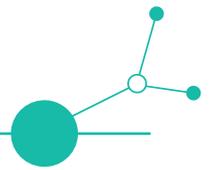




## D3.5.2 GREEN 4.0 INNOVATION PLATFORM

Activity 3.5 Aggregation and deployment of GREEN 4.0 innovation platform



Date of Report: 27.02.2026



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## A. Executive summary

### Project Overview

This deliverable is part of Work Package 3 GREENE 4.0 Innovation platform, Activity 3.5 Aggregation and deployment of GREENE 4.0 innovation platform. The scope of this activity is to develop and deploy GREENE 4.0 / B2GreenHub innovation platform as a solution and marketplace co-designed based on piloting and testing of new value chains through Activity 3.4 and other project activities. Work Package 3 encompassed several activities, ranging from finding and selecting companies looking for Greene 4.0 solutions (A3.1), setting up a contest for innovative solutions (A3.2), deployment of the Greene 4.0 Innovation Programs (A3.3), piloting and testing new Greene 4.0 value chains(A3.4), the deployment of the Greene 4.0 innovation platform (A3.5), and the communication and dissemination of its results (A3.6).

This deliverable provides a concise overview of the GREENE 4.0 / B2GreenHub innovation platform in its final stage, focusing on Greene 4.0's concrete contributions, including partner and stakeholder involvement, WP3 (A3.5) activities, and the presentation of the finalized platform. Detailed technical and operational aspects are covered in previous deliverables and are not addressed here.

### Purpose and Scope of the Document

This deliverable provides an overview of the GREENE 4.0 innovation platform, titled B2GreenHub, summarizing the core steps involved in its establishment and providing the demonstration of the finalized version of the platform.

It is important to emphasize that B2GreenHub is not only a standalone digital platform but a broad ecosystem spanning across Europe. Greene 4.0 contributed significantly to build this ecosystem through a wide range of activities. These include the engagement of stakeholders from all seven Greene 4.0 partner countries as well as the development of and integration of tools made available to the platform's users. Through these efforts, Greene 4.0 has played a key role in shaping both the platform itself and its content. In addition, several other EU-funded projects have contributed to the ecosystem, providing complementary tools and engaging additional stakeholders in order to maximize overall impact and further expand the reach of the platform.

This document provides only a brief overview of how the platform integrates contributions from multiple projects, as this aspect has already been comprehensively addressed in previous deliverables, in particular *D3.5.1 Technical Architecture for the GREENE 4.0 Innovation Platform* and *D3.1.3 Sectorial Terms of Reference*. The main focus of this deliverable is to highlight concrete contributions by Greene 4.0 as the project reaches its final phase. This includes an overview of the number of involved stakeholders on the platform contributed by the GREENE 4.0 project, a summary of partner activities within WP3, specifically A3.5 Aggregation and deployment of GREENE 4.0 innovation platform, and the visual illustrations of the finalized platform.

The overall scope, functionality, and operational mechanisms of the platform, both within the Greene 4.0 consortium and in collaboration with other institutions and projects, have already been detailed in the aforementioned deliverables and therefore fall outside the scope of this document.



## Audience

This document is intended for Project Partners to inform and guide on the content and use of the e–platform B2GreenHub as well as for external stakeholders and wider public interested in the final platform deliverable of the project.



## B. Introduction

The GREEN 4.0 innovation platform has been expanded to the B2GreenHub platform with the primary objective of enhancing its functionality and overall impact, with a particular focus on European manufacturing SMEs. This expansion introduces improved service offerings, a broader industry reach, and more advanced innovative tools supporting sustainability.

In summary, and as already described in detail in the Annex of the [D3.1.3 Sectorial Terms of References](#), the B2GreenHub platform integrates and brings together contributions from GREENE 4.0 and REUSE 2030, financed by the Interreg Central Europe Programme; CI-HUB, RISE, DANUBE DNA and IaaS4DR, financed by Interreg Danube Programme; and REUSE, financed by Interreg Slovenia - Austria Programme. The platform's development and operations are financed by the projects GREENE 4.0, RISE, CI-HUB, REUSE, and DANUBE DNA. These also contribute content including tools, use cases, and learning material. REUSE 2030 and IaaS4DR support the platform exclusively through content contributions, providing innovative tools, use cases, and educational resources.

The following sections of this document present the concrete contributions of the GREENE 4.0 project to the B2GreenHub platform, including partner involvement, stakeholder engagement, developed tools, key activities, and the final configuration of the platform.



## C. GREENE 4.0 Innovation Platform – B2GreenHub Platform

### Aggregation and Deployment of GREENE 4.0 Innovation Platform – B2GreenHub Platform

Greene 4.0 partners have made significant contributions to the platform's development throughout the project by actively engaging with its contents. This included participation in multiple workshops and seminars aimed at co-designing the platform, integrating the Greene 4.0 developed tools and training materials, and continuously monitoring and supervising the platform's development.

More specifically, partners initially met at the digital co-creation workshop to design the Greene 4.0 platform where the initial page structure, content and design were discussed.

Partners also gathered in Portorož where they also had the 1<sup>st</sup> Transnational Seminar to draft the integration parameters and interoperability requirements. For this purpose, partners worked in focus working groups each tasked with a specific platform component. The seminar aimed to brainstorm and refine the draft of the B2GreenHub platform, focusing on its functionalities and features. The objective was to identify and incorporate the necessary integration parameters and interoperability requirements from the partners' perspectives.

The 2<sup>nd</sup> Transnational Seminar to draft the integration parameters and interoperability requirements occurred online and focused on presenting the background processes behind its development and on the integrated Greene 4.0 tools, since the platform had already been established and launched at this stage. Participants were invited to register on the platform and test the presented tools themselves. In conclusion, they were also encouraged to join the ecosystem as experts.

The event reports with detailed descriptions, outcomes and other information are included in the Annex of this document.

Furthermore, as indicated in the project application form, a Technical Monitoring Committee was established to supervise the integration process and peer review the platform. The committee actively discussed these topics in the project monthly meetings to ensure consistent monitoring and relevant feedback for improvement also ensuring other involved Greene 4.0 staff were included and informed.

The members of the Technical Monitoring Committee are presented in the following table:



Partner	Member of TCM
PTP	Sarah Vidmar Ravber
TGZ	Bastian Hothas
FHKU	Selina-Maria Schiller
UL	Maruška Nardoni
UJEP	Tomáš Siviček
ICUK	Štěpánka Portz
IMECH	Elena Mossali
KPT	Urszula Woźniak
MGFÜ	Matyas Kohegyi

Table 1: Members of the Technical Monitoring Committee

During a dedicated session at the final project partner meeting in Budapest, members of the Technical Monitoring Committee discussed the final platform upgrades, addressed key comments and main points, and formally finalized the platform.

## Greene 4.0 Contributions to the B2GreenHub Platform

The Greene 4.0 project concretely contributed to the platform with the following platform logic and content:

- Establishment of the [B2GreenHub Landing page](#), “[About Us](#)” page, “[Apply as our Service Provider](#)” page, and “[Projects](#)” page.
- Establishment of the [B2GreenHub Registration forms](#).
- The Transnational Open Knowledge Box:
  - Establishment of the “[Connect](#)” page (represents the Open Innovation Map).
  - Development of the “[The Toolbox](#)” (represents one of the developed tools under the Open Innovation Tools).
  - Development of the “[B2GreenHub Expert Forum](#)” (represents one of the developed tools under the Open Innovation Tools).
  - Development of the “[Business Model Generator](#)” (represents one of the developed tools under the Open Innovation Tools).
  - Development of the “[Green Path Academy](#)” (represents the Open Knowledge Training Programs).
  - Development of the “[Private Equity Investment Readiness Tool](#)”.

All of these pages will be showcased in the following chapter of this document, titled “The B2GreenHub Platform – Final Result”.

Furthermore, Greene 4.0 engaged a wide range of end users throughout the project to support their registration and active participation on the platform. The following information presents a quantitative overview of the platform’s uptake, including the number of providers (digital experts, green experts,



business experts, technology solution providers, and infrastructure / equipment providers) on the platform, number of offers by type in the Marketplace, as well as the number of contributed solutions (use cases), documented success stories from the pilot actions, policy-related documents, and published news items. All of these are available on the B2GreenHub platform and were contributed by the Greene 4.0 project.

- 182 Mapped stakeholders (Digital Experts, Green Experts, Business Experts, Technology Solution Providers, and Infrastructure / Equipment Providers) in the “Connect” section of the platform
- 218 services, 183 trainings, 64 technological solutions, and 63 available infrastructure / equipment of the mapped stakeholders in the “Marketplace” section.
- 21 solutions from mapped stakeholders presented as use cases in the “Solutions” section of the platform.
- 6 success stories from the implemented pilot actions presented in the “Clients” section of the platform.
- 3 policy-related documents, including: Regional Mapping Analysis Report for User Acceptance Model, Transnational Memorandum of Understanding (MoU), and Transnational Strategy.
- 6 news articles and 7 events in the “News&Events” section of the platform.

Finally, the following Greene 4.0 tools and resources are available in the backend area for partners acting as facilitators, as these tools primarily address their needs and are intended to support the facilitation process:

- User Acceptance Model
- Best Practices Handbook

All mapped stakeholders are also presented in the backend of the platform with certain additional information like contact as well as references in terms of digital, green, and business experts. The exception is the Solutions Seekers (manufacturing companies) which are not available to the users with access to the backend due to the sensitive information and stricter privacy measures of this stakeholder group.

Greene’s contributions to the platform are further explained in the [D3.5.1 Technical Architecture for GREEN 4.0 innovation platform](#).

## The B2GreenHub Platform – Final Result

1. The [B2GreenHub Landing page](#) was established by the Greene 4.0 project and serves as the primary entry point for users. It provides an initial introduction to the B2GreenHub platform and presents the concrete services, solutions, training opportunities, and infrastructure or equipment offered by providers of green and digital offers from the projects that were directly involved in building the B2GreenHub platform. These projects contributed not only content, but also the development of the platform’s static pages and underlying logic.

To reflect this role, the logos of the projects that actively developed the platform are prominently displayed on the landing page as well as across its subpages. In addition, the landing page outlines the types of solution providers featured on B2GreenHub and highlights the profiles of providers the platform aims to attract, supporting the continuous expansion, updating, and improvement of the platform’s offerings.



Finally, the landing page presents the client journey, with a specific focus on manufacturing companies as the primary target group (Solution Seekers), and includes a section dedicated to the latest news and upcoming events.

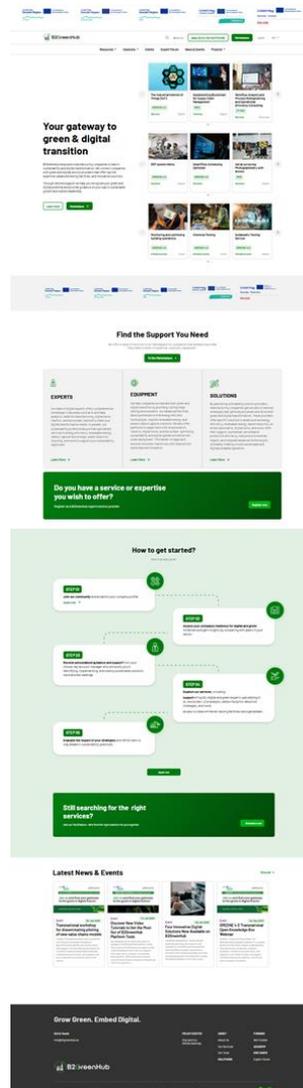


Figure 1: B2GreenHub Landing Page

2. The [About Us](#) page was established by the Greene 4.0 project and presents the overall purpose and key characteristics of the B2GreenHub ecosystem. It outlines the main target groups, the platform's green and digital focus areas, and the value proposition explaining why organizations and individuals should choose B2GreenHub. The page also introduces the facilitators involved in the ecosystem, mainly the project partners, and provides access to the latest news and events. In addition, it highlights the core projects that were directly involved in building the platform, as well as those that have joined the initiative and contributed additional content to the B2GreenHub.

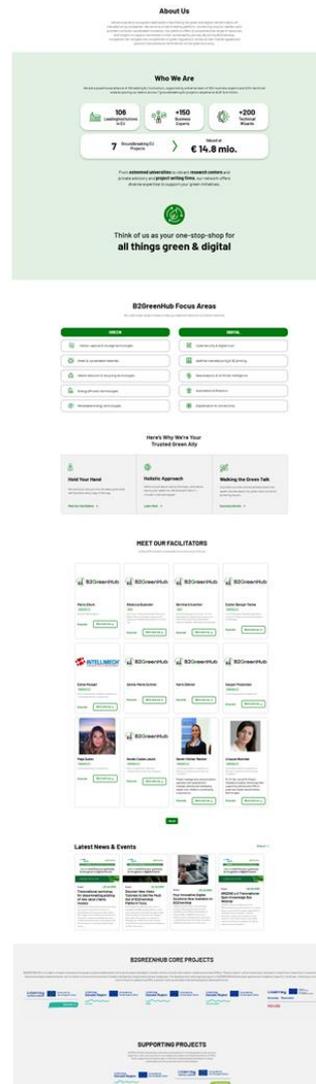


Figure 2: B2GreenHub "About us" page

3. The [Apply as our Service Provider](#) page was established by the Greene 4.0 project for the main purpose of attracting the digital and green providers, explaining what B2GreenHub is looking for and why providers should join the ecosystem. It also includes the list of green and digital focus areas covered by B2GreenHub and a brief client journey explaining how providers can join.



### Service Providers & Experts

Join the B2GreenHub network and connect with experienced service providers. We currently promote our customers solutions to companies across green economy. Start the application right now please. Don't miss your chance and register your skills and your professional skills.



**We are looking for:**

- Technological Solutions**  
We are looking for companies that provide technological solutions in the green economy. We are interested in companies that provide solutions in the following areas: Digital Green Experts, Energy and Environment, and Smart Energy Solutions.
- Digital Green Experts**  
We are looking for companies that provide digital solutions in the green economy. We are interested in companies that provide solutions in the following areas: Digital Green Experts, Energy and Environment, and Smart Energy Solutions.
- Energy and Environment**  
We are looking for companies that provide energy and environmental solutions in the green economy. We are interested in companies that provide solutions in the following areas: Digital Green Experts, Energy and Environment, and Smart Energy Solutions.

**B2GreenHub Focus Areas**

WATER	WASTE
Water supply & energy efficiency	Construction & Energy
Smart water management	Urban Infrastructure & Services
Renewable & energy efficiency	Renewable & Environment
Energy efficiency & energy	Advanced Materials
Renewable energy	Digitalisation & Community

**What is in it for you:**

- Market Access**  
The first step to success is to find the right market. We will help you to identify the right market and to access it.
- Visibility**  
We will help you to increase your visibility in the market and to attract new customers.
- Networking**  
We will help you to build a network of contacts in the market and to collaborate with other companies.
- Lead Generation**  
We will help you to generate leads and to convert them into sales.
- Innovation Support**  
We will help you to develop new products and services and to bring them to the market.
- Build a Sustainable Future**  
We will help you to build a sustainable future for your company and for the green economy.

**How does it work?**

- STEP 1**  
Join the B2GreenHub network and connect with experienced service providers. We currently promote our customers solutions to companies across green economy. Start the application right now please. Don't miss your chance and register your skills and your professional skills.
- STEP 2**  
We will help you to increase your visibility in the market and to attract new customers.
- STEP 3**  
We will help you to build a network of contacts in the market and to collaborate with other companies.

**Need additional support with your registration?**

Figure 3: B2GreenHub "Apply as our Service Provider" page

- The [Projects](#) page was established by the Greene 4.0 project and its main objective is to present the five core projects that built the B2GreenHub platform. Each project contributed their own description for the project subpages.

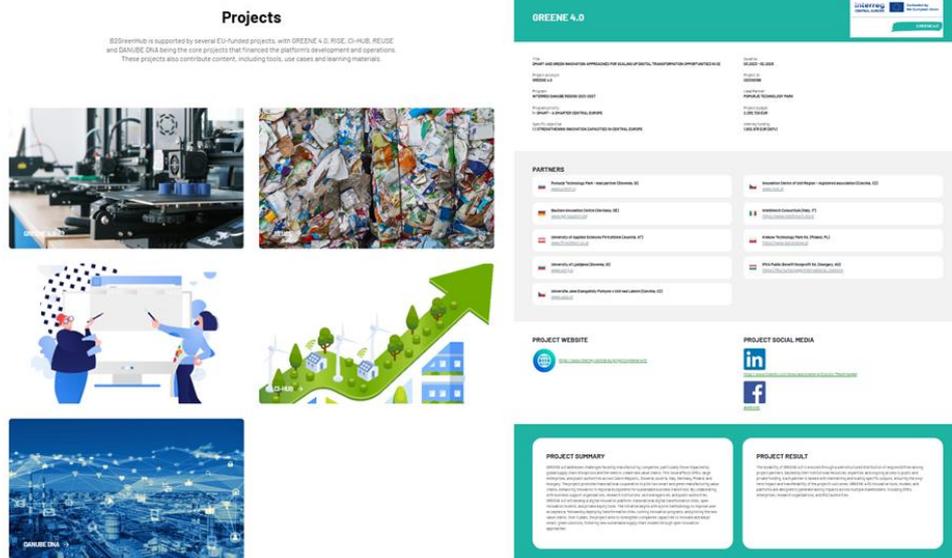


Figure 4: B2GreenHub "Projects" page and the Greene 4.0 showcase page

5. The [B2GreenHub Registration forms](#) were also developed within the Greene 4.0 project and serve as the main entry point to both the platform and the wider B2GreenHub ecosystem. After entering basic user information – name, surname, email address, and password – users can choose from six different registration profiles:
  - a. Manufacturing company seeking a service
  - b. Digital expert
  - c. Green expert
  - d. Business expert
  - e. Technology solution provider
  - f. Infrastructure / Equipment provider

While all registration pathways begin with a common general information form, each profile then includes a tailored set of questions designed to capture information relevant to the specific target group. The collected data is subsequently displayed across key platform areas, in particular within the *Connect* and *Marketplace* sections, enabling targeted matchmaking and visibility of services and expertise.

Due to the length and level of detail of the registration forms, the following figures present only an example registration form for the Green Expert.



Figure 5: B2GreenHub Digital Expert Registration Form

6. The following tools and resources were fully developed under the Greene 4.0 project Transnational Open Knowledge Box :

6.1 The [Connect](#) page, which represents the digitized version of the Open Innovation Maps, showcases all providers involved in the B2GreenHub ecosystem, including digital experts, green experts, business experts, technology solution providers, and infrastructure/equipment providers. The main page features an interactive map displaying provider locations by city and country, with filtering options by provider type. Users can also browse providers by focus areas (green and digital), by provider category, or via a dedicated section highlighting the B2GreenHub facilitators, namely the project partners. In addition, the page presents relevant events and partner networks, including EDIH, EEN, and EIT.

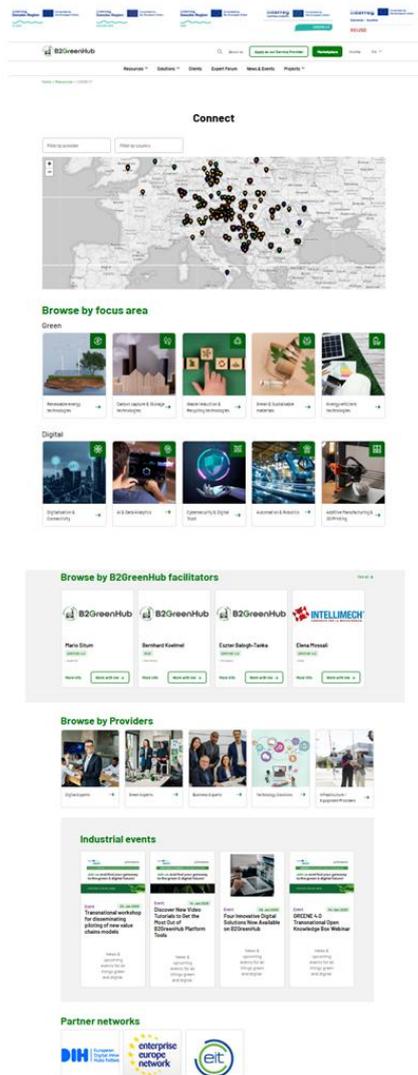


Figure 6: Connect - main page

When accessing an individual provider profile, users are presented with a detailed overview of the expert or organisation. This includes general information, areas of expertise or focus, and the concrete offers, such as services, training, and solutions, submitted during the registration process. All offers displayed within the Connect profiles are directly linked to the platform's Marketplace, enabling seamless navigation between expertise discovery and service access. The Connect profile also features the user's activity in the B2GreenHub Expert Forum.

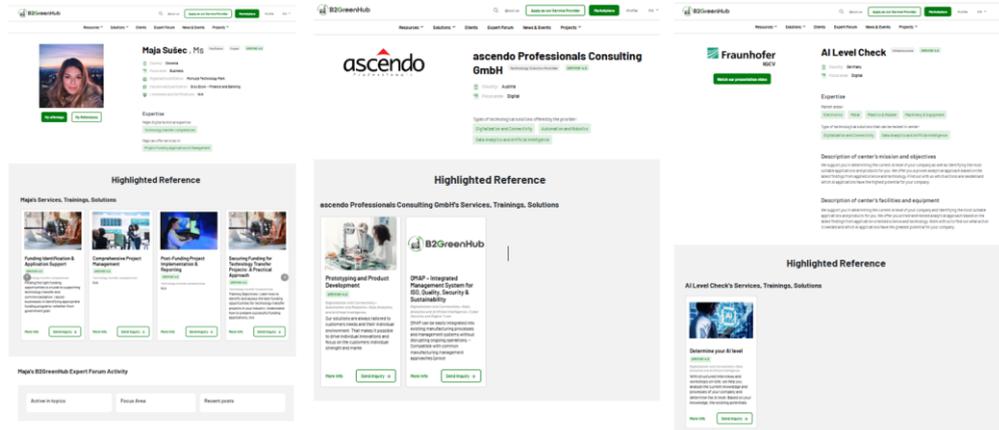


Figure 7: Connect subpages: examples of providers' profiles: expert, technology solution provider, infrastructure / equipment provider

6.2 [The Toolbox](#) was developed as one of the Open Innovation Tools and guides manufacturing companies through the step-by-step process of creating and implementing a sustainability program. The introductory page provides an overview of the tool, outlining its purpose, key functionalities, and guidance on how it is used. This is followed by eight dedicated modules, each presented on its own page and accompanied by clear instructions and downloadable templates. In addition, each module includes a visual representation of the individual steps involved, supporting users in navigating the process in an intuitive and practical manner.

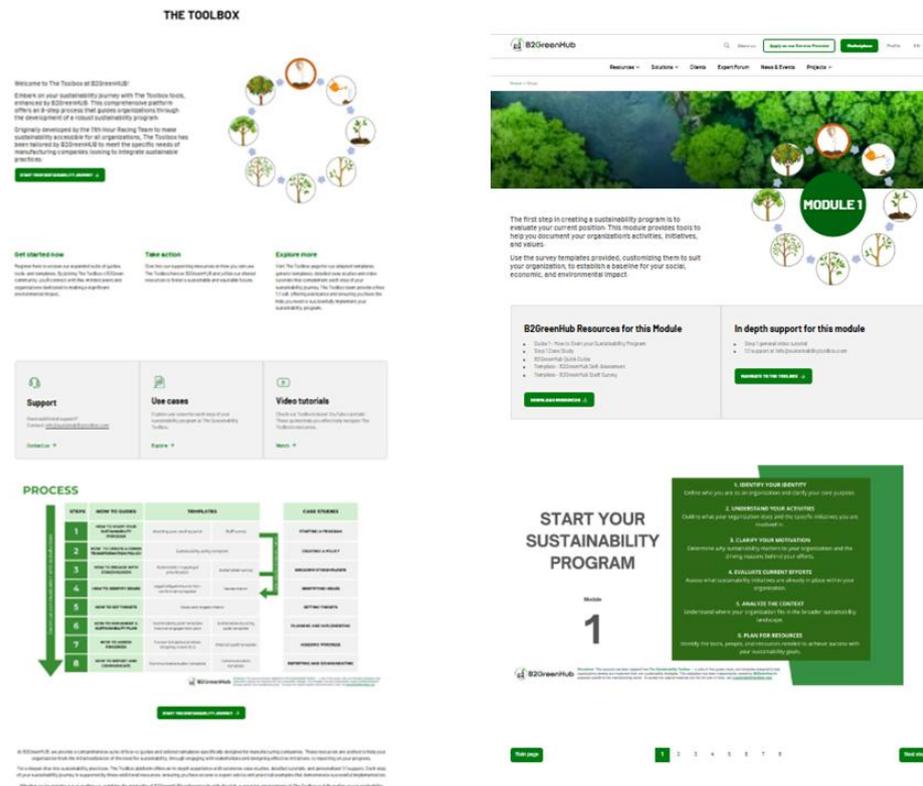


Figure 8: The Toolbox – main page & subpage example (Module 1)



6.3 The [B2GreenHub Expert Forum](#) is another Open Innovation Tool designed to foster interaction and knowledge exchange within the platform. It functions as a community-driven forum where users can ask questions, share insights, and initiate discussions on relevant green and digital topics.

The forum is organised into eight tabs, including *Home*, *All Posts*, *Market Sectors*, *Focus Areas*, *Experts*, *Users*, *Bookmarks*, and *Code of Conduct*. A search function supports easy navigation, while the forum is integrated with the *Connect* section, allowing user profiles to display forum activity and facilitating direct links between discussions and expert profiles.

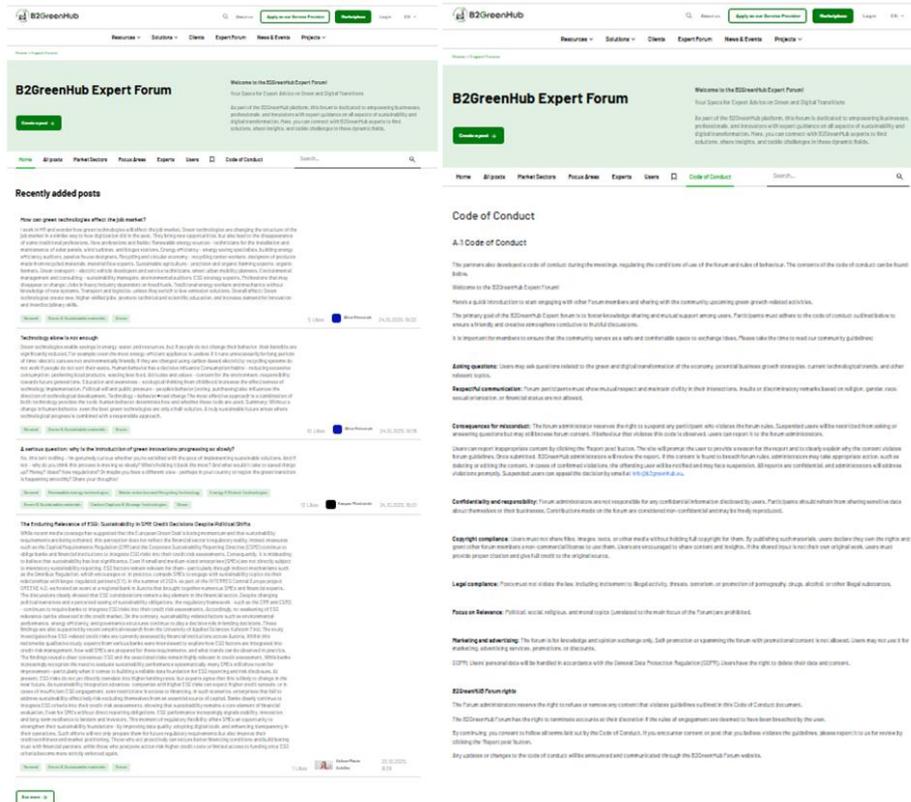


Figure 9: B2GreenHub Expert Forum

6.4 The [Business Model Generator](#) is the third and final Open Innovation Tools and is designed to support companies in quickly creating, evaluating, and refining business models. The tool guides users step by step through key strategic decisions, enabling a structured and efficient business model development process.

Upon entry, users are invited to select one of the seven industry sectors covered by Greene 4.0, after which a tailored business model canvas corresponding to the selected sector is displayed. The tool includes a concise tutorial explaining its functionality and offers additional features such as full-screen mode, as well as options to print or save the canvas as a PDF file.

A distinctive feature of the Business Model Generator is the AI Assistant, which redirects users to ChatGPT with pre-prepared prompts designed to support and guide them in completing their business model.

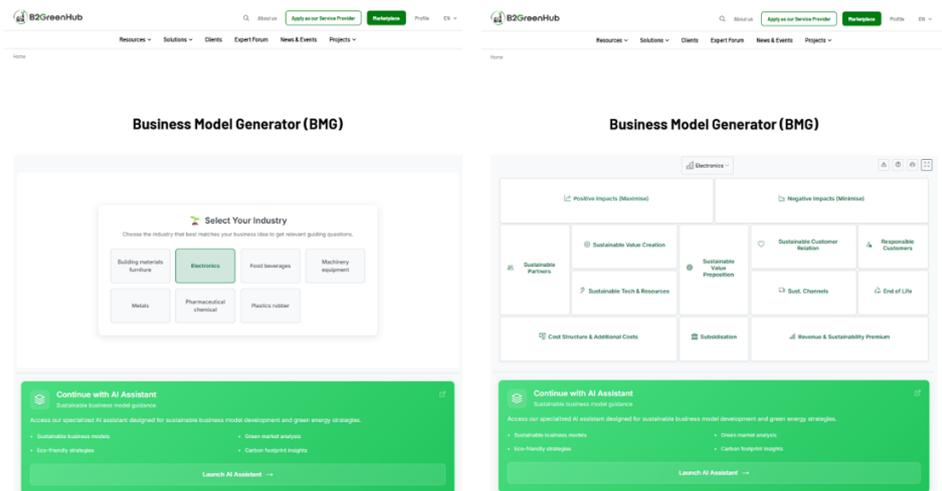


Figure 10: Business Model Generator

6.5 The [Green Path Academy](#), which represents the Open Knowledge Training Programs, functions as a practical entry point for leaders and employees of small and medium-sized enterprises, offering five structured training modules. Upon accessing the page, users are prompted to sign in to the tool, either by registering as a new user or by using an existing B2GreenHub account.

Once logged in, users are presented with a concise overview of the tool's purpose and the five hands-on training modules. Each module consists of several lessons and includes clearly defined skill levels, information about the authors, and detailed course content. Users can also manage and track their enrolled courses, including those currently in progress, as well as completed and upcoming courses. In addition, the page provides basic analytics to help users monitor their learning activity.

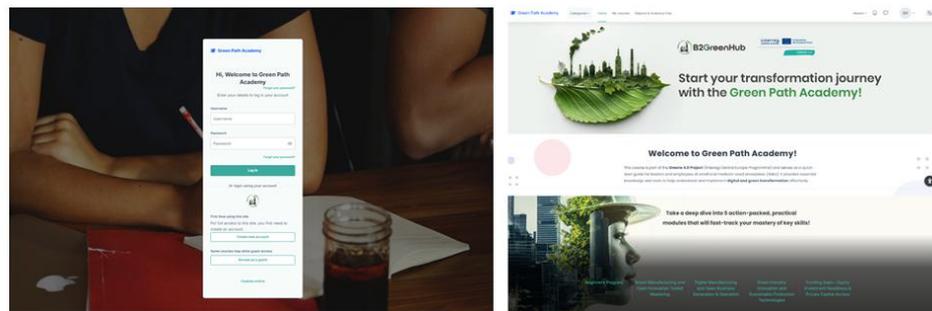


Figure 11: Green Path Academy

6.6 The [Private Equity Investment Readiness Tool](#) supports entrepreneurs in developing professional business documentation and a comprehensive investment package. By providing structured guidance and practical templates, the tool helps users prepare a compelling pitch that clearly presents the company's value proposition, market potential, growth opportunities, and associated risks.

Users are first introduced to the tool through a concise overview outlining its main features and explaining how to get started. The page also offers the option to



download the Private Equity Investment Readiness Playbook for local use and includes a glossary defining key concepts used throughout the tool.

The tool is organised into a series of chapters, each guiding users step by step through the creation of their investment package by combining clear instructions with relevant templates.



Figure 12: Private Equity Investment Readiness tool – main page

7. The following pages represent the remaining components of the B2GreenHub platform. While these pages were not directly developed within the Greene 4.0 project, the project made a significant contribution to their content and overall development.

7.1 The [Marketplace](#) functions as a comprehensive catalogue of services, trainings, solutions, and available infrastructure and equipment offered by the B2GreenHub solution providers. It is structured into five main sections: *Home*, *Services*, *Trainings*, *Solutions*, and *Infrastructure*. Each section offers a range of advanced filtering options tailored to the specific type of offer, including thematic area, specific technology/method, type of service provided, country, market areas, addressed business process, expected benefits, TRL phase, and associated project.



When a user selects a specific offer, a detailed profile is displayed, providing comprehensive information about the offer and identifying the provider, thereby linking this section with the *Connect* page, as well as an option to submit an inquiry. In addition, each offer profile displays related offers at the end of the page, encouraging further exploration.

Greene 4.0 contributed significantly to the Marketplace section, with overall 218 services, 183 trainings, 64 technological solutions, and 63 available infrastructure / equipment.

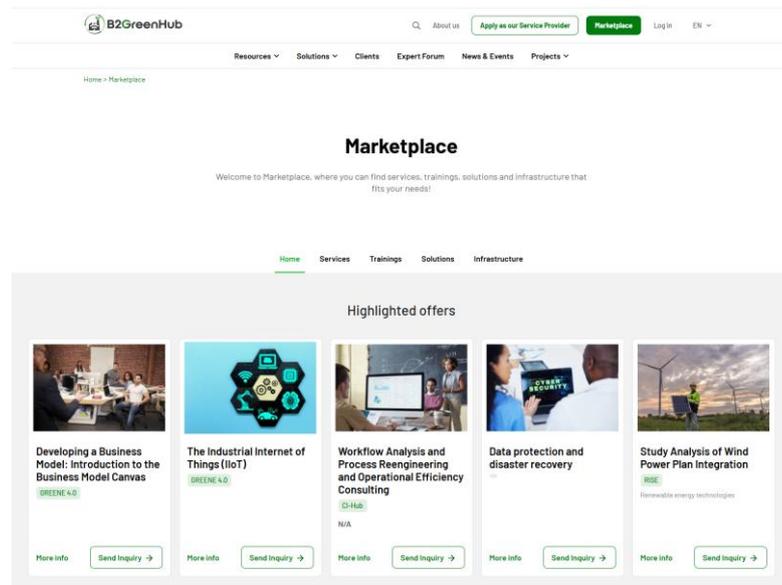


Figure 13: Marketplace - main page

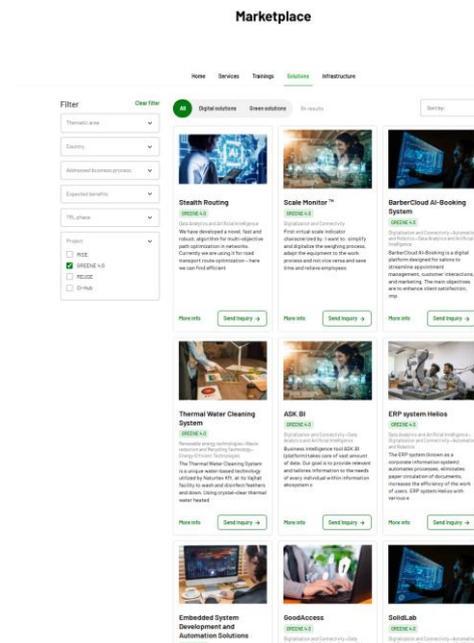


Figure 14: Marketplace - example of solutions mapped in Greene 4.0



7.2 The [News&Events](#) page features updates and announcements from the projects involved in the development of the B2GreenHub platform, as well as relevant external initiatives and events. Each type of article follows a dedicated format, enabling users to easily identify key information such as the nature of the update, its relevance, and timing, while supporting clear and structured presentation of content.

Greene 4.0 contributed to this section with overall 6 news articles and 7 event items.

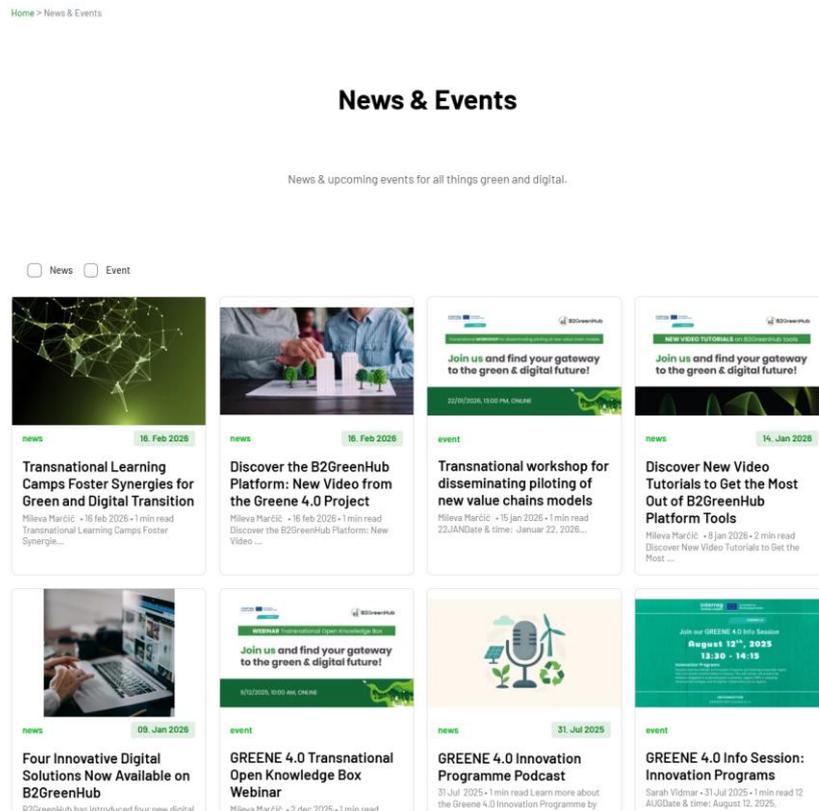


Figure 15: News&Events page

7.3 The [Clients](#) page highlights successful pilot actions implemented within the participating projects, including Greene 4.0. The page opens with a brief introduction, followed by a grid presenting success stories from pilot actions carried out by projects actively involved in the development of B2GreenHub. In addition, the main page features testimonials from companies that participated in the pilot actions, providing practical insights and real-world perspectives.

Each Clients subpage presents a selected pilot action in detail, including information on the involved project partner and the pilot participants, typically the solution seeker and the solution provider. The success story is structured to first outline the initial challenge, followed by the implemented solution and achieved results, complemented by a testimonial and key learning points with practical tips and recommendations. Finally, users are given the option to contact B2GreenHub to obtain further information or to connect with any of the participants featured in the success story.



Greene 4.0 significantly contributed to this section, providing overall 6 of success stories, illustrating the pilot actions from the Activity 3.4.

## Our Clients

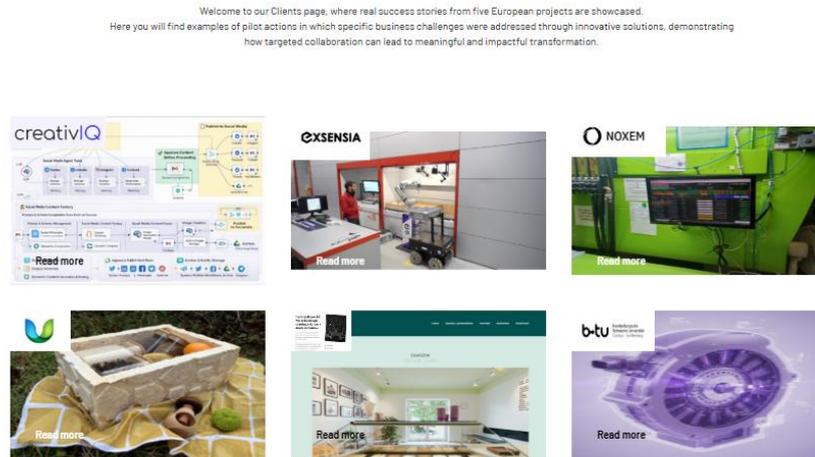


Figure 16: Clients page

7.4 The [Solutions](#) section presents use cases collected across all participating project countries, covering regions from the Danube and Central Europe. It serves as a consolidated repository of practical solutions gathered through various mapping activities carried out within the projects involved in the development of B2GreenHub.

Users are first introduced to the section through a brief overview on the main Solutions page, followed by seven manufacturing process groups, each containing related use cases linked to a specific stage of the manufacturing process. After selecting a process of interest, users can explore the available use cases and apply filters based on B2GreenHub green and digital focus areas as well as by country. Each use case is displayed with a representative image, title, focus area, and country of origin.

When selecting an individual use case, users are provided with detailed information, including the solution provider, the project under which the use case was collected, and key general details such as country, focus area, and sector. This is followed by a description of the initial problem, the achieved outcomes, and the main features of the service or solution. Users also have the option to contact B2GreenHub to request additional information or tailored support.

Within this section, Greene 4.0 contributed by collecting a total of 21 solutions and use cases.

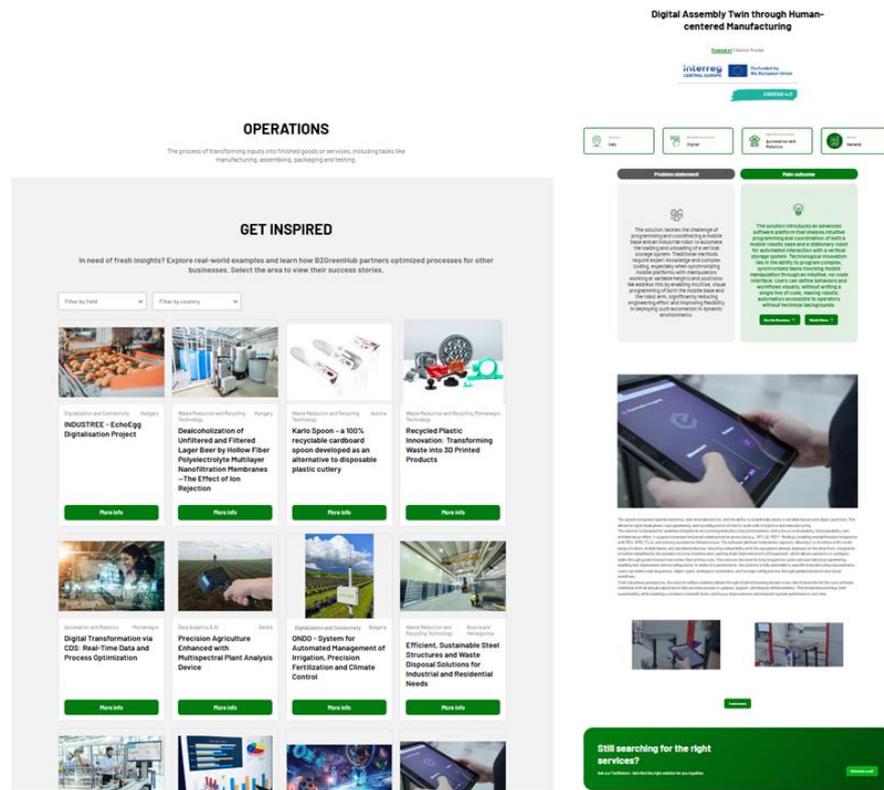


Figure 17: Solutions - main page & subpage example

7.5 The [Resources](#) section is organized into four main categories: *Learn*, *Improve*, *Connect*, and *Get Funded*. It serves as a curated collection of resources for users looking to better understand the green and digital transition, apply practical tools to initiate and support this transition, and explore how funding opportunities can assist their efforts. Within this section, users can access individual tools and resources developed by Greene 4.0, described in previous chapters. In addition, a variety of resources contributed by other participating projects are also made available.

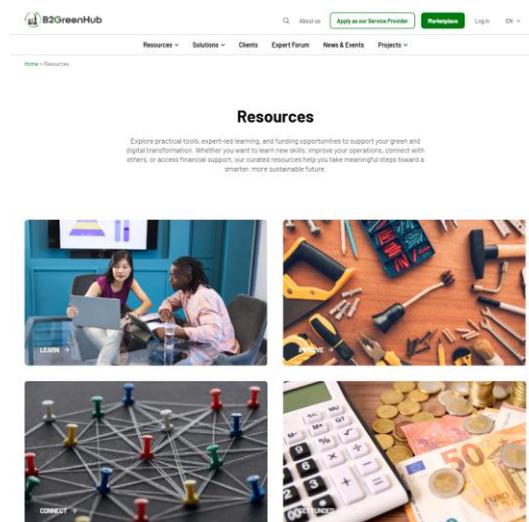


Figure 18: Resources page



The [Learn](#) section includes several subcategories, among them the *Green Path Academy*, and it is intended to support users in building knowledge related to the green and digital transition. Resources from different projects follow a consistent structure, with each resource presented through a dedicated card that includes a description, the main purpose of the resource, and other relevant information. Each card provides direct access to the corresponding resource.

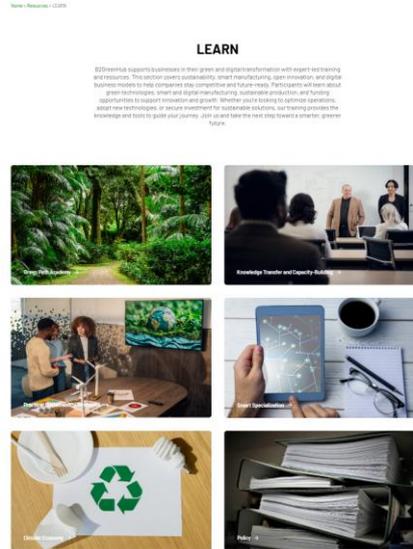


Figure 19: Learn page

The [Improve](#) section follows a similar structure to the *Learn* section but focuses on providing users with concrete, actionable tools. These tools support different phases of implementing green and digital practices, including *Understanding Green Transition, Assessment and Planning, Implementation, Monitoring and Optimization, and Certifications and Recognition*. While additional tools are planned for future inclusion and some subsections are currently still empty, key Greene 4.0 tools, such as *The Toolbox* and *Business Model Generator*, are already available under *Assessment and Planning*.



Figure 20: Improve page



The [Get Funded](#) section is structured into three main categories: *Public* and *Private* funding, and *Funding Help-Center*. The *Public* and *Private* funding categories provide the users with relevant information on existing funding programs and grants. The *Funding Help-Center* offers two dedicated tools designed to help users better prepare for funding opportunities. Among these is the Greene 4.0 Private Equity Investment Readiness tool, which has already been described in more detail in chapter 0.

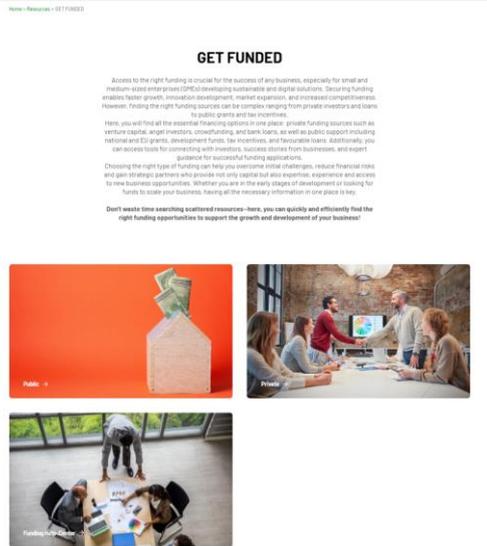


Figure 21: Get Funded page

The [Connect](#) section has been outlined in detail in chapter 6.1.

- The platform also includes a comprehensive backend database for partners acting as facilitators within the B2GreenHub ecosystem. This backend space provides extended functionalities, including detailed information on service providers participating in the B2GreenHub ecosystem, such as contact details and references for digital, green, and business experts. In addition, it includes a structured overview of facilitators, namely project partners, with a concise display of their roles within the ecosystem.

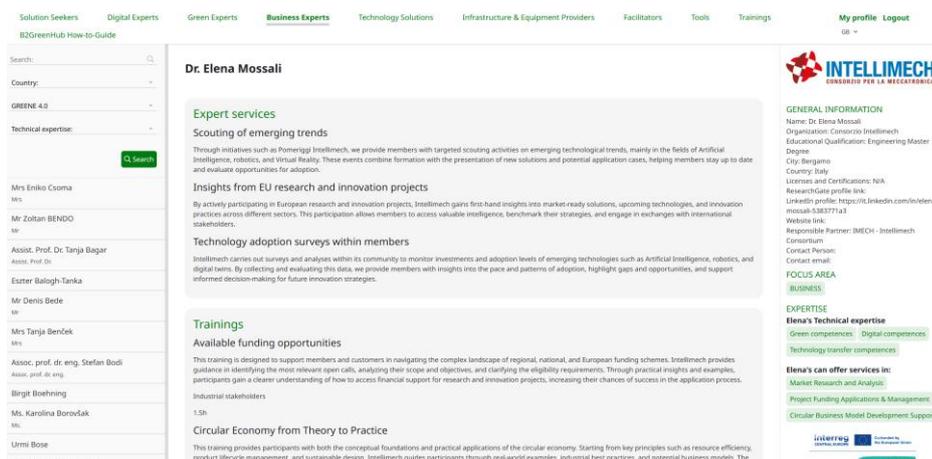


Figure 22: Backend - example of a Business Expert profile



The backend space further hosts additional tools and training materials developed within the participating projects. These resources are primarily intended for use by facilitators rather than by solution seeking companies directly.

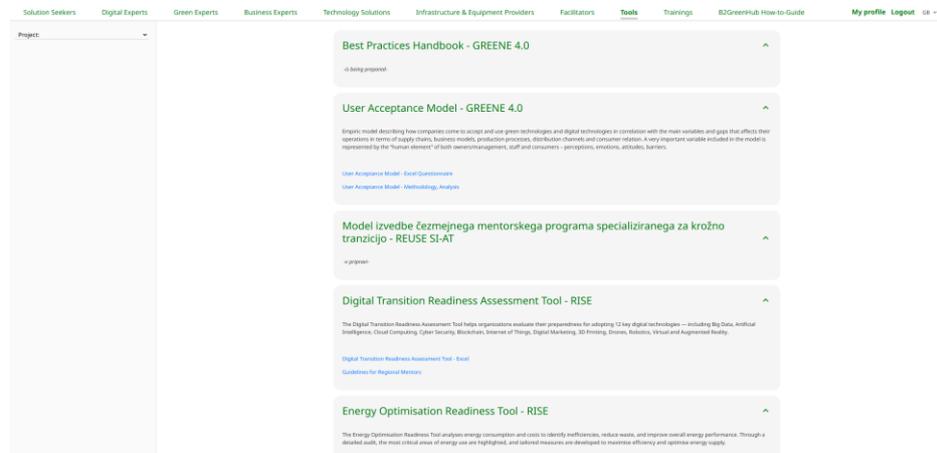


Figure 23: Backend "Tools" section

Finally, the backend includes a dedicated *B2GreenHub How-to-Guide*, which provides facilitators with general information about B2GreenHub, an overview of projects that contributed to its development, guidance on using the B2GreenHub platform, instructions on registration procedures, explanations of the available tools, and a collection of frequently asked questions (FAQ). This section will be continuously updated in line with the ongoing development of the platform and the evolving needs of its users.

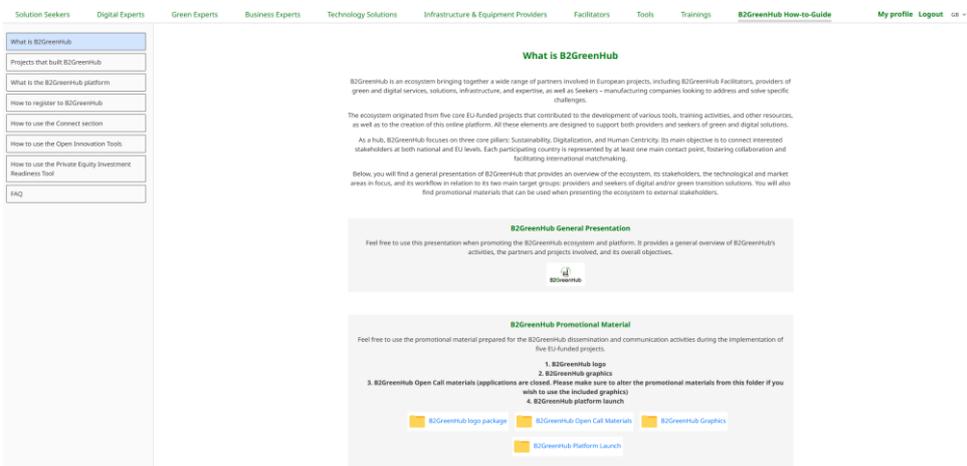


Figure 24: Backend "B2GreenHub How-to-Guide" section

9. Finally, each registered user has access to a personalized *User dashboard*, where they can view and edit their profile(s), register additional roles, manage account details, change passwords, delete their account, and submit feedback or contact support. Users assigned the role of facilitators additionally have access to an overview of the companies and service providers they are working with.



Profile

- **Select profile**
- Account details
- Change password
- Support & feedback
- Register a new role
- My assigned companies
- My assigned service providers
- Logout

Select profile

Select the profile you wish to edit.

Business Expert

View public profiles in CONNECT

- Business Expert

View public profiles in MARKETPLACE

- Strategic Communication Services for Startups

Figure 25: B2GreenHub User Dashboard



## D. Conclusion

This deliverable has presented the finalized version of the GREEN 4.0 / B2GreenHub platform, highlighting the concrete contributions of the Greene 4.0 project to its development, deployment, and operational readiness. Building upon the foundations laid in previous deliverables, the document has focused on the tangible outcomes achieved in the final phase of the project, including partner engagement, user onboarding, and content population.

In particular, the document has outlined the specific contributions of Greene 4.0 in terms of developed tools and resources, as well as its role in shaping and enriching the core components of the platform. These include key sections such as the *Marketplace*, *Solutions*, *Clients*, and the *Resources* areas, which together provide users with access to service providers, practical solutions, supporting tools, and relevant knowledge for the green and digital transition.

The B2GreenHub platform has evolved into a comprehensive European innovation ecosystem supporting green and digital transition, with a particular focus on manufacturing SMEs. Through the active involvement of Greene 4.0 partners, the platform now integrates a wide range of tools, resources, and services developed within Greene 4.0 and other contributing projects, offering users both knowledge-based and practical support across different stages of their transition journey.

The document has demonstrated the successful engagement of diverse user groups, reflected in the number of registered users, contributed solutions and use cases, published news items, and documented success stories by Greene 4.0. In addition, dedicated backend functionalities and facilitator-focused tools ensure effective ecosystem coordination, while personalized user dashboards support smooth platform interaction and user management.

Overall, the B2GreenHub platform represents a mature, scalable, and user-oriented solution that consolidates multi-project contributions into a single access point. As such, it provides a strong basis for sustained platform usage beyond the project lifetime and lays the groundwork for further expansion and long-term impact at European level.