SUB-SECTION II. ANALYSIS OF THE CURRENT STATE OF SUSTAINABLE ENTREPRENEURSHIP EDUCATION
Good practices in partner countries - Poland

COUNTRY
Poland

NAME OF GOOD PRACTICE
GreenEvo - Green Technology Accelerator (Akcelerator Zielonych Technologii GreenEvo)

ORGANISATION RESPONSIBLE
Ministry of Climate and Environment of the Republic of Poland, with support from the National Fund for Environmental Protection and Water Management and cooperation with national and international institutions supporting the promotion of Polish green technologies.

GreenEvo is a governmental programme aimed at supporting the development, promotion and internationalisation of Polish environmental technologies. It operates as a green technology accelerator and quality-based promotion mechanism for Polish companies offering proven, implemented and scalable environmental solutions.

WEBSITE/REFERENCE LINK

Ministry of Climate and Environment - GreenEvo - Green Technology Accelerator

GreenEvo official website - About program

Ministry of Climate and Environment - GreenEvo Polish information page

Ministry of Climate and Environment - 11th edition of GreenEvo, 2025

GreenEvo official website - Green technologies and GreenEvo winners

YEAR OF IMPLEMENTATION
2009 - Ongoing

The programme was launched following the 14th UN Climate Change Conference held in Poland in 2008 and has been implemented through consecutive editions since 2009. It remains active as a national

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initiative supporting green technologies, circular economy solutions and the international expansion of Polish SMEs.

TYPE OF PRACTICE

- Green Entrepreneurship Support Programme
- Green Technology Accelerator
- Innovation Ecosystem Initiative
- Public Support Scheme for Environmental Technologies
- Internationalisation and Export Support Programme for SMEs
- Business Development and Market Access Support
- Other: Support for technologies related to circular economy, water and wastewater management, waste management, renewable energy, energy efficiency, air protection, biodiversity, low-emission transport and smart cities

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1. Background

GreenEvo - Green Technology Accelerator is one of Poland's most recognisable public programmes supporting green innovation and sustainable business development. It was created to promote Polish environmental technologies and to strengthen the position of Polish companies on domestic and international markets.

The programme responds to two important needs. First, many innovative SMEs developing environmental technologies require support in building credibility, accessing foreign markets and establishing international business contacts. Second, public institutions, companies and communities increasingly need proven technologies that can help them reduce environmental impact, save resources and support the transition towards a circular and low-carbon economy.

GreenEvo addresses these needs by selecting proven and implemented technologies, promoting them under a governmental quality-oriented brand and providing companies with practical support related to internationalisation, business missions, training, promotion and market access. The programme therefore combines green entrepreneurship, environmental innovation, business development and public-sector support for sustainable transition.

2. Objectives

- Promote Polish environmental technologies in Poland and abroad.
- Support SMEs in entering international markets and establishing business contacts.
- Strengthen the competitiveness and visibility of Polish companies offering green solutions.
- Accelerate the dissemination and transfer of environmental technologies.
- Support the transition towards sustainable, circular and low-emission economic models.

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• Build environmental awareness among technology buyers and business partners.

• Promote credible, implemented and effective green technologies as practical responses to climate and environmental challenges.

3. Target Groups

• Polish SMEs and entrepreneurs offering environmental technologies.

• Companies with proven, implemented and scalable green solutions.

• Technology providers operating in areas such as circular economy, waste management, water and wastewater management, renewable energy, energy efficiency, smart cities and climate protection.

• Public institutions, local governments and foreign partners looking for reliable environmental technologies.

• Innovation ecosystem actors, including investors, business support organisations and international partners interested in green technology transfer.

The programme is particularly relevant to companies that already possess market-ready environmental technologies and need support in promotion, internationalisation, strategic development and access to new markets. It is therefore not only an awareness-raising initiative, but also a practical business acceleration mechanism for green technologies.

4. Main Activities

GreenEvo operates through consecutive competitive editions. Each edition combines selection, expert evaluation, training, promotion and internationalisation support for companies offering environmental technologies.

The main activities include:

• calls for applications among Polish entrepreneurs offering environmental technologies;

• formal and substantive evaluation of submitted technologies;

• assessment by independent experts and a competition committee;

• selection of GreenEvo Laureates whose technologies meet quality, implementation and environmental criteria;

• training for entrepreneurs on foreign markets, sales techniques, presentations, export strategies, financing research and development and business development;

• participation in national and international business missions;

• promotion of Polish green technologies under the GreenEvo brand;

• support from the Ministry of Climate and Environment and cooperating institutions;

• facilitation of contacts with foreign partners, investors, public institutions and technology buyers;

• presentation of selected technologies at international events, fairs and promotional missions;

• development of a recognisable catalogue of Polish environmental technologies and GreenEvo winners.

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The programme focuses on technologies that are already implemented on a full technological scale, have a positive impact on climate or the environment and demonstrate potential for international transfer. This makes GreenEvo different from early-stage incubation programmes, because it supports companies that are ready to scale and commercialise green solutions.

5. Innovative Elements

The key innovative element of GreenEvo is its combination of environmental technology promotion, public credibility, business acceleration and international market access. The programme does not operate as a traditional grant scheme only. Instead, it creates a bridge between environmental innovation, public policy and business expansion.

The development logic of the programme can be presented as:

Green Technology Identification -> Expert Evaluation -> Laureate Selection -> Training and Business Preparation -> Promotion under GreenEvo Brand -> International Business Missions -> Technology Transfer and Market Expansion

A particularly valuable feature is the governmental quality effect. By selecting and promoting GreenEvo Laureates, the programme signals that the technologies are proven, implemented and relevant to environmental challenges. This increases trust among potential buyers, investors and foreign partners.

Another innovative element is the focus on international technology transfer. GreenEvo does not only develop entrepreneurial competences, but also helps companies translate their technological potential into international business opportunities. The programme has therefore become a public-private mechanism supporting green entrepreneurship, export readiness and environmental diplomacy.

6. Results and Impact

GreenEvo has become a long-term national mechanism for promoting Polish green technologies. According to the Ministry of Climate and Environment, by the end of 2023 the programme had organised more than 100 business missions to over 70 countries. The programme also reported 10 training cycles and almost 100 trained Laureates.

The Polish information page of the Ministry of Climate and Environment states that, at that stage, the programme included 34 entrepreneurs offering 44 green technologies. Laureates reported 261 contracts signed with foreign partners and 388 contracts concluded domestically as a result of participation in GreenEvo.

The 11th edition of the programme, inaugurated in 2025, awarded 22 solutions in areas such as circular economy, water and wastewater management, smart cities, air protection, renewable energy and energy storage. This confirms that GreenEvo continues to support technologies directly linked to environmental transformation and the circular economy.

The programme contributes to strengthening Polish green entrepreneurship, supporting the international visibility of SMEs, promoting environmental technology transfer and building cooperation between public administration, business, investors and foreign partners. It also supports the practical implementation of circular economy and climate-related solutions by helping technologies reach broader markets.

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7. Relevance for GREENEDGE

GreenEvo is highly relevant for GREENEDGE because it demonstrates how green entrepreneurship can be supported through a structured, practice-oriented and ecosystem-based development model. The programme shows that sustainable entrepreneurship education should not be limited to theoretical knowledge, but should also include market validation, visibility building, mentoring, business readiness, internationalisation and stakeholder engagement.

For GREENEDGE, the GreenEvo approach could inspire a learning pathway such as:

Sustainability Challenge Identification -> Green Technology or Solution Design -> Environmental Impact Assessment -> Business Model Development -> Market Readiness -> Pitching and Promotion -> Internationalisation or Incubation

The model is particularly useful for the GREENEDGE virtual incubator, bootcamp activities and microcredential-based learning pathways. Elements such as expert evaluation, technology readiness, business missions, market access, quality labels, international promotion and environmental credibility can be adapted to educational activities for students, educators and aspiring entrepreneurs.

Although GreenEvo is not formally designed as an AI-supported learning pathway, it offers a strong practical model for GREENEDGE. The project could extend this approach by using AI tools for green opportunity recognition, market analysis, sustainability problem diagnosis, stakeholder mapping, green business model refinement, personalised feedback and preparation of pitch materials. It may also inspire stackable micro-credentials linked to successive stages of sustainable venture development.

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