



WP4 – PILOT PROJECT ABOUT REGIONAL VOLUNTARY CO2 CREDIT MARKET APPLIED TO AGRICULTURE

D.4.4.2 General training modules report

WP4 Communication and Training

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1. Introduction

The GECO 2.2 project, funded under the Interreg Italy–Croatia Programme, aims to support climate mitigation by establishing regional voluntary carbon markets based on agriculture and regenerative farming practices. Work Package 4 - *Pilot project about regional voluntary CO2 credits market applied to agriculture* plays a central role in this process by disseminating knowledge, engaging key actors and strengthening the capacity of farmers, enterprises and public institutions to participate in carbon farming schemes.

Deliverable D4.4.2 collects and systematises all **general training activities** carried out by partners from July 2025 to January 2026, under Activity 4.4 – *WP4 Communication and training*.

By combining awareness-raising, capacity building and stakeholder dialogue, the general training modules aimed to:

- increase knowledge on climate change, carbon farming and regenerative agricultural practices;
- familiarise farmers, cooperatives, enterprises and public authorities with the GECO 2.2 model and tools;
- improve understanding of the emerging European regulatory framework for carbon removals and voluntary carbon markets;
- prepare stakeholders to participate effectively in regional voluntary CO₂ credits markets.

Across Italy and Croatia, partners organised in-person seminars, stakeholder meetings and online workshops, involving farmers, cooperatives, public authorities, research institutions, NGOs, SMEs and technical experts. Participants were introduced to GECO 2.2 tools and methodologies, regenerative agriculture practices, carbon farming, and the evolving European regulatory framework for carbon removals and voluntary carbon markets.

Evaluation results collected across events indicate very high levels of satisfaction, strong interest in the regulatory aspects of carbon markets, and a clear demand for practical examples and sector-specific applications. The training actions, supported by extensive communication efforts, significantly contributed to strengthening stakeholder readiness and fostering cross-border cooperation.



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2. Methodology for Training Delivery

The training programme adopted a multi-format and multi-stakeholder methodology, enabling partners to reach diverse audiences and ensure effective knowledge transfer:

- **In-person seminars and workshops** were used to stimulate local dialogue, present project tools and enable direct interaction among farmers, cooperatives, researchers and public institutions.
- **Online webinars** were organised to reach larger and more geographically dispersed groups, ensuring inclusiveness and facilitating participation of institutional experts and technical specialists.
- **Presentation formats** included expert lectures, panel discussions, round tables, interactive Q&A sessions and practical demonstrations of tools.
- In some cases, **interactive learning formats**, such as quizzes, were introduced to engage younger audiences and encourage knowledge retention.
- Each partner tailored their training content to the regional context while aligning with the overall GECO 2.2 framework and EU regulatory developments.

This combination ensured comprehensive coverage of technical, regulatory and operational aspects of carbon farming and voluntary carbon markets.

3. Overview of General Training events

The following table provides a consolidated overview of the general training events organised by the partners in Italy and Croatia.



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Table 1 – Summary of GECO 2.2 General Training Events (WP4 – Activity 4.4)

#	Event Title	Date	Location & Format	Organising Partner	Participants (n)	Main Target Groups	Main Topics
1	<i>Voluntary carbon credit markets in agriculture. European legislation, the GECO 2.2 project, and new opportunities for farms</i>	15 Sep 2025	Ravenna (IT), in-person	Legacoop Romagna	35	Farmers, agricultural cooperatives, universities, clusters, research centres, service providers	GECO 2.2 overview, innovation in agri-food sector, EU legislation on voluntary carbon markets, benefits and practices for farms
2	<i>New opportunities for farmers and businesses from voluntary agricultural carbon credit markets. The GECO 2.2 project and the new European legislation</i>	06 Oct 2025	Bologna (IT), in-person	Legacoop Romagna	36	Farmers, cooperatives, research bodies, regional authority	GECO 2.2, carbon calculation system, agronomic practices for carbon sequestration, EU Regulation framework, regional policy role
3	<i>Voluntary Carbon Market and Agriculture: EU Guidelines and Innovations of the GECO</i>	30 Jul 2025	Online webinar	AGRRA, Dubrovnik-Neretva County, UMK Mastrinka ¹	36	Institutional officials, farmers, potential credit buyers, experts	Voluntary carbon markets, GECO 2.2 roots and new goals, EU Regulation 2024/3018 (CRCF), innovative

¹ The first training session was jointly organized by the three Croatian partners, with the involvement of stakeholders from the three areas.





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	2.2 Project – 1st workshop						digital tools (calculators, blockchain, GIS)
4	<i>Adaptation to Climate Change through Efficient Agricultural Practices</i>	14 Oct 2025	Zadar (HR), in-person	AGRRA	25	Farmers, students, university representatives, public institutions	Sustainable farming, reduction of copper-based pesticides, soil and CO ₂ balance, GECO 2.2 structure, interactive quiz on climate-smart agriculture
5	<i>Voluntary markets for agricultural carbon credits. European legislation, the GECO 2.2 project and new opportunities for local actors</i>	10 Oct 2025	Opuzen (HR), in-person	Dubrovnik-Neretva County	24	Farmers, companies, municipalities, local action groups, public employees	Voluntary carbon markets, EU Regulation 3018, GECO 2.2 tools (blockchain, GIS, calculators), company perspectives, stakeholder round table
6	<i>GECO 2.2: Voluntary carbon market and the project pilot programme (training + ZINFEST 2025 presentation)</i>	13 Nov 2025	Kaštela (HR), in-person (plus festival stage presentation)	UMK Mastrinka	9 participants (≈100 audience on main stage)	Olive growers, family farms, research organisations, SMEs, general public	GECO 2.2 objectives and tools, climate change and agriculture, carbon credits and voluntary markets, pilot programme participation
7	<i>Regenerative Agriculture, Carbon Credits, and the Opportunities of the GECO 2.2 Model</i>	05 Nov 2025	Offida (IT), in-person	Legacoop Marche	27	Local authorities, business support organisations, farmers, cooperatives, consultants, technical institutes	Regenerative agriculture and sustainability models, GECO 2.2 opportunities for Marche supply chains, voluntary carbon market

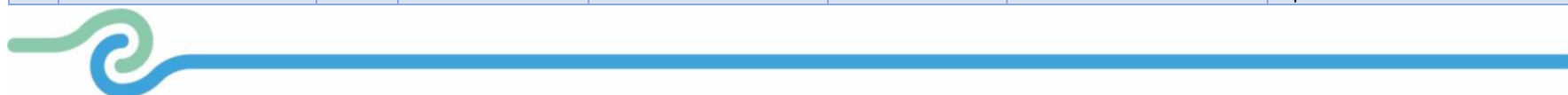




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8	<i>GECO 2.2 and Carbon Farming to support and sustain the Marche agricultural supply chain</i>	17 Dec 2025	Online webinar (MS Teams)	Legacoop Marche	37	Regional authorities, farmers and cooperatives, NGOs, SMEs, research & universities	Opportunities of regional agricultural system, regenerative agriculture, carbon farming, EU regulation on carbon markets, GECO 2.2 pilot experiences
9	<i>The Voluntary Carbon Credit Market: Opportunities and Perspectives – Information Meeting for Stakeholders</i>	24 Jul 2025	Campobasso (IT), in-person	Coldiretti Molise	32	Regional authorities, agri-food enterprises, researchers, farms, business organisations, NGOs, technicians, press	Role of agriculture in climate mitigation, GECO 2.2 approach vs EU regulation, regenerative agriculture, round table on carbon credits
10	<i>The Importance of Carbon Credits in Adapting to Climate Change: Coldiretti Molise meets with stakeholders</i>	14 Nov 2025	Campobasso (IT), in-person	Coldiretti Molise	7	Companies experts, consultants interested in voluntary market, chamber of commerce, education sector	Importance of carbon credits for adaptation, project progress, stakeholder engagement, creation of public-private partnerships
11	<i>The Geco 2.2 Project: Opportunities for the Carbon Credit Market</i>	18 Sep 2025	Valenzano (IT), in-person	CIHEAM Bari	21	Researchers and Universities, Farmers and /or Production Organizer, Public Authorities (Regional level), Consultants	Evolution of the regulatory framework, aspects of carbon farming within the framework of the Green Deal and the new CAP, certification of credits, improvement of the project's operational tools





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12	<i>Opportunities for agricultural enterprises within the Organization of Producers to access voluntary carbon credit markets The GECO 2.2 project</i>	25 Oct 2025	Ginosa Marina (IT), in-person	CIHEAM Bari	14	Researchers and Universities, Farmers and Producer Organization, Public Authorities (Regional level), Consultants	Regenerative agriculture, soil health, technical challenges and opportunities linked to the adoption of regenerative practices, the voluntary carbon credit market, the GECO 2.2 project
13	<i>New opportunities for agricultural enterprises from the voluntary carbon markets in agriculture: the GECO 2.2 project and the new European legislation.</i>	20 Nov 2025	Valenzano (IT), in-person	CIHEAM Bari	34	Regional Authorities, Researchers and Universities, Farmers, Agronomists, Consultants	The GECO2.2 carbon credit calculation system, the EU legislation on voluntary carbon markets, the implementation of Regulation 3012 in Italy



4. Consolidated Analysis of Participants

The training programme attracted a broad and diverse set of stakeholders:

- **Farmers and agricultural cooperatives** consistently represented the largest group of participants, confirming the sector's strong interest in carbon farming opportunities.
- **Public authorities** at regional and municipal level participated in several events, highlighting institutional interest in the development of voluntary markets.
- **Research bodies and universities** engaged in scientific discussions and contributed expertise on carbon sequestration, soil health and regulatory frameworks.
- **Business support organisations, clusters, NGOs and SMEs** participated to explore market opportunities and develop collaborations with agricultural actors.
- **Students and young professionals** attended selected events, especially those featuring interactive learning components.

This diversity ensured that trainings did not only build technical knowledge but also supported the creation of multi-actor networks essential for the long-term development of regional carbon markets.

5. Cross-cutting Topics and Key Themes Addressed

While individual events were tailored to regional contexts, several thematic pillars emerged across all training modules:

- **Carbon farming and regenerative agriculture**
Tag: soil health, reduced environmental impact, and practices that increase carbon sequestration
Many sessions focused on regenerative agriculture and soil health enhancing practices integrated into the GECO methodology. Experts explained how soil organic matter functions as a carbon sink and how reducing chemical inputs (e.g. copper based pesticides) can enhance soil biodiversity and increase carbon retention. Sessions also highlighted the contribution of agricultural activities to greenhouse gas emissions and the potential for farms to become key actors in climate solutions. Participants learned about the environmental and economic benefits of adopting low impact practices, particularly in strengthening farm resilience to droughts, floods and climate change.
- **Voluntary carbon markets**
Tag: market mechanisms, credit generation, integrity challenges, additionality and transparency
The training sessions introduced the origins and development of voluntary carbon markets, highlighting the distinction between mandatory and voluntary systems and explaining how



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agricultural carbon credits emerge from practices that reduce or sequester CO₂ emissions. Presentations often traced these markets back to early frameworks such as the Kyoto Protocol and illustrated their expansion into agriculture and forestry. They also examined challenges such as measurement complexity, additionality, permanence and market integrity.

- **EU regulatory framework**

Tag: EU Regulation 2024/3012 (CRCF) on carbon markets

Several sessions provided an overview of EU Regulation 2024/3018 (the CRCF), describing its objective to harmonize certification of carbon removals across Member States. Trainers explained core Q.U.A.L.I.T.Y criteria (Quantification, Additionality, Long-term storage, Sustainability) and the planned establishment of interoperable national registries and an EU-wide registry by 2028. They also emphasized concerns about methodology thresholds and the regulatory implications for agricultural operators entering voluntary markets.

- **GECO 2.2 tools**

Tag: upgraded carbon calculators, GIS tools, blockchain-based traceability, certification benchmarking and pilot programme features

All events introduced GECO 2.2 as the continuation of the GECO2 pilot, highlighting its aim to establish regional voluntary carbon credit markets in Italy and Croatia. Stakeholders were presented with upgraded digital tools, including enhanced carbon calculators. Partners illustrated how these tools support farmers in monitoring soil carbon, generating certified credits and engaging with emerging carbon markets.

- **Innovation and sustainability in agriculture**

Tag: new production models, supply-chain opportunities and synergies among stakeholders

Several trainings explored the economic dimension of carbon farming, outlining how farmers may generate and sell carbon credits and how enterprises can use these credits to compensate emissions. Presenters discussed opportunities for new business models, supply chain collaborations, and public private partnerships supporting the shift to low emission strategies. Participants also learned about market drivers such as corporate sustainability commitments and EU level green policies.

- **Stakeholder Dialogue and Multi-Actor Cooperation**

Tag: Stakeholder Engagement, Cross Border Collaboration, Governance Models

Many events included round tables or interactive discussions aimed at strengthening cooperation among institutions, farmers, enterprises, NGOs and research bodies. Trainers stressed the need for sustained dialogue to align agricultural practices, regulatory requirements and market expectations. Participants discussed opportunities, barriers and needs for cross-border collaboration, emphasising the importance of coordinated governance for the development of regional voluntary carbon markets.



6. Types of Speakers Involved in the GECO 2.2 Training Activities

The GECO 2.2 training programme engaged a highly diversified group of speakers, reflecting the multidisciplinary nature of voluntary carbon markets:

- **Academic Experts and University Researchers**
- **Public Authorities and Institutional Representatives**
- **Cooperative Networks, Producers' Organisations, and other Business Representatives**
- **Scientific and Technical Advisors from Research Centres**
- **Carbon Market and Environmental Management Specialists**
- **NGOs, Civil Society and Interest Groups**
- **Technical Schools and Education Sector Representatives**

University researchers provided scientific grounding; public authorities ensured policy alignment; cooperative networks linked the project to real agricultural systems; research centres contributed technical expertise; environmental and carbon-market specialists explained methodologies and regulatory frameworks; business representatives presented market demand. Moreover, NGOs and community groups broadened participation and educational institutions supported awareness-raising among younger audiences. This variety of speaker profiles enriched the training experience and strengthened stakeholder readiness to engage in regional agricultural carbon markets.

7. Evaluation: Appreciation, Feedback and Lessons Learned

Participant satisfaction across the GECO 2.2 general training activities was measured through structured evaluation questionnaires distributed at the end of each training session. These questionnaires collected both quantitative and qualitative feedback to assess relevance, effectiveness, methodology, and the applicability of the skills acquired.

Partners administered post-event evaluation forms to participants, asking them to rate different aspects of the training using a Likert scale from 0 to 5, where 5 indicated the highest level of satisfaction.

The questionnaires covered recurring thematic areas, including:

Relevance of content to professional needs – e.g., 80% of Croatian respondents assigned the highest grade for this dimension



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Effectiveness of content for skill acquisition – e.g., in several events, 80% or more rated the content as effective or very effective.

Clarity and usefulness of the methodology – in many cases, 84–100% of respondents expressed high appreciation for the training format.

Expected use of acquired knowledge – e.g., between 73% and 96% of respondents across events indicated that they intended to apply the new competences in their work.

These dimensions offered a standardised way to evaluate the quality and impact of the sessions.

Collection of Qualitative Feedback

Open-ended questions invited participants to highlight the most interesting topics and suggest improvements.

For example, respondents from Croatia noted interest in “CO₂ credit”, “voluntary carbon market”, and “a new approach to agriculture”, while suggestions focused on maintaining or enhancing the quality of activities (“everything was excellent”, “very interesting workshop”).

Participants in Italian events requested simplified explanations of regulatory aspects, more practical examples, case studies, and more interactive or sector-specific sessions.

Feedback collected through event evaluation forms reveals:

- **Very high satisfaction**, with most participants assigning scores of 4 or 5/5 for relevance, content quality and methodology.
- Participants particularly appreciated:
 - clarity of explanations on EU regulations;
 - practical value of regenerative agriculture practices;
 - interactive elements such as round tables, open discussions and quizzes.
- **Common suggestions** included:
 - more practical case studies and field-based examples;
 - simplified explanations of regulatory frameworks;
 - sector-specific training sessions for different stakeholder groups;
 - more time for Q&A and networking.

These lessons offer valuable guidance for future capacity-building activities under WP4.

Recommendations for Future Training Activities

Building on participant feedback and partner experience, the following recommendations emerge:

- Expand **practical, hands-on sessions** with concrete examples from GECO and GECO 2.2 pilot activities.
- Develop **targeted training modules** for farmers, cooperatives, public authorities, buyers and technical consultants.
- Continue offering **webinars** to reach large and geographically diverse stakeholder groups.



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- Produce **concise guidance documents** summarising EU regulatory developments relevant to carbon farming.
- Strengthen **interactive and participatory formats**, including workshops, demonstrations and co-creation exercises.
- By implementing these recommendations, GECO 2.2 and its partners can further consolidate the capacity of regional stakeholders to participate in **agriculture-based voluntary carbon markets** and contribute to **climate change mitigation and adaptation** in the Adriatic area.

8. Conclusions

The general training activities implemented under WP4 in 2025 have effectively strengthened stakeholders' understanding of voluntary carbon markets, regenerative agriculture and the GECO 2.2 approach.

Partners successfully engaged a broad and diverse community of farmers, cooperatives, institutions and experts, ensuring high participation levels and strong learning outcomes. Trainings contributed to building the foundations for regional voluntary carbon markets in Italy and Croatia, while enhancing cross-border collaboration and awareness on climate-related agricultural solutions.

The results achieved demonstrate the crucial role of communication and training within GECO 2.2, and provide clear guidance for future actions aimed at consolidating and scaling up the project's impact.

The general training activities implemented under WP4 have substantially strengthened stakeholder understanding of voluntary carbon markets, regenerative agricultural practices and the GECO 2.2 methodological framework. Across all sessions, participants demonstrated high levels of engagement and interest in the scientific, regulatory and operational dimensions of carbon farming, consistently recognising the value of integrating these concepts into their professional practices.

Importantly, the training actions showed clear synergies with **other project activities**. First, they supported the **pilot actions** by preparing farmers, cooperatives and local authorities to engage with GECO 2.2 tools such as upgraded carbon calculators, GIS-based systems and blockchain-enabled traceability solutions. Presentations that showcased these innovations enhanced the readiness of stakeholders to participate effectively in ongoing and future pilot testing.

Second, the strong focus on the **European regulatory framework**—including the CRCF and voluntary carbon market rules—directly reinforced the project's **policy-related components**, helping stakeholders understand how GECO 2.2 aligns with emerging EU requirements. This is



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essential for subsequent activities dedicated to regional policy dialogue and the co-creation of frameworks that will govern voluntary carbon markets in the Adriatic area

Third, the training events supported the project's broader **communication and dissemination strategy** by engaging diverse categories of participants, including farmers, SMEs, NGOs, research bodies, students and public institutions. The presence of media professionals at some events and the wide use of online dissemination channels (press, social media, websites) expanded the visibility of GECO 2.2 results and ensured consistent outreach across territories.

Finally, the training sessions contributed to strengthening the **cross-border cooperation dimension** of the project. Through online webinars and multi-actor workshops, Italian and Croatian stakeholders were able to share perspectives, identify common challenges, and develop a shared understanding of the opportunities offered by agriculture-based voluntary carbon markets. This collaborative environment is fundamental for supporting the project's objective of developing regional market models that are scalable and transferable across EU contexts.

Overall, the general training activities have laid solid foundations for the implementation of GECO 2.2 pilot actions, the consolidation of its digital tools, the advancement of policy dialogue and the strengthening of stakeholder networks. Their contribution is therefore central not only to WP4, but to the project's overall capacity to promote climate-smart agriculture, support regional carbon market development and foster more sustainable economic models across the Adriatic region.



9. Annexes

1. LP_D4.4.2_REPORT of Training activity_15.09.25.pdf
2. LP_D4.4.2_REPORT of Training activity_06.10.25.pdf
3. PP2_D4.4.2_REPORT of Training activity_18.09.25.pdf
4. PP2_D4.4.2_REPORT of Training activity_25.10.25.pdf
5. PP2_D4.4.2_REPORT of Training activity_20.11.25.pdf
6. PP3_D4.4.2_REPORT of Training activity_30.07.25.pdf²
7. PP3_D4.4.2_REPORT of Training activity_14.10.25.pdf
8. PP4_D4.4.2_REPORT of Training activity_10.10.25.pdf
9. PP5_D4.4.2_REPORT of Training activity_24.07.25.pdf
10. PP5_D4.4.2_REPORT of Training activity_14.11.25.pdf
11. PP6_D4.4.2_REPORT of Training activity_05.11.25.pdf
12. PP6_D4.4.2_REPORT of Training activity_17.12.25.pdf
13. PP7_D4.4.2_REPORT of Training activity_13.11.25.pdf
14. Folder: D.4.4.2_Annexes of Training activity

² The first training session was jointly organized by the three Croatian partners (PP3 AGRRA, PP4 DNR, PP7 Mastrinka)

