

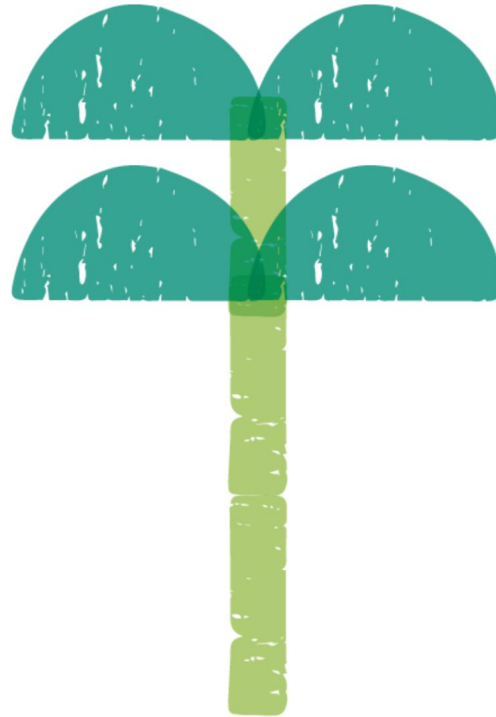
rural
innovation

BUSINESS CLINIC

27/09 · 10.00am

With support from

Google.org



An afternoon dedicated to conscious consumption, where more than 70 European Impact Hub makers meet with local startups & experts, exchange ideas and solve local challenges.



**EUROPEAN
GATHERING '23**

CO-CREATE. CONSTRUCT. COMMIT





Ten-A-city: Influence and pivot societies toward conscious living

2023 is a milestone year for Impact Hub Athens!

We are celebrating 10 years since our beginning, 10 years of impact, action and pivoting to a more conscious way of living.

We commit to working together for a regenerative future for people and the planet.

We aim to stimulate a paradigm shift and cultivate the commitment to make business support more accessible and inclusive, as well as steer new entrepreneurship trends towards innovation, equity, and resilience.





Why Ten - A - city

TEN for our 10th Anniversary, **A** for Athens and **CITY** because this is where we first laid roots , empowering & mobilizing the citizens towards sustainable solutions & action, in order to change, pivot and unleash a new system.

Trying to sum up our ecosystems of intervention so far, as well as to renew our commitment for the future, we focus on three thematic pillars:





The Thematic Pillars



**equitable
cities**



**climate
action**

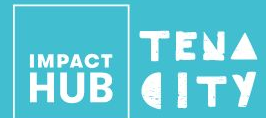


**rural
innovation**

climate action



Collective Action is our network's response to the climate and biodiversity crisis facing our cities/world. We commit to working together for a regenerative future for people and the planet. We will continue to support green ventures to scale their solutions faster by building global, regional, and local partnerships and programmes. We actively aim to tackle environmental challenges directly by combining research with entrepreneurship and activating citizens to disseminate, adopt and embrace circular solutions, while supporting ventures with the necessary resources, publicity, infrastructure, and networks.



equitable cities



Through our work, we aim to stimulate a paradigm shift and cultivate the commitment to make business support more accessible and inclusive, as well as steer new entrepreneurship trends towards innovation, equity, and resilience. We accomplish this through capacity building, stakeholder convening formats, and activation of vibrant physical spaces that embody those values in their infrastructure, content, and community. Our goal is to create jobs, develop skills, and ensure people from underrepresented communities get to fully participate in an economy that works (for all) people & the planet.



rural innovation



In response to the lack of access to basic services and products for residents outside metropolitan centres, we work to develop skills, canalise opportunities and expand networking through business support and acceleration programmes, strengthening existing entrepreneurship and innovation centres and creating new ones. Our ultimate goal is to contribute to the development of an entrepreneurial culture and the corresponding ventures that meet the needs of the region's residents, that improve, enrich and upgrade the available services and products of those areas, while enabling the relocation of new residents to revive the places through sustainable practices.





Hosting the European Gathering '23

And we are honoured to celebrate it with **our european impact neighbours!**
Hosting the **European Gathering '23** presents itself as a perfect bridge between the closing of one chapter and opening the new one.

Through a 4-day agenda, that will start from downtown Athens & expand in two different rural retreats, the European Region Impact Hubs will come together for an increased inter-european collaboration, partnerships, learnings, practices and tools exchange on critical topics which will be discussed.





Connecting unlikely allies

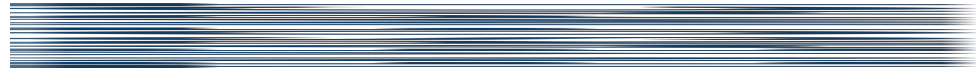
Impact cannot happen in isolation. That is why we find excuses to bring together people from diverse groups, working towards the same goal but from another angle.

The Business Clinic is one of these formats, that we run monthly at the Impact hub in Athens connecting multidisciplinary stakeholders around a core challenge that an impact initiative faces.

With the opportunity of the European Gathering, we go massive and we host business clinics where the european and the greek impact ecosystems meet to collaborate.

The objective is to empower sustainable solutions by leveraging the collective intelligence of a group of people, who liaise with innovation and play leading role in the impact sector.





A Massive Business Clinic for rural innovation

The Challenge

With the support and companionship of Symbiosis, we run this **co-creation workshop**, where impact ventures meet rural incubators from all over Greece to discuss solutions on sustainable value chains.

How can impact ventures collaborate with rural incubators, in order to:

- amplify the local ecosystem on environmental sustainable development (following circular practices, nature based solutions, regenerative agriculture)
- cultivate local entrepreneurs who can supply sustainable & regenerative products & services

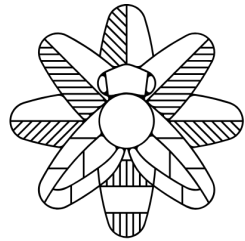


enable the creation of sustainable value chains by connecting rural entrepreneurs to industries



A Massive Business Clinic for rural innovation

The Challenge Owners



Symbeosis





The Business Clinic

The methodology

We kick off the process by setting the framework- why is this collaboration important? What can this unlike alliance bring to rural innovation?

We split in breakout sessions, where we delve into the challenge and put our collective intelligence to good use, by providing feasible suggestions and a concrete action plan to overcome the challenge. It is collective design at its finest and the feedback so far has been very positive.

Following the presentation, the group of experts breakout into groups, delve into the challenge & start collaborating in order to design possible solutions, highlight possible mistakes and co-create suggested strategies.

By putting the collective intelligence to good use, feasible suggestions and a concrete action plan to overcome the challenge is created. It is collective design at its finest.

We have been running this process for more than 10 years and the feedback always has been very positive.



The Impact HUB Network & our Participants

The Gathering's participants are executive members of the european Impact Hubs.

They come from various disciplines:

Space and real estate managers, community architects and catalysts, incubation/acceleration managers, campaigners and communication specialists, fundraisers, conveners. They are professionals with 10+ yrs of experience, between 30-45 yrs old.

They are bringing unlikely allies together in their cities and regions, offering the space, the network, resources and knowledge from the global platform that the IHs are creating, that eventually supports 16,000+ social innovators, located in 90+ Impact Hubs around the world, with a shared focus on creating positive impact.

A selected 100 of them, will be gathering in Athens this September.





Be part of the Rural Innovation Business Clinic

We invite you to **become a challenge owner** by sharing your work and discussing solutions with this diverse group in order to explore strategies, learn insights and details that make all the difference, connect with potential companions for strengthening the regenerative and sustainability movement in our areas and ecosystems.



Looking forward to see you @



Symbiosis, Paiania

10.00– 13.00

