



CARBONICA **Brain Gain Roundtable #3**

“Business Opportunities and Market Development in Carbon Farming”

Summary and Key Outcomes



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CARBONICA Brain Gain Roundtable #3

Title: Business Opportunities and Market Development in Carbon Farming

Date: February 25, 2025

Lead Working Group: Cyprus

Moderator: Assoc. Prof Menelaos Stavrinides (CUT, Cyprus)

Working Group speakers:

- Mr. Grigoris Chatzikostas, reframe.food, Greece (CARBONICA Project Coordinator).
- Dr Christiana Papoutsas, Researcher at the ECoE, Cyprus (National Supervisor of the Cyprus MAP)

Invited Diaspora expert speaker:

- Dr Achilleas Peitsidis, Fugro, Berlin (Industry)

MAP representatives invited speakers:

- Dr Vassilis Litskas, founder of the SME Sustainability Metrics Ltd, Cyprus (Industry)
- Ms. Marie Elena Kanelopoulou, Head of Sustainability and Certification at Cosmosert, and Ms Aikaterini Tsela, Greece (Policy)
- Mr. Goce Georgievski, Agricultural Engineer, Former Head of the Rural Development Sector, Ministry of Agriculture of North Macedonia (Agriculture/Civil society)

Key outcomes

- Carbon farming offers great business potential, especially when linked with verified LCA methods and precision remote sensing (RS) tools.
- Farmers require better awareness, training, and incentives to participate in carbon markets.
- There is a strong call for a harmonized European certification framework that ensures transparency, integrity, and prevents greenwashing.
- Regional cooperation among Cyprus, Greece, and North Macedonia—along with diaspora contributions—can foster knowledge exchange, common strategies, and ecosystem building.
- The CARBONICA Forum was launched to support ongoing discussion and matchmaking among stakeholders.

Join the CARBONICA Forum and share your insights, questions, or feedback with fellow stakeholders:

👉 [Leave your comment in the CARBONICA Forum here](#)



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