

EU Danube Region Strategy
PA 8 LIGHTHOUSE

GREEN TECH, CIRCULAR ECONOMY & CIRCULAR BIOECONOMY

Green Up Hub

GIZ GmbH, Serbia

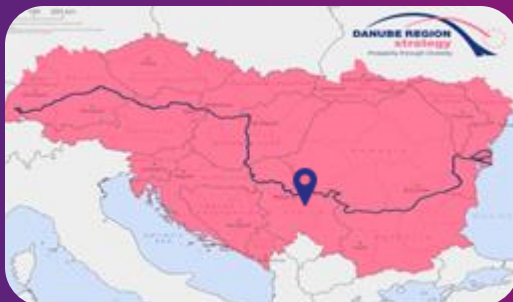


Basics

Name: Green Up Hub

Country: Serbia

Scoring: 44/50



Key Project Data:



2024 – 2026



170.000 EUR

Funded by Germany Federal Ministry for Economic Cooperation and Development

Project Coordinator:



ICT Hub is the implementing partner on behalf of the **GIZ Green Economy** project



<https://www.ichub.rs/en/portfolio/greenup-hub>

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Network:

Partnership for implementing the Greentech Accelerator:

Global Green Chemistry Innovation and Network Program (GGCINP)

→ Funded by **United Nations** Global Environmental Facility

→ Implemented by **Yale University**

Green Up Hub



About the project

As Serbia moves to align with EU climate and industrial policies, the **development of a robust domestic green technology sector** has emerged as both a necessity and a strategic economic opportunity.

The general objective of the **Green Up Hub project** is to **build capacities for green innovation** and set the ground for the **development of a green tech ecosystem in Serbia**.

The ecosystem is composed of **different actors, networks, and institutions** that all play important roles in the development and diffusion of innovative green technologies.

Green Up Hub aspires to make the green transition a **cornerstone of sustainable economic growth** by **driving systemic change, empowering local innovators and fostering stronger collaboration** between academia, industry and the public sector.

Green Up Hub



INNOVATION



SUSTAINABILITY



SCALABILITY



**Steinbeis
Europa Zentrum**
Enabling Innovators to Grow



Interreg Programme
Danube Region



Co-funded by
the European Union



REPUBLIC of CROATIA
Ministry of
Economy



Baden-Württemberg
Ministry of Economic Affairs,
Labour and Tourism

Activities

Target groups: Key stakeholders, including green tech solution providers, private sector companies, research institutions, government agencies, financial institutions, investors, and NGOs in different sizes (startups, scale-ups, and SMEs) from CO₂ reduction.

The main activities of Green Up Hub include:

Green tech scoping analysis



The scoping analysis aims to identify key actors in the domestic green tech, assess maturity of green technologies, and analyze innovation system dynamics, using the Technology Innovation System (TIS) and Technology Readiness Level (TRL) frameworks.

Green tech platform



The platform is an online space focusing on green tech solutions and collaboration between research and industry.

Community building/ Educational Activities



The project aims to develop a green tech community and raise awareness about critical environmental issues.

Green Innovation Conference



The conference will aim to convene the leading experts, policymakers, businesses, financial institutions, and innovators to explore green tech solutions for environmental challenges and transition to a green economy.

Green tech accelerator



The project is developing a problem-solving accelerator designed around open innovation challenges from corporate buyers. It includes program design, an open call for applications, selection of participants based on set criteria, program implementation, and concludes with a demo day to showcase solutions.

Review

Result

A key outcome of the project is the **Greentech scoping analysis**, which assesses the green tech ecosystem using the **Technology Innovation System (TIS)** and **Technology Readiness Level (TRL)** frameworks.

The findings of the analysis confirm that Serbia's Greentech system remains underdeveloped and poorly coordinated. Key barriers during the project included:

Barriers

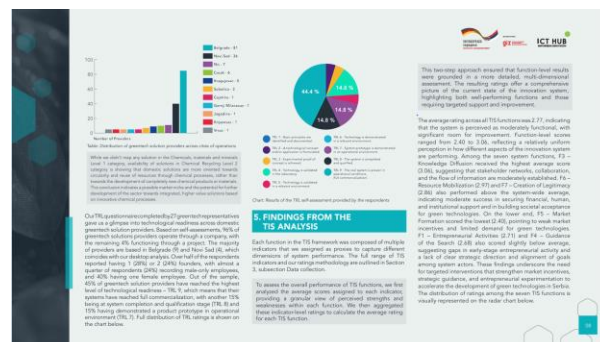
- Insufficient financing
- Regulatory uncertainty
- Low market readiness and weak infrastructure for piloting new technologies

Solution

Therefore, the analysis identified the **seven high-impact, mutually reinforcing interventions** of the Green Up Hub project to unlock Serbia's green innovation potential. *Please find the solutions on the following slide.*

→ The Greentech scoping analysis study shows that Serbia's green technology innovation system has a promising growth potential

The following is a selection of slides from the study:



Solutions and Impact

The seven high-impact, mutually reinforcing interventions:

1. Problem-solving accelerator with open innovation challenges
2. Digital matchmaking platform for research-industry
3. Green tech investment fund to bridge financing gaps across development stages
4. Collaboration and national green tech marketplace
5. Coherent green industrial strategy, including regulatory sandboxes
6. Green tech Balkan Alliance to promote regional collaboration
7. National green education and awareness raising campaigns

Impact

Green Up Hub has a deep impact on the green tech economy of Serbia. Project activities will enhance the **competitiveness of green tech companies** through targeted capacity building projects aimed at **equipping founders with the knowledge and skills** necessary for commercializing their technologies and developing self-sustainable businesses.

Green Up Hub

