



HELLENIC CORPORATION OF ASSETS AND PARTICIPATIONS S.A.

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PRESS RELEASE

CMT receives significant funding for the “SOCIAL PLATE” circular economy initiative

The initiative aims to continue the support of vulnerable social groups

The Central Market of Thessaloniki (CMT), one of the companies under HCAP umbrella, has ensured significant funding by being selected by the Green Fund¹ to support the “SOCIAL PLATE” initiative. The funding covers circular economy actions and food waste generation prevention in the context of the LIFE-IP CEI-GREECE project named “Implementation of the Circular Economy in Greece”, with a total budget of €310,928. The CMT proposal scored 94 out of 100 and ranked 1st among three related projects.

The Central Market of Thessaloniki (CMT) and the Technopolis International Educational Institute are implementing the “SOCIAL PLATE” initiative for the utilisation of fruits and vegetables given by CMT traders to the civil non-profit company named “Kinoniki Episitistiki Voithia” (Social Food Aid) that has been established for this purpose.

On a daily basis, the traders concerned deliver quantities of non-marketable fruits and vegetables, of which those that are fit for consumption are selected, reconditioned and distributed to social operators that, in turn, offer them to vulnerable social groups. The programme contributes substantially to reducing food waste and supporting and feeding vulnerable groups, as well as to raising public awareness regarding these issues. **Since the start of the programme in April 2018 and until June 2021, 747 tonnes of fruit and vegetables have been collected, of which 523 tonnes have been rescued and distributed to 70 beneficiary organisations.**

CMT President Theodoros Papadopoulos said: “According to the United Nations’ Food Waste Index 2021 report, it is estimated that each Greek household throws away 142 kg of food per year. Therefore, all of us at CMT feel that the ‘SOCIAL PLATE’ enables us to set an example for every Greek household, by leading the effort to reduce food waste, supplying this food to those in need instead. This is why our selection by the Green Fund as co-beneficiaries to implement the LIFE-IP CEI-GREECE project ‘Implementation of the Circular Economy in Greece’ is extremely important. However, apart from the social benefits, this is also a recognition of how carefully structured and effective a sustainability initiative

of a public company can be. The 'SOCIAL PLATE' is not just an action but forms part of our business strategy."

Anthi Trokoudi, Chief Communication and Sustainability Officer of HCAP, said: "CMT's 'SOCIAL PLATE' initiative, through which the company supports vulnerable social groups, is extremely important and the funding it received constitutes an important recognition of this work and allows its unhindered continuation. HCAP has supported CMT's work from the start, organising a crowdfunding event in 2020 that was implemented through the Act4Greece platform in order to cover the cost of operation of the SOCIAL PLATE programme."

¹ The purpose of the Green Fund is to enhance growth through the protection of *the environment* by providing administrative, economic, technical and financial support for programmes, measures, interventions and actions aiming at the protection and restoration of the environment; to support the country's environmental policy; and to serve public and social interest through the administration, management and utilisation of the resources provided for in articles 3 and 7.