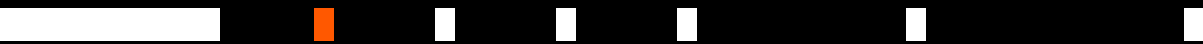# Project Phoenix
AI Competence
Southeast Europe

EU PILOT PROJECTS
AI POWER IMPLEMENTATION INITIATIVE

PHASE I-III

COORDINATION

BOSNIA AND HERZEGOVINA
CHAMBER OF COMMERCE AND INDUSTRY OF BANJA LUKA REGION

PHOENIX PROJECT MANAGEMENT D.O.O.
DR. WALTER KURZ

phoenix@ southeast-europe.com

Project Phoenix
Southeast Europe

Driven by AI
United by Vision
Power in Progress

Project Phoenix
AI Cluster Southeast Europe

Project Phoenix will improve AI competence and national cooperation in Southeast Europe for companies, institutions, governments, and authorities. We will connect 9 countries, 12 chambers of commerce, 22 ministries, 15 universities, 35 faculties, and 6 technology centres.

We will increase GDP and income levels across participating nations, drive sustainable employment growth, and position Southeast Europe as an EU AI Act-compliant AI-driven economy, attracting high-impact investments to strengthen economic resilience.

Our initiative will train, educate, and certify skilled AI professionals, develop cooperative AI solutions for businesses, and create AI-powered e-Government technologies with automated, decentralised timestamping and verification services.

We will establish a Cluster of Phoenix AI Data Centres in participating nations, focusing on advanced designs to meet top ESG standards and expanding sustainable energy capacity through research, investment, and infrastructure to support Southeast Europe's growing needs.

We will attract international venture capital, institutional funds, and private investors to Southeast Europe, building a strong ecosystem for economic growth, innovation, and technological advancement.

We will improve cross-border cooperation among stakeholders to create a strong, healthy, innovative, and competitive European region. We aim to become, as a European region, the certified AI provider for European businesses and organisations, acting according to the EU AI Act.

Goran Račić, MSc
President
Chamber of Commerce and
Industry of Banja Luka Region
Bosnia and Herzegovina

Aleksandar Ljuboja, MSc
General Secretary
Chamber of Commerce and
Industry of Banja Luka Region
Bosnia and Herzegovina

Dr. Walter Kurz, MBA, MSc
Director
Phoenix Project Management d.o.o.
Banja Luka
Bosnia and Herzegovina

Content

Executive Summary Project

The objective of Project Phoenix Southeast Europe is to enhance AI competence and AI infrastructure across organisations and individuals over the next five years, ensuring adherence to the requirements set by relevant regulations and the AI Act as an international standard.

Phoenix will bring together chambers of commerce, governmental authorities, universities, innovation centres, and companies from the Phoenix founding members **Bosnia and Herzegovina, Serbia, North Macedonia, Croatia, Slovenia, Albania, Bulgaria, and Greece,** in cooperation with Kazakhstan and the United Arab Emirates (UAE).

The success of Project Phoenix is expected to attract significant interest from venture capital firms, private investors, and institutional funds, driving capital inflows to benefit from the region's growing expertise, sustainable infrastructure, and innovation in AI.

Building an AI-competent workforce across Southeast Europe will deliver tangible economic benefits, including increased GDP, higher productivity, and the creation of high-skilled jobs. It will accelerate digital transformation and position the region as a competitive hub in the global AI economy.

Phoenix will establish new, widely accepted international qualification standards for organisations and individuals.

The project will also establish a **cluster of advanced, decentralised AI Data Centres**, each designed to **maximise sustainable energy use, minimise environmental impact, and uphold the highest ESG standards.**

To support the substantial energy needs, we will conduct studies to **enhance the provision of sustainable energy across Southeast Europe.**

Within five years, organisations and individuals in Southeast Europe will be highly proficient in AI, regional cooperation will be robust, and Phoenix will offer a sustainable, compliant AI data centre dedicated to European needs, drawing substantial investment inflows to support continued growth and innovation.

The project will be planned and coordinated by Phoenix Project Management d.o.o. and the initiating founding member **Chamber of Commerce and Industry of Banja Luka Region in Bosnia and Herzegovina.**

Executive Summary Budget

The three preliminary feasibility studies for Phase I of Project Phoenix allocate a total budget of €13.583.033 across six Southeast European countries, with dedicated cost blocks per nation. These funds focus on three core areas: €334.633 for AI Qualification & Innovation, €9.482.400 for EU ESG Sustainable AI Energy, and €3.766.000 for the Phoenix AI Cluster Data Centre.

This collaborative initiative brings together experts, authorities, universities, consultants, and private sector partners to comprehensively address workforce training, sustainable energy infrastructure, and advanced data centre development. This foundational work sets the stage for effective AI deployment and digital transformation across the region, positioning Southeast Europe as a competitive hub for sustainable digital infrastructure.

The research and planning phases for EU ESG Sustainable AI Energy and the Phoenix AI Cluster Data Centre are expected to span approximately 15 months.

Phase I Feasibility Studies	Qualification and Innovation	Sustainable EU ESG AI Energy	Phoenix AI Data Centre	Total
Duration	6 Months	15 Months	8 Months	15 Months
Total Phase I	*334.633*	*9.482.400*	*3.766.000*	**13.583.033**

Phoenix AI Cluster Southeast Europe

The project will be planned and coordinated by Phoenix Project Management d.o.o., the Chamber of Commerce and Industry of Banja Luka Region (Bosnia and Herzegovina), and the AI Power Institute (Dublin).

The Phoenix AI Factory and **Phoenix AI Cluster Data Centre** will be jointly operated through a collaboration between Bosnia and Herzegovina, Serbia, North Macedonia, Croatia, Slovenia, Albania, Bulgaria, and Greece.

LARAi

**AI Power Institute
AI Power Development**
Dublin, Ireland

AI Tech Giants
Ireland

**Chamber of Commerce and
Industry of Banja Luka Region**
Founder & Coordination

**Phoenix Project Management
Phoenix AI Factory
Phoenix AI Cluster Data Centre**
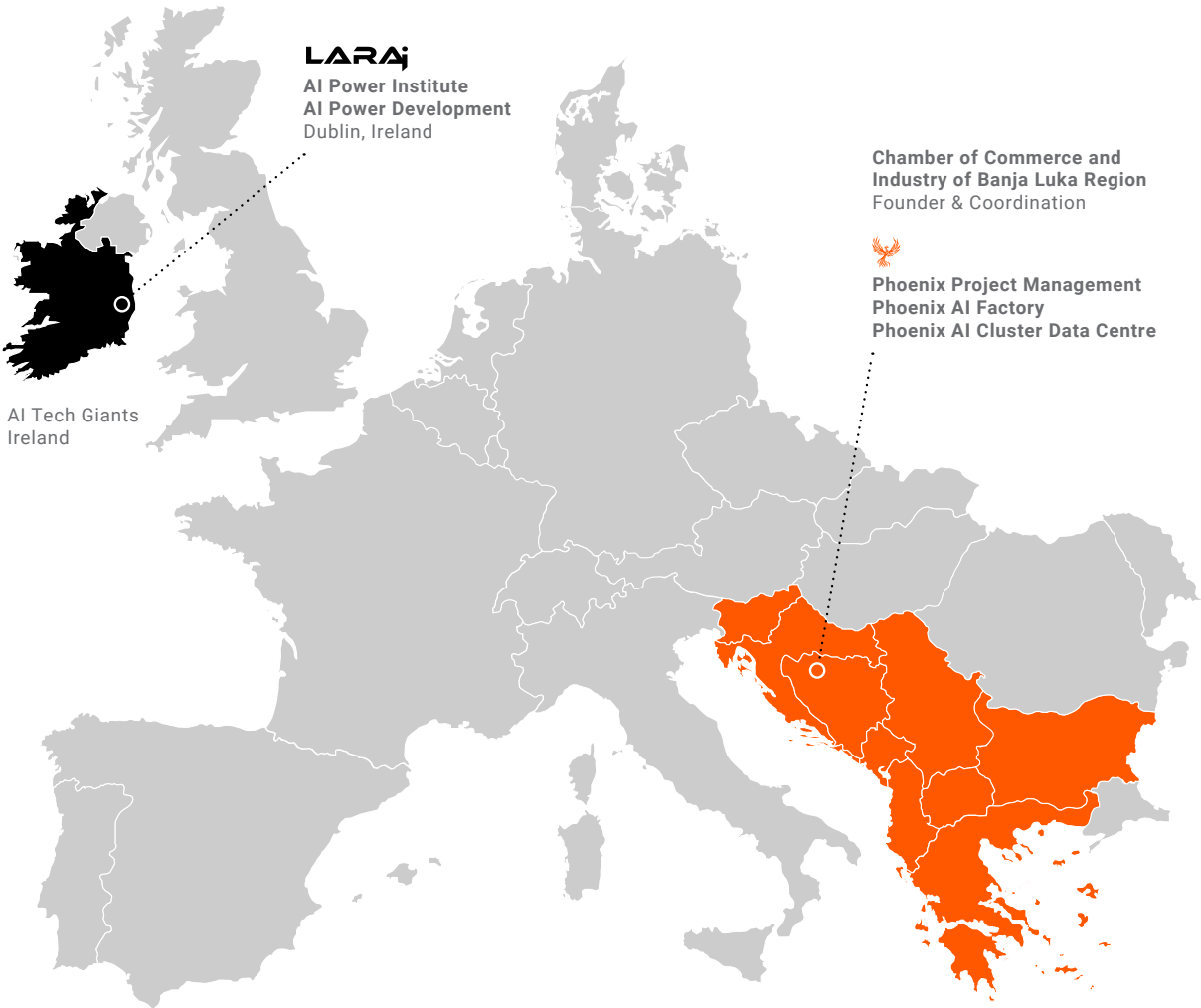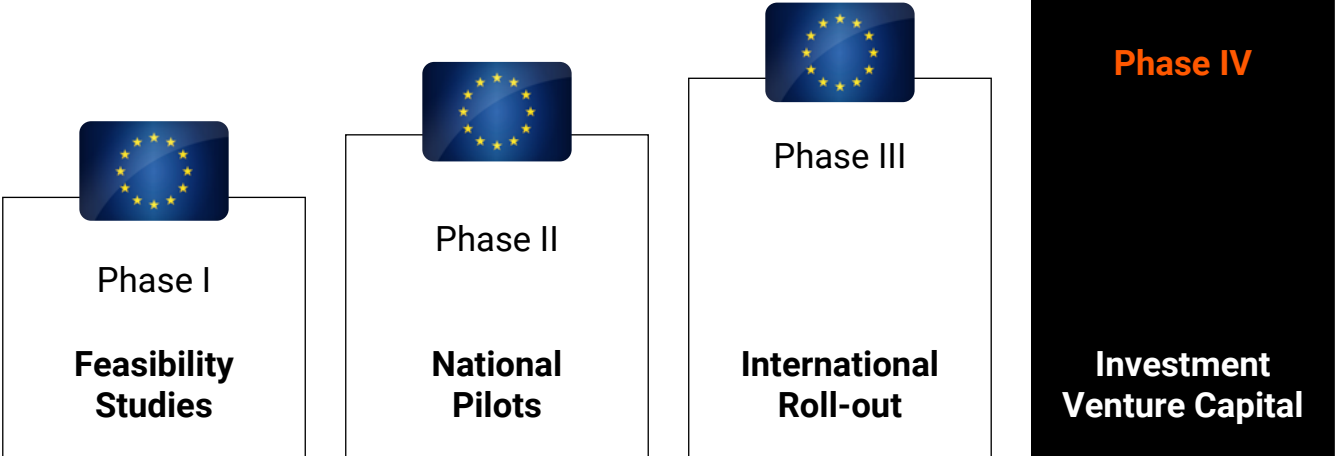
Phoenix AI Cluster
International Cooperation

Besides close cooperation with the EU and European nations, Project Phoenix will establish strong ties with technologically and financially leading nations such as Kazakhstan and the United Arab Emirates (UAE). The focus will be on technology transfer, knowledge exchange, and the development of AI education and training expertise and standards. Cooperation will involve chambers of commerce, governments, ministries, technology centres, and companies.

These partnerships will also aim to attract significant venture capital to support the project's objectives.

Kazakhstan

Technology transfer, training, cooperation, investment, and VC

United Arab Emirates (UAE)

Phoenix I - III and Phase IV

Phase I
Feasibility Studies

Phase II
National Pilots

Phase III
International Roll-out

Phase IV
Investment Venture Capital

Phase I will conduct feasibility studies for the Phoenix AI Qualification, Phoenix AI Sustainable Energy, and Phoenix AI Cluster Data Centre streams. These studies will gather critical data, assess demand, and involve all stakeholders to ensure project alignment with regional needs and regulatory standards, laying a strong foundation for accurate planning.

Phase II will implement pilot projects across Bosnia and Herzegovina, Serbia, North Macedonia, Croatia, Slovenia, Albania, Bulgaria, and Greece, This phase will test training programs, sustainable energy solutions, and decentralised data centre models, engaging stakeholders to refine business models and infrastructure needs, while gathering essential insights for the full rollout.

Phase III will execute the full-scale rollout, using insights from the pilots to establish comprehensive AI training, expand sustainable energy solutions, and launch a decentralised AI data centre network across Southeast Europe. This phase will position the region as a competitive AI hub with sustainable infrastructure, enforcing regional growth and start attracting investment.

Phase IV will attract investment to Southeast Europe, boosting GDP and reinforcing the region's economic power. Project Phoenix will aim to draw venture capital, private investors, and institutional funds. This phase will transform the economy, create high-skilled jobs, and position Southeast Europe as a competitive AI hub and profitable, future-ready economy.

Phase I - Feasibility Studies

Conducting preliminary feasibility studies before piloting and full rollout is critical to ensuring the strategic success and long-term impact of Project Phoenix.

Our three initial studies focus on the qualification of staff and organisations, the Phoenix AI Cluster Data Centre, and the substantial sustainable energy required for AI operations.

Given that we are working across diverse cultures with a potentially "difficult" shared historical background, involving regions where past conflicts have shaped relations, and navigating thousands of companies alongside varied ministries and authorities operating under different legal frameworks, these studies are essential to building a solid foundation for accurate planning.

This approach enables us to assess specific regional demand across Southeast Europe, tailoring training programmes, business models, and E-Government solutions to meet the distinct needs of each country involved. Involving all stakeholders from the outset increases essential awareness and cooperation, helping us identify new partnerships and synergies between public and private sectors that can strengthen implementation.

The feasibility studies clarify regional infrastructure needs and highlight potential technical or operational barriers, giving us a realistic view of the landscape.

This preemptive analysis reduces risks by providing vital information on sustainable energy requirements, workforce readiness, and infrastructure capabilities. It also sharpens financial planning and budget estimates, allowing us to secure targeted funding aligned with our objectives.

Ultimately, these feasibility studies set the stage for a pilot phase and full rollout that are streamlined, cost-effective, and adapted to the challenges and opportunities of Southeast Europe.

Project Phoenix
Southeast Europe
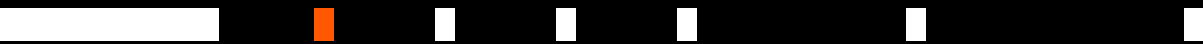
AI Education
AI Qualification
AI Innovation

Phase I: Feasibility Study AI Qualification
Overview Study AI Qualification

Phoenix Project Management d.o.o. will develop a comprehensive project plan, organised by project type, objective, participating country, and type of organisation. Education and qualification will be based on the intellectual property of AI Power Institute Ltd., Ireland. The feasibility studies are essential to tailor the content and approach to the specific needs of each participating country, particularly focusing on companies and governmental authorities. Conducting research across Bosnia and Herzegovina, Serbia, North Macedonia, Croatia, Slovenia, Albania, Bulgaria, and Greece, allows us to:

Identify Local Demand: Understand specific requirements and challenges faced by organisations and authorities in each country, which will inform the development of Phase II and Phase III.

Adapt to Regulatory Environments: Ensure compliance with local regulations and standards, and align training programmes with regional legal frameworks to meet the requirements of the AI Act.

Develop Localised Training Programs: Design standardised training curricula for native-speaking trainers, ensuring effective education and qualification across diverse linguistic and cultural contexts.

Strengthen Regional Cooperation: Facilitate collaboration between universities, innovation centres, and governmental bodies, fostering knowledge exchange and building a cohesive AI education network across the region.

Integrate Educational Frameworks: Research how universities and their educational structures can be incorporated into the project to ensure sustainable long-term development of AI competencies.

AI
Awareness

AI
Qualification

AI
Competence

AI
Readiness

AI
Integration

AI
Profit
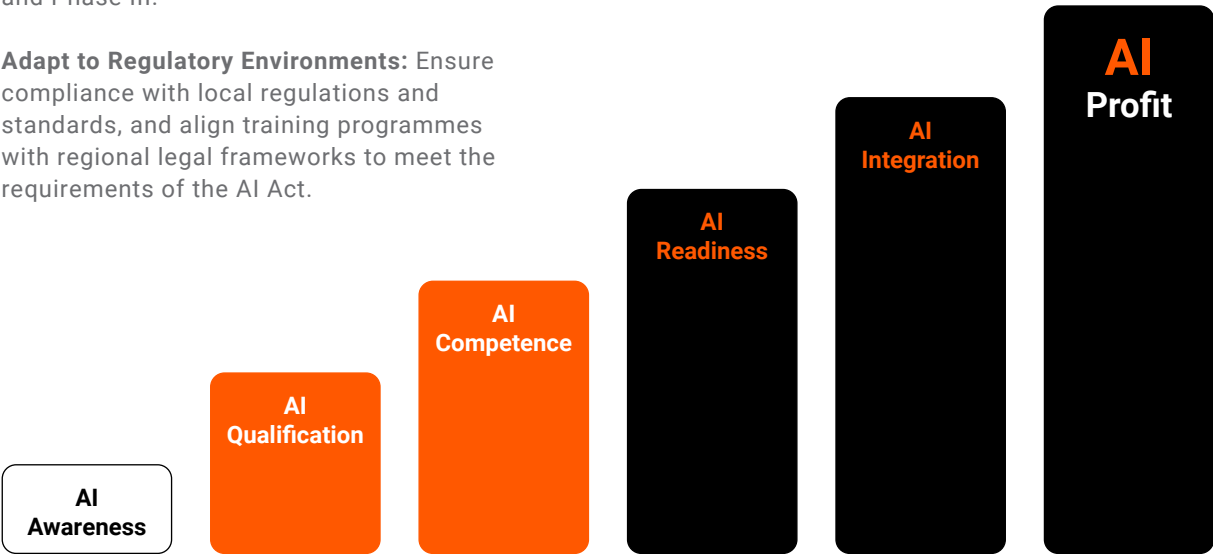
# Phase I: Feasibility Study AI Qualification
Programme Scope

We will later prepare four AI Starter Packages for participating companies, organisations, and authorities. These packages will be trained and executed by professional experts from the field.

All trainings include certificates and exams, backed by the Chamber of Commerce and local universities.

	Four different **AI Starter Package** sizes			
Qualification	Small	Medium	Large	XLarge
1 AI Readiness Index	Yes	Yes	Yes	Yes
2 Chief AI Officer Level I	-	Yes	Yes	Yes
3 AI Integration Concept Level I	-	-	Yes	Yes
4 AI Prototyp Voucher	-	-	-	Yes
5 AI Business English	-	Yes	Yes	Yes
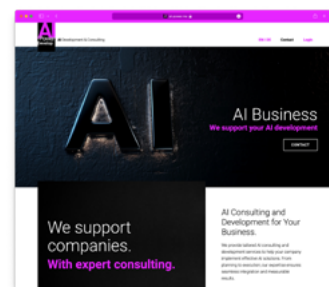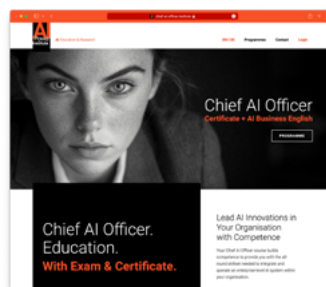
Project Phoenix Southeast Europe
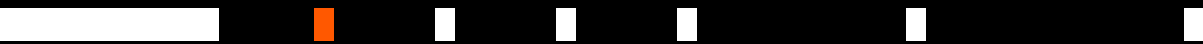
Sustainable Energy
EU ESG-compliant

for the decentralised Phoenix AI Cluster Data Centres

Phase I: Feasibility Study ESG Sustainable Energy

Overview Study Sustainable Energy

The Phase I Feasibility Study will evaluate Southeast Europe's capacity to generate sustainable energy to support high-demand infrastructure like the Phoenix AI Cluster Data Centres. Guided by EU ESG standards, the study will align the region's renewable energy capabilities with European regulations, preparing it for the increasing demands of AI and digital transformation.

The study will analyse renewable sources—solar, wind, and wave power—determining maximum achievable output based on geographic, climatic, and logistical factors. It will also assess infrastructure and technology needs to create a stable, scalable energy network that balances production with environmental preservation.

This cross-border project uniquely unites Southeast Europe's nations—Bosnia and Herzegovina, Serbia, North Macedonia, Croatia, Slovenia, Albania, Bulgaria, and Greece,—establishing a sustainable energy foundation for long-term economic cooperation. The collaboration will enhance resilience across the region, making it a desirable target for venture capital and institutional funds, particularly as ESG compliance is increasingly prioritised by investors.

Key stakeholders, including energy ministries, regional energy providers, and universities, will work with external engineering experts to incorporate both local insights and international best practices. This multidisciplinary effort will ensure a framework for scalable, ESG-compliant energy solutions capable of supporting advanced AI infrastructure, addressing challenges from renewable generation to grid stability, and setting the groundwork for a cooperative energy network across Southeast Europe.

Another possible outcome could include establishing a best practices guide for cross-border ESG-compliant energy initiatives, particularly in AI infrastructure, supporting future project frameworks across the EU.

Additionally, this could result in an EU ESG Sustainable Energy Framework for AI, with qualified and quantified criteria to standardise ESG ratings for AI infrastructure. This framework would set rigorous guidelines, ensuring consistent ESG standards for sustainable energy use in AI operations across Southeast Europe.

Phase I: Feasibility Study ESG Sustainable Energy
Key Stakeholders and Expert Teams

This feasibility study for sustainable energy in Southeast Europe is structured to implement a multidisciplinary team, ensuring technical and regulatory precision aligned with EU ESG (Environmental, Social, and Governance) standards. The study will assess the potential for an ESG-compliant energy network capable of powering projects like the Phoenix AI Cluster Data Centres.

Central Phoenix Project Management
Coordinates tasks, reporting, and support across countries.

Research Team from Universities
» Energy Researchers: Assess renewable sources, including solar, wind, and wave power.
» Environmental Scientists: Focus on ESG compliance and minimising ecological impact.
» Engineers: Specialise in renewable energy systems and infrastructure integration.
» Biologists: Evaluate ecosystem impacts, promoting biodiversity and sustainable land use.
» Financial Experts: Conduct cost and feasibility analyses.
» Legal Experts: Ensure regulatory compliance across borders.
» ESG Specialists: Align the project with stringent EU ESG standards for sustainable energy.

Engineering Team
Renewable and infrastructure engineers ensure resource viability and network stability.

Legal Team
Advisors from each country to navigate national and cross-border regulations.

Financial and Investor Relations Team
Analysts and advisors focus on cost oversight and attracting ESG-aligned investments.

Involved Ministeries from Phoenix Nations

» Ministry of Energy: Provides guidance on sustainable energy alignment.
» Ministry of Environment: Ensures environmental compliance and sustainability.
» Ministry of Finance: Supports funding strategies and investment coordination.
» Ministry of Technology: Integrates project goals with national tech and innovation strategies.
» Ministry of Economic Development: Focuses on regional economic growth and impact.
» Local Energy Infrastructure Experts: Grid specialists and renewable resource planners for assessing infrastructure and energy potential.

Others
» External experts producing specialised reports
» Real Estate Experts: Zoning advisors for identifying suitable land for renewable installations.

Phase I: Feasibility Study ESG Sustainable Energy
Strategic Impact and Value

This initiative will create a legacy of sustainable development in Southeast Europe.

By combining economic growth, environmental stewardship, social welfare, and cross-border cooperation, the project aligns with EU ESG standards and establishes a robust framework for regional progress.

This strategic impact has the potential to uplift Southeast Europe, positioning it as a key player in the EU's green and digital economy.

EU support for this project will catalyse significant benefits, fostering a competitive, sustainable, and interconnected Southeast Europe, equipped to meet the challenges of the future.

Economic and Social Transformation
Developing a cross-border, ESG-compliant energy network will stimulate economic growth, attract investment, and create high-skilled jobs across the region. Reliable and sustainable energy sources will attract ESG-focused industries and capital, strengthening local economies and enhancing job security.

By addressing workforce skills gaps and supporting regional training, this project will enable Southeast Europe to build a future-ready labour market, further solidifying its economic resilience.

**Environmental Impact and Long-Term Sustainability**
The transition to renewable energy will significantly reduce Southeast Europe's carbon footprint, supporting EU climate goals while preserving local ecosystems. By using solar, wind, and wave power, the region will model sustainable energy use that balances economic growth with environmental responsibility. This framework promotes biodiversity and offers a sustainable energy solution that will serve generations to come.

Strengthened Regional Cooperation
This cross-border project unites Southeast European nations in a shared mission, supporting collaboration, trust, and a unified energy strategy. By integrating energy resources and regulatory frameworks, the project enhances regional synergy and efficiency, making Southeast Europe a competitive force in the global sustainable economy. A unified energy network not only optimises resources but also strengthens the region's negotiating power within the EU and beyond.

The project's alignment with EU ESG standards, combined with its potential for regional economic growth and environmental sustainability, makes it an invaluable investment for a future-ready Southeast Europe.

Project Phoenix
Southeast Europe
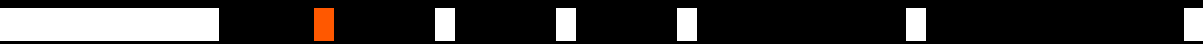
Joint Venture
Decentralised
Sustainable ESG
Phoenix AI Cluster
Data Centres

Phase I: Feasibility Study Cluster Data Centre
Overview Phoenix AI Cluster Data Centre

The feasibility study for the sustainable Phoenix AI Cluster Data Centre will assess the viability of establishing a joint venture among the participating Southeast Europe countries to create the first fully EU-compliant AI Data Centre Cluster, strictly aligned with the highest ESG standards.

In addition to conventional modular designs for land-based data centres, the study will explore two innovative maritime options: a floating Phoenix AI Cluster Data Centre utilising maritime energy and cooling solutions, and a subsurface oceanic facility that leverages the sea's natural cooling properties.

To support this ambitious initiative, we have identified several critical areas requiring specialised expert analysis:

Maritime Engineering and Structural Integrity
Evaluating structural requirements, resilience against maritime conditions, and durability in marine environments.

Environmental and Ecological Impact
Assessing the impact on marine ecosystems, focusing on thermal discharge, noise, and biodiversity preservation to minimise environmental footprint.

Energy and Cooling Feasibility
Exploring seawater cooling and renewable energy integration, with proximity assessments to offshore wind or tidal energy sources.

Connectivity and Network Infrastructure
Determining high-speed, resilient connectivity needs, including undersea and coastal fibre-optic options.

Logistics and Maintenance Planning
Developing maintenance and supply strategies tailored to offshore conditions, including emergency access protocols.

National Security and Cybersecurity
Ensuring compliance with cybersecurity and maritime security regulations, addressing unique maritime data security risks.

Weather and Disaster Resilience
Conducting location-specific risk assessments for resilience against tsunamis, hurricanes, and storms.

Cost-Benefit Analysis and Investment Viability
Comparing the financial and sustainability advantages of maritime versus traditional data centres to determine ROI potential.

This expert reports will provide a better framework for implementing sustainable, ESG-aligned, and competitive data centres in Southeast Europe.

Phase I: Feasibility Study Cluster Data Centre

Strategic Impact and Value

The Phoenix AI Cluster will establish a transformative network of dedicated data centres, setting a benchmark for Southeast Europe's role in the digital economy.

Economic and Investment Impact

The Phoenix AI Cluster Data Centres will drive economic growth, attract substantial investment, and create high-skilled jobs across the region. As an AI and digital infrastructure hub, Southeast Europe will become a key destination for ESG-driven industries and investors, boosting local economies and enhancing job stability. This initiative is expected to have a positive impact on GDP growth and investment, solidifying the region's position within the EU's green and digital economy.

Environmental Sustainability

By transitioning to renewable energy sources like solar, wind, and wave power, the project will significantly reduce Southeast Europe's carbon footprint, supporting EU climate goals. This balanced approach fosters biodiversity and creates a sustainable energy model that serves the region for future generations.

Regional Cooperation

This cross-border project unites Southeast European nations under a common goal, fostering collaboration on energy and data infrastructure. Integrating energy resources and harmonising regulatory standards will increase regional efficiency and position Southeast Europe as a strong, interconnected force within the sustainable global economy.

Strategic Investment Potential

The Phoenix AI Cluster Data Centres present an attractive investment for venture capital, private equity, and institutional funds focused on sustainable digital infrastructure. With reliable ESG-compliant facilities and low operational costs, the project appeals to investors prioritising environmental impact and efficiency. Strategically located to serve both EU and global markets, this initiative offers a unique investment opportunity with stable, scalable returns, hedged against regulatory and geopolitical risks within an expanding EU digital economy.

Project Phoenix
AI Competence Southeast Europe

COORDINATION

BOSNIA AND HERZEGOVINA
CHAMBER OF COMMERCE AND INDUSTRY OF BANJA LUKA REGION

PHOENIX PROJECT MANAGEMENT D.O.O.
DR. WALTER KURZ

CONTACT
phoenix@ southeast-europe.com