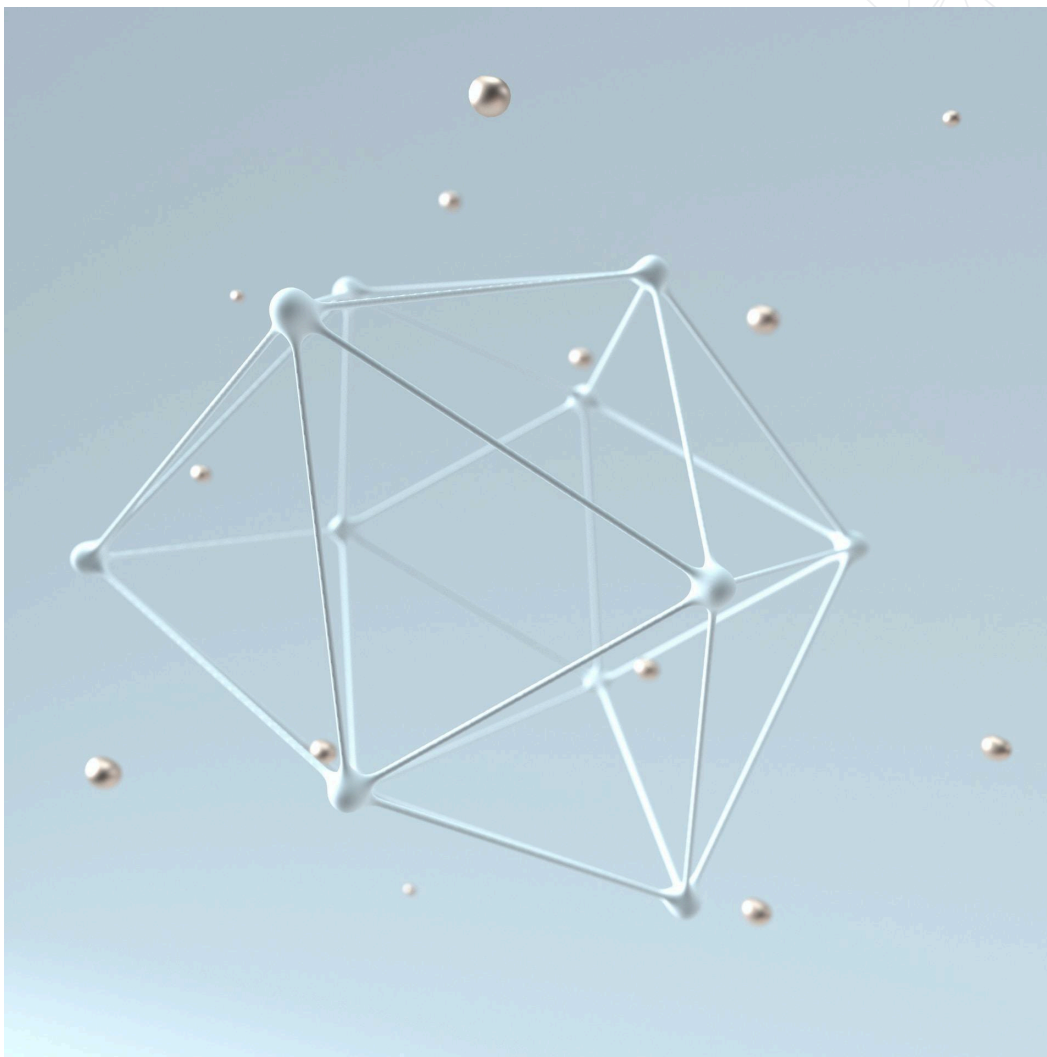


AI4GREENSME

R4.4 Plan for the creation of the AI4GreenSME network



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AI4GREENSME

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Introduction and Network Objectives

Expanding the AI4GreenSME Network

The AI4GreenSME network is designed to support Chambers of Commerce and Continuing vocational education and training (c-VET) providers in helping SMEs adopt AI-driven sustainable practices. To expand the network, a structured adhesion plan will be developed, setting clear objectives and milestones for new members. Project partners shall leverage their existing networks and outreach strategies to maximize engagement, ensuring a broad and diverse participation base.

Targeted Audience Identification

Identifying and leveraging existing networks is vital for ensuring effective outreach. The main points of focus ought to be the various Chambers around Europe, as these will then circulate any necessary promotional materials across their networks, ensuring the spread of information. More specifically, one ought to focus on identifying chambers with demonstrated interest or existing initiatives in sustainability or artificial intelligence, as these will be even more inclined to show an interest in the project. Moreover, one ought to consider the educational aspect and attempt to expand the network into the educational sector through various institutions.

It is also worth noting that each project partner will have specific targeted audiences within the above categories. Each project partner will therefore promote the project with their corresponding networks to build a long-lasting project impact with a sustainable outcome.

Malta's will look towards the Malta Hotel and Restaurants Association, Central Mediterranean Business School CMBS, Foundation for the Promotion of Entrepreneurial Initiatives & the Chamber of Commerce.

Cyprus will directly target SMEs by using the eService "companies.gov.cy", a platform to identify all the registered businesses in Cyprus. Through that eService platform, the team of OMNIA aims to research which of the registered SMEs in Cyprus appear to



have strong ethics and respect towards the environment. Then, OMNIA will approach such SMEs by clearly articulating the benefits of joining the AI4GreenSME network, the benefits of having access to resources and expertise, the opportunities that will arise for collaboration and knowledge exchange with other local and foreign SMEs, and lastly, the visibility, outreach, and networking opportunities out of this participation.

In Spain, VCCI will adopt a decentralized, network-based outreach strategy aimed at engaging SMEs through robust regional, national, and international partnerships. At the regional level, direct engagement with SMEs will be facilitated via the Sustainability and Digitalisation Portals of Cámara Valencia, capitalizing on its well-established networks to reach companies already involved in or interested in green transition initiatives. Outreach activities will include webinars and flagship sustainability events such as the Valencia Green Summit, all aligned with the initiatives promoted through these specialized portals and connected to the AI4Green network.

Entities such as ValgrAI will also help in connecting with innovation-driven companies, particularly those exploring the use of AI for sustainability.

In Bulgaria, the outreach strategy will focus on engaging key stakeholders across the business, sustainability, and innovation sectors to maximize the impact of the AI4GreenSME initiative. Primary channels will include national bodies such as the Bulgarian Chamber of Commerce and Industry, which can facilitate access to a broad SME network. Innovation-focused groups like Cluster Mechatronics & Automation and the Artificial Intelligence Cluster Bulgaria will support outreach to enterprises working at the intersection of technology and sustainability. Additionally, sustainability-oriented organizations such as the Balkan Sustainable Development Institute and the Green Finance & Energy Centre will play a central role in connecting with companies already active in ESG practices and environmental responsibility. These networks will enable targeted and effective dissemination of the project's goals, resources, and opportunities across the country. Moreover, The Europe Direct centers represent a valuable opportunity to expand outreach, particularly through their regional hubs that engage directly with citizens, SMEs, and local stakeholders on EU-related initiatives. These centers, operating under the European Commission's guidance, can support the dissemination of AI4Green objectives, share materials with local communities, and strengthen engagement in areas aligned with digital and green transition goals.



In Greece, SciFY will use different networks and channels to find entities and professionals interested in the project's results. It will use its network in [Lefkippos Technology Park](#), in which SciFY is located and that supports 40+ SMEs. It will also leverage its close cooperation with the [ahedd Digital Innovation Hub](#) that supports SMEs. SciFY is also an associate partner on [Smart Attica, the European Digital Innovation Hub](#) that is the 1st European Digital Innovation Hub for Artificial Intelligence in Greece. One of the three Smart Attica's focus areas is "Energy and Environment", therefore it focuses on SMEs in the field. It will also use its successful "SciFY Academy" events that attract SMEs and aspiring SME managers to strengthen the network. SciFY has already used a dedicated SciFY academy event to promote the project, creating interest. Finally, SciFY is a member of the [DigitalSME Alliance](#), counting 40,000+ members. In this area, SciFY will assess different promotional options, including webinars and/or collaboration in new EU projects.

The project will also look to target larger existing networks, as this is crucial for effective outreach. Examples of such key networks include:

- Association of European Chambers of Commerce and Industry, Eurochambres

Established in 1958, the Association of European Chambers of Commerce and Industry (*Eurochambres*) represents over 20 million businesses through a network of 1,700 regional and local chambers across Europe. It acts as the leading voice for the business community at the EU level, making it a crucial platform for promoting initiatives related to sustainability. Eurochambres actively promotes sustainable growth and aims to safeguard Europe's industrial competitiveness. Their activities focus on enhancing the capacity of the Chamber network to deliver energy-related services to businesses, thereby facilitating the transition towards a circular economy.

- Enterprise Europe Network (EEN)

EEN is the world's largest support network for SMEs with international ambitions,



offering expertise and contacts to connect businesses with different international partners. Utilising EEN can help identify chambers interested in sustainability.

- **National Chambers of Commerce**

National Chambers and associations of Chambers of Commerce in Europe will also be invited to inform the regional Chambers and its members about the opportunity to join the AI4Green network.

In Spain, the existing network of Chambers of Commerce will provide a robust institutional platform to disseminate the initiative across sectors and regions.

- **Chambers of Commerce at International level**

Internationally, companies in regions such as Latin America and Turkey are interested in aligning themselves with European countries in terms of technology use and circular economy practices.

Therefore, the project results will be shared with organisations such as the AICO (Ibero-American Association of Chambers of Commerce) in order to involve Latin American chambers of commerce and expand its impact throughout Ibero-America. Dissemination will also include Turkish chambers of commerce interested in promoting knowledge exchange and aligning themselves around common priorities in innovation and sustainability.

This multi-level strategy ensures targeted and wide-ranging engagement with SMEs most aligned with the objectives of AI4GreenSME.

Outreach & Engagement Activities

To increase participation and engagement, project partners will aim to take various initiatives such as events, outreach campaigns, email engagement, as well as different forms of social media promotion. It is also important to note that collaboration with key stakeholders will enhance visibility, while publishing articles, hosting webinars, and



showcasing success stories will highlight the different benefits of joining the network. These efforts will help showcase the tangible value of AI-driven sustainability for businesses to encourage active participation.



Leveraging Events and Media Channels

A crucial tool for promoting the AI4GreenSME network and sharing project results will be multiplier events. For instance, the event organized by MBB on March 28th promoted discussion about the use of AI-driven sustainability in the circular economy, presented the AI4GreenSME platform, and introduced the idea to a wider audience. Targeted follow-up campaigns, via email and shareable summary materials, will be used to promote participation and broaden the audience for these events.

In addition to organising multiplier events, project partners will also actively look for

chances to present at external events, such as industry conferences, networking forums, and roundtables, through panels, keynote addresses, or workshop sessions. These interactions will increase the project's visibility, bolster its credibility, and draw in new partners. To effectively communicate the value of the network, attract new members, and maintain long-term interest and retention, visually appealing communications like email campaigns combined with easily readable summary PDFs, will continue to be important.

One such example of engaging SMEs in external events to inform them about the AI4GreenSME initiative took place during an event organized by OMNIA. The event aimed to introduce tourist agents, guides, and businesses to the concepts of agro-tourism, eco-tourism, and voluntourism, in relation to the use of Artificial Intelligence. This event was particularly relevant to the AI4GreenSME project, as tourist agents are part of the accommodation and food service sector; a sector that is targeted for the AI4GreenSME project. As such, these stakeholders showed genuine interest in the project and the potential opportunities it offers within their field of expertise.

Enhancing Digital Presence and Communications

A strong digital presence will play a crucial role in expanding the network. Establishing a social media network via a LinkedIn profile and group for AI4GreenSME, along with regular engagement through LinkedIn posts, Twitter threads, and infographics on other social media sites such as Instagram and Facebook, will keep the network visible and accessible. Publishing newsletter articles, collaborating with business journalists, and engaging in direct outreach efforts such as trade fairs, business roundtables, and networking events will further grow the network. Clear calls to action will be incorporated into all communications to facilitate easy membership registration.

Local and European-Level Engagement

Engagement efforts will be operating on both the local and European levels. Locally, business-focused media outlets will be key in the publishing of articles, whilst direct



SME engagement will be made through emails and networking. With regards to the European level, collaboration with other Chambers and networks such as the Enterprise Europe Network will help reach companies on a wider scale. Other means of promotional materials, including press releases, and presentations pitching the value proposition of AI4GreenSME shall also be of fundamental importance.

Promotion & Visibility

Showcasing Best Practices and Success Stories

Demonstrating real-world impact is essential for attracting new members. By promoting network members at national and international conferences, conducting joint social media campaigns, and sharing best practices through case studies and testimonials, AI4GreenSME will showcase the benefits of AI-driven sustainability. Chambers and VET providers will be positioned as leaders in AI-driven green transformation, offering innovative services that attract and retain members. Moreover, a template will also be created in order to collect success stories from the partner countries. This will then be used to showcase success stories through our social media and other relevant promotional materials.

Creating an AI4GreenSME Ambassador Program

To further strengthen the network, an AI4GreenSME Ambassador Program will be established. Selected SMEs already benefiting from AI-driven sustainability initiatives will act as ambassadors, sharing success stories through social media promotion. This will provide exposure for participating businesses while demonstrating to potential members the tangible benefits of joining the network.

Support Structures



Defining and Reaching the Target Audience

A structured approach will be taken to define and reach the target audience. Key Chambers of Commerce within target regions and sectors will be identified, considering factors such as size, industry focus, and SME engagement levels. Additionally, relevant c-VET providers, including vocational schools, universities, and training centres offering courses related to green technologies and digital skills, will be targeted.

For instance, OMNIA came in contact with Cyprus University of Technology (TEPAK) and specifically the Department of Agricultural Sciences, Biotechnology, to explore collaboration opportunities related to circular economy practices and digital innovation.

In Spain, the Valencia Chamber of Commerce has signed a collaboration agreement with ValgrAI. ValgrAI (Valencian Graduate School and Research Network of Artificial Intelligence) is a foundation promoted by the Valencian Regional Government, with the collaboration of public universities in the Valencian Community, research institutes and companies in the technology sector. Its main objective is to promote the development, research, training and transfer of knowledge in artificial intelligence (AI). In the field of sustainability, ValgrAI promotes the use of artificial intelligence to optimise resources, reduce emissions and support smart agriculture and cities. It fosters research projects, specialised training and events on sustainable AI, integrating environmental and social ethics as key axes in technological and scientific development.

Collaborations like these will help increase awareness of the AI4Green Project across the partner countries' communities and throughout other EU member states.

Developing and Implementing the Adhesion Plan

An adhesion plan will be developed to drive network growth. The plan's primary objectives will be to increase the number of members, enhance the network's diversity and reach, and foster collaboration between members. It will also clearly outline the procedure for organizations to join the project, including the completion of an introductory module and the signing of a Letter of Adhesion formalising their



participation. Existing partner networks will be leveraged to promote the initiative, while the project results platform will be used to disseminate information, share resources, and highlight success stories that demonstrate the network's added value.

Education & Capacity Building

Mainstreaming AI4GreenSME into Education

To ensure long-term success, the AI4GreenSME network must integrate its outcomes into educational curricula. Expanding the network to include new schools and universities will embed AI-driven sustainability practices into vocational education and training (VET) programs. Collaboration between academic institutions and SMEs will facilitate knowledge exchange and research development, ensuring future professionals are well-equipped to address sustainability challenges using AI.

Sustaining the Network's Impact

The long-term success of AI4GreenSME depends on continued collaboration and engagement. Maintaining active communication through emails, newsletters, social media, and regular meetings will be essential. Collecting feedback from members will help refine services and ensure the network evolves to meet emerging challenges. By fostering an active community and leveraging collective expertise, AI4GreenSME will remain a key driver of AI-driven sustainability, supporting SMEs in their green transition well beyond the initial project timeline.

Outcome & Evaluation

Expected Outcome



The main goal of the AI4GreenSME network is to develop a platform for sustained participation that makes it easier for SMEs to adopt AI-driven sustainability practices. The network will enable the broad adoption of cutting-edge, AI-powered solutions that lower energy consumption, optimize business operations, and support the green transition by securing active participation from various partners, including Chambers of Commerce, c-VET providers, and SMEs.

Increased Adoption of AI in Sustainability Practices

Through targeted outreach and engagement efforts, the network will significantly increase the number of SMEs adopting AI-driven solutions for sustainable practices. This will result in measurable reductions in energy costs, improved operational efficiencies, and a greater overall commitment to sustainability within the SME sector.

Strengthened Collaboration and Networking

The network will act as a centre for information sharing, bringing together important parties like corporations, educational institutions, and legislators. Through this partnership, the community's overall impact will be strengthened as best practices, success stories, and creative approaches to utilizing AI for sustainability are shared. Through this enlarged network, SMEs will also gain access to new business opportunities and partnerships.

Empowerment of Chambers of Commerce and c-VET Providers

Joining the network will give c-VET providers and chambers of commerce important insights into sustainability powered by AI. They will be able to lead their sectors and regions in the green transition. By providing SMEs with specialized services and customized training programs, these organizations will be better able to influence laws and plans that promote green transformation.

Policy Influence and Advocacy



The network will act as a powerful advocate for laws that encourage the use of sustainable technologies by showcasing the observable advantages of AI-driven sustainability practices. It will offer crucial insights into the requirements and difficulties faced by SMEs, assisting in the creation of funding initiatives and policies that promote increased sustainability across sectors.

Long-Term Sustainability and Knowledge Transfer

Integrating the network into educational systems—more especially, vocational education and training (VET) programs—will ensure its long-term viability. Through the AI4GreenSME network, businesses will maintain their leadership position in sustainable innovation by providing the next generation of professionals with the skills and knowledge needed to integrate AI into sustainability practices.

The AI4GreenSME network will promote a green transformation in the SME sector through these results, supporting Europe's larger objectives of innovation, economic growth, and environmental sustainability.

Results-Based Indicators for Outreach Success

In order to accurately gauge the effectiveness of the outreach efforts and demonstrate the success of engagement activities, it is vital to implement a clear system for tracking and analysing participation. One key metric will be the number of registrations on the AI4GreenSME platform. Moreover, the collection of signed Letters of Adhesion from potential collaborators, as well as the completion of at least one module on the platform can also serve as basic indicators into outreach success. These will serve as tangible indicators of commitment and alignment with the network's objectives and project indicators.

Further insight can be gained by monitoring registrations for individual training modules, allowing the project team to evaluate the level of interest and engagement across



different topics. Beyond these numerical indicators, the outreach strategy should also include a measurement of engagement and activity levels, such as participation in events, responsiveness to communications, and interaction with shared resources. Collectively, these metrics will provide a comprehensive picture of outreach effectiveness, informing ongoing improvements and supporting the long-term development and sustainability of the AI4GreenSME network.

Timeline

A thorough and phased approach to outreach, onboarding, and ongoing engagement is made possible by the time allotted for the creation and growth of the AI4GreenSME network, which runs from the 1st of May 2025, to the 31st of October 2025. The purpose of this six-month period is to give project partners enough time to locate and establish connections with important Chambers of Commerce, c-VET providers, and pertinent networks throughout the target regions.

The schedule enables organised preparation and implementation, starting with stakeholder outreach and target mapping and concluding with individualised onboarding assistance to facilitate new members' network integration. In order to establish rapport, promote trust, and encourage active participation, ongoing social media engagement initiatives will be conducted during this time.

