

OUTPUT FACTSHEET

Project index number	CE0100090	Acronym	GREENPACT			
Output type ("x" to be included)	Strategy/ action plan		Pilot action		Solution	
Output number (O.xx)	03.2	Output title	GREENPACT certification scheme (key Output)			
If the output target is > 1 in the AF, please specify the output(s) described in the factsheet						
Output delivery date	Period 6, month 31 - 36					
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)

SMEs in Central Europe face barriers in adopting sustainable practices due to limited resources, lack of awareness, and the absence of accessible certification frameworks. The GREENPACT Certification Scheme addresses these challenges by offering a free, sector-specific self-assessment tool tailored to the Creative Industries (CCI) and tourism sectors. It supports regional needs for capacity-building, alignment with RIS3 strategies, and transition to circular economy models, while promoting cross-border knowledge exchange and long-term cooperation.

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

The output provides SMEs with a free, easy-to-use certification tool to self-assess sustainability performance. It addresses regional gaps in access to credible frameworks by offering sector-specific criteria, actionable feedback, and a star-based rating system. This empowers SMEs to improve practices, build credibility, and align with EU sustainability goals.

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

(max. 1500 characters)

The GREENPACT Certification Scheme is a transnational self-assessment tool designed for SMEs in the CCI and tourism sectors. It enables businesses to evaluate their sustainability performance across environmental, social, and economic dimensions. The tool consists of sector-specific questionnaires—18 indicators per sector—structured into thematic blocks (e.g. resource efficiency, community engagement, innovation, and ethical standards). Each response is scored and translated into a star-based rating (0-5 stars), offering a clear and accessible overview of sustainability efforts.

Innovative elements include its educational character, actionable feedback, and alignment with SDGs and RIS3 strategies. The tool is designed to be free, user-friendly, and adaptable to different business contexts, serving as an entry-level framework for SMEs that may not have access to formal certification schemes. It also supports future integration into digital platforms and training programs (TTT approach), enhancing scalability and long-term impact. The certification is non-binding and intended to foster continuous improvement and cross-sector collaboration.

Involvement of target groups during output development and/or implementation

(max. 700 characters)

Target groups were involved from the early stages through stakeholder consultations (A1.2/D1.2.3), which helped define the needs and barriers SMEs face in implementing sustainability. Their input shaped the structure and accessibility of the certification tool. Initial feedback was gathered during pilot testing and regional workshops, including the Collaboration Labs. Further testing and refinement will continue in Period 6 through regional meet-up events (Activity 3.2.2) and the final conference, ensuring the tool remains practical, relevant, and user-driven.

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 certification scheme was jointly developed by project partners through coordinated design, shared indicator selection, and iterative feedback. It reflects joint development and financing, and its implementation will continue collaboratively during regional events and the final conference. The tool will be available in all project languages plus English, ensuring accessibility for a broad majority of SMEs across Central Europe and reinforcing its transnational relevance and usability.

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 certification scheme will enable SMEs in the CCI and tourism sectors to assess and improve their sustainability performance, fostering long-term behavioural change and strategic alignment with green transition goals. By offering sector-specific guidance and accessible tools in all project languages, as well as English, the output ensures broad uptake across Central Europe. It supports SMEs in building credibility, enhancing competitiveness, and integrating ESG principles. The tool'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 the Trainer "GREENPACT approach" and certification scheme) will further strengthen its relevance and usability, ensuring lasting impact and institutional adoption. The GREENPACT Certification Scheme will be actively taken up by several project partners and integrated into their ongoing services for SMEs in the Creative and Cultural Industries (CCI) and tourism sectors. For example:

STEP RI (PP5) will incorporate the self-assessment tool into its business support programmes and innovation consulting services, offering it as a first-step sustainability check for SMEs seeking to improve their environmental and social impact.

ENAIIP Veneto (PP3) plans to embed the tool into its vocational training modules and entrepreneurship education, particularly targeting young entrepreneurs and SMEs in tourism and CCI.

Czech Chamber of Commerce (PP7) will promote the tool among its 16,000 member companies, using it as a basis for advisory services and internal training for sustainability consultants.

University of Economics in Bratislava (PP9) will use the tool in student entrepreneurship courses, supporting futurepreneurs in developing sustainable business models.

Stuttgart Region Economic Development Corporation (PP2) will offer the tool to regional SMEs as part of its green transition support services, linking it with local RIS3 strategies and programmes.

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

(max. 700 characters)

The GREENPACT certification scheme 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 certification scheme with regional and EU policies, allowing access to future funding. Institutional partners will integrate the scheme 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)

The certification tool is highly transferable due to its modular structure and broad thematic coverage. While tailored to the CCI and tourism sectors, its indicators are adaptable to other sectors with minor adjustments. Language accessibility—available in all project languages plus English—ensures usability across Central Europe. Planned testing during regional events and the final conference will support refinement and promote uptake by diverse target groups and territories.

Related final deliverable(s) (Number(s) and title(s) to be included)	D3.2.1
Output web link (if applicable)	https://greenpact.net/ https://www.interreg-central.eu/projects/greenpact/?tab=outputs
GPS coordinates (if applicable)	