

A web-based application for calculating environmental footprint of marketable products

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Abstract For a long time Balkan agricultural sector wasn't able to attract significant investments; as a result, farmers were not given incentives to modernize, become more specialized and increase competitiveness of their production systems. In addition, action plans for climate change mitigation have not been incorporated into the usual practices of farmers and agribusinesses. Thus, a common strategy of Balkan countries for facing common environmental problems will strengthen the presence of Balkan products in European and international markets. The INTERREG project "Towards farms with zero carbon-, waste- and water-footprint. Roadmap for sustainable management strategies for Balkan agricultural sector-BalkanROAD" aims to provide Balkan agribusinesses with protocols and IT tools developed and conformed to the particularities of the Balkan peninsula, to assist them in promoting products of high quality and value to the European and international market (Doula et al., 2016a; 2017). The project strongly contributes to the sustainable development of the Balkan region, since its objectives promote three components of sustainability, *i.e.* the environment, the economy and the society. BalkanROAD promotes a common protocol called "Roadmap for prototype farms", that enhances resource protection and especially soil and water, wastes recycling and reuse and reduction of GHGs emissions from the Balkan farms/agribusinesses. Within the project's framework, a web-based application was developed, namely ROAD, that assesses all production and processing stages, *i.e.* from field to the market (Doula et al., 2016b; Hliaoutakis et al., 2016), able to identify processes that can be improved and provide alternatives for reducing carbon, waste and water footprint of the final marketable products. In this work we describe the ROAD tool and its key functionalities.

Keywords: ROAD tool, environmental footprint, BalkanROAD project, Balkan agribusiness, sustainable growth

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