

26-27 MARCH 2025

Prosperity through Diversity



CAPITALISATION WORKSHOP

Boosting Knowledge
and Competitiveness
in the Danube Region

CI-HUB

Circular Innovation Hub

Nuša Lisjak
project assistant at PTP

Interreg
Danube Region



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the European Union



PROJECT BASIC INFORMATION

2.351.006,74 EUR (80% Interreg funding), January 2024 – June 2026 , 13 project partners & 10 associated partners

Program priority: **A**
**more competitive and
smarter Danube
Region**

Specific Objective: **1.1:**
**Enhancing innovation
and technology
transfer in Danube
region**

a) **Plastic & metal
processing sector** & b)
construction sector

Partners: 13 project partners & 10 associated partners, 13 danube regions, quadruple helix structure (government (7)/ industry (9)/ academia (6) level & civil society (1))



Pomurje Technology Park –lead partner (Slovenia, SI)
<https://www.p-tech.si/>



Foundation Cluster Information and Communication Technologies (Bulgaria, BG)
<http://www.ictcluster.bg/>



Carinthia UAS (Austria, AT)
<https://www.fh-kaernten.at//>



IFKA Public Benefit Nonprofit Ltd. (Hungary, HU)
<https://mgfu.hu/>



Technical University of Cluj-Napoca (Romania, RO)
<https://www.utcluj.ro/>



Croatian Chamber of Economy – County Chamber Varaždin (Croatia, HR)
<https://www.hgk.hr/zupanijska-komora-varazdin>



Business Development Agency of Karlovy Vary Region (Czech Republic, CZ)
<https://www.karp-kv.cz/en>



Science Technology Park Čačak (Serbia, RS)
<https://www.ntpcacak.rs/>



Organization for Entrepreneurship Development (Moldova, MD)
<https://www.oda.md/ro/>



Digital Innovation Hub ONEX (Bosnia and Herzegovina, BA)
<https://onex.digital/en>



Science and technology park Montenegro (Montenegro, ME)
<https://ntpark.me/>



bwcon research (Germany, DE)
<https://www.bwcon.de/de/>



Technical University of Kosice (Slovakia, SK)
<https://www.tuke.sk/sk>



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Project Main Objectives

Challenges: Recent research indicated that **lack of consumer and user acceptance of circular offerings** is one of the primary barriers for the transition to a circular economy. SMEs face great difficulty in reaching a stage of environmental excellence due to their **limited resources** to adopt circular practices and Industry 4.0 technologies. **Ineffective enforcement of relevant regulations, poor institutional support, lack of economic incentives, poor technical skills and low environmental awareness** also affects the circular readiness in SMEs. Additional challenge facing partner regions is the **lack of knowledge and competences** in the circular transition and **provision of specialized services** which gives the main answer on how to create a value with circular principles.

Project Description & Objectives CI-Hub aims to **boost innovation** in less innovative, industrial transition regions of the Danube area, focusing on non-urban areas with weak R&D and limited access to circular economy services. It tackles the low adoption of circular practices among SMEs by developing the first transnational Circular Transition Accelerator, based on a Circular User Experience Model and Industry 4.0 technologies.

CI-HUB fills a service gap in regions lacking strong support ecosystems and promotes practical circular transformation in 2 key sectors: **plastic & metal processing and construction**.

Links to EUSDR: **Priority Area 8** (SME Competitiveness) and **Priority Area 7** (Knowledge Society) by fostering SME innovation and collaboration. It also contributes to Priority Areas 1b and 2 through its focus on green and digital transformation.

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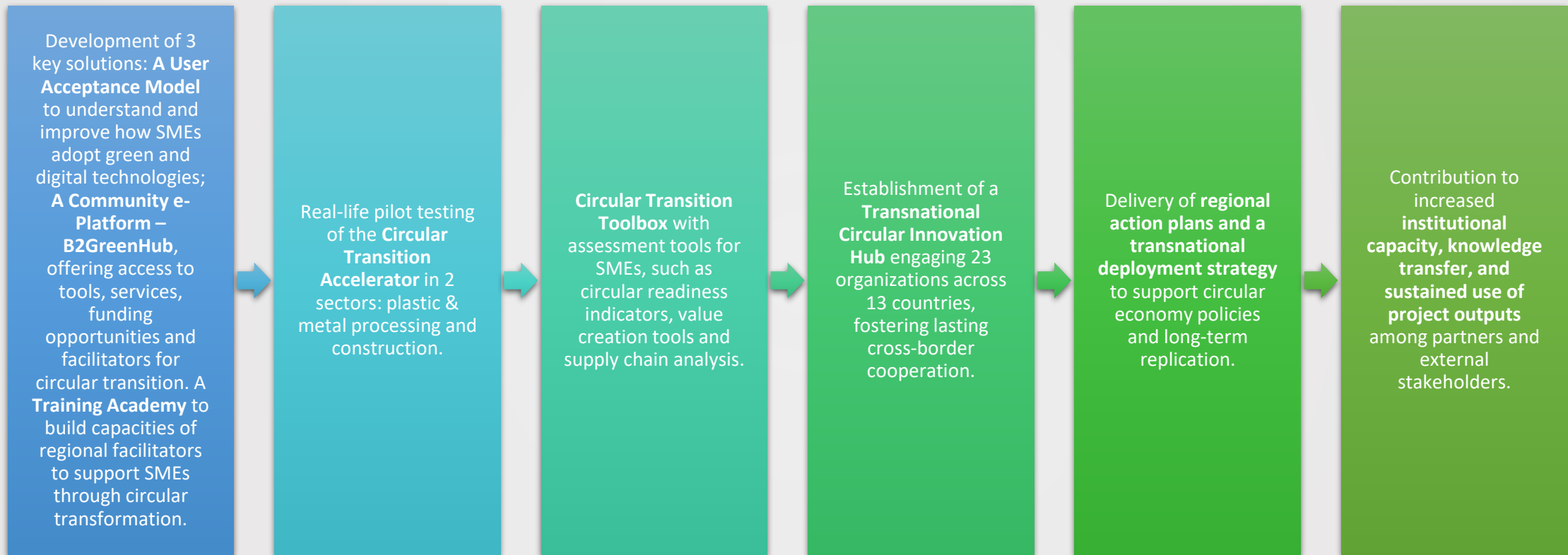
Project Work Packages

**WP1: SETTING THE CIRCULAR USER ACCEPTANCE MODEL
FOR ACCELERATION TRANSITION**

WP2: INNOVATION HUB FOR CIRCULAR TRANSITION

**WP3: POLICY LEARNING CENTER & INTERNATIONAL
STRATEGY**

Project Main Achievements/Expected Results

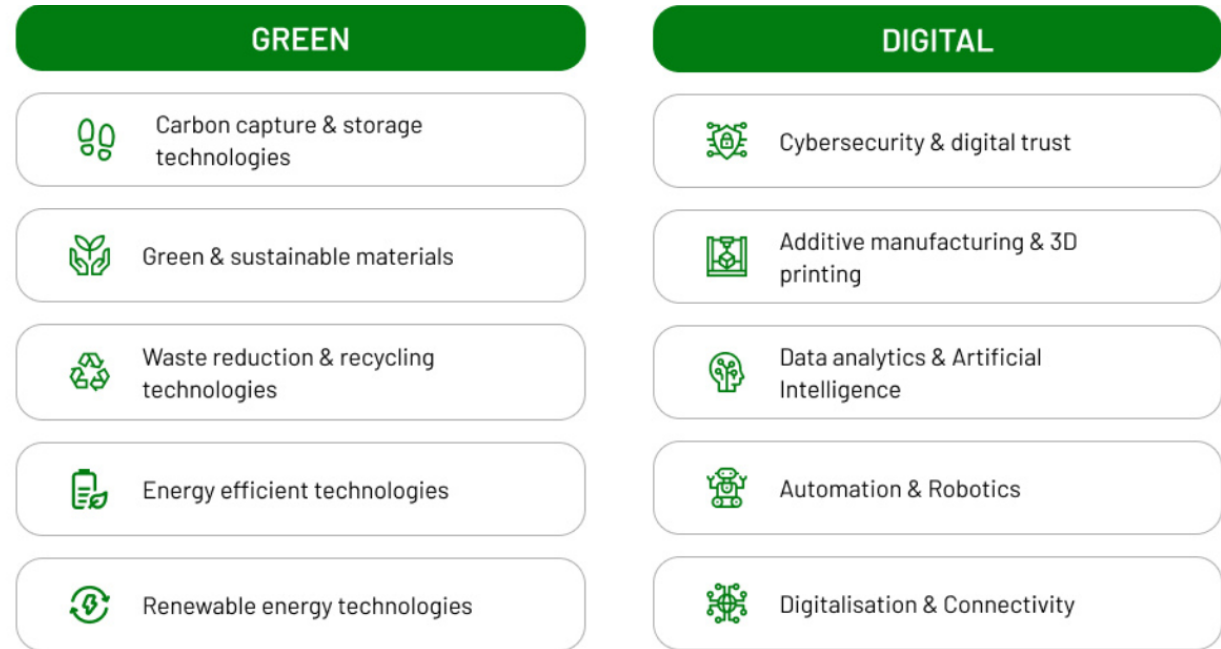


Expected Outcomes:

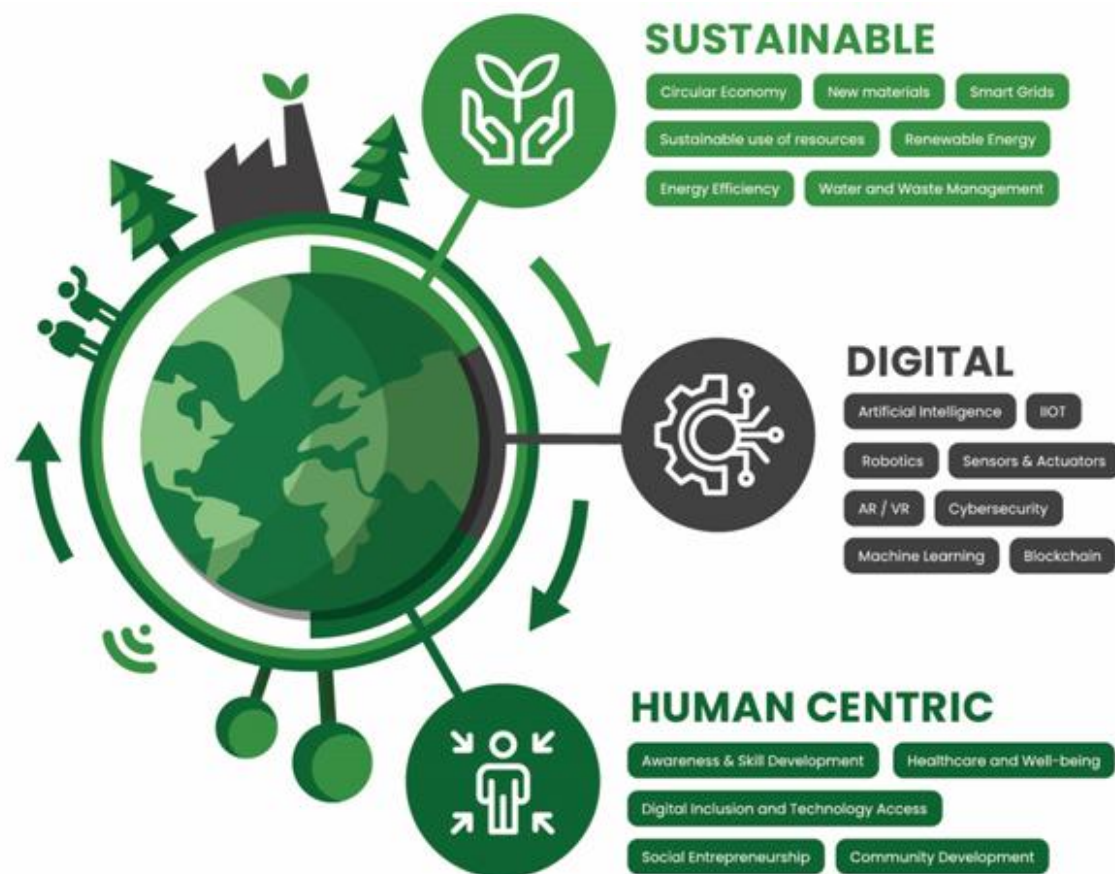
- Operational cross-border circular accelerator services, Improved SME capacity for circular adoption, Enhanced transnational cooperation, Greater uptake of circular models and tools and Tailored training and policy learning frameworks.

Existing Cooperations/Synergies – B2GREENHUB

- 7 (5+2) European projects: **CI-HUB, GREENE 4.0, DANUBE DNA, REUSE, RISE + IAAS4DR, REUSE2030**
- **7 sectors:** electronics, food and beverage, pharmaceutical and chemical, metal, plastics and rubber, machinery and equipment and building materials and furniture.
- **„Matchmaking place“ (connect)** – solution seekers (manufacturing company seeking a service), experts (digital, green, business), technology solution providers, grants/projects, testing, simulation & demonstration centers



<https://sandbox.b2greenhub.eu/>
(in development)



B2GreenHub
Grow Green.
Embed Digital.



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Conclusion and Possibilities for Future Cooperation

Here's How to Get Started:



What's in it for you?

How to get started?

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Contact details

Maja Sušec, project manager

(maja@p-tech.si)

Sarah Vidmar, communication manager

(sarah@p-tech.si)

Marko Močnik, finance manager

(marko@p-tech.si)

Borut Zrim, ecosystem expert

(borut@p-tech.si)

Nuša Lisjak, technical assistant

(nusa.lisjak@p-tech.si)

<https://interreg-danube.eu/projects/ci-hub>

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