

# Join the GECO 2.2 community

## and turn your commitment into value

- **Subscribe** to and adopt sustainable agricultural practices
- **Calculate your CO<sub>2</sub>e credits** with simple and scientifically validated tools
- **Monetize them** through the market developed by GECO 2.2

Learn more

[www.italy-croatia.eu/geco22](http://www.italy-croatia.eu/geco22)



### PROJECT PARTNERS



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Interreg



Co-funded by  
the European Union

Italy - Croatia

GECO 2.2

## Give more value to your work in the field

Discover how to make your farming practices more sustainable—unlocking a new economic opportunity: **carbon credits.**

**GECO 2.2 is a European project** is a European project that rewards farmers' commitment to: *looking to the future responsibly, respecting the land and the environment, increasing farm income.*

**Get informed.  
Get involved.  
Make a difference.**



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With **GECO 2.2**,  
invest in your future,  
increase the value  
of your farm,  
and become  
an active player  
in the fight against  
climate change



## INTRODUCTION TO THE PROJECT

### What is GECO 2.2

**GECO 2.2 is a European project funded by the Interreg Italy-Croatia Programme** that supports **farms in transitioning to more sustainable practices**, helping them generate and enhance **carbon credits**.

It is the natural evolution of GECO2 (2019-2022), an initiative that involved **over 160 farms across Italy and Croatia**, introducing a pilot model for a voluntary carbon market in agriculture.

GECO 2.2 builds on that experience, improving its tools and approach and projecting it into the future: aligned with new EU regulations, it aims to **strengthen a farming network focused on environmental care, climate resilience, and the enhancement of ecosystem services**.

GECO 2.2 is fully integrated into the European **“Green Deal”** strategy, which promotes more sustainable, fair and resilient agriculture. It also complies with the **new EU Regulation 2024/3012**, which outlines principles for future voluntary carbon credit markets.

### The objective:

GECO 2.2 aims to create a **regional voluntary carbon credit market** among Adriatic regions, **reliable, accessible, and beneficial** for farmers who adopt virtuous practices and want to lead the change. This goal is achieved within a renewed European regulatory framework and through the creation of a voluntary market management group under a **shared certification scheme**.

## OBJECTIVES AND SUPPORT

### What GECO 2.2 does

**GECO 2.2 provides a concrete roadmap to help agriculture meet today's climate challenges:**

- Develops a voluntary carbon credits market tailored to farms
- Supports farmers with simple, scientifically validated tools
- Rewards good practices by converting them into certifiable CO<sub>2</sub>e credits

### Through

- Tools to calculate CO<sub>2</sub> emissions and/or absorption
- Technical and operational farm support in the territories
- A digital platform for secure and transparent carbon credit trading
- Training and coaching to facilitate a conscious and informed transition
- Participation in an innovative certification scheme alongside public and private stakeholders for managing the voluntary market



## CARBON CREDITS: an opportunity for farms

### What is a carbon credit?

A carbon credit is a **tradable certificate equivalent to one ton of CO<sub>2</sub> that is either not emitted or absorbed** through sustainable farming techniques such as soil regeneration, biomass management, and improvement of organic fertility.



### Perché ti riguarda da vicino Why it matters to you

- **New income:** credits can be voluntarily sold to companies wishing to offset their emissions
- **Greater resilience:** healthier soil retains water better and withstands extreme weather events
- **More biodiversity:** sustainable practices enrich the environment, improve the landscape and promote ecosystem health