PROGRAMME

June 16, 2026
Time Zone: Canary Islands, Spain · UTC+1
Time: 09:00-10:15

09:00 - 09:05 Welcome and presentation of the day.
Pilar Guerra. Enterprise Europe Network Canarias (EEN), Instituto Tecnológico de Canarias (ITC)

09:05 – 09:15 Presentation of the UP2CIRC tool
Pilar Guerra. Technician from the Innovation Department – Canary Islands Institute of Technology

09:15 - 09:30 GENESIS Project (Nature-Based Solutions (NbS):
Gilberto Martel Rodríguez. Technician from the Water Department – Canary Islands Institute of Technology

09:30 - 09:45 UP BYTE: An online platform for Precision Agriculture
Alicia Boto Castro. CSIC Research Scientist
Fernando Lobo Palacios. PhD and Researcher at the Institute of Natural Products and Agrobiology (IPNA-CSIC)

09:45 - 10:00 Success Story: Macrocarbon: Sustainable Fuel Production.
Mirian Arellano San Martín. Operations and Local Partnerships Lead. Macrocarbon.

10:00 - 10:15 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.

UP BYTE: An online platform for Precision Agriculture

The speakers **Alicia Boto** and **Fernando Lobo** present the European INTERREG APBYTE project, an online Precision Agriculture platform developed in the Canary Islands to address climate change. The platform integrates tools that predict the activity of plant-protective compounds and analyze data from multi- and hyperspectral cameras to enable early detection of crop stress. These technologies help identify problems caused by pests, diseases, or environmental factors such as drought and salinity. The project involves collaboration between research centers, universities, and companies to validate these tools across different crops and conditions, and it also includes a training and networking component focused on sustainable agriculture and environmental awareness

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.