

PROJECT
Green Economy East Europe: Strategic partnerships and educational tools for building capacity
GREENEAST

SUMMARY

Project name: GREEN ECONOMY EAST EUROPE: STRATEGIC PARTNERSHIPS AND EDUCATIONAL TOOLS FOR BUILDING CAPACITY

Project Acronym: GREANEAST

Funding Program: Erasmus+ / Submission Date: April 23, 2020

Project proposal: [KA202-8FA93458-EN](#)

Project Context:

“EU carbo – neutral economy 2050” is the biggest challenge Europe has ever faced. In order to achieve this goal Europe needs economic planners who are up to this challenge – highly specialised, educated in the newest tendencies in developing green economy, continuing their professional education on permanent basis, building strong professional network for exchanging knowledge and ideas, receiving standardised training ending with professional certification. Professional educational programs need to be created with strong practical orientation, with input of practitioners coming from all sectors of the economy, developed in accordance with the requirements of the digital era we live in, accessible from anywhere. Such professional education is especially necessary to be designed and delivered in member states in East European Region.

Background:

Most of the Eastern and Central European members states, with exemption of Romania, have coal reserves* for significant numbers of years ahead. Except Germany, which has coal reserves for 155 years ahead, North & West, Scandinavian and Baltic countries have their coal reserves either exhausted or had not such in general. This is one of the possible explanations why North and West North of Europe started looking for alternatives and initiated much earlier its transition to clean energy. Unlikely that, the Eastern and Central Europe was seeing its future secured by these significant coal reserves...until recently. Now, with the Green Deal for Europe and the ambitious EU goal to reach carbo neutral economy in 2050, we do not talk only about transition to clean energy. Instead, the new perspective is developing an entirely green economy, which affects already all sectors of economic activities, not only energy.

Based on this background, it is obvious that North and West European member states are having stronger motivation, richer experience and hold more developed capacity for planning such economy, compared to their counterparts in the East. Leaders in this process are Germany, France, Netherlands, Scandinavian countries, and former EU member UK. It is also to be noticed that some of the Eastern European member states are at the last leg of their coal reserves, like Romania and Slovakia. On the other hand, the market of green technologies, products and services will increase both in EU and global dimension. Eastern Europe will need to position itself on this market and to catch up with the trend. Sooner or later coal reserves will end even without the push created by Green EU policies, the later is valid especially for member states with coal reserves horizon 50 – 70 years and less.

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The overall goal of this project: Filling up the gap in the capacity for strategic planning of green economy, existing now between West and East EU member states

Target groups:

- ☒ **Staff members in national, regional and local governments, engaged with economic development**
- ☒ **Staff members in regional economic development agencies**
- ☒ **Environmental managers**
- ☒ **Political leaders**
- ☒ **Private sector representatives**
- ☒ **Media staff and interested citizens**

The project targets professionals engaged directly with planning the local economy (Economic Developers), but also actors in other sectors which are influencing the decisions in one or another way. For example, the usual format of National, Regional and Local Councils for Development includes representatives of all sectors. Members of these bodies can't provide their quality input if not properly oriented in the discussed matters. The result is a lack of quality debate and insufficient decisions which have not been made based on information and knowledge but predominantly on political domination. This is valid also for media people covering economic affairs who, if not properly educated in the sphere of newest tendencies in green economy, can't fulfil their primary mission of society advocates. Being properly educated in economic strategic planning is extremely important also for political leaders in order to set up their political platforms and programs facing the challenges of the society today.

Project objectives:

- 1) To build strategic partnerships for conducting research on good practices & analysis resulting in development of an educational tool for speeding the process of developing green economy in Eastern EU Regions
 - 2) Based on the above approach, to create innovative, practical oriented, e-learning educational tool for building capacity in the field of green economy strategic planning
 - 3) To establish international forum to present the research findings along with the newly created educational tool, also to discuss the possibilities for regional cooperation in Eastern Europe enabling further delivery of the training.
- 3.1. Sub objective: To take advantage of the strategic partnerships and the regional cooperation created within the framework of the project, and to secure sustainability of the results by suggesting the designation of a new international structure observing and directing the capacity building in green economy planning in the region of East Europe on all levels, including transregional and transnational, with a special focus on Hydrogen Economy.

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Project activities:

Activity 1. Developing E- Learning Certificate Program "Specialist in Green Economy Planning" edition in EN and Test Group (intl) Delivery

Activity 2. Developing E- Learning Certificate Program "Specialist in Green Economy Planning" edition in BG and Test Group (Tsenov Academy of Economics, Svistov, BG) Delivery

Activity 3. Configuration of Learning Management System for delivery of E-Learning Certificate Program "Specialist in Green Economy Planning"

Activity 4. Developing Prototype of Public Private Entity for Observing and Directing the Process of Building Capacity in Green Economy Planning in Eastern European Regions with working title "East European Hydrogen Economy Council"

Activity 5. Developing and launching Education & Networking Platform "GREEN EDU PLATFORM"

Activity 6. Organizing the First Eastern European Summit on Education in Green Economy

Expected direct results:

- 1) Built strong transnational Strategic Partnerships for education in green economy planning, innovation, exchange of experience and know-how between academia, business, sector associations, public bodies and governments active on the field, with strong focus on Eastern European Hydrogen Economy
- 2) Developed e- learning Certificate Program "Specialist in Green Economy Planning" (BG & EN) accessible from anywhere
- 4) Developed e-Learning Management System for delivery of the program in Bulgaria
- 5) The first group of 10 Eastern European Specialists in Green Economy Planning certified
- 6) Developed multimedia type components of the program ready for multipurpose use
- 7) Developed multimedia type Case studies ready for multipurpose use
- 8) Developed and launched on-line platform GREEN EDU PLATFORM
- 9) Established International (multi) annual Eastern European Summit on Education in Green Economy
- 10) Engineered and promoted "East European Hydrogen Economy Council"

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Methodology of developing & delivery of the project: The partners in this project are joining forces in an innovative educational approach aimed at positively influencing the speed at which the region of Eastern Europe* is adapting to the EU's 2050 target for zero carbon economy.

Our innovative approach includes interventions in horizontal, vertical and central dimensions securing the synergy between them.

Horizontal dimension: building strategic partnerships of knowledge and incorporating the knowledge into a modern, innovative, on-line based educational tool

Vertical dimension: Implementation of the educational tool (Certificate Program) at all levels of governance in East Europe - national, regional and local.

Central dimension: Sustain the results of the project by creating a public private entity which will catalyse the transformation of the results into policies.

Why education in Hydrogen Economy is a special focus of our project? The hydrogen economy is of critical importance for the future of green, low-carbon economy

Why we think that East Europe needs interventions aimed to accelerate Hydrogen Economy development in the region? A map visualizes the development of hydrogen projects in Europe: <https://hydrogeneurope.eu/projects> It is easy to be seen the projects on this map are located predominantly in the West.

*In East European Region we include Eastern, Central and Baltic member states

Partners: This project will be developed by two categories of partners, Full Partners and Associated Partners.

LEAD: D.A. Tsenov Academy of Economics Svistov, BULGARIA– Center for Professional Education
Hydrogen Europe Research BELGIUM
Impulsregion Fürstenfeld, e.V. AUSTRIA
Bulecoproject 2006 Ltd, BULGARIA

Associated Partners:

Unite "General Affairs of Climate Action" to the Ministry of Environment and Nuclear Security, Germany

European Economic Development Society, BELGIUM (Initiator of the project).

Hydrogen National Association, BULGARIA

Hydrogen National Association, ROMANIA

Hydrogen National Association, SLOVAKIA

Hydrogen National Association, CROATIA

Hydrogen National Association, HUNGARY

Hydrogen National Association, POLAND

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Impact envisaged and potential long- term benefits:

1. Modernisation of higher and professional education aimed in training competent Eastern European economic developers.
2. Orientation of the professional education for Eastern European economic planners towards more practical, real-life based training programs upgrading their skills for facing challenges in today's quickly changing world
3. Established standards for optimal level of specialization and competence among economic planners in Eastern Europe
4. Developed deeper understanding among all levels of decision – makers in all sectors in Eastern Europe about emerging new type of markets, as the global green products & services market, which European leadership envisions as markets where EU may gain competitive advantage, resp. where EU regions (including East Europe) can position themselves;
5. Challenging the business in Eastern Europe to discover the opportunities streaming from the emerging national, European and global markets for green products & services, and to approach European Green Deal as an investment plan which is opening avenue for the European business to take advantage of these opportunities;
6. Challenging national governments in Eastern Europe to adjust its national operational programs to the new trends mentioned above and to make sure their business actors and economic developers are properly trained and are up to the new challenges