

To  
**Chairman of MB  
 of Haskovo CCI**

## **REPORT**

### **of two two-day business networking events organized under the project “ENHANCEMENT OF BUSINESS BRANDING THROUGH THE DEVELOPMENT OF A CARBON FOOTPRINT EVALUATION SYSTEM IN THE CROSS BORDER AREA”: CB CARBONFREE, № 6300 (work package D4.2.3, WP 4)**

**Dear Mr. Yanev,**

1. On June 26 and 27, 2023 - the first business networking event for representatives from the food and beverage sector.
2. On June 28 and 29, 2023 - second business networking event for representatives from agriculture sector.

The following activities were reported:

<b>Date</b>	<b>Work implemented</b>	<b>Results:</b>
<b>26 June, 2023</b>	First day of the first business networking event between food industry entrepreneurs, organizations, academics and researchers, organized by the project "ENHANCEMENT OF BUSINESS BRANDING THROUGH THE DEVELOPMENT OF A CARBON FOOTPRINT EVALUATION SYSTEM IN THE CROSS BORDER AREA".	The networking event was attended by 14 representatives of food and beverage industry enterprises and others. During the day, the topics of the event program were presented in detail. Presentations were given by lecturers: Iva Stanisheva and Todor Novakov, focusing on the topic of the climate crisis, carbon budgets and carbon neutrality goals, and the business risks of the linear economic model. Getting to know the participants/partners of the HVP through informal methods is organized. During the event, the participants raised questions about the ecological collapse, as well as ways to satisfy the interests of all stakeholders in the WFP.
<b>27 June, 2023</b>	Second day of the first business networking event between food industry entrepreneurs, organizations, academics and researchers, organized by the project "ENHANCEMENT OF BUSINESS BRANDING THROUGH THE DEVELOPMENT OF A	The business networking event was attended by 14 representatives of food and beverage industry sector and others. At the beginning, a summary of the questions discussed during the first day of the business networking event was made, and during the day, the topics of the event's program were presented in detail. Presentations were made by lecturers Iva Stanisheva and Todor Novakov, emphasizing the alternatives and solutions regarding carbon neutrality and the circular economy. Good examples from Europe and the region of networks and organizations dealing with

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	CARBON FOOTPRINT EVALUATION SYSTEM IN THE CROSS BORDER AREA”.	the sustainable use of resources in food and beverage enterprises were also presented, as well as sector analyzes and systems for assessing the carbon footprint of food and beverage production. Informal methods were used to resolve business cases from the sector and share experiences between participants. During the event, the participants raised questions about the need to create/establish a network for sharing sustainable practices between the enterprises of the food and beverage sector in the cross-border region, as well as a network for sharing resources between them with the main task of limiting/stopping the negative impacts on nature and climate by introducing circular principles and models in enterprises. The participants concluded that their participation in the CB CARBONFREE project event will lead to benefits for their brands and decision-making covering the trend towards the production of environmentally friendly products.
<b>28 June, 2023</b>	First day of the second business networking event between agricultural entrepreneurs, organizations, scientists and researchers, organized by project ”ENHANCEMENT OF BUSINESS BRANDING THROUGH THE DEVELOPMENT OF A CARBON FOOTPRINT EVALUATION SYSTEM IN THE CROSS BORDER AREA”.	The networking event was attended by 14 representatives of agriculture sector, farmers and others. During the day, the topics of the event program were presented in detail. Presentations were given by lecturers Iva Stanisheva and Todor Novakov, focusing on the topic of the climate crisis, carbon budgets and carbon neutrality goals, and the business risks of the linear agriculture sector model. Getting to know the participants/partners of the agriculture sector through informal methods was organized. During the event, participants raised questions about the ecological collapse, the problems with the lack of systems thinking, as well as ways to satisfy the interests of all stakeholders in the agriculture sector.
<b>29 June, 2023</b>	Second day of the second business networking event between agricultural entrepreneurs, organizations, scientists and researchers, organized by project ”ENHANCEMENT OF BUSINESS BRANDING THROUGH THE DEVELOPMENT OF A CARBON FOOTPRINT EVALUATION SYSTEM IN THE CROSS BORDER AREA”.	The networking event was attended by 14 representatives of enterprises from the agricultural sector and others. At the beginning, a summary of the questions discussed during the first networking event was made, and during the day, the topics of the event's program were presented in detail. Presentations were made by lecturers Iva Stanisheva and Todor Novakov, emphasizing the alternatives and solutions regarding carbon neutrality and the circular economy. Good examples from Europe and the region of networks, organizations and platforms dealing with sustainable use of resources in agriculture enterprises, business cooperation and sustainability were also presented, and sector analyzes and carbon assessment tools and systems were also discussed. footprint within agriculture sector – across the entire value chain. Informal methods were used to solve practical business cases from the sector and share experiences between participants related to the topic of carbon neutrality, reducing the ecological footprint and the circular economy. During the event, the participants raised questions about the need to create/establish a network for sharing sustainable examples and

		<p>practices between agriculture enterprises in the cross-border region, as well as a network for sharing resources between them with the main task of limiting/stopping negative impacts on nature and climate by introducing synergistic and circular principles and models in enterprises and strengthening business cooperation. The participants concluded that their participation in the CB CARBONFREE project event will bring benefits both for their brands and for the implementation of climate change mitigation measures in the cross-border region for the agriculture sector - droughts, floods, etc.</p> <p>During the discussions, they discussed the possibilities of cooperation as a key to finding a solution for adaptation to climate change, as well as circular business models and good practices - the importance of cooperation in networks.</p>
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Date: June 30, 2023

**Prepared by:**  
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**Approved:**  
 Yancho Yanev  
 Chairman  
 Haskovo Chamber of Commerce and Industry


