D3.1.3 – Sectorial Terms of References
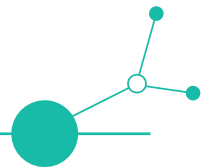
General Report

Date of Report: 31.01.2025

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1   Executive Summary

1.1 Project Overview

The GREENE 4.0 project aims to facilitate and support small and medium-sized enterprises (SMEs) in the manufacturing sector in the adoption and use of green production methods and digital technologies. User acceptance plays a crucial role in the successful adoption and implementation of these new technologies.

D3.1.3 – Terms of References works closely with D3.1.1 – Methodology for selecting manufacturing solution seekers, D3.1.2 – Selection Report and D2.1.1 – Open Innovation Map.

- D3.1.1 – Methodology for selecting manufacturing solution seekers describes the steps, methods and criteria that are applied by project partners in the process of selecting the manufacturing solution seekers for smart and green manufacturing.

- D3.1.2 – Selection Report briefs the selection process and lists the 70 selected manufacturing companies as smart and green manufacturing solution seekers for the further progress of the project.

- D2.1.1 – Open Innovation Map is a tool for locating sources of knowledge and innovation assets, their characteristics, classification and usage. It represents an inventory system of the main knowledge and innovation assets available in each project region. It reveals weak links and bottlenecks in the flow of knowledge and market needs.

1.2 Scope of the Document and Summary

The GREENE 4.0 Innovation Platform that is developed within Work Package 3 (WP3) was decided to be called B2GreenHub.

The Terms of References and Conditions of the B2GreenHub outline the operational and legal frameworks governing the B2GreenHub platform, a comprehensive digital ecosystem designed to facilitate green and digital transformation within manufacturing industries across Central Europe.

Managed by Pomurje Technology Park (PTP) in Slovenia, the document applies to all platform users, including service seekers, facilitators, and service providers, defining their roles, responsibilities, and obligations. It outlines the platform's comprehensive services, including matchmaking, access to a marketplace showcasing innovative solutions, and resources designed to advance sustainability and digitalization. The platform targets seven key sectors offering tools for digital connectivity, green technologies, and resource efficiency. Supported by multiple EU-funded projects, it integrates collaborative tools and learning modules to foster sustainable practices and innovation. The document details user roles, emphasizing that service seekers must actively participate in platform activities, facilitators manage matchmaking and adherence to standards, and service providers deliver vetted green and digital solutions aligned with platform goals. Legal and operational frameworks are defined to ensure data security, compliance with regulations such as GDPR, and transparent management of user agreements, which are handled externally to the platform. The platform's compliance mechanisms include periodic audits and monitoring to maintain service quality and adherence to sustainability objectives. This document provides a robust structure for

collaboration, accountability, and innovation, underpinning the platform's mission to support the EU's sustainability and digitalization agenda.

1.3 Audience

The audience of this document includes the partners of the GREENE 4.0 project, including all parties involved in the implementation of WP3 and Task A3.1. This is an internal document prepared to showcase the development of D3.1.3 – Terms of References. The Terms of References in the Annex will be used for the development of the platform and as a general framework (general business conditions) for the operational functioning of the developed Innovation Platform (B2GreenHub). The document includes the obligations and rights of each party involved (service seekers, service providers, and facilitators). Facilitators should use the Terms of References and Conditions for their onboarding process of service seekers and service providers. Service providers should see the Terms of References and Conditions as a checklist, that allows them to quickly determine if they meet the platform's criteria and requirements. Furthermore, it should facilitate them to know what is expected of the platform and service seekers.

1.4 Change Control

FHK/PP3 created this document, and it is subject to the standard project change control where PPs are requested to provide feedback on the stated definition or tools in writing to the deliverable responsible (in this case FHK/PP3) in a timely manner (within 8 working days after each edition).

2   Introduction

2.1 Project Overall Flow

The CE manufacturing industry is challenged by change. Global supply chains are increasingly disrupted, and the green transition requires more sustainable and intelligent value chains. The GREENE 4.0 project supports manufacturing companies in piloting such new value chains. The project also supports the co-design of new products and services through open innovation approaches. To achieve these goals, it brings together the business sector with the education and research sectors and decision-makers. GREENE 4.0 is structured in 4 WPs each with a specific objective:

- The objective of WP1 is to map the needs and challenges of SMEs towards the uptake of green technologies, as well as to map the enablers available in different CE territories. The results will then be translated into the delivery of the UAM that will guide companies in the adoption of new technologies. The UAM should support the linkage to the tools identified or developed in WP2 for the main challenges of SMEs.

- WP2 is working on developing solutions to address these challenges and linking them to existing solutions. The aim is to create a strong innovation ecosystem to support SMEs in adopting green processes. WP2 will develop and establish the basis for the Transnational Open Knowledge Box solutions collecting tools to support capacity building and innovation processes.

- WP3 collects all the information generated in WP1 and WP2 and develops 3 innovation programs to facilitate the testing of the Transnational Open Knowledge Box and to ensure the transferability of the project's results with the Innovation Platform connecting the 7 sectoral manufacturing clusters companies with smart and green manufacturing solution providers to jointly generate sustainable supply chain models.

- WP4 focuses on policy learning and promotes the transferability of the project's results towards the quadruple helix approach with a focus on SMEs (demand), solution providers (enterprises, RTOs) and policy makers.

The project flow and the synergies and linkages between the WPs and their deliverables are shown in Figure 1.
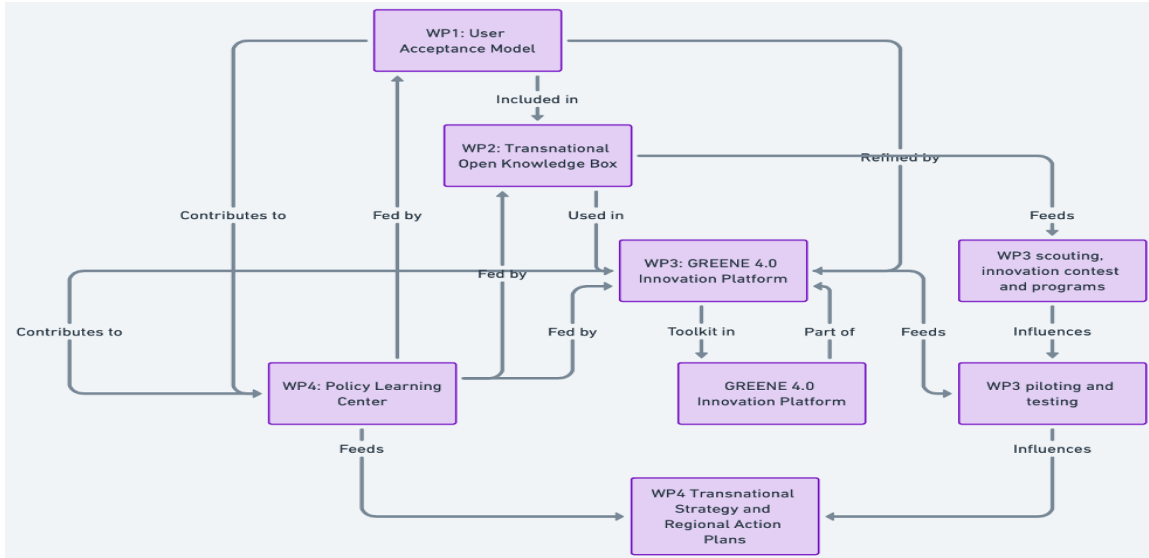
Figure 1: Project Flow (Source: Project Generated, 2023)

2.2 Work Package Flow

The main output of WP3 is the successful selection of 10 manufacturing companies per project region (70 companies in total) within 7 sectorial clusters. Those 10 manufacturing companies are labeled as green and digital solution seekers highly interested in the double transformation (green and digital transformation). Each region will define each seeker's needs and requests; and will group the needs in a maximum of 7 sectorial clusters.

WP3 collects all the information generated in WP1 and WP2 and develops 3 innovation programs to facilitate the testing of the Transnational Open Knowledge Box, developed in WP2, and to ensure the transferability of the project's results with the Innovation Platform connecting the 7 sectorial manufacturing clusters companies with smart and green manufacturing solution providers to jointly generate sustainable supply chain models.
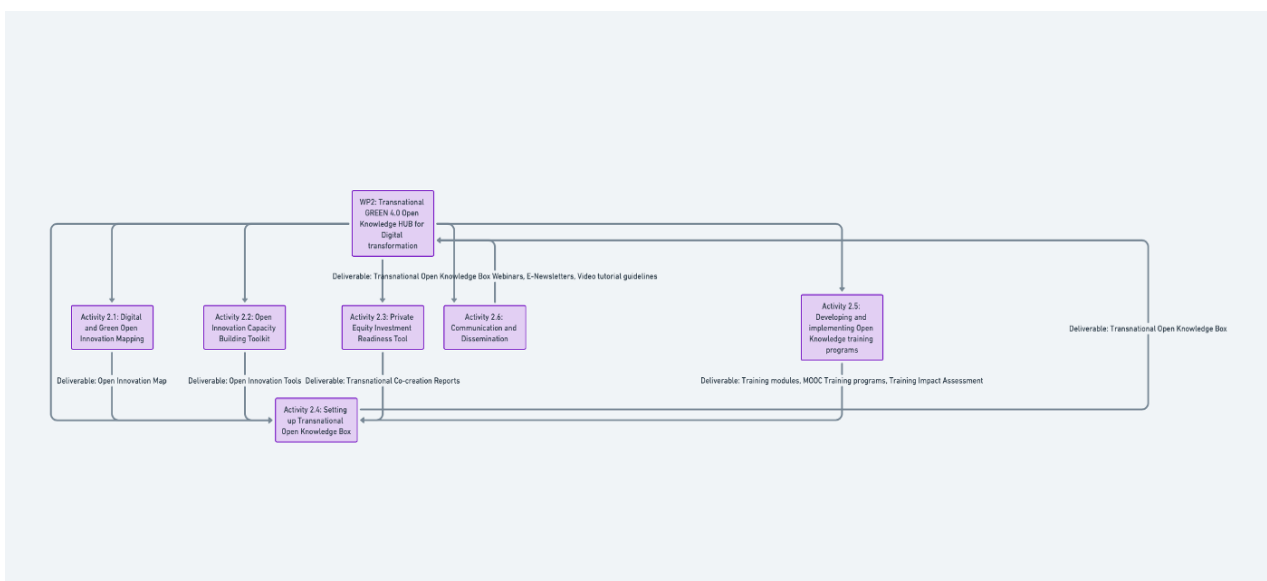
Figure 2: WP2 Interdependencies (Source: Project Generated, 2023)

2.2.1 Terms of References Definition

This report reflects the developed Terms of References and Conditions within 2 joint co-working seminars.

The goals of the B2GreenHub Terms of References and Conditions are to:

- Set proper guidelines for green and digital solution providers (technology providers, experts, testbeds/demo labs) to meet manufacturing companies' requirements within the 7 sectorial clusters,

- facilitate the process of matching manufacturing companies from 7 different sectorial clusters with green and digital solution providers.

- Sub-objectives:

  o Focus on 7 key manufacturing sectorial clusters for CE: Create Terms of References and Conditions that fit 7 sectorial manufacturing clusters through a common base and targeted sectoral specificities.

  o Validate and refine: Test and improve the Terms of Reference and Conditions through stakeholder engagement and pilot testing based on feedback and performance metrics.

  o Collect input from the seven sectoral groups to refine the developed platform and its offerings.

2.2.2 WP3 Definition

The primary objective of WP3 is to generate, test and pilot smart and green manufacturing value chain models within 7 predefined sectorial clusters. This is achieved through the deployment of three innovation programs designed to facilitate open co-creation of solutions between manufacturing companies and solution providers. The ultimate goal is to establish an upgraded digital innovation platform (B2GreenHub) that integrates existing digital services with new tools for product development, investment readiness and open innovation.

The expected outputs include the GREENE 4.0 Innovation Platform (Output 3.1) and upgrade/develop a digital platform (B2GreenHub) that integrates existing and new tools for co-creating smart and green manufacturing value chains. Furthermore, new value chains will be generated and tested within the innovation programs, supported by the digital platform (Smart and Green Manufacturing Value Chains – Output 3.2).

This work package is central to the project's aim of fostering innovation in green manufacturing by providing a digital platform and structured programs for collaboration

2.2.3 Stakeholder Engagement

Stakeholder engagement within WP3 is crucial to the successful implementation of GREENE 4.0. The engagement process is designed to ensure that the relevant stakeholders are actively involved in the co-creation and testing of smart and green manufacturing value chains.

Key stakeholders involved:

- Mid-Cap Companies:

- o Engage as both solution seekers and solution providers, depending on their capabilities.
  - o Participate in workshops and innovation programs to identify their specific needs and challenges

- SMEs:
  - o Engage as both solution seekers and solution providers, depending on their capabilities.
  - o Collaborate within sectoral clusters to co-create solutions that address the needs of larger manufacturing companies.

- Business Support Organization and Regional Innovation Agencies:
  - o Facilitate the connection between manufacturing companies and solution providers.
  - o Support the dissemination and adoption of the innovation platform and value chains within their respective regions.

- Higher Education Institutions and Research Organizations:
  - o Contribute to the development and refinement of methodologies used in the selection of solution seekers and deployment of innovation programs.
  - o Provide expertise in technology transfer and innovation management.

The structured approach to stakeholder engagement ensures that the needs and perspectives of all relevant parties are integrated into the development and deployment of the GREENE 4.0 innovation platform (B2GreenHub), ultimately leading to more effective and sustainable outcomes.

2.2.4 Purpose of the Terms of References

In the EU, SMEs represent 99 % of all organizations and contribute to securing approximately 85 % of new employment over the last five years. In addition, SMEs are key players in various supply chains. In this context, large organizations rely heavily on SMEs to provide high-quality products or services at low cost (European Commission, 2018[1]).

Therefore, the Terms of References as well as the overall project mainly target SMEs in seven CE countries. According to the SME definition used in the survey under WP1 (D1.1.1), the target enterprises should match at least one of the three characteristics:

- Less than 250 employees,
- Annual turnover not exceeding EUR 50 million,
- Annual balance sheet total not exceeding EUR 43 million.

Initially, the Terms of References were conceived as a framework to define the requirements and conditions that solution providers or developers must meet to align with the specific needs

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[1] European Commission. (2018). Entrepreneurship and small and medium-sized enterprises (SMEs). Retrieved December 12, 2023. http://ec.europa.eu/growth/smes_en

of each sectorial cluster of manufacturing companies, as defined earlier in the project. The Terms of References are critical to ensuring that the solution providers align with the needs of the platform's target sectors.

During the development process, the necessity of a broader framework was recognized to provide clarity and structure for the overall functionality and governance of the GREENE 4.0 Innovation Platform, meaning the B2GreenHub platform.

The Terms of References were therefore expanded to Terms of References and Conditions (TORCs) to encompass the entire B2GreenHub platform, addressing not only the requirements for solution providers but also

- the governance, ownership, and operational management of the platform,

- a framework for data protection, confidentiality, legal compliance, and intellectual property,

- rules for the use of the platform, including account creation, matchmaking processes, etc.,

- a structure to manage termination conditions, modifications to policies, and dispute resolution.

By broadening the scope of the Terms of References, we ensure the platform operates cohesively and aligns all stakeholders (facilitators, service providers and service seekers under a unified set of policies and principles.

Expanding the Terms of References reflects a commitment to platform integrity and transparency by establishing clear rules, processes, and expectations for all stakeholders, fostering trust and accountability. This alignment with the B2GreenHub platform's mission as a matchmaking ecosystem for green and digital transformation ensures governance clarity and service efficiency. The Terms of References create a cohesive framework that supports seamless matchmaking, data management, and service agreements by integrating the original requirements for solution providers with overarching operational rules. Additionally, this approach future-proofs the platform, enabling it to scale effectively and accommodate new stakeholders, projects, and services as it evolves.

2.3 Contribution to Activity 3.1

The objective of A3.1 is the screening and selecting of fitting 'GREENE 4.0 solution seekers' that will then be included in the developed platform (B2GreenHub) and be worked together for the overall project. The final version of the Terms of References should help define and develop the Transnational Open Knowledge Box delivered in WP2.

A3.1 within WP3 focuses on the identification and selection of companies seeking support in digital and green transformation, in line with the objectives of the GREENE 4.0 project. It is the first key phase of WP3, aimed at selecting companies in seven regions involved in the project. The identified companies within A3.1 were assigned to seven sectoral clusters, enabling further collaboration with technology providers within WP3. A3.1 forms the foundation upon which the subsequent stages of WP3, such as creating innovation programs (A3.3) and piloting new solutions (A3.4), are built.

WP3 focuses on generating, texting, and piloting new smart and green manufacturing value chain models in 7 sectorial clusters by developing 3 innovation programs that facilitate solution open co-creation between manufacturing companies and solution providers.

The base of these innovation programs must be to determine the needs and requests of solution seekers within the 7 sectorial clusters. This way solution providers under WP2 (D2.1.1 – Open Innovation Map) can be better mapped and selected according to the manufacturing companies' necessity.

2.4 Contribution from Deliverable Description

D3.1.1 (Period 3 – Lead: KPT/PP8) – Methodology for selecting manufacturing solution seekers – Technical document describing the steps, methods and criteria that are applied by project partners in the process of selecting the manufacturing solution seekers for smart and green manufacturing (Industry 4.0 innovation)

D3.1.2. (Period 3 – Lead: KPT/PP8) – Selection Report – Technical document briefing the selection process and listing the 70 manufacturing companies selected as smart and green manufacturing solution seekers.

D3.1.3 (Period 3 – Lead FHK/PP3) – Sectorial Terms of References – Terms of References document which defines the requirements and conditions that must be accomplished by solution providers or developers in order to match the needs of each sectorial cluster. After discussion within the project consortium, the Terms and Conditions for the B2GreenHub platform outlining roles, responsibilities, operational policies and compliance requirements to ensure transparency and alignment with green and digital transformation goals have been added to the overall deliverable.

3 Methodology

3.1 Capitalization of Existing Knowledge

3.1.1 Summary of D3.1.1 – Methodology for selecting manufacturing solution seekers

D3.1.1 – Methodology for selecting manufacturing solution seekers focuses on guiding project partners to identify and select companies that will participate in the GREENE 4.0 Innovation Program. The focus is on companies from seven predefined industry clusters (Electronic Products, Food & Beverage Products, Pharmaceutical & Chemical Products, Metal & Metal Products, Plastics & Rubber Products, Machinery & Equipment and Building Materials & Furniture), who are looking for innovative solutions to improve their manufacturing processes. Companies are evaluated based on mandatory and optional characteristics such as size, readiness for innovation, and previous participation in related programs. A priority matrix is used to classify companies based on these characteristics. Furthermore, the testing process of the UAM (D1.3.1) served as an index.

The document serves as a comprehensive guide for project partners to effectively carry out the selection and engagement of manufacturing companies in the GREENE 4.0 innovation program.

3.1.2 Summary of D3.1.2 – Selection Report

D3.1.2 – Selection Report summarizes the process and outcomes of identifying solution seekers within the GREENE 4.0 project, aimed at advancing digital and green transformations in manufacturing. It details the methodology for selecting 70 companies from seven Central European countries, categorizing them into sectoral clusters based on their challenges and readiness levels.

The report highlights varied maturity across sectors, with industries like electronics excelling in digital transformation but lagging in green practices. Conversely, traditional sectors like metal and food processing struggle with both. Challenges include limited resources for small enterprises, gaps in skills and expertise, and the need for measurable, data-driven goals to sustain improvements. Notably, the analysis finds synergies between digital and green efforts, indicating that advancements in one area often bolster the other.

The document further outlines the companies' challenges, such as optimizing energy efficiency, integrating advanced digital tools, and aligning operations with sustainability standards. These insights will inform the subsequent development of sector-specific Terms of References and innovation programs, laying the groundwork for practical and scalable solutions that foster sustainability and innovation. The report serves as a strategic foundation for the project's future stages.

3.1.3 Summary of D2.1.1 – Open Innovation Map

D2.1.1 – Open Innovation Map outlines the comprehensive process of mapping regional innovation stakeholders to support green and digital transitions in manufacturing sectors across seven Central European countries. It details the methodology and tools used, including

workshops, questionnaires, and data visualization, to identify and categorize technology providers, innovation assets, and facilitators. The process emphasized engaging the quadruple-helix stakeholders—industry, academia, government, and civil society—to ensure inclusivity and accuracy.

The document highlights the creation of seven Open Innovation Maps, each tailored to specific regional strengths and challenges. These maps serve as inventories of knowledge sources, showcasing technologies, expertise, and facilities crucial for green and digital transformation. Comparative analyses among regions provide insights into strengths, gaps, and opportunities for collaboration.

Key findings include the varied levels of readiness among regions and sectors, with certain areas excelling in digital capabilities but requiring enhancements in green innovation. The maps aim to foster inter-regional synergies, support SMEs, and serve as a foundation for future initiatives like the GREENE 4.0 innovation platform (B2GreenHub). Overall, this deliverable advances the project's goal of creating a resilient and sustainable industrial ecosystem in Europe.

3.1.4 Co-Working Seminars

The two co-working seminars held as part of the GREENE 4.0 project significantly contributed to the development of the Terms of References and Conditions for the B2GreenHub platform. These events facilitated collaborative brainstorming and critical analysis among stakeholders to define the operational framework for solution providers across sectoral clusters.

The first seminar, conducted on September 23, 2024, introduced participants to the objectives of the Terms of References and Conditions and engaged them in foundational discussions using Mural boards. This session focused on establishing a shared understanding of the Terms of References and Conditions purpose and exploring key requirements for solution providers. Participants collaboratively identified core categories and specifications to be included in the Terms of References and Conditions. However, due to time constraints, not all planned sessions were completed, leaving parts of the discussion for the subsequent seminar. The second seminar, held on November 20, 2024, built upon the draft Terms of References and Conditions prepared between sessions. Participants reviewed each chapter of the draft document, providing feedback using a color-coded system to indicate agreement, uncertainty, or disagreement. The discussions clarified suggestions and incorporated collective input to refine the draft. Together, these seminars fostered a participatory approach, ensuring the Terms of References and Conditions reflect diverse perspectives and align with the needs of all stakeholders. This collaborative effort established a solid foundation for the GREENE 4.0 platform's operational guidelines and requirements.

3.1.5 Joint Online Conference

After the development of the final draft of the Terms of References and Conditions document, a dedicated online conference with all project partners has been organized by PTP/LP to collect feedback and input regarding the drafted Terms of References and Conditions. This conference took place on December 13, 2024. Feedback was collected from all project partners as well as from an external business consultancy with expertise in this field. All input was carefully reviewed, revised and incorporated into the document presented in the Annex.

3.2 Collaborative Approach

The development of the Terms of References and Conditions for the B2GreenHub was driven by a highly collaborative approach, ensuring input from all project partners as well as external consultancy and alignment with project objectives. The process emphasized inclusivity and transparency, creating a shared framework for operational and legal guidelines. Collaboration occurred through structured workshops, co-working seminars, and iterative feedback mechanisms, which allowed stakeholders to actively participate in shaping the document. This approach ensured that the Terms of References and Conditions captured diverse perspectives, addressed sector-specific needs, and maintained compliance with sustainability and digital transformation goals. The use of digital tools and interactive methods facilitated seamless communication and collective decision-making, fostering a unified vision among all participants.

3.2.1 Consortium Involvement

The GREENE 4.0 consortium, comprising project partners from research institutions, universities, and industry representatives, played a pivotal role in the development of the Terms of References and Conditions. Partners actively participated in co-working seminars, where they collaboratively defined key requirements, responsibilities, and compliance standards for the platform. The consortium's involvement ensured that the Terms of References and Conditions reflected the shared expertise of its members and aligned with the overarching goals of EU-funded initiatives. FHK/PP3, as the coordinating body, facilitated discussions and managed contributions from partners, ensuring a cohesive and comprehensive framework. By leveraging the consortium's diverse expertise, the Terms of References and Conditions effectively addressed the operational and sectoral challenges of the platform.

3.2.2 Stakeholder Involvement

Partner engagement was central to the development of the Terms of References and Conditions ensuring that the document responded to the needs of service seekers, facilitators, and providers. Interactive activities, such as brainstorming sessions and discussions held during the co-working seminars, allowed project partners to contribute their insights on operational and compliance standards. Feedback mechanisms provided project partners with opportunities to review and refine the draft Terms of References and Conditions, promoting a sense of ownership and accountability. This inclusive process fostered trust among participants and ensured that the Terms of References and Conditions addressed real-world challenges in green and digital transformation. The diverse stakeholder input enriched the document, making it robust and practical for its intended use. Given that PTP/LP will assume the primary responsibility for coordinating and managing the B2GreenHub platform, it was proposed by FHK/PP3 to subject the Terms of References and Conditions to a legal review by a qualified attorney. This recommendation, intended for implementation at a later stage, aims to ensure the legal robustness and compliance of the document with applicable regulations, thereby safeguarding the platform's operations and reinforcing its credibility among stakeholders.

3.2.3 Tools and Techniques

The development process for the Terms of References and Conditions utilized a variety of tools and techniques to streamline collaboration and ensure comprehensive input. Mural boards were extensively used during co-working seminars to facilitate brainstorming and organize feedback in a structured manner. Drafts of the Terms of References and Conditions were reviewed collaboratively using a color-coded system to capture stakeholder opinions and highlight areas requiring further discussion. Matchmaking tools and readiness assessments also played a role, aligning the framework with the specific capabilities and needs of the platform's users. These digital tools and interactive techniques ensured that the Terms of References and Conditions was developed efficiently, with a high level of engagement from all contributors.

4   Structure

4.1 Main Sections

The Terms of References and Conditions are organized into several sections, each with a specific purpose. It begins with an introduction that outlines the purpose of the document, the scope of applicability, and its significance, ensuring users understand their roles and the services offered. This is followed by an overview of the B2GreenHub ecosystem and platform, which describes the objectives, supported projects, target industries, and services provided by the platform. The terms of references establish the operational framework, detailing governance structures, user roles, matchmaking processes, and compliance standards for all stakeholders. The terms and conditions address the legal framework, specifying obligations, data protection protocols, dispute resolution mechanisms, liabilities, and conditions for terminating agreements. A final section covers specific requirements for service providers, including criteria for assessment, readiness, and adherence to sustainability goals. This structured format ensures clarity, transparency, and accountability for all platform users.

4.2 Key Content Areas

The document addresses both operational and legal dimensions, focusing on user roles, service provision workflows, compliance, and sustainability. It defines the responsibilities of service seekers, facilitators, and providers, outlining clear duties and expectations. Service provision workflows describe processes like registration, request submission, and matchmaking, ensuring smooth connections between solution seekers and providers. The terms of references emphasize compliance monitoring and sustainability goals, ensuring alignment with the platform's objectives. Functional areas like the intranet and marketplace enable users to collaborate, share knowledge, and manage data securely. Legal aspects include protocols for data privacy, intellectual property rights, and dispute resolution, ensuring user interactions are safeguarded. The document also highlights technologies and services that cater to green and digital transformations, including renewable energy, waste reduction, and artificial intelligence. These areas ensure that the platform functions efficiently while aligning with innovation and sustainability goals.

4.3 Sector-Specific Adaptions

The document includes adaptations tailored to the needs of various industries, including electronics, food and beverage, pharmaceuticals, plastics, and others. Each sector is addressed with solutions and services that align with its unique challenges and goals. Green technologies, such as carbon capture and energy-efficient systems, are emphasized for sectors with high environmental impact. Digital technologies like artificial intelligence, robotics, and data analytics cater to automation and productivity improvements. Readiness assessments using technology readiness levels and market readiness levels ensure that solutions are mature enough for implementation. The terms of references include sector-specific compliance standards to maintain alignment with industry benchmarks. The marketplace is designed to provide targeted access to innovative solutions, while matchmaking ensures that seekers' needs are closely matched with the expertise of providers. These sector-specific measures ensure that the platform effectively supports diverse industries in achieving green and digital transformation.

5   Conclusion

5.1 Summary of Findings

The Terms of References and Conditions provide a comprehensive framework for facilitating green and digital transformation in manufacturing sectors. Key findings from the document emphasize the platform's focus on collaboration, sustainability, and innovation. The operational structure ensures clarity in roles and responsibilities among service seekers, providers, and facilitators, supported by robust compliance standards. The inclusion of sector-specific services, such as carbon capture technologies, renewable energy solutions, and AI-driven analytics, ensures targeted impact across diverse industries. Matchmaking and marketplace functionalities are central to the platform's success, enabling efficient connections between solution seekers and providers while maintaining high standards of confidentiality and compliance. The document also highlights significant challenges, including the need for readiness in technology and market applications and the importance of transparent agreements between users. Data protection, intellectual property safeguards, and dispute resolution mechanisms further strengthen the platform's credibility and operational integrity.

5.2 Final Remarks

The B2GreenHub Terms of References establish a solid foundation for fostering sustainable and digital innovation across manufacturing industries. By integrating operational guidelines with legal provisions, the document ensures transparency, accountability, and functionality. Its alignment with EU-funded projects and sustainability objectives demonstrates its strategic value in addressing environmental and digitalization challenges. While the platform offers significant opportunities, its success hinges on active engagement from all stakeholders, continuous compliance with standards, and adaptability to emerging needs. The terms provide a clear roadmap for collaboration and innovation but will require regular updates and feedback mechanisms to remain effective and relevant in a rapidly evolving technological and regulatory landscape.

5.3 Recommendations

To enhance the effectiveness of the platform, several recommendations emerge from the Terms of References. First, expand training programs for service seekers and providers to ensure all participants fully understand the platform's tools, services, and compliance requirements. Second, develop sector-specific case studies and pilot projects to demonstrate successful applications of green and digital solutions, fostering trust and engagement. Third, streamline the matchmaking process by leveraging advanced analytics to further align provider capabilities with seeker needs. Fourth, ensure ongoing monitoring and updates of the platform's technologies and legal frameworks to maintain alignment with evolving industry and regulatory standards. Finally, invest in user feedback systems to capture insights and continuously improve platform functionalities, ensuring that B2GreenHub remains a leader in facilitating sustainable transformation in manufacturing.

Annex

Terms of References and Conditions for B2GreenHub

1. Introduction

Welcome to the B2GreenHub website and platform (hereinafter: the "Platform"). This document outlines the Terms of Reference and Conditions (hereinafter: "Terms") governing your use of the Platform and its associated services. These Terms integrate the operational framework (Terms of Reference) with the legal framework (Terms and Conditions), providing a comprehensive structure for the governance, functionality, and compliance of B2GreenHub. Together, they ensure transparency, accountability, and clarity for all users.

These Terms apply to all users of the Platform, including facilitators, service seekers, and service providers, and govern access to and use of B2GreenHub's products, websites, and services (collectively referred to as the "Services"). By using the Platform and its Services, you acknowledge that you have read, understood, and agreed to these Terms.

If you are accepting these Terms on behalf of an entity, such as your employer or the company you represent, you confirm that you have the legal authority to bind that entity. In this case, the entity will be considered a client of B2GreenHub, operated by Pomurje Technology Park (hereinafter: "PTP"), Slovenia, registration number 1810049000.

Please read this document carefully, as it establishes mutual obligations between you and B2GreenHub. Your continued use of the platform signifies your agreement to comply with these Terms, which are designed to facilitate collaboration, protect users, and ensure the platform's effective operation.

2. B2GreenHub Ecosystem and Platform Overview

B2GreenHub is an ecosystem that provides services through an alliance of numerous EU institutions, supported by a dedicated team of business professionals and technical experts collaborating across several EU-funded projects. This network includes universities, research centres, and private advisory firms, each contributing specialized expertise to support green and digital initiatives.[i]

The B2GreenHub Platform is an innovative digital ecosystem designed to drive green and digital transformation across various industrial sectors, explained in more detail in 2.1. This comprehensive platform integrates multiple tools and services aimed at fostering sustainability and digital advancement among manufacturing industries.

B2GreenHub is supported by several EU-funded projects, including GREENE 4.0 and REUSE 2030, financed by the Interreg Central Europe Programme; CI-HUB, RISE, DANUBE DNA and IaaS4DR, financed by Interreg Danube Programme; and REUSE, financed by Interreg Slovenia -Austria Programme. The platform's development and operations are financed by the projects GREENE 4.0, RISE, CI-HUB, REUSE, and DANUBE DNA. These also contribute content including tools, use cases, and learning material. REUSE 2023 and IaaS4DR support the platform exclusively through content contributions, providing innovative tools, use cases, and educational resources.

2.1. Technological and Market Sectors Covered by B2GreenHub

The platform provides services tailored to the following market sectors/manufacturing industries:

- Electronics
- Food and Beverage
- Pharmaceutical and Chemical
- Metal
- Plastics and Rubber

- Machinery and Equipment
- Building Materials and Furniture

These sectors were selected based on their critical roles in advancing green and digital transformation within manufacturing industries across the EU. By targeting industries such as electronics, food, and plastics, B2GreenHub ensures alignment with EU sustainability goals and provides tailored solutions to address specific sectoral challenges, such as resource efficiency, carbon reduction, and digital innovation.

The Platform offers access to a variety of advanced digital and green technologies, categorized as sectorial clusters, as follows:

Digital Technologies:

- Digitalization and Connectivity
- Automation and Robotics
- Data Analytics and Artificial Intelligence
- Additive Manufacturing and 3D Printing
- Cybersecurity and Digital Trust

Green Technologies:

- Renewable Energy Technologies
- Energy-Efficient Technologies
- Waste Reduction and Recycling Technologies
- Green and Sustainable Materials
- Carbon Capture and Storage Technologies

2.2.   Services, Tools, Materials and their Use

The Platform offers access to a variety of tools and services free of charge:

- **Learning and Improvement Tools.** The Platform offers a plethora of educational resources such as the Open Knowledge Box, which provides insights into green and digital transformation practices, including digitalization strategies, circular economy frameworks, and business model innovation. The Open Innovation Map aids businesses in locating and engaging with relevant support institutions, funding opportunities, and networking events.
- **Collaboration and Networking.** B2GreenHub fosters collaboration across its projects, connecting regional actors and enabling knowledge exchange across EU-funded projects. These connections empower users to leverage shared expertise for their green and digital transformation initiatives.

2.2.1.   B2GreenHub Intranet

A private area within the Platform, specifically designed for partners and facilitators. This space provides:

- Access to advanced assessment tools to evaluate digital and green readiness, supply chain maturity, circular economy integration and many others.
- Databases of service seekers and providers, helping facilitators match service seekers with suitable experts or solutions.
- Training materials for facilitators, including resources on navigating and utilizing the B2GreenHub ecosystem effectively.
- An internal forum for discussion, collaboration, and resource sharing among facilitators.

B2GreenHub Intranet also acts as the backbone for matchmaking activities. It enables a matchmaking process between companies (service seekers) and service providers offering expertise, technologies, or solutions, and is accessible exclusively to facilitators. In this space, facilitators review the needs submitted

by service seekers and use the matchmaking tools to connect them with the most suitable providers, experts, or resources. Both service seekers and providers have limited access to this area, only having access to their own information. This ensures a curated and efficient matching process managed entirely by the facilitators. The legal and financial aspects of any service provision facilitated through matchmaking are handled outside the platform through separate agreements between the parties. This approach ensures that all engagements are clearly defined, legally compliant, and mutually beneficial.

2.2.2.   B2GreenHub Marketplace

The platform features a marketplace where users can browse and request access to a wide range of services, trainings, technologies, sustainable materials, innovative solutions, and infrastructure showcased in the offers. Users can send inquiries directly within the Marketplace, and facilitators will then match them with the specific provider they have inquired about. This process ensures seamless connections between users and vetted technology solution providers offering green and digital technologies, expertise, and infrastructure. While the platform facilitates these connections, the legal and financial aspects of the service provision are handled outside the platform through separate agreements between the parties.

2.2.3.   Funding Access and Partner Engagement

Users can explore various funding opportunities tailored to green and digital transformation, along with guidance on building effective partnerships to maximize the platform's resources.

2.2.4.   Solution Offers

The Platform hosts comprehensive offers of solutions, including best practices, pilot action cases, and detailed use cases to guide users in implementing innovative technologies and sustainability measures.

2.2.5.   Expert Forum

The Expert Forum allows for interaction with specialists across various fields, providing personalized advice and support.

The courses and tools that are publicly available on the platform can be used free of charge. The Marketplace, on the other hand, serves as a showcase for services, training, solutions, and infrastructure offered by B2GreenHub providers. Any offerings within the Marketplace are subject to separate agreements between seekers and providers, including scope, pricing and other terms, which will be negotiated directly between the parties.

2.3.   Website and Platform

The Platform is provided "as is." Any information, data and tools available on the Platform, including reports, recommendations, and generated content, are provided for guidance and informational purposes only and may be changed or removed by B2GreenHub at any time without prior notice. They do not constitute legally binding advice or actionable directives unless explicitly stated as such in a separate agreement.

B2GreenHub reserves the right to modify or update any content, tools, or features on the platform at its discretion. While significant changes may be communicated to users when required, minor updates or adjustments can occur without prior notice.

If you use the Platform, B2GreenHub grants you a non-exclusive, non-transferable, and revocable license to use the Platform's tools, services, and resources for your business or public sector activities related to green and digital transformation.

These Terms apply to the Platform and to the transactions related to Services provided on the platform. Users may be bound by additional contracts related to their relationship with the Platform or any products or

services that they receive from the Platform. If any provisions of the additional contracts conflict with any provisions of these Terms, the provisions of these additional contracts will control and prevail. Any agreements or contracts entered into directly between users on the platform are beyond the scope of these Terms and the responsibility of the Platform's owner or partners. The Platform and its owner and partners bear no responsibility for arrangements made between individual parties.

3. Terms of References (Operational Framework)

3.1. Ownership, Governance and Management of the Platform

3.1.1. Ownership

The Platform is owned by PTP. All intellectual property rights, including but not limited to copyright, trademarks, domain names, text, design, graphics, trademarks, logos, generated reports, recommendations, and the selection and arrangement of files associated with the platform itself are the sole property of PTP unless explicitly stated otherwise. Intellectual property rights for content or tools created by external parties are owned by their respective creators.

Certain subsections of the Platform may incorporate tools, content, or functionalities provided by third-party platforms, with their permission. These tools remain the intellectual property of their respective creators or owners. While B2GreenHub has obtained the necessary permissions for their use, all Users must respect the intellectual property rights and terms of use associated with these third-party tools. While B2GreenHub carefully vets its partners, it is not responsible for the operation, content, or terms of use of third-party websites or damages resulting from their use. Users are encouraged to review third-party policies before engaging. Additionally, certain content on the Platform may be protected by the rights of third parties. Users must comply with any specific terms and conditions governing such content.

3.1.2. Governance

PTP shall have the sole authority to govern the operations and strategic direction of the Platform. This includes making decisions regarding the Platform's structure, functionalities, user accessibility, and partnership agreements.

3.1.3. Management Responsibilities

3.1.3.1. PTP Management

PTP will oversee the overall management of the Platform, ensuring its alignment with PTP's strategic objectives and compliance with applicable laws and regulations, as well as adherence to the rules and regulations of the Interreg Central Europe Programme, Interreg Danube Programme, and Interreg SI-AT Programme, by which the platform is financed.

3.1.3.2. Partner Management

While PTP retains overall management authority, partners of the B2GreenHub are granted the authority to manage specific portions of the Platform related to their contributions, primarily within the designated intranet section, which is restricted to partner access. Each partner's management responsibilities are limited to: i. Overseeing the day-to-day operations of their respective sections of the intranet. ii. Maintaining the security and confidentiality of the information stored or processed within their sections. iii. Ensuring that their use of the Platform complies with these Terms as well as with any other agreements made with PTP.

3.1.4. Compliance and Enforcement

PTP reserves the right to monitor compliance with these Terms and to enforce them through appropriate legal and practical remedies. Non-compliance by any partner or external contributor with the responsibilities assigned to them may result in restricted access to the Platform, revision or revocation of their privileges, or other actions deemed necessary by PTP.

3.2. User Roles and Responsibilities

3.2.1. General

The User agrees to use the B2GreenHub Platform and all of its contents and services as provided by the law, morality, public order and the Terms of Reference and Conditions. Likewise, the User undertakes to make appropriate use of the B2GreenHub Platform services and/or contents and not use them for illegal or criminal purposes, which infringe the rights of others and/or violate intellectual or industrial property or any other applicable legal standards.

By way of example, and in no way limiting or excluding, the User agrees:

- Not to introduce or spread content or propaganda of a racist, xenophobic, or pornographic nature, or that advocates or incites terrorism or anything that violates human rights.
- Not to enter or spread data programs (viruses and malware) that could cause damage to computer systems providers, their suppliers or third-party users of the Internet.
- Not to broadcast, transmit or make available to third parties any information or content that undermine the fundamental rights and public liberties recognised in the constitution and international treaties.
- Not to broadcast, transmit or make available to third parties any information or content that constitute unlawful or unfair advertising.
- Not to transmit unsolicited or unauthorized advertising, promotional materials, "junk mail", "chain letters", "pyramid schemes" or any other form of solicitation, except in those spaces (such as commercial) that have been designed exclusively for it.
- Not to introduce or spread any false information and content, as inexact as to mislead the recipients of that information.
- Not to impersonate other users using their registration data for different services and/or contents of the platform.
- Not to broadcast, transmit or make available to third parties any information or content that is in violation of intellectual property rights, patents, trademarks, or copyrights that apply to holders of the B2GreenHub Platform or third parties.
- Not to broadcast, transmit or make available to third parties any information or content that is in violation of the confidentiality of communications and legislation on personal data protection.

The User agrees to indemnify the owner of the B2GreenHub Platform against any possible claim, fine, penalty or sanction that it may be obliged to endure as a result of a breach by the User of any of the conditions of use listed above; the owner of the B2GreenHub Platform also reserves the right to seek compensation for damages accordingly.

3.2.2. Specific

3.2.2.1. Service Seekers

Service Seekers are defined as manufacturing companies from the 7 pre-determined industries (2.1.) looking for assistance in their process of digital and green transformation. Service seekers are expected to actively engage with the platform in accordance with its rules and policies. This includes providing accurate and up-to-date data when requesting services or participating in platform activities, respecting the terms of references and conditions and platform guidelines, and participating in green and digital transformation initiatives. Service Seekers must also comply with any specific agreements or terms related to the services they request, and they are encouraged to contribute to the platform's sustainability goals by adopting recommended green solutions.

3.2.2.2. Facilitators/Project Partners

Facilitators are responsible for the overall governance, coordination and management of the intranet section of the Platform. This includes that only eligible Service Seekers and Service Providers are admitted to the platform, in compliance with the platform's standards and criteria. They maintain the smooth functioning of the platform, ensuring that all interactions and services align with the platform's sustainability goals and standards. Facilitators oversee the platform's infrastructure and ensure compliance with sustainability and digital benchmarks. Coordination between all parties involved on the platform is managed to ensure efficiency, transparency and fairness. Additionally, Facilitators play a key role in promoting collaboration and ensuring that all participants adhere to the platform's rules and values.

3.2.2.3. Service Providers

Service Providers are responsible for offering digital and green solutions/expertise/equipment and/or infrastructure that align with the platform's sustainability objectives and the B2GreenHub green/digital transformation priority areas, defined in 3.3 and 3.4. Service Providers must provide examples of previously realized projects. Service Providers must ensure that their services meet the platform's quality standards and support the transition to environmentally friendly and digital practices. Service Providers are expected to actively engage with the platform in accordance with its rules and policies. This includes providing accurate and up-to-date data when presenting their services or participating in platform activities, respecting the terms of use and platform guidelines, and participating in green and digital transformation initiatives.

Service Providers must clearly define licensing terms for their solutions and respect intellectual property rights. Any solutions provided must comply with applicable intellectual property laws, and licensing agreements must be established in accordance with the platform's guidelines. Service Providers must outline the full scope of their services, including any limitations, guarantees, or requirements for implementation.

All Service Providers must sign a service agreement detailing the specific terms and conditions for the provision of their services. The service agreement governs the relationship between the Service Provider and the B2GreenHub platform and compliance is mandatory.

3.3. Special Terms and Conditions for Service Providers
3.3.1. Assessment of Service Providers
Service providers are assessed based on Expertise, Innovativeness, Compliance, Sustainability and their Technological Readiness Level (TRL) and their Market Readiness Level (MRL).

- Expertise: demonstrated technical and industry expertise in the relevant sector.
- Innovativeness: capability to provide innovative solutions that significantly improve upon existing technologies or processes.
- Compliance: adherence to relevant industry standards and regulatory requirements.
- Sustainability: commitment to sustainable practices and solutions that enhance environmental and operational sustainability.

Technology Solution Providers are expected to demonstrate their Technology Readiness Level (TRL), which will be used to gauge the maturity of their solutions. The TRL system is defined as follows:

- TRL 1-3 (Research & Proof of Concept): Basic principles have been observed, and proof of concept has been validated in a controlled environment.
- TRL 4-6 (Prototype & Pilot Testing): The solution has been validated and tested in real-world conditions or as part of a pilot project.
- TRL 7-9 (Commercial Deployment): The solution is proven, scalable, and commercially deployable in this sector.

Technology Solution Providers are expected to demonstrate their Market Readiness Level (MRL), which will be used to gauge the commercial maturity of their solutions. The MRL system is defined as follows:

- MRL 1-3 (Concept Development): The market application of the solution is still speculative, with little customer validation.
- MRL 4-6 (Customer Validation and Pilot): The solution has been piloted or tested with a small set of customers, and feedback has been used to improve the product.
- MRL 7-9 (Full Market Entry and Scaling): The solution is commercially viable and ready to scale, with a clear go-to-market strategy, distribution channels, and an established customer base.

Technology Solution Providers offering technological products or services are responsible for ensuring that the necessary capabilities and technological readiness is possessed.

- must demonstrate at least TRL 6 (validated prototype) to ensure solutions are ready for deployment.
- must demonstrate at least MRL 5 to ensure a pilot-tested solution with positive customer feedback.

Infrastructure and Equipment Providers are responsible for ensuring that these meet the necessary technical and environmental standards.

- operate in TRL 4-6, focusing on piloting and testing new technologies in real environments.
- operate in MRL 4-6, focusing on piloting and early customer engagement.

Green/Digital Experts supplying expert services must possess appropriate qualifications and experience to deliver valuable insights and solutions to Service Seekers.

- minimum of TRL 4 to ensure feasibility and applicability in real-world scenarios.
- operate in MRL 4-6, focusing on piloting and early customer engagement.

3.3.2.   Requirements and Expected Capabilities of Service Providers

This section outlines the requirements and expected capabilities of service providers participating in B2GreenHub. It aims to facilitate connections between innovative companies and specific sectorial needs within the green and digital transformation spaces in the manufacturing industry.

Specific knowledge in the following ten sectorial clusters of digital and green technologies is expected:

3.3.2.1.   Carbon Capture and Storage Technologies
- Service providers should be able to support service seekers in developing and implementing carbon capture and storage solutions to minimize carbon footprints. Capabilities include:
    - Advanced technologies for capturing and storing carbon emissions efficiently.
    - Integration with existing industrial processes to ensure seamless operation.

3.3.2.2.   Green and Sustainable Materials
- Service providers should be able to offer innovative materials or should be able to connect service seekers with providers offering innovative materials that reduce environmental impact without compromising quality. Capabilities include:
    - Development of sustainable, recyclable, or biodegradable materials.
    - Solutions that replace traditional materials with greener alternatives in production processes.

3.3.2.3.   Waste Reduction and Recycling Technologies
- Service providers should be able to offer technologies and processes that significantly reduce waste or enhance recycling capabilities or should be able to connect service seekers with

providers offering technologies and processes that significantly reduce waste or enhance recycling capabilities. Capabilities include:

- o Innovative recycling processes and technologies.
- o Systems that minimize industrial waste through redesign or process adjustments.

3.3.2.4. Energy Efficient Technologies

- Service providers should be able to offer advanced technologies that reduce energy consumption and optimize manufacturing efficiency or should be able to connect service seekers with providers offering advanced technologies that reduce energy consumption and optimize manufacturing efficiency. Capabilities include:
  - o Solutions to smart energy management systems.
  - o Technologies that retrofit or enhance existing manufacturing equipment for better energy efficiency.

3.3.2.5. Renewable Energy Technologies

- Service providers should be able to offer scalable and efficient renewable energy solutions suitable for industrial applications or should be able to connect service seekers with providers offering scalable and efficient renewable energy solutions suitable for industrial applications. Capabilities include:
  - o Development and implementation of solar, wind, and other renewable technologies.
  - o Integrations of renewable solutions with existing industrial operations.

3.3.2.6. Cybersecurity and Digital Trust

- Service providers should be able to offer technologies ensuring the security and integrity of digital transformation in manufacturing companies or should be able to connect service seekers with providers offering technologies to ensure the security and integrity of digital transformation in manufacturing companies. Capabilities include:
  - o Advanced cybersecurity solutions tailored to protect industrial data and operations.
  - o Trust and compliance systems that safeguard digital transactions and data integrity.

3.3.2.7. Additive Manufacturing and 3D-Printing

- Service providers should be able to offer technologies specializing in 3D printing that can streamline production and reduce costs or should be able to connect service seekers with providers offering technologies specializing in 3D printing that can streamline production and reduce costs. Capabilities include:
  - o Implementing 3D printing solutions to enhance product customization and reduce lead times.
  - o Integration of additive manufacturing in existing production lines to improve efficiency.

3.3.2.8. Data Analytics and Artificial Intelligence

- Service providers should be able to offer and support AI implementation and data analytics in manufacturing companies to optimize production processes, improve decision-making, and enhance quality control or should be able to connect service seekers with providers offering support for AI implementation and data analytics in manufacturing companies to optimize production processes, improve decision-making, and enhance quality control. Capabilities include:
  - o Development of AI tools for predictive maintenance and efficient production planning.
  - o Implementation of data analytics platforms that can process and analyse real-time production data.

3.3.2.9. Automation and Robotics

- Service providers should be able to offer technologies supporting automation and robotics that improve productivity and consistency or should be able to connect service seekers with providers offering technologies supporting automation and robotics that improve productivity and consistency. Capabilities include:

- o Robotic systems that automate repetitive tasks and improve production accuracy.
- o Automation technologies that streamline production processes and reduce human error.

3.3.2.10. Digitization and Connectivity

- Service providers should be able to support comprehensive digital transformation initiatives to streamline operations and improve efficiencies. Capabilities include:
  - o Advanced ERP-system integration and customization.
  - o Solutions that enhance digital connectivity and process automation across various manufacturing systems.

3.3.3. Verification of Credentials

Service Providers must submit proof of their qualifications and expertise to be eligible for participation on the platform. This includes, but is not limited to, certifications, case studies of previously completed projects, and client testimonials. The platform reserves the right to verify these credentials through independent validation or consultation with third-party sources. Only those meeting the platform's eligibility standards outlined in Chapters 3.3 and 3.4 will be approved as service providers.

3.3.4. Ongoing Compliance Monitoring

Service Providers are subject to periodic audits or assessments conducted by the platform to ensure continued alignment with the eligibility criteria and platform standards. These audits may include reviews of service performance, updates to qualifications, and adherence to sustainability and quality benchmarks. Non-compliance identified during these audits may result in corrective action, including suspension or termination of the Service Provider's access to the platform.

3.3.5. Termination Criteria for Service Providers

Service Providers who fail to maintain the eligibility criteria outlined in Chapters 3.3 and 3.4, including Technology Readiness Levels (TRL) and Manufacturing Readiness Levels (MRL), will be subject to termination. Termination criteria for Service Providers are outlined in Chapter 4.4.

3.4. Processes and Workflows

The B2GreenHub platform operates through structured processes and workflows to ensure efficient matchmaking, service provision, and optimal use of its tools, including the intranet and marketplace. These workflows are designed to foster collaboration among facilitators, service seekers, and service providers while maintaining transparency, confidentiality, and compliance with legal and operational standards.

3.4.1. Matchmaking Process

The matchmaking workflow connects service seekers with service providers offering solutions that align with their specific needs. The process includes the following steps:

1. Service Seeker registration: Service seekers register on the platform and create a profile in the intranet, detailing their needs, challenges, and goals related to green and digital transformation.
2. Request submission: Service seekers submit detailed requests outlining their requirements, such as the type of technology, expertise, or solution they are looking for.
3. Assessment and matching: Facilitators assess the requests using the platform's advanced tools, including readiness assessments and databases. Facilitators identify suitable service providers from the platform's database and ensure alignment with the service seeker's goals.
4. Connection facilitation: Facilitators facilitate introductions between service seekers and providers, sharing relevant, non-sensitive information to initiate discussions.
5. Service agreement: Once a match is confirmed, the service seeker and provider negotiate and formalize the terms of the engagement through a separate service agreement outside the platform. The platform does not participate in or hold responsibility for the legal and financial terms of these agreements.

3.4.2. Service Provision Workflow

Once a match is established, the following steps ensure smooth service provision:

1. Project definition: Service providers present detailed proposals or solutions tailored to the seeker's needs. Seekers approve or request modifications to the proposed solutions.
2. Service implementation: Providers deliver their services, while seekers remain actively involved in monitoring progress. Facilitators provide ongoing support or mediation if challenges arise.
3. Outcome documentation: Providers and seekers are encouraged to document outcomes, use cases, and lessons learned to contribute to the platform's growing repository of best practices and case studies.

3.4.3. Intranet and Marketplace Use

The intranet and marketplace serve as key tools for users to interact and leverage the platform's resources effectively.

3.4.3.1. Intranet Workflow
1. Access and permissions: Facilitators (e.g. partners) have access to the intranet, where they can manage data, matchmaking activities, and collaboration tools. Service seekers use the intranet to update profiles, submit requests, and access matchmaking updates.
2. Assessment and data tools: Facilitators utilize advanced tools within the intranet to evaluate seeker readiness, supply chain maturity, and alignment with circular economy goals. Confidential data, such as detailed requests or provider capabilities, is securely stored and accessed only by authorized users.
3. Collaboration: The intranet offers forums and communication tools for facilitators and partners to discuss, share resources, and streamline processes.

3.4.3.2. Marketplace Workflow
1. Service provider registration: Providers register and create public profiles, detailing their offerings, technologies, or expertise. Sensitive information is visible only in the intranet.
2. Offer updates: Providers submit offers of their solutions, which facilitators verify and update periodically to ensure relevance.
3. Service requests: Seekers browse the marketplace to identify potential providers and submit requests for more information or direct engagement.
4. Connection to intranet: Marketplace activities are integrated with the intranet to facilitate secure communication and detailed matchmaking.

3.4.4. Monitoring and Feedback

B2GreenHub continuously monitors platform workflows to ensure compliance, efficiency, and user satisfaction:

1. Regular monitoring: Facilitators monitor matchmaking progress, intranet usage, and marketplace activities.
2. User feedback: Users are encouraged to provide feedback on the platform's functionality and services to improve future processes.

4. Terms and Conditions (Legal Framework)

4.1. Legal Compliance and Dispute Resolution

All users, including Facilitators, Service Seekers, and Service Providers, must comply with applicable local, national, and international legal frameworks, including but not limited to:

- Environmental regulations

- Data protection laws (e.g., GDPR)
- Intellectual property laws
- Business and trade laws

Failure to adhere to legal obligations or the platform's policies may result in the removal of the user from the platform and potential legal action. Facilitators are responsible for ensuring their assigned users comply with these standards.

4.1.1. Risk and Responsibility Sharing

Users agree to use the platform and its services at their own risk. The platform disclaims responsibility for losses resulting from:

- Misuse of tools, information, or services by users.
- Errors or omissions in content provided by external contributors or service providers.
- Technical issues or failures caused by third-party integrations.

Service providers assume full responsibility for ensuring the suitability, quality, and compliance of their services as described in 3.3. Liability for any damages caused by these services rests solely with the service provider.

PTP assumes no responsibility for direct or indirect damages resulting from contractual breaches by users or service providers.

4.1.2. Copyright Infringement Protocol

Users who believe their intellectual property rights have been infringed upon within the platform must submit a written notice to info@b2greenhub.eu providing:

- A description of the copyrighted material and how it is being used.
- Evidence of ownership or authority to act on behalf of the copyright owner.
- Specific details (e.g., URLs, screenshots) about the alleged infringement.

Upon receipt of a valid notice, the platform will:

- Investigate the claim within 15 business days.
- Remove or disable access to the infringing material if the claim is verified.
- Notify the alleged infringer, who may submit a counter-notification within 10 business days.
- Repeat infringers will be removed from the platform at PTP's discretion.

4.1.3. Limitations of Liability

B2GreenHub provides its services with reasonable care and skill. However, the platform and its tools are offered "as is," with no guarantee of uninterrupted operation or error-free functionality. B2GreenHub is not liable for indirect damages, including financial losses or data losses, unless caused by gross negligence or intentional misconduct. Tools and outputs provided by the platform are for informational purposes and do not constitute legally binding advice or certifications unless explicitly stated.

4.1.4. Dispute Resolution

Any disputes arising from the use of the platform, service agreements, or these Terms shall first be resolved through amicable negotiation between the affected parties. If the dispute cannot be resolved within 30 days of initiating negotiations, it will be referred to mediation. A neutral third-party mediator shall be appointed by mutual agreement between the disputing parties. Any legal actions or proceedings arising from disputes not resolved through arbitration shall fall under the exclusive jurisdiction of the courts of Slovenia.

4.2. User Account and Access

The B2GreenHub platform offers three levels of user access: Facilitators, Service Seekers, and Service Providers, each with unique permissions and responsibilities. Access to the platform is granted via a user account that must be created through an online registration form. By registering, you agree to provide only true, accurate, complete, and current information and to keep this information updated as necessary. You are solely responsible for all activities conducted under your account.

4.2.1. User Levels and Permissions

To ensure the security of your user account, you must:

- Protect any devices used to access the platform from unauthorized use or misuse.
- Establish and maintain secure login credentials.
- Prevent any third-party access to your login credentials.
- Safeguard your login details to prevent misuse.
- If you become aware of any security breach or unauthorized use of your account, you must notify us immediately.

PTP, its suppliers, or employees reserve the right to access your user account and the information you have provided for purposes including, but not limited to:

- Supporting platform operations and functionality.
- Maintenance or troubleshooting issues.
- Addressing security, technical, or billing-related matters.

Such access will be conducted responsibly and in compliance with all applicable data protection laws and our Data protection and privacy policy. Your user account and access to the platform are established for an indefinite period unless terminated under the provisions of these Terms. Cancellation of accounts can be initiated either by the user or by B2GreenHub, following the conditions outlined within these Terms. All users of the platform, including Service Seekers, Service Providers, and Facilitators, are expected to comply with the Code of Conduct, which forms an essential part of the platform's operating framework. The Code of Conduct promotes ethical, professional, and collaborative behavior and is accessible as part of the Service Agreement.

4.2.1.1. Service Seekers

Service Seekers are companies or organizations seeking solutions, services, or expertise related to green and digital transformation. Service Seekers can create a profile within the intranet. These profiles allow the platform and facilitators to support matchmaking efforts by connecting Service Seekers with relevant Service Providers. Sensitive information provided by Service Seekers is visible only within the intranet and accessible to authorized facilitator, selected by the company for matchmaking purposes. Such information is not displayed publicly or on the marketplace, nor it is available to other partners/facilitators. Service Seekers must promptly notify B2GreenHub of changes in their data to ensure accurate matchmaking.

4.2.1.2. Facilitators/Project Partners

Facilitators are granted full access, including the intranet area of the platform. The intranet provides tools for matchmaking, access to assessment resources, and internal databases of Service Seekers and Service Providers, including sensitive information necessary for facilitation purposes. Facilitators are responsible for ensuring data security and compliance with our Data protection and privacy policy when handling sensitive information accessed through the intranet.

4.2.1.3. Service Providers

Service Providers are entities offering solutions, technologies, or expertise showcased in the platform's marketplace. Service Providers can create a public profile on the marketplace. This profile will showcase

general information about their offerings but will exclude any sensitive data to ensure privacy. Detailed and sensitive information about Service Providers (e.g., previous projects, technical documentation) is displayed exclusively within the intranet, accessible only to authorized facilitators and Service Seekers as part of the matchmaking process.

4.3. Data Protection, Privacy and Confidentiality

4.3.1. Data Protection and Security

The B2GreenHub platform is committed to protecting the privacy and security of all users' data. All data collected, stored, and processed on the platform is handled in full compliance with the General Data Protection Regulation (GDPR), our Data protection and privacy policy and other applicable data protection laws. Facilitators, Service Seekers, and Service Providers must adhere to the platform's data privacy policies, ensuring that all data shared on the platform complies with these regulations. The platform will only use personal and business data for purposes agreed upon by users, as outlined in the Data Protection and Privacy Policy.

4.3.2. Data Ownership

Any content uploaded, created, or shared by users (Facilitators, Service Seekers, or Service Providers) remains their property. B2GreenHub does not claim ownership of user-generated content but assumes no responsibility for errors, omissions, or inconsistencies in such content. Users are responsible for regularly backing up their data. B2GreenHub is not liable for data loss or corruption.

4.3.3. Data Review and Compliance

In the event of suspected violations of these Terms, B2GreenHub reserves the right to review, block, or remove content and, if necessary, suspend or terminate accounts. All users must comply with applicable laws, including data protection, intellectual property, and environmental regulations.

4.3.4. Confidentiality Obligations

Confidential information includes all non-public data related to business, technical, or operational matters (e.g., trade secrets, algorithms, business plans, or pricing policies). Both parties agree to protect and use Confidential Information solely for the purpose of providing or utilizing the platform's services. Confidentiality obligations remain in effect for the duration of the account and for five years after its termination. B2GreenHub may share limited user information (e.g., company name, contact details, service interests) with third parties but only upon explicit user agreement or request.

4.4. Termination and Modification

4.4.1. Conditions for Termination

The platform reserves the right to terminate or modify agreements with Service Seekers, Service Providers, or Facilitators under the following conditions:

- Any party may terminate their participation by providing written notice as per the terms outlined in their respective service agreements. Users must cease all use of the platform and fulfil outstanding obligations upon termination.
- B2GreenHub may terminate agreements if a user violates the platform's Terms, service agreements, or applicable laws. Examples include failure to meet data protection standards, breach of intellectual property, or misuse of the platform.
- Service Providers may be terminated if their services fail to meet agreed performance levels. Service Seekers may be terminated if they fail to provide accurate data or comply with platform rules.

- Agreements may be terminated or modified due to events beyond the platform's control (e.g., natural disasters, war, or regulatory changes).

4.4.2.   Rights Upon Termination

Upon termination, all parties retain their respective rights and obligations until the effective termination date. Outstanding fees, deliverables, or services must be settled as per the original agreement. Confidentiality and data protection requirements will continue to apply post-termination unless explicitly stated otherwise.

4.5.   Platform Use, Availability and User Obligations

The B2GreenHub platform and services are available exclusively via the Internet. It is your responsibility to ensure proper configuration of your devices and network connections to access and utilize the platform effectively, including optimizing your browser settings. B2GreenHub is not responsible for issues related to your Internet connection or improper setup of your devices or network.

By using the B2GreenHub platform, you agree not to:

- Commercially exploit the service without prior written consent or additional agreements.
- Reproduce, duplicate, modify, or create derivative works from the service, including making unauthorized copies.
- Distribute, license, sublicense, sell, transfer, or lease the service or its components.
- Reverse-engineer, decompile, or disassemble the platform's software or attempt to access its source code.
- Circumvent security measures or attempt to disrupt the platform's operation.
- Use the platform in violation of any applicable laws or regulations
- Remove or alter B2GreenHub branding, trademarks, or copyright notices.

4.5.1.   Accessibility and Inclusivity

B2GreenHub is committed to ensuring that the platform is accessible to all users, including those with disabilities. The platform is designed to be compatible with screen readers and other adaptive technologies to support an inclusive user experience. We continually strive to improve accessibility features and encourage users to provide feedback on any barriers they encounter, so we can address them effectively. If you have specific accessibility needs or suggestions, please contact us at info@b2greenhub.eu.

B2GreenHub provides support services to address questions about platform usage and technical setup. You may contact support at info@b2greenhub.eu, and we will strive to respond within a reasonable time. However, B2GreenHub is not responsible for any unavailability of support services.

4.6.   Updates, Amendments and Feedback

B2GreenHub is committed to continually improving its services. However, we reserve the right to modify services, remove features, or discontinue access to third-party applications or services at any time. Access may be limited or suspended in cases including but not limited to:

- Scheduled maintenance or downtime.
- Technical failures or outages.
- Third-party service interruptions (e.g., hosting provider issues or discontinued support for third-party tools).
- Force majeure events, including natural disasters or legal restrictions.
- Prohibited Activities

In cases of unplanned downtime due to technical failures, users will be notified as soon as possible. If changes to the platform result in a loss of access to your content, we will notify you in advance. The platform is not liable for losses arising from service interruptions unless caused by gross negligence.

Users may submit issues or feedback regarding the platform or its services via the official form available in the user dashboard or by contacting info@b2greenhub.eu. Unresolved reports may be escalated to formal dispute resolution as outlined in 4.1. All issues and feedback will be acknowledged within 5 business days, calculated according to the Slovenian business calendar (including national and public holidays), and resolved within 30 business days unless exceptional circumstances apply. The resolution process may involve consultation with relevant parties, including service providers or facilitators.

Feedback on services or tools will be periodically reviewed to improve platform performance. Users submitting feedback agree to waive any intellectual property rights over suggestions or recommendations provided to the platform.

4.6.1. Liabilities for Non-Performance

The platform is not liable for non-performance of services provided by external service providers. Service agreements signed between users and service providers govern their specific obligations, including refunds or penalties for non-performance. The platform ensures best efforts to facilitate quality services but disclaims liability for any losses, damages, or failures related to service provision, except in cases of gross negligence or wilful misconduct by the platform itself.

4.7. Final Provisions

B2GreenHub reserves the right to amend or supplement these Terms and the description of services at any time. Users will be notified of changes via pop-up notifications on the homepage and email communication to registered accounts. If a user disagrees with the changes, they may terminate their membership by providing written notice at least 15 days in advance, effective at the end of the month. Otherwise, the changes will take effect as announced. These Terms are governed by the laws of Slovenia, and disputes will be resolved amicably or through the courts of Slovenia. All communication with B2GreenHub will be conducted in English, primarily via email or the user account interface. For any questions, please contact info@b2greenhub.eu.

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i Partners and Associated Partners are
- o Bautzen Innovation Centre
- o Business Development Agency of Karlovy Vary Region
- o Burgenland Business Agency
- o bwcon research
- o Carinthia UAS - non-profit limited liability company
- o Chamber of Commerce and Industry of Serbia
- o Chamber of Economy of Montenegro
- o Croatian Chamber of Economy – County Chamber Varaždin
- o Digital Innovation Hub Agrifood Croatia
- o Digital Innovation Hub ONEX
- o Faculty of Technical Sciences, University of Novi Sad
- o Foundation Cluster Information and Communication Technologies
- o Geotehnički Fakultet Sveučilišta u Zagrebu
- o Gospodarska zbornica Slovenije – Zbornica kmetijskih in živilskih podjetij
- o Green Tech Valley Cluster
- o Impact Hub Tirol as SETup GmbH
- o iFOOD Nonprofit Kft.
- o Informatikai, Távközlési és Elektronikai Vállalkozások Szövetsége
- o Institut Jozef Stefan, SRIP Tovarne prihodnosti
- o Institut za primenu nauke u poljoprivredi
- o Institute of Technology and Business in České Budějovice

- International School for Social and Business Studies
- Intellimech Consortium
- IT&C Cluster "Lower Danube"
- Karlovarský kraj
- Kärntner Wirtschaftsförderungs Fonds
- Košický samosprávny kraj
- Krakow Technology Park Ltd.
- KDRIÜ Közép-Dunántúli Regionális Innovációs Ügynökség Nonprofit Korlátolt Felelősségű Társaság
- Land Burgenland
- MGFÜ Közhasznú Nonprofit Kft. Innovation Centre of the Ústí Region
- Mestna občina Murska Sobota
- Ministerstvo nauke i tehnološkog razvoja
- Ministarstvo poljoprivrede, šumarstva i vodoprivrede
- Ministarstvo privrede I preduzetnistva
- Mittelstand 4.0-Kompetenzzentrum Cottbus
- MUC Summit GmbH
- Naucno tehnoloski park Novi Sad
- Obščina Aksakovo
- Organization for Entrepreneurship Development
- Pomurje Technology Park
- Pomurska gospodarska zbornica
- Pforzheim University
- Privredna komora Crne Gore
- Privredna komora Srbije
- PRIMĂRIA GALAȚI
- Regional Agency for Entrepreneurship and Innovations – Varna
- Regionalni rozvojova agentura Usteckeho kraje, a.s.
- Research Burgenland Ltd.
- Ruralni uralni poduzetnički inkubator Krka Kistanje d.o.o. za lokalni razvoj, poticanje razvoj poduzetništva
- Science and Technology Park Montenegro
- Science Technology Park Čačak
- Slovenian Institute of Quality and Metrology, Ljubljana
- Stellwerk 18 Digital Wirtschaft Südostbayern e.V.
- South Transdanubian Regional Innovation Agency
- Technical University of Cluj-Napoca
- Technical University of Kosice
- Technická univerzita v Košiciach
- TERA TEHNOPOLIS, ltd for promoting new technologies, innovations and entrepreneurship
- The Roznava Regional Advisory and Information Centre
- University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca
- University of Applied Sciences FH Kufstein Tirol
- University of Ljubljana
- Univerzitet Donja Gorica (Centar izvrsnosti FoodHub)
- Univerzita Jana Evangelisty Purkyně v Ústí nad Labem
- Urzad Marszalkowski Wojewodztwa Malopolskiego
- Vallalkozoi Inkubatorok Szövetsege
- Vanjskotrgovinska komora Bosne i Hercegovine
- Wirtschaftsförderung Nordschwarzwald GmbH
- Wirtschaftskammer Steiermark
- Wirtschaftskammer Tirol - Bezirksstelle Kufstein
- Vysoká škola logistiky o.p.s.
- Združenie inteligentného priemyslu – Industry4UM
- Znanstveno-tehnološki park Sveučilišta u Rijeci