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Greentech 2.0 Services Portfolio

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About GreenTech 2.0 Project

The GreenTech 2.0 (GreenTech Clusters for Excellence 2.0) project aims to enhance the collaboration of cluster organizations through learning from each other and joint actions for the benefit of SMEs, especially the cluster members. GreenTech 2.0 empowers greentech clusters to support SMEs in exploiting growth opportunities, service innovation, resource-efficient solutions, market traction, finding investments and internationalisation. The project is founded on strategic partnering between clusters and specialised eco-systems and cities resulting in new, joint GreenTech Services 2.0 service portfolio for participating clusters, including the implementation of the "ClusterXchange" Programme.

Tehnopol (Estonia) provides supportive services for SMEs in the areas of ICT, green- and health technologies and deep tech. Their

GrenTech 2.0 partners

The project consortium is composed of experienced cluster management organisations, such as:

Tehnopol

authorities.

Dalarna Science Park (Sweden) is a regional science park with the mission to promote regional growth and development. By



supporting companies with international growth ambitions, the organisation contributes to regional competitiveness and innovation capacity. Dalarna Science Park has worked with more than 150 companies and supported more than 2500 different business ideas. Dalarna SP not only invents and supports new businesses and business ideas, but also helps existing companies to remain competitive by stimulating

business support services are used by more than 120 companies every year. Tehnopol personally approaches the development and growth need of each company and has a large business and mentor network both in Estonia and all over the world. With their expertise they can assist with product development, innovation,

resolving investment issues and enhancing collaboration between SMEs, start-ups, corporations, and public

innovation in them.

Green Net Finland (Finland) is a cleantech cluster developing smart and low-carbon urban environment. Since 2001 Green Net has implemented more than 50 development projects nationally and internationally. Green Net brings together the expertise and resources of Finnish cleantech companies, scientific and educational institutions, and public authorities. Green Net is promoting Finnish cleantech innovations and the growth reen Net Finland of business, exports and expertise and providing matchmaking services international companies looking for information about Finnish cleantech sector or partnerships in Finland.

Tech-Park Kaunas (Lithuania) - is a public institution established in 1998 with the aim to increase the efficiency of research and



development (R&D) activities at Kaunas University of Technology and Kaunas region. Kaunas STP is the largest partner of science, public and business cooperation in Lithuania. Unique STP in the country with business incubation facilities, Technology Demonstration Centre, and R&D laboratories on site. Kaunas STP provides start-ups and already growing tech companies with business development

consulting services.

Poznan Science and Technology Park (Poland) is the first technology Park in Poland with the mission to stimulate collaboration between science and industry to activate regional development via innovation, technology transfer and international cooperation.

Poznan Science and Technology Park PPNT is an ideal place, with well-equipped laboratories, office space and IT facilities, and a partner for innovative companies, startups and entrepreneurial scientists. PPNT experts provide incubation & innovation support consulting and R&D services.

Disclaimer

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Introduction

About the portfolio

The hereby document presents the joint cross-border portfolio of GreenTech 2.0 partners, developed by the GreenTech 2.0 partners in the process of service design and strategic consultations with each represented ecosystem stakeholders. The services are available to the cluster members of clusters participating in the project from Estonia, Finland, Lithuania, Poland and Sweden.

Categories of services

The catalogue covers wide spectrum of issues SMEs deal to succeed on the market and grow. These issues include the soft factors as internal capacity of the organisation and external capacity of partnership, through innovation process starting from strategies to new product development and implementation on the market to the financing of these activities.

The spectrum of the categories and the services related to them is presented on the graph below.



The partners have confirmed the validity of these issues for green tech SMEs development within the strategic consultations with the cluster members and stakeholders.

The procedure applied on the way to Greentech Services 2.0

- 1. The point of departure for the portfolio was a catalogue of 20 services collected from all the participating clusters. The services were presented shortly to be easily viewed by the stakeholders from each cluster.
- 2. Each consortium partner had a consultation with stakeholders and cluster members to collect feedback on the existing portfolio of services.
- The findings of the consultations were used for the preparation of the service design workshop.
 Firstly, the partners were asked for their interest and capacity to lead the cross-border service provision, based on their existing service.
- 4. Based on the information collected the partnership made a provisional list of 17 services to be redesigned, 2 of them were selected to be the subject of the joint service design workshop. At the service design workshop worked on 2 example services: "Green Turn" for businesses, by Tehnopol and Team development process, by Dalarna Science Park. All partners analysed these two services and processes behind them from two perspectives: of the customer and the provider organisation. Then they defined "friction points", that is elements that are troublesome from any of these perspectives and discussed possible improvements. In the end they formulated "one sentence pitch" to present each service to potential customers.



- 5. After that a series of online design workshops was held for each partner in which they shortly presented the service within the common canvas and 2 design challenges per service. All the partners contributed to the ideas for the challenge solutions.
- 6. Each partner used the results of the workshops to present the new or improved service in the Greentech Services 2.0 portfolio catalogue and website offer.

Cross-border character of the services

Cross-border support service, It is a service for an SME that:

- is provided by an international partner to a local SME or
- has been improved or developed together with the international partners with the use of their knowledge and experience

We understand the cross-border character of the Greentech 2.0 services in both ways. More detailed information is presented in each group of services description.







FINANCING

Regardless of the stage of development (start-up or mature company) Greentech companies need to be in the forefront of development of solutions for green transition. The indispensable element of this process is funding, both for R&D developments and investments in the novelty implementation. The *Funding and Capital* services are helping companies and other ecosystem

stakeholders, such as investors and corporates, to define the need for funding, identify the best funding sources, assistance in preparation for the funding acquisition and, when relevant, matchmaking with funding partners: investors and/or corporates, and finally support in the deal negotiation. The service outcome is funding gained by the service client.

The services of this group are the answer to the strong demand. Members of all participating clusters show most interest in funding as the most frequent and important need they have. They claim that the most important for them is the result, which is the funds raised.

In the portfolio there is a general advice on the need assessment and identification of most suitable source of funding whether a grant from public programmes or investors. Three science parks: Tehnopol (EE), PPNT (PL) and Tech-Park Kaunas (LT) offer different programmes of investment readiness helping to acquire capital investment for innovative solutions, especially green oriented. The programmes are dedicated mostly to founders active or planning operations in respective countries of Lithuania, Poland, and Estonia. The green-tech companies can rely on the thematic experts, mentors, and investors from these countries by the cross-border syndication of the access to experts and investors behind each investment readiness programme presented below. This way the very specific technology of the company can be matched with relevant expertise and partnership. Cluster members from Sweden and Finland that look for investors their solutions can benefit from the syndicated expertise and investor networks of Polish-Estonian-Lithuanian collaboration by contacting the GreenTech 2.0 partners in their countries.

1. Access to funding & investment opportunities

(by Tech-Park Kaunas)

We help SMEs to fit their finance need with adequate source and manage the process of funds acquisition.

Objective: Support SMEs in acquisition of suitable source of funding.

Added value for the client

Support SMEs in the acquisition of suitable sources of funding. New business funding opportunities, support from mentors, legal, business, sales, and marketing specialists.

Procedure

The aim of this service is to help SMEs access an appropriate source of finance. Businesses can access new business finance opportunities, mentors, and legal, business, sales, and marketing specialists.

There are 5 stages: Stage 1: Awareness (Ongoing).

Awareness is a must: we must be fully aware and fully present to give the level of service that makes companies take notice and want more. So, the service is promoted through various external communication channels on an ongoing basis. Particular attention is paid to the presentation of the service during regular meetings between the facilitators and the companies when the need to find additional sources of funding is heard.

Stage 2: Situation analysis and assessment of 1 week.

Up to 2 meetings are arranged (2-4 hours) with a mentor.

1st meeting is dedicated to discussing the status and service scope. The aim is to get to know the company, and the solution being developed, to assess the technology and its potential to attract additional funds for development, company expansion, etc.

Stage 3: Services to get public funding/Services for investors attraction of 1-2 months.

During this stage, up to 4 meetings can be arranged online or onsite. Clients are advised at all stages of fundraising: from identifying opportunities to implementation:

• 2nd meeting is arranged to define funding needs.



 also, to identify the potential funding source: national or EU funding instrument or investor and the possibilities for raising funds.

Next meetings are dedicated to setting a plan.

In a case of need for public funding:

- The company gets support in project idea development and assistance in forming consortia, preparation of project budget, financial forecast, and investment plan, preparation of the project proposal, and assistance in the alignment.
- Also are advised on the implementation phase of the project and the preparation of financial and technical reports.

If needed additional services can be available: market research, competitive environment analysis, financial models, marketing strategies, business plans, etc.

In a case of the need to attract investment from any type of investor:

• The company gets support in the Preparation of investment memorandum and proposal; support in the preparation of business plan; financial model, forecast; Company valuation; The service includes the Search/selection/evaluation of potential investors; Negotiation advice; Due diligence support; Due diligence in the areas of corporate and financial management.

Stage 4: Implementation. Assistance in project application preparation / Preparation for presentation in front of investors of 2-4 weeks.

The company participates in meetings with mentors and experts (investment advisors) to get ready for the pitch and meetings with investors. In the case of project application preparation – get support from experts to finalise the application according to the call rules.

Stage 5: Meetings with investors & assistance in negotiations of 2 months.

At least 2 meetings are arranged. Further Negotiations with investors are supervised by an investment advisor (if needed).

Success fee: fee is quoted to the company as a percentage in the case of no EU-funded project available.

Contact

Tech-Park Kaunas: greentech@techpark.lt

2. Investment readiness program

(by Poznań Science and Technology Park)

With external professional advisors and mentors, you will refine your business plan, making your company more attractive to investors.

Objective: To prepare Greentech SMEs for acquiring the external capital from investors.

Added value for the client

Feedback on the invest ability of the company. Mentors helping:

- to improve the company documentation and presentation to the potential investors
- to build the relationships of trust with potential investors.

Help in the acquisition of capital for development. Additionally: Relationships with universities and researchers, financial and business partners

Procedure

The client prepares documents with the advice of PPNT, searches and provides data, works on the concepts, makes decisions e.g., in pivoting the idea etc. The work is divided into 4 stages:

Stage 1: Get the information (Duration: 1 month)

We provide information about the programme in media (start-up platforms, social media), that includes all rules, criteria, and requirements so that the clients know what to expect from the service.

Stage 2: Apply for the programme (Duration: 1 month)



The client fills in online application form and then some of them are invited to participate in a selection meeting. After the meeting, the SME receives the feedback, if approved for further support and details on the investability factors.

Stage 3: Develop your business proposition (Duration: 3 months)

The SME prepares the business documentation with the support of with mentors, including a potential investor who is active in investors' networks and presents their point of view and experts, who are specialists in different aspects of business development.

Stage 4: Get ready to present in front of investors (Duration: 2 weeks)

The client participates in meetings with mentors, prepares the presentation and its delivery.

Stage 5: Meet investors & and get assistance in negotiations (Duration depends on events schedule),

The client participates in a dedicated investor matchmaking event (1 or 2 days). If successful match is made the client receives support in negotiations with investors that lasts ca. 1-2 months).

Contact:

PPNT: greentech@ppnt.poznan.pl

3. Investor readiness program and fundraising as a sprint

(by Tehnopol)

We prepare the Greentech SMEs for fundraising and support them in investment deals.

Objective: To prepare the SMEs for fundraising and executing the fundraising deals based on commercial agreements.

Added value for the client

Professional people building professional proposal for investors. Access to wider pool of investors and intros to meet them. Professional legal support to conduct the deals.

Procedure

The companies require hands-on approach during all the stages, so do the investors. The procedure needs somebody to keep up a constant communication between the parties.

The work is divided into 5 stages:

Stage 1: Onboarding investors (Duration: ongoing)

One-on-one interaction during the conferences or startup events to engage the investors.

Stage 2: Onboarding companies (Duration: ongoing)

Ongoing action where companies are onboarded with base fee to base service (24h mentoring, events and trainings, community). If the companies require investment sprint, then this package is agreed upon on top of the main service package.

Stage 3: Investor readiness (Duration: 1 month)

Companies work one-on-one with a pool of dedicated mentors who cover all the important topics needed to fundraise.

Stage 4: Matchmaking (Duration: 1 month)

Companies are going through intros and are arranging meetings with investors. Sending in the materials about the deal.

Stage 5: Concluding the deal (Duration: 2-6 months),

Working with legal advisors for building up the documentation for the deal.

Contact

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MARKET GROWTH

A paradox for Greentech (and also other deep-tech) companies is that the companies exist only by getting sales in the market is not so much obvious, because they need to concentrate efforts

of several years in preparing the technology to be ready for the market. Moreover, Greentech companies will always face, whether as a start-up or a mature company, the internationalisation challenge. The services of the portfolio consist of client orientation workshops for early-stage teams in the form of "In depth target group analysis" and help in entering foreign markets. Access to internal EU market offered by Tech-Park Kaunas helps companies to develop market entry strategy and action plan from the selection of the target market, information, and the market conditions till support to find target market collaboration partners (e.g., customers or distributors). The sustainable business model helps companies to plan to enter a selected foreign market through planning the whole concept of the business including the supply chains and detailed information about the market, which often require sustainability transparency of the whole value chain as for example the EU's ESG reporting directive

These services are enhanced by the cross-border collaboration of Greentech 2.0 partners by the provision of market information, access to cluster partners and access to experts of the markets of Lithuania, Sweden, Finland, Estonia, and Poland.

The demand for this subgroup has been confirmed by SMEs: clusters' members within strategic consultations of the project.

4. In-depth target group analysis

(by Dalarna Science Park)

Take 3 workshops to get your team to understand underlying psychology behind successful sales & develop specific, stringent marketing and sales arguments to targeted groups in the market place.

Objective: To clarify the target groups for the business offers in Green Tech SMEs.

Added value for the client

Support the company to adapt the argumentation and selling points etc. to specific individuals in the target group. This will enhance customer value orientation by moving from seller-centric to buyer-centric priority.

Procedure

The service is carried out in workshops (3 times, 3 hours each) and comprises the following steps: Workshop 1: Who do you want to reach? (Duration: 3 hours)

Identification of the potential target groups and specific individuals in the target group who are receivers of "the sales arguments".

Workshop 2: What do you want them to know and do? (Duration: 3 hours)

When is it the best time to communicate with them? Where do you find them? Define the channels to reach them.

Workshop 3: What in your sales offer creates real value for the target group? (Duration: 3 hours)

Why should they do what you want? Definition of real value for the target group within the sales offer.

Contact:

Dalarna Science Park greentech@dalarnasciencepark.se

5. Access to European Internal Market

(by Tech-Park Kaunas)

Objective: Assisting SMEs in entering foreign markets.



Ask yourself

How does the company intend to organise its sales efforts along the entire value chain to enter the European Internal market?

Added value for the client

Assistance for SMEs in entering foreign markets: successful attraction of new foreign partners/channels/customers. Procedure

When entering foreign markets, organizations typically go through several stages to ensure a smooth and successful market entry. The work is divided into 4 stages:

Stage 1 ONBOARDING (Ongoing).

First, the company has a meeting with the facilitator and during the one-to-one meeting/conversation they clarify the need for the service scope (content), various options of the service intensity are presented and explained. This initial stage involves conducting preliminary research and analysis to evaluate the feasibility and potential of entering a foreign market.

Stage 2 Situation analysis and assessment of 1-2 weeks.

Meetings with a scale-up services expert. In this stage, a comprehensive analysis of the target market is conducted. This includes gathering market intelligence, conducting market research, and evaluating local customer preferences, cultural factors, and market trends.

Stage 3 SOLUTION DESIGN of 2-4 weeks.

Based on the insights gained from the previous stages, the organization with expert support develops a market entry strategy and designs an appropriate solution. Market entry strategies provide businesses with a roadmap to enter international markets.

Stage 4 Implementation of 3 months.

The final stage involves executing the market entry plan. This includes establishing the necessary infrastructure, setting up local operations or partnerships, and building relationships with stakeholders in the target market. It is crucial to closely monitor the implementation process, track key performance indicators (KPIs), and make necessary adjustments to ensure the success of the market entry strategy.

It's important to note that these stages are not necessarily linear, and there may be overlaps or iterations between them. Flexibility, adaptability, and ongoing evaluation are key throughout the market entry process to effectively respond to market dynamics and ensure a successful entry into foreign markets.

Contact

Tech-Park Kaunas: greentech@techpark.lt

6. Sustainable Business Model towards expansion to foreign markets

(by Poznań Science and Technology Park)

We prepare Greentech companies to go abroad with sustainable business models

Objective: to prepare a successful internationalisation plan with sustainability embedded in the business model Added value for the client

- Strategy for market entrance including market analysis, market trends, competitive landscape, barriers to entry
- Expanded and modified business model with market expansion and sustainable development goals

Procedure:

PPNT experts work with client on internationalisation strategy based on sustainable business model.

The process is divided into 5 stages:

Stage 1: Application

The company fills in a short online application form



Stage 2: Concept meeting (Duration: 1-2 hours)

The client meets with PPNT expert and discuss the client needs, targeted markets, and the sustainability goals.

Stage3: In-house analyses (Duration: 1 month)

The PPNT experts work on the comprehensive market analysis while client delivers pivotal information for analyses needs.

Stage 4: Workshop with customer (Duration: 1 day)

The PPNT experts conduct the workshop with active participation of owners/mangers and relevant employees of the company. The goal is to discuss the current business model and to identify necessary adjustments corresponding with international market expansion and sustainability goals.

After the workshop PPNT experts finalise the report which will include a strategy and a plan for new markets entrance as well as a concept of modified business model with recommendations related to adapting new sustainable targets.

Stage 5: Presentation of the new business model and internationalisation strategy (Duration: 1–3-hour meeting) The SME and PPNT expert meet and discuss the new business model and internationalisation plan.

Contact

PPNT: greentech@ppnt.poznan.pl







SUSTAINABLE INNOVATION

All companies, even Greentech, need to innovate all areas of their activity, not only new product development in order to contribute to global sustainability challenges, including mitigation of

climate change impact and reaching climate neutrality. This is a part of company's responsibility obligation but also a reaction to the market demand.

The services in this group help all SMEs to define their sustainability needs, strategy, and plan as well as help to develop concrete innovations through an intensive open innovation creative sprint and well-planned research and development project.

Greentech companies have dual role for these services. On one hand they are a customer, who should use the support service to plan their overall sustainability strategy related not only with their product but also other aspects, such us use of land, resources etc. On the other hand, they can become suppliers of green solutions for the challenges identified by partners in other companies.

The services in this group are unique on the project partnership scale, as they are based on each partners expertise and experience. Therefore, the partners recommend their cluster members to contact the specific service provider, however they are available for further support in the implementation of the strategy or innovation developed within the service. Cluster members as unique green solution providers will benefit from the cross-border collaboration of the partners in the matchmaking between the solution demand identified within the service towards its client and the solution offer pool made by all the Greentech project partners' cluster members.

7. "Green Turn" for businesses

(by Tehnopol)

We help businesses in preparing and implementing a 5-year sustainability roadmap

Objective: Prepare a green turn project plan, and list possible financing for corporations and SMEs

Added value for the client

- Green audit with assessment.
- 5-year sustainability roadmap consisting in a package of projects to carry out the green turn for the company, which includes:
 - Recommended action plan (when to start, when should something happen)
 - High quality financial forecast, possible financing models.
 - Need and purpose of money: optimization of production, change of business model, investments circular economy, investments in energy production, etc.
 - Presentation and one-pager.
 - Technology recommendations and possible cooperation offers.

Procedure

The service is provided to companies motivated to introduce profound change "green turn" or "green transition". The expert team collaborates with the client in to prepare a 5-year green investment plan with technology recommendation, investment calculation, financial forecast, and indicators of decarbonisation. The service takes about 2 months and is divided into 5 stages:

Stage 1: Quick readiness check (45 min to fill in an online questionnaire and 1 hour feedback meeting with the expert) It starts with a simple online questionnaire, that examine the company's readiness to start the transition planning. The questionnaire is followed by a free one-hour expert consultation, when the company receives the feedback and decides if to continue the service.

Stage 2: Contract (Duration 1-7 weeks).

The expert calculates the cost and present the offer and model contract to the client. Both sides negotiate the terms of the contract. A dedicated group of mentors and experts is assigned to the company:

- project manager responsible for overall process coordination
- key mentor responsible for contact with all mentors



specialist mentors and experts (e.g., circular economy design, finance, renewable energy, green office etc.)

Stage 3: Green audit (Duration 1-3 weeks).

The key mentor and certified expert visit the company, talk to the owners/managers and relevant employees, and collect necessary data. They prepare the certified audit with recommendations.

Stage 4: Action plan (Duration 2-3 weeks).

At this stage a 5-year plan is prepared by the mentors with the participation of the client. Meetings between the client and the mentors are arranged according to the needs. The client takes decisions and makes priorities.

Stage 5: Assistance in the implementation (Duration 5 years).

The client implements the plan using mentorship support service, meeting with the mentors and providing the data for monitoring. An internet platform is used for the collecting data on the environment i.e. carbon bookkeeping. The client may use the data in relevant reporting or due diligence for investors.

Contact

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8. Open innovation process sprint

(by Dalarna Science Park)

Take 36/48 hours workshop sprint of open innovation process to grasp and/or to maintain business opportunities

Objective: Strengthen Greentech SMEs innovation capacity.

Added value for the client

Knowledge and skills development in innovation and creative processes.

Procedure

The service takes the from 36 to 48 hours of continuous workshop sprint with the participation of the facilitators, external experts, and volunteer students together with the management and developers of the client SMEs. The sprint takes 5 steps:

Stage 1: Creating a map (Duration 4-6 hours effective work).

The company sets their aim and goal for the process, chooses facilitator, decider, sets long term goal, formulates sprint questions and "how might we" notes and creates a flow map with headings: Actors, Discover, Learn, Use and Goal.

Stage 2: Pick a target and create a demo (Duration 4-6 hours effective work).

This step includes researching other successful institutions, companies, NGO: s etc that are known for the way they attract the target group and trying to make a lightning demo of how they do it. The participants synthesise the ideas and decide on what ideas to prototype.

Stage 3: User Test Flow (Duration 4-6 hours effective work).

The participants create a user test flow collecting and synthesising actions, activities, and steps that the user (actor) takes. This way the identify how the long-term goal is reached and what are critical questions that have to be solved.

Stage 4: Prototyping (Duration 4-6 hours effective work)

The participants make a prototype to show the idea to potential users.

Stage 5: Testing (Duration 10-15 hours effective work along 2-3 working days)

The participants test on real customers with the focus on the customer reaction rather than wording.

Contact

C Dalarna Science Park greentech@dalarnasciencepark.se



9. Research and Development of Collaborative Technology Solutions

(by Poznań Science and Technology Park)

We work as your on-demand R&D division

Objective: to develop tailored green R&D solutions on fair conditions: sharing the risk and ownership

Added value for the client

Reduced cost and risk of research and development of new technology solution, co-ownership of IPR and exclusive license for the developed product, no need to invest in laboratory infrastructure

Procedure:

PPNT R&D Hub researchers investigate the need, prepare the concept, and provide transparent R&D project for SMEs. The R&D project is based on the CRADA principle (cooperative research and development agreement): the client covers only the cost of the works; the ownership of the solution is shared. The client SME is informed on the R&D progress and prospect, has an instant access to the team and the project and can decide on the closure at any stage.

The process is divided into 7 stages:

Stage 1: Interview (Duration: 3 to 20 hours of meetings)

The client meets PPNT scientists and discusses the issue or idea as well as different options. The scientists learn about the company's specific situation or preferences.

Stage 2: Concept (Duration: 1-2 weeks)

The PPNT researchers develop the approach for the solution, analysing the problem, existing solutions, and assessing the risk and approximate costs. At the meeting, they present it to the client, who decides on the further steps. If necessary, some iterative process of information exchange and tests is made.

Stage 3: Planning and budgeting (Duration: 1 week)

The researchers define the project: scope and schedule of work and calculate the costs. The offer and model contract (CRADA) is presented to the client.

Stage 3: Agreement negotiation (Duration: 1 week-2 month)

The SME analyses the contract and provides feedback and suggestions for changes if needed. Both sides negotiate changes and make an agreement.

Stage 4: R&D works (Duration:3 months -2 years)

PPNT researchers implement the work plan and report the progress to the customer every month. The prototypes are prepared, and the client provides feedback. The client may be involved in testing the prototypes.

Stage 5: Solution handover (Duration: 1–3-hour meeting)

The SME and PPNT researchers meet for the solution documentation handover. Any necessary additional explanations are given.

Post-service stage: Solution implementation

The customer choses one of three options of the implementation:

- take the exclusive licence and share the profit,
- buy-out the IPR,
- licence the solution to a third party.

Contact PPNT: greentech@ppnt.poznan.pl





10. Eco-resilient infrastructure design: customized nature-based solutions

(by Poznań Science and Technology Park)

We assist businesses in transforming their premises, structures, and outdoor areas into eco-friendly spaces through strategic investment in nature-oriented solutions

Objective: to formulate and execute sustainable, nature-centric blue and green designs in built environments and outdoor spaces.

Added value for the client

- Enhanced Corporate Responsibility: By adopting eco-friendly infrastructural solutions, the company strengthens its ESG (Environmental, Social, and Governance) image, showcasing its commitment to sustainable business practices.
- Positive Environmental Impact: By implementing nature-centric blue and green installations, the company can substantially decrease its negative impact on the environment and enhance the quality of the surrounding space.
- Optimized Microclimate: The improvements in the local environment contribute to a healthier microclimate, benefiting not just employees but also the larger community.
- Aesthetic Appeal: The nature-inspired installations will serve as visually pleasing elements, enriching the overall appeal of the company's infrastructure.

Procedure

PPNT's team of skilled professionals will create a bespoke plan for integrating blue and green solutions in line with the company's needs and capacities. This process consists of three primary phases: **Stage 1: Comprehensive Infrastructure Evaluation** (Duration: 2 weeks)

PPNT's specialists will conduct a thorough on-site assessment and review all pertinent company documents, such as infrastructure blueprints, environmental policies, etc. Based on their findings, they will draft a preliminary concept of the sustainable solution.

Stage 2: Decision-Making (Duration: 2 weeks)

The client and PPNT experts will convene to discuss the various options outlined in the draft concept. Through ongoing discussions with our team, the client will choose the solutions that best align with their vision and goals.

Stage 3: Detailed Plan Development (Duration: 2-4 weeks)

PPNT professionals will flesh out the chosen concept into a detailed, practical infrastructure plan and present it to the client. Any adjustments based on client feedback will be incorporated, with the final version handed over in a subsequent meeting or delivered electronically.

Contact PPNT: greentech@ppnt.poznan.pl





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PARTNERSHIPS

The last group of the services in the catalogue is a distinct category that addresses long term needs of relationship building is not tangible but crucial element of the company functioning and growth.

The relationship capital is considered the second important asset, along with the team, in building successful company. Also cluster coordinators are aware that the efficiency of the support in funds acquisition is conditional to the relationships with the stakeholders (public agencies, investors and corporates) as well as knowledge and experience in different funding sources.

The services in this group are addressed to:

- Individual SMEs by Facilitation of external collaboration (beyond cluster) matchmaking and 18 Innovation Leaders Club below).
- to clusters as a collaborative group of SMEs, researchers, corporates, public institutions, and investors, for whom the partnership services help in better member engagement and in consequence better learning and business opportunities creation,
- to other stakeholders who need partnership and citizen engagement to undertake large infrastructure projects.

The networking has also a further service background function as GreenTech2.0 partners have developed their networks of relationships with the relevant stakeholders, therefore are able to provide other services mentioned earlier support in matchmaking, especially the acquisition of investors and experts. Therefore, the cross-border linkages between the participating clusters help these services to be based on an extended, international pool of experts, investors, and internationalisation partners.

11. Facilitation of external collaboration & matchmaking

(by Tech-Park Kaunas)

We help you to plan, prepare for and acquire external partners for collaboration

Objective: To provide a systematic approach for external collaboration

Ask yourself

Are you interested in new Greentech developments matching your strong points with external partner?

Added value for the client

It provides a systematic approach to fostering external collaboration. It facilitates successful matches outside the cluster: partners with whom clients can collaborate to develop joint technological solutions and products, leveraging each other's best knowledge, new channels, and customer flows procedure.

The service consists in 5-days online tour which includes:

Stage 1 Onboarding of 1 week.

First, the service is communicated through various external and internal communication channels. Next, facilitators introduce the service during the one-to-one prearranged meetings. Also, during the first meeting the status and service scope are discussed. After this first meeting, a customer card with service needs is filled in CRM. Onboarding (needs analysis, KPIs, and key-mentor assignment).

Stage 2 Training (yearly schedule):

Training on how to scale faster (2-4 hours); Business stress-test training and access to a rich portfolio of training modules (value creation, consumer profiling, brand, management, leadership, sales, marketing, prototyping, finances, Pitching). Timeline: 1 week in a year (5 days x 4 hours + consultations on practical assignments).

Stage 3 Experts' consultations of 1-2 months:

During this stage Experts' consultations (we promise and encourage to attend at least >4 meetings with business development experts). Meetings are dedicated to defining external collaboration needs; Set a plan for potential meetings (conferences and events, business breakfasts, networking groups, 1:1 meetings).



Stage 4 Matchmaking of 1 month.

At least 2 tailored meetings will be arranged with potential partners outside the cluster network (corporations, international companies...)

Stage 5. Following up on the progress of 1-2 months.

The company participates in 1-2 meetings with a facilitator to get feedback and discuss the next steps.

12. Networking of stakeholders for corporate-SME matchmaking

(by Tehnopol)

Stay tuned to ideas with industry leaders, technologies, innovators and investors.

Objectives:

- Onboarding corporations to Innovation Leaders Club that supports their know-how building on smart R&D actions.
- Providing the opportunity to matchmake their innovation ambitions with startups and scaling companies.
- Providing custom made innovation programs for the corporations that have defined their R&D and innovation goals.

Added value for the client

Corporates, through the Innovation Leaders club, can build a club-like trust network where all the best practices and good examples are shared. This environment makes them more active to participate in innovation actions.

Collaboration with the startups is pre-validated and the technologies, legal framework has been set up for them to establish the collaboration right away.

If the trust is created, then Tehnopol has a good chance to up-sell its services to conduct more comprehensive innovation projects.

Procedure

The companies require hands-on approach during all the stages, so do the investors. The procedure needs somebody to keep up a constant communication between the parties.

The work is divided into 4 stages:

Stage 1: Onboarding corporates (Duration: ongoing)

The corporates see the advertisements and content related articles in media after what they are onboarded to the annual service contract.

Stage 2: Onboarding startups (Duration: ongoing)

Onboarding companies to the annual service contract. The companies are pre-validated in terms of their product, service and traction, and their willingness to work with corporates.

Stage 3: Innovation Leaders Club (Duration: 12 months)

Companies work one-on-one with a pool of dedicated mentors who cover all the important topics needed to fundraise.

Stage 4: Matchmaking and upsales (Duration: ongoing)

Corporates enter one-on-one meetings with hand-picked startups. Dedicated events to matchmake parties. Upselling the personalized projects to corporates.

Contact:

Tehnopol: greentech@tehnopol.ee

13. Sustainability in theory and practice of clusters

(by GreenNet Finland)

We boost comprehensive overview of sustainability integration to network strategy



Objectives:

- To help the cluster members in the joint formulation of the cluster strategy around UN 2030 sustainability strategy
- To raise sustanaiblity competences of micro and small companies on sustainability issues.

Added value for the client:

Better strategy and position of the cluster against marked demand of sustainability. Engagement of cluster members in the strategy.

Procedure

The service consists of a group process, of which the strategy is a final product. Its consists of Stage 1: Communication content (UN ESG Goals) (Duration: 1-2 months)

The cluster members get familiar with the content and communication in external stakeholder channels

Stage 2: Consistency of strategy with practice (Duration: ongoing)

The cluster steering body makes decision on cluster strategy Co-financers of the projects' consider sustainability during project application evaluation

Stage 3: Integration into strategy and in project plans (Duration: 1-3 months) Project participants take responsibility on implementing activities according to objectives

Stage 4: Group workshop (Duration: once in 3 years)

The cluster members take part in the workshop, share and discuss sustainability aspects

Stage 5: Updating of strategy (Duration: 2hrs group discussion -twice a year) Members bring to the table new sustainability goal suggestions or comment

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Contact:

GNF: greentech@gnf.fi

14. Community engagement

(by GreenNet Finland)

Get consensus of experts and stakeholders on your large green infrastructure project

Objective: To boost interaction and engage more widespread acceptance for investments / proposed solution of circular economy and renewable energy

Added value for the client:

Enhancement the use of new green tech solutions and catalysing investment projects of citizens into renewable energy and circular economy.

Procedure

The service consists in a structured process of engagement of citizens and independent professional experts in a dialogue on planning a large-scale green infrastructure pilot or investment. The process leads to the adaptation of the project to needs and values of the community and create wider acceptance of the project pr investment in circular economy and renewable energy. The service takes place in 7 stages.

Stage 1: State of the art overview (Duration: 1-2 months)

Stakeholders are contacted via interviews or using publicly available information online

Stage 2: Engagement of relevant persons from diverse organizations (Duration: ongoing) Individual contacts, discussions, and involvement

Stage 3: Relevant Community Event (Duration: 0,5 day)

The stakeholders participate in the event as an active member or as a follower

Stage 4: Formation of the active stakeholder group (Duration: Two weeks) The members are asked to provides specific knowledge and/or competence input



Stage 5: Formation of followers group (Duration: ongoing)

The members sign up in ordering a newsletter from an expert group or participate in the meetings as a follower.

6: Facilitating of context connected active stakeholdergroup (Duration: Operating parallel B2B-meetings during the whole procedure; Parralel all group meetings)

The members actively participate in meetings and gives feedback /reflect and/or present own part solution(s)

7: Compiling the resulting concept (Duration: 2-3 months)

GNF prepares reports based on active stakeholder group inputs and feedbacks.

Contact: GNF: greentech@gnf.fi







INTERNAL CAPACITY

The foundations of company's growth rely on the internal capacity of the company: people, skills, processes, strategies, and organisation culture. Therefore, a company on any stage, from start-up to maturity need to develop their capacities.

Within the portfolio the partners offer is team development process. It is most often used by start-ups as a team, before the technology, is the core asset, that investors look at. A company in the growth process, often realises that there are "growing pains", of which keeping the team spirit among larger group of employees might be the most burning. Another pain is related to the updating of the company identity, which needs to reflect current challenges and the positioning against the 17 UN development goals may be most fruitful solution. Within this group there is also digitalisation support, which helps companies to improve their process to be efficient in its operations. Many greentech companies start already as digital and may need some support in scaling-up the processes. Some may need start digitalisation in their growing and maturity stage. Greentech may offer solutions for outside of cluster companies, who provide green solutions and digitalisation and the same time.

The services are based on each partner's unique expertise and experience therefore the partners recommend their cluster members to contact the specific service provider. However, one needs to consider that the organisation's cultural issues have important language and national culture aspects that are not translatable easily if the company has not taken an international team and culture approach.

15. Team development process

(by Dalarna Science Park)

One day workshop to engage each team member in the team collaboration for the success of the company

Objective: To create team member engagement through purpose, autonomy and mastery to create an even greater 'success'.

Added value for the client

Knowledge and skills on the team spirit management based on organic team growth: trust, motivation, psychological safety, community, cohesion, and engagement.

Procedure

The client prepares documents with the advice of PPNT, searches and provides data, works on the concepts, makes decisions e.g., in pivoting the idea etc. The work is divided into 6 stages:

Stage 1: Theoretical introduction into group life (Duration: up to 1 hour)

In which the participants learn theoretical background and ask questions to understand and clarify the new notions.

Stage 2: Clear mission for the group (Duration: 0,5 h – 0,5 days)
 The participants create a mutual agreed mission for the group.

Stage 3: Who am I within? (we-process) (Duration: 15 min per participant) The participants are disclosing their inner self.

Stage 4: Transactional analysis theory (Duration: up to 1 hour) The participants discover "where do I find myself when I am under pressure or imbalanced".

Stage 5: Value protocol (shared values) (Duration 0,5 hours up to 0,5 day) The participants again create a mutual agreed mission for the group.

Stage 6: The group current state (Duration: up to 1 hour)

The participants get a clear view of how differently as a team they see the team

Contact:

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Dalarna Science Park greentech@dalarnasciencepark.se



16. Sustainability Strategy Scale-up

(by Dalarna Science Park)

Use an interactive tool to discuss, deep-dive and take action to drive your business in a more sustainable way

Objective: Development of a sustainability strategy in Green Tech SMEs.

Added value for the client

Tool to introduce and implement sustainability in small and medium-sized companies to recognize and utilise new business opportunities, build future competitiveness and decrease the risk of operation.

A crash course in the concept of sustainability and the sustainable development goals of Agenda 2030

Procedure

The service takes a form of a full day workshop with the use of specific *Sustainability Scale-up tool*. The tool helps to identify which areas of sustainability that are important and relevant to the company, which of them are important for customers and for society at large. Then it helps to identify and develop new business opportunities. Stage 1: Sustainability introduction (Duration: 1 hour)

The participants get engaged in the sustainability topic.

Stage 2: Relevance analysis (Duration: 30 min-1 hour)

Discussion around 3the 36 questions of UN Agenda 2030. How many are of relevant

Stage 3: Essentiality Analysis (Duration: 30 min-1 hour)

How important are the relevant questions to 1. the planet and society in large and 2. for your stakeholders.

Stage 4: Gap analysis (Duration: 30 min-1 hour)

For those questions scoring high in previous stage, discuss how well we perform today

Stage 5: Business development potential

For those questions performing weak, discuss how to develop (Duration: 30 min-1 hour)

Stage 6: Set targets (Duration: 30 min-1 hour)

Set objectives and try to make them SMART

Stage 7: Action plan (Duration: 30 min-1 hour)

Decide action on how to reach the targets

Contact

Dalarna Science Park greentech@dalarnasciencepark.se

17. Industry 4.0 roadmap & digital transformation model

(by Poznań Science and Technology Park)

Prepare your company for the digital transformation process

Objective: to identify the company needs and readiness for digital transformation to define the best approach.

Added value for the client

Experts help SMEs:

- to assess their level of digital maturity.
- in preparing organizations for digital transformation.
- identify areas of intervention.

Additionally: Build digital awareness among client employees.

Procedure

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The service is divided into 4 stages:



Stage 1: 1st meeting with a client (online or offline) 1 hour

The client participates in a meeting and fills in the survey - Digital Maturity Assessment. Our team together with the client define the scope of the work.

Stage 2: 2nd meeting with a client (online or offline) 2,5 hours

The client actively participates in a meeting. Our team together with the client analyse the test score. The client receives an audit report with the results of the test and preliminary diagnosis. The client needs to dedicate time for a meaningful in-depth interview.

Stage 3: Report with recommendations – writing (3 weeks)

The client needs to be available for additional questions, provides documentation of the digital processes in the company. The clients' needs to be prepared to accept drafts and comment on the text.

Stage 4: Report delivery - final meeting with a client (online or offline) 2,5 hours

The client participates in the final meeting with certified experts and hears about recommended areas for digital transformation. The client receives the final report with recommendations.

Contact:

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