



green-project.org[®]

green photo journeys

green project general



© Yannis Tzortzis , 2004: the birth of Green Project idea, Gobi desert, Mongolia

what

The “**Green-Project**” (**GP**) is a non-profit organization, founded in 2008 by a voluntary initiative of active citizens, scientists and artists, inspired by UNESCO’s “World Solar Programme 1996-2005”.

It is held under the auspices of the Hellenic National Commission for **UNESCO**, the Greek **Ministry of Environment, Energy & Climate Change**, the **Ministry of Culture**, the **Region of Crete**, the **City of Athens**, the **Athens Tourism and Economic Development Co**, the **Goulandris Natural History Museum**, the **SETE Association of Greek Tourism Enterprises** and the **Site-Greece**. It is supported by the **European Parliament**, Athens, and the **Hellenic Ministry of Foreign Affairs**.

GP conducts **greens photo journeys** and presents the material collected, in **art exhibitions**, **film festivals** and **book publications**.

why

GP aims to **raise environmental awareness through the power of photography**: to record on site “**greenpoints of interest**” in relation to best RES practices, to promote the **rational use of energy** via “**energy tourism**”, to provide **energy education** and become a **tool of intercultural communication** highlighting the strong energy ties and common environmental concerns among the peoples visited.



© Yannīs Tzortzīs, GP 2008: bioclimatic mosque, Bukhara, Uzbekistan

awards & publicity

Awarded with the “**First International Participation Award**” “Festival de l’ Image Environnementale 2010” in Paris, France and the “**Third Award for the Clean Development Mechanism**” at the “United Nations Framework Convention on Climate Change 2010” in Cancun, Mexico.

Art festivals, i.e. the “Athens International Photo Festival 2008, 2009 & 2010”, the “Anniart, 798 Art Zone” in Beijing, the “Lato International Art Festival 2009” in Crete, the “Festival de l’ Image Environnementale 2010” in Paris.

Scientific conferences, such as the “World Forum on Energy Regulation IV, 2009” in Athens, the “Africa Green Investment Gateway Conference 2011” in London, and “Athens Information Technology 4th Innovation Forum 2012”.

Documentary 240’ film is in the post-production phase and the international publication of a **5,000 book copies** is under way.

Global media attention attracted in Greece, Turkey, Georgia, Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan, China, Syria, Egypt, Sudan, Ethiopia, Kenya, Tanzania, Malawi, Zambia, Botswana, South Africa, France, Mexico and the UK.

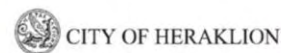
affiliations' network

UNDER THE AUSPICES



WITH THE AMIABLE SUPPORT

SPONSORS



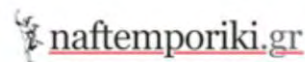
EVENTS HOSPITALITY SPONSOR



SUPPORTERS



COMMUNICATION SPONSORS





gp asia 2008

In **2008**, **European Year of Intercultural Dialogue** and the **29th Olympic Games in Beijing**, a **10-member GP team** carried out the road trip initiative “**Green Project in Asia: Athens to Beijing, from the silk roads to the energy roads**”.

The team started out in Greece, passed through **7 countries**: Turkey, Georgia, Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan, and wound up in China. Utilizing low CO₂ emission vehicles and mass transportation, the GP team covered **13,000 km** in **33 days**, in a quest for the modern routes of energy trade (electricity and natural gas), following the traditional routes of the historical Silk Road.

The team recorded **34 “greenpoints of interest”**: 18 important installations of renewable energy sources and 16 traditional architecture samples, most of which are included in the UNESCO’s World Heritage Sites List. The recordings consisted of **30,000 photographs** and **40-hours of documentary video**.

gp asia photos



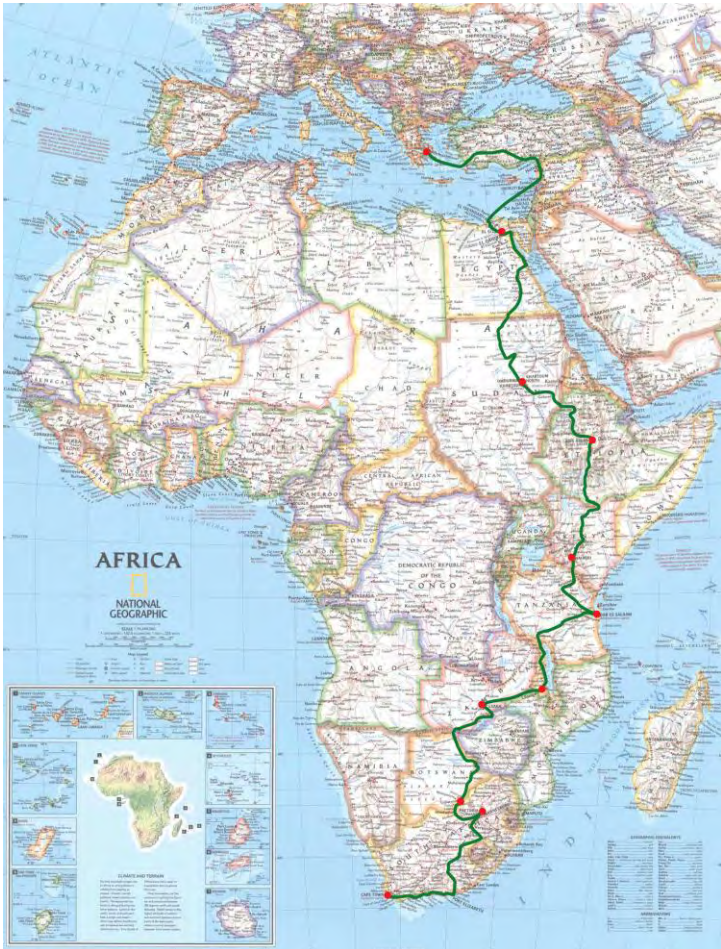
gp africa 2010

The “**Green Project in Africa: Athens to Cape Town from the waterways to the energy routes**” was placed within the sphere of UNESCO, Hellas, initiatives.

During 2010, **International Year of Biodiversity**, GP **21-member team** covered **17,500 kilometers** and **400 nautical miles** of difficult-to-traverse African waterways using for the **first time world-wide, low-combustion automobiles**.

The team reached its Cape Town destination, in **55 days**, passing through **11 countries**: Turkey, Syria, Egypt, Sudan, Ethiopia, Kenya, Tanzania, Malawi, Zambia, Botswana and South Africa. GP’s goal was to show the importance of indigenous energy knowledge, as well as renewable energy sources in overcoming energy poverty and improving water management. Special attention was given to the work of **UNESCO, UNEP, the European Union and Actionaid**.

40 small renewable sources and **energy toys** were donated, **20 water samplings** were taken, **30 interviews** were obtained, and **65 “greenpoints of interest”** were recorded in **60,000 photos** and **50 hours of FHD video**.



gp africa photos



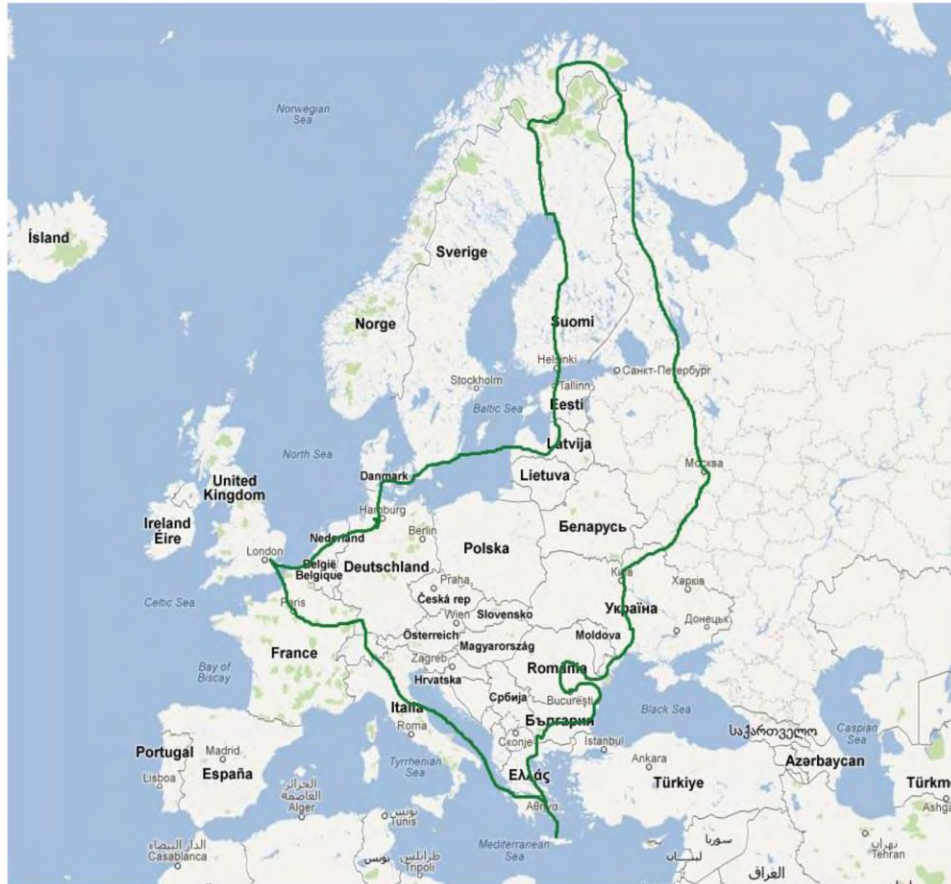
green project europe 2012 **зеленый проект в Европе**
on the north – south energy interconnections

act now

athens - north cape 2012



18 countries
36 days
31 greenpoints
13,814 km
16 events
300' film
5,000 books



gp europe: the concept

In 2012, from July 29 to September 2, with the occasion of the **30th Olympic Games in London**, GP will embark on a journey along the **European north–south energy axis** in order to emphasize the strong energy interconnections between the European nations.

The **20-member** team consisting of scientists and artists, will use **low CO₂ emission** vehicles to cover **13,814 kms** and **408,82 nautical miles**, crossing **18 countries** in **36 days**.

the goal

- To photo & video **record 31 “greenpoints of interest”**, i.e. the best practices on the use of renewable energy sources, as well as the indigenous energy knowledge as documented in UNESCO World Heritage List Sites.
- To provide **energy education through a moving environmental photo exhibition** shown in the 16 European capitals visited.
- To collect prime material for producing a **300’ documentary film** and publish a **5,000 copies book**.

© Yannis Tzortzis , GP 2007:
Environmental art installation, London, England



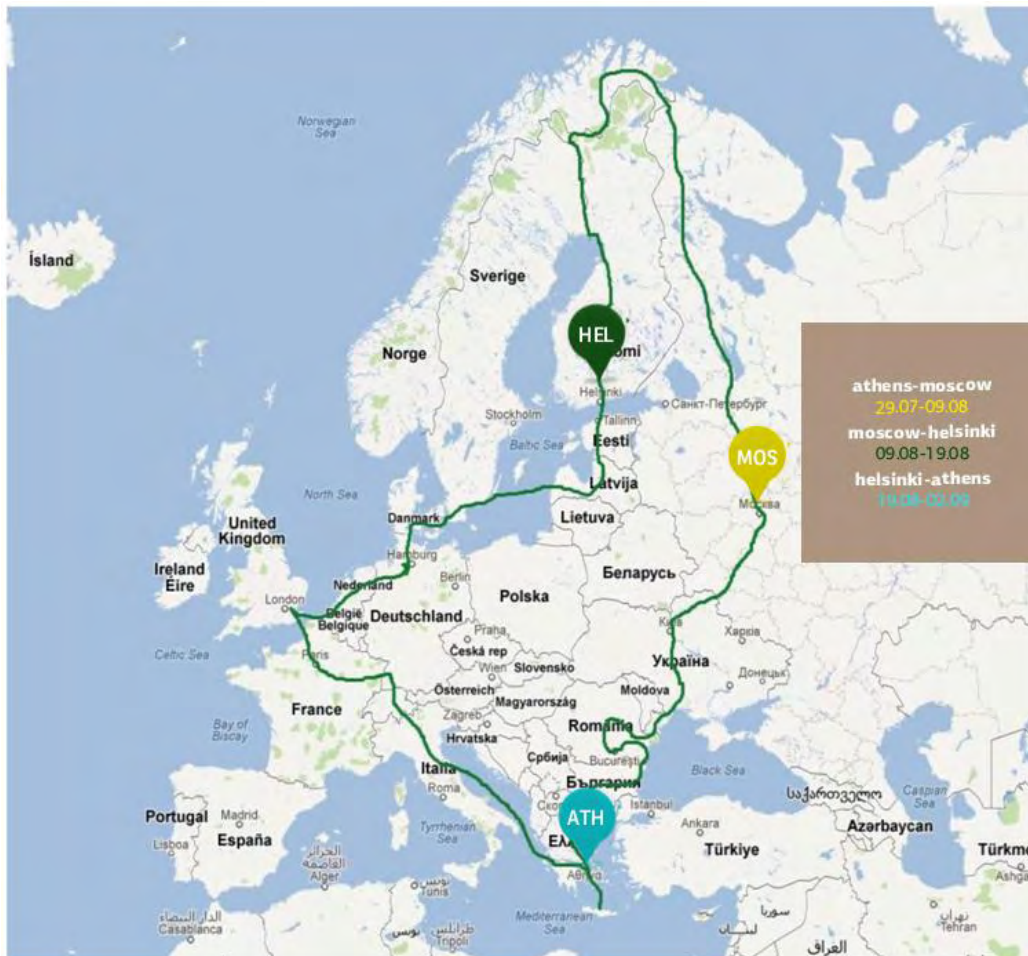
the campaign

- 18 countries
- 31 “greenpoints of interest”
- 13,814 km
- 36 days
- 16 photo exhibition events
- 300 minutes of documentary film
- 5,000 book copies

the crew

- energy experts
- environmentalists
- biologists
- journalists
- photographers
- cameramen
- film director, etc

gp europe in brief



gp europe in 3 sections

1. athens – moscow 29/7 – 9/8
2. moscow – helsinki 9 – 19/8
3. helsinki – athens 19/8 – 2/9

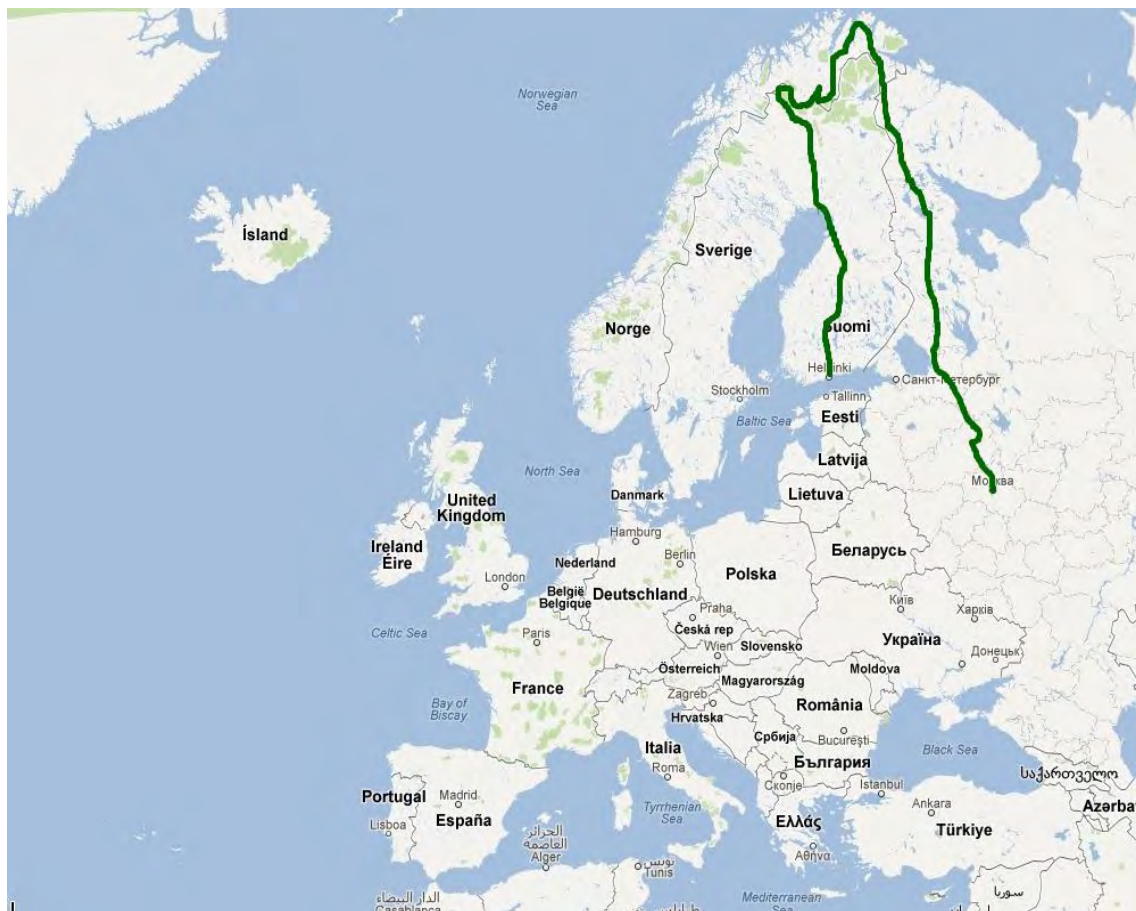


section 1: athens - moscow

5 countries

greece
bulgaria
romania
ukraine
russia

29/7 – 9/8/2012



section 2: moscow - helsinki

3 countries

russia
norway
finland

9 – 19/8/2012



section 3: helsinki - athens

13 countries

finland
estonia
latvia
sweden
denmark
the netherlands
belgium
england
france
germany
switzerland
italy
greece

19/8 – 2/9/2012

greece

Departure country: Greece

Next country: Bulgaria

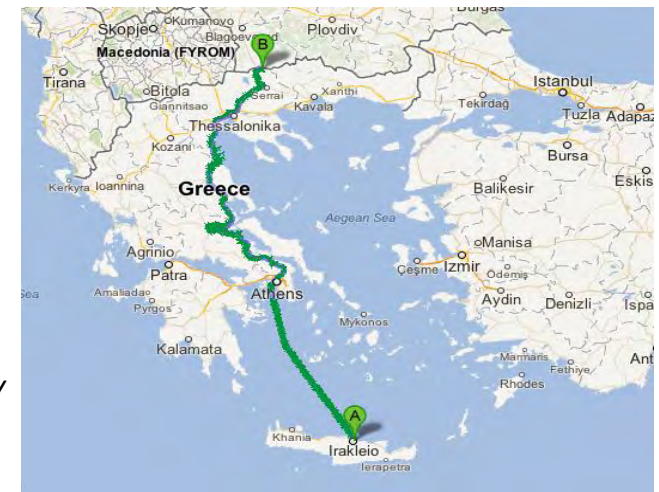
Total distance: 637.5 Km

Estimated duration time: 1 day

Dates: 29 July

Greenpoints of interest and events:

- **Heraklion**, symbolic departure event, Wednesday 25 July
- **Athens**, commencement ceremony in collaboration with UNESCO, Hellas, Thursday 26 July
- **Athens**, photo exhibition, Thursday 26 July
- **Agistro, Serres**, geothermal hot baths



bulgaria

Previous country: Greece

Next country: Romania

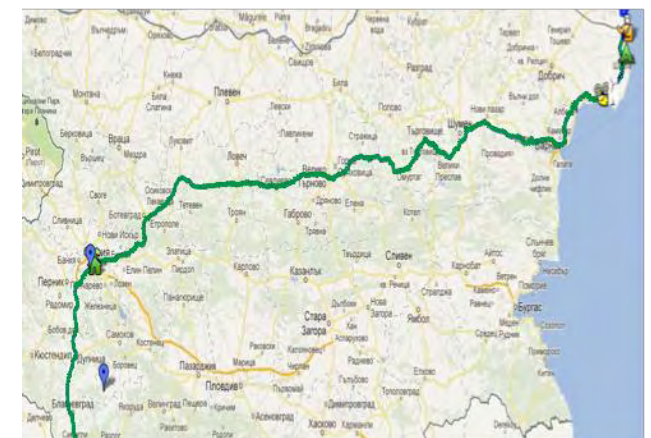
Total distance: 657.5 km

Estimated duration time: 2 days

Dates: 30 - 31 July

Greenpoints of interest and event:

- **Pirin National Park**, biomass combustion plant, output power of 10 MWp
- **Rilav Monastery**, UNESCO World Heritage List site
- **Boyana Church**, UNESCO World Heritage List site
- **Sofia**, GP event in collaboration with UNESCO, Bulgaria, Monday 30 July
- **Kavarna**, wind farm, output power of 156 MWp



romania

Previous country: Bulgaria

Next country: Ukraine

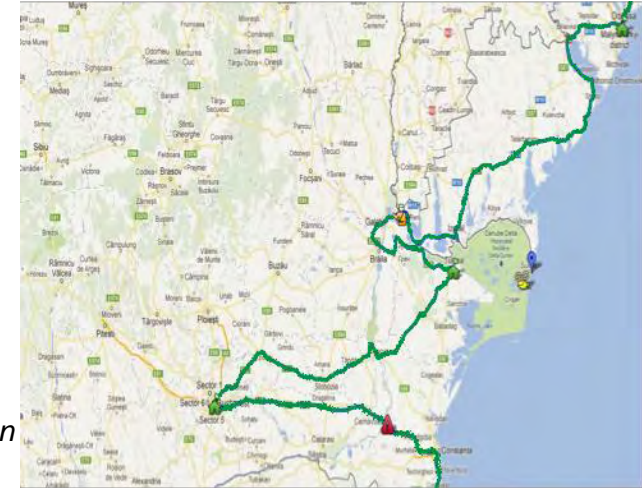
Total distance: 557 km

Estimated duration time: 4 days

Dates: 31 July – 3 August

Greenpoints of Interest and event:

- **Cernavodă**, nuclear power plant with a total capacity of 1400 MWp
- **Bucharest**, GP event in collaboration with UNESCO, Romania, Tuesday 31 July
- **City of Tulcea, Danube Delta** UNESCO World Heritage List site and Biosphere Reservation



ukraine

Previous country: Romania

Next country: Russia

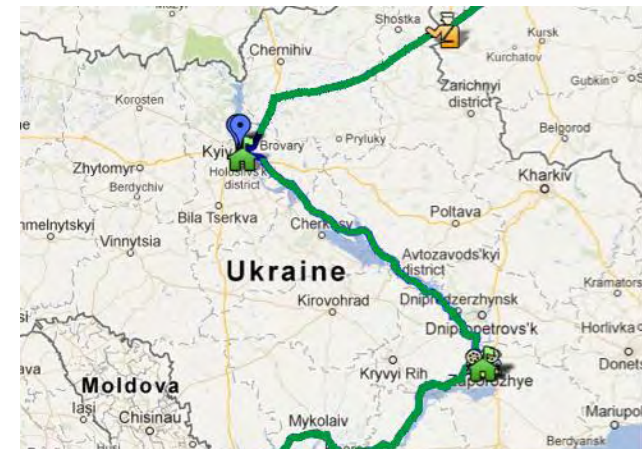
Total distance: 2,024 km

Estimated duration time: 5 days

Dates: 3 - 7 August

Greenpoints of interest and event:

- **City of Zaporizhia**, Dnieper Hydroelectric Station, capacity of 1538 MWp
- **Chernobyl**, decommissioned nuclear plant
- **Saint Sophia Cathedral**, UNESCO World Heritage List site
- **Kiev**, GP event of in collaboration with UNESCO, Ukraine, Monday 6 August
- **Caves Monastery**, UNESCO World Heritage List site



russia

Previous country: Ukraine

Next country: Norway

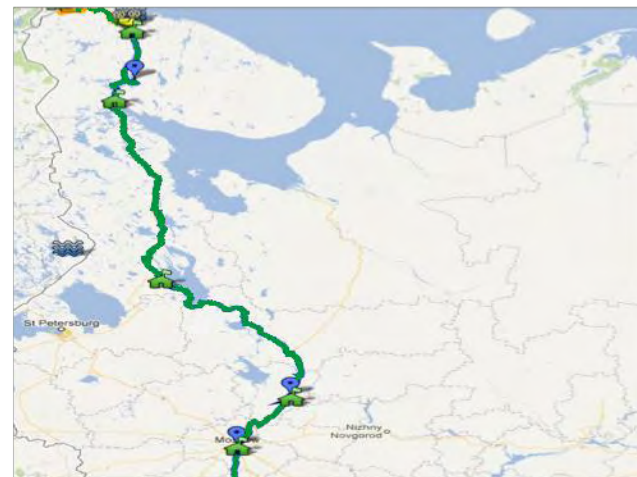
Total distance: 2,932 km

Estimated duration time: 9 days

Dates: 7 – 15 August

Greenpoints of Interest and event:

- **Moscow**, GP event in collaboration with UNESCO, Russia, Wednesday 8 August
- **Moscow Kremlin**, UNESCO World Heritage List site
- **Yaroslavi Historical Centre**, UNESCO World Heritage List site
- **Murmansk city**, UNESCO Biosphere Reservation
- **Kislaya**, world's 4th largest tidal power station with a capacity of 1,7 MWp



norway

Previous country : Russia

Next country: Finland

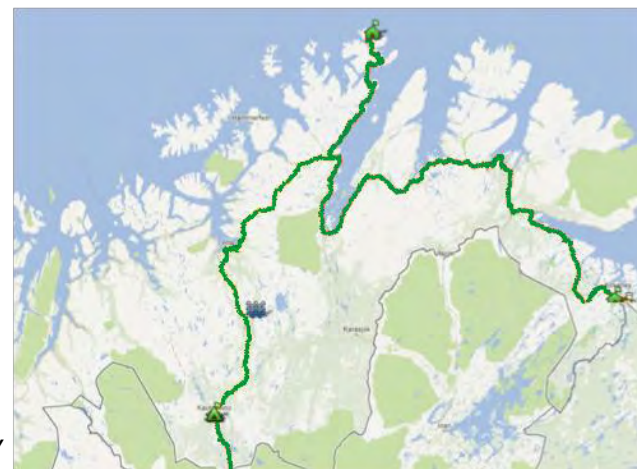
Total distance: 826 km

Estimated duration time: 5 days

Dates: 15 – 19 August

Greenpoints of interest and event:

- **North Cape**, Europe's northernmost area, gateway to the North Pole.
- **Alta**, hydroelectric station with capacity of 150 MWp
- **Kautokeino**, GP event in collaboration with UNESCO in the traditional capital of Saami, the oldest ethnic group in the Nordic countries, knowing how to live sustainably in an extremely harsh environment, Friday 17 August



finland

Previous country: Norway

Next country: Estonia

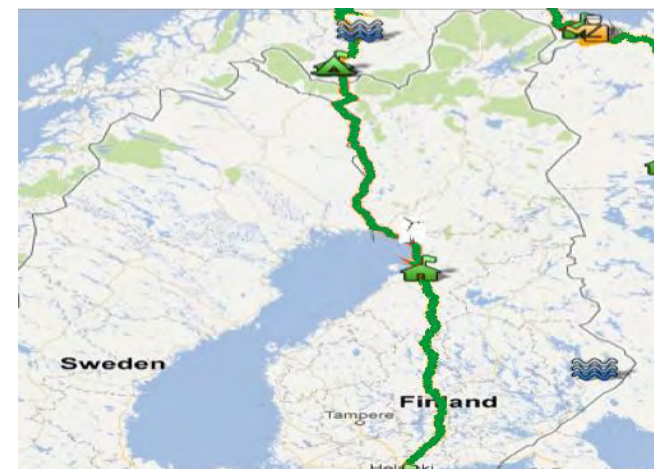
Total distance: 1,393 km

Estimated duration Time: 4 days

Dates: 19 – 21 August

Greenpoints of interest and event:

- **Kuivaniemi**, wind farm *Vatunki 1 (500 kW, 1 turbine), Vatunki 2-3-4 (2250 kW, 3 turbines) Vatunki 6 (2000 kW, 1 turbine)*
- **Eno**, Pamilo hydroelectric station with a capacity of 256 GWh per year
- **Helsinki**, GP event in collaboration with UNESCO, Finland, Monday 20 August



estonia

Previous country: Finland

Next country: Latvia

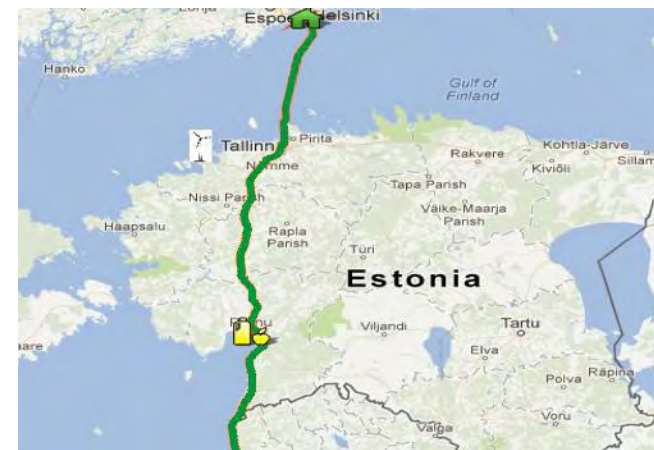
Total distance: 244 km

Estimated duration time: 1 day

Date : 21 August

Greenpoints of interest and event:

- **Tallinn**, GP event in collaboration with UNESCO, Estonia, Tuesday 21 August
- **Paldiski**, wind farm with a capacity of 36,5 MWp and 67 GWh per year
- **Parnu**, biomass plant with a capacity of 24 MWp electrical power and 50MWp of heat



latvia

Previous country: Estonia

Next country: Denmark

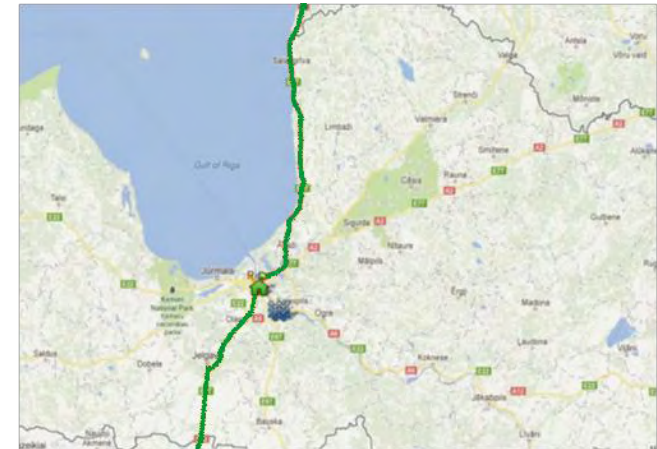
Total distance: 591 km

Estimated duration time: 2 days

Dates: 21 – 22 August

Greenpoints of interest and event:

- **Riga**, GP event in collaboration with UNESCO, Latvia, Wednesday 22 August
- **Salaspils**, hydroelectric power plant with a capacity of power 402 MWp



sweden

Previous country: Latvia

Next country: Denmark

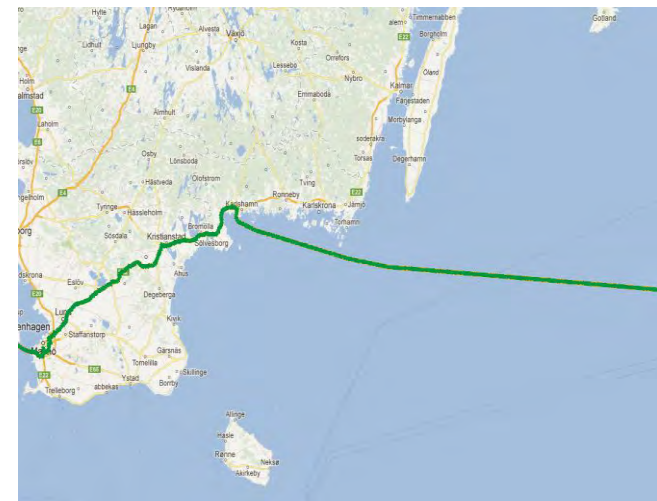
Total distance: 262 km

Estimated duration time: 2 days

Date: 23 - 24 August

Greenpoint of interest:

- **Oresund**, Lillgrund wind farm with a capacity of power 110 MWp



denmark

Previous country: Latvia

Next country: Germany

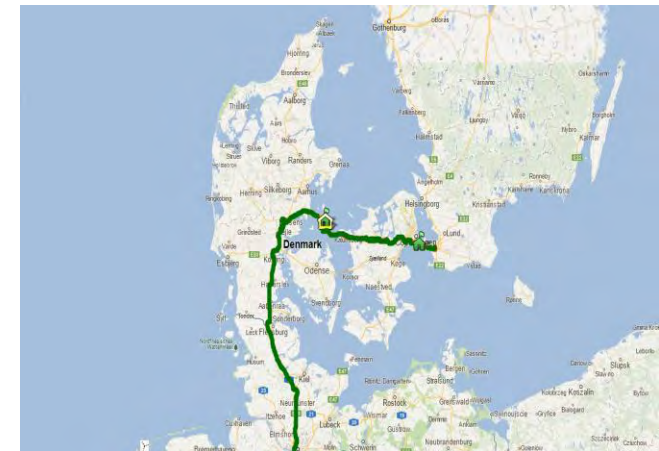
Total distance: 304 km

Estimated duration time: 2 days

Dates: 24 – 25 August

Greenpoints of interest and event:

- **Samsø Island**, wind farm and biomass plant: 100% electricity coverage from wind and 75% of heat from biomass
- **Copenhagen**, GP event in collaboration with UNESCO, Denmark, Friday 24 August



germany

Previous country: Denmark

Next country: The Netherlands

Total distance: 266 km

Estimated duration time: 4 hours

Date: 25 August



the netherlands

Previous country: Denmark

Next country: Belgium

Total distance: 897 km

Estimated duration time: 3 days

Dates: 25 - 27 August

Greenpoints of interest and event:

- **Groningen**, wind farm with a capacity of power 7,5 MWp
- **Amsterdam**, GP event in collaboration with UNESCO, the Netherlands, Monday 27 August
- **Amsterdam**, wind farm with a total capacity of 60 MWp
- **Zeeland**, biomass plant, burning poultry litter, with power capacity 36,5 MWp



belgium

Previous country: The Netherlands

Next country: Great Britain

Total distance: 123 km

Estimated duration time: 2 days

Dates: 27 - 28 August

Greenpoint of interest and event:

- **Antwerp**, 3.2 km railway tunnel with an installation of 16.000 solar panels, total power capacity 3.3 MWh per year, reduces CO2 emissions by 2,400 tons annually
- **Brussels**, GP event with collaboration with the European Parliament and UNESCO, Belgium, Tuesday 28 August



great britain

Previous country: Belgium

Next country: France

Total distance: 260 km

Estimated duration time: 3 days

Dates: 28 – 30 August

Greenpoints of interest and event:

- **Canterbury Cathedral**, UNESCO World Heritage List site
- **London**, 2012 Paralympic Games Opening Ceremony, Wednesday 29 August
- **Thanet**, world's largest offshore wind farm with a total capacity of 300 MWp



france

Previous country: Great Britain

Next country: Germany

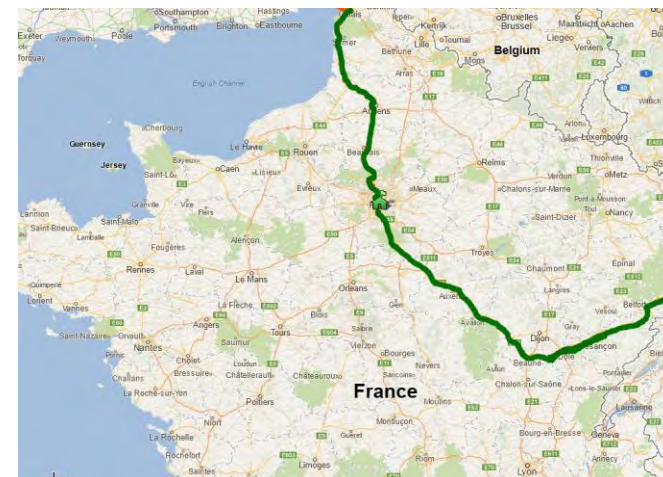
Total distance: 495 km

Estimated duration time: 2 days

Dates: 30 - 31 August

Event:

- **Paris**, GP event in UNESCO House, Thursday 30 August



germany

Previous country: France

Next country: Switzerland

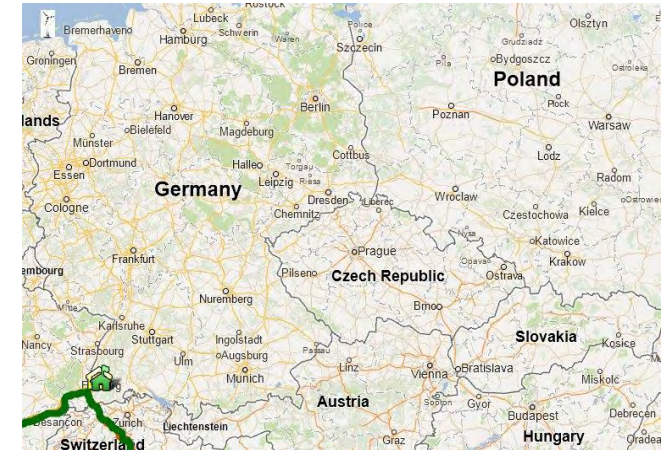
Total distance: 435 km

Estimated duration time: 2 days

Dates: 31 August – 1 September

Greenpoint of Interest and event:

- **Freiburg**, known for its extensive use of solar energy and other renewable sources
- **Freiburg**, GP event in collaboration with UNESCO, Germany, Friday 31 August



switzerland

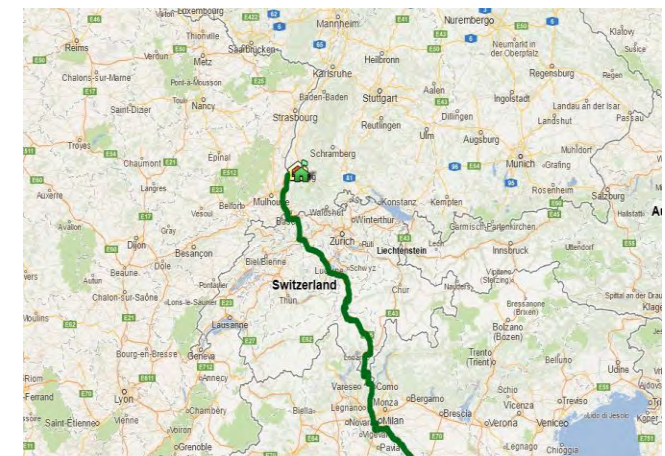
Previous country: Germany

Next country: Italy

Total distance: 259 km

Estimated duration time: 2,5 hours

Date: 1 September



italy

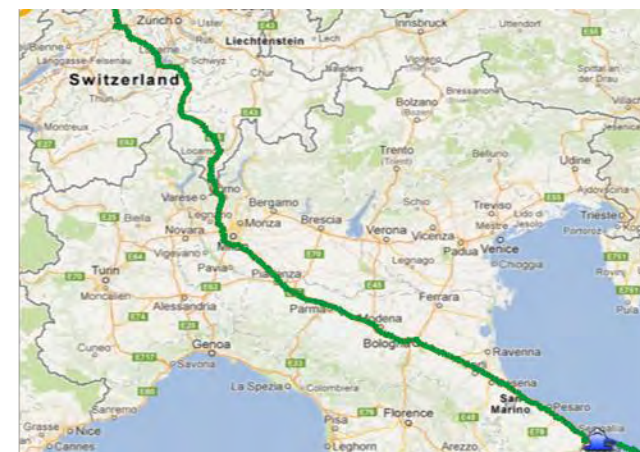
Previous country: Switzerland

Next country: Greece

Total distance: 435 km

Estimated duration time: 1 day

Dates: 1 September



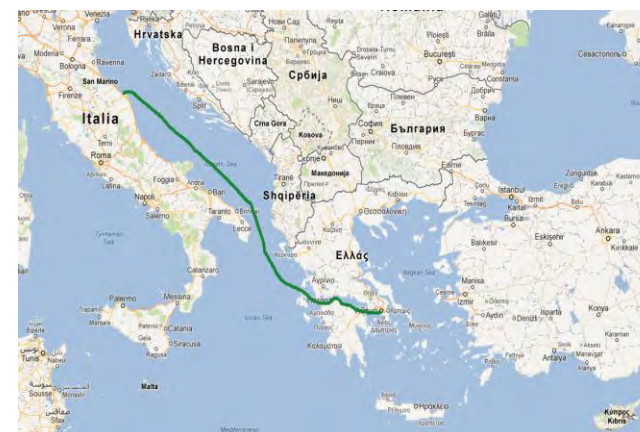
greece

Previous country: Italy

Total distance: 216 km

Dates: 2 September

End of route



gp europe communication plan

A far reaching coherent **communication plan** of national and international GP events, attracting global media attention:

- **Photo exhibition** “Travelling around Earth”, **Goulandris Museum of Natural History**, Athens (10-27/5/2012)
- **GP social media campaign launch** on “**World Environment Day**” (5/6/2012)
- **Celebration of “Global Wind Day”** with the Hellenic Wind Energy Association, “The Mall”, Athens (15/6/2012)
- **Symbolic departure, Governor’s Office, Region of Crete**, Europe’s southernmost city of Heraklion, Crete (25/7/2012)
- **Commencement ceremony**, the **European Parliament**, Athens (26/7/2012)
- **Photo exhibition, Cacoyannis Foundation**, Athens (26/7-2/9/2012)
- **14 GP moving photo exhibition events** in collaboration with UNESCO in Sofia, Bucharest, Kiev, Moscow, Kautokeino, Helsinki, Tallinn, Riga, Copenhagen, Amsterdam, Brussels, London, Paris, Freiburg (31/7-31/8/2010)
- **Press conference**, “Athenaeum InterContinental”, Athens (10/2012)
- **Photo exhibition**, “International Athens Photo Festival 2012” (11/2012)
- **Geo festival**, “CSR awards by UNESCO” (2013)
- **Documentary show**, “Ecofilms Festival 2013” (2013)
- **Book presentation**, “Agra Publications” (2013)

gp europe communication plan in brief

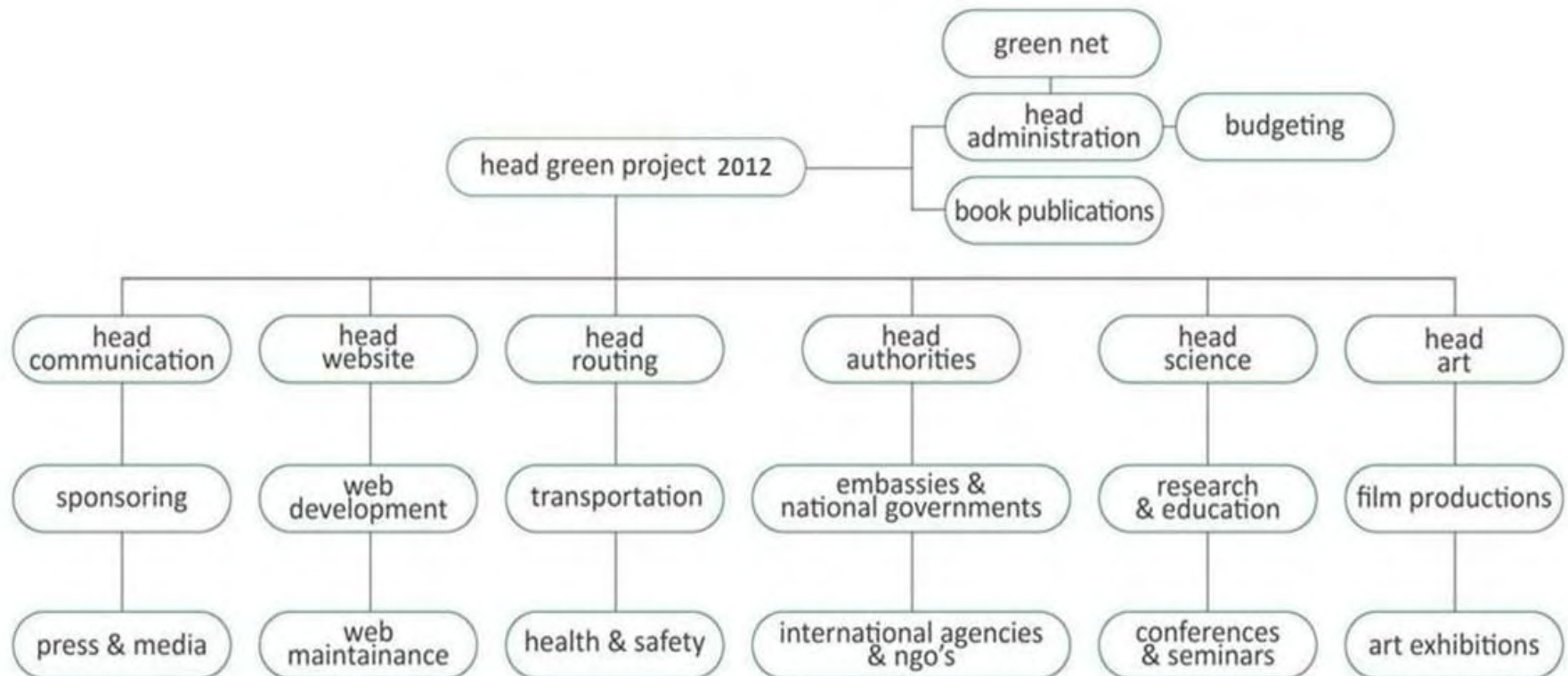
Time	Action	Aim	Result
Prior to GP 2012 departure	Social media campaign Big publicity events Universities' involvement	GP Europe 2012 promo Crew team building Trustworthiness	General public awareness Strategic partners support
During GP 2012 journey	Social media, blog, press On site events Photo & video recording	Virtual travelling Environmental education Assessing investment potential	International publicity & support
After GP 2012 journey	Press conferences, Photo festivals, CSR UNESCO awards, Documentary shows, Book presentations	Communicating GP findings Brand name building	National & international acclaim
2013 & beyond	Expanding "greennet's" Privileges & networking	Attracting the best "green scientists & photographers"	GP organisation strengthening
	Promoting GP photo & video production	Organising GP South America 2014	GP sustainable business development

get to know us



© Yannis Tzortzis, GP 2010: donating solar panels to camel breeders, Nubia desert, Sudan

gp organisation chart



who

The **GP organisation** is based in Athens and managed by a **5 member Board of Directors**. President has been appointed Dr. **Yannis Tzortzis**, Attorney at Law at the Supreme Court to the Regulatory Authority for Energy and Member of the Royal Photographic Society of Great Britain. Vice-President is Ms **Maria Pesli**, Director, MSc Athens School of Visual Arts and General Secretary is Dr. **Theodore Anagnostopoulos**, Biologist-Researcher at Democritus Institute.

The “Green Project in Europe 2012” is organised by the following Teams:

- (a) Communications Team, **Mr. John Balakakis**, Director, CEO Gnomon Events SA, **Ms. Angeliki Mitropoulou**, Marketing Expert
- (b) Routing Team, **Mr. Alexander Matthiesen**, Renewable Energy Sources Economist, **Mr. Konstantinos Giapitzakis**, Civil Engineer
- (c) Website & Social Media Team, **Ms. Angeliki Tsakmakidou**, Communication Expert, **Ms. Evdoxia Patsouraki**, Digital Marketing Consultant, **Mr. Konstantinos Miaris**, Web Designer, **Mr. Antonis Alefragis**, Web Developer
- (d) Authorities Team, **Ms. Joanna Lemonis**, Marketing Manager, the Goulandris Museum of Natural History,
- (e) Embassies Team, **Dr. Simoni Zafeiropoulou**, International Relations Expert,
- (f) Science Team, **Mr. George Ayeridis**, Energy Efficiency Director, Centre of Renewable Energy Sources,
- (g) Art Team **Ms. Aggeliki Antonopoulou**, Gallery Director,
- (h) Documentary Team **Ms. Nora Agapi**, Film Director,
- (i) Crew Team, **Mr. Spyros Katsimalis**, IT Expert, Journalist.

In the “GreenNet” are registered more than 300 active citizens, scientists and artists.



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contact us

Should you request any additional information, please do not hesitate to contact us:

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© Yannis Tzortzis, GP 2008: windmill park, Dabacheng, China

