

26-27 MARCH 2025

Prosperity through Diversity

# CAPITALISATION WORKSHOP

Boosting Knowledge  
and Competitiveness  
in the Danube Region



## RISE

Rising Competences & Skills in Less  
Developed Danube Regions  
Through Food Sector Cross-topic  
Innovations

Nika da Silva Cavalheiro  
Pomurje Technology Park

Interreg  
Danube Region



Co-funded by  
the European Union



# Project Basic Information



2,06 mio €

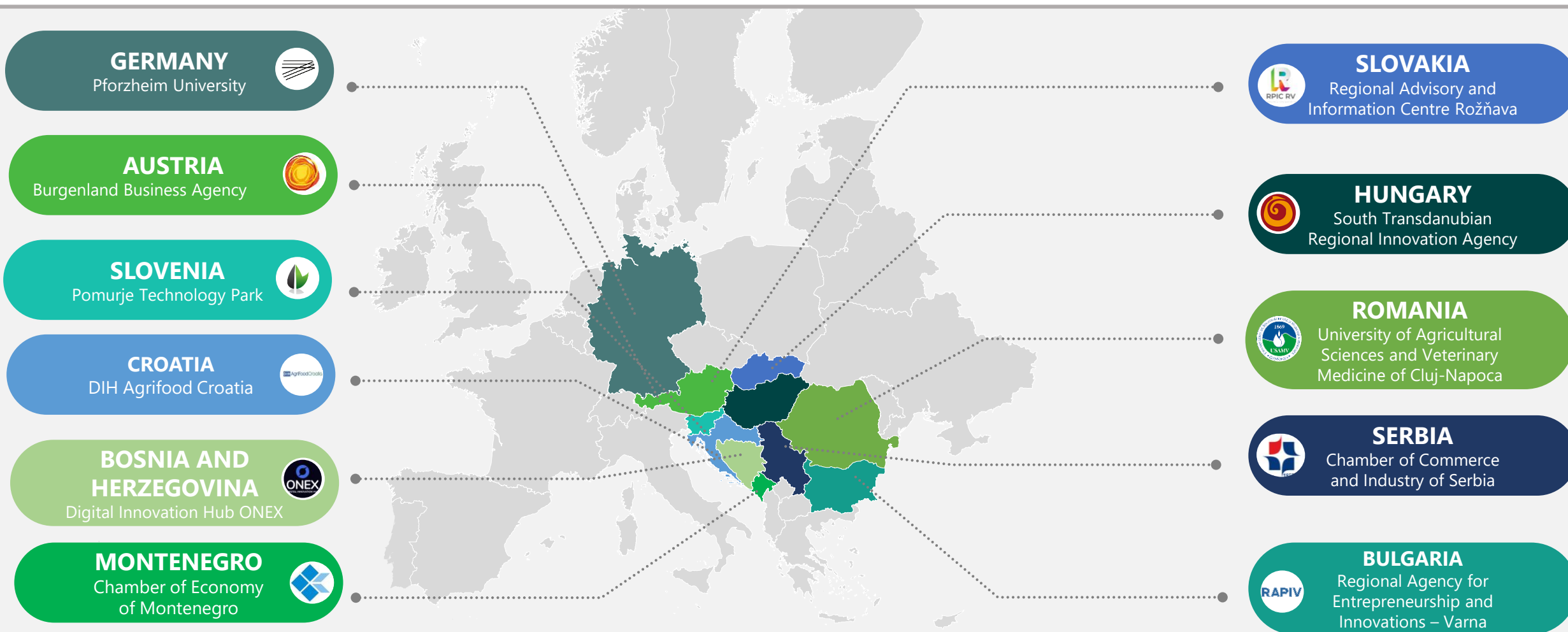
80% ERDF

11 partners

1.1.2024 – 30.6.2026

- **SO1.2: Development of skills for advancing smart specialisation strategies, industrial transformation and transition towards industry 4.0, including cross-sectorial collaborations**
- Small-scale food & drink providers
- Tackling common challenges of lagging regions by enhancing skills for smart specialization (focus on food sector) and enabling industrial transition in three cross-sector topics
- RISE cross-sector topics: digital, energy efficient and material circular)
- Joint transnational food mentor scheme: transnational mentorship program to raise the competences of regional mentors in partner pilot regions

# Project Basic Information



# Project Main Objectives



## WP 1 SETTING THE TRANSNATIONAL MENTOR COMMUNITY

- Startup activities
- Analyse small food & drink provider needs and available business support ecosystem
- Setting up transnational network of mentors
- Developing support toolbox (assessment tools, best practices, e-knowledge platform)



## WP 2 CAPACITY BUILDING AND KNOWLEDGE DIFFUSION

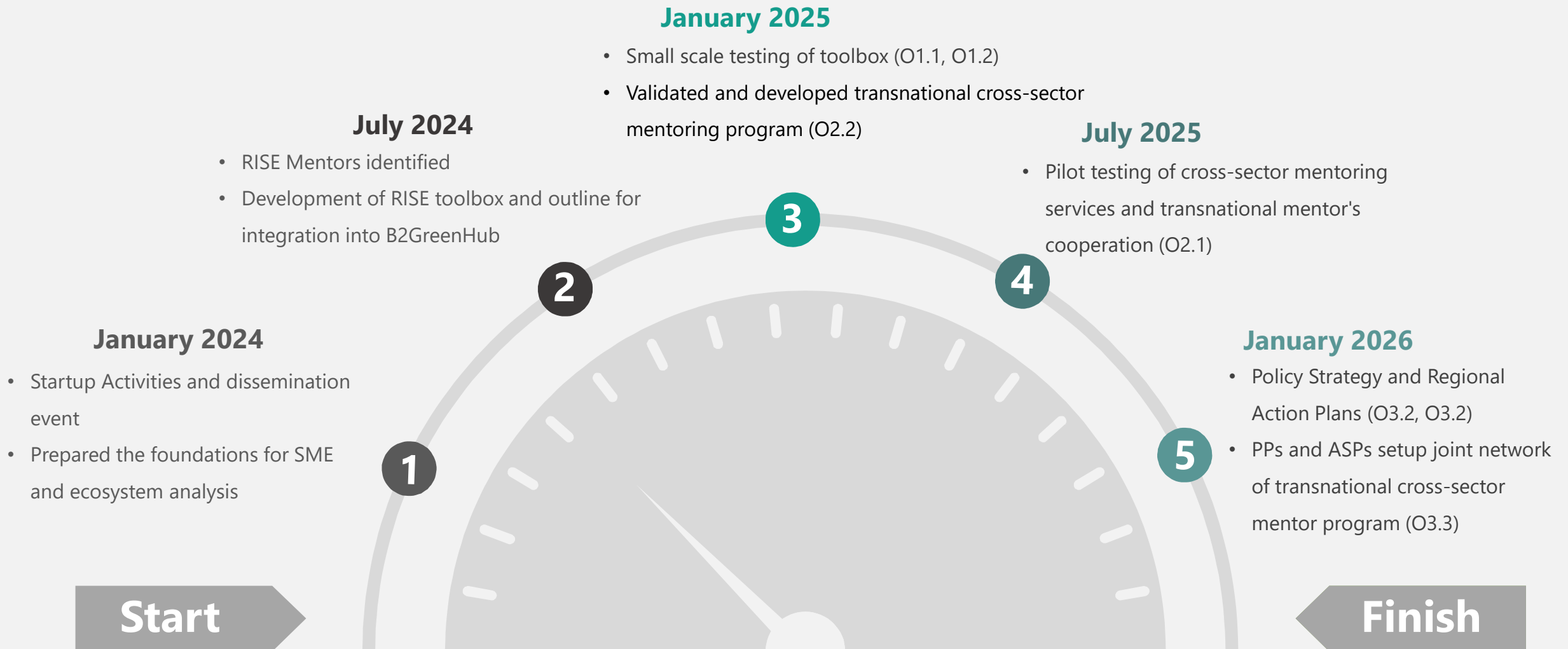
- Preparing the RISE transnational academy for regional mentors
- Promotional campaign (solution providers and solution seekers)
- Piloting
- Impact assessment and validation of achieved results



## WP 3 POLICY LEARNING AND CAPITALISATION

- Transnational strategy for deploying cross-sector mentoring services
- Regional action plans
- Policy learning camp
- Dissemination activities (capitalisation plan, dissemination video)

# Project Main Objectives



# Project Main Achievements/Expected Results

## **RISE project will develop and promote:**

- **Joint transnational cross-sector mentoring network** will provide a comprehensive business support program for food & drink production SMEs in the Danube region (readiness assessment tools, e-knowledge base platform and training academy)
- **Development of policy tools:** 11 regional deployment action plans, practical guide for SMEs and policymakers, offering concrete recommendations on how to integrate digitalisation, energy efficiency, and circular economy solutions.



# Existing Cooperations & Synergies



## Who We Are

We're a powerhouse alliance of 106 leading EU institutions, supported by a diverse team of 150+ business experts and 200+ technical wizards pooling our talents across 7 groundbreaking EU projects valued at an EUR 14.8 million.



### CI-HUB

Circular innovation hub



### IaaS 4 DR

Innovation as a Service for accelerated innovation and industrial transition



### RISE

Rising competences & skills in less developed Danube regions through food sector cross-topic innovations



### DANUBE DNA

Danube Digital transformation Network of Active SMEs training and knowledge transfer centers



### GREENE 4.0

Smart and green innovation approaches for scaling up digital transformation opportunities in CE



### REUSE 2030

REshaping Central Europe IndUstry Sustainability through circular Economy models by 2030



### REUSE

Improving the competences of SMEs in the field of introducing the model of cascade use of waste materials

# Existing Cooperations & Synergies



## MANUFACTURING INDUSTRY

Building materials & furniture

Metal

Machinery & equipment

Food & beverage

Electronics

Pharmaceutical & chemical

Plastics & rubber

## Technology and market focus

### GREEN



Carbon capture & storage  
technologies



Green & sustainable materials



Waste reduction & recycling  
technologies



Energy efficient technologies



Renewable energy technologies

### DIGITAL



Cybersecurity & digital trust



Additive manufacturing & 3D  
printing



Data analytics & Artificial  
Intelligence




Automation & Robotics



Digitalisation & Connectivity



# Existing Cooperations & Synergies



Resources

Solutions

Clients

Expert forum

Projects

Apply as our Service Provider

Access top-notch services

Log in

EN


## Your gateway to green & digital transition

B2GreenHub empowers manufacturing companies to lead in sustainability and digital transformation. We connect companies with green and digital service providers that offer top-tier expertise, advanced testing facilities, and innovative solutions.


Through tailored support we help you recognize your green and digital potential and provide guidance on your way to sustainable growth and market leadership.

Learn more


Marketplace →




**EcoTech: The Path to Sustainable Innovation**  
Resources  
Webinar




**How to Lead Your Business Through Green**  
Resources  
Tutorial




**Green Technology & Innovation Certificate**  
Resources  
Certificate




**John Doe**  
Expert  
Digital transformation




**Samantha Smith**  
Expert  
Renewable Energy




**Tim Stone**  
Expert  
Marketing and Communications



**3D Printers**  
Equipment  
Institute of








**Sensors and IoT Devices**  
Equipment  
Institute of



**Data Analytics Software**  
Equipment  
Institute of


TRUSTED BY LEADING BRANDS AND INDUSTRY LEADERS



## Find the Support You Need

We offer a range of services in our Marketplace for companies that already know what they need in terms of expertise, solutions, equipment.

To the Marketplace →



**B2GreenHub**  
374 followers  
3mo •

### Introducing the Virtual Testing Space and Effective Data Utilization for Businesses in Pforzheim, Germany

Pforzheim University offers a virtual testing space where companies can explore AI applications for enhancing productivity and competitiveness. This facility allows businesses to experiment with data-driven AI solutions in a secure environment, from defining objectives and selecting data to training AI models. The virtual lab supports hands-on AI project development, helping companies apply AI to operational challenges and understand its value without financial risks.

The virtual testing space is designed for SMEs with a strong interest in technology but limited resources, seeking opportunities to experiment with and validate their ideas.

Following our introduction of AIMM – the AI Maturity Model – this virtual testing space offers the next step for businesses looking to implement AI practically. After assessing your readiness with AIMM, the testing space allows you to experiment with real-world AI solutions, helping you turn your AI ambitions into tangible results.

Want to see how these services fit together? Apply to the B2GreenHub Open Call and start exploring how AI can transform your business

<https://lnkd.in/dAmdreJz>

#B2GreenHub #DigitalTransformation #AI #Innovation #SMEs #RISE



## How does it work?

Here is an easy guide:

### STEP 01

#### Join the B2GreenHub platform

Tailor your profile, present use cases and showcase services that you offer. Click on the link below to find out how to make the most of your profile.

[Your B2GreenHub profile | Tips & Tricks](#) →

### STEP 02

#### Match with companies seeking your services

Connect with new clients through our platform and gain exclusive access to a variety of networking events.

# Conclusion and Possibilities for Future Cooperation (Offers/Needs)

We invite Digital and Green experts, Technology solution providers and holders of testing infrastructure to join us!



## Digital and Green experts

- Showcase services you can offer
- Present trainings you organize
- Academic / industrial references



## Technological solutions (SME)

- Showcase relevant information
- Present a use case example
- ROI and costs for implementation



## Testing infrastructure

- Showcase facilities & equipment
- Present your testing services
- Demonstrate a good use case



## Public administration

- Regional seminars in each participating region (2026)

Interreg  
Danube Region

RISE



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B2GreenHub



**B2GreenHub**  
**Grow Green. Embed Digital.**



# Contact details

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<https://interreg-danube.eu/projects/rise>

