



D5.5 Climate Commitment Booklet - 2025 – Compiled English version

Dissemination Level: Public



Tiimiakatemia
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D5.5 Climate Commitment Booklet – Finland 2025 - English version

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I. Introduction: Our experience and motivation

Our experience of the programme was both rewarding and challenging. Travel and logistics were well organised, and our team worked together effectively. We maintained a strong team spirit and adapted well to new, even challenging, situations. Throughout the process, we supported one another and drew on our strengths in an international environment – even when navigating complex topics in a foreign language.

However, we did encounter some obstacles along the way: language barriers, inconsistent commitment from some participants, and difficulties with the schedule and organisation. Furthermore, excessive travelling, combined with a broad initial scope, initially slowed our progress.

Despite these challenges, we gained valuable insights into international teamwork, the impact of cultural differences on communication and decision-making, and environmental issues in different countries. We also improved our language skills and gained greater confidence in expressing our opinions and ideas in a global context.

II. Choice of topic and research

Before the meeting in Greece, we chose our global topic by voting using a shared form. The topic chosen was: ‘The carbon footprint of local businesses.’ We began researching the topic in Finland before the trip and drew up a brief summary to share with the group.

The carbon footprint of businesses – particularly small and medium-sized enterprises (SMEs) – is a critical issue, as it has a significant impact on emissions. Reducing a company’s carbon footprint not only helps to combat climate change but also improves regulatory compliance, supports cost-effectiveness and meets growing consumer demand for sustainable practices.

Below is a more detailed overview of the current situation, challenges and opportunities regarding the carbon footprint of Finnish small and medium-sized enterprises (SMEs):

Carbon footprints in local businesses in Finland – An overview

In Finland, a company’s carbon footprint consists of direct emissions (fuel consumption), indirect emissions (electricity, heating, cooling) and emissions related to the supply chain (raw materials, transport, product life cycle). Small and medium-sized enterprises (SMEs) play a significant role in the Finnish economy and face challenges in balancing sustainability with cost-effectiveness.

Regulations and targets

- CSRD Directive: By 2026, publicly listed SMEs must report sustainability information, with a transition period extending until 2027.
- Finland’s carbon neutrality target: To achieve net-zero emissions by 2035.
- EU carbon neutrality target: To achieve net-zero emissions by 2050.
- The Forest Act and product labelling: To ensure sustainable practices and transparent carbon footprint data.

Challenges and efforts

- SMEs have a significant impact on emissions through their energy use, logistics and supply chains.
- Reporting requirements mainly apply to large companies, so smaller businesses are left to make voluntary efforts.
- Companies such as Foodini and Lindström are pioneers in sustainable practices.

Solutions for SMEs

- Energy transition: Switching to renewable energy sources.
- Environmentally friendly logistics: Optimising transport and using electric vehicles.
- Government support: SMEs need more incentives to implement sustainable measures.

Although large companies comply with sustainability requirements, local businesses need structured support and incentives to effectively measure and reduce their carbon footprint.

III. 24-hour innovation challenge in Greece

Day one

We began by getting to know one another and sharing what we had researched in our home countries before the trip. After presenting our preparatory assignments, we defined a common problem based on our research. We presented guiding questions that helped us understand the direction we wanted to take. This led to the idea of creating a global website platform showcasing sustainable businesses from each country. The website would enable users to find local environmentally friendly businesses and access useful resources to promote sustainable development in their local areas.

We then drew up a schedule for the following day and divided ourselves into topic-specific working groups.

Day Two

We formed small international working groups, each with representatives from different countries. We began researching energy-efficient businesses in our home countries, sharing our findings and summarising them together. These businesses were added to the website.

Later, we prepared a pitch for the website, which we presented at a 24-hour innovation event held in Kozan.

IV. Introduction to the topic

Following our international research in Greece, we decided to refine our topic to make it more concrete and locally relevant. In Finland, we decided to focus on the textile and clothing industry.

Through ongoing research and discussion, we came to understand that the overconsumption of clothing is a key problem. Finland, like many developed countries, is affected by fast fashion, high consumption rates and the short life cycle of products. These behavioural patterns have a significant impact on carbon dioxide emissions and waste generation.

By narrowing our focus to the overconsumption of clothing, we created a more targeted and relatable message for Finnish consumers and businesses. With this focus, we can explore practical solutions – from extending the life cycle of clothing and promoting reuse to highlighting local businesses that have already taken sustainable steps.

The aim of our sophisticated approach is to encourage both businesses and individuals to adopt sustainable practices in the textile sector, which will ultimately help reduce the carbon footprint at a local level.

V. Campaign

Our campaign focuses on reducing overconsumption, particularly in the clothing industry. We believe that consuming less leads not only to a healthier planet, but also to a simpler and more meaningful life. In a world where we are constantly encouraged to buy more, we want to challenge the idea that happiness is found in material things.

Instead, we encourage people to reconnect with what they already own – particularly their favourite clothes – and to appreciate the stories, memories and values behind them. By consuming less and making more conscious choices, we can reduce the environmental impact of fashion, support more sustainable businesses and move towards a lifestyle that prioritises wellbeing over excessive consumption.

The less you consume, the better you feel — for yourself and for the planet.

Campaign leaflet



Image created with Canva AI

VI. Meetings

A list of the people and companies we wanted to meet

- A woman, Member of Parliament since 2019, aged 33
- A woman, EU Climate Agreement Ambassador and Finland's Youth Climate Commissioner (2023–2024), aged 20
- Man, entrepreneur and CEO of a start-up, aged 31, textile sector, 5–20 employees, founded in 2016, specialising in sustainable clothing production
- Woman, entrepreneur, aged 40, textile sector, 20–30 employees, founded in 2015
- Woman, economist, researcher, aged 33
- Company, textile sector, 1,000–2,000 employees, founded in 1848
- Company, waste treatment and disposal, 40–50 employees, founded in 1997
- Company, textile sector, 10–20 employees, founded in 2013
- Woman, researcher and sustainability expert, aged 43
- Company, textile sector, 5–10 employees, founded in 2003, specialising in Finnish design and a transparent supply chain.
- Woman, futurologist, associate professor of corporate environmental management, aged 50
- Woman, entrepreneur and author, aged 45
- Woman, corporate social responsibility expert and author, aged 41
- Man, CEO since 2023, aged 40, textile company with 60–70 employees, founded in 2015.
- Woman, project planner, technology, sustainable environment, aged 29
- Man, climate policy researcher, aged 50.
- Woman, expert specialising in sustainability and public procurement. Works for a textile company with around 60–70 employees, founded in 2006 and specialising in military and outdoor clothing.
- Woman, associate professor of economic sociology and university lecturer, aged 36.
- A woman, a grant-funded researcher investigating anti-consumerism and well-being in relation to clothing consumption, University of Vaasa, aged 35.

- Spinnovagroup, Company, textile sector, a company that has developed patented technology for textile production. Use of cellulose fibre for the clothing industry, founded in 2009, 60–80 employees.
- Company, textile sector, a textile and clothing company founded in 2012, specialising in the production and sale of knitwear made from alpaca wool, 18 employees.
- Company, waste management, representing public waste management and 33 municipal waste treatment plants that efficiently manage waste for 5.3 million people, established in 2000.
- Company, textile sector: an interest group for companies in the textile, clothing and fashion industries, offering expert services, training and events; 260 member companies; founded in 1978.

1. List of people we met

- Woman, EU Climate Agreement Ambassador and Finnish Youth Climate Commissioner (2023–2024), aged 20
- Woman, Finnish sustainable development professional and PhD researcher at LUT University, aged 43.
- Woman, project planner, technology, sustainable environment, aged 29.
- Woman, associate professor of corporate environmental management, Jyväskylä University School of Business and Economics, aged 50.
- Man, entrepreneur and CEO of a start-up, aged 31, textile sector, 5–20 employees, founded in 2016, specialising in responsible clothing production
- A woman, Member of Parliament since 2019, aged 33

2. The challenges and opportunities of fast fashion and sustainable fashion

Customer meetings highlighted the growing impact of ultra-fast fashion on the fashion industry. Rapidly changing trends and cheap production place constant pressure on both the environment and those companies striving to operate responsibly. Sustainability is no longer a distinguishing competitive advantage; it has become a basic expectation among consumers. Several Finnish clothing brands have recently gone into liquidation or faced financial difficulties. The reasons have often been an overestimation of demand, large advance orders and a focus on formal wear, for which demand has declined. Companies have been unable to react quickly enough to changing market conditions, which has led to financial problems.

Toive was highlighted during the meetings as an example of successful adaptation. The company is built on sustainable values, but its success has been underpinned in particular by an agile approach, small production batches and a focus on everyday clothing. At Toive, financial responsibility is seen as just as important as environmental responsibility – prudent borrowing and realistic production planning have proved to be key factors in its success. Furthermore, the pandemic and general economic uncertainty have led consumers to value everyday life more than ever, which has strengthened the company's position in the market.

From the perspective of consumer behaviour, sustainability remains an important value, but price continues to have a strong influence on purchasing decisions. Discounts and promotional campaigns currently attract more interest than sustainability messaging. Concerns were also raised during the

meetings that companies might shift the blame for falling sales onto consumers, even though the real causes often lie in the companies' own business models and forecasting errors.

The growth of second-hand fashion and an emphasis on local sourcing were seen as key future trends. Consumers are particularly drawn to locally organised recycling services, whilst international marketplaces for second-hand clothing do not generate the same level of interest. Many discussions also centred on whether the production of new clothes is, in fact, still necessary or justifiable in light of the climate crisis. More active consumer involvement in circular economy practices – for example, through textile collection schemes or co-creation – was seen as an interesting and growing trend.

As regards legislation, regulations on ultra-fast fashion are only just being developed in the EU, and no concrete measures have yet been introduced. During the meetings, collaboration with several responsible industry players, such as Ommellinen, Alpa, Kaiko and Black Moda/Aarre, was recommended. The discussions highlighted a strong sense of community among Finnish responsible brands, as well as the need to form a united front against large ultra-fast fashion companies.

3. Corporate responsibility, consumer education and political support for promoting sustainable fashion

A common view repeatedly emerged during customer meetings that the responsibility for enabling sustainable choices lies primarily with companies, not individual consumers. Communicating about sustainability was felt to be more effective when based on positivity and a solution-oriented approach. By contrast, an approach based on criticism or guilt-tripping does not bring about lasting or meaningful change in consumer behaviour. It was also emphasised during the meetings that consumers do not have sufficient information about the impacts of their own choices, which creates a need to increase public awareness and understanding, particularly regarding the life cycle of textiles and supply chains.

Several local businesses have already adopted responsible business practices, such as purchasing products only in small batches to avoid overstocking and the need for clearance sales. They also actively encourage their customers to consume more thoughtfully and to invest in high-quality, long-lasting garments, which supports sustainable and responsible consumption.

Policy guidance was a prominent theme in almost all the meetings. Many stakeholders highlighted that political decisions can play a key role in supporting responsible business practices. Supporting local businesses is seen as a way of strengthening the national economy, whereas when people buy from large international fast-fashion companies, money flows abroad. However, the current decision-making process is perceived as slow and does not yet provide sufficient support for sustainable development. One possible measure mentioned was progressive taxation, which could increase the costs for fast fashion brands in Finland whilst curbing unnecessary consumption.

4. Ideas for supporting responsible business practices among small and local businesses

Discussions with customers revealed a number of concrete opportunities for small and local businesses to strengthen their operations whilst promoting sustainability. Collaboration was seen as a key means of reducing costs and increasing impact. For example, shared production and storage solutions can help minimise individual business risks and material wastage. Combining small batches into larger bulk orders would enable more cost-effective production whilst maintaining flexible stock management.

The need to raise consumer awareness was strongly emphasised. Companies are seeking ways to increase their customers' understanding of responsible choices and their impacts. In response, joint campaigns and communications focusing on positive and solution-oriented messages were proposed. These measures could also help to increase consumer engagement, for example through participatory collection design processes or transparent supply chains, offering consumers a more personalised and responsible consumption experience.

Many small businesses are already operating responsibly by purchasing products only in small batches and avoiding overstocking. Several also actively encourage their customers to consume less and choose high-quality, long-lasting textiles. These business models could be further supported through pre-order systems or 'made-to-order' approaches, which reduce overproduction and align supply with actual demand.

Shared sales channels – such as shared e-commerce platforms, pop-up shops or travelling markets – can offer visibility and economies of scale that individual businesses may struggle to achieve on their own. These solutions can be particularly effective when combined with tourism or cultural events, expanding visibility to new customer segments.

Furthermore, sustainability efforts could be communicated more transparently using concrete product-specific metrics, such as carbon or water footprints. These enable businesses to clearly and credibly demonstrate the environmental impact of their products.

Finally, political decision-making emerged as a significant factor in almost every meeting. Companies called for political measures to provide stronger support for local and responsible production. For example, taxation or procurement incentives could be used to level the playing field between responsible small businesses and large fast-fashion brands, whose business models often fail to take environmental and social responsibility into account. Supporting domestic companies would also strengthen the national economy and employment, as money spent locally remains within the country.

VII. Recommendations for small fashion industry operators on promoting sustainable consumption

One of the key ways to promote more sustainable fashion consumption is to strengthen customers' emotional attachment to their clothes. When consumers feel that their clothes are meaningful, they are less likely to make impulse purchases and take better care of their clothes in the long term. Brands can support this by creating campaigns where customers share stories about their favourite items of clothing – for example, through a 'My Favourite Clothes' concept, which can be implemented on social media or

in-store displays. Personalised services, such as alterations, mending or bespoke prints, strengthen the connection between the product and the wearer. Product descriptions should also emphasise the quality and sentimental value of the garment, not just its trendiness or novelty.

Extending the lifespan of garments is an essential part of sustainable fashion. Small brands can promote this by offering repair services in their shops or by collaborating with local tailors. Customers can also be guided on how to care for their clothes properly by sharing tips on, for example, washing, airing and storage via social media, newsletters or workshops. Take-back schemes or second-hand clothing sections – whether in high-street shops or online stores – can, in turn, give clothes a new lease of life and reduce textile waste.

Finnish consumers increasingly value transparency and authenticity in both production and communication. Information about the supply chain, the origin of materials and the people behind production builds trust. Even if a company is only just beginning its sustainability journey, honest and open communication about its current situation and future goals supports long-lasting customer relationships.

Product design aimed at longevity, rather than following trends, is an effective way to promote mindful consumption. Brands should focus on timeless, versatile and high-quality products that will last for years. Public awareness of the environmental impact of fast fashion can be raised, for example, through blog posts, social media posts and newsletters. Promoting the concepts of slow fashion and the ‘capsule wardrobe’ – and integrating their own products into these concepts – helps steer consumers towards more purposeful purchasing behaviour.

Collaboration is a key asset for small brands. Working with local producers, textile manufacturers and logistics providers who share similar values can generate synergies and strengthen the network for responsible business practices. Joining industry networks, such as Eetti ry, Fashion Revolution Finland or Finnish Textile & Fashion, offers opportunities to share experiences and ideas, as well as to work together to influence the development of the sector. Joint pop-up shops and events with other small businesses can also help to reduce marketing costs and expand the customer base.

Small brands play a unique and influential role in promoting conscious consumption. In communications, it is advisable to avoid language that encourages overconsumption and instead use phrases such as ‘carefully crafted in small batches’ or ‘made to last’. Limited production volumes can increase the value of products and reduce the risk of overproduction. Customers can be encouraged to adopt more sustainable consumption habits, such as shopping seasonally or planning their wardrobe for the longer term. This can help build a more balanced and sustainable relationship with fashion.

VII. Conclusion

Our advocacy campaign highlights the critical shift that the fashion and textile industries desperately need – from overconsumption to informed and responsible choices. Throughout the project, we investigated the carbon footprints of local businesses, engaged in international collaboration and ultimately decided to focus on the overconsumption of clothing in Finland as a concrete, relatable and impactful issue.

Through meetings with experts, entrepreneurs and advocates of sustainable development, we learnt that responsibility in the fashion industry must start with businesses – but it is most effective when supported by informed, committed consumers and bold political action. Many small and local businesses are already leading the way, demonstrating that sustainable practices and economic viability can go hand in hand.

By encouraging people to consume less, to value what they already own and to support responsible businesses, we aim to promote a more sustainable and thoughtful consumer culture. Change begins with awareness, but it becomes a reality through collaboration, innovation and political will. The future of fashion does not lie in faster trends or cheaper prices, but in deeper values, smarter choices and shared responsibility. Together, we can reduce the fashion industry's carbon footprint through our conscious choices.

5. Sources

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I. Introduction: why did we join the project?

The Teamit+ experience was much more than a project for us; it was a real adventure in the service of an important cause. We had a unique opportunity to take part in an initiative that has a significant impact on our environment and our communities. Throughout this journey, we acquired valuable skills in project management and in launching an effective advocacy campaign. We also put our language skills to good use, enriching our collective experience.

Our team of ambassadors is a diverse group of people from various backgrounds: Eve Dinet, 19, who is training in nature conservation management; Arthur Fresse, 23, a second-year student in general engineering for advanced industrial techniques; and Margaux Thieblin, 24, a master's student in international solidarity project management.

We have all chosen to be fully committed to this initiative because we believe that every action counts in the fight for a sustainable future. Together, we have wanted to do our bit and actively help to promote a circular economy that respects the environment.

II. How did we come up with our proposal?

At the beginning of December 2024, we were invited to an event in Greece called '24 Hours of Innovation'. This event brings together companies and students around a creative challenge: to come up with an innovative idea in 24 hours. However, for us, it was going to be a little different; despite the limited time initially allocated for new ideas in this intensive event, our goal was also to extend our work beyond the 24 hours.

During those two days we spent together, we began to develop our solution. At the start of the process, several ideas were generated thanks to questions and research from the ambassadors representing the four countries present: France, Spain, Finland and Greece.

We spent the first day getting to know each other and sharing our experiences, to build a photographic picture of the environmental challenges in each of our countries. This not only helped us to identify ourselves, but also to pinpoint the specific problems to which we should direct our efforts.

And so the main idea was born: to create an online platform showcasing sustainable businesses from each participating country, so that users can easily find local initiatives and resources dedicated to sustainability.

On the second day, the teams were formed, each tasked with researching the environmentally-friendly businesses in their respective region. This approach aimed to lay a solid foundation for the final prototype we were to present.

Afterwards, each group was assigned a topic defined according to the characteristics of their territory:

- For France: agriculture
- For Spain: corporate emissions and business models
- For Finland: fabric consumption
- Greece: energy use

This clear division not only allowed for greater specialisation but also enabled us to target our future campaigns effectively.

Finally, after two intensive days working on our proposals, we had the opportunity to present our proposal to all the participants and the jury.

III. Our campaign: a website

In a context where environmental and economic challenges are increasingly intertwined, we believe it is essential to reinvent the ways we produce, consume and, above all, collaborate. Therefore, to meet this challenge, we created a website: a space for exchanging information and connecting different actors committed to a sustainable approach.

This idea came about following our discussions with other TeamIt ambassadors in Greece. We wanted to create a practical and genuinely useful platform. During our time together, we managed to gather all the necessary elements for our website, ensuring that everyone's ideas were properly represented and backed up with accurate data. The website took shape during these '24-hour innovations'; we then improved it using the information gathered, for example, by interviewing key stakeholders, to make it more complete and accurate. Today, the website features an interactive map showing the four countries participating in the TeamIt+ programme, marked with clickable green dots.

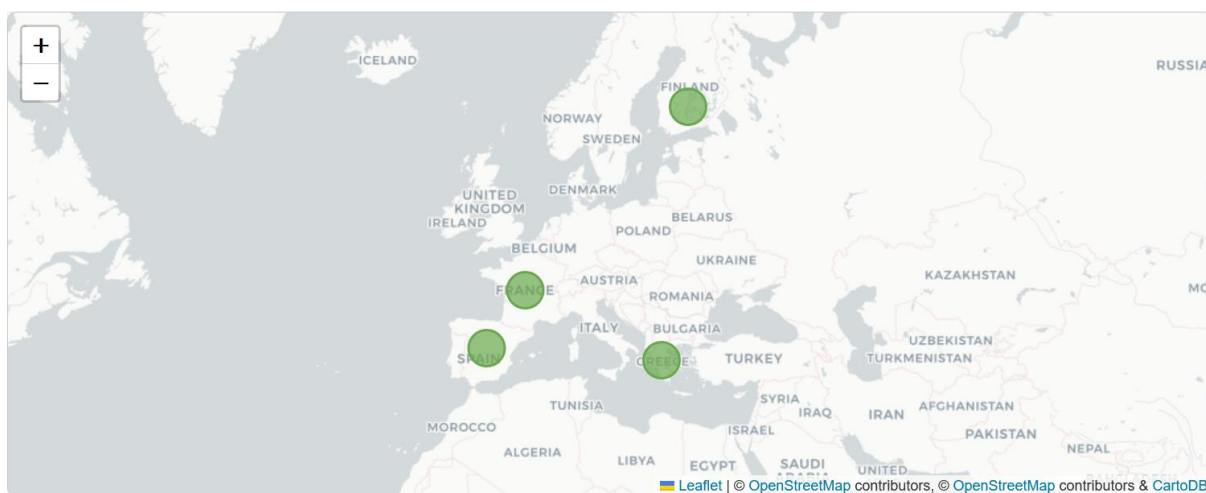


Figure 1: Interactive map

It includes a wealth of detail on the various suppliers or support schemes in areas such as energy, transport, waste management and many others.

For example, if you select France, the site lists a green electricity supplier called IleK in France, but also refers to ADEME.¹

Information for France

Suppliers	Transporters	Waste Management	Agriculture	HowTo
IleK Schneider energetics Le prêt Eco-Energie (PEE) ADEME	Alstom	Local Recycling Industrial Composting Organic Waste Solutions	Agreegreen Fertile Circularity	Energy Saving Tips Eco-friendly Living Sustainable Solutions

Figure 2: Information about the selected country (France)

The site can be accessed at: <https://www.frarthur.github.io/TeamIt>

¹ The French Environment and Energy Management Agency is a French public body for industry and commerce, whose purpose is to initiate, direct, coordinate, facilitate or carry out activities related to environmental protection and, in particular, energy management.

Source: [Wikipedia](https://fr.wikipedia.org/wiki/ADEME)

Objective

The aim of our campaign was to create a website for free information gathering and sharing through a dynamic, clear and accessible platform. We aimed to promote the circular economy in Europe by connecting small businesses, partners and all actors committed to a sustainable approach. If the website were a reality, our intention would be to showcase exemplary initiatives, to help users make informed choices — for example: why choose a green energy supplier instead of a giant like EDF. The website would seek to centralise resources, news, projects and contacts to promote the ecological transition and strengthen collective efficiency.

We would like to create a trusted brand, a reference point for those who want to consume or produce differently.

How our website works

The ultimate aim of the website, had it been launched, would be to contact and select actors according to strict criteria, taking into account the opinions and needs of the potential users.

At the moment, the platform is only in the prototype phase. Therefore, it incorporates several of the areas mentioned above and, of course, has been influenced by our research, interviews, etc., in order to meet the requirements of the claim campaign.

Should we need to produce a final version of this website, we would contact many more stakeholders to compare, sort, select, and so on.

As the aim is to provide an idea and demonstrate the details of our thinking, we are presenting this version of the platform. As we still find the concept interesting, should the project proceed, we recommend conducting further research and meeting with other stakeholders without hesitation.

After speaking with some farmers to understand their specific expectations, we could share this information in a clear and transparent way.

Target audience

This platform is primarily for European small and new enterprises, public and private partners, farmers, active citizens, transporters, suppliers and actors in the recycling sector. It is aimed at anyone who wants to participate in the circular economy. We aim to achieve a wide impact!

Access and use

The platform is fully accessible online from any device with an internet connection. Its scope covers the whole of Europe.

When you need information, contacts or resources related to the circular economy! The site is available 24/7, with no access restrictions.

Method selection

We firmly believe that data must be accessible, understandable and reliable.

This approach not only maximises visibility but also ensures accessibility and collaboration among all European stakeholders involved in the circular economy.

This platform is currently in its first version and is a prototype, so we can suggest areas to focus on once the tool is fully operational. These areas would be: ensuring that the information is frequently updated and guaranteeing the security of the data shared.

IV. List of stakeholders gathered

The aim of the initiative

To develop a joint toolkit with other ambassadors, we conducted some research and also decided to ask questions of the people directly affected by this issue: key players in the agriculture and food sector. Ensuring our information is relevant is a priority, so the opinions of potential users are essential.

Summary of the stakeholders we engaged with

Activity	Company	Location	Interview appendices
Farmer (retired)	Organic farmer ²	Deux-Sèvres, France	Appendix 1
Farmer (student assistant director)	Winemaking company (³ /AB/HVE, EARL) ⁴	Gironde, France	Appendix II
Winemaker	Winemaking	Gironde, France	Appendix 3

Questions asked to the interviewees

General questions:

- Please describe your organisation and your role
- What are your main concerns regarding the environment?
- Have you already implemented sustainable practices in your company? If so, which ones?
- Are there any accessible tools or measures to help implement more sustainable practices or reduce your carbon footprint?
- Do you believe your business model is sustainable? What does sustainability mean to you?

Regarding the challenges you have encountered:

- What obstacles have you encountered when implementing measures?
- How do you perceive the impact of climate change in your day-to-day work?

Solutions and innovations:

- What innovative solutions have you seen or implemented to improve sustainability in agriculture?
- Do you have any recommendations for us (at local, national or European level, etc.)?

Support / Collaboration:

- What types of organisations do you collaborate with (schools/NGOs/other farmers)?

² Organic farming

³ Limited liability farm

⁴High environmental value

- Do you think it would be necessary to encourage an increase in the number of farmers to adopt these agricultural practices, and if so, how? Do you feel sufficiently supported in your efforts (financially, technically, etc.)?

Perspective / Future:

- How do you see the future of sustainable agriculture in France in the coming years? What changes do you hope to see?
- How would you advise young farmers who want to follow an environmentally-friendly farming model?

V. Why did we choose this topic?

After taking the time to get to know each other's life paths and convictions, we quickly realised we had a common goal: to launch actions to reduce carbon emissions in Europe.

However, as our discussions progressed, we realised that the sectors most affected by CO₂ emissions vary significantly depending on the country. For the participants from Greece, the main challenge lay in the energy sector; for the Spanish participants, it was emissions linked to business activity and the economic model; for the Finnish participants, the fast-fashion industry was a particular problem; and for us, the French ambassadors, focusing on the agricultural sector seemed essential.

Without wishing to exclude any of these areas, as they are all important depending on the national context, we sought a common entry point that would encompass all these different realities. Thus, we identified the social and solidarity economy (ESS) as a cross-cutting and inclusive lever. The ESS, in fact, addresses several key sectors: energy, transport, business activity, agriculture and even textile consumption.

With this perspective, we have united the differences between regions and sectors around a shared goal: to act collectively to reduce the carbon footprint in Europe.

VI. Conclusion

Throughout this work, we have realised that working towards sustainable development and the circular economy is much more complex than it appears. Indeed, this requires numerous levers: the commitment of the actors on the territory, facilitating a working dynamic through subsidies, partners or funding, consultations, etc.

These discussions, particularly with the farmers, have deeply convinced us of the decision to focus on the circular economy. They have been the link between our work and the reality on the ground, facing the challenges that these professionals have. It has been thanks to their stories, hopes and recommendations that it has been possible to gather the elements to enrich this document.

We are now convinced that collaboration between different sectors, the sharing of knowledge, and access to tools and resources (such as our website) are essential assets for moving forward towards a more sustainable model that uses fewer natural resources, while strengthening essential social bonds.

This Teamit project has been a step for us towards that movement, but it is only the beginning. Following the work we have done amongst ourselves and with ambassadors from other countries, we must sustain these commitments over time and strive to share them as widely as possible.

Appendix I

We met a retired farmer who has been farming organically for over 40 years. Today, his brother runs the farm alone. They have goats, cows and pigs; not many, but enough to consume all the hay and straw produced on the farm. The farm is in the west of France and has been organically certified for over 40 years. This certification reflects both brothers' commitment to protecting their land.

The two brothers have gradually put in place sustainable practices, such as keeping various animal species to meet different needs and complement their production (pigs eat the waste from goat cheese production, cows graze on the wet pastures that the goats won't go to...). Today, they use various tools to promote sustainable agriculture, such as:

- national subsidies
- Through the Common Agricultural Policy: with financial support (eco-schemes, agri-environment and climate measures)
- National Strategic Plan: the version which incorporates the CAP's environmental objectives
- agroecology: crop rotation, hedgerows, diversification...
- responsible use of water and inputs.

Thanks to these measures, we can say that the farm is sustainable. For them, this means they can produce goat's cheese or meat without damaging the environment or destroying natural resources.

Of course, it hasn't always been easy. When they started 40 years ago, switching to organic farming was frowned upon by other farmers. Today, the biggest challenge is that they are more dependent on nature than conventional farmers, who can, for example, limit risks by using inputs.

However, they have chosen to continue with organic farming because of their deep commitment to protecting the environment for our and future generations.

Today, they clearly see the impact their work has on their lives, the environment and animal welfare, and this is greater than in conventional farming. Furthermore, they know their work is meaningful and that it does not destroy the environment.

The farmer says he now receives more support than at the beginning, but he is a little uncertain about his brother's situation. He explained that national and European subsidies are constantly being reduced. He hopes that politicians and his fellow farmers will realise that protecting the environment is the most powerful lever for tackling climate change. To this end, he recommends providing farmers with training in best practices and offering greater financial support if they use environmentally friendly methods, which he says could motivate them.

Emphasising that their work is meaningful, they wish to express their commitment to the environment by welcoming visitors to the farm. Indeed, they sometimes host guests in their farm accommodation to share their knowledge of the environment; they offer visits, activities and, in general, initiatives that explore the role of nature in agriculture. They also sometimes welcome school groups.

Finally, the farmer we interviewed told us that he has hope for our generation. He believes that if we want to avoid climate change by educating people, changing laws, or helping farmers to adapt their practices, it is possible!

Appendix II

We met with an intern who is working as deputy managing director in a limited agricultural company (EARL). He is committed to environmental conservation and, in particular, wants to protect pollinators. In 2019, he began the transition to organic farming (BIO) and in 2020 he obtained the High Environmental Value (HVE 3) certification.

To reduce the carbon footprint of his farm, he has implemented various sustainable practices. His future plans include considering a switch to electric tractors to further improve the sustainability of his farming activities.

Despite the challenges he faces, particularly the time it takes to comply with environmental requirements, he believes his model is sustainable. For him, a sustainable business does everything it can to reduce its pollution.

Likewise, he sees the impact of climate change in his daily work, which requires more time in the vineyard and makes certain routine tasks more difficult. Although he sees innovative solutions such as the switch to organic farming, he highlights a general lack of resources that hinders other initiatives.

The intern recommends that farmers need to learn to help each other, and stresses that more support is needed to promote organic products. In their opinion, the situation is not financially or technically alarming, but the high price of electric tractors continues to be a major obstacle to their widespread adoption.

Looking to the future, he fears a decline in the number of farmers, but hopes to see a continuous improvement in the quality of agricultural produce. Finally, he gives this advice to young farmers who want to start environmentally sustainable farming: "Fully commit to your commitment to nature".

Appendix III

We met with a contract tractor driver and winemaker at a vineyard in Bordeaux. His main environmental concerns are the treatment of emissions from the winery and vineyard, as well as the strategy for mechanical weed control. He has also taken the initiative to create green spaces such as copse to promote biodiversity.

He has implemented several sustainable practices on his estate. These include a more environmentally friendly treatment of the grapevines, using products that cause less harm to the environment, as well as the creation of hedgerows and the introduction of bees.

Every year, he has the carbon footprint of his property assessed by an external company that reviews its data. Although the precise details of this analysis are not clear, he considers it a key tool for improving his environmental impact.

For him, sustainability is about producing enough quality grapes each year, whilst protecting the health of his vineyards and the environment. Fortunately, he has not encountered many obstacles in implementing these measures on his property; he acknowledges that having the financial resources makes things much easier.

Regarding the impact of climate change on his day-to-day work, he notes that each summer is hotter, with winters also noticeably colder, and that rainfall is highly variable.

The winemaker interviewed wants to increase the biodiversity of his vineyard as an innovative solution to be applied more widely in the future. However, when asked if he has any recommendations or would collaborate with other organisations such as schools or NGOs, he acknowledged that he does not have much information to share.

Regarding the necessary support for farmers who wish to adopt more environmentally sustainable practices, although he has not yet decided on the specific measures to be taken, he stresses that great courage and patience are essential in this highly demanding sector. To conclude his reflections on the future of sustainable agriculture in France, he advises young farmers to "find the right people and conduct extensive trials in their own vineyards".



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1. Greece Common Part – Introduction

The 24-hour TEAMIT+ event, hosted in Greece, provided a unique opportunity for people from across Europe to collaborate in a dynamic and practical problem-solving environment. As part of the second phase of the TEAMIT+ programme, the event brought together participants from diverse cultural and professional backgrounds, creating an innovative environment where different perspectives came together to tackle complex challenges in a creative and effective manner.

The interdisciplinary composition of our team enabled a holistic approach to problem-solving—an approach that would have been difficult to achieve in a more homogeneous group.

Although the experience was extremely enriching, it was accompanied by challenges—particularly in terms of overcoming language and communication barriers. With members speaking different mother tongues and coming from diverse cultural backgrounds, effective collaboration required patience, adaptability and a shared commitment to clear communication. However, these obstacles strengthened our teamwork skills and prompted us to find creative ways to bridge the gaps and foster mutual understanding.

Furthermore, the strict time constraints ultimately proved to be an advantage rather than a hindrance. They fostered quick thinking, rapid prototyping and swift decision-making—all essential for achieving the programme's objectives. This high-pressure environment highlighted the importance of flexibility and teamwork, providing valuable learning experiences for all participants. Ultimately, the event not only strengthened our problem-solving skills but also highlighted the importance of collaboration in an international and multicultural context.

2. Linking Innovation with Sustainability

Just as the 24-hour TEAMIT+ event demonstrated the power of collaboration in problem-solving, so too does reducing the carbon footprint in businesses require an equally innovative and collaborative approach—particularly in the energy sector. Across Europe, energy consumption and sustainability are pressing challenges, with each country called upon to provide solutions that are tailored to its own economic circumstances, industrial needs and available resources. Although Greece has significant potential in renewable energy sources, other countries may require different, tailored solutions. Successfully addressing these issues requires not only technological

progress, but also transnational cooperation, strategic decisions and flexibility—elements that have also proved decisive in the TEAMIT+ experience.

3. Greece Can – The Path to a Sustainable Future

The environmental impact of business activities is now one of the most pressing global issues, with carbon emissions accounting for— are considered to be among the key factors contributing to climate change and the degradation of natural ecosystems. In Greece, as in many other countries, businesses are beginning to realise that sustainable practices are not only environmentally necessary but also crucial for long-term economic resilience. At present, Greek businesses account for around 28 per cent of the country's total carbon dioxide emissions. Sectors such as manufacturing, shipping and tourism are particularly energy-intensive, making it imperative to incorporate environmental considerations into business strategies.

However, Greece possesses significant advantages on the path to sustainability. Its sunny Mediterranean climate, the strong winds in the Aegean and the hydroelectric potential of its mountainous regions provide a solid foundation for the development of clean energy. Progress has already been remarkable: by 2023, renewable energy sources accounted for almost 50 per cent of the country's electricity generation—with wind power reaching 28 per cent and solar power 16 per cent. This trend highlights not only Greece's achievements but also the vast untapped potential it possesses.



The transition to a low-carbon economy offers multiple benefits. Beyond reducing emissions, it contributes to reduce energy costs, limits dependence on imported fossil fuels and creates new jobs in growing 'green' sectors such as clean technologies, renewable energy sources and environmental services. However, this transformation requires more than just natural resources—it needs targeted investment, supportive policies and coordinated action from both the public and private sectors.

For meaningful progress to be made, it is essential that businesses, policymakers, researchers and local communities are directly involved. By understanding the real challenges and opportunities in each sector, develop solutions that are effective and appropriate for each context. With the right combination of innovation, investment and collaboration, Greece has everything it needs to become a pioneer in the transformation of businesses towards sustainability—paving the way for a greener and more resilient future.

4. Integrating Renewable Energy Sources: Practical Strategies for Greek Businesses

Across Greece, businesses of all sizes are beginning to recognise renewable energy sources not only as a means of cost saving, but also as a strategic advantage. For small and medium-sized enterprises (SMEs)—which form the backbone of the Greek economy—the shift towards renewable energy offers a unique opportunity: reducing operating costs, protection against fuel price fluctuations, and compliance with the stricter environmental standards set by both regulatory authorities and consumers.

Fortunately, the country's abundant natural resources and rapidly developing clean-tech ecosystem make this transition more feasible than ever. From manufacturing and tourism to agriculture and services, there are multiple pathways for integrating renewable energy technologies tailored to the needs of each business.

An accessible starting point is solar energy, and more specifically photovoltaic (PV) systems installed on rooftops, undeveloped plots or car park canopies. These systems enable businesses to generate their own electricity, often covering a significant proportion of their daily consumption. Through net metering, surplus energy is fed back into the grid, generating credits that further reduce costs over time. For sectors requiring large quantities of hot water—such as hotels, laundries or food processing plants—solar thermal systems offer a simple, efficient and long-term solution for heating using renewable sources.

In more rural or industrial settings, biomass and bioenergy hold particular promise. By utilising timber, agricultural residues or organic by-products to generate heat and energy, businesses can develop circular models that minimise waste and reduce dependence on fossil fuels—particularly in regions with direct access to raw materials and the appropriate infrastructure.

Wind energy is also an important, albeit more specialised, option. Businesses with access to open spaces or exposed coastal areas can invest in small or medium-scale wind turbines that provide a steady supply of energy. In some cases, hybrid systems—which combine solar, wind and battery storage—offer greater energy autonomy and reliability, particularly in remote areas or on islands with an unstable grid connection. The most encouraging development is that the range of financing options for such investments is expanding. Businesses can now benefit from government grants, European programmes, 'green' loans and performance-based financing models, where repayment is linked to energy savings. The Greek government has also introduced tax incentives to boost energy efficiency and the adoption of renewable energy systems. The main challenge is selecting the appropriate solution for each business, depending on its size, location and operational profile. However, with increasing awareness, the availability of technical support and new financing options, renewable energy is becoming an increasingly realistic and cost-effective choice for Greek businesses.

5. Best Practices: How Greek SMEs Are Leading the Way in Renewable Solutions

Although national strategies and major infrastructure projects are key pillars of Greece's green transition, small and medium-sized enterprises (SMEs) across the country demonstrate on a daily basis that sustainability is achievable at a local level too. Three illustrative examples—Chliapas S.A., Voio Agricultural Products and the Kamkoutis Winery—highlight how Greek businesses are integrating renewable energy sources and the circular economy into their day-to-day operations. Whether in the manufacturing, agricultural production or winemaking sectors, these SMEs offer vivid examples of innovation, resilience and environmental responsibility, highlighting the potential of the Greek green economy 'from the bottom up'.

6. Chliapas S.A.: Heating with Sawdust – A Practical and Substantive Approach

Chliapas S.A., a company operating in the wood processing sector, undertook a key operational change that began as a practical solution and evolved into a sustainability strategy: heating its facilities, covering an area of 500 m², using sawdust instead of conventional fuels such as diesel. Operating for around 200 days a year during the winter months, the company consumes around 300 tonnes of sawdust annually—equivalent in energy terms to 30,000 to 35,000 litres of heating oil, depending on the fuel's efficiency.

This approach offers significant cost savings, whilst also reducing the company's dependence on fossil fuels and its exposure to fluctuations in oil prices. Most importantly, however, sawdust is a by-product of the company's own wood processing operations—transforming potential waste into a valuable source of energy. This is a prime example of the principles of the circular economy in action: utilising waste to meet the company's basic needs in a way that minimises its environmental footprint. The experience of Hliapa S.A. demonstrates that even the most traditional sectors can adopt green solutions with long-term benefits. Through a combination of technical infrastructure and a strategic mindset, the company manages to heat its facilities efficiently, significantly reducing its carbon footprint.

7. A Pioneering Example of Sustainability in the Agri-Food Sector

Another striking example is Voio Land Products, an agri-food company in Western Macedonia that specialises in the production of high-quality traditional pulses. Built on strong local roots and a philosophy of quality, the company has become a model of sustainable farming and energy management. Its operations stand out for the integration of renewable energy sources, such as photovoltaic systems, as well as for the systematic management of natural resources, such as water and soil.

Proionta Gņs Voio does not limit itself merely to reducing its carbon footprint through clean energy, but also promotes agroecological methods that contribute to the regeneration of the land and biodiversity's conservation.

The company's strategy includes limiting the use of synthetic inputs, as well as adopting low-emission practices in transport and packaging. By integrating sustainability into both its production process and its corporate identity, the company demonstrates how the traditional primary sector can be transformed into a modern model of environmental resilience.



8. Kamkoutis Winery: Where Tradition Meets Sustainable Innovation

The Kamkoutis Winery, located in Velvento, Kozani, is an excellent example of how even small, family-run agricultural businesses can adopt renewable energy sources, thereby enhancing their efficiency and sustainability. The business is in the process of installing a 9.72 kW photovoltaic system through the net metering scheme, which will enable it to generate the necessary electricity itself and offset its consumption against the national grid.

This initiative is expected to reduce the winery's total electricity costs by approximately 15 per cent—a significant saving for a small business operating in a competitive and energy-intensive sector. By investing in solar energy, the Kamkouti Winery is not only reducing its operating costs but also contributing to national targets for decentralised

clean energy production. This move reflects a broader shift amongst agricultural SMEs, which now recognise that environmental responsibility and economic sustainability can coexist—even in traditional sectors such as winemaking.

9. Beyond SMEs: How Large Greek Companies Have Turned to Renewable Energy

As Greece accelerates its transition towards sustainability, several large Greek companies are emerging as pioneers in integrating renewable energy sources into their core operations. These companies are demonstrating that the adoption of clean energy is not only feasible on a large scale, but also essential for maintaining a competitive edge and achieving national climate targets. Their initiatives span a range of sectors, demonstrating that sustainability can be meaningfully integrated into a company's strategy—whilst simultaneously promoting economic growth and environmental responsibility.

10. PPC Renewables

PPC Renewables, the green energy subsidiary of the country's largest electricity supplier, is dynamically expanding its portfolio in solar and wind energy, with large-scale projects both on the Greek mainland and on the islands.

The company is committed to a phased phase-out of coal, aiming to become a regional leader in clean energy generation in South-East Europe. By early 2025, PPC Renewables manages a total of 3.0 GW of installed capacity (1.6 GW in Greece and 1.4 GW internationally), with a target of 11.8 GW by 2027.

11. Flagship projects include

- Ptolemaida Solar Park (550 MW): One of the largest in Europe, scheduled to come on stream in 2025.
- Megalopolis Project (490 MW): This
- crucial capacity to the company's green portfolio.
- Kozani Photovoltaic Plant (204 MW): Already operational and making a significant contribution to the country's renewable energy production.
- Wind farms in Rodopi, Fokida and Argolida (100 MW): With an annual output of over 280 GWh and a reduction in CO₂ emissions of 142,000+ tonnes.
- Deleni Wind Farm (Romania, 140 MW): Expected to generate 370 GWh per year by the end of 2025.
- The company is also investing in energy storage systems:
- Melitis 1 (48 MW / 96 MWh) in Western Macedonia.
- Ptolemaida 4 (50 MW / 100 MWh) near the former lignite mines.

- At an international level, it is collaborating with RWE on the development of a 567 MW photovoltaic project in Central Macedonia. With its leading role in innovation and grid modernisation, PPC Renewables is playing a decisive role in Greece's transition to a sustainable energy future.

METLEN Energy & Metals

- The multinational industrial group METLEN operates in the energy, metallurgy and infrastructure sectors, integrating renewable energy through its subsidiary METKA EGN, which designs and operates solar parks in Greece and abroad.
- The company has set itself the goal of achieving by 2030, investing heavily in green hydrogen production and energy storage technologies.

Key investments:

- A 262 MW solar project in Larissa, with 210 MW secured through a power purchase agreement (PPA).
- A 588 MW photovoltaic portfolio in Chile, with projected generation of 1.6 TWh/year.
- It is planning investments totalling €3.3 billion in Italy to strengthen its European renewable energy portfolio.
- By combining extensive industrial experience with innovative clean energy solutions, METLEN demonstrates that even the most energy-intensive sectors can be transformed towards sustainability.

Athens Brewery (Heineken Group)

- The Athenian Brewery is a prime example of the integration of renewable energy sources into the food and drink industry. It uses biomass boilers and solar thermal systems on its production lines, whilst also sourcing green energy from certified suppliers.
- Its initiatives extend to water management, waste reduction and circular packaging, implementing a comprehensive sustainability strategy.

Coca-Cola Tria Epsilon

The company has integrated sustainability into every stage of production:

- Installation of solar panels at its factories.
- Transition of the vehicle fleet to electric and hybrid vehicles.
- Investment in water management and sustainable sourcing.

- Coca-Cola Tria Epsilon demonstrates how multinationals can implement global sustainability strategies tailored to the Greek context.



Lidl Hellas

- Lidl Hellas is integrating renewable energy through photovoltaic systems in its stores and distribution centres. At the same time, it is investing in energy-efficient buildings, LED lighting and smart energy management systems.
- Its strategy helps both to reduce its environmental footprint and to improve operational efficiency.

Lamda Development

Lamda Development, a leader in the property development sector, incorporates renewable energy and green building standards into major projects, such as the Athenian Riviera. It utilises:

- Solar energy
- Energy-efficient HVAC systems
- Sustainable materials and smart technologies

Through its practices, it contributes to urban sustainability and enhances the long-term value of its investments.

12. Other Illustrative Examples

TITAN Group: Invests in alternative fuels, efficiency and the use of renewable energy sources at its plants. Ellaktor Group: Is expanding its portfolio of wind and solar projects, with a focus on sustainability infrastructure.

TERNA Energy: One of the largest renewable energy producers in Greece, with over 1 GW of installed capacity.

Frigoglass: Is implementing photovoltaic systems and energy efficiency upgrades at its factories, reducing electricity consumption and emissions.

These companies demonstrate that environmental responsibility and economic success are not conflicting goals but mutually reinforcing ones. Through their initiatives, they are actively supporting Greece's transition towards a sustainable, innovative and competitive economic model. At the same time, they are paving the way for smaller businesses and new sectors, bolstering sustainability across the entire Greek business landscape.

13. Conclusion: Greece's Green Transition – Growing Together for a Sustainable Future

Greece stands at a crucial crossroads on its path towards a sustainable future. The commitment shown by large Greek companies, combined with the innovative approaches of small and medium-sized enterprises (SMEs), forms a strong and united front that is driving the country towards the green transition. From heavy industry and energy groups to agile local businesses, the adoption of renewable energy technologies demonstrates that environmental responsibility can coexist with and enhance economic success.

The major companies featured—DEI Renewables, METLEN (Mytilineos), Athenian Brewery, Coca-Cola Tria Epsilon, Lidl Hellas, Lamda Development and others—are inspiring examples of how bold investments and strategic thinking can reshape entire sectors. Their leadership not only accelerates Greece's progress towards its emissions reduction targets, but also strengthens its position as an emerging hub of innovation in clean energy in the Mediterranean.

At the same time, Greek SMEs, with their flexibility and local knowledge, are complementing these efforts through practical renewable energy solutions tailored to their own needs and regional characteristics. From biomass heating and rooftop solar

panels to energy retrofits, smaller businesses are making a substantial contribution to reducing the national carbon footprint and strengthening resilient local economies.



Greece's abundant natural resources—intense sunshine, strong winds and hydroelectric potential—provide a valuable foundation for this transition. Combined with supportive policies, increased access to green finance and growing environmental awareness, they unlock enormous potential for sustainable development and energy self-sufficiency.

Looking to the future, the collective commitment of businesses of all sizes, underpinned by a collaborative public-private framework, will be crucial to fully harnessing the potential of renewable energy in Greece. This holistic approach promises not only a healthier environment, but also economic resilience, job creation and competitiveness in an ever-changing global market.

Through innovation, collaboration and a clear vision for sustainability, Greece is well placed to set an example—demonstrating that the shift to renewable energy sources is not merely an environmental necessity, but a path towards a prosperous and resilient future for all.

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1. Introduction to the TEAMIT+ Project Advocacy Campaign

Energy Efficiency: Key to a Just and Sustainable Transition

The energy transition is no longer an option: it is an urgent need. Climate change, the energy crisis and business competitiveness demand a more efficient, cleaner and more accessible model. In Spain, the transport (27%), agriculture (21%) and residential and commercial buildings (15%) sectors account for a significant share of emissions. However, we do not see just a problem, but an opportunity: to boost energy efficiency to reduce costs, improve competitiveness and build a more sustainable future.

Why this Campaign?

We have focused our campaign on the energy efficiency of SMEs, as 99% of the business fabric in Spain is made up of small and medium-sized enterprises. Although they are not the main emitters or producers of energy, their impact through energy consumption, operational efficiency and infrastructure improvement is significant.

This is not just about saving energy, but about transforming the way we operate, do business, and protect the environment. Energy efficiency is the most appropriate measure for the energy transition in SMEs: it allows them to reduce their carbon footprint in a practical and affordable way, without the need to generate renewable energy themselves.

Energy Efficiency: The Missing Piece in the Energy Transition

Renewable energies are not enough if we continue to waste resources. Energy efficiency allows us to:

- Reduce consumption without sacrificing productivity.
- Lower operating costs and increase profitability.
- Access green financing and tax benefits.
- Comply with environmental regulations and attract more conscious customers.
- To make it easier for SMEs to contribute to the energy transition from their own capacities.

It is time to act. Across Europe, companies are leading innovations in sustainable construction, renewable energy and smart energy management. Spain cannot be left behind.

Our Commitment

With this campaign we want to:

- Raise awareness of the problem: Lack of access to finance and know-how should not be a barrier.
- Connecting SMEs with solutions: from technical training to financial support and practical strategies.
- Act as a bridge between key actors: governments, investors and experts must collaborate to make the energy transition accessible.

Spain has the potential to lead in energy efficiency. The question is: will we take advantage of this opportunity?

2. The Campaign

"24h of Innovation" in Kozani, Greece

As part of our commitment to raising awareness and promoting energy efficiency, we participated in the "24h of Innovation" event, held in Kozani, Greece. This event, created by the École Supérieure des Technologies Industrielles Avancées (ESTIA) in France in 2007, seeks to foster creativity and innovation in an intensive 24-hour format.

The meeting brought together participants from France, Greece, Finland and Spain to develop this advocacy campaign on energy efficiency and sustainability. Our involvement allowed us to integrate energy efficiency into the broader discourse on innovation. In this international and dynamic environment, we explore new methodologies and practical strategies to facilitate the energy transition of SMEs.

The event also provided an opportunity to present our campaign goals to the public. In just 24 hours, innovative ideas were generated that today constitute the pillars of our proposal. This experience confirmed our conviction that energy efficiency is not only an environmental necessity, but also a driver of business innovation and competitiveness.

To make our work more accessible and visually appealing, we have created a dedicated website where all our research, initiatives and results are collected. This platform aims to become a reference hub for SMEs, policymakers and stakeholders looking for resources, good practices and actionable solutions. Through an interactive and user-friendly experience, we want to ensure that businesses of all sizes can easily access the information needed to contribute to a more sustainable future.

3. Conversations with Actors in the Territory

What do SMEs think?

To answer this question, we designed a specific survey (Annex 1) that has allowed us to compile the main concerns and perceptions of companies in relation to sustainability and the energy transition, according to the activity of each one. This phase is essential not only to validate our commitment to the project, but also to identify the key aspects that companies consider to be priorities in this area.

When asked to rate the importance of energy efficiency and sustainability on a scale of 1 to 5, most participants rated a 4 or 5, indicating a generally high level of awareness and engagement. One respondent summed up his company's stance by highlighting the need for more clarity: "We have a lot of questions about where we could be more energy efficient."

The main advantages identified by companies in improving their energy efficiency were the following:

- Reduced operating costs.
- Access to subsidies and incentives.
- Improvement of environmental impact and corporate image.
- Compliance with environmental regulations.

However, despite this positive perception, SMEs face several obstacles to implementing energy efficiency measures:

- Lack of technical knowledge or qualified personnel.
- Limited access to finance or credit.
- Lack of time or clear guidance.

For example, one person said, "The main problem is not knowing enough and the high cost of adapting our systems." Another added: "We don't have the internal resources or expertise to evaluate energy-saving options."

When asked what measures had already been adopted, some companies reported taking concrete actions to improve their energy efficiency. However, others were in the early stages, citing uncertainty or lack of support.

Among the measures implemented are:

- Replacement of conventional lighting with LED systems.
- Use of renewable energy sources (solar, wind).
- Staff training and awareness programmes.
- Optimized use of energy-intensive equipment.

In terms of financing, only a small number of companies said they had received any type of financial aid. Many were unaware of incentives or did not know if their company had applied for one. When asked what type of support would be most helpful, the most frequent responses were:

- Free energy audits and diagnostics.
- Personalized technical advice.
- Direct subsidies or tax incentives for investments.

The open-ended responses revealed that SMBs' concerns go beyond the financial. Key themes include:

- Cost and feasibility of adopting sustainable practices.
- Knowledge of available options and technologies.
- Difficulties in managing bureaucracy and accessing reliable information.

- Doubts about the real impact or effectiveness of certain measures.

One person noted that the lack of knowledge and high costs of new technologies are major obstacles, while environmental and regulatory issues are perceived as less urgent due to low institutional demands. The carbon footprint is rarely considered along the entire supply chain.

Another person indicated that his company has been committed to sustainability through integrated production and responsible marketing for more than 16 years, but faces a relevant challenge: many customers and institutions continue to prioritize low prices over sustainability, which they interpret as a matter of education and values.

In summary, it can be inferred from the survey that SMEs are increasingly aware of the importance of sustainability and energy efficiency, but many feel overwhelmed by technical, financial and informational barriers. While some have already taken initial steps, many others still need clearer guidance, accessible support mechanisms, and personalized assistance to make meaningful progress. Fortunately, there is a clear willingness to change, provided that the tools, knowledge and funding are within reach.

4. Recommendations

Prioritize certified and responsible suppliers

Selecting suppliers with environmental certifications or proven sustainability practices helps build more resilient value chains that are consistent with the principles of the ecological transition. In the Basque Country, platforms such as the Ihobe Catalogue of Circular Companies and the Navarra Zirkular Network make it easy to identify these companies.

- **Catalogue of Circular Companies in the Basque Country:** Published by Ihobe (Public Environmental Management Company of the Basque Government), this catalogue includes companies in the territory committed to circular economy principles, offering transparency and criteria for responsible purchasing.



- **Navarra Zirkular:** Coordinated by the Government of Navarra, this network connects the main agents of the regional circular economy, promoting synergies between companies and institutions committed to sustainability.



Contracting electricity suppliers with a guarantee of renewable origin

Local energy cooperatives such as **Goien**er and **Som Energia** offer 100% renewable electricity certified by national bodies. Choosing these suppliers is a low-cost measure with a high direct impact on reducing emissions.

- **Goien**er S. Coop.: Basque cooperative that exclusively supplies renewable electricity, reinvesting in the local environment and encouraging citizen participation.



- **Som Energia:** Non-profit green energy cooperative active in Navarre and throughout Spain, promoting a participatory energy transition based on renewables.



Use regional strategic plans and roadmaps for decarbonization

The governments of the Basque Country and Navarre have developed structured plans and technical guides to help companies in their sustainable transition.

- **Basque Country Circular Economy Strategy 2030:** Defines the regional roadmap for the circular transition in all economic sectors, including objectives, indicators and key measures.



- **Energy Plan of Navarra. Horizon 2030:** Establishes political guidelines and lines of support for industrial decarbonisation in Navarre, with an emphasis on financing, innovation and technical support.

PLAN ENERGÉTICO DE NAVARRA HORIZONTE 2030

RESUMEN EJECUTIVO



Gobierno de Navarra
Nafarroako Gobernua



5. Brief conclusions

The TEAMIT+ project campaign has highlighted a hopeful but complex reality: small and medium-sized enterprises are increasingly aware of the importance of sustainability and energy efficiency. Through the diagnosis carried out and the results of the survey, a clear trend towards the will for change is confirmed, especially if conditions allow it.

Energy efficiency is not only perceived as an economic saving, but as a strategic way to increase competitiveness, comply with environmental regulations and respond to the growing social demand for corporate responsibility. However, the transition is not without obstacles. SMEs face technical shortcomings, financial constraints and great difficulty in accessing clear and reliable information. The lack of time and specialized personnel is also a recurring obstacle.

The data reveal that many companies have already started their transition, adopting basic measures such as replacing luminaires or using renewable energy, but there is still a great need for personalized support, practical training and institutional guidance. For this reason, this campaign not only seeks to make these needs visible, but also to connect SMEs with solutions adapted to their scale and territorial reality.

The future of business sustainability in our regions lies in strengthening these connections, ensuring access to resources and fostering a business culture that values efficiency as a driver of transformation. The tools exist, the will too. The challenge now is to build the bridges.

6. Annex 1

Business Survey on Energy Efficiency and Sustainability

TEAMIT+ Project

This survey is part of the awareness campaign of the TEAMIT+ project, focused on promoting energy efficiency and sustainability in small and medium-sized enterprises (SMEs). Your participation will help us understand the real needs of companies and develop adapted solutions. Thank you for collaborating!

1. General Company Information

- Sector of activity (e.g. manufacturing, retail, hospitality, technology, etc.)
- Company Size:
 - Microenterprise (less than 10 employees)
 - Small business (10–50 employees)
 - Medium-sized enterprises (51–250 employees)
- Main Location (Province)
- Position in the company

2. Perception of Sustainability and Energy Efficiency

- On a scale of 1 to 5, how important is your company to energy efficiency and sustainability?
 - 1 = Nothing important
 - 5 = Very important
- What do you consider to be the main benefits of improving energy efficiency in your company? *(Select up to 3 options)*
 - Reduced operating costs
 - Access to incentives or subsidies
 - Environmental Compliance
 - Improvement of corporate image and reputation
 - Increased competitiveness
 - Other: _____
- What are the biggest obstacles your company faces in implementing energy efficiency measures? *(Select up to 3 options)*
 - Lack of financing or access to credit
 - Lack of information on available technologies and solutions
 - Lack of trained staff or technical knowledge
 - High upfront costs
 - It is not perceived as a priority need
 - Other: _____

3. Current Measures and Actions

- Has your company implemented any of the following energy efficiency measures? *(Check all that apply)*
 - Replacement of conventional lighting with LED technology
 - Optimisation of energy consumption in equipment and machinery
 - Use of renewable energy sources (solar, wind, etc.)
 - Implementation of energy consumption reduction strategies
 - Raising awareness and training staff on sustainability
 - Energy audit carried out in the last 3 years
 - None of the above
- Has your company received any financial support or incentives to improve energy efficiency?

- Yes
- No
- I don't know

4. Expectations and Needs

- What kind of support would be most helpful in improving your company's energy efficiency? (*Select up to 3 options*)
 - Free energy diagnosis and assessment
 - Access to funding and grants
 - Staff Education and Training
 - Implementing more efficient technologies
 - Support to adapt to environmental regulations
 - Other: _____
- What are your main doubts or concerns regarding energy efficiency in your company? (*Open answer*)