

Social change T(h)EAtre time and "The Tempest"

Municipal Regional Theatre of Ioannina

Green change

Content

Topic 1 - The theatre of Ioannina - What is the environmental issue we can solve with art?

Topic 2 - Partners

Topic 3 - Sources of funding

Topic 4 - Social Business Model Canvas

Topic 5 - Marketing strategy

TOPIC 1



MUNICIPAL
REGIONAL
THEATRE
OF IOANNINA

The environmental issues

Recognition and awareness from: citizens, guests, tourists.

Pollution of the lake

Unused space capacity of the theatre for social engagement during summer – tea time

TOPIC 2

Partners

Municipality of Ioannina

Ministry of Culture and Sports

Ministry for the environment, energy and climate change

Tourist Information Office of Ioannina Municipality

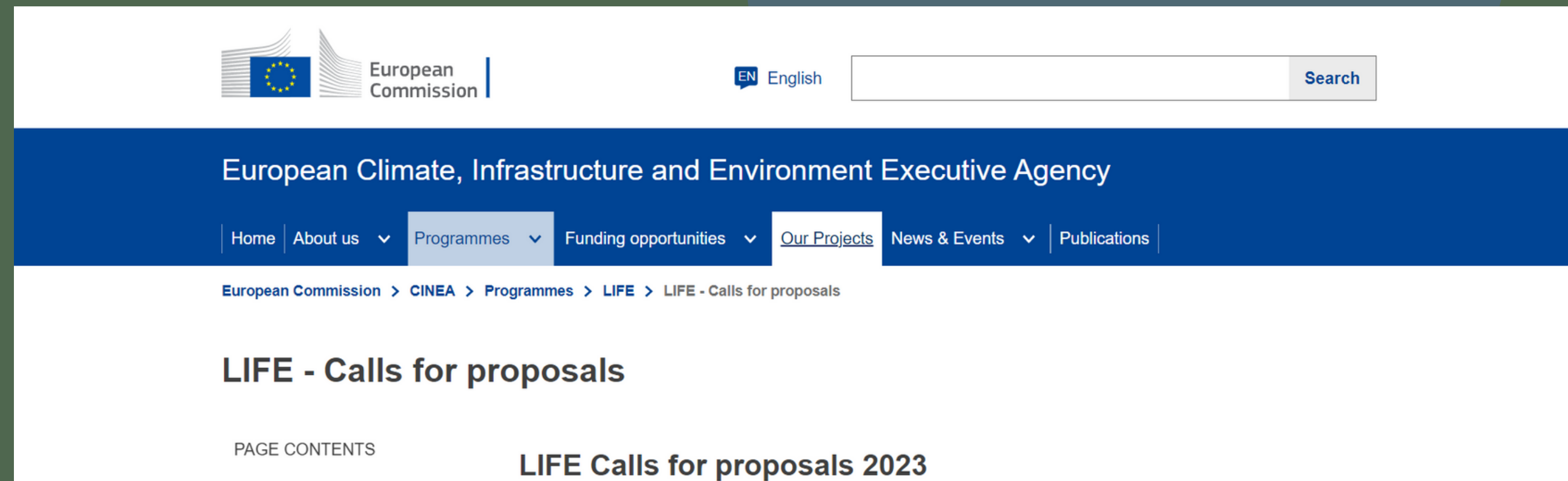
KEAN

Private sector (IT)



TOPIC 3


Funding



The screenshot displays the official website of the European Commission, specifically the European Climate, Infrastructure and Environment Executive Agency. The header features the European Commission logo and a search bar. The main navigation bar includes links to Home, About us, Programmes, Funding opportunities, Our Projects, News & Events, and Publications. The breadcrumb trail indicates the current location: European Commission > CINEA > Programmes > LIFE > LIFE - Calls for proposals. The page title is "LIFE - Calls for proposals". Below the title, there is a section for "PAGE CONTENTS" and a heading for "LIFE Calls for proposals 2023".

Operating Grants (OG)

Grants that support the functioning of non-profit making entities which are involved in the development, implementation and enforcement of Union legislation and policy, and which are primarily active in the area of the environment or climate action, including energy transition, in line with the objectives of the LIFE programme.



Parliamentary question - E-5004/2009
European Parliament

Download

Pollution of Lake Pamvotis in Ioannina

6.10.2009

Answer in writing

WRITTEN QUESTION E-5004/09
by Kriton Arsenis (S-D)
to the Commission

Lake Pamvotis in Ioannina, a conservation area forming part of the Natura network, provides a habitat for many species of flora and fauna and, both directly and indirectly, a livelihood for local residents. In order to protect the area, a Special Environmental Survey (2001) and Management Plan (2004) have been drawn up under Greek legislation and a Management Body set up to implement them. However, research by the University of Ioannina has revealed that, as a result of human activity around the lake, it is being contaminated by industrial effluent and livestock farming residue, in addition to widespread pollution from agriculture and urban waste from nearby residential areas which do not have biological purification plant. This situation was for many years compounded by the breeding of fish species devouring vegetation on the lake floor which provides a natural defence, 'combating' pollution of the lake. In addition, the Management Body has expressed concern at the impact of housing development in the area. In a recent memorandum to the Ministry for the Environment, Regional Planning and Public Works, the Ioannina Environmental Protection Association called for action to be taken to restore the Pamvotis Lake ecosystem with a view to conserving its uncommon biodiversity. In view of this, can the Commission provide the following information:

1. Is it aware of the environmental problems affecting the lake?
2. Does it consider that Council Directive 91/271/EEC[1] concerning urban waste water treatment is being complied with in this case?
3. Does it have information concerning EU funding for the provision of sewage treatment plant in the area?
4. Has information been provided by the Greek authorities concerning the monitoring of water quality in the area in accordance with Framework Directive 2000/60/EC[2];
5. Have projects for protection of the Pamvotis ecosystem been approved for NSRF funding?
6. Given that Lake Pamvotis forms part of the Natura 2000 network, what does it think of the measures being taken by the Greek authorities to implement Directives 79/409/EEC[3] and 92/43/EEC[4] in this area?

For more information



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Greece Opens Ioannina Lake Protection Plan for Public Comment

Posted On 27 Dec 2022 By : GTP editing team Comment: 0











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SHARES



Lake Pamvotida, Ioannina.

As part of actions to better manage Lake Pamvotida in Ioannina, Greece, an environmental study is now open for public consultation, the Greek environment ministry announced.

Public comment will be open for a month before study findings are used to formulate a **management plan** for protected areas under the **EU's Natura 2000 program** in and around the lake and Ioannina.

Ioannina Has Become Greece's Silicon Valley

By **Philip Chrysopoulos** August 9, 2020



The Greek city of Ioannina. Photo by Menelaus Sykovelis.

Three German IT companies that have established research centers in Ioannina are turning the vibrant capital of Epirus into a Greek Silicon Valley, a Deutsche Welle report says.

German TeamViewer acquired its own Research and Technology hub in Ioannina.

FUN FACT: The company that was founded in 2005, by 2020 has a stock market value that exceeds 6 billion euros.

The Municipality of Ioannina supports the German companies and their development plans.

As Mayor Moses Elisaf said: “German companies can help us create a Greek Silicon Valley in Ioannina”.

[For more information](#)

TOPIC 4

Social Business Model Canvas

Key Resources

- People - Volunteers, Students from University in Ioannina, Pupils as well as skilled artists and performers who are passionate about environmental issues and sustainability.
- Partnerships with local environmental organizations and government agencies
 - Access to a network of supporters and donors interested in environmental conservation.

Partners + Key Stakeholders

- Local residents concerned about the environment and the future of Pamvotida lake
- Tourists interested in eco-tourism and sustainable travel
- Hotels and tour operators interested in promoting sustainable tourism
- Donors and supporters interested in environmental conservation

TOPIC 4

Social Business Model Canvas

Type of Intervention

- Performance by local and erasmus students;
- Plant gathering once a month with socolent plants for the lobby;
- Tea party - 2 times a day for 3 hours /morning and evening/;
- Bilingual sign on the building in English and Greek. Theatre / Θέατρο.

Channels

- Social media and digital marketing campaigns to promote events and raise awareness of environmental issues;
 - Collaboration with local environmental organizations and government agencies to reach a wider audience;
 - Partnering with hotels and tour operators to offer eco-tourism packages that include cultural and environmental experiences.

TOPIC 4

Social Business Model Canvas

Key Activities

- Developing and hosting (when needed) a performance that raise awareness of the environmental issue that affects Pamvotida lake;
- Providing education and engagement opportunities around environmental issues through discussions;
- Collaborating with local organizations and government agencies to develop and implement environmental conservation projects;
 - Organizing morning end evening events infront of the theatre from June to September;
 - Engaging people from different background and social status (age, education, residency) in a social experience - an additional to what theatre does - botanical garden, tea party.

TOPIC 4

Social Business Model Canvas

Segments

Beneficiary

- Volunteers and students who participate;
- Tourist agencies and informational centre;
 - Local businesses;
- NGO's - cultural, environmental, social;
 - The stuff of the theatre
 - Etc

Customers

- Local residents concerned about the environment and the future of Pamvotida lake
 - Tourists interested in eco-tourism and sustainable travel

TOPIC 4

Social Business Model Canvas

Value Proposition

- Offering a performance that is linked to a certain environmental issue;
- Creating a platform for discussion and education around environmental issue affecting Pamvotida lake;
 - Providing opportunities for visitors to engage in sustainable tourism and contribute to environmental conservation efforts;
- Engaging citizens, visitors, tourists in a social activity in front of the theatre - to make it more recognizable - for them and for authorities.

TOPIC 4

Social Business Model Canvas

Cost Structure

- Cost of producing the performance - costumes, set design, props ... ;
- Marketing and promotion costs - paid advertisement in social media on a local and regional level as informational flyers for hotels and touristic locations;
- Cost of tea and branded cups for the T(h)Eater party;
 - Bilingual sign;
 - Staff salaries and overhead, unexpected costs

Revenue

- Ticket sales for events and performances;
- Donations and grants from individuals and organizations interested in supporting environmental conservation efforts
- Revenue from eco-tourism packages and partnerships with hotels and tour operators.

Surplus

- Fare payment for the employed;
 - Material base;
 - Equipment;
 - Merchandise.

Supporting local family business



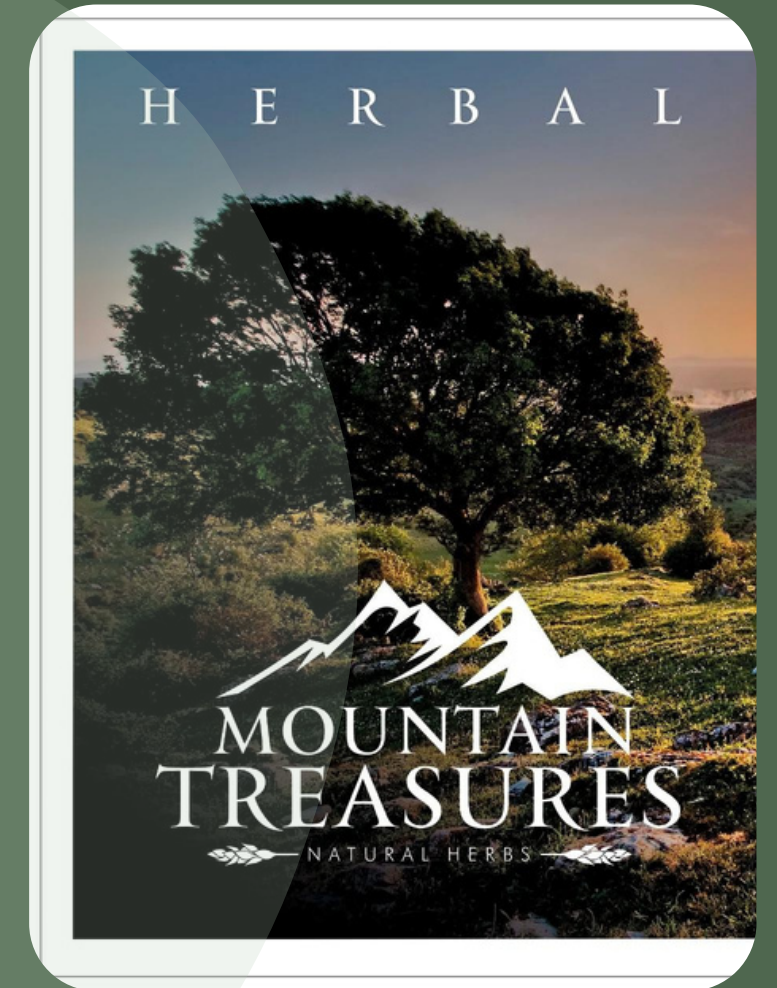
Zagori region

A region within Geopark of Vikos-Aoos, which belongs to the UNESCO World Geopark.



< 600 species of aromatic plants and herbs

Today the area of Zagori is considered to be the best herb gardens in the whole of Mediterranean.



Mountain Treasures

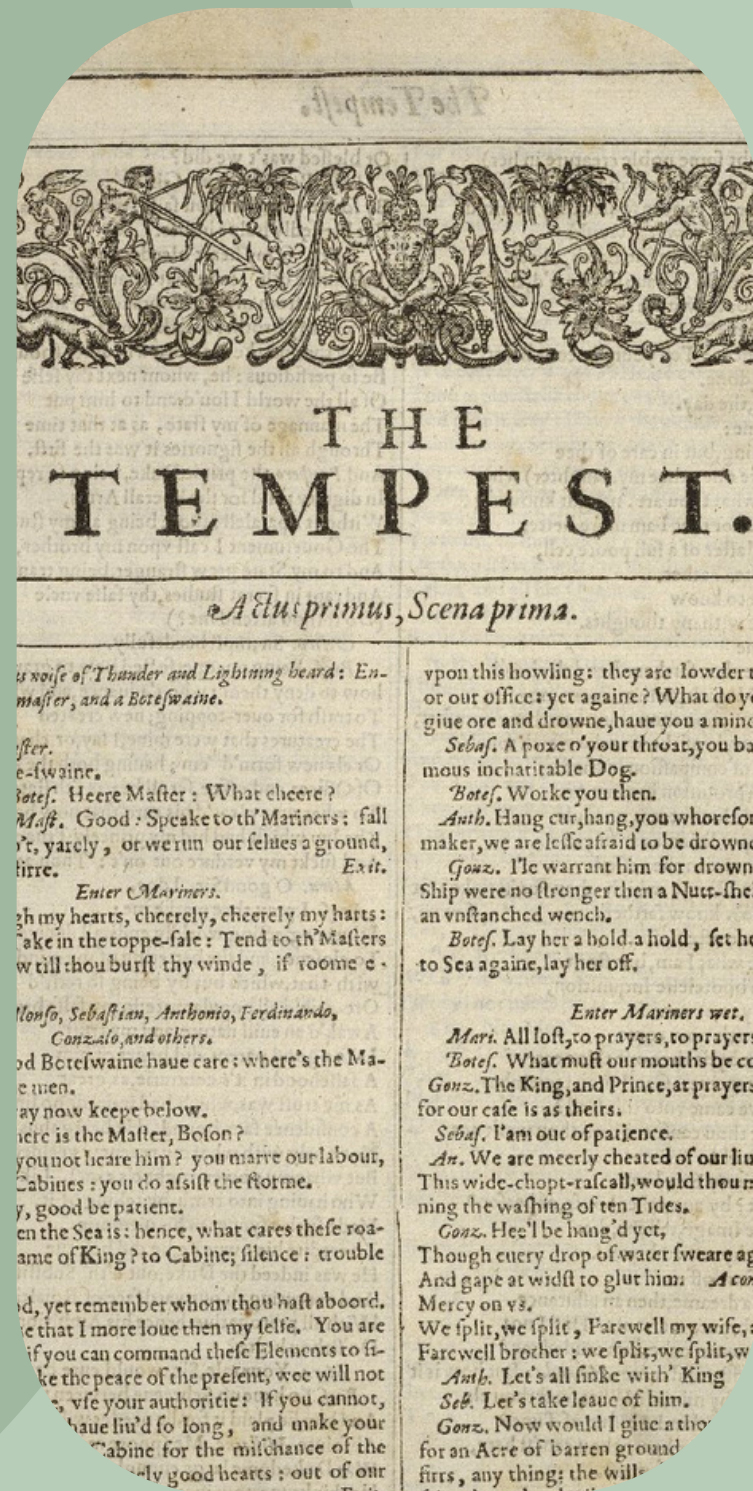
Small family business which, since 2015, has been growing Oregano (*Oregano hirtum*) and mountain tea (*Sideritis raeseri*) organically.

Theatrical botanical garden

Sharing is
caring



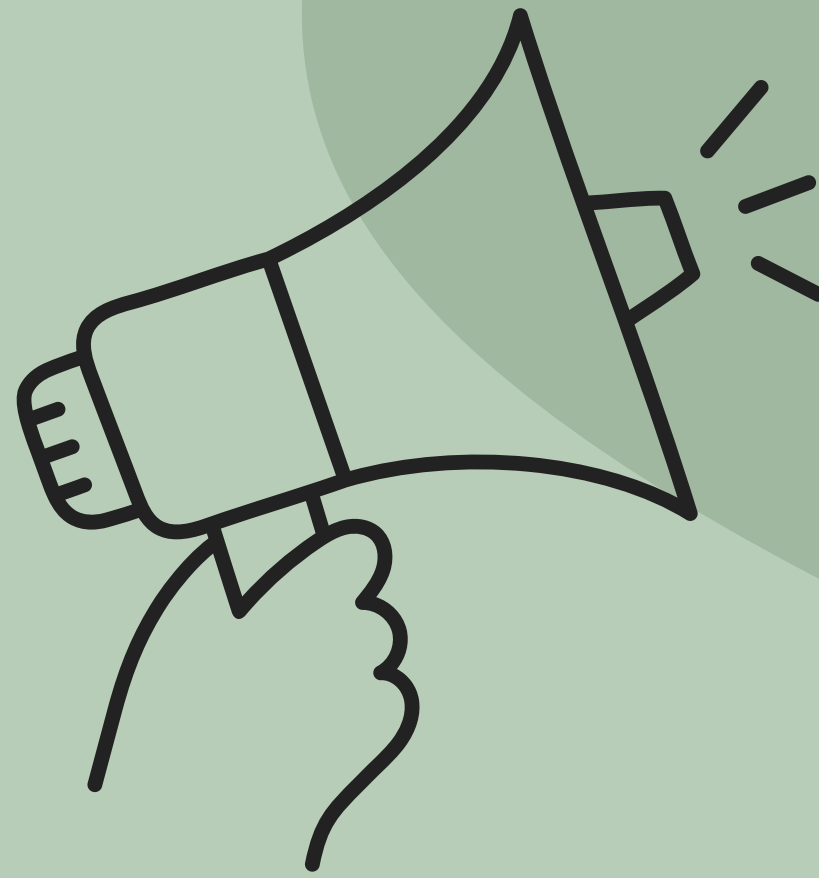
"The tempest" by the lake



30 minutes performance /
2 times a day
every Saturday and
Sunday
June to September

"The Tempest" by
W.Shakespeare

Marketing



Keep the current audience

Add more information in their social media, giveaway tickets

Attract audiences – university, school – volunteers

Not only by the website but personal meetings as well to showcase their plans

Attract the visitors and tourists

Flyers in touristic places and key hotels environmentally oriented

Attract local businesses, the public and private sector

Bilingual sign and tea parties in front of the theatre

The 4 Ps





Theatre for a better future!

You can be part of it!



Thank you!