



Co-funded by
the European Union

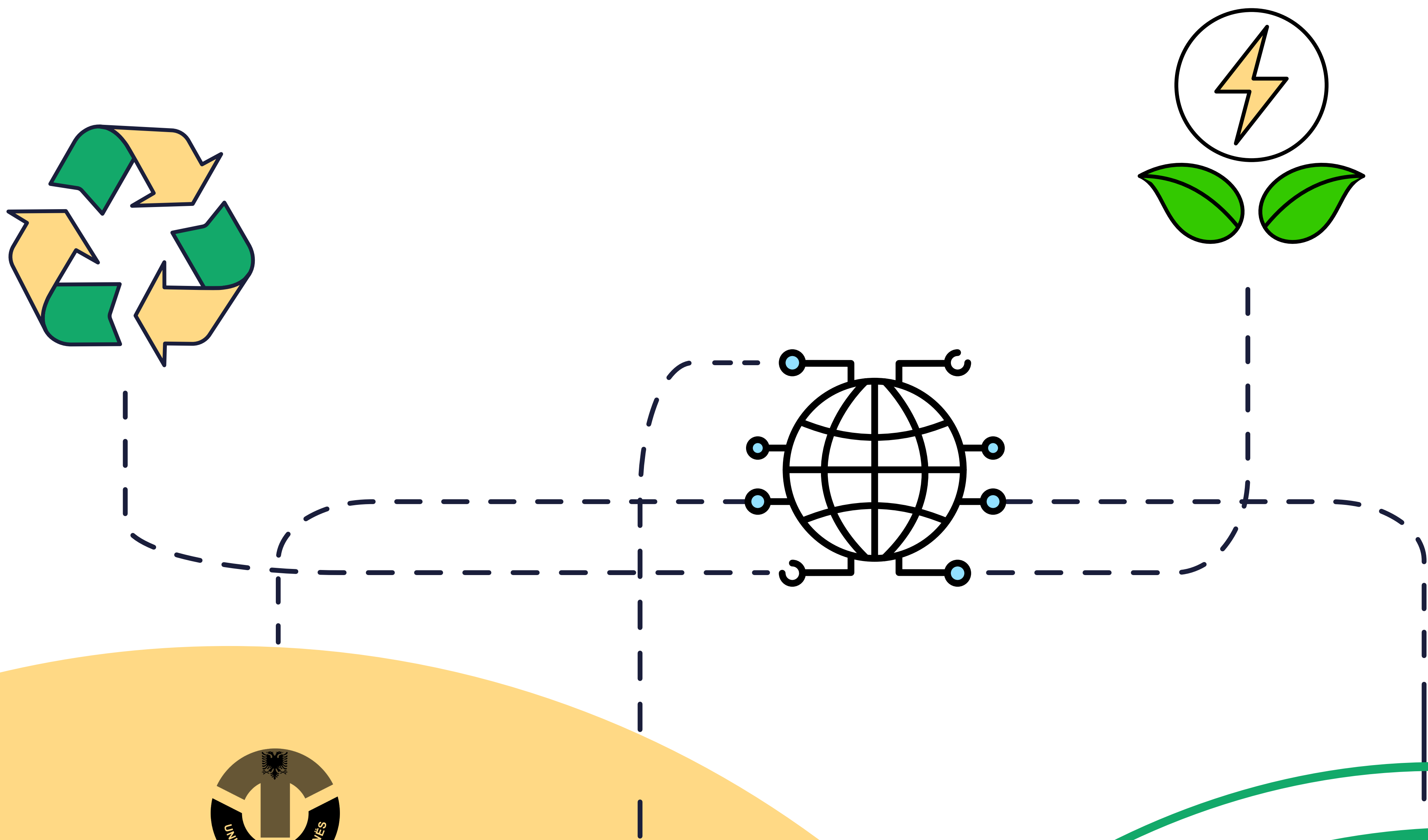
Newsletter #2



GreenWB

Sustainable Living Labs for Regional Entrepreneurial Development

From strategies to skills: the GreenWB consortium
strengthens its Living Labs across the Western Balkans



Vaasan yliopisto
UNIVERSITY OF VAASA



GREEN INNOVATION

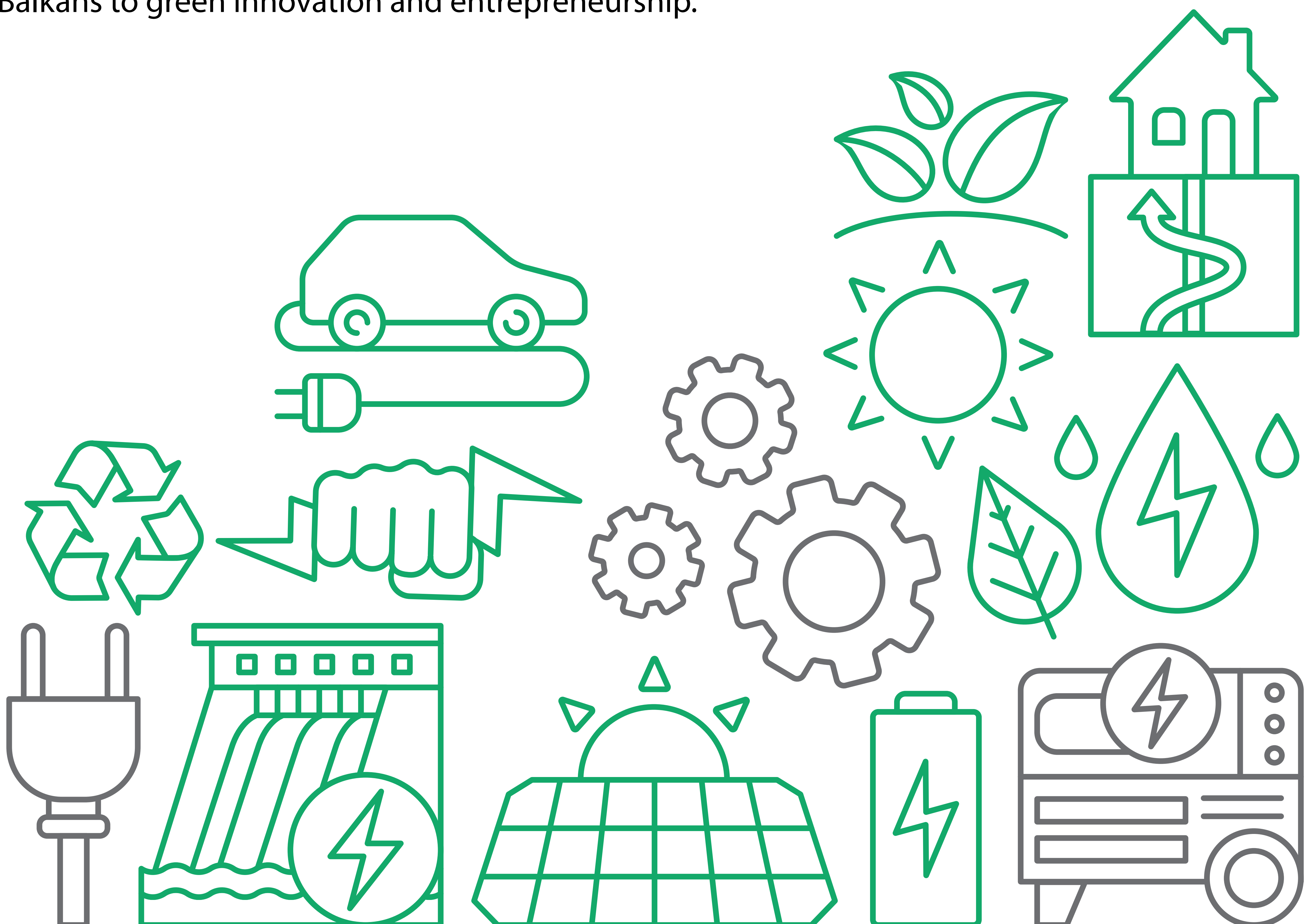


A word from the GreenWB team

The second year of the GreenWB project has been one of action. Building on the foundations laid in year one, from the HEInnovate workshops and status quo analysis to the establishment of five Sustainable Living Labs across Albania and Kosovo, our consortium turned strategy into practice.

This newsletter covers the key milestones from November 2024 to October 2025. It was a year defined by hands-on training, the development of concrete business and activity plans for each Living Lab, and the launch of the EntreComp-based education programme for university staff and students.

The progress we have made together reflects the dedication of all our partners and the genuine commitment of universities, businesses, and educators across the Western Balkans to green innovation and entrepreneurship.



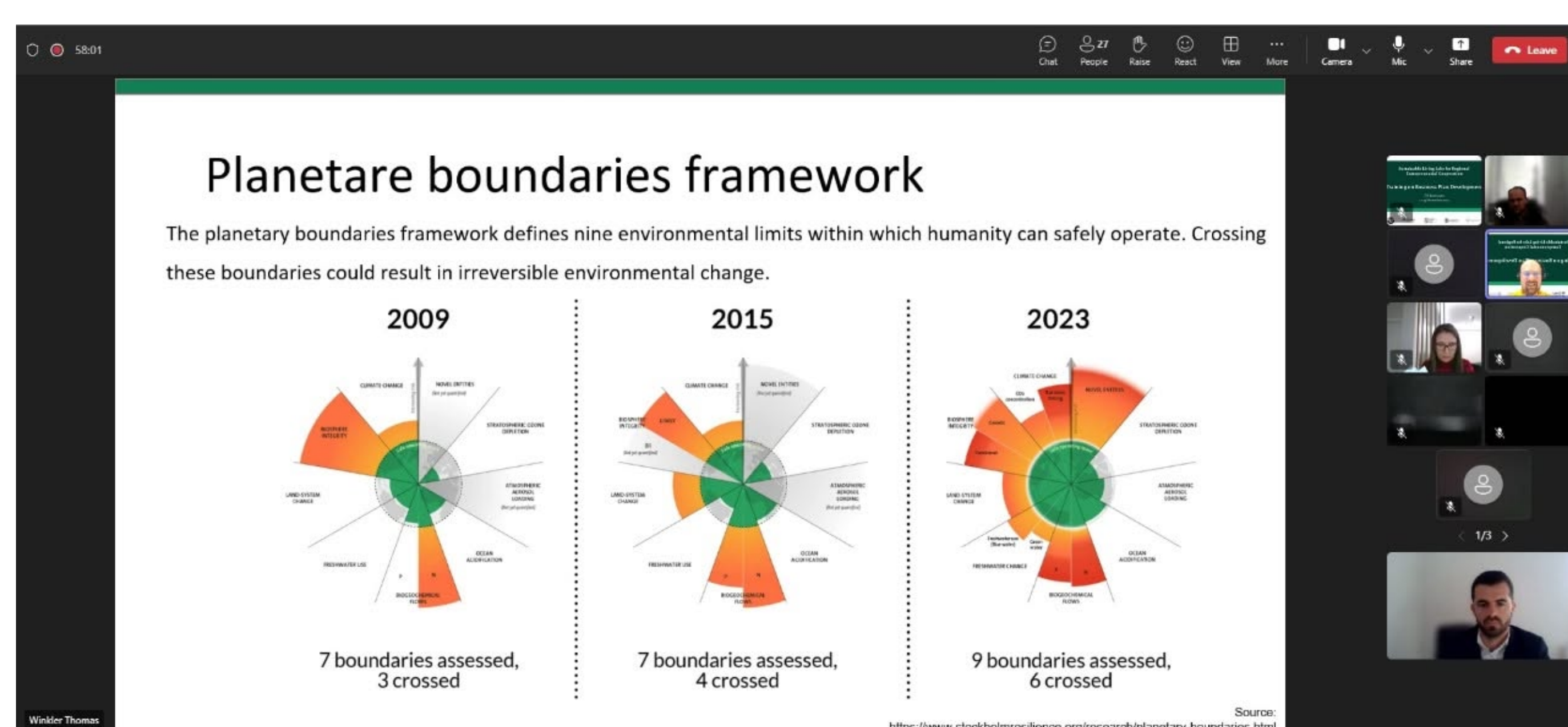
WORK PACKAGES AND ACTIVITIES

A timeline of key deliverables and events for the second year of the project

Month	Deliverable/Event	Work Package
November 2024	Practical Training: Business Plan Development	WP4
February 2025	Entrepreneurship and Innovation Training	WP5
April 2025	Mid-term Report	WP1
April 2025	Intermediate Quality Evaluation Report	WP1
May 2025	Workshop for Development of Living Labs' Portfolio of Services	WP6
June 2025	Living Labs' Business and Analytical Plan	WP4
August 2025	Workshop for Development of Living Labs' Portfolio of Services	WP6

ACTIVITY HIGHLIGHTS

Practical Training (2): Business Plan Development Online (Hosted by FHJ)



The second practical training was delivered online by FH Joanneum (FHJ) and focused on equipping Living Lab officers and university staff with the knowledge to turn their Lab's vision into a viable business model. The training covered two core areas: key concepts in business sustainability — including the triple bottom line approach, circular economy principles, and sustainability strategies — and the commercialisation of research ideas, introducing participants to the steps needed to bring innovation to market.

ACTIVITY HIGHLIGHTS

Entrepreneurship and Innovation Training University Kadri Zeka, Gjilan



Co-organised by FH Joanneum and University 'Kadri Zeka', this five-day training brought together academic staff from all five partner universities for an intensive programme on entrepreneurship and innovation. Using the progressive modular teaching materials developed in WP5, participants explored how to integrate entrepreneurial competences into their existing courses across disciplines. A dedicated session invited each participant to develop a concrete proposal for embedding entrepreneurship into their own subject area, ensuring the training translates directly into lasting curriculum change at their home institutions.

ACTIVITY HIGHLIGHTS

Workshop for Development of the Living Labs' Portfolio of Services University of Vaasa, Finland



Representatives from all partner institutions gathered for a dedicated workshop to develop the portfolio of instruments and services that each Living Lab will offer to businesses, students, and the broader innovation ecosystem. Building on the business plans developed by partners, the workshop enabled each Lab to identify its unique strengths and design a tailor-made service offering.

ACTIVITY HIGHLIGHTS

Living Labs’ Business and Analytical Plan

ERASMUS-EDU-2023-CBHE- STRAND 2
101128457 — GreenWB— ERASMUS-EDU-2022-CBHE
Sustainable Living Labs for Regional Entrepreneurial Cooperation
(GreenWB)

Deliverable 4.3 ***Sustainable Living Labs’ business and analytical plan***

A major milestone for the project: each of the five Sustainable Living Labs developed its own tailor-made Business and Activity Plan, guided by FH Joanneum and supported through peer-mentoring by the EU partner institutions. These plans define the business model of each Living Lab, covering market analysis, management structure, marketing strategy, key partnerships, and financial forecasts, and set out an activity plan for the first two years of operation. This deliverable marks a turning point: the Living Labs now have the strategic clarity and operational roadmap to independently engage enterprises and support students and researchers.



Co-funded by
the European Union



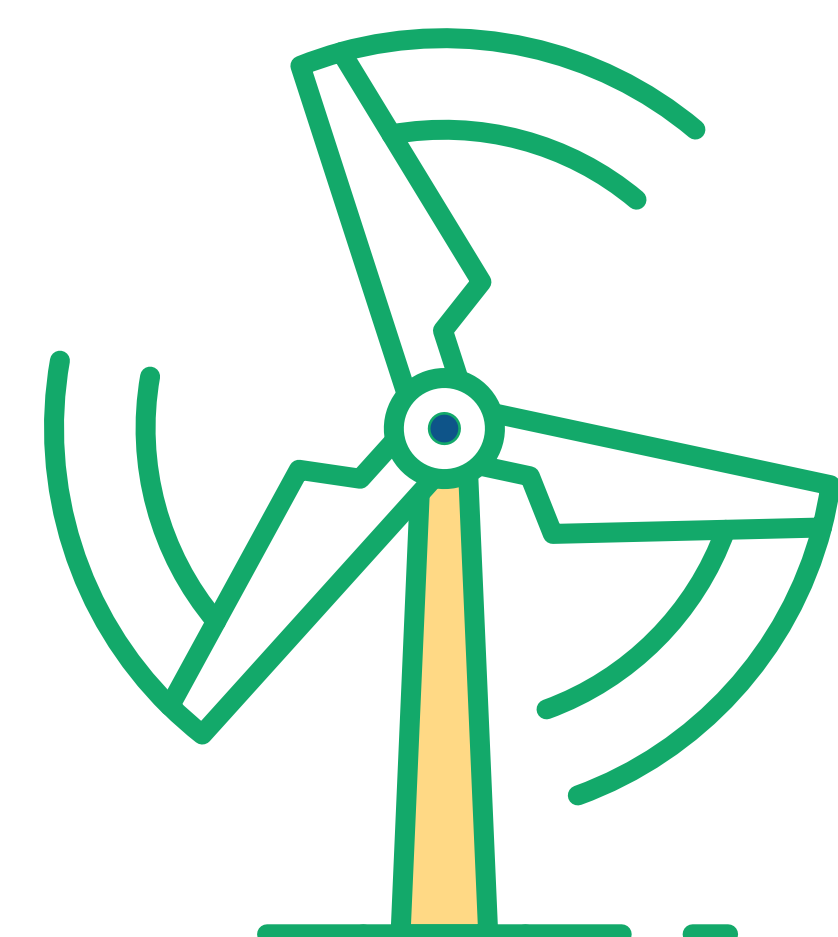
GreenWB

Looking Ahead

As the GreenWB project enters its third and final year, the focus shifts to students, pilot projects, and the consolidation of results. The five Sustainable Living Labs are now equipped with strategies, business plans, and portfolios of services. The next step is to open their doors to enterprises and to students ready to turn green ideas into real-world solutions.

Coming Up:

- Feb 2026: Living Labs Portfolio of Services, finalised and published
- Feb 2026: Call for Pilot Projects published across all partner universities
- Feb 2026: Living Labs Set-up and Launching Report
- Jun 2026: Pilot Projects Implementation Report
- Jun 2026: GreenWB Final Conference — hosted by University Haxhi Zeka, Peja



Project Coordinator:

University of Tirana (UT)
Str. Arben Broci 1001 Tirana, Albania

Etleva Bajrami
+35568 209 6260
etlevabajrami@feut.edu.al

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Green Western Balkans



GreenWB



greenwb.project



www.greenwb.eu