



GreeneNEWS #1

Hello from Greene 4.0!

Welcome to the first edition of our LinkedIn newsletter, where you'll find the latest insights on green transformation and updates on [Greene 4.0](#) - a project dedicated to supporting manufacturing companies in piloting new value chains and co-designing innovative products and services through open innovation approaches. Each month, we aim to provide you with valuable knowledge and news tailored for business owners, green and digital transformation specialists, and anyone interested in the green revolution.

Greene 4.0 Transnational Conference 2024

We are excited to announce the Greene 4.0 Transnational Conference, scheduled for **September 5th** 2024, in Portorož, Slovenia. The event, co-organized with the TBMCE (Technologies and Business Models for Circular Economy) 2024 conference, will be held at the **Grand Hotel Bernardin**. It will gather around 150 participants from businesses, research institutions, and educational organizations.

The conference will feature renowned speakers discussing technological advancements and society's role in transitioning from fossil fuels to renewable energy sources, and from a linear to a circular economy.

Join us to network, explore trends, and gain the latest insights on technologies, business models, and successful projects. For more information and the agenda, please visit the [TBMCE website](#).

Registration deadline: August 25, 2024.

User Acceptance Model

The Greene 4.0 User Acceptance Model (UAM) is a critical initiative aimed at understanding what motivates or hinders manufacturing SMEs in adopting digital and sustainable practices. Through

extensive research, including surveys of 422 companies and in-depth interviews with 50 more, we have mapped out the key barriers and enablers in the green and digital transition. These findings are being used to develop practical tools, such as customized transition plans and training modules, which will help SMEs integrate new technologies more effectively into their business processes.

The UAM will also support the creation of a matchmaking platform that connects solution providers with businesses seeking to enhance their sustainability efforts. By identifying the specific needs and challenges of SMEs, the UAM offers tailored strategies that address their unique circumstances, ultimately facilitating a smoother transition to more sustainable practices.

B2GreenHub

B2GreenHub is an initiative that complements our efforts by helping businesses navigate the complexities of the EU's Corporate Sustainability Reporting Directive (CSRD). This initiative provides valuable resources, including **technological solutions**, **expert guidance**, and **personalized roadmaps**, all designed to help companies turn regulatory challenges into growth opportunities. With the support of over 100 EU institutions and a team of specialists, **B2GreenHub is a comprehensive program aimed at bolstering the green and digital transformation of manufacturing companies.**

Manufacturers in sectors such as Electronics, Food & Beverage, and Machinery & Equipment can greatly benefit from joining B2GreenHub. The program offers access to state-of-the-art testing facilities and over 200 technological solutions, ensuring that participating companies are well-equipped to meet both regulatory demands and market expectations.

You can apply here: <https://lnkd.in/dAmdreJz> Early application is recommended to secure a spot in pilot activities that offer firsthand experience in implementing these solutions.

Final deadline for applications: June 30, 2025.