

## PROGRAMME

**June 11, 2026**

**Time Zone:** Canary Islands, Spain · UTC+1

**Time:** 11:00-12:30

- 11:00 - 11:05** **Welcome and presentation of the day.**  
*Pilar Guerra. Enterprise Europe Network Canarias (EEN), Instituto Tecnológico de Canarias (ITC)*
- 11:05 – 11:15** **Presentation of the UP2CIRC tool**  
Pilar Guerra. Technician from the Innovation Department – Canary Islands Institute of Technology
- 11:15 - 11:30** **GENESIS Project (Nature-Based Solutions (NbS):**  
Gilberto Martel Rodríguez. Technician from the Water Department – Canary Islands Institute of Technology
- 11:30 - 11:45** **Vercochar Project: Conservation and regeneration of degraded soils**  
*Raúl Suárez Torres. Technician, Environmental Analysis Department – Canary Islands Institute of Technology*
- 11:45 - 12:00** **Success Story: Macrocarbon: Sustainable Fuel Production.**  
Mirian Arellano San Martín. Operations and Local Partnerships Lead. Macrocarbon.
- 12:00-12:15** **Discussion and Q&A**  
**Farewell and closing of the event**

## SESSION DESCRIPTION

### UP2CIRC tool

**Pilar Guerra**, as a sustainability advisor within the Enterprise Europe Network, will present the Up2Circ tool, as it supports SMEs in adopting circular economy practices, fosters innovation in nature-related solutions, promotes resource efficiency and sustainability, and encourages collaboration and knowledge exchange between sectors.

### GENESIS Project (NbS)

**Gilberto Martel**, an engineer in the Water Department at the Instituto Tecnológico de Canarias, will present the GENESIS Project, which aims to improve the climate resilience of water infrastructure through nature-based solutions (NbS). This initiative focuses on protecting groundwater and improving water use and reuse efficiency to mitigate the impacts of climate change.

### Vercochar Project: Conservation and regeneration of degraded soils

**Raul Suárez**, Technician of the Environmental Analysis Department, will present the VERCOCHAR project, which will assess the potential of incorporating locally sourced organic waste, transformed for use in agricultural soils, in order to enhance soil biological activity. The aim of the VERCOCHAR project is to increase the climate change adaptation capacity of agricultural and forestry systems by conserving and regenerating degraded soils, preventing soil loss, and strengthening the resilience of communities to natural disasters.

### Macrocarbon -Success Story

**Miriam Arellano San Martín**, Operations and Local Partnerships Lead, will present Macrocarbon, a company that innovates in the large-scale cultivation of floating macroalgae. Through these macroalgae, the company produces sustainable aviation fuel that reduces emissions, restores marine ecosystems, and generates economic opportunities for coastal communities, while also sequestering carbon in the form of biochar.