



## RDP Projects Database (PIKSE)

Postcard Template (MS Word 2003)  
Version 2a – September 2010

**Project Title:** Establishment of an enterprise producing soap based on oil in the Regional Unity of Chania in the Region of Crete.

### 'At a glance'

#### Notes

#### Project Theme:

Choose an item:

Competitiveness of Agriculture and Forestry

Please select **only one theme** per project using the **drop-down menu**. Click once on the grey <text box> for options.

#### Sub-theme:

Quality of agricultural production and products

Please enter **one sub-theme** into the grey <text box>. Please ensure that the sub-theme corresponds to the Project Theme above – see **Annex 2** of the Guidance Note

#### Keywords:

Phytopsanitary products

Pharmaceutical

Vegetable oil

Oilseed

Please select **up to 5 keywords** per project from **Annex 3** of the Guidance Note and insert into the grey <text fields> as appropriate.

#### Country/Region:

Greece - Region of Crete - Regional Unit of Chania- Tavronitis

Please insert the **name of the RDP territory** where the **project is located**

#### Final Beneficiary Type(s):

Choose an item: .

Non-farm or non-forest enterprises

Choose an item: .

Non-farm or non-forest enterprises

Please insert **up to two final beneficiary types** using the **drop-down menu**. Click once on the grey <text box> for options.

#### Project Cost:

Choose an item: < €20 000

Please select **one of the cost ranges** from the **drop-down menu**

#### RDP Measure(s):

312

Please **insert the RDP measure code** into the grey <text boxes>. Provide **ONLY** the numeric code (e.g. 312). Please **DO NOT** insert the title of the measure

#### Duration:

4.7.2012

Please insert the **official project approval date** (month/year)

31.12.2014

Please insert the **project completion date** – actual or estimated (month/year)

#### Last Updated:

1<sup>st</sup> February 2013

Please use the grey <text box> to insert the **date (dd/mm/yyyy)** when this postcard is completed.



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**Postcard Author:**

Sofia Michaki

Please insert the **name of the person that produced the postcard**

## Main Postcard Text

Please note that you may enter the text below in English or any other official EU language. The ENRD Contact will arrange the necessary translation into English.

### Background (maximum 150 words):

The project includes the establishment of a production company manufacturing soap based on olive oil in the area of Tavronitis in the Regional Unity of Chania of the Region of Crete. The philosophy of the project approaches the principles of green entrepreneurship. Both basic and additional production equipment has been chosen so as to improve the energy efficiency of the production process and is low power consuming but of high efficiency. In that way the ecological character of the enterprise is maintained in the modern world of green economy, effectively helping to protect the environment. Finally, the complete protection of the natural and artificial environment is ensured given that no toxic substances or wastes of any kind are going to occur from the forthcoming operation of the business.

### Objective (maximum 100 words):

The main objectives of the project are the following: a) creation of new sustainable business with direct and indirect positive impact on employment, b) improvement of the quality of life in the region and encouragement of diversification in rural economy, c) development of entrepreneurship and enhancement of competitiveness, d) promotion of green growth in rural areas, e) strengthening innovative action directed towards green economy. The achievement of these targets provides the opportunity of growth and creation of new jobs in balance with environmental protection and rational use of natural resources.

### Main Activities (maximum 150 words):

The main obligation undertaken by the recipient was a) to hire the appropriate facilities that were going to satisfy the preconditions for the establishment of a biological soap and related products production workshop, b) to prepare and submit an environmental impact, a sewage disposal and a fire protection study, c) to shape the interior space of the facilities so as to be appropriate for production and distribution.

### Results and Benefits (maximum 150 words):

All production equipment of the company has been selected according to energy efficiency of the production process. The goal is to achieve the use of low power (totally of 8kW), but with high energy efficiency while maintaining the ecological character of the enterprise in the modern world of green economy.

### Lessons Learnt (maximum 100 words):

Particular attention should be paid to the advantages of the manufacture of soap based on olive oil, compared with industrialized and of animal origin raw materials soap. The company uses only organic olive oil as it is the only natural oil which contains more healthy fats at a large proportion. The soap contains organic olive oil, baking soda, distilled water and herbal aromatic oils of an excellent quality.

### Further Information (enter text or attach any additional documents):

#### Project Location:

|   |   |
|---|---|
| Tavronitis, Regional Unity of Chania, Region of Crete | Please provide more <b>specific information on the geographical location/scope</b> of the project e.g. a project in Estonia might be described as in Võru County, South Estonia |
|---|---|

#### Project Cost:

|  |   |
|--|---|
| 17.213,91€ (Total cost of which VAT 3.218,86€, 50 % public expenditure of which 6.647,65€ EC contribution and 349,87€ national contribution) | Please insert the total project cost, including if known the breakdown into EU + National + Private funds |
|--|---|

#### Other Additional Information:

This document is protected, you can only enter text in the spaces provided

### Contact Information:

**Project Website:**

http://fisikashop.com

**Contact (Name and E-mail):**

Sophia Michaki, sofia@oadyk.gr

**Telephone:**

+30 2821029833

**Additional Contact Details:**

**Language(s) for communication:**

Greek, English

Please return the completed postcard to [postcards@enrd.eu](mailto:postcards@enrd.eu) together with a) any relevant photographs and b) any additional documents that you wish to be linked to the postcards.