questions? _Introducing the program in detail 	Luca Randecker, Violetta Fasulo (both HdM), Leonard Negurita, Margit Wolf (both WRS)	Playpark @HdM
22.4. 16:00 -18:00	Challenge and Problem Framing: How can we identify the challenges and problems of ecological, economical and social sustainability?	Sevi Savvaidou, Impact Hub Stuttgart	zoom



29.4. 16:00 -18:00	Processes, value chains/supply chains, resources or product/service/software life cycle - an overview	Dr.-Ing. Philipp Preiss Institute for Industrial Ecology (INEC)	zoom
6.5. 16:00 -18:00	2 keynotes: Green Deal and CSRD: What does it mean for the CCIS? The sustainability project group at Pulsmacher Kommunikationsagentur: goals, activities, communication and results	Tina Kammer, Interior Park Jens Kensorski, Pulsmacher	Das Gutbrod @WRS
13.5. 16:00 -18:00	Sustainability and bioeconomy in the Stuttgart Region: overview, networks, projects, challenges and specific tips	Eberhard Wachter, Robin Schmücker and Daryna Zaitseva, all WRS	zoom



3.6. 16:00 -18:00	Sustainable IT and Green Coding 	Arne Tarara, CEO Green Coding Berlin	zoom
10.6. 16:00 -18:00	Economy for the common good (ECG) and sustainable business models using the Ecogood Business Canvas (EBC) as an example 	Hartmut Schäfer, ECG Consultant and Co- Founder of the EBC	zoom
17.6. 16:00 -18:00	Impact Measurement 	Sevi Savvaidou, Impact Hub	zoom
24.6. 16:00 -18:00	2 Keynotes and Kickout: Communication for the climate - what is it about?  Sustainability in the City of Stuttgart: Projects and Activities	<u>Cool Agency</u>, Tobias Kollmann Nadja Widmann, City of Stuttgart	Das Gutbrod @WRS



	 Klimaschutz in Stuttgart: Der Klima-Fahrplan 2035 Impuls 24. Juni 2024 Nadja Wilmar, Leiterin, Städtische Klimaschutz Feedback and Discussion Networking and Good-bye 		
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All participants received a certificate of participation on completion, the students received 2 ECTS, depending on their frequent participation in the lessons.





What further or other expectations did you have of the training programme?	• More interaction among the participants. • Maybe 1-2 more times the possibility to work on tasks in small groups (only extra :)) • Participating companies could have participated more actively: their ideas / concerns / projects, trying to find solutions (especially from the students) • More interaction • More exchange of ideas with young people, more space for discussion / exchange, more concrete ideas / first steps to bring what has been learnt into your own company and apply it there • Fewer lectures, more workshop format on site. E.g. several groups each have to create a website on the topic of xyz, then CO2 is measured and the most sustainable website is praised. Reflection afterwards: how did the team proceed, why was it more successful? Or you put various materials on the table and each team has to create something concrete from them. Afterwards, the team that has managed to create the product with the most environmentally friendly materials is evaluated. This would be much more interactive and more suitable for dealing with sustainable business than, for example, the webinar on personas or output/outcome. • I would have liked more joint training - with concrete suggestions for solutions - perhaps in the autumn session. • I didn't get enough learning together • More holistic content with a specific orientation • A little more reference/best practices to the creative industries • More space to work together and exchange ideas with students • Networking and learning																		
How would you evaluate the quality of the sessions?	Wie beurteilst du die Qualität der Sessions? 15 Antworten <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>3</td><td>20 %</td></tr><tr><td>4</td><td>8</td><td>53.3 %</td></tr><tr><td>5</td><td>4</td><td>26.7 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	0	0 %	3	3	20 %	4	8	53.3 %	5	4	26.7 %
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Which session was your highlight? (Which one did you like best?)	• All sessions on site were very exciting. • Green coding! • My highlight was the last session • I thought everything was great! The last session today from the city of Stuttgart was nice and "close". • The second • The kick-off with the moderated exchange with all participants was a good introduction to the topic. I would have liked to see a format like this more often. • Basics of a life cycle assessment; green coding • the first - intro - exciting people from a wide range of areas • The topic of the economy for the common good • Economy for the common good																		



	• No preference • All 3 offline events • Pulsmacher, 1 session																		
Which session was your lowlight? (Which was your least favourite?)	• All were great • Lecture on the common good. Criticism of the concept was not discussed / highlighted. • The last 3, because I couldn't be there due to exams • Impulse workshop: too few companies presented and too little room for concrete exchange, perhaps more preparation time/commitment would have been good. • Challenge/personas; output/outcome • The topic of impact measurement • Impact measurement • No preference • All topics were interesting, some presentations were a bit promotional and focussed on own offers instead of gaining knowledge • Green coding (interesting and important but very frontal)																		
How would you evaluate the overall quality of the speakers?	Wie beurteilst du die Auswahl der Referent*innen? 15 Antworten <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>6,7 %</td></tr><tr><td>4</td><td>9</td><td>60 %</td></tr><tr><td>5</td><td>5</td><td>33,3 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	0	0 %	3	1	6,7 %	4	9	60 %	5	5	33,3 %
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3	1	6,7 %																	
4	9	60 %																	
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How would you evaluate the structure and length of the sessions?	Wie beurteilst du Aufbau und Länge der Sessions? 15 Antworten <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>6,7 %</td></tr><tr><td>3</td><td>3</td><td>20 %</td></tr><tr><td>4</td><td>5</td><td>33,3 %</td></tr><tr><td>5</td><td>6</td><td>40 %</td></tr></tbody></table>	Rating	Count	Percentage	1	0	0 %	2	1	6,7 %	3	3	20 %	4	5	33,3 %	5	6	40 %
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2	1	6,7 %																	
3	3	20 %																	
4	5	33,3 %																	
5	6	40 %																	



What would you prefer in terms of the format of the sessions?	Was würdest du dir hinsichtlich des Formats (online/offline) wünschen? 15 Antworten <table><tr><th>Format</th><th>Percentage</th></tr><tr><td>Mehr vor Ort</td><td>46,7%</td></tr><tr><td>Mehr online</td><td>0%</td></tr><tr><td>Mischung hat so gepasst</td><td>53,3%</td></tr></table>	Format	Percentage	Mehr vor Ort	46,7%	Mehr online	0%	Mischung hat so gepasst	53,3%										
Format	Percentage																		
Mehr vor Ort	46,7%																		
Mehr online	0%																		
Mischung hat so gepasst	53,3%																		
Did you benefit from the exchange between young people and entrepreneurs?	Hast du von dem Austausch (junge Menschen/Unternehmer*innen) profitiert? 15 Antworten <table><tr><th>Rating</th><th>Count</th><th>Percentage</th></tr><tr><td>1</td><td>1</td><td>6,7%</td></tr><tr><td>2</td><td>2</td><td>13,3%</td></tr><tr><td>3</td><td>2</td><td>13,3%</td></tr><tr><td>4</td><td>6</td><td>40%</td></tr><tr><td>5</td><td>4</td><td>26,7%</td></tr></table>	Rating	Count	Percentage	1	1	6,7%	2	2	13,3%	3	2	13,3%	4	6	40%	5	4	26,7%
Rating	Count	Percentage																	
1	1	6,7%																	
2	2	13,3%																	
3	2	13,3%																	
4	6	40%																	
5	4	26,7%																	
What did you like best about the training programme?	• The variety of topics. • So many different people • Input from different companies from the field and their experiences • The atmosphere was great! Very relaxed, so it was fun to learn something new. • The relaxed atmosphere • Different topics and facets of sustainability, I was able to take away some ideas and implement them directly • Good organisation of the training programme, lectures built on topical knowledge, many top speakers, good presentations (comprehensible slides), possibility to access slides later. • the broad range of participants and contributions • The content • the organisation and the places where we met were very nice. • Basic information • The variety of topics, networking opportunities and offline events • Exchange, stay tuned, get to know the players (group & speakers)																		
What did you like least about the training programme?	• That the dates were not flexible! • Nothing • Online session • Scratched the surface too much, few concrete steps for your own work • Some of the speakers advertised their services, little reference to student life, content from the Impact Hub was presented in a rather boring way and the reference to the overall topic was often unsuccessful. The moderation could also be better at one point or another.																		



	• The programme was sometimes too short for long journeys • The non-implementation of joint learning • the lack of information about speakers at the beginning and the clear description of the objective. • Nothing • It is certainly difficult to provide the right input given the diversity of participants. Overall, there was already a lot of knowledge in the group and some presentations scratched the surface; I would have liked more practical application examples						
Would you again participate in this program, with different content?	Würdest du an einem Trainingsprogramm mit neuen Inhalten erneut teilnehmen? 15 Antworten <table border="1"> <caption>Survey Results: Would you again participate in this program, with different content?</caption> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Ja</td> <td>93.3%</td> </tr> <tr> <td>Nein</td> <td>6.7%</td> </tr> </tbody> </table>	Response	Percentage	Ja	93.3%	Nein	6.7%
Response	Percentage						
Ja	93.3%						
Nein	6.7%						
If you would like to leave us any other feedback or suggestions, this is the place to do so:	• We would love to have more flexibility and also invite larger representatives from the business world! • Many thanks for organising! • Although I wasn't always allowed to be there, it was fun and I learnt a lot and now I'm much more aware of things. Thanks for the great work • Suggestions: The meetings were on Monday evenings after everyone had already had a long day. The start of the sessions could be more energising and the Zoom room could be opened 15 minutes earlier to encourage a relaxed exchange between the group. After the first meeting, I had forgotten the names of all the participants and the overview of who was there. Perhaps a participation list with everyone's name, institution and email address would be good for easier networking - in compliance with data protection regulations, of course, if everyone agrees. More small group work with specific work instructions would also be good to promote dialogue and getting to know each other. • The training programme was really great for the first time. Applause goes to the organisers! • As described above, I would have liked more active interaction - i.e. real training in workshops, developing and collecting ideas and suggestions together (like at the first meeting) • Overall, I was not convinced by the concept. • I suggest two themes: 1. the content must form a coherent material with a clear structure. Therefore, each reference adds a block to form the whole wall at the end. (In this case, we avoid repeating info.) 2. the onsite meeting should have a different content and structure than the online meeting. Therefore, it should be more interactive. As a workshop to reflect on the theoretical information from the online meeting. • Thank you very much for the great organisation and very pleasant atmosphere!						



- in ACTION Coming together - e.g. by planning the circular lab - in places like this - even more space to work / think / exchange together would be great!

Impressions



Nachhaltigkeitskommunikation

24 responses

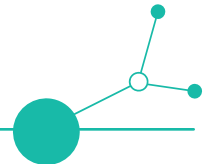




Green Deal

30 responses





D.2.3.1 Event Report

Collaboration Lab 2:

Let's get going!

Stuttgart Region (HdM/PP1 + WRS/PP2)





COLLABORATION LAB AND KICKOFF BBTP2

Nov 18, 2024, 3pm-7pm, Lamooi, Stuttgart

Nov 25, 2024, 4pm-8pm, Hospitalhof, Stuttgart

Organisation

The second Collaboration Lab for the Stuttgart Region was planned jointly by the LP (HdM) and PP2 (WRS). In order to create further synergies and keep participants on board, the Collaboration Lab served simultaneously as kick-off event for the second round of the Buddy Boosting Training Program (D.2.3.2) and was planned and promoted as such.

Program

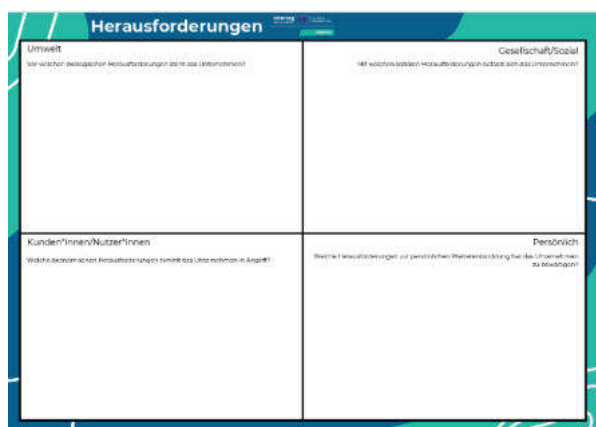
The **first day** took place in the light of **getting to know each other** and creating some common ground for the upcoming sessions. We invited the 30 registered participants (26 young people, 4 company representatives) to a ceramic workshop in Stuttgart, “Lamooi”, where everybody met on Nov 18th. The event was moderated jointly by the LP and PP2. We started by a quick introduction round and a couple of energizing activities, followed by brief introductions to the GREENPACT project, the partner organisations and the upcoming training program. After that the attending companies were asked to briefly present their challenges, being the basis for the training program sessions. The young participants divided into groups following their interest to discuss the challenge a bit further.

One feedback of the first round of the training program had showed that the participants back then felt they haven’t had enough opportunity to actually get to know their peers and the companies for the lack of time and personal interaction. Therefore we decided to not offer a content-based expert input in the first session but to let them work together. So for the second part of the afternoon everybody had the opportunity to “**become creative**” and to work on the common painting of ceramics. We knew that being creative together amplifies potential by merging strengths, fostering connection, and ensuring diverse, innovative outcomes. The first feedback was exactly as such - the participants had fun together, talked, got to know each other and were proud of their creative achievements.

The **second day** was planned on the condition of giving the group a **deeper understanding** about the project and the content and requirements of the training program. Also, we wanted to have them some inspirational expert content and invited Mr. André Reichel, a professor at the International School of Management in Stuttgart. His research focuses on sustainability science, degrowth, sustainable business models, organizational change and open innovation, industrial ecology, civil society involvement, social systems theory and studies on the next society. He was therefore an excellent choice to give a **lecture on transformation and sustainability**, which led to a lively discussion afterwards. The second part of the afternoon started with a group energizer and coffee. We then divided the group into 3 smaller groups according to the challenges they chose the previous week. As a homework the participating companies had to prepare their challenge framings which were



then discussed in their respective group. The results were transferred to the **challenge ecocanvas** which was prepared by our Croatian partner Step Ri, being the WP Leader for WP2.



A big part of the training program, which officially starts later this month, will focus on this canvas and the possible solutions for the challenges.

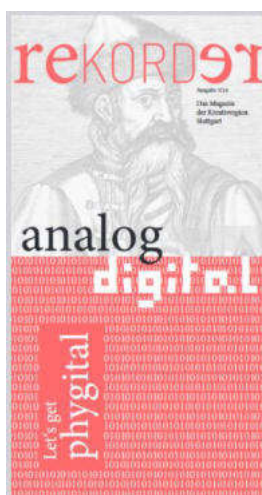
As for the **enterprise challenges**: There will be 3 challenges in this round of the training program. One comes from a communication agency, one from a film producing company. Originally there were 2 more registered companies, one cancelled their participation a couple of days before we started, another one jumped ship on the day of the first day

of the collaboration lab. It therefore was decided, that - in order to offer at least 3 challenges - WRS would come up with a (real) challenge on the issue of sustainability, with focus on the creative industries. This also serves the purpose of introducing WRS as a regional economic development institution in more detail. The WRS representatives are both working within the CCI Unit and have therefore a broad knowledge in the CCI and economic development as a whole.

***To summarize:** The collaboration lab was meant as an opportunity for the group to get to know each other in a fun way and be informed about the background of the project activities and the project partners. The participants were introduced to the challenges they will be working on during the next few weeks and already got some insights on how sustainability in companies dealing with the CCI works (or doesn't work!). Their task will now be to find feasible solutions for the challenges, taking into account the expertise they gather during the training program.*

Promotion/Communication

The invitation for the collaboration lab as well as the training program were widely spread among e.g. the students of Stuttgart Media University, other HEIs, the creative community in the Stuttgart Region and personally to interested stakeholders, partners and other organisations. We printed an informational card for the distribution e.g. at students fairs, published information in newsletters, websites and social media. A [separate website](#) was set up containing all information on the program and registration details.





**GEMEINSAM
LERNEN**

**NACHHALTIG
HANDELN**

Trainingsprogramm "Gemeinsam lernen, nachhaltig handeln"

Die Wirtschaftsförderung Region Stuttgart GmbH und die Hochschule der Medien Stuttgart laden euch herzlich ein zum kostenlosen Collaboration Lab am 18. und 25. November, und zum Trainingsprogramm "Gemeinsam lernen, nachhaltig handeln", vom 29. November 2024 bis 31. Januar 2025. Das Programm richtet sich an Kreativschaffende und junge Menschen - Auszubildende, Studierende, Schüler*innen oder generell junge Menschen, die sich für Nachhaltigkeit begeistern.

Wert ein Blick ins Programm

Programm

Montag, 18. November, 15 bis 19 Uhr
🔥 Let's get started - Collaboration Lab Teil 1
Lamool, Gutbrodstraße 2, 70197 Stuttgart

- Kennenlernen
- Vorstellung Trainingsprogramm und Projekt
- Teambuilding

Mit Margit Wolf, Luca Randecker, Leonard Negurita und Violetta Fasulo

Montag, 25. November, 16 bis 20 Uhr
🌱 Sustainability beyond bullshit - Collaboration Lab Teil 2
Hospitalhof Stuttgart, Büchsenstraße 33, 70174 Stuttgart

- Keynote von Prof. Dr. André Reichel, Professor für International Management & Sustainability an der International School of Management (ISM)
- Erarbeiten der Nachhaltigkeitschallenges

Mit Margit Wolf, Luca Randecker, Leonard Negurita und Violetta Fasulo

Freitag, 29. November
📅 International Entrepreneurship Education Summit (IEES) optional
Hochschule der Medien Stuttgart, Nobelsstr. 16, 70569 Stuttgart

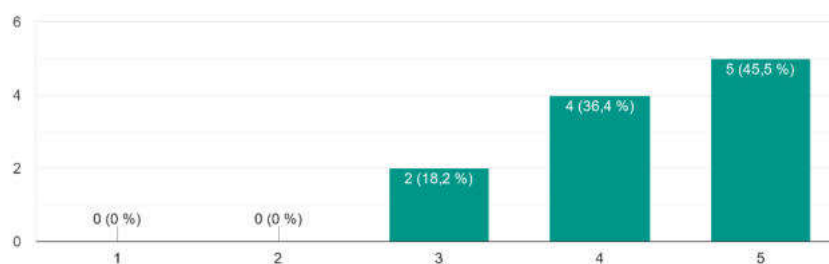
Result/Feedback

The feedback for the second Collaboration Lab was as follows (as of Nov 29):

1. Did you like the overall content of the workshop?

Haben die Inhalte der Workshops Deinen Vorstellungen entsprochen?

11 Antworten

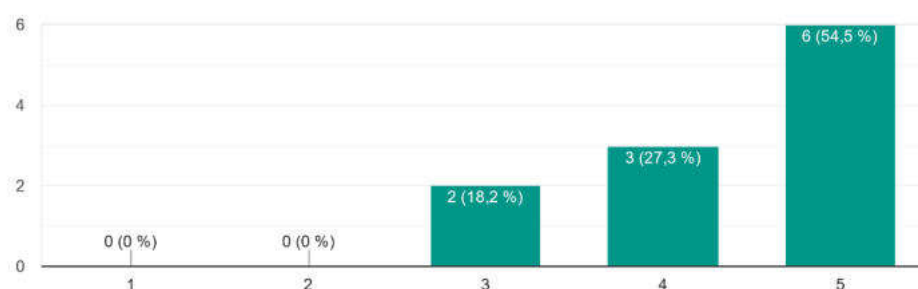




2. What do you think about the quality of the presentations?

Wie beurteilst Du die Qualität der Vorträge/Sessions?

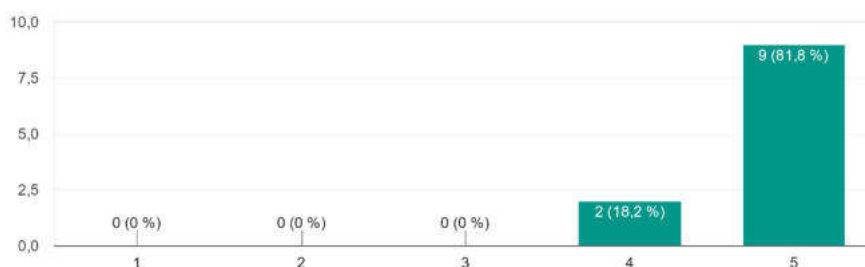
11 Antworten



3. What do you think about the speaker?

Wie beurteilst Du die Auswahl des Referenten?

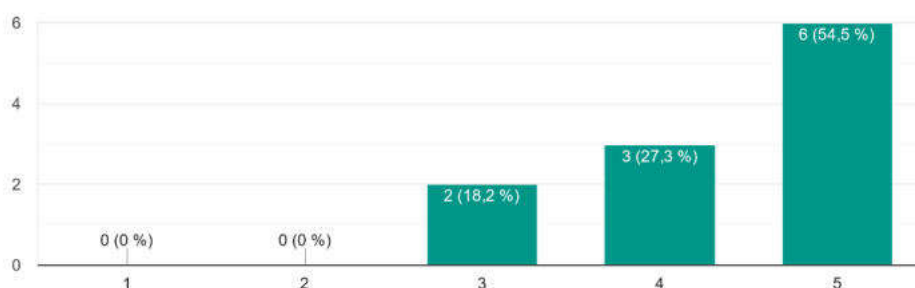
11 Antworten



4. What do you think about the organisation and length of the workshop?

Wie beurteilst Du Aufbau und Länge des Workshops/der Sessions?

11 Antworten





5. Have you dealt before with the subject of sustainability?

Hast Du Dich zuvor schon mit diesen Themen beschäftigt?

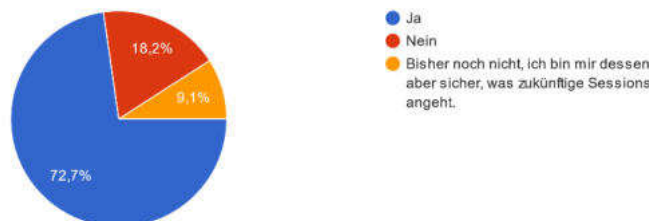
11 Antworten



6. Did you get some inspirations to help you in the question of sustainability?

Hast Du Anregungen bekommen, die Dir bei Deinen Fragestellungen im Bereich Nachhaltigkeit weiterhelfen?

11 Antworten

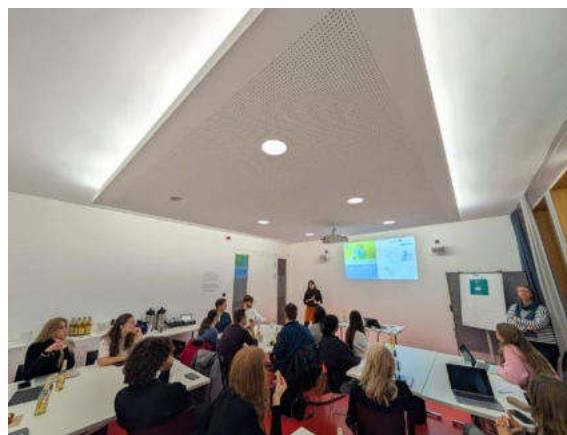


7. What did you particularly like about the workshop?

- Group games at the beginning and painting ceramics
- Active group organisation that promotes exchange between the participants.
- I thought it was very good to have the opportunity to work on the challenges within the time frame and to be able to exchange ideas with the group.
- Overall, the presentation was very informative and emphasised the urgency of the issue.
- Prof Reichelt's presentation was very good and interesting.
- The ceramic painting was a great idea and the short lecture was very interesting. I also think the team challenge was very cool and I'm looking forward to the next few months.
- The companies' various partners and their expertise
- The direct dialogue with people who work in relevant areas and want to improve their working environment in the direction of sustainability. I also really enjoyed the relaxed atmosphere and the socialising at the first kick-off. This also allowed us to get to know the other students directly and discuss the topic. Another thing I really like is that the programme is so varied and takes place in a wide variety of locations. This makes the content much clearer.



Impressions

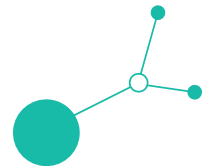


Buddy Boosting Training Program 2: “Gemeinsam lernen, nachhaltig handeln” Nov 2024-Jan 2025

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

Version 1

02 2025



LET'S SPREAD
THE GREEN MESSAGE





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.

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. **Symptra** - 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)

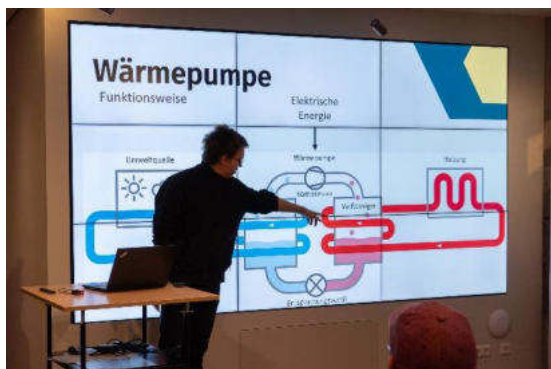
The winning team was granted the opportunity to (partially) participate in the International Collaboration Lab / Study Visit in Bratislava in April 2025.

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.

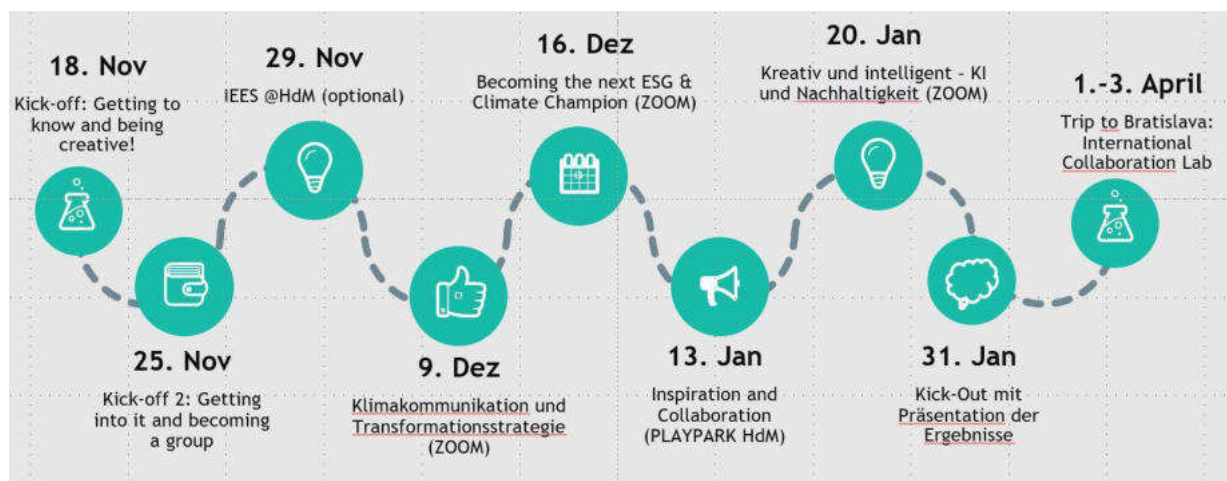


The jury particularly valued this concept due to its practical feasibility, scalability, and potential for long-term impact. The initiative was recognized as a straightforward yet effective approach to embedding sustainability within corporate culture while fostering continuous engagement and education.





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	Kick-Out: • Keynote on Gemeinwohlökonomie und Ecogood Business Canvas (EBC) • Group pitches • Networking	Hartmut Schäfer, GWÖ Consultant	“Das Gutbrod” Friedrichstr. 10, 70174 Stuttgart
https://startupcenter.notion.site/Trainingsprogramm-Gemeinsam-lernen-nachhaltig-handeln-b186a85acd554646bd7996cbf19fd498			

Registrations and Participants

The original number of registrations were 4 companies 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.

Did the program meet your expectations?	Hat der Inhalt des Trainingsprogramms deinen Erwartungen entsprochen? 10 Antworten <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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What further or other expectations did you have of the training programme?	• I thought it was great! The live presentations in particular were great, as they made you even more attentive than online. • Learning even more about how you can integrate sustainability even more into your private life • I wanted to be surprised but also take away practical tips for integrating more sustainability into everyday life. • More contact with companies and closer collaboration • More support from working on the chalange and more insight into the other companies and their problems. • I thought that there would be more ‘technical’ input to support the challenges, possibly in the form of presentations.																		
How would you evaluate the quality of the sessions?	Wie beurteilst du die Qualität der Sessions? 10 Antworten <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?)	• The lecture at Hospitalhof with Prof. Reichel about sustainability in general and, of course, ceramic painting. • I found the session with Dr Ramona Weinrich on sustainability and consumer behaviour the most interesting. • My highlight was the lecture by Dr Ramona Weinrich • ‘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. • The first session with the professor was very interesting • I found the lecture by the professor from the University of Hohenheim super interesting and exciting. • Nutrition lecture • Blumberg Agency • The one with Prof André Reichel																		
Which session was your lowlight? (Which was your least favourite?)	• I found all of them interesting, if it were the online lectures, but they were easy to listen to as podcasts. • Online about AI • As I was able to take away valuable content from each session, I am not able to declare any of the sessions as ‘lowlight’. • The second (?) online session • Agentur Blumberg & 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. • No session directly, but I always find it harder to stay actively involved in online sessions • 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. • 1st online session																		
How would you evaluate the overall quality of the speakers?	Wie beurteilst du die Auswahl der Referent*innen? 10 Antworten <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?	Wie beurteilst du Aufbau und Länge der Sessions? 10 Antworten <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?	Hast du von dem Austausch (junge Menschen/Unternehmer*innen) profitiert? 10 Antworten <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?	• The alternation of online and presence. The fact that the topic of sustainability was viewed from different angles. • The interactive and interdisciplinary collaboration at eye level. This made it possible to learn from and with each other. • The interactive character • 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! • The pleasantly relaxed yet professional atmosphere • The nice atmosphere. I was able to exchange ideas with all the participants and learn new things • The fact that I learnt so much from the presentations and gained a comprehensive insight into all areas • The inputs and the proximity and insights into the company • The content of the presentations																		
What did you like least about the training programme?	• I thought the task was a bit specific. I think I would have found it better if it had been more generalised about sustainability. • 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 • 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																		



	more actively involved - you learn more by doing than by listening. But apart from that everything was very good :) • The food was too good ;) • That you didn't know exactly what you had to do at the beginning. • 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.						
Would you again participate in this program, with different content?	Würdest du an einem Trainingsprogramm mit neuen Inhalten erneut teilnehmen? 10 Antworten <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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If you would like to leave us any other feedback or suggestions, this is the place to do so:	• It was really a super relaxed atmosphere, so it was always a pleasure to come! • Maybe an excursion, tour or live event with 'hands-on' work at an institution? • Thank you very much for the great time and your efforts! • Thank you very much for the effort and the great experience! • If at all possible... invite more companies • The time was very nice and interesting, thank you						



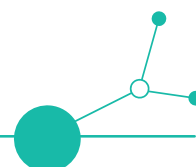
Impressions





GREEPACT Collaboration Lab (Hackathon style)

Veneto Region (ENAI/PP3 + Region Veneto/PP4)



Version 1

04 2024





EVENT REPORT:

GREENPACT COLLABORATION LAB (HACKATHON STYLE)

APRIL 9TH, 2024, 10AM-4:30PM, ENAIP VENETO, OPERATIVE OFFICE OF VERONA

APRIL 10TH, 2024, 10AM-4:30PM, ENAIP VENETO, OPERATIVE OFFICE OF VERONA



Background

D.2.1.1 The GREENPACT Collaboration Lab Instrument

The GREENPACT Collaboration Lab instrument serves as a comprehensive roadmap and set of procedures for organizing regional and transnational two-day events. These events facilitate effective collaboration among target groups to seek solutions synergistically. During these events, SMEs and experienced entrepreneurs present the challenges they face in transforming their businesses to be greener and more impactful. Participants from Generation F use these challenges as a basis to develop solutions, laying the groundwork for green, sustainable, and impactful entrepreneurial or intrapreneurial initiatives.

Through this process, both SMEs and Generation F participants become aware of the mutual learning opportunities these events offer. They will be motivated to engage in transgenerational learning using a "buddy" approach, which is a key component of the training program. The most motivated teams with the most compelling ideas developed during the Green & Impact Entrepreneurship buddy training program have been invited to the final collaboration labs. These labs provided opportunities for experience exchange and innovation co-creation with transnational peers.

Key Objectives of the Collaboration Lab:

- Engage SME representatives from the CCI and tourism sectors and Generation F in initial dialogue and idea exchange.
- Enable Generation F participants to gain a comprehensive understanding of the challenges hindering green and impact transitions in the CCI and tourism sectors.
- Motivate Generation F participants to envision, identify, and propose green and impactful concepts or ideas that address the selected or assigned challenges.
- Identify potential entrepreneurial ideas and entrepreneurs for the Green & Impact Entrepreneurship boosting buddy training program.



Organisation

The first GREENPACT Collaboration Lab for the Veneto Region was planned jointly by the PP3 (ENAIIP Veneto) and PP4 (Veneto Region). The event took place at the ICT room lab, Playpark and plenary room of one of 18 Operative offices and Professional schools of ENAIIP Veneto, in Verona, on April 9th and 10th 2024 (10am-4:30pm).

To attract participants a dedicated promotion on the PPs social media has been implemented since the early weeks in 2024, such as:

Instagram

Cerca

Accedi

Iscriviti



IG post, 4.03.2024



FB post, 22.03.2024



ENAIIP Veneto
6.171 follower
5m •

Il 9 e il 10 aprile, presso la sede ENAIIP Veneto di Verona, partecipa al laboratorio di collaborazione creativa ed innovativa, il GREENPACT Collaboration Lab (HACKATHON style)!

Sfida

Immagina soluzioni innovative, circolari e sostenibili per il settore turistico.

Premi

Un viaggio a Rijeka e Bratislava per i laboratori finali di sviluppo imprenditoriale.

Chi può partecipare?

Futuri giovani imprenditori, esperti di sviluppo d'impresa e aziende del settore turistico.

Registrati qui entro il 3 aprile <https://rb.gy/48c0bx>

Allo stesso link puoi trovare il programma.

La partecipazione è gratuita, ti aspettiamo!

#greenpact #interregcentraleurope #collaborationlab #turismosostenibile #hackathon



Tu e 12 altre persone

4 diffusioni post



ENAIIP Veneto
6.171 follower
5m •

ULTIMI GIORNI PER ISCRIVERSI!!

Il 9 e il 10 aprile, presso la sede ENAIIP Veneto di Verona, partecipa al laboratorio di collaborazione creativa ed innovativa, il GREENPACT Collaboration Lab (HACKATHON style)!

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Allo stesso link puoi trovare il programma.

La partecipazione è gratuita, ti aspettiamo!

#greenpact #interregcentraleurope #collaborationlab #turismosostenibile #hackathon



Saverio D'Eredità e 4 altre persone

2 diffusioni post

Linkedin Posts, 28.03.2024 and 03.04.2024

In addition, a dedicated registration form has been created and launched under the address <https://www.enaip.veneto.it/news-gen/26-newsflash/17482-greenpact-collaboration-lab-hackathon-style>



Program

Programma - 9 Aprile 2024

10:00 - 10:10 Welcome
Monico Verzola, Direttrice ENAIP Veneto - Area Internazionale

10:10 - 10:20 Le opportunità del progetto GREENPACT
Eva Canevarolo, Project Manager ENAIP Veneto - Area Internazionale

10:20 - 11:00 1ª FASE WARM-UP
Tra sfide e potenzialità del settore turistico: presentazione di business cases

11:00 - 11:20 Coffee break

11:20 - 13:00 2ª FASE COLLABORATION LAB
Presentazione partecipanti e composizione dei gruppi
Design thinking workshop e strumenti di business modelling
Alessandro Zeppelli, Project Expert ENAIP Veneto

13:00 - 14:00 Light Lunch

14:00 - 16:00 Laboratorio co-creativo: collaborazione e ideazione
A cura di Alessandro Zeppelli, Project Expert ENAIP Veneto
e Elisa de Martini di Volle Aperta, Coordinatrice Area Adulti ENAIP Veneto
e Imprese International Project Manager

Programma - 10 Aprile 2024

10:00 - 10:30 Pitching workshop
Alessandro Zeppelli, Project Expert ENAIP Veneto

10:30 - 11:30 Preparazione Pitch da parte dei gruppi
Eva Canevarolo, Project Manager ENAIP Veneto - Area Internazionale

11:30 - 11:50 Coffee break

11:50 - 13:00 3ª FASE VALIDAZIONE IDEE
Pre-pitching ai mentor: tutti i team dovranno presentare le business ideas

13:00 - 14:00 Light Lunch

14:00 - 16:00 Presentazione dei pitch alla Giuria e Q&A
Valutazione delle migliori idee
Presentazione Buddy Training Programme
Riccardo Cariani, Project Expert ENAIP Veneto

A chi è rivolto:
Futuri imprenditori (25-35 anni) e imprese con vocazione turistica.

Premi:
Il 1° Team classificato parteciperà ad un VIAGGIO per laboratori di sviluppo imprenditoriale a Rijeka e Bratislava.

Partecipazione gratuita, previa registrazione al FORUM

PER INFORMAZIONI:
informazioni@generazionef-verona.it | +39 045 8009005

9 - 10 APRILE
10:00 - 16:00
ENAIP Verona,
Via B. Biondani, 1 Verona

9 - 10 APRILE
10:00 - 16:00
ENAIP Verona,
Via B. Biondani, 1 Verona

Il progetto GREENPACT è co-finanziato dal Programma Interreg Central Europe 2020-27

Agenda in Italian

The **first day** started with a welcome and a presentation of the project by PM Eva Canevarolo from ENAIP Veneto. Representatives from 4 companies were present:

- 1) HOTEL - Parchotels Italia, Headquarter of Verona <https://www.parchotelpeschiera.it/> (online)
- 2) TOURISTIC MARINA - Bibione Mare SPA <https://www.bibionemare.com/> (online)
- 3) SUSTAINABLE HOSTEL - Gabanel Bike Hostel <https://bikehostel.it/> (in presence)
- 4) VILLA - Villa Selvatico <https://www.villaselvaticoterme.it/> (in presence)

There were 20 participants from Generation F and 4 representatives from SMEs in the tourism and CCI sectors, making a total of 24 participants. Nineteen of the Generation F participants attended the two-day event in full.

Riccardo Cariani from ENAIP Veneto, an expert in Circular Economy for industry and tertiary sectors, opened the event with a presentation on circular economy models and sustainability-oriented innovations to set the stage for the participants.

The companies shared their business cases, emphasizing the sustainability and circularity aspects. They discussed their sustainable transitions, such as waste and water management on the coast and sustainable tourism offerings at a villa and its garden.

Alessandro Zeppelli from ENAIP Veneto, an expert in Entrepreneurship and Management, outlined the two-day program, focusing on:



1. Warm-up session: challenges and roadmap
2. Collaboration session: brainstorming and ideation
3. Validation session: business models and idea pitching

Participants were then divided into workshop teams. They began with an introductory game to get to know each other before starting the workshop. Riccardo Cariani and Alessandro Zeppelli provided an overview of life cycle thinking and eco-design principles. Using this knowledge, the teams identified benchmarks, models, and existing companies relevant to sustainability within the life cycle of tourism products and services. Each group brainstormed innovative ideas, which they briefly presented to the whole group, including the name, main objective, and key actions.

After a lunch break, the teams focused on identifying stakeholders that the company could influence to address their sustainability challenges and brainstormed potential solutions.

At the end of the first day, the teams presented their findings, which included the following results:

- The Collaboration Lab provided participants with the opportunity to create and facilitate pooling among the target group.
- The presence of Generation F and experienced companies enabled the creation of synergies to find solutions to real issues faced by SMEs in a collaborative manner. Specifically, SMEs and Generation F had the chance to become aware of the opportunities offered by a mutual learning process. Participants felt motivated to engage in transgenerational learning through a "buddy" approach. In anticipation of the September meetings, the participants in the training will develop the ideas and concepts acquired during the course of the training. The ideas, as developed during the months of July and August, will be analyzed in September.

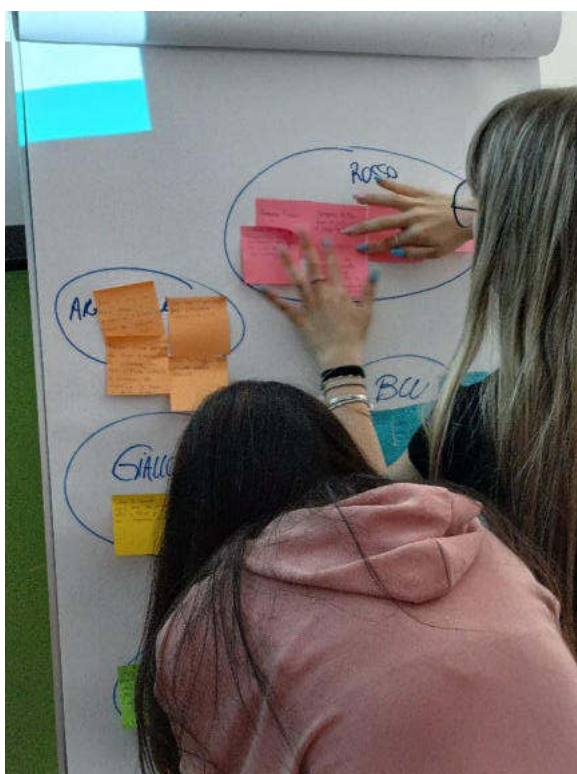
In addition, an overview of funding tools for entrepreneurial initiatives at the regional and national levels was provided, demonstrating how to participate in calls for innovation and entrepreneurship, especially in the female sector. Furthermore, new professional roles that the market already offers, as well as those it will offer in the future, were illustrated for experts in the circular and green economy sectors.





The **second day** commenced with an inspiring session focused on business modeling. Participants were given a sustainability business model template, and mentors provided guidance on its various components, including the problem, solution, value proposition, competitive advantage, consumers, and main channels. Each component was examined from social, economic, and environmental perspectives. Additionally, the 17 Sustainable Development Goals of the United Nations and the EU's Green Deal were highlighted.

Teams utilized the ICT room lab to prepare their business idea presentations following a workshop on pitching skills. At the end of the day, each team showcased their experiences and results during a pitch session. Given that this was our first Collaboration Lab, we placed significant emphasis on the participants' initial ideas. 7 pitches were presented by the teams and received feedbacks by the Jury, which was composed by three representatives: ENAIP's mentor, T2i (associated partner) and Veneto Region.





All the 3 jury members have expressed positive feedbacks to all the ideas underlining the creative and innovative assets of each of them pointing, in most of the cases, at the need for some accurate analysis of both the technical and financial aspects of the models (*but of course this was due to the limited time at disposal of the participants and their relatively young age*). Also the pitching abilities have been assessed positively taking also into consideration the novelty of such an action for all the participants.





Overall, we were pleased with the general feedback, which was absolutely positive. We were particularly happy to see that the mix of young people and companies was frequently highlighted as an effective format. However, we also received many valuable suggestions for improvements. Participants expressed a desire for more flexible sessions, allowing more time for idea generation. Some also felt that the content could have delved deeper, indicating that we may provide preparatory materials next time. Mostly appreciated was the session on circular economy, as well as for the presentation made by companies that showcased real businesses in different contexts (coast and mountain sides).

Regarding our key objectives, we can confidently say that we fully achieved them with our first Collaboration Lab. We successfully engaged SME representatives from the Tourism & CCI sectors and facilitated idea exchange with Generation F participants. We provided Generation F participants with a comprehensive understanding of sustainable challenges. We inspired them to envision, identify, and propose green and impactful ideas and concepts.

We look forward to organizing the next Collaboration Lab starting from the experience gained on this 1st round and treasuring all the feedback received from the participants.

After this first round, communication posts have been published, such as:

https://www.linkedin.com/posts/enaip-veneto_greenpact-greenpact-sostenibilitaeg-activity-7184452003484295168-zsaB?utm_source=share&utm_medium=member_desktop



ENAIIP Veneto

6.171 follower
5m

Un'emozionante avventura di innovazione e sostenibilità si è appena conclusa!

Ventidue menti brillanti, tra cui 20 futuri imprenditori e 2 aziende turistiche del Veneto, si sono riunite il 9 e il 10 aprile per esplorare i temi cruciali dell'economia circolare e della sostenibilità ambientale nel turismo.

Questo è stato possibile grazie al #GREENPACT Collaboration Lab (in stile hackathon), un laboratorio creativo finanziato dal progetto europeo GREENPACT Interreg CE, organizzato da ENAIIP Veneto in collaborazione con la Regione Veneto -Direzione Lavoro.

Durante due intense giornate di lavoro presso la sede di Verona di ENAIIP Veneto, i partecipanti hanno dato vita ad un processo creativo di brainstorming, modellazione del business e presentazione di idee innovative. Ringraziamo vivamente Bibione Mare S.p.A. e Parc Hotels Italia per aver portato le loro sfide reali, che hanno ispirato i giovani a creare soluzioni ad hoc.

L'hackathon ha fatto emergere ben 7 proposte e idee di business del futuro nel settore turistico sostenibile. Grazie al prezioso contributo dei partner t2i trasferimento tecnologico e innovazione e Regione Veneto direzione lavoro, i nostri futuri imprenditori hanno ricevuto feedback fondamentali e spunti di riflessione per perfezionare le loro idee.

Dalle strutture ricettive autonome e autosufficienti dal punto di vista energetico ed idrico alla promozione del turismo equo-solidale in realtà abbandonate o confiscate, fino alla creazione di sistemi di mappatura dei fornitori green, possibili carte e vademecum per il turista sostenibile, iniziative per nuovi spazi verdi e aree rigenerative... le possibilità sono moltissime. E questo è solo l'inizio!

Nei prossimi giorni, i partecipanti si impegneranno in un programma formativo, il Buddy Training Programme, progettato per affinare e consolidare le loro idee di business. Un'altra incredibile opportunità li attende a Rijeka, con GREENPACT!

#GREENPACT #Sostenibilità #Innovazione #TurismoSostenibile
#economiecircolare #Interregcentraleurope



15

2 diffusioni post

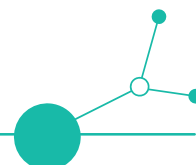


Impressions





D.2.2.2 - Buddy Training Program in the Veneto area



04 2024

What is Greenpact?

GREENPACT is an EU-funded project with project partners from Italy, Germany, Croatia, the Czech Republic and Slovakia. We want to create a space for sustainable innovation, connect future and established entrepreneurs and promote sustainable business practices in the cultural and creative industries and the tourism sector.

Our communication goal is to build a regional and transnational community for sustainable entrepreneurship, circular economy and transgenerational knowledge exchange.

We see raising awareness of sustainable business practices and inspiring people to exchange ideas and learn from each other as a key to success.

[Certifying impact-driven top executives \(interreg-central.eu\)](https://interreg-central.eu)



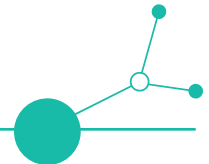


Programme

Buddy Training Programme Lecture's topics	Date, hours and registration links	Training Experts
Introduction in circular economy and impact entrepreneurship Challenge & idea generation / framing	22.04.2024, 14:30-16:30 LINK	R. Cariani A. Zeppelli
Introduction to the Business Model Canvas	29.04.2024, 14:30-16:30 LINK	A. Zeppelli
Focus on the Business Model Canvas	06.05.2024, 14:30-16:30 LINK	A. Zeppelli
First round of individual mentoring - R. Cariani, A. Zeppelli (between april-may 2024)		
Working together on the idea	13.05.2024, 14:30-16:30 LINK	A. Zeppelli
Second round of individual mentoring - R. Cariani, A. Zeppelli (between april-may 2024)		
Idea & Business model finalization	27.05.2024, 14:30-16:30 LINK	A. Zeppelli
Third round of individual mentoring - R. Cariani, A. Zeppelli (between may-june 2024)		
Final mentoring & coaching session - R. Cariani, A. Zeppelli (september 2024)		

GREEPACT Collaboration Lab

Veneto Region (ENAI/PP3 + Region Veneto/PP4)



Version 1

11 2024





EVENT REPORT:

GREENPACT COLLABORATION LAB

NOVEMBER 25TH, 2024, 8AM-2PM, ENAIP VENETO, OPERATIVE OFFICE OF VERONA

NOVEMBER 26TH, 2024, 8AM-2PM, ENAIP VENETO, OPERATIVE OFFICE OF VERONA



Background

D.2.3.1 The GREENPACT Collaboration Lab Instrument

The GREENPACT Collaboration Lab instrument serves as a comprehensive roadmap and set of procedures for organizing regional and transnational two-day events. These events facilitate effective collaboration among target groups to seek solutions synergistically. During these events, SMEs and experienced entrepreneurs present the challenges they face in transforming their businesses to be greener and more impactful. Participants from Generation F use these challenges as a basis to develop solutions, laying the groundwork for green, sustainable, and impactful entrepreneurial or intrapreneurial initiatives.

Through this process, both SMEs and Generation F participants become aware of the mutual learning opportunities these events offer. They will be motivated to engage in transgenerational learning using a "buddy" approach, which is a key component of the training program. The most motivated teams with the most compelling ideas developed during the Green & Impact Entrepreneurship buddy training program have been invited to the final collaboration labs. These labs provided opportunities for experience exchange and innovation co-creation with transnational peers.

Key Objectives of the Collaboration Lab:

- Engage SME representatives from the CCI and tourism sectors and Generation F in initial dialogue and idea exchange.
- Enable Generation F participants to gain a comprehensive understanding of the challenges hindering green and impact transitions in the CCI and tourism sectors.
- Motivate Generation F participants to envision, identify, and propose green and impactful concepts or ideas that address the selected or assigned challenges.
- Identify potential entrepreneurial ideas and entrepreneurs for the Green & Impact Entrepreneurship boosting buddy training program.



Organisation

The second GREENPACT Collaboration Lab for the Veneto area was planned jointly by the PP3 (ENAIIP Veneto) and PP4 (Veneto Region). The event took place at the ICT room lab, Playpark and plenary room of one of 18 Operative offices and Professional schools of ENAIIP Veneto, in Verona, on November 25th and 26th 2024 (8am - 2 pm).

The training program has been promoted during the previous weeks through social campaign in news and social media actions to attract participants, as it is explained below:

FORMAZIONE GREENPACT: Percorso creativo per Business sostenibili e innovativi nel Turismo!



Link to news: <https://www.enaip.veneto.it/index.php/corsi-per-template/18088-formazione-greenpact-percorso-creativo-per-business-sostenibili-e-innovativi-nel-turismo>



ENAIP Veneto
19 November at 05:49

GREENPACT: Il Futuro della Sostenibilità Presentato ai giovani imprenditori di domani

Lunedì 11 novembre abbiamo avuto il piacere di partecipare come speaker a un webinar organizzato dall'**Università di Verona**, dedicato ad approfondire il concetto della **sostenibilità da diverse prospettive**.

Per ENAIP Veneto è stata un'opportunità preziosa per presentare il progetto **GREENPACT**, in cui siamo partner, e contribuire alla discussione su come costruire un futuro sostenibile attraverso formazione e innovazione verso una maggiore responsabilità sociale.

La formazione, infatti, rappresenta la chiave per trasformare idee innovative in progetti imprenditoriali di successo.

Diverse sessioni tematiche hanno esplorato i principali aspetti della sostenibilità tramite la presentazione di tre casi di studio:

- ★ **Progetto Europeo GREENPACT**
- ★ **Ricerca su Ecoansia, Eco-lutto e Eco-colpa.**
- ★ **Leve motivazionali per la sostenibilità in ambito organizzativo**

Ringraziamo vivamente la facoltà di Psicologia dell'Università Degli Studi Di Verona e tutti coloro che hanno reso possibile quest'iniziativa.

Se sei interessato alle attività del progetto **INTERREG Central Europe GREENPACT**, ti invitiamo a scoprire il programma formativo per giovani futuri imprenditori e imprese turistiche al seguente link ➡ <https://www.enaip.veneto.it/.../18088-formazione...>



Presentation of GREENPACT Collaboration Lab to the future entrepreneurs within the University of Verona - 11.11.2024, online.



Program



Co-funded by
the European Union



GREENPACT Collaboration Lab

25-26/11/2024



Agenda

Lungo: ENAIP Verona, Via Bencivenga - Biondani, 1, Verona
Date: 25 -26 novembre 2024 (08:00 - 14:00)
Partecipazione gratuita, previa registrazione.
Evento in presenza, coffee break inclusi.

TEMI DEL LABORATORIO:
sostenibilità, economia circolare, transizione ecologica nell'imprenditoria.
Queste le grandi sfide dell'economia e della società europea e mondiale nei prossimi anni. Per saperle affrontare è necessario essere aperti al cambiamento e stimolare l'ingegno e la creatività.





Co-funded by
the European Union





→ I partecipanti con le migliori idee potranno avere la possibilità di partecipare ad un LABORATORIO INTERNAZIONALE di sviluppo imprenditoriale a Bratislava in aprile 2025.
→ Tutti i team che presenteranno le idee avranno la possibilità di accedere ad un programma di formazione per lo sviluppo di idee di business di tre mesi (gennaio-marzo 2025).

Programma - 25 Novembre 2024

08:00 - 08:10	Benvenuto e Ice-breaking Elisa De Martini, Responsabile Area Adult U.O. Verona Luca Prevati, Project Officer DNAIP Veneto
08:10 - 08:20	Il Progetto GREENPACT del Programma Interreg Central Europe Eva Canevarolo, Project Manager DNAIP Veneto
1° Fase - Warm-up 08:20 - 09:30	L'applicazione della sostenibilità in azienda Presentazione partecipanti e composizione dei gruppi Modera: Alessandro Zeppeili, Project Expert DNAIP Veneto
2° Fase Collaboration Lab 09:30 - 11:00	Il processo creativo: Design thinking, Brainstorming, Benchmarking - Strumenti di Modellazione del Business Alessandro Zeppeili, Project Expert DNAIP Veneto
11:00 - 11:20	Pausa caffè
2° Fase Collaboration Lab 11:20 - 14:00	Laboratorio co-creativo: collaborazione e ideazione di idee di business sostenibili con il supporto di mentori esperti Alessandro Zeppeili, Project Expert DNAIP Veneto

Programma - 26 Novembre 2024

08:00 - 10:30	Laboratorio di Pitching e Finalizzazione delle idee Alessandro Zeppeili, Project Expert DNAIP Veneto
10:30 - 11:30	Preparazione Pitch da parte dei gruppi
11:30 - 11:50	Pausa caffè
3° Fase Validazione delle idee 11:50 - 14:00	• Presentazione del pitch • Valutazione delle idee • Presentazione Buddy Training Programme • Consegna Attestati di partecipazione

Agenda in Italian

The **first day** started with an ice breaking activity to warm up brains and bodies and to lay the groundwork for the teamwork activities.





Then, GREENPACT Project Manager Eva Canevarolo from ENAIP Veneto welcome the participants and presented the main objective and actions of the Project.



23 participants from Generation F attended the 2 days Lab, with an active participation, supported by a group of ENAIP VENETO experts and mentors. On day 25th, also one representative from a SME joined the Collaboration Lab.

Riccardo Cariani from ENAIP Veneto, expert in Circular Economy for industry and tertiary sectors, opened the event with a presentation on circular economy models and sustainability-oriented innovations to set the stage for the participants.





Following Mr Cariani, the entrepreneur Mr Lucio Pusceddu from the Verona enterprise PUNTO LUCE SRL shared his business case, emphasizing the sustainability and circularity aspects. Participants got involved with different questions on the topic, deepening the main aspects of becoming an enterprise and its associated risks and benefits.



Alessandro Zeppelli from ENAIP Veneto, expert in Entrepreneurship and Management, took then the floor, outlining two-day program, focusing on:

1. Introduction to sustainability, circular economy and entrepreneurship: challenges and benefits for future entrepreneurs
2. Collaboration session: brainstorming and ideation in teamwork
3. Validation session: business models and idea pitching

In the first session Alessandro Zeppelli presented the European Entre Comp model (<https://entrecompeurope.eu/>) for raising the awareness on the most useful key competences for the creation and the development of a successful enterprise and participants were asked to present their entrepreneurial experiences and to share their comments on the model.

After an overview of the life cycle thinking and eco-design principles, outlining some concepts to be used in the Collaboration Session, participants were then divided into 4 workshop teams, with the objective of creating an innovative, green and sustainable enterprise.

Each team worked on a sustainability business model template adapted to the scope of the Green Pact Project, and experts and mentors provided guidance on its various components, including the problem, solution, value proposition, competitive advantage, consumers, and main channels. Each component was examined from social, economic, and environmental perspectives.

Additionally, the 17 Sustainable Development Goals of the United Nations and the EU's Green Deal were highlighted

Each team brainstormed innovative ideas, which they briefly presented to the whole group, including the name, main objective, and key actions.



After a coffee break, the teams focused on identifying stakeholders that the company could influence to address their sustainability challenges and brainstormed potential solutions.

At the end of the first day, the teams presented their findings, which included the following results:

- The Collaboration Lab provided participants with the opportunity to create and facilitate pooling among the target group.
- The presence of Generation F, experts and experienced companies, enabled the creation of synergies to find solutions to real issues faced by SMEs in a collaborative manner.





The **second day** start with a wrap up of the first day and a presentation of the programme of the day: For this day the Collaboration Lab has been held in the ICT room lab to support the business idea presentations following a workshop on pitching skills. At the end of the day, each team showcased their experiences and results during a pitch session.



4 pitches were presented:

1. The Hydro Sport Centre: sports facilities powered by water and renewable energy
2. WALLY - robot sorting and separating landfill areas
3. Treating Alzheimer's with innovative solutions
4. Green source energy - supply of equipment and assistance for self-generation of energy

All the ideas were presented in Italian and English and a jury composed by both experts and future entrepreneurs. The most voted idea has been the number 2.



All the jury members expressed positive feedbacks to all the ideas underlining the creative and innovative assets of each of them. Also the pitching abilities have been assessed positively taking also into consideration the novelty of such an action for all the participants.

Overall, we were pleased with the general feedback, which was absolutely positive. We were particularly happy to see that the mix of young people and companies was frequently highlighted as an effective formats.

Regarding our key objectives, we can confidently say that we fully achieved them with our first Collaboration Lab. We successfully engaged a wide audience of Generation F entrepreneurs with a comprehensive understanding of sustainable challenges. We inspired them to envision, identify, and propose green and impactful ideas and concepts.

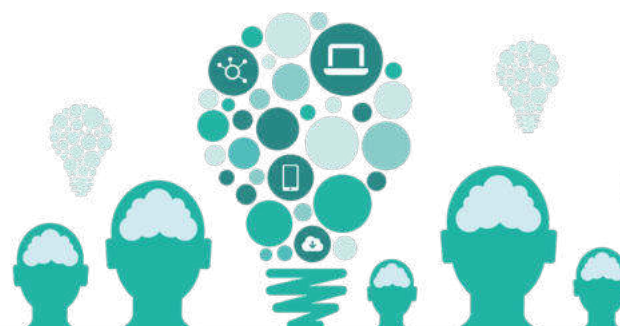
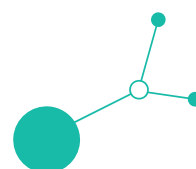


Impressions



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)





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 + 6 (restricted senior group) online 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: a 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 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 more than 40 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 + 1 final meetings (two different coaches assisted the two 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 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.

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 43 initial participants, 42 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 restricted 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 culinary and cultural less known traditions out of the 'mass tourism' logic
- 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)** in April 2025.

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	1. INTRODUCTION TO THE COURSE, TO THE CONCEPTS OF CIRCULAR ECONOMY AND TO THE PRACTICES OF SUSTAINABILITY AND IMPACT ENTREPRENEURSHIP 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. Mode organizational : in presence , at ENAIP V. Verona. It will be a coffee break is planned .	13.01.2025 10:00-13:00 3 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
2. Challenge & problem framing	2. CHALLENGE & PROBLEM FRAMING: IDENTIFYING THE PROBLEM AND FORMULATING THE SOLUTION 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.	28.01.2025 9:00-11:00 2 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati



	Mode organizational : mixed (in presence and online), at ENAIP V. Verona		
3. Process, value chain, resources, and profit model	3. VALUE CHAIN, PROCESS, RESOURCES AND PROFIT MODEL: THE FIRST PART OF THE BUSINESS MODEL CANVAS 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 . Mode organizational : mixed (in presence and online), at ENAIP V. Verona	03.02.2025 9:00-11:00 2 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
4. Circular business strategies	THE MARKET, CUSTOMERS, COMPETITIVE ADVANTAGE , ESG IMPACTS: THE SECOND PART OF THE BUSINESS MODEL CANVAS 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 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 . Mode organizational : mixed (in presence and online), at ENAIP V. Verona	02/18/2025 11:00-13:00 2 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
	1st Round of Individual or Group Mentoring & Coaching		Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati



5. Customer and business model understanding	5. BUSINESS MODELING: TOGETHER TOWARDS SUSTAINABLE AND CIRCULAR IDEAS 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. Mode organizational : mixed (in presence and online), at ENAIP V. Verona	24.02.2024 11:00-13:00 2 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
	2nd Round of Individual or Group Mentoring & Coaching		Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
6. Circular business models and idea draft	6. CIRCULAR BUSINESS MODELS: BUSINESS MODEL CANVAS FOR EACH GROUP 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. Mode organizational : mixed (in presence and online), at ENAIP V. Verona	03.11.2025 9:00-11:00 2 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
	3rd Round of Individual or Group Mentoring & Coaching		Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati
7. Roadmapping - project thinking & implementation	7. FINALIZING BUSINESS MODELS: ROADMAPPING, PROJECT THINKING AND IMPLEMENTATION roadmapping process , as a strategic tool that defines a structured plan to achieve the project objectives. It allows 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	03/17/2025 9:00-11:00 2 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati



	transparency among team members, ensuring a shared understanding of the project's stages and goals. During this session, an initial screening of the most innovative and impactful ideas will be made. Mode organizational : mixed (in presence and online), at ENAIP V. Verona		
8. Presentation skills + final pitch	8. SKILLS FOR SUCCESSFUL PITCHES: SELECTING THE BEST BUSINESS IDEAS 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 engaging . Participants will present their ideas to one jury , which will follow these evaluation criteria : • Impact circular : How much the proposal Yes align to the principles of the economy circulate and promote practices sustainable . • Innovation : Creativity and uniqueness from the solution proposal within the circular business model choice . • Feasibility : Practicality and achievability from the solution , considering scalability and adaptability to different sectors . • Benefits social and economic : The potentials impacts positives on the society and the economy , such as the creation of new jobs , the involvement from the community and resilience economic . Organizational method: in person, at ENAIP V. Verona (or other location tbd)	03.25.2025 10:00-13:00 3 hours	Cariani - Zep- pelli Caneva- rolo, De Mar- tini, Demi- chelis, Pre- viati



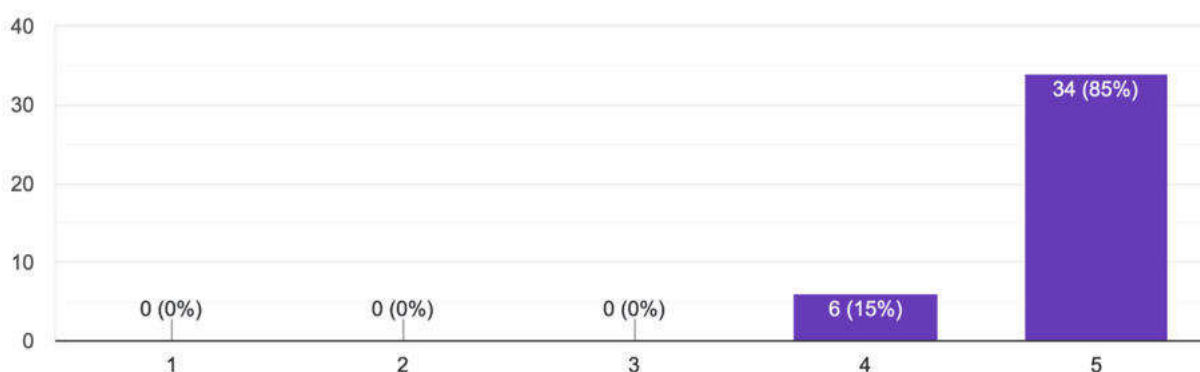
Participants

Of the 43 initial participants, 42 successfully completed the full training cycle, with only one dropout reported. Each participant received a certificate of participation for both the BBTP

Result/Feedback

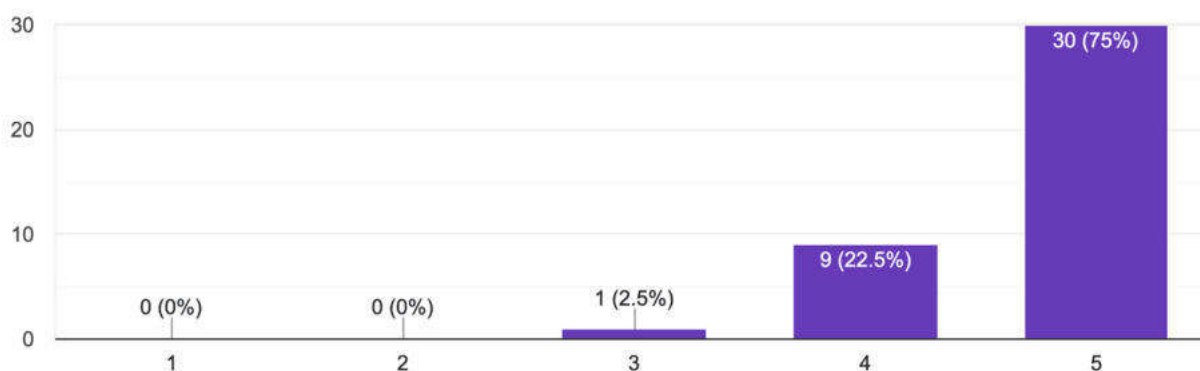
Did the program meet your expectations?

40 responses



How would you evaluate the quality of the sessions?

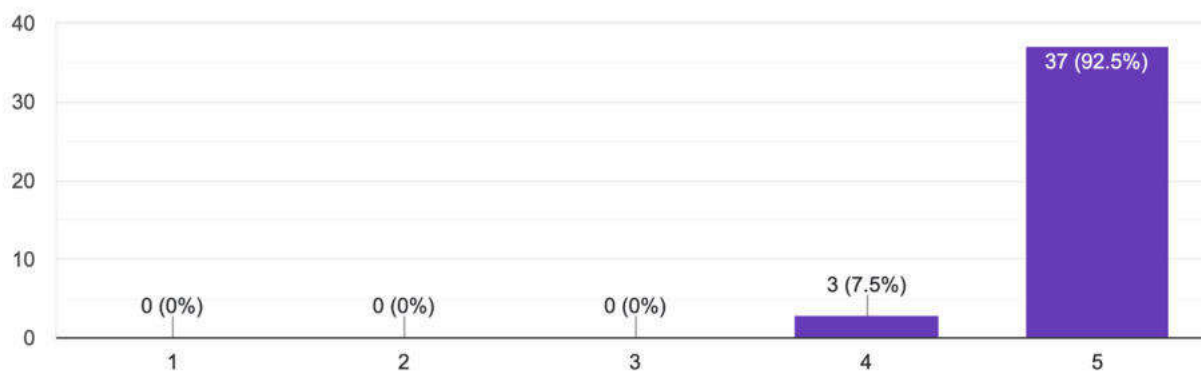
40 responses





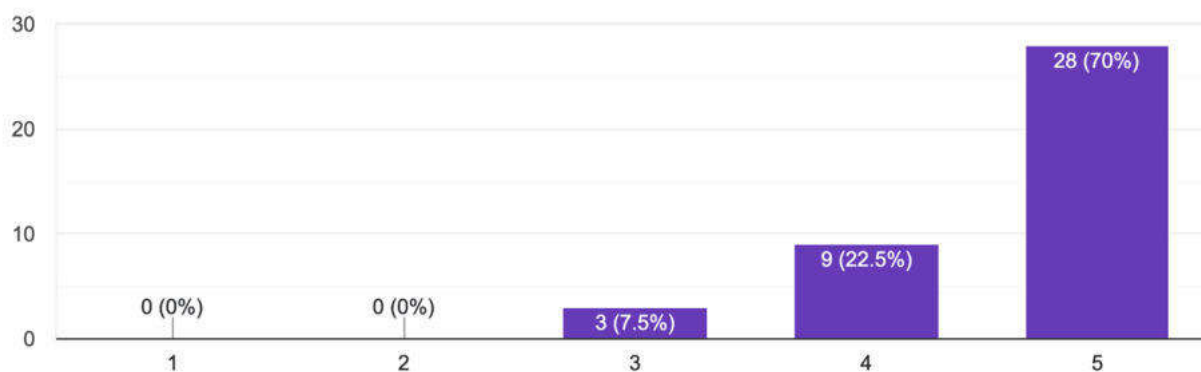
How would you evaluate the overall quality of the speakers?

40 responses



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

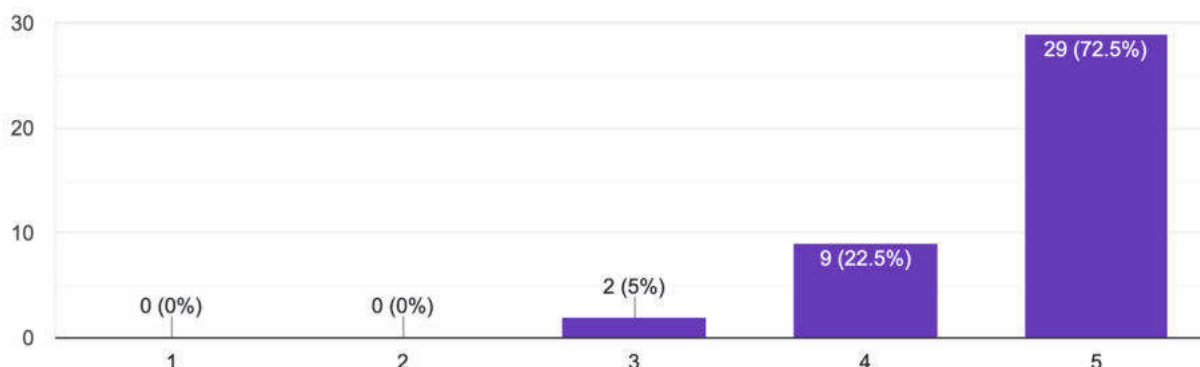
40 responses





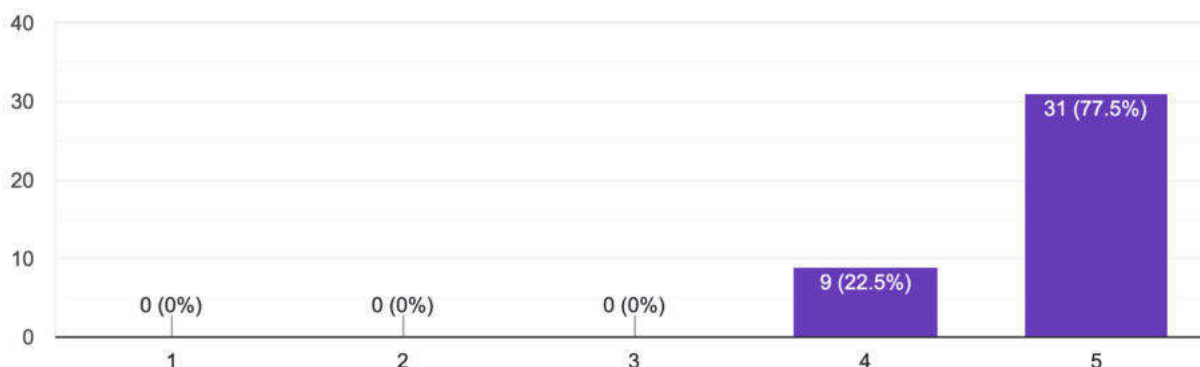
Did you benefit from the exchange between young people and entrepreneurs?

40 responses



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

40 responses



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.

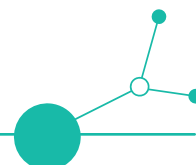
An important innovation in this cohort was the introduction of the intergenerational buddy training between young participants (GenF) and entrepreneurs. The feedback on this element was also encouraging, with 72.5% of respondents reporting that they benefited greatly from the exchange, and another 22.5% 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.

Initial GREENPACT collaboration lab no. 1

Croatia (Step RI/PP5 + City of Rijeka/PP6)



Version 1

04 2024





EVENT REPORT: INITIAL GREENPACT COLLABORATION LAB NO. 1

March 21, 2024, 10:00am-4:00pm, Centar for Career and Professional Practice @ FMTU

March 22, 2024, 10am-4pm, Centar for Career and Professional Practice @ FMTU

Background

D.2.2.1 Initial Regional GREENPACT Collaboration Lab is a two-day collaborative sensitization event (1xreg.) organized for GenF&SMEs. Participants were engaged in learning, co-designing innovations, and understanding Green and Impact opportunities through transgenerational collaboration. This Lab served as a testing ground for the draft solution developed under D.2.1.1.

Objectives of the event:

- Engaging SMEs and Generation F: Facilitating dialogue and idea exchange.
- Understanding Challenges: Helping Generation F participants grasp the limitations SMEs face in green and impact transitions.
- Proposing Solutions: Motivating participants to envision and propose green and impactful ideas.
- Identifying Entrepreneurs: Selecting potential entrepreneurial ideas and participants for further training.

Organisation

The first Collaboration Lab in Croatia was planned jointly by the PP5 (Step Ri) and PP6 (City of Rijeka), together with associated partner - Faculty of Tourism and Hospitality (FMTU).

The event took place at the Centar for Career and Professional Practice @ FMTU on both days of the event March 21st & 22nd from 10:00am to 4:00pm.

Faculty of Tourism and Hospitality (FMTU), was a partner of the event. As an associated partner, FMTU gladly responded to the collaboration and integrated the Collaboration Lab into the Green Days event - a week-long event dedicated to the circular economy and sustainability in tourism.



Green DAYS

19.03. - 22.03. 2024.

PRIJAVE



SVEUČILIŠTE U RIJECI
FAKULTET ZA MENADŽMENT
U TURIZMU I UGOSTITELJSTVU
OPATJUA, HRVATSKA



19.03. 2024.

10:30 – 11:30

DVORANA A3

Zelena tranzicija za oporavak i otpornost

Hana Huzjak

viša ekonomska savjetnica Radna skupina za oporavak i otpornost,
Europska komisija



20.03. 2024.

14:00 – 15:00

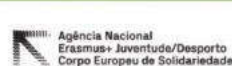
DVORANA B5

SDG RADIONICA ZA MLADE

Brza moda brzo zagađuje

Diana Kovačić

Udruga Žmergo



21.03. 2024.

10:00 – 16:00

Centar za karijere i
stručnu praksu

GREENPACT Collaboration Lab Hackathon

za milenijalce, generaciju Z i predstavnike turističke industrije zainteresirane
za održivi razvoj, očuvanje okoliša i napredak lokalne zajednice

[Poziv](#)

STEPRI



ikador
Luxury Boutique
Hotel & Spa



MARINA PUNAT
ISLAND KRK, CROATIA

interreg
CENTRAL EUROPE



Co-funded by
the European Union

GREENPACT

21.03. 2024.

10:00 – 16:00

Centar za karijere i
stručnu praksu

GREENPACT Collaboration Lab Hackathon

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[Poziv](#)

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MARINA PUNAT
ISLAND KRK, CROATIA

interreg
CENTRAL EUROPE



Co-funded by
the European Union

GREENPACT



Additionally, we internally created a poster for additional project promotion:

 POSREDOVANJE U PROMETU
POSREDOVANJE U PROMETU
POSREDOVANJE U PROMETU **STEPRI**

Tražimo **održiva i zelena rješenja**
za stvarne probleme u turizmu!

**GREENPACT
Collaboration Lab
Hackathon**

21. i 22. ožujka 2024. @FMTU,
od 9 do 15 sati

Upoznajte se s poslovnim izazovima
uglednih turističkih poduzeća i
principima održivog i kružnog poslovanja
pa, samostalno ili u timu do tri člana
te uz pomoć mentora, ponudite rješenja!

Prijave do 20. ožujka u 12 sati
na greenpact@uniri.hr

  Co-funded by
the European Union

GREENPACT

Za najbolje pojedince/timove su predviđene nagrade, dodatne
edukacije i razmjena iskustava s kolegama iz Srednje Europe.



Program

The Initial GREENPACT Collaboration Lab No. 1, a “hackathon” event, took place Centar for Career and Professional Practice @ FMTU. The program for Thursday, March 21, 2024, begun at 10:00 AM with an introduction to circular transformation and sustainability, followed by a presentation of challenges from 10:45 AM to 11:30 AM.

Representatives from 3 companies were present, Hilton Rijeka Costabella, Ikador Luxury Boutique Hotel & Spa and Marina Punat Ltd, with 3 different challenges.

Hilton Rijeka Costabella is a 5-star hotel with a total capacity of up to 550 guests, employing 200 staff members year-round, and about 50 students during the summer season. As a hotel and resort with one of the largest hotel wellness centers in Croatia, they have realized that they incur significant laundry costs, primarily due to the large number of towels used daily by our guests. The laundry generates high consumption of water, electricity, gas, and chemicals, making it important for us to reduce these negative impacts. Therefore, they aim to lower their environmental footprint through educating and raising awareness among our guests about environmental protection.

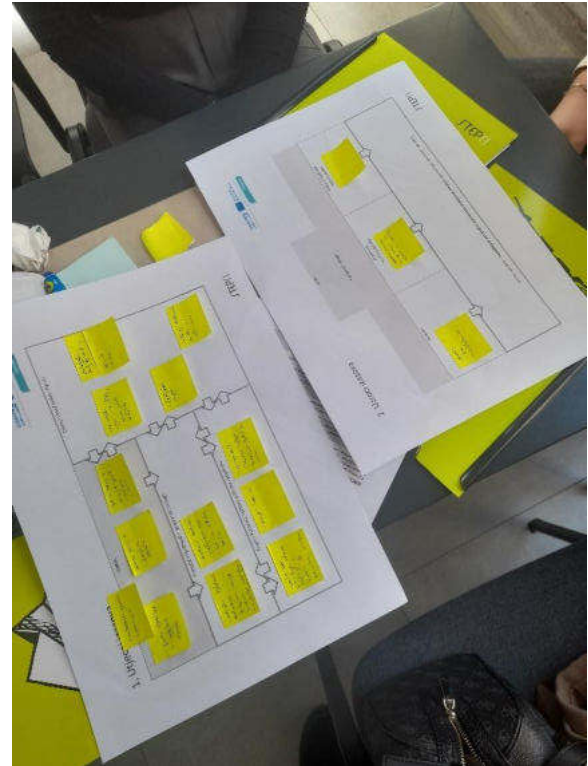
Ikador Luxury Boutique Hotel & Spa is a hospitality and tourism establishment with 35 employees, operating in the tourism sector and competing in the market of providing hotel and hospitality services. They aim to achieve high quality in their services by using local ingredients. At the same time, they strive to adhere to sustainable procurement practices, supporting the local community and contributing to environmental awareness. Their goal is to ensure sustainable operations while providing top-notch service to our guests, supporting local producers, and reducing our ecological footprint.

Marina Punat Ltd Marina Punat is a company located in Punat on the island of Krk, employing 80 staff members. It is part of the Marina Punat Group, which includes associated companies such as Brodogradilište Punat, Marina Commerce, and Marina Punat Hotel & Resort. The Marina Punat Group collectively employs over 130 people. In addition to the associated companies, Marina Punat Group operates with 45 cooperative firms and 11 charter bases. The main activity of Marina Punat is providing services in nautical tourism, including mooring services both at sea and on land, rental of storage space and business premises, gastronomy, parking services, and launching/lifting of smaller vessels. The marina is facing the need to find sustainable alternatives for managing the various devices and equipment necessary for its operations. Instead of purchasing, we are exploring the option of leasing equipment to reduce procurement costs, ensure regular maintenance and support, and minimize our ecological footprint.

After a short break from 11:30 AM to 12:00 PM, participants were engaged in solution development until 2:30 PM, with another brief break from 2:30 PM to 2:45 PM. The day concludes with a session on the basics of creating presentations and presentation skills, running from 2:45 PM to 4:00 PM.

On Friday, March 22, 2024, the program resumes at 10:00 AM with continued solution development until 11:30 AM, followed by a break until 12:00 PM. From 12:00 PM to 2:00 PM, participants will work on creating their presentations. The event finished with the presentation of solutions from 2:00 PM to 4:00 PM.

"Both days there were 25 participants from GenF, 1 HEI, and 3 entrepreneurs - a total of 29 participants.









Result/Feedback

The feedback for the first Collaboration Lab was as follows:

QUESTION	EVALUATION
The workshop met my expectations	4,3
Learned knowledge is applicable in practice	4,7
The content was well structured and easy to follow	4,3
The knowledge I have acquired will help me to work better	4,6
The lecturer is professional and knows how to transfer knowledge	4,6
TOTAL	4,5

Overall, we were satisfied with the feedback, as it is mostly good/very good. We also included text fields for written feedback in the survey. We were particularly pleased that the mix of young people and companies was highlighted as a positive format.

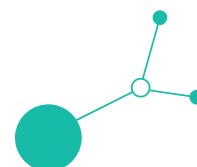
If we look at the key objectives we set ourselves, we can say that we were able to fully achieve them with our first Collaboration Lab. We did engage SME representatives from CCI and Generation F ideas exchange. We enabled the Generation F participants to get an overall picture and deeper understanding of sustainable challenges. We motivated GenF participants to envision, identify and propose green/impact ideas and concepts. And we identified potential entrepreneurs for our boosting buddy training programme.

Buddy Boosting Training Program: „GREENPACT program - Osposobljavanje za cirkularno i impact poduzetništvo“

D.2.2.2 - Croatia (Step RI/PP5 + City of Rijeka/PP6)

Version 1

07 2024





Background

The Green and Impact Entrepreneurship boosting buddy training program is a 3-months training program in circular economy and impact entrepreneurship. Training mission is to empower participants with knowledge and practices to address green and impact challenges by enabling new venture/idea development or existing business transformation development.

The training program is an innovative bottom-up approach to entrepreneurial development program where younger (Gen F) and older (participants from SMEs) are learning and applying:

- circular economy related knowledge, best practices and implementation strategies,
- impact entrepreneurship, its rationale and performance management frameworks,
- business model innovation, development, transformation and performance improvement basic knowledge by addressing real-life, practical challenges of business transformation in companies from tourism and creative industries.

During the training program:

- participants learn and apply newly acquired knowledge by addressing specific challenges (proposed by participants or training program lecturers)
- GenF participants receive entrepreneurial experience and tips from SMEs
- participants from SMEs receive market and customer engagement inputs from the GenF (as representatives of the future markets and customers' attitudes and needs)
- all participants receive support in envisioning competitive advantages and performance improvements by transforming tourism and creative businesses towards implementation of greener and impactful practices.

Regionally selected participants will take a part at the Final International Lab in Croatia where they co-create innovations with their transnational colleagues. Participants will be selected based on their performance during the training and proposed solution(s) to (final) challenge(s) during training program.

Participants in the Green and Impact Entrepreneurship boosting buddy training program will be selected through open call, assuring participation of participants from both GenF and tourism and/or creative industries.

Partners from each region are free to pivot implementation elements, adapting to regional specific needs and challenges.



Organisation

The first BBTP in Croatia was planned jointly by the PP5 (Step Ri) and PP6 (City of Rijeka), together with support of associated partner - Faculty of Tourism and Hospitality (FMTU).

Croatia named the program "GREENPACT program - Osposobljavanje za cirkularno i impact poduzetništvo". Translation: "GREENPACT program - Training for circular and impact entrepreneurship"

We decided to conduct online training sessions (via Zoom platform) for easier participant enrolment. We established a schedule and issued a public call for the regional GREENPACT program. Expected participant commitment: up to four hours per week, online.

Tentative schedule over eight weeks: two-hour lectures twice a week in the afternoon (with recordings available for self-paced viewing), two hours of independent work, and one hour of discussion on completed tasks.

Open applications invited future and existing entrepreneurs and managers in tourism and creative industries interested in learning about circular economy principles and impact entrepreneurship. The program included training, counselling, and mentorship, aiming to transform businesses towards sustainable practices.

We received the applications online and via email, with participants providing their name, company or institution, email address, phone number, and position.

We received 40 applications, 20 of which were from Gen F, 17 from the SME sector, and 3 from NGOs.

The program started May 7th 2024, and lasted to June 25th 2024 (due to the ongoing tourist season, the number of participants began to gradually decline, as most of our participants were from the tourism sector.)



Program

Co-funded by
the European Union





GREENPACT Inkubator program

Osposobljavanje za cirkularno i impact poduzetništvo

Utorak, 7. svibnja do 25. lipnja 2024.

Zoom poveznica za sve edukacije <https://us06web.zoom.us/join/tz0tfu6gpzsvG9Z5av-bq5fZrciSA6h7lU5> Registrirajte se unaprijed. Nakon registracije, primit ćete potvrdni e-mail koji sadrži informacije o pridruživanju sastanku.

Radionice će se održavati utorkom i četvrtkom u periodu od 15:00 do 17:00.

U namjeri da raspored dodatno prilagodimo većini polaznika, termini su podložni promjenama.

DAN	DATUM	VRIJEME	NAZIV EDUKACIJE	PREDAVAČI	PROGRAM
Utorak	07.05.2024	15:00 - 17:00	Uvod u cirkularnu ekonomiju i impact poduzetništvo	Boris Golob	GREENPACT Inkubator program
Četvrtak	09.05.2024	15:00 - 17:00	Analiza izazova cirkularne transformacije	Boris Golob	GREENPACT Inkubator program
Utorak	14.05.2024	15:00 - 17:00	Lanac vrijednosti i uzroci linearne ekonomije	Boris Golob	GREENPACT Inkubator program
Četvrtak	16.05.2024	15:00 - 17:00	Strategije cirkularnog poslovanja	Boris Golob	GREENPACT Inkubator program
Utorak	21.05.2024	15:00 - 17:00	Razumijevanje kupaca i utjecaj tržišta na cirkularnost	Boris Golob	GREENPACT Inkubator program
Četvrtak	23.05.2024	15:00 - 17:00	Razumijevanje poslovnog modela	Boris Golob	GREENPACT Inkubator program
Utorak	28.05.2024	15:00 - 17:00	Iskustva iz prakse – predstavljanje poduzetnika	poduzeće	GREENPACT Inkubator program
Utorak	04.06.2024	15:00 - 17:00	Cirkularni poslovni modeli i njihova primjena	Boris Golob	GREENPACT Inkubator program

STEPRI



Četvrtak	06.06.2024	15:00 - 17:00	Stvaranje plana provedbe (roadmapping)	Boris Golob	GREENPACT Inkubator program
Utorak	11.06.2024	15:00 - 17:00	Uvod u vještine prezentacije	Boris Golob	GREENPACT Inkubator program
Četvrtak	13.06.2024	15:00 - 17:00	Izrada prezentacije	Boris Golob	GREENPACT Inkubator program
Utorak	18.06.2024	15:00 - 17:00	mentoriranje	Boris Golob; Neven Tamarut	GREENPACT Inkubator program
Četvrtak	20.06.2024	15:00 - 17:00	mentoriranje	Boris Golob; Neven Tamarut	GREENPACT Inkubator program
Utorak	25.06.2024	15:00 - 17:00	Prezentiranje ideje cirkularne transformacije	sudionici	GREENPACT Inkubator program

STEP1



Registrations and Participants

We received the applications online, via email greenpact@uniri.hr, where participants provided the following information:

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

We received 40 applications, 20 of which were from Gen F, 17 from the SME sector, and 3 from NGOs.

Result/Feedback

At the end of each session, participants completed an online survey (via Zoom) on their satisfaction with the specific training and the instructor.

The questions were more or less always the same (with grade 1 indicating dissatisfaction and 5 indicating great satisfaction):

1. The seminar 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 instructor is knowledgeable and knows how to convey knowledge

The overall average rating for all the trainings throughout the entire program was 4,77.



Impressions

An example of a public call on the STEP RI website for the GREENPACT program - Training for circular and impact entrepreneurship



An example of a public invitation for an Instagram post for GREENPACT program - Training for circular and impact entrepreneurship





An example of a public invitation for a Facebook post for GREENPACT program - Training for circular and impact entrepreneurship

Želite li saznati kako koristiti alate za uvođenje održivih praksi poput kružne ekonomije i impact poduzetništva u vaš posao? Zanima vas primjena najboljih strategija za unaprjeđenje vaših ideja ili poslovanja prema održivijim praksama? 🌱📱

🌟 Prijavite se na GREENPACT program koji uključuje edukacije, savjetovanja i mentorsku podršku i saznajte više o primjeni principa cirkularne ekonomije i impact poduzetništva.

Kad i gdje?... [Prikaži više](#)

EDUKACIJE
GREENPACT
program

📅 7. svibnja - 25. lipnja 2024.
🕒 15:00 - 17:00
📍 ONLINE

Interreg
CENTRAL EUROPE

Co-funded by
the European Union

GREENPACT

STEP.UNIRI.HR

GREENPACT program - Step Ri

[Prijavi se](#)



An example of a public invitation for a LinkedIn post for GREENPACT program - Training for circular and impact entrepreneurship

**STEP RI - Science and Technology Park of the University of Rijeka**
1,234 followers
5mo • Edited • 

Želite saznati kako koristiti alate za uvođenje održivih praksi poput kružne ekonomije i impact poduzetništva u posao? Zanimaju vas strategije kojima možete usmjeriti svoje ideje/poslovanje prema održivijim praksama?  ...more

Show translation



EDUKACIJE
GREENPACT
program

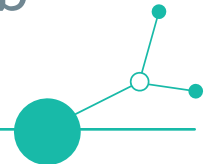
 7. svibnja - 25. lipnja 2024.
 15:00 - 17:00
 ONLINE

 Co-funded by
the European Union

GREENPACT

D.2.3.1 Initial GREENPACT collaboration lab

Croatia (STEP RI/PP5 + City of Rijeka/PP6 + FTHM/AP7)



Version 2

03 2025





Regional approach

This report contains the two attempts of the second Initial Regional GREENPACT Collaboration Lab in Croatia, organized by Step Ri Science and Technology Park in cooperation with the City of Rijeka and the Faculty of Tourism and Hospitality Management. The first attempt (planned for November 7-8, 2024) aimed to engage university students, specifically Millennials and Generation Z, in sustainable development initiatives for Rijeka's university campus, whereas the second attempt (March 5-6, 2025) aimed to engage Gen F to work on sustainable solutions for SMEs' cases/problems.

Marketing and Promotion

Efforts to publicize the first event included:

1. Digital Outreach:

- Announcements on the official websites of both Croatian GREENPACT partners and the project's website.
- Emails sent to all University of Rijeka deans (16) to encourage student participation.
- Notifications sent to GREENPACT Ambassadors; a group dedicated to promoting the initiative.

2. Media Engagement:

- Press releases distributed to local media, with a particular emphasis on platforms targeting younger audiences (Generation F).
- Coverage on websites like Studentski.hr, Moja Rijeka, Novi List, Torpedo media, Udruga Žmergo's blog, etc.

3. Campus and Community Engagement:

- Posters displayed throughout the Rijeka campus and in the City of Rijeka's Startup Incubator, targeting students on-site.

Despite all promotional efforts, there were not enough registrations, and as a result, the event was canceled. In March 2025 we tried again to organize a Collaboration Lab and it was successfully conducted. The following report will provide an overview of both events, including the promotional activities and challenges faced, as well as details on the newly organized event and the key factors that contributed to its success.



Program

Initial Regional Collaboration Lab, November 7-8, 2024

The second Initial Regional GREENPACT Collaboration Lab, which was branded "Campus: Dead or Alive?", was supposed to be held over two days, November 7-8, 2024, from 9 am to 2 pm, focusing on sustainability challenges related to campus life. The workshop, part of the GREENPACT initiative, invited participants to develop innovative solutions to improve campus sustainability.

Initial Regional Collaboration Lab, March 5-6, 2025

The second attempt of organizing a Collaboration Lab in Croatia was planned jointly by the PP5 (Step Ri) and PP6 (City of Rijeka), together with the associated partner - Faculty of Tourism and Hospitality Management (FTHM). The event took place at the Centre for Career and Professional Practice at FTHM on both days of the event, March 5th and 6th, from 10:00 am to 4:00 pm.

The program for Wednesday, March 5th, 2025, began at 10:00 AM with an introduction to circular transformation and sustainability, followed by a presentation of companies' challenges from 10:45 am to 11:30 pm. Representatives from 3 companies were present, Hilton Rijeka Costabella, Student Center Rijeka, and Student Union of the University of Rijeka, with 3 different challenges.

Hilton Rijeka Costabella is a 5-star hotel with a total capacity of up to 550 guests, employing 200 staff members year-round, and about 50 students during the summer season. Their business activity involves providing accommodation services, as well as hotel and hospitality services, with a strong focus on high quality and excellent service for their guests. As the hotel industry is rapidly growing, it leaves a negative footprint. Hilton, through its Travel with Purpose program, aims to reduce its negative environmental impact by 2030. The goal is for each hotel, through individual initiatives and by identifying its weaknesses, to improve operations and actively work on minimizing environmental impact. As a hotel and resort, they have recognized the high costs associated with drinking water, which also generates waste - glass and plastic. Given that they have the privilege of operating in an area with excellent water quality, they see an opportunity to reduce this impact. They want to continue to maintain a high level of service and comply with legal regulations, particularly the categorization rules for high-end properties. However, they would also like to contribute to environmental protection together with their guests.

Student Center Rijeka is an institution that has been supporting the standard of students at the University and Polytechnic of Rijeka for over sixty years, making it one of the oldest members of the University. With over 230 employees across its facilities, the Student Center Rijeka provides students with housing, dining services, and temporary and part-time employment opportunities, and organizes different kinds of activities. Within two student dormitories, it offers accommodation for 1,428 students and serves over 10,000 meals daily. They presented a challenge regarding student engagement in organized activities, particularly those of an environmental nature. For example, a workshop on planting herbs near the socializing area was attended by only two students. Solutions are being sought on how to organize and promote similar activities in a way that effectively reaches students and motivates them to participate.

Student Union of the University of Rijeka is the highest student body at the university, consisting of 24 members dedicated to improving the living standards of all students, organizing entertainment events, and communicating with local authorities. Their target group is exclusively students. As students themselves and a non-profit organization, their biggest challenge in event organization is securing funding. This has led them to focus more on event quality rather than circular economy and sustainability. They face challenges in organizing sustainable events that promote social interaction, cultural connection, and long-term campus appeal. Events like the Student Days festival consume significant resources, generate waste, and lack



integration with circular economy principles, missing an opportunity to create an environmentally responsible environment. There is a need to develop sustainable event planning and execution practices that minimize environmental impact, enable resource reuse and recycling, and enhance campus functionality for future generations. They aimed to create a model for small-scale, sustainable pop-up events that continuously improve campus life and entertainment while maintaining its identity as an open and inclusive space for students, staff, and the local community. Solutions should align with sustainability principles, reduce environmental impact, and promote resource reuse. Structural changes to existing campus buildings and spaces are impossible, and all activities must comply with environmental laws, public gathering regulations, and safety protocols. Solutions must also meet industry standards for safety, energy efficiency, and waste management to ensure the long-term sustainability of the campus as a functional public space. Ultimately, they aim to enhance student life through eco-friendly events that reduce waste, optimize resources, and create positive changes in the local community, positioning the campus as a green, innovative hub with lasting social impact.

After a short break from 11:30 am to 12:00 pm, participants were engaged in solution development until 2:30 pm, with another brief break from 2:30 pm to 2:45 pm. The day concluded with a session on the basics of creating presentations and presentation skills, running from 2:45 pm to 4:00 pm.

On Thursday, March 6th, 2025, the program resumes at 10:00 am with continued solution development until 11:30 am, followed by a break until 12:00 pm. From 12:00 pm to 2:00 pm, participants worked on creating their presentations.

There were 28 participants from GenF and 3 entrepreneurs which makes a total of 31 participants. Gen F divided into 7 groups out of which 3 groups worked on the case of Hotel Hilton, 2 groups on the case of the Student Center, and the other 3 groups worked on the Student Union case. The event finished with the presentation of solutions from 2:00 pm to 4:00 pm the other day and the representatives of the SMEs, together with mentors, chose the best three teams. The winners were teams Fjaka, Green future and H2O.



Participants

Initial Regional Collaboration Lab, November 7-8, 2024

Despite significant promotional efforts, participation remained limited. The event received three challenge submissions from companies and four registrations from students within Generation F. Unfortunately, the low registration numbers did not meet the desired threshold for an effective and engaging workshop experience.

Name and Surname	Company/Institution/NGO	e-mail address	Phone	Function	
Ida Križaj Leko	DeltaLab & Urban Studies	idakrizaj83@gmail.com		zamjenica predstojnice DeltaLaba / Deputy Head of DeltaLab voditeljica Urbanih studija / Head of Urban Studies	
Boris Frković (Iva Boneta)	Studentski Centar Rijeka - Student Center Rijeka	boris.frkovic@scri.uniri.hr		Director's advisor	
Slobodan Šolaja	Studentski zbor - Student Union	ssolaja@uniri.hr		Manager	
Name and Surname	Company/Institution/NGO	e-mail address	Phone	Function	
Tea Leko	Fakultet elektrotehnike, računarstva i informacijskih tehnologija, Sveučilište u Osijeku	tealeko1@gmail.com	095\826-3745	Student	10/20/24 21:01
Nikolina Pavičić	Ekonomski fakultet u Rijeci	nikolina.pavicic89@gmail.com	919100269	Student	23.10.2024
Ružica Propadalo	Biotehnologija i razvoj lijekova	ruzica.propadalo@student.uniri.hr	923605701	biotehnolog	25.10.2024
Tea Turkalj	Ekonomski fakultet, Sveučilište u Rijeci	tea12.turkalj94@gmail.com	958317305	2.godina diplomskog	29.10.2024



Result, Feedback and Impressions

Initial Regional Collaboration Lab, November 7-8, 2024

There were no results or feedback due to the cancellation of the event. The low turnout highlighted the challenges of engaging students in sustainability-oriented workshops despite targeted promotion. We concluded that the number of registrations was insufficient to conduct a high-quality collaboration lab. This outcome will inform adjustments in future event marketing strategies, possibly including more interactive digital marketing approaches and incentives for participants.

We are currently discussing a potential collaboration of this event with our associated partner, the Faculty of Tourism and Hospitality, to co-organize the workshop. However, the earliest they would be able to do it is at the beginning of their summer semester, specifically in early March 2025.

Initial Regional Collaboration Lab, March 5-6, 2025

As mentioned before, we managed to organize another event, in collaboration with FTHM and it was successful. The feedback for the Collaboration Lab was as follows:

QUESTION	EVALUATION
The workshop met my expectations.	4,8
Learned knowledge is applicable in practice.	4,9
The content was well-structured and easy to follow.	4,9
The knowledge I have acquired will help me to work better.	4,7
The trainers were professional and knew how to transfer knowledge.	4,9
TOTAL	4,8

Building on the success of our first Collaboration Lab, we carefully analyzed participant feedback to enhance the second session. The evaluations from the second Collaboration Lab demonstrate that these improvements were effective, as participants rated the experience more highly than in the first one.

A key strength of the first Collaboration Lab was the dynamic interaction between young participants and companies, an aspect we further strengthened in the second session. This approach facilitated even deeper engagement and more valuable idea-sharing between SMEs and Generation F participants. Participants gained a more comprehensive understanding of sustainability challenges while advancing their ability to develop and refine impactful ideas.

Looking at the key objectives, we fully achieved them with the second Collaboration Lab. SME representatives and Generation F exchanged ideas and both learned something new. Generation F participants got an overall picture and deeper understanding of sustainable challenges and we motivated them to envision, identify, and propose green/impact ideas and concepts.



Gallery

Initial Regional Collaboration Lab, November 7-8, 2024

***Marketing and Promotion: Links, Photos & Screenshots**

Public calls:

1. For SMEs to give challenges: <https://www.step.uniri.hr/javni-poziv/greenpact-collaboration-lab/>
2. For Generation F: <https://www.step.uniri.hr/javni-poziv/campus-dead-or-alive/>

Interreg GREENPACT webpage: <https://www.interreg-central.eu/news/round-2-of-training-program-in-rijeka-croatia-about-to-start/>

Media coverage:

Studentski.hr: <https://studentski.hr/studenti/vijesti/osmislite-rjesenja-koja-ce-oblikovati-buducnost-rijeckog-kampus-a-najbolji-timovi-osvojit-ce-i-vrijedne-nagrade>

Udruga Žmergo: <https://fermaj.zmergo.hr/blog/2024/10/25/step-ri-poziva-studente-na-2-dnevni-hackathon-kampus-dead-or-alive/>

UNIRI: <https://uniri.hr/vijesti/poziv-studentima-na-dvodnevni-hackathon-kampus-dead-or-alive/>

Moja Rijeka: <https://www.mojarijeka.hr/step-ri-poziva-studente-na-dvodnevni-hackaton-kampus-dead-or-alive/>

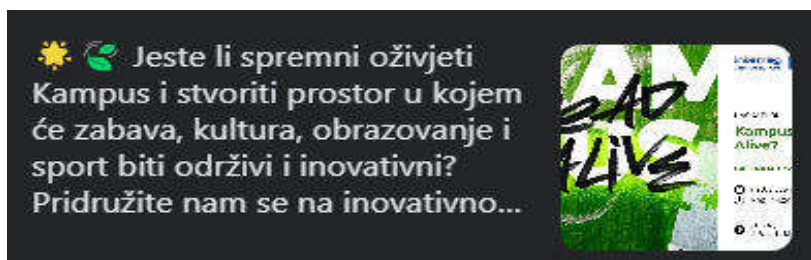
Novi List: 1. <https://www.novilist.hr/ostalo/sci-tech/tehnologija/kampus-dead-or-alive-hackaton-u-step-ri-ju-namijenjen-studentima/>

2. <https://www.novilist.hr/rijeka-regija/rijeka/rijecki-studenti-imat-ce-priliku-kroz-prakticne-zadatke-i-izazove-unaprijediti-zivot-u-kampusu/>

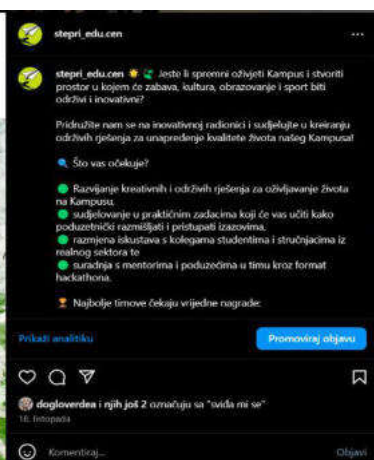
Torpedo.media: <https://torpedo.media/novosti-rijeka/kampus-dead-or-alive-poziv-za-studente-zainteresirane-za-odrzivi-razvoj-i-unaprjedjenje-zivota-na-kampusu>



We had a paid advertisement for a Facebook event, but we canceled it due to a low number of registrations.



Instagram:



Facebook:





LinkedIn:

STEP RI - Science and Technology Park of the University of Rijeka
1,284 followers
4w •

Razmišljali ste o uvođenju principa kružne ekonomije u poslovanje? Treba vam nova perspektiva i inspiracija za transformaciju poslovnog modela?

Zainteresirane poduzetnike pozivamo da nam se pridruže na dvodnevnoj radionici Initial GREENPACT Collaboration Lab na kojoj će imati priliku:

- predstaviti izazov iz prakse za čije rješavanje traže rješenje koje uključuje primjenu principa kružne ekonomije,
- razmijeniti stavove o izazovima u poslovanju i rješenjima koja mlade generacije kao budući potrošači smatraju poželjnim te
- od budućih potrošača dobiti nove ideje, rješenja i prilike za održivo poslovanje i stvaranje konkurentske prednosti.

Vidimo se 7. i 8. studenog 2024. na STEP RI-ju, od 9:00 do 14:00!

Sudjelovanje je besplatno, a prijaviti se možete do 28. listopada 2024. slanjem e-maila na → andrea.ostric@uniri.hr; ime, poduzeće, kontakt email i telefon.

Za više informacija posjetite našu web stranicu: <https://t.ly/twXT2>

#greenpact #futurepreneurs #interregce #interregcentral #smartercentraleurope #euproject #greenpactproject

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GREENPACT Collaboration Lab - Step Ri

STEP RI - Science and Technology Park of the University of Rijeka
1,284 followers
3w •

Htjeli biste oživjeti Kampus i stvoriti prostor u kojem će zabava, kultura, obrazovanje i sport biti održivi i inovativni? ...more

Show translation

KAMPUS: DEAD OR ALIVE?

HACKATHON

GREENPACT Collaboration Lab

7. i 8. studenog 2024.
9:00 - 14:00

STEP RI,
Ul. Radmile Matejčić 10

Thu, Nov 7, 9:00 AM - Fri, Nov 8, 2:00 PM CET

Kampus: Dead or Alive?
Rijeka, HR

View event

4 3 reposts

Studentski centar Rijeka
7h •

Oživimo Kampus zajedno!

Pridruži se inovativnoj radionici 7. i 8.11. i sudjeluj u kreiranju održivih rješenja za unapređenje kvalitete života našeg Kampusa!

Prijavi se do 4.11. i osvoji bogate nagrade:

Kampus: Dead or Alive? - Step Ri

Pozivamo vas na dvodnevni hackathon Javni poziv za milenijalce i g...

Zaklada Sveučilišta u Rijeci
2d •

Step Ri - Edukacijski centar poziva milenijalce, generaciju Z i studente Kampusu Sveučilišta u Rijeci na dvodnevni hackaton koji će se održati 7. i 8. studenog 2024. od 9:00 do 14:00 sati.

Cilj je razvijati inovativna i održiva rješenja za oživljavanje Kampusu kroz aktivnosti poput zabave, kulture, neformalnog obrazovanja, sporta i turizma, uz praktične zadatke koji potiču poduzetnički način razmišljanja, razmjenu iskustava s kolegama i predstavnicima industrije, te mentorsku suradnju s tvrtkama radi stvaranja novih prilika za održivo poslovanje.

Najbolje ocijenjeni timovi osvojit će:

- 3 x Eventim bon od 60 € za ulaznice za koncerte i
- pozivnicu za sudjelovanje u tromjesečnom GREENPACT inkubatoru, programu razvoja poduzetničkih ideja koji uključuje edukacije, savjetovanja i podršku stručnjaka.

Više o hackatonu u događaju ispod i na službenoj web stranici: <https://www.step.uniri.hr/javni-poziv/campus-dead-or-alive/>

KAMPUS: DEAD OR ALIVE?

HACKATHON

GREENPACT Collaboration Lab

7. i 8. studenog 2024.
9:00 - 14:00



Veleučilište u Rijeci
2d · 🌐

Evo prilike za nova iskustva, znanja i poznanstva 🤖

Step Ri - Edukacijski centar poziva sve milenijalce i generaciju Z, a posebno studente Kampusu, koji su zainteresirani za održivi razvoj i unaprjeđenje života na Kampusu da im se pridruže na dvodnevnoj radionici Initial GREENPACT Collaboration Lab – Kampus: Dead or Alive? koja će se održati 7. i 8. studenog 2024. od 9:00 do 14:00 sati.

🌱 Jeste li spremni oživjeti Kampus i stvoriti prostor u kojem će zabava, kultura, obrazovanje i sport biti održivi i inovativni?

Pridružite nam se na inovativnoj radionici i:

- 💡 razvijte kreativna i održiva rješenja za oživljavanje života na Kampusu,
- 💡 sudjelujte u praktičnim zadacima koji će vas učiti kako poduzetnički razmišljati i pristupati izazovima te
- 💡 razmjenjajte iskustava s kolegama studentima i stručnjacima iz realnog sektora.

🏆 Najbolje timove čekaju vrijedne nagrade:

- 3 x Eventim bon od 60 € za ulaznice za koncerte 🎵 i
- pozivnica za tromjesečni GREENPACT inkubator - program razvoja poduzetničkih ideja!

Požurite s prijavama jer su otvorene do 4. studenog! Prijaviti se možete putem poveznice ➡ <https://t.ly/fPUgl>

KAMPUS DEAD OR ALIVE?
HACKATHON

interreg CENTRAL EUROPE Co-funded by the European Union GREENPACT

studentski.centar.rijeka · 2 h
Kampus Trsat

KAMPUS DEAD OR ALIVE?
HACKATHON

interreg CENTRAL EUROPE Co-funded by the European Union GREENPACT

Kampus: Dead or Alive?
GREENPACT Collaboration Lab

📅 7. i 8. studenog 2024.
🕒 9:00 - 14:00

📍 STEP RI,
Uli. Radmile Matejčić 10

📍

Sviđa mi se: 24

studentski.centar.rijeka 🌱 Jeste li spremni oživjeti Kampus i stvoriti prostor u kojem će zabava, kultura, obrazovanje i sport biti održivi i... više

Komentiraj...



Lea Perinić • 1st

Head of Department for Innovation and Knowledge Valorisation @ U...
2w •

STEP RI - Science and Technology Park of the University of Rijeka poziva:
Pridružite se inovativnoj radionici za ožvljavanje Kampus! 🍌
Razvijajte kreativna i održiva rješenja, učite poduzetničke vještine ...more

Show translation



STEP RI - Science and Technology Park of the University of ...

1,284 followers
3w •

Htjeli biste oživjeti Kampus i stvoriti prostor u kojem će zabava, kultura, obrazovanje i sport biti održivi i inovativni? ...more

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Co-funded by
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GREENPACT

HACKATHON

Kampus: Dead or Alive?

GREENPACT Collaboration Lab

7. i 8. studenog 2024.

9:00 - 14:00

STEP RI
Ul. Radmile Matejčić 10.

Thu, Nov 7, 9:00 AM - Fri, Nov 8, 2:00 PM CET

Kampus: Dead or Alive?

Rijeka, HR

View event

Petra Pintar and 4 others



Like

Comment

Repost

Send



Lea Perinic

11. listopada u 14:51 •

Prilika za FB prijatelje koji plivaju u poduzetničkim vodama! 🌊
Ako vas zanima kružna ekonomija i tražite inovativna rješenja za svoje poslovanje, pridružite se **Step Ri - Edukacijski centar** na dvodnevnoj radionici GREENPACT Collaboration Lab! 🍌

7. i 8. studenog @STEP RI

Prijave do 28. listopada

Više info u originalnom postu! 🍌



Step Ri - Edukacijski centar

11. listopada u 11:06 •

Zanima vas uvođenje kružne ekonomije u poslovanje? Ili vam pak treba nova perspektiva i inspiracija za transformaciju poslovnog modela?

Ovim putem pozivamo po... Prikaži više



7. i 8. studenog 2024.

9:00 - 14:00

STEP RI,
Ul. Radmile Matejčić 10



Co-funded by
the European Union

GREENPACT



gradrijea
Rijeka



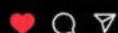
gradrijea U četvrtak i petak, 7. i 8. studenoga 2024. od 9 do 14 sati u prostorijama STEP RI-ja (Kampus Trsat, ulica Radmile Matejčić 10) bit će održano dvodnevno natjecanje namijenjeno studentima, milenijalcima i generaciji Z pod nazivom „Kampus: Dead or Alive?“.

● Polaznici natjecanja imat će priliku kroz seriju praktičnih zadataka i kreativnih izazova oblikovati inovativna rješenja za unaprijeđenje i obogaćivanje studentskog života na Kampusu. Razvijene ideje mogu biti iz područja zabave, kulture, sporta i turizma.

● Prijave su online, a rok za prijavu je 4. studenog 2024. Link za prijavu možete pronaći u tekstu na portalu mojarijeka.com

#gradrijea

Uređivano - 16 min

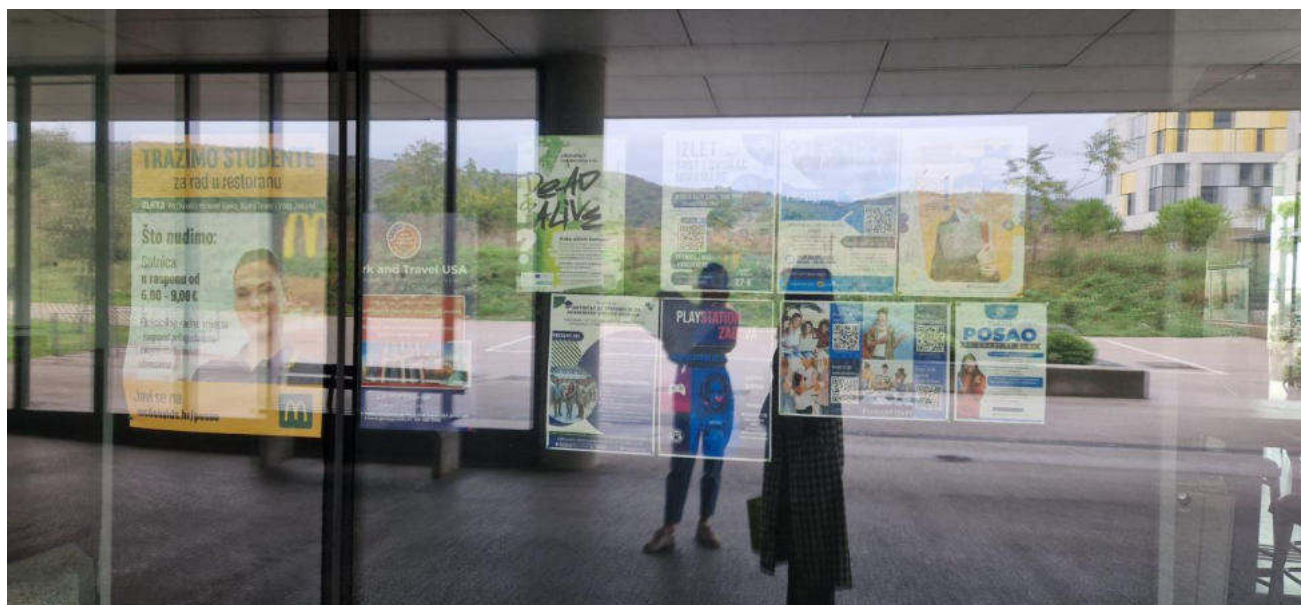


Svida mi se: 1

Prije 17 min



POSTERS around the UNIRI Kampus:









STARTUP Inkubator at the City of Rijeka:





Initial Regional Collaboration Lab, March 5-6, 2025

Here are some pictures from the successful second collaboration lab:



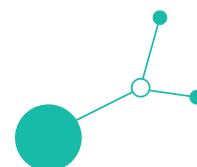


Buddy Boosting Training Program: CIRCULATOR program - Accelerator for Sustainable Business and Circular Innovation

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

Version 1

03 2025





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 28th, 2025, and concluded on March 18th, 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.

Interreg CENTRAL EUROPE Co-funded by the European Union GREENPACT					
GREENPACT – CIRKULATOR program Accelerator for Sustainable Business and Circular Innovation From January 28, 2025, to March 18, 2025.					
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



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.

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.	Circular Transformation Development 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.	Transforming Media into a Sustainable Service 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	Embedding Circularity into a Wooden Toy Startup 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	Circular Transformation in Artisan Pasta Production 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	Circular Services for Regional Utilities and Tourism Infrastructure 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.
Ivana Rumac	Rumac Solutions d.o.o.	Circular Transformation in Creative Services and Leadership Consulting 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.
Saša Matijašić	Logit internet usluge d.o.o.	Circular Transformation of a Training and Consulting Platform 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.



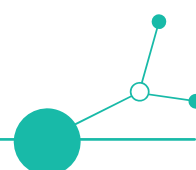
Gallery





Collaboration Lab 1: Combining innovation and sustainability for a better future

South Bohemia Region (CCZ CC/PP7 + VSTE/PP8)



Version 1

04 2024





EVENT REPORT: COLLABORATION LAB “COMBINING INNOVATION AND SUSTAINABILITY FOR A BETTER FUTURE”

Feb 27, 2024, České Budějovice @ CCZ CC & VSTE

March 26, 2024, Lipno nad Vltavou @ CCZ CC & VSTE RS

Background

The **GREENPACT Collaboration Lab** is a roadmap and set of procedures for regional and transnational two-day events that facilitate collaboration between target groups to find solutions in a synergistic way. This programme is specifically targeted at the **tourism and hospitality sectors**, where the focus is on improving communication of circular principles and practices.

Participants from **Generation F**, which includes young innovative individuals and students, together with **small and medium enterprises (SMEs)** and experienced entrepreneurs, focus on identifying and addressing challenges in transforming their services and products towards greater environmental sustainability and impact. This process not only promotes innovation in sustainability but also fosters cross-border and intergenerational exchange of experiences and ideas.

Main objectives:

- **Integrating circular principles** into the daily practice of tourism and hospitality businesses, which requires effective communication and awareness raising strategies.
- Enabling participants to gain a comprehensive view of the circular economy and practical tools for its implementation, encouraging the creation of **green and sustainable business models**.

Key objectives of the Collaboration Lab:

- **Intense involvement** of SME representatives from the tourism and hospitality industry and Generation F in dialogue and exchange of ideas with an emphasis on the circular economy.
- Providing Generation F participants with a comprehensive overview and deep understanding of the challenges impeding the transition to greener and more sustainable practices in these sectors.
- **Motivating participants** to design innovative and sustainable solutions that directly address the specific needs and challenges of the tourism and hospitality sectors.
- **Identifying and supporting** the development of business ideas and talent that can contribute to the wider adoption of circular models and principles in practice.

Organisation

First day

On 27 February 2024, the first day of the **1 Day Collab Lab event**, organised in cooperation with the South Bohemia Chamber of Commerce, took place. The main objective of the event was to identify the challenges associated with the implementation of circular business models in the hospitality industry. A total of 25



people attended the event, including 7 representatives of SMEs. Other participants included representatives of business support organisations (South Bohemia Chamber of Commerce, Chamber of Commerce of the Czech Republic, Association of Hotels and Restaurants of the Czech Republic), tourism related NGOs, representatives of secondary schools, experts from academia and GenF students.

The first day of the event focused on identifying key challenges and opportunities for implementing circular business models. Participants engaged in discussions and workshops aimed at sharing experiences and ideas across different sectors. The collaborative environment facilitated the emergence of new ideas and strategies for sustainable development in the hospitality sector.

Second day

The second day, held on March 26, 2024, started in the morning with the departure of participants from the VSTE campus in České Budějovice. The bus journey led to the picturesque village of Lipno nad Vltavou, where a meeting with local entrepreneurs and managers took place at the Molo bistro. Among the participants of this day were young people from Generation F, representatives of VSTE (Pártlová and Dušek), as well as successful entrepreneurs and managers from the hospitality industry.

The aim of the second day was to build on the discussions initiated on the first day and to deepen the cooperation between academia, young entrepreneurs and managers. The main focus was on finding innovative solutions for the circular economy in the hospitality industry. Participants had the opportunity to discuss specific issues and share their views and experiences in an informal setting.

Program

Day 1 - GREENPACT Collaboration Lab: 27 February

On 27 February 2024, the first day of the 1 Day Collab Lab, organized in cooperation with the South Bohemian Chamber of Commerce (CCC), was held. 26 participants, including entrepreneurs from the South Bohemian Region and students from the University of Technology and Economics in České Budějovice (VŠTE), attended the event.

Program

The aim of the event was to identify the challenges of introducing circular business models in the hospitality industry. The opening speech was given by RNDr. Ladislav Havel, Chairman of the Tourism Association. This was followed by presentations by the speakers:

- **Matěj Mareš** from the Chamber of Commerce of the Czech Republic presented the GREENPACT project, which offers cooperation for companies in the tourism industry. He also talked about sustainable tourism, its opportunities and challenges and training opportunities for entrepreneurs and their employees.
- **Radim Dušek** explained the involvement of VŠTE and presented a proposal for cooperation between students and business. He also presented the cooperation scheme.
- **Alena Šimková** from the South Bohemian Tourism Centre introduced the participants to the offer of the South Bohemian Tourism Centre and described how business can find a place in this region.



Discussion and Challenges

The first round of the GREENPACT Collaboration Lab focused on identifying challenges for the application of circular models in tourism. The GREENPACT project, which is currently being addressed by the Institute of Corporate Strategy of the University of Technology together with the Chamber of Commerce of the Czech Republic (CCC), the University of Technology and the JHK, was discussed. The event provided the students with invaluable insights into current trends and challenges in the tourism sector, enabled them to discuss future opportunities in this area and broadened their professional horizons.

Under the auspices of the South Bohemian Chamber of Commerce, the meeting offered a platform for exchange of views between entrepreneurs and students, focusing on sustainable business models in tourism. The event provided valuable insights and opened up new opportunities for cooperation between the academic and business sectors.

Day 2 - GREENPACT Collaboration Lab: 26 March

On 26 March 2024, the second GREENPACT Collaboration Lab took place, this time hosted by the University of Technology and Economics in České Budějovice (VŠTE). The event was attended by 35 people, including representatives of VŠTE (Pártlová, Dušek), young entrepreneurs and managers from the hospitality sector. In the morning at 9 am they left the VŠTE campus for the Šumava village of Lipno nad Vltavou and returned at 4 pm.

Program

The meeting provided a platform for discussion on identifying the main barriers and challenges associated with the transition to circular business models. The discussion highlighted several challenges that the GREENPACT project should address:

- Effective communication and promotion of sustainable business practices towards customers.
- Networking with local producers.
- Overall improvement of energy efficiency and reduction of resource consumption.

Roundtable discussion with the business community

Another inspiring Collaboration Lab meeting took place in the picturesque village of Lipno nad Vltavou, amidst the breathtaking nature of the Šumava region. Experts from the business community met with promising future entrepreneurs to jointly search for and test concrete solutions for the transition to circular business models. Participants engaged in discussions and workshops on key topics that are shaping business towards sustainability and responsibility. Key topics included:

1. **Inspiring sustainability:** how to persuade restaurant customers to be at the centre of change? Participants explored effective communication and innovative solutions to motivate behaviour change.
2. **Harmony on the pier:** Designing a campaign that communicates circular principles and behaviours on the pier, promoting conservation and sustainable use of this shared space.
3. **Digital pathway to sustainability:** How to modernize the website to reflect a commitment to sustainability and attract local and international visitors?



4. **Sustainability at the heart of communication:** transforming social media, especially Instagram, to share our sustainability goals, support local suppliers and organize markets.
5. **Green experiences:** suggestions for sustainable activities in the unique location of Lipno that combine fun and education.
6. **Farm-to-table:** Strengthening ties with local suppliers for sustainable restaurant development.

The GREENPACT Collaboration Lab meeting in Lipno brought deep insights and inspiring discussions that moved participants closer to implementing circular business models. Bringing together experts, entrepreneurs and students created a dynamic atmosphere full of innovative ideas and practical solutions. Participants gained not only new knowledge and skills, but also the opportunity to make important contacts that will strengthen their next steps towards sustainability.

Result/Feedback

First day (Collaboration Lab 1, Chamber of Commerce C. Budejovice, February 27, 2024)

The first day of the Collaboration Lab was overall positively evaluated. The organisation was largely perceived as excellent, although some participants would have liked more space for discussion. In terms of business proposals in the hospitality sector, opinions were evenly split between those who were completely satisfied and those who would have liked a more specific focus on hospitality.

HOW WOULD YOU RATE THE OVERALL ORGANIZATION AND FLOW OF THE FIRST DAY OF THE COLLABORATION LAB?



LEGEND

- 1: EXCELLENT ORGANIZATION, EVERYTHING WENT SMOOTHLY AND ACCORDING TO PLAN.
- 2: GOOD ORGANIZATION, BUT MORE BREAKS FOR DISCUSSION WOULD HAVE BEEN USEFUL.
- 3: AVERAGE ORGANIZATION, SOME PARTS OF THE PROGRAM WERE CHAOTIC.
- 4: INSUFFICIENT ORGANIZATION, THE PROGRAM WAS UNCLEAR AND POORLY COORDINATED.

HOW SATISFIED WERE YOU WITH THE NUMBER AND RELEVANCE OF BUSINESS PROPOSALS IN THE HOSPITALITY SECTOR ON THE FIRST DAY?



LEGEND

- 1: THE NUMBER AND RELEVANCE OF BUSINESS PROPOSALS WERE EXCELLENT AND HIGHLY ALIGNED WITH THE HOSPITALITY SECTOR.
- 2: THERE WAS A GOOD VARIETY OF BUSINESS PROPOSALS, BUT SOME COULD HAVE BEEN MORE SPECIFIC TO THE HOSPITALITY SECTOR.
- 3: SOME PROPOSALS WERE RELEVANT, BUT OTHERS DID NOT FULLY ADDRESS THE NEEDS OF THE HOSPITALITY SECTOR.
- 4: THE NUMBER AND RELEVANCE OF BUSINESS PROPOSALS WERE INSUFFICIENT AND LACKED FOCUS ON THE HOSPITALITY SECTOR.



Second day (Collaboration Lab 2, Molo Lipno Resort, Lipno nad Vltavou, March 26, 2024)

The second day of the Collaboration Lab in Lipno nad Vltavou was rated as very productive and inspiring, with practical examples that motivated the participants. Most participants appreciated the great opportunities to interact and collaborate, while making valuable contacts and sharing experiences. Nevertheless, some participants expressed the need for more time for informal discussions, which they felt would have further improved the overall experience of the event.

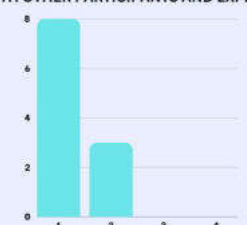
HOW WOULD YOU RATE THE SECOND DAY OF THE COLLABORATION LAB, FOCUSED ON PRACTICAL COOPERATION IN LIPNO NAD VLTAVOU?



LEGEND

- 1: THE SECOND DAY WAS VERY PRODUCTIVE AND BENEFICIAL, PRACTICAL EXAMPLES WERE INSPIRING.
- 2: THE DAY WAS GOOD, BUT MORE TIME COULD BE DEVOTED TO SPECIFIC CASE STUDIES.
- 3: THE PROGRAM WAS AVERAGE, SOME ACTIVITIES WERE LESS BENEFICIAL.
- 4: THE DAY WAS NOT WELL-STRUCTURED, AND THE ACTIVITIES WERE NOT PRACTICAL ENOUGH.

HOW WOULD YOU RATE THE OPPORTUNITY FOR INTERACTION AND COOPERATION WITH OTHER PARTICIPANTS AND EXPERTS DURING THE SECOND DAY?



LEGEND

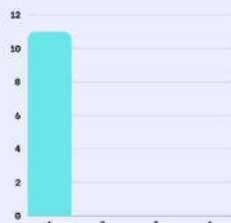
- 1: INTERACTION WAS GREAT, I HAD THE OPPORTUNITY TO MAKE VALUABLE CONTACTS AND SHARE EXPERIENCES.
- 2: INTERACTION WAS GOOD, BUT THERE COULD HAVE BEEN MORE TIME FOR INFORMAL DISCUSSIONS.
- 3: THERE WERE FEW OPPORTUNITIES FOR INTERACTION, MOST OF THE TIME WAS SPENT ON LECTURES.
- 4: INTERACTION WAS INSUFFICIENT, THERE WAS A LACK OF SPACE FOR OPEN EXCHANGE OF VIEWS AND IDEAS.

Overall Evaluation of both Collaboration Labs

Overall, both Collaboration Labs were evaluated very positively, with participants gaining useful information and contacts. To improve future events, participants suggest including more hands-on workshops, interactive activities, providing more time for discussion, and ensuring experts are available for specific advice. These suggestions could contribute to an even higher quality and added value of future Collaboration Labs.



HOW WOULD YOU OVERALL EVALUATE YOUR EXPERIENCE AT THE COLLABORATION LAB AND ITS CONTRIBUTION TO YOUR PROFESSIONAL DEVELOPMENT?



LEGEND

- 1: THE EXPERIENCE WAS VERY POSITIVE, I GAINED A LOT OF USEFUL INFORMATION AND CONTACTS.
- 2: THE EVENT WAS BENEFICIAL, BUT SOME PARTS COULD BE IMPROVED.
- 3: MY EXPERIENCE WAS MIXED, I GAINED ONLY PARTIALLY USEFUL INFORMATION.
- 4: THE EVENT WAS NOT BENEFICIAL FOR MY PROFESSIONAL DEVELOPMENT, I EXPECTED MORE CONCRETE OUTCOMES.

DO YOU HAVE ANY ADDITIONAL COMMENTS OR SUGGESTIONS FOR IMPROVEMENT FOR THE NEXT COLLABORATION LAB?



LEGEND

- 1: WE WOULD LIKE TO SEE MORE PRACTICAL WORKSHOPS FOCUSED ON SPECIFIC PROBLEMS.
- 2: IT WOULD BE USEFUL TO HAVE MORE TIME FOR DISCUSSION AND INFORMAL EXCHANGE OF VIEWS AMONG PARTICIPANTS.
- 3: I RECOMMEND INCLUDING MORE INTERACTIVE ACTIVITIES THAT WOULD ENCOURAGE COLLABORATION AMONG PARTICIPANTS.
- 4: IT WOULD BE GOOD TO HAVE MORE PRACTITIONERS AVAILABLE WHO COULD PROVIDE SPECIFIC ADVICE AND EXPERIENCES.



Impressions

Day 1 - GREENPACT Collaboration Lab: 27 February





Day 2 - GREENPACT Collaboration Lab: 26 March

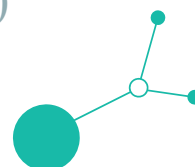


Buddy Boosting Training Program: 12týdenní tréninkový program GREENPACT March 5 - May 28, 2024

D.2.2.2 - South Bohemia Region (HK ČR/PP7 + VŠTE/PP8)

Version 1

07 2024





Background

The Green and Impact Entrepreneurship boosting buddy training program is a 3-months training program in circular economy and impact entrepreneurship. Training mission is to empower participants with knowledge and practices to address green and impact challenges by enabling new venture/idea development or existing business transformation development.

The training program is an innovative bottom-up approach to entrepreneurial development program where younger (Gen F) and older (participants from SMEs) are learning and applying:

- circular economy related knowledge, best practices and implementation strategies,
- impact entrepreneurship, its rationale and performance management frameworks,
- business model innovation, development, transformation and performance improvement basic knowledge by addressing real-life, practical challenges of business transformation in companies from tourism and creative industries.

During the training program:

- participants learn and apply newly acquired knowledge by addressing specific challenges (proposed by participants or training program lecturers)
- GenF participants receive entrepreneurial experience and tips from SMEs
- participants from SMEs receive market and customer engagement inputs from the GenF (as representatives of the future markets and customers' attitudes and needs)
- all participants receive support in envisioning competitive advantages and performance improvements by transforming tourism and creative businesses towards implementation of greener and impactful practices.

Regionally selected participants will take a part at the Final International Lab in Croatia where they co-create innovations with their transnational colleagues. Participants will be selected based on their performance during the training and proposed solution(s) to (final) challenge(s) during training program.

Participants in the Green and Impact Entrepreneurship boosting buddy training program will be selected through open call, assuring participation of participants from both GenF and tourism and/or creative industries.

Partners from each region are free to pivot implementation elements, adapting to regional-specific needs and challenges.



Organisation

The first BBTP in the South Bohemia “13týdenní tréninkový program GREENPACT” (“The 13-week GREENPACT training program”), was planned and organised jointly by the VŠTE (PP8) and HK ČR (PP7). It took place in České Budějovice in the premises of VŠTE. At all the training program composed of 13 face to face sessions organized from March 5 till May 28, every Tuesday from 11:30 to 13:00 pm. (except for two Mondays during vacation time). The lectures/sessions were lectured by the experts of the VŠTE university and the last. The focus was on passing necessary knowledge and supporting teams in developing circular and sustainable solutions for the hospitality industry. The last session has been organized as a presentation of the developed ideas and solutions to business professionals from the Chamber of Commerce, hospitality sector and PR.

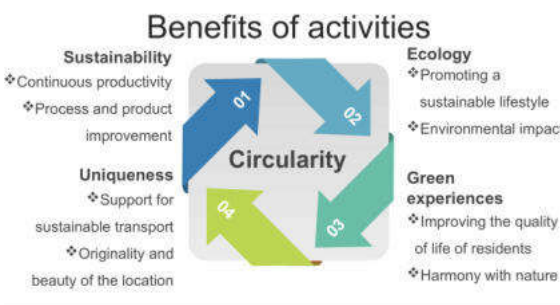
Program

WHEN	WHAT	WHO	WHERE
5.3.	Introduction to circular economy in the hospitality sector 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
12.3.	Presentation of individual topics related to the Buddy Training Programme, Formation of student teams (with each team then selecting one of the presented topics for their semester project)	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
19.3.	Each teams' preparation of a specific plan of individual activities to be implemented in order to achieve the set objectives of their projects	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
2.4.	Work of individual teams on the Value Proposition Canvas Model (regarding parts entitled "Customer Jobs/Gains/Pains")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE



	The Value Proposition Canvas		
9.4.	Work of individual teams on Value Proposition Canvas Model (regarding parts entitled "Products and Services/Gain Creators/Pain Relievers")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
16.4.	Work of individual teams on the Business Model Canvas (regarding parts entitled "Key Activities/Value Propositions")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
23.4.	Work of individual teams on the Business Model Canvas (regarding parts entitled "Customers Segments/ Customer Relationships")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
30.4.	Work of individual teams on the Business Model Canvas (regarding parts entitled "Key Resources/Key Partners/Channels sections")	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
7.5.	An expert lecture given by Ing. Jakub Horák, MBA, PhD. on costs and revenues in the circular economy, Finalization of the Business Model Canvas (regarding parts entitled "Cost Structure/Revenue Streams")	PeJakub Horák, MBA, PhD. (external expert)	on site VŠTE



			
14.5.	Development of presentations for final defense of projects	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
21.5.	Development of presentations for final defense of projects  	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on site VŠTE
28.5.	Final presentation and defence of projects by individual student teams in front of entrepreneurs from the hospitality sector	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE), Matěj Mareš (HK ČR), Luděk Keist (JHK – director), Mr. Necid and Mr. Rejnek(JHK), and three business professionals	on site VŠTE





Registrations and Participants

The first session on 5th of March was attended by 32 participants. The regular attendees of all 13 sessions were in average 25 participants, representatives of the Gen F (mostly the students and young aspiring entrepreneurs). The training program have been finished by 24 person participants, organized in 9 teams (each team formed by 3 to 4 people).

The Attendance Sheets are available the following LINK: [Prezenční listiny](#)

Result/Feedback

The feedback was asked via a google form at the end of the training program. We received 13 completed questionnaires, the results are below. Overall we were satisfied with the results and can build on the feedback for the planning of the second round.

What did I like about the Buddy Training programme?	What did I like about the Buddy Training programme? <table border="1"> <thead> <tr> <th>Categories</th> <th>Frequency</th> </tr> </thead> <tbody> <tr> <td>Guides approach</td> <td>1</td> </tr> <tr> <td>Creativity and practical experience</td> <td>7</td> </tr> <tr> <td>Teamwork and collaboration</td> <td>2</td> </tr> <tr> <td>Business practice and application</td> <td>2</td> </tr> <tr> <td>Different/innovative approach</td> <td>1</td> </tr> </tbody> </table> Representative feedback provided: • Teachers' approach as expert advisors. I also liked the opportunity to have hands-on experience rather than just theory. • Creativity, a partial extension of theory into practice, always a positive atmosphere. • Working in teams, applying knowledge to practice, views from different perspectives given by experienced practitioners. • What I liked most was the creative concept of the seminars, we were given enough space for teamwork. • Involvement in business practice	Categories	Frequency	Guides approach	1	Creativity and practical experience	7	Teamwork and collaboration	2	Business practice and application	2	Different/innovative approach	1
Categories	Frequency												
Guides approach	1												
Creativity and practical experience	7												
Teamwork and collaboration	2												
Business practice and application	2												
Different/innovative approach	1												
What would I change about the concept of the Buddy Training Programme in the future?	Representative feedback provided: • Setting aside more time (e.g. instead of lectures). • Maybe I would increase the time for completing the project, for example by combining a lecture and a seminar • I would not change anything for next year. The concept of all seminars was very good												



How do I assess both teachers of the Buddy Training Programme and my co-operation with them?



Representative feedback provided:

- A greater willingness to think of new things and not be afraid to summarise and present ideas to others.
- New information, a different way of working and looking into how an enterprise operates.
- Commitment to my future work.
- Not being afraid to assert my opinion, positive perception of teamwork, creative thinking.
- Teamwork and scheduling of individual tasks.
- The project-based approach of the seminars has helped me the most in relation to learning to work more in a team.
- I'm definitely happy about the final presentations and the experience of presenting in front of a committee.
- It has helped me to improve my collaboration and communication skills within a team.



Impressions

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

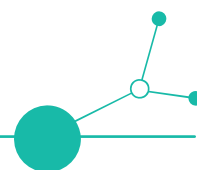
- Working in teams
- Providing rigorous and methodology supported in academic driven background
- Working on real word issues
- Final presentation in front of the expert committee, providing feedback

Photo from the final pitching before of the expert committee



Collaboration Lab 2: Combining innovation and sustainability for a better future

South Bohemia Region (CCZ CC/PP7 + VSTE/PP8)



Version 1

11 2024





EVENT REPORT: COLLABORATION LAB “COMBINING INNOVATION AND SUSTAINABILITY FOR A BETTER FUTURE”

Nov 6, 2024, České Budějovice @ CCZ CC & VSTE

Nov 7, 2024, České Budějovice @ CCZ CC & VSTE RS

Background

The **GREENPACT Collaboration Lab** is a roadmap and set of procedures for regional and transnational two-day events that facilitate collaboration between target groups to find solutions in a synergistic way. This programme is specifically targeted at the **tourism and hospitality sectors**, where the focus is on improving communication of circular principles and practices.

Participants from **Generation F**, which includes young innovative individuals and students, together with **small and medium enterprises (SMEs)** and experienced entrepreneurs, focus on identifying and addressing challenges in transforming their services and products towards greater environmental sustainability and impact. This process not only promotes innovation in sustainability but also fosters cross-border and intergenerational exchange of experiences and ideas.

Main objectives:

- **Integrating circular principles** into the daily practice of tourism and hospitality businesses, which requires effective communication and awareness raising strategies.
- Allowing participants to gain a comprehensive view of the circular economy and practical tools for its implementation, encouraging the creation of **green and sustainable business models**.

Key objectives of the Collaboration Lab:

- **Intense involvement** of SME representatives from the tourism and hospitality industry and Generation F in dialogue and exchange of ideas with an emphasis on the circular economy.
- Providing Generation F participants with a comprehensive overview and deep understanding of the challenges impeding the transition to greener and more sustainable practices in these sectors.
- **Motivating participants** to design innovative and sustainable solutions that directly address the specific needs and challenges of the tourism and hospitality sectors.
- **Identifying and supporting** the development of business ideas and talent that can contribute to the wider adoption of circular models and principles in practice.

Organisation

On 6th and 7th November 2024, a **2-day Collaboration Lab event**, organised in co-operation with the South Bohemia Chamber of Commerce, took place. The main objective of this event was to identify challenges associated with introducing circular business models in the hospitality industry (specifically the brewing



sector) and subsequently put forward suggestions which would be based on circularity principles and applied to brewing and its process. A total of 32 people attended the event, including representatives of SMEs, business support organisations (South Bohemia Chamber of Commerce, Chamber of Commerce of the Czech Republic), academia and GenF.

First day

On the first day (November 6, 2024) of the event all participants gathered and collaborated on the premises of The Institute of Technology and Business (VŠTE) in České Budějovice. The focus was on recognizing key circularity and sustainability attributes and exploring options for incorporating them into hospitality (brewing). Each participant engaged in debates and workshops aimed at exchanging their experience and reflections on reusing and repurposing existing brewing sources, materials and products as well as waste management and life cycle extension. The inspiring environment resulted in generating fresh ideas for circular projects in the brewing sector and prepared the ground for next day.

Second day

On the second day (November 7, 2024) of the event all participants met again and worked together at the VŠTE campus in České Budějovice as well to resume their discourse and co-operation, and then headed to a local brewing company for final output presentations, reviews and discussions. With the guidance of stakeholders and university professionals, the aim was to continue in the activities and concepts initiated on the first day and convert them into a completed structure. The focus was on implementing innovative solutions for circular economy in the brewing sector. All participants had the opportunity to deal with specific issues and share their opinions and feedback in an informal setting.

Program

Day 1 - GREENPACT Collaboration Lab: 6th November 2024

On November 6, 2024, the first day of the 2-day Collab Lab, organized in co-operation with the South Bohemian Chamber of Commerce (CCC), was held. A total of 32 participants, including entrepreneurs from the South Bohemian Region and academia from VŠTE in České Budějovice, attended the event.

Program

The goal was to describe circularity models, seek possibilities for transferring them to the hospitality industry practice (specifically the brewing sector), and to familiarize everyone with an assignment that the GenF participants would work on in teams. First, several speakers (see below) shortly addressed their viewpoints on different areas of hospitality as well as circular economy and sustainability characteristics. Each presentation was followed by a stimulating discussion:

- **Marek Volf** from the South Bohemia Chamber of Commerce introduced the GREENPACT project enabling co-operation for companies in the above industry and sector. He also introduced the other speakers, i.e. members of the local business community. The presentation involved topics such as circularity and sustainability, as well as corresponding challenges and possibilities in relation to education and participation for entrepreneurs and their employees.
- **Tomáš Krulický**, being a managing director of wholesale of alcoholic and non-alcoholic beverages, contributed to the session by providing great insights into local deliveries of these liquid products



by alternative means of transport (e.g. natural gas vehicles, electric scooters, vanpooling, etc.) and how this has helped him in reaching an increased number of customers and purchasers and raising their awareness.

- **Tomáš Kučera and Slavomír Kučera** shared their experience on running a successful family gastropub that has been very active in terms of adopting sustainability elements. They have co-founded and now own an establishment known for quality food and drinks. While operating their business, both brothers have been acquiring only fresh ingredients from local suppliers and have also managed to minimize food waste and cut down on the use of paper and plastic.
- **Klára Šťastná** from a local brewing company presented not only the company and its product portfolio, marketing and distribution, but also the company's approach towards sustainability and circular strategies as well as environmental and social responsibility. Furthermore, as a project manager of the company, she pointed out that a greater effort, connection and appeal in this regard are still needed, and introduced a task based on circular economy principles that the GenF participants would be asked to work on.
- **Petra Pártlová, Radim Dušek and Daniel Raušer** (all being academic staff members at VŠTE) talked about the involvement of VŠTE in the GREENPACT project and possibilities for collaboration between GenF and businesses. To ensure the task was communicated in a comprehensive manner, they summarized it and highlighted the importance of including circularity elements in the final output.

Then, all GenF participants were divided into 5 teams and started working on their creative task which was as follows:

The aim is to come up with an idea for a new beer product that meets the criteria of sustainability and circular economy. This product is supposed to appeal to a growing group of customers who prefer companies with a sustainable approach and who are willing to support more environmentally friendly versions of traditional products such as beer.

CIRCULAR BEER PRODUCT CONCEPT RECOMMENDATIONS:

1. **Raw materials and production:** Choose environmentally sustainable ingredients (organic or regional) that will support local agriculture and reduce carbon footprint.
2. **Production process:** The following aspects should be considered as well - energy saving practices, use of renewable energy sources and waste minimisation.
3. **Packaging:** Suggest packaging that is recyclable or made from renewable materials. A returnable or refillable concept is also an option. It is possible to use cans made from recycled aluminium. Ensure cans are 100% recyclable and inform customers of recycling benefits.
4. **Design:** Graphics should include recycling, circular economy and renewable energy themes with colours in line with the environmental theme. Place clear and visible recycling symbols on the packaging. It is possible to add a QR code link to a website with more details on circular concepts.

OUTPUT

The output will be a specific product proposal as well as compelling product story with a slogan that will provide a basis for future marketing activities.



Discussion and Challenges

The first day of the Collaboration Lab event was directed at getting acquainted with circular economy principles and their possible application to the hospitality industry (specifically the brewing sector). The GREENPACT project and circular economy concept, along with related approaches, strategies and activities, were presented and discussed. Moreover, the first day provided the GenF participants with insights into current trends and challenges in the above sector, broadened their professional horizons and enabled them to target future opportunities in this area and think of new propositions.

Under the auspices of the South Bohemian Chamber of Commerce, the first day also offered a platform for exchange of views and ideas between entrepreneurs and young people, with the main focal point being on sustainable models in hospitality. Apart from that, new opportunities for co-operation were opened between the academic and business sectors.

Day 2 - GREENPACT Collaboration Lab: 7th November 2024

On November 7, 2024, the second day of the 2-day Collab Lab, organized in co-operation with the South Bohemian Chamber of Commerce (CCC), was held. A total of 32 participants, including entrepreneurs from the South Bohemian Region and academia from VŠTE in České Budějovice, attended the event.

Program

With the assistance of the entrepreneurs and VŠTE experts, the goal for the GenF was to follow up on the input provided during the first day, work up previously devised proposals regarding a potential shift of brewing to circular and sustainable models and eventually develop ready-made content that would be communicated to all participants. All 5 teams were able to finalize the work on their task on time to present the results in front of everyone involved in the event. Each presentation was assessed and commented on, which then led to extended and well-rounded discussions, all being conducted in a fair and professional manner and helping to form the basis for promoting sustainable business practices, networking with local stakeholders and interlinking a variety of perspectives.

Roundtable discussion with the business community

The 2-day Collaboration Lab meeting between business community experts, university professionals and promising future entrepreneurs was a unique occasion for all parties concerned to jointly consider and discover feasible ways and practical methods of transition to circular models, approaches and strategies shaping business towards sustainability and responsibility. The main topics and corresponding points highlighted in final presentations and mutual debates were as follows:

1. **Recycling:** Use of 100% recycled aluminium - Sustainable epoxy liner inside beer cans - “Every can counts” - Reusing of cans - Life cycle of a recycled can - Keep the cycle going - Recyclable packaging - Collection stations
2. **Resource Management:** Water recycling and conservation - Reducing water usage - Renewable energy and energy-efficiency - Transitioning to renewable energy
3. **Waste Valorisation:** Waste repurposing - Repurposing spent grains - Compost - Animal feed - Food production - Biogas production



4. **Sustainable Technologies:** LED lights - Solar panels - Biogas system - Motion sensors - IOE (Internet of Things) - Scanning QR codes to access more information (“Education”) - Observing statistics
5. **Sustainable Operations:** Using organic ingredients - Collaboration with local farmers - Promoting local sources for production - Eco-friendly transportation - Reducing emissions - Optimized logistics - Eco-friendly cleaning products
6. **Business and Social Value (Future Marketing):** Cost saving - Revenue generation - Giving incentives for people to recycle - Feeling responsible - Enhanced brand image

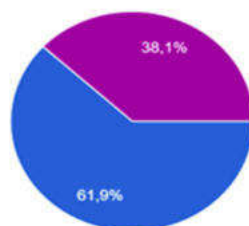
The entire GREENPACT Collaboration Lab created a dynamic atmosphere full of practical ideas and solutions whose objective was not only to promote recycling, waste reduction, energy efficiency, responsible customer behaviour and overall innovation in sustainability, but also to further deepen the connection between academia, young entrepreneurs and stakeholders. In particular, the GenF participants gained new knowledge and skills, and the opportunity to make important contacts that will strengthen their next steps towards circularity.

Result/Feedback

Overall Evaluation of Collaboration Lab 2

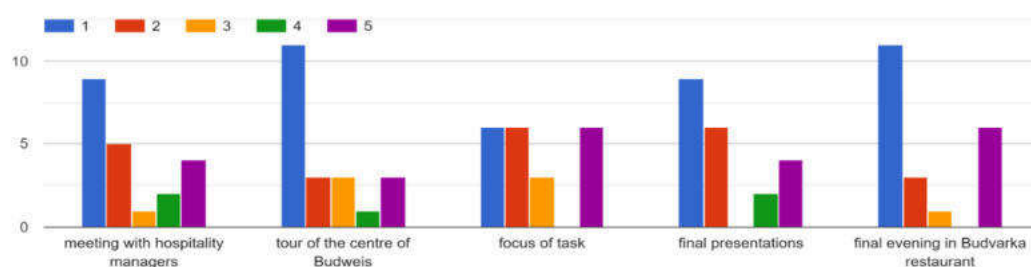
Both days of Collaboration Lab 2 were favourably evaluated. Meeting with hospitality managers and final evening and presentations were perceived most positively. There were some concerns regarding the focus of the task, and the GenF participants also suggested allocating more time for task completion. This could contribute to an even higher quality and added value of future Collaboration Labs.

How would you rate the overall organization and flow of the Collaboration Lab in Ceske Budejovice?



- Excellent organization, everything went smoothly and according to plan.
- Average organization, some parts of the program were chaotic.
- Insufficient organization, the program was unclear and poorly coordinated.
- Good organization, but more time/advice for tasks would have been useful.

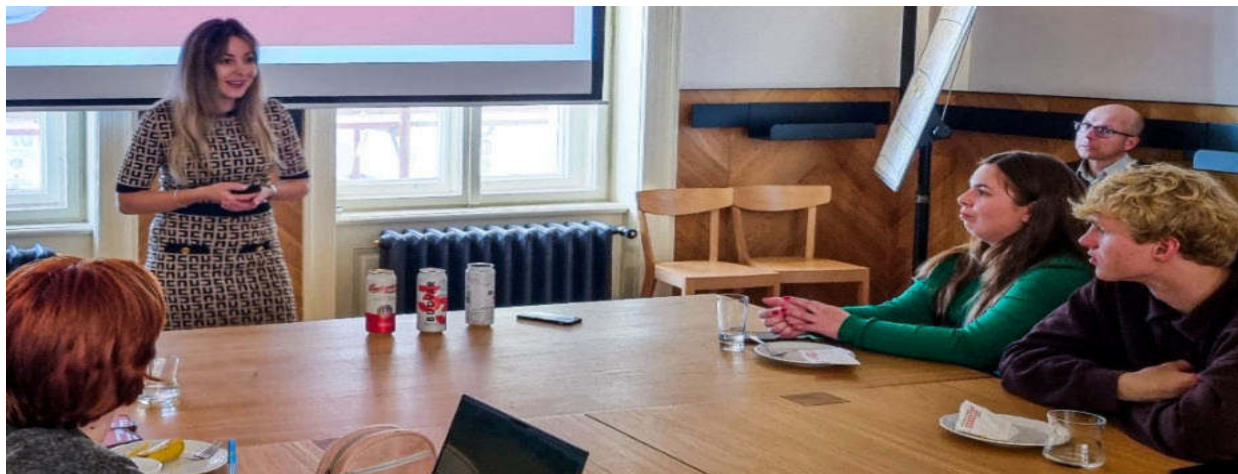
Please, grade each activity as if at school (1=best 5=worst)





Impressions

Day 1 - GREENPACT Collaboration Lab 2: 6th November 2024





Day 2 - GREENPACT Collaboration Lab 2: 7th November 2024



INTRODUCTION



Who
we are?

Sofia

Ivka

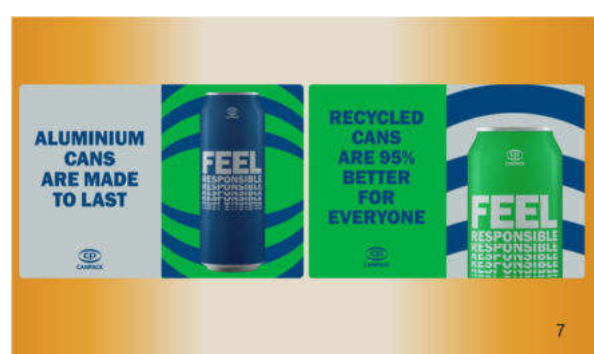
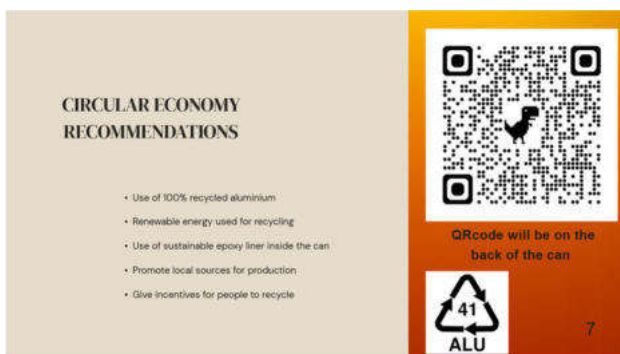
Alexandra

Anton



A mug of Budejovice's magic...







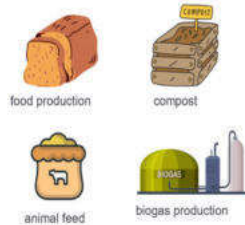
LIFE CYCLE OF A RECYCLED CAN



THE CIRCULAR BREWERY

Recycling beer waste

WHAT?



WHY?



Waste as a Resource



Energy Efficiency



Packaging & Distribution



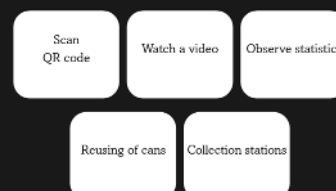
Circular Economy



Production process



Future marketing

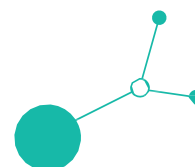


Buddy Boosting Training Program: 13-week GREENPACT training program September 26 - December 19, 2024

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

Version 1.1

05 2025





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 26th and December 19th** 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.

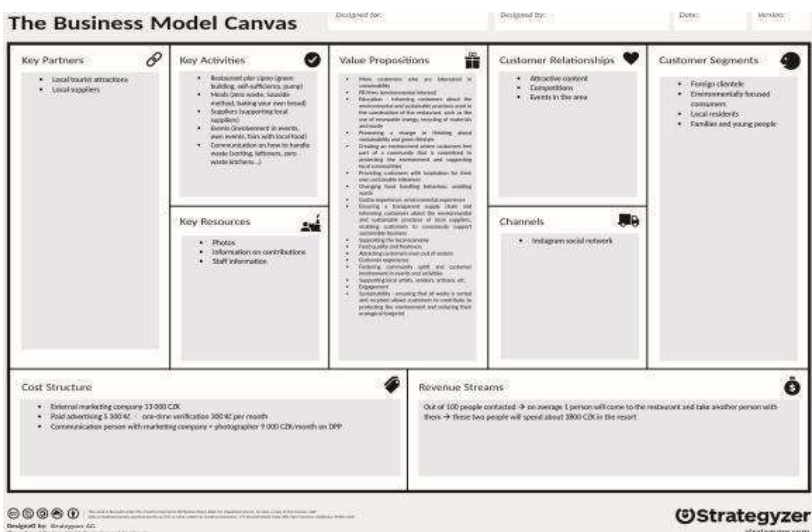
Training program

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



3.10.	Outline of individual topics connected to the BBTP content Formation of teams of GenF participants and selection of one of the topics for semester projects to be completed by each team 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)
10.10.	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) 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE), Daniel Raušer (VŠTE), Jiří Šilha (Korzo Lipno)	on-site (VŠTE)
17.10.	Planning of individual activities that each team will implement to achieve defined goals of their projects	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)



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



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



	Presentation of student projects Buddy Training Programme Buddy Training Programme Benefits of activities Sustainability ❖ Continuous productivity ❖ Process and product improvement Uniqueness ❖ Support for sustainable transport ❖ Originality and beauty of the location Circularity Ecology ❖ Promoting a sustainable lifestyle ❖ Environmental impact Green experiences ❖ Improving the quality of life of residents ❖ Harmony with nature		
5. 12.	Individual teams developing their project presentations	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)



12.12.	Individual teams developing their project presentations 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE)	on-site (VŠTE)
19.12.	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 	Petra Pártlová, Ph.D. (VŠTE), Radim Dušek, Ph.D. (VŠTE), Matěj Mareš (HK ČR), Jarmila Haismanová (PR), Jiří Šilha (Korzo Lipno)	on-site (VŠTE)





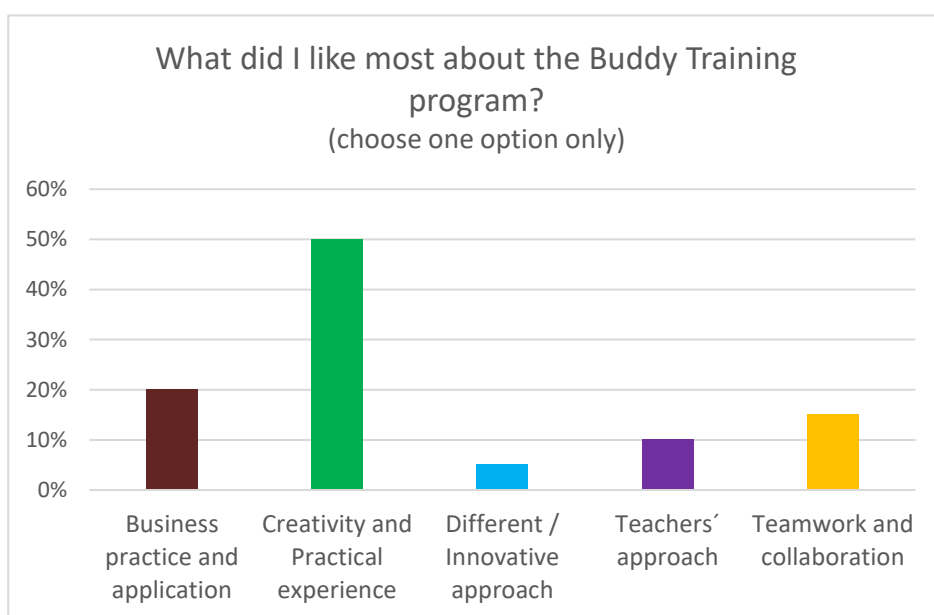
Registrations and Participants

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 26th 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.



2) What would I change about the concept of the Buddy Training Program in the future?	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: • Allow more time for finishing the project which could be started in regular lectures during the semester. • Reduce time for other activities such as lectures and provide some extra time for discussions and meeting the project deadline. • Add more role-playing exercises to better stimulate real situations. • There could be optional modules or resources. • Organize more networking sessions with experienced professionals. • No changes are needed, keep the same format.												
3) In which areas has the program helped me for my future studies or career?	In which areas has the program helped me for my future studies or career the most? (choose one option only) <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> 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: • Effective group cooperation and task management abilities. • The opportunity to present to a panel of professionals was especially great and rewarding. • Seminar structure focusing on projects has increased my ability to function as part of a team. • My teamwork and interpersonal communication have really improved during this program. • Being more open-minded about innovations and being more assertive in sharing thoughts with others. • Having confidence in expressing views, embracing team collaboration, and thinking outside the box. • Fresh knowledge, alternative approaches to work, and understanding of business operations.	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%												
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New experience and skills	35%												
Teamwork and collaboration	10%												
Other areas	5%												



Impressions

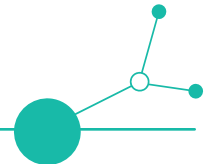
Based on the feedback provided above, the main outcome of the BBTP can be summarised as follows:

- 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



D.2.2.1 Initial Regional GREENPACT Collaboration Lab - Bratislava 14th & 15th of March 2024



Version 1
03 2024





INTRODUCTION

Key concepts

- **Impact Entrepreneurship and Circular Economy**
- **Innovative bottom-up approach where younger and older people work together transnationally.**

The GREENPACT Collaboration Lab instrument is a roadmap & set of procedures for the regional & transnational 2-day events which allow an easier pooling among the target group, with the aim of seeking solutions in a synergistic way.

SMEs and/or experienced entrepreneurs will present challenges they face when aiming to transform their businesses to become greener and more impactful. Participants from Generation F will build solutions based on and inspired by the proposed challenges, setting the foundations for an entrepreneurial idea or intrapreneurial solution that will be green, sustainable and impactful.

As a result, SMEs and Generation F will become aware of the opportunities such as mutual learning process offers, will feel motivated to join a transgenerational learning with a “buddy” approach implemented during the training programme.

The best teams, those with high motivation and the most attractive idea developed during Green & Impact Entrepreneurship boosting buddy training programme, will be invited to participate in the final collaboration labs enabling experience exchange & innovation co-creation with their transnational peers.

Project implementation timeline

1st Pilot Action:

03/24	D.2.2.1 Collaboration Lab - 2 day event (regionally at all PPs' venues)
04-09/24	D.2.2.2 Pilot Action/Cohort - 3 months (regionally at all PPs' venues)
10/24	D.2.2.3 Final Collaboration Lab - 2 day event (joint event, Rijeka Croatia)

2nd Pilot Action:

10/24	D.2.3.1 Collaboration Lab - 2 day event (regionally at all PPs' venues)
10/24 - 03/25	D.2.3.2 Pilot Action/Cohort - 3 months (regionally at all PPs' venues)
04/25	D.2.3.3 Final Collaboration Lab - 2 day event (joint event, Bratislava Slovakia)

Successful implementation of envisioned timeline will enable bottom-up creation of pilot actions for Creative and Cultural Industries (CCI) & tourism SMEs (O.2.2) through co-creation of GREENPACT Collaboration Lab and Green & Impact Entrepreneurship boosting buddy training programs (O.2.1).



GREENPACT COLLABORATION LAB - BRATISLAVA

Date & Location

The Collaboration LAB event, which was for simplification called “Ideathon” was held in the premises of University of Economics in Bratislava on 14th and 15th of March 2024

Agenda/Time Plan

Date: 14/03/24

15:00 - Event launch (introduction, agenda, etc.)

15:30 - Presentation of challenges, selection of challenges in teams

16.00 - Teamwork begins

17:00 - 1st round of mentoring (mentoring 15 min time slot/team) until 18:00;

18.00 - Team work, dinner

19:00 - 2nd round of mentoring (mentoring 15 min time slot/team) until 20:00;

20.00 - End of the first day (the building is closing)

Date: 15/03/24

09:00 - Start of day 2, teamwork

10:00 - 3rd round of mentoring (mentoring 15 min time slot/team) until 11:00;

11.00 - Teamwork - finalizing the presentation

12:00 - Lunch, finalisation of work

13:00 - Pitch presentations (4 minutes / team) Q&A - 4 minutes;

14:00 - Council of evaluators

14:15 - Announcement of winners

14:30 - Ending the event

SME Challenge owner & Challenges

The focus of the first Collaboration LAB event was on the tourism sector. We have reached out to multiple business entities and concluded our cooperation with the company Ezo.sk, producer of various wellness products such as bath salts, massage oils, aromatherapy products, mud masks, peeling products etc. which are supplied to both retailers and business customers operating in tourism sectors, such as hotels, baths, massage saloons and other.



In terms of retail, the customers are mostly interested in good value packaging, for the tourism business customers there is often request for smaller form of packaging. Both of these create a question how to more efficiently work with packaging in order to achieve better sustainability. The company was represented by Mrs. Zdenka Bajusova, who is the chief of production and operations in the company.

The challenge for Futurepreneurs to solve was therefore to come up with ideas on how to improve packaging of current line-up of products considering sizing, materials used, and the nature of the product (dry salt, cream, oil).



Pic. 1: Products provided by company as samples, one of the teams working.

Author: Martin Novysedlák



Mentors

At the event, there were 4 mentors present, all of whom were the employees of the University of Economics, with various specialisation.

Professor Peter Markovič assisted students with their questions regarding financial relevancy of products.

Associate Professor Peter Dorčák is an expert on Marketing who gave tips on promoting the products.

Assistant Professor Martin Novysedák provided help with processes, logistics and project management.

Assistant Professor Branislav Zagoršek helped students polish their ideas through his experience in green innovation research.

Attendance

31 people in total attended the event, out of which 26 were contestants, 4 were mentors and 1 was SME representative.

The contestants formed 5 teams of 4 people and 2 teams of 3 people.

Upon completion of the event, each attendee received a certificate of participation, the winning team received certificate of achievement.



Results & feedback

The contest & challenge were well received by the attendees, all teams except one presented their ideas during a pitch presentation. Among the notable ideas was the use of already upcycled packing material in form of wax infused cotton that could be washed and reused once empty, or use of packaging that would dissolve in water (salt bath capsules). The winning idea shown way of resealable container made out of recycled material, enhanced with seeds of flowers in line with the bath salt aroma, in which the container could be at first used as a pot and then buried in the ground with the plant, providing resources for the plant as being fully compostable.

When asked about feedback for the event, there were minor suggestions in terms of time scheduling or rooms, but overall, we have received positive feedback and statements that the event was fun and enjoyable. From the point of view of SME the feedback was also positive, stating that while the company has been looking into the topic of more sustainable packaging and some of the ideas were something that the company was or currently is looking into, there were also some completely new idea flows, so even the SME commented the event as “inspiring” and “bringing view from a different angle”.

Based on this we conclude, that the event fulfilled its purpose, as we managed to:

- engage SME representatives from tourism sector and Generation F in ideas exchange,



Photos





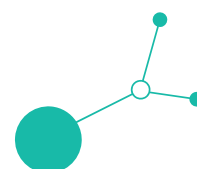


Buddy Boosting Training Program: “Mysliet’ udržateľne, konat’ udržateľne” - 22nd of May - 3rd of October 2024

D.2.2.2 - Bratislava region (PP9 UEBA)

Version 1

07 2024





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.

From the second session forward, experts from all over Slovakia, but also abroad (Germany, Czechia) joined our initiative in order to facilitate their knowledge and real-world experiences to the Futurepreneurs. 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.

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 three topics:

- I. Customer communication campaign/strategy (effective communication channels to promote responsible customer behaviour)
- 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

In terms of organisation, it has been decided to steer away a little bit from the 3-month timeframe, as that would be affected with summer holiday season, during which it would be impossible to gather the desired attendance. This has caused some of the sessions to be held in September. Due to unforeseeable events of floods in the Central European region that also heavily affected Bratislava region, the start of the winter semester had to be postponed by a week, which affected our original schedule of sessions by also one week, causing the last session to take place at the beginning of October 2022.

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.



The overall 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
22 nd of May 2024; UEBA; 15:00 - 16:30 (single session)	Kick-Off: - Presentation of the GREENPACT project "Futurepreneurs and SMEs for a sustainable Central Europe"; - Introduction to the problematics of the circular economy - what does science say? - Certification schemes - what is their purpose and perception - Specifics of doing business in tourism - what's planned in future meetings	Prof. Peter Markovič; Dr. Martin Novysedlák;
30 th of May 2024; UEBA; 16:00 - 19:00 (double session)	Circular economy from the perspective of INCIEN: - Presentation of the Circular Economy Institute. - Examples of good and bad practices from Slovakia and abroad. - Barriers to the development of the circular economy in our country. - Certification of sustainable businesses - purpose, benefits, real life outcomes. - Greenwashing and circular business models. Measurable indicators of circularity. - Workshop: Roleplaying game Circula	Katarína Bednáriková (INCIEN) Petra Csefalvayová (INCIEN) Michaela Augustín (INCIEN)
14 th of June 2024; On-line (MS Teams) 16:00 - 17:30 (single session)	Evaluation of wellness hotels in terms of business sustainability - Real world experiences from Germany, Austria and Slovakia, - Presentation of original research results, - Certifications and their scope of practicality for a tourism business unit - Discussion with students about preferences and trade-offs in hotel industry & tourism	Maximilian Maas (Hotel-Restaurant Maas, Lunzerath)
25 th of June 2024; On-line (MS Teams) 16:00 - 17:30 (single session)	Villa Dr. Szontagh Vysoké Tatry: - Brand of Dr. Szontagh - who he was and his legacy - The influence of Szontagh's story on contemporary tourism and associations in the Tatras.	Ing. Katarína Maj Vrabelová (Villa Dr. SZONTAGH)



	- Certifications and their scope of practicality for a tourism business unit - Our advice to guests on how to behave ecologically. Education of employees about ecology. - How do we handle food? Using local resources and preventing food waste.	
26th of September 2024; UEBA 15:15 - 18:30 (double session)	SUSTAINOVA - Inspire the business sustainability transformation: - Screening of the unique Beyond Zero documentary about one of the most inspiring stories of sustainability transformation in business. - Discussion on other successful stories of sustainable business. - Discussion on other marketing communication of businesses in scope of sustainability (Greenwashing, Certification, green transition programmes)	Tomáš Svoboda (SUSTAINOVA)
3rd of October 2024; UEBA 15:15 - 16:45 (single session)	EZO.sk - A successful story of a Slovak entrepreneur and sustainable business - From 90's to 20's - Upkeeping tradition while transitioning to sustainable packaging - Looking back - pitch presentations - The scope of 1st Collaboration LAB challenge after the BBTP, new insights, understandings and ideas. (workshop) - Discussion and mentoring.	Zdenka Bajusová (EZO.sk)

Impressions & Lessons learned

From the business perspective

- Companies are **interested** in sustainable practices but only to the extent of business profitability; in rare cases are willing to cut margins but expect returned added value in customer perception and branding (this is where certification could be the answer)
- 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 practical and functioning solutions

From the training perspective

- Solving specific challenges has proved to be a good learning experience for the GenF



- GenF can provide relevant inputs and insights to the business sector
- Business sector is interested in the outcomes (as proved at the final presentation)

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

- Working in teams
- Providing space for SME and Futurepreneur (especially youth) interactions in a safe environment where it is okay to train and create imperfect solutions, learning about these imperfections and polishing and narrowing down said imperfections
- Working on real-world issues through workshops - activating attendees

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 Kick-Off	2&3 INCIEN	4 M. Maas	5 Szontagh	6&7 SUSTAINOVA	8 EZO.sk	QUESTION AVERAGE
The event fulfilled my expectations.	4	4,5	3,57	4,29	4,79	4,2	4,23
The contents were well structured and easy to follow.	4,44	4,88	3,57	4,57	4,57	4,1	4,36
The acquired knowledge is applicable in practice	4,22	4,13	4,14	4,43	4,71	4,1	4,29
The acquired knowledge is beneficial for me	4,22	4,25	3,86	4,29	4,79	4	4,24
The lecturer was professional, he knew how to communicate well and transfer knowledge	5	4,38	4,14	4,43	4,93	4,7	4,60
SESSION AVERAGE	4,38	4,43	3,86	4,40	4,76	4,22	4,34



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. Only one session (#4) averaged below 4 points, which was one of the online sessions. While lowest among the sessions, the score is still in the area that we would consider a good experience for attendees.

When asked about specific details, attendees mentioned that there were connection issues for some of them, that information were too overwhelming due to bad distribution among slides, causing overload and loss of focus. We have communicated this to the speaker afterwards.

In relevance to this however, multiple attendees communicated that the on-line form caused them to lose focus and do something else on the computer while just listening, what we can confirm as organisers that interaction was vastly lower than in the case of in person events.

Next steps and 2nd training cohort improvements

Due to the reasons stated in the previous section, for the 2nd cohort we will try to prefer in-person events, that received gratitude and joyful comments from both speakers (SME's) and Futurepreneurs.

In addition to that, we will try to provide more opportunities for direct interaction of SMEs and Futurepreneurs, not just in way of verbal exchange, but actual cooperation setting, in the form of workshops. The goal will be to create environment in which the SME will not be the one who just commands and gives orders but put themselves into the shoes of a Futurepreneurs, understanding their values and struggles when developing their sustainable business.

At the same time better communication will be facilitated between the attendees, proving that they can cooperate on human level, that their goals of sustainable business are mutual and that the generation F can provide answers to challenges, good ideas, and is capable of problem solving and product development and evolution.

As the project consortium also progressed with the development of the certification scheme, even more attention will be given to this topic, asking more specific question on perception and usability of such a scheme, motivating attendees to also become GREENPACT Ambassadors. The upcoming 2nd Regional Collaboration Lab will be focused on the area of creative

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.

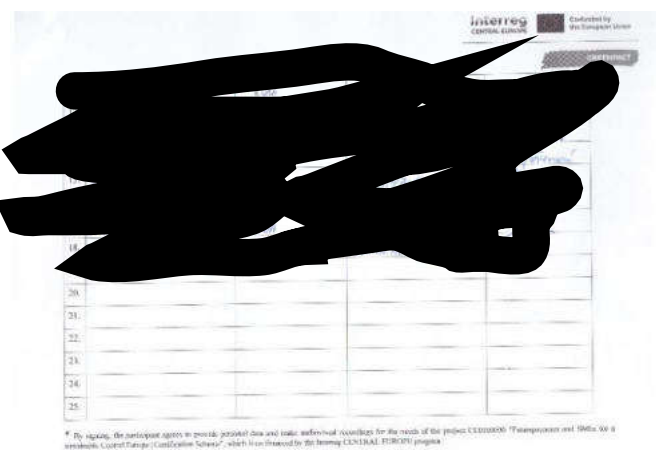
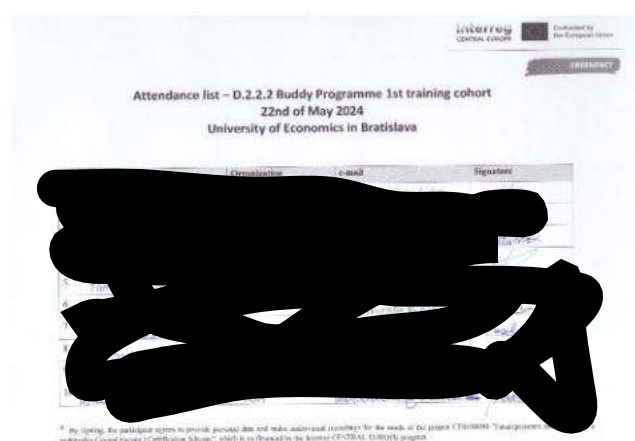
Through all the sessions we managed to achieve attendance of 40 unique futurepreneurs. The total number of "session-hours" attended by Futurepreneurs was 134, bringing the average attendance per person to 3,35 sessions. While this number might seem low, considering the total number of sessions being 8, it is strongly affected by the attendees of just one or two sessions, who cherry-picked topics of their interest. The average number of attendees per session has been 16,75 people, this number does not include SME stakeholders or UEBA project team members.

The most popular session was the screening of the "Beyond Zero" documentary. It could be, that the generation of Futurepreneurs has a preference/inclination to audio-visual content as a medium for transferring knowledge. With that said, we also see as important to highlight the fact that the subsequent discussion about the document but also about current global status quo in transitioning towards green solutions (the speaker has extensive business experience from Vietnam) was fruitful and engaging.



In terms of SME stakeholders, 7 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 tourism.

Attendees who participated in at least 5 sessions received a certificate of attendance.



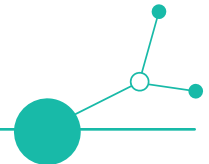


Gallery





D.2.3.1 Initial Regional GREENPACT Collaboration Lab - Bratislava 5th & 6th of February 2025



Version 1
03 2024





INTRODUCTION

Key concepts

- **Impact Entrepreneurship and Circular Economy**
- **Innovative bottom-up approach where younger and older people work together transnationally.**

The GREENPACT Collaboration Lab instrument is a roadmap & set of procedures for the regional & transnational 2-day events which allow an easier pooling among the target group, with the aim of seeking solutions in a synergistic way.

SMEs and/or experienced entrepreneurs will present challenges they face when aiming to transform their businesses to become greener and more impactful. Participants from Generation F will build solutions based on and inspired by the proposed challenges, setting the foundations for an entrepreneurial idea or intrapreneurial solution that will be green, sustainable and impactful.

As a result, SMEs and Generation F will become aware of the opportunities such as mutual learning process offers, will feel motivated to join a transgenerational learning with a “buddy” approach implemented during the training programme.

The best teams, those with high motivation and the most attractive idea developed during Green & Impact Entrepreneurship boosting buddy training programme, will be invited to participate in the final collaboration labs enabling experience exchange & innovation co-creation with their transnational peers.

Project implementation timeline

1st Pilot Action:

03/24	D.2.2.1 Collaboration Lab - 2 day event (regionally at all PPs' venues)
04/24 - 09/24	D.2.2.2 Pilot Action/Cohort - 3 months (regionally at all PPs' venues)
10/24	D.2.2.3 Final Collaboration Lab - 2 day event (joint event, Rijeka Croatia)

2nd Pilot Action:

02/25	D.2.3.1 Collaboration Lab - 2 day event (regionally at all PPs' venues)
11/24 - 03/25	D.2.3.2 Pilot Action/Cohort - 3 months (regionally at all PPs' venues)
04/25	D.2.3.3 Final Collaboration Lab - 2 day event (joint event, Bratislava Slovakia)

Successful implementation of envisioned timeline will enable bottom-up creation of pilot actions for Creative and Cultural Industries (CCI) & tourism SMEs (O.2.2) through co-creation of GREENPACT Collaboration Lab and Green & Impact Entrepreneurship boosting buddy training programs (O.2.1).



2ND GREENPACT COLLABORATION LAB - BRATISLAVA

Date & Location

The Collaboration LAB event, which was for simplification called “Ideathon” was held in the premises of University of Economics in Bratislava on 5th and 6th of February 2025

Agenda/Time Plan

Date: 05/02/25

15:00 - Event launch (introduction, agenda, etc.)

15:30 - Presentation of challenges, selection of challenges in teams

16:00 - Teamwork begins

17:00 - 1st round of mentoring (mentoring 15 min time slot/team) until 18:00;

18:00 - Team work, dinner

19:00 - 2nd round of mentoring (mentoring 15 min time slot/team) until 20:00;

20.00 - End of the first day (the building is closing)

Date: 06/02/25

13:30 - Start of day 2, teamwork

14:30 - 3rd round of mentoring (mentoring 15 min time slot/team) until 11:00;

15.30 - Teamwork - finalizing the presentation

16:30 - Lunch, finalisation of work

17:30 - Pitch presentations (4 minutes / team) Q&A - 4 minutes;

18:30 - Council of evaluators

18:45 - Announcement of winners

19:00 - Ending the event

SME Challenge owner & Challenges

The focus of the second Collaboration LAB event was on the creative industries sector. As the challenge owner, we have gotten into contact with Printing Industry Association of the Slovak Republic who accepted our invitation. Printing industry in Slovakia is facing serious challenges not in terms of finances/costs of operation, but also due to the lack of interest of young people in the sector. At the same time, there is a lot of space for innovation through green economy and new environmentally responsible approaches and methods in production.



As also mentioned by the challenge owner in the initial presentation, general public very often reduces the importance of printing industry on our lives, but at the same time takes advantage of its convenience, that printed products, ranging from books to bus tickets are readily available to us everywhere around us.

The thematic focus of the Ideathon was therefore defined on question “How to improve the image and competitiveness of printing industry enterprises?”

Under this main question, two main challenges were presented:

- How can consumers, with their behaviour, affect production of ecological products or use of ecological technologies or certification in printing industry?
- What marketing strategy can a printing business use to improve its image and propagate itself, in line with using ecologic technologies or by producing certified ecological products?



Pic. 1: Winning Team after presentations with mentor & challenge owner
Author: Martin Novysedlák



Mentors & Challenge owners

At the event, there were 4 mentors present, two of whom were the employees of the University of Economics, with various specialisation.

Professor Peter Markovič assisted students with their questions regarding financial relevancy of products.

Assistant Professor Martin Novysedák provided help with processes, logistics and project management.

Dr. Branislav Zagoršek assisted futurepreneurs to develop their idea through his professional experience in startup incubators.

Ing. Monika Sol'avova is a teacher of vocational subjects at Secondary Vocational School of Polygraphy, providing experience on the challenges provided.

Ing. Peter Blubla, president of the Printing Industry Association of the Slovak Republic, was the challenge owner and the jury of the contest.

Attendance

24 people in total attended the event, out of which 19 were contestants, 4 were mentors and 1 was SME representative.

The contestants formed 8 teams in total - 3 teams of 3 people, 5 teams of 2 people.

Upon completion of the event, each attendee received a certificate of participation, the winning team received certificate of achievement.



Results & feedback

The contest & challenge were well received by the attendees, all teams except one presented their ideas during a pitch presentation. Among the notable ideas was the use of porous paper to catch dust and other particles in the air, use of recycled paper for student class books, app that would calculate CO2 production in printing, or creation of an educational documentary about necessity of polygraphic products in our daily lives.

The winning idea presented a circular scheme for student books, allowing their more efficient use and reduction of printing, saving resources and as an additional incentive providing students with benefits such as discounts or extra absences.

The overall feedback about the event was positive from both the contestants and the stakeholders. The challenge owner also requested all of the presentations, as some of the ideas seemed good enough to explore further and possibly put into practice in time.

Based on this we conclude, that the event fulfilled its purpose, as we managed to:

- engage SME representatives from creative industries sector and Generation F in ideas exchange,
- enabling the Generation F participants to get an overall picture and deeper understanding of challenges limiting green and impact transition in creative industries sector
- motivated the Generation F participants to envision, identify and propose green + impact concepts/ideas addressing the selected / assigned challenge,

Some of the attendees also shown interest in attending the buddy training programme.



Photos

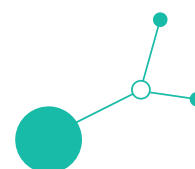






Buddy Boosting Training Program: “Mysliet’ udržateľne, konať udržateľne” - 18th of November 2024 - 31st of March 2025

Version 1
07 2024



UNIVERSITY OF ECONOMICS IN BRATISLAVA
FACULTY OF BUSINESS MANAGEMENT

Interreg
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CERTIFICATE OF ACHIEVEMENT

This certificate confirms that

Name Surname

successfully completed the

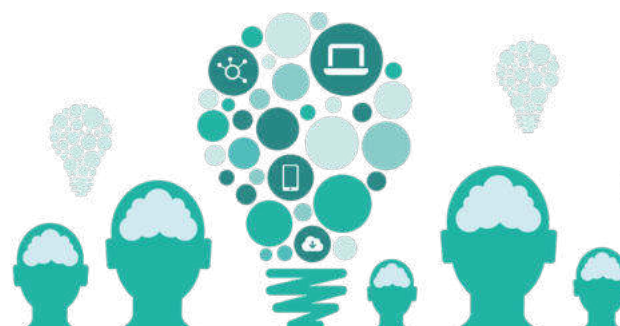
Green and Impact Entrepreneurship Boosting Buddy Training Program,

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

GREENPACT





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 imputes 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 th of November 2024; UEBA; 15:15 - 17:00 (single session)	“DAITABLE, s.r.o. - Energy Monitoring with Predictions and Analytics Operated by Artificial Intelligence” - expert discussion about green energy management: • 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. • Students had the opportunity to get acquainted with the portfolio of companies that use these smart solutions and their experiences. • 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.	Šimon Staňo (DAITABLE, s.r.o.;)
19 th of November 2024; UEBA; 09:15 - 12:15 (double session)	“Circular (green) solutions Generator” - the event focused on the following main areas: • Creative discussion on waste management in the Slovak Republic. • PET bottle deposit system and its benefits for ecology. • Examples of good practice in addressing the environmental issues of small businesses. • Challenges for tourism 2030 - a perspective against the backdrop of strict ecological requirements.	Prof. Peter Markovič Dr. Martin Novysedlák
11 th of March 2025; UEBA; 13:00 - 16:30 (double session)	“Creative gaming in the afternoon” - finding solutions in the most unlikely situation: • The leitmotif of the event was to encourage participants to look for solutions in the field of	Ing. Katarína Maj Vrábelová (Villa Dr. Szontagh) Dr. Martin Novysedlák



	environmental gaming in a playful way. • Education to environmental awareness and its communication in the online and offline environment. • Discussion on the perception of some of the EU's green measures and their impact on the business community. • Intergenerational differences in the perception of the role of the entrepreneur and the expectations of the young generation.	
12th of March 2025; UEBA; 13:30 - 16:30 (double session)	“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.”: • Characteristics of the production process and its pitfalls, from the point of view of material and energy demands. • Discussion on the economic benefits of making plastic bottles from virgin or recycled materials. • Presentation of economic and financial indicators of production (cost and price calculations).	Ing. František Doležal (General Plastic, a.s.) Dr. Michal Šinský (General Plastic, a.s.)
17th of March 2025; UEBA 17:00 - 20:00 (double session)	“Design thinking - Certification Scheme” I. - Why should a business think about sustainability? • Identification of the ecological sustainability needs of small and medium-sized enterprises in the tourism sector. • Output: a list of the main challenges and needs of businesses in the field of economic, social and environmental sustainability. • During the creative phase, artificial intelligence was actively worked on - ChatGPT, Perplexity and DeepSeek.	Ing. Rastislav Stolárik (VÁDIUM-IT, s.r.o.) Prof. Zuzana Hajduová (expert in ISO-certification) Dr. Martin Novysedlák
31st of March 2025; UEBA 17:00 - 20:00 (double session)	“Design thinking - Certification Scheme” II. - Marketing strategy for	Ing. Katarína Maj Vrábelová (Villa Dr. SZONTAGH)



	ecological, economic and social sustainability certification in tourism: • Draft a marketing strategy to promote a sustainability certification scheme in the tourism sector, explaining the importance of certification for businesses. • Summary of arguments for connection to the system and visual identity of the certificate. • During the creative phase, artificial intelligence was actively worked on - ChatGPT, Perplexity and DeepSeek.	Prof. Zuzana Hajduová (expert in ISO- 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	4,22	4,28	4,16	4,66	4,72	4,74	4,46

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.

- 1st Session (18.11.2024) - 55 GenF participants; 1 SME; 5 academia

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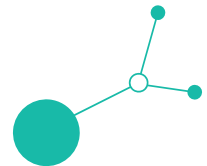




Report on D.2.2.3 Final International GREENPACT Collaboration Lab in Rijeka (Croatia)

Version 1

10 2024





Approach and Objectives

The Final International GREENPACT Collaboration Lab took place in Rijeka (@RiHub coworking space premises) on October 22 and 23, 2024, aiming to develop solutions for local challenges in the circular economy through interdisciplinary collaboration.

This lab used a specific approach tailored to identifying key challenges and generating sustainable solutions with collaborative methods and GREENPACT lab tools. Core principles—such as waste prevention, preserving value within the economy, and regenerating natural ecosystems—guided the activities across both days of the workshop.

Simultaneously, the D.3.1.1 Transnational Knowledge Exchange Cross-Fertilisation event and the 3rd Steering Committee meeting were held, all designed to engage diverse project stakeholders and foster expanded networking opportunities. These events helped create a dynamic platform for knowledge sharing and collaboration, benefiting the project's stakeholders and strengthening cross-border connections.

Program

The two-day GREENPACT lab guided participants through identifying and solving local sustainability challenges.

The lab's journey began with D.3.1.1 Transnational Knowledge Exchange Cross-Fertilisation events, which included a study visit to Rijeka. This experience ended at Riperaj, where participants gained hands-on insights into sustainable practices, setting a strong foundation for collaborative work in the lab. Riperaj is a unique project in Rijeka for creating a sustainable and inclusive society. It is a project by utility company KD Čistoća, offering a space where citizens can repair broken household appliances, damaged furniture, clothing, toys, and more for free, with the help of skilled professionals. Riperaj is the first project of its kind in Croatia.

Inspired by the study visit, participants defined specific challenges, mapped stakeholders, and developed preliminary solutions using tools developed through D.2.1.1 Draft of the GREENPACT Collaboration Lab instrument.

Day 2 started with the second part of D.3.1.1, a presentation from the Croatian company called Tabitha's Glass Emporium, which was a best practice example, together with a round table discussion on focusing on sustainability in business practices.

After the best practice example, the rest of the day was focused on enhancing presentation skills and crafting compelling solution pitches, which were then presented to a jury evaluating criteria such as solution appropriateness, implementation rationale, sustainability, and overall pitch quality. Feedback from peers and facilitators was instrumental in refining each group's ideas.

Summary of The Final International GREENPACT Collaboration Lab workshops programme:

Day 1: Challenge Identification and Solution Creation

- Introduction and Welcome (15 min)
- Challenge Identification and Stakeholder Mapping (45 min)
- Evaluating Challenge Causes (45 min)
- Brainstorming Potential Solutions (45 min)
- Drafting the Challenge Solution Brief (45 min)

The goal of the day was to define specific local challenges, understand the dynamics among stakeholders, and outline preliminary solutions using GREENPACT tools such as "Challenge, Stakeholders, and Mutual Impacts" and "Challenge Addressing Options."



Day 2: Solution Communication and Presentation

- Recap of Day 1 (15 min)
- Basics of Presentation Skills (60 min)
- Developing Solution Presentations (75 min)
- Final Presentations and Feedback (90 min)

Following the solution creation on Day 1, participants worked on presentation skills and preparing their presentations on proposed solutions.

Evaluation Criteria set by a jury composed of stakeholders were:

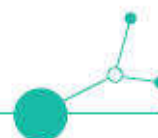
- Solution Appropriateness
- Implementation Rationale
- Sustainability
- Overall Pitch

Feedback from peers and facilitators played a key role in refining ideas.



Workshop Agenda: Circular Transformation Using Greenpact Lab Tools

D.2.2.3 Final international GREENPACT Collaboration Lab



Version 1
10 2024





DAY 1: CHALLENGE IDENTIFICATION AND SOLUTION DRAFTING

(13.00-16.30)

OBJECTIVE: to identify local circular challenges, understand stakeholder dynamics, and outline potential solutions using the greenpact lab tools.

1. Welcome and Introduction (15 min)

- Brief overview of circular transformation principles and the role of Greenpact Lab tools.
- Introduction to the workshop structure and objectives.

2. Challenge Identification & Stakeholder Mapping (45 min)

- Describing the local challenge: context, relevance, and impact.
- Identifying key stakeholders: who is affected and who can influence the solution?
- Understanding mutual impacts between stakeholders and the challenge.
- Tool Used: Greenpact Lab "Challenge, Stakeholders, and Mutual Impacts"

3. Evaluating Challenge Causes (45 min)

- Break down key assumptions about the root causes of the identified challenge.
- Discuss systemic issues, resource dependencies, and behavioral patterns.
- Tool Used: Greenpact Lab "Challenge Causes"

Break (15 min)

4. Brainstorming Potential Solutions (45 min)

- Explore four strategies for dealing with the challenge: preventing or moderating x causes or consequences.
- Teams use collaborative brainstorming to generate initial ideas for solutions.
- Tool Used: Greenpact Lab "Challenge Addressing Options"

5. Drafting the Challenge Solution Brief (45 min)

- Participants will develop their ideas further, detailing the name, description, implementation plan, and how the idea addresses the cause/consequence of the challenge.
- Discussion on why the idea is likely to succeed both now and in the future.
- Tool Used: Greenpact Lab "Idea Development"



DAY 2: COMMUNICATING SOLUTIONS AND PRESENTATION DEVELOPMENT (10.30-15.15)

OBJECTIVE: To develop strong presentation skills for delivering impactful proposals and refine ideas for circular solutions

1. Recap of Day 1 (15 min)

- Review key insights and solution drafts from Day 1.
- Discuss any challenges or gaps in the solution brief.

2. Presentation Skills Basics (60 min)

- Introduction to essential presentation skills: storytelling, structure, and engagement.
- Tips for communicating complex circular challenges and solutions clearly.

3. Developing Solution Presentations (75 min)

- Guided work session: participants create presentations based on their solution briefs.
- Focus on clear messaging, persuasive elements, and visual aids to support the solution.
- Participants practice presentation of their solutions.
- Peer and facilitator feedback on content, delivery, and engagement techniques.

4. Finalists' presentations (90 min)

As we stated in the previously developed document (D.2.1.1 Draft of the GREENPACT Collaboration Lab instrument), the evaluation criteria are as follows:

Evaluation criteria for team selection will be *(Rate on a scale from 1 (low) to 5 (high))* :

- Appropriateness of the solution
- Implementation rational
- Sustainability
- Pitch overall



Registrations and Participants

The final GREENPACT lab hosted a total of **12 participants** from Generation F (Millennials & Gen Z). Each group worked on addressing specific challenges, allowing for a diverse application of circular economy strategies and generating innovative ideas covering different aspects of sustainability and environmental impact.

The Final GREENPACT lab welcomed participants from **all partner countries**, including Germany, Italy, Croatia, the Czech Republic, and Slovakia. This diverse international cohort enabled a rich exchange of perspectives, as each participant brought unique insights shaped by their local contexts and experiences with sustainability. Collaborating across borders, they tackled specific challenges and explored circular economy strategies, blending ideas from various cultural and environmental backgrounds. This cross-cultural approach not only enriched the lab's discussions but also fostered innovative solutions adaptable to different regions.

Three international teams were formed, each developing unique projects.

The first team, from Slovakia, observed that Rijeka suffers from litter and a lack of greenery. Their proposal focused on creating citizen associations and initiatives to address these issues and enhance the city's environment.

The second team, comprising Italian and Croatian participants, noted the abundance of large, vacant industrial buildings in Rijeka. They proposed repurposing these spaces into office areas or venues for cultural events aimed at young people, bringing new energy and functionality to the city.

The third team, participants from Germany and the Czech Republic, noticed a sense of seriousness and busyness among Rijeka's residents, as well as a certain detachment. Their project aimed to uplift the city's spirit with small initiatives like "Put a Smile on a Window," decorating both business and private windows and storefronts to boost community morale and brighten Rijeka's atmosphere.

Result/Feedback

Participants evaluated various aspects of the Final International GREENPACT Collaboration Lab through feedback surveys given at the end of the event.

They rated content relevance, workshop structure, and the applicability of acquired knowledge. The **overall average rating was 4.0**, with the highest ratings for content applicability and instructor effectiveness. Feedback also highlighted opportunities for further improvements through additional sessions on specific solution areas.



Final GREENPACT Collaboration Lab no. 1 - 22. - 23.10.2024													
RiHub; Rijeka													
													TOTAL
The workshop met my expectations.	5	5	4	4	4	4	4	4	5	3	5	4	4,3
The knowledge acquired is applicable in practice.	5	4	5	4	4	4	3	4	5	3	4	4	4,1
The content was well-structured and easy to follow.	5	4	4	3	5	5	4	2	5	2	4	4	3,9
The knowledge I gained will help me work better.	5	3	4	3	3	2	3	3	5	3	4	4	3,5
The lecturer is knowledgeable and knows how to convey information.	5	5	4	4	5	4	4	3	5	3	5	4	4,3
TOTAL	5	4,3333	4,2	3,6	4,2	3,8	3,6	3,2	5	2,8	4,4	4	4,0
Additional comments, notes, suggestions...													
More instructions during the 2 days with the other participants, perhaps stakeholders. Where were the Croatian finalists (students/participants)? More sustainability regarding the food would be nice and should be easy to achieve. Cupe, plates, cutlery.													
Maybe add more interaction between the groups so we can cooperate more on the issues. The food was brilliant.													
Thank you for the great time! You could use reusable cups, plates etc. instead of plastic													
I would appreciate more organization! Information such as where we can sit during the lunch etc.													
I think there is a room for improvement in organization and management (providing information etc.). Happy to be a part of this project :)													
Maybe more time to make the presentation.													
Food was awesome! I would appreciate a little bit more minutes for work and every task.													

Impressions

The Final International GREENPACT Collaboration Lab proved to be a pivotal moment in the GREENPACT initiative, achieving its objectives and fostering impactful solutions aimed at advancing circular economy practices on a local scale. Participants' solutions addressed a range of pressing environmental and community challenges, with ideas that include reducing waste in tourism, increasing resource efficiency in the creative sector, and establishing cross-sectoral resource-sharing platforms. These solutions highlight the innovative potential of collaborative efforts and emphasize the significance of local action for broader sustainability goals.

Beyond the immediate outcomes, the lab provided a rich environment for knowledge exchange among participants from diverse cultural and professional backgrounds. This cross-cultural collaboration laid the groundwork for a strong network of emerging sustainability leaders who are equipped to carry forward the GREENPACT principles into their local contexts. Participants expressed a deepened understanding of sustainable practices, with several noting that the lab's collaborative and practical approach broadened their perspectives and strengthened their commitment to sustainability.

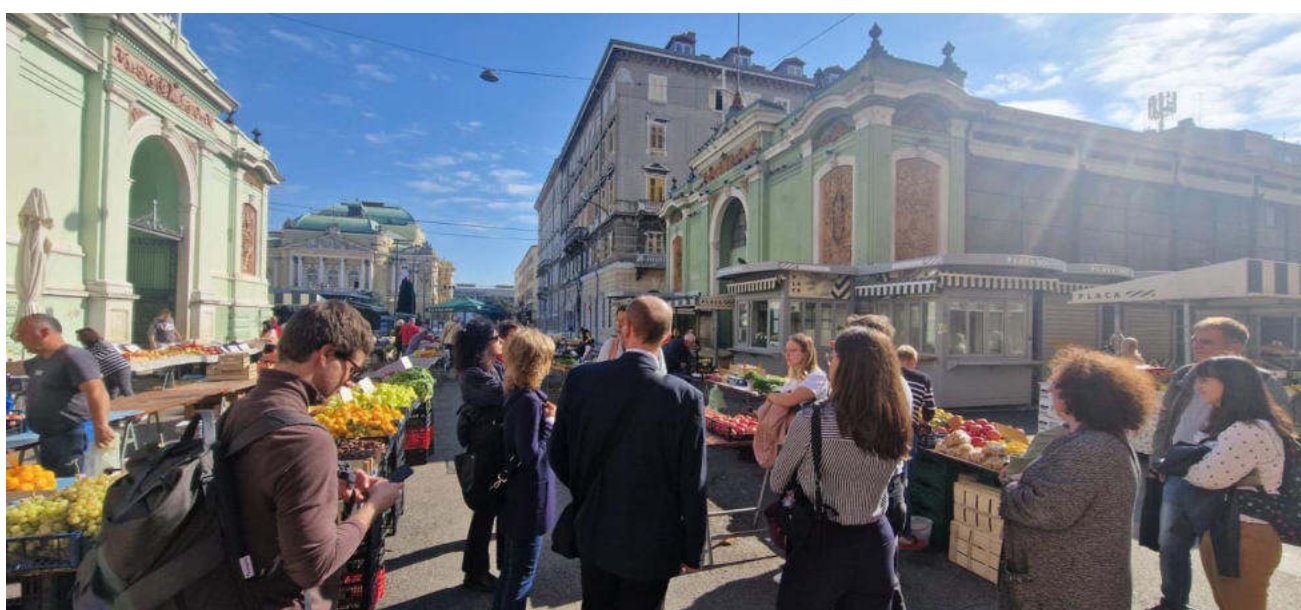
As the final event in the GREENPACT program, this lab encapsulated the spirit of the initiative by fostering lasting partnerships and practical, adaptable solutions. By bringing together insights from Germany, Italy, Croatia, the Czech Republic, and Slovakia, the lab not only promoted intercultural exchange but also encouraged the development of sustainable business models and practices tailored to various regional needs. Through these efforts, the GREENPACT lab demonstrated the potential for transnational collaboration to create meaningful impact, laying a solid foundation for continued advancement in circular economy practices across Europe.



An example of a study visit with finalists:



An example of a study visit with project partners:





An example of a group workshop:



An example of a workshop presentation from the Croatian company called Tabitha's Glass Emporium:





An example of a finalist pitch - first presentation:



An example of a finalist pitch - second presentation:





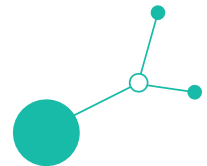
An example of a finalist pitch - third presentation:



Report on D.2.3.3 Final International GREENPACT Collaboration Lab in Bratislava (Slovakia)

Version 1

10 2024





Approach and Objectives

The Final International GREENPACT Collaboration Lab took place in Bratislava, Slovakia, at the University of Economics from April 1st to 2nd, 2025, aiming to develop solutions for the University's challenges in the circular economy through interdisciplinary collaboration.

This lab used a specific approach tailored to identifying key challenges and generating sustainable solutions with collaborative methods and GREENPACT lab tools. Core principles such as waste prevention, preserving value within the economy, and regenerating natural ecosystems guided the activities across both days of the workshop.

During these days, the D.3.1.1 Transnational Knowledge Exchange Cross-Fertilisation event (2nd study visit) and the 4th Steering Committee meeting were also held, all designed to engage diverse project stakeholders and foster expanded networking opportunities. These events helped create a dynamic platform for knowledge sharing and collaboration, benefiting the project's stakeholders and strengthening cross-border connections.

Program

The two-day GREENPACT event in Bratislava brought together project partners, stakeholders, and international futurepreneurs to participate in a dynamic series of workshops, discussions, and collaborative sessions. Hosted by the University of Economics in Bratislava (UEBA), the program was designed to both advance project goals and create problem-solving and cross-border collaboration during the Final International Collaboration Lab.

The first day began with a joint opening session where all participants: project partners, stakeholders, and trainees were welcomed by UEBA. Trainees and stakeholders were presented with the Collaboration Lab Challenge presentation "Green Innovation of the University," which introduced the central theme for the trainees' work. This was followed by a guided university tour, during which participants explored various parts of the campus to identify existing challenges and opportunities for sustainable innovation.

After the tour, trainees were divided into international teams and assigned their workspaces. A short introductory session helped set expectations and outline the structure of the Collaboration Lab. Each team then began developing their initial ideas, focusing on solutions that could address sustainability issues within the university environment.

The first working session allowed teams to brainstorm, define their specific problem areas, and begin mapping out possible solutions. Teams collaborated intensively, guided by stakeholders and mentors who provided support and feedback throughout the process.

The second working session continued with deeper development of the project concepts. Teams refined their approaches and began outlining the key components of their proposed solutions, preparing for the next day's final presentations. The day concluded with a short wrap-up session that included information on the next steps and presentation expectations.

In the afternoon, project partners and stakeholders visited KOLO - Bratislava Reuse Centre, a model of circular economy and community engagement, where they gained valuable insight into local sustainable practices.

The second day of the Collaboration Lab was dedicated to the final development and presentation of the trainees' sustainability solutions. Teams gathered in the morning to finalize their concepts, working intensively to polish their ideas, structure their arguments, and prepare visual materials for their presentations. Mentors and stakeholders remained available throughout the morning to support the teams, providing final rounds of feedback, answering questions, and helping to refine the clarity and impact of each proposal. This hands-on guidance was essential in strengthening the quality of the solutions and boosting the participants' confidence for their public presentations.

All teams delivered their final presentations in front of a jury composed of project stakeholders and mentors. Each team had the opportunity to pitch their ideas, which addressed sustainability challenges



within the university environment. The atmosphere was both professional and supportive, encouraging creativity while maintaining a clear focus on impact, feasibility, and relevance to the green transition. The second day wrapped up with a guided city tour, giving participants a chance to relax, network, and reflect on their experiences in an informal setting while discovering the cultural and historical aspects of Bratislava.

International CollaborationLAB Agenda

University of Economics in Bratislava, Slovakia

Agenda for Trainees

Tuesday, 1st of April 2025 (Day 1)

Time	Topic	Who
09:30 - 10:00	Registration and arrival of participants, Coffee break/networking	All
10:00 - 10:10	Welcome and opening speech	EUBA
10:10 - 10:30	ColLAB Challenge presentation (Green innovation of the UNI)	EUBA
10:30 - 11:30	Tour of University, looking for innovation potential	EUBA
11:30 - 12:00	Workplace distribution, opening words and remarks	All
12:00 - 13:15	First working session	All
13:15 - 14:30	Lunch	All
14:30 - 16:00	Second working session	All
16:00 - 16:30	Wrap-up of day 1, information for Day 2 - Presentations	All

International CollaborationLAB & Project meeting

University of Economics in Bratislava, Slovakia

Combined Agenda (PP, Stakeholder, Trainee)

Wednesday, 2nd of April 2025 (Day 2)

Time	Topic	Who	Topic	Who
09:30 - 10:00	Registration and arrival of participants, Networking Coffee			All
10:00 - 12:00	Finishing presentations	Trainees & stakeholder	WP3: Fertilisation, Final Fair, Booklet etc.	PP
12:00 - 13:00	Finalists' presentations and winner selection			All
13:00 - 14:00	Lunch			All
14:00 - 15:00	Guided City Tour	Trainees & stakeholder	WP2: Presentation & Discussion, ColLab - Lessons Learned	PP
15:15 - 15:30			Coffee break	PP
15:30 - 16:00			Project communication discussion	PP



All participants were awarded a certificate of participation upon completion of the Collaboration Lab:



The participants from the winning team were awarded an additional certificate upon completion of the Collaboration Lab:





Registrations and Participants

The final Collaboration Lab hosted a total of 14 participants from Generation F and 5 engaged stakeholders. These participants came from Slovakia, Germany, Italy, Czech Republic, and Croatia, bringing a diverse mix of perspectives, backgrounds, and experiences related to sustainability and innovation.

To promote international collaboration and idea exchange, participants were divided into four transnational teams. Trainees from Slovakia and the Czech Republic joined forces in one group, reflecting their shared regional context and fostering a strong example of cross-border teamwork. Each team addressed the challenge presented by the University of Economics in Bratislava, applying GREENPACT methods to co-create practical and innovative solutions aimed at improving campus sustainability.

PROJECT TEAMS:

1st Team - Czech and Slovak Group (Jaroslav Hakl, Vojtěch Pacourek, Roman Tranžík, Stela Herrmanová)
Project Idea: “School Faucet Swap (save water)” - the initial impulse for this idea came from a large number of facilities where students have access to a water source (toilets, lecture halls). In some toilets, they noticed the way the water was dispensed when washing hands, and unnecessary water leaks until the water flow was automatically turned off. The idea of the solution was based on the creation of a water-saving system in the form of the so-called “water-saving headers”, which minimise the amount of water, reduce excessive water flow, but provide sufficient pressure to carry out hygienic hand washing. With the subsequent calculation, the team tried to quantify the amount of savings both in the volume of water consumed and in financial terms (savings in water and sewerage fees).

2nd Team - Croatian Group (Members: Lorena Jurić, Melani Karlović, Jelena Kelava)
Project Idea: KINEO - “Where motion meets nature” - this idea arose from observing the spatial use of the university campus, especially its outdoor areas, located in front of the university auditorium and the main entrances to the administrative buildings. The absence of the possibility of relaxation and small sports activities led to the idea of creating a green workout zone for indoor activities. The idea included the creation of UniPark (with a localized snack bar /outside cantina/, outdoor gym, and planting). The technologies and architectural design used would be based on the symbiosis of people and nature, i.e., the maximum use of “green” elements and available solutions.

3rd Team - Italian Group (Members: Ruben Griso, Paolo Majer, Nathan Solfa, Letizia Tegon)
Project Idea: “Sustainable Communities for Sustainable Future at EUBA” - the team began to fulfill their challenge by first conducting interviews with students who were on campus at the time to find out their opinions on sustainability and SDG standards. The subsequently developed idea focused on the creation of discussion clubs at the university, which will attract conscious (green) business entities and students who want to learn about news in the field of green transition. The main emphasis would be on SDG-11 (Sustainable cities and communities) and SDG-17 (Partnership for the goals). The purpose of this solution lies in connecting local communities that operate in the vicinity of the university and in creating a platform to discuss current problems of climate change. The educational aspect (building green awareness among students), educational activities (open space for the general public), and entrepreneurship education (promotion of “good” and “best” practice, success stories of business entities) will create suitable conditions for the education of the new GenF.

4th Team - Germany Group (Members: Lena Braun, Leonie Knittel, Sandro Hörmann)
Project Idea: “Cantina Eats - Let’s save food, cut emissions and reduce costs” - The idea was to create a mobile application based on which the student could put together his lunch menu (both in terms of the



structure of the meal and the size of the portion) and order it for pick-up in the premises of the Student Canteens of the University. The application would also have a positive impact on waste, because the student would order only what he really wants to eat, and the portion size would correspond to his eating habits. The packaging of the food would allow it to be consumed at a later time as well. This solution would contribute to significant savings of students' money (they would only buy what they really want), food savings (accurate orders would minimize excess food supplies), reduction of waste production (there would be no unconsumed food leftovers), and, last but not least, CO2 reduction.

Teams pitched their concepts to a jury composed of project stakeholders. The winning team, from Germany, impressed the jury with their proposal for a smart food-ordering app designed to reduce food waste on campus by enabling students to pre-order meals and allowing kitchen staff to plan more accurately. The project stood out for its simplicity, feasibility, and alignment with both environmental and user-centered goals.

Stakeholders played an essential role throughout the lab, serving as mentors and jury members. Their guidance helped shape and strengthen the participants' ideas, offering real-world insights and professional feedback that elevated the overall quality of the outcomes.

The diverse and intergenerational composition of the lab created an engaging and collaborative atmosphere, fully embodying the GREENPACT initiative's commitment to sustainability, innovation, and meaningful transnational cooperation.

Result, Feedback and Impressions

At the conclusion of the Final Collaboration Lab in Bratislava, participants were invited to provide feedback on various aspects of the event. The evaluation focused on the content's relevance, the workshops' structure, the mentorship quality, and the overall learning experience.

It helped strengthen the link between academia, civil society, and entrepreneurial thinking. By hosting the event at the University of Economics in Bratislava and involving key stakeholders from the region, the lab demonstrated how collaboration between different sectors can drive forward innovation for public benefit.

The feedback showed a high level of satisfaction, with participants especially appreciating the practical, hands-on nature of the Collaboration Lab and the opportunity to work in international teams. The interactive format, combined with expert guidance from stakeholders, was highlighted as one of the most valuable elements. Several participants noted that the event helped them develop not only new ideas but also key soft skills such as teamwork, presentation, and critical thinking.

Here is the feedback from one of the trainees: "I thought I knew what sustainability meant. GREENPACT showed me that I was wrong. As part of the EU project GREENPACT, I had the opportunity to participate in a training program lasting several weeks together with other young people that deals with the topic of sustainable innovation. The aim was to gain a better understanding of sustainable development in a business context and at the same time to become active themselves. We worked in teams with real companies to identify concrete sustainability challenges and develop innovative solution ideas. The aim was not only to think "green" but also to act strategically, creatively, and solution-oriented. As winners, we were allowed to participate in the International Collaboration Lab in Bratislava - an intense event with the best teams from different countries. Within two days, we were supposed to develop and present a completely new idea for a joint challenge. The time in Bratislava was challenging, inspiring, and incredibly instructive. Under time pressure, we had to remain flexible as a team, think anew, and keep at it, despite uncertainty and doubt. But that's exactly what gave rise to an idea that we are proud of and with which we were able to convince as the winner in the pitch.



What do I take away from this experience? Sustainability now means much more to me than environmental friendliness. It's about finding innovative ways to deal with challenges - economically, socially, and ecologically. I learned how important it is to take different perspectives seriously, to stay open, and not to give up when things get difficult. GREENPACT was not just a project. It was an intensive learning experience with committed partners, real challenges, and a noticeable impact. I am very grateful that I was allowed to be part of it."

Mentors and stakeholders also provided positive feedback, emphasizing the energy, creativity, and commitment shown by the trainees. They valued the cross-disciplinary nature of the ideas and the focus on real-world application within the university setting.

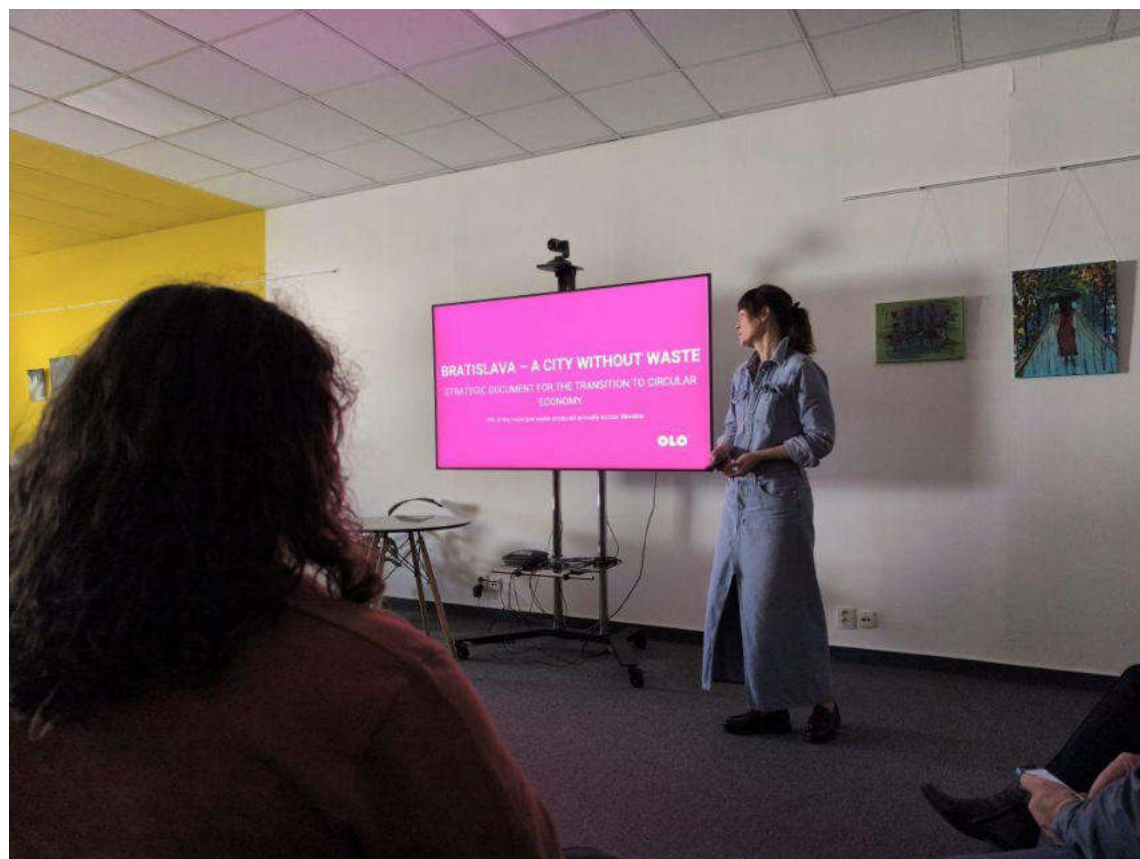
Here is feedback from one of the mentors: "It's always a great pleasure to witness young innovators tackling difficult problems that directly impact their future. After two grueling days filled with research, teamwork, and countless pivots, the event has come to an end."

The visit to the KOLO Reuse Centre showed stakeholders how the ideas on which they worked with trainees during the lab can work in real life. It was a powerful example of the circular economy in action. As one stakeholder put it, "Seeing KOLO in action made everything we talked about during the lab feel real and achievable."



Gallery









Final results of the pilot actions

Based on two rounds of Collaboration Labs (regional and international) and the Boosting Buddies Training Programme (BBTP), it is evident that bringing together young people concerned about sustainability and experienced entrepreneurs creates strong potential for innovation, practical improvements, and fresh approaches to green transformation. These intergenerational exchanges enable mutual learning and inspire concrete solutions for sustainability challenges, especially when anchored in real business cases or community-specific issues.

Project partners played a key role in the design, coordination, and implementation of the Collaboration Labs. They jointly developed the common structure and templates, which were then adapted to regional contexts. Partners engaged local SMEs and Gen F participants, facilitated the Labs, and supported the formulation of real-life business challenges. They also collected participants' feedback. In the case of international Labs, partners coordinated participant selection and contributed to cross-regional exchange and learning.

Feedback shows that the Labs and training sessions work best when they combine structured guidance with enough flexibility to encourage open idea generation and critical discussion. Well-defined local challenges, hands-on tasks, and clear frameworks, such as circular economy tools and business model templates, proved effective in motivating participants to develop actionable ideas while learning to apply sustainability principles in practice.

Experienced mentors from industry and business development are crucial, not to limit creativity but to steer it towards realistic, feasible, and impactful solutions. Cross-border collaboration added significant value, as diverse perspectives enriched the ideas and fostered a sense of shared responsibility for environmental and societal change.

Participants valued the practical, problem-solving approach, networking opportunities, and exposure to good practices and real-life applications. They also expressed a need for more interactive formats, clear session structures, stronger connections between topics, and more opportunities for presentation practice.

For the future, it is recommended that the Collaboration Labs and BBTP frameworks remain flexible platforms, adaptable to local contexts and diverse participant groups. Rather than a rigid format, they should serve as starting points for tailored actions, enabling companies to tackle their unique transformation needs while leveraging the creativity, energy, and skills of the younger generations. Continuous improvement through participant feedback, local adaptation, and stronger links with real-world sustainability champions will ensure these activities remain relevant and impactful.