

Building the pathways for green clusters – sustainable business models

Webinar recap

The **Towards Green Transition Facility (TGTF)**, an initiative of the European Cluster Collaboration Platform (ECCP) has been supporting 25 selected clusters with targeted business advice through a team of hand-picked world-class advisors from around the world.

This October, the facility launched its second cross-cutting support webinar. As with the first webinar, the idea is to share best practices, exchange knowledge on green transition themes and create a community of practitioners.

Pouyan Maleki, TGTF Expert & Ecorys Sustainability Consultant, moderated an interactive session in which cluster experiences on the green transition were showcased. With the aim of providing participants with best practices examples, several **success stories** from SMEs on the development of **sustainable business plan models** were presented by selected TGTF cluster managers and experts.

Among the experiences shared was that of Fabio Montagnino, from the Sofia Knowledge City Cluster. He explained how they had explored new markets for digital technologies and how the cluster had increased **international networking** in the context of the European Green Deal. Another success story was that of Roberto Alonso, from Clusaga. He showcased how they had brought together the key actors in the regional food value chain under the common goal of sustainable change and how the cluster had developed a **strategic plan**.

The webinar followed with **five break-out sessions**, moderated by a host, on a selection of green transition themes and to which participants joined to create synergies with other TGTF members and to present their objectives and future strategies. The main objective was to expand on **mutual learning** by sharing clusters' experiences. The topics included resilient business models, green action strategies, green communication, skills for SMEs, and green leadership.

The session on business models allowed for more advanced SMEs to provide best practices examples to the rest and agreed on the **negative effect of some regulations** on green innovation. The discussion on green action strategies acknowledged the need for **common tools to assess** green actions and the need for international connections. The session on green communication concluded that, to create larger impact, the topics communicated should be **relevant for the audience** and the right tool should be used for each target group. The discussion on how to improve the skills of SME members agreed on the importance of **transferring knowledge** among cluster members and beyond and proposed preparing SMEs roadmaps for the green transition. The session on green leadership identified the importance of engaging with a **core group of SMEs**

and the role of clusters in leading. The webinar concluded with **inspiration and key insights** from these sessions being shared among participants.