

The project "Computing Power Goes Green" with the acronym "GO_GREEN" was approved and included in the Priority Axis "2. Environment with "Thematic Objective" 06-Preservation and protection of the environment and promotion of resource efficiency "in the context of the call for proposals for strategic projects of the Program" Interreg VB Balkan-Mediterranean 2014-2020 ".

The Interreg V-B Balkan-Mediterranean Program 2014-2020 is a cooperation program, which stems from the strong will of the participating countries to promote cooperation in the region. The program is co-financed by the European Regional Development Fund (ERDF) and the Instrument for Pre-Accession Assistance and National Resources.

The program brings together five countries, Albania, Northern Macedonia, Bulgaria, Cyprus, and Greece as the main partners.

The official language of the program is English. Considering the territorial analysis, as well as the results of the public consultation process, the main needs and challenges shared by the program actors can be grouped into the following areas: socio-economic development and demography, environment and climate change, natural and cultural heritage. In response to all regulatory requirements, a major thematic focus has been placed on addressing two key challenges: territorial competitiveness and the environment.

The program is therefore based on the following two priority axes:

Priority Axis 1: "Entrepreneurship and Innovation"

Priority Axis 2: "Environment"

This project is part of Priority Axis 2 "Environment" and Thematic Objective 6f, "Promotion of innovative technologies to improve environmental protection and resource efficiency in waste, water and soil or to reduce air pollution" For each priority axis, three strategic objectives have been set, this project has been included in 2.2 Sustainable areas: Promoting transnational cooperation for resource efficiency and resilience to climate change.

So far, the Balkan-Mediterranean 2014-2020 program has funded 43 projects with 286 beneficiaries from the above five countries. The work carried out during the preparatory phase of the institutionalized approach led to the identification of the following strategic theme: Adoption of an integrated approach and framework for the creation of combined green and digital transformation initiatives at national and transnational level, leading to a "greener" infrastructure and data centers. The limited call for proposals for strategic projects published in June 2021 by the Balkan-Mediterranean 2014-2020 program aimed to address this challenge.

The Region of Western Macedonia, as a local government with strong extroversion and extensive experience in international actions and European programs, has

undertaken, as Lead Partner of the GO_GREEN project, to play a leading role in order to contribute to achieving its goals. of partners.

The GO_GREEN project partnership includes eight partners from Greece, Albania, Northern Macedonia, Bulgaria, and Cyprus, Overall, the corporate structure of the GO_GREEN project consists of the following partners:

- Beneficiary 2 – Technical Chamber of Greece, Greece.
- Beneficiary 3 - University of Forestry, Faculty of Ecology and Landscape Architecture, Bulgaria
- Beneficiary 4 – Cyprus Chamber of Commerce and Industry, Cyprus
- Beneficiary 5- Cyprus Energy Agency, Cyprus
- Beneficiary 6- Ministry of local self-government - Bureau for regional development, Republic of North Macedonia
- Beneficiary 7- National Agency of Information Society, Albania
- Beneficiary 8 (Observer Partner) Ministry of Infrastructure and Energy of Albania.

Until recently, the focus of assessing the environmental footprint of an investment by a business or public authority was the energy efficiency of buildings, facilities, and vehicles. Regarding the digital transformation plan of a public or private enterprise, there is no evaluation framework and relevant indicators that would allow the measurement of such initiatives and plans in terms of their environmental / energy footprint. In line with the EU 's goals for a "twin transition", it is urgent to take steps to support a sustainable digital transformation. Within the framework of a dual transition policy, the main goal of the GO_GREEN project is to promote the adoption of an integrated approach and framework for the creation of combined green and digital transformation initiatives at national and transnational level, which will lead to a "greener" digital infrastructure operation.

The following describes the work packages of the GO_GREEN project:

- **WP1. Management and Coordination.** This Work Package aims at the smooth and uninterrupted implementation of the project within the set time and financial limits, according to the Balkan-Mediterranean 2014-2020 Program Guide and its implementation manual and the Communication His strategy. The Region of Western Macedonia, as the Lead Partner of the project, will be responsible for the overall management and coordination of the project, which will include, among others, the preparation and submission of semi-annual progress reports of the physical and financial object of the project (Progress Reports) and coordination with the Project Steering Committee.
- **WP2. Project Communication & Dissemination.** This work package aims at external communication and informing the project results to key stakeholders and groups necessary to make the project visible as widely as possible. This process in some projects is quite complicated, as different target groups have to be approached in different ways. External communication includes many aspects, but generally concerns everything related to the appearance of the work in the "outside world". The work package includes the organization of

conferences, surveys that measure the success of communication activities and awareness about the benefits of the project, virtual augmented reality tours and participation in events outside the program area.

- **WP3. Observatory for the assessment of the energy efficiency of the digital processing and digital infrastructures of the various sectors of economic activity.** The activities that are related to the above work package and will be outputs of its implementation are: 1. The analysis - description of the factors that hinder the adoption of green digitization measures, 2. The creation of a barometer to monitor the relevant trends in the economy, 3. The promotion of green digital processes and environmentally friendly digital culture.
- **WP 4. Comparative assessment of the measurements recorded internationally at European participating countries.** This work package is the creation of an evaluation framework, the focused evaluation in Greece and the comparative evaluation of the measurements.
- **WP 5. Creation of Action Plan towards Green Digitalization.** The work package includes the following activities / outputs: Best Practices for Green Digitization, Creating a Green Digitization Certificate, and Creating a Green Digitization Roadmap / Action Plan
- **WP 6. Pilot applications enabling the 'greening' of selected digital transformation initiatives and assessment of their environmental footprint.** The activities associated with this package is the preparation and planning of pilot actions to show how existing or new digital infrastructures can be made greener, a green pilot data center that generates green benefits and recycles the energy produced / consumed, green digital pilot initiatives through grant schemes and measurements of profit / benefit of energy efficiency.