



The goGreen project is a 24 month initiative co-funded by the European Commission, under the Directorate Education and Culture.

Project Duration

01.10.2010 – 30.09.2012

Project Budget

400,000 EUR (TOTAL)
297,000 EUR (EU GRANT)

Agreement No

2010-3538/001-001-GR
LEONARDO-LMP

Visit the project website!

<http://www.gogreenproject.eu>



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Online European Survey

for SMEs' training needs on green practices. [CLICK and Take part!](#)
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- What is an **INTELLIGENT BUILDING** and which are its benefits
- Find out how your enterprise can benefit from the newly launched European project goGreen
- Read the interview of the President of Biopolitics International Organisation, on how **environmental protection can be a real source of profit for SMEs**

Don't forget! Green Business is Smart Business >>>



Mr. Menelaos Ioannidis, Co Founder and CEO at Built-IT Company, introduces us to **INTELLIGENT BUILDINGS** and their benefits

Mr. Ioannidis, what really makes a building intelligent?

The use of technology and processes creates a building that is safer and more productive for its occupants and more operationally efficient for its owners. This is what makes a building intelligent. More specifically, automation systems for buildings are based on 'smart' controllers and wireless control networks. Build IT's Intelligent Building solution automates all electrical and mechanical installations in a building, existing or new, and turns it into an "intelligent" or "green" building with a lower energy footprint.

What benefits does an Intelligent Building offer to an enterprise?

Buildings in which the solution has been implemented consume less energy, provide a comfortable and healthy environment to the people working in them and are friendly to the environment. However, the entire system does not just provide flexibility, comfort, and security, but also rapid cost savings. And this leads to a significant increase in its market value. For projects that are owner-occupied, such as corporate, government, and institutions, the benefits of an intelligent building provide an immediate ROI in terms of higher employee productivity and reduced operating expenses. For commercial developments, these projects are expected to result in above market rents, improved retention, higher occupancy rates, and lower operating expenses. All around, **this is a win-win situation!**

"The results from implementing Build IT's intelligent buildings solution are buildings that cost less to operate and are worth more to their occupants!"

Will an intelligent building reduce the life cycle running cost of an enterprise? Is it worth it when compared to the installation cost?

The operational phase of a commercial building is significantly longer than the design and construction phase of a project. The lifecycle cost of the operational life of a building is about 60 to 85 percent of the total lifecycle cost, whereas the design and construction is about five to ten percent.

Acquisition, renewal and disposal costs are between five and 35 percent of the total life cycle cost. When employee salaries and benefits are included in the lifecycle cost, design and construction costs make up only one percent of the lifecycle cost.

MEET the 11 goGreen project Partners, the so called goGreeners!



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HOW TO GET INVOLVED >>>

We invite you to share your experience, ideas, opinions as well as any questions concerning goGreen and the issues we try to address.

Simply contact our Press Office or the partner nearest to you.

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Which are the most popular, fast and effective actions that can be easily adopted by European SMEs which have implemented the Intelligent Building solution?

As it is well known and practiced, energy management begins with measuring energy consumption and continually revisiting those measurements. Besides measuring energy consumption, it is important to monitor conditions in processes and activities where the energy is used and to translate those conditions into a context description in order to successfully optimise energy consumption. As a result, we could say that the first really fast measures that can lead to significant cost and energy savings are related to employee's behaviours who usually consume more energy than they need. Identifying these irrational and unnecessary consumptions and acting upon their limitation can result up to an 80% energy and cost reductions.

How well known are such eco-friendly building practices in Europe?

The commercial and industrial buildings account for 60% of EU energy requirements, consisting a major source of energy consumption, and as such they represent a significant opportunity for energy efficiency improvements and reduction in carbon emissions. International studies have shown that energy management systems can achieve a 7% to 20% energy savings. Implementing automation of special type these percentages can increase significantly. These observations become even more critical, nowadays, as businesses worldwide report revenue, EBITDA and profit reductions at the same time when energy prices keep raising. Moreover, the European Union is committed to reducing projected energy use by 20% by 2020.

[CLICK AND READ THE FULL INTERVIEW](#)

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The vast majority of European enterprises (99%) are small and medium enterprises, out of which only 6% seems to have adopted environmental friendly practices (http://ec.europa.eu/environment/sme/index_en.htm). Moreover, a significant lack of executives' training regarding environmental issues is observed.

Overall, European enterprises have not yet realized that the adoption of ecological procedures is a significant advantage both for the enterprise itself (e.g. smart reduction of cost of products, saving energy etc) and for the environment in general.

The European project, with the acronym "goGreen", addresses this particular need, with the aim to identify and evaluate the "ecological gaps" of European SMEs, as well as to educate their staff in environmental friendly procedures. Actually, the project focuses on the delivery of a personalized "Green Training Programme", aiming to improve the knowledge and the skills of entrepreneurs and professionals related to the effective introduction and management of green business practices.

One of the main project innovations is the establishment and operation of Green Structures for SMEs, the so-called goGreen Business Bureaus, to be hosted by Chambers participating in the project consortium. These innovative green SMEs Bureaus will offer substantial consulting to local European SMEs in order to upgrade them to "Green and Smart Businesses". Also, the project foresees SMEs' training and certification for their green choices.

The goGreen project is a 24 month initiative co-funded by the European Commission, under the Directorate Education and Culture. It is implemented by eleven partners with complementary expertise from six countries Greece, Italy, Spain, Romania, Bulgaria and Turkey.

Find more about the project's [Objectives](#) and [Partnership!](#)

Be a goGreen supporter >>>

Enhance your environmental profile by simply including the goGreen Supporter logo on your website or/and promotional material! There is no cost and no commitment!



In return your logo and company/organisation profile will be posted on our website and they will be part of our supporter's cloud to be viewed on our dissemination events!

You may also add the goGreen eco-tip image on your e-mail signature!



INTERESTING LINKS >>>

- [European small business programme](#)
- [Environmental Compliance Assistance Programme for SMEs](#)

This newsletter will be issued regularly informing you about project progress, outputs and related developments.



Interview of Dr. Agni Vlavianos-Arvaniti, President of Biopolitics International Organisation

Do you think that the economic crisis in Europe influence enterprises to redefine their CSR and environmental policies?

The growing economic crisis presents a challenge and opportunity for rebuilding our society. Over-consumerism and continuous emphasis on GDP growth cannot go on forever. It is evident that a deeply rooted crisis in values has resulted in an economic meltdown. The Biopolitics International Organisation (B.I.O.) has requested a new structure for society where environmental protection will be at the core of educational systems, government structure, business strategies and the behavior of every individual. This reform is now happening because of present environmental dangers. This crucial moment is also an opportunity to measure wealth in new ways and to unite humanity in a common effort of environmental conservation. Enterprises, as the economic driving force, have no choice but to rethink their policies and to structure their whole CSR strategy around the appreciation and protection of the bio-environment.

Surveys have shown that there are important eco gaps in European SMEs. Could bio-education change this situation?

In 1991, B.I.O. founded the International University for the Bio-Environment (I.U.B.E.) with the hope to explain and promote a "universal" structure for universities and educational institutions worldwide, emphasizing the interdependence among all disciplines. For SMEs, environmental protection can be a real source of profit, as explained in detail in B.I.O.'s recent publication on "Green Salaries." It provides opportunities to create hundreds of new jobs and acts as a catalyst for innovation and development. Bio-education is the primary tool for bringing environmental training to SMEs, through open and distance learning. B.I.O.'s extensive e-learning program already features over 20 courses in environmental education, which have reached thousands of participants in 119 countries.

"Bio education is the primary tool for bringing environmental training to SMEs, through open and learning distance"

How could we educate the entrepreneurs and managers of SMEs towards eco-practices? Which tools can we use?

Since 1985, at a time when information technology was not developed enough, B.I.O. has promoted the use of the media and satellites as a vehicle for reaching the public. In addition, the creation of an electronic "Bank of Ideas" can provide specific information on environmental issues and practices, and can help SMEs to avoid wasting time by reinventing the wheel. Many successful paradigms exist world-wide and can serve as successful educational tools.

What are the benefits for SMEs by training their employees and consequently upgrading their skills to environmentally friendly?

Training the employees of SMEs is not only a benefit, but also a necessity. The lack of environmental awareness has resulted in delays and in serious environmental threats and disasters. SMEs could make a decisive difference in mobilizing action and in helping to build a new society of hope. It is of the essence not to lose any more time. We need to act now!