



Greenhouse gases in our daily life

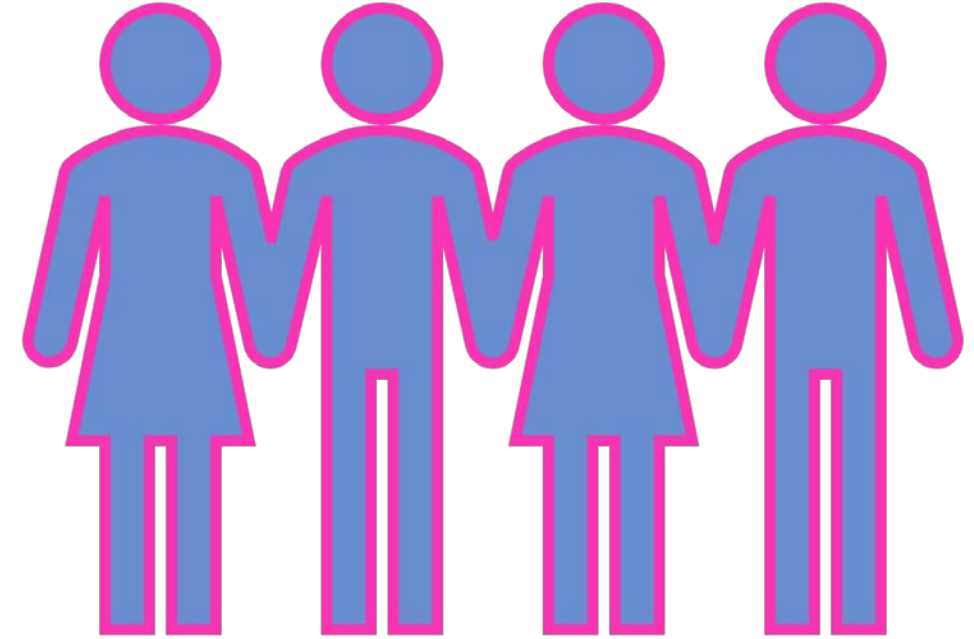
Society engagement

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Community Engagement is..."the process of working collaboratively **with** and **through** groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful process for bringing about environmental and behavioral changes that will improve the health of the community and its members " (CDC, 1997)

It is therefore, a **strategic process** with the specific purpose of working with identified groups of people, whether they are connected by geographic location, special interest, or affiliation to identify and address issues affecting their well-being.



Community engagement can be complex and labor-intensive and require dedicated resources such as time, funding, and people with the necessary skills.

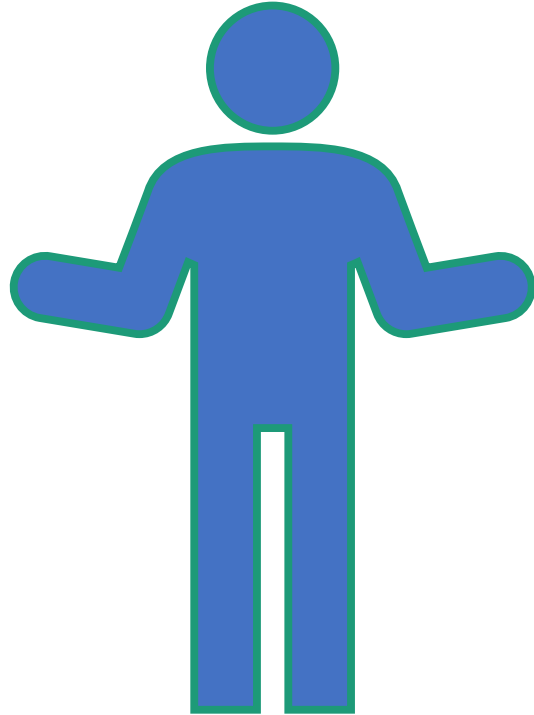
- **It involves**
 - sociology,
 - public policy
 - political science
 - cultural anthropology
 - organizational development
 - Psychology and social- psychology, community psychology, behavioral studies

Efforts to apply and adapt the science in ways that fit the community



They are with us during a project

But after the project.....?



- They are not interested in
 - They are not convinced
 - They do not understand
 - No time
 - They want to see it working for others
 - They understand but it is difficult for them
 - It is expensive
 - It is difficult to find information and help, technical support, etc...
 - It is in a foreign language
 - They do not have the appropriate equipment and devices..
-and many others specific and particular...!!!

The INTERREG BalkanROAD case

The project developed a dynamic and of national dimension web GIS-based tool, namely ROADtool

The tool estimates GHG emissions as well as water and waste footprint throughout the entire production line of marketable products (e.g., olives to oil, grapes to wine), starting from cultivation and ending before market entrance.

The tool uses the IPCC estimation procedure for CO₂, CH₄ and N₂O by applying national Emission Factors. It is a Tier2 level app and therefore more accurate and of national dimension. For the moment, the tool uses national EFs for the Balkan countries, but it is easily adjustable to other countries by inserting the specific EFs.

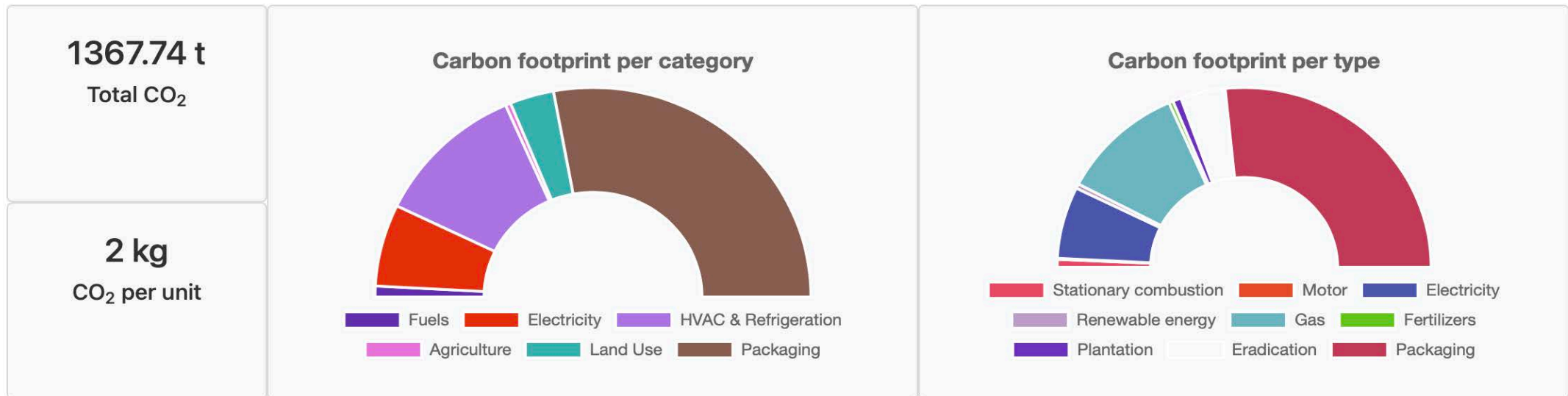
The Tool can be easily conformed to other business types (e.g. retailers, traders, storehouses, etc.) and therefore supports the structuring of local value chains, the monitoring of which, as regards the environmental impacts, could provide evidence for “green value chains” and also treacability.

The estimation of the environmental footprint could add value to Balkan products, (a certification system is needed for products with low environmental footprint, and especially carbon footprint).

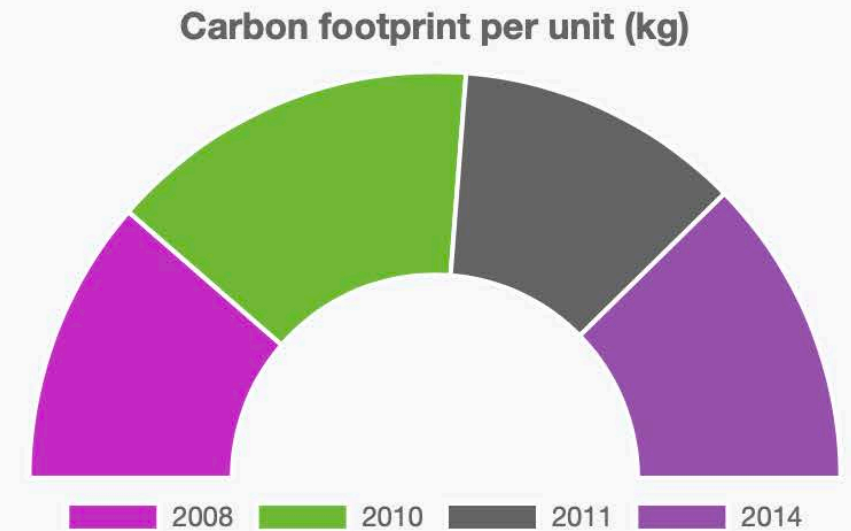
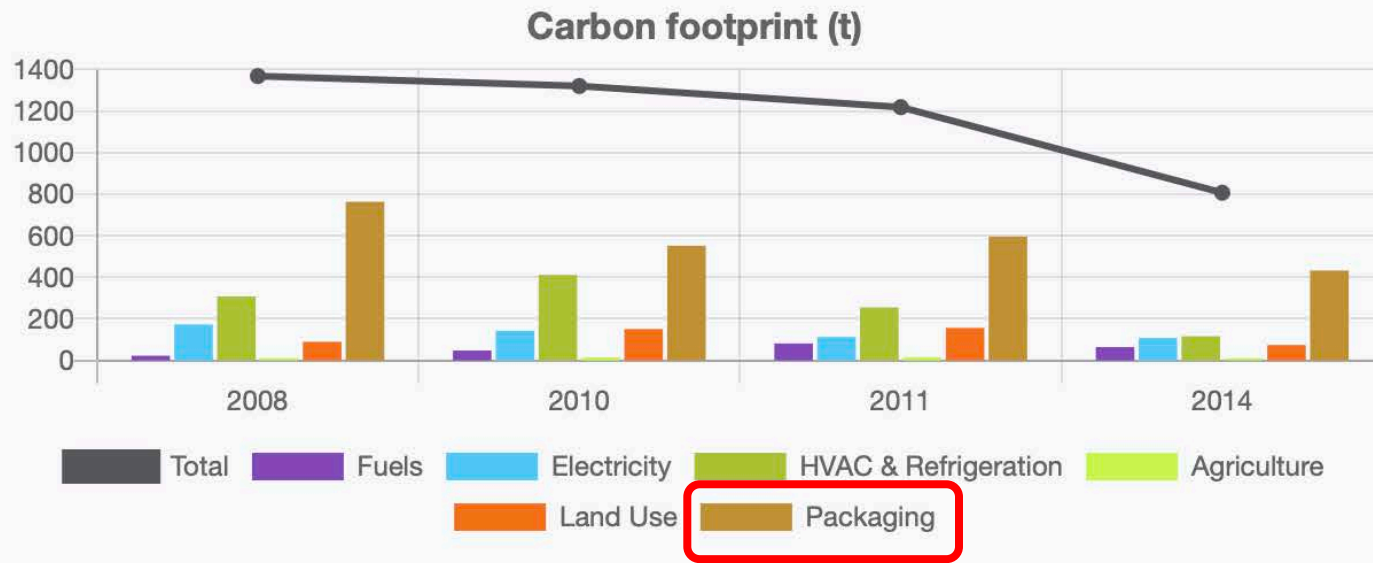


The ROADTool: <https://roadtool.balkanroad.eu>

Red with bronze hues, a color typical for the Xinomavro sourced from Amyndeon. Intense aromas of wild strawberry and cherry entwine with fine herbal hints, while on the palate the pronounced freshness balances with the ample body, offering a wine ready to be enjoyed now, but also suited for long time aging.



The ROADTool: <https://roadtool.balkanroad.eu>



- For the development we consider the end-users perspective and include all their suggestions
- We now need to go deep in the value chains of the Balkan Agribusiness sector and structure local, or regional or cross-border value chains....

Packaging-Life Cycle Analysis

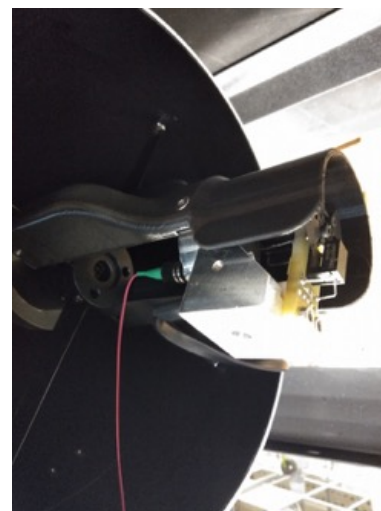
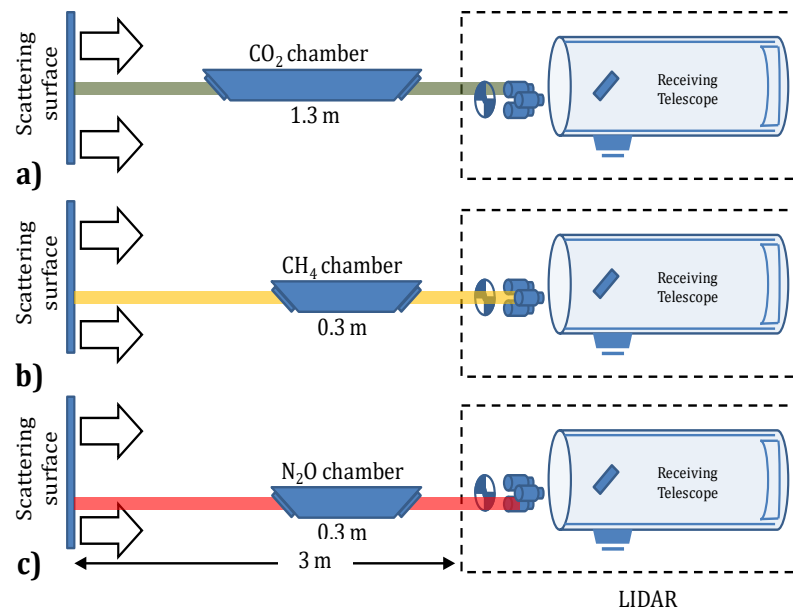
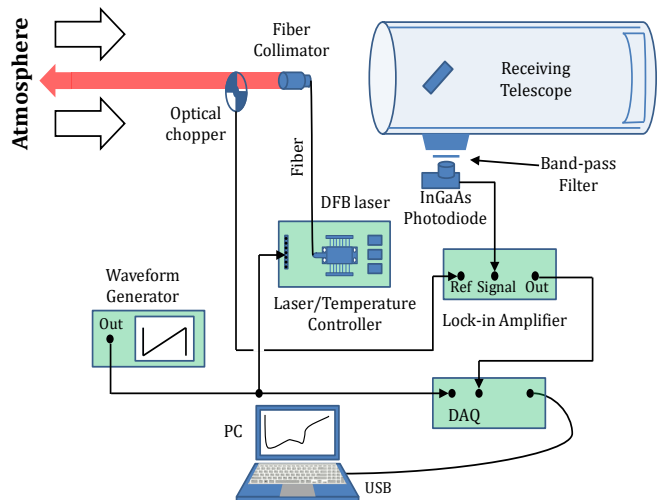
Πίνακας 1

	Weight,kg	Weight,g	No of items	EF , KgcCO2/ITEM	Kg CO2e
Glass bottle	0,57			0,25666	0
Cork		4,2		0,00002	0
Capsule		1,3		0,00307	0
Sticky labels		1,1		0,00161	0
TOTAL					0

Πίνακας 2

	Weight,kg	Weight,g	Times used	No of items	EF , KgcCO2/ite m	Kg CO2e
Corrugated cardboard box			50		0,1297	0
Wooden pallet	0,016		6		0,05282	0
Plastic film		0,7			0,0016	0
Tape		2,2			0,00562	0
TOTAL						0

Cost....



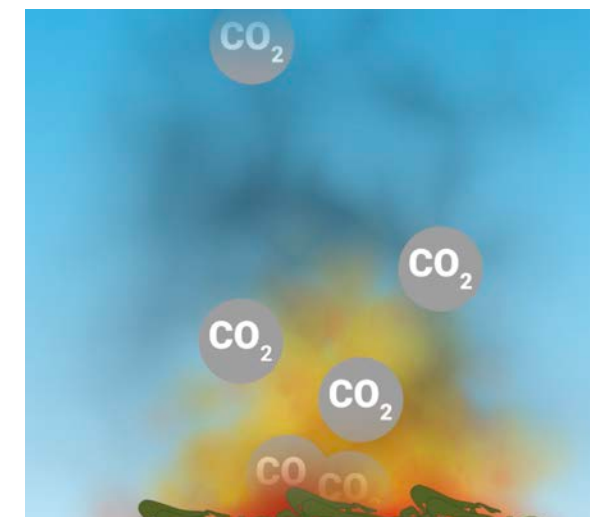
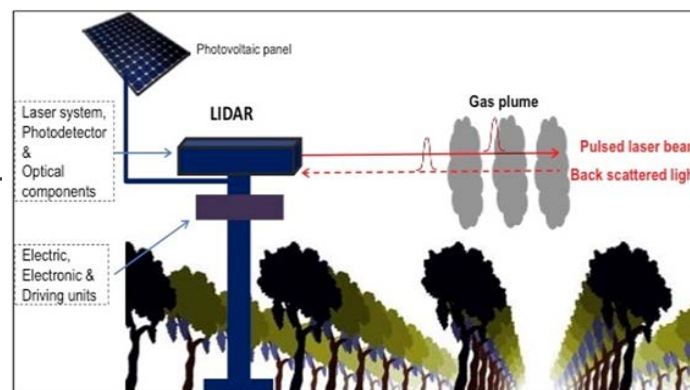
Measuring GHGs The LIFE Climamed case





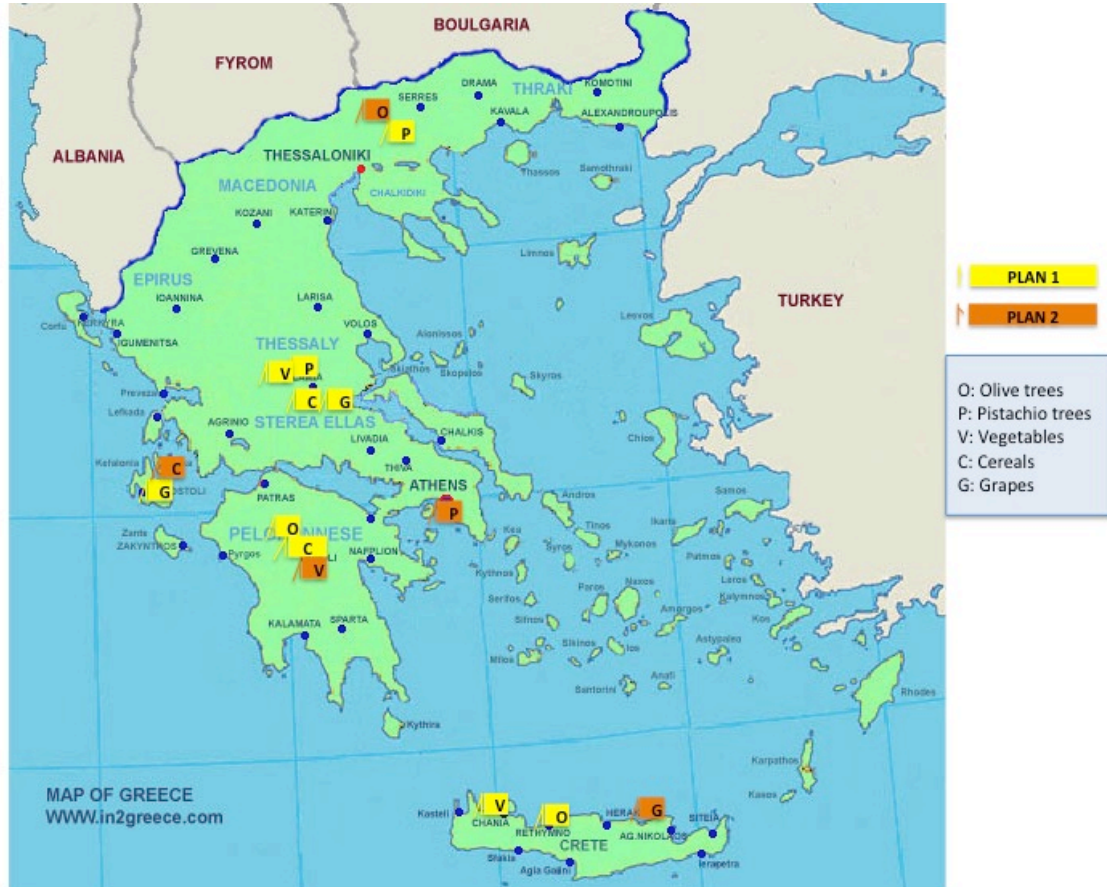
Measuring GHGs

The LIFE ClimaMED case



Working in Greece, Cyprus, Italy and Spain

Not only for agriculture. We plan to install at harbors, greenhouses, campus, city forest.



We have problems to address but we also foresee Motivations for the farmers

- Subsidy for installation of the LIDAR device at their fields
- Reward subsidy for reducing GHGs
- Eco-schemes

HOW:

With the support of the Greek Ministry of Agricultural Development and Food (project partner).



To consider

EU decarbonization target for 2050 cannot be reached without citizens engagement

Almost all EU calls (Green Deal, HORIZON 2021-2027) focus on stakeholders engagement and society involvement.

This is not an easy task, because writers need to provide quantified indicators. But the most important is that “we have to do the job” and the outcomes of our project to become part of the daily life.

Some tips and tools

Know them-Develop an Assesment Framework and then a strategy to involve them

Motivation

Make them solve their own problem-do not just provide the solutions. This is not the way anymore

Award them

"Believe by seeing"

Social media

Don't do it alone! Cooperate with Experts

WP1: Project Management

WP7: Technical and economic viability of ShieldMED results

PHASE 1
Data collection
and modelling

**WP2: The
Mediterranean
Fundamentals,
Baseline and
Projections**

**WP3: Mapping
stakeholders
and citizens-
Critical mass
of Stakeholders**

PHASE 2
Solutions
Living labs

Stakeholder Panels
Knowledge Brokers

**WP4:
Strategies and
solutions
towards 2050**

Living Labs

Pathways to the
audience

**WP 6:
Demonstration of
climate services-
Leaving no one
behind**

Participation

Demonstration

**LEAVE NO
ONE BEHIND**

WP5: ShieldMED system development and deployment



Thank you

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