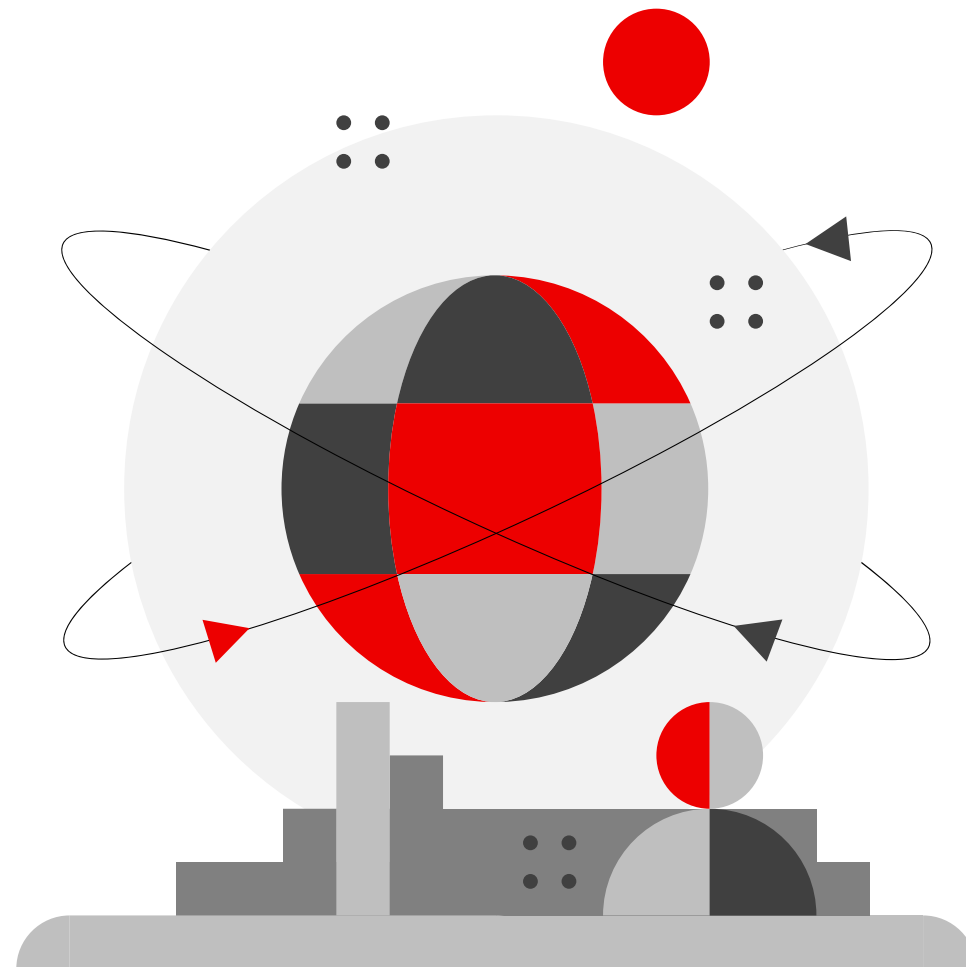


EEA and Norway Grants Matchmaking Event

Oslo Innovation Week 2026

Innovation Norway

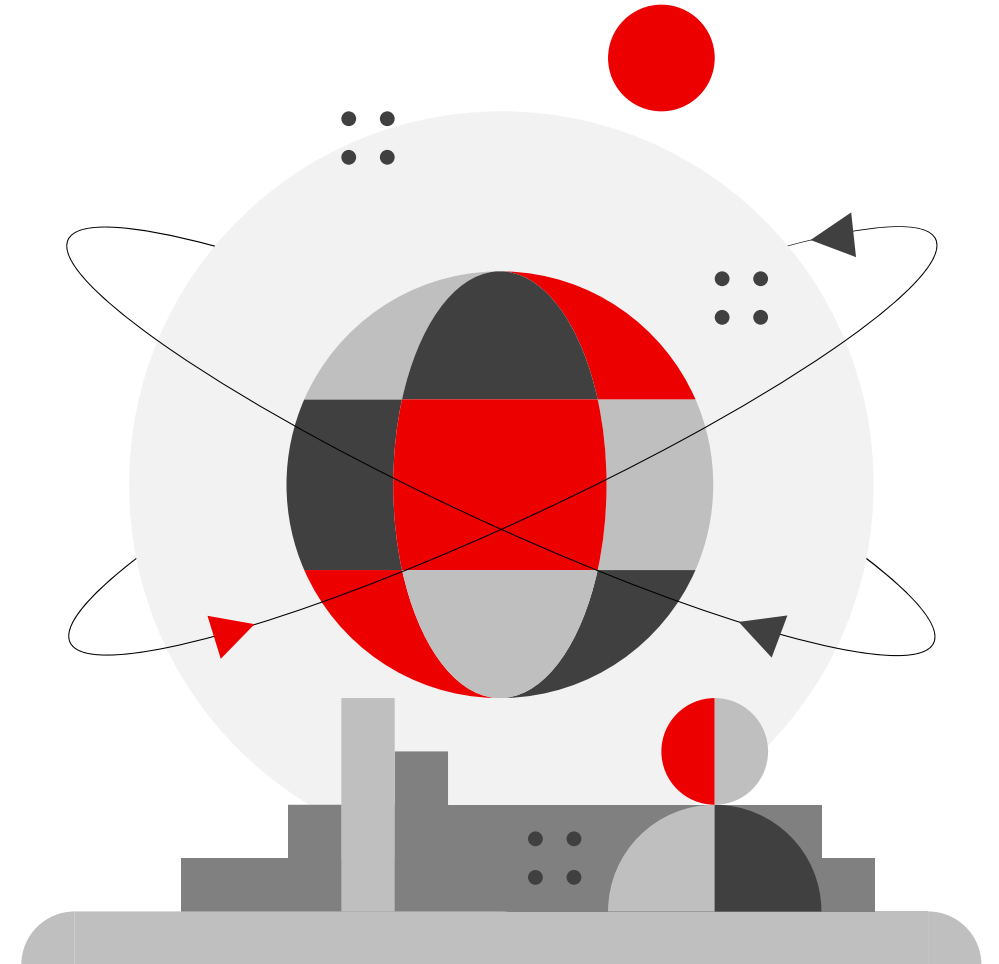
OSLO
INNOVATION
WEEK 19–22 OCT
2026



Welcome to the EEA and Norway Grants Matchmaking Event

Elisabeth Svanholm Meyer, Executive Vice President
Thomas Egger Sørensen, Senior Vice President

Innovation Norway



Agenda

09:00 - 09:05 **Opening and Welcome**
Elisabeth Svanholm Meyer, Executive Vice President, Innovation Norway
Thomas Egger Sørensen, Senior Vice President Special Assignments, Innovation Norway

09:05 - 09:30 **Introduction: EEA and Norway Grants and How to build partnerships**
Magnar Ødelien, Programme Director EEA and Norway Grants, Innovation Norway

09:30 - 10:00 **Green Transition in Practice: Lessons from Norwegian Businesses**
Gry Kolbjørnsen Langbakk, Special Adviser, Innovation Norway

10:00 - 10:20 **Presentations of Programmes and Upcoming Funding Opportunities under the EEA and Norway Grants**
Programme Operators from Bulgaria and Croatia

10:20 - 10:50 Coffee Break

10:50 - 11:50 **Presentations of Programmes and Upcoming Funding Opportunities under the EEA and Norway Grants**
Programme Operators from Estonia, Greece, Latvia, Poland and Romania

11:50 - 12:00 **Q&A: Programmes, Calls and Timelines**

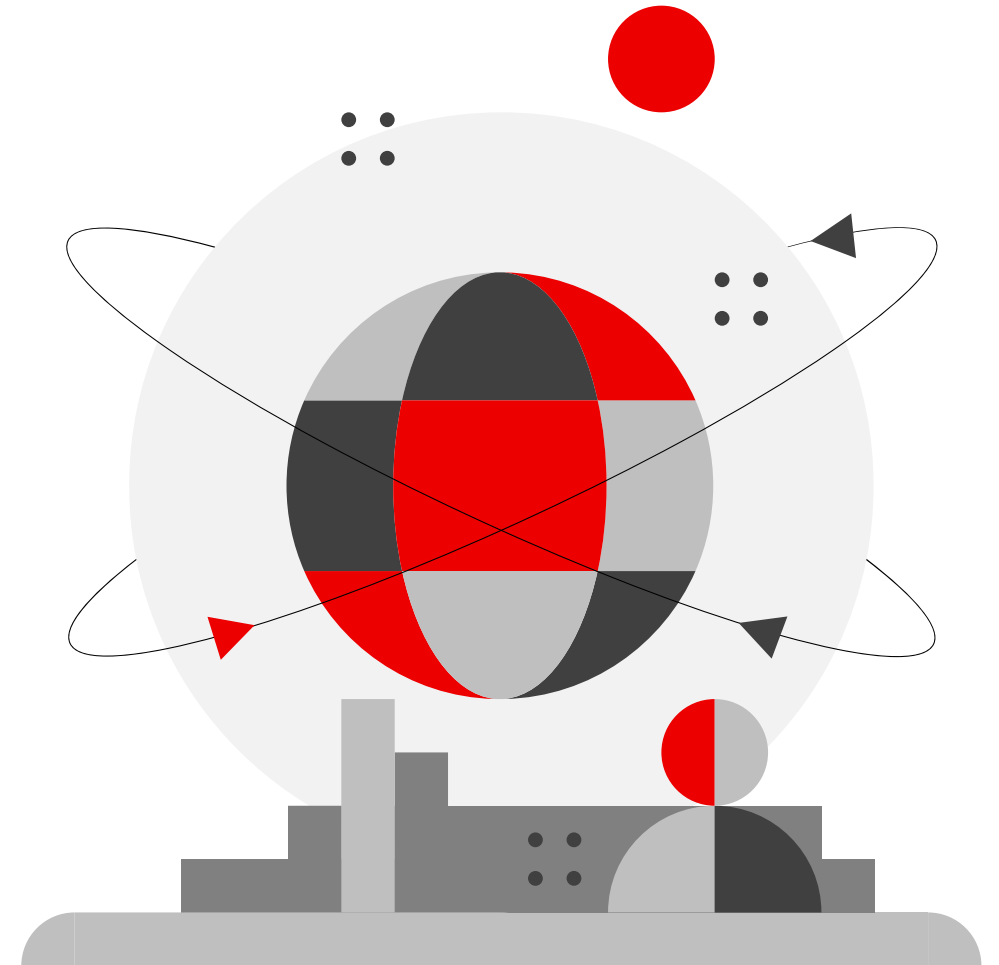
12:00 - 12:50 Networking lunch

12:55 - 14:50 **Matchmaking Sessions**

EEA and Norway Grants and how to build partnerships

Magnar Ødelien, Programme Director EEA and Norway Grants,
Innovation Norway

Innovation Norway





All Norwegians should know how great the EEA and Norway Grants are

Håkon Haugli
CEO of Innovation Norway



INTERVIU Håkon Haugli, CEO Innovation Norway:
Cooperarea între companiile românești și norvegiene, deși provin din medii culturale și geografice distincte, s-a dovedit a fi de succes



Sursa imagine: Innovation Norway

Håkon Haugli, CEO Innovation Norway, a discutat în cadrul unui interviu despre oportunitățile de finanțare din cadrul Mecanismului de Finanțare al Granturilor SEE și Norvegiene disponibile pentru antreprenorii români, scopul acestor oportunități, interesul antreprenorilor români pentru afaceri în domeniul energiei și mediului și motivele pentru care aceste domenii sunt atât de importante acum, dar și despre finanțarea energiei

EEA and Norway Grants 2021 - 2028

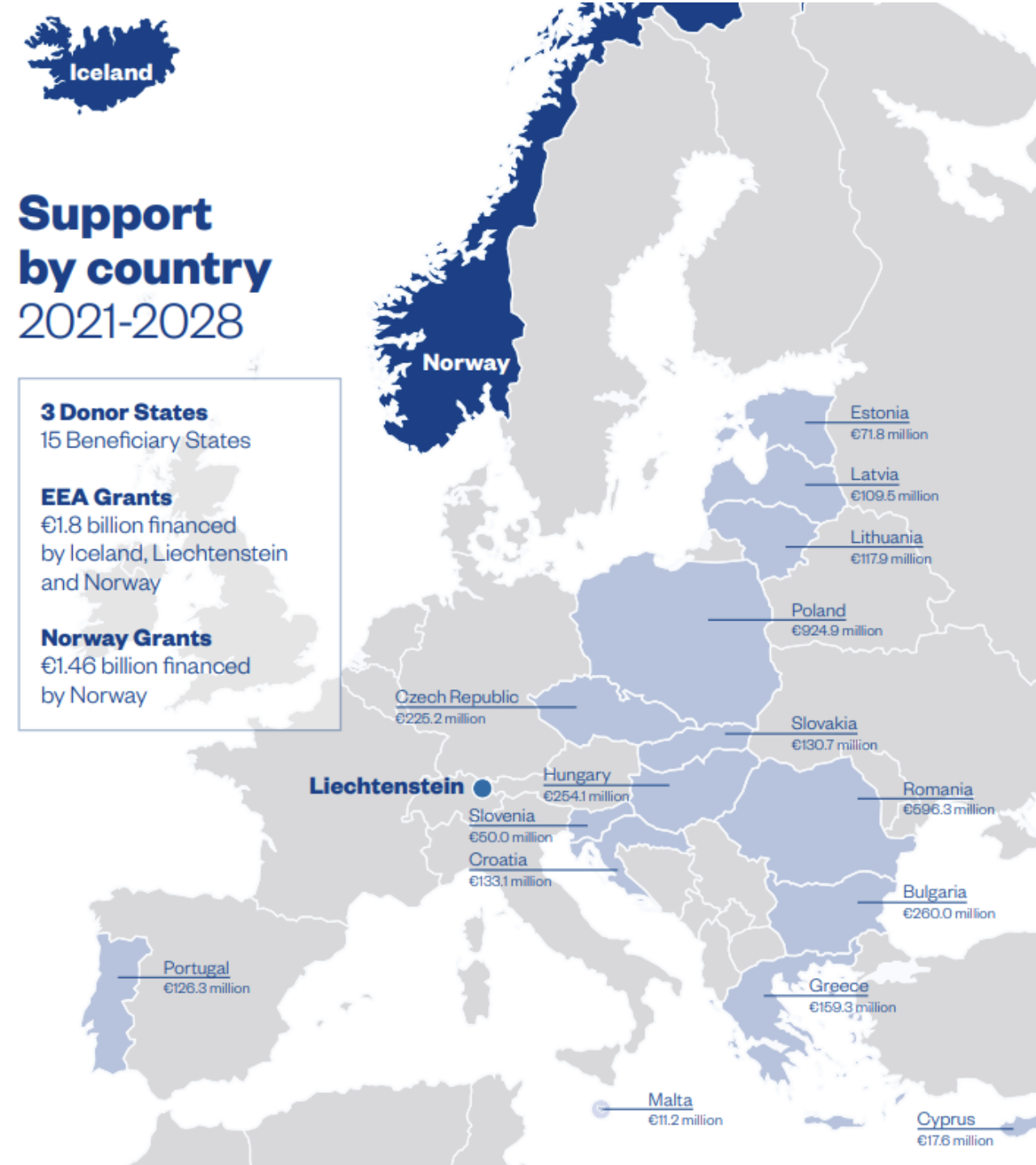
- Agreement with EU in November 2023
- MoU-negotiations between donors and beneficiary states
- 3,2 billion euro
- 15 Beneficiary States

Support by country 2021-2028

3 Donor States
15 Beneficiary States

EEA Grants
€1.8 billion financed
by Iceland, Liechtenstein
and Norway

Norway Grants
€1.46 billion financed
by Norway



Programme area: “Green business and innovation”

Areas of Support

- Development of green or blue technologies, products, processes, and services and bringing them to market.
- Investments in, and applications of green or blue technologies, products, processes, and services.
- Promotion of start-ups and female entrepreneurs in the blue or green economy.
- Improving business skills and fostering entrepreneurial mindsets.

Programme area objective

Acceleration of the
green transition
towards a more
sustainable society.

Programme area: “Green business and innovation”

Programme area specifics

- The programme area shall allocate at least 60% of funding to small and medium-sized enterprises.
- Small and medium-sized enterprises (as defined by the EU), and large enterprises with less than 25% public ownership, shall be the main recipients of support under this programme area.
- When necessary to fulfil the programme objectives, also non-commercial and not-for-profit organisations (including clusters and business associations) and public entities can apply for support for ‘soft measure’ activities.
- Measures to promote digitalisation and gender equality shall be included in all programmes.
- Projects with bilateral partnerships shall be given priority

Programme area objective

Acceleration of the green transition towards a more sustainable society.

EEA and Norway Grants - Bilateral Cooperation

Results

- partnerships
- All partners report apply knowledge from the partner in their activities
- In investment projects, partners shared practices, expertise, competence, knowledge and experience
- In R&D, partners contributed with know-how, technologies, processes or methods
- In R&D, partners co-developed solution and share the IPR

Impact

- Access to new markets and contracts
- Increased exports
- Opportunity to develop, test or scale
- New production partners within Europe
- Joint IPRs
- Networks, partnerships, cooperation
- Scaling of production
- Stepping-stone to European projects
- Capacity-building and learning



Why partner?

A strong partnership combines complementary capabilities and creates value on both sides.

Market access

Local insight, visibility and pathways into new European markets.

Innovation capacity

Combine technology, test environments and specialist expertise.

Networks & credibility

Build relationships that can lead to future contracts and programmes.

Risk sharing

Share development work, implementation knowledge and market learning.

Best fit: a shared challenge, complementary assets and a credible route from pilot to lasting cooperation.

Where partnerships can create value

Opportunities are country- and call-specific, but recurring collaboration spaces are clear.

Green ICT

Digitalisation, data-driven services and smart systems

Green and Circular

Clean technologies, resource efficiency and circular value chains

Blue Economy

Marine technology, aquaculture, ocean solutions and blue innovation

Research and Public value

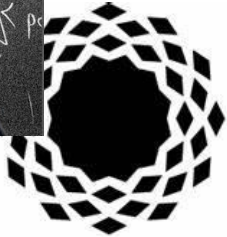
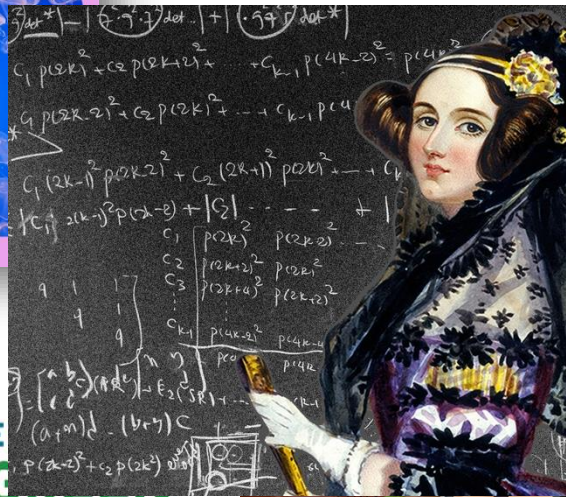
Applied research, institutional learning and service innovation

The call defines the rules: eligibility, funding rates, partnership requirements and deadlines vary by country and programme. Always work from the relevant open call.

Bilateral Activities

Health is wealth

Take a wellness break with this category from health tech and med tech to mental health awareness.

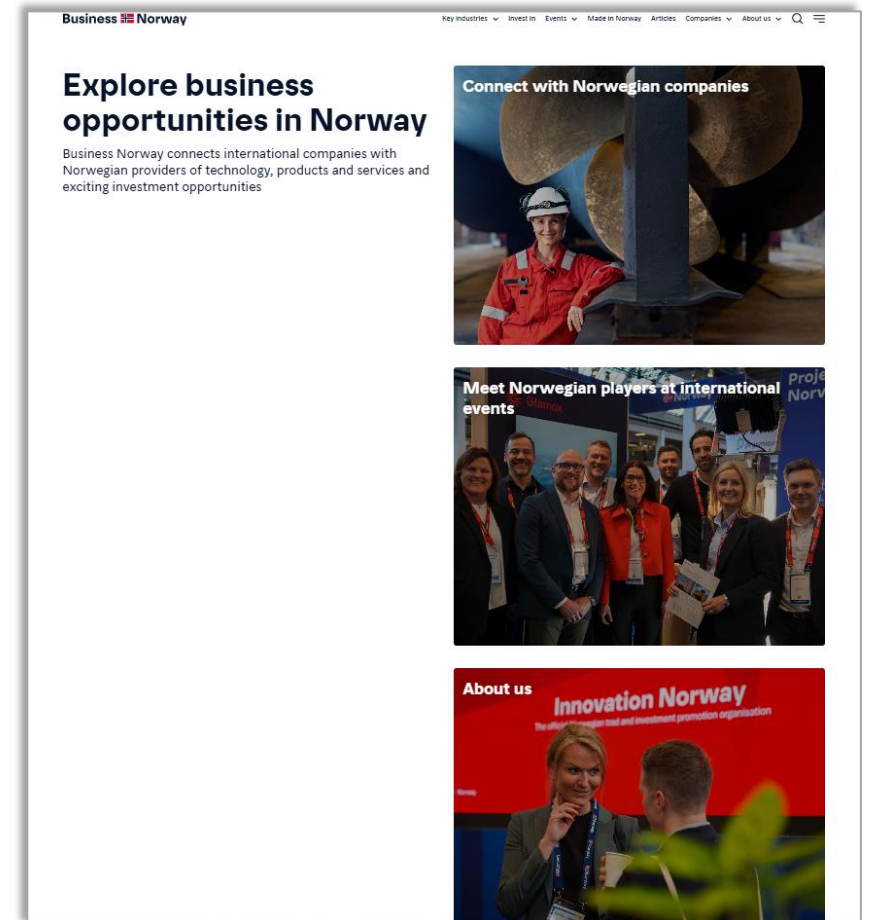


NORWEGIAN INNOVATION



Business Norway - A digital marketing portal where international companies can find

- Innovative and sustainable solutions from Norwegian companies
- Key export industries and topical articles on these
- Events where they can meet Norwegian companies
- Company pages
- Investment opportunities

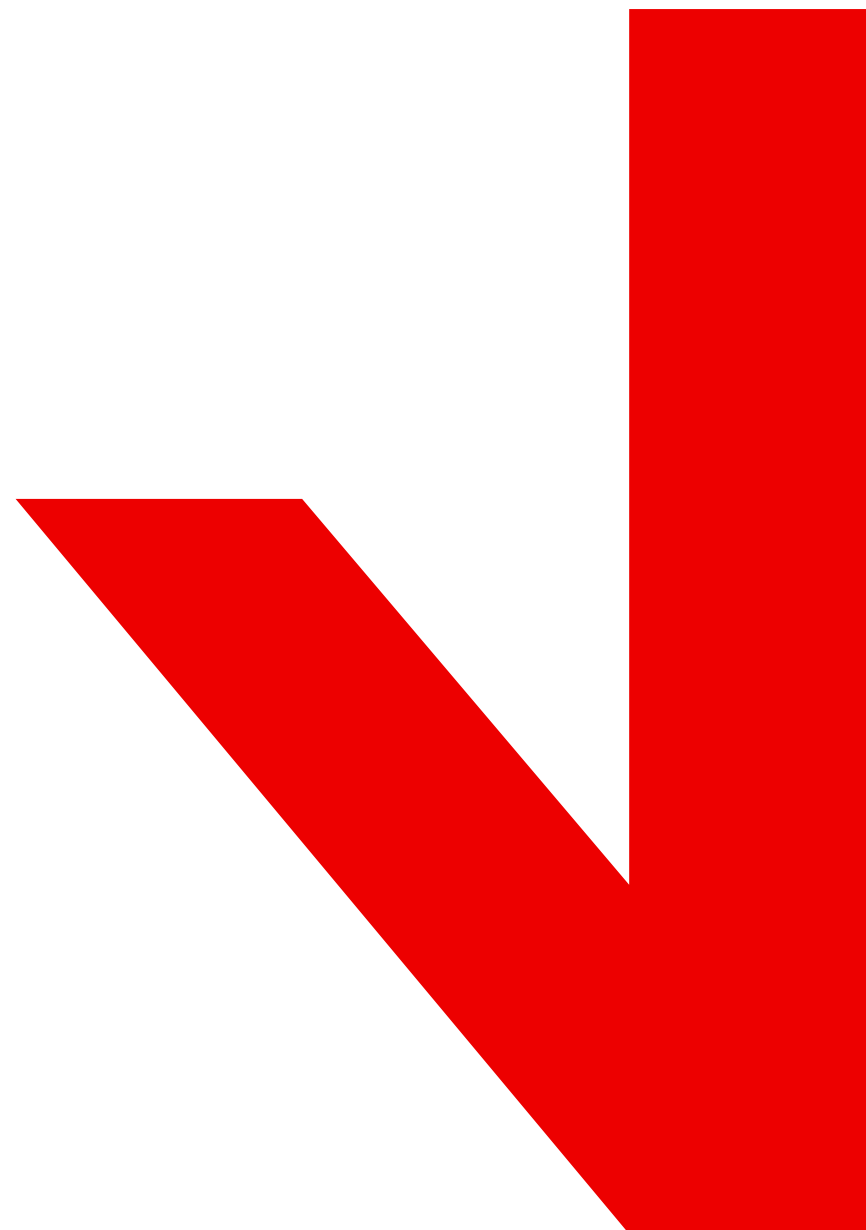


Green Transition in Practice

7 lessons from Norwegian business consortia

Gry K. Langbakk,
Special assignments

Innovasjon Norge



Green transition requires collaboration, trust, market understanding and the ability to turn innovation into scalable solutions

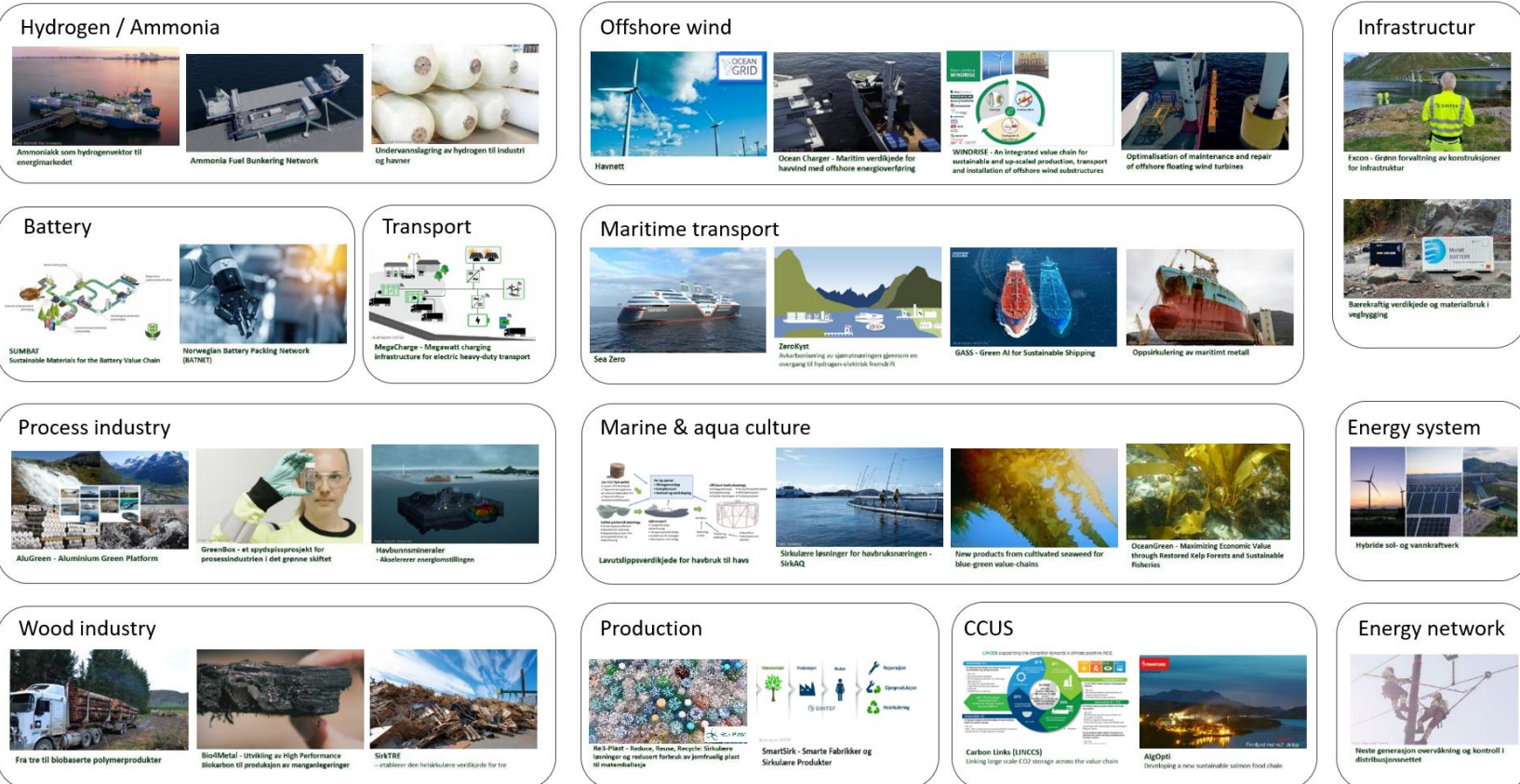
Green Platform – Norway	EEA & Norway Grants
National collaboration	International collaboration
Large Norwegian consortia	Partnerships across European countries
Business + research collaboration	Norwegian companies as partners in projects abroad
From research to market introduction	Development, testing and piloting of new solutions
Builds new green value chains in Norway	Opens doors to new markets, partners and networks
Strong focus on green transition and business impact	Green transition combined with European cooperation

That is why the lessons from Green Platform are relevant beyond Norway

Lesson 1: Green transition is a value-chain challenge

- Companies cannot transform entire value chains alone
- Research, industry, customers and public actors have different roles
- The project must connect technology, market and implementation

32 Green platform projects from 2021 to 2023



Lesson 2: Seven characteristics of strong green transition projects

1. Solve a critical transition challenge
2. Create value and competitive advantage
3. Deliver measurable climate and environmental impact
4. Generate wider societal benefits
5. Build strong value chains and share risk
6. Connect research, testing, implementation and scale-up
7. Address risks that individual actors cannot carry alone

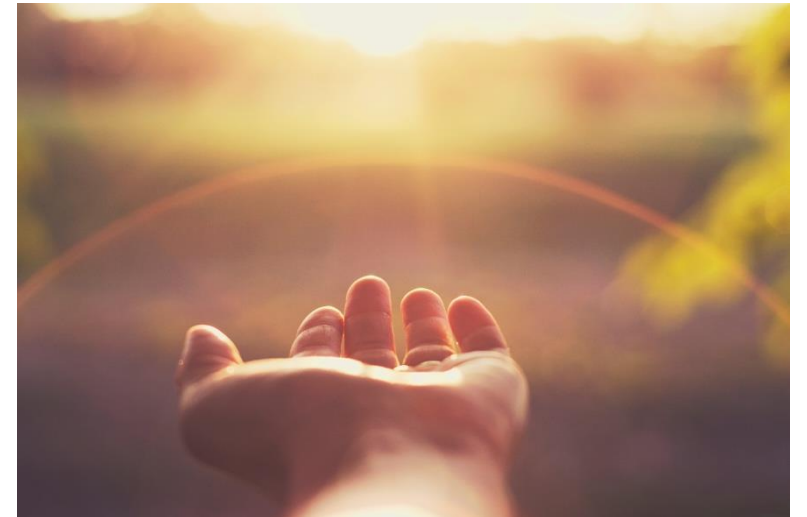


Lesson 3: Collaboration starts with interdependence, but succeeds through trust

A consortium is not a list of partners

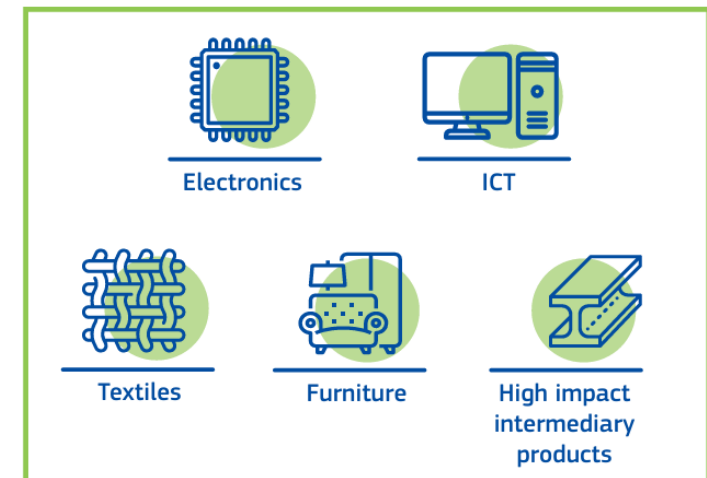
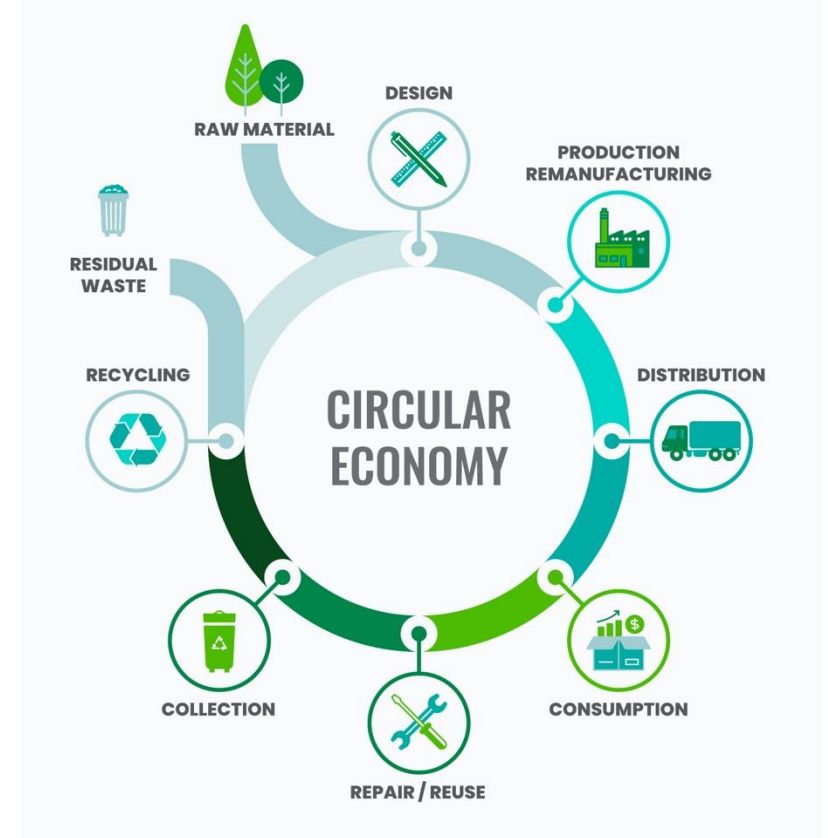
Shared challenge

- **Clear roles**
- **Transparent interests**
- **Fair risk and value sharing**
- **Trust**



What is Circular economy?

- Circular economy starts with **design**, not waste management
- Products and materials must remain in use through **repair, reuse and remanufacturing**
- Recycling is important, but should come **after higher-value circular solutions**
- Real change requires collaboration across the **entire value chain**
- The principles must be applied in concrete product groups, including **electronics, ICT, textiles, furniture and intermediary products**



Lesson 4: Circular economy requires more than circular technology

Three flows must work

- **Materials**
Collection, quality, volume and logistics
- **Information**
Origin, performance, traceability and documentation
- **Money**
A viable business case for every critical link

OPPSIRK

Background
The project “**Upcycling Maritime Metal**” addresses the challenge of waste management and resource utilization in the maritime sector. Today, Norwegian ships are sent to decommissioning yards in Asia, where ESG regulations are weak. This results in the loss of valuable steel that Norway urgently needs. Currently, most of the steel used in Norway is imported from Asia at high cost and with significant carbon emissions.

Through the startup **Nordic Circles**, several successful initiatives have already demonstrated the potential of upcycling maritime steel into construction products. This project focuses on research and development of methods to **scale the process and establish a new green industry in Norway**.

Objective
To **create a sustainable value chain and industry for upcycling maritime steel for use in the construction sector**.

Expected Results and Impact

- **Establish a Norwegian value chain and production line** for construction products made from upcycled maritime steel.
- **Develop advanced methods for dismantling and processing maritime metal**, increasing recycling rates, material quality, and scalability.
- **Create new jobs and enhance the value of the steel industry** by introducing an innovative industrial process for upcycled steel.



Contact: Nordic Circle | Project Manager, John Jacobsen
+47 915 55 286 | john@willder.no
oppsirk.no

Lesson 5: The innovation may be ready before the system is ready

Common barriers identified by the projects

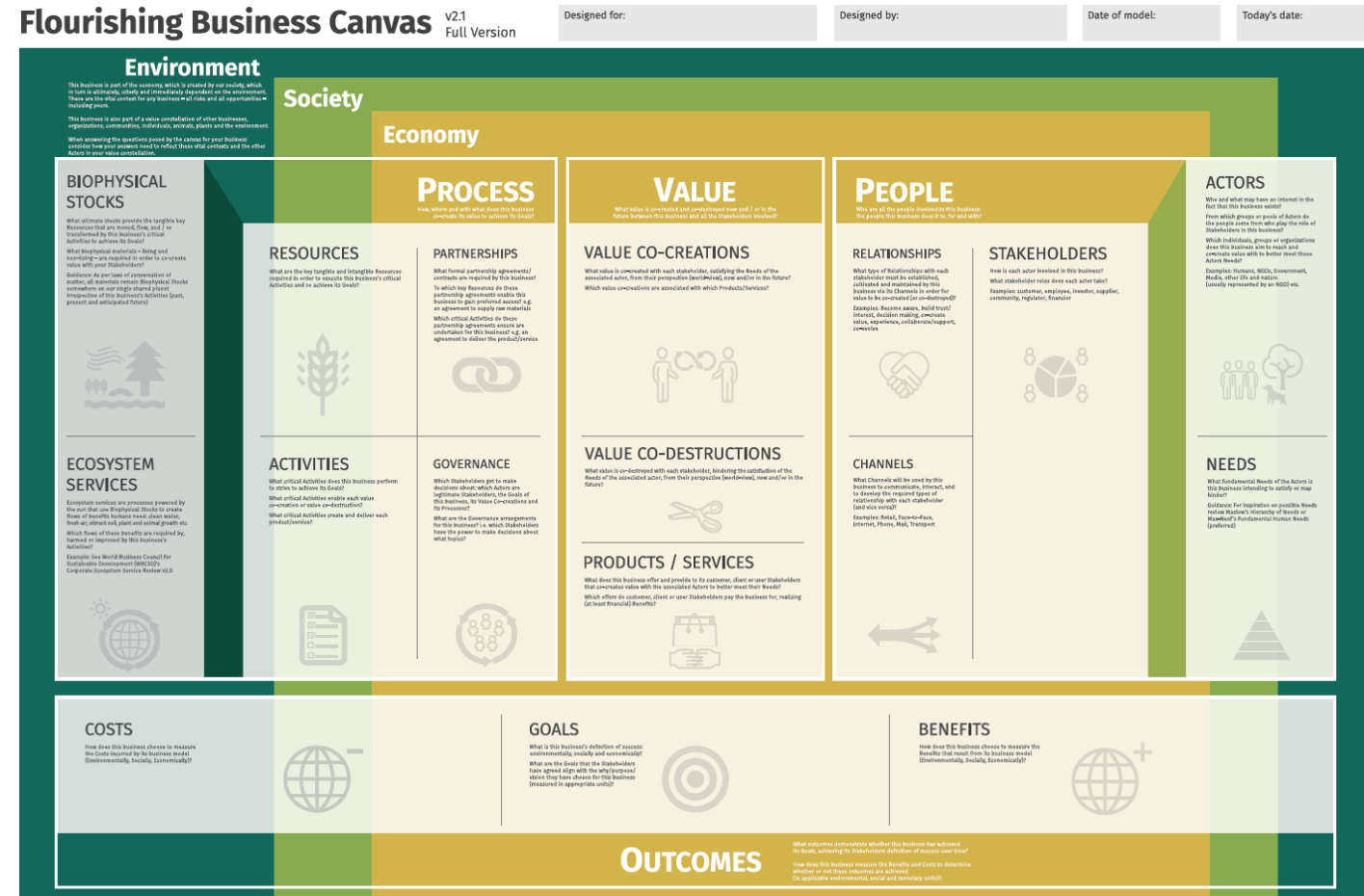
- Public procurement rewards familiar solutions
- Standards are designed for virgin materials
- Certification is costly or unclear
- Risks are concentrated on the first mover
- Secondary material markets lack volume and predictability
- Regulation develops more slowly than technology



Lesson 6: Follow-up should build capability, not only control progress

From project monitoring to business capability

- Is the customer problem still valid?
- Is the consortium learning fast enough?
- Are technical and commercial maturity developing together?
- Are barriers being acted upon?
- Is the pathway to scale becoming clearer?
- Is impact being measured from the start?



Lesson 7: Impact must be designed before it can be reported

Impact is not the final reporting chapter

Activities → Results → Adoption → Scale → Impact

Measure:

- Environmental value
- Customer and business value
- Societal value
- Learning and transferability



Grønnby

Background: The City of Oslo aims to reduce 95% of its direct emissions by 2030. The transport sector is a major source of greenhouse gas emissions in Norway, with road traffic being the largest contributor. The transport sector is therefore central to the green transition, and achieving such an ambitious target requires a combination of coordinated and mutually reinforcing measures.

Goals: Grønnby will develop and test an integrated mobility system in a living urban environment in Oslo to promote green mobility solutions with high user acceptance and to reduce environmental and greenhouse gas emissions. The core consists of three technologies that will be integrated and tested at scale in Oslo and Lilleakerbyen:

- (1) Modular mobility subscription services for businesses and housing cooperatives
- (2) GNSS-based device technology for distance-based road pricing and mobility services
- (3) AI-based traffic management and monitoring

Results & impact

- Elevate fragmented technologies into integrated, research-based packages of measures
- Develop technologies with high impact potential and sustainable business models
- Use large-scale pilots with robust evaluation design and measurement of interaction effects
- Introduce new collaboration and business models between the public and private sectors
- Test combinations of push and pull policy instruments



Oslo



Norsk Kommunalteknisk Forening

Ruter#



Tet #



Statens vegvesen



MUSTAD EIENDOM

Contact:

Petter Arnesen, SINTEF

Petter.Arnese@sintef.no, 98083886

[Grønnby website](#)

Skalering

TRL 7-8 Pilotering og validering

TRL 5-7 Teknologitvilling

Grønn tiltakspakke for by

Internasjonal skalering



Grønn tiltakspakke for by

i Oslo og Akershus





**Choose partners because they are necessary,
not because they are available.**

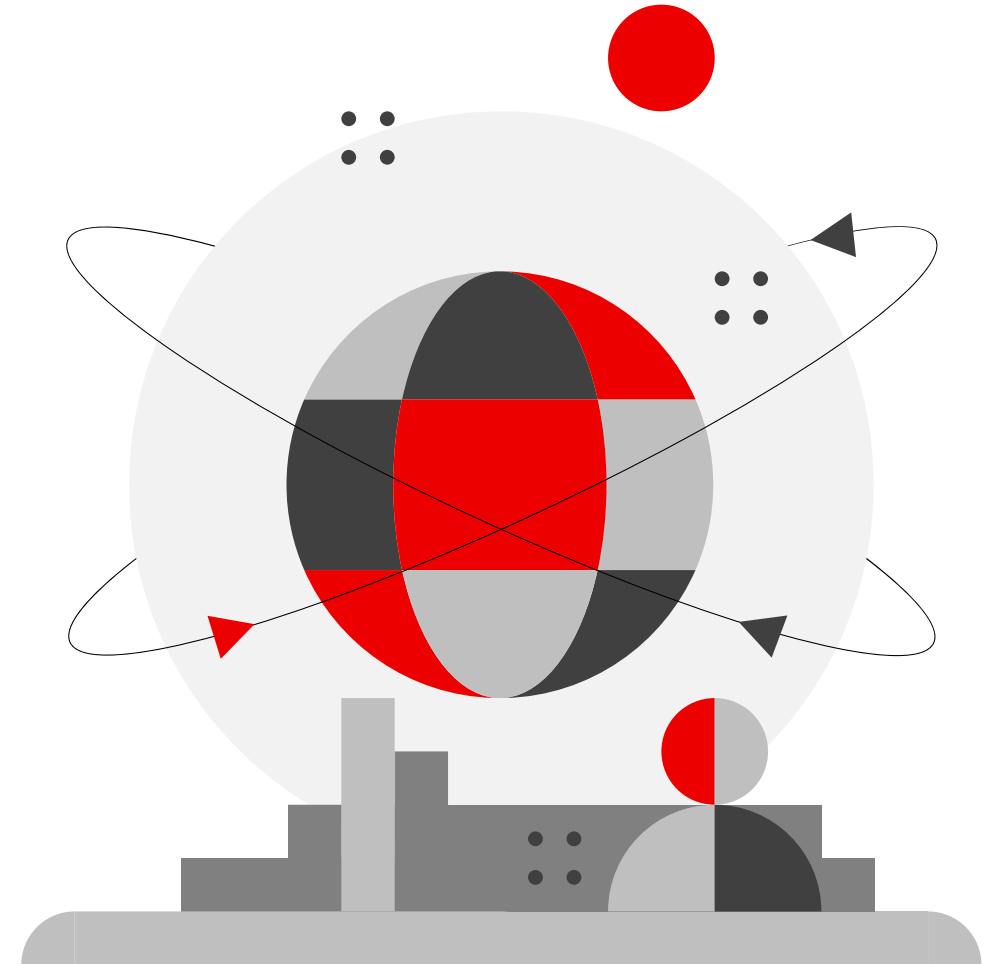
**Address market and regulatory barriers
while developing the technology.**

Define the pathway to impact before the project begins.

Bulgaria

Green Business and Innovation

Innovation Norway



Programme Highlights

Programme Objective : Green value creation and competitiveness

Available Funds: €30 million

Programme specific:

- No limitation in terms of economic sector.
- 60 % of the funding shall be allocated to SMEs
- Bilateral partnership encouraged
- 5 Open calls for proposals
- A pre-defined project



Calls for project proposals

Green business innovation and competitiveness

Support for female entrepreneurship

Promoting of start-ups

Capacity building and networking

Available funds - € 10 mln.

2nd release – approx. € 9 mln.

Maximum grant amount per project: € 1 mln.

Available funds – € 3 mln.

Maximum grant amount per project: € 300,000

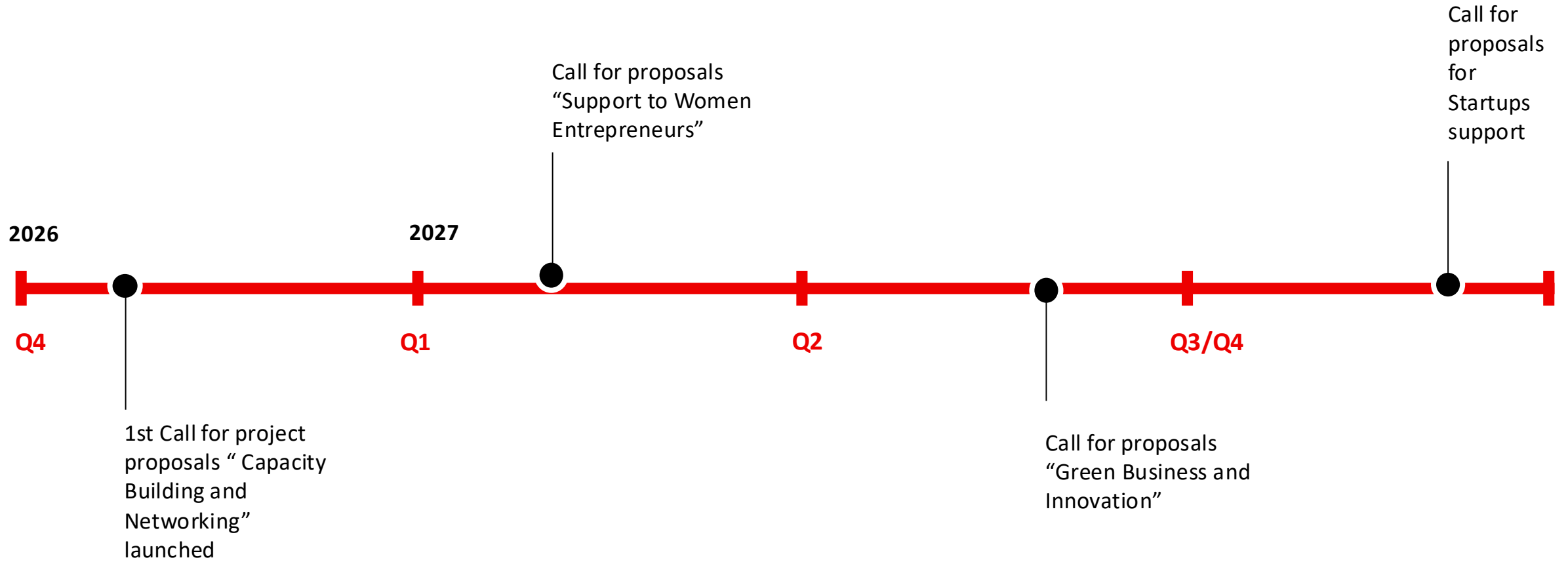
Available funds – € 3,5 mln.

Maximum grant amount per project: € 300,000

Available funds – € 1,5 mln.

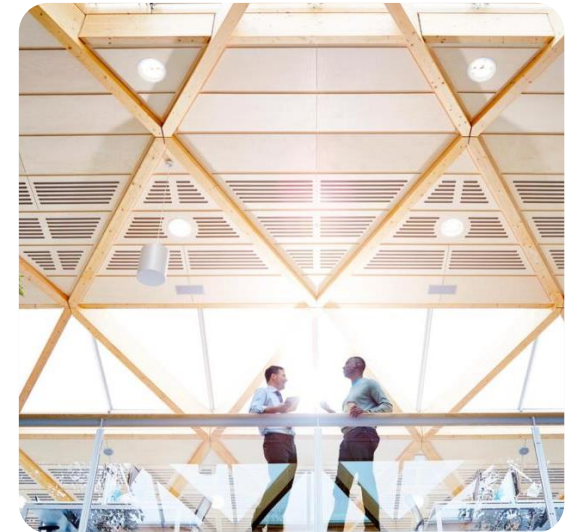
Maximum grant amount per project: € 150,000

Timeline



Expected Results

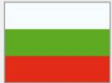
- ❖ Businesses are more innovative
- ❖ Businesses are greener and more circular
- ❖ Businesses and entrepreneurs have increased capacity
- ❖ Enhanced collaboration between Bulgaria and Norway



<https://eeagrants.org/en/fmo/countries/bulgaria>

Home About us ▾ Countries ▾ Areas of work ▾ Partnership opportunities ▾ Documents Library ▾ Apply for funding ▾ News & events ▾ Pressroom ▾ Contact us ▾

🏠 | FMO | Countries | Bulgaria



Bulgaria

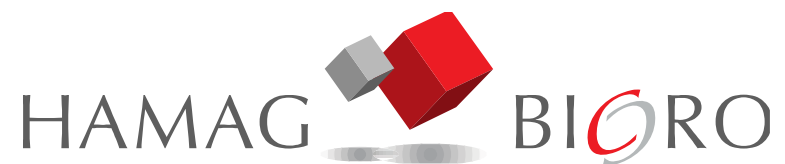


- ↓ Supported Areas
- ↓ Programmes
- ↓ Contact
- ↓ Our stories

sofia@innovationnorway.no

Thank You!





HAMAG-BICRO

Croatian Agency for SMEs, Innovation and Investments

GREEN & BLUE BUSINESS INNOVATION

Oslo Innovation Week 2026 | Oslo, Norway

Đeni Petrović – Senior Analyst

International Cooperation Department

Sector for Support and Development of Entrepreneurship, Coordination
and International Cooperation

CROATIA HAS ALWAYS HAD A THING FOR IDEAS

From flying and writing to electricity and marine technology — innovation has long been part of Croatia's story.



1615/1616

FAUST VRANČIĆ

Homo Volans

One of the earliest
parachute designs.



1860s

IVAN LUPIS

Torpedo precursor

An idea born
on the Adriatic.



1887/1888

NIKOLA TESLA

*AC power &
induction motor*

Transforming
the modern world.

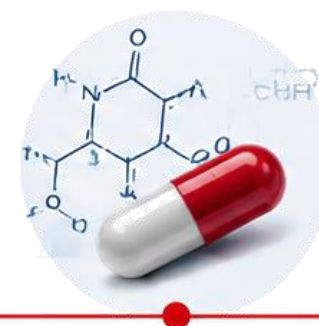


1906

SLAVOLJUB PENKALA

Mechanical pencil

An innovation
you can hold
in your hand.



1981

PLIVA SCIENTISTS

*Azithromycin
(Sumamed)*

A Croatian innovation
improving health
worldwide.



2009–today

RIMAC

Electric mobility

High-performance
electric vehicles
designed and built
in Croatia.

AND THE STORY CONTINUES...

Today, Croatian innovators are turning their attention to the next challenge:

a greener, bluer and more sustainable economy.

*Innovation
runs in our history.*

TURNING CROATIAN IDEAS INTO BUSINESS

HAMAG-BICRO plays a leading national role in supporting Croatian SMEs throughout their growth journey — from access to finance and innovation support to commercialisation and international growth.

Croatian Agency for SMEs, Innovation and Investments



FINANCE → *we help you fund it*

- Loans
- Guarantees
- Grants



INNOVATE → *we help you develop it*

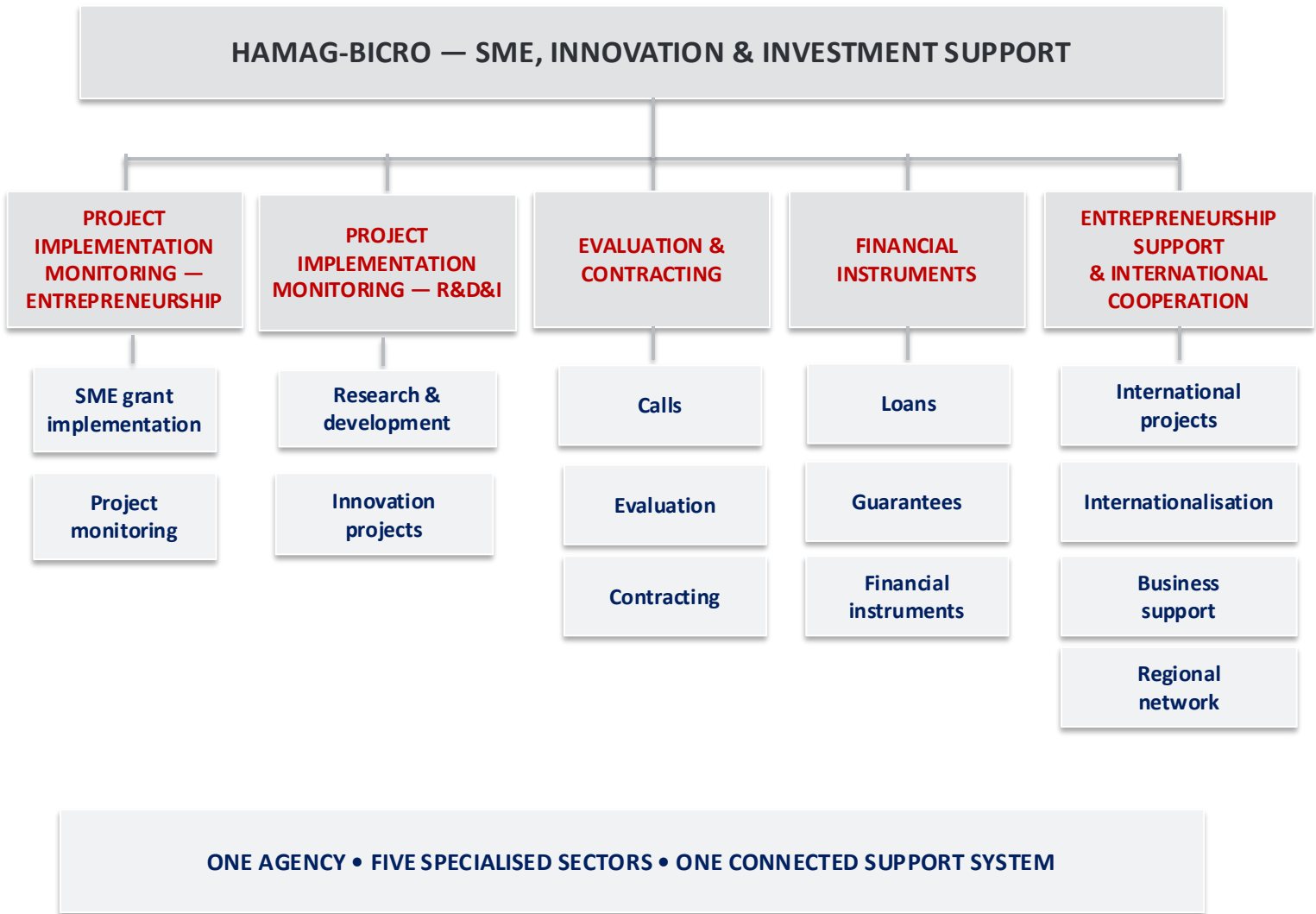
- R&D support
- Innovation programmes
- Commercialisation support



GROW & CONNECT → *we help you take it further*

- Internationalisation support
- Business advisory
- Professional consultancy services

OUR AREAS OF EXPERTISE



INNOVATION DOESN'T STOP AT BORDERS

We help Croatian SMEs turn local potential into international opportunity.

FROM LOCAL POTENTIAL

CROATIAN SMEs

KNOWLEDGE • PARTNERS • CAPITAL • MARKETS

International programmes and partnerships connect businesses with expertise, funding opportunities and new markets.

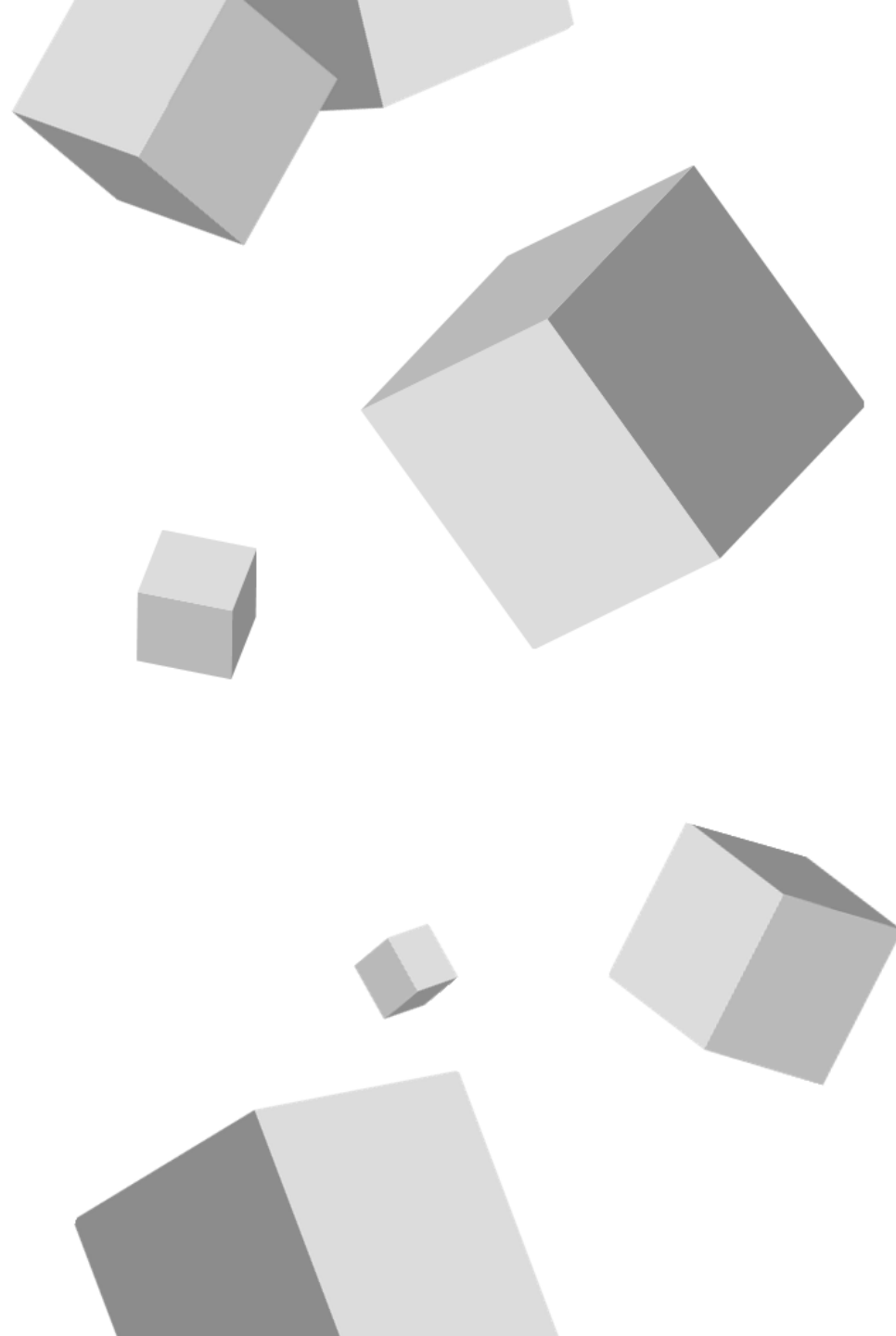
TO INTERNATIONAL OPPORTUNITY

INTERNATIONAL GROWTH

NEXT

GREEN & BLUE BUSINESS INNOVATION →

National support → international connections → sustainable business innovation



GREEN & BLUE BUSINESS INNOVATION

Turning green and blue innovation into market-ready solutions.

PROGRAMME FUNDING

€22 MILLION

Norwegian Financial Mechanism

PROGRAMME OBJECTIVE

Strengthen the competitiveness of Croatian SMEs by supporting the development and market uptake of green and blue innovations.

GREEN & BLUE INNOVATION

Technologies • Products
Processes • Services

SMEs & START-UPS

Innovation • Commercialisation •
Market uptake

SUSTAINABLE BUSINESS

Low-carbon • Circular
• Resource-efficient

FUNDED BY

Norwegian Financial
Mechanism

PROGRAMME PARTNERSHIP

HAMAG-BICRO & Innovation Norway

INNOVATION → MARKET UPTAKE → SUSTAINABLE GROWTH



HOW THE PROGRAMME SUPPORTS BUSINESSES

Four calls. Two outcomes. Support from innovation development to investment readiness.

OUTCOME 1		OUTCOME 2
CALL 1 Green & Blue Innovation Grants for SMEs For established SMEs € 200K – € 500K OPEN CALL • UP TO 4 CUT-OFF DATES/YEAR ELIGIBILITY 3+ years EXPECTED LAUNCH Q2 2027	CALL 2 Empowering Female-Led SMEs for Green & Blue Innovation For female-led SMEs € 200K – € 500K OPEN CALL • UP TO 4 CUT-OFF DATES/YEAR ELIGIBILITY 51% + female ownership • 1+ year EXPECTED LAUNCH Q2 2027	CALLS 3 & 4 Start-up Acceleration & Investment Readiness For early-stage businesses € 30K – € 60K LIMITED CALL ELIGIBILITY Up to 3 years EXPECTED LAUNCH CALL 3 • Q1 2027 CALL 4 • Q4 2028

OUTCOME 1 – TWO CALLS, ONE SHARED OBJECTIVE

Bringing green and blue innovations to market

TECHNOLOGY JOURNEY

R&D&I

Development stage

DEVELOP → TEST → DEMONSTRATE → COMMERCIALISE

TRL 8

Market-ready solution

€ 200K – € 500K

GRANT PER PROJECT

60 %

AID INTENSITY

UP TO 36 MONTHS

PROJECT DURATION

OPEN CALLS WITH CUT-OFF DATES

Applications can be submitted continuously • Up to 4 cut-off dates per year

CROATIA AND NORWAY COOPERATION

Norwegian partner optional • Bilateral projects receive additional evaluation points
Partnerships • Knowledge & technology exchange • International cooperation

EXPECTED RESULTS

Market-ready innovations • Competitive SMEs • Sustainable business models • Stronger green transition capacity



TWO CALLS — DIFFERENT TARGET GROUPS

The same green & blue ambition, tailored to different SME profiles.

CALL 1

GREEN & BLUE INNOVATION GRANTS FOR SMEs

WHO?	Established SMEs
COMPANY AGE	3+ years
OWNERSHIP	No gender-specific ownership requirement
CALL ALLOCATION	€ 14 MILLION
ADDITIONAL SUPPORT	Preferential scoring for bilateral projects

CALL 2

EMPOWERING FEMALE-LED SMEs FOR GREEN & BLUE INNOVATION

WHO?	Female-led micro and small enterprises
COMPANY AGE	1+ year
OWNERSHIP	51% + female ownership
CALL ALLOCATION	€ 4 MILLION
ADDITIONAL SUPPORT	Preferential scoring for bilateral projects • Additional mentoring & business development support

TWO TARGET GROUPS • ONE GREEN & BLUE AMBITION

Bringing innovative solutions to market through stronger Croatia–Norway cooperation.



WHAT CAN BE FUNDED?

INDICATIVE ELIGIBLE ACTIVITIES

01 RESEARCH, DEVELOPMENT & INNOVATION

Development and testing of new or significantly improved products, processes and services

02 PROTOTYPING, DEMONSTRATION & PILOTING

Development and testing of solutions towards market application

03 COMMERCIALISATION & MARKET UPTAKE

Development towards TRL 8 and preparation for market launch

04 INTERNATIONALISATION

International trade fairs • B2B events • Matchmaking • Connections with international partners

BILATERAL COOPERATION WITH NORWAY

Partnerships • Knowledge & technology transfer • Access to Norwegian expertise



START-UP ACCELERATION & INVESTMENT READINESS

FROM EARLY-STAGE POTENTIAL TO INVESTMENT READINESS

START-UP SUPPORT AT A GLANCE

€ 30K – € 60K

GRANT PER PROJECT

100 %

AID INTENSITY

UP TO 3 YEARS

ELIGIBLE START-UPS

2 CALLS

ACCELERATION CYCLES

PROGRAMME PURPOSE

Improve the investment and market readiness of innovative start-ups through structured acceleration, targeted investment support and access to markets and investors.

01 ACCELERATION

Mentoring • Business development • Investor readiness • Financial modelling • Pitching

02 INVESTMENT SUPPORT

Necessary equipment • Specialised external services • Product and business development

03 MARKET ACCESS

Internationalisation • B2B • Matchmaking • Investors • International networks

ACCELERATION MODEL

Pre-acceleration → Acceleration → Post-acceleration • Croatian accelerators • Access to Croatian and Norwegian expertise

EXPECTED OUTCOME • MARKET & INVESTMENT-READY START-UPS • PRIVATE CAPITAL • NEW CUSTOMERS • SUSTAINABLE GROWTH



A 24-MONTH START-UP JOURNEY

From validation to acceleration, investment readiness and sustainable growth.



VALIDATE → ACCELERATE → SCALE → GROW INTERNATIONALLY

24 months of structured support from early-stage potential to market and investment readiness



Thank you for your interest and attention!



Đeni Petrović – Senior Analyst



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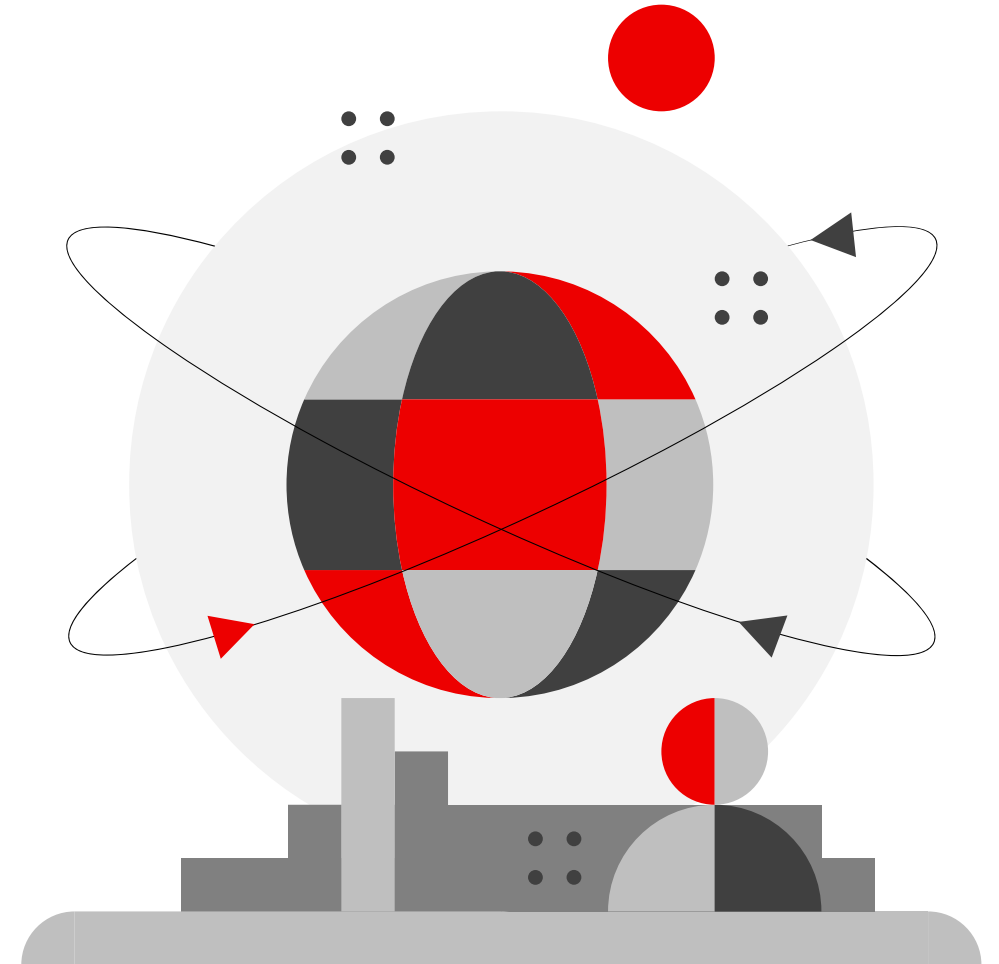
www.hamagbicro.hr



Coffee break

We start again 10:50

Innovation Norway



GREEN ICT PROGRAMME

Green value creation and competitiveness

Norway Grants 2021–2028

Programme overview

Estonia • Ministry of Economic Affairs and Communications



Programme at a glance

A single programme linking green business, digital solutions and bilateral cooperation

Programme objective

Green value creation and competitiveness in Estonia's private sector within green business and innovation.

Programme Operator

Ministry of Economic Affairs and Communications (MKM).

Implementing Agency

Estonian Business and Innovation Agency (EIS).

Donor Programme Partner

Innovation Norway (IN).

Focus: a climate-resilient economy based on a low-carbon, circular economy model

Programme financing

€13.296m

Norway Grants

€2.329m

National co-financing

€15.625m

Eligible expenditure

€96,000

Bilateral Fund
Encouraging Estonia-Norway Cooperation

Five priority areas

1

Biomass biorefining

2

Secondary raw materials and waste

3

Food innovation

4

Embedded systems and chip technologies

5

Hydrogen technologies and smart energy solutions

Two calls, one pathway

Preparation first, investment and implementation next

CALL 1.1

Preparatory activities

Available amount	€1,000,000
Project grant rate	Max 50%
Grant size	Up to €50,000
Indicative launch	Indicative Q4 2026



CALL 1.2

Main Green ICT call

Available amount	€13,581,912
Project grant rate	Max 50%
Grant size	€150,000–€800,000
Indicative launch	Indicative Q2/Q3 2027

main-call
readiness

What Call 1.1 prepares

Activities that turn early-stage concepts into stronger main-call projects

Partner search

Identify relevant partners in Estonia and Norway.

Feasibility studies

Test technical and commercial feasibility.

Market analysis

Clarify markets, customers and requirements.

IP assessment

Assess intellectual property and freedom to operate.

Cybersecurity

Identify relevant cybersecurity requirements.

Outcome

**Better prepared, investable
projects for Call 1.2**

Who can apply and partner

Eligibility is designed for business-led projects with optional Estonia–Norway partnerships

Eligible applicants

Small and medium-sized enterprises and large enterprises with less than 25% public ownership.

Eligible project partners

Any public or private entity, commercial or non-commercial, and non-governmental organisations established as legal persons in Estonia or Norway.

Selection principles

- Norwegian project partnerships receive priority in selection
- At least 60% of total eligible expenditure is allocated to SMEs
- Participation of female entrepreneurs is encouraged
- Project grant rates must comply with applicable State aid rules

Estonia–Norway cooperation

Bilateral relations are embedded in programme design and implementation

Joint business initiatives

Connect firms and research actors around concrete innovation opportunities.

Knowledge exchange

Use study visits, seminars, expert consultations and technology transfer.

Active DPP role

Innovation Norway supports partner search, advisory work and programme committees.

Dedicated bilateral funding

The Cooperation Committee agrees on programme-level bilateral fund use.

Results framework

Planned targets define the programme's initial level of ambition

20

businesses increasing revenue from
new solutions

€2m

estimated revenue from new or
improved solutions

20

new or improved products or
services market-ready

50

jobs created or sustained

15,000 t

CO₂e emissions avoided

30

businesses supported to prepare for
the main call

20

businesses applying digital
technologies

10

businesses reducing GHG emissions

Targets are planned values included at Programme Agreement conclusion; actual targets following contracting are reported annually.

Implementation architecture

Clear division of roles from programme oversight to project delivery



Contacts

Green ICT programme contacts in Estonia



REPUBLIC OF ESTONIA
MINISTRY OF ECONOMIC AFFAIRS
AND COMMUNICATIONS

Ministry of Economic Affairs and Communications

Programme Operator

Tanel Tomson

tanel.tomson@mkm.ee



Estonian Business and Innovation Agency

Implementing Agency

Erki Varbola

erki.varbola@eis.ee

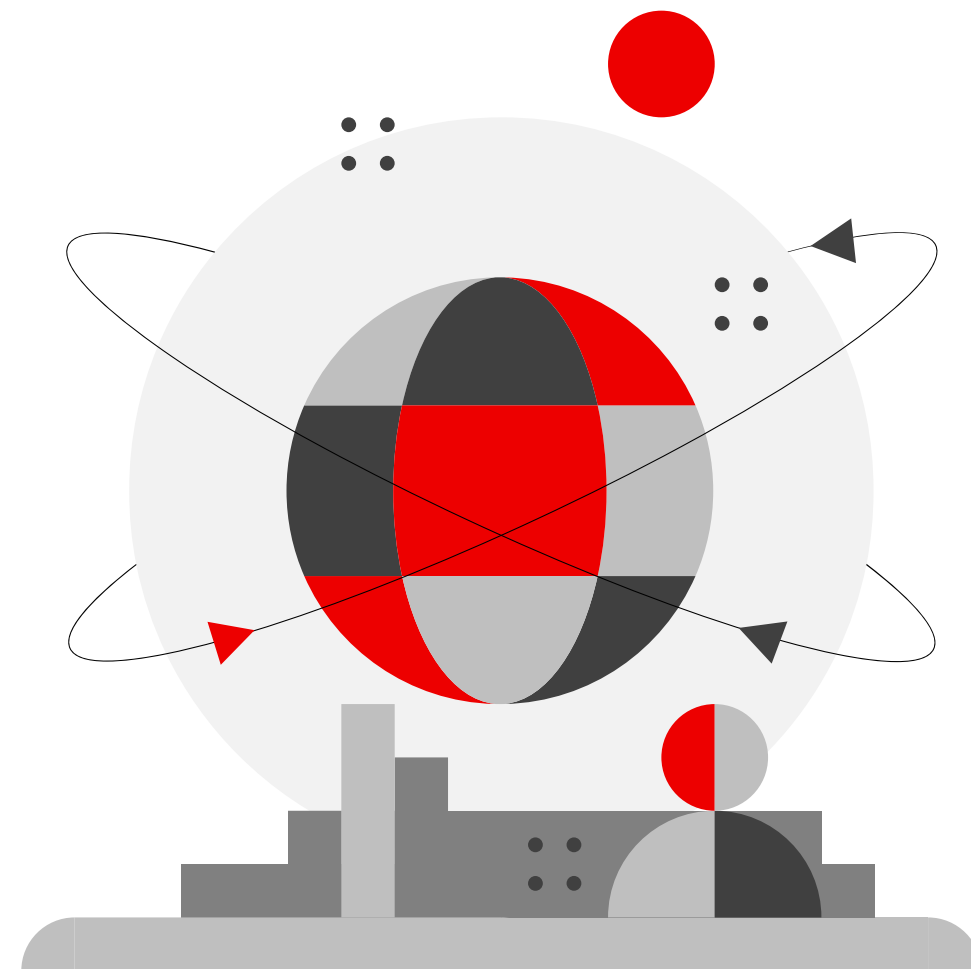
Programme policy and governance: MKM | Application and implementation support: EIS

Greece - Green Business & Innovation

OSLO INNOVATION WEEK
20 October 2026

Sophia Mikhos
Innovation Norway, Athens

Innovation Norway



GREEN BUSINESS & INNOVATION - GREECE

TURNING GREEK GREEN CHALLENGES INTO BUSINESS OPPORTUNITIES

PROGRAMME FUNDING

€ 24.8 million (available for Greek businesses)

PROGRAMME OBJECTIVE

(Increase) Green value creation and competitiveness

MAIN TARGET GROUP

SMEs

AREAS OF SUPPORT

Development & Application of Green/Blue technologies/processes

Support for start-ups & female-led businesses in the green economy

Improvement of business skills

PROGRAMME RESULTS/OUTCOME

Increased competitiveness and green innovation of Greek businesses

Businesses have increased capacity

Enhanced collaboration with Donor State entities

GREEN BUSINESS & INNOVATION - GREECE

5 CALLS FOR PROPOSALS

CALL 1 CAPACITY BUILDING & NETWORKING

Aim: Increase the capacity for business development of Greek companies

Budget: EUR 2,500,000

Eligible Applicants:

- SMEs
- Not-for profit

Mandatory bilateral partnership

Launch date: 8 December 2026
(Open 3 months)

Study trips, workshops on new green technologies

Feasibility studies, market analyses to prepare new investments

Training on Circular Economy principles

Collaboration between clusters within maritime

GREEN BUSINESS & INNOVATION - GREECE

5 CALLS FOR PROPOSALS

CALLS 2 & 5 GREEN BUSINESS INNOVATION

Aim: enhance competitiveness while delivering measurable environmental benefits

Eligible Applicants: SMEs and Large (no more than 25% public ownership). In operation for at least 3 years.

Budget Call 2: EUR 11,253,500

Budget Call 5: EUR 4,000,000

Launch of Call 2: 08.12.2026
(Open 6 months)

Launch of Call 5: Q1 2028

R&D (TRL5-TRL8), INVESTMENT:

Development of innovative green products/services

Investments in green solutions

Greening of existing processes

Adoption of digital technologies when directly contributing to environmental benefits

GREEN BUSINESS & INNOVATION - GREECE

5 CALLS FOR PROPOSALS

CALL 3 FEMALE ENTREPRENEURSHIP

Aim: Strengthen the innovation capacity & competitiveness of female-led businesses & increase their participation in the green transition

Budget: EUR 1,500,000

Eligible Applicants:
SMEs with at least 51% female ownership

Launch date: Q4 2027
(Open 3 months)

R&D, INVESTMENT CAPACITY BUILDING:



R&D Experimental
Development (TRL5-TRL8)

Investments in innovative
environmentally friendly
technologies

Soft Measures activities

CALL 4 STARTUPS

Aim: Support startups in developing, validating and bringing innovative solutions to market, strengthening their capacity to grow and compete

Budget: EUR 3,500,000

Eligible Applicants: micro/small companies in operation for max. 5 years

Launch date: Q1 2028
(Open 3 months)

R&D, INVESTMENT CAPACITY BUILDING:



R&D Experimental
Development (TRL5-TRL8)

Investments in innovative
environmentally friendly
technologies

Soft Measures activities

GREEN BUSINESS & INNOVATION - GREECE

BILATERAL COOPERATION, OPPORTUNITIES AND BENEFITS

Benefits for Greek companies

Access to specialised expertise/technology

Knowledge transfer in specific areas such as circular economy solutions

Support for feasibility studies and data collection

International partnerships

Benefits for Donor State entities

Access to Greek market

Testing and demonstration opportunities

Co-development of new solutions with Greek companies

Market knowledge and local networks

GREEN BUSINESS & INNOVATION - GREECE

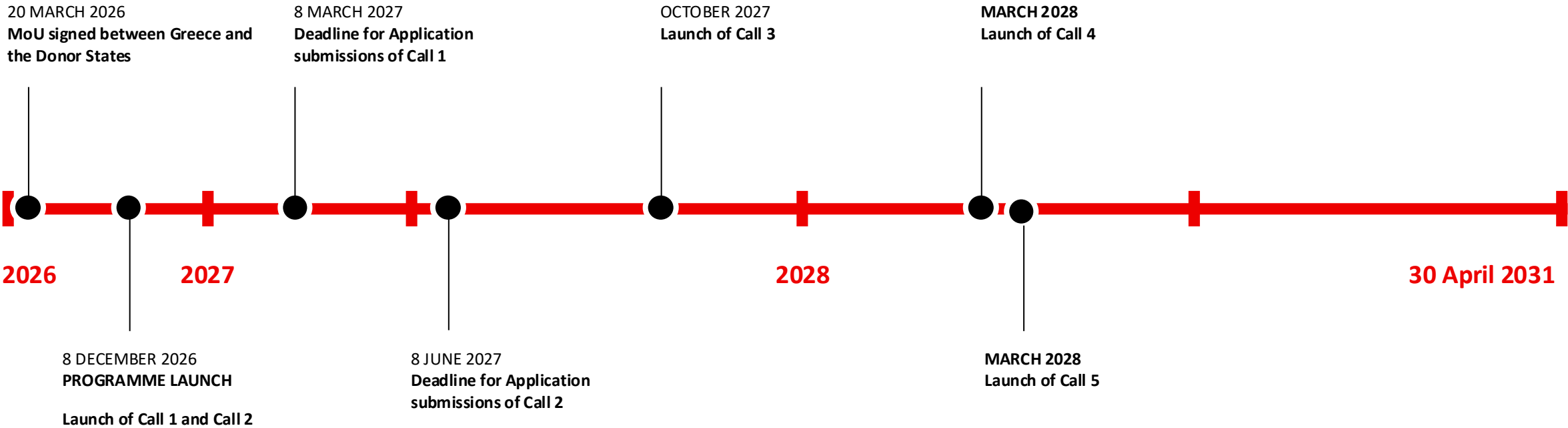
EXPECTED RESULTS

The Programme will contribute to:

- New and improved green/blue products, services and processes
- Increased competitiveness, productivity and value creation
- Improved energy and resource efficiency
- Reduced emissions and waste
- Increased circularity and uptake of clean technologies
- More market-ready and scalable startups
- Greater participation of female-led businesses
- Stronger business and innovation capabilities
- Enhanced Norwegian-Greek cooperation, knowledge and technology transfer

GREEN BUSINESS AND INNOVATION - GREECE

PROGRAMME TIMELINE



GREEN BUSINESS & INNOVATION - GREECE
PROGRAMME LAUNCH

SAVE THE DATE

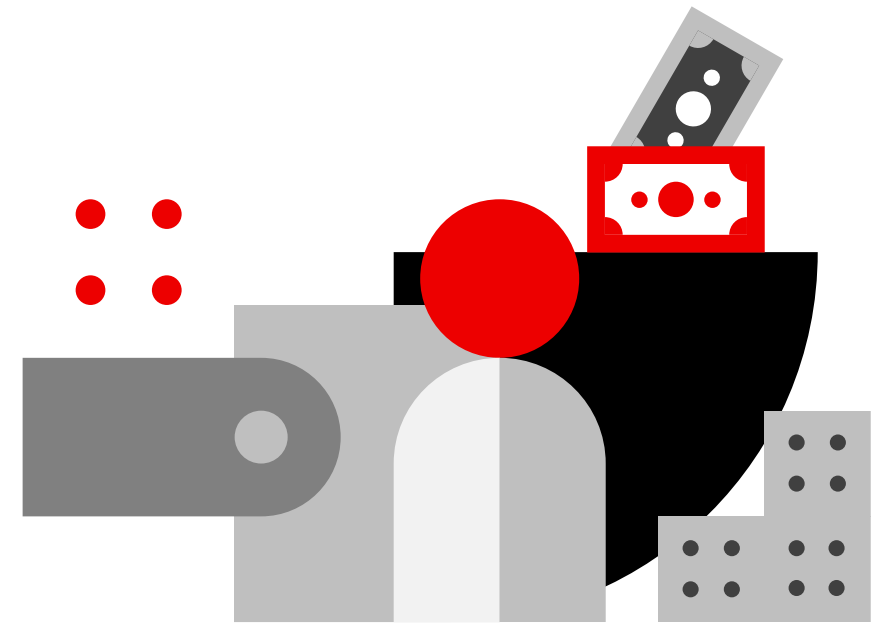
Launch of the “Green Business and Innovation” Programme

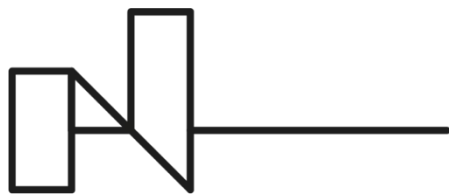
8 DECEMBER 2026

Divani Hotel, Athens

GREEN BUSINESS AND INNOVATION - GREECE

INNOVATION NORWAY – ATHENS
athen@innovationnorway.no





Norway
grants



Latvijas
Investīciju un
attīstības aģentūra

Green Business and Innovation

Norwegian Financial Mechanism 2021–2028 programme (LV-BUSINESS)

Programme Operator: Investment and Development Agency of Latvia (LIAA)

Donor Programme Partner: Innovation Norway

Programme at a glance

Objective: green value creation and competitiveness



EUR 27.7M

Norway Grants budget for green value creation



85%

Programme grant rate



60%

Of funding goes to SMEs

Target group: SMEs and larger companies (<25% public ownership), registered in Latvia



Green & digital innovation



Resource-efficient production



Renewable energy (biofuels, hydrogen)



Contaminated site remediation, Liepāja



Bilateral cooperation with Norway

Partnerships, knowledge exchange and technology transfer. Projects with Norwegian partners are prioritised in all calls.

Upcoming calls



Green technology investments

EUR 12.5M

- EUR 0.5–3M per project
- Support intensity 30–70%
- Call: Q1 2027



Green innovation development and commercialisation

EUR 9.4M

- EUR 100–499,999 per project (up to EUR 500K)
- Support intensity 25–80%
- Call: Q2 2027

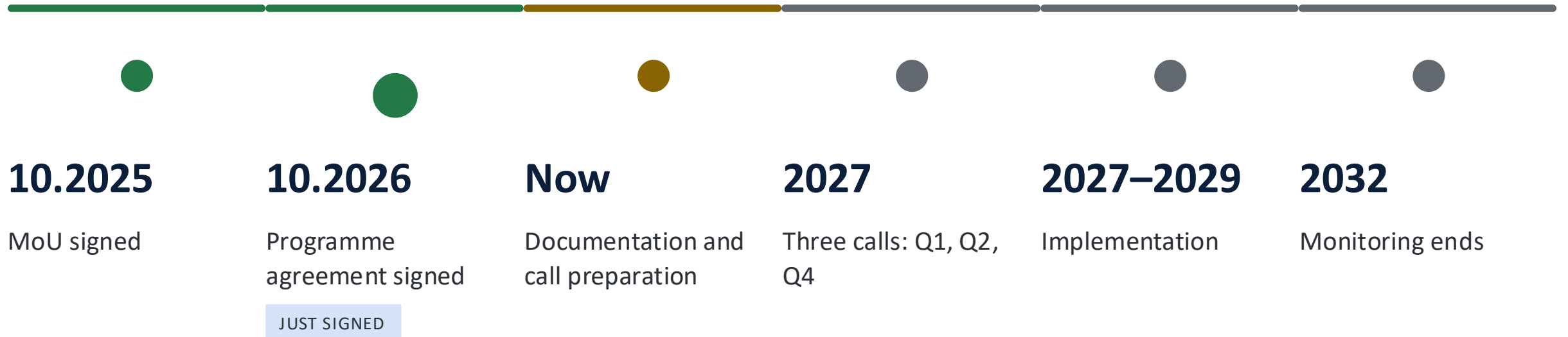


Start-ups and women entrepreneurs

EUR 2M

- EUR 50–99,999 per project (up to EUR 100K)
- Support intensity 25–80%
- Call: Q4 2027

Status and timeline





Norway grants



Latvijas
Investīciju un
attīstības aģentūra

Thank you!

Norwegian Financial Mechanism 2021–2028 programme (LV-BUSINESS)

Inese Skapste · +371 26408469 · inese.skapste@liaa.gov.lv

eeagrants.org/en/fmo · liaa.business.gov.lv · liaa.gov.lv

Norwegian Financial Mechanism 2021-2028

GREEN BUSINESS AND INNOVATION (Poland)

- Amanda Bełdowska
- Polish Agency for Enterprise Development

Green Business and Innovation Programme

Content of the programme

Programme objective:

Green value creation and competitiveness in private sector

1

Green innovations:

implementation of environmentally friendly innovations, improved resource efficiency solutions and circular economy solutions

2

Digitalisation:

support for various activities related to digitalisation of SMEs in order to strengthen business competitiveness and green innovations

3

Promotion of female entrepreneurs:

increased competitiveness and innovation capacity of **female-owned and female-led enterprises** by supporting their development and implementation of the **environmentally friendly solutions**.

4

Polish-Norwegian partnership:

development of business cooperation between entities from Poland and Norway through projects with bilateral cooperation



Grant Schemes & other initiatives



Grant Scheme 1

Increased competitiveness of enterprises through green innovation – towards a circular economy

Individual grant scheme for SMEs

Total budget available:

EUR 50 000 000



Grant Scheme 2

Increased competitiveness of enterprises through green innovation – strengthening the growth of female-owned and female-led SMEs

Individual grant scheme for female enterprises

Total budget available:

EUR 8 000 000



Business Support Platform

Acceleration programme for female start-ups active in green-tech or ICT sector (a pre-defined project).

Three acceleration rounds for 45 female start-ups.

Total budget available:

EUR 2 153 088



Bilateral activities (2026)

- **b2match networking platform**
- **online information events**
- **Kongsberg Agenda Technology Festival**
- **Oslo Innovation Week**



Grant Scheme 1:

Increased competitiveness of enterprises through green innovation – towards a circular economy

Two types of investment projects:

1

Development and introduction to the market of **new or significantly improved environmentally friendly product (good or service)** or

2

Development and / or application of **new or significantly improved environmentally friendly technology:**

- the technology must substantially **improve a production or service delivery process** and
- the technology must lead to **more efficient and sustainable production process in enterprise**

All projects must be implemented in the Republic of Poland

Eligible applicants:



- ☐ SMEs registered in Poland
- ☐ at least **2 full financial** years of business activity
- ☐ at least PLN **1 million of sales revenue** in at least one of the last three fiscal years

Eligible partners:



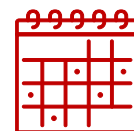
- ☐ entities established under Norwegian law
- ☐ registered office and operational activity in the Kingdom of Norway

Grant amount:



- ☐ Minimum: **EUR 300 000,00**
- ☐ Maximum: **EUR 2 000 000,00**

Application deadline:



30 December 2026 – 31 March 2027



Grant Scheme 2:

Increased competitiveness of enterprises through green innovation – strengthening the growth of female-owned and female-led SMEs.

Two types of investment projects:

- 1 Development and introduction to the market of **new or significantly improved environmentally friendly product (good or service)** or
- 2 Development and / or application of **new or significantly improved environmentally friendly technologies:**
 - the technology must substantially **improve a production or service delivery process** and
 - the technology must lead to **more efficient and sustainable production process in enterprise.**

All projects must be implemented in the Republic of Poland

Eligible applicants:



- ☐ SMEs registered in Poland
- ☐ at least **2 full financial** years of business activity
- ☐ qualified as **female-owned or female-led enterprise**

Eligible partners:



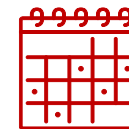
- ☐ entities established under Norwegian law
- ☐ Registered office and operational activity in the Kingdom of Norway

Grant amount:



- ☐ Minimum: **EUR 50 000,00**
- ☐ Maximum: **EUR 300 000,00**

Application deadline:



30 December 2026 – 31 March 2027



Project eligible **expenditures** and **results**



Projected eligible expenditures:

- ☐ initial investment costs
- ☐ experimental development works
- ☐ innovation advisory services

- ☐ costs of contract performance security
- ☐ indirect costs up to 7% of total eligible costs (*to be confirmed*)

Eligibility period **until 30 April 2031**



Expected project results:

- ☐ introduction to the market of **new or significantly improved environmentally friendly product**

- ☐ development of **environmentally friendly technological solutions**

- ☐ application of **environmentally friendly technologies** improving operational efficiency and environmental performance

- ☐ application of **digital technologies in production processes** (e.g. IoT, AI, big data analytics, smart manufacturing)



Project grant rate:

- ☐ regional investment aid: **15-70%**
- ☐ advisory services: **50%**
- ☐ experimental development: **25-45%**
- ☐ *de minimis*: **100%**



Partnership

Partner projects are welcome and may receive additional points in project selection process



- ☐ Eligibility of the partner
- ☐ The project partner must be actively involved in project preparation, implementation and contribute to the project results
- ☐ Established partnership is required (contract)
- ☐ Selection according to the best business practices
- ☐ Partner's tasks may be limited to: provision of services, supplying of goods, construction works



Indicative timeline



- | | |
|---|---|
| 1. Application period (call for proposals): | 30 December 2026 – 31 March 2027 |
| 2. Assessment of applications: | 1 April 2027 - 30 June 2027 |
| 3. Grant award decisions: | By 30 July 2027 |
| 4. Signing of the project contracts: | 1 August 2027 – 30 October 2027 |
| 5. Deadline for project completion: | By 30 April 2031 |

b2match platform launching in December 2026



Thank you!



www.parp.gov.pl
<https://eeagrants.org/pl/poland>

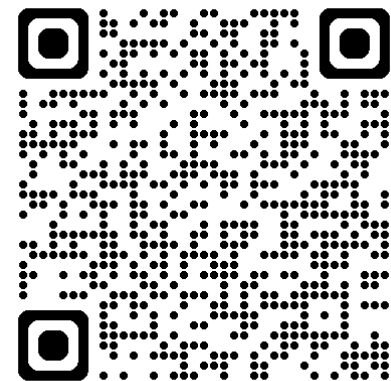
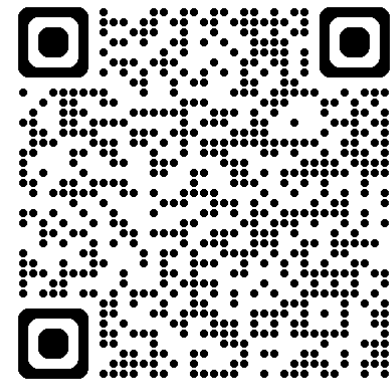


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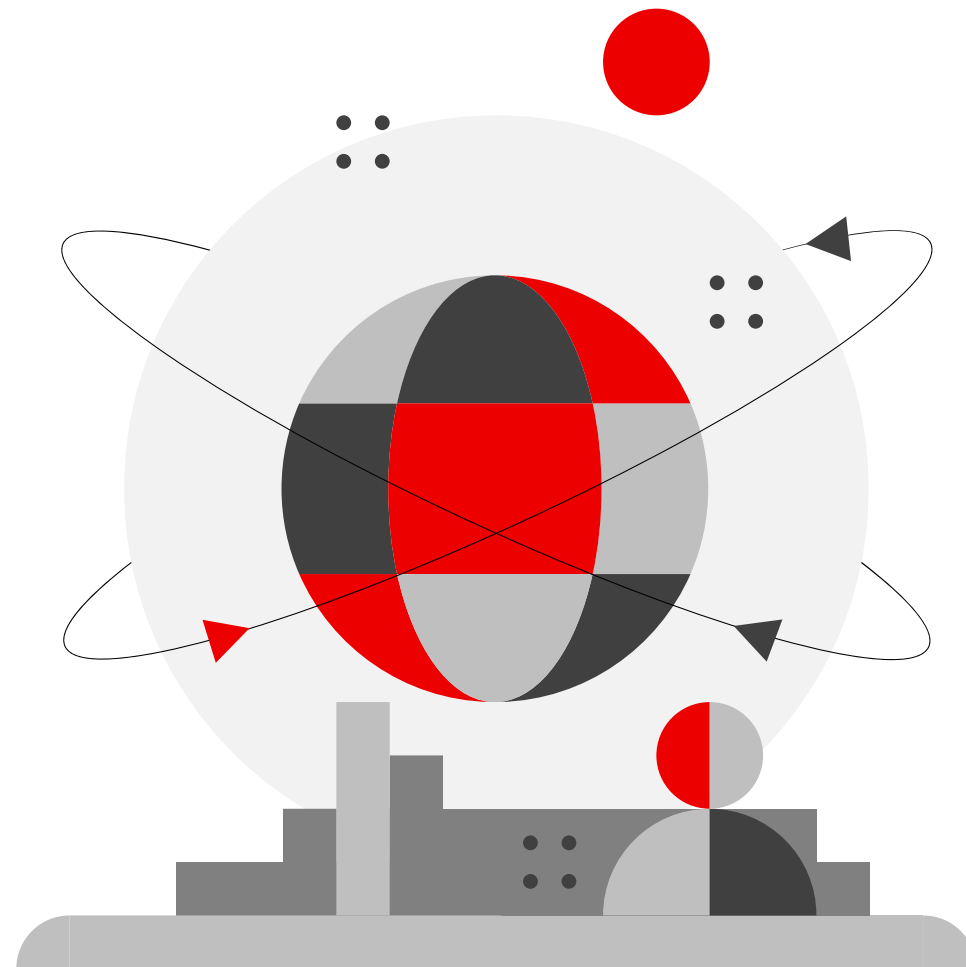


Romania

Green Business and Innovation

Mihai Stefanescu – 20.10.2026

Innovation Norway

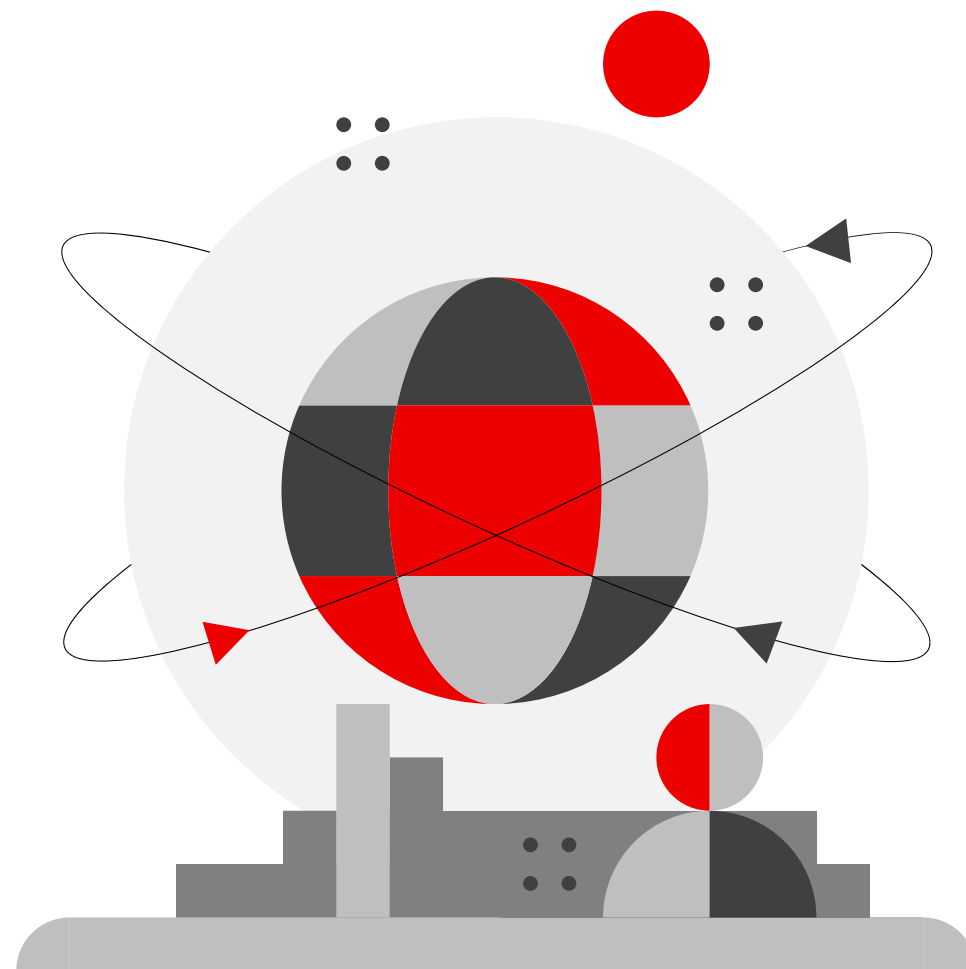


Romania

Green Business and Innovation

Mihai Stefanescu – 20.10.2026

Innovation Norway



THE PROGRAMME

€50M

**for greener, more competitive
businesses**

ONE OBJECTIVE

Green value creation and competitiveness

The programme connects environmental ambition with business growth.

THE CHANGE

Greener

Invest in green and digital innovation.

THE CHANGE

More competitive

Build skills, capacity and market position.

THE PORTFOLIO

4

calls for proposals

CALL 1

€3.0M

Business Skills & Networking

Training, networking and partner-building.

CALL 2

€35.0M

Green Business Innovation & Competitiveness

Green and digital investment and R&D.

CALL 3

€4.1M

Start-ups: Emerge & Scale

Helping young companies start and scale up.

CALL 4

€4.0M

Female-led Businesses

Investment, R&D and skills for women-led SMEs.

GRANT SIZE

€50k–€2M

depending on the call and project

GRANT RATE

Up to

85%

Not in all calls

Always check the conditions of the relevant call.

ELIGIBILITY

Romanian businesses Norwegian partners

The programme is open to businesses of all sizes.

WHO CAN BE APPLICANT

#Call 1:

Any entity, public or private, commercial or non-commercial and non-governmental organisations

Registered in Romania as legal persons.

WHO CAN BE APPLICANT

#Calls 2, 3 and 4: Micro, SMEs + larger enterprises

Registered in Romania; typically operating for at least one year.

TARGETED OPPORTUNITIES

Start-ups & Female-led businesses

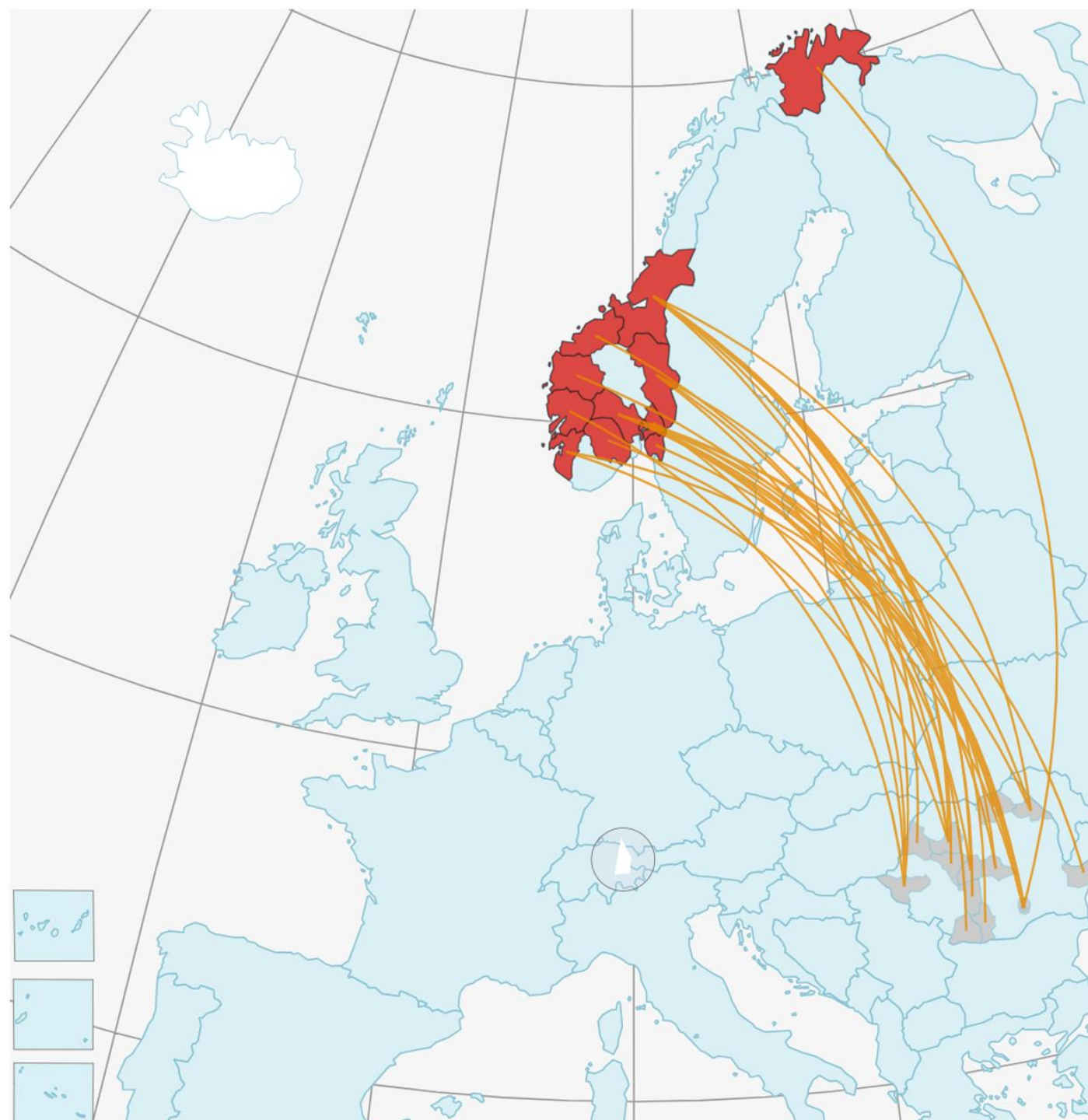
Dedicated calls create clearer entry points for both groups.

BILATERAL COOPERATION

Norway is the multiplier

Partnerships are encouraged in every
call.

Iceland
Liechtenstein
Norway grants



#Calls 1, 2, 3 and 4

Any entity established as a legal person

Registered in Norway or Romania; with value for the project.

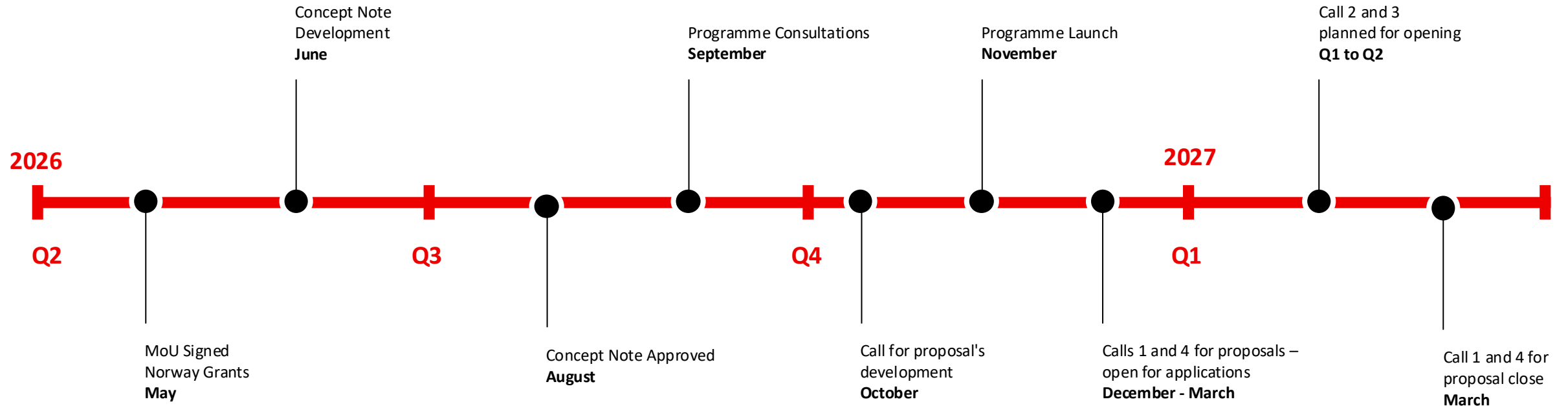
IMPORTANT

#Call 1 requires a Norwegian partner

In the other calls, partnerships are encouraged and prioritised in selection.

Annual plan for Romania Business Programme

Timeline



SAVE THE DATE

18

November

Bucharest

AT THE LAUNCH

1 Programme launch

2 Calls 1 and 4

3 Matchmaking

REGISTER

Join the launch

18 November 2026
Bucharest

Scan the QR code to register.



NEXT STEP

Let's build greener business together

Mihai Stefanescu

Mihai.Stefanescu@innovationnorway.no | bucuresti@innovationnorway.no

ALSO COMING

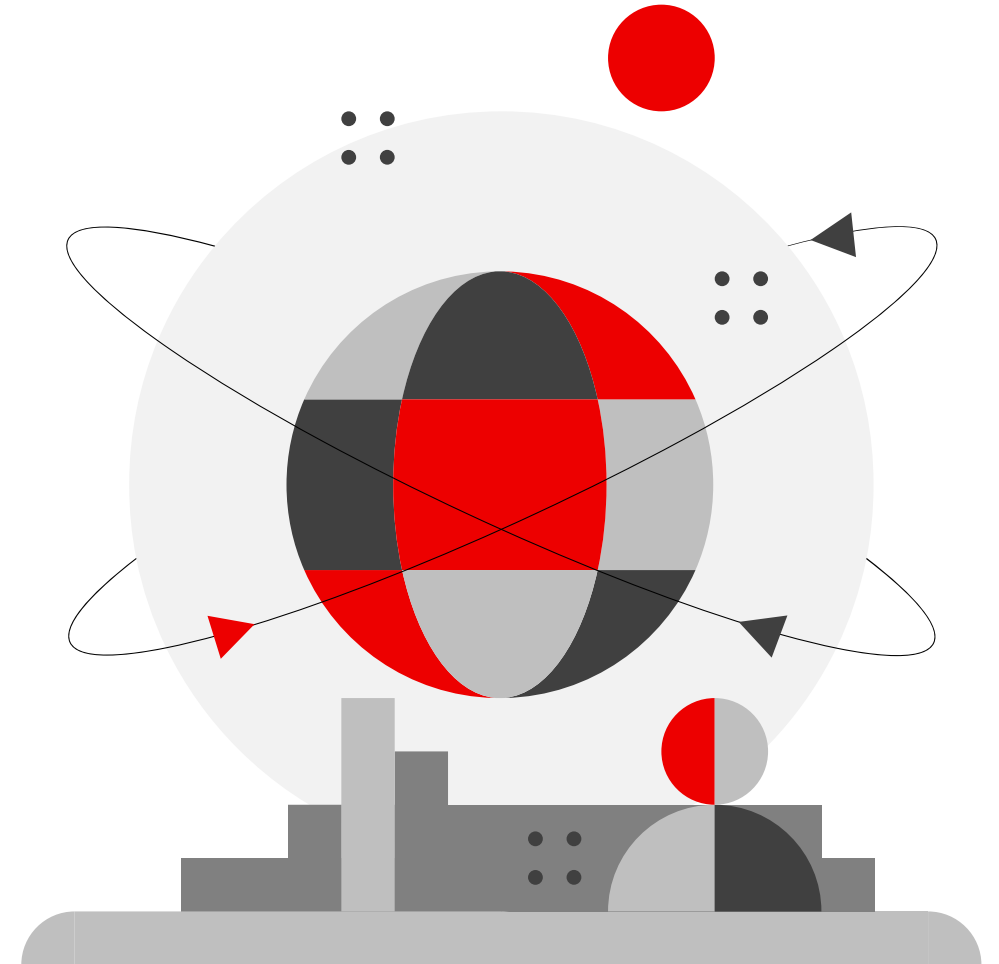
€40M

Clean Energy Transition Romania

Q&A

Programmes, Calls and Timelines

Innovation Norway



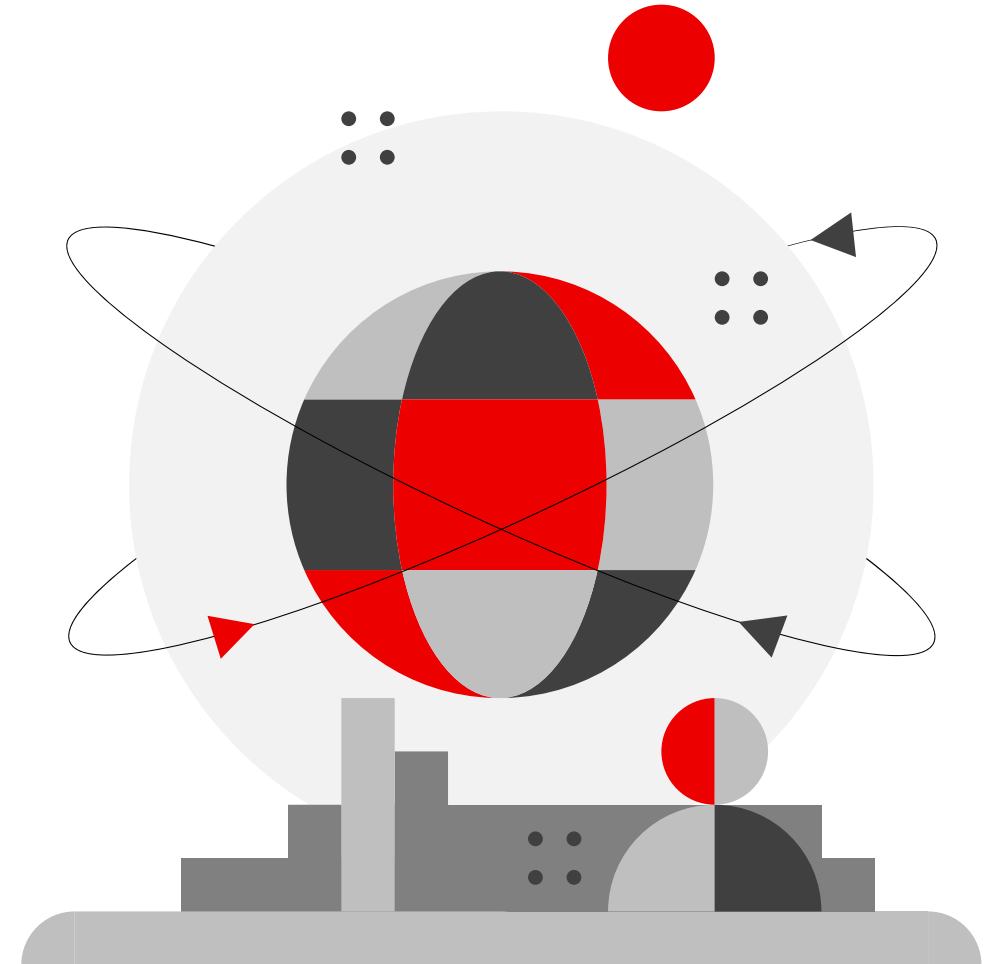
Matchmaking partical info

- Matchmaking starts at 12:55 in **Ordførersalen (main room)** and **Klingenberg**
- Check your personal meeting schedule in **B2Match**
- Meetings last 15 minutes, followed by a 5-minute break to find your next meeting partner
- Please arrive at your assigned table before the meeting starts
- Table numbers are shown in your meeting schedule
- Need help? Contact the organisers at the help desk in Studenterlunden
- Time between meetings? Studenterlunden is open for networking and spontaneous meetings

Lunch

First matchmaking meetings
start at 12.55

Innovation Norway



Matchmaking Meeting start times

Start times:

12:55

13:15

13:35

13:55

14:15

14:35

Ordførersalen (main room):

Table 1-27

Klingenberg:

Table 28-38