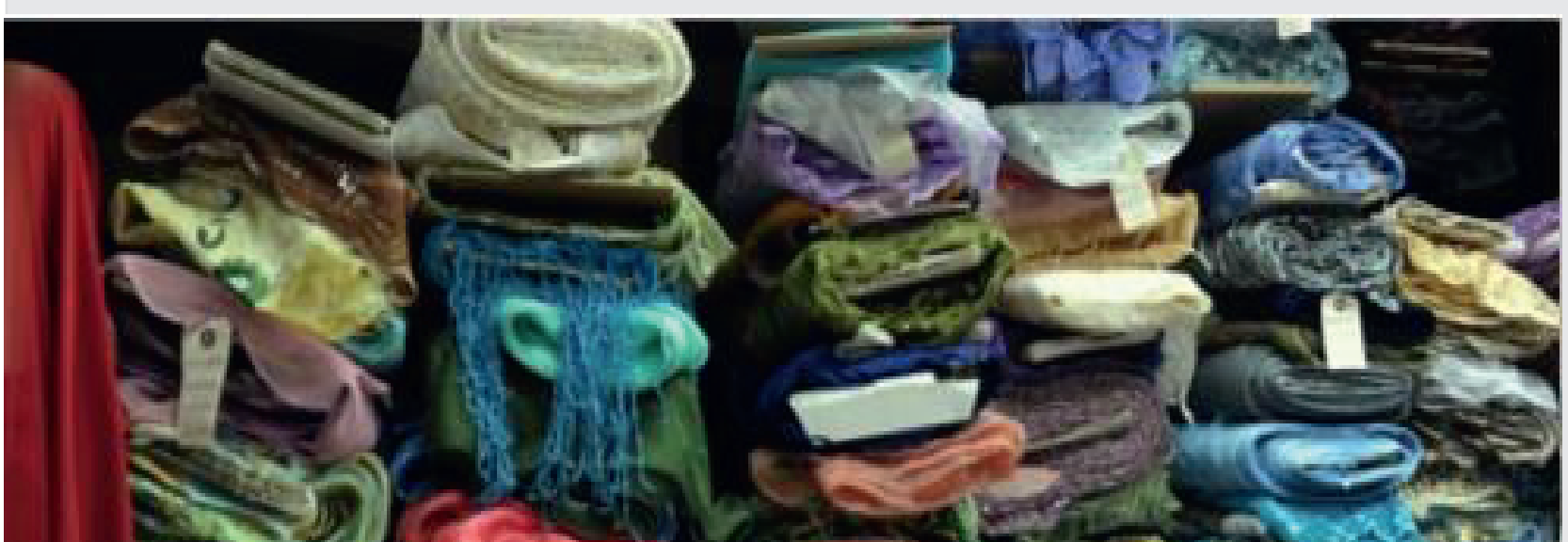


The city of Athens is an old, historic city with rich cultural heritage, which is the capital of Greece. The metropolitan area of Athens is the center of political decision-making and also houses 40% of the total population and produces about 50% of national GDP.

Athens was and remains the gathering place of SMEs with a tradition in the creative arts professions (silver and goldsmithing, tannery, fashion design, clothing and footwear manufacturing, ceramics). The presence of creative professions remains obvious and dynamic despite the adversity created by the crisis. Especially in the historic center, the activities of jewellery, clothing and (more recently) design show remarkable dynamism.



NATIONAL TECHNICAL
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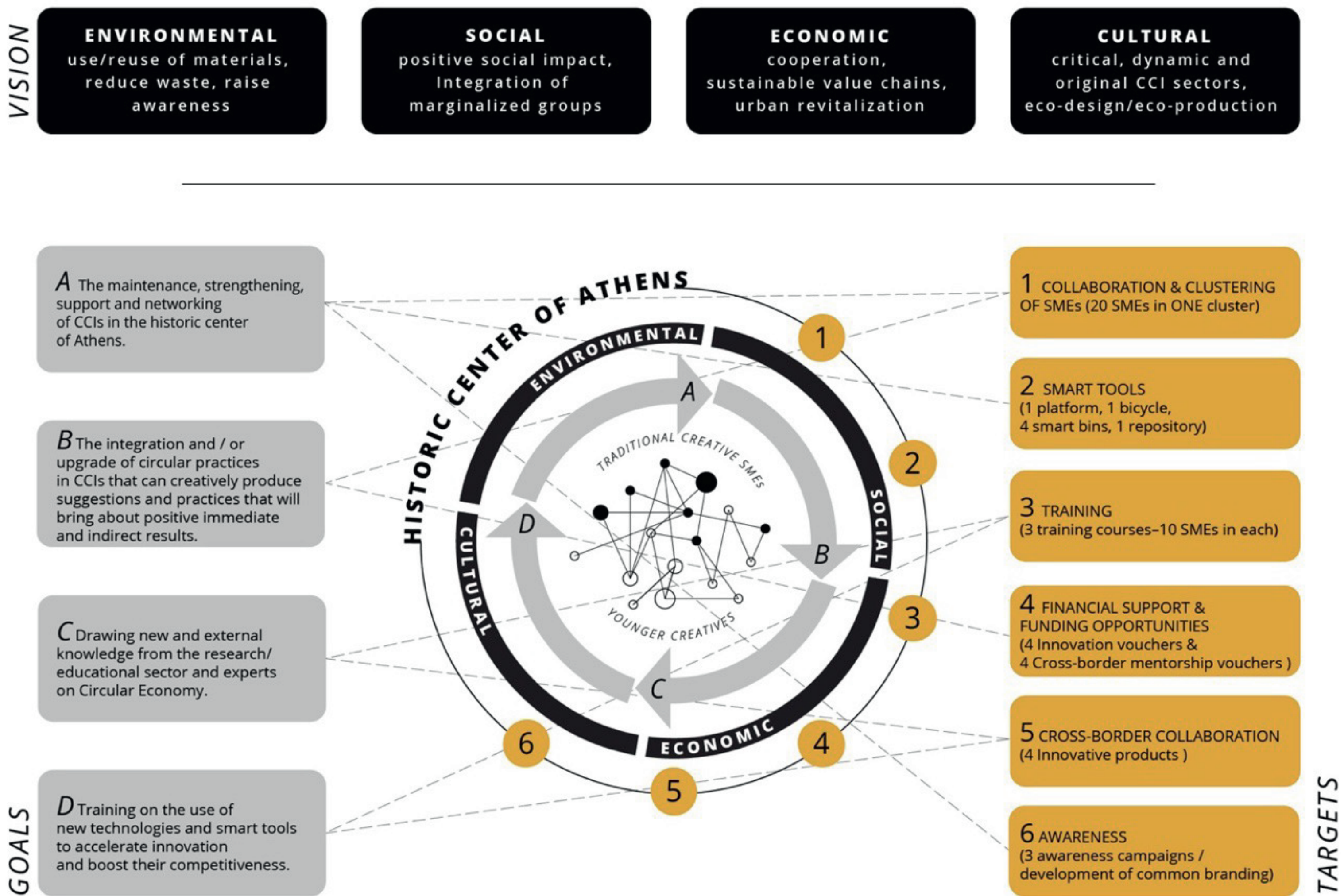
THE ATHENS CASE

INNOMED-UP CITY CLUSTERS

LOCAL STRATEGY DESIGN

Athens belongs to the network of Mediterranean Cities and has historically developed trade and economic relations with neighboring cities. As for CCIs, there is an exchange of dialogue on techniques and know-how, but there are still many steps to be taken to make the results more robust. The development of the dialogue on the integration of new technologies (e.g. 3D Printing), for models of cooperation and business at the Mediterranean level (co-working or making spaces), on materials and techniques that would enhance the transition to the cyclical production model is crucial.

ATHENS CIRCLES of CREATIVITY



S. Antoniou, Director Athens Trade Association, during workshop "Athens Circles of Creativity"

During the implementation of the project the Community and Stakeholder involvement were constantly of major concern. For this reason, several actions were taken in order to build a strong community and stakeholder network around the research team that eventually led to the signing of MoUs with major stakeholders, the active involvement of selected CCI SMEs in the pilot cluster and the dissemination of activities to the CCI community and the Athenian citizen

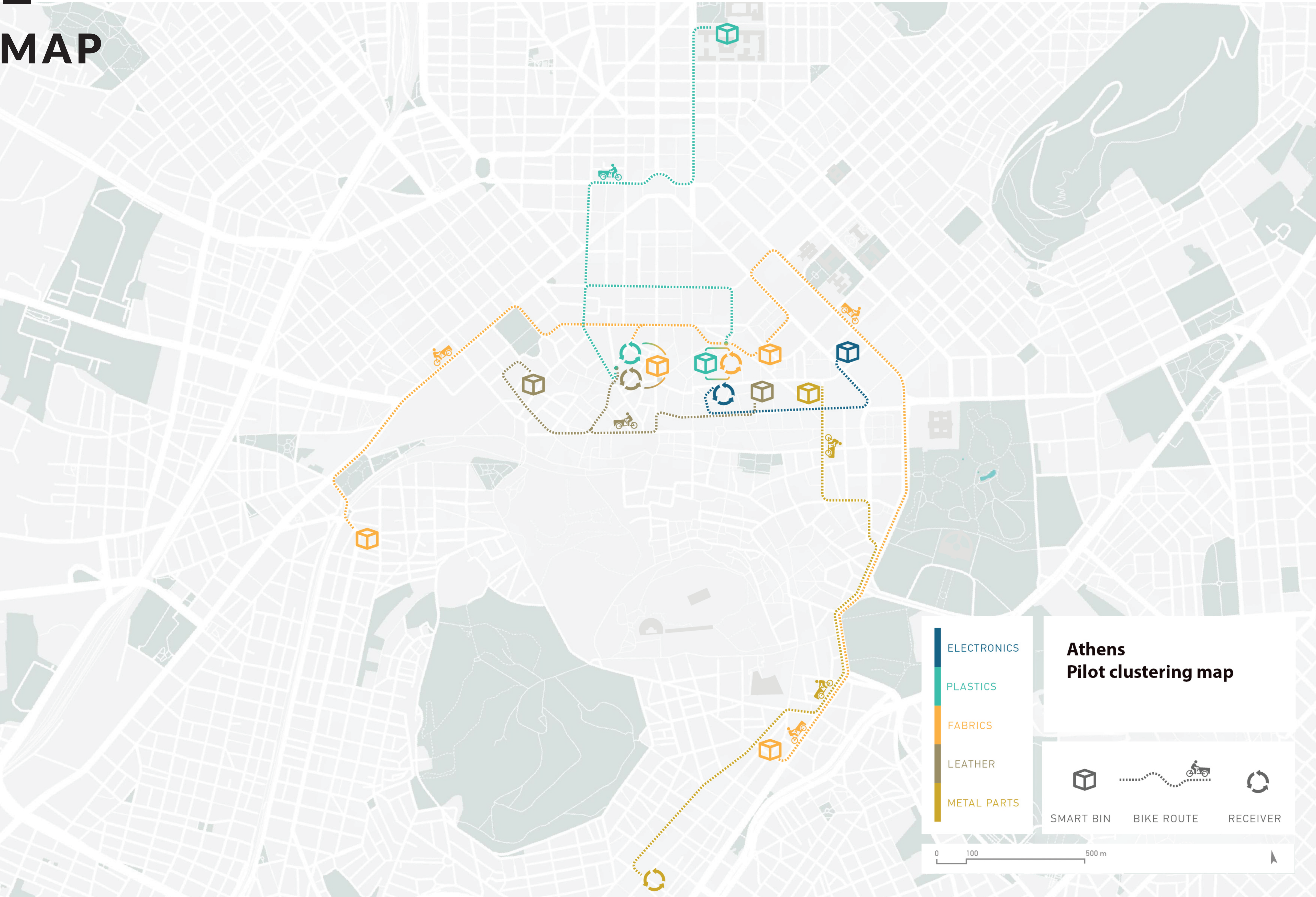
NTUA has signed five MoUs with important stakeholders, such as chambers, associations and local authorities, that provided great support towards the establishment of the Pilot Cluster - Access to databases - Dissemination - Voucher award support.

1. Athens Chamber of Small & Medium Industries (Enterprise Europe Network Hellas) (<https://acsmi.gr>)
2. Hellenic Confederation of Professionals, Craftsmen & Merchants - Small Enterprises' Institute (IME GSEVEE) (<https://imegsevee.gr>)
3. Athens Trade Association (<https://www.esathena.gr>)
4. Silver and Goldsmiths' Association of Athens (<http://www.saath.gr>)
5. Athens Development and Destination Agency (<https://develop.thisisathens.org>)

COMMUNITY & STAKEHOLDER INVOLVMENT



D. Boucoyiannis, Dep.Secretary-General silver and goldsmiths' Association of Athens,



RESULTS

NTUA has chosen the historic center of Athens as Pilot Area of study. Ten spots were chosen for the placement of the Smart Bins in order to collect fabric (3 spots), plastic (2 spots), leather (2 spots), metal parts (1 spot), electronics (1 spot) and paper (1 spot). The SMEs that are interested to receive these materials and give to them new life were mostly subgrantees, like Thela, 3Quarters, Thanou and LOCUL. Moreover, through the platform and the presentation of the available materials future collaborations with new SMEs can be promoted. The smart bicycle is hosted in the center of Athens in the 1st Municipal Community of Athens in order to be available for the cluster and the transportation of the secondary material to the interested SMEs.

The main goal of the Pilot Cluster in Athens has been to become a living lab installed in the historical center. This living lab comprises of the projects Stakeholders (5), the Sub-Grantees (6) and the hosts of the Smart Bins (10). In parallel, through the communication actions: the development of three campaigns, the establishment of the platform and the targeted actions taken in the social media, the awareness and involvement of the local community has been guaranteed.



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|-------------------------|--|-----------------------------|---|
| INNOVATION VOUCHERS | 1. Eating the Goober - Upgrading equipment | Akrivi Moudilou | Technical equipment for the production of upcycled products inhouse. |
| | 2. Creation of a Center for Fabrics Upcycling | Garyfalia Pitsaki | Technical equipment (schreder) for the shredding of disposed fabrics from relevant CCI SMEs |
| CROSS BORDER MENTORSHIP | 3. Incorporating up-cycling practices | Erato Boukogianni | Mentorship program to incorporate upcycling practices in the jewelry making process |
| | 4. Developing Educational Curriculums on Circularity | Diti Kotecha | Mentorship program to develop innovative educational program on Circularity |
| INNOVATIVE PRODUCTS | 5. re-Futon: Wellbeing Objects through upcycling | Ioanna & Polyxeni Thanou | Innovative product based on the shredding and upcycling of fabric remnants |
| | 6. LOCUL: Pottery with metal finishes | LOCUL (Kizis Deligianni EE) | Object design using remnants of silver and goldsmiths workshops |

