



Project co-financed by the European  
Regional Development Fund

**MED Greenhouses**  
**“Green Growth through the capitalization of innovative  
Greenhouses”**

*Promotional Material*

**Regional Council of Berat**

Project Details:

Programme: **Interreg MED 2014-2020**

Priority Axis: **1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth**

Objective: **1.1. To increase transnational activity of innovative clusters and networks of key sectors of the MED area**

Project Title: **Green Growth through the capitalization of innovative Greenhouses**

Project Acronym: **MED Greenhouses**

Reference No: **3082**

Lead Partner: **University of Thessaly**

Total Budget: **1,171,400 €**

Time Frame: **01/02/2018 - 31.12.2019**

Deliverable Details

WP: 2

Activity: 2.2

Deliverable Title: 2.2.1 Promotional Material

Responsible Partner: University of Thessaly

Involved Partners: All

Date & Place of delivery: 09-08-2019, Berat

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1. PENS – (250 units produced)

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Figure1 –Logo & Pens

## 2. USB sticks - 4GB capacity (120 units produced)

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Figure 2 – Logo of the USB sticks

### 3. Notepads (200 units produced)



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<https://medgreenhouses-interreg-med.eu>  
@greenhouse-uth  
#medgreenhouses

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Figure 3 –Template & Photo of the Notepads



Agricultural Research Institute



#### 4. Bags (200 units produced)



Figure4 –Bags



5. Roll up (2 units produced)



Figure5 –Roll Up / banner



## 6. Leaflets (200 units produced)



**Project Description**

- The project capitalizes on the results of other EU successful projects by promoting, disseminating & transferring innovative Greenhouses in the MED area, minimizing water & energy demand.
- The project will stimulate environmental awareness on issues related to energy & water efficiency & sustainable production, contributing to Green Growth & promoting sustainable development.

**Project partners**

- TEI of Thessaly
- UNIVERSITY OF THESSALY
- HELLENIC REPUBLIC REGION OF THESSALY
- Molise
- CEBAS-CSIC
- SEMIDE EMWIS
- Regional Council of Sicily

1,17 M € Project Budget  
0,99 M € ERDF/ERPA  
18 Months Project Duration

**MED Greenhouses**  
Green Growth through the capitalization of innovative Greenhouses

Interreg  
Mediterranean  
MED Greenhouses

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**Project Objective:**

To improve eco-innovation capacities of public & private actors in the greenhouse/agriculture sector through stronger transnational cooperation, knowledge transfer and quadruple helix stakeholder interaction.

**Project Results:**

- Policy Recommendations to boost eco innovative investments
- Establishment of an Agricultural Innovative Cluster in the MED area
- Increase the capacity building of the members of the innovative cluster through knowledge transfer & training

**INNOVATIVE GREENHOUSES' FACTS**

Today's greenhouse production places particular emphasis on improving quality, reducing inputs and increasing circularity of protected cultivations. New technologies and cultivation practices have to be adopted, in order to make the development of greenhouses possible and economically viable. This will lead to the protection of the natural environment and the sustainability of rural ecosystems, towards:

- Improving the quality and quantity of the products produced through better and newer cultivation techniques (hydroponics, new substrates, drainage solution reuse, automations, sensors)
- Reduction of energy inputs (energy saving, biomass and other renewable energy use, better microclimate management by means of optimal control)
- Reduction of plant protection products inputs (integrated production, insect proof screens, greenhouse management)
- Better management of water resources (closed hydroponic systems)
- Traceability, standardization and certification of products

**Main outputs: 2 tools, 2 Strategic Documents & 1 Cluster**

- Policy recommendations favouring cooperation between actors of the 4helix
- Joint MED Action Plan transferring innovative greenhouses in the MED area
- E-learning platform (including training course material)
- Tailored policy recommendations for the establishment of innovative greenhouses
- Establishment of Agricultural Transnational Innovative Cluster (Memorandum of Agreement)

TOOLKIT / INSTRUMENTS  
NETWORKS / CLUSTERS  
PROMOTING DOCUMENTS  
PUBLIC EVENTS



Figure6 –Leaflet

## 7. Folders (200 units produced)

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Figure7 –Folders