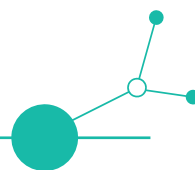




D2.4.1 – Transnational Open Knowledge Box



Date of Report: 28/11/2025



Document Control Sheet

Work package Number	2
Work package Title	Transnational GREEN 4.0 Open Knowledge HUB for Digital transformation
Activity Number	2.4
Activity Title	Setting up Transnational Open Knowledge Box
Deliverable Number	2.4.2
Deliverable Title	Transnational Open Knowledge Box
Dissemination level	Confidential, only for members of the consortium
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1 Executive summary

The purpose of this document is to describe the development and integration of the Transnational Open Knowledge Box as an interactive digital toolkit composed of open innovation maps, open innovation tools, open knowledge training programs and a private equity investment readiness tool, all integrated as a dedicated section within the B2GreenHub platform. The deliverable reports on the work carried out in Activity 2.4 “Setting up Transnational Open Knowledge Box” during project Period 3–4, including methodological preparation, the creation and validation process, fine-tuning, and the outlined final version of the Transnational Open Knowledge Box.

The first chapter presents the project context and clarifies the scope and audience of the deliverable, framing how the Transnational Open Knowledge Box contributes to the overall objectives of GREENE 4.0. The following chapters describe the methodology used to prepare and integrate the Open Knowledge tools, the expansion of the Pro.Net platform into B2GreenHub, and the structure and branding logic behind the B2GreenHub platform, including its main sections and elements (Connect, Improve, Learn, Get Funded and Marketplace).

Subsequent sections detail the validation process with the External Advisory Board (EAB) and the transnational co-creation process, including the final online workshop held on 17 November 2025, during which partners tested the integrated platform and provided structured feedback on key components such as the Open Innovation Map, Toolbox, Business Model Generator, Expert Forum, Marketplace and Open Knowledge Training Programs. The document also summarises how this feedback was translated into concrete technical and content-related improvements, outlining both implemented changes and planned follow-up actions.

Finally, the most up-to-date version of the Transnational Open Knowledge Box is presented by highlighting each component of the toolkit and briefly outlining its position within the platform, as well as its purpose and overall functionality.

Overall, the deliverable demonstrates how the Transnational Open Knowledge Box has been integrated into the B2GreenHub platform, detailing the process behind this integration as well as the key outcomes. These outcomes include the concrete tools of the Transnational Open Knowledge Box designed to support European manufacturing SMEs and their support ecosystems in becoming greener and more digital.



Introduction

1.1 Project Overview

The GREENE 4.0 project aims at facilitating and supporting small and medium-sized enterprises (SMEs) in the manufacturing sector in the adoption and use of green production methods and digital technologies. GREENE 4.0 innovative approach is based on the capitalization of existing knowledge, solutions and outputs focused on smart and green manufacturing. The main objectives of the project are:

1. The design, testing and **deployment of a user acceptance model** for improving SME's capacities and willingness to adopt digital technologies and green business models.
2. The **aggregation and integration of existing regional infrastructure** of labs, testbeds, living labs, prototyping, and testing facilities in Transnational Digital Transformation Sites. They will be involved in the co-creation approach and will apply project open knowledge box toolkit capable of generating new integrated value chains in 7 pre-defined manufacturing sectorial clusters.
3. The creation of the **GREENE 4.0 innovation platform** by aggregating open knowledge box toolkit with new value chains models and with innovation programs methodologies as well as upgrading the tools and functionality of the existing digital platform PRO.Net.
4. **The engagement** of large and SMEs manufacturing companies (solution seekers) with IT and green tech SME's (solutions developers), and with private equity investors in joint co-creation processes to promote industrial twin transition.
5. The set up of a **Policy Learning Centre** to develop Regional Actions Plans for putting into practice the transnational strategy vision and framework for learning, transferring and replicating GREEN 4.0 innovation platform with its entire capabilities, services and tools.

1.2 Scope of the Document

This document reports the methodology and implementation of Activity 2.4 Setting up Transnational Open Knowledge Box, during which project partners worked together to deliver the Transnational Open Knowledge Box on the B2GreenHub platform. The activity included the digitization of Open Innovation Maps and Open Innovation tools, as well as the digitization of the Private Equity Investment Readiness tool. In addition, the document refers to the Open Knowledge Training Programs developed under Activity 2.5 Developing and implementing Open Knowledge training programs, which form an integral component of the Transnational Open Knowledge Box.

Additionally, the document highlights the main feedback provided by the External Advisory Board (EAB) to the validated integration methodology.

Finally, beyond the regular fine-tuning carried out during the set-up of the Transnational Open Knowledge Box on the platform, the document describes the Transnational Co-creation Workshop, where partners convened to review the developed tools and provide feedback. This feedback informed the final fine-tuning of the Transnational Open Knowledge Box, which was subsequently implemented by the Lead Partner.



1.3 Audience

This document is meant to report GREENE4.0 project Output 2.1 “Transnational Open Knowledge Box”, the interactive digital toolkit composed of open innovation maps, open innovation tools, open knowledge training programs, and private equity investment readiness tool, integrated as dedicated section in B2GreenHub platform which will allow companies to use this toolkit for open business modelling, Industry 4.0 product development process stages, solutions development, experimentation and investment readiness in terms of private equity injections.



2 The Methodology

The methodology for developing the B2GreenHub platform combined tool-specific work streams with joint co-creation activities across the Greene 4.0 partnership. In a first step, each Open Innovation Tool was prepared within its dedicated Activity 2.2 work package task (e.g. Toolbox, Business Model Generator, Open Innovation Map, Green Path Academy), where responsible partners worked on conceptual design, technical development and initial internal testing. In parallel, a series of bilateral and multilateral meetings with project partners was organised to discuss user needs, define common requirements and iteratively refine the design of the Transnational Open Knowledge Box on the existing Pro.Net platform. These exchanges ensured that the individual tools would be interoperable and that their functionalities could be meaningfully combined into a single, integrated user experience for manufacturing companies, facilitators and solution providers.

Building on this preparatory work, a final transnational co-creation workshop (Activity 2.4) was held online on 17 November 2025, bringing together partners from Greene 4.0 to test the integrated B2GreenHub platform, review the main components and collect structured feedback using a shared Microsoft Teams Whiteboard.

2.1 Pro.Net Platform Expansion to B2GreenHub Platform

Within the first task of Activity 2.4 Setting up Transnational Open Knowledge Box, partners planned and set-up the Transnational Open Knowledge Box in the Pro.Net platform. As part of this activity, partners discussed and collaborated on how to enhance the platform's functionality and impact, placing focus on its service to the European manufacturing companies. As a result, it was decided by Greene 4.0 partners as well as partners of four other EU projects (CI-Hub, RISE and DanubeDNA, financed by Interreg Danube Programme, and REUSE, financed by Interreg SI-AT Programme) to upgrade and expand the Pro.Net platform into the B2GreenHub platform. Furthermore, projects REUSE 2030, financed by the Interreg Central Europe Programme, and IaaS4DR, financed by Interreg Danube Programme, were also discussed as supporting projects to the platform exclusively through content contributions, providing innovative tools, use cases and educational resources.

2.2 The B2GreenHub Platform

The B2GreenHub brand serves as an integrative umbrella to streamline communication and simplify outreach, ensuring that stakeholders engage with a coherent narrative rather than multiple independent projects. It is important to clarify that B2GreenHub is a brand name only; it does not represent a project with its own budget, activities, or invoices. Instead, it consolidates the resources, insights, and outcomes from the 7 EU-funded projects, presenting them as a unified whole to maximize impact and visibility. This consolidation aims to make the results more accessible and usable, particularly to stakeholders who might find value in a single point of reference for these interlinked initiatives.

1. Separate Project Activities, KPIs, and Resources

Each of the seven projects within B2GreenHub maintains independent activities, objectives, and KPIs, all of which align with the specific scope and funding terms of each project. There is no overlap of activities between these projects; rather, they work together like assembling pieces of a larger puzzle, each contributing unique results to a shared vision of sustainability and innovation.



2. Distinct Financial Invoicing and Reporting

Since each project operates independently, all financial transactions – such as invoices and resource allocations – are managed separately for each project. This ensures clarity and accountability, as all expenses and outcomes are easily traceable to their respective projects.

3. Centralized Platform with Project-Specific Tagging

The only area of overlap within the B2GreenHub framework is a centralized digital platform that hosts project outputs, which is, to an extent, described in this document. To maintain transparency, this platform uses tagging to mark resources and activities with their specific project origin. Financiers can thus identify exactly which resources and achievements came from which project, providing visibility into each project's unique contribution within the B2GreenHub ecosystem.

4. Maximizing Impact Through Network Integration

B2GreenHub also serves as an integrator of other Interreg and EU projects that may otherwise have limited visibility due to marketing constraints. By consolidating these outputs under B2GreenHub, we are building a powerful network that amplifies the impact of each project and reaches a broader audience without altering or blending the foundational activities or finances of each project.

In summary, B2GreenHub is an efficient branding and communication vehicle that supports each project's outreach without affecting its financial and operational independence. Through this structured approach, B2GreenHub ensures that all project-specific resources and invoices remain transparent and traceable, while also delivering a cohesive experience to external stakeholders.

2.2.1 Main Sections and Elements

The expansion of the platform itself will introduce several key features from various sources aimed at fostering collaboration between solution seekers (manufacturing companies) and providers of digital and green solutions to accelerate European manufacturing SMEs.

The upgraded platform, called B2GreenHub, will include:

- A landing page to provide an overview of the platform's mission and offerings.
- A comprehensive backend for partners, who will act as facilitators connecting manufacturing companies with digital and green solution providers.
- A Marketplace showcasing all available services offered by experts and solution providers.
- Learning resources, funding opportunities, and a wide range of open-access tools, developed within multiple EU-funded projects, all available in one place.
- A dedicated showcase page where manufacturing companies can explore highlighted experts and providers of expertise, solutions and infrastructure.
- A section dedicated to best practices, use cases and solutions for manufacturing companies.

This expansion aims to create a centralized hub that enhances the visibility, accessibility, and usability of digital and green transformation solutions, fostering stronger connections between industry stakeholders.

The B2GreenHub platform can be accessed at: <https://b2greenhub.eu>



2.3 The validation of the integration by the EAB

The objective of involving the External Advisory Board (EAB) in the integration of the B2GreenHub platform is to obtain independent, practice-oriented validation of the platform concept, structure and functionalities, ensuring that they address the real needs of manufacturing SMEs and relevant stakeholders in the field of digital and green transformation. Through its feedback, the EAB supports the project in aligning the platform with market expectations, policy frameworks and technological trends, and in prioritising improvements with the highest impact for end users.

EAB members are involved at key milestones of the platform development and integration process, notably, their main role within the Transnational Open Knowledge Box is to validate the prepared integration methodology.

The information shared with the EAB includes:

- An overview of the platform architecture and main sections,
- Demonstrations of core tools and workflows (registration, profile management, service search, use of open-innovation tools), and
- Preliminary analytics or qualitative insights from pilot actions, where available.

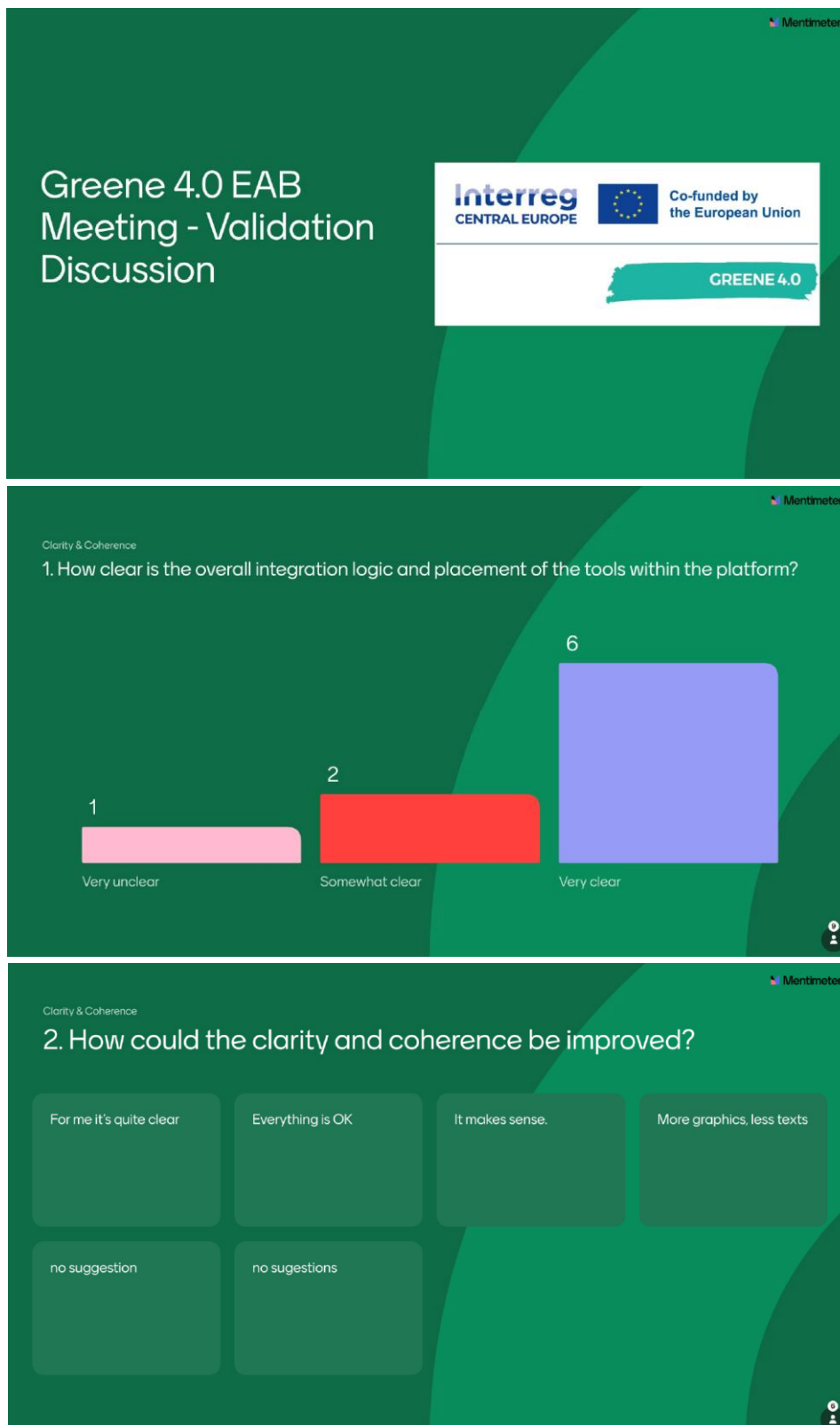
In line with the concrete objection in Activity 2.4, the integration methodology was prepared and presented to the EAB for the purpose of validation on April 10, 2025, during an online meeting held via MS Teams. During the session, the methodology was introduced in detail, including the planned platform expansion and its individual components. Particular emphasis was placed on their intended positioning within the platform, associated content, and current development status.

Following the presentation, a structured validation discussion was conducted, during which the EAB members provided comments and suggestions using the Mentimeter tool. Overall, the EAB agreed that the proposed integration logic and the placement of the tools within the platform were clear, coherent, and well structured. The clarity of the overall concept was positively assessed, while one member suggested increasing the use of visual elements in place of text to further enhance user experience.

With regard to potential technical risks or challenges related to the proposed integration, the EAB did not identify any significant concerns at this stage. Recommendations for ensuring long-term maintainability of the platform focused on supporting the inclusion of a broad user base, establishing



continuous interaction with users, systematically collecting user feedback, and closely monitoring the platform's overall performance and development.





Technical & Functional Soundness

3. Do you see any potential technical risks or challenges with the proposed integration?

none

It is not my cup of tea...

At the moment I don't see particular flaws

Sustainability & Scalability

4. What would you suggest to improve long-term maintainability of this integration?

Supporting the inclusion of a massive user base. This will support any further development

It will depend on how much companies will be committed to use

establish a continuous interaction with users and gather their feedback and suggestion to plan maintenance and evolution

Attracting users, building a community and repeat the iterative process of taking user feedback into consideration

Watch the progress

Figure 1: Validation discussion feedback by EAB

The comments of EAB members were documented by the project team and translated into concrete change requests for the developers, complementing the feedback collected from project partners and pilot activities and thus closing the loop of the integration validation process.



3 Transnational co-creation workshop

The workshop was intended for project partners to provide feedback to the already established platform components for the purpose of performing the fine-tuning.

The event took place online via Microsoft Teams on 17 November 2025 and was organised and moderated by Pomurje Technology Park as Lead Partner.

The **agenda**:

AGENDA		
Time	Activity	Speaker
09:00-09:05	Introduction	Sarah Vidmar Ravber, Pomurje Technology Park
09:05-09:55	Feedback and discussion about the platform components	All
09:55-10:00	Conclusion and Next Steps	Sarah Vidmar Ravber, Pomurje Technology Park

The workshop begun with a short introduction by the LP and instructions for providing feedback in the Microsoft Teams Whiteboard. Afterwards, partners provided feedback on 7 different parts of the platform:

1. General platform feedback
2. Registration forms and user dashboard
3. The Toolbox
4. Business Model Generator
5. Open Innovation Map (Connect)
6. Expert Forum
7. Marketplace

One part, the Open Knowledge Training Programs, was excluded in this workshop, since it had not yet been integrated into the platform itself. Therefore, the partners agreed that they will provide the feedback subsequently after the integration was finalized.

Each part was also followed by a short discussion about the provided feedback. Partners also agreed that they will add all additional feedback from the pilot actions to the same Microsoft Teams Whiteboard for easier traceability.

List of participants [REDACTED]



B2GreenHub Platform & Transnational Open Knowledge Box

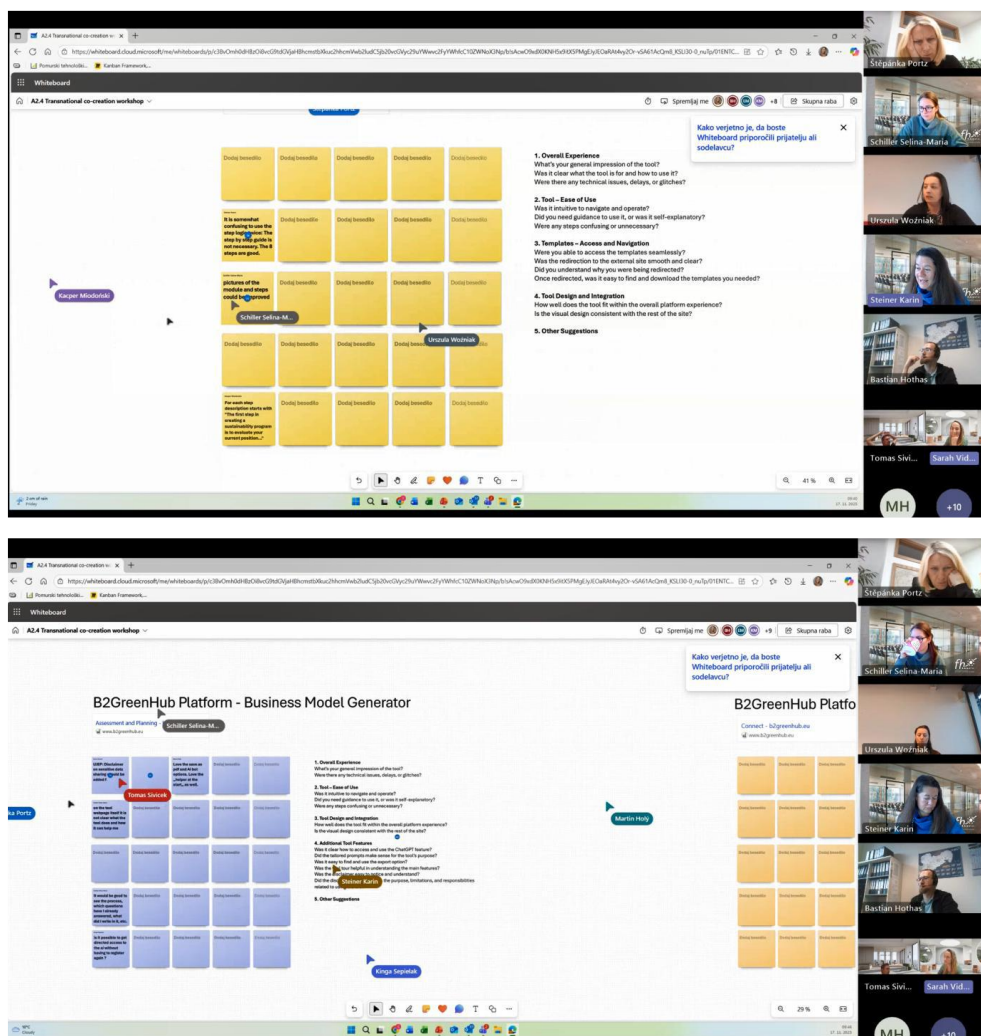
• Partners provide feedback for:

- ☐ B2GreenHub Platform (overall)
- ☐ Registration Forms and User Dashboard
- ☐ Transnational Open Knowledge Box:
 - Green Path Academy (Open Knowledge Training Programs)
 - Open Innovation Tools:
 - The Toolbox
 - Business Model Generator
 - Expert Forum
 - Connect (Open Innovation Map)
- ☐ Marketplace



3





A2.4 Transnational co-creation workshop, 17. 11. 2025, 9.00
Partner feedback for B2GreenHub platform

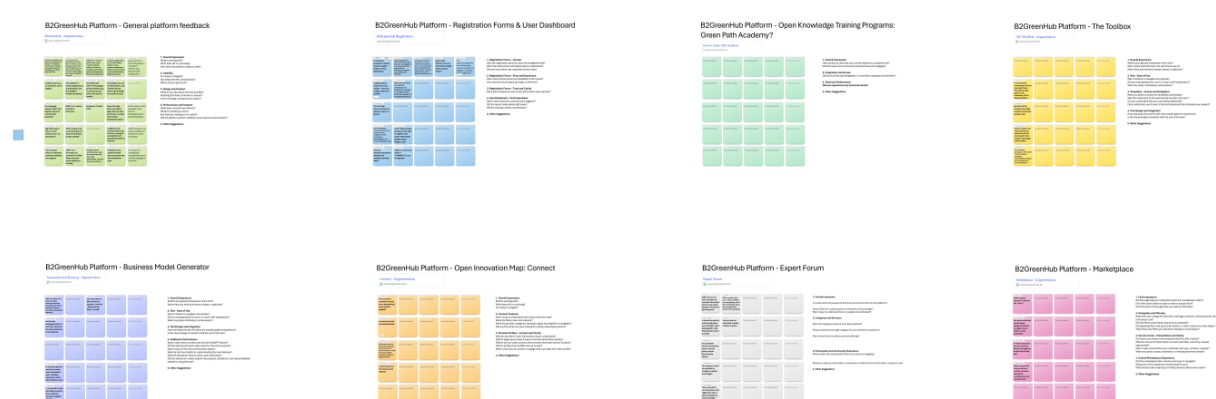


Figure 2: Screenshots from the meeting



3.1 The collected feedback

During the workshop, partners provided structured feedback on seven key components of the B2GreenHub platform using a shared Microsoft Teams Whiteboard, complemented by live discussion to clarify and prioritise the main issues.

General platform feedback

Overall, partners confirmed that the platform's visual appearance and structure are good, but noted that some functionalities and pages are hard to find and that navigation could be more intuitive. Suggestions included highlighting key tools more clearly on the landing page, adding a dedicated search button, and reviewing the placement of tools, especially considering that the platform hosts solutions from multiple projects and will grow further. It was also pointed out that one page appears wider than others, that the default language should be English rather than Slovenian, and that SEO and search performance will need to be improved after the current stabilisation phase.

Registration forms and user dashboard

Partners agreed that the registration process is generally understandable, but raised various usability and logic issues. Feedback highlighted that:

The logout/login button should be more visible, as it is currently easy to overlook in the top-right corner. It is not clear for all user types where and how they can register (e.g. solution seekers), which may require clearer labelling or visual differentiation in the forms. Users can accidentally create additional "roles" or solutions and then lack a straightforward way to delete empty or incorrect solution cards from their dashboard.

The profile navigation on the left (with circles and dots) visually suggests a step-by-step progress bar rather than separate sections, which confuses users. The coexistence of "About me" and "About us" is confusing for users who do not necessarily need both; partners suggested conditional display depending on the user's roles. Uploading logos/profile photos only in the initial registration may be problematic; partners suggested enabling uploads directly within the profile area as well. There is currently no self-service option for users to delete their profiles and personal data; this was flagged as an important compliance and user-rights issue. Partners also raised a more strategic concern about quality control of registrations, questioning whether anyone can register freely and how quality checks are performed on new entries.

The Toolbox

For the first Open Innovation Tool – The Toolbox, partners appreciated that the tool is almost finalised but identified both technical and content-related issues. Technically, the main open point is the single sign-on (SSO) integration with the external provider (11th Hour Racing Team), which currently requires users to create a separate account on the Toolbox page in order to download templates; the agreed goal is that a single registration on the B2GreenHub platform will allow seamless access, with only minimal additional consent on the provider's site. Content-wise, some partners reported that the tool is somewhat confusing to use, that the step-by-step logic is duplicated and not always needed, and that pictures and descriptions of modules and steps could be clearer and more differentiated across steps.

Business Model Generator

Regarding the Business Model Generator, partners acknowledged its usefulness but stressed the lack of clarity in terms of the tool's main aim and how it can support its users. Furthermore, a suggestion to add a more detailed disclaimer on sensitive data sharing was also made. On the other hand, the option to save the generated canvas as a PDF file and the inclusion of an AI chatbot option were two of the most praised features of the tool.



Open Innovation Map (Connect)

For the Connect section (Open Innovation Map), partners recognised its value for visualising facilitators and service providers but identified several improvements. The main comments were:

- Country selection should be in alphabetical order to improve usability.
- Filters and colour coding of map pins need to be clarified; currently, the colours of the pins are not explained, and partners proposed referencing them explicitly in the filter/drop-down list.
- A suggestion (to be checked for feasibility) was to pre-filter or prioritise facilitators based on the user's IP address, so that users see their national/regional facilitators first.

Expert Forum

Feedback on the Expert Forum focused on improving its behaviour as a modern discussion space. Partners noted that:

- On the main forum page, users cannot see whether posts have likes or comments, nor how many, which makes it difficult to judge where active discussions are taking place without opening each post individually.
- Error handling around mandatory tags during post creation was unclear; partners confirmed that a more explicit message now appears if tags are missing, but requested further checking for remaining issues.
- The text editor should support clearer formatting (e.g. paragraphs) to improve readability of longer posts.

Additional smaller technical issues were also mentioned and will be consolidated with the development team.

Marketplace

Due to time constraints, feedback on the Marketplace was partly collected during the session and partly left for asynchronous completion on the Whiteboard. The key points raised were that many entries lack descriptions, that some content is still missing in solution sections, and that this is strongly linked to how carefully service providers and solution owners fill in their registration forms and update their dashboards. Partners agreed that they need to actively encourage their providers to supply comprehensive information, as this text is directly pulled into the Marketplace, and that additional feedback from pilot actions will be added later to the same Whiteboard for better traceability.

Open Knowledge Training Programs

The Open Knowledge Training Programs (Green Path Academy) were intentionally excluded from detailed feedback during this workshop, because the tool was still hosted on a separate link and not yet integrated in the platform. Partners agreed to wait until the integration is finalised (planned in the following days) and then to re-invite partners and testers to use the Academy and provide structured feedback, again via the same Whiteboard.

After the integration of the training programs to the B2GreenHub platform, some suggestions were made to improve the details in the log-in page, including the wording and the use of the B2GreenHub icon indicating more clearly the possibility for users to use the Single-sign (SSO) option.



Private Equity Investment Readiness tool

The feedback for this tool was gathered separately, during activity A2.3 – organization of four private equity workshops. These engaged four different stakeholder groups:

- Complementary projects and initiatives
- SMEs and researchers
- Startup and students
- Investors

The main recommendations for improvement of the Private Equity Investment Readiness tool include clearer positioning and orientation within the platform, stronger investor perspective and investment logic, deeper operationalization of ESG and sustainability aspect, improved usability, navigation, and workflow integration, and trust-building and platform-level enhancement features. While some of the recommendations and feedback would take extensive effort and time to implement, the remaining recommendations were considered and applied to the established tool. This is described in more detail in the following chapter.

Overall, some sections (General platform, Registration & Dashboard, Business Model Generator, and Expert Forum) generated more detailed comments, especially around usability, logic and data protection, whereas suggestions for the Toolbox, Connect and Marketplace were more focused on specific technical, integration or content-completion issues. Most of the proposed changes were considered feasible in the short to medium term, with only a few depending on external development teams or more complex back-end modifications (e.g. multi-language dynamic content, IP-based suggestions).

3.2 The implementation of the feedback

Following the workshop and feedback collected afterwards, the project team and developers initiated or planned concrete actions to integrate the collected feedback into the B2GreenHub platform and its associated tools.

General platform

The default language was adjusted so that the public landing page and default views open in English, while still supporting Slovenian and other languages where required by other projects. Next, the page layout was reviewed and adjusted to ensure consistent page width and visual alignment across all main sections. Per another suggestion during the co-creation workshop, the Search function was also added to the platform with the possibility for users to browse through platform content by using keywords.

Furthermore, preparation for SEO and improved search functionality can be addressed once the platform stabilisation and back-end work for partners (including Google Analytics setup) are sufficiently advanced. Finally, there is consideration of additional emphasis on key tools on the landing page (e.g. clearer call-to-action elements), however, the fact that the platform aggregates tools from multiple projects should be taken into account.

Registration forms and user dashboard



The simplification of the registration logic without disrupting existing data structures, including options to remove or automatically clean empty solution cards and reduce the number of obligatory fields where appropriate, was discussed and implemented where possible by the IT team. After the fine-tuning, the user dashboard has a clearer distinction of the “Log out” button, and a clearer presentation of registered solutions that can be edited in the case of Technology Solution providers. A redesign of the profile navigation (removal of connecting dots between sections) to avoid the impression of a linear progress bar and instead clearly signal separate sections such as “Profile”, “Account details”, etc. was also implemented.

Furthermore, the “About me / About us” logic was revised so that both sections appear only when a user has multiple relevant roles (e.g. expert plus provider); otherwise, only the appropriate section will be displayed.

Finally, the “Delete profile” option was added, so users can request deletion of their profile and data directly via the interface, rather than having to write to the B2GreenHub email. An internal clarification and documentation of partner quality-check procedures for new registrations will be executed, ensuring that quality review in the administration system remains consistent as new users register.

The Toolbox

Continued technical coordination with the external Toolbox provider helped finalise SSO so that users who are registered on the B2GreenHub platform can now access and download Toolbox templates without creating a separate account, while still confirming consent on the provider’s page where needed. The content of the tool was reviewed and adjusted to avoid redundant or confusing step-by-step instructions, streamline the user journey, and improve the clarity and distinctiveness of module descriptions and visuals.

Business Model Generator

The Business Model Generator has been updated in line with the feedback provided during the co-creation workshop. Mainly, the tool was added an additional disclaimer on sensitive data sharing at its first entry point (the tool card), ensuring it is visible before users enter the tool and not only after selecting an industry, as suggested by partners’ feedback. Furthermore, the purpose and description texts of the tool were revised to make the tool’s functionality and user benefits clearer, more user-centric, and easier to understand.

Open Innovation Map (Connect)

In line with the provided feedback, the country list has been adjusted to alphabetical order, improving ease of use for international users. The filter functionality and alignment between filter options and map-pin colours was reviewed and adjusted, enabling the possibility to explicitly list colours and their meanings in the interface. An initial assessment of the feasibility of using IP addresses to suggest national/regional facilitators first has been made but further assessment on feasibility and compliance must be done, thus, this feature may be implemented in a later iteration.

Expert Forum

The forum overview has been enhanced so that users can see basic “thread activity” indicators (e.g. number of likes/reactions) without opening each post, helping them quickly identify active discussions. Verification and refinement of error messaging when mandatory fields such as tags are missing has ensured that users understand why a post cannot yet be submitted. The text editor (e.g. paragraph handling) has been improved to support more readable, structured posts and replies. Other minor adjustments have also been made, including the correction of the possibility to add unlimited number



of likes per post, substitution of green and blue boxes by the user names with actual uploaded photos of users, and the ability for authors of posts to edit or delete their already published posts.

Marketplace

Partners were tasked to follow-up with registered providers and solution owners to encourage them to provide comprehensive descriptions in their registration forms and dashboards, as this content feeds directly into the Marketplace listings.

Completion of missing content in solution sections, including using outputs from upcoming pilot actions and related projects, so that the Marketplace better reflects the range of available services, trainings and solutions. Agreement that any additional feedback arising from pilot actions will be added to the same Microsoft Teams Whiteboard to keep a single, traceable repository of comments and required changes.

A minor detail of design for better clarity and user experience has also been improved, particularly concerning the “More info” and “Send inquiry” parts of the services cards in the Marketplace.

Open Knowledge Training Programs (Green Path Academy)

The technical integration of the Green Path Academy into the B2GreenHub platform, moving from a separate link to a fully integrated module, has been finalised. Users can freely log into the academy by either creating a new, separate account to access the courses or by choosing the SSO in which case they are signed in with their already existing B2GreenHub account.

The SSO functionality has been made more visible to users by giving the B2GreenHub icon greater prominence on the Green Path Academy entry page, clearly signalling the connection and interoperability between the two sections.

Private Equity Investment Readiness tool

Based on recommendations from private equity workshops, the Private Equity Investment Readiness tool was improved in the following aspects:

Feedback suggested to ensure that all menu items clearly lead to functional subpages – the structure and flow of the tool was revised and connections and broken links were improved to ensure better user experience. The content was also improved by unifying the terminology (e.g. the use of ‘download’ instead of ‘templates’ in a unified manner).

Concerns related to data confidentiality and trust were raised, particularly when sensitive business information is involved. Clear communication on data protection and confidentiality was prepared and added to the introductory page of the tool to enhance transparency and build user trust.

ESG and CSRD-related content have been incorporated into the following templates which are the integral part of the tool:

- Financial plan
- Virtual business card
- Product Service overview
- Value proposition canvas
- Market potential assessment



- Value Chain Analysis

In summary, the workshop and additional feedback in the later stages generated a concrete, prioritised list of technical and usability improvements, many of which have already been implemented, while others, especially those dependent on external tools, are scheduled for subsequent iterations in close cooperation with the respective development teams.



4 The Transnational Open Knowledge Box

The expansion of the Pro.Net platform into B2GreenHub prompted Greene 4.0 partners to carefully consider the integration of the Transnational Open Knowledge Box. The goal was to ensure that all tools remain accessible to interested companies in a single, centralized location, while also making them easily searchable and intuitively organized within the platform. Additionally, emphasis was placed on optimizing the structure and user experience (UX) to be both user-friendly and visually appealing, enhancing usability and engagement.

Within the Transnational Open Knowledge Box, several tools and resources have been developed. The tools listed below have been thoughtfully integrated into the B2GreenHub platform:

- Open Innovation Map
- Open Innovation Tools, comprised of the three following tools: The Toolbox, Expert Forum, Business Model Generator)
- Open Knowledge Training Programs
- Private Equity Investment Readiness Tool

After extensive brainstorming, preparation, and development of the platform's concept and structure as a whole, the Transnational Open Knowledge Box has been integrated as well.

4.1 Open Innovation Maps

Open Innovation Maps serve as the foundation of the “Connect” section of the B2Greenhub platform. It is a centralized hub showcasing all providers involved in the B2GreenHub ecosystem, including digital experts, green experts, business experts, technology solution providers, and infrastructure/equipment providers. The main page features an interactive map displaying provider locations by city and country, with filtering options by provider type. Users can also browse providers by focus areas (green and digital), by provider category, or via a dedicated section highlighting the B2GreenHub facilitators, namely the project partners. In addition, the page presents relevant events and partner networks, including EDIH, EEN, and EIT.

When accessing an individual provider profile, users are presented with a detailed overview of the expert or organisation. This includes general information, areas of expertise or focus, and the concrete offers, such as services, training, and solutions, submitted during the registration process. All offers displayed within the Connect profiles are directly linked to the platform's Marketplace, enabling seamless navigation between expertise discovery and service access. The Connect profile also features the user's activity in the B2GreenHub Expert Forum.

The “Connect” section is available at <https://www.b2greenhub.eu/connecting>.



Navigation bar: B2GreenHub, Resources, Solutions, Clients, Expert Forum, News & Events, Projects. Search bar: "Apply as an External Provider".

Connect

Filter by provider, Filter by country

Browse by focus area

Green

- Renewable energy technologies
- Carbon capture & Storage
- Waste reduction & Recycling technologies
- Green & Sustainable materials
- Energy efficient technologies

Digital

- Digitalisation & Connectivity
- AI & Data Analytics
- Cybersecurity & Digital Trust
- Automation & Robotics
- Additive Manufacturing & 3D Printing

Browse by B2GreenHub facilitators

See all

Facilitator	Photo	Name	Role	More info	Work with me
B2GreenHub		Mario Situm	GREENE 4.0 Facilitator	More info	Work with me
B2GreenHub		Bernhard Koelmei	GREENE 4.0 Facilitator	More info	Work with me
B2GreenHub		Exzter Balogh-Tanka	GREENE 4.0 Facilitator	More info	Work with me
INTELLIMECH		Elena Mossali	GREENE 4.0 Facilitator	More info	Work with me

Browse by Providers

- Digital experts
- Green experts
- Business experts
- Technology solutions
- Infrastructure / Equipment Providers

Industrial events

Event	Date	Topic	More info
Transnational workshop for disseminating pilotings of new value chains models	10-11 Jan 2024	News & upcoming events for all things green and digital	More info
Discover New Video Tutorials to Get the Most Out of B2GreenHub Platform Tools	14 Jan 2024	News & upcoming events for all things green and digital	More info
Four Innovative Digital Solutions Now Available on B2GreenHub	16 Jan 2024	News & upcoming events for all things green and digital	More info
GREENE 4.0 Transnational Open Knowledge Box Webinar	04 Feb 2024	News & upcoming events for all things green and digital	More info

Partner networks

DIH | European Digital Hub Network | enterprise europe network | eit

Figure 3: Connect - main page



Figure 4: Examples of Connect providers' profiles: expert, technology solution provider, infrastructure / equipment provider

4.2 Open Innovation tools

Open Innovation Tools comprise of three tools: The Toolbox, Expert Forum, and Business Model Generator. They are placed in the “Improve” section and the platform’s main menu.

All three tools were developed under A2.2 Open Innovation Capacity Building Toolkit. The Toolbox and the Business Model Generator were pre-existing tools which were enhanced to better meet the needs of manufacturing companies. The final tool, Expert Forum, was developed from scratch drawing inspiration from similar existing tools.

4.2.1 The Toolbox

The Toolbox offers an 8-step process that guides organizations through the development of a robust sustainability program. It was originally developed by the 11th Hour Racing Team and tailored by the Greene 4.0 partners for B2GreenHub to meet the specific needs of manufacturing companies looking to integrate sustainable practices.

The Toolbox is part of the “Improve” section of the B2GreenHub platform, which is also an integral part of the platform’s main menu, positioned under “Resources” on the platform’s landing page. Similarly as the “Connect” section, the “Improve” section is prominently visible and easily accessible through the main menu at every stage of the user’s journey.

The "Improve" section offers users free tools to support the green and digital transition of micro, small, and medium-sized manufacturing companies. Serving as a one-stop shop for SMEs, it not only features tools developed under the Greene 4.0 project but also a broader selection from various EU-funded initiatives.



The introductory page of The Toolbox provides an overview of the tool, outlining its purpose, key functionalities, and guidance on how it is used. This is followed by eight dedicated modules, each presented on its own page and accompanied by clear instructions and downloadable templates. In addition, each module includes a visual representation of the individual steps involved, supporting users in navigating the process in an intuitive and practical manner.

Each module addresses a specific topic focusing on the sustainability aspect:

- Module 1: “Start your sustainability program” – intended for the evaluation of the company’s current position, focusing on the social, economic, and environmental aspects of the business.
- Module 2: “Create a green transformation policy” – contains essential steps for creating a green and digital transformation policy, focusing on key components, such as vision, mission, scope, and measurable targets.
- Module 3: “Engage stakeholders” – provides tools to help companies identify and prioritize stakeholders, build effective relationships and tailor survey templates to establish economic, environmental, and social baselines.
- Module 4: “Identify issues” – supports companies in identifying key sustainability issues by assessing environmental, social and economic impacts to uncover improvement opportunities.
- Module 5: “Set targets” – enables companies to set goals and targets that will guide their action plans and resource allocation.
- Module 6: “Implement a sustainability plan” – helps define necessary tools, allocate resources, and engage the company’s team to coordinate the implementation process.
- Module 7: “Assess progress” – supports companies in evaluating their sustainability progress by monitoring results, reviewing performance against targets, and identifying areas for improvement.
- Module 8: “Report and communicate” – guides companies in effectively reporting and communicating their sustainability achievements with practical tools.

The Toolbox is available at <https://www.b2greenhub.eu/tools/3726>.



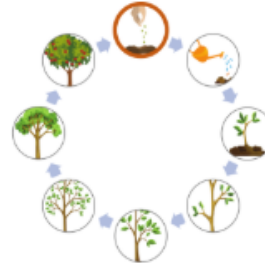
THE TOOLBOX

Welcome to The Toolbox at B2GreenHUB!

Embark on your sustainability journey with The Toolbox tools, enhanced by B2GreenHUB. This comprehensive platform offers an 8-step process that guides organizations through the development of a robust sustainability program.

Originally developed by the 11th Hour Racing Team to make sustainability accessible for all organizations, The Toolbox has been tailored by B2GreenHUB to meet the specific needs of manufacturing companies looking to integrate sustainable practices.

[START YOUR SUSTAINABILITY JOURNEY →](#)



Get started now

Register here to access our expanded suite of guides, tools, and templates. By joining The Toolbox a B2Green community, you'll connect with like-minded peers and organizations dedicated to making a significant environmental impact.

Take action

Dive into our supporting resources on how you can use The Toolbox here at B2GreenHUB and utilize our shared resources to foster a sustainable and equitable future.

Explore more

Visit The Toolbox page for our adapted templates, generic templates, detailed case studies and video tutorials that complement each step of your sustainability journey. The Toolbox team provides a free 1:1 call, offering assistance and ensuring you have the help you need to successfully implement your sustainability program.

 Support Need additional support? Contact: info@sustainabilitytoolbox.com Contact us →	 Use cases Explore use cases for each step of your sustainability program at The Sustainability Toolbox. Explore →	 Video tutorials Check out Toolbox's latest YouTube tutorials! These guides help you effectively navigate The Toolbox resources. Watch →
---	--	--

PROCESS

	STEPS	HOW TO GUIDES	TEMPLATES	CASE STUDIES
 Central and consistent with sustainability	1	HOW TO START YOUR SUSTAINABILITY PROGRAM	Assessing your starting point Brief survey	STARTING A PROGRAM
	2	HOW TO CREATE A COMMON TRANSFORMATION POLICY	Sustainability policy template	CREATING A POLICY
	3	HOW TO ENGAGE WITH STAKEHOLDERS	Stakeholder mapping & prioritization Stakeholder survey	ENGAGING STAKEHOLDERS
	4	HOW TO IDENTIFY ISSUES	Legal obligations and non-conformance register Issue matrix	IDENTIFYING ISSUES
	5	HOW TO SET TARGETS	Goals and targets matrix	SETTING TARGETS
	6	HOW TO IMPLEMENT A SUSTAINABILITY PLAN	Sustainability plan template Internal engagement plan	PLANNING AND IMPLEMENTING
	7	HOW TO ASSESS PROGRESS	Tracker template (action, strategy, trend etc.) Internal audit template	ASSESSING PROGRESS
	8	HOW TO REPORT AND COMMUNICATE	Communications plan template Communication template	REPORTING AND COMMUNICATING

B2GreenHUB is the leading industry platform for Sustainability. It is a free, open, and accessible platform for companies to share and learn from each other. The platform is not just a place to share information, it is a place to learn and grow together. It is a place to connect and collaborate. It is a place to make a difference.

[START YOUR SUSTAINABILITY JOURNEY →](#)

At B2GreenHUB, we provide a comprehensive suite of how-to guides and tailored templates specifically designed for manufacturing companies. These resources are crafted to help your organization from the initialisation of the need for sustainability, through engaging with stakeholders and designing effective initiatives, to reporting on your progress.

For a deeper dive into sustainability practices, The Toolbox platform offers an in-depth experience with extensive case studies, detailed tutorials, and personalized 1:1 support. Each step of your sustainability journey is supported by these additional resources, ensuring you have access to expert advice and practical examples that demonstrate successful implementation.

Whether you're starting out or scaling up, combine the strengths of B2GreenHUB's tailored tools with the rich, supportive environment of The Toolbox to fully realize your sustainability goals.

Figure 5: The Toolbox - main page

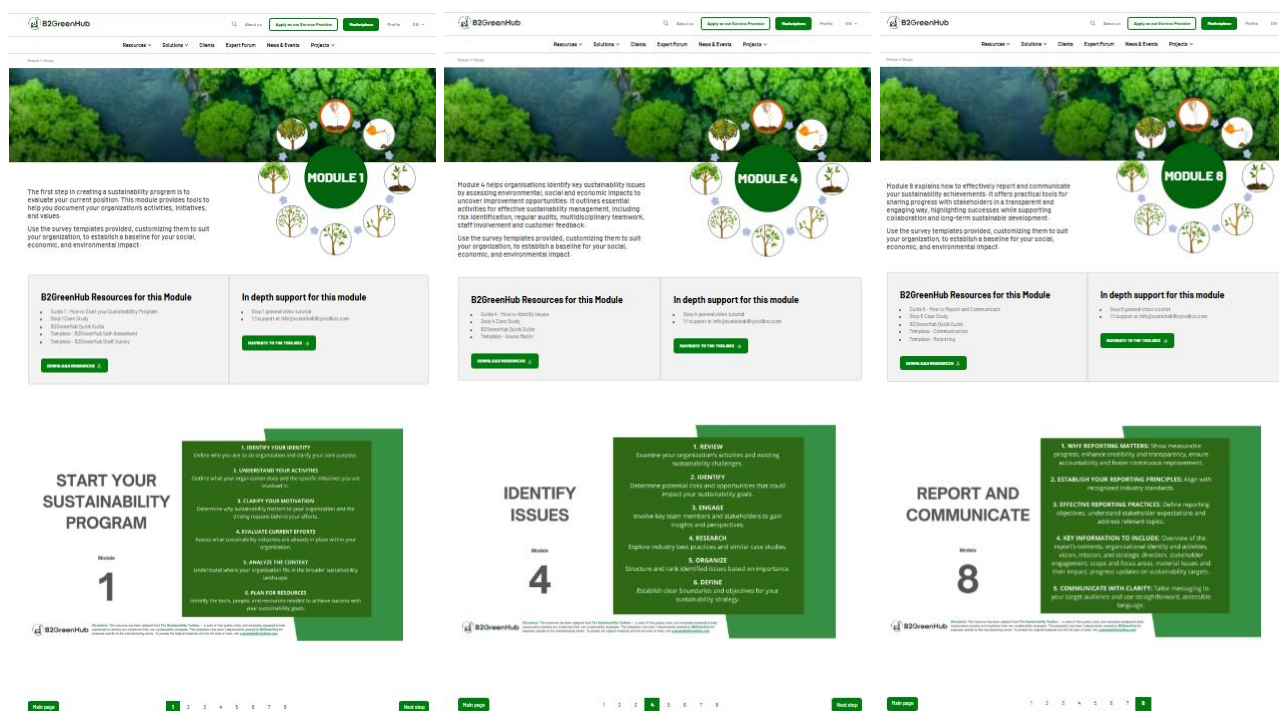


Figure 6: The Toolbox Module examples (1, 4, and 8)

4.2.2 The B2GreenHub Expert Forum

Within the Expert Forum, users are able to pose questions about green and digital topics and the B2GreenHub experts can provide answers. All users actively participating in the forum have to register to the B2GreenHub platform to be able to post questions and answers, while the content of the forum itself is public.

The forum is organised into eight tabs, including Home, All Posts, Market Sectors, Focus Areas, Experts, Users, Bookmarks, and Code of Conduct. A search function supports easy navigation, while the forum is integrated with the Connect section, allowing user profiles to display forum activity and facilitating direct links between discussions and expert profiles.

Users can browse recent posts or access all published discussions. The forum also offers filtering options by market sectors as well as green and digital focus areas, enabling users to more easily find relevant content. Participants can view forum members, and in the case of experts, access more detailed information through profiles linked to the Connect section, where their expertise is presented in greater detail. An additional useful feature is the ability for users to bookmark relevant posts and revisit them at a later stage.

All users are required to adhere to the Code of Conduct, which is available directly on the forum page. The Code of Conduct outlines guidelines for forum usage and expected behaviour, including respectful interaction, consequences of misconduct, forum rights and responsibilities, confidentiality requirements, copyright and legal compliance, relevance of content, and policies related to marketing and advertising within the forum.

The B2GreenHub Expert Forum is available at <https://www.b2greenhub.eu/expertForum>.



 B2GreenHub

Resources Solutions Clients Expert Forum News & Events Projects

Welcome to the B2GreenHub Expert Forum!
Your Space for Expert Advice on Green and Digital Transitions

As part of the B2GreenHub platform, this forum is dedicated to empowering businesses, professionals, and innovators with expert guidance on all aspects of sustainability and digital transformation. Here, you can connect with B2GreenHub experts to find solutions, share insights, and tackle challenges in these dynamic fields.

Home All topics Market Sectors Focus Areas Experts Users Code of Conduct Search

Recently added posts

How can green technologies effect the job market?

I look to R&D and wonder how green technologies will affect the job market. Green technologies are changing the structure of the job market in a number of ways. One significant trend is the automation of routine tasks, which is displacing some jobs. However, it is also creating new jobs in the areas of research and development, engineering, and manufacturing. Green technologies are also creating new jobs in the areas of sustainability, environmental management, and energy efficiency. The overall impact of green technologies on the job market is likely to be positive, as they will create more jobs than they displace. However, it is important to ensure that the transition to a green economy is managed in a way that minimizes the impact on workers and communities.

3 Likes 1 Blue Response 24.10.2023, 16:22

Technology alone is not enough

Green technologies enable saving in energy, water, and resources, but it is not enough to change their behavior. Their benefits are significantly reduced. For example, even the most energy-efficient appliances in use today are not necessarily for long periods of time. Electric cars are not environmentally friendly if they are charged using carbon-based electricity. Recycling systems do not work if people do not sort their waste. Human behavior has a decisive influence on consumption. Reducing excessive consumption, preferring local products, avoiding food loss, attitudes and values - concern for the environment, responsibility for research, fair competition, education and awareness - ecological thinking from childhood increases the effectiveness of technology implementation. Public will and public pressure - people's behavior (saving, purchasing) also influences the direction of technological development. Technology behavior must change. The most effective approach is a combination of both: technology provides the tools, human behavior determines how and whether these tools are used. Summary: Without a change in human behavior, even the best green technologies are only a half solution. A truly sustainable future where where technological progress is combined with a responsible approach.

10 Likes 1 Blue Response 24.10.2023, 16:18

A serious question: why is the introduction of green innovations progressing so slowly?

No, this isn't trolling - I'm genuinely curious whether you're so satisfied with the pace of implementing sustainable solutions, and if not - why do you think this process is moving so slowly? What's holding it back the most? And what would it take to speed things up? Money? Government? Or maybe you have a different view - perhaps in your country or region the green transition is happening smoothly? I share your thoughts!

10 Likes 1 Blue Response 24.10.2023, 16:22

The Enduring Relevance of ESG: Sustainability in SME Credit Decisions Despite Political Shifts

While recent media coverage has suggested that the European Green Deal is losing momentum and that sustainability requirements are being softened, this perception does not reflect the financial sector's long-standing reality. Indeed, measures such as the Capital Requirements Regulation (CRR) and the Corporate Sustainability Reporting Directive (CSRD) continue to drive banks and financial institutions to integrate ESG risks into their credit risk assessments. Consequently, it is misleading to believe that sustainability has lost its significance. Even if small and medium-sized enterprises (SMEs) are not directly subject to mandatory sustainability reporting, ESG factors remain relevant for them - particularly through indirect mechanisms such as the Sustainable Finance Disclosure Regulation (SFDR), which encourages or pressures credit providers to engage with sustainability topics due to their relationship with larger regulated partners (e.g., in the summer of 2024, a year of the INTERIM Central project INTERIM 4.2, we visited an event at a regional bank in Austria that brought together numerous SMEs and financial experts. The discussions clearly showed that ESG considerations remain a key element in the financial sector. Despite changing political environments and a perceived easing of sustainability obligations, the regulatory framework - such as the CRR and CSRD - continues to require banks to integrate ESG risks into their credit risk assessments. Accordingly, no evaluation of ESG relevance can be observed in the credit market. On the contrary, sustainability-related factors such as environmental performance, energy efficiency, and governance continue to play a decisive role in lending decisions. These findings are also supported by recent empirical research from the University of Applied Sciences Furtwangen (FH Furtwangen). This study investigated how ESG-related credit risks are currently assessed by financial institutions across Austria. While this nationwide qualitative study, experts from various banks were interviewed to understand how ESG factors are integrated into credit risk management, how well SMEs are prepared for these requirements, and what trends can be observed in practice. The findings revealed a clear consensus: ESG and the associated risks remain high to relevant in credit assessments. While banks increasingly recognize the need to evaluate sustainability performance systematically, many SMEs still show room for improvement - particularly when it comes to building a reliable data foundation for ESG reporting and risk disclosure. In general, ESG risks do not yet directly translate into higher lending rates, but experts agree that this is likely to change in the near future. As sustainability integration advances, companies with higher ESG risks can expect higher credit spreads, or in cases of insufficient ESG engagement, even restrictions in access to financing. In such scenarios, companies that fail to address sustainability effectively risk excluding themselves from an essential source of capital. Banks clearly continue to integrate ESG criteria into their credit risk assessments, ensuring that sustainability remains a core element of financial evaluation. Even for SMEs without direct reporting obligations, ESG performance increasingly signals stability, innovation, and long-term resilience to lenders and investors. This increased regulatory flexibility offers SMEs an opportunity to strengthen their sustainability foundations - by improving data quality, adopting digital tools, and enhancing transparency in their operations. Such efforts will not only prepare them for future regulatory requirements but also improve their creditworthiness and market position. These efforts are an effective way to secure better financing conditions and build lasting trust with financial partners, while those who postpone or ignore higher credit costs or limited access to funding once ESG criteria become more strictly enforced again.

1 Like 1 Blue Response 24.10.2023, 16:22

See more

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Resources Solutions Clients Expert Forum News & Events Projects

Welcome to the B2GreenHub Expert Forum!
Your Space for Expert Advice on Green and Digital Transitions

As part of the B2GreenHub platform, this forum is dedicated to empowering businesses, professionals, and innovators with expert guidance on all aspects of sustainability and digital transformation. Here, you can connect with B2GreenHub experts to find solutions, share insights, and tackle challenges in these dynamic fields.

Home All topics Market Sectors Focus Areas Experts Users Code of Conduct Search

Electronics Food & Beverage Pharmaceutical & Chemical Metal

Plastics & Rubber Machinery & Equipment Building materials & Furniture General

Latest posts in sectors

Market sector Category Posts Latest Posts

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Home All topics Market Sectors Focus Areas Experts Users Code of Conduct Search

Code of Conduct

A.1 Code of Conduct

The partners also developed a code of conduct during the meetings, regulating the conditions of use of the forum and rules of behaviour. The contents of the code of conduct can be found below.

Welcome to the B2GreenHub Expert Forum!

Here's a quick introduction to start engaging with other forum members and sharing with the community upcoming green growth-related activities.

The primary goal of the B2GreenHub Expert Forum is to foster knowledge sharing and mutual support among users. Participants must adhere to the code of conduct outlined below to ensure a friendly and creative atmosphere conducive to fruitful discussions.

It is important for members to ensure that the community serves as a safe and comfortable space to exchange ideas. Please take the time to read our community guidelines:

Asking questions: Users may ask questions related to the green and digital transformation of the economy, potential business growth strategies, current technological trends, and other relevant topics.

Respectful communication: Forum participants must show mutual respect and maintain civility in their interactions. Insults or discriminatory remarks based on religion, gender, race, sexual orientation, or financial status are not allowed.

Consequences for misconduct: The forum administrator reserves the right to suspend any participant who violates the forum rules. Suspended users will be restricted from asking or answering questions but may still browse forum content. If behavior that violates this code is observed, users can report it to the forum administrators.

Users can report inappropriate content by clicking the "Report post" button. This will prompt the user to provide a reason for the report and to clearly explain why the content violates forum guidelines. Once submitted, B2GreenHub administrators will review the report. If the content is found to breach forum rules, administrators may take appropriate action, such as deleting or editing the content. In cases of confirmed violations, the offending user will be notified and may face suspension. All reports are confidential, and administrators will address violations promptly. Suspended users can appeal the decision by email at info@b2greenhub.eu.

Confidentiality and responsibility: Forum administrators are not responsible for any confidential information disclosed by users. Participants should refrain from sharing sensitive data about themselves or their businesses. Contributions made on the forum are considered non-confidential and may be freely reproduced.

Copyright compliance: Users must not share files, images, texts, or other media without holding full copyright for them. By publishing such materials, users declare they own the rights and grant other forum members a non-commercial license to use them. Users are encouraged to share content and insights. If the shared input is not their own original work, users must provide proper citation and give full credit to the original source.

Legal compliance: Participants must adhere to the law, including but not limited to: illegal activity, threats, harassment, or promotion of pornography, drugs, alcohol, or other illegal substances.

Focus on Relevance: Political, social, religious, and personal topics (unrelated to the main focus of the Forum) are prohibited.

Marketing and advertising: The forum is for knowledge and opinion exchange only. Self-promotion or spamming the forum with promotional content is not allowed. Users may not use it for marketing, advertising services, promotions, or discounts.

GDPR: Users' personal data will be handled in accordance with the General Data Protection Regulation (GDPR). Users have the right to delete their data and content.

B2GreenHub Forum rules

The forum administrators reserve the right to refuse or remove any content that violates guidelines outlined in this Code of Conduct document.

The B2GreenHub forum has the right to terminate accounts at their discretion if the rules of engagement are deemed to have been breached by the user.

By continuing, you consent to follow all terms laid out by the Code of Conduct. If you encounter content or post that you believe violates the guidelines, please report it to us for review by clicking the "Report post" button.

Any updates or changes to the code of conduct will be announced and communicated through the B2GreenHub Forum website.

 B2GreenHub

Resources Solutions Clients Expert Forum News & Events Projects

Welcome to the B2GreenHub Expert Forum!
Your Space for Expert Advice on Green and Digital Transitions

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Home All topics Market Sectors Focus Areas Experts Users Code of Conduct Search

Focus areas

Select the forum content by keywords that mark your interests

AI & Data Analytics 2408 questions Automation & Robotics 2408 questions Digitalization & Connectivity 2408 questions Cybersecurity & Digital Trust 2408 questions Additive Manufacturing & 3D Printing 2408 questions Renewable energy technologies 2408 questions Carbon capture & Storage technologies 2408 questions Waste reduction & Recycling technologies 2408 questions Green & Sustainable materials 2408 questions Energy-efficient technologies 2408 questions

Figure 7: examples of sections from the B2GreenHub Expert Forum



4.2.3 The Business Model Generator

The Business Model Generator (BMG) is a structured tool designed to help manufacturing SMEs develop and refine their business models while integrating digital and green transformation strategies. It provides an interactive framework that leverages methodologies such as the Business Model Canvas, Lean Canvas, and primarily the Sustainable Business Model Canvas. Companies can either use an upgraded interactive Sustainable Business Model Canvas – with general or industry-cluster-specific questions – to structure their business models, or they can experiment with an AI-based model. Through interactive analysis of a company's sector, experience, digital/green transformation ambitions, and key challenges, the tool suggests strategic improvements or entirely new business models, fostering innovation and competitiveness.

Similarly to the Toolbox, the Business Model Generator is part of the “Improve” section of the B2GreenHub platform.

Upon entry, users are invited to select one of the seven industry sectors covered by Greene 4.0, after which a tailored business model canvas corresponding to the selected sector is displayed. The tool includes a concise tutorial explaining its functionality and offers additional features such as full-screen mode, as well as options to print or save the canvas as a PDF file.

A distinctive feature of the Business Model Generator is the AI Assistant, which redirects users to ChatGPT with pre-prepared prompts designed to support and guide them in completing their business model.

The Business Model Generator is available at <https://www.b2greenhub.eu/bmg>.

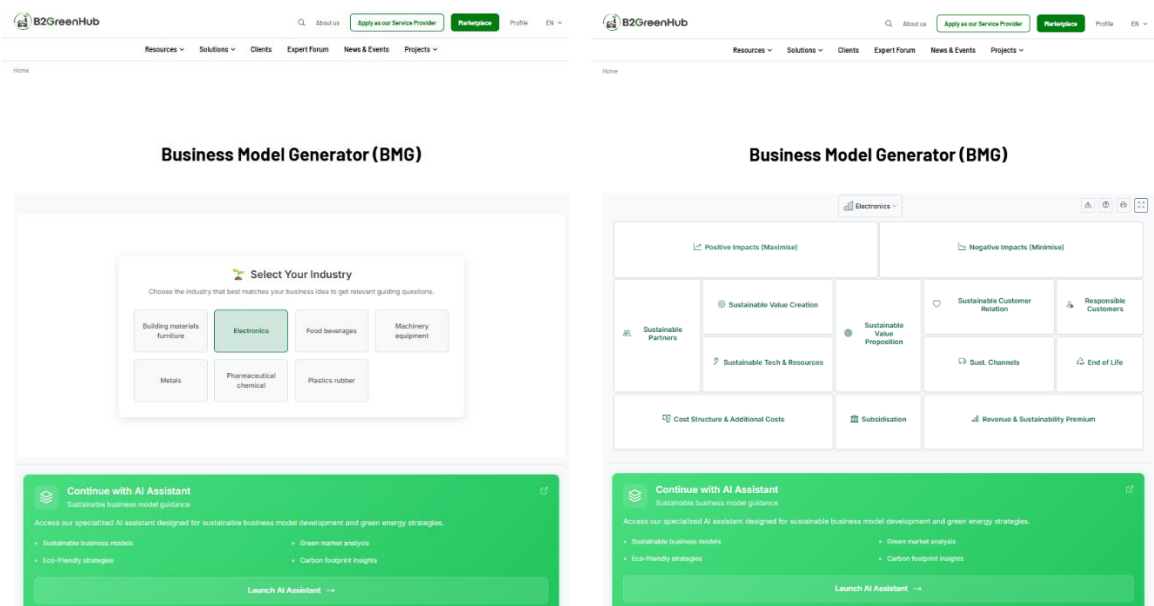


Figure 8: Business Model Generator



4.3 Private Equity Investment Readiness Tool

Private Equity Investment Readiness Tool is included in the "Get Funded" section of the B2GreenHub platform which is an element within the "Resources" section of the main menu. The Private Equity Investment Readiness Tool is part of the "Funding Help-Center" under the "Get Funded" section, as its main purpose is to support companies in searching for and identifying new funding opportunities.

The tool provides guidance and templates which support entrepreneurs to streamline the creation of professional business documentation and a comprehensive investment package, as well as to prepare an effective business presentation, showcasing the company's value, market potential, and growth opportunities while addressing potential risks.

Users are first introduced to the tool through a concise overview outlining its main features and explaining how to get started. The page also offers the option to download the Private Equity Investment Readiness Playbook for local use and includes a glossary defining key concepts used throughout the tool.

The tool is organised into a series of chapters, each guiding users step by step through the creation of their investment package by combining clear instructions with relevant templates. The tool is structured into seven main components: Business Overview, Business Plan Builder, Financial Plan Builder, Legal Essentials, Executive Summary and Pitch Deck, Addendum, and Final Notes. The main chapters within these components, leading to various relevant subchapters, are:

- Sustainable Business Model Canvas
- Virtual Business Card
- Market View
- Internal View
- Financial Overview
- Valuation and Price of Company
- Investor Proposition
- Due Diligence
- Executive Summary
- Key Elements of a Successful Pitch

The Private Equity Investment Readiness tool is available at <https://www.b2greenhub.eu/go/3736>.



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Expert Forum

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Projects

Home

Resources

SET FORGE

FundingMap Center

Private Equity Investment Readiness Tool

Private Equity Investment Readiness Playbook

Investment-Readiness Step-by-Step

WELCOME TO YOUR INVESTMENT JOURNEY!

If you are an entrepreneur with the ambition to create a business that is ready for private equity investment and/or public funding, there are several key aspects you should focus on:

Initially, it is crucial to support you in creating your business and financial plan. This includes developing a clear vision of the business model, market opportunities, and financial projections. This information, while of fundamental importance to any business, will also serve as the foundation for attracting potential investors.

Using our **PRIVATE EQUITY INVESTMENT READINESS PLAYBOOK** with instructions and templates can streamline the process. Templates guide the creation of professional business documentation, allowing entrepreneurs to create a comprehensive investment package for a product or service. Additional Resources provide further support and input into your process of creating a thorough business plan.

It is also vitally important to understand the key elements of a successful business presentation. An effective business pitch must present the company's value proposition, its relevance to the market, and its growth potential while addressing potential risks, all concisely and convincingly.

The PRIVATE EQUITY INVESTMENT READINESS PLAYBOOK includes:

Business Overview

- The Business Overview helps you sketch your **Business Model** with a focus on sustainability.
- It enables you to create a **Virtual Business Card** that captures all the important characteristics of your business.

Business Plan Builder

- The **Business Plan Builder** guides you through analyzing the market and setting your value proposition.
- It then leads you to develop operational plans, setting strategic objectives, and designing your organizational structure.
- It ensures that your business plan is comprehensive, coherent, and investment-ready.

Financial Plan Builder

- The **Financial Plan Builder** helps you estimate your start-up costs and create a detailed budget.
- It supports you in preparing a strong **Investor Proposition** to attract funding.
- Additionally, it ensures you are ready for financial **Due Diligence** by maintaining transparency.

Legal Essentials

- The **Legal Essentials** section provides insights into important EU legal guidelines for businesses.
- It focuses on securing **Intellectual Property rights** and protecting innovations.
- It also ensures that your business complies with **GDPR regulations** from the outset.

Executive Summary and Pitch Deck

- The **Executive Summary** section helps you create a strong introduction for your Business and Financial Plan.
- It also guides you in building a compelling Pitch Deck that highlights your key business elements. This ensures you are well-prepared for a convincing and professional investor presentation.

GET STARTED

How to use the playbook?

Sign up for the tool on [b2greenhub.eu](#) and set up your profile with basic information about your business.

The playbook guides you through each step of the investment readiness process. Complete tasks, fill out templates, and use additional resources provided by the application.

Download Playbook

How to use the playbook?

Sign up for the tool on [b2greenhub.eu](#) and set up your profile with basic information about your business.

The playbook guides you through each step of the investment readiness process. Complete tasks, fill out templates, and use additional resources provided by the application.

Download Playbook

COMPREHENSIVE TOOLKIT FOR PRIVATE EQUITY SUCCESS

EXECUTIVE SUMMARY & PITCH DECK

Business Overview

LEGAL ESSENTIALS

FINANCIAL PLAN BUILDER

BUSINESS PLAN BUILDER

DATA PROTECTION & CONFIDENTIALITY

The Private Equity Investment Readiness Tool is currently designed as a self-guided, offline-first resource.

- The platform provides downloadable templates and guidance to support your investment readiness process.
- At this stage, you do not upload business plans, financial data, or confidential documents to the website.
- All templates are completed locally by you, outside the platform environment.

No business-related content is reviewed, stored, or shared with investors or third parties through the website.

If digital input or collaboration features are introduced in the future, this will be communicated transparently and will always be based on explicit user consent.

Only basic technical data required for operating the website (e.g. access and download statistics) is processed in accordance with the EU General Data Protection Regulation (GDPR).

Everything in One File. Zero Hassle.

Get the full Private Equity Investment Readiness Playbook – all tools in one convenient document.
(All tools are also available individually on this website – just click the Free Resources and Resources button to explore.)

Download Playbook

Business Overview

Access the full Private Equity Glossary – clear, concise definitions of every key concept on this site.
(Perfect for quick lookups or deeper understanding – no more jargon headaches.)

View Glossary

Figure 9: Private Equity Investment Readiness tool - main page

Page: 31/36



Private Equity Investment Readiness Playbook

Business Overview
Sustainable Business Model Canvas

Virtual Business Card

Business Plan Builder

Market View

Products and Services

Market and Customer Analysis

Target Group Segmentation

Sales and Marketing

Internal View

Operational Plans

Organization and Management

Project Management

Risk Mitigation

Financial Plan Builder

Financial Overview

Valuation and Price of Company

Investor Proposition

Due Diligence

Legal Essentials

Executive Summary and Pitch Deck

Executive Summary

Key Elements of a Successful Pitch

Addendum

Final notes



Virtual Business Card

The Virtual Business Card serves as the foundation of the business plan, providing a snapshot of the company's identity, structure, and purpose. This section ensures a cohesive and aligned approach across all subsequent planning steps. For companies in the early stages of development, some elements of this section may initially be difficult to define. However, the structured templates provided in the later sections of the Business Plan Builder are designed to offer support and clarity, enabling a more complete and informed formulation of the Virtual Business Card.

The Virtual Business Card provides a snapshot of essential information, including:

COMPANY DETAILS Name, tagline, industry, business structure, location, and year established.

MISSION AND VISION STATEMENTS A clear articulation of the company's purpose, objectives, and long-term aspirations.

FOUNDERS AND LEADERSHIP Ownership structure, bios of key team members, and their roles within the organization.

PARTNERSHIPS A summary of cooperating partners and their contributions to the business.

MANAGEMENT STYLE AND CULTURE Core values, leadership approach, company culture, and preferred marketing channels.

ORGANIZATIONAL STRUCTURE AND HISTORY An outline of operational responsibilities and the company's origin story, milestones, or achievements.

The section lays the groundwork for the business plan, aligning internal structures with external goals. It ensures that the plan begins with a clear and cohesive overview of the company, setting the stage for more detailed analysis and strategy.

Virtual Business Card

Download

To enhance the section further, the **Virtual Business Card** is extended by features to

- analyze the external environment,
- identify the opportunities and challenges presented by broader social, economic, and technological factors,
- map stakeholders and understand their roles, interests, and influence,
- prioritize and manage relationships that are vital to success.

The following features are included.

PESTLE ANALYSIS to analyze external factors that may impact the business.

Pestle Analysis

Download

ORGANIZATIONAL CHART to visually present the company's current structure, clarifying roles and reporting lines within the organization.

Organizational Chart

Download

The finished and completed Virtual Business Card will serve as a valuable input for the **Executive Summary**

Continue

Private Equity Investment Readiness Playbook

Business Overview
Sustainable Business Model Canvas

Virtual Business Card

Business Plan Builder

Market View

Products and Services

Market and Customer Analysis

Target Group Segmentation

Sales and Marketing

Internal View

Operational Plans

Organization and Management

Project Management

Risk Mitigation

Financial Plan Builder

Financial Overview

Valuation and Price of Company

Investor Proposition

Due Diligence

Legal Essentials

Executive Summary and Pitch Deck

Executive Summary

Key Elements of a Successful Pitch

Addendum

Final notes



Executive Summary

The Executive Summary provides a concise overview of your entire business plan, summarizing the key elements and most important aspects of the business. It highlights the company's mission, goals, target market, products or services, and financial projections. This section is designed to give readers, particularly potential investors, a quick yet comprehensive understanding of the business, its strategy, and the value it offers. It serves as an introduction to the detailed content of the business plan, ensuring that the reader can easily grasp the core components and vision of the company.

An executive summary serves as the first impression of your business and is located at the very beginning of your business plan. It provides an overview of your plan in a clear and precise manner. It mainly serves two purposes:

It helps you explain your idea to the stakeholders of your business in a short time. It helps you convince investors who do not have the time to read your entire business plan.

But what exactly is an executive summary, and how do you write one? In this section, we'll answer these questions and more as we dive into this essential component of a business plan.

The **EXECUTIVE SUMMARY TEMPLATE** will help you to write a well-rounded executive summary for your business plan, project, or memo. An executive summary sums up all the major sections of your business plan but should not exceed one or two pages. Whatever you write in an executive summary should be short, precise, and to the point.

Executive Summary in a Business Plan

Download

The executive summary defines the goals of a business owner and provides a clear action plan to achieve them. While the full business plan should be comprehensive, the executive summary is often the most crucial section. It condenses the essential points of the plan into a brief, easy-to-understand format. Though some business owners may consult a specialist business consultant before drafting their executive summary, this can be costly and isn't always necessary.

How to Write a Great Executive Summary

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Continue

Figure 10: Private Equity Investment Readiness tool example pages divided into chapters (Virtual Business Card and Executive Summary)

4.4 Open Knowledge Training Programs

Open Knowledge Training Programs are placed in the "Learn" section of the B2GreenHub platform which is also an element within the "Resources" section of the main menu.

This tool was developed by partners within A2.5 Developing and implementing Open Knowledge training programs. The Open Knowledge Training Program is designed to equip participants with essential skills in digital and green economy practices, fostering the next generation of leaders to drive sustainable industry transformation. The program provides a structured, hands-on approach to mastering innovation, sustainability, and digitalization, ensuring that participants can effectively implement cutting-edge solutions in their respective fields.

The program consists of five comprehensive modules, each focusing on key areas of digitalization, sustainability, and industry transformation:

- Module 1: Beginners Program

Laying the foundation for understanding green and digital transformation through theoretical insights and real-world case studies.

Basics of Green Technology – Fundamentals of sustainable practices in industry.

Digital Transformation – Introduction to Industry 4.0 and emerging digital tools.

Human-Centered Transformation – Leadership, ethics, and innovation in the digital age.

Introduction to Sustainability – Key sustainability concepts, circular economy, and regulations.

Case Studies (Green & Digital Innovation) – Real-world applications of green and digital transformation.

- Module 2: Smart (Digital) Manufacturing & Open Innovation Toolkit Mastering



Developing expertise in smart manufacturing technologies and strategies for open innovation in industrial processes.

- **Module 3: Digital Manufacturing & Open Business Generation and Operation**
Understanding digital business models, automation, and strategies for operating a technology-driven enterprise.
- **Module 4: Green Industry Innovation & Sustainable Production Technologies**
Exploring innovative production techniques, resource efficiency, and sustainability-focused business practices.
- **Module 5: Funding Gaps & Investment Readiness**
Preparing participants to secure private capital by enhancing investment readiness and navigating funding opportunities.

Through this structured learning experience, participants can gain the expertise needed to bridge the gap between digitalization, sustainability, and business innovation, ensuring they are prepared to lead in the future of green and digital industries.

Upon accessing the page, users are prompted to sign in to the tool, either by registering as a new user or by using an existing B2GreenHub account.

Once logged in, users are presented with a concise overview of the tool's purpose and the five hands-on training modules. Each module consists of several lessons and includes clearly defined skill levels, information about the authors, and detailed course content. Users can also manage and track their enrolled courses, including those currently in progress, as well as completed and upcoming courses. In addition, the page provides basic analytics to help users monitor their learning activity.

The Green Path Academy is available at <https://academy.b2greenhub.eu/login/>.

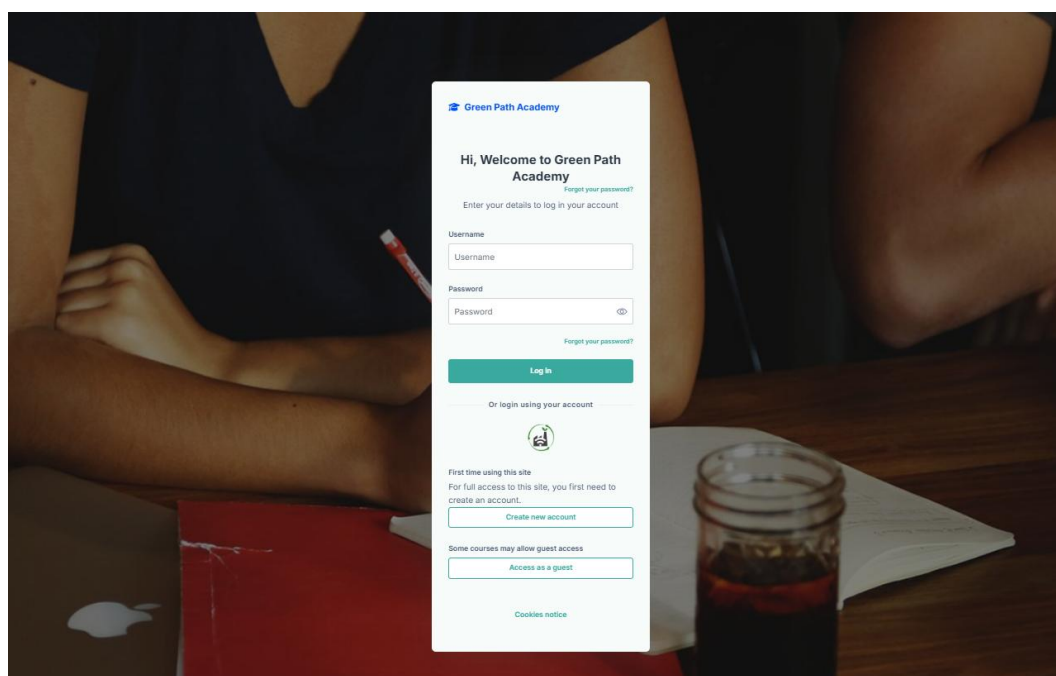


Figure 11: Green Path Academy Log in page



Green Path Academy Categories Home My courses Reports & Analytics Free

Recent SV 

Welcome to Green Path Academy!

This course is part of the **Greene 4.0 Project** (Interreg Central Europe Programme) and serves as a quick-start guide for leaders and employees of small and medium-sized enterprises (SMEs). It provides essential knowledge and tools to help understand and implement **digital and green transformation** effectively.

Take a deep dive into 5 action-packed, practical modules that will fast-track your mastery of key skills:

Beginners Program

Interreg  Co-funded by the European Union

GREENE 4.0



SAFETY
REAL COMPETITIVE ADVANTAGE ENERGY SAVING
GREEN PRODUCTION
MINIMIZING NEGATIVE ENVIRONMENTAL IMPACT
CONSERVATION OF NATURAL RESOURCES

About Greene 4.0 Project

Greene 4.0 is an innovative initiative designed to empower individuals and businesses to thrive in the era of green and digital transformation. Our mission is to support sustainable growth by equipping learners with the knowledge, tools, and strategies needed to align with Industry 4.0 and environmental best practices.

Through engaging online content, hands-on resources, and expert-led modules, Greene 4.0 bridges the gap between sustainability and technology. Whether you're a student, entrepreneur, or industry professional, our platform helps you gain the skills to future-proof your career or business while contributing to a greener planet.

We believe in learning that drives real change. Join us on the path to a smarter, more sustainable future.

[More](#)

Community & Collaboration

Join the discussion forums, share your ideas, and connect with fellow learners.

London

Interreg
CENTRAL EUROPE

 Co-funded by
the European Union

Contact Us
Our team will get back to you as soon as possible.
Let's build a greener, smarter future—together!

E-Mail
h2green@mscvtc.kof.krakow.pl

GREENE 4.0

Green Path Academy

Why Join Green Path Academy?

At Green Path Academy, we believe that real change starts with knowledge—and action. That's why we combine engaging online content, hands-on resources, and expert-led modules to help you build practical skills at the intersection of sustainability and technology.

Whether you're a student shaping your future, an entrepreneur launching green solutions, or a professional ready to innovate, our platform empowers you to:

- ✔ Future-proof your career or business
- ✔ Contribute to a greener, smarter planet
- ✔ Learn from real experts driving global change
- ✔ Apply knowledge through practical, real-world experiences

Join a community that's not just learning about the future—we're building it.

Green Path Academy is your launchpad to impact. Ready to take the next step? Join us today.

Available courses



Module 1: Beginners program



Module 2: Smart manufacturing and open innovation toolkit mastering



Module 3: Digital manufacturing and open business generation and operation



Module 4: Green industry innovation and sustainable production technologies

[View all courses](#)

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5 Conclusion

This deliverable showcases the development, validation, and integration of the Transnational Open Knowledge Box as a comprehensive and interactive digital toolkit embedded in the B2GreenHub platform. Through a structured methodological approach and a transnational co-creation process, the Transnational Open Knowledge Box has evolved into a coherent set of open innovation tools, knowledge resources, and support services tailored to the needs of the European manufacturing SMEs and their supporting environment.

The validation activities involving the External Advisory Board and transnational stakeholders played a crucial role in ensuring the relevance, usability, and added value of the Transnational Open Knowledge Box components. Feedback collected during these processes informed both technical refinements and content improvements, strengthening the overall functionality of the platform and ensuring alignment with user needs and policy objectives.

In its final form, the Transnational Open Knowledge Box represents a key outcome of the project, providing practical, accessible, and scalable tools to support SMEs in their green and digital transitions. Beyond its value for the B2GreenHub ecosystem, the development and integration of the Transnational Open Knowledge Box have also strengthened the Greene 4.0 project itself by reinforcing cross-partner collaboration, enhancing the coherence between project activities and outputs, and increasing the overall visibility and impact of project results. By consolidating innovation support, capacity building, and investment readiness within a single, integrated platform, the Transnational Open Knowledge Box establishes a strong foundation for the project's sustainability, future exploitation, and long-term impact.



6 Annex

- Transnational Design Thinking Camps & Transnational Open Knowledge Box Seminar Event report
- Integration methodology for setting up Transnational Open Knowledge Box