

GREEN INFRASTRUCTURE GOES BUSINESS AWARD



**PROGRAMME
PERIOD**
2022 - 2024



**THEMATIC
AREA**
ENVIRONMENT
AND ENERGY



**SPECIFIC
OBJECTIVES**
N2B - NATURE TO BUSINESS



**CONTRIBUTION
TO EUSALP AG**
AG7 - GREEN INFRASTRUCTURE

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THE PROJECT

Green Infrastructure is a network of natural and seminatural spaces with high ecologic quality, delivering services to society and economy.

A multifunctional green infrastructure network fosters ecological connectivity, enhancing, restoring, and preserving biodiversity while strengthening vital ecosystem services. Spanning both rural and urban landscapes, these interconnected features provide extensive benefits:



ENRICHING NATURAL
HABITATS



PROMOTING SOCIAL
WELL-BEING



DRIVING CULTURAL
AND ECONOMIC PROSPERITY
FOR COMMUNITIES

ECOLOGICAL
CONNECTIVITY

RENATURATION

ECOSYSTEM
SERVICES

THE CHALLENGE

Climate change and **biodiversity loss** are urgent challenges, making it essential to accelerate the development, implementation, and scaling of effective ideas and business models.

Entrepreneurial solutions play a key role in forging sustainable connections between the economy and natural resources.

THE SOLUTION

The GI Goes Business Award seeks groundbreaking ideas, sustainable products, services, and business models that make a positive impact on Green Infrastructure within the Alpine macroregion. This new paradigm of development emphasizes innovative business solutions that deliver mutual benefits for both nature and the economy.

It is open for everyone interested in and engaged for green economy in the Alpine macroregion:

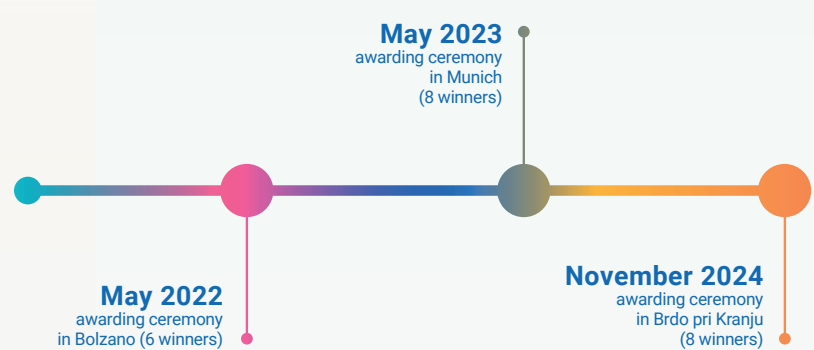
- ★ Start-ups
- ★ Established companies
- ★ Institutions
- ★ Associations
- ★ Private persons or teams

THE RESULTS

Over the past three years, **22 businesses have been recognized as role models for sustainable development in the Alps.**

Each received customized coaching, enabling them to enhance their performance and refine their concepts with guidance from experts.

TIMELINE



PARTNERS

The GI Goes Business Award 2024 is financed and supported by:

REPUBLIC OF SLOVENIA
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