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**Programme
Central Macedonia**

Managing Authority of the Operational Programme of the Region of Central Macedonia”

“Innovation Investment Plans”

Operational Programme “Central Macedonia 2021–2027”

Project Code: KMR6-0078400

“Green Innovative Value Services, GIVS”

Beneficiaries:

Vasilios Lamprou Hotel Enterprises S.A.
CERTH / IPDT

Implementation Period: October 2021 – May 2025

Budget: € 373,559.79

The “GIVS” project aims to strengthen hotel units and tourist accommodation facilities. This enhancement is reflected through actions whose implementation contributes to:

- The integration of green policies
- The protection of the sector against risks and threats
- The creation of a sustainable tourism product

The main objective of the project is to establish the examined hotel, Mediterranean Village Hotel & Spa (the pilot hotel of the Coordinating Beneficiary), as one of the pioneers in the fields of Sustainability and crisis and risk management, transforming it into a “Circular” Hotel.