

Digital and Green Experts

Welcome to the B2GreenHub platform!

This quick guide provides the essential steps to create your expert profile. Whether you specialize in **green technologies or digital solutions**, this is your starting point to engage with manufacturing companies seeking sustainability-driven innovation.

The guide includes a complete example based on John Doe, a digital expert in AI and digital twins, to help you structure your profile effectively and align it with what manufacturers are looking for on the B2GreenHub platform.



Create a high-impact profile that connects you with manufacturers seeking your digital or green expertise!

To create a strong and complete **B2GreenHub expert profile**, make sure you have the following prepared:

- A professional profile picture (recommended: square, min. 400x400 px)
- A list of services and trainings you are actively offering
- Academic publications, patents, and relevant certifications
- One or more case studies or reference projects from past industry collaborations
- Links to your professional profiles (e.g. LinkedIn, ResearchGate, personal website)





STEP 1: Register and Create Your Account

Begin by entering your first name, last name, and email address. Then, create a secure password and confirm it. Before proceeding, make sure to accept the **Privacy Policy** and Terms & Conditions. Once all fields are completed, click "NEXT STEP" to create your account.



Registration

First name	
John	
Last name	
Doe	
E-mail	
test@org.si	
Password	
•••••	
Repeat password	

☑ I have read and agree to the Terms of References & Conditions (ToRCs) and the Privacy Policy of B2GreenHub. I consent to the processing, and sharing of my personal data with B2GreenHub project partners in compliance with GDPR. I also acknowledge that certain provided data, as defined in B2GreenHub Publicly Shared Data Specifications, will be publicly available on the B2GreenHub website and may not remain private.

B.

HINT: Editing Profiles

The created account will have editing rights for all submitted contents and profiles (see following steps). All future communication, including approval status and profile updates, will be sent to the email address registered with this account.

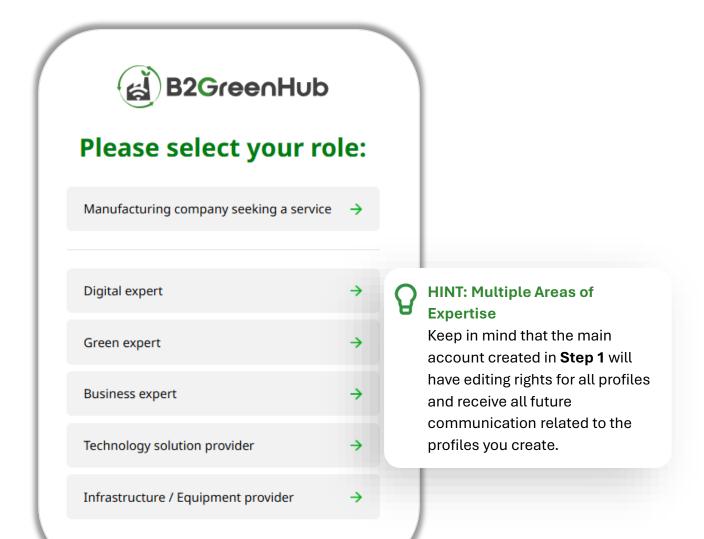
NEXT STEP \longrightarrow



STEP 2: Select Your Profile Type

After registration, select the area where you are currently offering services*:

- Green Expert—if you provide services
 in sustainability, environmental
 technologies, circular economy,
 energy efficiency, etc.
- Digital Expert if you offer digital solutions (e.g. Al, IoT or data analytics).
- *Please select only the primary area where you offer services at this stage. After completing your first profile, you will have the option to add additional profiles to your account if you are active in more than one domain.

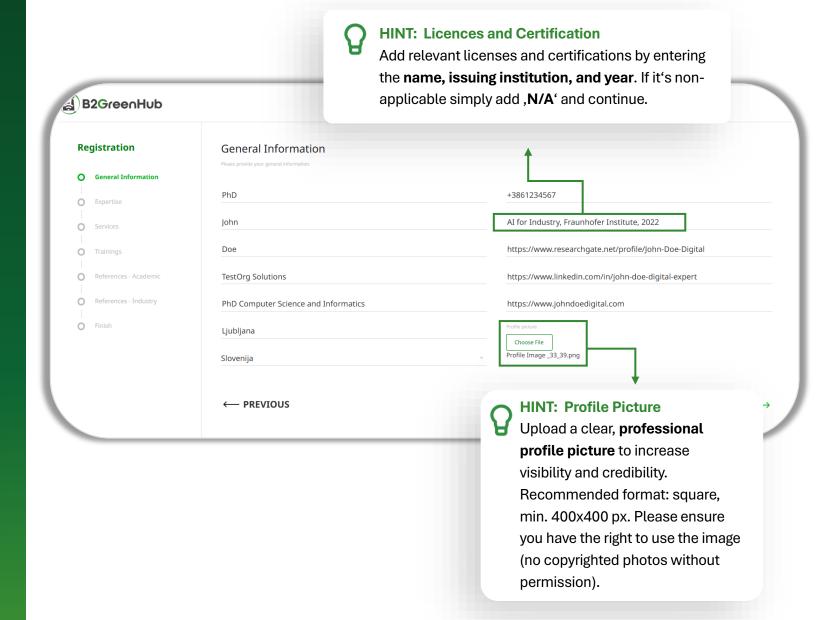




STEP 3: Enter General Information

In this step, you'll provide the key information about your expert profile.

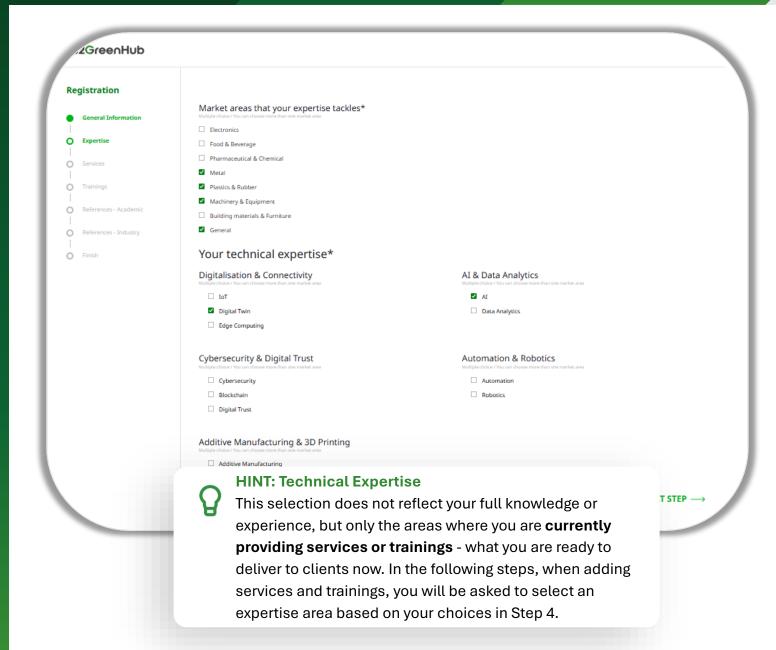
This includes your organization or affiliation and your contact details. All fields are mandatory except for phone number, website links, and title, which are optional.





STEP 4: Define Your Areas of Expertise

In this step, you'll select the market and technical areas where you actively offer services or trainings. You'll be presented with a checklist relevant to your expert type whether green, digital or business. You can choose more than one area, depending on your scope of work.







PRACTICAL EXAMPLE: Define Your Areas of Expertise

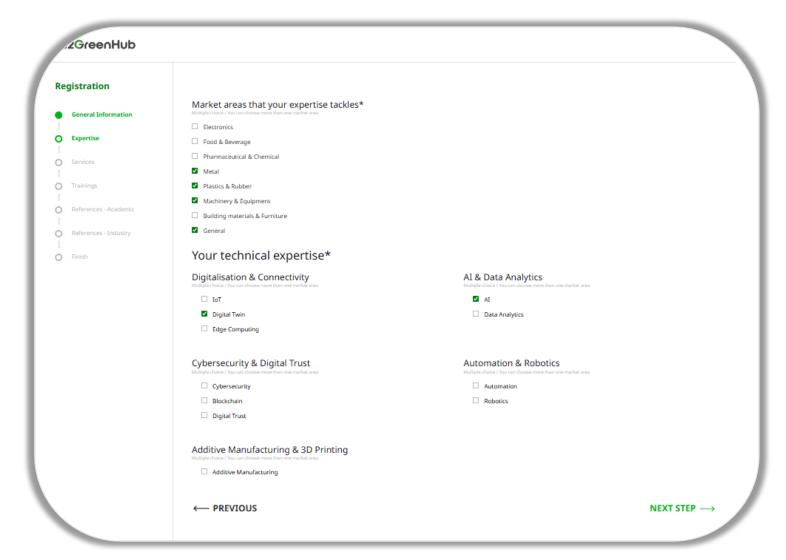
 Only select technical areas where you are currently offering services or trainings, not where you have only general knowledge.

John chose "Artificial Intelligence" and "Digital Twin" because he actively delivers solutions in both.

 Select market areas based on your real client base, not potential interest.

John selected "Machinery & Equipment", "Metal", and "Plastics & Rubber" - sectors where he has documented collaborations.

 Avoid over-selecting: more focus means better visibility and matchmaking.





STEP 5: Describe your services

In this step, you'll define the specific services you offer within each technical area selected earlier. For each service, you'll choose the relevant expertise area, provide a title, briefly describe what's included, and indicate which operational process areas it supports. This helps manufacturers understand the practical value of your offering.

xpert services

Please list the services you can offer within each selected area of expertise. For every technical expertise you choose, you must include at least one related service

Select service	close
Select service	٧
Service title	
Title *	
Please specify further* (max 300 cha	aracters)
Operational process addressed by th	ne service:
☐ INBOUND LOGISTICS process - acused in the production process.	ttivities related to receiving, storing, and distributing inputs or materials that are
	process - activities involved in converting the inputs into finished products or ig, assembling, packaging, and testing.
OUTBOUND LOGISTICS process - services to customers.	activities related to storing, distributing, and delivering the final products or
-	tivities related to promoting and selling products or services to customers. This vities, pricing, and distribution channels.
_	ivities that support and enhance the value of the product or service after it is t, warranty services, repair, and maintenance.
 PROCUREMENT process - activities manufacturing process. 	es related to sourcing and purchasing inputs or materials needed for the
	ocess - activities that involve research and development, innovation, and bort the company's products or services.
HUMAN RESOURCE MANAGEMEN	IT process - activities related to recruiting, training, and managing the workforce



HINT: Adding Services

To describe services, click on "Add Additional Service" and repeat the process for each, following the same structure.

TURE process - activities that support the entire value chain, such as company-wide systems, structure, and needed resources like finance, accounting, and legal.







PRACTICAL EXAMPLE: Describe Your Services

Each technical area should be represented by at least one detailed service.

 John submitted one service for AI and one for Digital Twin — both tied to the selected expertise.

Craft descriptive, engaging, and outcome-oriented service/training titles — these are your public-facing headlines and should clearly communicate what you offer.

Custom Predictive Maintenance
 Models for Industrial Equipment"
 highlights both the tailored nature of
 the service and its application to real
 industrial settings, making it clear and
 relevant for manufacturing clients.

Select service AI Model Development and Training AI Model Development and Training: Designing and developing AI models using machine learning algorithms, deep learning frameworks, and AI libraries to analyze manufacturing data, extract insights, and automate decision-making processes. Training and fine-tuning AI models with labeled data, historical records, sensor readings, and domain knowledge to improve accuracy, performance, and generalization capabilities. Title of service* Custom Predictive Maintenance Models for Industrial Equipment Description of service* This service helps SMEs create and deploy machine learning models tailored to predictive maintenance use cases. It includes data acquisition planning, model training (classification/regression), accuracy validation, and integration with cloud or edge devices. Support is provided for end-user training and internal scaling. Operational process addressed by the service: ☐ INBOUND LOGISTICS process - activities related to receiving, storing, and distributing inputs or materials that are used in the production process. MANUFACTURING OPERATIONS process - activities involved in converting the inputs into finished products or services. This includes manufacturing, assembling, packaging, and testing. OUTBOUND LOGISTICS process - activities related to storing, distributing, and delivering the final products or services to customers. MARKETING & SALES process - activities related to promoting and selling products or services to customers. This includes advertising, sales force activities, pricing, and distribution channels. CUSTOMER SERVICE process - activities that support and enhance the value of the product or service after it is d. This includes customer support, warranty services, repair, and maintenance.



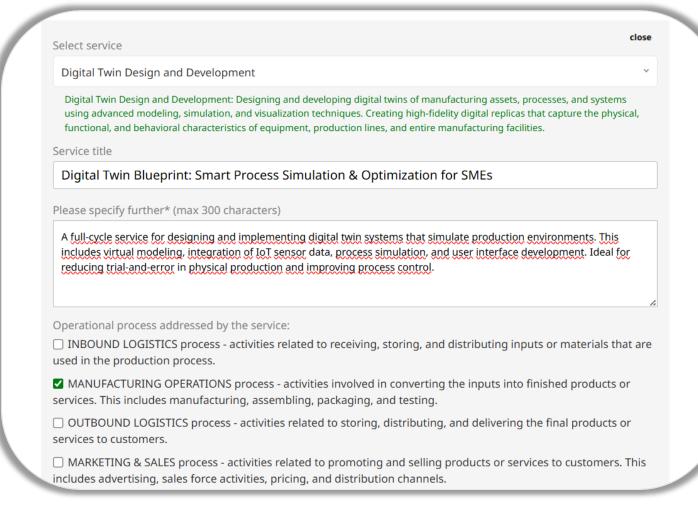


PRACTICAL EXAMPLE: Describe Your Services

Clearly describe what the service includes by outlining key components such as tools, technologies, process steps, and the intended outcomes.

• In "Digital Twin Blueprint: Smart
Process Simulation & Optimization for
SMEs," John specifies that the service
includes virtual system modelling,
real-time IoT sensor integration,
process simulation, and dashboard
development — clearly showing the
full implementation scope and
outcome (process optimization
through simulation).

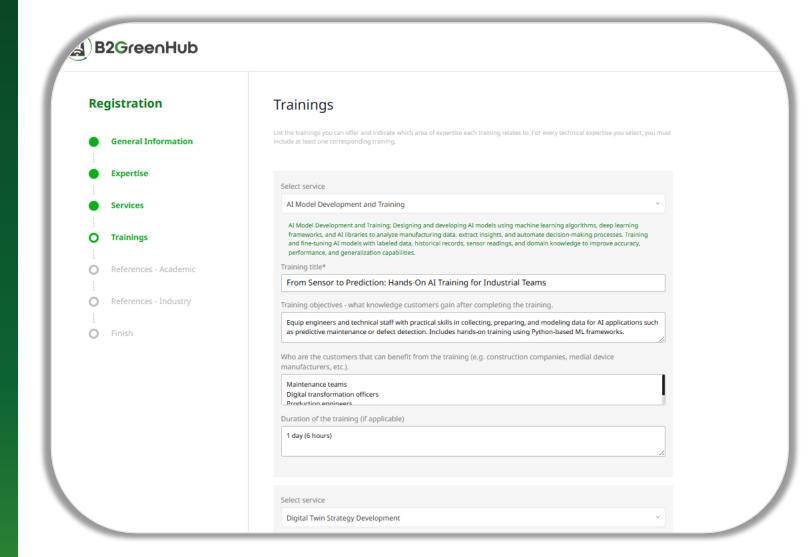
Think from the manufacturer's perspective - frame the content in a way that speaks directly to the issues they want solved, not just the service you're providing.





STEP 6: Describe your trainings

In this step, you'll provide **details** about the trainings you offer within the technical areas selected earlier. For each training, you'll select the relevant area, add a training title, outline its objectives, define the target audience (e.g. SMEs, construction companies, production managers), and specify the typical duration.







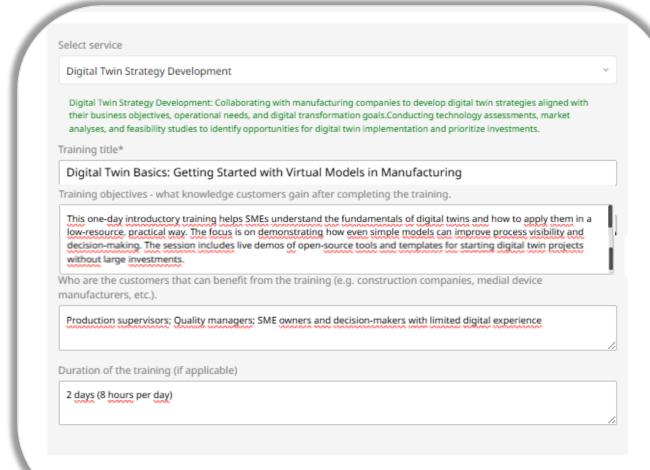
PRACTICAL EXAMPLE: Describe Your Trainings

Each technical area should be represented by at least one training.

 John submitted one training for AI and one for Digital Twin — both tied to the selected expertise.

Craft descriptive, engaging, and outcome-oriented service/training titles. These are your public-facing headlines and should clearly communicate what you offer.

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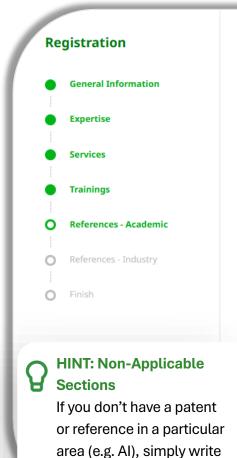


+ Add additional training



STEP 6: Adding Academic References

In this step, you can demonstrate your academic credibility by listing publications, patents, or validated technical skills that are directly related to the specific technical areas you selected earlier (e.g. Digital Twin, AI in manufacturing, Life Cycle Assessment). General academic experience is not required here - focus only on references that support your current service or training offer in the specific areas.



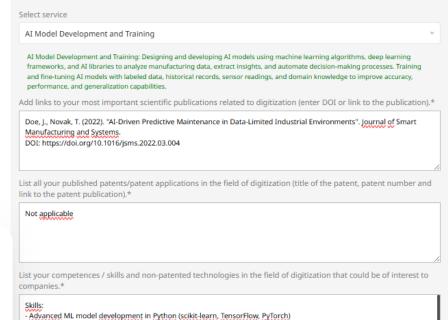
"Not applicable" or "N/A" in that section to indicate

that your expertise is demonstrated through

other forms.

Please provide references related to your ACADEMIC work

Please provide references (max. 3) related to your ACADEMIC work and pinpoint the operational process in a manufacturing company that the reference is tackling (describe area of expertise, main keywords, and links if available).



Time-series data preprocessing and model deployment on edge devices (e.g. NVIDIA Jetson Nano, Raspberry Pi)

Real-time dashboarding with Streamlit and Grafana





PRACTICAL EXAMPLE: Academic References

Avoid listing general academic achievements unless they directly strengthen your offered services.

 John's academic section clearly separates his Al and Digital Twin expertise, includes DOIs and patent links, and aligns with his operational offers.

Patents must relate to technologies or methods you apply in your services.

 While John has a patent in his Digital Twin Section, in his AI academic section, John Doe had no patent to list, so he entered "Not applicable" to keep the profile complete and consistent (see previous slide).

Include non-patented technologies or solutions you've developed that could bring value to manufacturers (e.g. toolkits, dashboards, integration methods).

Focus on skills that are applied in practice, not just theoretical.

Select service Digital Twin Design and Development Digital Twin Design and Development: Designing and developing digital twins of manufacturing assets, processes, and systems using advanced modeling, simulation, and visualization techniques. Creating high-fidelity digital replicas that capture the physical, functional, and behavioral characteristics of equipment, production lines, and entire manufacturing facilities. Add links to your most important scientific publications related to digitization (enter DOI or link to the publication).* Doe, J., Ferlan, M. (2023). "Real-Time Synchronization in SME Digital Twins Using Low-Cost IoT Infrastructure". Journal of Applied Digital Engineering. DOI: https://doi.org/10.1145/3609984.3822079 List all your published patents/patent applications in the field of digitization (title of the patent, patent number and link to the patent publication).* Title: System and Method for Interactive Digital Twin Modeling and Real-Time Validation Patent No.: EP3948291B1 Link: https://register.epo.org/application?number=EP3948291 List your competences / skills and non-patented technologies in the field of digitization that could be of interest to companies.* CAD-based system modeling (Siemens NX, SolidWorks) Non-Patented Technologies:

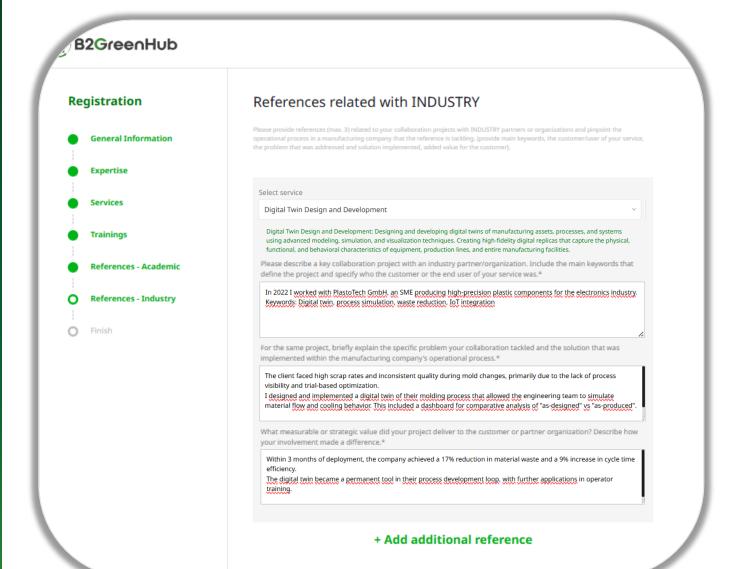
+ Add additional reference

Lightweight twin platforms using open-source tech (e.g. Eclipse Ditto)



STEP 7: Adding Industry References

This step highlights your practical experience by listing companies or organizations you've worked with, along with a short use case. Avoid generic partnerships or unrelated projects - only include industry references that demonstrate your applied expertise in the selected fields.







PRACTICAL EXAMPLE: Industry References

Make sure each reference directly connects to a service or training you've listed.

 John's digital twin reference supports his "Smart Process Simulation" service and his introductory twin training.

Focus on one real, impactful project per technical area. Use numbers wherever possible - manufacturers appreciate clear ROI (e.g. % waste reduction, efficiency gain).

Be clear about your role - what you did, not just what the company achieved.

References related with INDUSTRY Please provide references (max. 3) related to your collaboration projects with INDUSTRY partners or organizations and pinpoint the operational process in a manufacturing company that the reference is tackling, (provide main keywords, the customer/user of your service, Select service Digital Twin Design and Development Digital Twin Design and Development: Designing and developing digital twins of manufacturing assets, processes, and systems using advanced modeling, simulation, and visualization techniques. Creating high-fidelity digital replicas that capture the physical, functional, and behavioral characteristics of equipment, production lines, and entire manufacturing facilities. Please describe a key collaboration project with an industry partner/organization. Include the main keywords that define the project and specify who the customer or the end user of your service was.* In 2022 I worked with PlastoTech GmbH, an SME producing high-precision plastic components for the electronics industry. Keywords: Digital twin, process simulation, waste reduction, IoT integration For the same project, briefly explain the specific problem your collaboration tackled and the solution that was implemented within the manufacturing company's operational process.* The client faced high scrap rates and inconsistent quality during mold changes, primarily due to the lack of process visibility and trial-based optimization. I designed and implemented a digital twin of their molding process that allowed the engineering team to simulate material flow and cooling behavior. This included a dashboard for comparative analysis of "as-designed" vs "as-produced". What measurable or strategic value did your project deliver to the customer or partner organization? Describe how your involvement made a difference.4 Within 3 months of deployment, the company achieved a 17% reduction in material waste and a 9% increase in cycle time The digital twin became a permanent tool in their process development loop, with further applications in operator

+ Add additional reference



STEP 8: Profile Review and Confirmation

Once you submit your profile, a confirmation message will appear (see screenshot for reference). Your submission will then be reviewed by the B2GreenHub team to ensure completeness and alignment with the platform's criteria, and you'll be notified once it has been approved and published.



You have successfully registered! B2GreenHub will review and approve your profile. You will receive an email notification once the process is finalized.

1. Do you see yourself in another B2GreenHub role? Add another role:



2. Or return to Main Page (you can always register for a different role later)

Go to main page	-	>



HINT: E-mail Notifications

You will receive **two emails** - one confirming your registration and another once your profile is reviewed and approved. If you are active in more than one domain, you will have the option to add additional profiles to your account. These will all be **tied to the email address** registered in STEP 1.