



BUSINESS CLINIC

#Conscious
Consumption

25|09 · 4.30pm

With support from

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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**

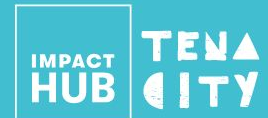


**rural
innovation**

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



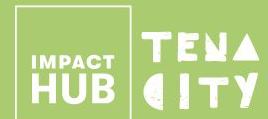
Through our work, we aim to stimulate a paradigm shift and cultivate the commitment to make business support more accessible and inclusive, as well as steer new entrepreneurship trends towards innovation, equity, and resilience. We accomplish this through capacity building, stakeholder convening formats, 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, European Region Impact Hubs will send makers in positions that would benefit most from an increased inter-Impact Hub collaboration and partnerships, learnings, practices and tools exchange on critical topics which will be discussed.





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 70 of them, will be gathering in Athens this September.





A Massive Business Clinic for conscious consumption

The Format

A **Co-creation workshop**, where 8 local startups- challenge owners, pivoting solutions on conscious consumption, are sharing their challenges with Makers & other IH Athens community members & partners to develop solutions and strategies to overcome them.

The impact

During the breakout sessions, we all 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.



The Business Clinic

The methodology

Each one of the challenge owners presents their work and share their concrete, yet defining challenge they face on topics like: new products/services feedback, scaling, strategic development, go-to- market strategies in the european context, impact evaluation, adaptation and more.

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 Business Clinic

The process

- 10min _Introduction of the team & the challenge
- 60 min _Consultation in the breakout sessions
- 5 min _Key takeaways & action steps



The Business Clinic

Golden Rules

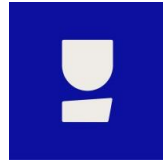
- Listen with intention
- Challenge the challenge owner
- Share your opinion -honestly, even if it hurts
- Back it up with data,stories, experiences
- Enable to guide without resistance



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The Challenge Owners

Find below the Challenger Owners of the Business Clinic dedicated to Conscious Consumption





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The Key Questions

1. Which can be creative ways of reaching mass audiences with a startup marketing budget.
2. Offline/online channels to market clothing marketplaces to customers (sellers/buyers/both) with the aim of building a fashion focused community.
3. Convey the unique value of circular cosmetics in a competitive european market.
4. Creative real estate/How can a physical market enter the IH business model.
5. Innovative hacks towards acquiring small investments tickets.
6. Incorporate educative components for circular products in a SoMe campaign.
7. B2B customer acquisition strategies within the european market for sustainable clothing brands.
8. Towards a common rating tool for sustainability applicable to really small & family businesses
9. How do we define and measure (energy) vulnerability? The case of energy communities as catalyzers to a more just and sustainable energy production and distribution system.



Interested in our Business Clinic?

We invite you to join our Business Clinic as **an Expert**, by sharing your professional experience to support promising startups from the local ecosystem, focusing on conscious consumption.

Get connected with Impact Hub Makers who liaise with innovation and play leading role in the business ecosystems of their cities and regions & provide feedback in critical issues, such as go-to- market strategies in the european context.



Looking forward to see you @



Athinas 57, Athens 10554

16.30– 18.00

