



Interreg BalkanRoad

An example of a sustainable communication event



One of the project main objectives was...

To define practices for greening BalkanMed agribusinesses For this...

We recorded every step of the production processeses for three pilot cultivations, important for Balkan region

And...

We developed a user-friendly app and a GIS platform for the estimation of Carbon-, Water- and –Waste footprint

For....

Enhancing crucial interventions for lowering environmental

OpenEARTH 3-days Conference

Thessaloniki, February 2020



For us it is also important to make people understand that behavioral change is not only a matter of concern for policy makers or scientists or businessmen or professionals or farmers, etc....

It is a COMMON issue

Therefore we decided to organize our conference in such a way as to show that "Greening" could become a daily way of thinking and acting



OpenEARTH 3-days Conference

- ✓ 2 months before meeting we informed the participants that the Conference is a zero-carbon event and therefore they should:
 - fill in a questionnaire regarding their emissions sources (travel means., hotels, fuels)
 - choose the most environment friendly way to travel or acting during the conference (we provide some instructions)
- We contacted the administration office of the conference hall and asked for operating information (electricity consumption of each hall, rooms, restaurants, bars, etc, also for materials, e.g. papers/cartoons)
- ✓ We validated the obtained data during participants registration
- we estimated the total carbon footprint of the Conference and ordered oak trees to be planted during the last day





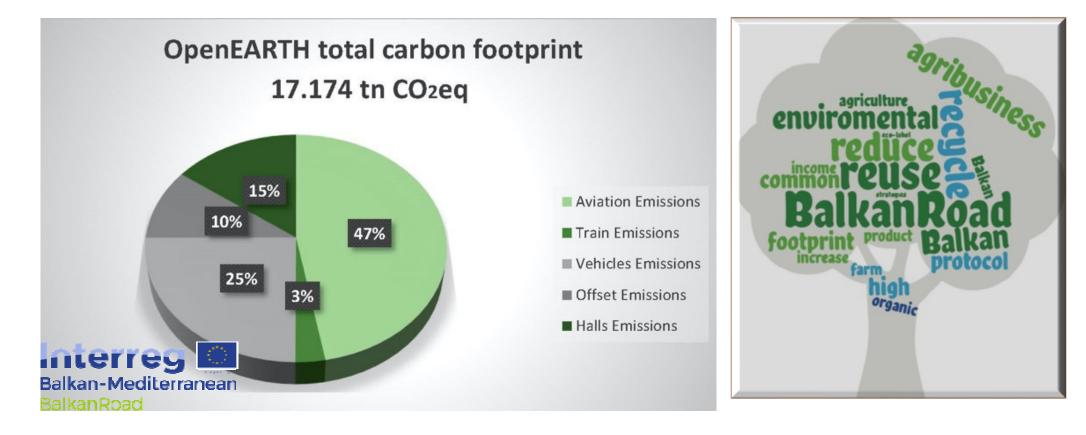








A poster with the carbon footprint of the event was erected at all conference areas



Our example was adopted also by the Greek agribusiness which planted olive and oak trees at the area to zero its 2019 Carbon footprint, i.e. 880 tn CO₂ for the production of 2 million wine bottles



Each oak tree stores 24 Kg of Carbon annually or 106 Kg of CO₂. For 50 years, until oak's maturity, the tree adsorbs 5.3 tn CO₂. **We planted 5 oak trees (25.6 tn CO₂)**









Is everything so ideal?

Food for thought

We need to see the whole chain of an event and not only the event itself





Is everything so ideal?

We have to define standards and protocols







Is everything so ideal?

Green procurement is very difficult for public bodies

Green services are more expensive and therefore they don't win in tendering processes



Plantation is not a permanent solution

Go for green supplies chain

Thank you

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