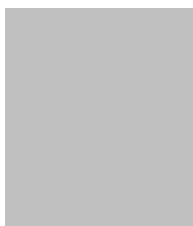







PERSONAL INFORMATION

Sofia Spirou



 24 Ploutarchou Str, Athens 146 71 , Greece
 (+30) 210 80 82707  (+30) 6944 741777
 sofiaspirou@gmail.com
 www.sofiaspirou.com

JOB APPLIED FOR
POSITION
PREFERRED JOB
STUDIES APPLIED FOR

WORK EXPERIENCE
2014 to date

Journalist / Foreign Press Correspondent

Independent journalist in agricultural and environment issues

As an independent journalist I contribute content to the Greek nationwide newspaper 'Agrenda' as well as major European agricultural press media across several countries including France, Denmark and Germany. The topics I cover are related to greening measures, innovation, smart farming, young farmers, biological production. Main writer for the magazine of 'Elaias Karpos' covering the sector of olive oil and olives and belonging to Green Box Publications S.A.. Founding member and President of the Greek Guild of Agricultural Journalists member of the European Network of Agricultural Journalists 'ENAJ'. I have acted as facilitator of panel discussions in numerous Conferences including AGROTICA 2020, Innovation in Agricultural SMES and Women in Agriculture in OMFALOS 2020 and 2021. .

Business or sector Media

2021-to date

Member of the Organizing Committee for the biannual Conference on indigenous varieties of agricultural crops

Communications expert

The Committee representing a team of academics of the Athens University of Agriculture, the School of Agriculture of the Aristotle University of Thessaloniki as well as researchers from the ELGO Dimitra organisation works to launch a biannual international Conference on the value of indigenous varieties of agricultural plants. As member of the Committee responsible for communications I design and implement a media campaign including the creation of a website, as well as raising awareness through social media.

Business or sector Communications for an international Conference

2019-2020

Evaluator for Horizon 2020

Evaluator for the SME instrument

The European Innovation Council Accelerator (SME Instrument) supports high-risk, high-potential small and medium-sized enterprises and innovators to help them develop and bring onto the market new innovative products, services and business models. As an expert evaluator I undertook to review and assess the competitiveness of proposals submitted for funding under the SME instrument that aimed to deliver innovative products in the agritech sector mostly linked to technologies of smart farming.

Business or sector European Commission funding for SMEs

- 2015 **Consultant**
Environmental Consultant with the Greek Biotope Wetlands Center (EKBY), www.ekby.gr
- Responsible for editing texts for the exhibition of two museums dedicated to the protected areas of the National Park of Olympus and of the Park of the Koronia Volvi Lakes in northern Greece.
- Business or sector** Communications for biodiversity
- 2011 -2012 **Research project manager**
Valuation of the Greek GeneBank (GGB), Athens University of Economics and Business
- The project titled 'Valuation of the Greek Genebank' undertook an appraisal of the economic values of the biggest plant conservation program in Greece. Initiating the effort from start I successfully put together a team of scientists from the public sector, academic and research centers and ensured funding from the John F Latsis Foundation. Besides acting as coordinator and providing scientific inputs in the area of valuating plant genetic resources I also undertook to implement communications with important results. Awareness raising successfully reached over 350.000 persons. Responsible for designing the website www.egenaueb.net and producing a video of the project. The project had notable impact in the policy making process and its results served as inputs in the formation of the Greek National Strategy for Biodiversity.
- Business or sector** Academic / Environmental economics
- 2013 **Consultant to the Programme for Capacity Building in African Caribbean Pacific Countries (Intra- ACP) of the Global Climate Change Alliance (GCCA)**
Global Climate Change Alliance, www.gcca.eu
- Togo based African Biofuel and Renewable Energy Company works to promote renewable energy in West Africa. Building on the results of a first mission I undertook to develop tools for the implementation of the communications strategy of the organization. In the framework of this capacity building assignment, I was responsible for developing a website, a brochure and a newsletter. Responsible for authoring of text for communication materials. Carried out on the job training aimed at staff of the organization to transfer know how on best practices in management of the website and of the newsletter, monitoring and evaluation of their effectiveness, using activity-based indicators to report their performance so as to allow ongoing learning and improvement in the deployment of communications.
- Business or sector** Communications for climate change
- 2012 **Consultant to the Programme for Capacity Building in African Caribbean Pacific Countries (Intra- ACP) of the Global Climate Change Alliance (GCCA)**
Global Climate Change Alliance, www.gcca.eu
- Being part of the Global Climate Change Alliance the Intra-ACP Programme supports its member countries, in particular the Least Developed Countries and the Small Island States in their adaptation and mitigation responses. As part of this consultancy, I undertook to draft a Communications Strategy for Togo based African Biofuel and Renewable Energy Company working to promote renewable energy in West Africa. Organised two workshops on environmental communications aimed at external partners of ABREC including representatives of Regional Development Banks, UNDP, government agencies, the national Electricity Company, NGOs and national media. Undertook on the job training in communications for ABREC staff as part of the mission.
- Business or sector** Communications for climate change

2010 Consultant

Les Rencontres de la Terre - GeoSinandiseis Festival for the Environment and Science

Responsible for implementing a three-day event on biodiversity as part of the Rencontres de la Terre – GeoSinandiseis Festival for the Environment and Science, in Athens, Greece

Business or sector Communications for biodiversity

2009-10 Consultant

United Nations Environment Program Mediterranean Action Plan (UNEP MAP),
<http://web.unep.org/unepmap/>

UNEP MAP is a regional initiative working to protect the marine environment of the Mediterranean and MED POL is its pollution control and prevention component. To help streamline the ability of the MED POL Programme to promote its messages, services and data to a wider audience I undertook to design a website for the organisation and managed the process of upgrading from start to end. I developed a plan authored content and supervised implementation of the new webpages by the IT expert.

Business or sector Communications for marine protection

2004-2009 Communications Coordinator

Mediterranean Wetlands Initiative of the Ramsar Convention, www.medwet.org

The Mediterranean Initiative of the Ramsar Convention on Wetlands (MedWet), Greece, www.medwet.org (MedWet) is an intergovernmental network operating within the framework of the Ramsar Convention dedicated to promote wise use of wetlands in the Mediterranean. MedWet brings together 26 countries of the Mediterranean and supports governments to adopt policies and act for the conservation and sustainable use of Mediterranean wetlands. Designing of communications strategies as well as coordinating the implementation, evaluation and constant renewal of the strategy were at the core of my duties. Responsible for editorial project management in the field of water conservation management and wise use of biodiversity resources including ecosystem and protected area management. Responsible for communications and liaison, corporate communications planning, meeting reports, production of multilingual communications materials, exhibition management, internal communication, web outreach, news coordination. Key results include: i) complete re-designing of the website of MedWet and successfully achieving triple level of visits within the first two years ii) successfully designing a communications strategy iii) launching about 20 awareness raising events on an international, national and local level iv) continuous production of communication materials (meeting documents, reports, brochures, booklets, sponsors dossiers, cd rom, video, documentary, websites).

Business or Sector Communications for biodiversity / wetlands / water resources

2007 Communications Coordinator

Dialogue on Water in the MENA, Mediterranean Initiative of the Ramsar Convention on Wetlands (MedWet), INWENT (German Cooperation), www.medwet.org

The project aimed to promote participatory management of water resources in two wetlands sites in Morocco and Jordan. Responsible for editorial project management in the field of water conservation management and wise use of biodiversity resources including ecosystem and protected area management. Responsible for production of multilingual communications materials, exhibition management, web outreach. I designed and coordinated the implementation of a communications strategy for the project involving three project partners based in Morocco, Jordan and Greece. Information and outreach activities include a brochure, a video and a website dedicated to disseminating information on activities and results of the project. I also ensured representation of the project in high profile exhibitions at the global and regional Conferences of the Ramsar Convention on Wetlands.

Business or sector Communication for sustainable use of water and biodiversity resources

2007-05 Communications Coordinator

INTERREG CODDE, Inventory, assessment and monitoring of Mediterranean Wetlands, MedWet – EU Commission DG Environment, www.medwet.org

The project INTERREG CODDE co-funded by the EU Commission aimed to provide a tool for monitoring, assessing and evaluating the state of wetlands. Responsible for editorial project management in the field of water conservation management and wise use of biodiversity resources including a series of scientific manuals for ecosystem and protected area management. Responsible for communications and liaison, meeting reports, production of multilingual communications materials, exhibition management, internal communication, web outreach, news coordination. I designed a communications strategy for the project carried out jointly by five national partners. Produced a website, a brochure and supervised the development of an online database to improve the availability of information on the state of wetlands. I undertook organizing of a training workshop as well as a closing conference to promote networking of experts and encourage countries to adopt use of the new tool. I also ensured representation of the project in high profile exhibitions at the global and regional Conferences of the Ramsar Convention on Wetlands.

Business or sector Communication for wetland conservation and management

2007 Communications Coordinator

TWINMED Twinning of MedWet with RSCN and SPNL, Mediterranean Initiative of the Ramsar Convention on Wetlands (MedWet) – EU Commission DG Environment, www.medwet.org

The project titled 'Twinning of MedWet with two NGOs in the South-Eastern Mediterranean for capacity building' undertook to transfer know how and build capacity in the conservation of wetlands within two NGOs based in Jordan and in Lebanon. Responsible for editorial project management in the field of water conservation management and wise use of biodiversity resources including ecosystem and protected area management. Responsible for communications and liaison, meeting reports, production of multilingual communications materials, exhibition management, internal communication, web outreach. I undertook to design a communications strategy for the project and coordinate its implementation in collaboration with project partners based in Lebanon and Jordan. As part of the com outputs, I successfully produced a manual for capacity building in wetland management in the Arab speaking parts of the Med basin and developed a webpage for the project. I also ensured representation of the project in high profile exhibitions at the global and regional Conferences of the Ramsar Convention on Wetlands.

Business or sector Communications for sustainable use of water and biodiversity resources

2004-06 Communications Coordinator

LIFE NAWN Protection of N. African Wetlands / Mediterranean Wetlands Initiative of the Ramsar Convention (MedWet) – EU Commission DG Environment, www.medwet.org

The project titled 'Protection of North African wetlands' implemented in Algeria, Morocco and Tunisia aimed to improve the management of wetlands in Africa through increasing scientific knowledge on wetlands in the region, transferring of knowhow from MedWet to the participating organisations in North Africa and strengthening international collaboration among participating countries in the Maghreb. Responsible for editorial project management in the field of water conservation management and wise use of biodiversity resources including ecosystem and protected area management. Responsible for communications and liaison, corporate communications planning, meeting reports, production of multilingual communications materials, exhibition management, internal communication, web outreach, news coordination. I undertook to re-design components of an existing communications strategy that entailed re-launching of the project website.

Business or sector Communications for wise use of water and biodiversity resources

2003-04 Communications officer

Hellenic Ornithological Society, www.ornithologiki.gr

The Hellenic Ornithological Society NGO works in the field of conservation of avian species and is the Birdlife International partner in Greece. Successfully re-designed the fund-raising strategy and increased donor contributions supporting work of the NGO. Undertook a complete restructuring of the member's magazine which constituted a key channel of communication. Through continuous production of communication materials and organization of events I helped mainstream and channel key messages of the organisation to a wide variety of target audiences, including experts, policy makers and novices alike.

Business or sector Communications for bird conservation

2004 Consulting

United Nations Environment Programme / Mediterranean Action Plan (UNEP MAP),
<http://web.unep.org/unepmap/>

Implementation of a survey with a view to adopting a set of new criteria regarding the partnership of UNEP MAP with civil society organisations. Undertook to gather updated information on the status and work of NGOs across the Mediterranean basin and its relation to the work of UNEP MAP and put together a report on the modalities of the cooperation of UNEP MAP and its civil society partners.

Business or sector Qualitative surveying of NGOs

2002-2003 Consultant editor

International Centre for Trade and Sustainable Development (ICTSD), www.ictsd.org

Geneva based International Center for Trade and Sustainable Development is an NGO producing research and analysis on trade policy and sustainable development issues. Acting as editor for a publication on trade in biotechnological goods I edited chapters in consultation with 12 authors to produce a collective volume. See 'Trading in genes Development Perspectives in Biotechnology Trade and Sustainable Development' in the list of publications.

Business or sector Book editing for the subject of biotechnology

2003 Writer

Mediterranean Initiative of the Ramsar Convention on Wetlands (MedWet), www.medwet.org

Undertook research and authored content in a publication on Integrated Water Resource Management and its application in the Mediterranean basin including information and analysis on the relevant international legal and policy framework.

Business or sector Analysis in integrated water resource management

2003 Consultant

United Nations Environment Programme / Mediterranean Action Plan (UNEP MAP),
<http://web.unep.org/unepmap/>

Responsible for a review of the status of civil society organisations engaged in partnership with the Secretariat of MAP. I carried out a survey of the program of activity of civil society organisations and its relevance with the program of UNEP MAP and undertook analysis of findings with use of indicators set by members of UNEP MAP.

Business or sector Qualitative surveying of NGOs

2001 Consultant Economist

United Nations Environment Programme / Mediterranean Action Plan (UNEP MAP),
<http://web.unep.org/uneppmap/>

The aim of the Transboundary Diagnostic Analysis of the Mediterranean is to scale the relative importance of sources and causes, both immediate and root of transboundary waters concerns and to identify potential preventive and remedial actions. Authored a chapter on the impacts of economic growth on the Mediterranean environment in the framework of the Euro-Mediterranean free trade zone. As part of this research, I prepared a chapter focusing on the industrial, agricultural and urban development scenarios taking into consideration: i) the Euro-Mediterranean partnership development ii) the Inter Arab Free Trade Zone iii) the bilateral agreement for free trade iv) the north-south Free Trade Zone agreement. I also developed a scenario for the impacts of future social and economic development in the region on the health of the marine environment.

Business or sector Economic analysis for environmental impacts of trade

2001 Humanitarian Aid Worker

IDIKI Humanitarian aid and development NGO

Member of a humanitarian aid mission aiming to distribute relief material to earthquake-stricken population in North Western India. I managed delivery of humanitarian aid goods undertaking a number of tasks including: identification of areas to receive first relief items, participation in international coordination meetings, liaising with local authorities to facilitate delivery of aid material.

Business or sector Humanitarian Aid

1999 Writer

Center for Science and Environment, www.cse.india.org

The Center for Science and Environment is an NGO active in policy research, capacity building and advocacy in national and international environment issues. I was responsible for writing analysis on Multilateral Environmental Agreements and climate change negotiations aimed to acquaint non-expert readers with basic issues in ongoing environmental negotiations from a developing country angle. I published articles in 'Down to Earth', CSE's fortnightly magazine as well as in the collective volume 'Poles Apart' covering developments in major Multilateral Environmental Agreements.

Business or sector NGO

EDUCATION AND TRAINING

- 1996-1998 **MSc History and Theory of International Relations**
LSE
- 1992-1995 **BSc Economics**
LSE

PERSONAL SKILLS

Mother tongue(s) Greek

Other language(s)	UNDERSTANDING	SPEAKING	WRITING

	Listening	Reading	Spoken interaction	Spoken production	
English	C1/2	C1/2	C1/2	C1/2	C1/2
French	C1/2	C1/2	C1/2	B1/2	B1/2

Italian	B1/2	B1/2	A1/2	A1/2	A1/2
Levels: A1/2: Basic user B1/2: Independent user - C1/2 Proficient user Common European Framework of Reference for Languages					

Communication skills Strong written and oral communication skills gained through journalism and communications. Experience in evaluating proposals submitted under the SME Instrument of Horizon 2020 focusing in the agritech sector. Extensive experience of communicating environment issues gained through holding professional positions as communications expert with international organisations for over 10 years focusing on climate change, water resource management, protected areas, biodiversity..

Organisational / managerial skills Demonstrated ability to manage communications for international projects involving a complex workplan with competing deadlines and ensuring in time completion of tasks and deliverables. Proven ability to lead multicultural team of experts, showing strong problem-solving skills and overseeing the production of multilingual communication materials.

Computer skills Good command of Microsoft Office tools, good knowledge of Content Management Systems for website management, some knowledge of website development for Wordpress websites, some knowledge of Adobe Photoshop

Driving licence European driving license

PUBLICATIONS

Scientific Papers

Xepapadeas A., P. Ralli, E. Kougea, S. Spyrou, N. Stavropoulos, V. Tsiaousi, and A. Tsivelikas. 2014. Valuing insurance services emerging from a gene bank: The case of the Greek Gene Bank. Ecological Economics 97: 140–149

Articles in Books and Collective Volumes

1. Scoullou M, Malotidi V, Spirou S, Constantianos V (2002) Integrated Water Resources Management in the Mediterranean, GWP-Med and MIO-ECSDE, Athens Visit www.sofiaspirou.com to access an online copy of the booklet (under the section titled Funded Research)
2. Global Environmental Negotiations 2 Poles Apart (2001) eds Agarwal A, Narain S, Sharma A, Imchen A, Centre for Science and Environment, Thompson Press, New Delhi
3. Transboundary diagnostic analysis (T.D.A.) for the Mediterranean Sea (2005) UNEP. Mediterranean Action Plan. MED POL, Global Environmental Facility. (GEF) Visit www.sofiaspirou.com to access an online copy of Transboundary Diagnostic Analysis of Pollution Issues in the Mediterranean (TDA) (under the section titled Funded Research)

Reviewer of

4. Trading in genes Development perspectives on biotechnology, trade and sustainability (2005) Meléndez Ortiz R, Sanchez V (Eds), International Center for Trade and Sustainable Development, Earthscan. Visit www.sofiaspirou.com for a review of the book

Writer of numerous articles in Greek, French, German and other European and US media in the field of agriculture and the environment a selection of which can be seen in my webpage www.sofiaspirou.com.

