

Empowering Green Entrepreneurship: Circular Economy and Green Innovation in Heraklion

Heraklion - Greece

Short description

This LGD promotes green entrepreneurship and a circular economy culture among young people in Heraklion. The Heraklion Chamber of Commerce and Industry, in collaboration with the Municipality of Heraklion, will deliver educational and awareness-raising activities for students and young entrepreneurs. It aims to build a new “green lifestyle” through business engagement, training, and outreach, supporting the development of sustainable brands and reinforcing local economic transformation.



Industry/Sector

- Culture & Creative Industries
- Energy & Renewables

Parties of LGD/Participating parties

- Heraklion Chamber of Commerce and Industry (HCCI)
- Municipality of Heraklion

Scope of LGD

- This LGD focuses on youth education and entrepreneurial empowerment in green business practices. Activities include awareness events, green economy training sessions, and visibility actions aimed at mainstreaming sustainability in

local economic development. The partnership will mobilise local institutions and networks to facilitate funding and foster behavioural change among the next generation.

Concrete measures/commitments

HCCI commits to:

- Designing and executing a programme for youth and new entrepreneurs (15–35) to raise awareness and build a “green culture.”
- Leveraging its existing B2B Hub/incubator and educational programmes as this LGD will act as an extension of those initiatives.
- Focusing on areas such as circular economy, green investments/finance, and energy & renewables, aiming to empower SMEs and develop local sustainable brands with outward orientation.

The Municipality of Heraklion commits to:

- Acting as facilitator and stakeholder for the LGD.
- Facilitating actions agreed between at least two businesses (e.g., city as facilitator for business-to-business collaboration)
- Supporting skills for the circular economy and creating conditions for behavioural change toward sustainability while strengthening the local economy.

Greening Cultural Events in Heraklion

Heraklion - Greece

Short description

This LGD aims to reduce the environmental footprint of cultural festivals in Heraklion by introducing sustainable practices and promoting circular economy principles. The Municipality of Heraklion, in partnership with the Region of Crete, will implement measures such as waste reduction, reusable materials, and green certifications for events. These efforts will raise environmental awareness among citizens and stakeholders while establishing a "green brand" for the city as a cultural capital and sustainable tourism destination.



Industry/Sector

- Culture & Creative Industries

Parties of LGD/Participating parties

- Municipality of Heraklion
- Region of Crete

Scope of LGD

- This LGD focuses on reducing the environmental impact of cultural festivals in Heraklion and promoting sustainable event management. It leverages cultural initiatives such as the Candia Walls Festival and Crete Festival to raise awareness and foster civic engagement in the green transition. Actions are designed to scale up circular economy practices across the event sector through collaboration with local NGOs, municipal companies, and businesses.

Concrete measures/commitments

Municipality of Heraklion commits to:

- Hosting at least one green-certified cultural event in 2025 and two in 2026
- Installing recycling bins and promoting green behaviour at events
- Launching a “Green Calendar” of cultural events and providing a “green seal” to certified events
- Collaborating with stakeholders for outreach and coordination
- Estimated public cost: €8,000

Region of Crete commits to:

- Hosting at least one green-certified event in 2025 and two in 2026
- Promoting sustainable events on a dedicated online portal
- Providing “award points” to businesses and associations engaged in greening efforts
- Estimated public cost: €10,000

Joint stakeholder (DEPANAL SA):

- Supports both partners in implementation and coordination