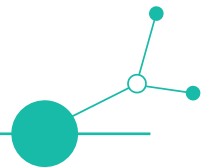


D4.1.1: Interregional workshops Reports

General report



Date of Report: 16.01.2026





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Contributors	Maja Sušec (PTP), Daniel Tement (PTP)
Quality Assurance	Marko Močnik (PTP)

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C.2. Open Innovation Map	Napaka! Zaznamek ni definiran.
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A. Introduction

The Interregional Validation Workshop for the Transnational Strategy of the GREENE 4.0 Project was organised on 23rd of December online (MS Teams) as part of the strategy development process within the project framework. The workshop brought together project partners and stakeholders to review, validate, and refine the draft transnational strategy.

The session was facilitated by Lead partner project manager, Maja Sušec, who guided participants through the objectives, structure, and evidence supporting the strategy. The workshop aimed to ensure that the strategy is aligned across participating regions and that it reflects stakeholder input collected during the project activities.

The workshop served as a validation exercise rather than a strategy drafting session. Participants were invited to confirm the overall direction of the strategy and propose focused improvements where necessary.

B. Objectives of the workshop

The workshop had four main objectives:

- **Presentation of the Draft Transnational Strategy:** Participants were introduced to the draft strategy document, including its objectives, strategic directions, proposed measures, and milestones.
- **Presentation of Stakeholder Survey Evidence:** Results from the stakeholder consultation were presented in order to demonstrate how collected evidence supports and informs the strategy.
- **Validation of the Strategy Through Interactive Feedback:** Participants validated key strategic elements using an interactive Mentimeter survey, allowing structured feedback on the main components of the strategy.
- **Agreement on Refinements and Next Steps:** The workshop aimed to identify key improvements and confirm the next steps for finalising the transnational strategy.

By the end of the session, participants confirmed that the strategy provides a solid basis for the next project phase, specifically the development of regional action plans.



C. Scope of the transnational strategy

During the workshop, the facilitator clarified the role and scope of the transnational strategy in order to avoid misunderstandings among partners.

What the Strategy Is

- A common framework shared by all project regions.
- A strategic direction guiding future regional activities.
- A foundation for the preparation of regional action plans.
- An evidence-based document, developed using stakeholder input and project findings.

What the Strategy Is Not

- A regional implementation work plan.
- A mandatory list of actions that partners must implement.
- A legally binding commitment for partners.

Instead, the strategy provides options, structure, and guidance, allowing each region to adapt measures according to its local context and priorities.

D. Presentation of the draft strategy

The facilitator presented the main components of the draft transnational strategy, including:

- Strategic objectives
- Key policy directions
- Proposed measures
- Milestones and implementation pathways

Participants had previously received the draft strategy document and were able to review it in detail through the project's shared workspace. The strategy aims to support the development of a transnational ecosystem that strengthens collaboration between project regions and stakeholders.



E. Stakeholder survey results and interpretation

As part of the validation of the transnational strategy, a comprehensive stakeholder survey was conducted among 43 organisations representing the quadruple helix (industry, public authorities, research institutions, and civil society). The full survey results are available as annex to this report. The survey aimed to:

- Identify stakeholder needs related to green and digital transformation
- Assess expectations towards the B2GreenHub platform
- Validate key strategic directions
- Identify barriers and opportunities for transnational cooperation

The results provide a strong evidence base for the strategy, ensuring alignment with real stakeholder needs across regions.

Profile of respondents

The survey achieved a balanced representation across countries and stakeholder types, confirming strong transnational relevance. Key characteristics:

- Geographical coverage: Slovenia, Germany, Austria, Czech Republic, Italy, Poland, Hungary
- Organisation types:
 - Universities and research organisations (~20.9%)
 - Public authorities (~16.3%)
 - Business support organisations (~18.6%)
 - SMEs and industry representatives
- Value chain roles: Strong presence of service providers (27.9%), research actors (23.3%), and manufacturers

The diversity of respondents confirms that the strategy reflects a true quadruple helix perspective, rather than a single-sector viewpoint. This strengthens the relevance and transferability of the strategy across regions.



Digital maturity and platform usage

Survey results show moderate digital maturity, but also significant room for improvement.

- 25.6% use platforms regularly
- 30.2% use them occasionally
- 30.2% are interested but not yet using them
- 14% are not interested

Main uses of platforms:

- Finding funding opportunities (62.5%)
- Finding project partners (58.3%)
- Training and learning (45.8%)
- Marketing and visibility (45.8%)

Satisfaction levels:

- Majority rated platforms 3–4 out of 5, indicating moderate satisfaction

Key shortcomings identified:

- Fragmentation of information
- Lack of clarity and usability
- Low level of targeting and personalization
- Limited practical follow-up and impact

There is clear demand for a more integrated, user-friendly platform, confirming the strategic relevance of B2GreenHub. The findings strongly support positioning the platform as:

- A one-stop-shop
- A connector of existing initiatives
- A practical tool rather than an information repository

Importance of green and digital transformation

The importance of green and digital transformation is very high: Over 74% rated it as highly important (4–5 out of 5).

Main challenges identified:

- Lack of funding and high investment costs
- Skills gaps and workforce adaptation
- Limited access to technologies and expertise
- Regulatory complexity and bureaucracy



Stakeholders clearly recognise the strategic importance of transformation, but face systemic barriers that limit implementation.

This confirms that the strategy should focus not only on vision, but also on:

- practical support mechanisms
- capacity building
- access to finance and expertise

Key needs for transformation

Stakeholders identified the following priority needs:

- Access to funding (55.8%)
- Better information (48.8%)
- Training and skills development (48.8%)
- External expert support (37.2%)

The results show that transformation is not limited by awareness, but by capacity and access to resources.

This strongly supports the inclusion of:

- Training services
- Expert networks
- Funding guidance tools within the B2GreenHub ecosystem.

6 Expectations towards B2GreenHub

Stakeholders expressed strong interest in platform services. Most important services:

- Access to technologies
- Matchmaking with partners
- Testing and piloting facilities
- Training and knowledge (Green Path Academy)

Most relevant training topics:

- Project preparation and funding (51.2%)
- Data and digitalisation (41.9%)
- Industry 4.0 technologies (41.9%)
- Circular economy (46.5%)



Technology interests:

- Data analytics & AI (51.2%)
- Waste reduction & recycling (44.2%)
- Energy-efficient technologies (34.9%)

Stakeholders expect B2GreenHub to be:

- Action-oriented (pilots, testing, matchmaking)
- Technologically relevant (AI, circular economy, energy)
- Supportive of funding access and project development

This validates the strategic focus on ecosystem services rather than static content.

Transnational cooperation potential

There is strong interest in cross-border collaboration:

- ~58% are likely or very likely to use cross-border piloting facilities
- 61.9% interested in joint funding participation
- 47.6% in joint R&D projects

Key motivations:

- Access to specialised knowledge (64.3%)
- Learning from best practices (61.9%)
- Stronger European visibility (45.2%)

Main barriers:

- Lack of time/resources (62.8%)
- Lack of contacts (53.5%)
- Funding constraints (32.6%)

There is strong latent demand for transnational cooperation, but it is limited by:

- fragmentation
- lack of connections
- administrative burden

This confirms that B2GreenHub should act as a facilitator of cross-border value chains, not just a networking tool.



Perceived value and differentiation of B2GreenHub

Stakeholders emphasised that the platform should:

- Reduce fragmentation
- Provide practical, actionable solutions
- Enable real matchmaking and pilot projects
- Be simple, accessible, and user-oriented
- Support SMEs and smaller actors

A key recurring message: The platform should not be “another tool”, but a coordinating ecosystem that enables real implementation

The success of B2GreenHub depends on:

- usability and simplicity
- clear added value over existing platforms
- focus on real outcomes (pilots, partnerships, projects)

Key strategic insights

Based on the survey, the following strategic conclusions can be drawn:

- Strong demand exists for integrated ecosystem solutions
→ Justifies the creation of B2GreenHub
- Main barriers are structural (funding, skills, fragmentation)
→ Strategy must focus on enabling conditions, not only guidance
- Stakeholders prioritise practical value over conceptual frameworks
→ Emphasis on pilots, matchmaking, and real use cases
- High potential for transnational cooperation
→ Requires facilitation, not just opportunity
- User-centric design is critical
→ Simplicity and accessibility will determine adoption



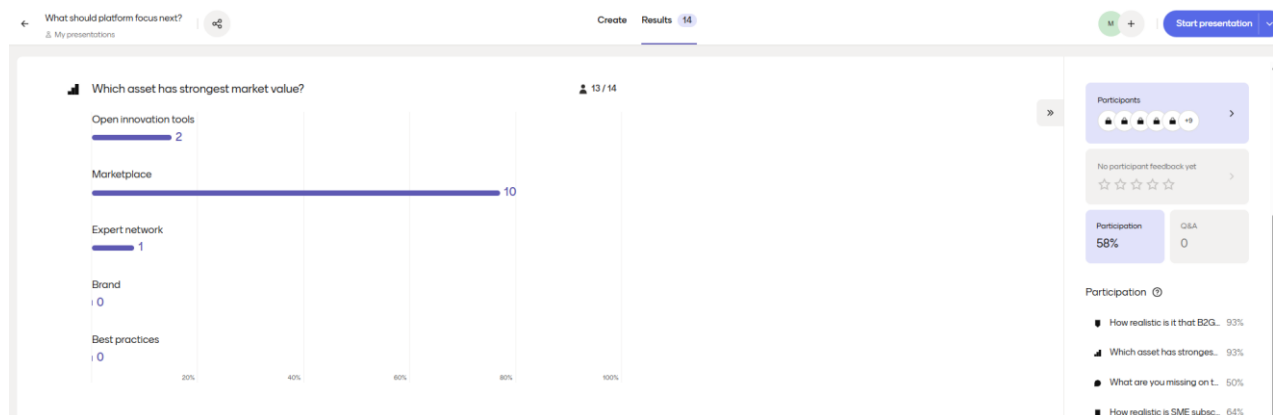
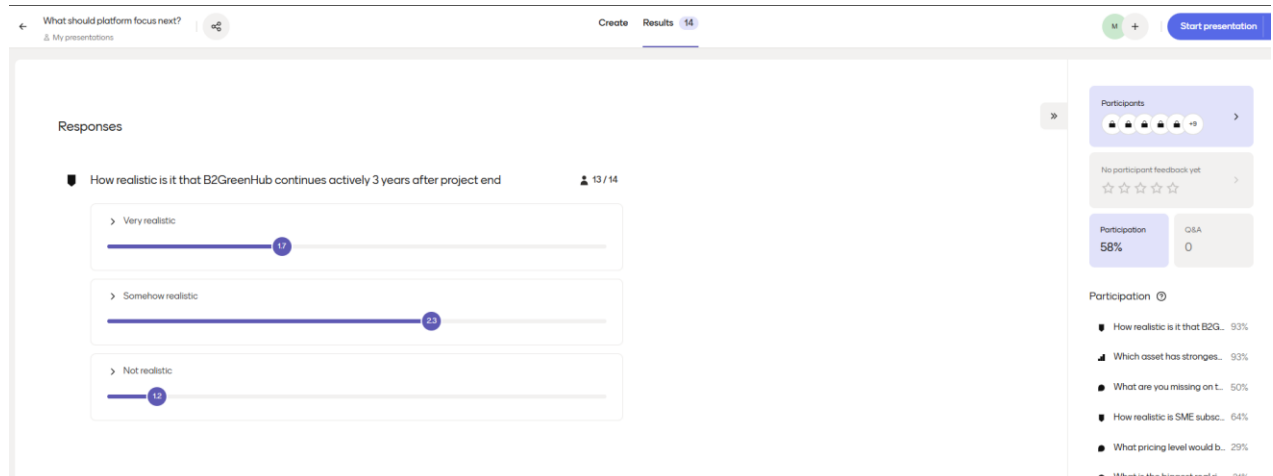
F. Validation process

The validation of the strategy was conducted through an interactive Mentimeter session, allowing participants to provide structured feedback on key strategic elements.

Participants evaluated:

- The relevance of strategic objectives
- The feasibility of proposed measures
- The alignment of the strategy with regional contexts
- Opportunities for improvement

The majority of strategy components received positive validation from participants. The collected feedback will be incorporated into the final version of the strategy.





← What should platform focus next? | eg | Create Results 14 | M + | Start presentation

What are you missing on the platform? 7 / 14 7

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
maybe a clarification if this is a network or something else	

Participants: 58% Participation, 0 O&A

How realistic is it that B2G... 93%

← What should platform focus next? | eg | Create Results 14 | M + | Start presentation

How realistic is SME subscription model? 9 / 14

Realistic: 11 (Strongly disagree to Strongly agree), 2 skipped

Not realistic: 43 (Strongly disagree to Strongly agree), 1 skipped

Not sure: 7 (Strongly disagree to Strongly agree), 2 skipped

Participants: 58% Participation, 0 O&A

How realistic is it that B2G... 93%

Which asset has strongest... 93%

What are you missing on t... 50%

How realistic is SME subsc... 64%

What pricing level would be acceptable for your organisation? 4 / 14 4

no	10-50 EUR a year (more of a contribution, not a full payment plan)
Maybe a modest yearly amount (< 100-200 €)	Annual small (symbolic) contribution (> 500 €)

What is the biggest real risk nobody wants to say aloud? 3 / 14 3

nobody will pay (no further contributions
Companies will not be sure about its benefits	

Participants: 58% Participation, 0 O&A

How realistic is it that B2G... 93%

Which asset has strongest... 93%

What are you missing on t... 50%



G. Key suggestions and discussion points

Several suggestions emerged during the discussion phase of the workshop.

Annual Ecosystem Event: One key suggestion was the organisation of an annual event within the B2GreenHub ecosystem. This event could serve as a platform to:

- Showcase the development of the ecosystem
- Share progress and results
- Maintain stakeholder engagement
- Strengthen collaboration across regions

The upcoming final dissemination event in Italy and Slovenia was mentioned as an opportunity to present the results of the project and strengthen the ecosystem visibility.

However, partners noted that organising a transnational annual event would require additional funding, potentially through new project proposals.

H. Workshop outcomes

The workshop successfully achieved its objectives. The following outcomes were confirmed:

- The majority of strategy elements were validated by participants.
- Structured feedback was collected through Mentimeter.
- Additional stakeholder input will be integrated where available.
- Several improvement points were identified, including stronger ecosystem engagement and event organisation.

The workshop confirmed that the strategy is aligned across participating regions and ready for finalisation.



I. Next Steps

The following next steps were agreed:

- **Integration of Workshop Feedback:** The facilitator will incorporate the feedback gathered during the workshop and through Mentimeter.
- **Integration of Stakeholder Survey Results:** Final survey responses will be analysed and integrated into Chapters 5–9 of the strategy document.
- **Finalisation of the Transnational Strategy:** Once all inputs are incorporated, the strategy will be finalised and circulated to project partners.
- **Preparation of Regional Action Plans:** The final strategy will serve as the foundation for the development of regional action plans, including methodology and implementation planning.

J. Conclusion

The interregional validation workshop represented an important milestone in the development of the GREENIE Project's transnational strategy. The workshop confirmed that the strategy provides a coherent and evidence-based framework for guiding regional actions and strengthening collaboration across participating regions.

The feedback collected during the workshop will support the final refinement of the strategy and ensure its relevance for regional implementation.

The finalised strategy will provide the basis for the next project phase, focusing on the development of regional action plans and practical implementation measures.