

REGIONAL EVENT

WP 2 2. Communication activities

Activity 2.4 Dissemination activities, seminars and special events organisation

GECO2 – Green Economy and CO2

Safety and resilience | SO 2.1

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| Work Package: | 2. Communication activities |
| Activity: | 2.4 Dissemination activities, seminars and special events organisation |
| Phase Leader: | Legacoop Romagna |
| Deliverable: | Report of the event “Coltiviamo un clima migliore” held in Treia on 21 April 2022 |

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| Responsible Partner: | Marche Region | | |
| Editor: | Mauro Tiberi (RM), Lucia Catalani (SVEM), Enrica Verducci (SVEM) | | |
| Contributors: | | | |

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Summary

The Marche Region accompanied the process of raising awareness towards a model of sustainable agriculture and the promotion of agronomic practices valid for the protection of soils and for the regularity of the carbon cycle with an event on the regional territory, carried out in the broader framework of the GECO2 project (Green Economy CO2).

On April 21, 2022 the Geco2 project partner Marche Region held the seminar "***Coltiviamo un clima migliore***" at the regional Pedoteca in Treia (MC), the Soil monitoring headquarter, in order to present all the pilot process on carbon credit market carried out in Marche region and launch the potentiality of the voluntary carbon GECO2 pilot market to emitters and potential carbon credits buyers.

The seminar was specifically targeted to companies in the agri-food processing and service sectors with the aim of raising business awareness of environmental and climate change issues and promoting the participation in the voluntary carbon credit market.

Agenda

GECO2 - Invito seminario Treia

21 Aprile 2022

Pedisecca Regionale - Corso Cavour, 29 (MC)

Coltiviamo un clima migliore!
Progetto GECO2, risultati e azioni per il futuro

PER INFORMAZIONI:

info@geco2regione.marche.it oppure
0733.217285 / 331.6980146

PROGRAMMA

15.00 / **Saluti Iniziali**

Franco CAPPONI
Sindaco Comune di Treia

Miro CARLONI

Vice Presidente Giunta Regione Marche
Assessori Agricoltura

15.15 / **Introduzione**

Andrea BORDONI

Dirigente Settore Agricoltura e Sviluppo rurale - Responsabile progetto Geco2

15.30 / **La sperimentazione di un mercato volontario del progetto GECO2**

Antonio CIVITI

Project manager GECO2

15.45 / **Crediti di Carbonio Agricoli e Forestali. L'iniziativa della Commissione Europea**

Stiva CODERONI

Università Cattolica del Sacro Cuore

16.00 / **Il progetto GECO2 - Marche**

Mauro TIBERI

Regione Marche Settore Agricoltura e Sviluppo rurale - PO Monitoraggio e Cartografia dei suoli - Direttore lavori GECO2

16.15 / **Risultati attività di informazione e comunicazione**

Eleonora MALDINI

Regione Marche Settore Agricoltura e Sviluppo rurale - Responsabile Amministrativa GECO2

16.30 / **Implementazione della sperimentazione pilota**

Luca MERCADANTE

Agronomo società "Agristudio" Incaricata Regione Marche

16.45 / **Test del Carbon calculator GECO2, piattaforma di mercato e gestione delle transazioni**

Giovanni CIABOCCO

Regione Marche Settore Agricoltura e Sviluppo rurale - PO Monitoraggio suoli - GdL GECO2

17.00 / **Dibattito**

17.20 / **Conclusioni**

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Minute of the Event “Coltiviamo un clima migliore!”

Science has repeatedly sounded the alarm: in recent years there has been a new record of greenhouse gases in the atmosphere, the main cause of global warming. Solutions are urgent and the role of agriculture is crucial to increase the capacity of communities to face these problems.

The GECO2 project aims to contrast the climate change in introducing innovative measures to monitor and offset CO2 emissions through effective cross-border cooperation.

Geco2 is based on three integrated factors:

- a new local and sustainable model of agricultural cultivation
- a careful environmental sustainability
- an Effective economic sustainability.

The Event has been structured in three main sessions:

1. **Introduction**
2. **The Perspective of the CO2 credit market at European level**
3. **The project execution in Marche region**

1. Introduction

The Seminar was introduced by the Head of the Agriculture and Rural Development Sector of Marche Region, which is the Partner 3 of GECO2 project. Based upon the leading project theme of climate change, Mr Andrea Bordoni talked about the short-term actions aimed at enhance carbon sequestration in agricultural soils as a capable business model to give incentive to practices that increase the carbon sequestration in natural ecosystems and to promote a new value chain industry for sustainable carbon capture, recycling, transport and storage. The European Commission invites the members' States to integrate carbon sequestration in agricultural soils in the national strategic plans of the CAP, which they will become operational in 2023. Moreover, other EU programs like LIFE program, cohesion funds, Horizon Europe can facilitate the expansion of carbon sequestration in agricultural soils by financing the

introduction of the practices. Public funds will go to be added to private financing that may arise from the proceeds of the sale of carbon credits or incentive contracts concluded with the processing companies of food and biomass products, that promise customers and investors a climate-neutral supply chain.

The Intervention has been followed by Mr Antonio Cinti, the GECO2 project manager, who introduced the project idea, the main objectives, the activities realized and the results achieved. The speech was closed with the broadcasting of GECO2 video *“Il pianeta è in pericolo - L'Europa è qui”*.

2. The Perspective of the CO2 credit market at European level

Mrs Silvia Coderoni, a researcher at the Università Cattolica del Sacro Cuore, took stock of the European Carbon Farming initiative for carbon sequestration in agricultural soils, through which the European Commission intends to develop and reward nature-based solutions that remove carbon from the atmosphere and can help the EU achieve climate neutrality.

3. The project execution in Marche region

Mr Mauro Tiberi, PP3 GECO2 project manager, introduced the works carried out at regional level. Project actions took place on two directives: the transmission of knowledge through training to agricultural producers and the creation of the voluntary carbon credit market. Through the GECO2 project, the Marche Region directly involved the agricultural sector, in particular the sectors of wine and fruit and vegetables productions, urging them to adopt sustainable agricultural practices. Soil is a fundamental link of the energy flow and nutrient cycle that characterize the Earth ecosystem, but a limited and often neglected natural resource. The carbon in silos is a quality indicator which reflects the chemical, physical and biological state of land and a tool for a proper management. Restore the main terrestrial ecosystems and return to sustainable land use in rural areas can help mitigate climate change and foster adaptation to it.

The GECO2 project aims to help farmers to introduce sustainable measures to regulate the carbon cycle and help fight both the climate and biodiversity crises. GECO2 will present a final document relating to the guidelines which contain the definition of cultivation protocols and the methodologies of calculation, evaluation and CO2 validation, essential for regulating the market. The further perspective offered by the GECO2 project is that of greater local cooperation towards sustainable production models, interfacing agricultural companies with industrial and service companies in order to ensure the launch of a carbon market voluntary credit, with both economic and environmental gains.

Mrs Eleonora Maldini presented the communication activities implemented in WP2 of GECO2 project, which is addressed to make the project known to target groups, experts, public decision makers and the community; to ensure a good transferability and duration of the results and products of the project

externally and transparency in the use of public funds.
She illustrated data regarding communication details at regional level.

Mr Luca Mercadante, agronomist, illustrated the pilot project implementation at regional context, in particular he introduced the calculation of the carbon footprint. Calculating the ecological footprint is important to know exactly how much the business weighs on the environment and how to intervene to reduce its environmental impact and save energy and economies. The results deriving from this phase of work are used for the creation of the voluntary market of equivalent emissions of carbon dioxide. Carbon credit is a real financial unit that represents the removal of a ton of equivalent CO₂ from the atmosphere, introduced with the Kyoto protocol. Farmers they will then be helped to measure and sell their credits to potentials buyers and the entire planet will benefit from better environmental conditions and more ecological, healthier products and genuine.

Finally, Mr Giovanni Ciabocco, officer of the Soil monitoring office of Marche Region, introduced the "Carbon Calculator" tool, the dashboard-like platform, aims to assess the carbon balance in the field by making available accurate and detailed information.

The debate and the conclusions were coordinated by the PP3 GECO2 project manager, Mauro Tiberi.

The event was broadcasted by the local TV station TVRS and streamed on the its youtube channel <https://www.youtube.com/watch?v=NYwOoBW4xnw>.

The materials presented by the Speaker can be found at the following link:
<https://www.regione.marche.it/Regione-Utile/Agricoltura-Sviluppo-Rurale-e-Pesca/Progetti-di-Cooperazione#Eventi>.

The seminar was attended by 33 participants.

Event photos





