



GREENOLIVE Project Kick-off Meeting

The GREENOLIVE project was officially launched with a three-day kick-off meeting held on November 19-21, 2025, at the eCAMPUS premises in Rome. **Funded by the European Union under Interreg NEXT MED Programme** with 2.7 M€ of total project budget of which is 89% EU contribution, the 36-month initiative aims to accelerate the decarbonization of industries across the Mediterranean by harnessing the region's abundant solar energy.

GREENOLIVE will demonstrate a pioneering solar energy pilot for the plastics industry in Türkiye, designed to provide process heat at 300°C using an innovative Power-to-Heat (P2H) concept. Supported by Thermal Energy Storage (TES) developed with locally available waste materials, the system is expected to cut fossil fuel use by 18-22%, reduce greenhouse gas emissions, and lower costs compared to conventional battery storage.

Beyond the plastics sector, the project will prepare replication plans for textiles, agri-food industries, and the residential sector. A GREENOLIVE Training Kit (including lab-scale replicas, workshops, and educational tools) and a White Paper will ensure knowledge transfer to industries, policymakers, researchers, and society at large.

The project is led by University eCampus (Italy) and brings together a strong consortium of partners: University of Barcelona (Spain), Çukurova University (Türkiye), CIEMAT – Research Centre for Energy, Environment and Technology (Spain), ASCHEM Petrochemical Industry Co. (Türkiye), R2M Solution SAS (France), Al Quds University (Palestine), and the Arab Academy for Science, Technology & Maritime Transport (Egypt). Additionally, 9 associated partners will support replication and policy impact.

The kick-off meeting laid the foundations for joint action, focusing on technical design, demonstration planning, replication pathways, and communication strategy. GREENOLIVE represents a shared commitment to building a greener, low-carbon, and more resilient Mediterranean economy. Project updates, results, and opportunities for engagement will be communicated throughout the project's lifetime.



GREENOLIVE website: <https://www.interregnxtmed.eu/project-page/greenolive/about/>

GREENOLIVE LinkedIn: GREENOLIVE EU Project

GREENOLIVE X: EU_GREENOLIVE

Interreg NEXT MED website: <https://www.interregnxtmed.eu/>

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