

## Invitation for Regional Online Conference: Green Innovation for SMEs in the IPA Adrion Region - Unlock Your Growth Potential!

Dear SME Owner/Manager,

Are you an SME in the **IPA Adrion region** looking for new ways to grow, cut costs, and stay competitive? Do you want to understand how **green innovation and sustainability** can directly benefit your business, but aren't sure where to start or how to overcome the challenges?

Join us for "**Green Innovation in SMEs: Paving the Way for a Sustainable Future in the IPA Adrion Region**," a regional online conference designed specifically for you!

**Date:** 23rd – 24th, June 2025

**Platform:** Online (details provided upon registration)

This conference isn't just about theory; it's about practical action and shaping the future. Here's what you'll gain:

### Discover Real Opportunities & Solutions:

- **Hear from Successful SMEs:** Learn directly from **good practice examples** of businesses in the IPA Adrion region that have successfully implemented green innovations and seen tangible results.
- **Dynamic Panel Discussions:** Our expert panels will cover:
  - **Opportunities for SMEs in the Green Economy:** Discover how green practices can lead to significant cost savings, access to new markets, and an enhanced brand reputation.
  - **Challenges and Solutions for SMEs in Green Economy Transition:** Learn how to navigate common hurdles like accessing green finance, complying with environmental regulations, and building a skilled green workforce.
- **Shape Future Support Programs:**
  - **Participate in Country-Based Breakout Sessions:** This is your chance to make your voice heard! We'll host dedicated breakout sessions for each country in the IPA Adrion region. You'll be able to provide direct input on both the **opportunities** and **challenges** you face. Your contributions will be vital in helping us design future programs and support initiatives specifically tailored to your needs.
- **Boost Your Green Innovation Skills:**
  - **In-Depth Introductory Session:** Get a comprehensive overview during a dedicated session on **Green Innovation Management in SMEs**. This will equip you with foundational knowledge and practical strategies to start or advance your green journey.

This project is co-funded by the European Union through the Interreg IPA ADRION programme.





This is your chance to gain actionable knowledge, get inspired, and connect with a network of like-minded businesses and experts. Don't miss out on this opportunity to future-proof your business!

Register for FREE today in the following link:

<https://docs.google.com/forms/d/e/1FAIpQLSemMX1haWu2oECYK8iU44xCtlxWgAipRAx6w72RhZ9sppvNag/viewform>

**Registration Deadline:** June 20th, 2025

We look forward to welcoming you to this essential event for the future of SMEs in our region!

Sincerely,

The Organizing Committee

"Green Innovation in SMEs: Paving the Way for a Sustainable Future in the IPA Adrion Region"

Albanian Development Fund – GREENSMES Project

<https://www.albaniandf.org/enhancing-smes-modernization-and-green-innovation-and-transition-towards-successful-sustainability-by-transnational-collaborative-practices-and-tools-greensmes/>

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