

# I AM GREEN

## Incubator Academy Model for a GREEN economy

### DURATION

February 2021 – January 2022  
(1 year)

### FUNDING

EU Programme - Horizon2020  
INNOSUP-05-2020 Peer learning  
of innovation agencies

### COUNTRIES OF IMPLEMENTATION

Italy, Ireland, Israel

### PARTNERS

1. SINERGIE (IT)
2. ENTERPRISE IRELAND (IE)
3. ISRAEL INNOVATION INSTITUTE (IL)



[www.iamgreenh2020.eu](http://www.iamgreenh2020.eu)



[innovazione@sinergie-italia.com](mailto:innovazione@sinergie-italia.com)



I am Green H2020



[@iamgreenh2020](https://twitter.com/iamgreenh2020)

### PROJECT DESCRIPTION

I AM GREEN is a project that aims to develop a widespread incubator and start-up academy model. This model will support entrepreneurs at all stages of their development: from the formulation of their business idea to market penetration, passing through a tailor-made training and incubation path that gives special attention to sustainable development and ways to green their businesses.

### OBJECTIVES

The general objectives of the project are:

- To offer a more fertile environment for new business idea development and growth;
- To create new business opportunities that encourage the potential for developing sustainable and green start-ups and enterprises;
- To support entrepreneurial development at EU level, by acting as a real driver for innovation and sustainable growth for Europe.

The specific objective is to develop a Design Option Paper (DOP) that investigates and highlights the best options to implement a broadly implementable incubator model and start-up academy.

### METHODOLOGY

The I AM GREEN project will develop a design for an incubation model functioning as a think-tank exploring the real needs of green and sustainable start-ups. The model will identify new directions within business creation and support, as well as offering training and consulting services.

The I AM GREEN model will be based on 5 key elements:

1. Attraction/Scouting of valuable green start-ups and business ideas with potential
2. A needs analysis in terms of training, facilities, finance, etc.
3. An education and training programme
4. An incubation programme
5. Peer-learning among start-ups with a Participatory Design approach

Each key element will be discussed over the course of 3 Twinning Meetings, involving both Consortium Partners and external stakeholders and the analysis will be presented in the final version of the DOP.

