

SDG House Greece

2 Years

June 2022 - June 2024



- 01 Ambassador's Letter
- 02 Introduction
- 03 What is SDG House Greece
- 04 Our Team
- 05 Partners
- 06 Programmes
- 07 SDG Ecosystem Building
- 08 Events
- 09 Publicity
- 10 Contact Details

Ambassador's Letter

01

Dear Partners and Friends,

Nearly eleven years ago, Orange Grove set out to foster new business ideas. Together with our partners, we helped startups and small businesses grow, contributing to the creation of an entrepreneurial ecosystem where cooperation and growth could thrive. However, today's entrepreneurs must once again adapt. To stay competitive, it is becoming more and more important that "sustainability" and "impact" complement "innovation" and "entrepreneurship."

To support the adaption, the Netherlands Embassy and Orange Grove started the SDG House Greece two years ago. With great pleasure I present now the first report of SDG House Greece.

SDG House Greece aims to be a hub for sustainability, uniting individuals, organizations, and businesses committed to a more sustainable and equitable future. It has since grown into a vibrant community, creating partnerships, supporting ideas, and inspiring action across various sectors.

This report showcases SDG House Greece's progress in helping

businesses and ventures to become more impactful and sustainable. With the Netherlands' strong commitment to sustainability, we support SDG House Greece in sharing international knowledge and experience, and emphasizing the importance of global cooperation to address cross-border challenges.

I hope you will be inspired by the first tangible outcomes: educational programs for companies of all sizes, efforts to build national and international networking ecosystem, and events and international visits that provide access to diverse expertise.

Our countries are at a critical juncture in the journey towards sustainability. I firmly believe the work of SDG House Greece will be crucial in supporting this change expected from the business community. True change must stem from a company's intrinsic values, ethics and desire to positively impact its surroundings.

Thank you for your continued support and commitment to SDG House Greece. Together, we can build a better, more sustainable world for future generations!



Susanna Terstal
Ambassador of the
Netherlands to Greece

Introduction

02



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 ethics and individual moral compasses, extending to important financial and legal challenges -and so much more. With factors such as changing weather conditions, nature-related events and materials shortages directly affecting bottom lines, coupled with regulations becoming stricter and more encompassing, businesses are realizing the potential negative impact on their operations, performance 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, business is moving slower in the direction of developing sustainable practices and finding ways to grow both a positive impact and profit. 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.

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

Through comprehensive training programmes, curated learning materials, hands-on expert support and ecosystem building activities, SDG House Greece aims to contribute to covering this gap and empower businesses to become more sustainable, increase their competitiveness and create value over the long term, with a vision to unlock positive change and new opportunities in the Greek entrepreneurial ecosystem.



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 launched in 2022. It is a partner to the SDG Houses Network.

Our Team

04

Our Operations Team



Natasha Apostolidi
Sr Innovation &
Entrepreneurship Officer,
NL Embassy



Alexandra Sarma
Managing Director
& Partner



Vanessa Melissourgaki
Head of Programmes
& Communications



Nafsika Diamantopoulou
Programmes &
Operations Associate



Marietta Dimakopoulou
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

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

Founding Sponsor



Main Sponsor



Sponsors



The sustainability acceleration programmes and field trips were supported by grants from Iceland, Liechtenstein and Norway through the EEA Financial Mechanism 2014-2021, in the frame of the Programme "Business Innovation Greece".

Programmes Supporters



Programmes

06

- a. Sustainability Acceleration Programme#1
- b. Sustainability Acceleration Programme#2
- c. Sustainability Venture Development Summer School



A core aspect of SDG House Greece is the trainings that we provide. By combining the deep understanding of venture development - from its Orange Grove experience - and the solid expertise in sustainable entrepreneurship of the specialized organizations it has partnered with, SDG House Greece designed comprehensive training programmes that provided the essential building blocks to entrepreneurs to enhance their skills in developing sustainable business models. In the long run, the aim is to enable them to score high in performance, transparency and accountability.

In the past two years, SDG House Greece delivered two "Sustainability Acceleration" Programmes and a "Sustainable Venture Development" Summer School, varying from 1 week to 5 months in length, both hybrid and online. Through these programmes, businesses were supported in mapping and taking responsibility for their impacts, diagnose upcoming risks and dependencies in their business-as-usual, and identify opportunities they can capitalize on from their sustainability transition.

Much of our work focused on existing companies (mainly startups and mainstream SMEs) to transform and grow, as there is a pressing need for SMEs - the backbone of our economy - to make the sustainability leap for our economy to retain its competitiveness. But the programmes SDG House Greece is designing will also support new ventures with disruptive ideas that can translate complex sustainability issues into innovation. And, of course, programmes for larger enterprises, as change in their business functions and culture (of some) is pivotal due to their market weight and impact.

Sustainability Acceleration Programme #1



Training

Launched in late 2023, 10 innovative ventures with established revenues were selected to participate in our first Sustainability Acceleration Programme. For 5 months, the entrepreneurs received hands-on 1-1 support by experts in the Netherlands and Norway, tailored to the specific sustainability challenges, opportunities and risks of their business. The mentoring consultations were complemented by a series of interactive group sessions with deep dives on horizontal sustainability issues the participants needed to reinforce their skills on.

The participating ventures got access to insights, methodologies and resources to help them, among other, design their sustainability strategy, decode existing and upcoming regulations, take the necessary compliance steps, map their value chains, advance with their materiality assessments, and create transparent and effective communication plans, while expanding their business capacity and increasing their competitive edge. The programme was powered by the Dutch organization, TheRockGroup, and the Women Investors Network (WIN) in Norway.



Networking

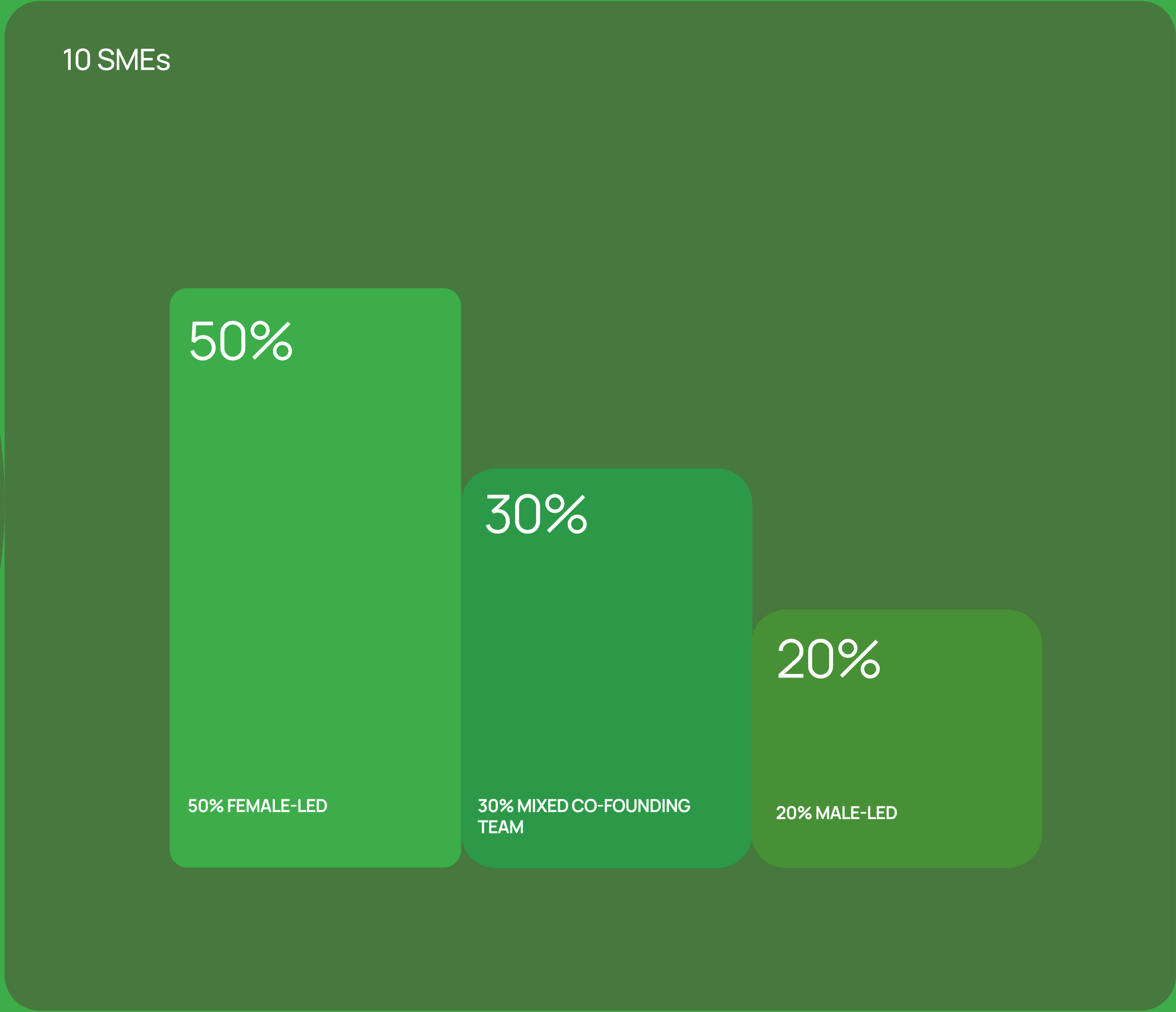
Throughout the programme, the entrepreneurs were offered significant networking opportunities with other participating entrepreneurs of the SDG House Greece community, partners, and our local and international ecosystem of experts on sustainable innovation and sustainable venture development, along with targeted connections with market representatives and potential partners. *(Read more under SDG Ecosystem Building)*



Online Community

An SDG House Greece online community for the participants of the programme was created using the organization's learning platform. The platform served as a 24/7 meeting point for the participants where they could connect among them and with their trainers, mentors and the SDG House Greece team to exchange ideas in the discussion forum explore community members profiles and stay up-to-date with news and announcements.

Participants could, also, navigate important resources on the platform's library, with presentations, tools and tips, as well as receive personalized feedback and guidance from the trainers of the programme and the community. *(Read more under SDG Ecosystem Building)*



Participant Stories”

Learn more about our Sustainability Acceleration Programme #1 by clicking [here](#) to watch the programme videos on our Youtube channel!

LIÀ Hub

www.liaoliveoil.com



Team member:
Christina Stribacu

Operating as an innovation hub, LIÀ Hub serves as a central hub for knowledge-sharing and networking within the olive oil farming community and industry stakeholders. Committed to both nature and quality, the hub promotes a harmonious blend of high-quality products crafted through sustainable farming methods and an entrepreneurial olive oil mindset. This collaborative initiative aims to redefine the olive oil sector, emphasizing not only ecological sustainability but also the preservation and advancement of time-honored practices. Going beyond the cultivation of olives, the Olive Oil Hub strives to nurture a new generation of farmers, inspiring them to embrace and innovate within the rich traditions of olive oil production. In this way, LIÀ Hub brings a positive change, ensuring the longevity and vibrancy of the olive oil industry and playing a role in enhancing the well-being of olive oil farmers.



CorkCycle

www.corkcycle.org



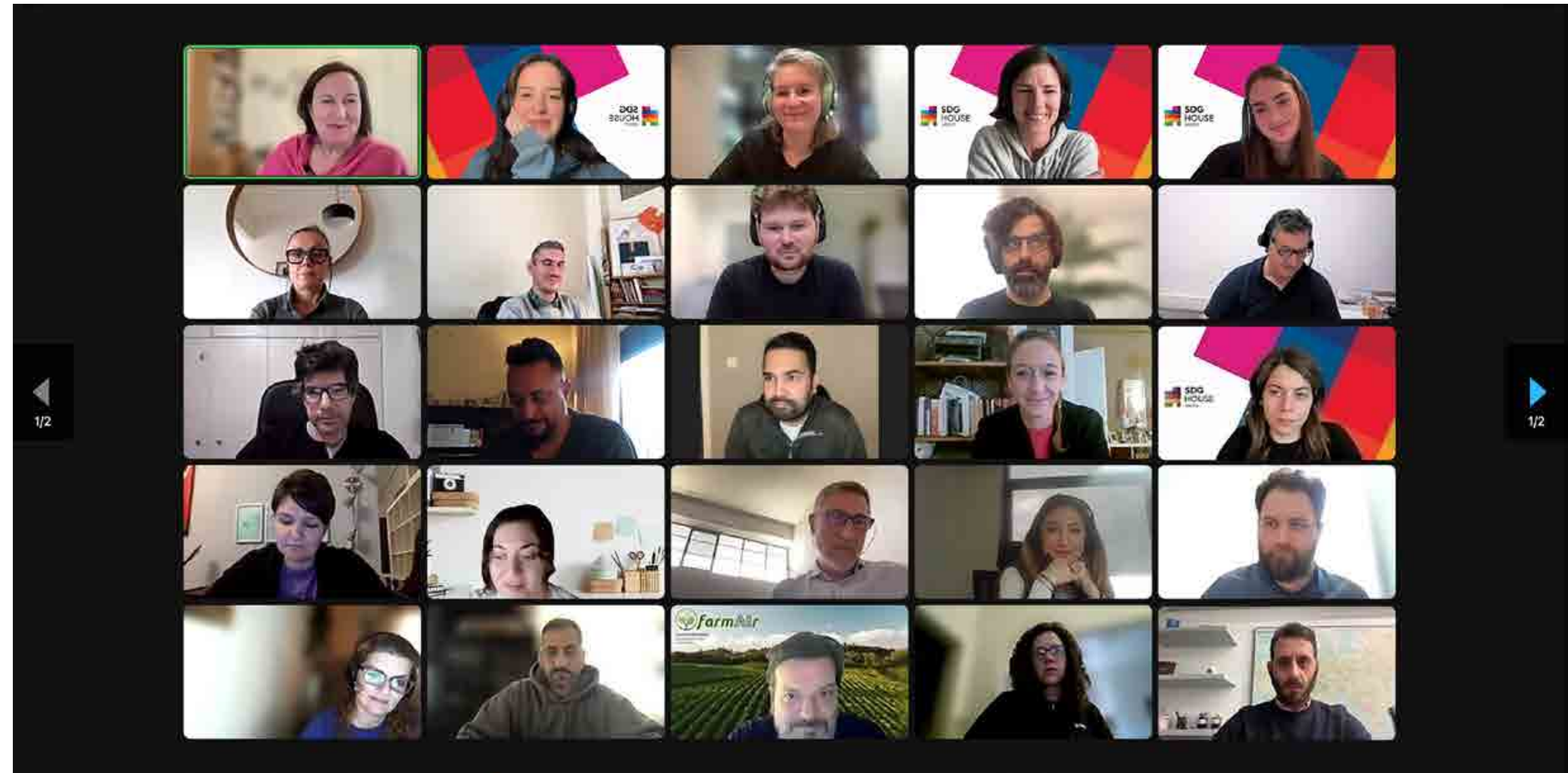
Team member:
Dimitris Axiotis

CorkCycle saves tons of CO2 by giving cork a second life. Founded by Filio Lekka and Dimitris Axiotis, CorkCycle is Greece's first and only cork collection and repurposing initiative. Their mission is to empower the HoReCa sector to become more sustainable by reducing its carbon footprint.

Companies recycling their corks through CorkCycle service gain a solid offset tool of quantitative and qualitative information & data to incorporate in their CSR efforts and to fuel their non-financial reporting, ESG reporting, and EU legislation compliance. CorkCycle fosters a vibrant ecosystem with diverse stakeholders and collaborative initiatives, such as: HoReCa & wine businesses collecting thousands of cork stoppers on a daily basis on our behalf; Certified cork recycling and repurposing companies across Europe sharing data on the amazing environmental benefits cork repurposing has; Private and public organizations who are passionate about supporting initiatives that promote sustainability, ESG goals, and a better natural world for our children.



Sustainability Acceleration Programme #2



Training

In February 2024, SDG House Greece launched its second Sustainability Acceleration Programme, a fast-paced online programme for training businesses in tools and skills needed to integrate sustainable practices into the core of their business models, operations and communication.

This time around, the programme targeted a larger number of businesses, and its structure was built around interactive workshops and community building. Participants were once again new

and mature small and medium-sized enterprises (SMEs) as well as startups from all sectors wishing to design and/or accelerate their sustainability transition.

During an intensive 8 weeks of online workshops, the teams of 32 participating companies were able to delve into alternative business models, dilemmas and best practices and create materiality maps for their businesses. 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 avoid common communication mistakes and attract the right customers, human resources, and potentially investors.

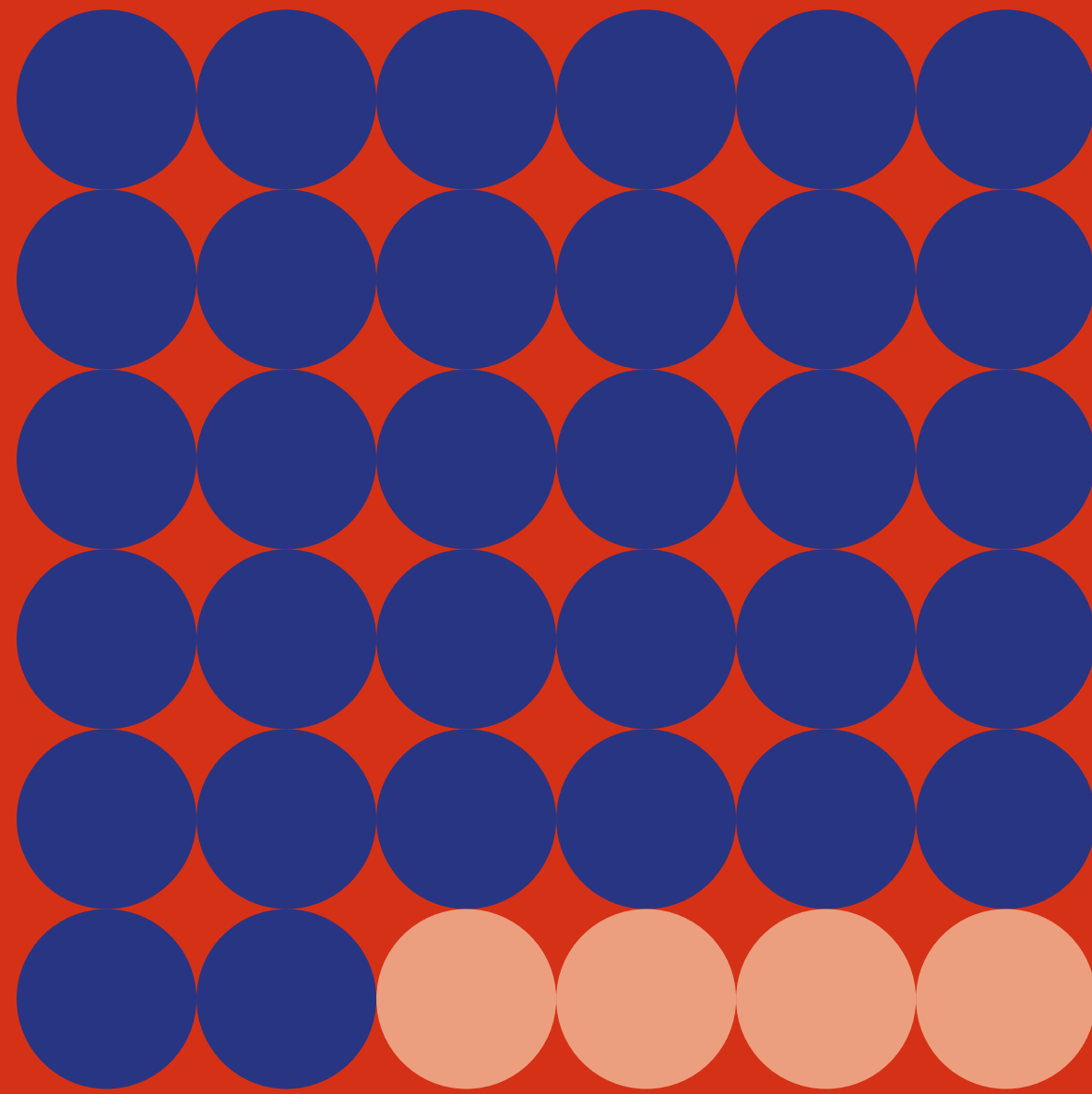


Networking & Online Community

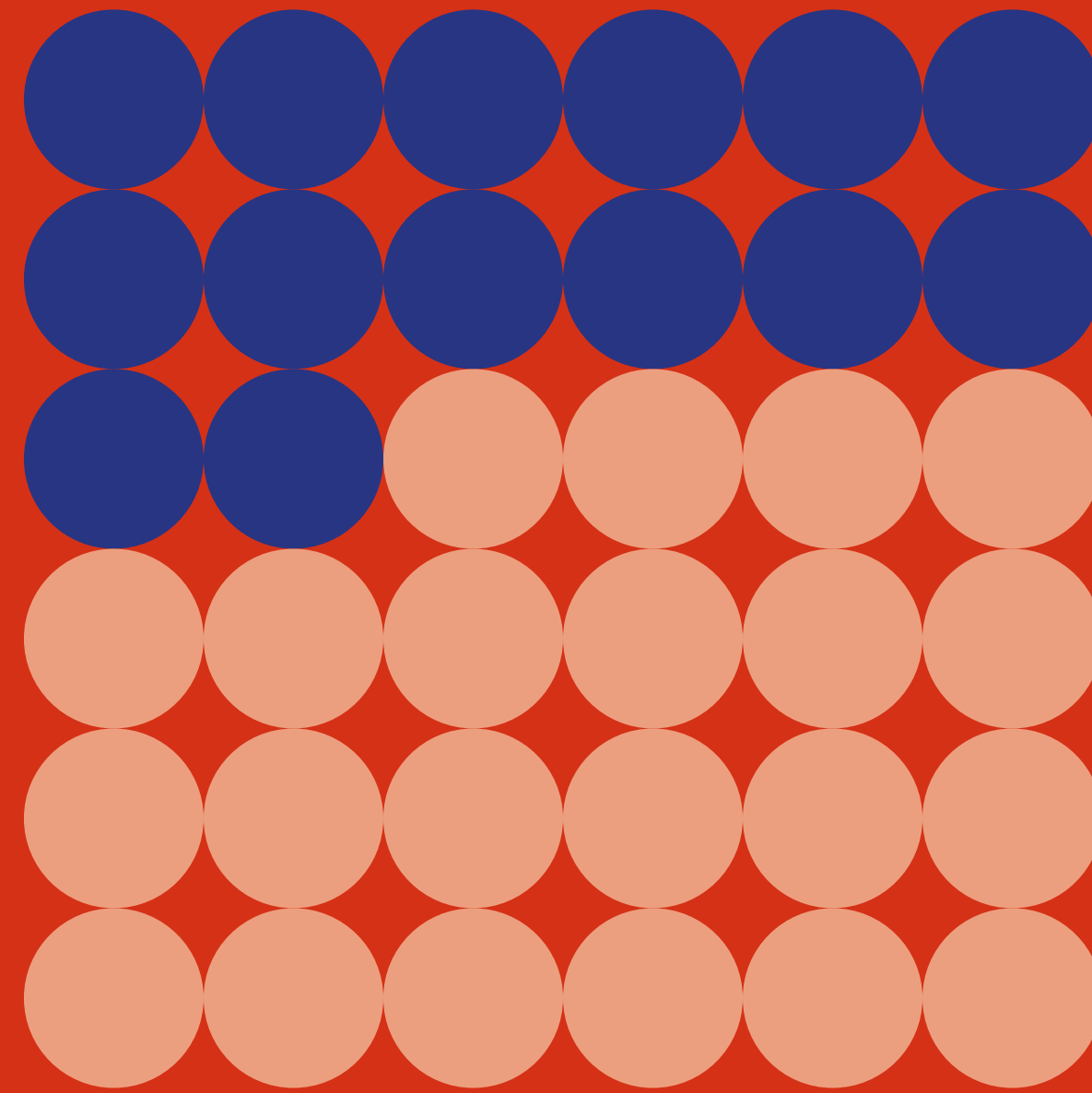
Participants to the programme were offered valuable access to a dynamic ecosystem of alumni entrepreneurs, experts, advisors and collaborating organizations from the international SDG Houses Network, the Netherlands Embassy in Greece and Orange Grove.

Furthermore, they became part of the online community set up on the SDG House Greece learning platform, which in addition to access to valuable resources and toolkits, it offers its members the opportunity for peer learning, deep-diving into specialized topics and connectivity.

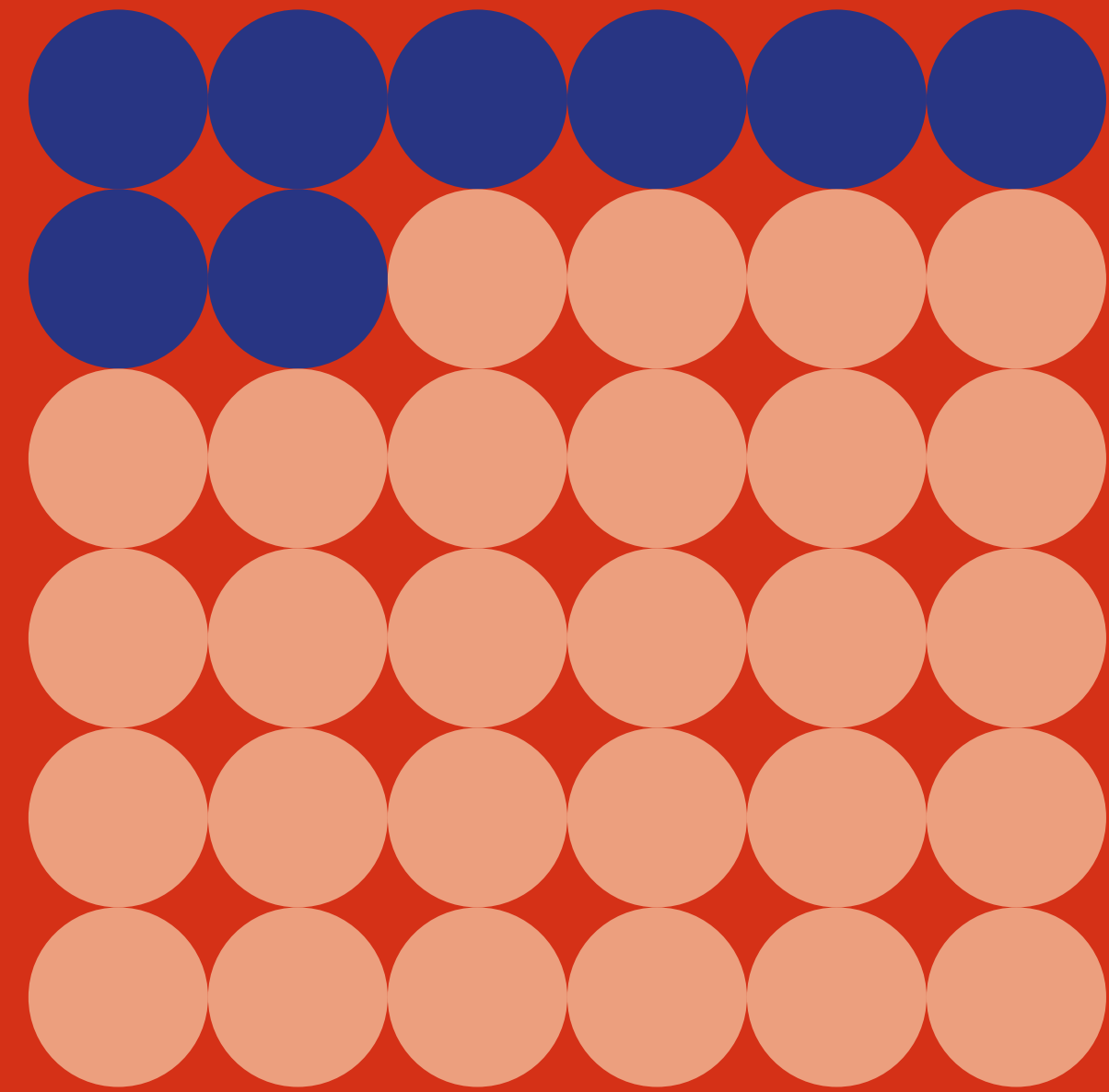
(Read more under SDG Ecosystem Building)



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 Entre-
preneurship/ TravelTech /
Tourism / Leisure

GEOGRAPHY

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

Participant Stories”

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

Exelixi



Team member:
Laura Angelou

Exelixi offers 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 member:
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.

Recharge

RECHARGE



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 behaviours of our customers towards environmental issues. This approach reaffirms our dedication to creating a more sustainable future, both within our organization and beyond.

Team members:
Antrei Speranski &
Natalia Speranskagia

farmAlr



Team member:
Stamatis Diavatidis

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 & 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 programme 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 member:
Vassilis Kalavrouziotis

Keon Energy aims to enable 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.

Respibit



Team member:
Aleck Alexopoulos

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 analyse 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 member:
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.

Sustainable Venture Development Summer School

In July 2022, a 5-day bootcamp on “Sustainable Venture Development” was organized by SDG House Greece and Prof. Enno Masurel of the Vrije Universiteit Amsterdam in the Netherlands. Throughout the 5 days, a series of workshops and mentoring sessions were carried out at the SDG House Greece premises, with the aim to support the participants develop their venture ideas while also guiding them in designing their personal sustainable entrepreneurship portfolio.

The topics of the workshops ranged from identifying the type of entrepreneur the participants are and want to be, measuring their sustainability score and impact, analysing approaches to including the People, Planet, Profit triple bottom line in their decision-making, understanding the essence of the 17 SDGs, avoiding greenwashing practices and delving into the life cycle of a small firm. Group discussions and peer-to-peer learning were central in the training, as participants shared their challenges and ideas on how to overcome potential hurdles they identified.





The Summer School was launched by the Ambassador of the Netherlands in Greece, Susanna Terstal, who welcomed the entrepreneurs to our inaugural programme. The workshops were complimented by the presentations of two guest speakers Yiannis Nikolopoulos, co-founder of Clio Muse Tours (awarded by the UN's WTO for its work towards Goal 8), and Stefanie Behrendt, co-founder of wegozero, both of whom (successful Orange Grove alumni) showcased their entrepreneurial journeys and how sustainability became central to their business models and work culture. Furthermore, mentoring sessions took place to provide tailored consultation to the specific needs of the ventures.

Following the Summer School, SDG House Greece continued to work with and provide support to the participants, while impactful connections were created between the trainers and participants, but also among them. Indicatively, a collaboration was established between the professor and teaching staff of the University of Aegean, for know-how exchange and respective educational visits to Amsterdam and Lesbos.

A lasting collaboration was established between Prof. Masarel and the wegozero team, with the latter participating in follow up Summer Schools and teaching activities by the professor in Amsterdam. And, successful Greek impact ventures (from the Orange Grove alumni network), such as Enaleia, became part of the professor's teaching of study cases to his Dutch students at Vrije Universiteit Amsterdam.



ENTREPRENEURS



SDG Ecosystem Building

07

- a. Impact Network of Experts & Entrepreneurs
- b. SDG Houses Network
- c. Connecting to International Ecosystems
- d. Opportunities for our Green Ventures

Impact Network of Experts & Entrepreneurs



SDG House Greece is first and foremost an ecosystem. Since its launch, it has focused on building a network of experts, entrepreneurs, stakeholders and organizations, in Greece and beyond, who are creating impact by moving sustainability from theory to practice.

By leveraging the expertise of this network, it aims to build a community where aspiring and existing entrepreneurs can find the support, connections and inspiration they need to grow positive-impact ventures and join forces with like-minded professionals to build a different paradigm in business.

The network is constantly growing and invites solution builders and innovative thinkers who wish to contribute to the work and mission of SDG House Greece to join us.





Experts Network

Navigating the sustainability transition of your business or developing an innovative product to tackle complex sustainability challenges, however big or small, can be daunting. SDG House Greece is steadily growing its network of international and local mentors & trainers, from industry, academia and the wider community, to provide support in a wide range of sustainability challenges (and undiscovered opportunities) our members are facing in their journeys to implement sustainable practices, from common hurdles transcending most industries and value chains to specialized niche problems.

Community

As we are constantly mapping and connecting with sustainability stakeholders from all walks of life, we are building an open and diverse community of impact organizations, businesses and individuals already practicing, developing or seeking sustainable solutions with positive impact. Thus, SDG House Greece is evolving into a meeting point, both physical and online, where participants and partners can discover and get discovered, engage, collaborate, but also share learnings and gain from the community's consolidated experience.



Platform

Participants to the SDG House Greece programmes and partners gain valuable access to its online platform, a space where members can converge at any time and from anywhere, learn and explore potential partnerships. Through its built-in discussion forum its members can engage around the clock in peer learning and gain insights from ideas exchange, but also benefit from open access to its library of educational resources, toolkits and insights.

Investors Pool

Recognizing that funding is a crucial challenge for entrepreneurs striving to grow impact businesses, since our launch we have been progressively crafting a pool of impact investors and investors interested in diversifying their portfolio with businesses adopting sustainable business models.

As SDG House Greece continues to grow and matures further, it will expand its support with advising on sustainable financing to contribute in elevating the hurdle of funding from impeding disruptive sustainable solutions reaching the market.

SDG House Network



SDG House Greece has partnered with the SDG Houses Network in the Netherlands, a network of 12 leading organizations aiming to serve their communities by coupling like-minded initiatives with local and national agendas, facilitating cooperation between entrepreneurs, educators, local communities, and organisations. By connecting these spaces of inspiration with NGOs, businesses, knowledge partners, and individuals, all participating stakeholders mutually benefit from the diverse range of knowledge and expertise being shared on sustainability issues.

Over 150+ organisations in the SDG Community of the Netherlands, where the SDG House Network was initiated, work collectively towards accelerating the SDGs through means of, for example, urban

development, impact investment, inclusive finance, fair trade, and organic product development. In addition, the Network is building international collaborations, creating shared knowledge and expertise with organizations around the world, with the aim to harbour responsible change together as an international SDG Community.

In June 2022, SDG House Greece officially launched its collaboration with the Network, thus significantly expanding the pool of expert organizations and professionals it can tap on for the development of sustainable entrepreneurship and innovation. A signing ceremony and open discussion was organized at our premises in Athens, with representatives of the SDG House in Amsterdam (KIT

Royal Tropical Institute) flying in and joined by representatives of the SDG House Greece Board of Directors, the Netherland Embassy in Greece and the community.

Once Mark Schneiders, CEO of KIT Royal Tropical Institute and SDG House in Amsterdam, and Alexandra Sarma, Managing Director of SDG House Greece signed the partnership agreement, an open discussion followed about the vision and plans of our newly set up initiative, the know-how and impact created by the SDG Houses Network in the Netherlands and the interconnection of the Sustainable Development Goals with entrepreneurship. Attendees had the opportunity to connect, exchange ideas and get inspired.

Connecting to International Ecosystems

SDG House Greece, as an initiative of Orange Grove, has been the result of international collaboration. Its inception and the value it created from early on, can be largely attributed to its international outlook. Beyond our unique relations with the Netherlands, a leader in innovation and sustainability,

SDG House Greece has sought to build lasting relations around the world, from Canada all the way to Australia. Under this policy, we also organized country visits for our team to build synergies towards the northern edges of Europe and, in particular, Norway and Iceland, where important tangible advances are taking place in sustainable growth. The aim was to develop lasting channels of know-how exchange, reinforce the value as well as the impact of the initiative's activities, and create international bridges for its beneficiaries.





Norway

The SDG House Greece team embarked on a journey to Norway to immerse themselves in the local innovation and sustainability ecosystem. Over the course of their trip, they explored various facets of the Norwegian industry, focusing on sustainability initiatives and innovative practices in entrepreneurship, including among other clusters, incubators, Technology Transfer Offices and public / private partnerships.





Ålesund

The team's journey commenced in Ålesund, at the mid-Western part of the country, where they delved into the heart of sustainability and innovation within the maritime industry.

They visited the NMK Norwegian Maritime Competence Center, home to the ÅKP Centre for Innovation and Entrepreneurship and

the GCE Blue Maritime Cluster, an innovative initiative at the forefront of blue economy and sustainable maritime innovation, seamlessly bringing together academia, public organizations, startups and a diverse range of maritime companies from around Norway and beyond, holding a bold vision to become the world's first zero-emission maritime cluster.



Oslo

In Oslo, the team continued their exploration, focusing on life sciences, healthtech, and startup development, always through the lens of sustainability.

They visited the Forskningsparken - Oslo Science Park, where they interacted with technology transfer offices and venture development organizations like Inven2, ShareLab, Spark Norway and Aleap witnessing firsthand how academic research can translate into impactful products addressing global challenges.

Next stop was the Women Investor Network, with Angela Holter and Rita Anson shedding light on the thriving innovation and sustainability landscape of Norway, focusing on Oslo's role as a hub for SMEs and startup development. While, lastly, our team was able to experience from up close the local ecosystem, joining the Digital Bar event, at Mesh Community, bringing together Oslo's investors and startup community.



Iceland

Iceland was the destination of SDG House Greece's second field trip. In April 2024, the team landed in the capital, Reykjavik, to explore the vibrant, cutting-edge ecosystem of Iceland, with a focus on its latest innovations in the development and market applications of clean energy and sustainable fisheries and agriculture, as well as the design of closed loop business parks.

During this field trip, we visited the Iceland Ocean Cluster, a pioneering cluster that stands as a testament to Iceland's dedication to sustainable oceanic industries and the ingenious use of marine resources, maximizing the value of ocean catch through full utilization and innovation. We had the opportunity to engage with entrepreneurs leading the way in the sustainability transition of the blue economy and deep-dive into the world of blue engineering, biotechnology and ecosystem restoration.

But, also, we had the chance to learn about the new Iceland Eco-Business Park, a project changing the way we think of co-working spaces and aspiring to revolutionize how we develop business parks by designing waste out of the system and building closed loop ecosystems.



At Festa – Centre for Sustainability we learned how this leading non-profit organization has been operating as a bridge builder between and within the public and private sector, focusing on sustainable development through the SDGs, climate change and corporate social responsibility in its broad sense. Festa counts about 200 associated members, consisting of Iceland's biggest to smallest companies, public organizations, universities, the Central bank of Iceland, the City of Reykjavik and other municipalities.

We also ventured to Friðheimar farm, growing the 'greenest greens' and supplying Iceland with fresh, local tomatoes and tomato products all year-round. Their sustainability strategy impressed us, producing up to two tons of tomatoes daily using state-of-the-art technology, green energy, pure water and biological pest controls, among other green practices. Notably, they are actively working to build a closed-loop ecosystem, ensuring that all of them are utilized and none of their crops go to waste.

The representatives of the University of Iceland's Science Park and the Auðna Technology Transfer Office offered invaluable insights into the local entrepreneurial ecosystem and effective strategies to bringing together the academic world, knowledge-based companies and research institutions. While at KLAK – Icelandic Startups, we connected with a vibrant ecosystem of startups. The accelerator's innovative circular economy acceleration programme, running at the time of the visit, proved an insightful discussion opportunity on sustainable acceleration design and value creation.

Opportunities for our Green Ventures

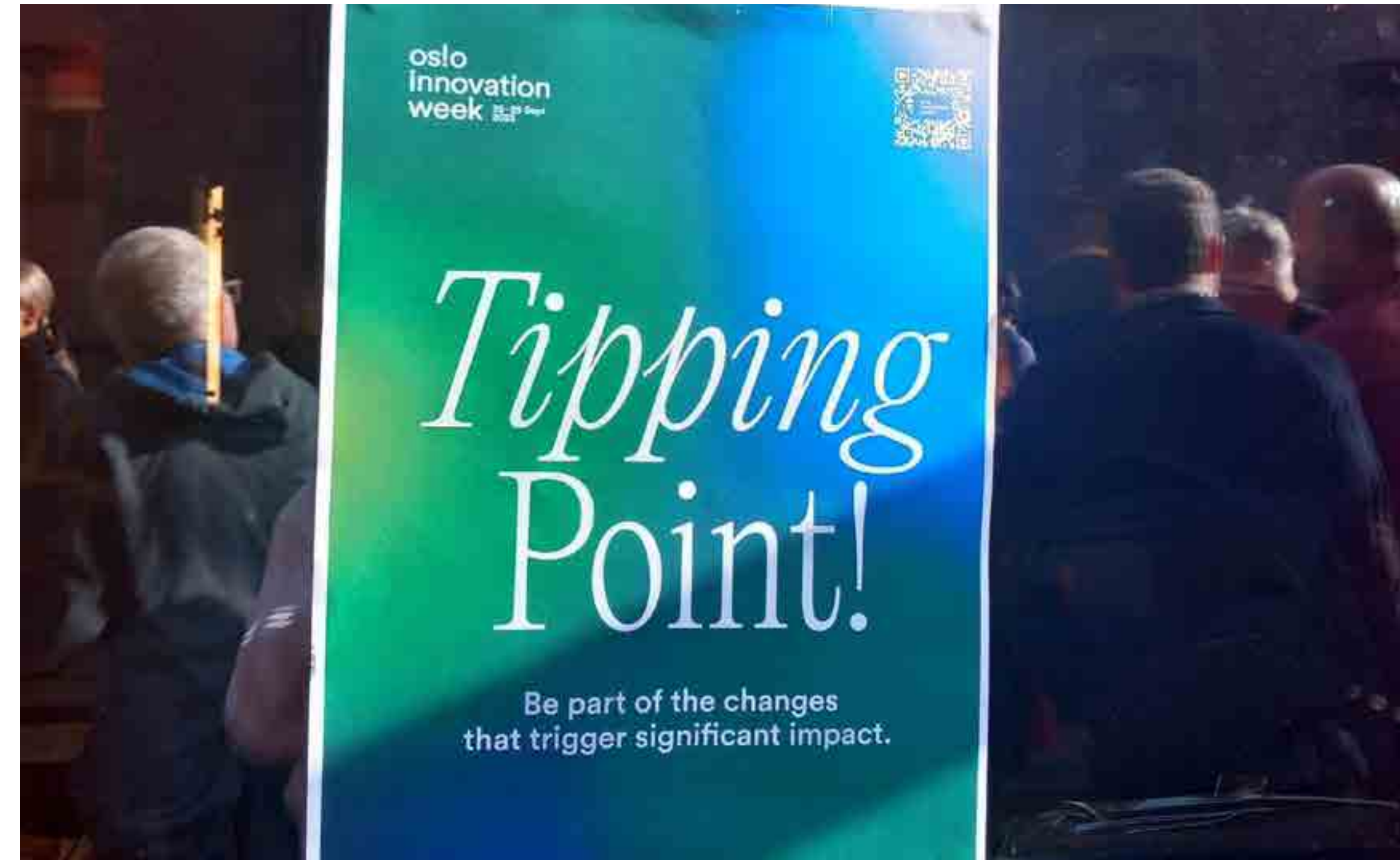
SDG House Greece is proud of the impact its ventures have and is committed to helping them expand and grow beyond our borders. Therefore, it acts as an intermediary in offering its ventures opportunities for exposure and present their business in both national and international events to a wider audience. This way the ventures can raise awareness about the impact-businesses they are building and gain access to valuable networks of experts, along with potential partners and clients.



“Think Green, Go Sustainable”

In June 2023, Cristina Stribacu was selected to present her new endeavor LIÀ Hub to the “Think Green, Go Sustainable” conference, organized by the Athanasios C. Laskaridis Charitable Foundation, the Institute for Sustainable Development at EPLO and Verimpart, at the King George hotel, during the EU Green Week. As part of the panel on the importance of Education in Green Skills development, Cristina discussed LIÀ Hub and its vision to act as an innovation hub for knowledge-sharing in sustainable olive oil production practices and networking within the olive oil farming community and industry stakeholders, while empowering female producers and nurturing a new generation of farmers, inspiring them to embrace and innovate within the rich traditions of olive oil production.





Oslo Innovation Week

In September 2023, "green" startups from our Sustainable Acceleration programmes (and Orange Grove alumni), Keon Energy and Liofello, were selected as part of a delegation by Innovation Norway to participate to the Oslo Innovation Week, an international event that brings together businesses, startups, scaleup professionals, researchers, investors and other stakeholders in Norway and showcases the ideas, innovations and individuals that push boundaries, creating a better future.

The aim of the event was to connect Central/Southern European and Norwegian businesses to discuss the latest green tech solutions and challenges they have encountered in Central and Southern Europe. Our startups had the opportunity to showcase their ventures in a conference with international exposure and network with valuable stakeholders of the ecosystem.

Events

08

- a. *#WalktheTalk* Meetups
- b. International Visits
- c. Conferences & Community Events
- d. Community Partnerships



Events are the cornerstone of our community building, creating the environment and opportunity for our members to meet, interact and foster connections.

Since our launch, we have organized a series of closed meeting sessions but also larger, open meetups in our office premises, where we invite different stakeholders such as investors, experienced entrepreneurs, startups and mentors from Greece and abroad.

Furthermore, we have been active in joining and supporting local events, building awareness and contributing to the growth of the sustainability ecosystem.



#WalktheTalk Meetups

“Rethinking Materials: A new approach to responsible product design and (re)use”

In March of 2023, with the occasion of International Day of Zero Waste, we organized our first #WalktheTalk meetup. We were excited to host Nick Gonios, founder of Circulist in Australia, and experienced tech entrepreneur, who delved into novel approaches of responsible product design and materials selection. The talk focused on the need of shifting production to materials-centric operating models and new approaches in designing products with disassembly in mind during and at the end of their life cycle rather than waste. The attendees were invited to exchange ideas and opinions on the topic of product redesign, waste prevention and circularity, as well as network and connect with each other. Representatives of corporates, startup and SMEs founders, impact investors and sustainability enthusiasts made up for a buzzing atmosphere at our Athens office.



"Sustainable Ventures Mingle"

In March 2024, as our first Sustainability Acceleration programme was nearing its conclusion and our second one was just launching, a #Walkthetalk meetup was organized at our office premises for the 42 SMEs and startups of both cohorts and the members of the SDG House community. In this friendly environment, over drinks and pizza, participants had the opportunity to acquaint each other and learn about the works and sustainability goals of the other ventures, explore the potential of synergies, as well as connect with members of the vibrant sustainability ecosystem, consisting of like-minded entrepreneurs, mentors, impact investors and experts both on sustainable innovation and sustainable venture development.



International Visits

Danish UNESCO Associated Schools Network & ZBC Visit

In Spring 2023, we had the privilege of welcoming Honar Abdollahi, the National Coordinator of UNESCO's Associated Schools Network (ASP) Denmark and Martin Spuur of ZBC, the largest technical and vocational school in Denmark, to our office. Their visit allowed us to learn more about each other's mission and initiatives, exchange insights and ideas regarding impact creation and set the groundwork for possible future collaborations, building valuable bridges and know-how exchange channels with the ecosystems of Denmark.



Delegation of the Treasurer General of the Netherlands

We were also honoured to host the Treasurer General of the Netherlands, Mr. Christiaan Rebergen, and his delegation at our office. During their visit, we discussed the growth and development of the Greek ecosystem, the increasingly important role of sustainability in entrepreneurship and shared how Orange Grove and SDG House Greece are empowering entrepreneurship and impact creation. The delegation was introduced to alumni startups of our Orange Grove and SDG House Greece programmes, Clio Muse Tours, Grandmama, Ruler Consult and Travelmyth, who, among other, discussed with our guests their entrepreneurial journeys in Greece and shared their experiences with their transition to more sustainable business practices.



Conferences & Community Events



Next Stage Sustainability Bootcamp 2022

In 2022, we had the pleasure of joining the Sustainability Bootcamp 2022 by Next Stage. Our Managing Director, Alexandra Sarma, was one of the selected speakers joining the bootcamp, where she shared the importance of sustainability in entrepreneurship nowadays and how through our programmes and events at SDG House Greece we support sustainable venture development in Greece.

TEDxPatras 2022 | Metamorphosis

We were also excited for the opportunity to set up a booth at the TEDxPatras 2022, where members of our SDG House Greece team shared with the attendees how we can "Walk the Talk" together and work collectively towards business models that promote rather than impeded the achievement of the 17 Sustainable Development Goals.

SDG's AI Hackathon by Creative+

It was a privilege for SDG House Greece to join Creative+'s SDG's AI #Hackathon, in October 2023. Attending the hackathon, which took place at the Panteion University, we were supercharged after meeting and interacting with young students, full of impactful ideas on how to reach the Sustainable Development Goals, with the help of new technologies such as AI, VR, IoT, blockchain.



Innovation Greece 5.0

In 2024, our Managing Director, Alexandra Sarma, joined the interesting panel discussion on innovation and early-stage ventures support at NBG's "Innovation Greece 5.0" forum, where she shared how SDG House Greece and Orange Grove are dedicated to empowering innovative businesses with a positive impact.



Tech Xperience Fest 2024

At the Tech Xperience Fest by Route Lab, Alexandra Sarma, our Managing Director, shared the stage with Vasilis Kalavrouziotis, CEO of Keon Energy and alumnus of our programme.

Together, they shed light on the path towards a sustainable future. Alexandra discussed our programmes fostering transformative ventures that drive sustainability forward and unveiled the next chapter for SDG House Greece. In parallel, Vasilis delved into Keon Energy's pioneering vision for an energy revolution powered by blockchain technology.

Community Partnerships

With an evolving sustainability ecosystem in Greece, many wonderful opportunities keep arising. Apart from attending several events, we also have the chance to promote the activities of other organizations in the ecosystem. We proudly supported the community, by promoting the events and programmes of other organizations, including the "Green Tech Challenge" by the National Technical University of Athens and UNESCO, and the "14 Annual Capital Link Sustainability Forum" by Capital Link.

Publicity

09

- a. Television & Radio
- b. Articles & Interviews



Με επιτυχία ολοκληρώνονται τα “Sustainability Acceleration Programmes” του SDG House Greece

■ ΤΑ ΝΕΑ ΤΗΣ ΑΓΟΡΑΣ

10.04.24 17:30



Vicky KLIMI · 2nd

Bringing Healthcare at Home
2d · 🌐

👉 Be part of the [SDG House Greece](#) Sustainability Acceleration! [grandmama](#) is already part of it!

[#esg](#) [#SustainabilityAcceleration](#) [#sdghouse](#) [#grandmama](#) [#starrups](#)



SDG House Greece

1,184 followers

1w · Edited · 🌐

Applications are now open! Join SDG House Greece's "Sustainability Acceleration" Programme for established ventures seeking to integrate sustainability processes, approaches & compliance into their business models!

Over the 8-week intensive programme, immerse yourself in interactive workshops led by sustainability, innovation & business experts & connect with the international networks of SDG House Greece, Orange Grove & the Embassy of the Netherlands.

The application deadline is February 14th. Learn more & apply to be part of this transformative journey towards a more sustainable future!



BN Newsroom

ESG

10/04/2024 - 18:06

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

From early on, SDG House captured the attention of media, gaining significant publicity from its early steps, while growing a dynamic social media presence. Our initiative has appeared over 50 times in various media outlets, (including print media, news portals, TV and radio), such as New Money, Naftemporiki, Startupper, Epixeiro and EfSyn, through press releases, articles and interviews.

Furthermore, a strong social media presence has been built, through our channels of LinkedIn, X (formerly known as Twitter), Instagram, Facebook and Youtube.

Sustainability remains an abstract and complex term, still often perceived by the wider public as a marketing buzz word or belonging to the sphere of idealism.

Beyond creating awareness for its activities and programmes, in its media communication, SDG House Greece has put an emphasis on discussing sustainability through the lens of business, contextualize what inaction means in business terms for companies of all sizes anywhere, demystify the complexity and jargon around sustainability transition and incentivize entrepreneurs on being on the right side of market developments.

Television & Radio



MONOKEPOS by Startupper

Our journey from Orange Grove to SDG House Greece and the impact created were discussed with Giannis Dionatos during our interview at the "MONOKEPOS" TV Show, on One Channel.

We delved into the growth of the Greek ecosystem and the need to support entrepreneurs with tangible tools, resources and training support to make their sustainability transition and embed sustainability throughout their value chains, to preserve their competitive edge and become future proof.

Watch [here](#).

Fashion Fly TV

Sustainability in the fashion industry, fashion-tech and wearables were among the various topics we touched upon, in this interesting discussion between our Managing Director Alexandra Sarma and Orange Grove alumna, Maria Vytinidou, who led the interview on the Fashion Fly TV Show.

As we navigated the development of the Greek ecosystem in the last decade, we analysed the urgency for Greek entrepreneurs to make the leap to new sustainable business models.

Watch [here](#).



"Διασυνδεθείτε" Radio Show by DUTH

The training programmes of SDG House Greece were the discussion topic on the "Διασυνδεθείτε" Radio Show of the Democritus University of Thrace. With Dimitris Tsitsis we discussed academic research, student entrepreneurship and the role of research and entrepreneurship to tackle pressing sustainability challenges, while we invited students and researchers building their own ventures to join our Sustainability Acceleration programmes.

Watch [here](#).

Articles & Interviews



“Is business-as-usual changing?”
Startupper Magazine

Alexandra Sarma, Managing Director of SDG House Greece and Orange Grove, shared, in an interview with Startupper, the views of SDG House Greece on shifting to sustainable business models and the vital support needed for SMEs in their transformation journey. Read [here](#).

“Our support to the Greek startup community – the challenges faced by the ecosystem”
New Money

In this interview with New Money, we discussed the impact of Orange Grove on the Greek startup ecosystem and introduced the initiative of SDG House Greece, sharing the launch of the Sustainability Acceleration Programme and how it is helping businesses transition to more sustainable practices. Read [here](#).



“To secure the competitiveness of startups, ‘innovation’ needs to be accompanied by the term ‘sustainability’”
ESG+ Stories

In the interview featured on ESG+ Stories, we described our Sustainability Acceleration Programmes and delved into the crucial role of sustainability in the development of SMEs and startups. We, also, highlighted how at SDG House Greece we’re building a robust SDG ecosystem through education, knowledge exchange and strategic partnerships. Read [here](#).

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