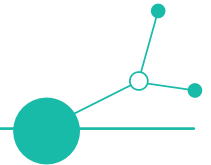


# GREENPACT regional & transnational roadmaps

D.1.1.2



Version 1

09 2023





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## 1. Document introduction

‘Innovation is the path, impact is the destination.’ (*Peter Singer*)

Sustainable development cannot be attained without the involvement of enterprises that apply it and not just greenwash. Meanwhile, the generation of Fridays for Future, *futurepreneurs* and future consumers (Generation F), holds huge potential, whilst feeling unheard with their concerns on climate /societal challenges.

This challenge especially affects SMEs, but also public authorities and the general public in CZ, DE, HR, IT and SK. GREENPACT has found that SMEs from the Creative Industries need and want to better understand the concerns of consumers, but often lack access to data and skills. To reach the tipping point to a more sustainable, fair and green Europe, connecting the industries and Generation F is one of the first steps to take. Due to the diverse set-up of PPs derived from RIS3, regions learn from each other's approaches to Impact Entrepreneurship and Circular Economy.

GREENPACT develops an innovative bottom-up approach where younger and older people work together transnationally. The project develops together with stakeholders, experts, SMEs and the Generation F, action plans, pilot actions and a self-assessment tool, which lead to a certification scheme for Impact and Green CEOs. It links the entrepreneurial spirit with years of expertise SMEs towards an impact driven economy. With comm. activities (e.g. TTT, influencer toolkit), target groups and general public learn to see the global crisis as chance for new ways of business. First, the transnational strategy and action plan will be developed, which leads then to the implementation of collaboration labs, pilot actions and lastly, an accessible toolbox, empowering certification and selfassessment scheme.

GREENPACT paves the way for a more impactful and sustainable Europe through direct collaboration of Generation F and SMEs. In three years of partnership, the certification scheme and a collateral booklet will be available to public.

WP1 [*Strategic Co-Creation and Capitalisation for a GREENPACT*] develops five regional action plans, which will be joined into a transnational strategy and action plan. These plans will guide others to profit from the outputs and how they can be certified with the GREENPACT label.

More in details in Activity 1.1 applying the needs-driven approach, each region will implement a survey of offers/needs/obstacles /players as relevant in the regional Circular Economy with the purpose of mapping all the regional drivers & institutions/organisations. The survey will already detect the main “targets” in terms of organisational, procedural or product innovations which could then be integrated within the regional structure. The survey will contain the analysis of statistics, frameworks, measures & laws on Circular Economy in every region to better shape the common background for the following projects.



The regional surveys will be integrated into a unique transnational survey where the basic elements for the set-up of the Action plans on regional /national level & Transnational Alliance GREENPACT Canvas will be defined and exploited.

With the creation of a communication & media kit, all necessary project information will be prepared. The kit will be used to inform the regional players about the goals & contents of Greenpact.

**D.1.1.2 [The GREENPACT regional & transnational roadmaps]** will consist of the collection of the single regional maps on Circular Economy & Impact Entrepreneur and definition of a operational regional and transnational roadmaps to support target economic operators & capacity building agents to better deliver and exploit all the project outputs and already explore synergies with RIS3 strategies.



## 2. Regional fact sheets

**D.1.1.1** [*The GREENPACT maps on Circular Economy & Impact Entrepreneurship*] is a starting point for the definition of the project roadmap and then for the implementation of all the single actions both at regional and transnational level. The survey has been realised for each of the five participating regions<sup>1</sup> and contains regional factsheets reproducing the regional analysis of statistics, frameworks, measures & laws on Circular Economy, Impact Entrepreneurship, mapping all the regional drivers & institutions/organisations to be involved in the regional strategies and followed actions.

More in details the maps have provided a structured picture of each single region detailing the following features:

1. *Regional statistics and data*
2. *Frameworks, Measures & laws on Circular Economy*, in terms of regional policies and strategies, regional labelling and information schemes, incentives for circular/green business models
3. Map of the *relevant regional stakeholders*, such as regional government agencies, chambers of commerce and industry associations, research centres and universities, NGOs and civil society organizations and others
4. Map of the *RIS3 regional analysis of CCI and Tourism sectors involved in Circular Economy / Green/impact entrepreneurship* as relevant for the project implementation
5. GREENPACT *SWOT analysis* for Circular Economy green/impact entrepreneurship at regional Level

With the need of avoiding redundancy but anyway bridging all the data and analytics with the definition of the proper project roadmap and activities flow, this chapter tries to find a useful synthesis of all those data proposing a graphical representation of the S.W.O.T. analysis stressing all the most relevant features per each single region.

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<sup>1</sup> Being, according to the official NUTS 2 codes: Stuttgart (DE), Veneto (IT), Jadranska Hrvatska (HR), Jihočeský kraj (CZ) and Bratislavský kraj (SK).



## Stuttgart region





# SWOT ANALYSIS

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none"><li>- growing consumer demand for sustainable products &amp; services</li><li>- availability of government funding &amp; support for circular economy initiatives</li><li>- access to a wide range of eco-friendly technologies and materials</li><li>- ability to attract environmentally conscious investors &amp; customers</li><li>- strong network &amp; collaboration opportunities with other circular economy businesses</li><li>- opportunity to differentiate from competitors by adopting circular economy practices</li><li>- ability to contribute to the achievement of global sustainability goals</li></ul>	<ul style="list-style-type: none"><li>- limited awareness &amp; understanding of circular economy practices among businesses &amp; consumers</li><li>- lack of clear regulations &amp; standards for circular economy practices</li><li>- difficulty in measuring the economic &amp; environmental impacts of circular economy initiatives</li><li>- lack of scalability of circular economy models in some industries</li><li>- lack of access to suitable recycling &amp; waste management infrastructure</li><li>- limited availability of skilled labor &amp; expertise in circular economy practices</li></ul>	<ul style="list-style-type: none"><li>- growing market for sustainable &amp; circular products and services</li><li>- potential for collaboration &amp; partnership opportunities with government and other organizations</li><li>- potential for circular economy initiatives to create new job opportunities</li><li>- potential for increased innovation and development of eco-friendly technologies</li><li>- opportunity to influence policy and regulations towards circular economy practices</li><li>- potential for increased market competitiveness through circular economy practices</li></ul>	<ul style="list-style-type: none"><li>- volatility of commodity prices affecting the viability of circular economy models</li><li>- difficulty in scaling circular economy models to fit the needs of larger industries</li><li>- limited availability of circular economy certification &amp; labeling programs</li><li>- high costs associated with transitioning to a circular economy model</li><li>- potential for negative social &amp; environmental impacts through poorly planned circular economy initiatives</li><li>- competition from traditional, non-sustainable businesses</li></ul>



Veneto region





# SWOT ANALYSIS

 <b>STRENGTHS</b>	 <b>WEAKNESSES</b>	 <b>OPPORTUNITIES</b>	 <b>THREATS</b>
<ul style="list-style-type: none"> <li>- robust economic, training, and social health systems</li> <li>- high gdp growth and effective labor policies</li> <li>- low risk of poverty and school dropout rates</li> <li>- excellent regional social-health system</li> <li>- advanced digital infrastructure</li> <li>- strong commitment to environmental sustainability</li> <li>- favorable chemical and ecological status of lakes and rivers</li> <li>- low illegal buildings</li> <li>- growing consumer demand for sustainability</li> <li>- government support for circular economy initiatives</li> <li>- attraction for environmentally conscious investors and customers</li> </ul>	<ul style="list-style-type: none"> <li>- environmental sustainability weaknesses</li> <li>- air pollution and high sealing rate</li> <li>- inefficient water networks and low wastewater treatment</li> <li>- limited renewable energy usage</li> <li>- concentration of fertilizers and phytosanitary products</li> <li>- low organic agricultural land and environmental certifications</li> <li>- social sustainability weaknesses:</li> <li>- low fertility rate and negative population balance</li> <li>- economic sustainability weaknesses:</li> <li>- rising unemployment and non-participation</li> <li>- gender disparity in employment</li> </ul>	<ul style="list-style-type: none"> <li>- opportunities for attention</li> <li>- technology advancements</li> <li>- strengthening social-health and civil protection systems</li> <li>- environmental sustainability and renewable energies</li> <li>- opportunities in sustainable tourism in veneto</li> <li>- expanding sustainable tourism offerings</li> <li>- leveraging regional legislation</li> <li>- attracting environmentally conscious travellers</li> <li>- enhanced brand reputation</li> <li>- competitive differentiation</li> </ul>	<ul style="list-style-type: none"> <li>- economic implications</li> <li>- financial investments for transition</li> <li>- impact on smaller businesses</li> <li>- resistance to change</li> <li>- concerns about established practices</li> <li>- uncertainty about new systems</li> <li>- return on investment doubts</li> <li>- educational gaps</li> <li>- lack of awareness and understanding</li> <li>- need for training and education</li> <li>- consumer expectations</li> <li>- varied tourist expectations</li> <li>- balancing sustainability and affordability</li> </ul>



## Jadranska Hrvatska region

# SWOT ANALYSIS





 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none"><li>- growing awareness of circular economy</li><li>- abundance of natural resources</li><li>- access to EU support</li><li>- strategic Adriatic location</li></ul>	<ul style="list-style-type: none"><li>- limited infrastructure challenges</li><li>- awareness gaps in circular economy</li><li>- funding constraints for startups</li><li>- regulatory barriers to circular practices</li></ul>	<ul style="list-style-type: none"><li>- EU Circular Economy Action Plan</li><li>- sustainable tourism development</li><li>- innovation and technology adoption</li><li>- circular supply chain exploration</li></ul>	<ul style="list-style-type: none"><li>- economic challenges in circular economy</li><li>- global market competition in circular practices</li></ul>





## Jihočeský kraj region





# SWOT ANALYSIS

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none"><li>- diversified and stable industry</li><li>- strong agri-food complex</li><li>- advantageous geographical location and environmental quality</li><li>- research institutions and universities</li><li>- technology research and development centers</li><li>- innovation infrastructure and support schemes</li><li>- competitive workforce at competitive prices</li><li>- higher education and education system adaptability</li></ul>	<ul style="list-style-type: none"><li>- economic factors</li><li>- infrastructure</li><li>- innovation capacity</li><li>- availability of development sites</li><li>- education and skills</li><li>- digitalization and smart solutions</li><li>- cooperation and partnerships</li></ul>	<ul style="list-style-type: none"><li>- investment support</li><li>- establishment of a welcome office</li><li>- communication and addressing societal challenges</li><li>- improving cutting-edge research</li><li>- motivating research capacity transfer</li><li>- use of brownfields and development sites</li><li>- encouraging the inflow of skilled foreigners</li><li>- digitalization and innovation</li></ul>	<ul style="list-style-type: none"><li>- resistance to circular economy practices</li><li>- lack of consumer demand and awareness</li><li>- regulatory barriers and challenges</li><li>- delays in legislative measures</li><li>- inconsistent interpretation of laws</li><li>- skills shortages</li><li>- talent outflow</li><li>- slow adoption of new technologies</li><li>- critical component imports</li><li>- cybersecurity risks</li></ul>



## Bratislavský kraj region

# SWOT ANALYSIS

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS
<ul style="list-style-type: none"><li>- Access to a wide range of eco-friendly technologies and materials</li><li>- Potential for cost savings through resource efficiency and waste reduction</li><li>- Ability to attract environmentally conscious investors and customers</li><li>- Opportunity to differentiate from competitors by adopting circular economy practices.</li><li>- Ability to contribute to the achievement of global sustainability goals</li></ul>	<ul style="list-style-type: none"><li>- Limited awareness and understanding of circular economy practices among businesses and consumers</li><li>- High upfront costs associated with implementing circular economy strategies</li><li>- Lack of clear regulations and standards for circular economy practices</li><li>- Limited availability of skilled labor and expertise in circular economy practices</li><li>- Difficulty in measuring the economic and environmental impacts of circular economy initiatives</li><li>- Lack of scalability of circular economy models in some industries</li><li>- Limited availability of circular economy financing options</li></ul>	<ul style="list-style-type: none"><li>- Potential for increased customer loyalty and market share through sustainability efforts</li><li>- Potential for increased profitability through resource efficiency and waste reduction</li><li>- Potential for collaboration and partnership opportunities with government and other organizations</li><li>- Potential for circular economy initiatives to create new job opportunities</li><li>- Potential for increased innovation and development of eco-friendly technologies</li><li>- Potential for increased brand reputation and positive public relations through sustainability efforts</li></ul>	<ul style="list-style-type: none"><li>- Economic and political instability affecting demand for sustainable products and services</li><li>- Volatility of commodity prices affecting the viability of circular economy models</li><li>- Lack of understanding or support from policymakers and regulatory bodies</li><li>- Difficulty in scaling circular economy models to fit the needs of larger industries</li><li>- High costs associated with transitioning to circular economy</li><li>- Lack of consumer awareness and education on the importance of circular economy practices</li><li>- Potential for negative social and environmental impacts through poorly planned circular economy initiatives</li></ul>



### 3. Project implementation dashboard

The project consist of 3 main Work Packages declined into 9 Activities and then into 27 Deliverables according to the following structure:

WP	Activity	Deliverable	Due month
<b>1 - Strategic Co-Creation and Capitalisation for a GREENPACT</b>	1.1 - The GREENPACT maps and roadmaps	D.1.1.1 - The GREENPACT maps on Circular Economy & Impact Entrep reneurship	09.23
		D.1.1.2 - The GREENPACT regional & transnational roadmaps	09.23
		D.1.1.3 - Communication Toolkit	09.23
	1.2 - GREENPACT regional and transnational Action Plans	D.1.2.1 - GREENPACT regional Action Plans collection	09.25
		D.1.2.2 - GREENPACT Transnational Action Plan	03.26
		D.1.2.3 - Regional Focus Group Events	03.26
	1.3 - GREENPACT Transnational Alliance setting-up and implementation	D.1.3.1 - Transnational Alliance GREENPACT Canvas	03.26
		D.1.3.2 - Co- Creation Capitalization Strategy	03.26
		D.2.1.1 - Draft of the GREENPACT Collaboration Lab instrument	09.23
<b>2 - Co-creation and implementation of GREENPACT pilot actions</b>	2.1 - Development of the "GREENPACT approach" instruments - Collaboration Lab, training Instrument, Corporate Influencer Toolkit	D.2.1.2 - Draft of the Green & Impact Entrepreneurship boosting buddy training programme	03.24
		D.2.1.3 - GREENPACT Corporate Influencer Toolkit for GREENPACT Ambassadors	03.24
		D.2.1.4 - Finalized GREENPACT Coll. Lab Instrument and Green & Impact Entrepr. boosting buddy training program	09.25
	2.2 - 1st Pilot action implementation: GenerationF&SMEs gather to exchange knowledge and opinions to boost Green&Impact Entrepreneurship in a bottom- up, transgenerational&trans-sectoral approach	D.2.2.1 - Initial Regional GREENPACT Collaboration Lab (1xregion, 20+ participants per region)	03.24
		D.2.2.2 - 1st training cohort (1x region, 3 months, 15+ participants - SMEs&GenF individuals per region)	09.24
		D.2.2.3 - Final international GREENPACT Collaboration Lab	09.24



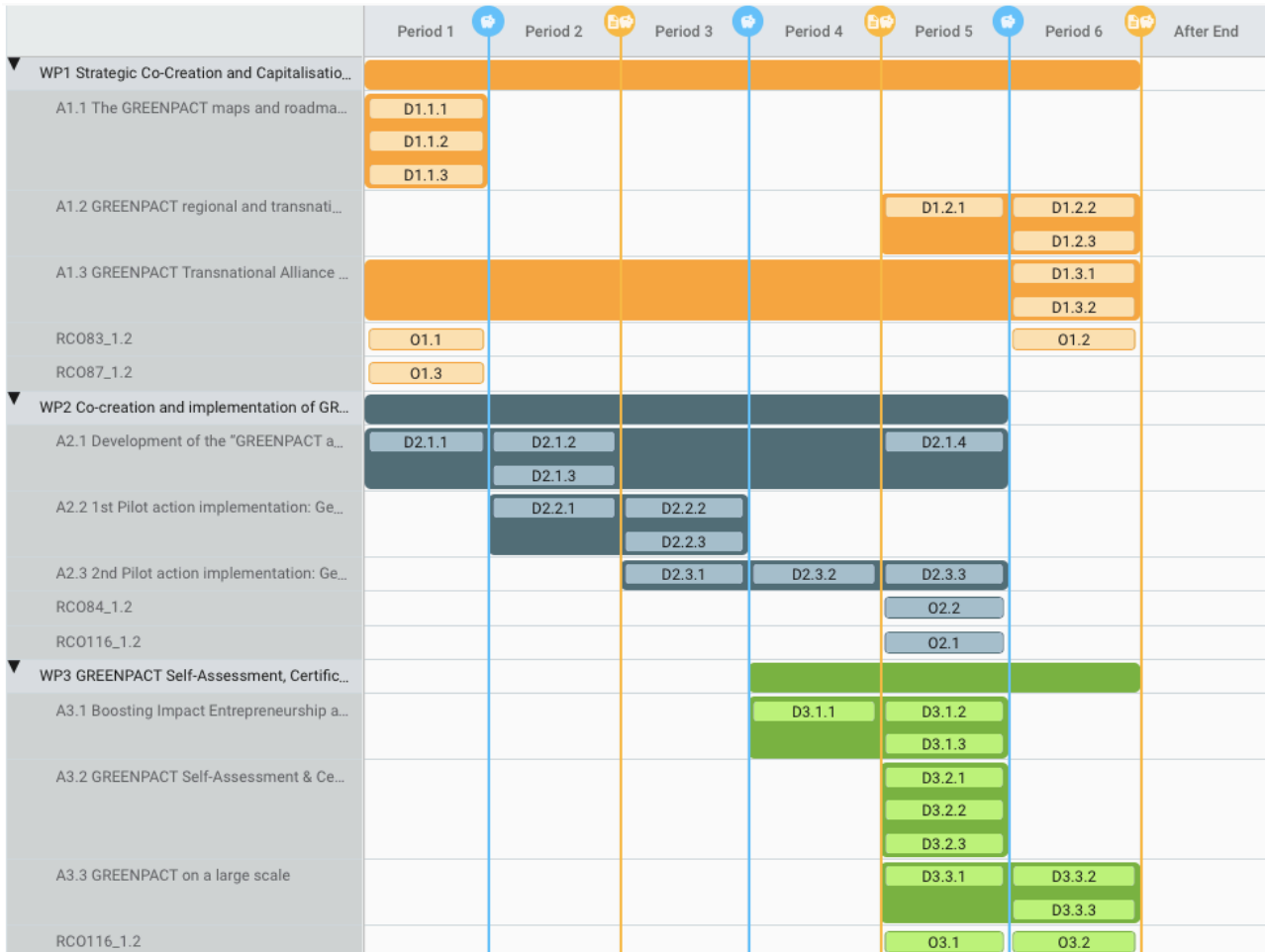
<b>3 - GREENPACT Self-Assessment, Certification Scheme &amp; Transfer</b>	2.3 - 2nd Pilot action implementation: GenerationF&SMEs gather to exchange knowledge and opinions to boost Green&Impact Entrepreneurship in a bottom- up, transgenerational&trans-sectoral approach	D.2.3.1 - Initial Regional GREENPACT Collaboration Lab (1xregion, 20+ participants per region)	09.24
		D.2.3.2 - 1st training cohort (1x region, 3 months, 15+ participants - SMEs&GenF individuals per region)	03.25
		D.2.3.3 - Final international GREENPACT Collaboration Lab	09.25
	3.1 - Boosting Impact Entrepreneurship and further sustainability based on lessons learned	D.3.1.1 - Transnational Knowledge Exchange / Cross- fertilisation Events	03.25
		D.3.1.2 - Commitment for Transnational Knowledge Exchange / Cross- fertilisation	09.25
		D.3.1.3 - Development of comprehensive „GREENPACT“ business & industry competence pack & implementation toolbox	09.25
		D.3.2.1 - Transnational development of a digital based self-assessment tool for a certification scheme	09.25
	3.2 - GREENPACT Self-Assessment & Certification Scheme	D.3.2.2 - Regional meetups for "GREENPACT approach" and certification scheme promotion	09.25
		D.3.2.3 - Development and Testing of the Train the Trainer "GREENPACT approach" and certification scheme	09.25
	3.3 - GREENPACT on a large scale	D.3.3.1 - Digital Campaign "GREENPACT for everyone"	09.25
	D.3.3.2 - Joint (e-)Booklet "Leaving a GREENPACT for a sustainable (Central) Europe"	03.26	
	D.3.3.3 - Final Fair "GREENPACT together"	03.26	

The following charts provide a timing overview of both Activities and Deliverables as it also appears on the Jems.<sup>2</sup>

<sup>2</sup> Jems is the monitoring system of Interreg CENTRAL EUROPE used to manage applications and projects implementation.



## Official project Time-plan



## The GREENPACT dashboard

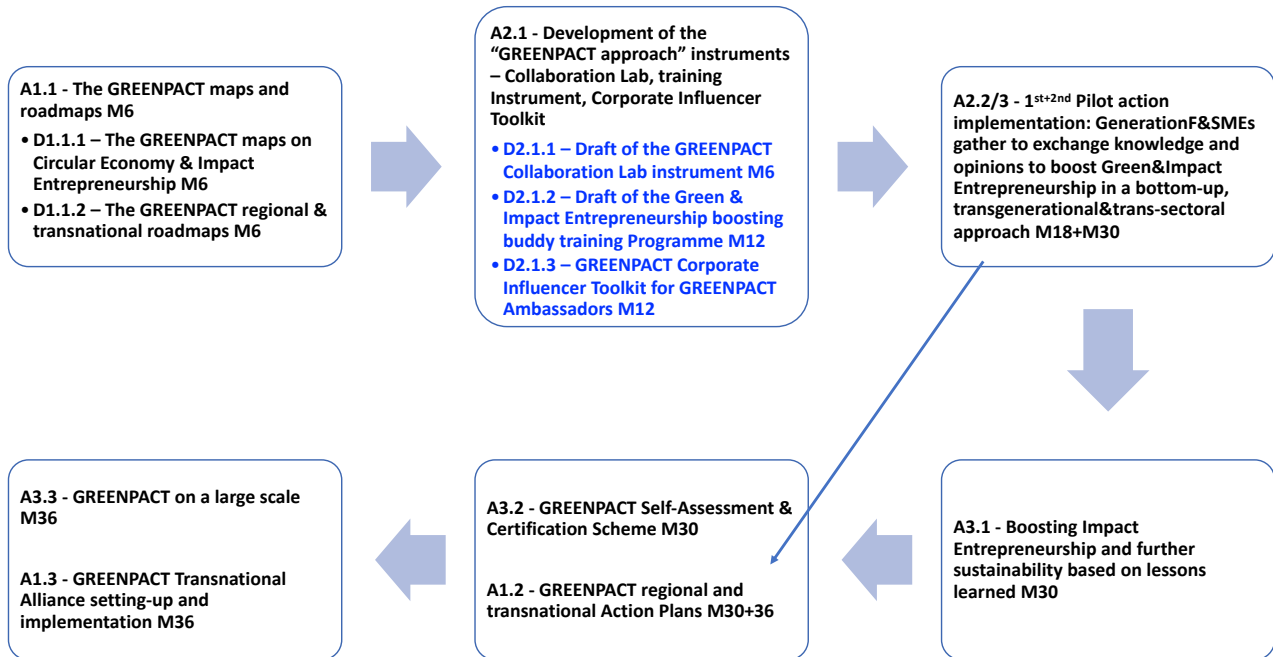
A project dashboard is a visual tool that provides immediate and easy information about the structure and rationale behind the project, highlighting the most relevant interconnections between different activities and the resulting Deliverables. It serves as a reference guidance where project managers, team members and especially stakeholders can quickly and easily access key project metrics, data, and insights in a user-friendly and easily digestible format.

Starting then from the exploitation of the project logic (Activities and Work Packages) and the graphical representation of the time frame evolution the following diagrams are reproducing first the general *Project flow-chart*, for a better understanding of the macro flow and interconnections



of the different activities, and then a graphical representation of the *Project PPs roadmap* to be then concretely declined into each single partner's specificity.

### The project flow-chart

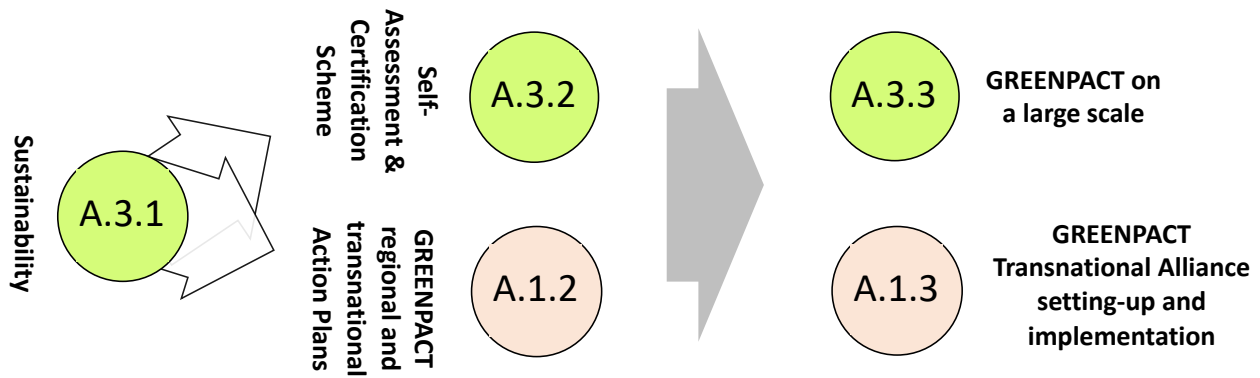


### Regional roadmap





### Transnational project roadmap



This transnational project roadmap is a simple diagram representation of the transnational related project actions to better support the forthcoming strategic planning and communication tool to be set-up and used in the evolution of the project implementation. Especially in complex projects this type of simplification has been proven to be really effective when multiple teams are involved in the project implementation and multiple stakeholders also located in different countries or regions are the target of the whole action.<sup>3</sup>

<sup>3</sup> Chapter 5 is intended to provide a more detailed explanation of the GREENPACT project transnational roadmap.



## 4. Regional roadmaps

Following the project implementation dashboard framework and more in details the *Project flow-chart* and the *Regional roadmap* diagram, this chapter declines the common and general project features into the peculiarities and specificities of each single PP region to support project partners and relevant stakeholders (starting from target economic operators and capacity building agents) to better deliver and exploit all the project outputs and already explore synergies with RIS3 strategies.

More in details, in line with the major findings resulting from D.1.1.1 [*The GREENPACT maps on Circular Economy & Impact Entrepreneurship*]<sup>4</sup> each PP region has defined all the most relevant key actors to be involved in the implementation of the project activities following the common structure and flow, as framed here once again.

<p><b>A.1.1</b> - The GREENPACT maps and roadmaps [D.1.1.1 - D.1.1.2]</p> <p><b>A.2.1</b> - Development of the “GREENPACT approach” instruments - Collaboration Lab, training Instrument [D.2.1.1 - D.2.1.2 - D.2.1.4], Corporate Influencer Toolkit [D.2.1.3]</p> <p><b>A.2.2</b> - 1st Pilot action implementation: GenerationF &amp; SMEs gather to exchange knowledge and opinions to boost Green &amp; Impact Entrepreneurship in a bottom-up, trans-generational &amp;trans-sectoral approach [D.2.2.1 - D.2.2.2 - D.2.2.3]</p> <p><b>A.2.3</b> - 2nd Pilot action implementation: GenerationF &amp; SMEs gather to exchange knowledge and opinions to boost Green &amp; Impact Entrepreneurship in a bottom-up, trans-generational &amp;trans-sectoral approach [D.2.3.1 - D.2.3.2 - D.2.3.3]</p> <p><b>A.1.2</b> - GREENPACT <b>regional</b> [D.1.2.1] and transnational Action Plans -&gt; D.1.2.3 - Reg. Focus groups events</p> <p><b>A.3.2</b> -&gt; D.3.2.2 - Regional meetups for "GREENPACT approach" and certification scheme promotion</p>	<p>D.1.1.3 - Communication Toolkit</p> <p>A.3.2 - GREENPACT Self-Assessment &amp; Certification Scheme</p>
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<sup>4</sup> As also reported in Chapter 2 - Regional fact sheets





## Stuttgart region

	Description / List	Justification of the choice
Target economic sectors	In regards to the economic sectors, we will mainly focus on cultural and creative industries (CCI).	<p>The Startup Center (part of research department for “Creative Industries and Media Society”/ CREAM) of the Stuttgart Media University (HdM) and the Stuttgart Region Economic Development Corporation have their highest level of expertise and most of their contacts in the area of the cultural and creative industries.</p> <p>Other reasons for CCI are:</p> <ul style="list-style-type: none"> <li>• a growing sector of the economy. They represent 3% of global GDP and employ over 30 million people worldwide.</li> <li>• well-positioned to promote sustainability. They are often at the forefront of innovation and have the ability to communicate complex ideas in a creative and engaging way.</li> <li>• already taking action on sustainability. Many CCI companies are developing sustainable products and services, reducing their environmental impact, and engaging with their communities to promote sustainability.</li> <li>• a diverse sector, including a wide range of industries, such as film, television, music, publishing, design, and fashion. This diversity means that there are many different ways for CCI companies to contribute to sustainability.</li> </ul>
Relevant economic operators and stakeholders	Our relevant economic operators and stakeholders are, on the one hand, the climate protection office of the state capital Stuttgart and sustainability experts from regional networks. In addition, companies from the creative industries that can be reached via the Stuttgart Region Economic Development Corporation. In order to reach the GenF, the Startup Center (HdM) uses its own channels and networks as well as	<p>We have chosen a diverse target group for this initiative. Each group has something unique to offer, and by working together, they can achieve great things.</p> <ul style="list-style-type: none"> <li>• Climate protection office of the state capital Stuttgart and sustainability experts from regional networks: These groups have the expertise and knowledge needed to develop and implement effective sustainability policies and initiatives. They are also well-connected to other stakeholders in the field, which can help to amplify the impact.</li> <li>• Companies from the creative industries: The creative industries are often at the forefront of innovation, and they have the potential to play a leading role in the transition to a more sustainable economy. By working with these companies, we can help to develop and promote new products and services that are both sustainable and innovative.</li> </ul>



	<p>contacts to the Jugendhausgesellschaft Stuttgart.</p>	<ul style="list-style-type: none"> <li>• GenF: The GenF is the next generation of leaders and entrepreneurs. By engaging with them, we can help to ensure that sustainability is at the heart of their businesses and organizations.</li> <li>• Startup Center (HdM) and Jugendhausgesellschaft Stuttgart: These organizations have a strong track record of supporting startups and young people. By working with them, we can reach a large number of potential partners and collaborators.</li> </ul> <p>By working together, these groups can make a significant contribution to a more sustainable future.</p> <p>Here are some specific examples of how each target group can contribute to GREENPACT:</p> <ul style="list-style-type: none"> <li>• The climate protection office of the state capital Stuttgart and sustainability experts from regional networks can provide guidance on developing and implementing effective sustainability policies and initiatives. They can also help to connect GREENPACT with other relevant stakeholders.</li> <li>• Companies from the creative industries can help to develop and promote new products and services that are both sustainable and innovative. They can also share their expertise on marketing and communications to help reach a wider audience.</li> <li>• The GenF can provide fresh perspectives and creative solutions to complex challenges. They can also help to amplify the message of GREENPACT through their social networks.</li> </ul> <p>The Startup Center (HdM) and Jugendhausgesellschaft Stuttgart can provide support and resources to startups and young people who are interested in developing sustainable businesses and initiatives.</p>
<p>GenF target groups</p>	<p>(University) Students, Trainees and apprentices, greenpreneurs &amp; green start-ups at an early stage</p>	<p>The main focus in our case will be students, due to the proximity to the HdM as well as early-stage greenpreneurs and green start-ups from our regional networks. Through the Stuttgart Youth House Society and the regional Chamber of Industry and Commerce, we will also try to reach young participants from non-academic educational backgrounds. We will focus on selecting students &amp; young people who are creative, innovative and passionate about participating. We believe that these students have immense potential and can drive the development and implementation of the project.</p>



<p><b>Target SMEs</b></p>	<p>The partners will select enterprises that show high interest in actively taking part in the hackathon and at the same time an open mind to exchange ideas with younger generations. The SMEs <i>should need and be able</i> to address changes in sustainability and circularity.</p> <p>As described above these SMEs come from the <i>cultural and creative industries</i>, such as architecture, advertising, art, crafts, design, fashion, film, music, performing arts, publishing, software, video games, television and radio. <i>We will possibly focus on selected branches based on our regional economic situation.</i></p>	<p>The participating SMEs should be reliable, open-minded and show perseverance, which is why we will select them also regarding their motivation.</p> <p>Also they should be determined to change for a more circular and sustainable way of production and business in general. Only in this way we can guarantee a successful outcome of the project.</p>
<p><b>GREENPACT Ambassadors</b></p>	<ul style="list-style-type: none"> <li>• Already green and impact-driven entrepreneurs/ SMEs from <i>the cultural and creative industries</i></li> <li>• GenF representatives</li> <li>• Participants from the Greenpact Collaboration cohorts</li> <li>• Mentors and trainers</li> </ul>	<p>The GREENPACT Ambassadors programme is a unique initiative that brings together GenF representatives, entrepreneurs, and mentors to foster innovation and sustainability in the business sector.</p> <p>GenF representatives: Students are selected for the programme based on their pivotal role in fostering innovation and sustainability. Through their active participation in the training programme, they demonstrate a strong commitment to personal and professional growth. They represent the future generation of change-makers who, with access to new business models and concepts, can contribute fresh perspectives and creative solutions to address complex challenges.</p> <p>Entrepreneurs: Entrepreneurs play an instrumental role in bridging the gap between academia and the business world. They bring real-world experience, industry insights, and a pragmatic approach to the project. Their active involvement in collaborating on innovative ideas and solutions aligns with the project's objective of driving sustainability and circularity within the business sector.</p> <p>Mentor &amp; trainers: Mentorship is essential for nurturing and guiding both students and emerging entrepreneurs. With their extensive experience, mentors play a critical role in transferring knowledge, providing valuable insights, and offering mentorship to those who are navigating the complexities of sustainability and entrepreneurship. Their mentorship contributes to the holistic development of the GREENPACT Ambassadors, ensuring the transfer of wisdom and expertise from one generation to the next.</p>



## Veneto region

	Description / List	Justification of the choice
<b>Target economic sectors</b>	Sustainable Tourism:	The Veneto region should focus on sustainable tourism as a principal target economic sector. Sustainable tourism includes agritourism, fish tourism, fishing tourism, rural tourism, educational farm tourism, wine tourism, and oil tourism. These segments allow the region to promote eco-friendly and sustainable experiences for tourists while supporting local agriculture, fishing, and culinary traditions.
<b>Relevant economic operators and stakeholders</b>	Local Tourism Businesses:	Local tourism businesses, including hotels, restaurants, tour operators, and transportation services, are relevant economic operators. They play a pivotal role in implementing sustainable and circular tourism practices
	Local Authorities and Government:	Regional and local government bodies are key stakeholders in promoting sustainable tourism. They can provide regulatory support, allocate resources, and create incentives for sustainable tourism initiatives.,
	DMOs - Destination Management Organisation:	In Veneto there are about fifteen recognized by the Region: each DMO groups together various bodies and companies in the tourism sector
	Regional Tourism Associations:	Tourism associations and chambers of commerce in the Veneto region are essential stakeholders. They can facilitate collaboration among tourism businesses, share best practices, and promote sustainable tourism initiatives.
	Cultural and Historical Sites:	Entities responsible for managing cultural and historical sites in the region, such as museums, heritage organizations, and preservation agencies, are stakeholders in ensuring that cultural heritage is preserved while adopting sustainable practices.
<b>GenF target groups</b>	Tourism Students and Graduates:	Students and recent graduates specializing in tourism-related fields in the Veneto region are promising GenF target groups. They can contribute fresh ideas and innovation to sustainable tourism.
	Young Tourism Entrepreneurs:	Young entrepreneurs interested in entering the tourism sector with a focus on sustainability are another important



	Local Communities:	<p>target group. They can drive innovation and create sustainable tourism businesses practices.</p> <p>Engaging local communities in sustainable tourism practices is vital. The Veneto region's residents can be GenF targets by participating in and benefiting from circular and sustainable tourism initiatives</p>
<b>Target SMEs</b>	<p>Small and Medium-sized Accommodation Providers:</p> <p>Local Culinary Businesses:</p> <p>Tour Operators:</p>	<p>SMEs in the accommodation sector, such as boutique hotels, bed-and-breakfasts, and guesthouses, can adopt circular economy practices to reduce waste and promote sustainability.</p> <p>Small restaurants, local food producers, and wineries can focus on sustainable practices, including sourcing locally, reducing food waste, and promoting sustainable food production.</p> <p>SMEs offering tour services, including guided tours, outdoor adventures, and cultural experiences, can integrate circular and sustainable practices into their offerings.</p>
<b>GREENPACT Ambassadors</b>	<p>Sustainability Consultants:</p> <p>Local Environmental Organizations:</p> <p>Tourism Industry Experts:</p>	<p>Sustainability consultants based in the Veneto region can serve as GREENPACT Ambassadors. They can offer guidance and expertise to local tourism businesses on implementing circular economy and sustainability principles.</p> <p>Non-profit organizations dedicated to environmental and sustainability causes in the Veneto region can act as GREENPACT Ambassadors. They have networks and resources to promote sustainable tourism practices.</p> <p>Experts with extensive experience in the Veneto tourism industry, including academics, industry professionals, and cultural preservationists, can be valuable Ambassadors to help bridge the gap between sustainability and tourism</p>



## Jadranska Hrvatska region

	Description / List	Justification of the choice
<b>Target economic sectors</b>	In regards to the economic sectors, we will mainly focus on tourism, but also on cultural and creative industries (CCI)	Tourism is a vital sector in Croatia due to its beautiful coastline and historic cities. It includes hospitality, accommodation, and related services. Tourism contributes around 15% to 20% of the GDP.
<b>Relevant economic operators and stakeholders</b>	<p>Our relevant economic operators and stakeholders are:</p> <p><b>National level stakeholders:</b></p> <ol style="list-style-type: none"> <li>1. Ministry of Economy, Entrepreneurship, and Crafts - Circular Economy Committee</li> <li>2. Ministry of Environmental Protection and Energy</li> <li>3. Croatian Chamber of Economy (Hrvatska Gospodarska Komora - HGK)</li> <li>4. Croatian Investment and Trade Agency (Hrvatska agencija za investicije i trgovinu - HAMAG-BICRO)</li> <li>5. Croatian Agency for Environment and Nature (Hrvatska agencija za okoliš i prirodu - HAZUOP)</li> <li>6. Croatian Bank for Reconstruction and Development (Hrvatska banka za obnovu i razvitak - HBOR)</li> <li>7. Croatian Institute for CSR (Hrvatski institut za CSR): This institute promotes corporate social responsibility (CSR)</li> <li>8. Ministry of Tourism and Sports</li> <li>9. Center for Monitoring Business Activities in the Energy Sector and Investments</li> <li>10. Ministry of Construction and Physical Planning</li> <li>11. Croatian Energy Regulatory Agency</li> <li>12. REGEA - Climate KIC HUB Hrvatska (City of Zagreb)</li> </ol> <p><b>Regional government agencies:</b></p> <ol style="list-style-type: none"> <li>1. Primorje-Gorski Kotar County Development Agency</li> <li>2. Regional Environmental Protection Agency</li> <li>3. Primorje-Gorski Kotar County Chamber of Commerce</li> <li>4. Regional Innovation and Technology Transfer Center</li> <li>5. Primorje-Gorski Kotar County Tourism Board</li> <li>6. Regional Energy Agency Kvarner</li> </ol>	By actively engaging and collaborating, regional stakeholders can create a supportive ecosystem for Circular Economy Green/Impact Entrepreneurship in the tourism CCI and service sector in Croatia. This will lead to more sustainable and resilient businesses and contribute to the conservation of natural resources and the protection of the environment.



**Chambers of commerce and industry associations:**

1. The Croatian Chamber of Economy - section for Tourism, trade, and services
2. The Croatian Chamber of Economy - Project European Tourism Going Green (ETGG) 2030,
3. The Croatian Chamber of Economy - section for Energy and sustainable development
4. Croatian Energy Association
5. Croatian Solar Energy Association
6. Croatian National Committee CIGRÉ
7. Fund for Environmental Protection and Energy Efficiency
8. Croatian Association for Consumer Protection Potrošač (Consumer)

**Research centers and universities:**

1. Energy Institute Hrvoje Požar
2. Institute for Circular Economy (Institut za kružno gospodarstvo)
3. Faculty of Chemical Engineering and Technology, University of Zagreb
4. Faculty of Textile Technology, University of Zagreb
5. Faculty of Economics and Business, University of Zagreb
6. Faculty of Mechanical Engineering and Naval Architecture, University of Zagreb
7. Faculty of Agriculture, University of Zagreb
8. Faculty of Electrical Engineering and Computing, University of Zagreb

**NGOs and civil society organizations**

1. Green Action (Zelena akcija)
2. Circular Change
3. Good Economy Institute (Institut za dobro gospodarstvo)
4. Sunce - Association for Nature, Environment, and Sustainable Development (Sunce - Udruga za prirodu, okoliš i održivi razvoj)
5. Green Istria (Zelena Istra)
6. Rijeka's Eco Patrollers (Eko patrole Rijeka)
7. Dalmatia Green (Dalmacija Green)
8. Ecological Association Biom (Ekološka udruga Biom)



<p><b>GenF target groups</b></p>	<p>Students, trainees and apprentices, greenpreneurs &amp; green start-ups at an early stage</p>	<p>The main focus will be students, due to the proximity to the UNIRI as well as early-stage greenpreneurs and green start-ups from our regional networks.</p> <p>Additionally, since the Faculty of Tourism and Hospitality Management is our associated partner, we will strive to actively involve students from that faculty.</p> <p>Through our networks we will also try to reach young participants from non-academic educational backgrounds.</p> <p>We will focus on selecting students &amp; young people who are creative, innovative and passionate about participating.</p>
<p><b>Target SMEs</b></p>	<p>We will select SMEs that show high interest in actively taking part in the GREENPACT Collaboration Lab and Green &amp; Impact Entrepreneurship boosting buddy training programme, simultaneously, maintaining an open-minded approach to exchanging ideas with the younger generation.</p> <p>As described above these SMEs come from the tourism sector but also possibly from cultural and creative industries.</p>	<p>The selected SMEs need to demonstrate reliability, an open-minded attitude, and perseverance.</p> <p>Moreover, they should display a strong commitment to transitioning towards a circular and sustainable approach to production and business overall.</p>
<p><b>GREENPACT Ambassadors</b></p>	<ul style="list-style-type: none"> <li>• Already green and impact-driven entrepreneurs/ SMEs from the tourism or cultural and creative industries</li> <li>• GenF representatives</li> <li>• Participants from the Greenpact Collaboration cohorts</li> <li>• Mentors and trainers</li> </ul>	





## Jihočeský kraj region

	Description / List	Justification of the choice
<b>Target economic sectors</b>	<p>Our main focus will be on entities operating in the field of tourism that also demonstrate a connection to the creative sector.</p>	<p>Our choice of target economic sectors is strategically driven, emphasising entities in the tourism industry linked to the creative sector. This approach brings several key benefits.</p> <p>Combining tourism and creativity allows us to create unique and attractive experiences for our target audiences. This enables us to offer innovative products and services that will appeal to and attract customers. Tourism is an industry with high growth potential, and the connection to the creative sector provides additional opportunities for the development and diversification of our portfolio. This focus creates differentiation in the market and gives us a competitive advantage, positioning us favourably compared to other players in the tourism industry. Supporting the creative sector contributes to job creation and the development of our region's artistic and cultural heritage, which has a positive impact on the entire community.</p> <p><i>This focus was carefully chosen with our long-term strategic goals in mind, and we believe it will enable us to achieve success and long-term sustainability for our project.</i></p>
<b>Relevant economic operators and stakeholders</b>	<p>Relevant Economic Operators and Stakeholders: Within the project, our associated partners will actively participate. A key role will be played by the South Bohemian Science and Technology Park (SBSTP), which, thanks to its experience and extensive networks in the South Bohemian region, where the project is taking place, will have a crucial role in recruiting, selecting, and supporting emerging business entities specializing in the use of new technologies (information technology, artificial intelligence) and digitalization, with a strong emphasis on sustainability. SBSTP will significantly contribute to the implementation of the following activities: D.2.1.1. Collaboration Lab and Activities: D.2.1.2. Entrepreneurship Boosting Buddy Training Programme.</p> <p>Another relevant stakeholder is the South Bohemian Chamber of Commerce, which is part of the Chamber of Commerce network. South Bohemian</p>	<p>Our decision to include these entities is justified and strategically thought out. The key factor in our selection is their unique capabilities and experience.</p> <p>South Bohemian Science and Technology Park (SBSTP): SBSTP will be our key partner, primarily due to its extensive experience and strong network in the South Bohemian region, where the project is taking place. It will play a crucial role in recruiting, selecting, and supporting emerging business entities specialising in new technologies, information technology, artificial intelligence, and digitalization. Emphasis will also be placed on sustainability, aligning with our goals. SBSTP significantly contributes to the implementation of the following activities: D.2.1.1. Collaboration Lab and Activities: D.2.1.2. Entrepreneurship Boosting Buddy Training Programme.</p> <p>South Bohemian Chamber of Commerce: This regional partner allows us to expand the project's reach in the South Bohemian region. Their inclusion in our network is</p>



	<p>Chamber of Commerce will mediate the communication and engagement of the relevant businesses in the region.</p> <p>Czech Chamber of Commerce as a central institution position in the capital Prague will help to prepare the methodologies by providing experts for implementation of the project activities (by direct involvement in the project as one of the project partner) and will further disseminate the project outputs beyond the South Bohemian region.</p>	<p>crucial for the successful implementation of certain additional activities, strengthening the overall impact of the project. The South Bohemian Chamber of Commerce is firmly embedded in the existing Chamber of Commerce network.</p> <p><i>This partner selection has been carefully considered and aligns with our strategic objectives, enabling us to successfully and efficiently carry out the project.</i></p>
<p><b>GenF target groups</b></p>	<p>Our main focus for the GenF project will be on selecting students who express a strong interest in actively participating in this project, coupled with a creative mindset and a penchant for innovation. We firmly believe that this group of students possesses immense potential and can serve as the driving force behind the development and implementation of the GenF project.</p> <p>Second group representing GenF that will be engaged in the activities are start-ups from South Bohemian Science and Technology Park (SBSTP).</p>	<p>Our main goal is to reach out to those who have a passion for combining creativity in the field of tourism with the utilisation of technology and digitalization. Specifically, we are targeting individuals who have ambitions to bring new ideas and innovations to these areas. Our primary task is to provide support to these students, develop their skills, and unleash their intellectual potential. This will enable them to bring about positive changes and new perspectives in the world of creativity and technology.</p> <p>Furthermore, we will make efforts to engage other stakeholders, including educators, mentors, industry experts, and partners from various business sectors. Their collective knowledge and experience will enrich the GenF project and create an environment conducive to creative growth and technological innovation. We believe that this will benefit not only project participants but also have a positive impact on the broader community and the industrial sector as a whole.</p> <p><i>Overall, we are firmly convinced that our target groups will be key to the success of the GenF project, and their involvement and enthusiasm will bring innovative and inspirational ideas to the world of creativity and technology.</i></p>
<p><b>Target SMEs</b></p>	<p>The project will select companies that have already engaged in various development activities with the South Bohemian Science and Technology Park, as well as entities that express interest in participating in the "Heckaton" competition with the aim of addressing specific challenges within their existing businesses,</p>	<p>Targeted small and medium-sized enterprises (SMEs) will be selected based on two main criteria.</p> <p>The first criterion pertains to companies that have already engaged in various development activities with the South Bohemian Science and Technology Park. These companies have demonstrated their commitment to innovation and development and have a strong connection with our partner organization. They are entities characterised by their dedication to growth and advancement.</p> <p>The second criterion involves entities that express interest in participating in the "Heckaton" competition</p>



	<p>with a focus on sustainability and circularity.</p>	<p>with the aim of actively addressing specific challenges within their existing business operations. The key emphasis here is on sustainability and circularity. These businesses have ambitions to bring innovative solutions and contribute to the creation of sustainable and environmentally friendly products and services.</p> <p><i>These two criteria ensure that our target SMEs will be selected based on their already proven development potential while also encompassing entities willing to actively engage in sustainable and innovative business practices.</i></p>
<p><b>GREENPACT Ambassadors</b></p>	<p><i>Students</i> who will actively participate in the Body Training programme and have access to new business models and concepts.</p> <p><i>Business entities</i> that actively engage in the project and collaborate on the creation of new ideas and innovative solutions.</p> <p><i>Mentors</i>: Individuals with extensive experience who will be able to provide mentorship and guidance to students and aspiring entrepreneurs.</p> <p>Representatives of the South Bohemian Science and Technology Park (SBSTP).</p> <p>Representatives of the South Bohemian Chamber of Commerce.</p>	<p>The selection of <i>students</i> as part of the GREENPACT Ambassadors programme is based on their pivotal role in fostering innovation and sustainability. By actively participating in the Body Training programme, these students demonstrate a strong commitment to personal and professional growth. They represent the future generation of change-makers who, with access to new business models and concepts, can contribute fresh perspectives and creative solutions to address complex challenges.</p> <p>Engaging <i>entrepreneurs</i> in the GREENPACT Ambassadors initiative is instrumental in bridging the gap between academia and the business world. These entrepreneurial entities bring real-world experience, industry insights, and a pragmatic approach to the project. Their active involvement in collaborating on innovative ideas and solutions aligns with the project's objective of driving sustainability and circularity within the business sector.</p> <p>The inclusion of <i>mentors</i> is essential for nurturing and guiding both students and emerging entrepreneurs. With their extensive experience, mentors play a critical role in transferring knowledge, providing valuable insights, and offering mentorship to those who are navigating the complexities of sustainability and entrepreneurship. Their mentorship contributes to the holistic development of the GREENPACT Ambassadors, ensuring the transfer of wisdom and expertise from one generation to the next.</p> <p>Representatives of the <i>South Bohemian Science and Technology Park (SBSTP)</i> are going to promote the developed models and concepts to start-ups community in South Bohemia.</p> <p>Representatives of the <i>South Bohemian Chamber of Commerce</i> will promote concepts and business models for circular economy to regional businesses.</p>



## Bratislavský kraj region

	Description / List	Justification of the choice
Target economic sectors	We will focus on business entities operating in the field of tourism.	<p>The selection of the target sector was based on the current economic structure of business entities in the Bratislava region. Bratislava, with its proximity to Vienna and Budapest, is motivated to invest more in tourism in order to connect the regions of Austria, Slovakia and Hungary. Since the Bratislava region could not draw funds from EU funding schemes for a long time, it had to invest considerable amount of finances from its own resources.</p> <p>This has been reflected in the promotion of the business environment and in the preference of sectors that bring high employment rates. From a historical point of view, the Bratislava region has a relatively rich artistic and cultural heritage, which has a positive impact on the whole community.</p> <p>Our focus results from the strategies adopted by the Bratislava Self-Governing Region in the field of circular economy and tourism support.</p>
Relevant economic operators and stakeholders	<p>The project holder for the Bratislava region is the University of Economics in Bratislava (Faculty of Business Management), which has extensive experience in the implementation of research activities in the field of tourism promotion and intensive cooperation with business entities of the Bratislava region. Thanks to this synergy, two other strategic partners were recruited for the needs of the project:</p> <ul style="list-style-type: none"> <li>- SMA - Slovak Marketing Association - intensive contacts with small and medium-sized enterprises, across the spectrum of business activities</li> <li>- Institute of Circular Economy (ICE) - creates studies and expert papers in the fields of circular economy, focuses on material flows, waste utilization, effective financing of waste management. The portfolio of cooperating organizations also includes entities from tourism.</li> </ul>	<p>The selection of strategic partners reflected the specificity of problem solving and we believe that thanks to SMA and ICE we have gained partners who will help in the successful implementation of project results. At the same time, they will provide valuable feedback, support analyses and facilitate contacts with relevant stakeholders.</p> <p>The focus of cooperation with strategic partners will be in the implementation of activities related to the Collaboration LAB and the educational program for business support (Buddy system).</p>



<p><b>GenF target groups</b></p>	<p>Within the Bratislava region, GenF will represent a selection of creative students who have prerequisites and interest for entrepreneurship. These students also represent the future potential of entrepreneurs of our region or will become representatives in foreign companies.</p> <p>Thanks to the experience of internships, we assume that these students will also apply the skills they have acquired through activities abroad.</p> <p>From a business point of view, JCI is important to us, as they bring together young entrepreneurs from the Bratislava region and mediate their access to innovations carried out in its partner organizations.</p>	<p>Our intention is to identify a group of students who can connect their knowledge, skills and competence with the field of tourism, modern technologies, while respecting the principles of circular economy.</p> <p>The importance of the project for this target group lies in supporting the application of their acquired soft and hard skills, in developing their intellectual potential and in generating new business ideas.</p> <p>Young entrepreneurs around JCI are a product of many significant changes that have occurred in the Bratislava region in the last decade and their activity so far has contributed to a positive presentation of our region.</p> <p>The age or work experience of these young entrepreneurs will be a strong impulse for the first group, students, as it will be possible to be link theoretical readiness and practical experiences.</p>
<p><b>Target SMEs</b></p>	<p>The targeting of SMEs will be professionally guaranteed by the Institute of Circular Economy, which, in addition to expertise, organizes various types of events connecting SMEs from an area related to our project. Thanks to the project events and initiatives (Hackathon, Buddy system) there will be space for mutual cooperation of SMEs, formulation of joint calls or recommendations in relation to the goals of our project.</p>	<p>The selection of SMEs will be carried out under the expert authority of SMA and ICE, with an emphasis on previous experience with the circular economy in tourism and related sectors.</p> <p>The portfolio of SMEs that cooperate with ICE covers various areas or phases of the circular economy, such as waste management, which also seems problematic in tourism. Many of the innovations to which SMA and ICE have had access in the previous history can form the backbone of case studies for the hackathon, or they can facilitate more intensive cooperation within the buddy system.</p> <p>In this context, you should also emphasize the importance of mentorship, which is a guarantee of their success and fulfillment of project objectives during the implementation of the hackathon and buddy system.</p>
<p><b>GREENPACT Ambassadors</b></p>	<p>Representatives of ICE, SMA, JCI, mentors and trainers, business entities (SMEs), students</p>	<p>ICE's role as a carrier and operator of the circular economy idea is based on connecting the business sector with academia, defining requirements for mentors and promoting circular economy concepts and business models.</p> <p>The active participation of SMA in the project will be reflected in the connection of young GenF entrepreneurs with students in the framework of activities based and generation of new ideas, innovations and sketching of successful business models.</p>



As a transnational cooperation network, JCI has added value for the project in linking best practice cases with tasks related to the development of circular economy models and concepts in the start-up community. Thanks to the strong connection of young entrepreneurs with JCI, the gap that arises between long-term entrepreneurs and students is eliminated.

Mentors and trainers as Greenpact ambassadors will come from all groups involved in the project, i.e. academics with a wealth of scientific knowledge of business models, practitioners with real-world experience, as well as representatives of the region responsible for implementing regional strategies and policies.

The involvement of entrepreneurs in the Ambassadors Initiative pursues the aim of transferring practical experience and innovative ideas in the field of student training, as well as conveying their views on the level of implementation of strategies and policies in the Bratislava region.

The participation of students in solving the project at its individual events will lead to the identification of suitable talents who will be able to connect their individual ambitions with business activities in the future. These successful graduates of education and mentoring can set an example for the next generation of entrepreneurs.



## 5. Transnational project roadmap

Following the project implementation dashboard framework and more in details the *Project flow-chart* and the *Transnational project roadmap* diagram, this chapter sets the structured framework for all the transnational actions of the project guiding each single partner in all the tasks and towards the more effective achievement of the project transnational objectives.

More in details, and following the same approach guiding the regional roadmaps, the following frame is stressing each single activity and related Deliverable in a process-oriented flow taking the move from the specific interconnections already drawn in Chapter 3.

A.2.2/3 -> D.2.2.3 / D.2.3.3 - Final international GREENPACT Collaboration Lab

A.1.2 - GREENPACT regional and transnational Action Plans [D.1.2.2]

A.3.2 - GREENPACT Self-Assessment & Certification Scheme [D.3.2.1 - D.3.2.3]

A.1.3 - GREENPACT Transnational Alliance setting-up and implementation [D.1.3.1 - D.1.3.2]

A.3.1 - Boosting Impact Entrepreneurship and further sustainability based on lessons learned [D.3.1.1 - D.3.1.2 - D.3.1.3]

A.3.3 - GREENPACT on a large scale [D.3.3.1 - D.3.3.2 - D.3.3.3]

D.1.1.3 - Communication Toolkit

As for the transnational dimension of the project two specific deliverables are playing a fundamental role finally structuring, from one side, the roadmap exploiting the project results and outcomes and, from the other side, creating the institutional commitment for the evolution of the transnational strategy in the future. These two deliverables are namely the D.1.2.2 - **GREENPACT Transnational Action Plan** [M36] and the D.1.3.1 - **Transnational Alliance GREENPACT Canvas** [M36].



#### D.1.2.2 - GREENPACT Transnational Action Plan

##### Background

As a final result of the pilot action & thus validation of GREENPACT tools & procedures to support start-ups as spill overs of the regional circular economy framework, regional Action plans will be developed & validated through the regional focus groups events involving all the relevant stakeholders.

The regional Action Plans (AP) will foster Green Impact Entrepreneurship and Circular Economy potentials linking green Creative Industries, Generation F future entrepreneurs and policy makers. The Transnational Action Plan, based on the Regional Action Plans and the territorial RIS3 analysis, will foster impacts of transnational cooperation. The plan will foresee a series of SME-oriented actions proposed at transnational level to help exploit the business opportunities that the transition to a green economy offers, by improving resource efficiency of European SMEs, supporting green entrepreneurship, exploiting the opportunities of greener value chains, facilitating market access for green SMEs and offering to adopt a GREENPACT label certification.

The purpose of the Transnational Action Plan is to support existing and future businesses to share a environmentally friendly code (certified by the GREENPACT label) to increase flows of goods, services, capital, people, and information across borders, promoting global green value chains and the implied cross-border approaches. The actions foreseen in the plan will be the major way of implementing sustainable development and green entrepreneurship. The plan will foster transnational cooperation in order also to foster integrated policy reforms.

##### Description

The GREENPACT Transnational Action Plan starts from the collection of the most relevant features coming from the single GREENPACT regional Action Plans [D.1.2.2] which pave the way to the definition of a practical plan which shows how organisations work together even after project lifetime, enabling also the replicability to other regional contexts. The plan is going to be define and implement in the last stages of the project to support target economic operators and capacity building agents better exploit all the project outputs and to explore synergies with RIS3 strategies.

The Transnational Action Plan will be implemented in close coordination with Activity 3.3 [*GREENPACT on a large scale*] providing the proper framework for the implementation of its follow-up and sustainability measures and with Activity 1.3 [*GREENPACT Transnational Alliance setting-up and implementation*] setting the operational strategy for both the Transnational Alliance GREENPACT Canvas [D.1.3.1] and the Co-Creation Capitalisation Strategy [D.1.3.2]





### D.1.3.1 - Transnational Alliance GREENPACT Canvas

#### Background

In the very last stages of the project the PPs will be committed in setting the basis for the creation of a legal framework which will have the responsibility of ensuring the continuity and the sustainability of the action after the formal completion of the project. This Alliance will serve as a tool to assure the sustainability of the tools and approaches developed and validated during the project.

More in details to better shape and then settle the Alliance the partners will:

- gather suggestions and scenarios regarding the form (a legal entity or a simple partnership) and roles / functions that the Alliance will have;
- implement a simplified business model canvas [D.1.3.1];
- identify and research the administrative steps to be undertaken in order to establish the Alliance;
- collect feedback from regional stakeholders via the regional focus groups.

A shared and formally approved Memorandum of Understanding will commit all the partners to exploit in the future all the opportunities traced and the same Alliance settlement.

Together with the Canvas and the Memorandum of Understanding the PPs will jointly develop a strategy to ensure the sustainability of the project and the project outputs [D.1.3.2 - *Co-Creation Capitalisation Strategy*]. This will help to track where the instruments and procedures are and will be used and will support at the same time the measures from WP3 - GREENPACT Self-Assessment, Certification Scheme & Transfer.

#### Description

The GREENPACT canvas is a feasibility study for the transnational alliance and is going to be released in the form of an operational roadmap exploring opportunities & conditions for the follow-up of the project cooperation to be declined into the GREENPACT Transnational Alliance.

A Memorandum of Understanding will be finally signed by all the PPs to commit themselves to the purpose.



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