



NEWSLETTER #6

GREEN ACCELERATION METHODOLOGY FOR EU CLUSTERS

THE ENDURANCE PROJECT REACHES SUCCESSFUL CONCLUSION



After two years of collaborative work across Europe, the ENDURANCE – Green Accelerator for EU Clusters project closes its chapter on September 30th, 2025, having delivered a comprehensive toolkit, pedagogical resources, and policy guidance aimed at embedding sustainability, innovation, and the European Green Deal strategies into cluster ecosystems, SMEs and accelerators.

Launched under the co-funding of the European Union, ENDURANCE set out to develop a green acceleration methodology for cluster management teams to catalyze eco-innovation strategies, foster green growth, and facilitate the green transition across European industrial and value-chain clusters.

As ENDURANCE formally ends, the insights and tools it has produced do not vanish. Rather, they are positioned to act as a springboard:

- Cluster organizations can adopt and adapt the methodology to suit their regional specificities and sectoral contexts.
- SMEs and startups integrated into clusters can benefit from ready-made frameworks to advance their eco-innovation and green transformation.
- Policy makers and regional authorities can draw from the policy papers and case studies to support cluster strategies aligned with European Green Deal objectives.
- Educators and trainers can continue to deliver modules, workshops, and capacity building using the materials developed under ENDURANCE.



TURNING IDEAS INTO IMPACT: THE FACILITATOR'S GUIDE TO SUSTAINABLE BUSINESS SUCCESS

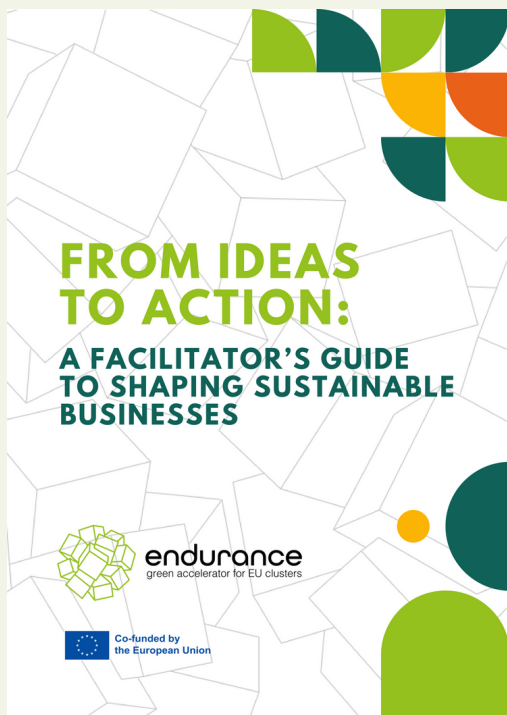
How can cluster organizations best support SMEs and startups in their green and digital transition? Our facilitator's guide provides a practical roadmap. Designed specifically for cluster organizations, this comprehensive resource equips facilitators to confidently plan and deliver capacity-building workshops that go beyond awareness-raising and enable concrete, strategic actions. Also, the guide is available in Spanish, Bulgarian, Finnish, and Danish.

Inside the guide you will find:

- ✦ Step-by-step guidance for planning and executing workshops
- ✦ Practical tools, checklists, and adaptable content suggestions
- ✦ Methods to support SMEs and startups in sustainable business model redesign, ecosystem mapping, green entrepreneurship, and sustainability road mapping

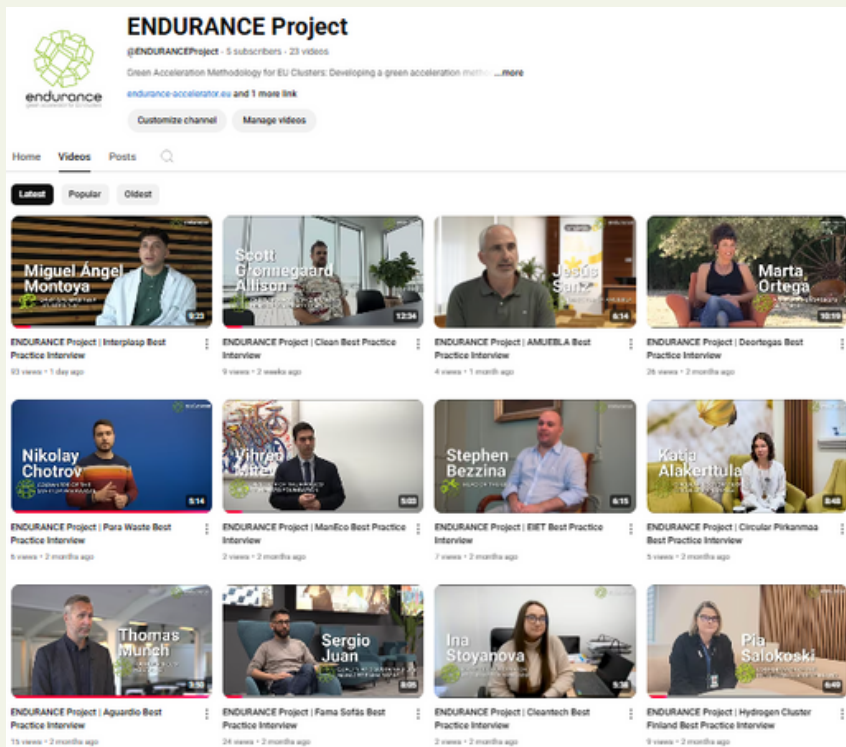
Whether facilitating one-on-one or guiding dynamic groups—online or in person—this guide equips you with practical steps, ready-to-use checklists, and adaptable tools. It empowers clusters to help SMEs redesign sustainable business models, map thriving ecosystems, foster green entrepreneurship, and spark lasting impact.

Download the facilitator's guide [here](#).





INSPIRING JOURNEYS TOWARD CIRCULARITY AND INNOVATION



WATCH THE VIDEO INTERVIEWS HERE

ENDURANCE produced a series of Best Practices Videos, featuring inspiring stories from clusters, SMEs and startups across Europe. These short interviews showcase concrete examples of eco-innovation, green growth strategies, and sustainable business models already in practice.

By sharing real experiences and lessons learned, the videos provide valuable guidance and motivation for other organizations looking to embark on their own green transition journeys.

The Best Practices Videos capture authentic voices from both clusters and companies actively navigating the green transition. Through a series of interviews, cluster managers reflect on how they support SMEs and startups in embedding sustainability, tackle challenges like aligning with the European Green Deal, and share tools, frameworks, and collaborative strategies that have proven effective.

At the same time, companies showcase how they integrate circular economy principles, balance short-term financial pressures with long-term sustainability goals, and leverage digitalization to enhance eco-innovation.

Each testimony highlights not only successes but also the obstacles overcome, offering practical lessons and candid advice. This collection of stories provides viewers with a rich source of inspiration and actionable insights, demonstrating that the shift toward sustainability is both possible and beneficial when supported by strong ecosystems, innovative thinking, and shared commitment.



POLICY PAPER: DRIVING THE CIRCULAR ECONOMY THROUGH CLUSTERS

A key outcome of ENDURANCE has been the development of policy recommendations aimed at strengthening the role of clusters in Europe's green and digital transitions. Building on the insights gathered from partner regions, SMEs, and training activities, the policy brief examines the pivotal role of clusters in accelerating the circular economy, offering insights into how they operate and their potential to drive systemic transformation.

It explores how clusters drive the transition to a circular economy, highlights the challenges they encounter, and presents actionable recommendations to strengthen their initiatives and maximize impact.

The paper also calls for increased investment in green skills, incentives for eco-innovation, and frameworks that encourage collaboration between businesses, academia, and public authorities. By aligning local and regional strategies with the European Green Deal and circular economy objectives, the policy paper provides a roadmap for decision-makers to accelerate systemic change, ensuring that clusters continue to drive competitiveness while delivering on Europe's sustainability ambitions.

This policy brief, based on the analysis performed and the lessons learned during the ENDURANCE project, aims to explore the critical role of clusters in advancing the circular economy, providing insights into their operational dynamics and potential for driving systemic change.



READ THE POLICY PAPER HERE



endurance
green accelerator for EU clusters



Co-funded by
the European Union

EMPOWERING EU CLUSTERS FOR A GREEN FUTURE: DOWNLOAD OUR HANDBOOK AND LEARNING MATERIALS

The ENDURANCE project provides EU cluster managers, business leaders, and sustainability advocates with a comprehensive Green Acceleration Handbook and a suite of learning materials designed to drive green innovation and accelerate the transition to a sustainable, climate-neutral economy.

The handbook offers practical guidance through four key acceleration scenarios:

1. **Sustainable Entrepreneurship & Innovation:** Supporting eco-friendly business models and responsible value creation.
2. **Cross-Collaboration:** Encouraging partnerships across industries and borders to tackle complex sustainability challenges.
3. **Digitalization for the Green Transition:** Leveraging digital technologies to enable greener practices and new opportunities.
4. **Circular Systemic Solutions:** Promoting systemic, circular approaches to products and processes.

DOWNLOAD THE HANDBOOK HERE.

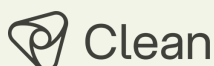


Let's build the future of green innovation—together.



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