GREENinMEDKickoff meeting in Malaga, Spain in November 27

The meeting took place at the Malaga Chamber of Commerce, with about 40 participants from Malaga, and the GREENinMED partners- Madrid Chamber of Commerce, Capenergies from France, and IsWA, Kinneret College and Arava Institute from Israel.

Due to Malaga's robust tourism-related economy, it was chosen as the ideal Mediterranean city for GREENinMED's kickoff meeting.

The event was divided into three parts. To begin with, the Malaga city's environment and tourism experts briefly discussed the city's ambitions and needs- the importance of sustainability and of adjusting the industry's mindset to the current discourse on global warming.

Juan Cobalea- Second VP of the Malaga Chamber of Commerce, Jaime Montalvo- Foreign Affairs Director of the Spanish Chamber of Commerce, and Luis Medina-Montoya- General Affairs Director of Malaga's Environment and Sustainability department held this first round table. The crossroads between the city's vision for tourism development, and the public sector's interest in facilitating innovation for sustainability made their interventions highly relevant. Not only are both Malaga and Spain interested in being competitive, there is also a current discourse on the importance of a new mindset.

For the second part, the GREENinMED Israeli and French delegations presented a number of water and energy-saving technologies. Avraham Israeli from the Israeli Water Association, Ram Shpiner from the Kinneret College, Ella Fuksbrauner from the Arava Institute, and Valentina Vologni from the Capenergies cluster in France all contributed knowledge on current projects that are being developed in different contexts, and with potential to be adapted. The Arava Institute brought the current vertical wastewater treatment pilot in Wadi Aricha to the table, as well as the upcoming collaboration on brine reuse with the University of Birmingham. Avraham of IsWA spoke about a project in the Caribbeans, to mitigate a crisis caused by invasion of sargassum algae that damages the shores and rejects tourists from coming to the hotels, thus making great losses to the hotels in the area. The technology that is used is anaerobic digestion of the algae, mixed with other sources of organic matter, to generate clean energy., Peof. Shpuner of Kinneret College, spoke about their research in water technologies that can be adapted to the hotel industry. Ms. Valentina Vologni of Capenergies Spoke about their cluster of 530 companies and their capabilities to contribute to the common goal in the hotel industry.

For the third and final part, Sonia Palomo- Deputy Director of Foreign Affairs and Technology Tranference (knowledge management) of the Andalucia Technologic Park, Antonio Guevara- Dean of the Tourism Faculty of the Malaga University, Daniel Perez from METRICA 6 and Rafael Casielles from BIOAZUL spoke.

Ms Palomo discussed the sustainable development challenges and strategies of the Park, since it currently serves hundreds of companies and thousands of employees, and it is considered a pioneering technological example both locally and internationally. Mr Guevara gave an overview of the sustainability priorities in the academic program. Mr Perez and Mr Casielles both presented their start ups and explained the current technologies, which are at adavnced stages, and success stories they are promoting. This was important, not only as an example

of what the project seeks to encourage and promote, but of who to profile as a collaborator, and of how it can be done.

GREENinMED partners in Malaga

Avraham Israeli-IsWA

ENI CBCMED
Cooperating across borders in the Mediterranean

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REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

Cámara de Comercio de España

GREENinMED

Ella Fuksbrauner- Arava Institute

Prof. Ram Shpiner- Kinneret College

Valentina Vologni–Capenergies

Capenergies

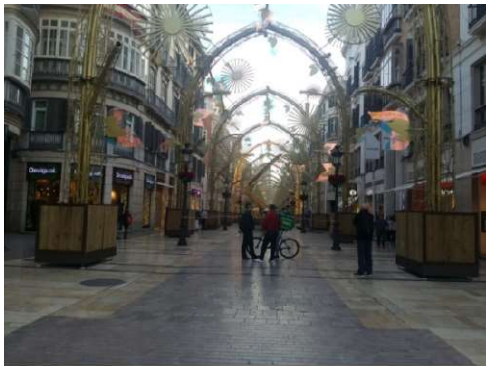
מכון הערבה
Arava Institute
معهد وادي عربة

איגוד ישראלי למים
Israel Water Association

KINNERET
College on the Sea of Galilee

After the formal meeting, there was a networking session where stakeholders from different countries had the opportunity to exchange views and invitations for further cooperation. The next GREENinMED activity will be held in Tel Aviv, Israel in January 28, with the participation ofthe EU Ambassador to Israel, Mr. Emanuele Giaufret as keynote speaker.

After the Workshop with Spanish Companies and stakeholders, partners held a Skype conference with Ms. Joumana sweiss from Joint Technical Secretariat to review main points and rules for GREENinMED project and finally, the partners reviewed next activities to be carried out by the consortium, and they set the calendar to start the "energy and water technology benchmark for MED hotel industry" as well as next dates for workshops with companies in Israel (January 2020) and France- (Mars/April 2020)

Representatives of Malaga and Madrid Chamber of Commerce

Views of Malaga: