



# ACCELERATING GREEN TRANSITION FOR SUSTAINABLE GROWTH OF SMES



**INTRODUCING THE GREENPROFIT360 TOOL**



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## Why This Project Was Needed?



### SMEs face growing pressure:

- HIGH ENERGY COSTS
- NEED FOR SUSTAINABILITY COMPLIANCE
- LIMITED INTERNAL EXPERTISE
- LACK OF PRACTICAL TOOLS
- NEED FOR FASTER DECISION-MAKING

# WHAT WE DID

## PROJECT COMPONENTS:

- ✓ Research with SMEs
- ✓ Identification of barriers and opportunities
- ✓ Development of GreenProfit360 tool
- ✓ Student trainings and future green consultants
- ✓ Company pilot implementation



**Introducing environmentally responsible technology**



# GREENPROFIT360

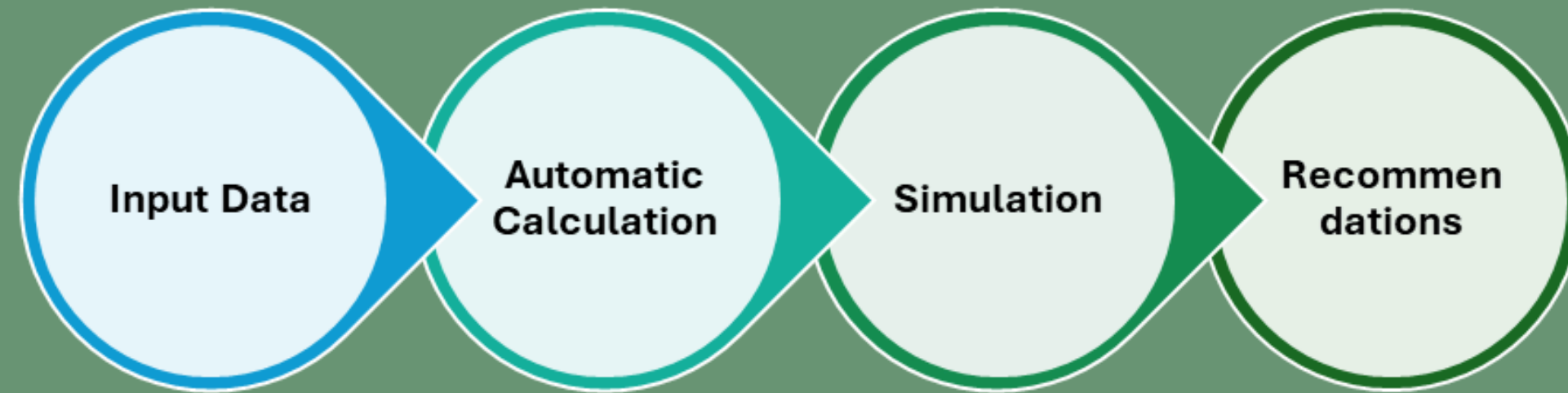
**GREENPROFIT360 HELPS COMPANIES ASSESS:**

- Buildings
  - Machinery & Equipment
  - Transport Fleet
  - Waste Management
  - Renewable Energy
  - Organisational Readiness
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**Green technology is increasingly part of everyday activities.**

# HOW THE TOOL WORKS



## THE TOOL CALCULATES:

- Energy consumption
- Annual costs
- CO<sub>2</sub> emissions
- Savings potential
- Priority investments
- Readiness score



# PRACTICAL EXAMPLE



FOR EXAMPLE, ONE SME MAY DISCOVER THAT:



- OUTDATED HEATING SYSTEMS CREATE MAJOR LOSSES
- LED LIGHTING GIVES QUICK PAYBACK
- TRANSPORT FLEET CREATES HIGH EMISSIONS
- STAFF AWARENESS IS LOW





# FUTURE VISION

**WE AIM TO SCALE  
GREENPROFIT360 THROUGH:**

- More SME pilots
- Faculty partnerships
- Student internships
- Regional expansion
- Digital platform version

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# THANK YOU



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