



IMPLEMENTATION OF DELIVERABLE 4.2.1

«Organization of Local Informative Workshop in Rhodes »

Rhodes, 2 November 2012

For the project:

«Event organization, Promotion and Result Diffusion Services in the framework of actions' implementation of the SCORE project – Sustainable Construction in Rural and Fragile Areas for Energy Efficiency»

in the framework of the MED Programme



Sustainable
Construction
in Rural and Fragile Areas
for Energy efficiency



CONTENTS

1. INTRODUCTION.....	3
2. PARTICIPANTS.....	4
3. LECTURES.....	5
4. SUPPORTING ACTIONS.....	7



1. INTRODUCTION

The Local Informative Workshop entitled “Social Economy and Social Cooperative Enterprises: Opportunities for Employment and Sustainable Local Development” took place in the Central Conference Room of the “Atrium Platinum” Hotel in Rhodes (Ixia, Rhodes, tel. No: 22410 44901, on the 2nd of November 2012, for the promotion and result diffusion in the framework of actions’ implementation of the SCORE project – Sustainable Construction in Rural and Fragile Areas for Energy Efficiency in the framework of the MED Programme.

The event was organized by the South Aegean Region and its Development Agency «READ S.A.» in cooperation with Nikos Chrysogelos, member of the European Parliament - Group of the Greens, the Municipality of Kos and the Non Profit Company “KOS ASPIS”.

Main target of the workshop was the enrichment by the European experience and the enforcement of the efforts for job creation in third sector’s activities, the so-called sector of social economy in order to protect the environment and social cohesion.

During the workshop, lecturers from abroad, officials and representatives with significant experience on the sector of social economy made their presentations. Additionally, the institutional framework of social economy, its contribution to local development, institutions’ experience and good practices in social cooperative enterprises were presented.



2. PARTICIPANTS

Partners of the SCORE Project

- Province of Savona (Italy)
- Development Agency of South Aegean Region – READ S.A. (Greece)
- Local Energy Agency Pomurje (Slovenia)
- Agência Regional de Energia do Centro e Baixo Alentejo (Portugal)
- Chamber of Commerce of Seville (Spain)
- Chamber of Commerce and Industry - Drôme (France)
- Development Agency of Cephalonia and Ithaca (AN.ET.K.I. S.A.) (Greece)
- Rhone Chamber of Crafts (France)
- Chamber of Commerce and Industry of Cyprus (Cyprus)
- Marseille Chamber of Commerce (France)

Organizers of the workshop

- South Aegean Region
- Development Agency of South Aegean Region – READ S.A.
- Nikos Chrysogelos, member of the European Parliament - Group of the Greens
- Municipality of Kos
- Non Profit Company “KOS ASPIS”



Sustainable
Construction
in Rural and Fragile Areas
for Energy efficiency



3. LECTURES

The workshop began with the welcome speech of Ioannis Machairidis, Governor of the Region of South Aegean and Christiana Kalogirou, General Secretary of the Decentralized Administration of Aegean.

The lectures that took place, separated in two sessions, are:

SESSION A: introduction to social economy at local, national, european and global level

Nikos Chrysogelos, Member of the Group of Greens/EFA at the European Parliament, *"The development of social economy in Europe"*

Anna Dallaporta, Secretary General for the Management of European Funds, *"Social Economy and Social Entrepreneurship: present and future of the institution in Greece"*

Ioannis Spilanis, Secretary General of the Aegean and Insular Policy, *"Social Entrepreneurship and Development Opportunities"*

Konstantinos Kaiserlis, Mayor of Kos, *"Cooperative Social Enterprises: A tool for Local Development"*

Litsa Ftaklaki, Vice Governor of the Region of South Aegean, *"The strategy of the Region of South Aegean for social economy and the creation of Cooperative Social Enterprises"*

Antonis Tsalhalidis, Special Service Officer for Social Inclusion and Social Economy *"Institutional Framework for Social Economy and Social Entrepreneurship: Law 4019/2011"*

SESSION B: From theory to action

Diana Dovgan, Policy officer of CECOP, *"The European Confederation of Workers' Co-operatives, Social Co-operatives and Social and Participative Enterprises"*

Jim Williame, Member of the European Federation of groups and cooperatives of citizens for renewable energy REScoop, *"Renewable energy cooperatives in Europe"*

Antigoni Dalamagka, Representative of the Ecological Recycling Society, *"The network of Social Enterprises active in reuse and recycling - Reuse"*

Dimitris Grigoriadis, Non-profit organization, *"Volunteers for the Environment and Culture of Rhodes"*

Luca Valmassoi, Representative of the social entrepreneurship network active in tourism - culture LE Mat, *"LE Mat – Special places, special people, special values"*.



Sustainable
Construction
in Rural and Fragile Areas
for Energy efficiency



Valerio Pellirossi, Representative of Confcooperative - Federsolidarietà, «*Social cooperatives – Italian experience*»

Nektarios Georgantis, Head of the Department of Planning, Organization and Informatics of Kos Municipality, "*Presentation of the Integrated Operational Programme for the Promotion of Social Entrepreneurship in the Island of Kos entitled KOS-ASPIS*"

After the end of each unit, a discussion took place.



Sustainable
Construction
in Rural and Fragile Areas
for Energy efficiency



4. SUPPORTING ACTIONS

During the preparation of the workshop

- Two Press Releases were prepared in order to communicate the workshop to the public. They were released after being approved by the READ S.A.
- The poster, the invitation and the program were designed and created according to the specifications laid down. Twenty-five posters were printed and posted.
- Radio spot was produced for the workshop's promotion.
- There was an online promotion of the workshop through the social medias.
- A survey was conducted in order to find the appropriate place where the workshop occurred.
- A survey was conducted in order to gather the contact information of agencies in whole South Aegean Region to whom invitations were sent, whether by fax, e-mail or phone confirmation. To certain actors, there was phone communication to inform them about the workshop and to urge them to participate in order to achieve the minimum goal of the 100 participants.
- Air tickets and hotel rooms were booked for the lecturers. There was constant phone communication for further information and details.
- The lecturers were transported from the airport to the hotel and from the hotel to the port.
- The necessary promotional material which was going to be distributed to the participants during the workshop was produced. Specifically:
 - 200 notepads of 20 A4 pages, printed with the logo of the program and the READ S.A. on ecological paper,
 - 200 nonwoven fabric bags with long handle, printed with the logo of the program and the READ S.A.
 - 200 T-shirts printed with the logo of the program and the READ S.A. in the front,
 - 200 diptychs flyers, folded A4, printed with the logo of the program and the READ S.A. and the workshop's program in the inside.



During the conduct of the workshop

- There was secretarial support (participants' welcoming, attendances, material distribution etc).
- Material distribution (bag, notepad, pen, T-shirt, flyers, workshop's program) to the participants during their registration.
- There were photographs and videos taken by a professional photographer.
- During the workshop, there was translation of the greek lectures to english for the foreign lecturers.
- There was a coffee break during the welcome and a buffet at the break after the completion of Session A.
- There was a lunch for the lecturers and the officials after the workshop has ended (30 people).

After the end of the workshop

- The lectures of the foreign lecturers were translated from english and italian to greek..
- The lectures and the photographs were sent to the lecturers and the attendees.