

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	INSTITUTE FOR PROMOTION AND CERTIFICATION OF AGRI-FOOD PRODUCTS
PIC number:	899718069
Project name and acronym:	Unifying Towns for Climate Neutrality and Zero Waste - EARTH-2030

EVENT DESCRIPTION	
Event number:	1
Event name:	<p>EARTH – 2030 Event</p> <p>"Adapting to Climate Change..We're Changing Too! – The way to a twin transition" one-day Conference</p> <p>"Sustainable Food Management and Zero Waste Solutions" one-day workshop</p> <p>"Digital Inclusion and Sustainability Summit" one-day workshop</p>
Type:	Conference - Workshop
In situ/online:	in-situ
Location:	Naoussa, Imathia, Greece
Date(s):	4-6 April 2025
Website(s) (if any):	EARTH-2030 – Unifying Towns for Climate Neutrality and Zero Waste – iAgroCert
Participants	
Female:	172
Male:	96
Non-binary:	0
From country 1 [Greece]:	56
From country 2 [Croatia]:	23
From country 3 [Slovenia]:	9
From country 4 [Romania]:	174
From country 5 [Spain]:	6
Total number of participants:	268
From total number of countries:	5

Description

Provide a short description of the event and its activities.

EARTH-2030 Overview

The **EARTH-2030 project**, part of the **Citizens, Equality, Rights and Values (CERV) programme** under the **Town Twinning action**, brought together representatives from five EU countries—**Greece, Croatia, Slovenia, Spain, and Romania**—for a **three-day event in Naoussa, Imathia (April 4–6, 2025)**.

The initiative was hosted and coordinated by the **Institute for Promotion and Certification of Agrifood Products (iAgroCert)**, representing the **Municipality of Heroic City Naoussa** with the active participation of local authorities, NGOs, youth organizations, food producers, educators, and environmental experts.

EARTH-2030 was developed to support the twin transition—climate neutrality and digital transformation—at the community level. It directly aligns with the European Green Deal, the Farm-to-Fork Strategy, the Digital Europe Programme, and the Sustainable Development Goals (SDGs), especially SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption), SDG 13 (Climate Action), and SDG 5 (Gender Equality).

Objectives of EARTH-2030

- Raise awareness of **climate change adaptation and mitigation** through community engagement and access to EU funding tools.
- Promote **sustainable food systems** and **zero-waste strategies** in line with circular economy principles.
- Bridge the **digital divide** by fostering digital competencies and inclusivity, particularly in the context of environmental action.
- Encourage **civic participation and town twinning** to strengthen European identity and shared values.

Agenda Overview

Day 1 — Friday, April 4, 2025

Theme: *“Adapting to Climate Change...We’re Changing Too! – The Way to a Twin Transition”*

Venue: Dellagio Hotel, Naoussa

The first day served as an **introductory and networking platform** for the project’s key actors. After a formal welcome, guests enjoyed an engaging cultural experience titled **“Discovering Naoussa”**, designed to immerse participants in the city’s historical and ecological context.

Key Activities:

- Presentations from all partner municipalities highlighting local climate initiatives and sustainability goals.
- A collaborative roundtable focused on **EU funding opportunities** for climate adaptation and mitigation, with special emphasis on **youth involvement** and **volunteering for environmental causes**.
- A communal dinner followed, encouraging informal dialogue and the exchange of best practices across borders.

Day 2 — Saturday, April 5, 2025

Theme: *“Sustainable Food Management and Zero Waste Solutions”*

Venue: Naoussa Centre of Industrial Heritage – ERIA

Day 2 explored the links between **sustainable food systems, waste reduction, and inclusive technology**. Activities began with an **optional guided exploration of the Erias Museum**, a local heritage site representing the synergy between history, agriculture, and innovation.

Key Sessions:

- **Opening Remarks** introducing the EARTH-2030 vision and the broader CERV Town Twinning framework.
- Presentation on the **EU Farm-to-Fork Strategy**, including the importance of **local food sourcing** and **sustainable agriculture**, aligned with **SDG 12.3**.
- Case studies and discussions on:
 - **Circular economy** in household and professional kitchens.
 - Cross-border solutions addressing **food surplus vs. food insecurity**.
 - Tools and behaviors for **conscious food consumption and social equity**.
- Panels on the intersection of **digital innovation and environmental sustainability**, including:
 - Digital technologies like **smart grids, IoT, and data analytics** for climate-smart agriculture.
 - Workshops on **diversity-driven tech innovation** and **inclusive digital strategies**.
- The day concluded with a session summarizing **takeaways, best practices, and policy recommendations**.

Day 3 — Sunday, April 6, 2025

Theme: *“Digital Inclusion and Sustainability Summit”*
Venue: Estate Chrisohoou, Naoussa (Strantzia, Imathia)

The final day was dedicated to the digital dimension of the twin transition, particularly focusing on **ensuring equitable access** to climate data, tech infrastructure, and knowledge.

Highlights:

- Roundtable on **"Equitable Access to Climate Data and Solutions"**, addressing systemic digital gaps, especially in rural and underserved communities.
- Discussions on how digital literacy, inclusion, and innovation are **critical enablers of sustainable development**.
- **Closing ceremony**, featuring certificate distribution and final reflections from all partner organizations and local stakeholders.

Results & Outcomes

EARTH-2030 achieved significant milestones:

- **Increased awareness** of EU-level funding opportunities related to climate and digital inclusion.
- **Improved digital skills** and eco-literacy among citizens and municipal staff.
- **New collaborations** and town-level partnerships established for future environmental projects.
- A strong sense of **European belonging and cooperation**, reinforcing the spirit of the **CERV programme** and the power of **community-based action**.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).