Program Title
LIFE ENVORONMENT III- GREEN DRACHMA II

Brief Description of LIFE III Program

The European Program LIFE III constitutes the financial EU tool for the environment. More specifically, it aims to contribute to the implementation, development and enhancement of the European policy and law concerning environmental issues.

LIFE co-funds towards 30-50% innovative projects in five main axes:

- Development and programming of use of land
- Water management
- Decrease of environmental impacts of financial activities
- Waste Management
- Decrease of environmental impacts of product development via an Integrated Product Policy (IPP)

Sound mainstreaming of the results of the co-funded projects is of great importance to the program's success.

For further information, please visit
http://ec.europa.eu/environment/life/home.htm

Brief Description of GREEN DRACHMA II project

'Green Drachma II' is a joint initiative elaborated by eight Greek organizations (local development agencies, local authorities, private companies and associations) under LIFE ENVIRONMENT Project.

The project aims to improve the competitiveness of three sectors' local enterprises, namely tourist accommodation, farmers and agro-food processing industries, as well as to contribute to environmental protection and to sustainable development of the region of Halkidiki, North Greece.

The project targets to and creates benefits for:

- Tourist accommodation-Hotels
- Farmers (agriculture cooperatives, associations of farmers, individual farmers)
- Agro-food processing industries
- Environmental friendly suppliers
- Local authorities of Halkidiki
- Local community and visitors
- Other regions in the Mediterranean basin of similar characteristics

The project includes:

1) Training workshops for enterprises-organizations from the above-mentioned sectors and pilot implementation in 10-12 volunteer organizations. Both workshops and pilot implementation will focus on the following 3 tools of IPP:

- EUROPEAN ECO-LABEL for tourist accommodation
- ISO 14001/EMAS in agro -food processing industries.
- Integrated production management in agriculture (EUREPGAP)

2) Development and implementation of an 'Environmental Benchmarking Initiative'.

3) Elaboration of concerted actions under the title 'Alliances', which contains actions for the collaboration among enterprises and local authorities. The scheme creates clear benefits for enterprises, for local economy and for the environment. It includes the following actions:

- Green Procurement: Establishment of a catalogue of approved environmentally responsible suppliers of the relevant sectors
- Elaboration of an action plan for the management and exploitation of organic waste produced by tourist accommodations, agricultural activities, agro-food processing industries in Halkidiki.
- Promotion of local products (e.g. olive oil, olives, feta cheese, fruits, wine, etc.) through planning and organisation of specific actions and events (e.g. gastronomy events, tasting events, agrotourism, etc.)

4) Organization of a Green Contest. The Contest will reward enterprises active in relevant sectors, which demonstrate significant environmental performance. Also, during the Contest the project's results of the pilot project will be presented.

5) Organization of an International Conference in Crete (Heraklion-South Greece) aiming to a wide dissemination of the project's outcome and the presentation of similar projects.

6) Publicity/Dissemination Actions (e.g. organization of info-days, participation in Exhibitions and Conferences)

The project's Duration comes to 27 months (1/10/20004-31/12/2006), with a total budget of 1.324.500 €. The project is co-funded by 50% from the E.U.

PARTNERS

- Development Association of Halikidiki (AN.ET.XA. S.A.)
- Prefectural Self – Administration of Halkidiki
- QPLAN S.A.
- DRAXIS
- Hotel Association of Halkidiki
- Chamber of Halkidiki
- Union of Agricultural Corporations of Polygyros
- Heraklion Development Agency SA

For further information, please visit www.greendrachma.gr