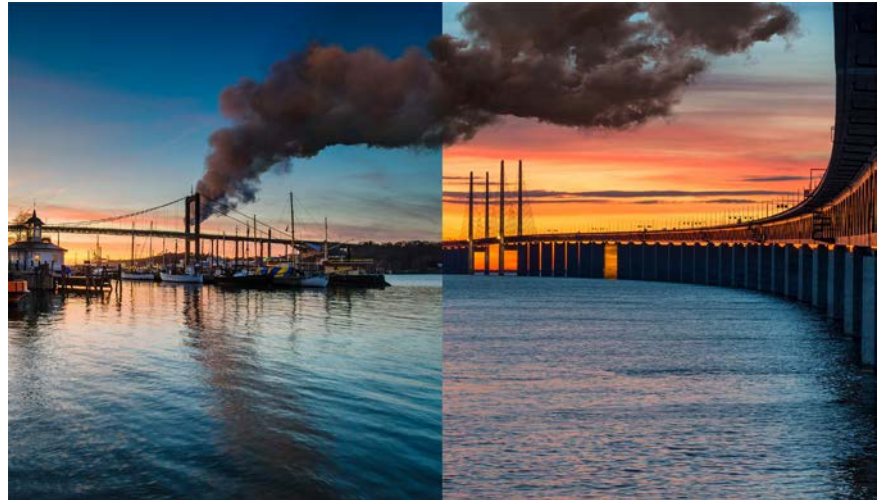


THE GREENBIZZ PROJECT

EU - Interreg. KASK has decided to fund about 2,3 mio. Euro to the GREENBIZZ project. Total budget for the GREENBIZZ project is about 3,1 mio. Euro.



The objective of GREENBIZZ is to increase the use of Green Energy by 10% in Startups and SME's in the Interreg. KASK-region. GREENBIZZ will help businesses to develop new, green business models based on a new Green Multi Business Model and Technology approach, which will provide continuously quantitative and qualitative data on businesses CO2 impact and green business model innovation performance. The businesses and researchers will use this to examine which measures are expected to provide the greatest cost/benefit value to the business and the environment concerning reducing CO2, increase the use of renewable energy and creation of a sustainable business. Advanced LCA analysis will support determination of CO2 reduction and the amount of renewable energy consumption before; under and after the new measures and technology have been implemented. The businesses will continuously obtain a direct measure of their environmental impact, and of how much they have improved.

Many Startups and SMEs see investments in Green Energy as risky as and less transparent than conventional investments. Investment in Green Energy requires change in business practice, business model approach and adapting advance technologies. GREENBIZZ will support these businesses to overcome these barriers and achieve high motivation to increase their renewable energy consumption.

GREENBIZZ will collaborate with Startups and SMEs in Denmark, Sweden, and Norway. In addition, GREENBIZZ will work with energy consultancy, energy projects, organizations and organizations that supports startups and SMEs.

GREENBIZZ will recruit about 60 businesses and work with their value chain and related businesses. GREENBIZZ will build on top of existing projects and collaborate with other energy projects in the KASK-region: *Biogas 2020, CISKA, Energi City Skive, House of Energy, Viken Technology Cluster, Norwegian Center for Circular Economy, Center for Management in the Built Environment (CMB) and Byggmästereforeningen.*

CGC – Aarhus University Denmark, Chalmers University Sweden and Højskolen Østfold Norway are partners in the GREENBIZZ project. Further collaboration will be increased to more Universities in the Interreg. - KASK-area. In Sweden: Högskolan Vest Trolldhättan, University in Skövde, Halmstad University and Lund University. In Norway: University of Southern Norway, University in Oslo, University in Kristiansand, and in Denmark: Aalborg University.

For further information please contact professor Peter Lindgren

[Applications for research assistant positions related to the EU Interreg KASK GREENBIZZ project](#)