

EU Danube Region Strategy

PA 8 LIGHTHOUSE

**GREEN TECH, CIRCULAR ECONOMY &
CIRCULAR BIOECONOMY**

GreenTech BW Platform

Umwelttechnik BW

Baden-Württemberg regional Government



Steinbeis
Europa Zentrum
Enabling Innovators to Grow



Gospodarska
zbornica
Slovenije
Chamber of Commerce
and Industry of Slovenia



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

Basics

Name: GreenTech BW Platform: Platform for future technologies and sustainable economy

Country: Germany

Scoring: 45/50

Project Coordinator:



Umwelttechnik BW
(Baden-Württemberg
regional Government)



<https://greentech-bw.de/en>

Contact Person:



Birte Boysen



Birte.Boysen@umwelttechnik-bw.de

**GREENTECH
BW**

Key Project Data:



Since 2024



Funded the Ministry of the Environment, Climate and Energy Sector Baden-Württemberg and the Ministry of Economic Affairs, Labour and Tourism Baden-Württemberg

Network:

25 partners

<https://greentech-bw.de/de/mitwirkende/partner>

over 400 tech suppliers and users

<https://greentech-bw.de/de/atlas>

GreenTech BW



**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

About the project

The **GreenTech BW** is a central hub for all stakeholders in the field of green technologies:

- Companies
- Start-ups
- Research Institutions
- Ministries
- Associations
- And other multipliers

GreenTech BW aims to strategically strengthen communication and public relations for the entire GreenTech sector in Baden-Württemberg.

GreenTech BW



CONNECT

Enable industry players to exchange ideas, gain new contacts and deepen their own knowledge or find out about the latest trends on the scene
→ through events

GreenTech Atlas
→ as networking platform

Industry players can work on joint projects across institutions
→ enabled through initiatives



SUPPORT

support companies in making well-founded strategic decisions
→ with industry studies and market analyses



**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



Methodology

GreenTech BW provides industry studies and market analyses which enable companies to make well-founded strategic decisions. There is also a variety of offers available that make it possible to exchange ideas with industry experts, deepen your own knowledge or find out about the latest trends.

Events

Provide industry players with opportunities to exchange ideas, make new connections, deepen their knowledge, and stay informed about the latest trends.

Industry Studies & Market Analysis

Support companies in making well-informed strategic decisions.

GreenTech BW Atlas

A networking platform where providers and users can find their perfect match.

Collaborative Initiatives

Enable cross-institution cooperation on joint projects within the industry.

“Part of” or “Partner of” GreenTech BW

Providers, adopters of green technologies, and environmental technology stakeholders can showcase their affiliation with GreenTech BW by requesting the logo and integrating it into their communication.

GreenTech BW TechTalk

In compact one-hour sessions, experts will present pioneering technologies and best practices. Afterwards, participants are invited to discuss opportunities and challenges together, ask questions and share experiences.

GreenTech BW event calendar

Provide the industry with project-specific and external events. The events section on the GreenTech BW website is relevant for the entire industry and provides orientation. At the same time, it serves to build up the network, as all participants can access it and can also post their own events after checking: <https://greentech-bw.de/de/veranstaltungen>.

Outcome

- Over **380 suppliers** in the GreenTech BW Atlas
- **24 multipliers** as partners of GreenTech BW
- More than **100 events** in the GreenTech BW event calendar
- Over **20 subpages** on GreenTech BW
- **25+ events** organised or actively attended
- With **4 priority keywords** on the 1st search engine page

Impact

Impact of the GreenTech BW project on the industry:

- GreenTech players in Baden-Württemberg: Start to see themselves as a cohesive industry + seek to exchange ideas with one another
- Established companies + Start-ups: Increasingly take notice of the new platform → shown by rising number of visitors
- New partnerships + forms of cooperation emerging → their established structures + innovative approaches complement each other
- Promoting of synergies + creating of points of contact that contribute to greater industry awareness + a growing mutual understanding
- Participation in external events increases visibility
- Social media templates as well-functioning communication tool → to make GreenTech BW visible on social media

Added value

- GreenTech BW actively supports companies and key stakeholders in implementing GreenTech projects and enhancing the visibility of the industry in Baden-Württemberg → central hub for all stakeholder in the field of green technologies
- Green technologies encompass a wide range of approaches, services, and solutions aimed at using resources more efficiently, making production processes more environmentally friendly, and protecting our environment and climate
→ Therefore, GreenTech BW accelerates the national and international implementation of GreenTech projects, making Baden-Württemberg a long-term center of excellence – for an economy that is both economically and ecologically future-proof



Review and Tipps

The project includes a number of challenges that emerged throughout the process, which all of the previously mentioned activities are directed to compensate:

Lack of awareness of common challenges + opportunities in the sector

Lack of or unsuitable funding opportunities for entrepreneurial projects

Overall lack of awareness of belonging to a common sector