

“Innovation Must Be Turned into Real Impact”

InnovationGreen connects Spanish companies with technology projects of European reach.



A European innovation consultancy with bases in Germany and Spain

InnovationGreen supports industrial companies, technology centres and universities in moving from promising technologies to demonstrable, deployable and industrially relevant solutions.

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Connecting Spain with Europe's Innovation Networks

For years, many industrial companies have seen innovation as necessary but difficult to put into practice. Ideas emerge, technical teams identify opportunities, and new technologies advance rapidly. Yet, between a promising possibility and its real-world application, there is often a gap in which strategy, funding, technical validation and execution must move forward in a coordinated way.

This process has become even more demanding in a context shaped by decarbonisation, electrification, artificial intelligence applied to industry and the need for Europe to accelerate its innovation processes. China and the United States are advancing rapidly in strategic sectors. Europe, meanwhile, is seeking to strengthen its position through collaborative networks, funding programmes and projects capable of bringing companies, universities and technology centres together around shared challenges.



Europe's connected and automated mobility ecosystem: innovation happens through collaboration between industry, research and public actors.

InnovationGreen is part of this landscape: a European consultancy founded in Germany that is now expanding its presence in Spain. The company has worked for years within the European innovation landscape, collaborating with leading industrial companies, technology centres and universities across the continent in strategic sectors such as automotive, mobility, energy and industrial transformation.

It has now established itself in Spain to strengthen the connection between the Spanish industrial fabric and European innovation networks. "The main idea is to help turn European innovation into real impact for industry and society," explains Harilaos Vasiliadis, head of the company in Spain.

"We act as a bridge between companies engaged in R&D and European innovation ecosystems."

From Research to Industrial Impact

The launch also reflects a timely opportunity. Spain already has internationally recognised companies and technology centres and has consolidated its position as one of Europe's industrial and innovation hubs, with particular dynamism in cities such as Barcelona and Madrid.

For InnovationGreen, the country faces a major challenge, but also a major opportunity: to strengthen its role in the next wave of industrial transformation by increasing participation in large-scale European projects and connecting the Spanish ecosystem with the continent's leading innovation networks.

The consultancy helps companies and R&D&I organisations develop new technologies, prepare pilots, manage collaborative projects, access European funding and connect with international strategic partners.

While InnovationGreen also supports deep-tech developments from their earliest research stages, its main area of activity focuses on the demonstration, validation and deployment of innovations with greater technological maturity, facilitating their industrial implementation.

FOCUS AREAS

Artificial intelligence · Robotics · Industry 4.0 · Connected and electric mobility · Energy transition · Advanced materials · Circular economy



HiVEP: high-voltage electric propulsion architectures for more efficient, practical electric mobility.

One example of this approach is HiVEP, a European project linked to electric mobility. The initiative is working on high-voltage electric propulsion architectures to improve energy efficiency, reduce charging times and increase the range of electric vehicles. InnovationGreen led the preparation of the proposal together with FEV Europe and RWTH Aachen and, after funding was secured, has provided support in communication and dissemination activities for the project.

Funding That Enables Collaboration

This work brings together several layers: strategic consultancy and techno-economic analysis; proposal development for programmes such as Horizon Europe; project management; communication and dissemination; and support for consortia made up of companies, research centres and universities.

European public funding plays a catalytic role in accelerating innovation projects. European projects usually bring together several partners and mobilise substantial budgets over a number of years. Their value therefore lies not only in obtaining funding, but also in joining a collaborative network that can generate new opportunities. According to Vasiliadis, participating in these consortia provides access to knowledge, enables alliances to be built and creates relationships that can extend far beyond the project itself.



THE EUROPEAN ADVANTAGE

European projects bring together knowledge, industrial capability and funding. Their lasting value is the network created around a shared challenge.

InnovationGreen combines local presence in Germany and Spain with cross-border European collaboration.

Specialist support is particularly important because many companies make mistakes before they even begin. Sometimes they try to fit an idea into a call that does not truly match their objectives. In other cases, they do not know how to translate their project into the language required by European programmes.

It is not enough to explain a technology and present a budget. Applicants must justify its economic and environmental impact, assess risks, analyse the market, incorporate ethical, equality and sustainability considerations, and build a proposal that evaluators can understand.

“Europe must accelerate the implementation of innovation in order to compete with China and the United States.”

The Value of Moving Faster, Together

Looking ahead, Vasiliadis explains that “Europe must accelerate the implementation of innovation in order to compete with China and the United States.” Spain can play an important role in this process if it leverages its industrial base, technological capability and connection with major European innovation ecosystems.

The challenge is no longer simply to innovate, but to ensure that innovation reaches the market sooner and delivers real impact for industry and society. What is at stake is not only obtaining funding, but transforming knowledge into real products, processes and solutions. InnovationGreen delivers its greatest value to clients in this bridge between an idea and its application.

“One of the most important lessons we have learned is that collaboration multiplies the impact of innovation. No organisation, large or small, has on its own all the knowledge, resources or capabilities needed to address today’s major technological and industrial challenges.”

Connect innovation with industrial impact.

InnovationGreen supports European collaboration, innovation strategy and R&D projects.

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