



GreenNEWS #14

B2GreenHub is live – your green & digital hub

After months of joint work by project teams and partners across the Europe, the [B2GreenHub](#) platform is now open. The idea behind it is simple: many manufacturing SMEs want to go green and digital, but the market of services and solutions is fragmented. B2GreenHub brings everything and everyone together in one place.

B2GreenHub connects MANUFACTURERS, SOLUTION PROVIDERS & EXPERTS

At its core, B2GreenHub is a space where three groups finally meet in a structured way:

- **manufacturing companies** looking for concrete support,
- **technology and service providers** offering tools and solutions,
- **experts and researchers** who can guide the transition.

Through the Marketplace and partner profiles, production companies can search for specific services – from energy efficiency and circular design to robotics, digital twins or data analytics – and find providers from across Europe, not just from their local network. For technology firms, consultancies and research organisations, B2GreenHub acts as a European showcase: a place to present their offer clearly, reach new clients and build long-term collaborations.

B2GreenHub gives you KNOWLEDGE

The Green Path Academy offers online training that turns big concepts into practical skills. Managers and engineers can explore topics such as smart manufacturing, digitalisation, green technologies and investment readiness, and then apply what they learn in their own factories. The goal is simple: help companies build an internal competence base, so that discussions about AI, data or sustainability become part of everyday business decisions.

B2GreenHub helps you PLAN

Change needs a roadmap. B2GreenHub provides key tools to structure the journey:

- **The Toolbox** – a step-by-step guide to designing and implementing a sustainability programme, from self-assessment and stakeholder mapping to concrete actions and reporting.
- **The Business Model Generator** – a tool that helps you rethink how your company creates value, where green and digital elements can be added, and how to turn them into a competitive advantage.

Together, they help turn “we should transform” into a realistic, time-bound plan.

B2GreenHub lets you TEST & IMPLEMENT

Before investing in new equipment or software, companies can use B2GreenHub to explore options and lower risk. Through its network of pilot sites and testing facilities, the platform supports “test before you invest” approaches – for example, trying out energy-efficient technologies, circular production solutions or advanced digital tools in controlled environments. This is especially important for SMEs, which often cannot afford costly trial-and-error experiments.

B2GreenHub helps you FIND FUNDING

Under the Get Funded section, companies can navigate public and private funding opportunities that support green and digital projects. A dedicated help centre points users towards relevant calls and instruments and helps them understand what kind of projects can be financed and how to prepare.

B2GreenHub is the result of long-term collaboration between partners who share one goal: make the green and digital transition easier, more structured and more accessible for manufacturing SMEs.

The platform is ready for both companies seeking support and providers who want to reach new clients.

Register and explore the platform here: <https://www.b2greenhub.eu>.