

Deliverable 2.3.4 "Final Conference"

Responsible Beneficiary: ERFC European Regional Framework for Cooperation

In the framework of the project
"Enhancement of Business Branding through the Development of a Carbon Footprint
Evaluation System in the Cross Border Area."
with the acronym "CB CARBONFREE"



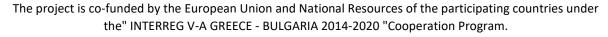






Table of Contents

	Project Information	3
	Document Structure	3
1	Background	4
	-	
5. L	Project presentation	4
3.2	Project objectives	5
3.3	ERFC – Final Conference	6
	3.1 3.2 3.3	

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1 Project Information

PRIORITY AXIS:	1 - A Competitive and Innovative Cross-Border Area
THEMATIC ORITY:	"03-Enhancing the competitiveness of small and medium-sized enterprises, agricultural sector (for the EAFRD) and the fisheries and aquaculture sector the EMFF)"
SPECIFIC OBJECTIVE:	1 - To Improve entrepreneurship SME support systems
MIS code:	5070679

2 Document Structure

Deliverable	2.3.4 Final Conference
WP/ Activity	WP2/ 2.3.4 Final Conference
Due Month	12/9/2023
Delivery Date	17/2/2022
Dissemination Level	Partners
Contributors	-
Reviewers	All Partners





	Document History							
Rev	Date	Author	Organization	Description				
1	31/01/2023	Xenou Argiro	ERFC	Not the final version.				
2	30/6/2023	Xenou Argiro	ERFC	Final Version				

3 Background

3.1 Project presentation

EU citizens take various considerations into account when buying products. Product quality is the most important issue for consumers (97%), followed by the price of the product (87%) and its environmental impact (84%). The least important factor for consumers is the brand name of the product (46%). These results indicate that policies that increase consumer's confidence in environmental claims of green products will encourage greater consumption of environmentally friendly products even if these products were somewhat more expensive. The proposed project aims at developing new innovations and / or improvement of existing production, standardization and marketing methods, environmentally friendly, focused on reducing the carbon footprint at all stages of production, from producer to final disposal point. In this case the project will enable, through the tools that will be developed (multicriteria analysis protocol) to support new - innovative business practices in the cross-border area in order to be differentiated the products of the sector and satisfied the ever-increasing needs of the consumer. The introduction of new methods and processes is ongoing in the modern business environment, and as a result, the monitoring of trends and the adaptation and improvement of products is necessary for the ""survival"" of entrepreneurs. The above context has a significant importance in the cross-border area where continuous support and training is deemed necessary. The approach of the proposed project concerns the training of staff and entrepreneurs of the primary, secondary and tertiary sectors involved in the agri-food sector concerning the use protocols reduced carbon footprint. At a second level, seminars and workshops will be held on the promotion of these products on the domestic markets as well as in markets that have established specific rules. The outcome of the whole project will be the creation of a regional ""brand name"" which will be based on the cross-border business cooperation. The cross-border region, despite its comparative advantages, has 'low' results in





terms of innovation in entrepreneurship and inter-sectoral interconnection among different business sectors. The proposed project comes to cover a very important parameter, that of environmentally friendly products, which is the main market trend today, providing a framework of cooperative operation of the business environment in the cross-border area with the aim of producing, standardizing and promoting low carbon to zero carbon footprint in the markets. The main beneficiaries of the project are the SME's in the cross-border area who are active as well as the potential entrepreneurs of the branch who can from beginning to define the framework for the production, standardization and disposal of their products aiming in markets that require special certification features but also create high value-added products. In particular, will be given emphasis on youth entrepreneurship, to existing businesses which are at the initial stage of operation (one or two businesses of this type will participate in policy actions) aiming at supporting low carbon footprint products and linking them to business networks. For potential businesses in the field of youth entrepreneurship, will be held specific information events via seminars with the aim of timely and reliable information, according to the requirements of the markets above.

3.2 Project objectives

The overall objective of CB CARBONFREE is for the business community in the food industry to adopt a multi-criteria analysis protocol that will allow reliable identification and evaluation of the carbon footprint, designated it as a business tool for promotion and projection of products, which can give a targeted advantage, at export level, in the CB business community.

The expected out puts of the project are:

- Presentation / demonstration of the protocol / multi-criteria analysis tool to food companies (mainly agri-food exporters).
- Implementation of the multi-criteria analysis protocol / tool in companies in Greece and Bulgaria.
- Organizing networking events (B2B events) between entrepreneurs from agri-food sector and specialized scientists and bodies.
- Creation of an on-line support platform through which will be provided consulting services to entrepreneurs and will be developed a networking framework of SME's of the cross border area in the agri-food sector.
- Development of digital marketing tools.
- Organization of training seminars and workshops that will address both the primary and secondary and tertiary sectors in the agri-food sector.





- Research and analysis of market entry requirements, applying tools for the reduction of carbon footprint.
- Creation of a "brand name" identity for products in the cross-border area.
- Description of measures to ensure the sustainability of results and actions after the end of the funding period.

3.3 ERFC – Final Conference

3.3.1 Pre-organization of Final Conference

This reporting period the CARBONFREE project team, in collaboration with external expert, isocial, started the organization of the Final Conference event. Many internal meetings took place in order to finalize the structure of the event. ERFC came to contact with the stakeholder's list, which was created during the implementation of the project. The external expert enriched stakeholders list via social campaigns and extra communications. The main concept is based on existent net-working from other projects we have collaborated us previously.

In communication, we had the coordination chart a round the interviews with the partners and also coverage of the event and dissemination of the audio-visual material on various media and social media platforms.



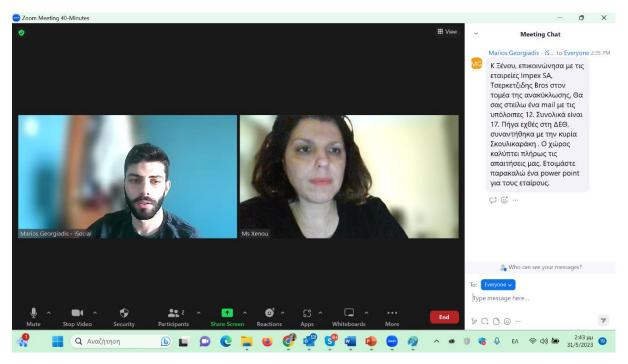




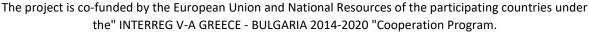




on the specifications of the program's communication management authority, the videos had to be specifically marked with the program's logo in accordance with European guidance.

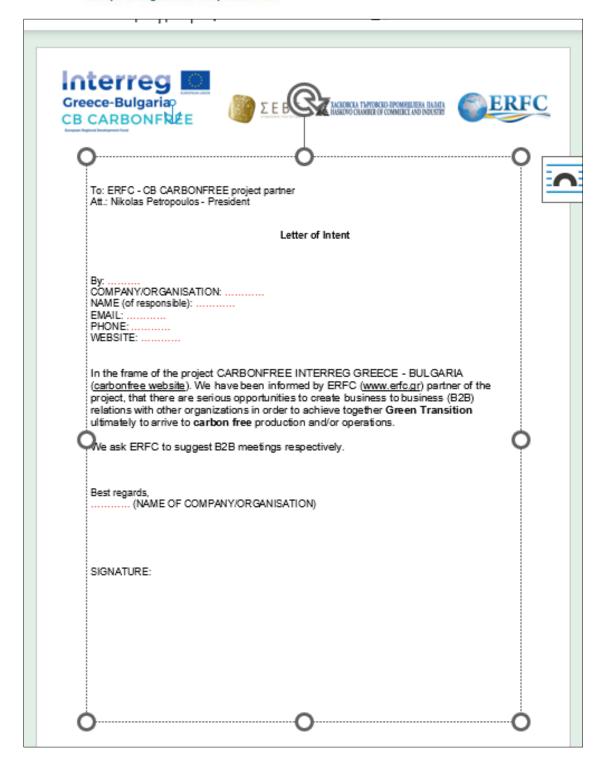


We have worked quite closely with Ms. Xenou and have us coordinated on the best way.





















To: ERFC - CB CARBONFREE project partner Att.: Nikolas Petropoulos - President

Letter of Intent

By: Filippos Gkanoulis COMPANY/ORGANISATION: Filippos Gkanoulis Technical Office NAME (of responsible): Vicky Birou EMAIL: Info@ganoulis.gr

EMAIL: Info@ganoulis.gr PHONE: 00306974459589 WEBSITE: www.Ganoulis.gr

In the frame of the project CARBONFREE INTERREG GREECE - BULGARIA (<u>carbonfree website</u>). We have been informed by ERFC (<u>www.erfc.gr</u>) partner of the project, that there are serious opportunities to create business to business (B2B) relations with other organisations in order to achieve together Green Transition ultimately to arrive to carbon free production and/or operations.

We ask ERFC to suggest B2B meetings respectively.

Best regards, Filippos Gkanoulis Technical Office

SIGNATURE:

ΦΙΛΙΠΠΟΣ ΙΑΚ. ΓΚΑΝΟΥΛΉΣ ΠΟΛΙΤΙΚΌΣ ΜΗΧΑΝΙΚΟΣ ΜΕΛΕΤΗΤΉΣ ΔΗΙΜΌΣΙΩΝ ΕΡΓΩΝ ΜΕΛΟΣ ΤΕΕ. ΑΠΙΘΜΟΣ ΜΗΤΡΟΟΥ 96381 ΚΟΜΝΗΝΙΩΝ 21 - ΤΗΛ. 2210 960 7.18 Τ.Κ. 546 24 ΘΕΣΣΑΛΟΝΗΤΉ ΑΦΜ: 118837612 ΔΟΥ: Δ' ΘΕΣΝΙΚΗΣ













To: ERFC - CB CARBONFREE project partner Att.: Nikolas Petropoulos - President

Letter of Intent

By:

COMPANY/ORGANISATION: ANODOS CONSULTING

NAME (of responsible): KOSTAS PANTELIS EMAIL: INFO@ANODOS-GROUP.GR

PHONE: 2313037716

WEBSITE: ANODOS-GROUP.GR

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We ask ERFC to suggest B2B meetings respectively.

Best regards,

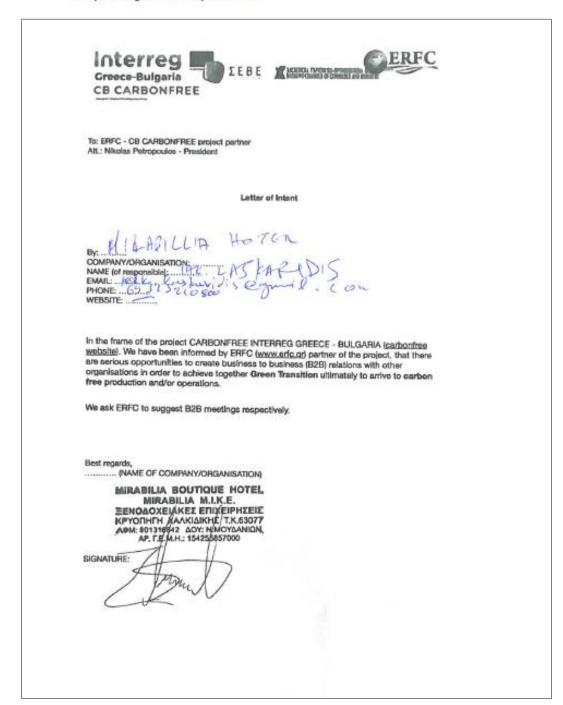
ANODOS CONSULTING (NAME OF COMPANY/ORGANISATION)

SIGNATURE:

MANTENHE K. KAI ZIA E.E. ANODOS ZYMBOYACYTIKH KATAKKYEZ - BINOPIO YIHPEZIEZ - AOTIZMIKA ADM: SOGREZSA- 607. Z GEZNIKHE ATIAZ ANAZTAZIAE KAI NASPROY TK: 55535 - TIYMAIA GEZAMONIKIEZ



















To: ERFC - CB CARBONFREE project partner Att.: Nikolas Petropoulos - President

Letter of Intent

By: ΑΘΑΝΑΣΙΟΣ ΓΚΟΛΦΙΝΟΠΟΥΛΟΣ COMPANY/ORGANISATION: ΑΘΑΝΑΣΙΟΣ ΓΚΟΛΦΙΝΟΠΟΥΛΟΣ NAME (of responsible): ΑΘΑΝΑΣΙΟΣ ΓΚΟΛΦΙΝΟΠΟΥΛΟΣ EMAIL: thagolfinop@gmail.com PHONE: 6979114568

WEBSITE: -

In the frame of the project CARBONFREE INTERREG GREECE - BULGARIA (<u>carbonfree website</u>). We have been informed by ERFC (<u>www.erfc.gr</u>) partner of the project, that there are serious opportunities to create business to business (B2B) relations with other organisations in order to achieve together **Green Transition** ultimately to arrive to **carbon free** production and/or operations.

We ask ERFC to suggest B2B meetings respectively.

Best regards,

ΑΘΑΝΑΣΙΟΣ ΓΚΟΛΦΙΝΟΠΟΥΛΟΣ (NAME OF COMPANY/ORGANISATION)

SIGNATURE:

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To: ERFC - CB CARBONFREE project partner Att.: Nikolas Petropoulos - President

Letter of Intent

By:

Next Biz Network Media LLP
Mr. Abhishek Srivastava
abhishek@nbnmqlobal.com, abhisheksrivastavadir@gmail.com
+91 7838354020
www.corpradar.org, www.nbnmglobal.com

In the frame of the project CARBONFREE INTERREG GREECE - BULGARIA (<u>carbonfree website</u>). We have been informed by ERFC (<u>www.erfc.gr</u>) partner of the project, that there are serious opportunities to create business to business (B2B) relations with other organisations in order to achieve together **Green Transition** ultimately to arrive to **carbon free** production and/or operations.

We ask ERFC to suggest B2B meetings respectively.

Best regards,
Mr. Abhishek Srivastava
Director
Next Biz Network Media LLP [NBNM Global]

SIGNATURE:

For NEXT BIZ NETWORK MEDIA LLP

Designated Partner





Many companies have signed the Letter of Interest in aim to informed analytically about the green funding opportunities in their SMEs.

On the occasion, we were given the possibility of lively interconnection and extroversion with similar European programs with a shared opinion on the values and understanding of the circular, but also of the blue economy, with the ultimate goal of green development with a sign of collective benefit. A communication network was developed, among many professionals, multiculturalism was something unprecedented for us as a company and we realized the new context of respect towards hospitality. Participating in such a big event with an eco-sign gave us a step as i-social brought us closer to values that we advocate and according to the best green perspectives.

Strengthening of the already existing network and empowerment for target adherence regarding future collaborations and innovative projects. Use of new digital tools Digital evolution in social media communication strategy.

In an era where sustainability and environmental consciousness take center stage, companies are increasingly embracing the concept of the circular economy. As part of our commitment to a greener future, our company organized a groundbreaking business-to-Business (B2B) event aimed at fostering discussions on circular economy concepts. This report highlights the key activities undertaken, including the B2B event, video coverage, and a digital marketing campaign, while examining the positive outcomes our company derived from this project.

B2B Event:

Our company organized a visionary B2B event that brought together professionals, industry leaders, and experts to delve into the intricacies of the circular economy. The event served as a platform for enlightening discussions, knowledge sharing, and the exploration of innovative ideas. Participants engaged in vibrant dialogues about the importance of sustainable practices, waste reduction, and the development of circular business models. By facilitating such a gathering, our company played a pivotal role in catalyzing collaborative efforts towards a greener future.

Expanding Networks:

In addition to fostering valuable discussions, the B2B event provided a unique opportunity to expand our network of like-minded professionals. By bringing together diverse stakeholders from various sectors, our company created a vibrant ecosystem for networking and building fruitful collaborations. This expanded network serves as a valuable resource for future





endeavors, as it opens doors for partnerships, joint ventures, and knowledge sharing in the pursuit of sustainable business practices.

Video Coverage and Social Media Distribution:

To ensure the event's reach extended beyond its physical boundaries, our company captured the essence of the B2B event through comprehensive video coverage. The professionally produced videos showcased the insightful panel discussions, keynote presentations, and participants' perspectives, effectively capturing the spirit of the event. By distributing these videos on various social media platforms, our company amplified its message, reaching a wider audience and inspiring others to embrace circular economy concepts. The video coverage not only provided a lasting record of the event but also served as a catalyst for further conversations and engagement.

Digital Marketing Campaign:

Complementing the B2B event and video coverage, our company executed a targeted digital marketing campaign. Leveraging various online platforms and channels, we disseminated information about the project, the circular economy, and waste management. By engaging with the audience through informative and captivating content, we raised awareness about the importance of sustainable practices and encouraged individuals and businesses to adopt circular economy principles. The campaign facilitated meaningful conversations, sparked interest in sustainability, and positioned our company as a thought leader in the field.

Positive Outcomes:

The project yielded several positive outcomes for our company, both in terms of reputation and business growth. Firstly, the B2B event reinforced our company's commitment to sustainability, establishing us as a key player in driving the circular economy agenda. By convening professionals and experts, we bolstered our credibility within the industry, fostering trust and long-term relationships. Secondly, the extensive video coverage and its subsequent distribution allowed our company to extend its reach far beyond the event itself, effectively promoting our brand and positioning us as an authority in sustainable business practices.

In conclusion, our company's endeavor to promote a greener future through the circular economy was realized through a dynamic B2B event, engaging video coverage, and an impactful digital marketing campaign. These initiatives facilitated meaningful discussions, expanded our network, and raised awareness about sustainable practices





ERFC IS co- organizing in the Final event, with SEVE Association of Greek Exporters and the Chamber of Commerce of Haskovo, to have invited the Stakeholders from <u>Greenland Project</u> (<u>Interreg Italy – Greece</u>). A Delegation from Palestine, Lebanon, Egypt and Italy attended. We had during the Final event also a panel with expertise, who they discussed about the benefits of the use of circular economy in business and individuals' daily life. https://www.enicbcmed.eu/ Here is the link of the main program.

The Mediterranean area suffers from extremely high rates of youth and female unemployment. To face this challenge, GREENLAND promotes social inclusion and fight against poverty by providing unskilled and underprivileged young people with marketable skills in the Green and Circular Economy, with the potential to generate thousands of jobs. To reach its objective, the project will create new curricula based on market needs, skills transfer to NEETs and women, media-based training tools, and cultural exchanges among young people. The creation of new employment opportunities will be reinforced by the sector-skills alliances between TVETs and SMEs.

KEY INFORMATION

Acronym: GREENLAND

Full title: GREEN-skiLls for a sustAiNable Development

Thematic objective: A.3 Promotion of social inclusion and the fight against poverty

Priority: A.3.1 Professionalization of young people (NEETS) and women

Countries: Italy, Lebanon, Jordan, Egypt, Palestine, Portugal, Greece

We came to contact with key persons from national managing authorities and we presented them, the CBCARBON FREE objectives. ERFC after many communications, managed to close two special guests Mr. Aravosis Konstantinos the General Secretary of Forest from Ministry of Environment & Energy via zoom call and.





Together with Μαριος Γεωργιαδης #ERFC and Petropoulos Nikolas Pernice Alessandro and the General Secretary of Forest from Environment and Energy Ministry of Greece PhD Konstantinos Aravosis.



SEVE has also made a business visit to the facilities of the Green pioneer Enterprise Eurimac with the stakeholder's.



Interreg Greece-Bulgaria CB CARBONFREE

European Regional Development Fund











Mr. George Kremlis The manager of Circular Economy in Europe and Advisor of the Prime Minister of Greece in person. Mr. Kremlis is the Chair Bureau Espoo Convention. Chair Greek Initiative UN level on climate & culture. Member ESAC, EBRD. Honorary Director European Commission.

Both are very important personalities in green growth sustainability. Especially Mr. Kremlis has participated in a closed round table with the authorities about the green future in Greece.

During this it is also signed the first MOU for the creation of the EGTC European Grouping Territorial Cooperation specifically oriented in Circular Economy values.









During the B2Bs, meetings took place with both the President of the Chamber of Commerce in Haskovo, both with the President of the Hellenic-Italian Chamber, and with the Vice-President of the Greek-Indian Chamber, as well as with reputable entrepreneurs from the eligible area.



Interreg Greece-Bulgaria CB CARBONFREE

European Regional Development Fund

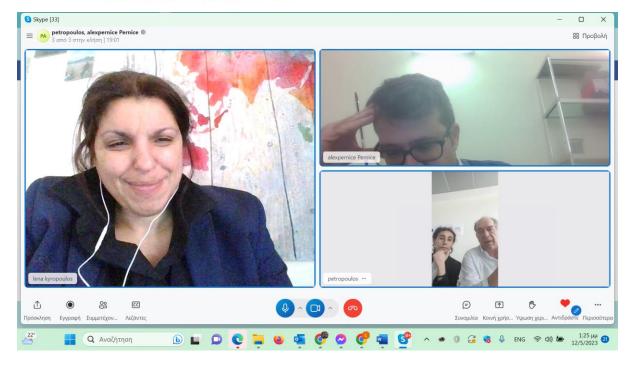


The President of the Greek- Italian Chamber of Commerce, Christos Sarantopoulos, Mr. Alessandro Pernice, Head leader of ARCES University and Mr. Marco De la Puppa.



Interreg Greece-Bulgaria CB CARBONFREE

European Regional Development Fund



Here is the Head Leader of ARCES University, Mr. Alessandro Pernice and was the co- Ordinator with ERFC about the JobShadowing of the Palestinian Delegation. Here at the office with the young female entrepreneur Ms. Federica Chippa and her vision about EFIMERON a green Start up in tourism field.

In the following link you can see the several Interviews which took place with the attendees of 3 EU Programs.

CB CARBON FREE, Greenland and Circlecon.

Personally, as CM I through my participation in the program, I gained more recruits and of course cultural pillars were proudly highlighted in me. I recognized the benefit of inclusivity and the gift of civility. This unique opportunity for culture exchange made me to understand the importance of tolerance in multilevel social surface of our daily work life.

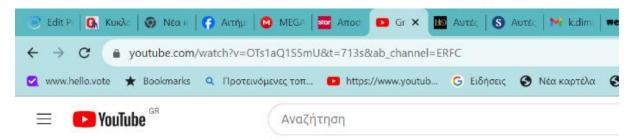
The importance of the coexistence of all three projects follows the vital contact in strong cooperation between the partners of each project separately. Thus, ERFC created bridges of communication and interconnection, so that all partners of the program can competitively utilize their cooperation with the aim of empowering the partners, but also the social benefit.





An example of the active extroversion is the synergy among the Stakeholder's of Greenland, who they were invited to participate in 2 final events and to select precious experiences from CB CARBON FREE and during the FINA EVENT took place also a B2B with the Chamber of Commerce of Haskovo.

https://youtu.be/OTs1aQ1S5mU?si=zW2MLyFy2zl6QJ2t





Greenland's stakeholders for EGTC













09-09-2023 → FINAL EVENT CARBON FREE → 13:00 - 14:00

First panel about Circular Economy and best practices / 09-06-2023					
1st	Mr. George Kremlis, Mr. Konstantinos Aravossis, Mr. Spiros Pengas, Mr. Nikos Tserkezidis, Alkis Stavridis	14:00 - 15:45			
2nd	Mr. George Staikos, Mr. Nikos Tserkezidis, Mr. Vasilis Rokos, Mr. Giannis Moraitis	16:00 - 16:45			
3 rd	Ms. Evi Sarigiannidou – Ms Alexia Fokidou	17:00 - 17:45			
	15' F&A & closing Ceremony				
	CARBON FREE- CIRCLECON & GREENLAND				

The businesses connected by ERFC are the following:

- Miltos Karoubas and POINT HUB <u>www.pointhub.com</u> supply chain & Chefs Club with 25,000 members - companies - hotels - restaurants
- 2) Thomas Korelas: https://www.korelas.com Vertical Grain Food Unit
- Antonis Augustis https://impexsa.gr Supplier of Municipalities & Public Tenders in industrial materials & importer of electric cars
- 4) Ioannis Sifakis www.sifakienergiaki.gr Construction Group of Photovoltaic Parks
- 5) Kostas Pantelis, https://anodos-group.gr Consulting Company
- Frank Rossinger <u>www.crassenstein.com</u> Innovation and Technology Center Crassenstein D. Germany
- 7) Giorgos Staikos <u>www.staikos.de</u> 3D Printed manufacturer and the initiator of the 1st two-story 3D printed house in Europe and the 1st in Germany.
- 8) Evi Sarigiannidou <u>www.vresftera.com</u> Educational programs for NEETs
- 9) <u>www.eastwest-greece.gr</u> Recycling of organic waste
- Nikitas Psychalis http://www.psichalis-shipyard.gr (Shipyards create the first hybrid barren ship line and the first green shipyards)
- 11) Ioannis Moraitis https://pegasus-bio.gr/ Thessaloniki Vertical brew unit with ecological label
- 12) Recycling Halkidiki Nikos Tserkezidis https://tserkezidisrecycle.gr the -company in 12 countries
- 13) Dimitris Thanasoulas www.foss.gr Ecological lamps of large surfaces
- Konstantinos Martavatzoglou https://www.agrozimi.gr / Vertical Pasta Unit one of the largest in the Balkans
- 15) Tasos Polyzoidis <u>www.polizoidis.gr</u> Exhibition and advertising design and manufacturing industry/ eco-friendly machinery and CNC KNIFE& printing materials.
- 16) Alkis Stavridis / www.echmi.gr
- 17) George Arapis/ <u>www.recycom.gr</u> / Garments recycling







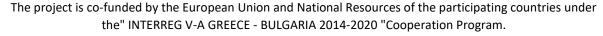


Athens, 29.05.2023

Esteemed CARBONFREE Partners,

We would like to invite you to our Final CB CARBONFREE Event during the Forward Green Expo

Best regards on behalf of Lena Kyropoulos, Despina Atzemian - ERFC Team





Interreg Greece-Bulgaria CB CARBONFREE

European Regional Development Fund





