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.

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)
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)
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 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 SME.

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.

**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 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 SME.

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.