



Crete's Aromatic Tapestry: Celebrating Biodiversity & Medicinal Plant Riches of Greece
October 17-19, 2025
Sponsorships and Gift

Airmid Institute, a 501(c)(3) nonprofit organization dedicated to protecting medicinal and aromatic plants and their traditional uses, is honored to host *Crete's Aromatic Tapestry: Celebrating Biodiversity & Medicinal Plant Riches of Greece* from October 17–19, 2025.

This three-day immersive event will take place in collaboration with Roi Farm, a permaculture-based sanctuary in Crete committed to ecological restoration and the safeguarding of native and endemic flora. Guided by principles of sustainability and community engagement, Roi Farm is a living example of regenerative land use and biodiversity protection.

The event will unite international experts, local herbalists, farmers, and educators to share knowledge through experiential workshops, plant walks, and cultural exchanges. Your support is vital to the success of this initiative. Sponsorships and gifts help remove barriers for participants, directly support local agrotourism and educators, and contribute to conservation efforts on the island. As Airmid Institute is a U.S.-registered nonprofit, donations from U.S. donors are tax-deductible.

Below is a table outlining each donor level, followed by event highlights and detailed descriptions for each level. If you are interested in donating products in addition to sponsoring or gifting, we would be delighted to explore this opportunity with you.

If you are interested in supporting *Crete's Aromatic Tapestry: Celebrating Biodiversity & Medicinal Plant Riches of Greece*, please contact us at info@airmidinstitute.org

Sponsor level	Quantity available	Price (USD)	Benefits
Olive Tree	0	400	<ul style="list-style-type: none">• Sponsor logo displayed on Roundtable program materials• Sponsor logo and link featured on Airmid Institute's website• Sponsor logo on social media announcement

Medicinal & Aromatic Plant	2	600	<ul style="list-style-type: none"> • Sponsor logo and link featured on Airmid Institute's website • Sponsor logo and link featured on Roi Farm's website (beginning July 1, 2025) • Sponsor logo and inclusion in emails sent to a global subscriber base – pre-event • Sponsor logo on social media announcement
Green Hands	2	800	<ul style="list-style-type: none"> • Sponsor logo and link featured on Airmid Institute's website • Sponsor logo and link featured on Roi Farm's website (beginning July 1, 2025) • Sponsor logo and inclusion in emails sent to a global subscriber base – pre-event and post-event • Sponsor logo on social media announcement
Roots & Rest	0	1000	<ul style="list-style-type: none"> • Sponsor logo and link featured on Airmid Institute's website • Sponsor logo and link featured on Roi Farm's website (beginning July 1, 2025) • Sponsor logo and inclusion in emails sent to a global subscriber base – pre-event and post-event • Sponsor logo on social media announcement • Sponsor logo featured on parting gift
Gift	Quantity available	Price (USD)	Benefits
Roi Farm	0	1600	<ul style="list-style-type: none"> • Sponsor logo and link featured on Airmid Institute's website • Sponsor logo and link featured on Roi Farm's website (beginning July 1, 2025) • Sponsor logo and inclusion in emails sent to a global subscriber base pre-event and post-event

			<ul style="list-style-type: none"> • Sponsor logo featured on lecturers' slide presentations • Sponsor logo featured on workshop (not Roundtable) handouts • Sponsor logo on social media announcement • Featured in Airmid's <i>Green Telegram</i>, highlighting post-cap of event • Event registration for one person (can be gifted)
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\$400 USD: ~~Olive Tree~~ Sponsor

Event Highlight: The Olive Roundtable will explore the cultural and ecological importance in Greece, Lebanon and Turkey, as well as their global economic significance.

Participants will learn about the traditional uses of olive products, the symbolism of the olive tree in Mediterranean culture, and the unique characteristics of olive oil.

The session will also address current challenges facing local olive oil production, including climate stress, market pressures, and sustainability issues, while opening dialogue on the future of olive oil as both a heritage product and a globally traded commodity.

Discussion is open for all participants.

Participants will also enjoy locally sourced olives, fresh pressed olive oil, bread, and a glass of traditional Greek raki.

\$600 USD: Medicinal and Aromatic Plant Sponsor

Event Highlight: A two-hour medicinal and aromatic plant walk at Lagos Farm in Crete, where attendees will discover a variety of remarkable plants, including Greek sage (*Salvia fruticosa*), apple sage (*Salvia pomifera*), Greek mountain tea (*Sideritis syriaca*), Cretan dittany (*Origanum dictamnus*), small-leaved oregano (*Origanum microphyllum*), Greek oregano (*Origanum vulgare* ssp. *hirtum*), rockrose (*Cistus creticus*), French lavender (*Lavandula dentata*), and avocado (*Persea* spp.), walnut (*Juglans* spp.), and pomegranate (*Punica* spp.) trees. The walk, guided by Manolis Petakakis and Valérie Bader, will include a light snack. Whether an herbal enthusiast or simply love nature, this walk will give attendees a wonderful opportunity to connect with the rich botanical diversity of Crete.

Manolis Petakakis: Manolis was born in a small village in Crete, with deep childhood memories of rural life and a self-sufficient family. As a child, he witnessed the shift from diverse crops to monoculture and its impact on household economy and local biodiversity. He remembers his grandmother and mother foraging for wild grasses, herbs, and mushrooms, an experience that taught him a lot and for which he remains grateful. After studying and working for years as an electronics technician, traveling across the world, Manolis returned to his village in 2005. He continued his work as a technician while also tending the family farm. Since 2011, he has devoted himself fully to organic and regenerative farming. The once monoculture olive grove now supports 35 species of trees and 243 plant species, including rare and endemic Cretan plants. His journey is guided by personal memory, gratitude, literature, and a deep love for Cretan flora.

Valérie Bader: Valérie, of French origin, is a former archaeologist who worked in Syria. She settled on the island of Crete 20 years ago, captivated by its amazing nature, flora, fauna, landscape, geology, and energy. Also passionate about the history, culture, and traditions of its inhabitants, she soon began guiding people along the paths to share her love and knowledge of the island. As a walking guide, she discovered more about the vast variety of flowers, became interested in their properties and therapeutic benefits, and gradually developed her knowledge in the fields of herbalism and aromatherapy by learning from the best teachers in Crete. Manolis, of Lagos Farm, is one of her mentors and a good friend. Together, they work on spreading the beautiful messages of the flowers to passionate individuals and new learners.

\$800 USD: Green Hands Sponsor

Event Highlight: Local herbalist and botanist Paola Pardini will welcome participants to Roi Farm for an immersive, hands-on botanical experience. The session begins with a guided botanical treasure walk through the farm's diverse landscape.

Participants will receive detailed plant notes featuring scientific names, descriptions, traditional uses, and photographs, allowing for meaningful, guided plant identification. As participants walk the land, Paola will share insights into the medicinal, aromatic, and cultural significance of Crete's native flora.

The workshop continues with a sustainable harvesting session focused on *Salvia fruticosa* (Greek sage), where you'll learn ethical harvesting methods rooted in traditional ecological knowledge. Participants will then craft their own Greek sage smudge sticks, connecting directly with the plants through mindful, respectful practice.

This immersive, hands-on session at Roi Farm by Savia íbera will guide participants through the fundamentals of sustainable farm design using Airmid Institute's sustainability principles. Participants will explore the land through a guided walkthrough to identify opportunities for improvement, then apply permaculture strategies to design how medicinal and aromatic plants can be thoughtfully integrated into the farm's ecosystem. Working in small groups, attendees will co-create design layouts, present their ideas, and engage in discussion around ecological planning and ethical land use. By the end of the workshop, participants will gain practical

experience in sustainable design, land assessment, and regenerative farm transformation rooted in real-world application.

Savia íbera: Kurt Michael Arruda is a permaculture designer, herbalist, and plant distiller dedicated to deep ecological living and regenerative land stewardship. Originally from Canada and now based in Spain, Kurt co-founded Savia íbera, a project focused on cultivating and distilling aromatic and medicinal plants in harmony with nature. His work integrates permaculture principles with traditional herbal practices, emphasizing soil health, biodiversity, and ethical plant use. At the heart of his approach is a commitment to sustainability, education, and honoring ancestral plant wisdom. He collaborates closely with his partner, Sílvia Jiménez Català, a trained biologist and environmental educator whose passion for wild plants and ecosystems enriches their shared work. Together, they grow, harvest, and transform plants into high-quality essential oils and hydrolats, offering hands-on learning experiences rooted in reverence for the land.

Paola Pardini: is a trained botanist and environmental educator specializing in the ethnobotanical traditions and native plant species of Crete. With over a decade of experience guiding botanical tours and leading workshops across Italy and Greece, she combines deep scientific knowledge with hands-on herbal practices. Based part-time in Crete, Paola leads immersive botanical walks focusing on the identification and traditional uses of medicinal and aromatic plants, particularly those with therapeutic and culinary value. She also facilitates hands-on sessions on natural extraction methods and herbal product creation. Her background includes research at the Botanical Park and Gardens of Crete, where she worked on endemic species and ethnobotanical documentation, and at botanical gardens in Tuscany and the Apuan Alps. Paola holds a degree in Environmental Sciences from the University of Pisa, with a thesis focused on spontaneous edible plants and phytoalimurgy. She teaches in both English and Italian and is deeply committed to preserving plant knowledge through education.

~~\$1,000 USD:~~ Roots and Rest Sponsor

Event Highlight: This sponsorship helps remove financial and logistical barriers for individuals who would otherwise be unable to attend. Your support provides essential lodging for participants with specific needs or limited means, ensuring inclusive access to a rich educational and cultural experience.

Hosted at Fabrica Farm & Houses in Vamos, Crete, this event offers a deeply immersive environment surrounded by olive trees and an abundance of medicinal and aromatic plants. Participants engage in transformative workshops rooted in traditional knowledge and ecological stewardship.

Your sponsorship supports far more than accommodation; it directly contributes to local agrotourism, sustains artisans, farmers, and educators, and bolsters the regional economy.

Fabrica Farm, lovingly created and nurtured by Nikos and Lola Franzeskaki and their son Dimitris, is a model of ecological restoration and cultural preservation. With open arms and

warm smiles, they welcome guests into their oasis, a place where gathering wild herbs, collecting fresh eggs, firing the wood oven, and preparing traditional feasts are part of daily life. Guests quickly feel at home, embraced by a deep sense of belonging and the heartfelt hospitality of rural Crete.

~~\$1,600 USD:~~ Roi Farm Gift

Roi Farm is a thriving example of sustainable living, embracing permaculture principles to create a self-sustaining, ecologically balanced environment. The farm incorporates hügelkultur beds (raised garden beds built with layers of organic material), which enhance water retention and soil fertility, alongside a pond with ducks that contribute to pest control and natural fertilization. The landscape is adorned with olive trees and carob trees, staples of the Cretan ecosystem, alongside a diverse collection of medicinal and aromatic plants, including Greek sage (*Salvia fruticosa*) known for its culinary, medicinal, and ecological significance.

The farm's design integrates holistic permaculture principles, fostering biodiversity and resilience. Swales and rainwater harvesting systems manage water efficiently, essential in the Mediterranean climate, while ponds and hügelkultur beds improve soil health and support sustainable agriculture. Companion planting enriches the soil and deters pests by intercropping olive trees with legumes, aromatic herbs, and other beneficial species. Closed-loop systems ensure that waste, such as duck manure and compost, is cycled back into the soil, enhancing fertility and productivity while minimizing environmental impact. This thoughtful integration of elements creates a harmonious, self-sustaining ecosystem.

Under the guidance of Jenny Charlton, Roi Farm strives to honor John Charlton's legacy and plan by prioritizing education, community engagement, and the protection of native and endemic medicinal and aromatic plants. Jenny envisions the farm as a model for resilience and sustainability, offering workshops on permaculture principles, regenerative farming techniques, and sustainable living practices to inspire ecological stewardship.

Plans include increasing the diversity of native plants, establishing pollinator gardens to support bees and other beneficial insects, and creating educational spaces for hands-on learning. By fostering a deeper understanding of Crete's unique biodiversity and its rich tapestry of medicinal plants, Roi Farm stands as a beacon of how regenerative practices and a deep respect for nature can yield a thriving, abundant future.
