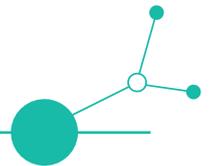


D3.6.3 Webpage and Transnational workshops Reports

Activity 3.6 Communication and Dissemination



Date of Report: 27.02.2026





Document Control Sheet

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Work package Title	GREENE 4.0 Innovation platform
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Activity Title	Communication and Dissemination
Deliverable Number	D3.6.3
Deliverable Title	Webpage and Transnational workshops Reports
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Contributors	Selina-Maria Schiller (PP3), Urszula Woźniak (PP8), Elena Mossali (PP7), Martin Holý (PP6) & All partners
Quality Assurance	Marko Močnik (PTP)

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_D04	25.02.2026	Sarah Vidmar Ravber (LP)		Second draft: project website status
_D05	26.02.2026	Marko Močnik (LP)		Quality check
_D1.0	27.02.2026	Sarah Vidmar Ravber (LP)		Final version
Due date of deliverable	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 3.6 Communication and Dissemination. The scope of this activity is to communicate and disseminate the Greene 4.0 results, particularly the Innovation Contest, Innovation Programs, New value chains piloting, and the Greene 4.0 Innovation platform (B2GreenHub platform). The means used to disseminate these results are podcasts as communication events, transnational dissemination workshops, a social media communication campaign, monthly e-newsletters, and a dedicated official project website. Furthermore, 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), and the deployment of the Greene 4.0 innovation platform (A3.5).

Purpose and Scope of the Document

This deliverable aims to provide a comprehensive overview of the content developed and published on the Greene 4.0 project website, which serves as a key communication and dissemination channel for promoting the project's objectives, activities, progress, outputs, and results in accordance with the CE Visual Identity Manual to ensure consistency, visibility, and compliance with programme communication requirements.

In addition to presenting the website content, this deliverable documents the implementation of transnational workshops organised within the project framework. These workshops are presented in the form of structured event reports, which summarize the objectives, key topics addressed, feedback and main outcomes, as well as participants, concrete agendas, and photos. The individual event reports are consolidated and presented within this document to provide a coherent overview of the carried out transnational dissemination and stakeholder engagement activities.

Overall, this document serves as both a communication record and a dissemination reporting tool, demonstrating how the Greene 4.0 project has effectively shared its progress and results with relevant stakeholders at transnational and regional levels.

Audience

This document is intended for the wider public interested in results of the Greene 4.0 dissemination efforts of overall project results via Greene 4.0 project website and of concrete actions during the project in the form of event reports.



B. Introduction

Clear and well-structured communication and dissemination activities are fundamental to ensuring that the outcomes of the Greene 4.0 project achieve meaningful and lasting impact. By systematically sharing project progress, results, tools, and best practices with relevant target groups, the project strengthened awareness, facilitated knowledge exchange, and supported the adoption of solutions contributing to the digital and green transformation of manufacturing. These activities also enabled dialogue with key stakeholder groups, including industry representatives, policymakers, research institutions, innovation support organisations, and the wider public, while laying the groundwork for the transfer and further use of project results beyond the project's duration.

This document provides an overview of the project's communication and dissemination actions, as showcased through the official Greene 4.0 project website on the Interreg Central Europe platform, and highlights Transnational Workshops as one of the dissemination channels. The workshops addressed core project themes, including the Innovation Programs, the implementation of Transnational Digital Transformation Sites, the testing of new value chain models, and the launch of the B2GreenHub Platform. Through these events, the project promoted its key outputs and fostered active engagement among a broad and diverse group of stakeholders.

C. GREENE 4.0 Project Webpage

Effective communication and dissemination are essential for maximising the impact and long-term value of the Greene 4.0 project. By ensuring that project activities, results, tools, and good practices were clearly communicated to relevant stakeholders during the project's lifetime, the project fostered awareness, knowledge transfer, and uptake of innovative solutions supporting the smart and green transition of manufacturing. Dissemination activities play a key role in engaging industry, policymakers, research organisations, and intermediaries, while also supporting replication and scalability beyond the project lifetime.

This chapter summarizes the communication and dissemination efforts of the Greene 4.0 project, reflected through the official Greene 4.0 project website, hosted on the Interreg Central Europe webpage.

The following section illustrates all the content prepared for the Greene 4.0 official project website during the project's lifetime. This includes all sections of the page:

1. Home
2. Roadmap
3. News
4. Events
5. Outputs
6. Media



All of the content that is included in the following figures is available at <https://www.interreg-central.eu/projects/greene-4-0/?tab=home>.

Greene 4.0 website breakdown

1. **Home:** this is the standard Interreg project homepage where details about the Greene 4.0 project were retrieved from the Jems database and further detailed by the Lead Partner.

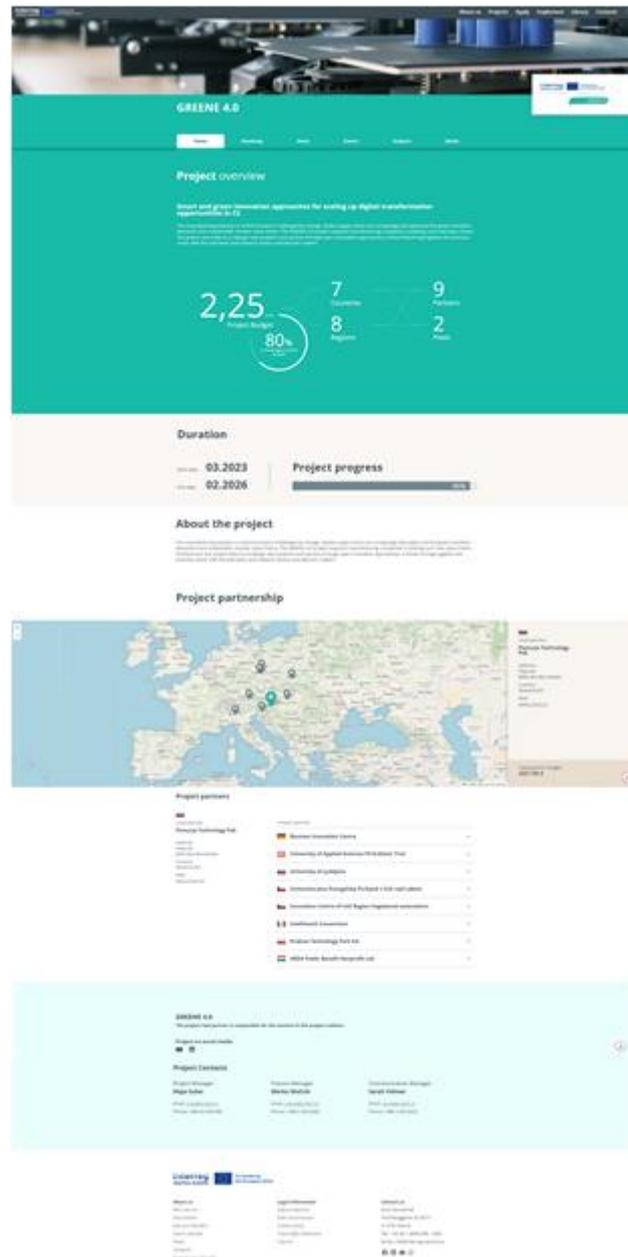


Figure 1: Greene 4.0 Home page



- Roadmap:** the content uploaded to the *Roadmap* section has been created to express the story of the Greene 4.0 project, the main challenges it addresses and its solutions to solve these challenges.

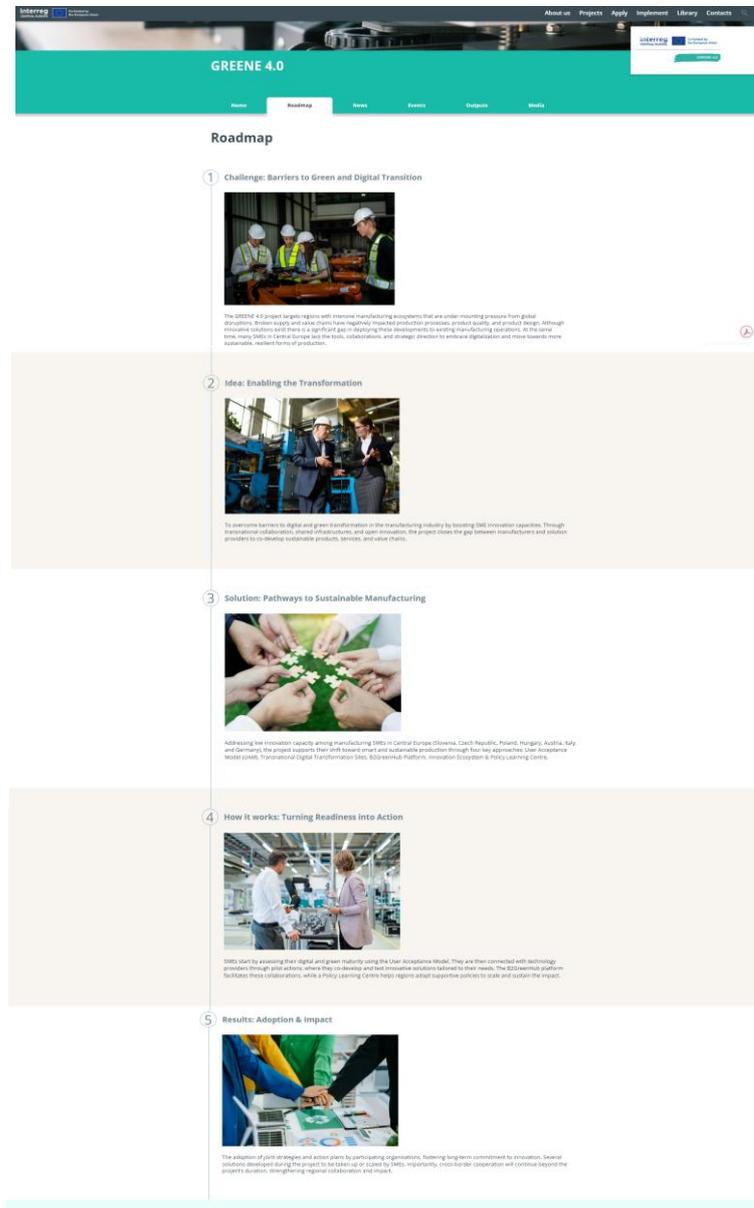


Figure 2: Greene 4.0 Roadmap page

- News:** during the project lifetime, Greene 4.0 partners created overall 47 posts for this section, all reviewed and published by the Lead Partner. The topics of the published news range from project meetings, the B2GreenHub platform, practical tools and models for companies, e-newsletters, conferences and other events on the topics of green, and all the results achieved during the project. The grid with all articles is presented in the following figure. All news articles are available at <https://www.interreg-central.eu/projects/greene-4-0/?tab=news>.

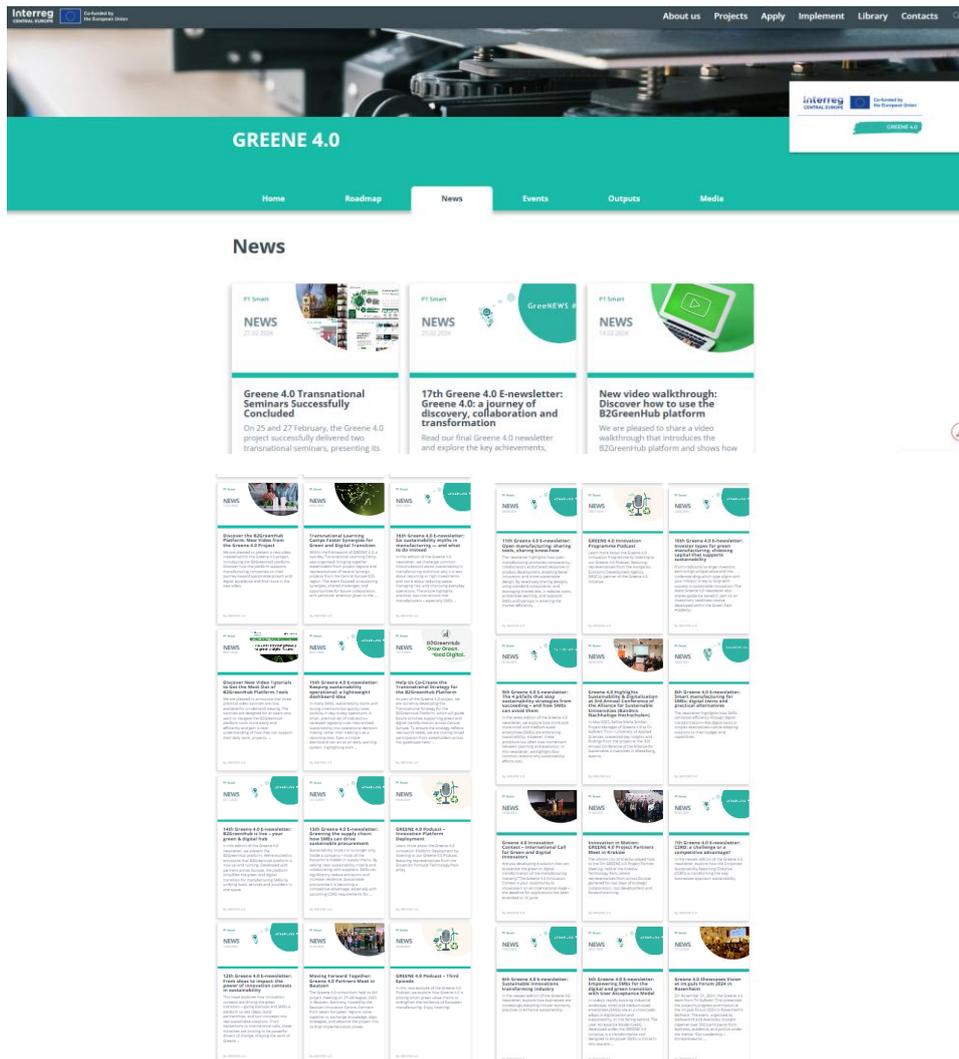


Figure 3: Greene 4.0 News page & examples of published articles

- Events:** during the project lifetime, Greene 4.0 partners created overall 11 posts for this section, all reviewed and published by the Lead Partner. The grid with all published events is presented in the following figure. The events that were highlighted on the Greene 4.0 webpage are mainly those that were open to public – dissemination events, while other internal events (like project meetings, co-design workshops, etc.) were not additionally promoted. All published events are available at <https://www.interreg-central.eu/projects/greene-4-0/?tab=events>.



GREENE 4.0

Home Roadmap News Events Outputs Media

Events

<p>P1 Smart</p> <p>EVENT</p> <p>27.02.2026</p> <p>Transnational Seminar on the B2GreenHub Platform</p> <p>Our Slovenian project partner will host a second transnational seminar dedicated to the dissemination of the B2GreenHub platform on 27 February at 10:00.</p> <p>By Projects</p>	<p>P1 Smart</p> <p>EVENT</p> <p>25.02.2026</p> <p>Transnational Seminar on the B2GreenHub Platform</p> <p>We are pleased to announce a transnational seminar dedicated to the dissemination of the B2GreenHub platform, organised by our Italian project partner on 25 February at 10:00.</p> <p>By Projects</p>	<p>P1 Smart</p> <p>EVENT</p> <p>23 - 27.02.2026</p> <p>Transnational Co-Creation Workshops</p> <p>We are pleased to invite you to the Transnational Co-Creation Workshops, a three-day online event designed to foster collaboration, innovation, and cross-border partnerships.</p> <p>By Projects</p>
<p>P1 Smart</p> <p>EVENT</p> <p>22.01.2026</p> <p>Transnational workshop for disseminating piloting of new value chains models</p> <p>This dissemination event presents the results of activities focused on generating and testing new value chains that support the manufacturing industry's transition towards sustainable business models.</p> <p>By Projects</p>	<p>P1 Smart</p> <p>EVENT</p> <p>16.12.2025</p> <p>Transnational workshop for disseminating Innovation Programs</p> <p>We invite you to join our online session to explore how innovation programs are helping businesses grow sustainably. This interactive workshop will feature real-world examples from European partners, provide valuable insights into the B2GreenHub platform, and offer opportunities to engage with others facing similar challenges.</p> <p>By Projects</p>	<p>P1 Smart</p> <p>EVENT</p> <p>09.12.2025</p> <p>GREENE 4.0 Transnational Open Knowledge Box Webinar</p> <p>Join Our Transnational Open Knowledge Box Webinar, during which we will not only introduce the B2GreenHub platform itself but also showcase practical tools that both companies and support organisations can use in their daily work. Participants will gain a direct, hands-on look at how these tools operate through three ...</p> <p>By Projects</p>
<p>P1 Smart</p> <p>EVENT</p> <p>17.11.2025</p> <p>B2GreenHub Launch Webinar</p> <p>We are pleased to invite you to the B2GreenHub Launch Webinar, which will take place on 17 November at 11:00.</p> <p>By Projects</p>	<p>P1 Smart</p> <p>EVENT</p> <p>12.08.2025</p> <p>Info Session: Discover How GREENE 4.0 Can Drive Your Green and Digital Transition</p> <p>Join Our Transnational Info Session: Discover How GREENE 4.0 Can Drive Your Green and Digital Transition</p> <p>By Projects</p>	<p>P1 Smart</p> <p>EVENT</p> <p>06.09.2024</p> <p>Greene 4.0 4th Project Meeting in Portoroz: Project Progress, Transnational Seminar, and Design Thinking Camps</p> <p>The upcoming meeting is a significant opportunity for the Greene 4.0 partners to review project progress and plan future activities. By evaluating the B2GreenHub platform and exploring innovative tools, this gathering will provide valuable insights and support for manufacturing companies on their path to green and digital transformation.</p> <p>By Projects</p>
<p>P1 Smart</p> <p>EVENT</p> <p>05.09.2024</p> <p>GREENE 4.0 TRANSNATIONAL CONFERENCE CO-ORGANIZED ON THE 2ND DAY OF THE TBMCE 2024</p> <p>We are excited to announce a comprehensive event that will bring together companies, research institutions, and educational organizations to discuss the circular economy, as well as green and digital practices. As part of this larger event, Greene 4.0 will be hosting the Transnational Conference on the second day, September ...</p> <p>By Projects</p>	<p>P1 Smart</p> <p>EVENT</p> <p>30 - 31.01.2024</p> <p>GREENE 4.0 Co-creation Camp</p> <p>At this 2-day event, the main focus is the user acceptance model. The main topics of the event will be validation of the user acceptance model, maturity level matrix, derived scenarios and potential tools to tackle challenges related to various maturity levels and industry clusters. Furthermore, the event will encourage dynamic ...</p> <p>By Projects</p>	

Figure 4: Greene 4.0 Events page



5. **Outputs:** the Output page was regularly updated by the Lead Partner with project deliverables and results. Each of the eight sections, including *Transnational Strategy for Deploying GREENE 4.0 Innovation Platform*, *Regional Action Plans*, *Transnational Memorandum of Understanding*, *Tested User Acceptance Model*, *Transnational Open Knowledge Box*, *GREENE 4.0 innovation platform*, *User acceptance model*, *Smart and green manufacturing new value chains models* has now been completed with all project results.

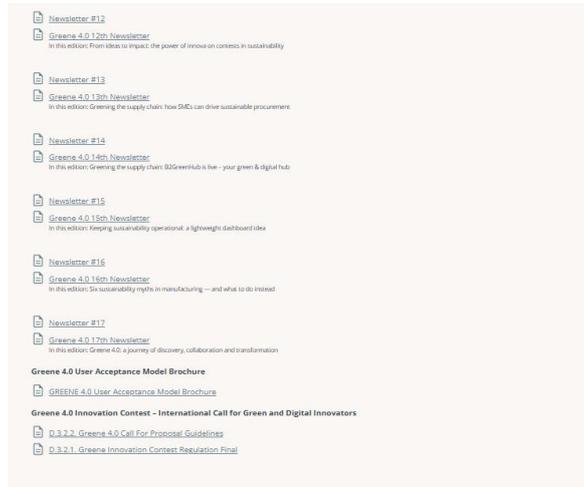


Figure 5: Greene 4.0 Outputs page



6. **Media:** the *Media* section was also regularly updated by the Lead Partner with communication materials. This includes the videos created during the project lifetime, the relevant project documents, excluding the deliverables and results uploaded in the *Outputs* section, such as all the published e-newsletters, promotional brochure for the User Acceptance Model, and the Open Call for the Innovation Contest. Photos from the project activities were also included.

The screenshot displays the 'GREENE 4.0' website interface. At the top, a teal navigation bar contains the project name and a menu with 'Home', 'Roadmap', 'News', 'Events', 'Outputs', and 'Media'. The 'Media' section is active, showing 'Project videos' with a video player for 'GREENE 4.0: Let's Reshape the Future of European Manufacturing'. Below the video is a banner for 'Interreg CENTRAL EUROPE' and 'Co-funded by the European Union', featuring a 'GREENE 4.0' logo. The 'Project documents' section lists 'Greene 4.0 Newsletters' from #1 to #11, each with a document icon and a brief description of its content.



Project images



Figure 6: Greene 4.0 Media page

Communication and dissemination activities were instrumental in enhancing the visibility, relevance, and impact of the Greene 4.0 project. Through a structured and consistent approach, particularly via the official Greene 4.0 project website, the project successfully shared its progress, results, and key outputs with a wide range of stakeholders. These efforts not only supported knowledge transfer and stakeholder engagement during the project's lifetime but also laid a strong foundation for the continued use, replication, and scaling of its outcomes. Ultimately, effective dissemination ensured that the project's contributions to the smart and green transition of manufacturing extend beyond its formal duration.



D. Transnational Workshops Reports

The Transnational Workshops represented an additional key instrument for disseminating the results of the Greene 4.0 project, in particular the project's tools, methodologies, and pilot activities supporting the smart and green transition of manufacturing. Concretely, workshops were organized on the topics of Innovation Programs, deployment of Transnational Digital Transformation sites, piloting of new value chains models and B2GreenHub platform launch. The primary aim of these events was to promote the project's activities and outcomes, while actively engaging a broad and diverse group of stakeholders, including representatives from industry, policymakers, innovation and support organisations, as well as the general public.

In the following section, four Transnational Workshop reports are presented, providing an overview of the events and documenting their key discussions, outcomes, and stakeholder feedback:

1. Transnational workshop for disseminating Innovation Programs
2. Transnational workshop for disseminating B2GreenHub Innovation platform launch
3. Transnational workshop for disseminating the deployment of Transnational Digital Transformation sites
4. Transnational workshop for disseminating the piloting of new value chains models

Each workshop report provides a comprehensive overview of the event and its outcomes. It includes key general information such as the organiser, contact person, event title, date, venue, working language, type of event, and number of participants. This is followed by a detailed workshop summary highlighting the main topics discussed, objectives achieved, and key takeaways.

The report further captures participants' feedback and insights for future improvement. An overview of the workshop agenda is provided to document the structure and flow of the event. Visual documentation in the form of photographs supports the narrative, while the participants list ensures transparency and traceability of stakeholder engagement.

1 Transnational workshop for disseminating Innovation Programs

This workshop, organized by PP3 in August 2025, was intended as an info session for the Innovation Programs focused on disseminating the Innovation Programs developed under A3.3, engaging 25 relevant stakeholders and multipliers. The session presented the GREENE 4.0 project overview, introduced the Innovation Programs and support mechanisms, and collected feedback through an interactive Mentimeter.

Partner:	PP3/FHK - FH Kufstein Tirol, Austria
Contact Person:	Selina-Maria Schiller, selina.schiller@fh-kufstein.ac.at



Title of Event:	A3.6 Infosession of Innovation Programs
Date:	12.08.2025; 13:30-14:15
Venue:	Online
Language:	English
Type of Event:	Online Seminar
No. of Attendees	25

Summary of the event (max 500 characters)

The A3.6 Infosession of Innovation Programs was intended to communicate and disseminate the Innovation programs developed under A3.3. Partners were obliged to invite relevant stakeholders interested in the innovation programs or being able to disseminate the programs further. Furthermore the event was shared over LinkedIn to also attract external actors. During the Info session the overall structure and developments of the project GREENE 4.0 were presented. After the short introduction all programs including support mechanisms were introduced and presented. For a feedback session a Mentimeter was developed.

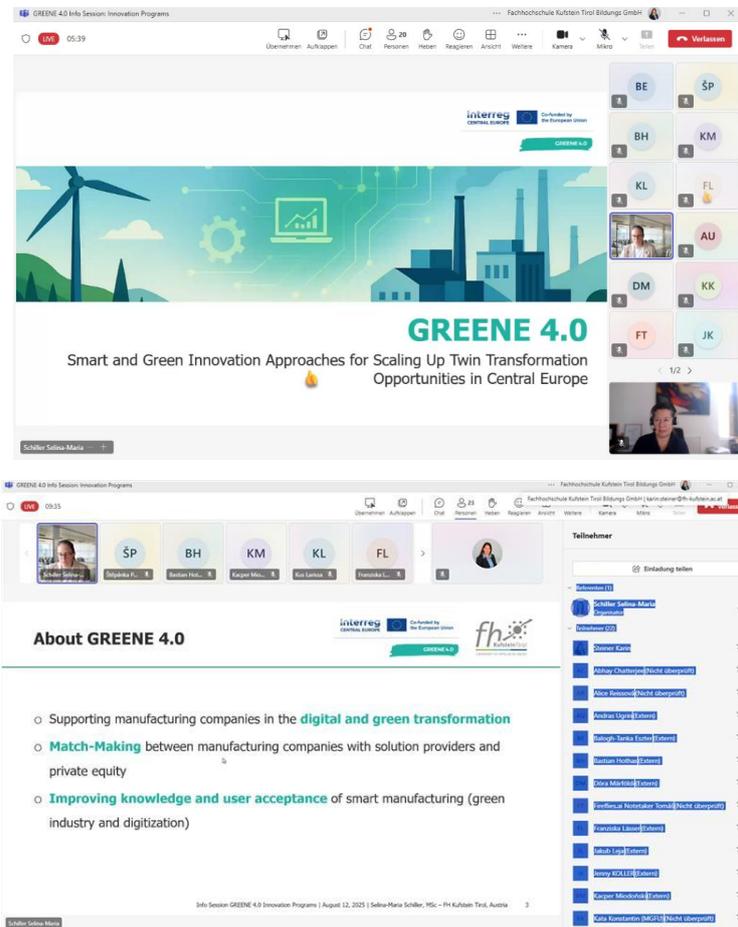
LinkedIn Info Post: https://www.linkedin.com/posts/greene-4-0_b2greenhub-greentransition-digitaltransition-activity-7353697108761161728-t9Z7?utm_source=share&utm_medium=member_desktop&rcm=ACoAAC-q9mgBfckXZuj4cxZ9mizVULZH_MIKGs

Final Agenda (English Version)

<i>AGENDA</i>		
<i>Time</i>	<i>Activity</i>	<i>Speaker</i>
13:30 - 13:45	Introduction	Selina-Maria Schiller, FHK/PP3
13:45 - 14:05	Presentation of Innovation Programs	Selina-Maria Schiller, FHK/PP3
14:05 - 14:15	Conclusion and Possibility to ask Questions	Selina-Maria Schiller, FHK/PP3



Photos / Screenshots



Discover how **Greene 4.0** can support your green and digital transition!

Join us on August 12th, 2025 at 13:30 for a transnational info session on the ...more

Interreg
CENTRAL EUROPE

Co-funded by
the European Union

GREENE 4.0

Join our GREENE 4.0 Info Session

August 12th, 2025

13:30 - 14:15

Innovation Programs

Discover how the GREENE 4.0 Innovation Programs are fostering sustainable, digital and cross-border transformation in industry. This info session will present key initiatives designed to accelerate green innovation, support SMEs in adopting advanced technologies, and strengthen collaboration across regions.

INFORMATION
GREENE4.0@fh-kufstein.ac.at

Tue, Aug 12, 1:30 PM - 2:15 PM CEST

GREENE 4.0 Info Session

Online

[View event](#)



Signature List / Online attendance sheet

[REDACTED]



2 Transnational workshop for disseminating B2GreenHub Innovation platform launch

In November 2025, the online Transnational Workshop for Disseminating the B2GreenHub Innovation Platform Launch was organized by PP8, bringing together 27 participants from partner institutions, industry stakeholders across various sectors, experts, and representatives of public administration. The primary objective of the event was to present and discuss the newly launched B2GreenHub Innovation Platform, with a particular focus on its functionality, structure, and value for organisations engaged in green and digital transformation.

The workshop opened with an introduction to the Greene 4.0 project, followed by a guided virtual tour of the platform. The event concluded with a short interactive feedback session using Mentimeter.

Partner:	PP8 – KPT
Contact Person:	Urszula Woźniak, uwozniak@kpt.krakow.pl
Title of Event	Transnational workshop for disseminating B2GreenHub Innovation platform launch
Date:	17.11.2025
Venue:	Online, teams platform
Language:	English
Type of Event	Dissemination event
No. of Attendees	27

Summary of the event (max 500 characters)

On Monday, November 17, 2025, an online transnational workshop titled A3.6 Transnational Workshop for Disseminating B2GreenHub Innovation Platform Launch was held, gathering 27 participants, including partner's institutions, industry stakeholders from various sectors, experts, and representatives of public administration. The main objective of the event was to present and discuss the newly launched B2GreenHub Innovation Platform, with a focus on its functionality, structure, and value for organisations involved in green and digital transformation.

The workshop opened with an introduction to the Greene 4.0 project, outlining the rationale behind the creation of the platform and its mission to support sustainable innovation, circular economy approaches, and advanced manufacturing processes across Central Europe.

Participants were then guided through a virtual tour of the platform. Beginning with the registration flow, the presentation highlighted the educational space known as the Green Path



Academy, which offers five practical learning modules designed to build competencies in green technologies, digital manufacturing, open innovation, and investment readiness.

The session continued with an overview of the platform's four core sections—Resources, Solutions, Clients, and the Expert Forum—showcasing their structure and intended uses:

- The Resources section, organised into *Learn, Improve, Connect, and Get Funded*, provides training materials, SME development tools, ecosystem mapping features, and guidance on funding opportunities.
- The Solutions section presents an array of green and digital technologies sourced from European innovation projects.
- The Clients section is not yet available and will be published at a later stage, as the platform is still being developed.
- The Expert Forum connects users with specialists offering insights and personalised support related to sustainability and digitalisation.
- The News & Events section showcases key updates and announcements, offering a curated overview of the most relevant news and upcoming events in the green and digital innovation landscape.
- The Projects section provides essential information about the initiatives behind the platform, presenting the key projects that support and shape the development of B2GreenHub and its tools.

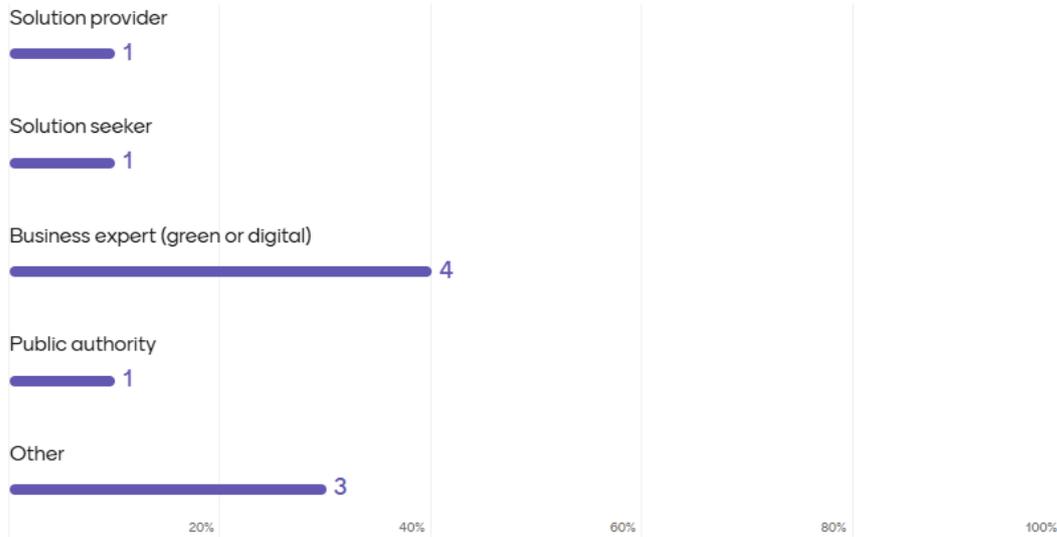
The meeting concluded with a short interactive session using Mentimeter, which allowed participants to share their impressions of the B2GreenHub platform in real time. The feedback focused on participants' familiarity with the platform, the clarity of its main purpose, and the overall ease of navigation. Participants also provided input on the usability of the interface and their likelihood of recommending the platform to colleagues. This interactive approach not only encouraged active engagement but also offered valuable insights for further development and improvement of B2GreenHub, helping to ensure that the platform meets user needs effectively.

Feedback session results with a brief summary:



1. Which target groups do you represent?

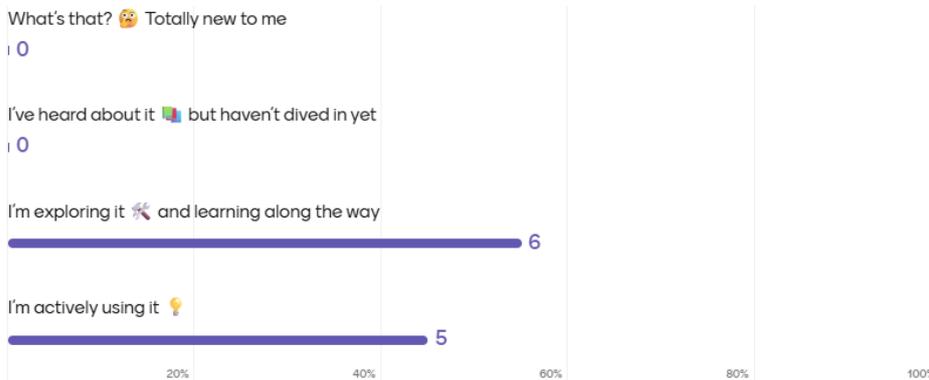
10 / 11



Respondents represented a mix of business experts (green or digital), solution seekers and providers, public authorities, and other groups, with business experts being the largest group.

2. How familiar are you with Digital Transformation and the Circular Economy?

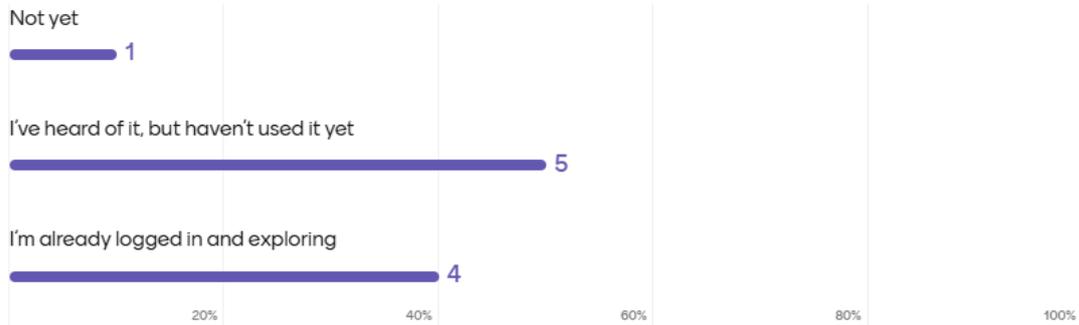
11 / 11



Respondents showed a balanced mix of familiarity with Digital Transformation and the Circular Economy, with some actively using these concepts and others still exploring and learning. Notably, none of the participants indicated a lack of interest

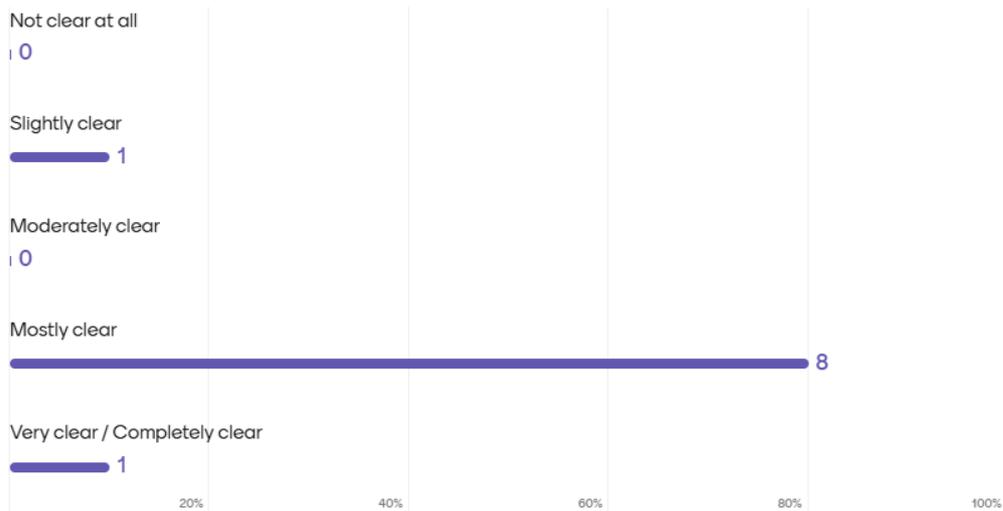


3. Have you already discovered the B2GreenHub platform or is it new for you? 10 / 11



Most respondents were already aware of the B2GreenHub platform, with several actively exploring it, while a smaller number had not yet used or discovered it.

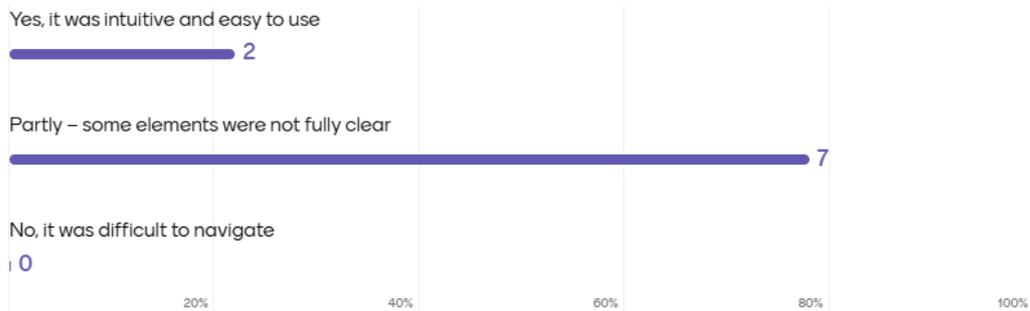
4. How clear is the platform main purpose? 10 / 11



The platform's main purpose was generally clear to respondents, with the majority finding it 'mostly clear' and a few rating it as 'very' or 'completely clear.' Only one participant found it 'slightly clear,' indicating overall good understanding

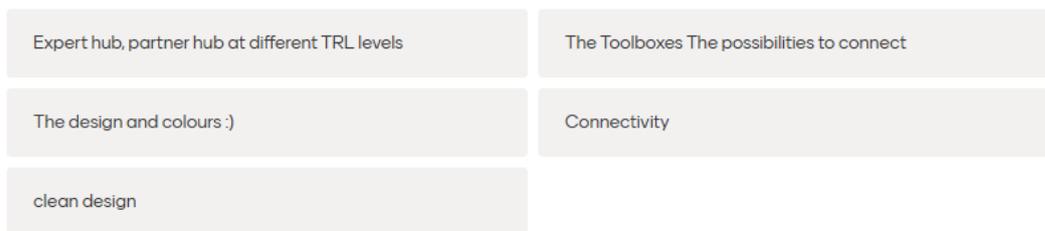


5. Did you find the navigation intuitive and easy to use? 9 / 11



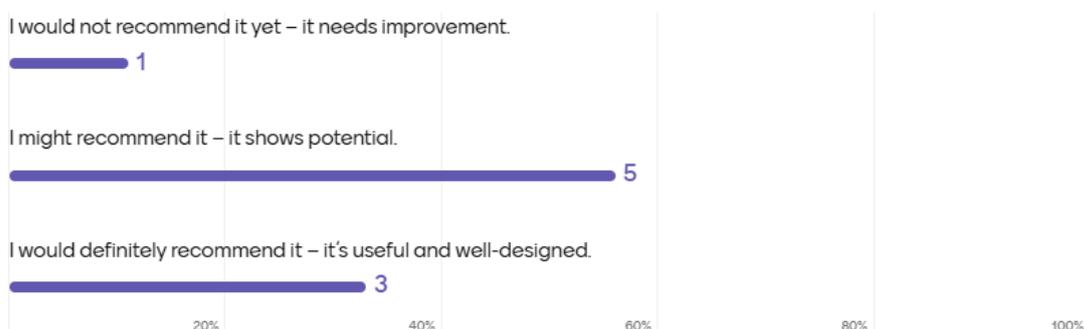
Most respondents found the platform’s navigation only partly clear, noting that some elements were not fully intuitive. A smaller number reported that it was entirely intuitive and easy to use.

6. Please share one thing you particularly liked 5 / 11



Participants highlighted specific elements they liked most on the platform, with particular attention given to the visual design, overall appearance, and color scheme. Connectivity features and networking possibilities were also appreciated. Additionally, the specialized hubs and toolboxes were recognized as useful and well-structured.

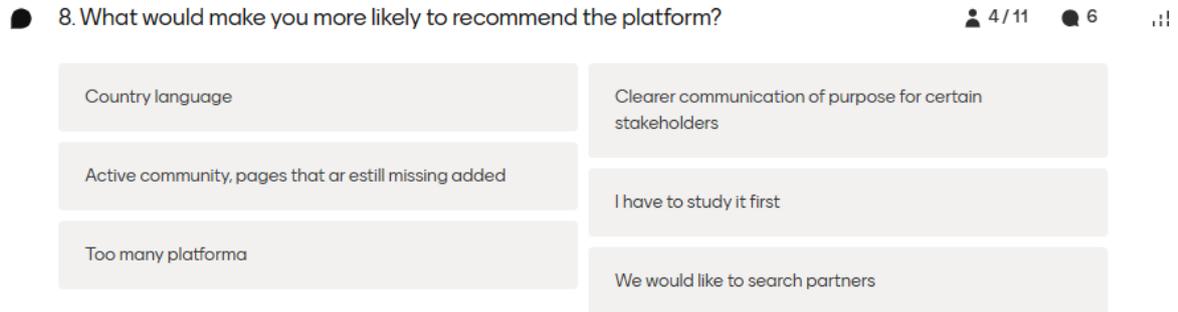
7. How likely are you to recommend the website to a colleague, based on what you saw? 9 / 11



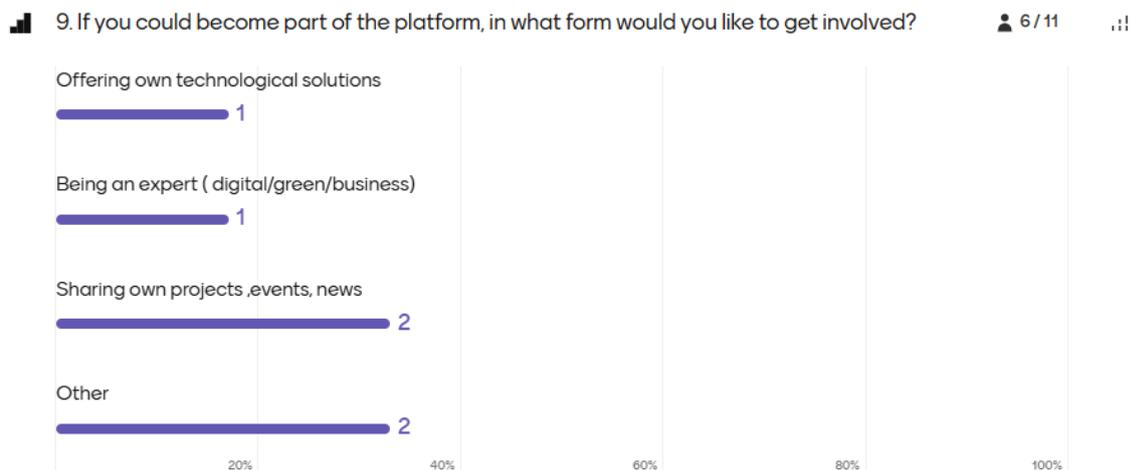
Respondents generally showed a positive attitude toward recommending the website, with several stating they would definitely recommend it due to its usefulness and design. Others



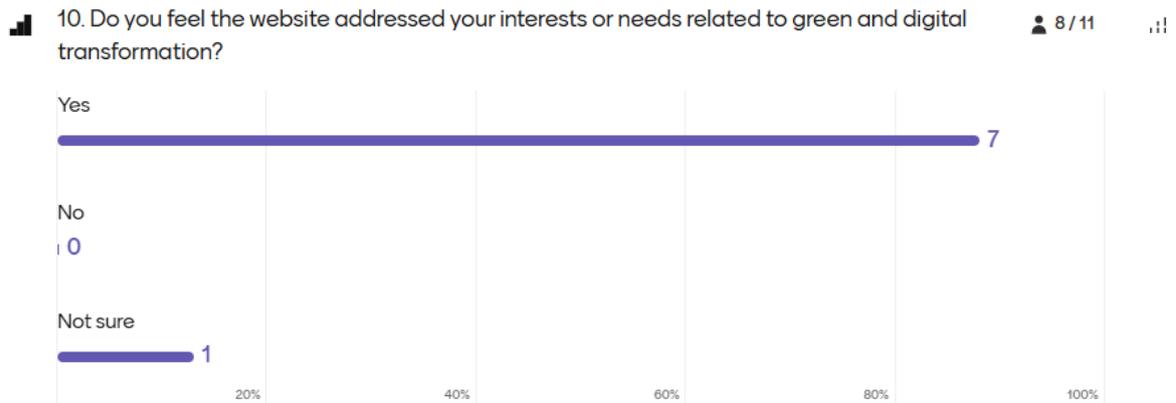
noted it has potential, though some felt it still needs improvement before recommending it fully.



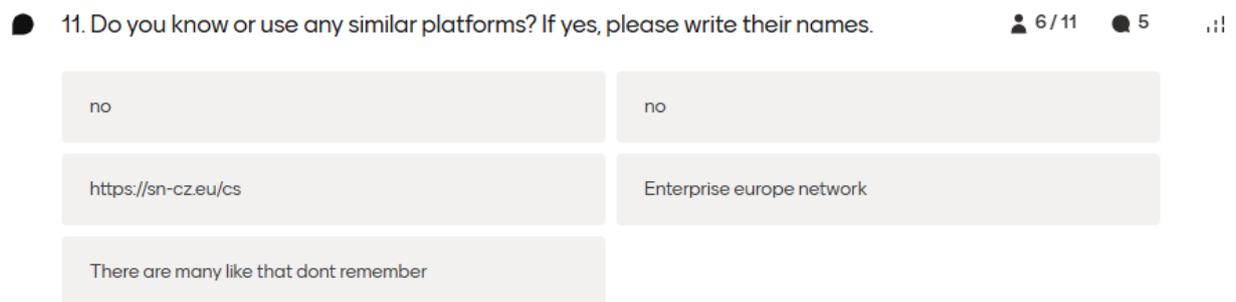
Participants indicated that clearer communication of the platform’s purpose for certain stakeholders, availability in local languages, and a more active or complete community would make them more likely to recommend it. Some also mentioned the need to explore and study the platform further before recommending it.



Participants expressed interest in getting involved on the platform by sharing their own projects, events, and news, offering technological solutions, or contributing as experts in digital, green, or business fields. A few indicated other forms of participation as well.



The majority of respondents felt that the website addressed their interests and needs related to green and digital transformation. Only one participant was unsure, indicating overall strong relevance of the platform.



Only a few other platforms were mentioned, such as the Enterprise Europe Network and SN-CZ, and one respondent could not recall specific names.



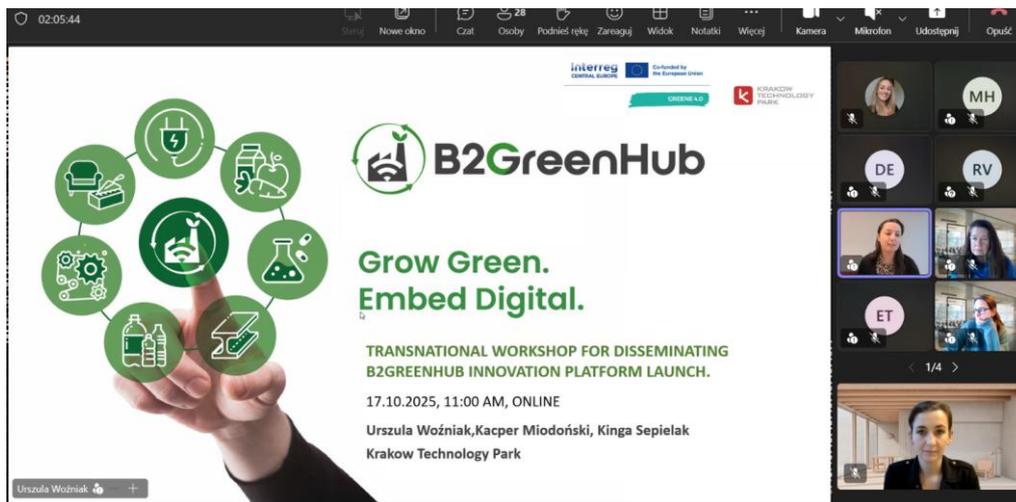
Photos / Screenshots

Agenda:

Agenda



- » 11:00 – 11:05 Welcome and introduction *Urszula Woźniak (KPT)*
- » 11:05 – 11:25 Overview of the B2GreenHub platform *Urszula Woźniak (KPT)*
- » 11:25 – 11:45 Virtual tour of the B2GreenHub platform *Kacper Miodoński (KPT)*
- » 11:45 – 11:50 Mentimeter feedback session *Kinga Sepielak (KPT)*
- » 11:50 – 12:00 Q&A and closing remarks





B2GreenHub

We invite Digital and Green experts, Technology solution providers and holders of testing infrastructure to join us!

- Digital and Green experts**
 - Showcase services you can offer
 - Present trainings you organize
 - Academic / industrial references
- Business experts / Facilitators**
 - Showcase services you can offer
 - Present trainings you organize
 - Academic / industrial references
- Technological solutions**
 - Showcase relevant information
 - Present a use case example
 - ROI and costs for implementation
- Testing infrastructure**
 - Showcase facilities & equipment
 - Present your testing services
 - Demonstrate a good use case

B2GreenHub

Please select your role:

- Manufacturing company seeking a service
- Digital expert
- Green expert
- Business expert
- Technology solution provider
- Infrastructure / Equipment provider

Czat spotkania

Niektóre osoby na tym czacie są spozna Twojej organizacji. Możesz je dodać do listy uczestników z wiadomościami, które będą stosowane w ramach tego czatu. Dowiedz się więcej

registration information, just make sure to always click "Next step" - everything you've filled out before that will be saved 😊

Ostatnio przeczytane

11:05 Użytkownik Sarah Vidmar Ravber rozpoczął nagrywanie.

11:17 <https://www.b2greenhub.eu/register>

Odpowiadanie uczestnikom zewnętrznym.

Wpisz wiadomość

B2GreenHub

Why do we think you should join?

✔ **Benefits for you**

- Market Access:** Tap into the growing green economy and reach eco-conscious clients.
- Visibility:** Boost brand credibility and visibility within a targeted, sustainability-focused audience.
- Networking:** Connect with like-minded businesses for partnerships and collaboration.
- Lead Generation:** Access high-quality leads and drive business growth.
- Innovation Support:** Benefit from resources and opportunities to innovate in green services.
- CSR Alignment:** Contribute to sustainability and enhance your corporate social responsibility profile.



Signature List / Online Attendance Sheet

[REDACTED]



3 Transnational workshop for Deployment of Transnational Digital Transformation Sites

In December 2025, the Transnational Workshop for Deployment of Transnational Digital Transformation Sites was organized by PP7. It brought together 26 participants, including Innovation Program participants from all regions. The workshop focused on presenting the services delivered by project partners to the Greene 4.0 Innovation Contest winners and concluded with an interactive Mentimeter feedback session.

Partner:	PP7 – IMECH
Contact Person:	Elena Mossali, elena.mossali@intellimech.it ;
Title of Event	Transnational workshop for disseminating deployment of Transnational Digital Transformation site
Date:	16.12.2025
Venue:	Online, MS Teams platform
Language:	English
Type of Event	Dissemination event
No. of Attendees	26

Summary of the event (max 500 characters)

On Tuesday, December 16, 2025, an online transnational workshop titled A3.6 Transnational workshop for disseminating deployment of Transnational Digital Transformation sites was held, gathering 26 participants, including the participants of the Innovation Programs from all the regions. The main objective of the event was to present the services delivered from all the partners to their Innovation contest winners.

The workshop opened with an introduction to the Greene 4.0 project, focusing on the Innovation Programs, as a key activity of the project.

During the workshop, the project partners presented the services delivered to companies participating in the Greene 4.0 Innovation Contest. These services were designed to provide hands-on support and to address concrete business needs identified during the selection and onboarding phase.

The partner services focused on the following areas:



- **Innovation and business mentoring**, supporting companies in refining their business models, identifying innovation priorities, and defining development roadmaps aligned with digital and green transition goals.
- **Marketing and communication support**, including feedback on company positioning, value proposition, website structure, and social media content. In several cases, partners supported the development of communication materials such as one-pagers and editorial plans.
- **Access to funding and grants**, with dedicated guidance on European and national funding schemes. Partners explained different funding typologies, including cascade funding mechanisms, and supported companies in understanding eligibility criteria and application processes.
- **Partner and customer matchmaking**, providing companies with targeted lists of potential customers, technology providers, and strategic partners. Particular attention was given to enabling collaborations that could enhance scalability and market reach.
- **Training and capacity building**, offering targeted training sessions and tools related to digital technologies, green solutions, cybersecurity, and innovation management.

The partners emphasized that the services were customized to the specific needs of each participating company, delivered free of charge, and aimed at generating immediate and practical value. The presentation highlighted how the combination of mentoring, funding support, and matchmaking created a comprehensive support framework for companies involved in the contest.

After this session, a testimonial was presented by Emanuele, co-founder of the startup Mastranet AI. After a company overview, Emanuele highlighted several key outcomes from participating in the Innovation Programme:

Funding and Grants

- Improved understanding of European funding mechanisms
- Insight into cascade funding schemes and application processes
- Better awareness of which funding instruments are suitable for startups

Marketing and Communication

- Development of a one-pager clarifying company value proposition, challenges addressed, and key figures
- Definition of a realistic editorial plan (approximately 24 posts per year)
- Feedback on existing LinkedIn and website content
- Suggestions for website improvements, such as adding facts and structured information



sections

Partner and Customer Research

- Identification of potential customers and business partners
- Strategic insight into collaborating with ERP system integrators to improve scalability
- Shift from a purely direct-to-customer model towards a partner-based go-to-market strategy

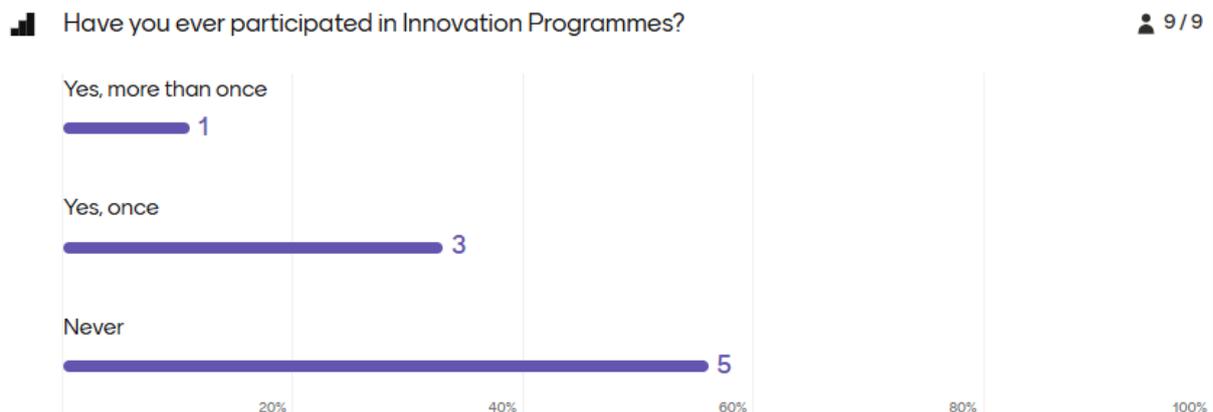
The meeting concluded with a short interactive session using Mentimeter, which allowed participants to share their impressions of the Innovation Programs in real time.

The workshop demonstrated the concrete added value of the Greene 4.0 Innovation Programme for startups and manufacturing companies. The company testimonial confirmed that innovation projects are not a “parallel universe” but can generate **real and practical benefits**, even for organisations with limited internal resources.

The session concluded with an invitation to remain engaged in future Greene 4.0 activities and related initiatives, and with thanks to all speakers and participants for their active contribution.

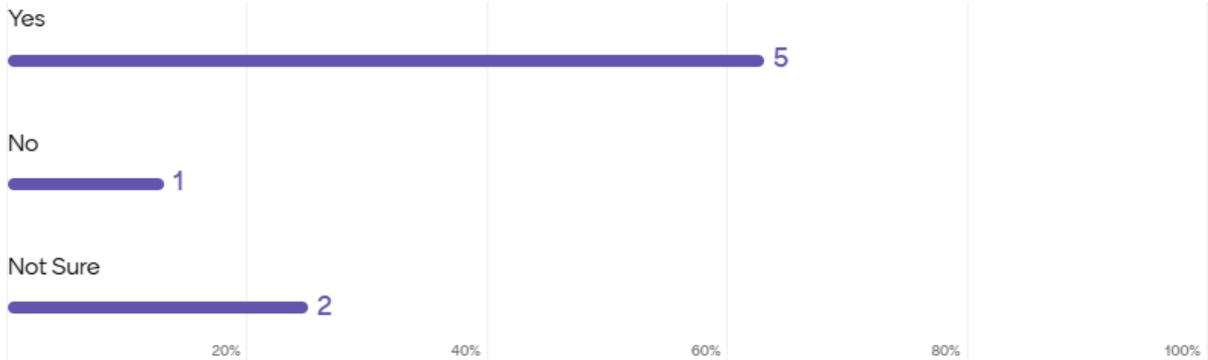
Feedback session results with a brief summary:

Responses





Are you aware of similar initiatives in your country? 8 / 9



Most participants are aware of similar initiatives in their country (5 out of 8), while a small number are either not aware (1) or unsure (2). This suggests a generally good level of awareness, but also highlights the need for continued communication and visibility of innovation Greene at national level.

What are the main challenges for which you need external support? 5 / 9



Participants highlighted a variety of challenges where external support is needed. The most frequently mentioned areas were funding, mentoring, collaboration, scaling up, cybersecurity, marketing, market research, and access to financial vouchers. This indicates that companies are seeking comprehensive support covering financial, strategic, technical, and market-oriented aspects to strengthen their growth and innovation capabilities.

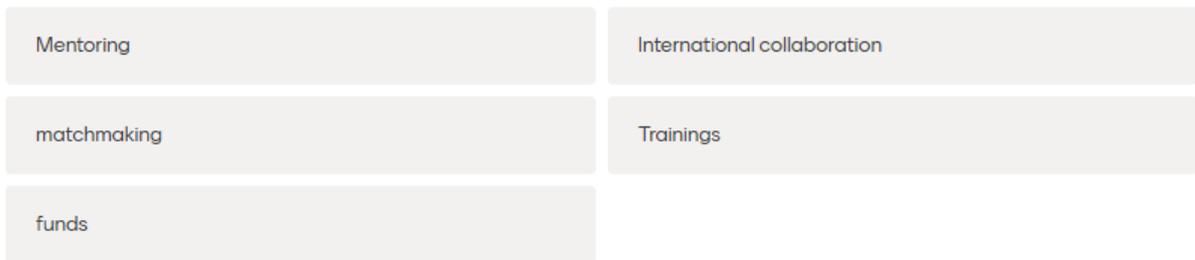


Do you see added value in the delivered services? 6 / 9

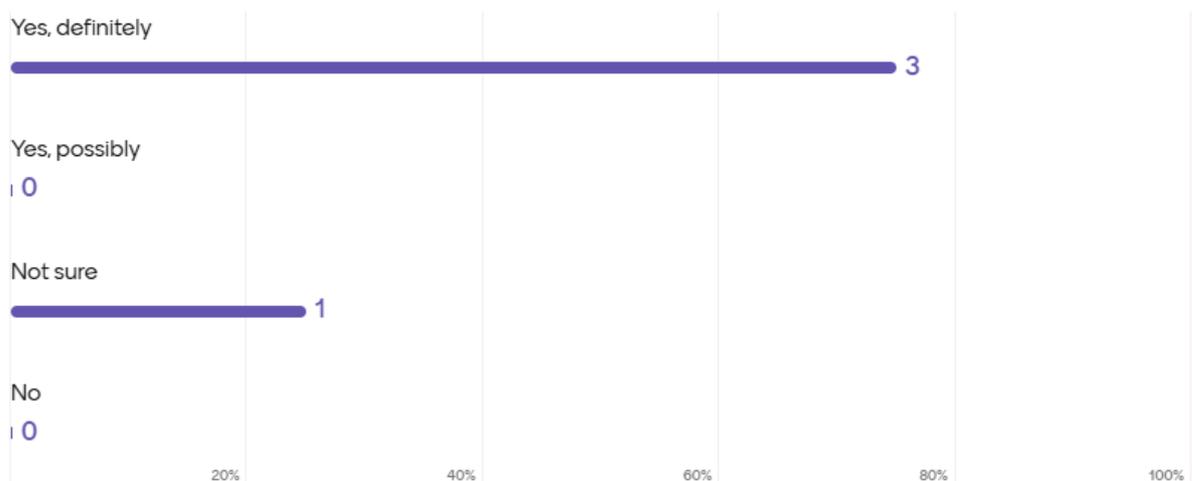


Participants rated the added value of the delivered services highly; this indicates that the services provided by the Greene 4.0 partners are perceived as relevant and beneficial by the majority of participants.

Among the services presented by the Consortium, which would be the most useful for your company? 4 / 9



Would you like to be involved in similar initiatives in the future? 4 / 9



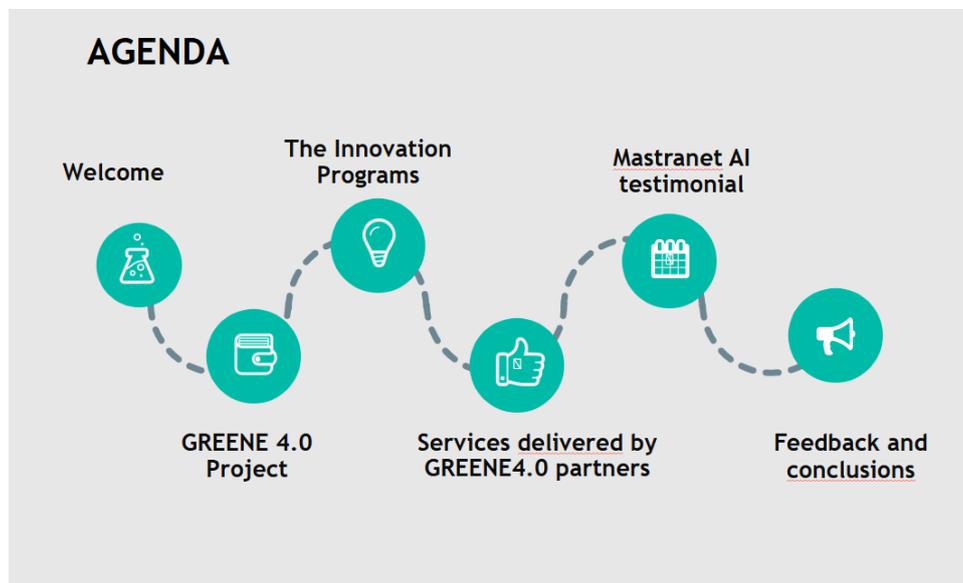
Most participants indicated that they would be willing to participate in similar initiatives in the future, while 1 was not sure. This suggests a generally positive interest in continued engagement, though follow-up communication may help increase participation.



Photos / Screenshots

Agenda:

10 min	Brief introduction to the GREENE4.0 project and the Innovation Greene
30 min	Services delivered by GREENE partners Brief presentation of the company and their challenges (SOLUTION PROVIDER) Description of the service delivered, highlighting the connection with B2GrenHub platform (IMECH) Value generated for the company (SOLUTION PROVIDER)
15 min	Example: service delivered by IMECH Description of the service delivered, highlighting the connection with B2GrenHub platform (IMECH) Brief presentation of the company and their challenges (SOLUTION PROVIDER) Value generated for the company (SOLUTION PROVIDER)
5 min	Interactive session (e.g. Mentimeter) to collect feedbacks Conclusions





GREENE 4.0 INNOVATION CONTEST

The GREENE 4.0 Innovation Contest was an **international call** for innovative solutions that can accelerate the green and digital transformation of industry. It is aimed to find green and digital solutions applicable in one of the following 7 sectors: electronics, food and beverage, pharmaceutical and chemical, metal, plastics and rubber, machinery and equipment, building materials and furniture.

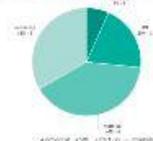
Target audience: startups, SMEs, individuals/students and academic researchers

Dates: from April 18 to June 14 2025

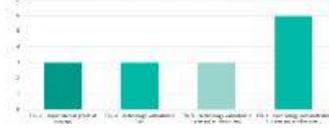
Evaluation: by 6 experts coming from Slovenia, Poland, Italy, Hungary and Czech Republic

Number of submitted application forms: 15

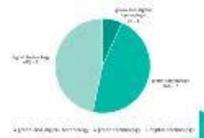
A FEW STATISTICS - APPLICANTS TYPE



A FEW STATISTICS - TRL



A FEW STATISTICS - CATEGORIES



WHO WE WORKED WITH: COMPANIES SUPPORTED BY GREENE

University of Maribor, Faculty of
Electrical engineering, computer
science and informatics



Creativiq, Niko Kirič s.p.

creativIQ

- **Location:** Maribor, Slovenia
- **Type of company:** SME / Startup
- **Solution presented at the Innovation Contest:** CATAMARAN is a secure digital platform that makes it easy for people and organisations to share data across different systems while keeping full control over their data. It works as a trusted data marketplace where data can be safely exchanged, discovered, and fairly rewarded, in line with EU data rules. In agriculture, it helps farmers securely share data like soil or crop information with researchers and partners, enabling smarter, more sustainable decisions.
- **Starting TRL:** 3

- **Location:** Ljutomer, Slovenia
- **Type of company:** SME / Startup
- **Solution presented at the Innovation Contest:** The solution is an easy-to-use system that automatically creates and publishes content for different social media platforms. Users can manage and update content ideas in familiar tools like Google Docs, without any technical knowledge. The system adapts each post to fit platforms such as Instagram, LinkedIn, or X, creates matching images, and uses up-to-date online information to keep content relevant and consistent with the brand.
- **Focus area:** Digital solution
- **Starting TRL:** 5

WHO WE WORKED WITH: COMPANIES SUPPORTED BY GREENE



Szimbio lab

- **Location:** Hungary, Budapest
- **Type of company:** Innovative Mycelium based packaging lab
- **Solution presented at the Innovation Contest:** Mycellium based packaging for food items
- **Focus area:** Green solution
- **TRL:** Currently at TRL 5-6

Ugrin Pack

- **Location:** Hungary, Leányvár
- **Type of company:** Packaging manufacturing company
- **Focus area:** Green solution
- We have identified a link for joint material testing





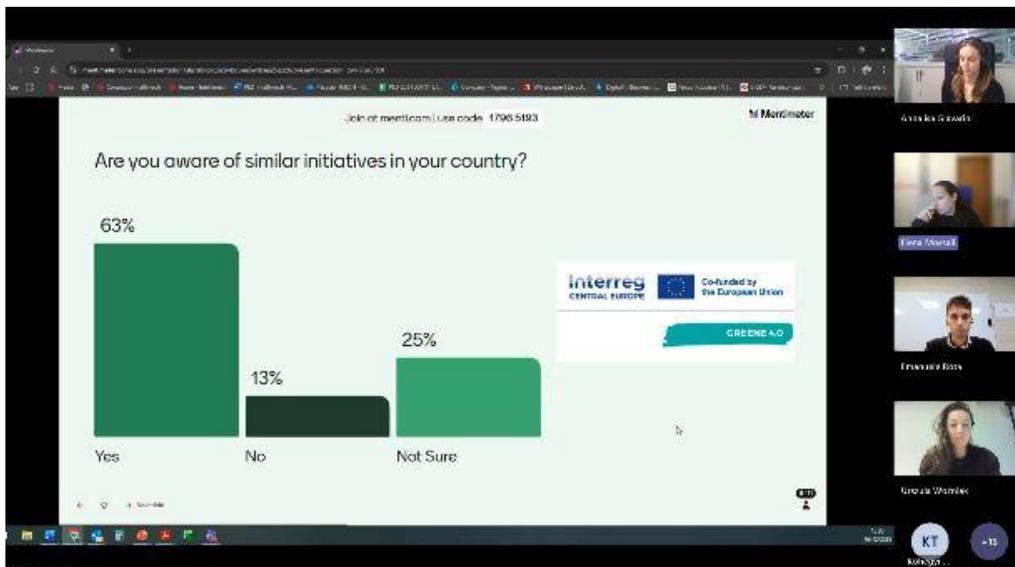
GREENE overview

Why We Needed the Service

- Understanding European funding opportunities: complex rules and limited internal resources
- Marketing guidance: lack of in-house expertise for strategic communication
- Research for potential customers and partners as a startup



Mastranet AI





Signature List / Online Attendance Sheet

[REDACTED]



4 Transnational workshop for piloting of new value chains

In January 2026, the Transnational Workshop for Disseminating Piloting of New Value Chains Models was organized by PP6. It brought together 10 participants interested in concrete process of new value chains piloting. The workshop focused on sharing progress, experiences, and perspectives related to the piloting of new value chain models. The workshop also provided space for discussion and clarification of next steps.

Partner:	PP6-ICUK
Contact Person:	Martin Holý, holy@icuk.cz
Title of Event:	Transnational workshop for disseminating piloting of new value chains models
Date:	22.1.2026
Venue:	Online, MS Teams
Language:	English
Type of Event:	Dissemination event
No. of Attendees	10

Summary of the event (max 500 characters)

The online workshop was organised as a transnational dissemination workshop bringing together project partners and external stakeholders which took place via MS Teams. The session was moderated by PP6, who guided the agenda and facilitated the discussion. During the workshop, all partners delivered prepared presentations, each with an approximate duration of ten minutes. The event focused on sharing progress, experiences, and perspectives related to the piloting of new value chain models. The workshop also provided space for discussion and clarification of next steps.



Final Agenda (English Version)

AGENDA		
Time	Activity	Speaker
13:00-13:05	Opening and welcome	Martin Holý, ICUK/PP6
13:05 - 13:10	Introduction of the workshop objectives	Martin Holý, ICUK/PP6
13:10 - 13:45	Partner presentations	Partners
13:45-13:55	Discussion and comments	All
13:55-14:00	Summary, next steps and closing remarks	Martin Holý, ICUK/PP6

The workshop was held online via MS Teams and brought together all project partners in a joint transnational session. The event was moderated by Martin Holý (PP6), who introduced the agenda, coordinated individual contributions, and ensured the smooth progress of the workshop.

During the workshop, all partners delivered structured presentations with an approximate duration of five minutes each. Although the specific topics differed among partners, the overall structure of the presentations was similar. The presentations focused on ongoing project activities, pilot implementations, and practical use cases related to the project objectives.

A significant part of the presentations was dedicated to piloting activities involving solution providers and solution seekers. Partners introduced innovative SMEs or startups offering digital or technological solutions and explained their background, core services, and innovative aspects. At the same time, partners presented SMEs facing concrete challenges, such as limited internal capacity, insufficient digitalisation, or inefficiencies in existing processes.

The presentations also addressed the process of connecting solution providers with solution seekers. Partners explained how these matches were identified, for example through innovation contests, partner networks, or pilot matching activities, and outlined the rationale behind the cooperation. The form of collaboration, such as introductory online meetings, matchmaking sessions, or pilot testing activities, was also described.

Furthermore, partners highlighted the expected outcomes of the presented pilots, including improved efficiency, time savings, enhanced digital communication, and increased competitiveness of SMEs. The workshop concluded with a short discussion, a summary of key points, and an outline of next steps, ensuring a shared understanding among all partners regarding the current project status and forthcoming activities.



Photos and screenshots

D3.6- Transnational workshop for disseminating piloting of new value chains models organized

Váš stav je nastaven na Nerušit. Budete dostávat upozornění pouze na naléhavé zprávy a zprávy od prioritních kontaktů.

11:56

Nahrávání a přepis
Spuštěno vámi. Dejte všem vědět, že jsou zahrnuti. [Zásady ochrany osobních údajů](#)

Martin Hojny
Patrycja Choinka-Surdy (Externí)
Kóhegyi Mátys Tamás (Externí)
RN
DE
RN
read.ai meeting notes (Neověřeno)
Denis Eisner
read.ai meeting notes (Neověřeno)
Kinga Sepielak (Externí)
SR
Sarah Vidmar Ravber (Externí)
Maja Sušec (Externí)

Kliknutím vložíte poznámky.

Snímek 1 z 8 Přístupnost: Dokument vyhovuje požadavkům

3°C Převážně oblačno

Hledat

19:31

Převzít Otevřít v no... Chat Lidé Ruka Reagovat Zobrazení Poznámky Aplikace Více Kamera Mikrofon Přestat sdílet Odejít

Innovation Contest Winner

interreg CENTRAL EUROPE Co-funded by the European Union GREENE 4.0 POMURJE TECHNOLOGY PARK

CreativIQ – Niko Kirič s.p. creativIQ

- Type: SME / startup
- Country: Slovenia
- What they do: Develop AI-driven digital solutions that help companies automate and simplify content creation and communication workflows.

» **What they offer**

- Type: Digital solution / AI-based service
- Main function: An AI-powered content factory that automatically generates, adapts, and publishes social media content across multiple platforms from a single input.
- What makes it innovative: Combines multi-agent AI, platform-specific content generation, approval workflows, and automated publishing in one integrated system.

» **Target users / customers**

- SMEs and small teams that need to improve their digital communication and online presence with limited internal marketing resources.

Maja Sušec (Externí)

13:15 22.01.2026



Signature List / Online Attendance Sheet

[REDACTED]



E. Conclusion

In conclusion, the project has demonstrated a strong commitment to ensuring that its activities, results, and innovations achieve lasting impact beyond its implementation period. Through a structured approach to communication and dissemination, anchored by the official Greene 4.0 project website and complemented by targeted outreach activities, Greene 4.0 successfully raised awareness, facilitated knowledge transfer, and promoted the uptake of solutions supporting the smart and green transition of manufacturing.

A particularly valuable component of these efforts was the organisation of Transnational Workshops, which served as a key instrument for actively engaging stakeholders across industry, policymaking, research, and the wider public. By focusing on core project outputs, such as Innovation Programs, the deployment of Transnational Digital Transformation sites, the piloting of new value chain models, and the launch of the B2GreenHub Innovation platform, these workshops provided a dynamic forum for presenting results, exchanging knowledge, and gathering feedback. The comprehensive documentation of each workshop further ensures transparency, supports continuous improvement, and strengthens the potential for replication and scalability.

Overall, the combination of effective communication channels and interactive dissemination formats has reinforced the project's contribution to fostering innovation, collaboration, and sustainable transformation in manufacturing. By building strong stakeholder connections and ensuring broad accessibility of its results, the project has laid a solid foundation for continued impact, uptake, and future development at both regional and transnational levels.