

Greening Private Enterprises  
in Kosovo (GPEK)

**CHALLENGE FUND**

CALL FOR PROPOSALS

**WHAT IS CONSIDERED  
INNOVATION FOR THE  
CHALLENGE FUND**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC



Sweden  
**Sverige**



**HELVETAS**  
KOSOVO

Greening Private Enterprises in Kosovo (GPEK) is a project of the Swiss Agency for Development and Cooperation (SDC), co-funded by Sweden and implemented by Helvetas.

# WHAT IS CONSIDERED INNOVATION FOR THE CHALLENGE FUND

The Challenge Fund is implemented under the **Greening Private Enterprises in Kosovo (GPEK) project**, which aims to support private enterprises in adopting and scaling green innovations that contribute to resource efficiency, reduced environmental impact, competitiveness, and wider green transformation of the private sector in Kosovo.

## Definition of Innovation

For the purposes of the Challenge Fund, innovation refers to the introduction, adaptation, or scaling of products, services, technologies, production processes, or business models that are new or significantly improved in the Kosovo market and have the potential to generate measurable environmental impact.

Innovation does not necessarily mean a technology or solution that is new globally. A solution may be considered innovative if it has been successfully applied elsewhere but is being introduced, adapted, or significantly improved for the Kosovo market.

## What Can Be Considered Innovation?

Innovation may include, but is not limited to:

- First-time application in Kosovo of proven green technologies or circular economy solutions;
- Significant improvements to existing production processes that increase resource or energy efficiency, reduce waste or emissions, or improve environmental performance;
- New green business models, such as product-as-a-service, recycling and reuse schemes, industrial symbiosis, or other circular business models;
- Adaptation or scaling of tested solutions that have demonstrated environmental and commercial potential;
- New or significantly improved combinations of technologies, processes, services, or business models that address a specific market need.

## **Indicative Levels of Innovation**

### **LOW INNOVATION**

Incremental improvements to existing products, processes or practices, with limited potential for wider market or systemic impact.

### **MEDIUM INNOVATION**

Adaptation or introduction of new technologies, processes, services or business models in the Kosovo market, with significant potential for environmental improvements, cost reduction and/or increased competitiveness.

### **HIGH INNOVATION**

Solutions that are among the first of their kind in the Kosovo market or represent a significant technological or business-model advancement, with strong potential for replication, scaling and wider market or systemic impact.

## **What Does This Mean for Applicants?**

A project does not need to develop a globally new technology to qualify as innovative.

What matters is whether the proposed solution brings new or significantly improved value to the Kosovo market, addresses a relevant green transformation challenge, and demonstrates credible potential for environmental impact, commercial viability and wider adoption.

The Challenge Fund will prioritize medium- and high-innovation projects, particularly those with potential to influence wider market behaviour, value chains or sector-level green transformation.