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IPA ADRION

Green Innovation in SMEs in IPA Adrion Region

23 - 24 June 2025

Regional Online SME Conference

AGENDA	
TIME (CEST)	DAY 1 June 23rd , 2025 (Monday)
9:00 - 9:30	**Introduction** Milena Ljubičić – **Conference moderator,** project manager for GREENSMES project at CIDEA **Vesna Marinković Vojvodić** – Head of project management department CIDEA **Davide De Nicolo** – project manager GREENSMES project, Tecnopolis Science and Technology Park
9:30 -11:00	**Panel 1: Green innovation in SMEs – trends, opportunities, benefits** ***Boosting Your Business with Green Innovation – Trends, Untapped Opportunities, and Tangible Benefits for SMEs*** **-** Our experts will demystify green innovation, showing you how it can lead to cost savings, new markets, and a stronger competitive edge. Get ready to uncover actionable strategies and emerging trends that directly impact your bottom line **Moderator** – Slavko Simić, Associate Professor, CEO BROSS Co. LTD **Panelists** **Goran Pavlov**, Coordinator of IRI Centar Innovation agency (Croatia), - ***Sustainable business model co-creation and design sprint approach*** **Prof. dr. Nikša Grgurević**, Innovation and Green Tech Transfer Management Expert (Montenegro)), **Green innovation strategies tools, and practical example and creating innovation culture in SME** **Apostolina Tsaltampasi**, President of Energy Cooperative WEnCoop (Greece), **Collaborative business models and cooperatives that empower businesses sustainable growth** **Prof. Pasquale del Vecchio**, Associate Professor of Economic and Management Engineering LUM University (Italy) – **Digital and green transition in SMEs and open innovation ecosystems** **Aleda Kushta,** Project Manager at CITCEA-UPC in Barcelona, professor at university ETSEIB-UPC – **Challenges SMEs face in adopting green innovation strategies and institutional /funding mechanisms to support them**

This project is co-funded by the European Union through the Interreg IPA ADRION programme.

11:00 -11:30	Break
11:30 -13:00	**SMEs Show Case - Best practice examples presentations** Hear directly from fellow SMEs who have successfully implemented green solutions. They'll share their real-world projects, the opportunities they seized, the challenges they overcame, and their practical tips for your business. 1. **Danila Chiapperini** (ApuliaKundi srl – Italy), Sustainable Agri-Food & Bio-Circular Economy. **ApuliaKundi srl** leverages **microalgae research to produce 100% natural Spirulina BIO from a circular economy process**, showcasing a model for sustainable food production and innovation support in algae farming. 2. **Georgios Kazantzidis** (ECOCAR-GREECE – Greece), ICT for Smart Cities & Sustainable Mobility. **ECOCAR-GREECE** developed **"The ecocar," an innovative electric vehicle smart city solution**, demonstrating how ICT can transform urban transportation and combat environmental impact. 3. **Luka Knez** (Zadar Energija d.o.o. - Croatia), Renewable Energy & EV Infrastructure. **Zadar Energija d.o.o.** brings practical experience from its work in **wind farm asset management and electric vehicle (EV) infrastructure projects**, including the use of remote sensing technologies for optimizing energy production. 4. **Ilija Morić** (Morić Farm - Montenegro), Organic Olive Production & Sustainable Tourism. **Morić Farm** excels in **organic olive oil production** and offers an innovative **"olive experience" that integrates circularity and green practices** into tourism and hospitality. 5. **Nikola Maksimčuk** (Telemax d.o.o. – Bosnia and Hercegovina); Smart city and Smart Buildings. Telemaxt provides comprehensive solar, smart city and smart building solutions. Their **City Gecko** smart urban furniture brand is offering a range of innovative products with a flagship **smart benches.** 6. **Dragan Marković** (NewPen d.o.o. – Serbia), Sustainable Manufacturing & Circular Economy. **NewPen d.o.o.** is **crafting eco-friendly graphite pencils from recycled newspaper**, demonstrating a strong commitment to upcycling, circular economy principles, and environmental education. 7. **Hakim El Khiar** (AQUA LAB d.o.o. – Slovenia), Environmental Monitoring & AI for Pollution Detection. **AQUA LAB d.o.o.** developed the **innovative MicroTrack system, which utilizes artificial intelligence to quickly identify and analyze**

	microplastics in water samples, offering a crucial solution to a significant environmental threat. 8. **Damjan Vasilevski** (Rade Konchar TEP - North Macedonia), Industrial Energy & Electrical Systems. **Rade Konchar TEP** provides practical insights into **green solutions and energy efficiency within the electrical power engineering sector**, demonstrating real-world applications of sustainable industrial practices.
13:00 -13:30	Break
13:30 - 15:00	**Breakout sessions on Opportunities for SMEs in green innovation** This interactive session is your chance to discuss specific green opportunities within your country/sector. Share your ideas, learn from peers, and contribute to national insights on leveraging green trends for growth.
	DAY 2 June 24th , 2025 (Tuesday)
9:00-10:30	**Panel 2: Green innovation in SMEs – barriers and challenges** ***Navigating Green Transition: Practical Solutions to Common SME Challenges*** - Join leading experts as they dissect the most common barriers SMEs face in greening their operations. We'll explore practical, internal solutions and strategies to help your company overcome these hurdles and move forward with confidence **Moderator** – Slavko Simić, Associate Professor, CEO BROSS Co. LTD **Panelists** **Radmil Polenakovikji,** Professor of management at Faculty of Mechanical Engineering, North Macedonia) - **Building internal capacity and strategic innovation management to empower SMEs to translate sustainability into innovation strategy.** **Vojislav Vučević,** Innovation Consultant, ICT HUB Belgrade (Serbia) -Human-Centered Innovation & Sustainable Tech. - **Human-centered innovation, applying tools like LCA and carbon footprint for SMEs decision-making, and understanding how green innovation can start without major investment.** **Carlo Gadaleta Caldarola,** project manager at ARTI - Agency for Technology, Technology Transfer and Innovation (Italy) - **Regional policies and financial tools supporting SMEs in green transition, green investment trends and strategies to overcome existing barriers through public-private partnerships.** **Dejan Iskra,** head of RDO Postojna Cave – Green Karst (Slovenia) - **Green schemes and certification supports SMEs to adopt sustainability and facilitate access to national funding assistance, promotion and knowledge transfer activities.** **Bojan Ćudić** - director of Digital Innovation HUB ONEX, coordinator of EEN of Republic of Srpska (Bosnia and Herzegovina) - **Overcoming**

	internal financial barriers to green innovation and leveraging support from digital innovation hubs and EEN networks for funding access.
10:30-11:00	Break
11:00- 12:30	**Introduction to regional capacity building program on Green Innovation Management in SMEs in GREENSMES Project** Presenter – Milena Ljubičić (*Innovation Management Expert and GREESMES Capacity building program coordinator)* Learn how structured Green Innovation Management can transform your business, enhance efficiency, and drive sustainable growth. Get a sneak peek at an upcoming capacity building program designed specifically for SMEs.
12:30-13:00	Break
13:00- 14:30	**Breakout session on Challenges in Green innovation in SMEs** Engage in a focused discussion with your peers from your country on the internal challenges you face in adopting green innovation. Brainstorm practical solutions within your company's context, and contribute to a collective understanding of overcoming these barriers.
14:30 -15:00	Wrap up – conclusions from the breakout sessions