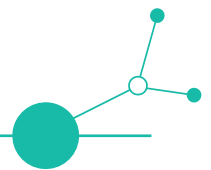


D4.3.2: TRANSNATIONAL LEARNING CAMP REPORT - BUDAPEST



WP4 - GREENE 4.0 Policy Learning Center

A4.3 – Transnational Learning Camps

17-18/02/2026





Document Control Sheet

Work package Number	4
Work package Title	GREENE 4.0 Policy Learning Center
Activity Number	A4.3
Activity Title	Transnational Learning Camps
Deliverable Number	D4.3.2
Deliverable Title	Transnational Learning Camp Reports
Dissemination level	Public
Main authors	Mátyás Kőhegyi
Contributors	Eszter Balogh-Tanka
Quality Assurance	Marko Močnik

Versioning and Contribution History

Version	Date	Author/Editor /Reviewer	Contributors	Description/Comments
_D01	19.2.2026	Mátyás Kőhegyi	Eszter Balogh-Tanka	First draft of the document
_D02	23.2.2026		All partners	Peer review
_D03	25.2.2026	Marko Močnik		Quality check
_F01	27.2.2026	Mátyás Kőhegyi	Eszter Balogh-Tanka	Final version
Due date of deliverable	27.2.2026			



Executive Summary

This report documents the outcomes of the final partner meeting and co-creation workshop held within the framework of the Greene4.0 project, with a particular focus on the post-project sustainability, financing and further development of the B2GreenHub platform. The meeting took place in Budapest on 17-18 February and combined policy-oriented discussions, stakeholder inputs, co-creation activities and internal project sessions.

The co-creation workshop explored how the B2GreenHub platform can remain operational, relevant and impactful beyond the project lifetime. Discussions focused on mechanisms to incentivise company engagement, ensure long-term financing, and strengthen the platform's role within the wider EU innovation and sustainability ecosystem. Key themes included the role of education and learning pathways in maintaining eligibility for non-refundable financial support, accreditation and quality assurance of experts and advisors, AI-supported content creation and matchmaking, synergies with existing platforms and trade events, and policy-level promotion of compliant and active companies.

In parallel, the partner meeting sessions reviewed the overall achievements of the Greene4.0 project, reflected on lessons learned, and validated the upgraded functionalities of the B2GreenHub platform. Internal discussions addressed project results, regional action plans, and future exploitation opportunities, ensuring that B2GreenHub is positioned as a reusable and scalable asset beyond the project's formal closure. Overall, the meeting confirmed that the sustainability of B2GreenHub depends on its transition from a project-based output into an integrated, service-oriented and policy-relevant platform, embedded in existing EU and national support structures, supported by targeted funding, credible accreditation systems and continuous stakeholder feedback.

Purpose and Scope of the Document

This document presents the outcomes of the final partner meeting and co-creation workshop of the Greene 4.0 project, with a specific focus on the sustainability, financing and future development of the B2GreenHub platform beyond the project lifetime. It aims to capture both the strategic discussions and practical insights generated during the Budapest meeting (17-18 February), including stakeholder contributions, co-creation results and internal partner reflections. The document outlines the key themes addressed during the workshop and meeting sessions, such as long-term operational models, incentive mechanisms for company engagement, financing options, accreditation and quality assurance systems, and the integration of innovative functionalities including AI-supported services. It also summarises the main conclusions related to positioning B2GreenHub within the broader EU innovation, sustainability and policy ecosystem. In addition, the report documents the overall achievements of the Greene 4.0 project as reviewed by the partners, highlights lessons learned, and presents the validated functionalities and future exploitation potential of the B2GreenHub platform. Overall, the purpose of this document is to demonstrate how B2GreenHub can transition from a project-based output into a sustainable, service-oriented and policy-relevant platform, supported by appropriate governance, funding mechanisms and continuous stakeholder engagement at both national and EU levels.



Agenda

Day 1 - 17th February		
09:30-10:00	Registration & Welcome Coffee	
10:00-10:15	Welcome & Opening <ul style="list-style-type: none"> • Official welcome • Objectives of the 2nd Transnational Camp and overview of the structure 	MGFÜ
10:15-10:40	Introduction to B2GreenHub - Presentation by PTP <ul style="list-style-type: none"> • Current state of the platform • Planned developments and future vision 	PTP
10:40-12:30	Presentation of the Hungarian SME development system <ul style="list-style-type: none"> • Enikő Rédei - Ministry of National Economy: policy development directions and support schemes for SMEs to support green economy and digital transition • We.Circular project - Virtual toolbox 	Stakeholders
11:15-11:30	Coffee break	
11:30-12:30	Relevance of the B2GreenHUB platform for CE regions and transnational strategy	PTP
12:30-13:30	Lunch (on-site) (before - family picture)	
13:30-16:00	Policy instrument co-creation Workshop	All
14:00-14:30	Possible future synergies for B2GreenHUB Platform in Hungary: Hungarian Association of Environmental Enterprises and KEXPORT Cluster	Stakeholders
14:30 - 15:00	Coffee Break	
14:30 - 16:00	Regional action plans- showcasing some planned actions/region - focusing primarily on policy instrument proposals	All
16:00 -	End of meeting	All
19:00 - 22:00	Dinner - Spoon the Boat 1053 Budapest, Vigadó tér 3.	



DAY 2 - 18th February		
09:00–09:30	Arrival & Coffee	
09:30–11:00	Internal Project Session I	All
11:00–11:30	Coffee Break	
11:30–12:30	Internal Project Session II	All
12:30–13:00	B2GreenHub platform: Final testing and validation of upgraded functionalities	PTP
13:00–14:00	Lunch (on-site)	

Report on the Final Partner Meeting

The final partner meeting of the Greene4.0 project took place alongside the co-creation workshop and served as a platform for strategic reflection, stakeholder exchange and internal project coordination. The meeting combined external-facing sessions on Day 1 with internal project sessions and platform validation on Day 2.

Day 1 - Strategic and stakeholder-oriented sessions

The meeting opened with official welcome remarks and an overview of the objectives and structure of the 2nd Transnational Camp, setting the scene for the final phase of the project and its expected legacy.

A dedicated presentation introduced the current state of the B2GreenHub platform, including its main functionalities, recent upgrades and the long-term vision for its future development. This session framed B2GreenHub as one of the core exploitable results of Greene4.0 and provided a basis for subsequent policy and co-creation discussions.

The broader policy context was addressed through a presentation on the **Hungarian SME development system**, held by Enikő Rédei, outlining national policy directions and support schemes aimed at supporting the green economy and digital transition. This input highlighted both opportunities and constraints related to public support instruments and their interaction with platforms such as **B2GreenHub**. The presentation was complemented by the introduction of the **We.Circular project and its virtual toolbox**, offering insights into synergies between different EU-funded initiatives targeting SMEs and sustainability.

Stakeholder perspectives were further enriched by a presentation from a Hungarian SME, providing a practical, user-level view on the relevance, usability and added value of the B2GreenHub platform. This contribution grounded discussions in real business needs and



experiences. A subsequent presentation, held by PTP, addressed the relevance of B2GreenHub for Central European regions and its role within a transnational strategy, emphasizing the importance of interoperability, regional uptake and alignment with existing innovation and support ecosystems.

Before beginning the workshop in the afternoon, the presentation by the **Hungarian Association of Environmental Enterprises (HAEE)** highlighted the strategic relevance of B2GreenHub as a potential national and transnational interface for green solution providers and SMEs. **HAEE managing director Gergely Hankó** emphasized the role of clusters and professional associations in strengthening platform credibility, validating solution providers, and supporting accreditation-based access to advisory and matchmaking services. The presentation underlined concrete opportunities for future synergies between B2GreenHub, cluster-based networks and export-oriented initiatives, particularly in the context of green innovation and international market access.

The afternoon programme transitioned into interactive formats, including a policy instrument co-creation workshop and stakeholder discussions on future synergies for B2GreenHub in Hungary, with particular attention to cooperation with national associations and cluster organizations. Regional action plans were also showcased, focusing on planned actions and policy instrument proposals linked to the platform.

Day 2 - Internal project sessions and platform validation

Day 2 of the meeting was dedicated to internal project coordination and reflection among project partners. Two internal sessions were organized to review the overall implementation of Greene4.0, assess achieved results against project objectives, and discuss lessons learned across regions.

A key element of the second day was the final testing and validation of the upgraded B2GreenHub platform functionalities. Partners reviewed the technical developments, usability improvements, and readiness of the platform for post-project use. This session ensured a shared understanding of the platform's capabilities and limitations and provided a basis for decisions related to future exploitation and sustainability.

The partner meeting concluded with a common reflection on next steps, including producing the very last deliverable, further anchoring opportunities and considerations for keeping B2GreenHub relevant beyond the lifetime of Greene4.0.



Workshop Summary

This report summarises the outcomes of the final co-creation workshop held in the framework of the Greene4.0 project, focusing on the post-project sustainability, financing and further development of the B2GreenHub platform. The workshop took place as part of the project's final partner meeting and brought together project partners and stakeholders to reflect on lessons learned and define forward-looking options.

The discussion centred on how the B2GreenHub platform can remain operational, relevant and impactful beyond the project lifetime. Participants explored mechanisms to incentivise company engagement, ensure long-term financing, and strengthen the platform's role within the wider EU innovation and sustainability ecosystem.

Key themes included:

- the role of education and learning pathways in maintaining eligibility for non-refundable financial support, perhaps as an element focused on enhancing B2GreenHub's legitimacy,
- accreditation and quality assurance for experts and advisors (legitimate users are key for future),
- AI-supported content creation and matchmaking to modernise and scale the platform,
- improved synergies with existing platforms, fairs and trade events, and
- policy-level instruments to promote compliant and active companies.

The workshop concluded that B2GreenHub's sustainability depends on a shift from a project-based tool to an integrated, service-oriented platform, embedded in existing EU and national support structures and supported by targeted funding, accreditation systems and continuous industry feedback.

Workshop Report - Co-creation Session

1. Workshop overview

The co-creation workshop focused on the development of B2GreenHub platform's properties, combining networking, partner-finding, advisory services and policy proposals. The discussion explored how digital platforms, accreditation systems, and AI-supported tools could be aligned to increase participation, learning, and impact, while ensuring efficient use of public support schemes.



2. Key challenges identified

2.1 Learning and adoption of new platforms

Participants highlighted that companies often struggle to adopt new networking and partner-finding platforms, like B2GreenHub. Beyond technical usability, the main challenge lies in motivation and perceived value of the platform. It is an identified challenge to have users continually using the platform, after registration. Without clear benefits, companies are reluctant to invest time in learning and actively using such tools.

2.2 Conditionality of support schemes and national platforms

A critical issue discussed was the promotion of non-refundable support into loans if certain conditions are not met. In particular, synergies with national platforms; are often incentivized, in order for beneficiaries to achieve grants. This creates both an incentive and a risk, undermining B2GreenHub's credibility, instead of creating synergy.

2.3 Fragmentation of support and platforms

The current transnational ecosystem is fragmented across multiple platforms, fairs, trade markets and advisory networks. This limits synergies, reduces visibility, and creates duplication of efforts for both solution providers and solution seekers.

3. Proposed solutions and approaches

3.1 Education programmes linked to incentives

The workshop proposed positioning schemes as a core pathway to maintaining support. If companies successfully fulfil defined learning or advisory programmes, this can be explicitly recognised at policy level, ensuring that support does not convert into a loan.

Policy-level promotion could include:

- Public recognition of compliant companies
- Listing company websites on official or semi-official platforms
- Additional visibility in EU or national support ecosystems

3.2 Storytelling and content development

Participants agreed that storytelling is essential for effective communication. Websites and platforms should not only list technical information but also showcase:

- Success stories
- Practical journeys of companies



- Tangible business and sustainability benefits

This narrative approach can increase engagement, trust and peer learning.

3.3 Accreditation and approval systems

A strong emphasis was placed on the accreditation (or approval) of experts and advisors. Key elements include:

- A financed accreditation system to ensure quality and accessibility
- Extra accreditation points for experts approved by recognised clusters
- Visibility of accredited advisors on platforms

Accreditation was seen as a driver for more success stories, higher-quality advisory support, and better matching between needs and solutions.

3.4 Advisory support structures

The group highlighted the importance of structured advisory support, potentially linked to:

- Enterprise Europe Network (EEN)
- Future EU-funded projects
- EASME and similar organisations

Advisory services should be integrated into platforms, rather than offered as standalone or disconnected support.

3.5 AI-supported solutions

Several AI-enabled functionalities were discussed as enablers of scale and efficiency:

- Automated AI agents generating website and platform content
- AI-based suggestions of texts and narratives for companies
- Improved matching between solution providers and solution seekers

These tools could significantly reduce administrative burden while improving relevance and personalisation.

4. Platform integration and market synergies

4.1 Access and matchmaking

It was proposed that solution providers should have direct access to solution seekers through the platform, enabling targeted matchmaking and faster collaboration.



4.2 Synergies with fairs and trade markets

Participants stressed the importance of linking digital platforms with physical events such as fairs and trade markets. This hybrid approach can:

- Reinforce networking outcomes
- Extend the impact of events beyond their duration
- Feed real-world feedback into digital systems

4.3 Existing tools and interoperability

Tools such as B2Match were mentioned as valuable building blocks. Rather than creating entirely new systems, embedding and interoperating with existing platforms was seen as a more efficient approach, enabling better synergies and user experience.

5. Industry feedback and continuous improvement

A recurring theme was the need for continuous industry feedback. Key guiding questions include:

- What functionalities are genuinely useful?
- What should be changed or simplified?
- Where do companies experience the most friction?

Regular feedback loops should inform platform updates, accreditation criteria and advisory content.

6. Resources and future needs

To implement the discussed solutions, participants identified the need for:

- Additional funding to modernise platforms
- Investment in AI development and maintenance
- Sustainable financing of accreditation and advisory systems

7. Conclusions

The workshop confirmed that the future of the B2GreenHub platform lies in its transformation from a standalone project output into a long-term, policy-relevant service infrastructure. Education-linked incentives, accredited advisory support, AI-enabled functionalities and interoperability with existing platforms were identified as critical success factors.

Ensuring post-project sustainability will require both strategic governance decisions and dedicated financing mechanisms, alongside strong alignment with EU-level initiatives and market needs.



8. Policy Recommendations

Based on the workshop discussions, the following policy recommendations are proposed:

1. Establish a financed accreditation system for experts and advisors
2. Introduce an EU- or nationally recognised accreditation (or approval) framework for advisors active on the platform, with additional weighting for cluster-endorsed experts.
3. Embed B2GreenHub within existing EU support ecosystems
4. Strengthen formal links with EEN, EASME successor bodies and future EU projects to ensure continuity, visibility and relevance beyond Greene4.0.
5. Invest in AI-enabled platform modernisation
6. Allocate targeted funding for AI-supported content generation, matchmaking and text suggestions to reduce administrative burden and improve user experience.
7. Promote storytelling and success cases at policy level
8. Use B2GreenHub as a showcase platform for verified company success stories, reinforcing peer learning and increasing trust among potential users.
9. Ensure interoperability rather than platform duplication
10. Prioritise embedding and integration with existing tools (e.g. B2Match, trade fairs, expos) to maximise synergies and avoid fragmentation.
11. Institutionalise industry feedback mechanisms
12. Introduce structured, recurring feedback loops with companies and solution providers to guide platform evolution and policy alignment.

9. Open Questions for Further Clarification

To support finalisation and potential follow-up actions, the following questions require clarification:

- Governance and ownership
 - Who will be responsible for the governance and strategic direction of B2GreenHub after the end of Greene4.0?
- Financing model
 - What combination of public funding, service fees or project-based resources is envisaged to ensure long-term operation and maintenance?
- Policy anchoring
 - Is there an intention to formally anchor B2GreenHub within specific EU or national policy instruments or strategies?



- Scope of accreditation
 - Will accreditation target only advisors and experts, or also solution providers and companies active on the platform?
- Target user groups
 - Which company segments (SMEs, clusters, large enterprises) are prioritised in the post-project phase?
- Technical roadmap
 - What level of AI integration and platform interoperability is realistic in the short and medium term, given available resources?
- Alignment with future projects

How can B2GreenHub be positioned as a reusable or scalable asset in future EU-funded initiatives?

The workshop concluded that an integrated, user-centred ecosystem—combining education, accreditation, advisory support, AI tools and platform interoperability—can significantly improve company engagement and policy impact. Clear incentives, strong storytelling, and continuous feedback are essential to ensure that support schemes remain effective, attractive and future-proof.



Photos





Conclusion

The final partner meeting and co-creation workshop confirmed that B2GreenHub represents one of the most significant and exploitable results of the Greene4.0 project, with strong potential to evolve into a long-term, policy-relevant platform. The combination of stakeholder input, policy perspectives and internal partner reflection highlighted both the maturity of the platform and the remaining challenges related to its post-project sustainability.

A key conclusion is that the future success of B2GreenHub depends on its transition from a project-based output into an integrated, service-oriented ecosystem. This requires a clear governance structure, sustainable financing mechanisms and strong alignment with existing EU and national support frameworks. Without this systemic embedding, the platform risks limited uptake and fragmentation within an already crowded landscape of tools and initiatives.

The discussions also demonstrated that user engagement cannot be taken for granted. Companies require clear incentives, tangible benefits and continuous support to actively use the platform. In this regard, education-linked pathways, accreditation systems for experts and advisors, and high-quality advisory services emerged as critical elements to build trust, ensure quality and maintain long-term relevance.

Furthermore, the integration of AI-supported functionalities and the strengthening of interoperability with existing platforms, networks and physical events were identified as key enablers for scalability and efficiency. Rather than developing isolated solutions, B2GreenHub should position itself as a connecting layer within the broader innovation ecosystem, facilitating matchmaking, knowledge exchange and access to support.

Finally, the importance of continuous stakeholder and industry feedback was strongly emphasized. The platform's evolution must remain user-driven, responsive and adaptable to real business needs, ensuring that it delivers measurable value to SMEs, solution providers and policy actors alike.

Overall, the meeting confirmed that B2GreenHub has the foundations to become a sustainable and impactful platform, provided that strategic decisions on governance, financing and policy anchoring are taken in a timely and coordinated manner.