

# Interreg



EUROPEAN UNION

## Greece-Bulgaria

# CB CARBONFREE

European Regional Development Fund

### **Deliverable 4.3.2** **“B2B events”**

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”



The project is co-funded by the European Union and National Resources of the participating countries under the " INTERREG V-A GREECE - BULGARIA 2014-2020 "Cooperation Program.



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#### 1 Project Information

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

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## 2 Document Structure

Deliverable	B2B events
WP/ Activity	WP4/ 4.3.2 B2B events
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Contributors	
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1	04/2023	Xenou Argyro	ERFC	This is the Final Version

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## 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 practises 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

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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 outputs 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.

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### 3.3 ERFC – B2B Meetings

#### 3.3.1 Pre – Organization of B2B Meetings

From September 2022 PB3 started the organization for the B2B events. The project team came to contact with the possible stakeholders in order leverage the engagement phase with them. ERFC's goal is to distinguish among the stakeholders list which is willing to engage on CB CARBONFREE and to take an actual part in the B2B Meetings and finally to take part in policy actions. This companies have to meet following "specs":

- Innovative and environmentally friendly methods in production line
- Cross boarder distribution of products
- Innovative carbon free marketing strategy
- Trading in Agri- Food
- They fall to SME's category

During the framework of B2B events ERFC had the opportunity to talk with the 5 pioneer companies/ **EURIMAC SA/ CANVA SA/ CRETAN MIL SA/ PROVIL SA AND MENEXOPOULOS BROS** and several others, that chose such innovative methods, distinct branding and marketing system design, fully realizing the value of the Circular Economy. They followed best practices in zero carbon footprint, both in environmental and product footprint. I spoke with the new generation of holistic entrepreneurs. ERFC gathered that they possess a strong ecological mark, passion, faith and a healthy entrepreneurial tenacity for development and education. Finally, the business landscape is changing and companies are being trained in new technologies, new digital innovative tools that make them even more flexible and competitive. The green transition is already here! Climate change overturns the already valid data of the linear economy to the benefit of the consumer, but also of businesses! Climate ambition, the bio-economy will be of great concern to the business world! In essence, the importance of the project lies in the responsible information of both businesses and consumers. For the proposals, the profit is the networking and the financial tools to support the green project. While consumers win, since we are now talking about products with high nutritional value and absolute respect for the environment. They adopt a healthier lifestyle with bioethical implications in their value system.

Photos from the meetings of Pre-Organization is following:



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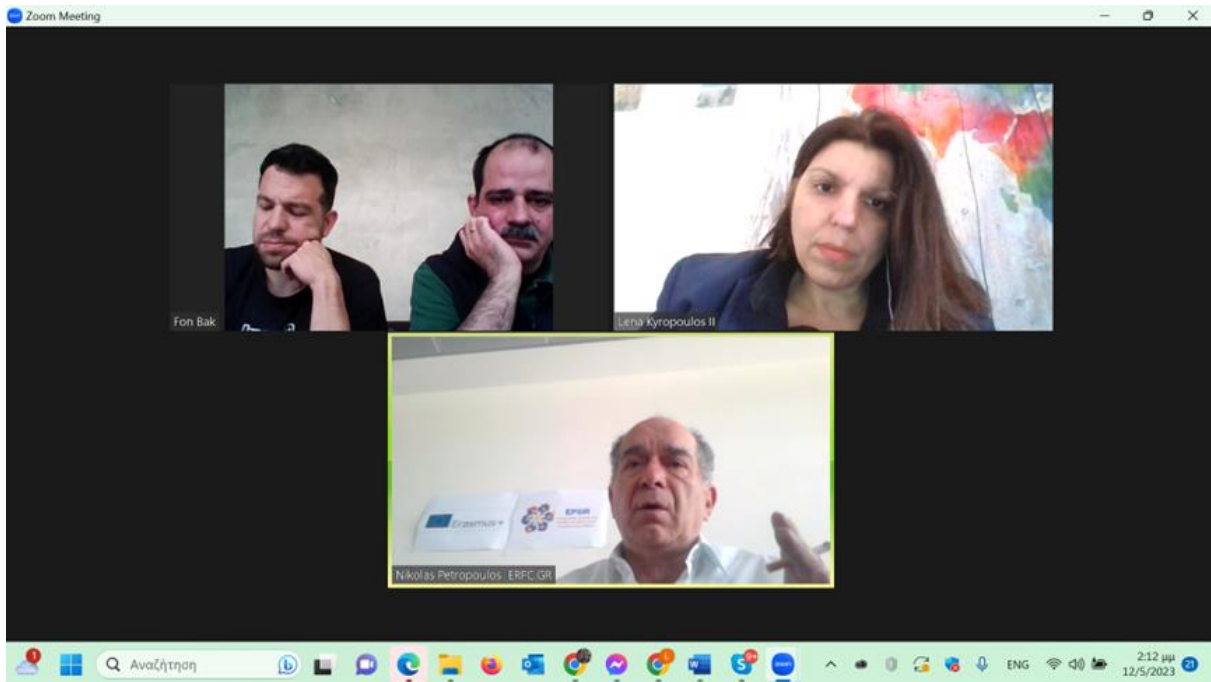


Figure 1. Meeting with Climergia

In the above photo we are discussing with Climergia and we are arranging the B2B Agenda during the Forward Green Expo, which will take place on 7<sup>th</sup> of June in 2023

- From Climergia the person in charge is /Mr. Xenofontas Bakouras and his team / [www.climergia.gr](http://www.climergia.gr) with a main pillar of information on the following topics:
- Indicative Indicators (KPIs) related to sustainable development EMISSIONS Total amount of direct emissions (Scope 1) Total amount of indirect emissions (Scope 2)
- Existence of emissions reduction strategy ENERGY Total amount of energy consumed Percentage of electricity in total Percentage of RES in electricity consumption
- WASTE MANAGEMENT Total amount of hazardous and non-hazardous waste generated and percentage of waste by type of treatment (i.e. recycling, incineration, landfill).
- WOMEN WORKERS PERCENTAGE OF WOMEN IN MANAGEMENT POSITIONS Percentage of women in management positions (i.e. 10% of employees with the highest total earnings) Supplier audit review using ESG criteria Gender pay gap.

From the beginning of the project, both with one partner, the Exporters Association of Northern Greece, and with their external partner, climergia, [www.climergia.gr](http://www.climergia.gr) we attended a wide range of seminars on the introductory concepts of the Circular Economy, so we also signed a Cooperation

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Agreement, so that during the B2B that our partners from a nearby program, such as GREENLAND's, will have responsible information.

Here are the following webinars sessions:

- 1) <https://youtu.be/YqcpslB6qS0>
- 2) <https://youtu.be/dVXIwQ3SGRc>
- 3) <https://youtu.be/68e1YZxdYho>
- 4) <https://youtu.be/LvYLP0ft-U>
- 5) <https://youtu.be/R3XyxuSsA-8>
- 6) <https://youtu.be/NFcoFypTE94>
- 7) [https://youtu.be/hvrCoa\\_y5fM](https://youtu.be/hvrCoa_y5fM)
- 8) <https://youtu.be/Ion44VnyqNk>
- 9) <https://youtu.be/KwmckyR6FRY>
- 10) <https://youtu.be/cJNW6HHFem4>
- 11) <https://youtu.be/LLAXUSpo54A>
- 12) <https://youtu.be/y8YoG129-R4>
- 13) <https://youtu.be/3i6RTgdpL78>
- 14) <https://youtu.be/Mndf3ltD4aw>
- 15) <https://youtu.be/ke0O52B5Wx8>
- 16) <https://youtu.be/ydyvVvNHtkc>
- 17) [https://youtu.be/ZHiu\\_h8\\_vTI](https://youtu.be/ZHiu_h8_vTI)
- 18) [https://youtu.be/\\_6IbL4xw5yo](https://youtu.be/_6IbL4xw5yo)
- 19) [https://youtu.be/\\_WuX0zBuots](https://youtu.be/_WuX0zBuots)
- 20) <https://youtu.be/b9HDsDCNUYU>
- 21) <https://youtu.be/fvBsQVxJIEo>
- 22) [https://youtu.be/s2Faatdi\\_84](https://youtu.be/s2Faatdi_84)
- 23) [https://youtu.be/q1\\_6trJe6jQ](https://youtu.be/q1_6trJe6jQ)

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Job shadowing, also known as work shadowing or career shadowing, is a process where an individual spends time observing and learning from a professional in a particular job or industry. It provides an opportunity to gain firsthand knowledge about a specific occupation, understand its daily activities, and explore potential career paths. Universities often engage in job shadowing as a means to exchange experiences and methodologies with other stakeholders, such as industry professionals, researchers, or practitioners. This process allows university staff and students to gain valuable insights into different work environments and collaborate with external partners.



ERFC Greece, partner of GREENLAND project, launches sub-grants to support Job-shadowing activities in Greece, targeting

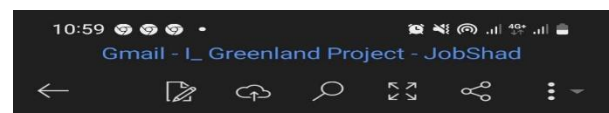
- Palestinian actors established in national, regional or local labour market institutions (e.g. employment agencies) operating in the field of youth employment and labour market active policies

Or

- Palestinian actors established in national, regional or local Educational institutions (e.g. Technical and Vocational Educational Trainings)

A total of 2 sub-grants will be awarded based on available funding

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We hope this e-mail finds you well.

As you know, ARCES is the responsible for the WPS – Jobshadowing and NEEts placement under the framework of GREENLAND project (P1). This responsibility is clearly indicated in the proposal which was approved by the MA, based on the experience of ARCES the field of mobility of individuals.

Being ARCES an employment agency, we have already carried out 2 job-shadowing activities

1. Lebanon – Italy (July 2022)
2. Egypt – Italy (March 2023)

The project application form stated that 2 persons - coming from Palestine and representing Organisations (Public and Private) operating in the field of youth employment and labour market active policies, can attend the JobShadowing activities within a Regional/Local Employment Authority based in one of the EU Countries (Italy, Greece, Portugal). They will learn more about opportunities on Co-CeE sectors, employment addresses, etc. through visits - trainings, transferring, exchange of views with European Experts on employment, to address more efficient employment policies, with the final aim of having a direct impact on the national/regional legislation on employment.

ARCES (PFS) and E.R.F.C (PFF) are pleased to invite the Palestinian delegation to participate to the 3<sup>rd</sup> JobShadowing that could take place in Greece on the following dates: 7,8,9 and 10 of June 2023.

https://mail.google.com/mail/u/0/?ui=1&ik=61628c74&view=pt&search=arces&permmsgid=thread-f1763166982763866173&siml=msg-f1763166982763866173

14/04/23, 17:44

Small - L\_Greenland Project - JobShadowing - Palestine - Greece will be part of the big event "The Forward Green (FG Expo) - exhibition" that aims to contribute to the implementation of a new entrepreneurial identity for Greece, based on circular economy, green development, and the transformation of business models in order to conserve natural resources and move towards sustainable development.

This event is addressed to companies, agencies, organisations, and governmental agents that are adopting modern practices for the utilisation of new materials, construction materials, technologies, energy, recycling, and packaging, which, through innovative solutions and smart partnerships, will have a positive impact on the reduction of environmental pollution, increasing the sustainability of products and services, while also creating new business opportunities.

More at

<https://www.forwardgreen-expo.gr/en/>

All IPAs are invited to participate to both events, i.e. the JobShadowing and the 1st FG Expo International Exhibition.

We would appreciate to receive an expression of interest from your side to attend to the JobShadowing not later than 20<sup>th</sup> of April 2023.

If positive, we will start the procedure for the VISA application, ok?

Looking forward a positive reply.

Thank you for your attention

Best regards,

Alessandro, Nikolas and Lena

Alessandro Perrice

GREENLAND Project and Communication Manager

EU ALBANA Expert and Senior Project Manager

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<http://www.linkedin.com/pub/alessandro-perrice/5/223/330>

It's important to note that the job shadowing process can vary depending on the industry, organization, and individual arrangements. The above steps provide a general framework to guide you through the process, but it's essential to adapt and communicate with the professionals you'll be shadowing to ensure a successful and valuable experience.

Here follows the post of ERFC about the JobShadowing is going to take place in Greece and also the GREENLAND Stakeholder's are invited to participate to the final event of Carbon Free.

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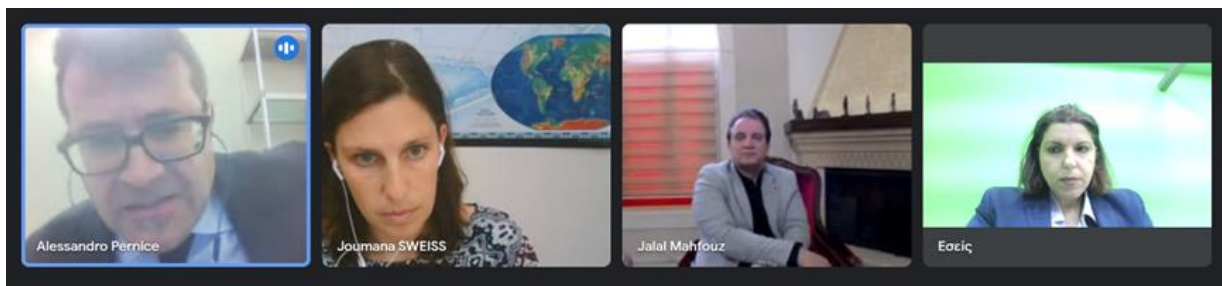
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*“FC Greece, partner of GREENLAND project, launches sub-grants to support Job-shadowing activities in Greece, targeting Palestinian actors established in national, regional or local labor market institutions (e.g. employment agencies) operating in the field of youth employment and labor market active policies Or Palestinian actors established in national, regional or local Educational institutions (e.g. Technical and Vocational Educational Trainings) A total of 2 sub-grants will be awarded based on available funding which are aimed at supporting Palestinian actors working for relevant National Institutions, in both Employment and Training environments to attend related activities, such as project meetings, brainstorming sessions, field visits, thematic workshops, ad hoc trainings and events specifically designed to improve co-operation and dialogue between the parties involved in the project. Job-Shadowing experiences will take place within a Regional/Local Employment Authority locally based in Greece. Participants will learn more about opportunities on Green and Circular Economy sectors, through the above-mentioned activities to address more efficient employment policies, with the final aim of having a direct impact on the national/regional legislation on employment. Any grant requested under this call for proposals must fall between the following minimum and maximum amounts: minimum amount: EUR 1.500 maximum amount: EUR 2.000 Deadline for receiving applications is 04/05/2022, at 1 PM CET. Interested applicants can find more details here in the document below (available in English language). Annex-1\_Guidelines-for-sub-grant-applicants\_HHCT\_PP4\_ERFC\_BEN\_26.04.2023\_DEFDownload Annex-2a-Subgrant-application-formDownload 2b-BudgetDownload Categories: GREENLAND, NEWS By ERFC April 27, 2023 Share this post”*

We had a meeting with a nearby program called GREENLAND and during their Steering Committee they will be our honored guests from Egypt, Palestine, Italy, Portugal, Jordania and Lebanon.



Several meetings in the frame of **the B2B meetings** that they will popularize their green work ethics about the holistic approach and philosophy they try to establish to their Enterprises and to their staff as well. Mr. George Staikos who has built the first second floor 3D printed house in Europe and the first in Germany will join us in the 9th of June during the JobShadowing. Mr. Staikos will share with us his experience with eco- materials and his marketing strategy to approach huge green

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companies to collaborate with. Mr. Staikos is also the Wise President of The Innovation Centre of Crassenstein in Germany.

Another important contact was the case of [Tserkezidis bros](#). TSERKEZIDIS BROS SA was founded in 2003 by brothers Nikos and Yiannis Tserkezidis and it is based in Nikiti, Halkidiki. It is a technical company which operates in the construction of public or private technical projects (road construction, drainage, irrigation, port, building, energy-industrial, geotechnical and environmental protection projects.) Since 2003 the company has been developing rapidly carrying out a variety of public or private technical projects. Today the company is also actively involved in the recycling sector, installing ECDW recycling units in various parts of Greece, with the aim of recycling excavation and demolition products from public and private projects with end products such as sand, 3A, iron, aggregates of various grades and materials suitable for topsoil, ground covering materials for landfill sites, quarry restoration, etc.



Figure 2



Figure 3. Meeting with Mr Staikos

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**Giorgos Staikos**

12 Οκτ 2021 · 🌐



#### Europe's first 3D PRINTED HOUSE



👍❤️ 169 14 σχόλια • 95 κοινοποιήσεις • 4.046 προβολές

Figure 4.

### 3.3.2 Participation in Greek Food EXPO

ERFC wanted to experience at first hand the new trends in the new green and holistic rhetoric. ERFC took part in [Greece Food Expo 2023 \(18-20/3/2023\)](#). This event hosts companies that manufacture, import and produce products such as Dairy & cheese products, Olive Oil, Olives & Olive Products, PDO & PGI products, Organic Food & Beverages etc. This year, 2023, 31.369 visitors came from all over the world as long with 900 Hosted Buyers, 1.300 leading exhibitors from Greece and abroad. ERFC decided to create a series of interview with prominent companies which take a lead step in carbon free techniques. Though that interviews ERFC aims to engage all this companies and inform them about CBCARBONFREE project.

ERFC met companies, which adopted the green agenda - model, according to the EU policy for the green integration of companies. Specifically, ERFC met the international Ambassador in Gastronomy Diplomacy, Mr. Miltos Karoubas, and he explained to us the prevailing trends and who will ultimately be the big protagonists in this year's venture.

See the interview: <https://www.youtube.com/watch?v=iqhqMKI1TaE>

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The Director of [PROVIL SA](#), Mr Chris Vogianou shared with us a framework of best practices on which his company has moved. One very important conclusion was that the combination of analysis trends at European and international level, it will provide entrepreneurs with a framework of specialized knowledge and processes that will improve the competitiveness of their products in the cross-border area in the context of implementing environmentally friendly processes.

See the interview: <https://www.facebook.com/ERFCNGO/>

The [Director of Greek Exporters Association](#), Mrs. Mai Demertzis, from the department of Management of European & National Programs, explained to us the whole philosophy behind the new CB CARBON FREE standard.

See the interview: <https://www.youtube.com/watch?v=W51fKnnGpV0>

We had the opportunity to talk with [Climergia](#) Mrs. Eleni Psalti, who informed us about Scopes, building energy consumption, carbon emissions and pollutants and the best practices to be adopted for the new holistic business approach.

Another company which ERFC interviewed, was [KONVA S.A.](#). Mr. Saradinis the CEO of CONVA SA he mentioned that he is very delighted to participated as a pioneer company to this pilot project. He is focusing CONVA SA to become a synonym and a business role model in green growth development with zero carbon foot print and zero waste management. His vision is to create a sustainable business model which will built a very strong holistic mindset for the next consumers generations. He mentioned twice how proud he feels about all the achievements and the green awards communication strategy has his company won and his agony like an entrepreneur about climate change, huge energy rates, non-educated in Green Edu programs stuff. We have to act now all together to avoid all the future consequences. We want a healthy society and we have the capacity and the business ethic to manage it.

Many interviews followed through ERFC's participation in Greek Food Expo. The companies were in the field of energy & climate investments, Food industry, Food traceability and consulting.

<https://www.youtube.com/watch?v=Zl-3oSblrdQ>

<https://www.youtube.com/watch?v=S71Gdzly1Ck>

<https://www.youtube.com/watch?v=NIAiPOPCYKA>

<https://www.youtube.com/watch?v=CI0d7bGi1Ow&t=28s>

<https://www.youtube.com/watch?v=MclACFVvyGE&t=155s>

With the collaboration of the stake holder (Typography) ERFC created a dissemination material in order to promote CBCARNONFREE project inside the Greek Food Expo. The goal was to "gather" all this companies

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under the umbrella of CBCARBONFREE by introducing them the concept and the aims of the project. Moreover, this dissemination material could be used in any future event regarding the project.

The conclusion was

- Greek Companies take small but important steps towards a carbon free era
- Companies have realized that environmentally friendly methods in the product line can be more effective and could add an added value to their products, through collaboration and not with antagonism
- The alteration to innovative carbon free methods requires new investments.
- The 5 pioneer companies are member of the Export Association of Greece and because they are our stakeholder's they have linked us with them.
- The other companies are belonging to our personal networking from other entrepreneurial activities, such us in 2018 I personally used to be co- owner of this Deli -shop in Amsterdam: [www.pitapasta.com](http://www.pitapasta.com)  
Some of them are established contacts of previous collaboration.

### 3.3.3 Finalization of B2B events

i-social is the external B2Bs deliverable. We have planned with Mr. Marios Georgiadis the Communication Strategy we are going to follow in aim to approach all these companies. I-social approached potential collaboration, some to ERFC.

i-social has chosen the place where the Final Event and JobShadowing of GREENLAND will be taking place also the same day. This is a great opportunity to expand all the potential synergies among the partners.

Job shadowing, also known as work shadowing or career shadowing, is a process where an individual spends time observing and learning from a professional in a particular job or industry. It provides an opportunity to gain firsthand knowledge about a specific occupation, understand its daily activities, and explore potential career paths. Universities often engage in job shadowing as a means to exchange experiences and methodologies with other stakeholders, such as industry professionals, researchers, or practitioners. This process allows university staff and students to gain valuable insights into different work environments and collaborate with external partners.

It's important to note that the job shadowing process can vary depending on the industry, organization, and individual arrangements. The above steps provide a general framework to guide you through the process, but it's essential to adapt and communicate with the professionals you'll be shadowing to ensure a successful and valuable experience.

We are co- organizing in the Final event to have invited the Stakeholders from GREENLAND. A Delegation from Palestine, Lebanon, Egypt and Italy will come. We are going to have during the Final event also a panel with expertise, who they will discuss about the benefits of the use of circular economy in business and daily life.

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We have Invited Mr. Aravosis Konstantinos the General Secretary of Forest from Ministry of Environment & Energy

Mr. George Kremlis the Manager of Circular Economy in Europe and Advisor of the Prime Minister of Greece.

**08/06/23 -B2B**  
**154 Str Egnatias**  
**outdoor space A11**  
**STAND 5**

**VENUE C -**  
**NIKOLAS**  
**GERMANOS**



With the President of **ERFC**, **Mr. Nikolas Petropoulos**, we have discussed how we could organize a final event in a win-to-win perspective. Not only for the CB CARBON FREE Stakeholder's, but also in order to link 2 other great programs Stakeholder's that are focusing in the empower of green sustainability and growth, such as CIRCLECON and GREENLAND. We would like to familiarize them in order all to have a great opportunity for protentional collaboration and synergy.

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