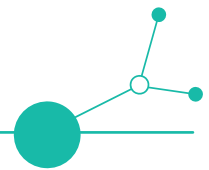


D3.3.2: Innovation Programs implementation report



General report

Date of Report: 02/2026





Contents

EXECUTIVE SUMMARY	3
A. INTRODUCTION	4
B. OBJECTIVES OF THE INNOVATION PROGRAMME.....	4
C. IMPLEMENTATION METHODOLOGY	5
C.1 KICK-OFF MEETING.....	5
C.2 SERVICE DELIVERY	5
C.3 FINAL MEETING	5
D. OVERVIEW OF PARTICIPATING COMPANIES	6
E. SUMMARY OF INNOVATION PROGRAMME ACTIVITIES	6
F. KEY RESULTS AND IMPACT	8
G. LESSONS LEARNED	8
H. CONCLUSION	8



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EXECUTIVE SUMMARY

The GREENE4.0 project aims to accelerate the green and digital transformation of industry in Central Europe through collaboration between innovation ecosystems, research institutions, and SMEs.

Within the framework of the project, the Innovation Contest was launched to identify promising technological solutions that can contribute to sustainable industrial transformation. The contest selected innovative companies from participating regions and provided them with access to the Innovation Programme, a structured support scheme designed to enhance the development and market readiness of selected solutions.

The Innovation Programme delivered tailored, non-financial support services to participating companies, including:

- business model development
- investment readiness preparation
- pilot testing support
- funding and partnership scouting
- market positioning and communication strategy support.

The programme was implemented across several partner countries including:

- Slovenia
- Poland
- Hungary
- Italy
- Czech Republic
- Germany
- Austria

A total of eight innovative companies from 7 CE regions participated in the programme. Each partner organisation delivered customised support services adapted to the technological maturity (TRL), development needs, and sector-specific characteristics of the supported solutions.

This joint report presents the overall methodology, implementation process, results, and lessons learned, while the detailed national reports are included as annexes.



A. Introduction

The Innovation Contest of the Interreg GREENE4.0 Project was launched as an international call for proposals aimed at identifying innovative technological solutions capable of accelerating the green and digital transformation of industry.

The call was open from 18 April to 31 May 2025, and—following an extension of the original deadline—remained accessible until 14 June 2025.

In total, 15 applications were received from technology providers across the participating regions. The submitted solutions covered a wide range of innovation domains including:

- artificial intelligence and data analysis
- digital manufacturing technologies
- industrial automation
- sustainability and new materials
- digital process optimisation.

Following an evaluation process conducted by the project partners, the two best-ranked companies per country were selected to participate in the Innovation Programme.

The programme was designed to support selected innovators in advancing their solutions toward higher Technology Readiness Levels (TRL) and preparing them for market entry, investment, and scaling.

The Innovation Programme provides customised advisory and mentoring services, rather than direct financial support. These services help companies strengthen their technological, business, and strategic capabilities.

B. Objectives of the Innovation Programme

The Innovation Programme was designed to support innovative SMEs and technology providers in advancing their solutions through targeted support measures. The main objectives of the programme include:

- **Supporting innovation development:** Helping companies improve the maturity of their solutions by facilitating testing, validation, and development activities.
- **Enhancing business and market readiness:** Supporting the development of sustainable business models, commercialization strategies, and market positioning.
- **Increasing investment readiness:** Helping companies prepare for external investment and public funding opportunities.
- **Strengthening collaboration and partnerships:** Facilitating connections with industrial partners, research organisations, clusters, and innovation intermediaries.
- **Supporting cross-border innovation ecosystems:** Encouraging cooperation across Central European innovation networks and strengthening regional innovation capacity.



C. Implementation methodology

The Innovation Programme followed a three-stage implementation methodology applied consistently across participating partner countries.

C.1 Kick-off Meeting

The first stage involved organising a kick-off meeting between the project partner and the selected company. The objectives of this meeting were to:

- assess the technological maturity of the solution
- understand the company's development priorities
- identify key business and technological challenges
- define the most relevant support services.

This step ensured that the Innovation Programme was tailored to the specific needs of each participant.

C.2 Service Delivery

During the second phase, project partners implemented a set of customised support services depending on the company's needs and technological maturity. Examples of delivered services include:

- development of business models
- preparation of investment readiness plans
- identification of funding opportunities
- partnership scouting
- pilot testing support
- regulatory and sustainability analysis
- mentoring and training activities
- support for marketing and communication strategies.

In addition, several partners introduced companies to the B2GreenHub platform, enabling access to innovation networks, funding opportunities, and collaboration partners.

C.3 Final Meeting

The final stage involved a closing meeting with each participating company. The objectives of the final meeting were to:

- present the outputs of the Innovation Programme
- validate the results with the supported company
- discuss future development opportunities
- identify next steps for further innovation development.



D. Overview of Participating Companies

The Innovation Programme supported a diverse set of innovations across multiple sectors.

Country	Company	Innovation Focus
Slovenia	Creativiq	AI-based automated social media content generation
Poland	Florian Bouron	Structured digital order and inquiry management system
Hungary	Szimbio Lab	Mycelium-based sustainable packaging
Italy	Exsensia	Intuitive robotic automation for vertical storage systems
	Mastranet AI	AI-powered document processing and workflow automation
Czech Republic	NOXEM	Real-time manufacturing monitoring system
Germany	BTU Cottbus / DIREKT	Digital lifecycle management for hybrid electric propulsion
Austria	Institute Sustain & Estate	Data-driven life cycle assessment (LCA) for materials

The supported innovations address key challenges related to:

- industrial digitalisation
- sustainability and circular economy
- manufacturing efficiency
- automation and artificial intelligence.

E. Summary of Innovation Programme Activities

Although the programme was implemented differently in each country, several common categories of support services were delivered.

Business Model Development

Companies received support in defining:

- value propositions
- target customer segments
- revenue models
- strategic partnerships.



Investment Readiness

Several companies received guidance related to:

- financial planning
- investor pitch preparation
- identification of funding opportunities.

Pilot Testing and Validation

Some partners supported companies in defining pilot environments and real-world testing scenarios, allowing them to validate their innovations with potential users.

Partnership Scouting

Partners identified:

- potential industrial adopters
- technology integration partners
- research collaborators
- cluster organisations.

Communication and Market Positioning

Companies received support in improving:

- pitch decks
- website messaging
- communication strategies
- marketing positioning.



F. Key Results and Impact

The Innovation Programme generated several positive outcomes for participating companies.

- **Strengthened technological development:** Companies improved the maturity and validation of their technologies through mentoring, pilot preparation, and performance analysis.
- **Improved business and market readiness:** Participants developed clearer business strategies and commercialization pathways.
- **Expanded innovation networks:** Companies gained access to new potential partners and innovation ecosystems.
- **Increased funding awareness:** Participants received guidance on EU, national, and regional funding opportunities, improving their ability to secure external support for future development.

G. Lessons Learned

The implementation of the Innovation Programme generated valuable insights for future innovation support initiatives. Key lessons include:

- **Importance of tailored support:** Each company required different types of support depending on its technological maturity and organisational capacity.
- **Networking as a key success factor:** Many SMEs benefit significantly from connections with partners, clusters, and innovation intermediaries.
- **Early-stage innovators need mentoring:** Companies with lower TRL levels particularly benefit from guidance related to product development and business strategy.
- **Cross-border innovation ecosystems are valuable:** Transnational platforms such as B2GreenHub provide useful tools for collaboration and knowledge exchange.

H. Conclusion

The Innovation Programme successfully supported a diverse range of innovative companies across Central Europe. Through tailored mentoring, strategic consulting, and networking activities, the programme strengthened the technological, business, and market capabilities of participating innovators. The activities conducted within the programme contribute directly to the objectives of the GREENE4.0 project, promoting innovation that supports the green and digital transformation of industry. The results demonstrate the value of transnational innovation support mechanisms for accelerating the development and adoption of sustainable industrial technologies.