



European Climate Initiative EUKI **Academy**

EUKI Academy web seminar on

GreenTecLab
**Challenges of an Entrepreneurially driven
Transformation**

24.05.2023



Welcome and housekeeping



Please mute your mic during presentations



Post comments and questions in the chat



Event will be recorded

GreenTecLab

Challenges of an Entrepreneurially driven Transformation

Closing Exchange with the EUKI-Community

24.05.2023 12.00 – 13.15 (CEST)

Silke Steinberg & Romina Große (FIAP e.V)

Supported by:



on the basis of a decision
by the German Bundestag

GTL VISION & MISSION

VISION

Through their innovativeness, creativity and relevance on the labour market, green start-ups significantly contribute to ecological, social, cultural & economic transformation of societies.

MISSION

GTL's mission was to support young people – especially in rural areas – to develop green business ideas and to establish, a European network for a positive mindset towards eco-entrepreneurship.



Research Institute for
Innovative and Preventive
Job Design
Germany
www.fiap-ev.de



German-Hellenic Chamber
of Commerce and Industry
Greece
www.griechenland.ahk.de



Association for Research and
Industrial Cooperation of
Andalusia - Department of
Energy Engineering
Spain
www.aicia.es



City Council of Cadiz -
Department of Energy
Transition
Spain
www.cadiz.es



Pedal Consulting SRO
Slovakia
www.pedal-consulting.eu



GTL JOURNEY

01

Bootcamp Training:

Special bootcamp events with an introduction to the GTL concept, introductory training in the basics of green entrepreneurship and getting to know successful green entrepreneurs and experts from this area.



02

Pitches & Awards:

Opportunity to present the green business ideas to a national and international jury and to get to know the ideas of other projects/teams. The best ideas will be awarded and the project teams will be supported in the successful implementation of their business idea.



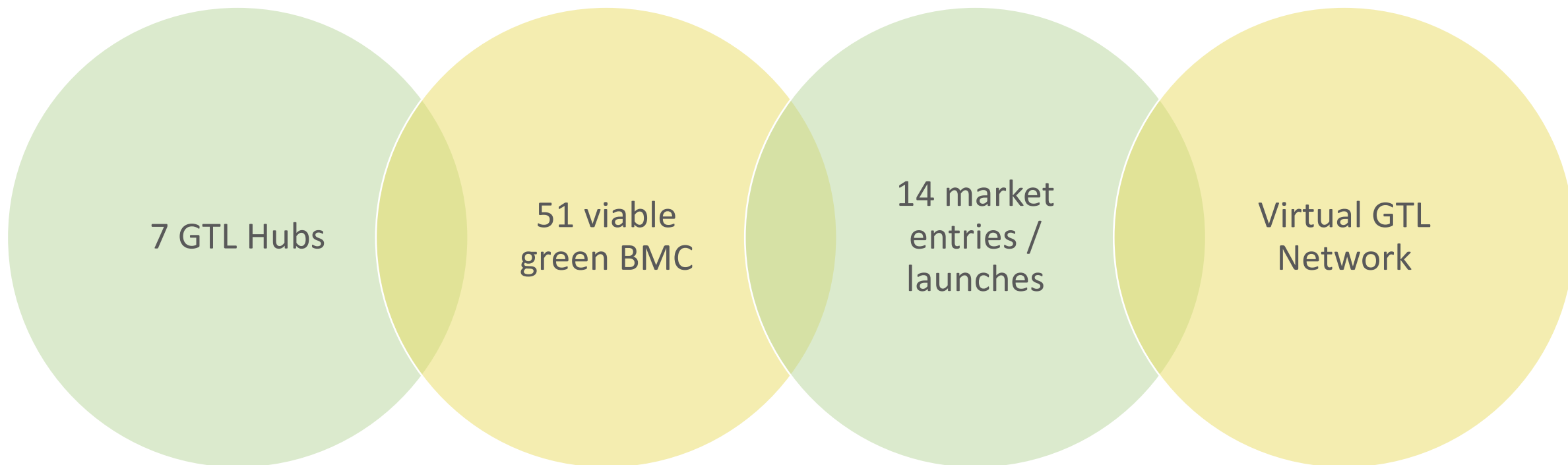
03

Mentoring:

Support from experienced experts and entrepreneurs. The founders benefit from the wealth of experience of the mentors, who act in their role as advisors, coaches, promoters and role models.



GTL SUCCESS STORY



GTL PAIN POINTS & LESSONS LEARNT

1. ACCESS TO GREEN INNOVATION

- To prepare local economies for a successful transition you need **inter- and transdisciplinary ideas fed by an active (international) exchange of knowledge** in terms of technology but also regarding social innovation.
- Economy, politics and the educational sector have to form a **green eco-system** to foster green innovation.



GTL PAIN POINTS & LESSONS LEARNT

2. PROFESSIONAL EXPERTISE

- The pace of innovation in green technologies has increased sharply under the pressure of climate change. For businesses, but also for climate performance in local economies, it is important to **work at the cutting edge of green technology**.
- There is a significant **lack of professionally qualified specialists** to bring these technologies to the market (heat pumps, renewable energies, green hydrogen)
- **VET expertise** is the **base for** the empowerment of local economies to achieve **climate goals**



GreenTecLab

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Supported by:



Federal Ministry
for Economic Affairs
and Climate Action



European
Climate Initiative
EUKI

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*This project is part of the [European Climate Initiative \(EUKI\)](#)
of the German Federal Ministry for Economic Affairs and
Climate Action (BMWK)*



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Thank you!