

Project Information



INSPIRATION Project

Supporting INnovative StartuPs towards cIRculAriTy inclusiON.

Implemented by



The INSPIRATION Project is designed to assist Greek startups in gaining in competitiveness and extroversion while leveraging their potential to contribute to a more inclusive and sustainable tomorrow. The INSPIRATION project is supported by a grant from Iceland, Liechtenstein and Norway through the EEA Grants 2014-2021, in the frame of the Business Innovation Greece Programme and implemented by

- TRIAENA Synergies P.C. (TRISYNC),
- the Athens Chamber of Commerce and Industry (ACCI), and
- International Development Norway (IDN).

Within the INSPIRATION Project Greek start-ups will receive support in transforming their conventional business models into SBMs and CEBMs and developing long-lasting collaborations with other Greek and Norwegian entities.

To this end, the following activities have been foreseen:

-Knowledge Transfer Activities.

Knowledge Transfer Activities include:

- Introductory horizontal training aimed at assisting startups.
 - to adopt a mindset that supports sustainable value creation and allocation of resources to SBMI,
 - to integrate green technology innovation into a broader sustainability agenda,
 - to engage stakeholders in value-creation processes and to deliver value to formerly unattended stakeholders such as the environment and society.
- Individualised Mentoring and Coaching services aimed at assisting startups in transforming their Conventional Business Models (CBMs) into SBMs and CEBMs and explore opportunities in the areas of "Green Industry Innovation (GII), Blue Growth (BG) and Information and Communication Technology (ICT).

-Networking Activities

In addition to the above, the project will offer targeted networking activities and good practice sharing events to participating startups. Indicatively, networking activities will comprise the following:

- Virtual roundtables with peers and experts on SBMs and CEBMs, to exchange knowledge and explore collaboration opportunities.
- Sponsored participation in Startup Extreme fair (April 24th-25th, 2024, Hemsedal, Norway) for selected participating startups.