

1st Newsletter

CLIBUS

Runway to Carbon Neutrality
– Involvement of Business
Communities in Climate Strategies

CLIBUS in Nutshell

Achieving carbon neutrality is a shared responsibility, and SMEs are essential partners in this journey. CLIBUS supports cities and regions to act as lighthouses, guiding business communities toward energy efficiency and climate-friendly actions. By fostering collaboration and capacity building, the project strengthens the role of SMEs in implementing local and regional climate strategies.

CLIBUS enables cities and regions to act as lighthouses, guiding SMEs in energy efficiency and climate actions

What is CLIBUS?

CLIBUS is an Interreg Europe project under the policy objective “Green Europe”, focusing on energy efficiency and greenhouse gas reduction. CLIBUS promotes interregional learning among policy-relevant organisations. Through collaboration and knowledge exchange, the project aims to improve regional policies that support SMEs’ climate and energy efficiency efforts.



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Programme:
Interreg Europe

Policy Objective:
Green Europe

Specific Objective:
Energy efficiency

Duration:
Core Phase:
May 2025 – April 2028

Follow-up Phase:
May 2028 – April 2029

Closure Phase:
May 2029 – June 2029

CLIBUS Activities

- Regional stakeholder group meetings
- Interregional meetings & experience exchange
- Site visits & good practice sharing
- Joint thematic studies & dissemination events

Capacity building happens at multiple levels:

- Individual
- Organisational
- Regional
- Interregional

Direct target groups:

- Public authorities
- intermediary organisations (connecting public sector and SMEs)

Indirect target groups:

- Policy decision-makers,
- SMEs

Expected Impact

- Stronger cooperation between cities/regions and business communities
- Increased climate and energy efficiency actions by SMEs
- Reduction of greenhouse gas emissions at regional level

Keywords & Focus Areas

SMEs:

Employ <250 people,

Turnover ≤ €50M

Business Communities:

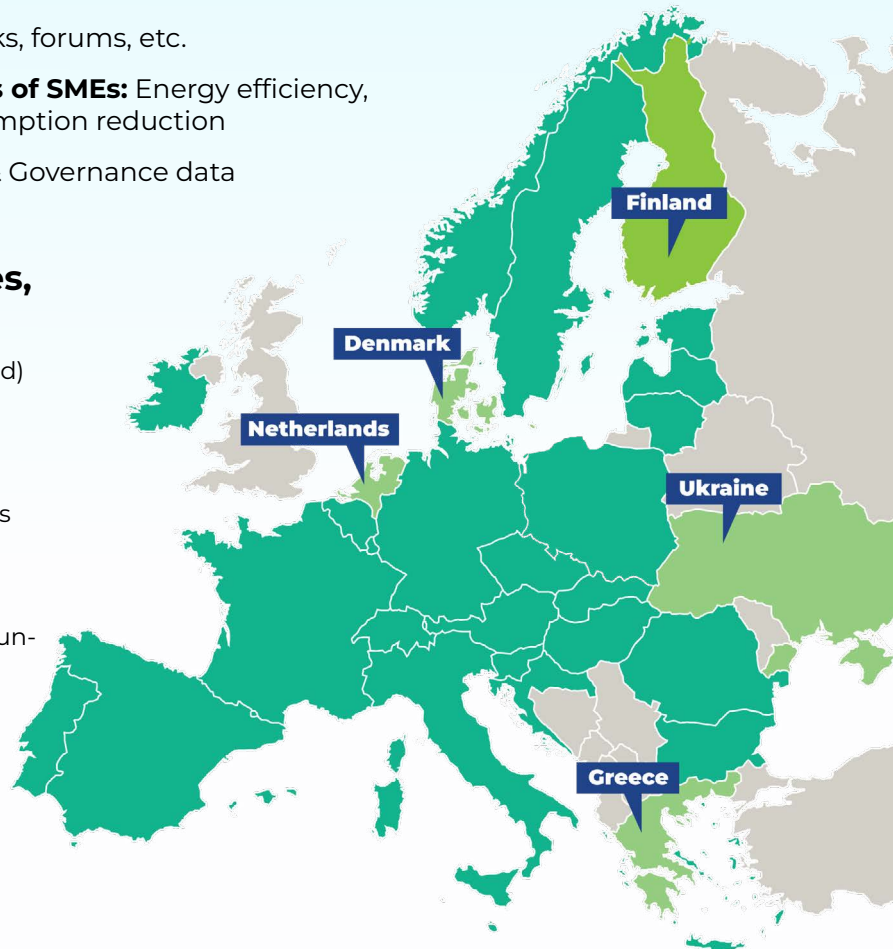
Industrial areas, business parks, networks, forums, etc.

Climate and Energy Efficiency Actions of SMEs: Energy efficiency, GHG emission reduction, energy consumption reduction

ESG Reporting: Environmental, Social & Governance data

Partnership 5 regions/countries, 7 partners

- LAB University of Applied Sciences (Finland)
- City of Imatra (Finland)
- Hillerød Municipality (Denmark)
- Centre for Research and Technology Hellas (CERTH) (Greece)
- Region of Thessaly (Greece)
- Executive Committee of the Rivne City Council (Ukraine)
- Municipality of Emmen (Netherlands)



CLIBUS 1st Interregional Event Held in Two Parts

Due to recent changes in the partnership, the interregional event was held in two parts to ensure all partners can actively contribute and benefit from the exchange.

Partner Update

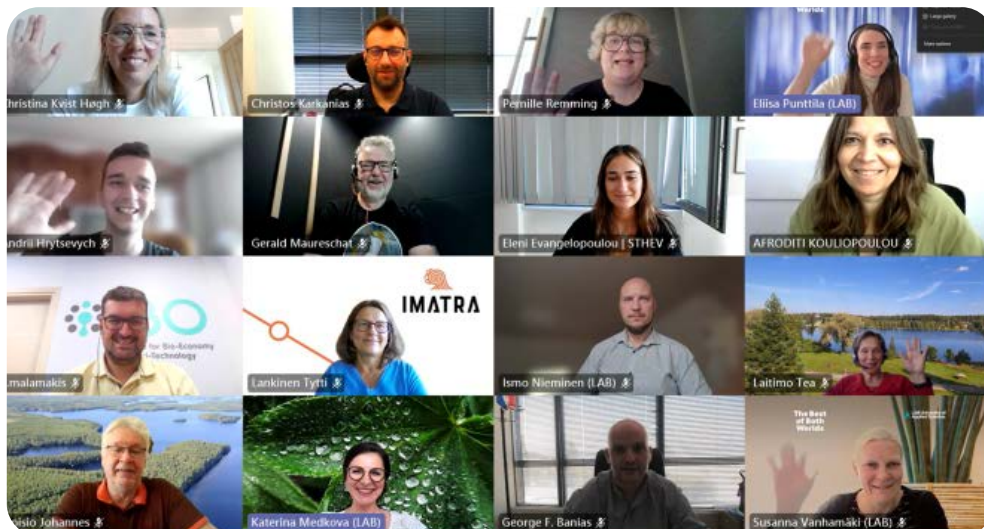
At the beginning of Semester 1, the City of Eindhoven decided to step back from the CLIBUS project after careful consideration. Soon after the application phase, City of Eindhoven completed a comprehensive evaluation of the policy in supporting entrepreneurs in sustainable business practices. Their priority now is implementing concrete actions and evaluating their impact. By withdrawing, they also created space for another partner who can benefit more from the support offered in this phase.

We are pleased to welcome the **Municipality of Emmen** as the new CLIBUS partner, officially joining the project on 1 November 2025.



1st Interregional Meeting

Part 1 – online Kick-off meeting



The first Interregional event of the CLIBUS project was decided to be held in two parts. The first part was organised as a set of online sessions, and the second part will follow as an in-person event in November in Imatra, Finland.

The first part provided an essential introduction and start of the interregional cooperation. It consisted of a round table discussion, focusing on introducing the regional policy development cases, and a workshop for starting defining the joint criteria for good practices.

Involvement of business communities in climate policies - Round table discussion and current state analysis of regional policies

In total of fifteen project partner representatives and three stakeholders gathered around a virtual round table on 3 September 2025 to discuss about common needs, goals and challenges related to regional policy development in the CLIBUS context - involvement of business sector in the implementation of energy efficiency and climate actions. The round table discussion provided an overview of the policy instruments addressed in the CLIBUS project and insights to common goals and challenges.

After a brief introduction to the CLIBUS project and the objectives of the session, each CLIBUS region introduced their policy instrument addressed in the CLIBUS project: Imatra City Strategy, Climate Plan of the Hillerød Municipality, Regional Operational Programme of Thessaly 2021-2027 and Sustainable Energy Development and

Climate Action Plan for the Rivne city territorial community until 2030. Presentations followed questions from participants and moderators and joint analysis.

As a conclusion, stakeholder engagement is essential for achieving improvement in policy instruments that will be effective in terms of involvement of SMEs in climate and energy efficiency actions. It will require a lot of interaction with stakeholders and understanding of their needs. SMEs may have required motivation for actions, but they will need different kind of support from public authorities, networks and projects for sustainability transition. Communication tools, supporting mechanisms and collaboration models among other good practices shared in the CLIBUS project will support the policy improvement in the regions.

Seeking solutions for improving climate policies - Workshop for defining common goals for good practices and joint thematic study

Next day, on 4 September, in total of sixteen project partner representatives and two stakeholders participated gathered to the online workshop, which focused to define what kind of solutions are jointly searched for in the CLIBUS project.

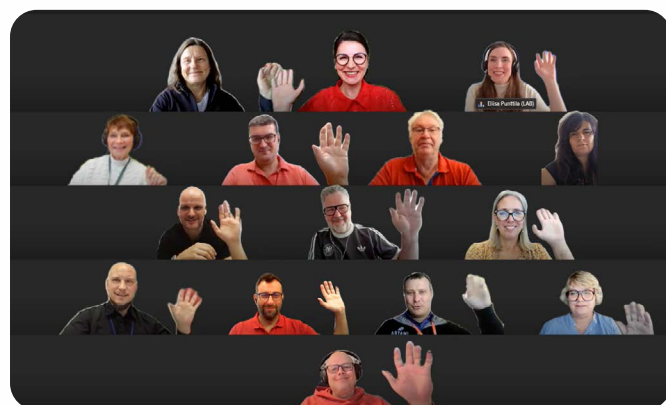
A special quest opened the workshop. Success stories from the City of Imatra were heard from the Mayor, Matias Hilden. He told that Imatra has

taken great steps in carbon neutrality goals: electricity used in the area is mainly fossil free, and half of the heat that city needs is generated from the wastewater.

In the workshop the regions shared both success stories and identified challenges from their region, related on how public authorities can support business communities and SMEs in their energy efficiency and climate actions. The workshop also started the definition of the common criteria for which kind of good practices the regions could share or would like to learn from during the CLIBUS project. A Miro board was utilised in joint working.

Regions found connections between their needs and existing examples both at a higher level (e.g. structural) and at a practical level (e.g. technical solutions). Regions also identified plenty of success stories, potential good practices. The workshop results will be utilised in the definition of the good practices criteria. Project partners look forward to hearing and sharing solutions about how to get SMEs interested in climate actions.

Discussions started in the online sessions on 3-4 September continued in Imatra, Finland on 11-13 November.



Greetings from Imatra

We are delighted to send warm greetings from the City of Imatra, Finland, to all CLIBUS project newsletter readers. It was our pleasure and honour to host the project's first in-person interregional event for project partners and stakeholders here in Imatra. Welcoming you to our region, seeing the inspiring exchange of ideas, expertise, and commitment to advancing energy efficiency and emission reduction, made the meeting very meaningful for us. Not to forget how bravely you experienced the Finnish sauna and took a chilly dip in Lake Saimaa during the greyest time of the year!

The CLIBUS project holds great potential for encouraging and strengthening sustainable actions with SMEs in our regions, and Imatra is proud to contribute actively to this joint effort. We look forward to continuing our collaboration, fruitful knowledge exchange, and the progress we will achieve together over the coming months.

Warm regards from Imatra!

Tytti Lankinen
Project manager, City of Imatra

1st Interregional Meeting

Part 2 – in person – Imatra



The CLIBUS project organised its first in-person interregional meeting in Imatra, Finland, on 11–13 November 2025, continuing the work initiated in two online sessions earlier in September. Held under the theme “**Building Networks for Cooperation and Change**”, the event brought together project partners and stakeholders from Finland, Denmark, Greece, the Netherlands and Ukraine to exchange knowledge, deepen cooperation and advance joint project activities.

The event began with a welcome dinner, where representatives from the City of Imatra greeted the participants and provided an opportunity for initial networking, informal discussions and setting expectations for the days ahead.

The first full meeting day began with a visit to Itula Oy, a company specialising in energy-efficient heating solutions. This was followed by a workshop dedicated to the CLIBUS joint thematic study, which examines the role of SMEs in implementing local and regional climate policies across partner regions. Participants piloted the draft Webropol survey, discussed translation requirements and considered the timetable for distributing the survey to SMEs in early 2026.

The Lead Partner of the CLIBUS project facilitated a reporting clinic for project partners focusing on financial reporting procedures and upcoming deadlines. The day continued with a presentation by Imatran Lämpö Oy, the municipally owned district-heating provider, whose bioenergy-based production was also demonstrated during a site visit to one of its heat-only boiler plants. At the



end of the first session, participants learned about Nordic Nano, a renewable energy company developing nanotechnology-based solutions for solar energy harvesting, energy storage, and hydrogen applications.

The second meeting day focused on regional energy-transition initiatives. LAB University of Applied Sciences has introduced its energy-related project portfolio, which includes the EPEKY project, supporting SMEs in improving energy efficiency and reducing emissions. As a new CLIBUS partner, the Municipality of Emmen (the Netherlands) presented its approach to developing a new business-park policy in cooperation with local stakeholders.

Participants were introduced to the Greenreality Network (GRN), a regional collaboration platform that promotes sustainable growth through cooperation between municipalities, universities, businesses and other actors. This was followed by a presentation on Imatran Seudun Sähkö Group, which highlighted the company's work on energy efficiency, regional collaboration and future energy-storage solutions. The CLIBUS partner meeting concluded with a structured feedback session, during which participants emphasised the importance of interactive discussion and suggested allocating additional time for experience sharing.

The Imatra meeting significantly strengthened cooperation within the CLIBUS partners and advanced several project activities. Participants made progress on the joint SME survey, agreed on criteria for identifying good practices and discussed upcoming tasks. The next in-person interregional meeting is scheduled in Hillerød, Denmark, in spring 2026.

It was such an inspiring time in Imatra! It was a privilege to have the possibility to participate as a stakeholder. I got so much to take home with me both from the participants' examples as from the companies in Imatra. Not to mention the friendly and very professional addition to my network!

Laura Parsama

International Affairs Manager,
The Association of Finnish Cities
and Municipalities, Finland

It was incredible time in Imatra. Inspiring talks, networking and exploring latest innovation in regional climate and energy initiatives. Thank you for the productive meeting and training, company visits and especially exchange of experience between partners.

Viktoriiia Zhovtobriukh,

Director of business community Ukrainian entrepreneurs
Board Rivne, Deputy Head Rivne Food Cluster,
Project manager Association of textile

CLIBUS in Imatra provided an interesting insight into developments at the municipal level, both in relation to the livelihoods of local businesses and the municipality's own approach and openness towards green initiatives. This openness to new ways of thinking is generally necessary as a consequence of the involuntary loss of income previously generated by Russian tourism.

The interregional composition of the meeting was inspiring and demonstrated, for me, an unexpectedly high level of shared understanding and a common perception of both the necessity and the challenges associated with the many topics that were presented.

As a stakeholder, based on my background in the private sector, I found it important to highlight how most small and medium-sized enterprises prioritise responsibility towards their business on the one hand and towards the climate on the other. This was done with the aim of exploring how the public sector and the municipality can help increase the overlap between these two considerations.

Allan Kastrup,

Environmental Advisor, Denmark

The 1st interregional meeting in Imatra proved to be an exceptionally valuable experience for all involved. The constructive discussions and presentations from partners and stakeholders offered fresh perspectives and plenty of food for thought, reinforcing our collaborative spirit and our shared understanding of the challenges involved in the CLIBUS project. Equally memorable was the warm hospitality extended by our Finnish hosts, who ensured a welcoming and productive environment throughout the visit. We leave Imatra inspired, better connected, and fully committed to carry our joint work forward.

Christos Tsitopoulos

Association of Thessalian Enterprises
and Industries, Greece

Good Practices

The CLIBUS project aims to define its first good practices during the second semester of the project. Joint criteria for defining good practices are needed in order to maximise the benefit for all project regions, since the sharing good practices is at the core of exchanging experiences and knowledge.



On 4 September, the project organised an interregional online workshop, where ideas for joint criteria were collected from project partners and stakeholders. After the workshop, LAB created a proposal based on the workshop results. Feedback from project partners was collected on how well the suggested criteria meet their expectations and needs, and whether the criteria seem feasible from the potential good practices' point of view.

Final selection of the joint criteria was made during the Interregional Event in Imatra on 13 November. The criteria consist of key criteria (partly mandatory criteria) and guiding criteria (voluntary criteria to serve as inspiration or example):

CLIBUS Key criteria for Good Practices

(criteria number 1-3, and one to three of criteria number 4-6 must be fulfilled)

1. Is successfully proven in practice
2. Is replicable and transferable to other regions
3. Is connected to regional or local policy
4. Supports regional or local carbon neutrality goals
5. Enhances collaboration between public and private sectors
6. Improves directly or indirectly SMEs' possibilities to increase energy efficiency or reduce greenhouse gas emissions

CLIBUS Guiding criteria for Good Practices (can be)

- Strengthens the role of public authorities in facilitating regional or local climate actions
- Provides financial, technical, or capacity-related support for public authorities
- Improves communication or interaction between public and private sectors
- Supports the sustainability transition of SMEs
- Is meaningful and easily adoptable from SMEs' point of view
- Provides financial, technical, or capacity-related support for SMEs
- Provides either a practical or strategic-level solution
- Is targeted directly to SMEs or indirectly via business communities
- Promotes innovative utilisation of ESG data

Introducing CLIBUS partners



LAB University of Applied Sciences (LAB)



LAB leads the CLIBUS project, bringing expertise in energy efficiency, green transition, and climate solutions. Working with public and private sectors, LAB helps SMEs grow sustainably while exploring new ways to engage businesses in climate action.

[Read more about LAB](#)
[CLIBUS LAB website](#)



City of Imatra

Imatra, a city in South Karelia with 24,500 residents, lies by Lake Saimaa and the Vuoksi River near Finland's eastern border. Known for its stunning Imatrankoski rapids, Imatra combines natural beauty with strong roots in forest and metal industries and hydroelectric power. Today, the city focuses on sustainability, energy efficiency, and vibrant community development.

[Read more about City of Imatra](#)
[City of Imatra website](#)



Executive Committee of the Rivne City Council



The Executive Committee of Rivne City Council leads the city's sustainable development efforts. Rivne has already cut emissions by 23% and adopted a new climate plan for 2030. As Ukraine's only city in the EU's NetZeroCities project, Rivne is shaping a vision for climate neutrality by 2050. Through CLIBUS, the city seeks stronger business engagement to turn companies into active partners in green transition.

[Read more about Rivne](#) [Rivne website](#)



Municipality of Emmen



Emmen in the northern Netherlands is a green, welcoming municipality with easy access to nature and strong industrial sectors like manufacturing, logistics, and green chemistry. Through CLIBUS, Emmen aims to learn from European best practices and accelerate its transition to a circular, low-carbon economy.

[Read more about Emmen](#)



Hillerød Municipality

Just 40 minutes from Copenhagen, Hillerød is a fast-growing municipality with a vibrant business scene. Home to major employers like Novo Nordisk and FujiFilm, as well as many SMEs, Hillerød combines strong industry roots with a commitment to sustainability. Around 10 specialists at Town Hall focus on climate initiatives, driving the municipality's green transition.

[Read more about Hillerød](#) [Hillerød website](#)



Region of Thessaly



The Region of Thessaly focuses on rural development, economic growth, and sustainability. Its priorities include promoting eco-friendly tourism, protecting natural resources, supporting local agricultural products, and boosting competitiveness through digital innovation. Thessaly plays a key role in fostering collaboration and advancing green transition across the region.

[Read more about Thessaly](#) [Thessaly website](#)

CERTH



The Centre for Research and Technology Hellas (CERTH) is one of Greece's leading research hubs, driving innovation to tackle modern societal challenges. Its Institute for Bio-Economy and Agri-Technology (IBO) focuses on agri-tech and circular economy principles, while the EnvES Lab pioneers solutions for green transition, resource efficiency, and upcycling bio-based residues. Together, they advance sustainability through cutting-edge research and technology.

[Read more about CERTH](#) [CERTH/IBO website](#)

Addressed policy instruments

Finland:

Imatra City Strategy

[Read more](#)

Denmark:

Climate Plan of the Hillerød Municipality:
Together on climate and green transition

[Read more](#)

Greece:

Regional Operational Programme of
Thessaly (2021-2027)

[Read more](#)

Ukraine:

Sustainable Energy Development
and Climate Action Plan for
the Rivne city territorial
community until 2030

[Read more](#)

Netherlands:

Structural Vision for Work
Locations in Emmen 2010-2020

[Read more](#)



Regional Stakeholder Meetings

19 September 2025

Imatra's 1st stakeholder meeting was held in September 2025

At Imatra's CLIBUS stakeholder meeting on 19 September 2025, the participants highlighted the **importance of stronger dialogue between the city, local businesses, and regional actors**. Responsibility and competitiveness of companies were considered closely linked: large industrial companies increasingly require their subcontractors to meet environmental and sustainability standards, which encourages SMEs to improve their practices and take actions.

Public procurement and its' criteria were identified as an effective tool for promoting sustainability at local level. Information about success stories and concrete climate actions could be shared better and more widely. This communication could be carried out in collaboration between the city and local businesses. It was agreed that companies are especially motivated by concrete benefits and quick, visible results.

Participants also identified several challenges. **How to reach and motivate companies?** How to encourage them to take action? How to better involve companies in strategy development? While SMEs often lack resources, they also need more information. Public authorities could provide ideas, guidance, and consulting.

Dialogue between stakeholders and the CLIBUS project will continue regularly on the way towards a carbon-neutral and lively regional economy.



2 October 2025

Business event focused on green transition and collaboration

On 2 October 2025, the Hillerød Municipality hosted a business event focused on green transition and collaboration. The event gathered approximately 48 organizations, demonstrating strong interest in sustainable solutions among local businesses.

The CLIBUS project was presented to participants as part of the municipality's efforts to promote circular economy and bio-based solutions. Several politicians from the Hillerød City Council also attended the event, underlining the political commitment to supporting green initiatives and business engagement.

In addition to introducing CLIBUS, the municipality highlighted two new projects currently being launched:

- **Waste Sorting Project**, developed in collaboration with local construction companies and the Danish Technological Institute, to improve resource efficiency and recycling in the building sector.
- **Green Ambassador Training Programme**, aimed at equipping local businesses with knowledge and tools to drive sustainable practices.

The purpose of the event was to create networking opportunities and dialogue between companies and the municipality about future green initiatives.

4 July 2025

CLIBUS project kicks off in the Region of Thessaly, Greece, with strong stakeholder engagement

On July 4th, 2025, the Region of Thessaly and the [Environmental Engineering and Sustainability Lab](#) / CERTH co-organised the 1st Regional Stakeholder Group Meeting of CLIBUS, bringing together regional actors to discuss how SMEs can play a key role in local climate strategies.

The meeting focused on:

- The objectives and expected outcomes of CLIBUS
- Thessaly's Regional Operational Programme and its climate and energy priorities
- Challenges and good practices in SME engagement
- Thematic inputs for the joint study on SMEs and climate policy implementation

The event was marked by strong participation from regional stakeholders, including representatives from [THESGI Farmers' Cooperative of Thessaly](#), [University of Thessaly](#), [Association of Thessalian Enterprises and Industries](#), AENOL Development Agency, [Association of Industries of Thessaly and Central Greece](#), Regional Development Fund of Thessaly, Larissa Chamber of Commerce, [Development Agency of Karditsa](#), Development Agency of Trikala and [TYTQ Non-Profit Organisation](#).

The collaborative spirit and shared commitment to climate-neutral regional development demonstrate the potential of the CLIBUS project to inspire impactful policy improvements and long-term cooperation between public authorities and the business community.



25 October 2025

Rivne Hosts First CLIBUS Stakeholder Meeting

On October 25, 2025, the first stakeholder meeting within the Interreg Europe CLIBUS project took place at Business Coworking Rivne during the opening of the local business space "Support Rivne Made".

The event brought together 20 representatives from small and medium-sized enterprises, business associations, clusters, and local authorities.

With a welcoming speech, Natalia Hlazkova, Director of the Department of Economic Development of Rivne City Council, emphasised the importance of engaging the business sector in implementing local climate strategies.

During the meeting, the CLIBUS project and its main policy instrument — the Sustainable Energy and Climate Action Plan (SECAP) of Rivne Community until 2030 — were presented to participants. The discussion focused on **key challenges and opportunities for local entrepreneurs to enhance energy efficiency and reduce carbon emissions**.

Deputy Mayor Artem Hanushchak highlighted that Rivne's best practices could serve as an example for other CLIBUS partners.

The project will last for four years, fostering international exchange and cooperation among partners from Finland, Denmark, Greece, the Netherlands, and Ukraine.

We've Been Busy!



Interreg Europe Lead Partner Seminar and Europe, Let's Cooperate! event, Kraków, Poland 18.–20.3.2025

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7mo · Edited ·

+ Follow ...


Earlier this spring, our Lead Partner [LAB University of Applied Sciences](#), proudly presented **CLIBUS** – Runway to Carbon Neutrality at the [Interreg Europe](#) Lead Partner Seminar and Europe, Let's Cooperate! event. These events marked the official launch of our journey to support public authorities in engaging SMEs and business communities in regional climate strategies through energy efficiency and GHG reduction measures. Thank you to Interreg Europe and all participants for the warm welcome and valuable insights!

[#CLIBUS](#) [#InterregEurope](#) [#EuropeCooperates](#) [#ClimateAction](#) [#SMEs](#) [#CarbonNeutrality](#) [#GreenTransition](#) [LAB Technology](#)

Eliisa Punttila · 1st
RDI Specialist, Project Manager at LAB University of Applied Sciences
8mo ·

Earlier this week in Krakow, in the [Interreg Europe](#) events, the Lead Partner Seminar and the Europe, let's cooperate!, I had the honor to represent together with my colleague [Katerina Medkova](#) from [LAB University of Applied Sciences](#) a new project Interreg Europe project CLIBUS: Runway to carbon neutrality - Involvement of business communities in climate strategies, a third call project of Interreg Europe programme. The events provided a lot of important information about the project implementation and the programme, useful tips and networking. Thank you for hosting us in beautiful Krakow!

[#europecooperates](#) [#CLIBUS](#)



Two women are standing in front of a large banner that says 'GREEN GREEN'. The woman on the left is wearing a brown dress and a blue lanyard. The woman on the right is wearing a dark blue jacket over a red top and a blue lanyard. They are both smiling. The banner has a wind turbine icon and the text 'GREEN GREEN'. Below the banner, there are logos for 'Interreg Europe' and 'Co-funded by the European Union'.

👍❤️ 21

Interreg Europe Lead Partner training in Lille, France, 30.9.–2.10.2025

CLIBUS
52 followers
2mo ·

+ Follow ...

Our dynamic duo — the **CLIBUS** Project Manager [Eliisa Punttila](#) and the Communication Manager [Katerina Medkova](#) made it to the official [Interreg Europe](#) post from the Lead Partner Training – Day 1!

The day was all about financing, reporting, and some extensive networking with other projects.

[#InterregEurope](#) [#ProjectTrainingDays](#) [#NetworkingGoals](#) [LAB Technology](#) [LAB University of Applied Sciences](#) [#interregionalcooperation](#)


Interreg Europe
33,305 followers
2mo ·

🎉 That's a wrap for the first day of our project training days for third call projects!

📊 On Tuesday, our team guided attendees on financial reporting and control procedures and requirements for managing Interreg Europe projects.

🗣️ Which third call project are you participating in?

[#InterregEurope](#) [#CohesionPolicy](#) [#Interreg](#)



A collage of four photos showing people at a training event. The top-left photo shows two women talking. The top-right photo shows a woman speaking at a podium. The bottom-left photo shows a woman looking at her phone. The bottom-right photo shows a group of people sitting at a table. There is a '+4' icon in the bottom right corner of the collage.

👤 Katerina Medkova and 15 others



Upcoming in Semester 2

- The first CLIBUS video will be published
- 2nd Interrregional Meeting in spring 2026, in Hillerød, DK

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CLIBUS timeline

Semester 1

01/05/2025-31/10/2025

Imatra, Finland

LP, PP2

Building up networks for enabling cooperation and change

Semester 2

01/11/2025-30/04/2026

Hillerød, Denmark

PP3

Public-private collaboration models in supporting SMEs in energy-efficiency

Semester 3

01/05/2026-31/10/2026

Thessaly, Greece

PP4, PP5

Utilization of ESG reporting data in targeting climate actions

Semester 4

01/11/2026-30/04/2027

Online event

LP

Public services to support energy-efficiency actions in SMEs

Semester 5

01/05/2027-31/10/2027

Emmen, Netherlands

PP6

The role of business communities in SMEs' energy-efficiency and climate actions

Semester 6

01/11/2027-30/04/2028

Rivne, Ukraine

PP7

Competence of SMEs in energy-efficiency and GHG emission reduction actions