

Sustainable Acceleration for SMEs

January – April 2024

Project Report



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Alexandra Sarma
Chairwoman
SDG House Greece

Businesses increasingly recognise that a lack of action on sustainability issues could soon impact their productivity and competitive position in the market. This concern extends beyond mere ethics, encompassing financial and legal considerations as well. With factors such as climate change and material shortages directly affecting bottom lines, coupled with regulations becoming stricter and more encompassing, businesses are realizing the potential negative impact on their operations and brand reputation if they do not move fast to adapt their business models. Moreover, there's a growing risk of losing appeal to consumers, talent and investors in the face of heightened awareness of sustainability challenges.

Despite this shifting mindset and acknowledgement of the urgent need for change, progress towards developing sustainable practices and enhancing positive impact has been sluggish. Even entrepreneurs keen on integrating sustainability into their business models find themselves grappling with a lack of resources to facilitate this transition and retain their profitability. There's a pressing need to bridge this gap swiftly, empowering entrepreneurs to adapt, expand, and chart a course towards sustainable competitiveness.

Therefore, it is imperative to provide aspiring entrepreneurs with the necessary tools to build ventures that generate positive impact without compromising strong financial returns. Additionally, support is needed to guide new founders in transforming their business models, while also educating corporate boards, shareholders, and stakeholders on the imperative of integrating sustainability into the core of their operations, moving beyond ad-hoc sustainability projects or corporate social responsibility initiatives.



SDG House Greece is an impact-driven ecosystem that supports the development of innovative entrepreneurial solutions to drive progress on the 17 Sustainable Development Goals (SDGs) of the United Nations. We believe in the power of innovation and entrepreneurship to create a more sustainable, resilient and equitable future.

We aim to accelerate sustainable venture creation & growth, promote the development and use of responsible technology and advance market applications that tackle the demanding challenges we face in our economy, society and environment.

This we will achieve a) through targeted trainings, exchange of know-how and meaningful collaborations and b) by building a thriving SDG community of exceptional doers that connect local and international experts, ventures and organizations, who want to Walk the Talk together. SDG House Greece is an initiative of Orange Grove and the Embassy of the Netherlands in Greece. It is a partner to the SDG Houses Network.

Our Operations Team



Natasha Apostolidi
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Managing Director
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Community & Capacity
Building Associate

Our Board of Directors



Alexandra Sarma
Chairwoman | Co-founder
at Ithaca



Yiannis Nikolopoulos
Vice-Chairman Co-founder & CEO
at Clio Muse | Co-founder
at Ithaca



Susanna Terstal
Non-Executive Member |
Ambassador of the Netherlands
to Greece



Yiannis Kanellopoulos
Non-Executive Member |
Founder & CEO at Code4Thought |
Co-founder at Ithaca



Vassilis Kyriakopoulos
Non-Executive Member |
Honorary Consul of the Netherlands
to Patras



John Kikidis
Non-Executive Member | Global
Ecosystem Lead at Renesas
Electronics

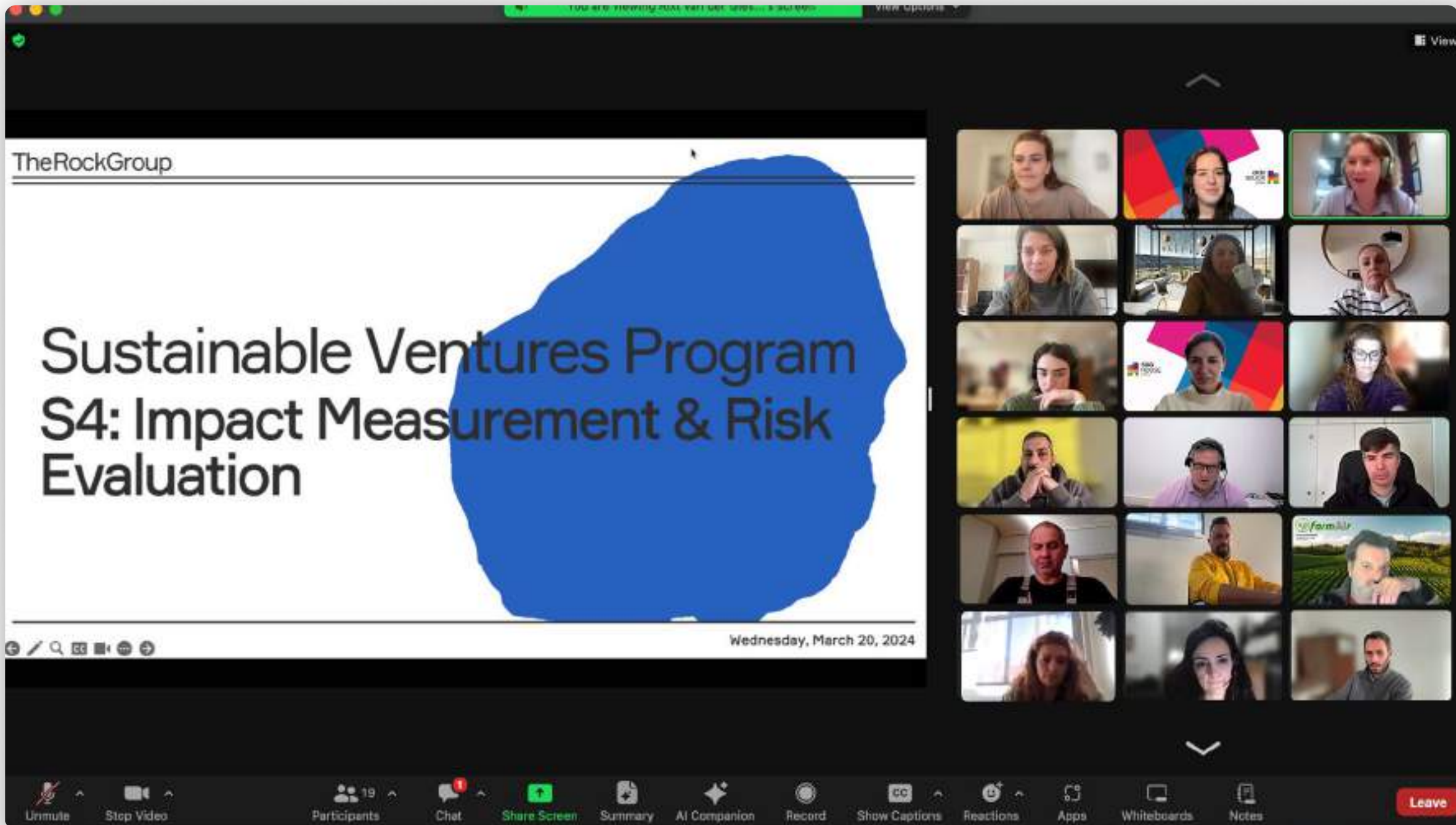
Sustainability Acceleration Programme

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W1



W1

Training

In February 2024, SDG House Greece launched its second Sustainability Acceleration Programme, an intensive online programme for training businesses in tools and skills to integrate sustainable practices into their business models and operations.

The programme targeted new and mature small and medium-sized enterprises (SMEs) as well as startups from all sectors wishing to accelerate their sustainability transition. By providing tangible tools and insights to the 32 participating businesses, the programme aimed to support these entrepreneurs in their efforts to integrate sustainability principles into their business processes, comply with existing and upcoming legislative developments, meet the expectations

of their clients and (potential) investors, and attract talented human resources, thus strengthening their market position and competitive advantage.

During an intensive 8 weeks, the programme offered the entrepreneurs a series of highly interactive workshops delivered by international trainers, from The Rock Group and Wegozero, that would facilitate them to develop tangible sustainability strategies and transition plans to incorporate sustainability considerations into all their processes, departments and value chains. Through the essential knowledge and skills it offered, participants were able to assess and build on the challenges and opportunities of a sus-

tainability transition, by delving into alternative business models, dilemmas, and best practices. They gained insights into current and upcoming sustainability standards, regulations, and reporting guidelines, enabling them to develop from early on a compliance plan. Furthermore, they worked on designing effective external and internal communication plans with clear messages and transparency, that would help them attract the right customers, human resources, and investors.

Finally, participants had access to a dynamic ecosystem of alumni entrepreneurs, experts, and collaborating organizations from the international SDG Houses Network and Orange Grove.

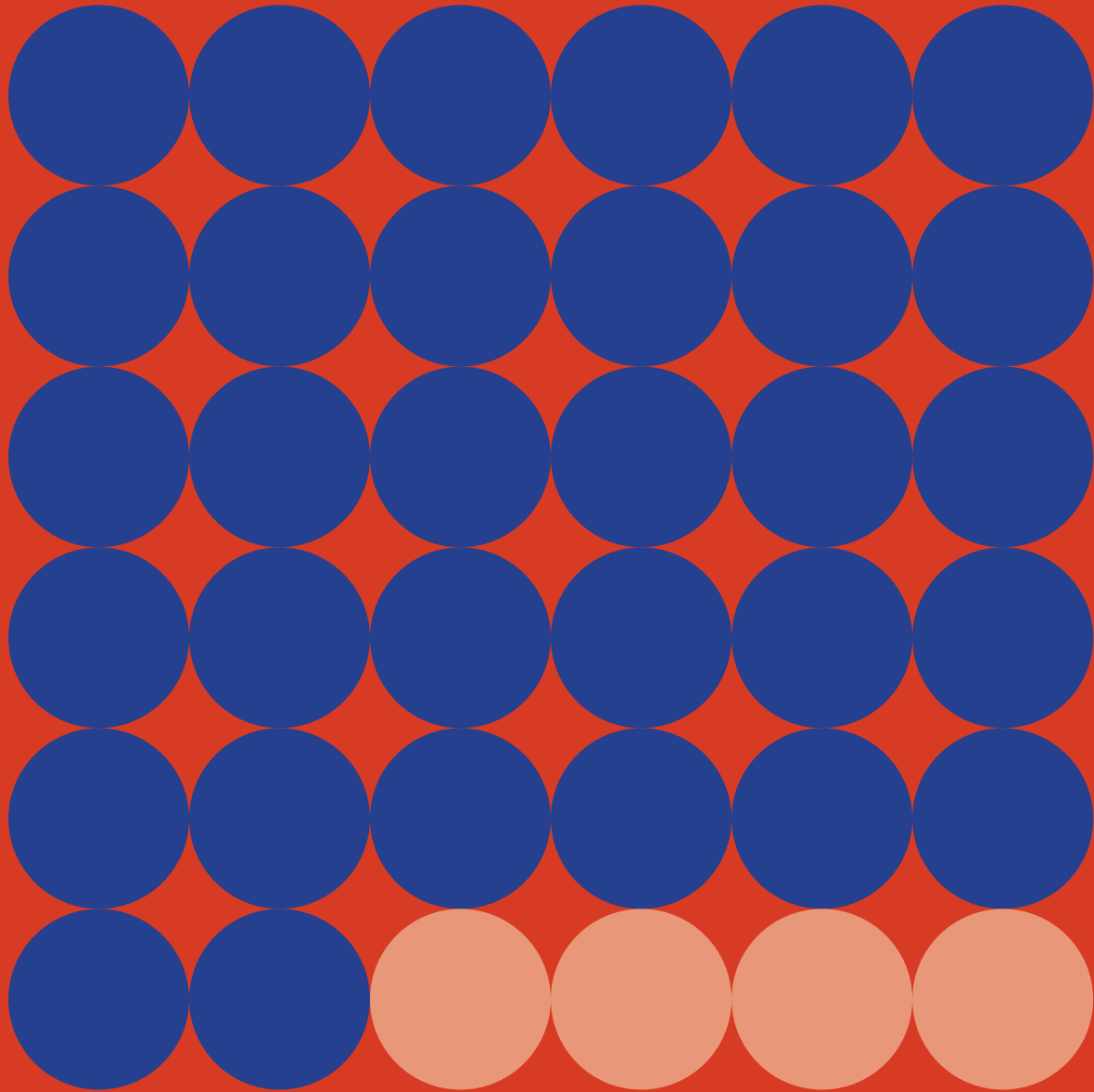


Networking

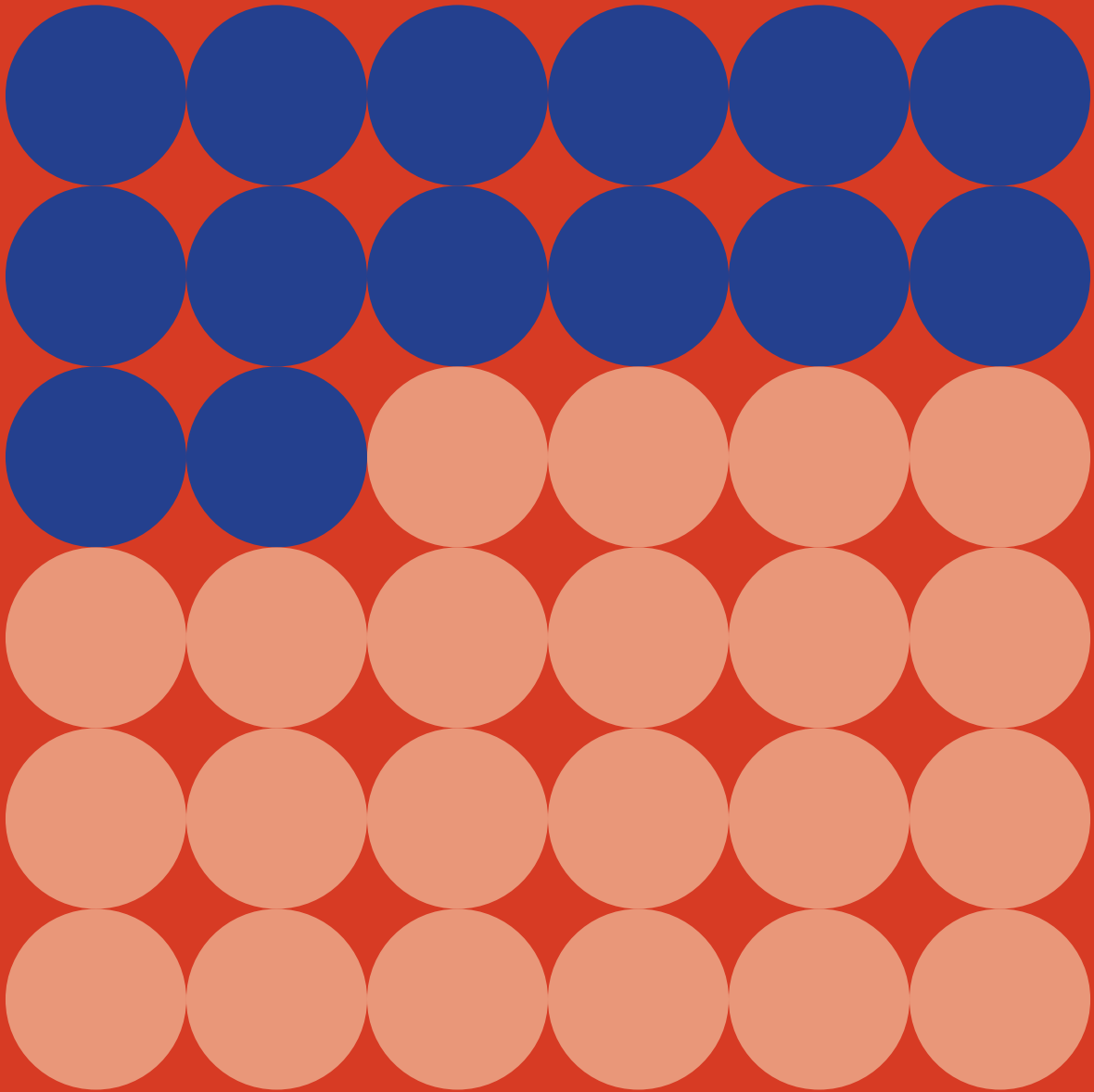
Networking plays a crucial role in promoting collaboration, enabling the exchange of ideas, building connections, and creating synergies -all essential elements in growing a competitive business. In early March 2024, a #WalktheTalk community meetup was organized at the SDG House Greece office as the second Sustainability Acceleration Programme was just launching and the first was slowly nearing its conclusion.

The participants of the two programmes had the opportunity to meet, connect and learn about the works of the other participating ventures but also connect with the dynamic sustainability network of SDG House Greece comprising of local and international entrepreneurs, mentors, impact investors and experts on sustainable innovation and sustainable venture development.

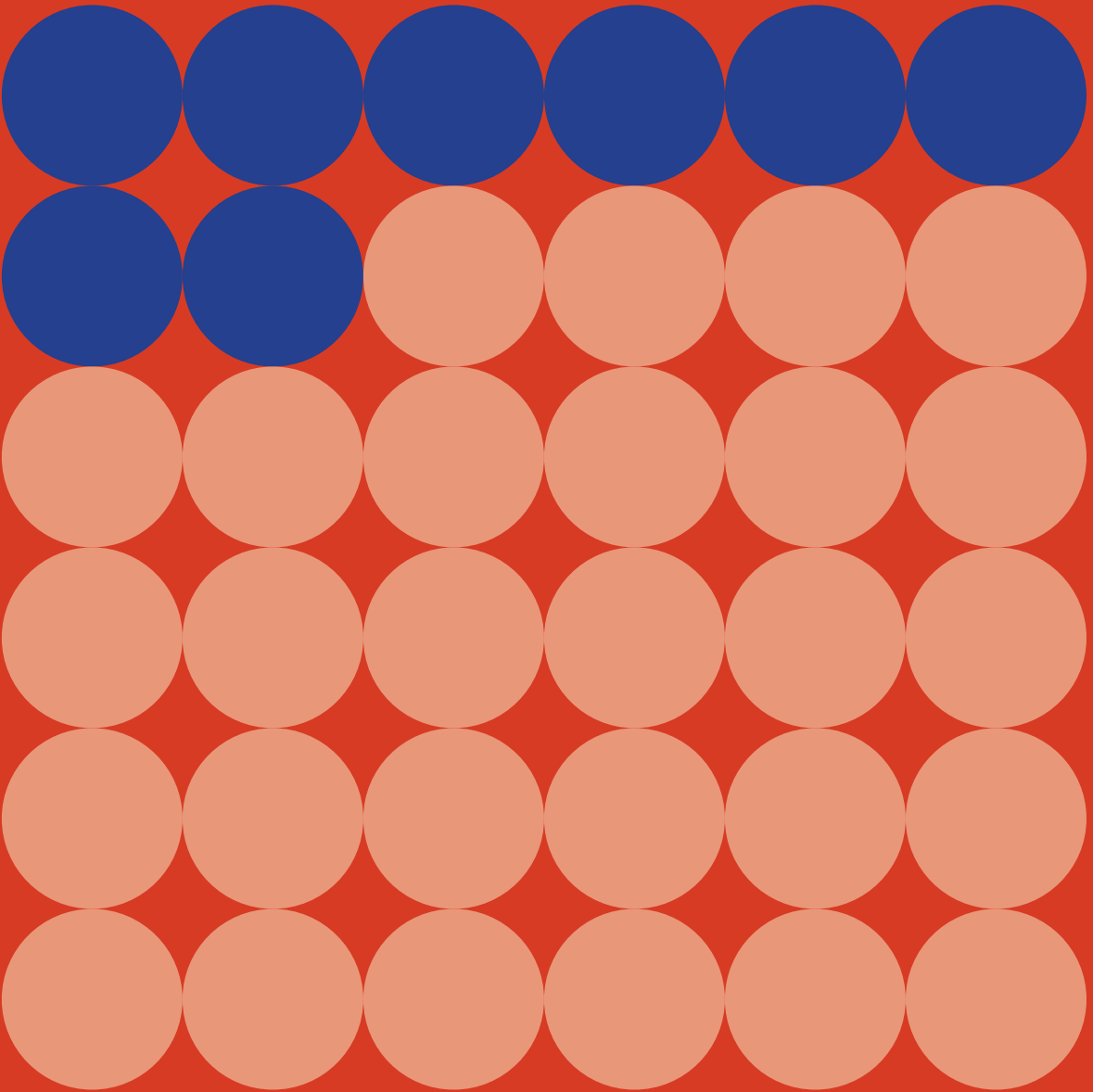




32 SMEs & STARTUPS



14 HOURS OF WORKSHOPS




8 WEEKS OF INTENSIVE WORKSHOPS

SECTORS

AdTech & Marketing/ Agri /
Food Tech / Business & Pro-
ductivity/ Circular Economy/
Education/ Energy/
Engineering/ Event
Management/ Fashion/
Food & Drinks/ HealthTech/
IoT/ Mobility/ Social Entrepre-
neurship/ TravelTech / Tour-
ism / Leisure

GEOGRAPHY

Athens/ Chalkida/
Heraklion/ Katerini/
Kavala/ Kozani/ Patras/
Rethymno/
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Xanthi




farmAir
A Plant Stress Management Company
We see what no one else can
are Agronomists' MRI

Greece, Ag Tech

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Ivoluntry
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Greece, Recycling & waste management

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Online Community

A strong online community was created on the SDG House Greece platform, with the addition of the 32 participating companies. Through the platform, participants had the opportunity to explore the respective businesses and approaches among their fellow cohort members and other members of the community, connect, interact and exchange ideas, questions, challenges and opportunities.

Furthermore, the entrepreneurs were offered access to important resources, tools and tips to support them in navigating their sustainability transition.

“ Participant Stories

Learn more about our Sustainability Acceleration Programme #2 by clicking [here](#) to watch the programme videos on our Youtube channel!

Exelixi



Team members:
Laura Angelou

EXELIXI offers career coaching services for people who want to develop their career. These services include CV and cover letter writing, professional interview coaching and career coaching for those who want to explore their skills and career choices. EXELIXI also offers entrepreneurship coaching services for those who want to become entrepreneurs and start their own business and for those who are entrepreneurs and want to develop their business further. These services include coaching processes to help people discover and develop their entrepreneurship skills, business planning and financial analysis to support existing businesses.

Why is embedding sustainability in your business important?

We are proud of the services we offer people because we help them discover their skills, plan their future and become the better version of their professional self. We work closely with society, so we believe that sustainability is a crucial part of our business.

Experientia



Team members:
Kostas Dimas

At Experientia, we believe that every event has the power to be impactful. Our journey begins with a passion for creating moments that leave lasting impressions, events that are more than meeting events – they are holistic experiences. Our mission is clear: to create meaningful digital and physical events and content, with partners, experienced and younger professionals from different disciplines but with the common quality of the positive impact of their actions. We believe that useful knowledge deserves to be shared and inspiration stands to guide us. At Experientia as we delve into meaningful conversations with individual practitioners, we raise questions and ideas as the spark for talks and content that drive innovation, sustainable development and prosperity. Our vision extends beyond the digital realm and technologies. We are committed to excellence and dedicated to creating experiences that captivate our minds, hearts and bodies.

Why is embedding sustainability in your business important?

Sustainability practices are constantly evolving, so we like to keep up with all the latest developments. We strongly believe that we are all lifelong learners, and we need to keep learning in order to improve. As one of our core values is Walk the Talk, we believe in taking the first step of learning more about the sustainability considerations and best practices so we can continue to improve our practices and make ethical choices towards others, our communities and planet, while also promoting the same mentality to our clients.

“ Participant Stories

Learn more about our Sustainability Acceleration Programme #2 by clicking [here](#) to watch the programme videos on our Youtube channel!

farmAlr



Team members:
Stamatis Diavatidis &
George Fevgas

FarmAlr is a Plant Stress Management AgTech company, specializing in Crop Protection and particularly in the Early & Accurate Detection of Biotic & Abiotic Plant Stress. FarmAlr technology uses thermal images and Artificial Intelligence, to reveal Plant Stress, before the onset of any symptom. We help farmers and agronomists to spot what they can't see with the naked eye, so as to be aware and take all necessary precautions and actions, that will help prevent any spread. We are Agronomists' MRI, contributing to sustainable agriculture. Our team is working on finding solutions that address the demand for a balance between the need for global food security for an ever-increasing population and the necessary reduction of the environmental footprint amid the climate crisis.

Why is embedding sustainability in your business important?

Contributing to sustainable agriculture by helping growers find ways to meet the balance between global food security for an ever-increasing population, while reducing environmental footprint amid climate crisis, is farmAlr's Mission. As such, we want to learn as much as possible about all the sustainability advancements and trends that exist, to be able to grow and improve sustainability throughout our value chain. We are working to reach No Poverty, Zero hunger and Reduced inequalities by 2030. Although we are having the minimum possible negative impact materiality in our operations, we are putting best efforts to improve our influence throughout our value chain. As an example, we are currently using drones for data collection, but we have already started integrating with Satellites, to reduce costs, improve last mile and sustainability. On the other hand, since 2020, our paying customers have used our technology to identify stress, as early & as accurately as possible, to cure infected plants, to prevent contamination of their healthy fields, to apply targeted irrigation and use pesticides & fertilizers and therefore to secure their annual production, increase yield, decrease costs, and ensure sustainable agriculture for Better Production, Better Nutrition, Better Environment and Better Life. The program helped us to better build our Sustainability Strategy and to effectively address double materiality. It has also provided a clear roadmap of establishing policies and procedures to reach the desired levels of compliance for each of our stages. We want to thank SDG House Greece, the Embassy of the Netherlands in Greece and The Rock Group for giving us that opportunity."

Keon Energy



Team members:
Vassilis Kalavrouziotis

Keon Energy aims to allow individuals and businesses to actively participate in the emerging decentralized energy market. Our solution connects customers to a range of Web3 applications designed specifically for the energy sector, helping them take advantage of the opportunities presented by the global energy transition. Our vision is to create a world where sustainable energy practices are accessible and affordable for everyone. We believe that access to clean and renewable energy is a fundamental right and we are committed to democratizing the energy sector through innovative solutions. We are passionate about our work and hold ourselves to the highest standards of transparency and integrity. Together, these values inspire us to drive meaningful change in the energy sector and create a more sustainable and equitable future.

Why is embedding sustainability in your business important?

At Keon, we are guided by a set of core values that reflect our mission to revolutionize and democratize the energy sector. We believe in challenging the status quo and developing innovative solutions that promote sustainable energy practices. We strive to make access to affordable and clean energy a fundamental right for everyone, and we understand that collaboration and accountability are essential to achieving our goals.

“ Participant Stories

Learn more about our Sustainability Acceleration Programme #2 by clicking [here](#) to watch the programme videos on our Youtube channel!

Recharge



Team members:
Antrei Speranski &
Natalia Speranskagia

Recharge delivers cutting-edge technology solutions for the e-mobility industry. Its integrated business model combines an e-commerce platform for charging stations alongside tailored services, aimed at both individuals and businesses. Applying its consulting expertise, recharge guides potential customers through the process of creating sustainable charging infrastructure, aligned to their specific needs, leveraging appropriate design – all focused on minimizing environmental impact. Recharge has developed tools and processes to streamline operations, from assessing optimal power requirements, and calculating infrastructure costs to executing surveys, installations, and implementing a management platform for monitoring, maintenance, and monetization. Its established partnerships in Greece and Cyprus, along with a network of specialized installers, ensure widespread market reach. Recharge is committed to continuous innovation, driving the future of e-mobility.

Why is embedding sustainability in your business important?

Transitioning our business focus to renewable energy and e-mobility has presented us with an extraordinary opportunity to fully embrace sustainability across all facets of our operations. This shift begins with selecting suppliers that offer climate-neutral products, allowing us to integrate sustainable practices into our supply chain. By prioritizing efficiency and waste reduction, we’ve not only achieved significant cost savings but also enhanced the overall value of our company. Our dedication to sustainability extends far beyond our organization, influencing the behaviors of our customers towards environmental issues. This approach reaffirms our dedication to creating a more sustainable future, both within our organization and beyond.

Respibit



Team members:
Aleck Alexopoulos &
Christodoulos Spagakakos

RespiBit is developing solutions for respiratory health and diseases as well as environmental monitoring of air pollution. The AsthmaFit system is the first predictive and personalized product to monitor and manage asthma in a deep and effective manner. The AsthmaFit system is a completely unique approach to monitor the condition of asthma patients, their exposure and symptom histories, and predicting asthma attacks by providing actionable preventative and protective metrics. The AsthmaFit product consists of a wearable device, App, and cloud software. AsthmaFit services address the specific needs of people with asthma of different severity (i.e., mild, moderate, and severe) and provide personalized solutions for monitoring asthma and minimizing asthma attacks. AsthmaFit provides a unique and powerful solution by means of broad monitoring of exposure to the 3P’s (i.e., pollen, particulates, and pollutants) that influence asthma in different ways, by monitoring individual symptoms, and by advanced algorithms that analyze the exposure entities, determine the sensitivity profile, and then predict next day probable outcomes.

Why is embedding sustainability in your business important?

Sustainability is part of RespiBit’s culture and in-line with our vision to improve respiratory health in the 21st century.

Vezyroglou Anastasia



Team members:
Anastasia Vezyroglou

My venture is my 60ha family farm, with a 100-year history. We cultivate a diverse range of crops including cotton, corn, alfalfa, sunflower, wheat and luffa sponges –an eco-friendly alternative to plastic sponges known for their biodegradability and vegan nature. Additionally, we have a 10ha almond orchard with Ferragnes almonds that we process into almond butter and almond oil. I believe in smart and sustainable agriculture. I try to implement new technologies in my work, and my goal is to make our farm as environmentally efficient and sustainable as possible.

Why is embedding sustainability in your business important?

I believe that incorporating sustainability into agriculture is vital for the future of our planet. I am eager to deepen my understanding of sustainable agriculture and explore innovative processes, to keep improving the practices used on my farm. My past involvement in exploring the SDGs has solidified my dedication to addressing global challenges and motivates me to contribute effectively to sustainable agriculture initiatives.

Publicity

07

Επιχειρήσεις

SDG House Greece: Έναρξη υποβολής αιτήσεων για το εντατικό online πρόγραμμα εκπαίδευσης επιχειρήσεων Sustainability Acceleration Programme

Τρίτη, 30 Ιανουαρίου 2024 15:24



Το πρόγραμμα απευθύνεται σε νέες και ώριμες μικρομεσαίες επιχειρήσεις και startups, από όλους τους τομείς, και έχει διάρκεια 8 εβδομάδες

SHARE:

Την έναρξη της διαδικασίας υποβολής αιτήσεων για το δεύτερο Sustainability Acceleration Programme, το εντατικό



SDG House Greece: Έναρξη υποβολής αιτήσεων στο Sustainability Acceleration Programme

12:35 - 31 Ιαν 2024 | Επιχειρήσεις

SDG HOUSE GREECE POWERED BY: ORANGE GROVE

Sustainability Acceleration Programme

Applications are open

APPLY TODAY

Η νέα σου πιστωτική κάρτα Visa μπορεί να σου χαρίσει το νέο σου κινητό, iPhone 15 Pro!

Το SDG House Greece, που αποτελεί τη νέα πρωτοβουλία του Orange Grove και της Ολλανδικής Πρεσβείας, ανακοινώνει την έναρξη της διαδικασίας υποβολής αιτήσεων για το δεύτερο Sustainability Acceleration Programme, το εντατικό online πρόγραμμα εκπαίδευσης επιχειρήσεων σε εργαλεία και δεξιότητες για την ενσωμάτωση βιώσιμων πρακτικών στο επιχειρηματικό μοντέλο και τη λειτουργία τους.

Συνδύασε ασφαλιστικά προϊόντα της Eurolife FFH

EUROLIFE FFH A EUROBANK

Το πρόγραμμα απευθύνεται σε νέες και ώριμες μικρομεσαίες επιχειρήσεις και startups, από όλους τους τομείς, που επιδιώκουν να δημιουργήσουν τις βάσεις για να επιταχύνουν τη μετάβασή τους στη βιωσιμότητα (sustainability transition) προκειμένου, με απτά εργαλεία, να ενσωματώσουν τις αρχές του sustainability στις διαδικασίες τους, να συμμορφωθούν σύμφωνα με τις

12/04/2024, 14:04

SDG House Greece: Ολοκληρώνονται τα "Sustainability Acceleration Programmes", για τη μετάβαση επιχειρήσεων στη βιώσιμη αν...

SDG House Greece: Ολοκληρώνονται τα "Sustainability Acceleration Programmes", για τη μετάβαση επιχειρήσεων στη βιώσιμη ανάπτυξη

10/12/2024



Το SDG House Greece, που δημιουργήθηκε ως ένα οικοσύστημα για το σχεδιασμό καινοτόμων επιχειρηματικών λύσεων και μοντέλων που προωθούν τη μετάβαση στη βιώσιμη ανάπτυξη, ολοκλήρωσε το πρώτο πρόγραμμα Sustainability Acceleration Programme ενώ το δεύτερο πρόγραμμα γύρω από την ίδια θεματική που βρίσκεται σε εξέλιξη, ολοκληρώνεται στα τέλη Απριλίου. Τα προγράμματα υποστήριξαν 42 επιχειρήσεις στο σχεδιασμό της στρατηγικής τους για την ενσωμάτωση βιώσιμων πρακτικών στα επιχειρηματικά τους μοντέλα και τις αλυσίδες αξίας τους.

Το πρώτο πρόγραμμα του SDG House Greece ήταν ένα εντατικό πρόγραμμα κατάρτισης και εξατομικευμένης συμβουλευτικής για ΜμΕ και startups οι οποίες επιθυμούσαν να επιταχύνουν και να διευρύνουν την ενσωμάτωση βιώσιμων πρακτικών στα επιχειρηματικά τους μοντέλα για να ενισχύσουν την ανάπτυξή τους. Δέκα καινοτόμες επιχειρήσεις συμμετείχαν σε μια σειρά εργαστηρίων, ειδικά σχεδιασμένων για τις ανάγκες τους και έλαβαν πρακτική καθοδήγηση από τον ολλανδικό οργανισμό The Rock Group και το νορβηγικό WIN – Women Investor Network Norway. Παράλληλα, είχαν πρόσβαση σε εξειδικευμένα εργαλεία, 1:1 mentoring και ενέργειες διασύνδεσης με το τοπικό και διεθνές δίκτυο ειδικών για συμβουλευτική και πιθανές συνέργειες. Το πρόγραμμα, ξεκίνησε τον Νοέμβριο του 2023 και διήρκεσε πέντε μήνες.

Ταυτόχρονα, το δεύτερο Sustainability Acceleration Programme αποτελεί ένα συντομότερο εντατικό πρόγραμμα 8 εβδομάδων online εκπαίδευσης επιχειρήσεων, μέσω διαδραστικών εργαστηρίων, για την ανάπτυξη δεξιοτήτων στο σχεδιασμό στρατηγικών βιώσιμης μετάβασης. Οι 32 συμμετέχουσες νέες και ώριμες ΜμΕ και startups παρακολούθησαν εργαστήρια από διεθνείς εκπαιδευτές για την ανάπτυξη ενός στρατηγικού πλάνου προσαρμογής και μετάβασης σε επιχειρηματικά μοντέλα που εμπεριέχουν το στοιχείο της βιωσιμότητας σε όλες τις διαδικασίες και υποδομές της επιχείρησης, ενώ χαρτογράφησαν τις αλυσίδες αξίας τους και τα ευάλωτα σημεία τους. Απέκτησαν γνώσεις σχετικά με τα διάφορα πρότυπα, τους κανονισμούς και τις οδηγίες

<https://esnews.gr/72825/sdg-house-greece-ολοκληρώνονται-τα-sustainability-acceleration-programmes-για-τ>

Our Partners

The Sustainable Innovation for SMEs project was supported by a grant from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism 2014-2021, in the frame of the Programme “Business Innovation Greece”.



SDG House Greece would not have been possible without the ongoing support of its valuable sponsors:

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