

D4.4.3 TRANSNATIONAL SEMINARS REPORTS

WP4 - GREENE 4.0 Policy Learning Center

A4.4 - Transnational seminars for capitalization of GREENE 4.0 innovation platform



27/02/2026





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Quality Assurance	Marko Močnik (PTP/LP)

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Contents

Executive Summary	4
Purpose and Scope of the Document	5
Organization of Transnational Seminars	6
Report on Implemented Transnational Seminars	8
Transnational Seminars Event Reports.....	12
Conclusion.....	35

Table of Figures

<i>Figure 1: Transnational Seminars post on social media (Greene 4.0 and B2GreenHub LinkedIn)</i>	8
<i>Figure 2: Transnational Seminars post on Greene 4.0 project website under 'Events'</i>	9
<i>Figure 3: Agenda disseminated through partner networks for the 2nd Transnational Seminar</i>	9
<i>Figure 4: Transnational Seminars post-event news on social media (Greene 4.0 and B2GreenHub LinkedIn)</i>	10
<i>Figure 5: Transnational Seminars post-event news on the Greene 4.0 project website under 'News'</i>	10
<i>Figure 6: Transnational Seminars recordings available on YouTube</i>	11
<i>Figure 7: Mentimeter: How realistic is that B2GreenHub continues actively 3 years after project end</i>	32
<i>Figure 8: Mentimeter: Which asset has strongest market value</i>	32
<i>Figure 9: Mentimeter: What are you missing on the platform</i>	33
<i>Figure 10: Mentimeter: How realistic is the SME subscription model</i>	33
<i>Figure 11: Mentimeter: What pricing level would be acceptable for your organization</i>	33
<i>Figure 12: Mentimeter: What is the biggest real risk nobody wants to say aloud</i>	34



Executive Summary

This document describes the organization, implementation, and outcomes of two transnational seminars carried out within Greene 4.0. The seminars' aim was to support the dissemination of project results, specifically focused on the B2GreenHub platform and the tools developed within the project.

The document therefore outlines the main objectives of the seminars, including the presentation of key project outcomes to various types of stakeholders, a demonstration of the B2GreenHub platform and its practical relevance, the illustration of real-world applications through use cases, and collection of feedback from participants for further development, and emphasis on connections with related initiatives.

Furthermore, the document describes the organizational procedure established to ensure effective preparation and delivery of the seminars. This includes coordination between project partners, preparation of content and communication materials, dissemination activities, and technical planning for the smooth execution of the events.

Additionally, the document includes summaries of both seminars, including their structure, key topics, and contributions. Reports also provide information on participants and stakeholder groups, along with an overview of the main outcomes, including feedback collected during the events and insights relevant for future development and use of the platform.



Purpose and Scope of the Document

This deliverable aims to provide an overview of the final Transnational Seminars organized by the Italian and Slovenian partners within Activity 4.4 Transnational seminars for capitalization of GREENE 4.0 innovation platform under Work Package 4 GREENE 4.0 Policy Learning Center.

The deliverable outlines the objectives of the seminars and expected results, concrete organizational procedures of the seminars, and the results of the organized seminars, including summaries, participants involved, and main findings and outcomes of the seminars.

Overall, this document demonstrates how the Greene 4.0 project has effectively communicated its progress, activities, and results with specific focus on the B2GreenHub platform to a wide range of relevant stakeholders at both transnational and regional levels. It highlights the strategic approach taken to ensure visibility, foster engagement, and facilitate knowledge transfer, while showcasing the tools, methodologies, and outcomes developed throughout the project.



Organization of Transnational Seminars

The main purpose of the Transnational Seminars is to disseminate the GREENE 4.0 innovation platform – B2GreenHub – and the tools developed within the project that are accessible through it. The seminars aim to communicate the platform's value in supporting the smart and green transition of European manufacturing SMEs, while also fostering its future use, further development, and long-term exploitation as a sustainable European reference point.

In this context, the seminars bring together relevant stakeholders to present key project outcomes, demonstrate practical applications through use cases, gather feedback to inform further platform development, and highlight synergies with related initiatives.

Concrete objectives of the seminars:

- Present key project outcomes to a broader audience of relevant stakeholders.
- Showcase the B2GreenHub platform as a key project result and illustrate its practical relevance.
- Demonstrate real-world applications through selected examples or use cases.
- Collect feedback from participants to support further development and improvement of the B2GreenHub platform.
- Highlight connections with related initiatives and complementary support mechanisms.
- Encourage participants to explore and consider the use of project results in their future activities and projects.

Expected results of the seminars:

- Raised awareness of project outcomes among relevant stakeholders.
- Improved familiarity with the B2GreenHub platform and its potential applications.
- Insights gathered from participant feedback to inform future development.
- Increased visibility of connections with related initiatives.
- Encouraged consideration of further engagement and use of project results.

Organizational procedure:

To achieve the defined objectives and expected results, the organizational procedure includes several steps aimed at ensuring high-quality content and broad participation across regions.

The partners responsible for organizing the seminars are Pomurje Technology Park (LP), on behalf of Slovenia, and Intellimech Consortium (PP7), on behalf of Italy.

The two partners coordinate organizational matters through bilateral meetings, calls, emails, and other communication channels. With the support of all project partners, the following steps are implemented in the preparation and delivery of the seminars:



- Define the structure and format of the seminars.
- Coordinate the content to ensure consistency while avoiding unnecessary overlap.
- Identify and confirm speakers and contributors.
- Prepare communication and dissemination materials (e.g. invitations, agenda, visual materials).
- Ensure proper technical planning for the smooth execution of the events.
- Promote the events through project communication channels (website, social media) and partner networks.
- Deliver the seminars, including moderation and facilitation of discussions.
- Collect participant feedback.
- Prepare and publish post-event materials, including news items and recordings.



Report on Implemented Transnational Seminars

The transnational seminars successfully contributed to achieving the set objectives and expected results. Participation was relatively high, with a total of 57 participants, including 22 in the first seminar and 35 in the second.

The structure and format of the seminars were consistent yet each offered distinct content. Both seminars presented the project outcomes, with the B2GreenHub platform at the forefront. The first seminar additionally focused on a pilot action implemented within the project, providing a concrete example of its application. In contrast, the second seminar included a live discussion on further platform development, as well as the presentation of a complementary initiative supporting European SMEs in their twin transition.

Both seminars therefore featured not only project partners as main presenters but also contributions from external stakeholders, including companies involved in project pilot actions and representatives of complementary initiatives.

The seminars took place online via MS Teams which ensured broader participation and accessibility. This also allowed easy recording of the sessions, supporting further dissemination and extending their reach beyond the events themselves.

Communication and dissemination materials were prepared before the events took place and posted on project social media and partner networks. These were also disseminated through partner networks with agendas and other relevant seminar information as it was decided that each partner shall ensure participation of at least one participant to each of the seminars.

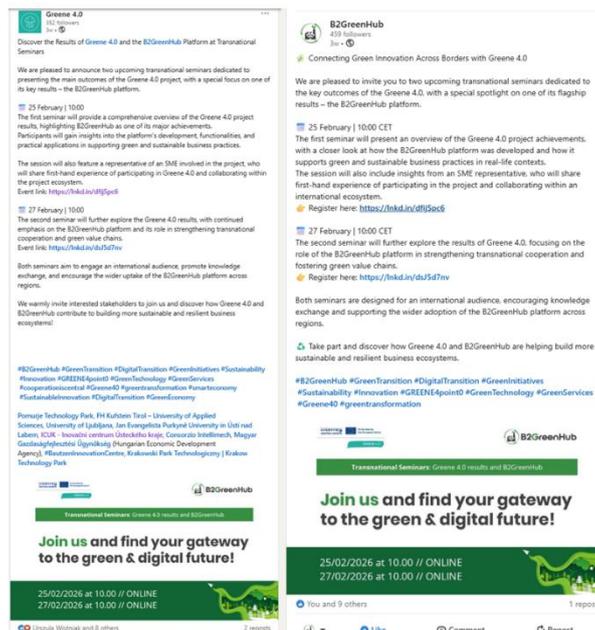


Figure 1: Transnational Seminars post on social media (Greene 4.0 and B2GreenHub LinkedIn)

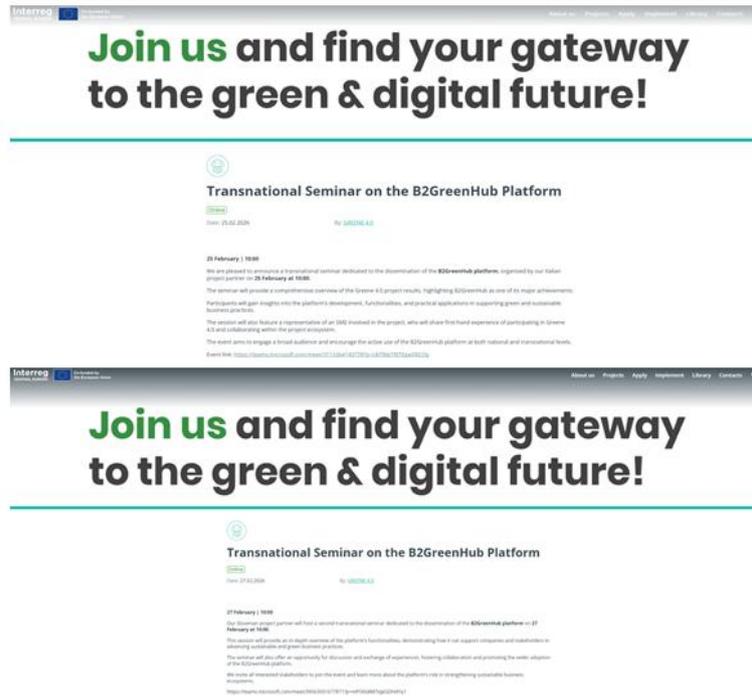


Figure 2: Transnational Seminars post on Greene 4.0 project website under 'Events'



Transnational seminar for disseminating GREENE 4.0 innovation platform

AGENDA

10:00 - 10:05	Welcome and opening remarks <ul style="list-style-type: none"> Welcome by host organisation Strategic importance of green and digital transformation in Central Europe 	Maja Sušec, Pomurje Technology Park
10:05 - 10:15	GREENE 4.0 - Key achievements and transnational impact <ul style="list-style-type: none"> Overview of project objectives Main results and KPIs Cross-border ecosystem development Lessons learned 	Maja Sušec, Pomurje Technology Park
10:15 - 10:30	B2GreenHub Platform in practice: what you can actually use <ul style="list-style-type: none"> Presentation of the platform and its core services Matchmaking and cross-border cooperation tools Access to technology portfolio and testing facilities Funding guidance and training opportunities 	Sarah Vidmar, Pomurje Technology Park
10:30 - 10:45	GREENE 4.0 & EDIH DIGI-SI 2.0 - An integrated support pathway for SMEs <ul style="list-style-type: none"> EDIH services for SMEs Digital maturity assessments Testing and experimentation support Funding and advisory services 	Tanja Lucaj, DIH Slovenia
10:45 - 10:55	You decide: what should the platform focus on next? <ul style="list-style-type: none"> Short stakeholder interaction (poll/Q&A) 	Live Mentimeter + open Q&A
10:55 - 11:00	What happens next – and how you can benefit	Maja Sušec, Pomurje Technology Park



Figure 3: Agenda disseminated through partner networks for the 2nd Transnational Seminar



Finally, post-event news was prepared and published on the project social media and official website after the executed seminar, including both recordings of events for further dissemination.

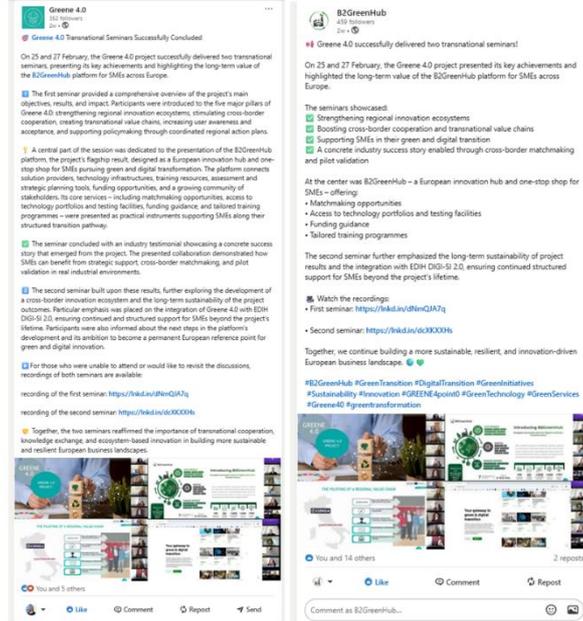


Figure 4: Transnational Seminars post-event news on social media (Greene 4.0 and B2GreenHub LinkedIn)

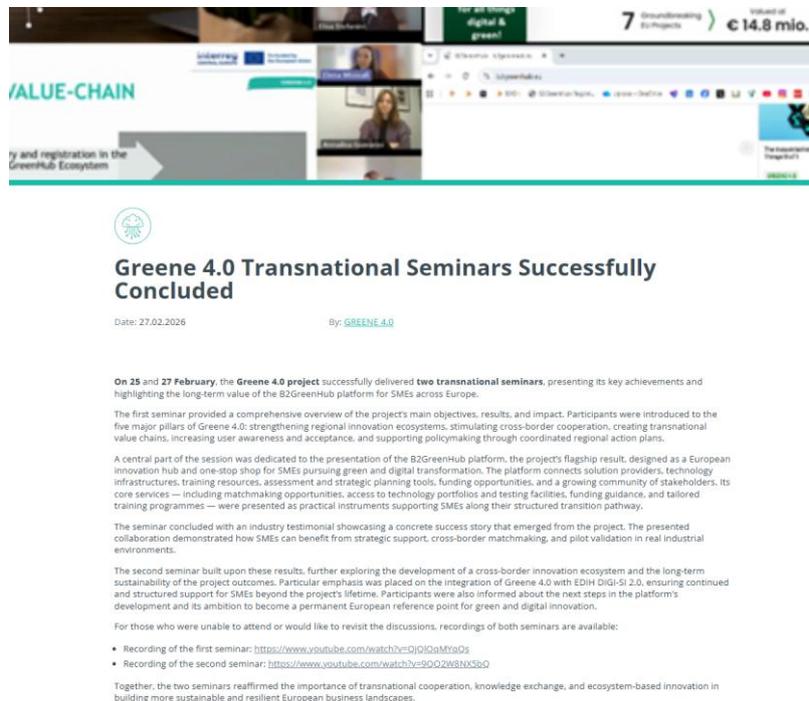


Figure 5: Transnational Seminars post-event news on the Greene 4.0 project website under 'News'

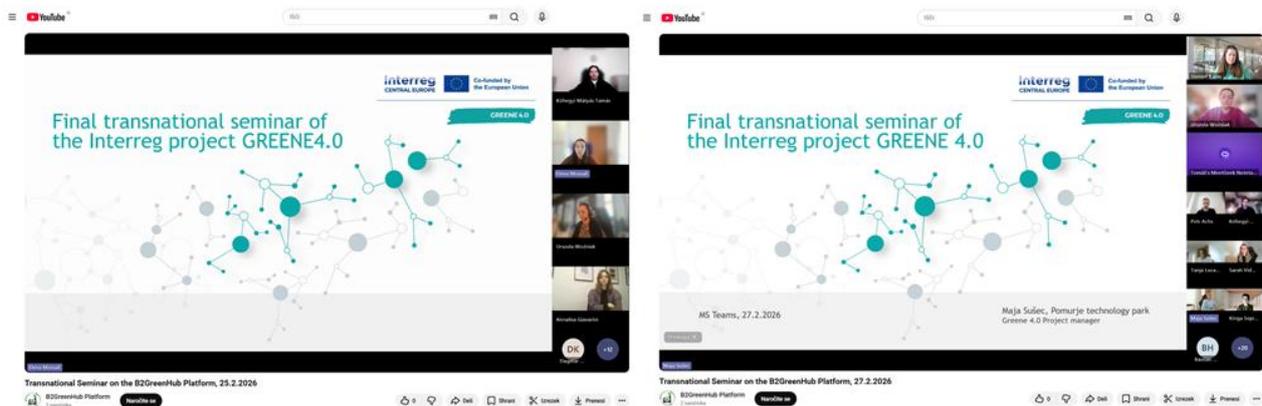


Figure 6: Transnational Seminars recordings available on YouTube

Participants' engagement was proved valuable and the feedback session provided useful insights into the future development and perceived value of the B2GreenHub platform. Overall, the seminars increased awareness of project results and improved understanding of the platform and its potential applications.

Participants saw the platform's continuation as moderately realistic and identified the Marketplace as its most valuable component. At the same time, they highlighted some missing features that could be developed in the future to enhance the platform's usefulness.

The introduction of a subscription model for SMEs was generally perceived as unlikely, participants preferred a low or no-cost access. Key risks identified included limited willingness to pay, lack of continued contributions, and unclear value for users.

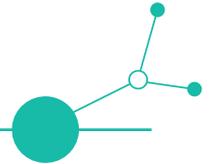
The feedback collected during the seminars also supported reflection on future development directions and strengthened stakeholder interest in further engagement with the platform and its use in future activities.

Overall, both seminars were well received, with active participation, positive feedback, and valuable input from stakeholders. More detailed information on the seminars, participants, and collected feedback is available in the following chapter "Reports on Transnational Seminars".



Transnational Seminars Event Reports

1ST GREENE 4.0 TRANSNATIONAL SEMINAR - ITALY



WP4 - GREENE 4.0 Policy Learning Center

A4.4 - Transnational seminars for capitalization of GREENE4.0 innovation platform

25/02/2026

Partner:	PP7 - INTELLIMECH
Contact Person:	Elena Mossali - elena.mossali@intellimech.it

Title of Event:	Final transnational seminar of the interreg project GREENE4.0
Date:	25/02/26
Venue:	MS Teams
Language:	English
Type of Event:	Online
No. of Attendees	22



Summary of the event (max 500 characters)

The meeting was held online on 25/02/26.

The objective of the meeting was to present the main results achieved within the project and to explore how the developed tools can continue to support enterprises in their green and digital transition. Starting from GREENE4.0 project objectives, a deep dive into the B2GreenHub platform has been presented, followed by the direct testimonial of a company actively involved in GREENE4.0 activities. The detailed summary of the meeting is reported at the end of this document.

Target Groups	
Category	Number
<i>SME or LE</i>	6
<i>Start-up</i>	1
<i>Public Administration</i>	
<i>ICT Provider</i>	
<i>Business Support Organization</i>	15
<i>EDIH</i>	
<i>DIHs</i>	
<i>General Public</i>	
<i>Total Number of Attendees:</i>	22

GREENE 4.0

Final Agenda (English Version)

AGENDA		
Time	Activity	Speaker
10:00-10:05	Welcome and introduction	Elena Mossali IMECH
10:05-10:20	GREENE4.0 Project <i>Presentation of project objectives and key outcomes</i>	Elena Mossali IMECH
10:20-10:40	The B2GreenHub Platform <i>Presentation of the platform and the embedded tools</i>	Sarah Vidmar Ravber, PTP
10:40-10:55	The added value for enterprises <i>Testimonial of a SME involved in the project</i>	Elisa Stefanini, Exsensia
10:55-11:00	What's next? <i>How to be part of the future of GREENE4.0</i>	Elena Mossali IMECH

Photos / Screenshots

PROJECT OBJECTIVES

Strengthening innovation capacities in central Europe

- Improve regional ecosystems' innovation capacities to support the transition to sustainable business models in CE manufacturing sectors by piloting customized innovation models.
- Create new regional and transnational value chains.
- Link manufacturing companies with solution providers and private equity.
- Increase knowledge and user acceptance regarding smart manufacturing (green industry, digitalization).
- Transfer piloted programs and tools to RIS3 authorities.

The screenshot also shows a Zoom interface with a grid of participants on the right and a Windows taskbar at the bottom.





GREENE4.0: transnational seminar for project outcomes dissemination

10:32

OBJECTIVE 1: Improve regional ecosystems' innovation capacities

The project consolidated regional ecosystems' innovation capacities through a series of activities:

- The mapping of regional knowledge and innovation assets (infrastructure, testing facilities ...),
- The development of Open Innovation tools and the Private Equity Investment Readiness Tool,
- The creation of Open knowledge training programs,
- The promotion of the Innovation Contest.

The goal is to generate innovative solutions and new integrated value chains in 7 predefined manufacturing sectors.

B2GreenHub

The GREENE 4.0 Innovation Contest was an **international call** for innovative solutions that can accelerate the green and digital transformation of industry.

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 - CATEGORIES

Elena Mossak

11°C Preval, nuvol.

10:07 25/02/2026

GREENE4.0: transnational seminar for project outcomes dissemination

16:35

OBJECTIVE 3: Link manufacturing companies with solution providers and private equity

GREENE4.0 project supported the connection of large and small manufacturing companies (solution seekers) with IT and green tech SMEs (solution developers) and private equity investors.

Digital & Green challenges definition

- Automation and robotics**
 - Integration of advanced robotics and automation to improve productivity, precision, and process efficiency including the automation of manufacturing steps, logistics, inspection, and sorting to reduce manual workload, mitigate labor shortages, and enhance consistency.
 - Application of AI in robotics for intelligent control, quality assurance, and system programming supporting self-optimizing production lines, smart defect detection, and collaborative robotics (cobots) for flexible and adaptive task execution.
- Waste reduction and sustainable technologies**
 - Development of technologies for circular use of materials, including reuse, remanufacturing, and recycling encompassing solutions for diverse waste streams such as wood, paper, food, textiles, polymers (including composites and thermoplastics), and post-consumer or industrial containers, with emphasis on high-value recovery and material reintegration.
 - Advancement of selective recycling and recovery methods for complex and critical materials including grinding, sorting, and recognition technologies, as well as certified systems for safe re-entry into the market—particularly for CBMs, drug packaging, and durable plastics.

Matchmaking through B2GreenHub platform

Co-creation transnational workshops

Agenda:

- Welcome and brief introduction
- The challenges: what SME are searching for
- Presentations of industrial needs
- The available solutions
- Presentations of solution providers
- Interactive & networking session
- Wrap-up and conclusion

Fiberreuse Te

Hiraxtek

Consorzio Intellimech

Elena Mossak

Allerta nebbia Rilasciato ora

10:13 25/02/2026



GREENE4.0: transnational seminar for project outcomes dissemination

23:15

Controlla Contenuti Chat Partecipanti Mano Reazioni Vista Note Copilot App Altro Webcam Microfono Condividi Abbandona

POMURJE TECHNOLOGY PARK

Interreg CENTRAL EUROPE Co-funded by the European Union

GREENE 4.0



B2GreenHub

Grow Green. Embed Digital.

Sarah Vidmar Ravber
Pomurje Technology Park

Sarah Vidmar Ravber

11°C Preval. nuvol. 10:20 25/02/2026

GREENE4.0: transnational seminar for project outcomes dissemination

40:04

Controlla Contenuti Chat Partecipanti Mano Reazioni Vista Note Copilot App Altro Webcam Microfono Condividi Abbandona

B2GreenHub

Future vision

We are currently exploring options for the further development and long-term sustainability of B2GreenHub. Discussions focus on potential business models, governance structures, and ensuring that the platform continues to grow and evolve beyond the project lifetime as a sustainable ecosystem supporting green and digital transformation.

Long-Term Vision

- Permanent European reference ecosystem
- Trusted gateway to solutions & expertise
- Delivery platform for advisory services
- Replicable model for regions & sectors

Sarah Vidmar Ravber

11°C Preval. nuvol. 10:3 25/02/2026



GREENE4.0: transnational seminar for project outcomes dissemination

44:06

Controlla Contenuti Chat Partecipanti Mano Reazioni Vista Note Copilot App Altro Webcam Microfono Condividi Abbando

THE INNOVATION PROGRAMS IN PRACTICE

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

THE PROCEDURE

Mastranet AI **EXSENSIA**

Companies needed to enhance visibility, build funding-related competences, and extend their networks, but faced structural limitations due to scarce human and financial resources allocated to non-core activities.

In particular, the companies expressed these specific needs as:

- Increase their visibility both for partnership and commercial purposes
- Understand funding mechanism, increasing internal competences on the topic
- Extend their network

18

Elena Mossali

11°C Preval. nuvol. 10:41 25/02/2026

GREENE4.0: transnational seminar for project outcomes dissemination

45:43

Controlla Contenuti Chat Partecipanti Mano Reazioni Vista Note Copilot App Altro Webcam Microfono Condividi Abbando

EXSENSIA

Maximize Flexibility

When Flexible Robotics Meet Intuitive Programming

CTO & Co-Founder
PHD Elisa Stefanini
Email: elisa.stefanini@exsensia.ai

Elisa Stefanini

11°C Preval. nuvol. 10:42 25/02/2026



Online attendance sheet

[REDACTED]



Summary of the 1st GREENE Transnational Seminar

1. Introduction and Purpose of the Seminar

The meeting opened with a welcome from Elena Mossali, representing Intellimech and the GREENE4.0 project consortium. She introduced the seminar as the final transnational event aimed at disseminating the results of the three-year Interreg Central Europe project. The session was designed to present the main outcomes, the tools developed, the achievements across regions, and the opportunities that remain available even after project closure.

Elena explained that GREENE4.0 focused on accelerating twin transition—the combined digital and green transformation—within manufacturing industries across seven countries. The project involved nine partners working together to strengthen innovation ecosystems, support SMEs, and create new transnational value chains.

2. Overview of Project Objectives and Achievements

Elena presented the five major objectives of GREENE4.0:

- **Strengthening regional innovation ecosystems**

The project mapped regional infrastructures, testing facilities, and R&D assets capable of supporting digital and green transformation. A library of tools—such as open innovation toolkits and investment readiness tools—was created to guide SMEs in their transition journey. Training programs were developed to introduce companies to the concepts of circularity, sustainability, and digitalization:

- **Stimulating innovation and cross-border cooperation**

Through an international Innovation Contest, SMEs and startups were engaged to propose green and digital solutions to real challenges submitted by manufacturing companies. Startups formed the majority of applicants, reflecting their strong innovation potential. Challenges covered areas like automation, robotics, waste reduction and sustainable technologies. The contest also helped match suitable technology providers with concrete industrial needs.

- **Creating regional and transnational value chains**

A key result was the facilitation of new cooperation models between manufacturers (“solution seekers”) and technology providers (“solution providers”). The consortium used the project’s co-creation workshops and matchmaking tools to connect partners across countries, enabling risk-free pilots and strengthening Europe’s technological independence through complementary ecosystems.

- **Increasing user awareness and acceptance**

A User Acceptance Model was developed to assess companies’ maturity levels on digital and green dimensions. Experts evaluated processes such as logistics, production, and marketing to help companies understand strengths, weaknesses, and priority areas for investment. The model also fed directly into the design of the project’s toolbox and training materials.

- **Supporting policymaking and long-term strategies**

Regional Action Plans were produced, involving policymakers and stakeholders from the quadruple helix. These plans were harmonized into a common transnational strategy defining shared objectives and areas of intervention. The B2GreenHub platform was positioned as the central long-term enabler connecting all regional activities.



3. Presentation of the B2GreenHub Platform

Sarah Vidmar Ravber provided an extensive walkthrough of the B2GreenHub platform, the flagship result of the project. The platform serves as a European innovation hub and a one-stop shop supporting SMEs in their digital and green transition. It connects solution providers, technology infrastructures, training materials, and funding opportunities.

Key functionalities presented by Sarah include:

- **Marketplace of services and solutions**
A structured catalog of services, training, infrastructure, and digital/green solutions gathered from multiple European projects. Users can filter offers by technology, thematic area, industry sector, country, or business process. Detailed descriptions assist SMEs in evaluating relevance.
- **Learn – Training resources and awareness tools**
This section includes training modules such as the Green Path Academy, with content on smart manufacturing, sustainable production, business innovation, and funding paths.
- **Improve – Assessment and strategic planning tools**
Here SMEs can download templates, complete guided steps, and export results as PDFs. Tools developed in GREENE4.0 include the Toolbox for Sustainability, enabling companies to build their sustainability programs and the Business Model Generator, supported by integrated AI prompts to guide companies in constructing business canvases.
- **Connect – Providers, experts, and facilitators**
An interactive map and searchable lists give visibility to digital, green, business, and infrastructure providers. It also includes facilitators participating in the wider European ecosystem.
- **Get Funded – Funding opportunities and tools**
The platform lists public and private funding calls and includes the Private Equity Investment Readiness Tool, enabling companies to prepare investment packages through structured templates.
- **Community features**
A forum—the B2GreenHub Expert Form—allows registered users to post questions, discuss challenges, and interact with peers. News, events, and best-practice use cases complete the platform's rich offering.

Sarah concluded with a vision for long-term sustainability, aiming for the platform to become a permanent European reference point for SMEs.

4. Industrial Testimonial: Exsensia Use Case

Elisa Stefanini, CTO and co-founder of Exsensia, presented a concrete success story that emerged from the project. Exsensia develops flexible, AI-driven robotics software enabling rapid programming in unstructured environments, making automation accessible to non-expert operators.

Within GREENE4.0, Exsensia benefited from:

- strategic support in identifying aligned funding opportunities,
- access to industrial networks,
- facilitation of a value-chain pilot with the company Elettrocablaggi,
- validation of their technology in a real industrial environment.



The Use Case with Elettrocablaggi

The pilot focused on automating loading/unloading operations in a vertical warehouse. Using mobile robots, 3D cameras, and Exsensia's AI-driven "UPA" platform, the system was able to autonomously identify and sort items, integrating with the existing warehouse system and supporting operators through intuitive no-code interfaces. This solution allows to improve efficiency and reliability of logistics operations

The collaboration accelerated Exsensia's technological validation and strengthened its industrial positioning.

5. Concluding Remarks and Next Steps

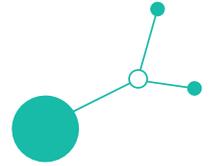
Elena closed the seminar by emphasizing that, although the project has officially reached its end, the value it created remains accessible. Opportunities include:

- registering on the B2GreenHub platform,
- using tools such as the open innovation box, toolbox, and business model generator,
- leveraging matchmaking functions to find partners and expand collaborations,
- exploring additional tools contributed by new projects joining the ecosystem.

The consortium remains available to support users in navigating and exploiting the platform. The session concluded with greetings and thanks from participants.



2ND GREENE 4.0 TRANSNATIONAL SEMINAR - SLOVENIA



WP4 - GREENE 4.0 Policy learning Center

A4.4 - Transnational seminars for capitalization of GREENE4.0 innovation platform

27/02/2026

Partner:	LP – Pomurje Technology Park
Contact Person:	Maja Sušec – maja@p-tech.si

Title of Event:	GREENE4.0 2 nd Transnational Seminar (Slovenia)
Date:	27/02/26
Venue:	MS Teams
Language:	English
Type of Event:	Online
No. of Attendees	35

Target Groups	
Category	Number
<i>SME or LE</i>	5
<i>Start-up</i>	
<i>Public Administration</i>	
<i>ICT Provider</i>	
<i>Business Support Organization</i>	28
<i>EDIH</i>	
<i>DIHs</i>	
<i>General Public</i>	2
Total Number of Attendees:	35



Summary of the event (max 500 characters)

The seminar was held online on 27/02/26 via MS Teams.

The objective of the seminar was to present the main results achieved within the project, as well as to demonstrate the B2GreenHub platform and the tools developed through the Greene 4.0 project. The session highlighted how the platform can continue to support enterprises in their green and digital transition. It also included a live Q&A addressing future developments of the platform.

In addition, participants were introduced to a follow-up opportunity to engage with EDIH DIGI-SI 2.0, offering SMEs an integrated pathway for further support. The seminar concluded with an invitation for participants to continue engaging with B2GreenHub, explore its evolving features, and make use of its tools and services in their future activities.



Final Agenda (English Version)

AGENDA		
Time	Activity	Speaker
10:00-10:05	Welcome and opening remarks <ul style="list-style-type: none"> • Welcome by host organisation • Strategic importance of green and digital transformation in Central Europe 	Maja Sušec, Pomurje Technology Park
10:05-10:15	GREENE 4.0 – Key achievements and transnational impact <ul style="list-style-type: none"> • Overview of project objectives • Main results and KPIs • Cross-border ecosystem development • Lessons learned 	Maja Sušec, Pomurje Technology Park
10:15-10:30	B2GreenHub Platform in practice: what you can actually use <ul style="list-style-type: none"> • Presentation of the platform and its core services • Matchmaking and cross-border cooperation tools • Access to technology portfolio and testing facilities • Funding guidance and training opportunities 	Sarah Vidmar Ravber, Pomurje Technology Park
10:30-10:45	GREENE 4.0 & EDIH DIGI-SI 2.0 – An integrated support pathway for SMEs <ul style="list-style-type: none"> • EDIH services for SMEs • Digital maturity assessments • Testing and experimentation support • Funding and advisory services 	Tanja Lucaj, DIH Slovenia
10:45-10:55	You decide: what should the platform focus on next? <ul style="list-style-type: none"> • Short stakeholder interaction (poll/Q&A) 	Live Mentimeter + open Q&A
10:55-11:00	What happens next — and how you can benefit	Maja Sušec, Pomurje Technology Park



Photos / Screenshots

Final transnational seminar of the Interreg project GREENE 4.0

MS Teams, 27.2.2026

Maja Sušec, Pomurje technology park
Greene 4.0 Project manager

Steiner Karin
Urszula Woźniak
Tomáš's MeetGeek Note
Petr Achs Köhegy
Tanja Luca... Sarah V...
Maja Sušec Kinga S...
BH Bastian ...

OBJECTIVE 4: Increase knowledge and user acceptance regarding smart manufacturing (green industry, digitalization)

User acceptance model

An integrated theoretical framework delineated the stages through which companies adopt technology, emphasizing the role of the "human element." It explores strategies to enhance technology acceptance and delves into measures for promoting companies' willingness to adopt green and digital technologies.

This framework served as a sophisticated roadmap for navigating the complexities of technological assimilation and human factors, providing insights into specialized measures for advancing acceptance in the corporate landscape.

	1 - BASIC	2 - EXPLORATIVE	3 - DEVELOPING	4 - ADVANCED
DIGITAL	LIMITED digital initiatives explored and LOW digital literacy. NO AMBITION / ABILITY to explore digital opportunities but WOULD LIKE TO START.	LIMITED digital initiatives explored and LOW digital literacy. STRONG AMBITION / ABILITY to explore digital opportunities but WOULD LIKE TO START.	SOME digital initiatives implemented and MODERATE digital literacy. AMBITION / ABILITY to explore digital opportunities but WOULD LIKE TO START.	High digital literacy EXTENSIVE EXPERIENCED and embedded in core operations. AMBITION / ABILITY to promote and lead in digital initiatives.
GREEN	LIMITED green initiatives explored and LOW sustainability awareness. NO AMBITION / ABILITY to explore sustainable opportunities but WOULD LIKE TO START.	LIMITED green initiatives explored and LOW sustainability awareness. STRONG AMBITION / ABILITY to explore sustainable opportunities but WOULD LIKE TO START.	SOME green initiatives implemented and MODERATE sustainability awareness. AMBITION / ABILITY to explore sustainable opportunities but WOULD LIKE TO START.	Good digital literacy extensively EXPERIENCED & EMBEDDED in core operations. AMBITION / ABILITY to promote and lead in sustainable practices.

Statement	All countries (N=326 to 338)	Italy (N=38)
Digitizing our company's production processes would make our products greener and sustainable	4.4	4.8
Implementing digital systems would improve our company capacity for greening the supply chain	4.5	5.1
Digitizing our company's production processes would green our manufacturing flows (e.g. reduce waste)	4.4	5.5
By adopting green manufacturing practices, I believe our company would improve the quality of its products.	3.9	5.0
The introduction of digital technologies (e.g. AI, IoT, automated systems, etc.) would, in my opinion, increase the sustainability of our company	4.6	5.4
Using green manufacturing (e.g. recycled materials) in production would, in my opinion, improve the efficiency of our company.	4.1	4.7





B2GreenHub

JOIN NOW:
Ready to grow green and digital?
Visit the platform and register to get started!

Scan QR code

Join the B2GreenHub platform

Tailor your profile and present use cases and services that you offer

Match with companies seeking your services

Collaborate, implement green and digital solutions and build a better tomorrow

QUALITY CHECK PERFORMED ✓

Interreg CENTRAL EUROPE Co-funded by the European Union

GREENE 4.0

Tomáš's MeetGeek Noteta...

Petr Achš

Tanja Lucaj, DIHS

Maja Sušec

Sarah Vidmar Ravber

Kőhegyi ... Štěpánka ...

AR +30 Aneta Rž...

Sarah Vidmar Ravber

B2GreenHub - b2greenhub.eu

b2greenhub.eu

The Industrial Internet of Things (IIoT) GREENE 4.0 Digital Service

Implementing Blockchain for Supply Chain Management RISE Training Digital

Workflow Analysis and Process Reengineering and Operational Efficiency Consulting CI-HUB Service Business

ERP system Helios GREENE 4.0 Digital Solution

SmartFlow Scheduling Optimizer GREENE 4.0 Digital Solution

Aerial surveying: Photogrammetry with drones RISE Digital Solution

Learn more Marketplace →

Monitoring and estimation Chemical Textiles Collaborative Toolsets

6°C Sunny 10:23 21.02.2024

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Marketplace - b2greenhub.eu

b2greenhub.eu/marketplace/services

Filter

Clear filter

Thematic area

Specific technology / method

Type of service provided

Country

Market areas

Addressed business process

Project

All Digital services Green services Business services 1254 results Sort by

Project Strategy and Implementation Support

Business competences for Growing companies - Strategic Planning and Execution

I provide comprehensive support for the planning and execution of EU-funded and institutional projects. This includes defining strategic objectives, designing governance structures, and managing imple

More info Send Inquiry →

Communication Strategy and Content Development and Brand Identity and Visual Design

Business competences for Start-up companies - Digital Marketing and Branding

I design tailored communication strategies for EU projects, public institutions, and small enterprises. The focus is on creating clear, engaging narratives that highlight key messages, strengthen vis

More info Send Inquiry →

Study Analysis of PV Power Plan Integration

Renewable energy technologies - Renewable Energy Feasibility Studies

Study analysis of PV power plan integration, its impact to the grid and power quality examination.

More info Send Inquiry →

Mentimeter

What are you missing on the platform?

ESG reporting?

CRM element

Automatic matching

certification of users

access to the interregional/regional funding opportunities like for each region links to the actual financing program/calls etc.

Smart VC matching with startups

menti.com
43017508

6 of 16 responded

Next slide

Mentimeter

Petr Achs

Tanja Lucaj, DHIS

Maja Sušec

Steiner Ka...

Štěpánka...

Sarah Vid...

Urszula W...

Kőhegyi...

AR +27



How realistic is SME subscription model?

Realistic 1.1

Not realistic 4.3

Not sure 2.0

Strongly disagree Strongly agree

menti.com
4301 7508

9 of 17 responded

Tomáš's MeetGeek Notet...

Petr Achs

Tanja Lucaj, DIHS

Maja Sušec Steiner Ka...

Štěpánka ... Sarah Vid...

Urszula W... Kőhegyi ...

AR +27
Anež Rž...

What is EDIH?



- **European Digital Innovation Hub** – Association of organisations into a single entry point for companies, supported by the EU (Slovenia has two EDIHs: DIGI-SI and SRC; at EU level there are 151 EDIHs)
- **Support for Slovenian SMEs** from idea to implementation in the field of digital and green transformation through services offered by partnership organizations
- **Services** using technologies like AI, HPC, Data spaces,...
- **Sectors:** manufacturing, Agrifood, Tourism, Health

Maja Sušec

Tomáš's MeetGeek Notet...

Petr Achs

Tanja Lucaj, DIHS

Maja Sušec Nardoni, ...

Kőhegyi ... Štěpánka ...

Sarah Vid... Urszula W...



Services TEST BEFORE INVEST



- **Infrastructure access** (access to HPC, data spaces, AI labs, pilot farms, smart sensor platforms,...)
- **Use case exploration & scoping** (individual consultation with SMEs where digital transformation ideas are shaped into concrete use cases)
- **Proof of Concept** (testing digital solutions ideas in simulated/real environments)
- **Prototyping** (developing and testing solutions on real data)
- **Access to DEMO farm** (real-life testing environment for validating smart farming solutions)



TAKE THE OPPORTUNITY TO BE PART OF GREENE4.0



Online attendance sheet

[REDACTED]



Summary of the GREENE 2nd Transnational Seminar

1. Introduction and Purpose of the Seminar

The meeting opened with a welcome by Maja Sušec, representing Pomurje Technology Park, outlining the planned agenda of the seminar, including the project overview and objectives, the B2GreenHub ecosystem and platform and added value for enterprises, and future opportunities.

2. Overview of Project Objectives and Achievements

Maja first presented the five major objectives of GREENE 4.0:

- **Strengthening regional innovation ecosystems**
In the project, the regional ecosystem was strengthened by mapping innovation and knowledge assets, by development of Open Innovation Tools and the Private Equity Investment Readiness Tool, as well as by creating the Open Knowledge Training Programs. The Innovation Contest was highlighted as one of the main activities contributing to this specific objective.
- **Creating regional and transnational value chains**
One important outcome was the emergence of new ways of collaboration between manufacturers (“solution seekers”) and technology providers (“solution providers”). Through workshops and matchmaking activities, partners from different countries were brought together, allowing them to test ideas in low-risk pilot settings and build stronger, more complementary ecosystems across Europe.
- **Linking manufacturing companies with solution providers and private equity**
The project connected large manufacturing companies – solution seekers with solution providers and investors. This was done through the B2GreenHub ecosystem and the corresponding platform.
- **Increasing knowledge and user acceptance**
The project focused not only on the technological aspect but also on the human aspect by developing an integrated theoretical framework which explores strategies to enhance technology acceptance and delves into measures for promoting companies’ willingness to adopt green and digital technologies.
- **Transfer piloted programs and tools to RIS3 authorities**
The project developed a Transnational Strategy and Regional Action Plans designed to turn the strategy into concrete action ensuring that the project does not remain merely a set of good intentions.

3. Presentation of the B2GreenHub Ecosystem

Maja Sušec then presented the B2GreenHub ecosystem – the European Innovation Hub for Digital and Green Transformation supporting manufacturing SMEs across Europe. The presentation included the technology and market sectors covered by the ecosystem, the projects that developed the ecosystem and the corresponding platform, as well as how the ecosystem works in practice.

4. Presentation of the B2GreenHub Platform

Sarah Vidmar Ravber (Pomurje Technology Park) presented a detailed overview of the B2GreenHub platform, one of the project’s main outcomes. The platform acts as a European innovation hub and a central access point for SMEs navigating their digital and green transition,



bringing together solution providers, technology infrastructures, training resources, and funding opportunities. The presentation focused on all aspects of the platform, including the Marketplace, Learn, Improve, Connect, and Get Funded sections with special focus on the tools developed within Greene 4.0, as well as the B2GreenHub Expert Forum.

Sarah concluded with a vision for long-term sustainability, aiming for the platform to become a permanent European reference point for SMEs.

5. The future of the B2GreenHub platform

The session continued with a Mentimeter led discussion, moderated by Maja Sušec, mainly discussing what the platform should focus on in the future.

Participants were first asked to reflect on the platform’s continuity after the project ends. Most considered its continued operation to be somewhat realistic, while both “very realistic” and “not realistic” responses received fewer votes.

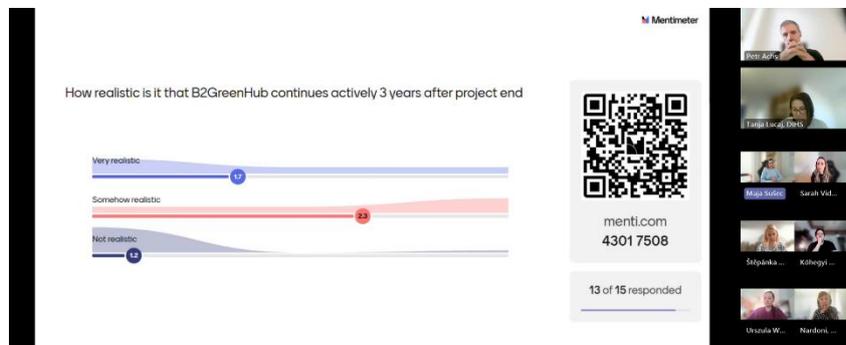


Figure 7: Mentimeter: How realistic is that B2GreenHub continues actively 3 years after project end

Next, participants evaluated the strongest market value of the following assets: Open Innovation Tools, Marketplace, Expert Network, Brand, Best Practices. Marketplace was evaluated the strongest (10 votes), followed by Open Innovation Tools (2 votes), Expert Network (1 vote), Brand and Best Practices (0 votes).

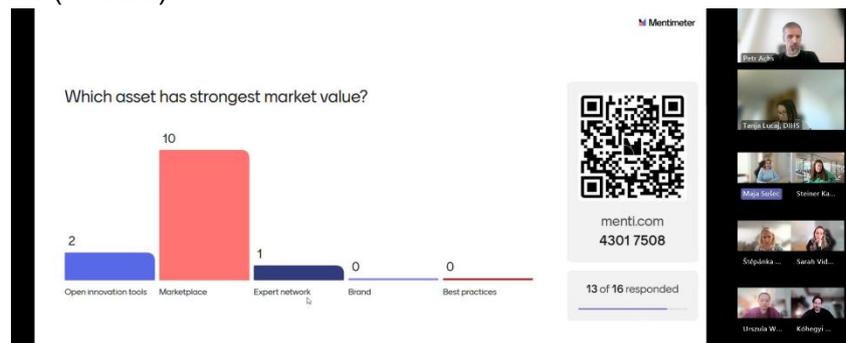


Figure 8: Mentimeter: Which asset has strongest market value

Participants stated that what they still miss most on the platform are ESG reporting, CRM elements, automatic matching, certification of users, access to interregional/regional funding opportunities, and smart VC matching with startups.

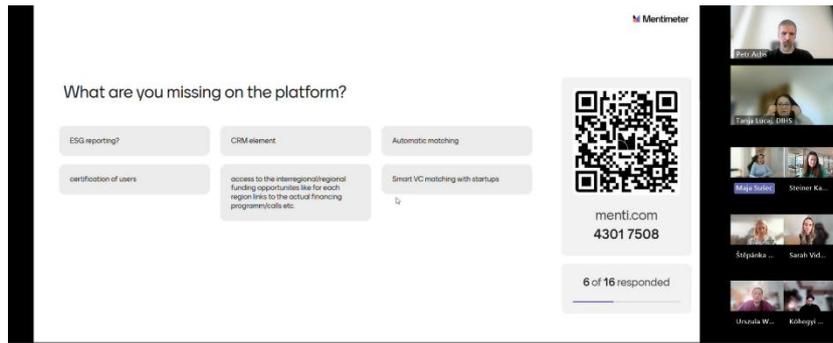


Figure 9: Mentimeter: What are you missing on the platform

Next, the focus shifted to the SME subscription model possibility which participants mostly assessed as not realistic.

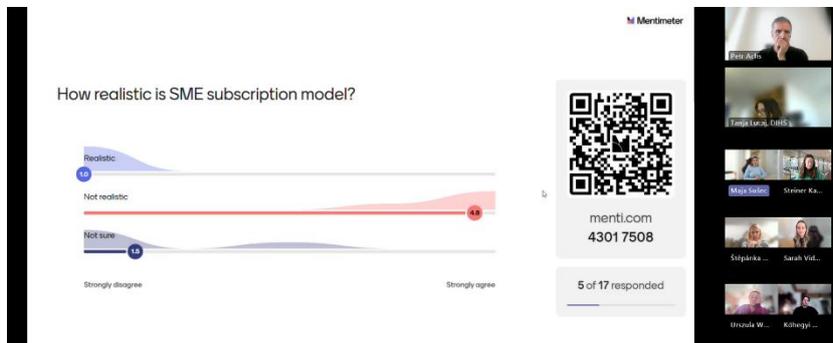


Figure 10: Mentimeter: How realistic is the SME subscription model

In line with the subscription model, the following question focused on the acceptable pricing level to access the platform in the future. The answers varied from 0 to a less than 500 EUR per year.

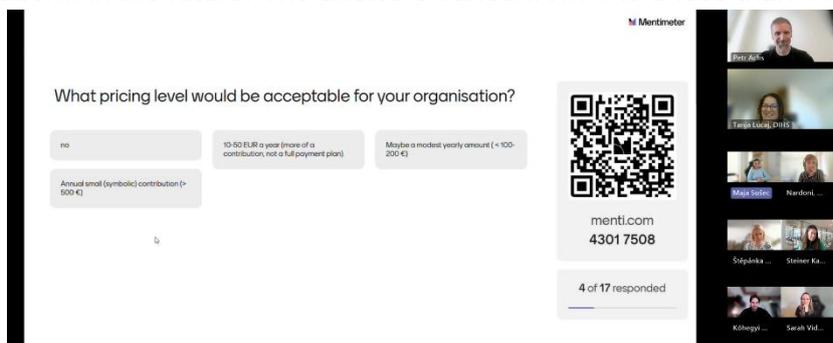


Figure 11: Mentimeter: What pricing level would be acceptable for your organization

Finally, the discussion focused on the risk relevant to the platform. Among the potential risks, the participants listed insufficient willingness to pay, no further contributions, and unclear benefits for companies.

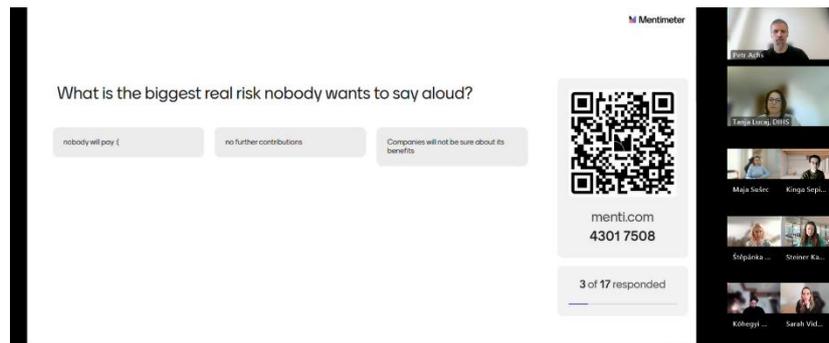


Figure 12: Mentimeter: What is the biggest real risk nobody wants to say aloud

6. An integrated support pathway for SMEs – Greene 4.0 and EDIH DIGI-SI 2.0

The session continued with a presentation by Tanja Lucaj from DIH Slovenia who presented the EDIH DIGI-SI 2.0, the European Digital Innovation Hub, which supports SMEs with concrete services, digital maturity assessments, testing and experimentation support, as well as funding and advisory services – complementing the broader offer available via B2GreenHub. Tanja also presented a project case study on cattle health monitoring, highlighting a validated AI-based solution.

7. Final thoughts and closing remarks

Maja concluded the seminar by inviting participants to join the Greene 4.0 and B2GreenHub ecosystem by registering on the platform and using it to explore new opportunities and support their twin transition. Participants were encouraged to actively engage with the platform, integrate its tools into their business and project activities, and regularly check for new solutions developed through upcoming initiatives. The overarching goal is to continuously improve and further develop the platform.



Conclusion

The primary objective of the seminars was to raise awareness of project outcomes and demonstrate the practical value of the B2GreenHub platform in supporting the green and digital transition of European manufacturing SMEs. The seminars also aimed to showcase real-world applications through use cases, gather participant feedback to inform further platform development, highlight synergies with related initiatives, and encourage stakeholders to engage with and apply the project results, especially the B2GreenHub platform, in their future activities.

As a result, the seminars contributed to increased visibility of project outcomes, improved stakeholder understanding of the platform and its applications, and the collection of valuable qualitative feedback. They also raised awareness of complementary initiatives, while encouraging further engagement with and uptake of the platform.

The organization of the seminars followed a structured approach, including coordination between project partners, preparation of content and communication materials, dissemination through multiple channels, and technical planning to ensure smooth execution. Both events were supported by active promotion and post-event communication, including the publication of materials and recordings.

The first seminar focused on presenting the key project results, introducing the B2GreenHub ecosystem and platform, and showcasing a successful pilot use case to illustrate practical impact. The second seminar built on this by incorporating interactive elements to gather participant feedback on future platform development and sustainability, as well as presenting synergies with related initiatives supporting SMEs.

Based on the outcomes of the seminars and the feedback received, several follow-up actions are envisaged to support the further development and uptake of the B2GreenHub platform. Follow-up actions will focus on further improving the platform based on user feedback, exploring sustainable operational models, and strengthening its promotion and uptake through partner networks and related initiatives. The insights gathered during the seminars will also inform future development and potential follow-up activities.

Overall, the seminars successfully engaged a diverse group of stakeholders, facilitated knowledge exchange, and provided valuable insights for the further development and long-term sustainability of the B2GreenHub platform.