Practical Outline

THE EU GREEN DEAL

Innovation and Sustainability Opportunities for the Black Sea Innovation Ecosystem

Black Sea Innovation Platform DialogueInnoHub

www.dialogueinnohub.com

Project BSB 1104
DIALOGUE: Dialogue for innovation and better governance"
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Introduction

Climate change, environmental degradation and resource scarcity represent some of the most pressing global challenges. In response, the European Union adopted the **European Green Deal**, a comprehensive strategy aimed at transforming Europe into a climate-neutral, resource-efficient and competitive economy by 2050.

The Green Deal promotes a transition towards sustainable economic development by supporting innovation, clean technologies, circular economy practices and environmentally responsible governance.

For countries and stakeholders in the Black Sea Basin, the Green Deal offers significant opportunities to develop innovative solutions addressing environmental challenges while strengthening regional economic competitiveness.
This practical guide explains the main priorities of the EU Green Deal, its relevance for the Black Sea innovation ecosystem and the opportunities available for organisations seeking to engage in green innovation and sustainability initiatives.

How this outline matters to the quadruple helix actors

Public authorities & regional agencies

Plan climate adaptation, biodiversity and circular-economy measures aligned with EU targets, and access LIFE and Interreg funding.

Businesses & SMEs

Develop green technologies, circular business models and sustainable products for new markets.

Academia & research institutions

Advance research on climate resilience, clean energy and marine ecosystems through Horizon Europe and LIFE.

Civil society & NGOs

Advocate for environmental protection and mobilise community participation in green innovation projects.

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The EU Green Deal Policy Framework

The **European Green Deal**, launched in 2019, is a strategic initiative that outlines a vision for transforming Europe into a climate-neutral continent by 2050. It sets out concrete targets and provides a governance framework for collaboration between the Commission and Member States.

The strategy promotes sustainable growth by:
- Reducing greenhouse gas emissions
- Increasing resource efficiency
- Protecting biodiversity and ecosystems
- Promoting sustainable industry and innovation

The Green Deal also includes a set of policy initiatives and legislative measures that guide the transition towards a low-carbon and circular economy.

Member States are required to develop National Energy and Climate Plans (NECPs), report on progress, and align with the European Climate Law and Fit for 55 legislative package.

1 **Clean Energy Transition**

2 **Circular Economy**

3 **Sustainable & Smart Mobility**

4 **Biodiversity & Environmental Protection**

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EU Green Deal Targets

The Green Deal translates its vision into a concrete set of targets across its four pillars, updated periodically as EU climate ambition has increased.

Clean Energy Transition

- Climate neutrality by 2050
- Cut net emissions by 55% by 2030
- Cut net emissions by 90% by 2040
- Increase share of renewable energy

Circular Economy

- Double circular material use rate
- Reduce waste generation
- Sustainable product design standards
- Extended producer responsibility

Sustainable & Smart Mobility

- 90% transport emission reduction by 2050
- Zero-emission vehicles mainstream
- Sustainable transport infrastructure

Biodiversity & Env. Protection

- Protect 30% of land and sea areas
- Restore degraded ecosystems
- Reduce pesticide use by 50%
- Plant 3 billion trees by 2030

These targets guide the transformation of Europe into a sustainable, resilient and innovation-driven economy.

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The Four Pillars of the EU Green Deal

4.1 Clean Energy Transition

The clean energy transition is central to achieving climate neutrality and reducing dependence on fossil fuels.

Key priorities include:

- expanding renewable energy sources (solar, wind, hydrogen)
- improving energy efficiency in buildings and industry
- modernising energy grids and storage
- supporting a just transition for affected communities.

The Black Sea region has significant untapped renewable energy potential, particularly in offshore wind, solar and green hydrogen. Investments in clean energy infrastructure can strengthen energy security, create green jobs and position the region as a hub for sustainable energy innovation and cross-border cooperation.

4.2 Circular Economy

The Green Deal promotes a shift from the traditional linear economic model (produce–use–dispose) towards a circular economy, where resources are reused, recycled and maintained in the economic cycle for as long as possible.

Key priorities include:

- sustainable product design
- waste reduction and recycling
- efficient resource management
- circular business models.

In the Black Sea region, circular economy initiatives can address waste management challenges, promote sustainable production methods and create new economic opportunities through resource recovery, eco-innovation and the development of local circular value chains.

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4.3 Sustainable & Smart Mobility

The Green Deal promotes sustainable transport systems that reduce environmental impact while improving mobility.

Key priorities include:
- zero-emission vehicles and alternative fuels
- sustainable urban transport planning
- rail and waterway infrastructure investment
- smart and connected transport systems.

These initiatives create opportunities for smart mobility solutions, logistics innovation and sustainable urban transport projects.
Coastal cities and ports across the Black Sea Basin face growing congestion and ageing transport fleets, making smart, low-emission mobility solutions and sustainable port logistics a particularly relevant opportunity for regional innovators.

4.4 Biodiversity & Environmental Protection

Protecting and restoring biodiversity is fundamental to ecosystem resilience and human well-being.

Key priorities include:
- restore degraded ecosystems
- protect forests and marine environments
- reduce pollution

support sustainable land use practices.

The Black Sea is one of Europe's most vulnerable marine ecosystems. Strengthening environmental protection, marine conservation and nature-based solutions can safeguard biodiversity while supporting sustainable livelihoods in coastal communities.

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How Stakeholders Can Engage

The EU Green Deal establishes formal monitoring and cooperation mechanisms between the European Commission and Member States to track progress towards climate and environmental targets. Each Member State must submit a National Energy and Climate Plan (NECP) setting out policies, measures and actions. These plans are subject to public consultation, giving stakeholders a direct opportunity to contribute to the design and implementation of green policies at national level. **The DIALOGUE Practical Outlines of the mechanisms through which the citizens can engage in the design and future implementation of programs or policies sets out the practical steps of how this can be done.**

Beyond setting targets, the Green Deal channels a dedicated set of EU funding instruments towards the transition — including the Just Transition Fund, which supports coal-dependent regions such as Bulgaria's Stara Zagora and Maritsa East areas; the Innovation Fund, which backs breakthrough low-carbon technologies; and the Modernisation Fund, which supports energy-system modernisation in lower-income Member States. These sit alongside the Horizon Europe, LIFE Programme and Interreg opportunities covered in section 6, giving organisations multiple routes to pursue their own environmental priorities while contributing to the EU's shared climate goals.

To support large-scale, cross-border green initiatives, the EU also introduced Important Projects of Common European Interest (IPCEI), which enable Member States to jointly invest in strategic value chains such as hydrogen, batteries and clean technologies. These projects, together with regional partnerships, depend on engagement from public authorities, businesses, research institutions and civil society. Sustainable progress requires collaboration and the exchange of knowledge and innovation across sectors and borders.

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Funding Opportunities Supporting Green Deal Initiatives

Several European programmes provide funding to support the achievement of Green Deal objectives:

01 HORIZON EUROPE

Supports research and innovation in:
- climate adaptation
- clean energy technologies
- circular economy solutions
- sustainable agriculture.

www://

02 LIFE PROGRAMME

Dedicated to environmental and climate action projects including:
- nature and biodiversity
- circular economy and quality of life
- climate change mitigation and adaptation
- clean energy transition.

www://

03 INTERREG & CROSS-BORDER COOPERATION PROGRAMMES

Support regional cooperation projects across the Black Sea Basin including:
- environmental protection
- sustainable energy
- green innovation ecosystems.

www://

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Examples of Green Innovation Projects Relevant to the Black Sea Region

Several types of initiatives illustrate how Green Deal priorities can be implemented in the region.

Example 1 – Urban Climate Adaptation

Cities can implement climate adaptation measures such as:

- urban heat island mitigation
- green infrastructure development
- sustainable urban planning.
- These initiatives improve resilience and quality of life.

Example 2 – Circular Economy Initiatives

Organisations can develop circular economy projects focused on:

- waste recycling and resource recovery
- sustainable production methods
- development of circular business models.
- These contribute to reducing waste and creating green value chains.

Example 3 – Environmental Monitoring and Smart Technologies

Research institutions and public authorities can deploy:

- environmental monitoring systems
- smart water and energy management
- data-driven environmental governance.
- These technologies support evidence-based decision-making for sustainability.

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Where to Start from?

01

EXPLORE

Identify the relevant Green Deal priority area and pinpoint the challenge your organisation wants to address — **this guide is your starting point.**

02

TRACK

Monitor the EU Funding & Tenders Portal and the DialogueInnoHub Black Sea Innovation Platform for open calls that match your idea. Join info days or dedicated webinars for more information.

03

CONNECT

Use the Black Sea Innovation Platform - DialogueInnoHub to find partners across the region and build your consortium.

04

PREPARE

Join Dialogue training and capacity-building sessions to strengthen your proposal before you apply.

05

APPLY & SHARE

Submit your proposal — and once funded, share your results through DialogueInnoHub Innovation Platform so others in the region can build on your progress.

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Get in Touch

This Practical Guide is developed in the framework of the BSB 1104 DIALOGUE project (*Dialogue for innovation and better governance*), which is co-funded by the INTERREG NEXT Black Sea Basin Programme 2021-2027.

For questions about this guide, partnership opportunities or support navigating Green Deal-aligned funding, contact the Black Sea Innovation Platform - DialogueInnoHub.

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EU Funding & Tenders Portal: ec.europa.eu/info/funding-tenders

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