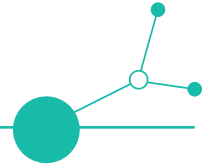


Collaboration Lab 1: Green Check Your Idea

Stuttgart Region (HdM/PP1 + WRS/PP2)



Version 1

04 2024





EVENT REPORT: COLLABORATION LAB “GREEN CHECK YOUR IDEA”

March 15, 2024, 9:30am-4:30pm, Playpark @ HdM Stuttgart

March 16, 2024, 10am-3pm, Das Gutbrod @ WRS

Background

D.2.1.1 The GREENPACT Collaboration Lab instrument is a roadmap & set of procedures for the regional & transnational 2-day events which allow an easier pooling among the target group, with the aim of seeking solutions in a synergistic way. SMEs and/or experienced entrepreneurs will present challenges they face when aiming to transform their businesses to become greener and more impactful. Participants from Generation F will build solutions based on and inspired by the proposed challenges, setting the foundations for an entrepreneurial idea or intrapreneurial solution that will be green, sustainable and impactful. As a result, SMEs and Generation F will become aware of the opportunities such as mutual learning process offers, will feel motivated to join a transgenerational learning with a “buddy” approach implemented during the training programme. The best teams, those with high motivation and the most attractive idea developed during Green & Impact Entrepreneurship boosting buddy training programme, will be invited to participate in the final collaboration labs enabling experience exchange & innovation co-creation with their transnational peers.

Key objectives of the collaboration lab:

- engaging SME representatives from CCI & tourism sector and Generation F in initial dialogue & ideas exchange
- enabling the Generation F participants to get an overall picture and deeper understanding of challenges limiting green and impact transition in CCI and tourism sector
- motivating the Generation F participants to envision, identify and propose green + impact concepts/ideas addressing the selected / assigned challenge(s)
- identifying potential entrepreneurial ideas and entrepreneurs for the Green & Impact Entrepreneurship boosting buddy training programme

Organisation

The first Collaboration Lab for the Stuttgart Region was planned jointly by the LP (HdM) and PP2 (WRS). The event took place at the Playpark of the HdM on March 15, 9:30am-4:30pm and in the event location “Gutbrod” of WRS on March 16, 10am-3pm. Umwelttechnik Baden-Württemberg, the central contact point for environmental technology, resource efficiency and industrial climate protection for companies in Baden-Württemberg, was a partner of the event with its “Green Check Your Idea” tool.



Program

The first day started with a welcome and a presentation of the project by project manager Violetta Fasulo from HdM. Representatives from 4 companies were present, including Kosmos Verlag, one of the largest board game publishers in the world. There were 11 participants from GenF. Prof. Dr. Claus Lang-Koetz from the Institute for Industrial Ecology, Sustainable Technology and Innovation Management (INEC) at the Pforzheim University, who is another partner of “Green Check your Idea”, kicked off the day with a presentation on sustainability-oriented innovations to introduce the participants to the topic. The companies and young people were then divided into their workshop teams. After a short introductory game, in which the group members had to draw each other, the workshop began. First, Dr. Philipp Preiss from Umwelttechnik BW explained the basics of life cycle thinking and eco design principles. Based on this, the teams then had to work together to identify the stakeholders relevant to sustainability within the life cycle of their product. After a lunch break, the next step for the teams was to identify the stakeholders that the company can influence in order to solve their sustainability challenge and to think about possible solutions. At the end of the first day, the teams presented their results, which looked as follows:



The second day started again with inputs on the topic of sustainability. In an inspiring keynote speech, Tina Kammer from Studio Interior Park, which focuses on sustainable architecture and design, made it clear why "business as usual" is not enough and why we need to take action. Building on this, Dr. Hartmut Rösch from HdM gave an insight into the 17 Sustainable Development Goals of the United Nations and the EU's Green Deal to emphasize how we have committed ourselves to sustainable change. The teams then started the second workshop phase, in which they were asked to check their idea for sustainability using the "Green Check Your Idea" tool from Umwelttechnik BW. The tool guides them through a questionnaire that asks about the most important sustainability factors. The aim of the tool is to identify sustainability hurdles early on in the development of new products, as this is the easiest time to still influence them.



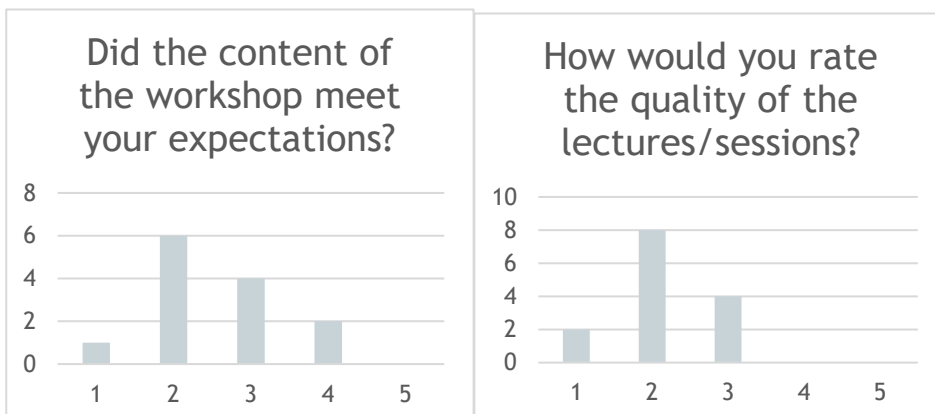
The company representatives and the young people answered the questionnaire separately. They then discussed the results and possible deviations together. At the end of the day, the teams presented their experiences and results again. As it was the first Collaboration lab, we put great emphasis on feedback from the participants. At the end of the two-day workshop, we held extensive discussions with the participants and had them record their experiences in an evaluation form.

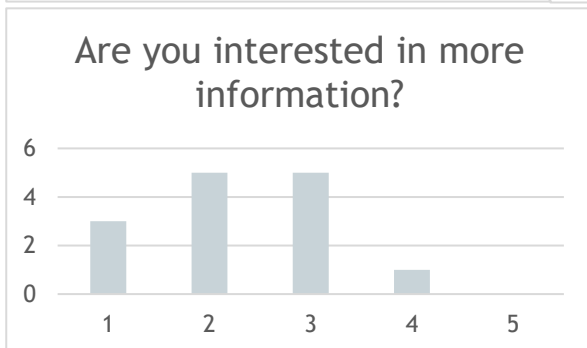
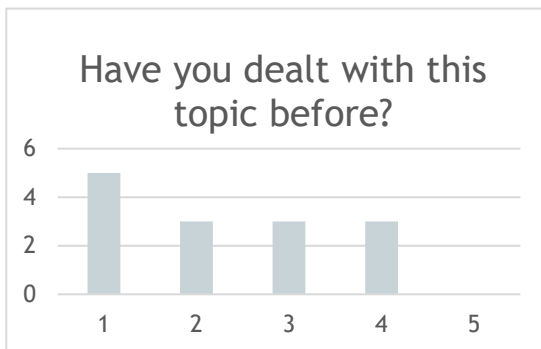
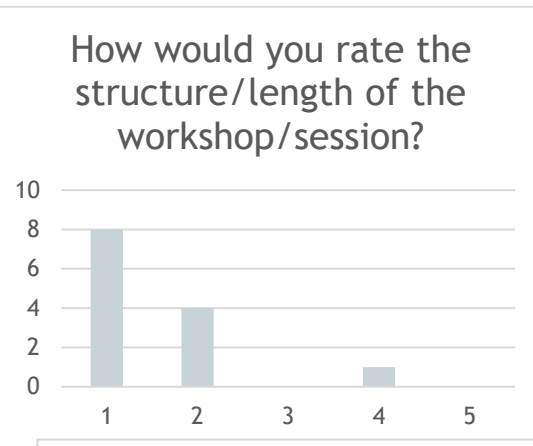
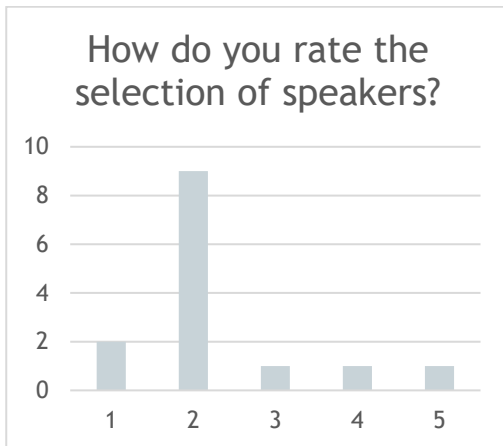
GenF participants also received a certificate of participation on completion:



Result/Feedback

The feedback for the first Collaboration Lab was as follows:





Overall, we were satisfied with the feedback, as it is mostly good/very good. We also included text fields for written feedback in the survey. We were particularly pleased that the mix of young people and companies was highlighted as a positive format on several occasions. However, we also received a lot of valuable feedback on improvements. For example, the participants were keen for the sessions to be designed more freely so that more time can be spent on actually finding ideas. For some of the participants, the inputs could also have gone even deeper into the subject matter, so we can assume a higher level of basic knowledge next time.

If we look at the key objectives we set ourselves, we can say that we were able to fully achieve them with our first Collaboration Lab. We did engage SME representatives from CCI and Generation F ideas exchange. We enabled the Generation F participants to get an overall picture and deeper understanding of sustainable challenges. We motivated GenF participants to envision, identify and propose green/impact ideas and concepts. And we identified potential entrepreneurs for our boosting buddy training programme.

We look forward to organising the next Collaboration Lab even better by taking the feedback into account.



Participants

March 15, 2024



Participants List

GREENPACT
Index number: CE0100090

Date; Time	15.03.2024; 9:30				
Venue	Playpark, HAM Stuttgart				
No	Surname of Participant	Name of Participant	Institution	PP No.	Signature
01	Muhammed	Anas			
02	Lucia	Vergara Graf			

1
Confirming my participation, I give my consent to GREENPACT and its representatives, pursuant to the conditions and limits specified in the EU GDPR, to collect, handle, store and protect personal information and data in the context of the project. To learn more about the services in which the GREENPACT project partners are controllers of personal information, please visit the GREENPACT project website <https://www.interreg-central.eu/projects/greenpact/>.

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03	Feigel	Leon			
04	Cho	Habin			
05	Willy	Gregor	WRS	PP2	
06	Barck	Hartmut	HdM	PP1	
07	Cristoforo	Niclas	WRS	PP2	
08	Favolo	Violetta	HdM	PP1	
09	Nojko	Evelyn	UTBW		
10	Preiss	Philipp	JNEC		
11	Lang-Koch	(Cla)	JNEC		

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12	Leonhard	Alena	HdM		A. Leonhard
13	Stötzer	Anton	HdM		Anton
14	Kim	Hellmann	HdM		Kim Hellmann
15	Anton	Hanser	HdM		A. Hanser
16	Carlo	Mailänder	HdM		Carlo
17	Kevin	Costa	HdM		Kevin
18	Marvin	Braunbeck	HdM		Marvin
19	Fynn	tendriens	Kosmos		Fynn
20	Judith	Schötle	HdM		J. Schötle

3

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21	Grou	Dominik	Remedy.ai		
22	Gonzelman	Christian	Remedy.ai		Christian
23	Raudacher	dveca	HdM		
24	Gery	Markus	HdM		M. Gery
25	Majurita	Leonard	WRS		C. Majurita
26					
27					
28					
29					

4

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March 16, 2024



Participants List

GREENPACT
Index number: CE0100090

Date; Time	16.03.2024 ; 10.00
Venue	OutGood, WRS

No	Surname of Participant	Name of Participant	Institution	PP No.	Signature
01	Fasulo	Violetta	HdM	PP1	<i>[Signature]</i>
02	CIZIROGLOU	NICOLA	WRS	PP2	<i>[Signature]</i>

1
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03	Rösch	Hartmut	HdM	PP1	<i>[Signature]</i>
04	Wolf	Kerit	WRS	PP2	<i>[Signature]</i>
05	Uo	Habin	HdM		<i>[Signature]</i>
06	KENDRICHAS	FSNM	Kosmos		<i>[Signature]</i>
07	Schötte	Judith	HdM		<i>[Signature]</i>
08	Vergara Groß	Luca			<i>[Signature]</i>
09	Leonhard	Alexa	HdM		<i>[Signature]</i>
10	Feigel	Leon	HdM		<i>[Signature]</i>
11	Negarita	Leonard	WRS	PP2	<i>[Signature]</i>

2
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Interreg CENTRAL EUROPE Co-funded by the European Union				
Consent				
12	Kevin	Costin	HdM	
13	Carlo	Marländer	HdM	
14	Anton	Hauer	HdM	
15	Kim	Hellmann	HdM	
16	Dominik	Gros	Remedy	
17	Christin	Günzelmann	Remedy	
18	Masvin	Draunbeck	HdM	
19	Muhammed	Anas		
20	Raouf	Dea	HdM	

3

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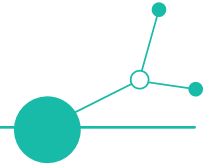
Impressions





Initial GREENPACT collaboration lab no. 1

Croatia (Step RI/PP5 + City of Rijeka/PP6)



Version 1

04 2024





EVENT REPORT: INITIAL GREENPACT COLLABORATION LAB NO. 1

March 21, 2024, 10:00am-4:00pm, Centar for Career and Professional Practice @ FMTU

March 22, 2024, 10am-4pm, Centar for Career and Professional Practice @ FMTU

Background

D.2.2.1 Initial Regional GREENPACT Collaboration Lab is a two-day collaborative sensitization event (1xreg.) organized for GenF&SMEs. Participants were engaged in learning, co-designing innovations, and understanding Green and Impact opportunities through transgenerational collaboration. This Lab served as a testing ground for the draft solution developed under D.2.1.1.

Objectives of the event:

- Engaging SMEs and Generation F: Facilitating dialogue and idea exchange.
- Understanding Challenges: Helping Generation F participants grasp the limitations SMEs face in green and impact transitions.
- Proposing Solutions: Motivating participants to envision and propose green and impactful ideas.
- Identifying Entrepreneurs: Selecting potential entrepreneurial ideas and participants for further training.

Organisation

The first Collaboration Lab in Croatia was planned jointly by the PP5 (Step Ri) and PP6 (City of Rijeka), together with associated partner - Faculty of Tourism and Hospitality (FMTU).

The event took place at the Centar for Career and Professional Practice @ FMTU on both days of the event March 21st & 22nd from 10:00am to 4:00pm.

Faculty of Tourism and Hospitality (FMTU), was a partner of the event. As an associated partner, FMTU gladly responded to the collaboration and integrated the Collaboration Lab into the Green Days event - a week-long event dedicated to the circular economy and sustainability in tourism.



Green DAYS

19.03.- 22.03. 2024.

PRIJAVE



SVEUČILIŠTE U RIJECI
FAKULTET ZA MENADŽMENT
U TURIZMU I UGOSTITELJSTVU
OPATJIA, HRVATSKA



19.03. 2024.

10:30 – 11:30

DVORANA A3

Zelena tranzicija za oporavak i otpornost

Hana Huzjak

viša ekonomska savjetnica Radna skupina za oporavak i otpornost,
Europska komisija



20.03. 2024.

14:00 – 15:00

DVORANA B5

SDG RADIONICA ZA MLADE

Brza moda brzo zagađuje

Diana Kovačić

Udruga Žmergo



žmergo



21.03. 2024.

10:00 – 16:00

**Centar za karijere i
stručnu praksu**

GREENPACT Collaboration Lab Hackathon

za milenijalce, generaciju Z i predstavnike turističke industrije zainteresirane
za održivi razvoj, očuvanje okoliša i napredak lokalne zajednice

[Poziv](#)

STEPRI



ikađor
Luxury Boutique
Hotel & Spa



GREENPACT

21.03. 2024.

10:00 – 16:00

**Centar za karijere i
stručnu praksu**

GREENPACT Collaboration Lab Hackathon

za milenijalce, generaciju Z i predstavnike turističke industrije zainteresirane
za održivi razvoj, očuvanje okoliša i napredak lokalne zajednice

[Poziv](#)

STEPRI



ikađor
Luxury Boutique
Hotel & Spa



GREENPACT



Additionally, we internally created a poster for additional project promotion:

UNIVERZITET U RIJEU
FAKULTET ZA MENADŽMENT
U TURIZMU I UGOSTITELJSTVU
OPATIJE HRANJSKA

STEPRI

Tražimo **održiva i zelena rješenja**
za stvarne probleme u turizmu!

GREENPACT Collaboration Lab Hackathon

21. i 22. ožujka 2024. @FMTU,
od 9 do 15 sati

Upoznajte se s poslovnim izazovima
uglednih turističkih poduzeća i
principima održivog i kružnog poslovanja
pa, samostalno ili u timu do tri člana
te uz pomoć mentora, ponudite rješenja!

Prijave do 20. ožujka u 12 sati
na greenpact@uniri.hr

Za najbolje pojedince/timove su predviđene nagrade, dodatne
edukacije i razmjena iskustava s kolegama iz Srednje Europe.

Interreg
CENTRAL EUROPE

Co-funded by
the European Union

GREENPACT



Program

The Initial GREENPACT Collaboration Lab No. 1, a “hackathon” event, took place Centar for Career and Professional Practice @ FMTU. The program for Thursday, March 21, 2024, begun at 10:00 AM with an introduction to circular transformation and sustainability, followed by a presentation of challenges from 10:45 AM to 11:30 AM.

Representatives from 3 companies were present, Hilton Rijeka Costabella, Ikador Luxury Boutique Hotel & Spa and Marina Punat ltd, with 3 different challenges.

Hilton Rijeka Costabella is a 5-star hotel with a total capacity of up to 550 guests, employing 200 staff members year-round, and about 50 students during the summer season. As a hotel and resort with one of the largest hotel wellness centers in Croatia, they have realized that they incur significant laundry costs, primarily due to the large number of towels used daily by our guests. The laundry generates high consumption of water, electricity, gas, and chemicals, making it important for us to reduce these negative impacts. Therefore, they aim to lower their environmental footprint through educating and raising awareness among our guests about environmental protection.

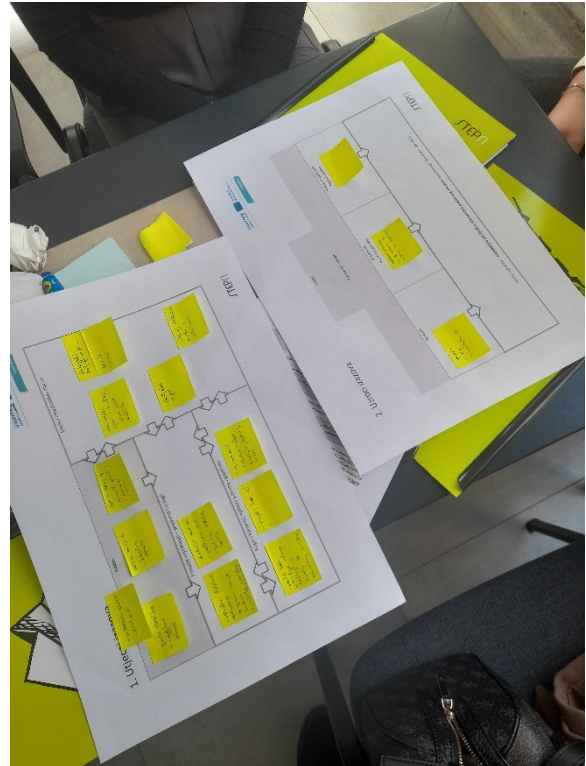
Ikador Luxury Boutique Hotel & Spa is a hospitality and tourism establishment with 35 employees, operating in the tourism sector and competing in the market of providing hotel and hospitality services. They aim to achieve high quality in their services by using local ingredients. At the same time, they strive to adhere to sustainable procurement practices, supporting the local community and contributing to environmental awareness. Their goal is to ensure sustainable operations while providing top-notch service to our guests, supporting local producers, and reducing our ecological footprint.

Marina Punat ltd Marina Punat is a company located in Punat on the island of Krk, employing 80 staff members. It is part of the Marina Punat Group, which includes associated companies such as Brodogradilište Punat, Marina Commerce, and Marina Punat Hotel & Resort. The Marina Punat Group collectively employs over 130 people. In addition to the associated companies, Marina Punat Group operates with 45 cooperative firms and 11 charter bases. The main activity of Marina Punat is providing services in nautical tourism, including mooring services both at sea and on land, rental of storage space and business premises, gastronomy, parking services, and launching/lifting of smaller vessels. The marina is facing the need to find sustainable alternatives for managing the various devices and equipment necessary for its operations. Instead of purchasing, we are exploring the option of leasing equipment to reduce procurement costs, ensure regular maintenance and support, and minimize our ecological footprint.

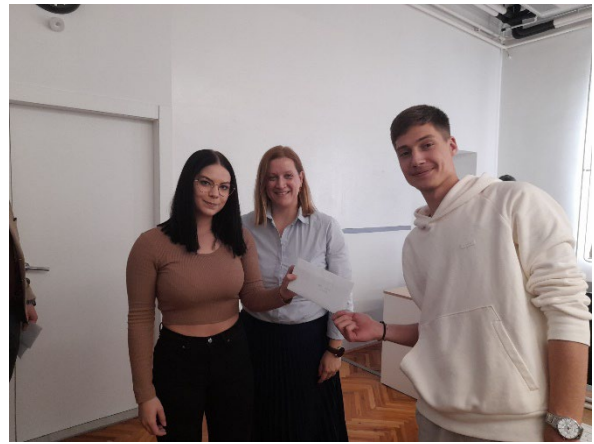
After a short break from 11:30 AM to 12:00 PM, participants were engaged in solution development until 2:30 PM, with another brief break from 2:30 PM to 2:45 PM. The day concludes with a session on the basics of creating presentations and presentation skills, running from 2:45 PM to 4:00 PM.

On Friday, March 22, 2024, the program resumes at 10:00 AM with continued solution development until 11:30 AM, followed by a break until 12:00 PM. From 12:00 PM to 2:00 PM, participants will work on creating their presentations. The event finished with the presentation of solutions from 2:00 PM to 4:00 PM.

"Both days there were 25 participants from GenF, 1 HEI, and 3 entrepreneurs - a total of 29 participants.









GenF participants also received a certificate of participation on completion:

Marko Botica

je sudjelovao na **Initial GREENPACT Collaboration Lab hackathonu** od 21. ožujka do 22. ožujka 2024. godine u trajanju od 12 sati: Uvodno o cirkularnoj transformaciji i održivosti; Predstavljanje poduzetničkih izazova; Razvoj rješenja; Osnove izrade prezentacije i vještina predstavljanja; Izrada prezentacije; Predstavljanje rješenja.

U Rijeci, 22. ožujka 2024.
Boris Golob

STEPPI



Result/Feedback

The feedback for the first Collaboration Lab was as follows:

QUESTION	EVALUATION
The workshop met my expectations	4,3
Learned knowledge is applicable in practice	4,7
The content was well structured and easy to follow	4,3
The knowledge I have acquired will help me to work better	4,6
The lecturer is professional and knows how to transfer knowledge	4,6
TOTAL	4,5

Overall, we were satisfied with the feedback, as it is mostly good/very good. We also included text fields for written feedback in the survey. We were particularly pleased that the mix of young people and companies was highlighted as a positive format.

If we look at the key objectives we set ourselves, we can say that we were able to fully achieve them with our first Collaboration Lab. We did engage SME representatives from CCI and Generation F ideas exchange. We enabled the Generation F participants to get an overall picture and deeper understanding of sustainable challenges. We motivated GenF participants to envision, identify and propose green/impact ideas and concepts. And we identified potential entrepreneurs for our boosting buddy training programme.



Participants



Potpisna lista za događaj:

**Initial GREENPACT collaboration lab no. 1
- hackathon**

Četvrtak i petak, 21. i 22. ožujka 2024., od 10 do 16 sati

D.2.2.1 Initial regional GREENPACT Collaboration Lab no. 1

Napomena: Potpisom na potpisnoj listi dajem svoju izričitu suglasnost i privolu da STEP RI prikuplja, obrađuje i koristi moje osobne podatke u svrhu dokazivanja provedene aktivnosti, dostave materijala s radionica te promocije događanja i aktivnosti STEP RI-ja.

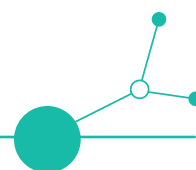
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5	Fabijan Brk	ps25863@uniri.hr	FMTU	Fabijan Brk
6	Fabijan Ogrčić	ps26066@uniri.hr	FMTU	Fabijan Ogrčić
7	Stefan Mogorin	ps26052@uniri.hr	FMTU	Stefan Mogorin
8	Karla Ruzić	ps26101@uniri.hr	FMTU	Karla Ruzić
9	Pavla Kraljić	ps25996@uniri.hr	FMTU	Pavla Kraljić
10	Katarina Maričić	ps26023@uniri.hr	FMTU	Maričić
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Collaboration Lab 1: Combining innovation and sustainability for a better future

South Bohemia Region (CCZ CC/PP7 + VSTE/PP8)



Version 1

04 2024





EVENT REPORT: COLLABORATION LAB “COMBINING INNOVATION AND SUSTAINABILITY FOR A BETTER FUTURE”

Feb 27, 2024, České Budějovice @ CCZ CC & VSTE

March 26, 2024, Lipno nad Vltavou @ CCZ CC & VSTE RS

Background

The **GREENPACT Collaboration Lab** is a roadmap and set of procedures for regional and transnational two-day events that facilitate collaboration between target groups to find solutions in a synergistic way. This programme is specifically targeted at the **tourism and hospitality sectors**, where the focus is on improving communication of circular principles and practices.

Participants from **Generation F**, which includes young innovative individuals and students, together with **small and medium enterprises (SMEs)** and experienced entrepreneurs, focus on identifying and addressing challenges in transforming their services and products towards greater environmental sustainability and impact. This process not only promotes innovation in sustainability but also fosters cross-border and intergenerational exchange of experiences and ideas.

Main objectives:

- **Integrating circular principles** into the daily practice of tourism and hospitality businesses, which requires effective communication and awareness raising strategies.
- Enabling participants to gain a comprehensive view of the circular economy and practical tools for its implementation, encouraging the creation of **green and sustainable business models**.

Key objectives of the Collaboration Lab:

- **Intense involvement** of SME representatives from the tourism and hospitality industry and Generation F in dialogue and exchange of ideas with an emphasis on the circular economy.
- Providing Generation F participants with a comprehensive overview and deep understanding of the challenges impeding the transition to greener and more sustainable practices in these sectors.
- **Motivating participants** to design innovative and sustainable solutions that directly address the specific needs and challenges of the tourism and hospitality sectors.
- **Identifying and supporting** the development of business ideas and talent that can contribute to the wider adoption of circular models and principles in practice.

Organisation

First day

On 27 February 2024, the first day of the **1 Day Collab Lab event**, organised in cooperation with the South Bohemia Chamber of Commerce, took place. The main objective of the event was to identify the challenges associated with the implementation of circular business models in the hospitality industry. A total of 25



people attended the event, including 7 representatives of SMEs. Other participants included representatives of business support organisations (South Bohemia Chamber of Commerce, Chamber of Commerce of the Czech Republic, Association of Hotels and Restaurants of the Czech Republic), tourism related NGOs, representatives of secondary schools, experts from academia and GenF students.

The first day of the event focused on identifying key challenges and opportunities for implementing circular business models. Participants engaged in discussions and workshops aimed at sharing experiences and ideas across different sectors. The collaborative environment facilitated the emergence of new ideas and strategies for sustainable development in the hospitality sector.

Second day

The second day, held on March 26, 2024, started in the morning with the departure of participants from the VSTE campus in České Budějovice. The bus journey led to the picturesque village of Lipno nad Vltavou, where a meeting with local entrepreneurs and managers took place at the Molo bistro. Among the participants of this day were young people from Generation F, representatives of VSTE (Pártlová and Dušek), as well as successful entrepreneurs and managers from the hospitality industry.

The aim of the second day was to build on the discussions initiated on the first day and to deepen the cooperation between academia, young entrepreneurs and managers. The main focus was on finding innovative solutions for the circular economy in the hospitality industry. Participants had the opportunity to discuss specific issues and share their views and experiences in an informal setting.

Program

Day 1 - GREENPACT Collaboration Lab: 27 February

On 27 February 2024, the first day of the 1 Day Collab Lab, organized in cooperation with the South Bohemian Chamber of Commerce (CCC), was held. 26 participants, including entrepreneurs from the South Bohemian Region and students from the University of Technology and Economics in České Budějovice (VŠTE), attended the event.

Program

The aim of the event was to identify the challenges of introducing circular business models in the hospitality industry. The opening speech was given by RNDr. Ladislav Havel, Chairman of the Tourism Association. This was followed by presentations by the speakers:

- **Matěj Mareš** from the Chamber of Commerce of the Czech Republic presented the GREENPACT project, which offers cooperation for companies in the tourism industry. He also talked about sustainable tourism, its opportunities and challenges and training opportunities for entrepreneurs and their employees.
- **Radim Dušek** explained the involvement of VŠTE and presented a proposal for cooperation between students and business. He also presented the cooperation scheme.
- **Alena Šimková** from the South Bohemian Tourism Centre introduced the participants to the offer of the South Bohemian Tourism Centre and described how business can find a place in this region.



Discussion and Challenges

The first round of the GREENPACT Collaboration Lab focused on identifying challenges for the application of circular models in tourism. The GREENPACT project, which is currently being addressed by the Institute of Corporate Strategy of the University of Technology together with the Chamber of Commerce of the Czech Republic (CCC), the University of Technology and the JHK, was discussed. The event provided the students with invaluable insights into current trends and challenges in the tourism sector, enabled them to discuss future opportunities in this area and broadened their professional horizons.

Under the auspices of the South Bohemian Chamber of Commerce, the meeting offered a platform for exchange of views between entrepreneurs and students, focusing on sustainable business models in tourism. The event provided valuable insights and opened up new opportunities for cooperation between the academic and business sectors.

Day 2 - GREENPACT Collaboration Lab: 26 March

On 26 March 2024, the second GREENPACT Collaboration Lab took place, this time hosted by the University of Technology and Economics in České Budějovice (VŠTE). The event was attended by 35 people, including representatives of VŠTE (Pártlová, Dušek), young entrepreneurs and managers from the hospitality sector. In the morning at 9 am they left the VŠTE campus for the Sumava village of Lipno nad Vltavou and returned at 4 pm.

Program

The meeting provided a platform for discussion on identifying the main barriers and challenges associated with the transition to circular business models. The discussion highlighted several challenges that the GREENPACT project should address:

- Effective communication and promotion of sustainable business practices towards customers.
- Networking with local producers.
- Overall improvement of energy efficiency and reduction of resource consumption.

Roundtable discussion with the business community

Another inspiring Collaboration Lab meeting took place in the picturesque village of Lipno nad Vltavou, amidst the breathtaking nature of the Šumava region. Experts from the business community met with promising future entrepreneurs to jointly search for and test concrete solutions for the transition to circular business models. Participants engaged in discussions and workshops on key topics that are shaping business towards sustainability and responsibility. Key topics included:

1. **Inspiring sustainability:** how to persuade restaurant customers to be at the centre of change? Participants explored effective communication and innovative solutions to motivate behaviour change.
2. **Harmony on the pier:** Designing a campaign that communicates circular principles and behaviours on the pier, promoting conservation and sustainable use of this shared space.
3. **Digital pathway to sustainability:** How to modernize the website to reflect a commitment to sustainability and attract local and international visitors?



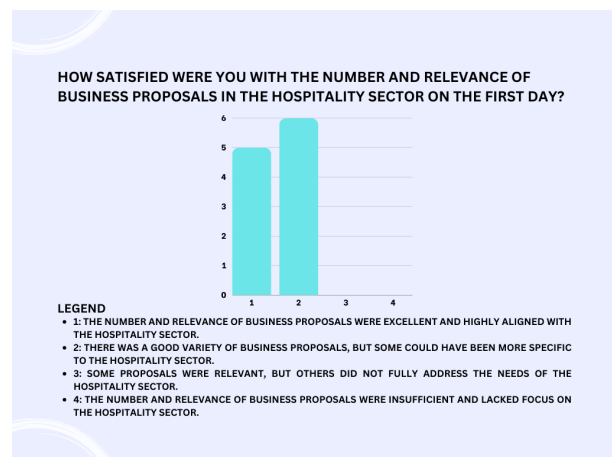
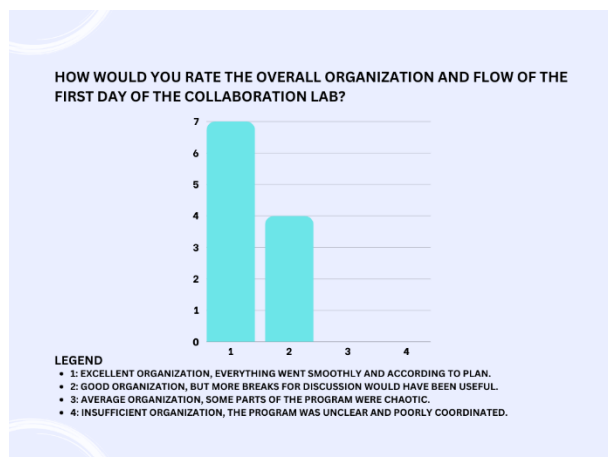
4. **Sustainability at the heart of communication:** transforming social media, especially Instagram, to share our sustainability goals, support local suppliers and organize markets.
5. **Green experiences:** suggestions for sustainable activities in the unique location of Lipno that combine fun and education.
6. **Farm-to-table:** Strengthening ties with local suppliers for sustainable restaurant development.

The GREENPACT Collaboration Lab meeting in Lipno brought deep insights and inspiring discussions that moved participants closer to implementing circular business models. Bringing together experts, entrepreneurs and students created a dynamic atmosphere full of innovative ideas and practical solutions. Participants gained not only new knowledge and skills, but also the opportunity to make important contacts that will strengthen their next steps towards sustainability.

Result/Feedback

First day (Collaboration Lab 1, Chamber of Commerce C. Budejovice, February 27, 2024)

The first day of the Collaboration Lab was overall positively evaluated. The organisation was largely perceived as excellent, although some participants would have liked more space for discussion. In terms of business proposals in the hospitality sector, opinions were evenly split between those who were completely satisfied and those who would have liked a more specific focus on hospitality.

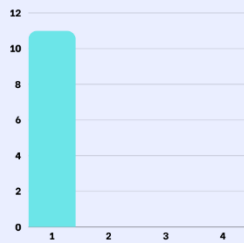


Second day (Collaboration Lab 2, Molo Lipno Resort, Lipno nad Vltavou, March 26, 2024)

The second day of the Collaboration Lab in Lipno nad Vltavou was rated as very productive and inspiring, with practical examples that motivated the participants. Most participants appreciated the great opportunities to interact and collaborate, while making valuable contacts and sharing experiences. Nevertheless, some participants expressed the need for more time for informal discussions, which they felt would have further improved the overall experience of the event.



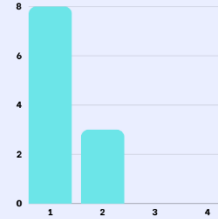
HOW WOULD YOU RATE THE SECOND DAY OF THE COLLABORATION LAB, FOCUSED ON PRACTICAL COOPERATION IN LIPNO NAD VLTAVOU?



LEGEND

- 1: THE SECOND DAY WAS VERY PRODUCTIVE AND BENEFICIAL, PRACTICAL EXAMPLES WERE INSPIRING.
- 2: THE DAY WAS GOOD, BUT MORE TIME COULD BE DEVOTED TO SPECIFIC CASE STUDIES.
- 3: THE PROGRAM WAS AVERAGE, SOME ACTIVITIES WERE LESS BENEFICIAL.
- 4: THE DAY WAS NOT WELL-STRUCTURED, AND THE ACTIVITIES WERE NOT PRACTICAL ENOUGH.

HOW WOULD YOU RATE THE OPPORTUNITY FOR INTERACTION AND COOPERATION WITH OTHER PARTICIPANTS AND EXPERTS DURING THE SECOND DAY?



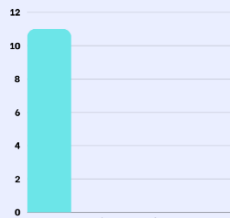
LEGEND

- 1: INTERACTION WAS GREAT, I HAD THE OPPORTUNITY TO MAKE VALUABLE CONTACTS AND SHARE EXPERIENCES.
- 2: INTERACTION WAS GOOD, BUT THERE COULD HAVE BEEN MORE TIME FOR INFORMAL DISCUSSIONS.
- 3: THERE WERE FEW OPPORTUNITIES FOR INTERACTION, MOST OF THE TIME WAS SPENT ON LECTURES.
- 4: INTERACTION WAS INSUFFICIENT, THERE WAS A LACK OF SPACE FOR OPEN EXCHANGE OF VIEWS AND IDEAS.

Overall Evaluation of both Collaboration Labs

Overall, both Collaboration Labs were evaluated very positively, with participants gaining useful information and contacts. To improve future events, participants suggest including more hands-on workshops, interactive activities, providing more time for discussion, and ensuring experts are available for specific advice. These suggestions could contribute to an even higher quality and added value of future Collaboration Labs.

HOW WOULD YOU OVERALL EVALUATE YOUR EXPERIENCE AT THE COLLABORATION LAB AND ITS CONTRIBUTION TO YOUR PROFESSIONAL DEVELOPMENT?



LEGEND

- 1: THE EXPERIENCE WAS VERY POSITIVE, I GAINED A LOT OF USEFUL INFORMATION AND CONTACTS.
- 2: THE EVENT WAS BENEFICIAL, BUT SOME PARTS COULD BE IMPROVED.
- 3: MY EXPERIENCE WAS MIXED, I GAINED ONLY PARTIALLY USEFUL INFORMATION.
- 4: THE EVENT WAS NOT BENEFICIAL FOR MY PROFESSIONAL DEVELOPMENT, I EXPECTED MORE CONCRETE OUTCOMES.

DO YOU HAVE ANY ADDITIONAL COMMENTS OR SUGGESTIONS FOR IMPROVEMENT FOR THE NEXT COLLABORATION LAB?



LEGEND

- 1: WE WOULD LIKE TO SEE MORE PRACTICAL WORKSHOPS FOCUSED ON SPECIFIC PROBLEMS.
- 2: IT WOULD BE USEFUL TO HAVE MORE TIME FOR DISCUSSION AND INFORMAL EXCHANGE OF VIEWS AMONG PARTICIPANTS.
- 3: I RECOMMEND INCLUDING MORE INTERACTIVE ACTIVITIES THAT WOULD ENCOURAGE COLLABORATION AMONG PARTICIPANTS.
- 4: IT WOULD BE GOOD TO HAVE MORE PRACTITIONERS AVAILABLE WHO COULD PROVIDE SPECIFIC ADVICE AND EXPERIENCES.



Participants

Feb 27, 2024

GREENPACT
COLLABORATION LAB (day 1)

PREZENČNÍ LISTINA

GREENPACT
COLLABORATION LAB (day 1)
České Budějovice, 27. ÚNORA 2024

Jméno	Název Organizace	Typ účastníka (podnikatel/student/ start-up/expert/apod.)	Podpis
ERIKA BTOVA	NA VOŘČEK O. S.	ŘEDITELKA PROLY	
NEC/D	JHK	PARTNER	
Rejnch Pohl	JHK	partner	
K. PETRČEK	dipno Gasto Service sro. Tatarská ul.		*
Hana Blumundová	OO Tourismus	expert	
J. Beránková	GratPlay, dělá se na počítačích		
I. Navrátilová	WAPREN a.s.	podnikatel	
J. MANTHALOVÁ	IMPRESS a.s.	WUČOGR	
A. B. ŠEVAŘ	INTEK FANTASIE P. S.	ŘEDITELKA	
ANETA HÁJKOVÁ	STATICKÝ ÚDRS U	majitelka	
STRAŠKOVSKÝ J. ČEKU	SPS a.s. spol. s r. o. Koptice	výkonný	
Lucie Hájek	NA VOŘČEK O. S.	výkonný	
VĀN KUBĚNA	VÝSTAVIŠTĚ ČB	PODNIKATEL	*

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GREENPACT
COLLABORATION LAB (day 1)

JIRI FINK	Multicenter A. Buršky Jihočeský kraj	předseda	
MILANSEL SOETZ	ČESKÁ POKROKOVÁ	PŘEDSEDÁ	
DANIEL CHADIM	Výzk. ústav techn. a inženýr. věd	AKADEMIK	
MIHAL KOUBEŇ	Výzk. ústav techn. a inženýr. věd	AKADEMIK	
STANISLAV VESELI	VŠTE	STUDENT	
RAJMI DŮŤEK	VŠTE	AKADEMIK	
MAREK VOLF	VŠTE	STUDENT	
Amela Knapková	VŠTE	student	
MICHAL BERAN	VŠTE	STUDENT	
ANETA HÁJKOVÁ	VŠTE	MANAŽER - VED. KONTAKT	
ANETA ŠIMOVÁ	VŠTE	MANAŽER - TITUL	
JIRÍ LUKŠÍ	AHR	MANAŽER KS AHR	
MAŘKA MAREŠ	HK ČR	inženýrka	



GREENPACT

March 26, 2024



GREENPACT
COLLABORATION LAB (day 2)

GREENPACT



GREENPACT
COLLABORATION LAB (day 2)

GREENPACT

PREZENČNÍ LISTINA

GREENPACT
COLLABORATION LAB (day 2)
LIPNO, 26. BŘEZNA 2024

Jméno	Typ účastníka (podnikatel/GenF/ start-up/expert/apod.)	Název Organizace (název podniku, start-upu)	Podpis
JAN VONDROUS	PODNIKATEL	SPRÁVCOVÁNÍ SZO INSPIRACE	
KATEŘINA ŠTÄPFER	PODNIKATEL	PENSIÓN JANA	
Adrian Fuchs			
SARAH VASCO			
Pavel Dlouhý			
KATEŘINA JARONIA			
Kateřina Kypko			
Janoušek Zdeněk			
LILOUE HOLMEISTEROVÄ			
ANNA HODINOVÄ			
Adela Siani Roua			
Michaela VojÄtovÄ			

Page 1

Helena ČechurovÄ			
ELIŠKA PEŠKOVÄ			
DOMINIKA VOJÄTOVÄ			
Alžběta KroupovÄ			
Julia MüllrovÄ			
LENIKA NOVÄTÄ	SPOLEK	ROCKFIRE z.s.	
Andrea NovÄtovÄ	Spolek	RockFire z.s.	
ANDEA KLÄTOVÄ			
MAREK VOLF			
MICHAL BERAN			
Aneta KroupovÄ			
MARTIN KROUPOVÄ			
Tereza DobÄrovÄ			
Petra ŠtÄrovÄ			
KristiÄna FedÄrovÄ podnikatel		lipno accommodation	
Petr ZepÄ podnikatel		lipno Gastro servis	
Jan KubÄrÄka			
MilÄn KulÄj			
MICHELLE VÄRÄKOVÄ			
DOMINIK KAISLER			



GREENPACT
COLLABORATION LAB (day 2)

GREENPACT

MICHELLE ŽILINSKÄ			
ZUZANA HLÄSOVÄ			
KATEŘINA HLÄSOVÄ			



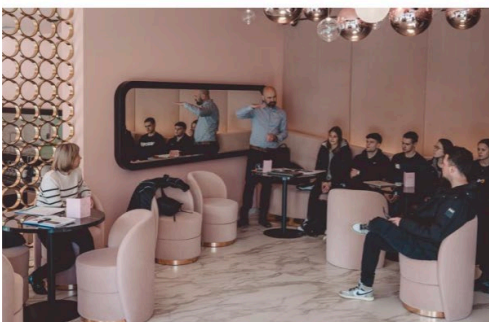
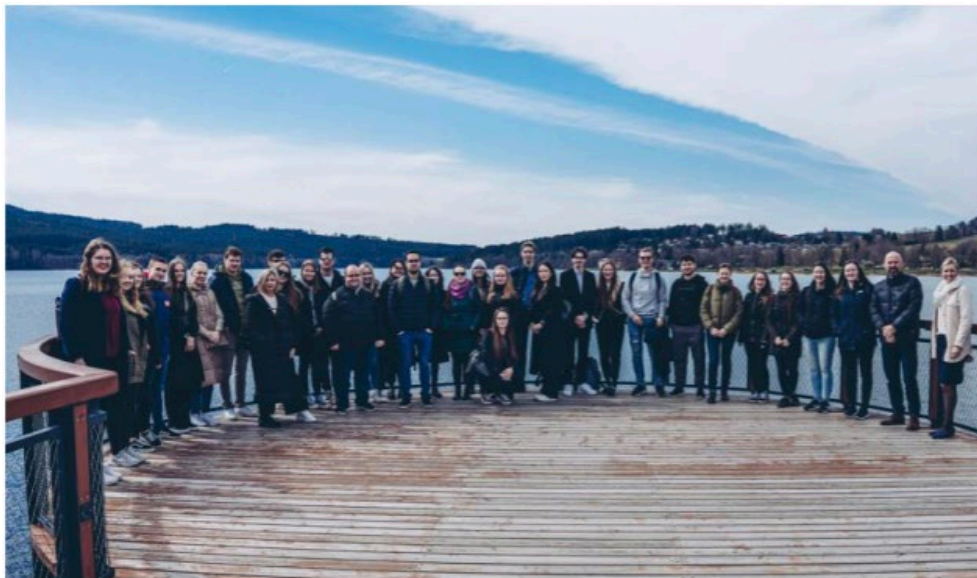
Impressions

Day 1 - GREENPACT Collaboration Lab: 27 February

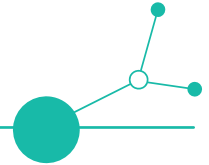




Day 2 - GREENPACT Collaboration Lab: 26 March



D.2.2.1 Initial Regional GREENPACT Collaboration Lab - Bratislava 14th & 15th of March 2024



Version 1
03 2024





INTRODUCTION

Key concepts

- Impact Entrepreneurship and Circular Economy
- Innovative bottom-up approach where younger and older people work together transnationally.

The GREENPACT Collaboration Lab instrument is a roadmap & set of procedures for the regional & transnational 2-day events which allow an easier pooling among the target group, with the aim of seeking solutions in a synergistic way.

SMEs and/or experienced entrepreneurs will present challenges they face when aiming to transform their businesses to become greener and more impactful. Participants from Generation F will build solutions based on and inspired by the proposed challenges, setting the foundations for an entrepreneurial idea or intrapreneurial solution that will be green, sustainable and impactful.

As a result, SMEs and Generation F will become aware of the opportunities such as mutual learning process offers, will feel motivated to join a transgenerational learning with a “buddy” approach implemented during the training programme.

The best teams, those with high motivation and the most attractive idea developed during Green & Impact Entrepreneurship boosting buddy training programme, will be invited to participate in the final collaboration labs enabling experience exchange & innovaton co-creation with their transnational peers.

Project implementation timeline

1st Pilot Action:

03/24	D.2.2.1 Collaboration Lab - 2 day event (regionally at all PPs' venues)
04-09/24	D.2.2.2 Pilot Action/Cohort - 3 months (regionally at all PPs' venues)
10/24	D.2.2.3 Final Collaboration Lab - 2 day event (joint event, Rijeka Croatia)

2nd Pilot Action:

10/24	D.2.3.1 Collaboration Lab - 2 day event (regionally at all PPs' venues)
10/24 - 03/25	D.2.3.2 Pilot Action/Cohort - 3 months (regionally at all PPs' venues)
04/25	D.2.3.3 Final Collaboration Lab - 2 day event (joint event, Bratislava Slovakia)

Successful implementation of envisioned timeline will enable bottom-up creation of pilot actions for Creative and Cultural Industries (CCI) & tourism SMEs (O.2.2) through co-creation of GREENPACT Collaboration Lab and Green & Impact Entrepreneurship boosting buddy training programs (O.2.1).



GREENPACT COLLABORATION LAB - BRATISLAVA

Date & Location

The Collaboration LAB event, which was for simplification called “Ideathon” was held in the premises of University of Economics in Bratislava on 14th and 15th of March 2024

Agenda/Time Plan

Date: 14/03/24

15:00 - Event launch (introduction, agenda, etc.)

15:30 - Presentation of challenges, selection of challenges in teams

16.00 - Teamwork begins

17:00 - 1st round of mentoring (mentoring 15 min time slot/team) until 18:00;

18.00 - Team work, dinner

19:00 - 2nd round of mentoring (mentoring 15 min time slot/team) until 20:00;

20.00 - End of the first day (the building is closing)

Date: 15/03/24

09:00 - Start of day 2, teamwork

10:00 - 3rd round of mentoring (mentoring 15 min time slot/team) until 11:00;

11.00 - Teamwork - finalizing the presentation

12:00 - Lunch, finalisation of work

13:00 - Pitch presentations (4 minutes / team) Q&A - 4 minutes;

14:00 - Council of evaluators

14:15 - Announcement of winners

14:30 - Ending the event

SME Challenge owner & Challenges

The focus of the first Collaboration LAB event was on the tourism sector. We have reached out to multiple business entities and concluded our cooperation with the company Ezo.sk, producer of various wellness products such as bath salts, massage oils, aromatherapy products, mud masks, peeling products etc. which are supplied to both retailers and business customers operating in tourism sectors, such as hotels, baths, massage saloons and other.



In terms of retail, the customers are mostly interested in good value packaging, for the tourism business customers there is often request for smaller form of packaging. Both of these create a question how to more efficiently work with packaging in order to achieve better sustainability. The company was represented by Mrs. Zdenka Bajusova, who is the chief of production and operations in the company.

The challenge for Futurepreneurs to solve was therefore to come up with ideas on how to improve packaging of current line-up of products considering sizing, materials used, and the nature of the product (dry salt, cream, oil).



Pic. 1: Products provided by company as samples, one of the teams working.
Author: Martin Novysedlák



Mentors

At the event, there were 4 mentors present, all of whom were the employees of the University of Economics, with various specialisation.

Professor Peter Markovič assisted students with their questions regarding financial relevancy of products.

Associate Professor Peter Dorčák is an expert on Marketing who gave tips on promoting the products.

Assistant Professor Martin Novysedák provided help with processes, logistics and project management.

Assistant Professor Branislav Zagoršek helped students polish their ideas through his experience in green innovation research.

Attendance

31 people in total attended the event, out of which 26 were contestants, 4 were mentors and 1 was SME representative.

The contestants formed 5 teams of 4 people and 2 teams of 3 people.

Upon completion of the event, each attendee received a certificate of participation, the winning team received certificate of achievement.

FACULTY OF BUSINESS MANAGEMENT OF THE
UNIVERSITY OF ECONOMICS IN BRATISLAVA

CERTIFICATE OF ACHIEVEMENT

GREENPACT



This certificate confirms that

Laura Filkovičová

and team, shared their creative ideas and shown interest in the topics of green sustainability in the “**Regional Collaboration Lab – IDEATHON**” event of the Interreg CE project GREENPACT on 14. & 15. March 2024 in Bratislava.

Anita Romanová

Anita Romanová
Dean of Faculty

Peter Markovič

Peter Markovič
Project manager

Martin Novysedák

Martin Novysedák
Event coordinator



FACULTY OF BUSINESS MANAGEMENT OF THE
UNIVERSITY OF ECONOMICS IN BRATISLAVA

CERTIFICATE OF ACHIEVEMENT

GREENPACT



This certificate confirms that

Filip Gál

and team, thanks to their creative ideas and meticulous attention to detail,
finished in the **1st place** of the “**Regional Collaboration Lab - IDEATHON**” event
of the Interreg CE project GREENPACT on 14. & 15. March 2024 in Bratislava.

Anita Romanová

Anita Romanová
Dean of Faculty

Peter Markovič

Peter Markovič
Project manager

Martin Novyzedlák

Martin Novyzedlák
Event coordinator

Results & feedback

The contest & challenge were well received by the attendees, all teams except one presented their ideas during a pitch presentation. Among the notable ideas was the use of already upcycled packing material in form of wax infused cotton that could be washed and reused once empty, or use of packaging that would dissolve in water (salt bath capsules). The winning idea shown way of resealable container made out of recycled material, enhanced with seeds of flowers in line with the bath salt aroma, in which the container could be at first used as a pot and then buried in the ground with the plant, providing resources for the plant as being fully compostable.

When asked about feedback for the event, there were minor suggestions in terms of time scheduling or rooms, but overall, we have received positive feedback and statements that the event was fun and enjoyable. From the point of view of SME the feedback was also positive, stating that while the company has been looking into the topic of more sustainable packaging and some of the ideas were something that the company was or currently is looking into, there were also some completely new idea flows, so even the SME commented the event as “inspiring” and “bringing view from a different angle”.

Based on this we conclude, that the event fulfilled its purpose, as we managed to:

- engage SME representatives from tourism sector and Generation F in ideas exchange,



- enabling the Generation F participants to get an overall picture and deeper understanding of challenges limiting green and impact transition in tourism sector (with focus also on tourism related products and supply chains)
- motivated the Generation F participants to envision, identify and propose green + impact concepts/ideas addressing the selected / assigned challenge,

Some of the attendees also shown interest in attending the buddy training programme.

For the second round of Collaboration Lab we will of course implement notes and suggestions gained from feedback and try to deliver event better event. The second round will be focused on challenge(s) from the CCI sector.

Attendance

Attendance list – D.2.2.1 Initial Regional GREENPACT Collaboration Lab
14th of March 2024
University of Economics in Bratislava

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* By signing, the participant agrees to provide personal data and make audiovisual recordings for the needs of the project CE100090 "Futurepreneurs and SMEs for a sustainable Central Europe | Certification Scheme", which is co-financed by the Interreg CENTRAL EUROPE program.

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14th of March 2024
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14th of March 2024
University of Economics in Bratislava

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Photos





