

## Cross Visit in Imathia, Greece

### Agenda

#### Monday 25 March 2024:

- Arrival in **Thessaloniki Macedonia** airport, Greece.  
Gathering of participants and transportation to **Veria (Capital city of Imathia)** by bus.
- Dinner

#### Tuesday 26 March 2024

9.00: Welcome- Case presentation

Review of the I2CONNECT tools (such as: timeline, spiral of innovations, triangle of co-creation, circle of coherence, etc.)

12.00: Lunch break

13.00-: Departure to Peach Cooperative VENUS

Interviews with peach growers and advisors

Analysis of the cases

18.00 End of the day

20.00: Dinner

#### Wednesday 27 March 2024

9.30: Recapitulation of the previous day

10.00: Presentation of findings

Discussion

12.00: Lunch break

13.00: Visit to a demonstration farm (OG)

18.00: Visit to a local winery

19.30: Farewell dinner (AUA will provide the dinner)

#### Thursday 28 March 2024

9.00: Departure to Thessaloniki airport by bus



## Context

Imathia, located in the region of Central Macedonia, is an area of highly intensive agriculture and the main peach producing area in Greece. Indeed, the area's peach plantations account for almost half of the total area under peach cultivation in Greece. During the cross visit we will use I2CONNECT tools to explore the efforts of the local peach growers' groups and their advisors to reduce the use of pesticides and turn to Integrated Pest Management. Together, these actors became an example for others by introducing innovations, such as insects' mating disruption, and nurturing collaborations within the local, regional and national actors.

## Recommendations

### Accommodation

We recommend the Hotel Aiges Melathron.

[https://www.aigsmelathron.gr/index\\_en.html](https://www.aigsmelathron.gr/index_en.html)

More choices can be found in: <https://www.booking.com>

