

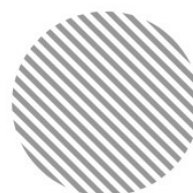


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BreathINAir: KICK-OFF MEETING PRESS RELEASE

PB responsible: LB/PB1 – Municipality of Thessaloniki

In cooperation with:

- PB2–Municipality of Madan
- PB3– Ministry of Interior – Sector Macedonia-Thrace
- PB4 - ARSED

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19/10/2026	0.2		Ministry of Interior (Sector Macedonia–Thrace)	Corrections / Additions to the text
27/10/2026	0.3		MA / JS	Corrections / Additions to the text
27/10/2026	1.0		Municipality of Thessaloniki	All suggestions were accepted

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1. PRESS RELEASE

PRESS RELEASE

BreathINAir kick-off meeting launches cross-border cooperation for healthier indoor air

Thessaloniki, 15 October 2026

The kick-off meeting of project BreathINAir – “A Breath of Fresh Air: Enhancing Indoor Air Quality in Greece and Bulgaria” was held on 15 October 2026 at Thessaloniki City Hall, bringing together the project beneficiaries from Greece and Bulgaria and marking the formal launch of the project’s joint implementation activities.

BreathINAir is implemented under the Interreg VI-A Greece–Bulgaria 2021–2027 cross-border cooperation programme. The project is led by the Municipality of Thessaloniki, in partnership with the Municipality of Madan, the Ministry of Interior (Sector Macedonia–Thrace) and the Association for Regional Social and Economic Development (ARSED).

The project aims to improve indoor air quality in public buildings in the Greece–Bulgaria cross-border area through harmonized monitoring, real-time data collection and analysis, evidence-based recommendations, capacity building, public awareness and policy support. Pilot activities will connect the dense urban environment of Thessaloniki with the rural and mountainous context of Madan, enabling comparable findings and transferable solutions.

A common work plan from research to action

During the meeting, the partners presented their institutional profiles and agreed on the initial coordination and implementation arrangements. The meeting covered all six work packages of the project:

- Project management and coordination;
- Communication and dissemination;
- Research on the legal, institutional, technical and health dimensions of indoor air quality;
- Development of a harmonized monitoring methodology, equipment deployment, measurements, data analysis and building-level interventions;
- Policy development, training and awareness raising;
- Networking and knowledge exchange with the New European Bauhaus initiative.

Particular attention was given to priority indoor pollutants, including fine particulate matter, nitrogen dioxide, volatile organic compounds and carbon monoxide, as well as to the role of ventilation, heating, outdoor pollution, building characteristics and user behavior.

During the meeting, representatives of the Joint Secretariat (JS) / Managing Authority (MA) were present and provided guidance to the Beneficiaries.

Next steps agreed by the partnership

The beneficiaries confirmed the Joint Management Team and the project mailing list and identified the immediate implementation priorities: launching the planned procurement procedures, preparing the first progress report in December 2026, finalizing the communication and post-event documentation, and organizing the next Steering Committee meeting in Bulgaria.

The partners also reaffirmed that communication, procurement, reporting and project outputs will follow the rules of the Interreg VI-A Greece–Bulgaria 2021–2027 Programme, with English as the project’s working language and with full acknowledgement of European Union support.

About BreathINAir

Project	BreathINAir – A Breath of Fresh Air: Enhancing Indoor Air Quality in Greece and Bulgaria
MIS	6010678
Duration	28 July 2026 – 28 July 2028
Total budget	€1,039,323.78
Partnership	Municipality of Thessaloniki; Municipality of Madan; Ministry of Interior (Sector Macedonia–Thrace); ARSED

Funding acknowledgement

The project is co-financed by the European Regional Development Fund and by national funds of the countries participating in the Interreg VI-A Greece–Bulgaria 2021–2027 cross-border Cooperation Programme.