

INTERREG IPA Cross-border Cooperation Programme "Greece – Albania 2014 – 2020"

«ΠΑΡΑΔΟΤΕΟ 4.2.3: ΕΚΘΕΣΗ ΜΕΤΑΚΙΝΗΣΗΣ ΚΑΙ ΔΙΑΜΟΝΗΣ ΑΝΤΙΠΡΟΣΩΠΩΝ ΣΤΗΝ  
ΕΚΔΗΛΩΣΗ B2B»

**CBTB**

“Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the  
preservation and promotion of common traditional gastronomy”

*Deliverable 4.2.3: B2B event*

*(CORFU CHAMBER OF COMMERCE)*



Project Details:

Programme: **Interreg IPA II CBC «Ελλάδα-Αλβανία 2014-2020»**

Priority Axis: **2 - Boosting the local economy**

Specific Objective: **2.1 Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area**

Thematic Objective: **2d. Encouraging tourism and cultural and natural heritage**

Project Title: **Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy**

Project Acronym: **CBTB**

MIS IDENTIFICATION CODE: **5032336**

Lead Partner: **Chamber of Grevena**

Total Budget: **632,096.50 €**

Time Frame: **01/06/2018 – 31/07/2021**

Document Details

WP: **4. Pilot application of CBTB Brand**

Document Title: **4.2.3: B2B event**

Responsible Partner: **Chamber of Corfu**

Involved Partners: **-**

Date & Place of delivery: **16/07/2021, Corfu**

## Contents

A. ΕΠΙΤΕΛΙΚΗ ΣΥΝΟΨΗ	4
B. INTRODUCTION	5
C. DESCRIPTION OF IMPLEMENTED ACTIVITIES	6
ANNEXES	8
a) Agenda	8
b) Invitation	9
c) Video of the Chamber of Corfu (Youtube)	11
d) Video – Recorded live B2B event (Youtube)	12
e) Screenshots	13
f) Social media post	16

## A. ΕΠΙΤΕΛΙΚΗ ΣΥΝΟΨΗ

Στο πλαίσιο της Δράσης «4.2.3 Έκθεση μετακίνησης και διαμονής αντιπροσώπων στην Εκδήλωση B2B» του Πακέτου Εργασίας 4 (Πιλοτική εφαρμογή Επωνυμίας CBTB) (Pilot application of CBTB Brand) του έργου CBTB προβλέπεται η συμμετοχή του Επιμελητηρίου Κέρκυρας στην Εκδήλωση B2B που διοργανώνει το Επιμελητήριο Γρεβενών.

Στόχος του B2B, είναι η προώθηση των τοπικών παραδοσιακών προϊόντων και συνταγών που χρησιμοποιούνται στο διασυνοριακό παραδοσιακό πρωινό όσο και η διευκόλυνση της συνεργασίας των τουριστικών επιχειρήσεων και παραγωγών και εκπροσώπων τοπικών φορέων της διασυνοριακής περιοχής.

Λόγω του COVID-19 το B2B διεξήχθη διαδικτυακά. Στο πλαίσιο του B2B, για τη διοργάνωση του οποίου υπεύθυνος είναι το Επιμελητήριο Γρεβενών, το Επιμελητήριο Κέρκυρας είναι υπεύθυνο να συμμετάσχει στο B2B, να προβάλλει τα τοπικά παραδοσιακά προϊόντα και να παρουσιάσει την προετοιμασία συνταγών πρωινού από τοπικούς σεφ, οι οποίες που προσφέρονται στο Κερκυραϊκό παραδοσιακό πρωινό.

Το εν λόγω έγγραφο **4.2.3 Έκθεση μετακίνησης και διαμονής αντιπροσώπων στην Εκδήλωση B2B (D.4.2.3 B2B event)** εκπονήθηκε από την εταιρία LIVING PROSPECTS ΕΠΕ στο πλαίσιο της από 27/08/2020 σύμβασης με τίτλο «Παροχή υπηρεσιών εξωτερικής εμπειρογνομosσύνης για την υλοποίηση των Πακέτων Εργασίας 3 & 4 (WP 3 & WP 4) για το εγκεκριμένο έργο «Παραδοσιακό πρωινό της διασυνοριακής περιοχής: Πρόγραμμα Επωνυμίας (Branding) και Εφαρμογή Κινητών Συσκευών (Mobile Application) για τη διατήρηση και προώθηση της κοινής παραδοσιακής γαστρονομίας» (Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy) - CBTB» με το Επιμελητήριο Κέρκυρας.

Το παρόν αφορά **έκθεση πεπραγμένων** των ενεργειών που ανέλαβε ο Ανάδοχος του Επιμελητηρίου Κέρκυρας για τη συμμετοχή του Επιμελητηρίου Κέρκυρας στην Εκδήλωση B2B που διοργανώθηκε από το Επιμελητήριο Γρεβενών στο πλαίσιο του έργου, την Τρίτη 13 Ιουλίου 2021, διαδικτυακά.

Συγκεκριμένα, η παρούσα έκθεση περιλαμβάνει τα ακόλουθα:

- Δράσεις που υλοποιήθηκαν για τη συμμετοχή του Επιμελητηρίου Κέρκυρας στην Εκδήλωση B2B,
- Παράρτημα (πρόγραμμα, πρόσκληση, φωτογραφικό υλικό, βίντεο, social media κλπ.)

## B. INTRODUCTION

The present report concerns the Minutes Report of the activities undertaken by the Chamber of Corfu and its external expert Living Prospects for the participation of the Chamber of Corfu in the **B2B event (Del. 4.2.3)** organized by the Chamber of Grevena, in the context of the project "Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy" with acronym "**CBTB**", financed by the programme Interreg IPA Cross-border Cooperation Programme "Greece – Albania 2014 – 2020" that was held live on Tuesday 13<sup>th</sup> of July 2021.

The aim of the B2B event was to promote the local traditional products and recipes of the cross-border breakfast as well as facilitate the cooperation between the producers and tourism enterprises of the cross-border area.

Due to COVID-19 restrictions, the B2B event was held online. In the context of the B2B event, for its organization responsible was the Chamber of Grevena, the Chamber of Corfu was responsible to participate in the B2B event, promote local products and present the preparation of traditional Corfiot recipes for breakfast from local chefs.

The report presents:

- Description of implemented activities implemented for the participation of the Chamber of Corfu in the B2B event,
- Annexes (agenda, invitation, screenshots, video, social media etc..)

## C. DESCRIPTION OF IMPLEMENTED ACTIVITIES

The **B2B** event was held on **Tuesday 13<sup>th</sup> of July at 12.00 a.m.** by the Chamber of Grevena. The event was held online, due to COVID-19 restrictions.

The aim of the B2B event was to promote the local traditional products and recipes of the cross-border breakfast as well as facilitate the cooperation between the producers and tourism enterprises of the cross-border area.

In the context of the B2B event, the Chamber of Corfu was responsible to participate in the B2B event, promote local products and present the preparation of traditional Corfiot recipes for breakfast from local chefs.

The Chamber of Corfu and Living Prospects Ltd. implemented a set of communication activities to invite local stakeholders from Corfu to attend and join the B2B event. Specifically, **direct phone calls were made** to members of the Chamber of Corfu (tourism enterprises and producers), to the enterprises and producers certified to apply the CBTB brand and other contacts of the external expert. Moreover, the Chamber of Corfu with the technical support of Living Prospects Ltd. published a **post on the social media account of the Corfu Annual Gastronomy Festival page on Facebook @CorfuGastronomyFestival** to invite all the followers of the page to the B2B event.

The Chamber of Corfu, in collaboration with Living Prospects Ltd, created a dedicated for the B2B event **video**. *The video included interview speeches from producers of local traditional products (honey, sikomaida kumquat, kumquat sweet spoon) and preparation of recipes of traditional Corfiot breakfast by local chefs.* The video was created in Greek while English subtitles were also emerged. The video created by Living Prospects the technical expert of the Chamber of Corfu is available via the following link: <https://www.youtube.com/watch?v=d1YU2Z7T2X4&feature=youtu.be>

Additionally, Living Prospects Ltd. prepared an **introductory speech** in English that was made on behalf of the Chamber of Corfu during the B2B event. Specifically, Mrs. Nadia Karra from Living Prospects, the external expert of the Chamber of Corfu gave the following speech:

*Good evening my name is Nadia Karra from Living Prospects, the external expert of the Chamber of Corfu from Greece for the project CBTB.*

*First of all, on behalf of the Chamber of Corfu I would like to thank the Chamber of Grevena for the invitation to this B2B event. Our participation today, is giving us the opportunity to present what we have done so far within the CBTB project in order to promote the traditional gastronomy of Corfu, raise awareness over the local traditional products and recipes for breakfast as well as increase the extroversion of the Corfiot tourism enterprises and producers.*

*Very quickly before proceeding to the video that we have created for the today B2B event, we are glad to inform you that regardless the COVID-19 restrictions, the Chamber of Corfu in collaboration with the rest project partners has implemented the CBTB project effectively and the positive impact of the project on the local tourism, gastronomy and local businesses has started to be visible.*

*Moreover, we would like to state that sustainable local economy and sustainable tourism can only be strengthened with the support and cooperation of all businesses involved in the fields of production, hospitality and food services such as Hotels, restaurants, cafes, accommodation, producers as well as society. Agrofood sector and tourism sector are two of the main target sectors of Ionian islands local policies and considering this, we would like to award all the businesses that have included the local traditional products and recipes for breakfast in their menus, highlighting the gastronomic tradition and*

*identity of Corfu such as dairy products, sweets, kumquat, olive oil, honey etc as well as that of the cross-border area.*

*Finally, we would like to invite you all to join us at the Corfu Gastronomy Festival that the Chamber of Corfu is organizing in a couple of days on Thursday 15th of July. The Festival will be held online and will include Speeches over gastronomy, tourism and branding, Videos of traditional recipes for breakfast using local traditional products as well as Presentations from local tourism enterprises and producers certified with the Cross-border Traditional CBTB Breakfast. You may follow the @CorfuGastronomyFestival page on Facebook to be updated!*

*Thank you very much for your attention and now we can proceed with the video that we have prepared for today as a teaser of what you will see during the Festival. Enjoy!*

During the organisation of the B2B event, Living Prospects was in **direct collaboration with the Chamber of Grevena** and the Chamber of Corfu for the efficient participation of the Chamber of Corfu in the B2B event. The representative speaker on behalf of the Chamber of Corfu, member of Living Prospects team, was connected with the platform used for the B2B event (zoom) before the official start of the B2B event in order to solve any technical issues for the efficient representation of the Chamber of Corfu in the B2B event. Moreover, Living Prospects a couple of days before the implementation of the B2B event was in direct communication with the host of the B2B event, the Chamber of Grevena in order to send to the host any information necessary for the B2B event on behalf of the Chamber of Corfu. Generally, Living Prospects and the Chamber of Corfu implemented all the activities requested by the Chamber of Grevena as contribution to the B2B event.

After the end of the B2B event, Living Prospects proceeded to the preparation of the current **minutes** report and to the archiving of all the material of the participation of the Chamber of Corfu in the event (agenda, invitation, Videos, screenshots) attached as ANNEX of the current document.

## ANNEXES

### a) Agenda



## B2B Event

13 July 12:00pm

«Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy “CBTB”»

Date: *Tuesday 13/07/2021, 12:00 p.m. (GR TIME)*

Online B2B Event

### Agenda

- |               |   |
|---------------|---|
| 12:00-12:15   | Opening & Welcome speech, Presentation of the project “CBTB” B2B Representative of LB                                     |
| 12:15-12:30   | From Co-operation to Co-creation: Building shared value in a B2B Leonidas Skerleopoulos, Marketing & Behaviour Specialist |
| 12:30-12:40   | Video: Traditional Products of Grevena, Recipes Presentation  |
| 12:40-12:55   | Representative of Project Beneficiary 2 - Corfu   |
| 12:55-13:05   | Video: Traditional Products of Corfu, Recipes Presentation  |
| 13:05 – 13:20 | Representative of Project Beneficiary 3 – Chamber of Vlora  |
| 13:20 – 13:35 | Representative of Project Beneficiary 4 – National Coastal Agency   |
| 13:35 - 14:35 | Open discussion<br>Questions & Answers  |

The Chamber Of Grevena participates in the project «Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy “CBTB”» with the acronym “CBTB”, which is in process of implementation within the framework of the INTERREG IPA CBC Greece - Albania 2014-2020»



The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg IPA II “Greece-Albania 2014-2020” Cooperation Programme.



## b) Invitation

## ΠΡΟΣΚΛΗΣΗ

Το Επιμελητήριο Γρεβενών σας προσκαλεί να συμμετέχετε την **Τρίτη 13 Ιουλίου στις 12:00μμ**, στην διαδικτυακή εκδήλωση του έργου CBTB, όπου θα παρουσιαστούν συνταγές με τοπικά προϊόντα από τα Γρεβενά και την Κέρκυρα.

*Οι συνταγές αναπτύχθηκαν ως παραδοτέο του έργου CBTB, στο οποίο επικεφαλής εταίρος είναι το Επιμελητήριο Γρεβενών, ενώ από την Ελλάδα συμμετέχει ως εταίρος και το Επιμελητήριο Κέρκυρας.*

Με την ολοκλήρωση της εκδήλωσης θα έχετε την ευκαιρία να απευθύνετε ερωτήσεις σχετικά με τη διαδικασία και τις απαιτήσεις για την απόκτηση και εφαρμογή του σήματος CBTB.

Η εκδήλωση είναι ανοιχτή για το κοινό και θα μεταδοθεί ζωντανά στο διαδίκτυο την Τρίτη 13 Ιουλίου στις 12:00μμ στην ιστοσελίδα:

<http://cibtb.online/>

*\*Το έργο CBTB στοχεύει στη διασυνοριακή συνεργασία φορέων από την Ελλάδα και την Αλβανία, υλοποιείται στο πλαίσιο του Προγράμματος Συνεργασίας INTERREG IPA II "Ελλάδα-Αλβανία 2014-2020" και συγχρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης και με εθνικούς πόρους των χωρών που συμμετέχουν. Επικεφαλής εταίρος του έργου είναι το Επιμελητήριο Γρεβενών, από την Ελλάδα συμμετέχει ως εταίρος το Επιμελητήριο Κέρκυρας και από την Αλβανία το Επιμελητήριο της περιφέρειας Vloza, η Εθνική Παράκτια Υπηρεσία (National Coastal Agency) και η ECO-Partners για την αειφόρο ανάπτυξη.*



# B2B

ONLINE EVENT

 **13 JUNE**  **12:00pm**

**Interreg - IPA CBC**   
Greece - Albania  
CBTB



The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg IPA II "Greece-Albania 2014-2020" Cooperation Programme.

c) Video of the Chamber of Corfu (Youtube)

<https://www.youtube.com/watch?v=d1YU2Z7T2X4>



CorfuGastronomyFestival teaser

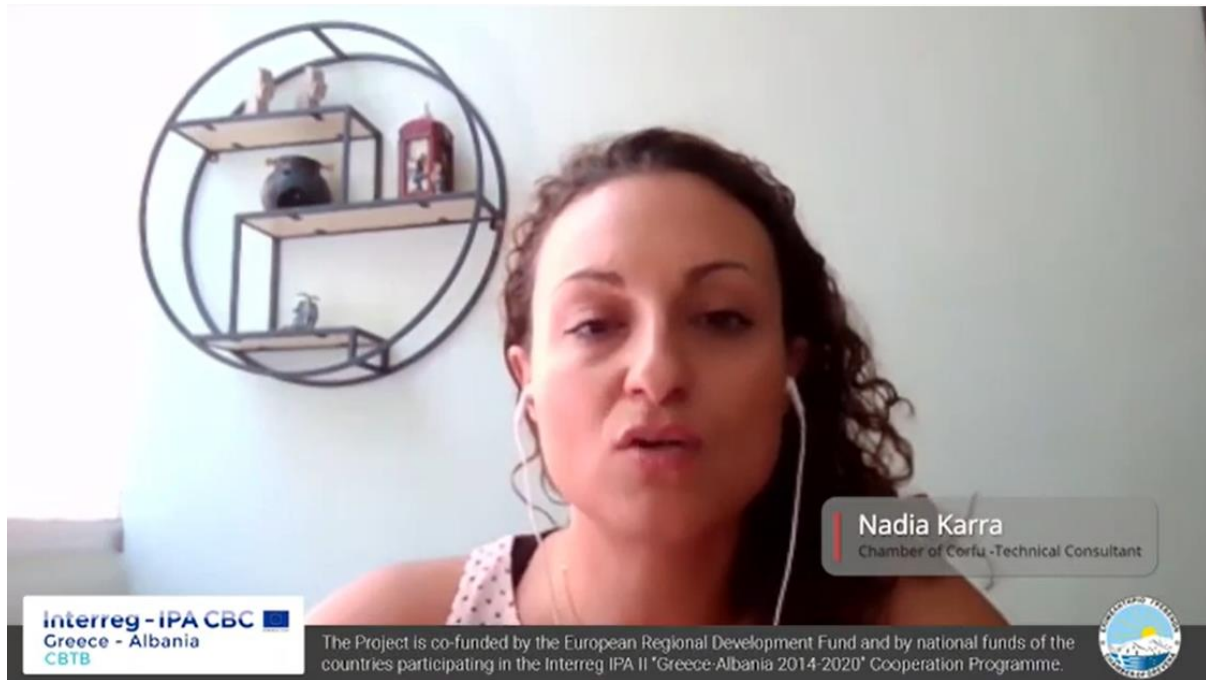
d) Video – Recorded live B2B event (Youtube)

<https://www.youtube.com/watch?v=I002ewwY8Fo>



CBTB B2B online event

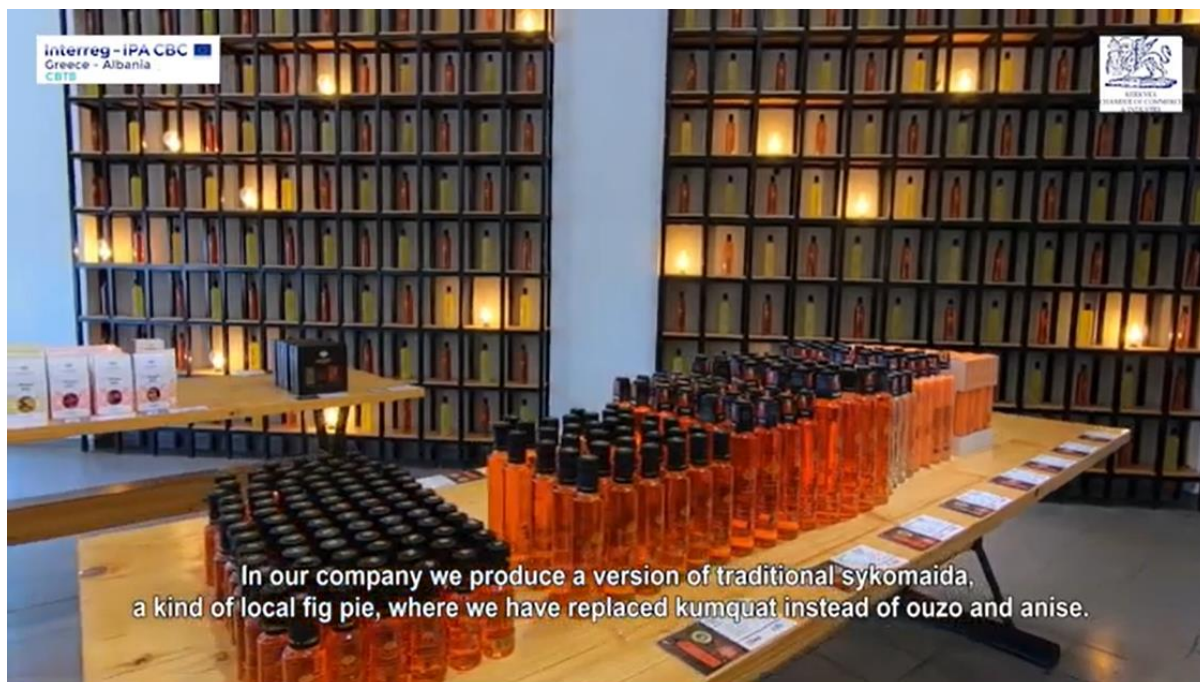
## e) Screenshots



CBTB B2B online event



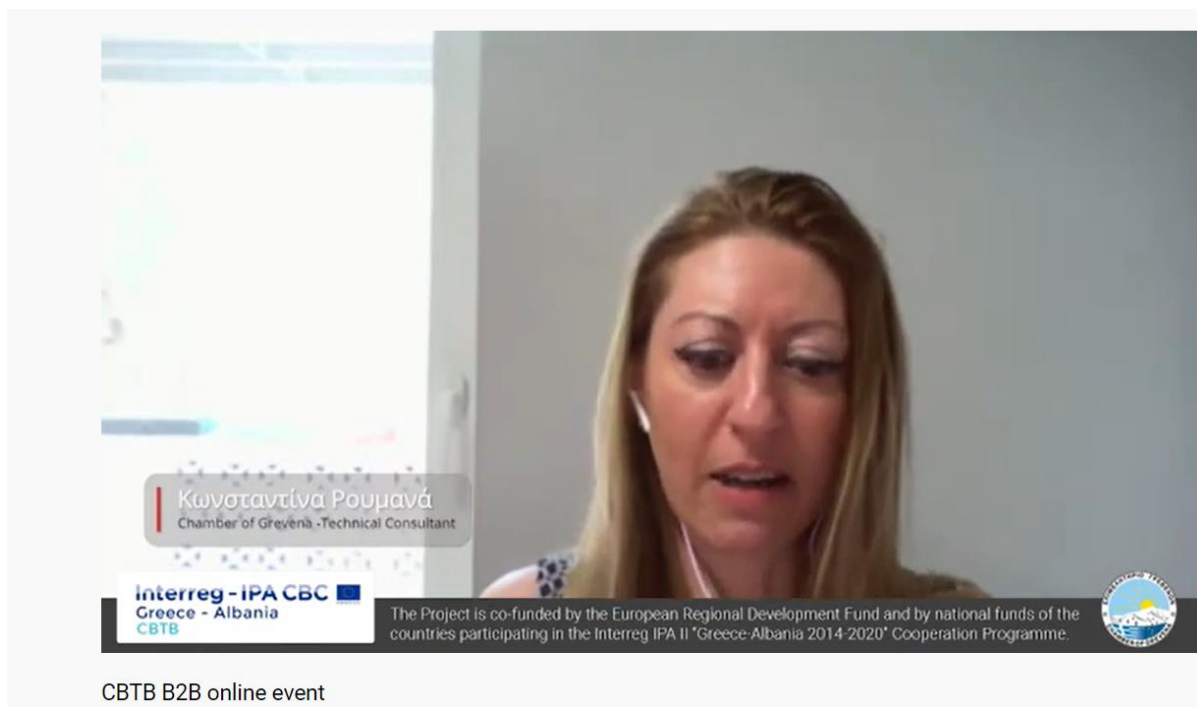
CBTB B2B online event



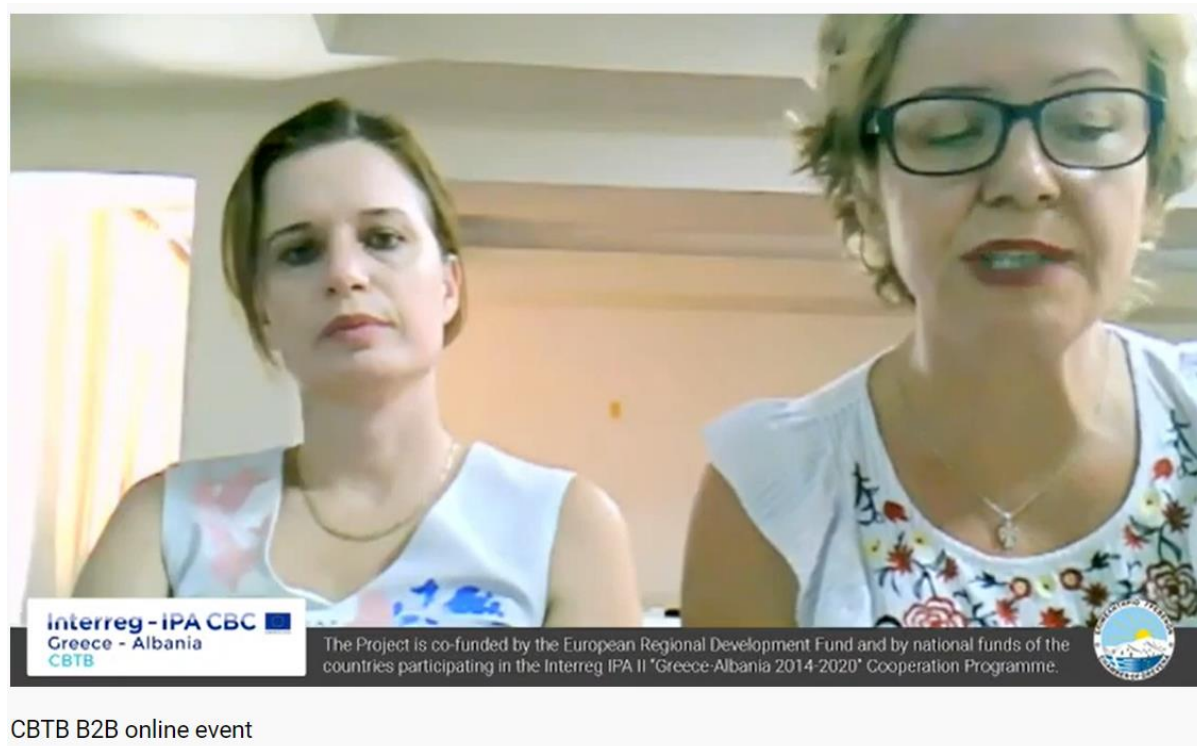
CBTB B2B online event



CBTB B2B online event



CBTB B2B online event



CBTB B2B online event

## f) Social media post

[www.facebook.com/CorfuGastronomyFestival](https://www.facebook.com/CorfuGastronomyFestival)



**Corfu Gastronomy Festival 2021**  
Published by Living Prospects · 1 d ·

! Συντονιστείτε! Σε λίγο βγαίνουμε live!  
👉 <https://www.youtube.com/watch?v=I002evwY8Fo>  
B2B event με παρουσίαση παραδοσιακών συνταγών για πρωινό με  
προϊόντα από την Κέρκυρα και τα Γρεβενά!  
Επιμελητήριο Κέρκυρας Chamber of Commerce Corfu

**B2B ONLINE EVENT**  
📅 13 JUNE ⌚ 12:00pm

YOUTUBE.COM  
**CBTB B2B online event**  
Παρουσίαση Συνταγών με Προϊόντα από τα Γρεβενά και την Κέρ...