



ProCleanLakes Launches Virtual Incubator & Accelerator

Press Release IV _ October 2025

The ProCleanLakes Consortium is proud to announce the launch of its Virtual Incubator and Accelerator (VIA), a new online platform designed to empower entrepreneurs, innovators, and business leaders to create profitable ventures while protecting and restoring Europe's freshwater lakes.

Turn Sustainability into a Business Opportunity!

Accessible at vi.procleanlakes.eu, the VIA provides a free, fully online, and interactive training programme tailored to stakeholders from ProCleanLakes demo-sites and beyond.

A Unique Learning & Support Ecosystem

The VIA combines structured e-learning modules, real-time coaching, and collaboration tools to help participants:

- ✓ Build sustainable business models (Business Model Canvas & Value Proposition Design)
- ✓ Apply Lean Startup methods to create and test eco-innovations
- ✓ Harness Design Thinking to develop people-centered green solutions
- ✓ Explore funding mechanisms, from impact investment to public-private partnerships



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By providing both knowledge and personalized guidance, the platform enables community leaders, innovators, and commercial founders to transform their ideas into sustainable businesses with confidence.

Digital Platform for Green Entrepreneurship

Developed within Work Package 5 of ProCleanLakes and funded by the European **Union's Horizon Miss-2023-Ocean-01-04** programme, the platform is built on a modern, modular architecture (React frontend, Flask/NestJS back-end, PostgreSQL/MySQL databases).

Key features include:

- Account management & secure role-based access
- Interactive training modules & curated resources (case studies, best practices, water-quality data)
- Integrated scheduling for one-on-one coaching sessions
- Community blog, notifications, and public access to selected coaching cases

This baseline platform already supports stakeholder engagement, trainers' content delivery, and personalized coaching. It is now entering the piloting and validation phase across ProCleanLakes partner networks.

Join the Movement

Are you ready to turn sustainability into a business opportunity?
Register today at vi.procleanlakes.eu

Be part of the movement to build profitable businesses that protect and restore our lakes. Together, we can unlock innovation for a cleaner, healthier future. 🌍

Stay in touch with us!

Join us on #ProCleanLakes Social Media!



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About us:

ProCleanLakes puts together a unique consortium with 18 partners, including 12 academic and research institutions, 1 public authority, 1 NGO, and 4 service providers companies from 11 countries. The project will design and demonstrate in 3 demonstration sites and 3 monitoring sites the feasibility of integrated nature-based emerging approaches for joint protection and restoration of European Natural Lakes (ENL) and their biodiversity, considering scenarios which imply the presence of various pressures that affect the aquatic ecosystems' status.

Disclaimer

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