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CENTRAL EUROPE



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GREENPACT



GREENPACT YOUR IMPACT

Building a sustainable future for Central Europe



COUNTRIES & REGIONS

CROATIA

Jadranska Hrvatska

CZECHIA

Jihozápad | Praha

GERMANY

Baden-Württemberg

ITALY

Veneto

SLOVAKIA

Bratislavský kraj

1,78
million €
Project budget



9

Partners

1

Pilot

04.2023

Start date

03.2026

End date

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GREENPACT

A dark blue silhouette of a world map is positioned on the left side of the page, set against a lighter blue background. The map shows the outlines of continents and major landmasses.

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FUTUREPRENEURS AND SMES TOGETHER FOR A SUSTAINABLE CENTRAL EUROPE

Futurepreneurs are professionals who are driven by purpose and impact. They take on societal challenges and climate change with an entrepreneurial mindset and want to improve our lives. Over the course of three years (2023-2026), the GREENPACT project set up partnerships between companies and “GenF”, the generation Fridays for Future and future consumers, to develop a certification scheme for a new generation of impact-driven top executives. To this end, the project developed joint action plans, pilot actions, and a self-assessment tool.

Germany

Stuttgart Media University

Stuttgart Region Economic Development Corporation

Italy

ENAIIP Veneto Social Enterprise

Region of Veneto - Department of Labour

Slovakia

Bratislava University of Economics and Business

Croatia

STEP RI Science and Technology Park of the University of

Rijeka Ltd

City of Rijeka

Czech Republic

Czech Chamber of Commerce

Institute of Technology and Business in České Budejovice

Interreg CENTRAL EUROPE - a European Union funding programme for cohesive regional development

The Interreg CENTRAL EUROPE programme believes that cooperation is central to find the best solutions for joint challenges like climate change and digital transition. Based on shared needs and a common identity, the programme aims for a trustful culture of cooperation beyond geographical and administrative borders. With its funding, it contributes to a more united central Europe that becomes better together.

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GREENPACT – OUR FOCUS

“Innovation is the path, impact is the destination.”

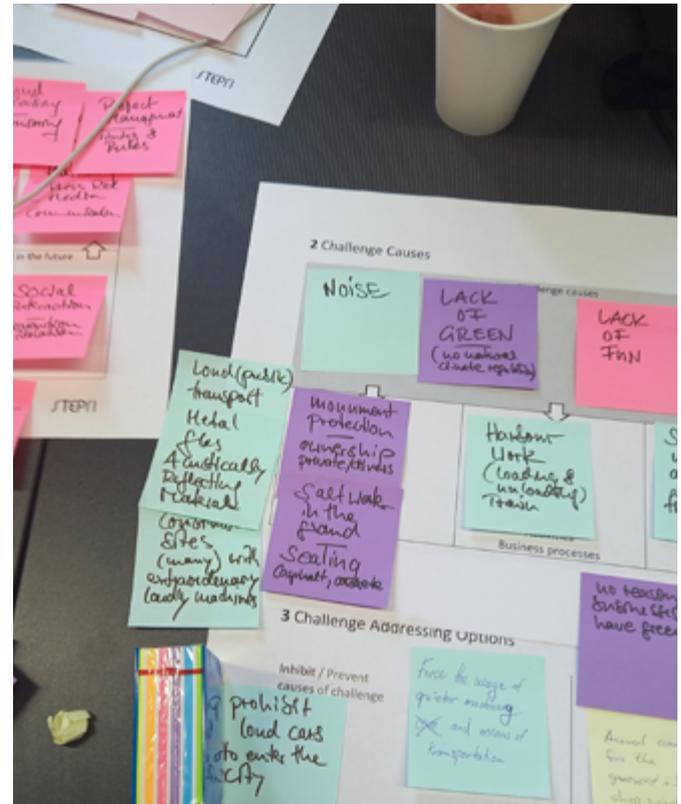
~Peter Singer

Sustainable development cannot be attained without the involvement of enterprises that apply it and not just greenwash. Young people, the generation of Fridays for Future, young entrepreneurs, and future consumers (Generation F), hold huge potential, whilst feeling unheard with their concerns on climate and societal challenges. This challenge especially affects SMEs, as well as public authorities and the general public, in Central Europe. The GREENPACT consortium, with partners from Germany, Italy, Slovakia, the Czech Republic, and Croatia, has found that SMEs from the Cultural and Creative Sectors and Industries (CCSIS) and the Tourism Industry need and want to better understand the concerns of consumers, but often lack access to data and skills.

To reach the tipping point to a more sustainable, fair and green Europe, connecting the industries and Generation F is one of the first steps to take. Due to the diverse set-up of partners, regions learn from each other's approaches to Impact Entrepreneurship and Circular Economy. During the course of the project, the GREENPACT consortium developed an innovative bottom-up approach that enables different generations to work together on a transnational level.



Within the project stakeholders, experts, SMEs, and young people, commonly developed action plans, pilot actions, and a self-assessment tool, which leads to a certification scheme for Impact and Green enterprises. It links the entrepreneurial spirit with years of expertise in SMEs towards an impact-driven economy. With many communication activities and an ambassador programme, target groups and the general public learn to see the global crisis as a chance for new ways of business.



As a first step, a transnational strategy and action plan were developed, which led to the implementation of so-called collaboration labs, pilot actions, and lastly, an accessible toolbox, empowering certification and a self-assessment scheme. GREENPACT paves the way for a more impactful and sustainable Europe through direct collaboration of Generation F and SMEs. This publication aims to showcase the project results in detail, including tools such as Collaboration Labs and Buddy Boosting Training Programmes, the GREENPACT platform with its self-assessment tool for companies, and many other activities.



COLLABORATION LABS

GREENPACT Collaboration Labs bring people together to co-create practical solutions for real-world sustainability challenges.

The GREENPACT Collaboration Lab (“CollLab”) is a two-day, challenge-based innovation event connecting SMEs from the CCSI and tourism industry with GenF and other stakeholders. Based on Design Thinking and circular economy principles, it enables participants to co-develop solutions to real sustainability challenges and pitch them for feedback and potential implementation. Regional feedback confirms the concept is inclusive, adaptable, and highly engaging. The hackathon-style format, supported by shared meals, informal networking, and short expert inputs, proved effective. For best results, CollLabs are delivered as two consecutive full days, though hybrid or split formats can be used when availability is limited.

Circular Transformation Journey

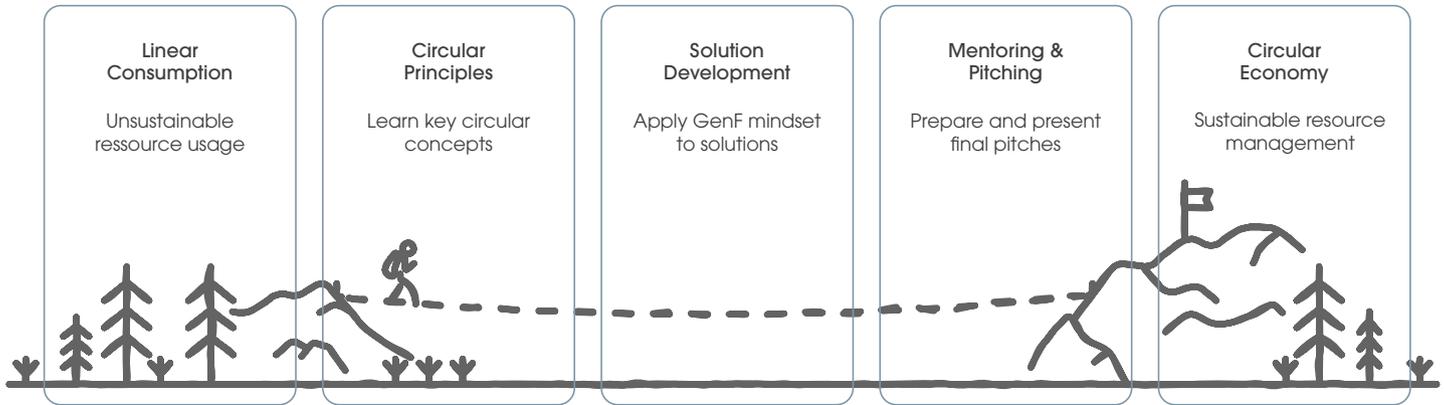


Figure 01: GREENPACT Collaboration Roadmap

Key objectives:

- Bring together SMEs, GenF participants, and key stakeholders to address real-life sustainability and circular economy challenges.
- Apply structured ideation methods to generate actionable solutions for SME development or implementation.
- Strengthen knowledge of circular economy principles, green entrepreneurship, and impact-driven business models.
- Connect SMEs, youth, academia, and public institutions to foster long-term cooperation on green transition initiatives.
- Select top ideas and committed participants for the BBTP to ensure continuity and deeper solution development.

Greenpact CollLabs focus on real-life challenges faced by SMEs in the CCSI and tourism industry. These challenges reflect business needs that negatively affect or limit positive green and social impact. The roadmap above illustrates the step-by-step process from challenge presentation to solution pitching.



CZECH REPUBLIC

During the Czech Collaboration Labs concrete examples of innovative concepts were developed by future entrepreneurs, showcasing circular economy solutions for the brewing industry. The outputs demonstrated both depth and breadth: concrete waste valorisation ideas transforming beer byproducts into revenue streams, alongside comprehensive frameworks addressing energy efficiency, sustainable packaging, and local partnerships.

CROATIA

During the Collaboration Lab, Gen F and SMEs worked side by side on real sustainability challenges from the tourism and creative industries. Participants particularly valued the direct interaction with business representatives and the opportunity to develop solutions that could realistically be implemented after the Lab.





GERMANY

The Stuttgart Collaboration Lab was focussed on bringing together young people and SMEs from the Creative Industries in order to learn together and exchange their experiences on sustainability. During the Kick-off they had the opportunity to practice just that while working jointly on creative ceramics design.



SLOVAKIA

The focus of the second Collaboration lab in Slovakia was on the creative industries sector with a focus on the printing industry as there is a lot of potential for innovation through green economy and new environmentally responsible approaches and methods in production. The winning idea presented a circular scheme for student books, allowing their more efficient use and reduction of printing, saving resources and as an additional incentive providing students with benefits such as discounts or extra absences.

ITALY

At the collaboration lab in Italy the SMEs from the CCIS and Tourism Industry were fully engaged in the idea exchange with Gen F participants. The companies shared their business cases and together the teams discussed sustainable transitions, such as waste and water management on the coast and sustainable tourism offerings at a villa and its garden.

BUDDY BOOSTING TRAINING PROGRAMME

The Buddy Boosting Training Programme (BBTP) is a three-month programme that turns Collaboration Lab ideas into viable business models or intrapreneurial projects. It pairs SMEs with GenF participants to support mutual learning and co-creation of solutions that can be implemented after the project. The programme follows a learning-by-doing approach, allowing participants to directly apply skills such as business model innovation, impact measurement, and pitching to real challenges.

During the Buddy Boosting Training Programme:

- Participants learn and apply new knowledge by working on concrete challenges.
- GenF participants gain entrepreneurial experience and guidance from SMEs.
- SME participants receive market and customer insights from GenF representatives.
- All participants are supported in developing competitive advantages through greener and more impactful business practices.

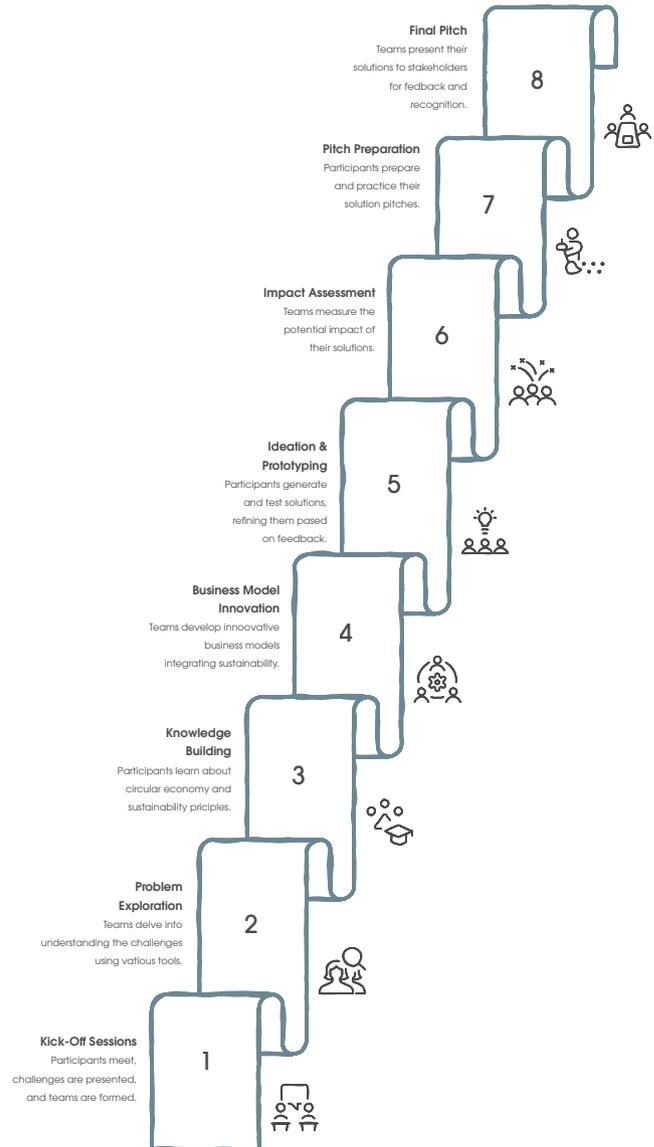


Figure 2: The Buddy Boosting Training Programme Roadmap

Key objectives:

- Transform ideas into implementable solutions.
- Equip participants with tools for business model innovation, impact measurement, and financial sustainability.
- Foster intergenerational learning through a buddy system between SMEs and GenF participants.
- Maintain engagement through hands-on learning, mentoring, and milestone events.
- Prepare participants to present solutions in international Collaboration Labs and explore cross-regional cooperation.



The BBTP follows a clear three-month roadmap that guides participants from problem understanding to solution pitching.



...
*** John Class - A lecture on Creativity**

o in realtà alcune condizioni
 fiscono l'azione del pensiero
 vo, ma si tratta in realtà di
 non prettamente meccaniche o
 e essendo la genesi delle idee
 lo sostanzialmente spontaneo
 e se stimolato, può comunque
 vomenti di assoluta sterilità. [...] comunque cinque condizioni
 ventali che contribuiscono a
 are l'ambiente favorevole alla
 scita di idee, ovvero ...

lo spazio

il tempo

il tempo

la fiducia

lo humor

Stop presenting



CROATIA

The Training Program in Croatia stood out for its strong entrepreneurial mindset and practical focus, where participants were highly engaged in turning circular economy principles into real, applicable business concepts. The interactive format encouraged peer learning, critical thinking, and immediate feedback, making the learning process dynamic and solution-oriented.

CZECH REPUBLIC

During the Czech Buddy Boosting Training, GenF participants stepped into real-world hospitality settings, guided by experienced marketing managers and facility operators. They observed, questioned and documented how resources flow, identifying challenges and untapped opportunities where their innovations – from waste management to resource optimisation – could create measurable output.





ITALY

By the end of the training program, all teams had come up with a business implementation proposal based on the Greenpact Model Canvas. These proposals demonstrated the application of circular economy principles, green business logic, and a commitment to sustainable tourism development focused on reducing environmental impact, promoting local culture, and engaging the community.

GERMANY

During the Stuttgart Buddy Boosting Training Program different teams were working on real challenges provided by the participating SMEs. The jointly developed solutions were pitched at the end of the program and the winning team "Urban Gardening" was able to travel to Bratislava for the International Collaboration Lab.



SLOVAKIA

The main objective of the training program in Slovakia was to empower students and future entrepreneurs by enhancing their understanding of sustainability, green transition practices, and sustainable tourism. This was achieved through direct interaction with experts from academia and industry, who shared their knowledge, experiences, and innovative practices.



INTERNATIONAL COLLABORATION LAB

The International Collaboration Lab connects top regional participants to scale local sustainability solutions through cross-border exchange.

The International Collaboration Lab represents the event where the best participants and most promising ideas from the regional CollLabs and BBTP come together for a transnational exchange and joint innovation experience. It is not only a presentation of results but also a knowledge-transfer platform, ensuring that the learning, tools, and solutions developed throughout the project circulate across borders and create value beyond individual regions. The International CollLabs also include so-called study visits, designed to engage diverse project stakeholders and foster expanded networking opportunities. These events help create a dynamic platform for knowledge sharing and collaboration, benefiting the stakeholders and strengthening cross-border connections.

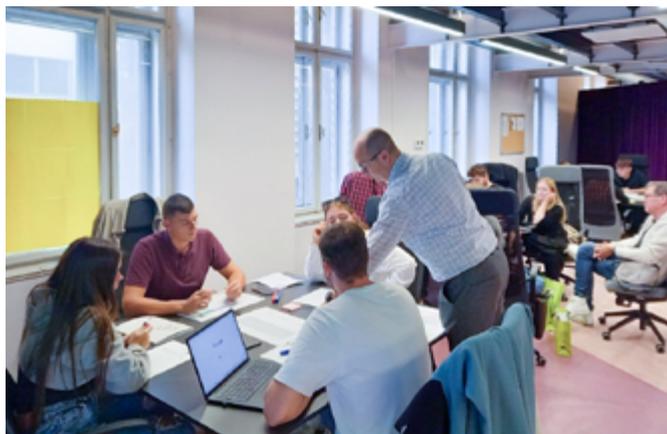


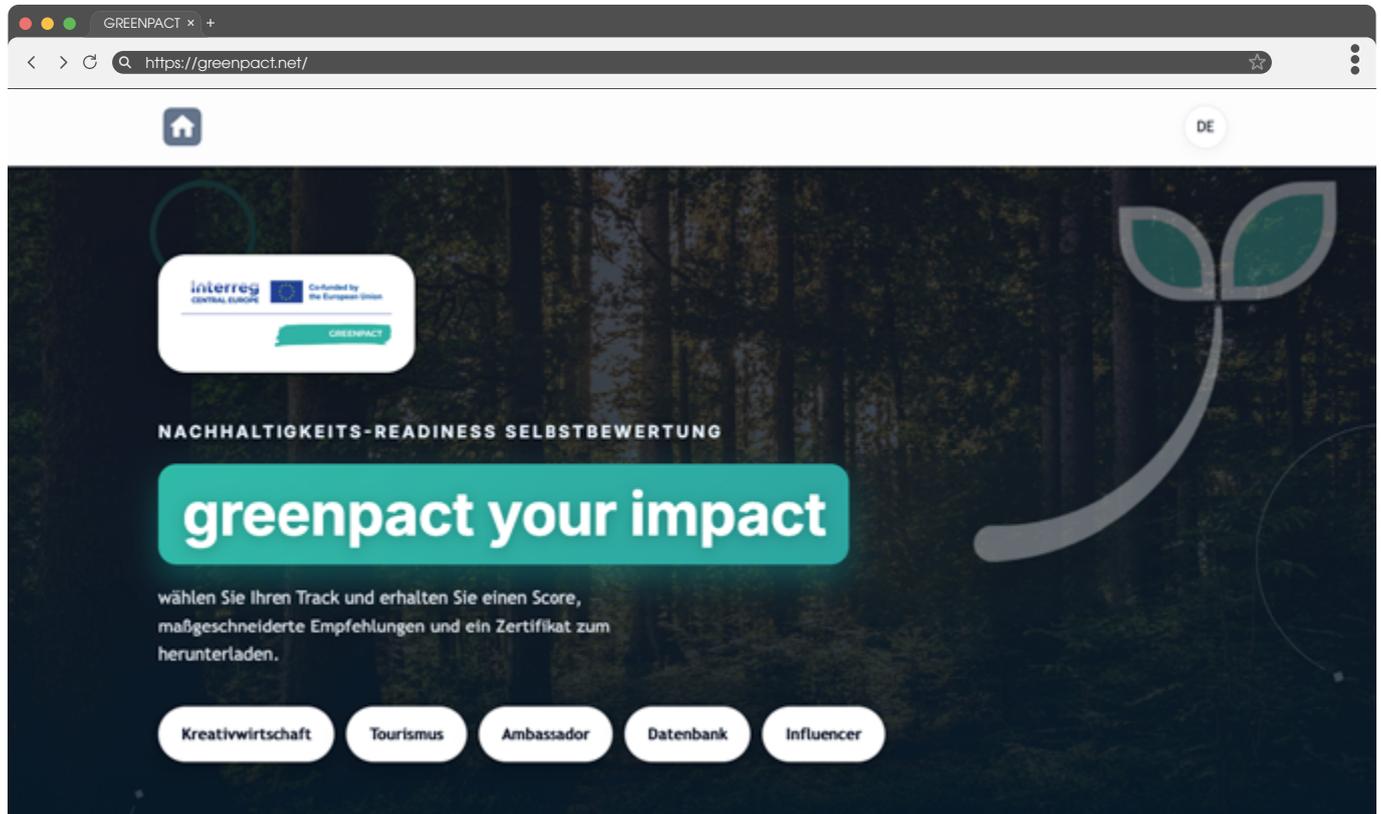
Figure 3: Concept and structure of the International Collaboration Lab

The labs are redesigned as two- or three-day events, and the structure builds on the proven Collaboration Lab format, with a stronger emphasis on sharing regional experiences, peer-to-peer learning, and scaling up solutions. Participants are selected based on their commitment,

the quality of their solutions, and their ability to contribute to cross-border cooperation. SMEs are encouraged to send representatives to present their challenges, share lessons learned, and explore potential for joint projects with peers from other countries.

What are the benefits? For SMEs, the international lab is an opportunity to benchmark their sustainability challenges against those faced in other regions, discover innovative approaches, and identify potential partners for transnational projects. For GenF participants, it offers a unique chance to present their work to an international audience and to see their local ideas in a global perspective.





THE GREENPACT PLATFORM AND TOOLBOX

Check and improve your sustainability performance.

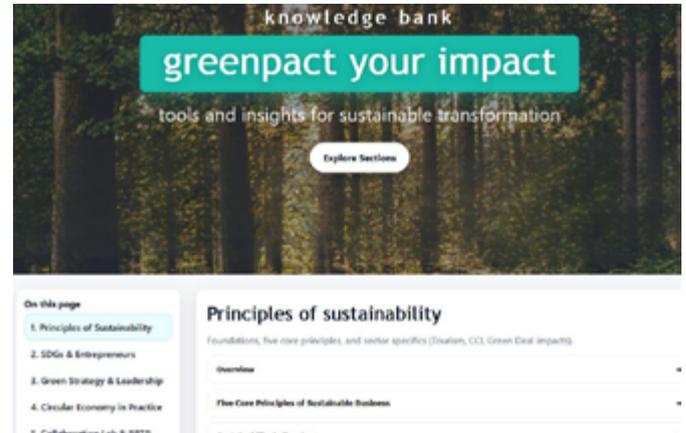
Sustainability has become a core priority for businesses facing challenges such as climate change, biodiversity loss, and social inequality. Sustainability certification helps companies assess their performance using objective criteria and communicate their commitments to customers, partners, and the public.



The GREENPACT certification scheme was developed specifically for the CCSI and Tourism industry. It assesses businesses across key sustainability areas, including energy and water efficiency, waste management, and ethical working conditions. Companies can identify strengths, improve practices, and contribute to the UN Sustainable Development Goals using verified company-provided information.

Overall, the system supports responsible, long-term business practices and positive societal impact. The platform also offers the full GREENPACT toolbox, sustainability resources, and access to the GREENPACT Ambassador programme.

<https://greenpact.net/>



Evaluations are based on sector-specific questionnaires. Certificates are issued immediately and include tailored improvement recommendations. These help businesses optimize processes, manage resources more efficiently, and often reduce costs.



THE GREENPACT FINAL EVENT

The GREENPACT final conference and fair showcased the project's tools, results and platform to an international entrepreneurship audience.

The final event – conference and fair – of the GREENPACT project was organised within the International Entrepreneurship Education Summit (IEES) at Stuttgart Media University. It showcased the project activities and results, good practice examples from SMEs and futurepreneurs and intro-

duced the GREENPACT platform to a wider audience. The IEES takes place every year and focuses on sharing inspiration, experiences, and new perspectives in the field of entrepreneurship, and it was very exciting to bring GREENPACT's tools and insights to the mix.



The project session included several parts:

- A brief introduction to the GREENPACT project
- A keynote on sustainability for start-ups and SMEs, exploring whether it is a growth engine or a cost trap
- A workshop, "Greener by Design," presenting the digital self-assessment tool and certification scheme to help entrepreneurs evaluate their impact readiness
- A presentation on turning generational gaps into green growth, showcasing GREENPACT's co-creation tools, Collaboration Labs, and training programmes connecting SMEs with Gen-F innovators
- A panel discussion, "Bridging Gaps - Together for a Greener Future," where five panelists shared their key sustainability challenges and perspectives

It was great to present the project to a broad international audience and showcase some of our main results. After the conference part, everybody met in the exhibition room where the digital self-assessment tool could be checked out at the GREENPACT booth.

OTHER PROJECT ACTIVITIES

These are some further examples of the many activities the GREENPACT consortium has accomplished:

REGIONAL FACTSHEETS AND TRANSNATIONAL ROADMAPS

The GREENPACT maps on Circular Economy and Impact Entrepreneurship were a starting point for the definition of the project roadmap and for the implementation of all single actions, both at the regional and transnational levels. A survey has been conducted for each of the five participating regions and contains the regional analysis of statistics, frameworks, measures, and laws on Circular Economy and Impact Entrepreneurship, mapping all the regional drivers and institutions/organisations to be involved in the strategies and followed actions.

The maps provide a structured picture of each region, including:

- Regional statistics and data
- Frameworks, measures and laws on Circular Economy
- Map of the relevant regional stakeholders
- Map of the RIS3 regional analysis of CCSI and the tourism industry involved in Circular Economy or green/impact entrepreneurship
- Regional SWOT analysis for Circular Economy or green/impact entrepreneurship

The GREENPACT roadmaps are a collection of the regional maps on Circular Economy and Impact Entrepreneurship. They target economic operators and capacity-building agents to better deliver and leverage the project outputs and explore synergies with RIS3 strategies.

TRANSNATIONAL ACTION PLANS

The Transnational Action Plan proposes creating an alliance led by the GREENPACT partners. Its first goal is to further test and validate GREENPACT tools and procedures and to help ensure that project results remain sustainable. It will guide other sectors such as IT, manufacturing, technology, and health in using the project outputs e.g. by us-

ing the self-assessment tool and how to obtain the GREENPACT label. Schools, universities, and public institutions will benefit as well. They will gain full access to the project's capacity-building activities and certification process. In addition, this alliance will explore how GREENPACT tools can be integrated into regional RIS3 strategies.

AMBASSADOR PROGRAMME

Following the example of corporate influencers, the GREENPACT ambassador programme intends to involve external parties in the project communication. Ambassadors were supposed to communicate about and for GREENPACT content out of conviction or through media partnerships. Most ambassadors were approached by

the project partners or participated in the project's activities, such as Collaboration Labs and Training Programmes. They influence people in their company to take part in the project's activities; they share invitations to events via their personal or professional social media accounts.

REGIONAL FOCUS GROUP EVENTS

In order to raise awareness, increase knowledge, and change behaviour of the specific regional target audiences (e.g., public authorities, agencies, and SMEs), so-called Focus Group Events were held in the partner regions. Each edition aimed to

- Assess training needs of SMEs and GenF in tourism and CCSI
- Prioritize content based on sector and market demand
- Identify gaps and areas needing deeper focus
- Define core sustainability skills for competitiveness
- Share good practices in sustainable tourism and CCSI
- Align training with consumer, market, and regulatory expectations
- Integrate stakeholder input for relevance and usability
- Collect recommendations for dissemination and long-term impact
- Define strategies for communication, stakeholder engagement, and policy integration



OUR VISION FOR THE FUTURE

GREENPACT envisions sustainability as a driver of growth for CCSI and tourism SMEs, enabling practical green transformation through tools, training, and collaborative innovation.

GREENPACT envisions a future in which sustainability becomes a natural driver of innovation, competitiveness, and growth for SMEs from the CCSI and tourism industry. Its core vision is to close the gap between the urgent need for green transformation and the everyday realities of businesses that often lack the tools, knowledge, or resources to act. Rather than treating sustainability as a regulatory burden or cost factor, GREENPACT positions it as a strategic opportunity - a pathway to resilience, market relevance, and long-term success. At the heart of the project is the belief that meaningful green transformation requires collaboration across generations, sectors, and regions. GREENPACT connects SMEs and start-ups with young innovators and sustainability-driven talents ("Gen F") to co-create practical, forward-looking solutions.

greenpact your impact

how sustainable is your company?



By fostering this exchange, the project turns perceived barriers - such as generational differences or limited sustainability expertise - into engines of innovation and renewal. GREENPACT also aims to make sustainability measurable and actionable. Through practical tools such as a digital self-assessment tool, a certification scheme, and structured collaboration formats like Collaboration Labs and targeted training programmes, the project empowers companies to understand their current impact readiness and take concrete steps toward improvement. This structured support reduces uncertainty and helps businesses move from intention to implementation. Ultimately, GREENPACT's vision is to strengthen Central Europe's economy by embedding sustainability into entrepreneurial culture. It seeks to build a networked ecosystem in which businesses, innovators, and institutions work together to accelerate the green transformation-not as an abstract goal, but as a tangible competitive advantage that benefits companies, communities, and the environment alike.

IMPRINT

The GREENPACT project consortium gratefully acknowledges the valuable contributions and support of all those who have made the project possible.

We would like to sincerely thank

...all regional stakeholders for their continuous engagement, expertise, and commitment;

...all regional participants in the Collaboration Labs and Training Programmes – whose active involvement has significantly shaped the project's actions and outcomes;

...the European Union for its financial support, in particular through the Interreg Central Europe programme, which enables cooperation towards a greener, more resilient, and more sustainable Europe.

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REGIONE DEL VENETO





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