



GreenNEWS #5

Empowering SMEs for the digital and green transition with User Acceptance Model

In today's rapidly evolving industrial landscape, small and medium-sized enterprises (SMEs) are at a crossroads: adapt to digitalization and sustainability, or risk falling behind. The User Acceptance Model (UAM), developed under the GREENE 4.0 initiative, is a transformative tool designed to empower SMEs to thrive in this new era of opportunity.

What is the User Acceptance Model

UAM is a comprehensive framework that helps manufacturing SMEs evaluate their current readiness, pinpoint areas for improvement, and craft actionable strategies for success. By blending cutting-edge digital tools with sustainable practices, UAM ensures that businesses not only keep up but lead the way.

Key features of the UAM include:

- self-assessment: a straightforward, guided process to benchmark your company's current state.
- results analysis: a clear picture of your strengths and areas that need attention.
- action plan development: tailored, practical steps to bridge gaps and seize opportunities.
- support and monitoring: Long-term guidance to keep your business on track.

Key insights from UAM testing and analysis

What did real-world testing of UAM reveal? Here are the standout findings:

1. assessment of readiness: companies vary widely in their digital and green maturity, with advanced technologies like IoT and AI often underutilized.
2. sustainability practices: while many firms recognize the value of eco-friendly methods, inconsistent adoption underscores the need for targeted support.

3. challenges and enablers: cultural resistance, regulatory complexities, and resource constraints remain hurdles—but financial incentives and clear goals are game-changers.

Why UAM matters

In a world where consumers demand transparency and governments tighten regulations, staying competitive means staying ahead. Here's how UAM can make a difference:

- boost competitiveness: stand out with efficient, sustainable operations.
- unlock opportunities: identify untapped areas for innovation and growth.
- stay aligned: meet the demands of evolving markets and legislation.
- focus strategically: direct resources to initiatives that deliver the biggest impact.

Industries potentially benefiting from UAM

The potential of UAM spans a variety of industries:

- metal fabrication
- food and beverages
- electronics
- machinery and equipment
- pharmaceutical and chemical
- plastics and rubber
- building materials and furniture

Whether you're looking to modernize your operations or pioneer green solutions, UAM offers the tools to transform your industry.

The role of human factors

Transformation isn't just about technology – it's about people. UAM addresses the human element, helping businesses overcome employee resistance, foster a culture of innovation, and align organizational values with sustainability goals. It's not just a transition; it's a mindset shift.

Take the lead in your transformation

The future is green and digital. The User Acceptance Model is a chance to turn challenges into opportunities.

You can join the B2GreenHub ecosystem by filling out the form at <https://lnkd.in/dAmdreJz>. For more details, reach out at info@b2greenhub.eu.

A video tutorial about the User Acceptance Model is available: <https://youtu.be/8R1yPO-PQUl>. Let's build a sustainable tomorrow, together!