



BauNOW

Investing in Green and Just Transition for a New Sustainable Business as Usual Economy

The BauNOW project is dedicated to fostering a Green and Just Transition (GJT) in the MED region by enhancing the capacity of public and private stakeholders in planning and financing climate-neutral and resilient living areas. With the development of the GJT Dashboard, a user-friendly web-based tool, BauNOW provides a comprehensive methodology for designing, financing, and implementing green transition initiatives at the local and regional levels. **By integrating nature-based solutions, sustainable mobility, energy efficiency, and renewable energy communities, the project aims to transform urban and rural areas into resilient, sustainable territories.** Through its nine pilot areas across seven MED countries, BauNOW seeks to create a replicable and scalable model for GJT, making sustainability the new business-as-usual for both the public and private sectors. This paradigm shift is supported by an inclusive approach that bridges regional disparities and fosters collaboration among diverse stakeholders, ensuring that the green transition is both financially viable and socially just. Through strategic partnerships, investment forums, and a strong community of practitioners, BauNOW ensures the dissemination and transferability of its innovative solutions across the MED region and beyond. By prioritizing accessibility to green finance, and fostering collaboration between public authorities, private sectors, and local communities, the project paves the way for a future where sustainable development is not just an ambition but a reality. Ultimately, BauNOW aims to inspire widespread adoption of green practices, creating resilient, climate-adaptive territories that balance economic growth with environmental responsibility.



Project Challenges: The BauNOW project addresses several significant challenges related to the Green and Just Transition (GJT) in the MED region:

- Transitioning from the old economy to a new, sustainable economy
- Pressing climate changes and their impact
- Development of new consumer, business, and financing models
- Paradigm shift in development planning
- Public and private sector investment engagement
- Operationalizing development and planning tools
- Improving access to financing for the Green and Just Transition
- Establishing cooperation networks

By addressing these challenges, the BauNOW project aims to create sustainable, climate-resilient living areas that are both economically and environmentally sustainable.



Main deliverables:

- Methodological guide on Green and Just Transition Dashboard
- Capacity building and trainings materials on Green and Just Transition Dashboard application
- Report on Green Transition Investment Forums



Pilot activities: : The BauNOW project includes 9 pilot areas across 7 partner countries. The pilots are grouped into three thematic areas:

1. Green finance models and new business ecosystems for GJT:

Pilots in Legrad (Croatia) and Cazin (Bosnia and Herzegovina) focus on delivering green finance models and supporting new business ecosystems driving the green transition.

2. Improving public services for GJT: Pilot actions in Kočevje (Slovenia), Una-Sana Canton (Bosnia and Herzegovina), and Koprivnica-Križevci County (Croatia) work to enhance public services, such as accessible mobility, green hubs, and energy counseling, to support the transition.

3. Community-based mainstreaming and GJT knowledge uptake:

These pilots, including actions in Dajti National Park (Albania), Marseille (France), and Bologna (Italy), focus on engaging local communities and stakeholders in the GJT process and promoting knowledge transfer to other regions.



Partners:

- **Geodetic Institute of Slovenia**
- Iskrivera, Institute for Development of Local Potentials, Slovenia
- Regional Energy Agency North, Croatia
- Municipality of Legrad, Croatia
- Kyoto Club, Italy
- Geres, Group for the Environment, Renewable Energy and Solidarity, France
- Development Agency of UnaSana Canton, Bosnia and Herzegovina
- City of Cazin, Bosnia and Herzegovina
- Agricultural University of Tirana, Albania
- University of Donja Gorica, Montenegro



Territories:

Urban and
urban-rural areas

