



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 Co-organized on the 2nd day of the TBMCE 2024

We are excited to announce a comprehensive event that will bring together companies, research institutions, and educational organizations to discuss the circular economy, as well as green and digital practices. As part of this larger event, **Greene 4.0** will be hosting the **Transnational Conference** on the second day, **September 5th, 2024**.

The Greene 4.0 project has partnered with the University of Maribor to deliver an engaging event that meets the needs of companies by offering a diverse programme with a range of speakers and topics relevant to their green and digital transition.

The event will be held at Grand Hotel Bernardin in Portorož and is expected to attract approximately 150 participants from businesses, research institutions, and educational organizations. Several renowned speakers will address topics related to science and development, focusing on the current challenges of technological advancement and society's responsibility in transitioning from fossil fuels to renewable energy sources, and from a linear to a circular economy. Greene 4.0 will showcase one of its key results – the User Acceptance Model for facilitating a smooth green transition for small and medium-sized companies – and will promote the B2GreenHub to all green-oriented stakeholders in Slovenia.

All Greene 4.0 project partners will be attending the Transnational Conference, and we are pleased to invite interested stakeholders to join us. Greene 4.0 has reserved seats for all stakeholders who wish to participate in the Transnational Conference. In case of interest, please contact us at info@p-tech.si and register by **August 30th, 2024**.

The event will provide a unique opportunity to connect with industry leaders, researchers, and peers, fostering collaboration and innovation. By exploring current trends, sharing ideas, and learning best practices, stakeholders can gain valuable insights into emerging technologies, effective business models, and successful projects that are crucial for staying competitive.

Please find the Greene 4.0 Transnational Conference agenda [HERE](#).

For general information about the umbrella 3-day event TBMCE 2024, please visit the [TBMCE website](#). **For those interested in joining the Greene 4.0 Transnational Conference, please ensure to register via Pomurje Technology Park for participation at info@p-tech.si.**

Registration deadline: August 30th, 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.