

OUTPUT FACTSHEET

Project index number	CE0100090	Acronym	GREENPACT		
Output type ("x" to be included)	Strategy/ action plan		Pilot action		Solution
Output number (O.xx)	O3.1	Output title	Handy GREENPACT: Impactful and green toolbox for SMEs from CCI & tourism		
If the output target is > 1 in the AF, please specify the output(s) described in the factsheet	The self-assessment (D.T.3.2.1) serves as a solution for SMEs and futurepreneurs towards sustainable, green and impactful leadership. Together with the Influencer Toolkit (D.T.2.1.3) and the „GREENPACT“ business & industry competence pack & implementation toolbox (D.3.1.3) it is a coherent and innovative approach. The uptake of solutions will be measured by Letter of Intent.				
Output delivery date	RP05(25-30)				
Project website	https://www.interreg-central.eu/projects/greenpact/				

Summary description of the output

Please present the output by addressing the following topics.

Territorial challenges and needs in the regions specifically addressed by the output
(max. 700 characters)

The GREENPACT toolbox addresses several territorial challenges and needs across its partner regions—particularly for SMEs in the Cultural and Creative Industries (CCI) and tourism sectors — by focusing on younger ‘futurepreneurs’ and regional governance structures. The main territorial challenges and needs it seeks to address are the

- limited awareness and skills around green and circular economy practices
- intergenerational gaps and under-utilisation of youth/‘futurepreneur’ potential
- lack of regionally tailored tools and certification schemes for sustainability
- differences across regions in policy, innovation strategy, and institutional support
- need for strengthened cooperation and knowledge exchange
- certification and credibility challenges for SMEs
- need for territorial integration of sustainability objectives, policies and roadmaps

Main aim(s) of the output and how it contributes to tackle the identified challenge(s)
(max. 500 characters)

The main aim is to support SMEs from the CCI and tourism sector, especially 'futurepreneurs' towards sustainable, green and impactful leadership. The toolbox consists of several components that directly respond to the challenges discussed before:

- the self-assessment tool helps them see their gaps; training, labs and mentoring build skills
- the influencer/communication tools + collaborative labs and co-creation ensure input from the younger generation, aligning business practice to their values
- the toolbox includes a certification scheme specific for the sectors (CCI & tourism), thus boosting legitimacy, providing clear criteria, and helping SMEs to be credible green actors
- the toolbox is tested in multiple partner regions, gets feedback, so tools are adapted to local realities
- the toolbox is part of a package including regional and transnational action plans; once SMEs adopt and use it, and the certification scheme becomes recognised, this influences sector norms, policies, strategy (e.g. via RIS3 strategies) so change persists

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

(max. 1500 characters)

The output “Handy GREENPACT: Impactful and green toolbox for SMEs from CCI & tourism” is a toolbox aimed at supporting Gen F and SMEs from the CCI and tourism sectors in adopting sustainable and circular business models. It consists of online knowledge modules (D.3.1.3) included in the Knowledge Bank, a sector-tailored guidance for CCI & tourism sector, a collaboration Lab instrument and workshop toolkits (D.2.1.4), a Green & Impact Entrepreneurship Boosting Buddy Training Programme (D.2.1.4), and an Influencer Toolkit (D.2.1.3). In addition, the toolbox also hosts the Self-Assessment Programme and Certification Scheme (both own output O.3.2), as it makes sense for users to have access to all solutions via one platform. Targeting both established SMEs and emerging entrepreneurs, the toolbox enhances companies’ capacity to measure and improve their environmental and social impact, thus strengthening their competitiveness in sustainability-driven markets. To have a user-friendly and engaging output, all these elements will be integrated and presented on a single platform/landing page, which will be tested at the Final Fair.

Involvement of target groups during output development and/or implementation

(max. 700 characters)

The GREENPACT project engages key target groups throughout the development and implementation of the “Handy GREENPACT” toolbox for Gen F and SMEs in the CCI and tourism sectors. This co-creative approach ensures that the tools are relevant and user-friendly, addressing the real needs of these sectors in Central Europe. During development, SMEs, young entrepreneurs (GenF) contribute mostly through participation in training programmes during the pilot actions (D.2.1.4 Collaboration Lab, Green & Impact Buddy Boosting Training Programme), surveys, regional meet-ups (D.3.2.3) and the regional focus groups events (D.1.2.3). In addition, their collected feedback after testing the GREENPACT Toolbox e.g. during the regional meet-ups, focus group event, and Final Fair will be essential for adjustments of the platform. In addition, the ones being qualified as GREENPACT Ambassadors (especially GEN F, test on platform) promote the values and goals of GREENPACT by raising awareness about sustainability, circular economy, and impact-driven business models. BSO and regional policymakers contribute mostly through regional meet-ups (D.3.2.3) and the regional focus group events (D.1.2.3). Also, their feedback after testing the GREENPACT Toolbox, e.g. during the regional meet-ups, focus group events, and Final Fair, will be essential for adjustments of the platform. Their insights help identify challenges and needed tools for integrating green practices into business models. This inclusive process guarantees that the toolbox is technically sound, socially relevant, and adaptable to various regional contexts, enhancing its long-term impact.

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

(max. 700 characters)

The cooperation dimension of the output is a core characteristic of its development and implementation, fully aligned with the Interreg CE Programme’s principles of joint transnational cooperation. According to the output indicator definition in these sections, an output is considered “jointly developed” when it is the result of coordinated contributions from project partners, each adding complementary expertise, knowledge, and regional perspectives. It is regarded as “jointly implemented” when these partners are actively engaged in the testing, piloting, and dissemination of the jointly developed product across multiple territories. In this sense, the GREENPACT partnership has ensured that the “Handy GREENPACT” toolbox is conceived, elaborated, and applied through a fully integrated transnational cooperation process rather than

Results - expected change and lasting effects in the territories generated specifically by the output, its uptake by relevant organisations and benefits for target groups
(max. 1000 characters)

The GREENPACT Toolbox is expected to generate significant and lasting effects at the territorial level by strengthening the capacity of regions to foster green, circular, and impact-oriented entrepreneurship in the CCI and tourism sectors. By providing practical instruments—such as the Knowledge Bank, Collaboration Lab formats, self-assessment tools, training programmes, and communication toolkits—the Toolbox enables local stakeholders to embed sustainability directly into their business support services, educational offers, and regional development strategies. To ensure lasting uptake, concrete measures have been planned by project partners. Several regional partners intend to integrate elements of the Toolbox into their permanent service portfolios—for example, embedding the Collaboration Lab methodology and self-assessment tools into business support programmes and innovation hubs targeting SMEs in the CCI and tourism industries. Education and training partners plan to use the Knowledge Bank and Buddy Training Programme as part of ongoing curricula and entrepreneurship training offers for students and young professionals. In addition, the Influencer Toolkit and Ambassador network will continue to be used by communication and tourism organizations to raise visibility for sustainable initiatives and inspire further engagement. The toolbox's continued testing and refinement during the final conference (D.3.3.3 Final fair "GREENPACT together"), regional events (D.1.2.3 Regional focus group events), and continuous further testings with users in RP06 (D.3.2.3 Development and testing of the Train

Ownership and durability of the output after the project end, considering financial and institutional support including, if applicable, maintenance
(max. 700 characters)

The GREENPACT toolbox will remain publicly accessible and free of charge for a period of at least 5 years after project completion. Ownership of the toolbox will be shared among project partners and maintained by the lead partner's servers to ensure the sustainability and long-term impact of this output. The tool will be made publicly accessible and free of charge, with open licensing to ensure long-term use by SMEs, BSO, and policymakers. The LP manages the overall concept, while regional partners, like innovation agencies and universities, ensure integration into local services. Financial support is bolstered by aligning the toolbox with regional and EU policies, allowing access to future funding. Institutional partners will integrate the toolbox into ongoing training and support activities, ensuring long-term usability and relevance for SMEs across Central Europe.

Transferability of the output to other territories, sectors or target groups and planned measures for supporting such transfer
(max. 700 characters)

This output offers a versatile toolbox designed for wide applicability and lasting impact in sustainable entrepreneurship. It includes self-assessment tools, a certification scheme, communication resources, and capacity-building modules, applicable across various sectors and regions, particularly in Central Europe and the EU. The methodology emphasises circular economy principles and impact assessment. Partners are creating regional roadmaps to share best practices and lessons learned. It also caters to educational institutions, enhancing entrepreneurship courses with training modules and open educational resources. A transnational knowledge hub will provide access to implementation manuals and case studies, while train-the-trainer sessions will empower local intermediaries to support SMEs effectively.

Related final deliverable(s) (Number(s) and title(s) to be included)	D.3.1.3 Development of comprehensive „GREENPACT“ business & industry competence pack & implementation toolbox (final deliverable)
Output web link (if applicable)	https://greenpact.net/ https://www.interreg-central.eu/projects/greenpact/?tab=outputs

GPS coordinates (if applicable)	
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