

HEARTH SUMMIT ATHENS

OCT. 31ST - NOV. 1ST, 2024

Our Habitat | Wellbeing Cities

PIONEERING SUSTAINABLE URBAN LIVING

Welcome Pack



Hearth Summit in Athens

Welcome to the Hearth Summit!

Impact Hub Athens, drawing on its extensive experience in sustainable development, is organizing the inaugural Hearth Summit in Greece.

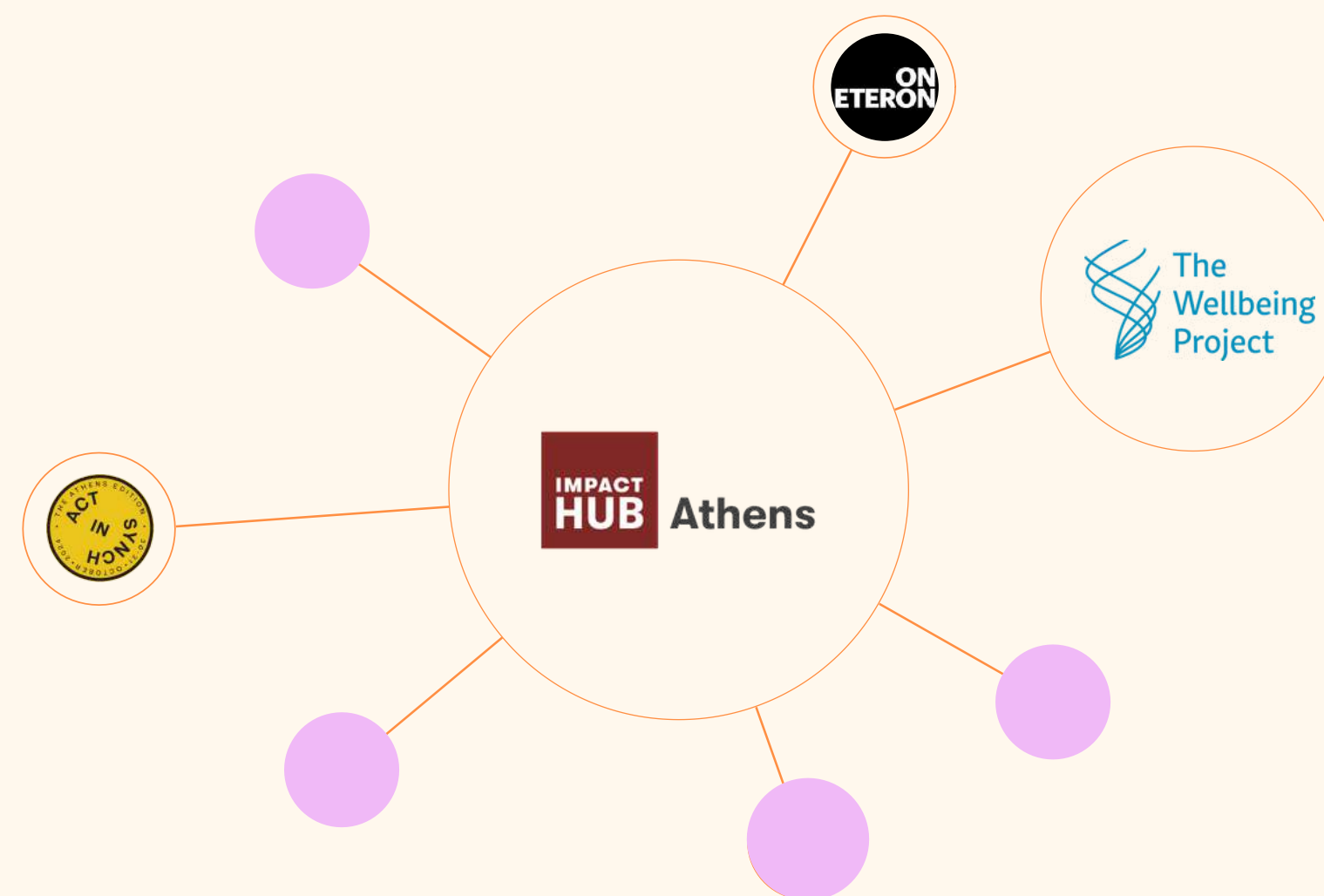
On October 31st and November 1st, representatives from state institutions, local government, entrepreneurship, academia, creative industries, and civil society will gather to explore Greece's prospects and discuss how cities of all sizes can become more livable.

The summit will feature a series of curated discussions, co-creation workshops, and artistic interventions, addressing issues related to sustainable tourism, industrial transition, accessible housing, and regional entrepreneurship strengthening.

The first meeting marks Impact Hub's initial step in Athens toward creating a think tank for economic innovation. Our intention is for this think tank to convene annually in different cities and towns, big or small, across Greece.

We invite you to immerse in co-creating the Hearth Summit experience.

Find out [how!](#)



Hearth Summit in Athens

Table of Contents

Why a Summit like this by Impact Hub Athens?

A short Checklist before joining the Summit

Hack the Agenda!

Take the Sustainability Pledge

Online engagement

Share your feedback

Delegates List

Agenda and conference materials

A closer look at the content

Get to know our Speakers and Moderators

Venues and how to get there

Our Partners and Sponsors

Welcome to Athens_Info about the city



Hearth Summit in Athens

Why is a summit like this being organized by Impact Hub Athens?

Impact Hub Athens has been at the forefront of systemic change in Greece for the past 12 years, fostering social innovation and entrepreneurship through impactful programs and activities.

As a cornerstone of the Athenian ecosystem and a driving force of innovation and startup communities across Greece, directly connected with 126 Impact Hubs around the world, we are dedicated to driving sustainable transitions and catalyzing meaningful change both locally and globally.

Building on our collaboration with the Social Impact Fund, we launched a series of Sustainable Entrepreneurship Incubation & Acceleration programs, along with policy workshop dialogues in 2023 and 2024, across six Greek regions.

Our goal was to work alongside key local stakeholders to tackle the challenges and seize the opportunities of Greece's green transition in entrepreneurship.

Recognizing that much of Greece's economic strength lies outside Athens, we aimed to bridge the resource gap, **supporting 134 businesses—including 41 women-led ventures—and engaging over 1,564 stakeholders in critical policy dialogues.**

Faithful to our commitment to fostering an equitable and inclusive green transition for all, we see the Summit as the culmination of this work. Thus, we believe it is both important and critical to bring together people from across Greece to discuss Wellbeing Living and Economy, so that we can collectively identify unlikely allies capable of transforming and transitioning the current system.



YOUR CHECKLIST BEFORE JOINING THE SUMMIT

1

Add your song to the Wellbeing Cities Spotify list

Add your favorite songs to our collective [Wellbeing Cities Spotify playlist](#) and don't forget to save it to your library! You can add as many songs as you want, songs that mean a lot to you and have a story about the life in the city, the climate, mental health, nature and the relationship between human and nature. Anything that means wellbeing in the contemporary life for you.

2

Connect and Sustain: Digital Business Card & networking app

As we aim to create a collaborative and sustainable environment, **we encourage you to connect** with fellow delegates, especially those whose work aligns with your interests.

In our effort to reduce waste, we invite you to avoid using paper business cards. Instead, we invite you to create your digital business card, by **following the link [here](#)**.

3

Share your readings, findings, resources

Share interesting and inspiring readings, findings and resources linked to the Summit's key themes. Add yours [here](#).



HACK THE AGENDA!

This is your chance to be interactive and co-create the Hearth Summit

HEARTH SUMMIT
ATHEN



Share a question you would like to explore

This is an anonymous quest- you can share your wisdom, agony, vision, [here](#).



Host a session!

Let us know if you'd be interested in hosting or participating in the agenda (we have some special spots reserved for you!).

The open space slots will take place during lunchtime on both October 31st and November 1st. Each slot will have an assigned spot at the space and will last up to 40 minutes.

To host a session, **please email wellbeing.cities@impacthub.net** with the subject line: "Hack the Agenda," **sharing the key question** you'd like to address along with a brief paragraph outlining sub-questions that best define your topic. Sessions will be announced just before the start of lunch.



TAKE THE SUSTAINABILITY PLEDGE

At the Hearth Summit we are fully committed to organising a sustainable event

We follow a sustainability framework built around a comprehensive action plan designed by [Dataphoria](#). Sustainability is central to our strategy, guiding our choices for suppliers, catering, and workshops, with a focus on carbon reduction, circularity, and social impact. All catering will feature locally sourced, sustainable produce from the local market and [Bioagros](#). We will use water jugs, glasses, and plates. Additionally, all materials will be in digital format, with minimal, eco-certified printing only when absolutely necessary.

HOW CAN YOU CONTRIBUTE?

1. We encourage everyone to **bring their favourite lanyard!** We want people to bring and share the story of their lanyards, while helping us reduce our footprint! For those who do not have one, we will provide pre-loved lanyards.
2. Bring your water bottle
3. Use the bins provided



OUR HABITAT WELLBEING CITIES

ONLINE ENGAGEMENT

We encourage all Hearth Summit Athens participants **to follow and share** their favorite moments from the event on social media.

Be sure to tag our official accounts:

- [@ImpactHubAthens](#)
- [@TheWellbeingProject](#)

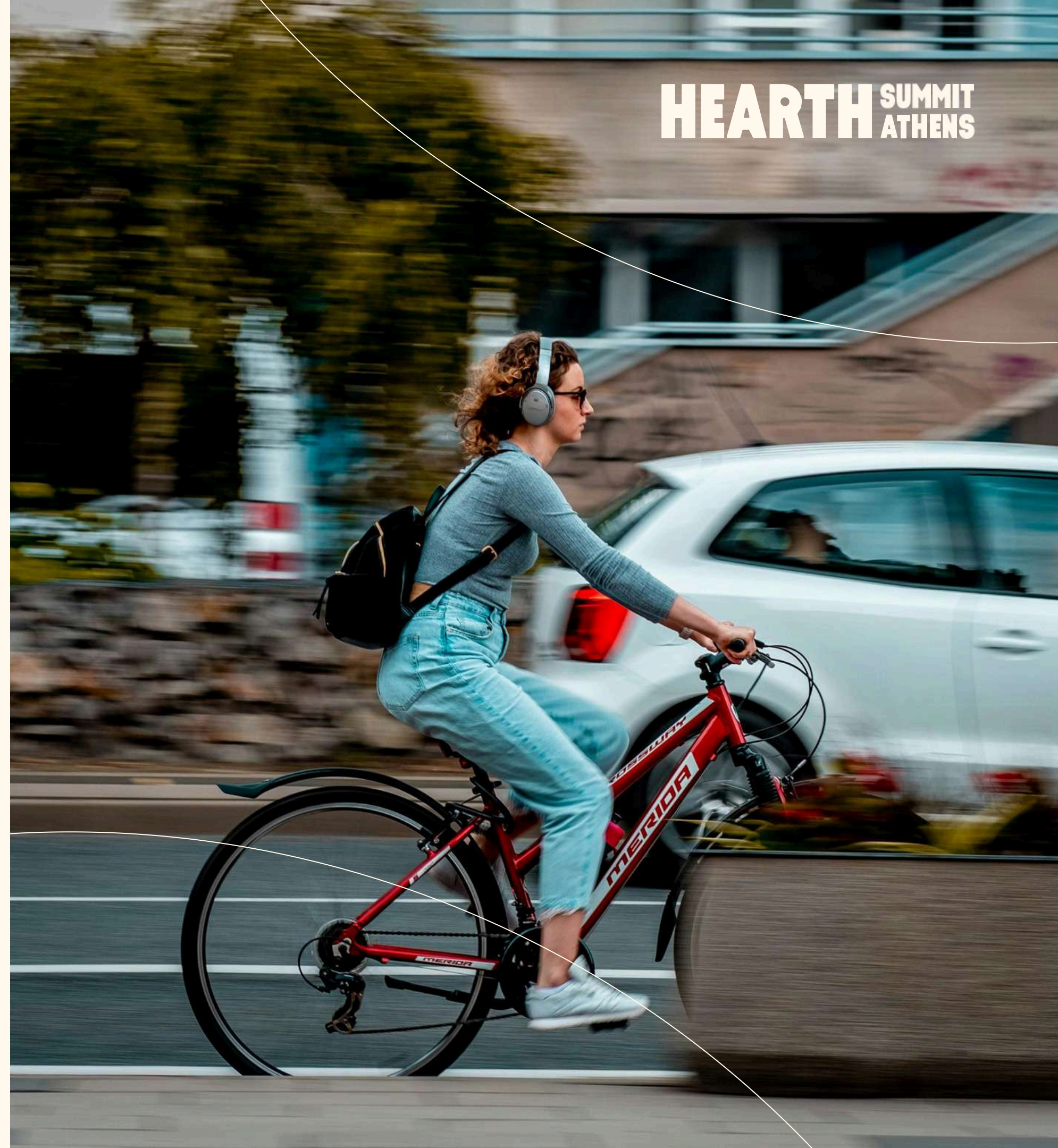
And don't forget to use the official hashtags:

**#HSAthens #HearthSummitAthens #WellbeingCities
#ImpactHubAthens**

Whether you're live-tweeting insights from a session, sharing photos, or highlighting key takeaways, **your posts help spread the word and connect with the community.** We can't wait to see your experience!

TAG US!

HEARTH SUMMIT
ATHENS



Share your feedback!



We invite all Heart Summit Athens participants to **share their feedback** about the event.

Your insights are invaluable in helping us improve future experiences. **Please take a moment to let us know your thoughts** on what went well and where we can do better.

We appreciate your time and input!

[Feedback Form Link](#)

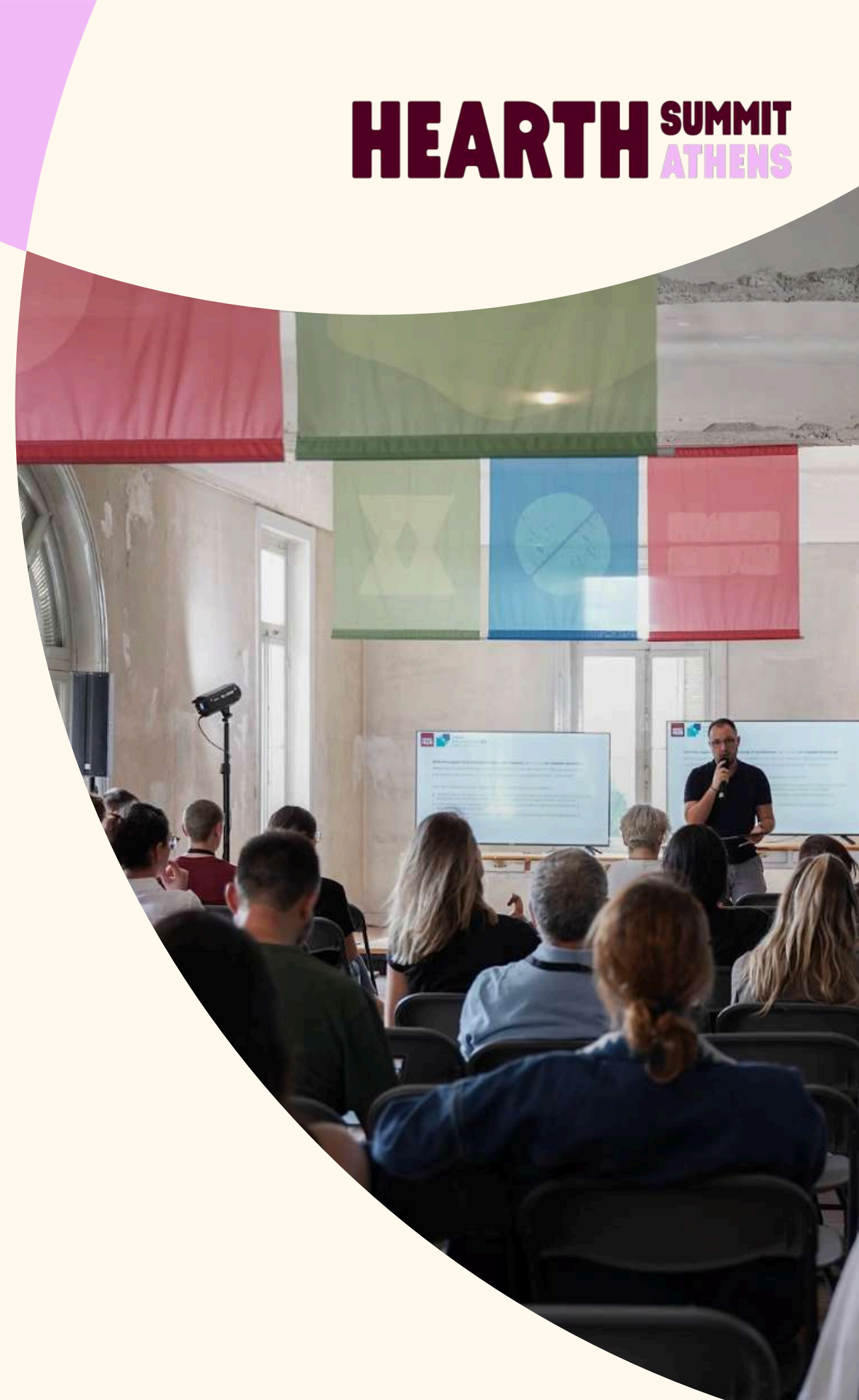
*The form will still be available post-Summit



DELEGATES LIST

Delegates List

We are pleased to present the [delegates list](#), highlighting the diverse group of innovators, thought leaders, and impactmakers who will be contributing to the conversations and collaborations at the Hearth Summit; please note that this is a live document and will be updated regularly.



AGENDA
&
CONFERENCE
GUIDE

Agenda

Sustainable urban centres

DAY 1 | 31 OCT, THURSDAY

CO PRODUCED WITH ACT IN SYNCH

09:00 WELCOME COFFEE

09:30 INTRO, AGENDA & FLOW,
OBJECTIVES & EXPECTATIONS

OPENING PLENARY

10:00 IMPACT ECONOMY VS WELLBEING
ECONOMY

DEBATE

11:00 WELLBEING ECONOMY IN
THE URBAN CONTEXT

PANEL DISCUSSION

How does a City look like with the Wellbeing Economy in place? What are the alternative pathways to achieve wellbeing? The shareholders of the urban infrastructure and the constructed environment discuss what are the elements and the important ingredients to live well in the contemporary urban context.

12:00 INTRO TO PARALLEL SESSIONS +
PRESENTATION OF THE POSTER
SESSION

PARALLEL SESSIONS

BREAK + MOVEMENT

12:30 NATURE-BASED SOLUTIONS & TECHNOLOGICAL
INITIATIVES FOR SUSTAINABLE CITIES

→ CLIMATE RESILIENCE ACTIONS IN OVERPOPULATED
CITIES, THE EXAMPLE OF AIGALEO CITY

CURATED BY AIGALEO CITY & DEMOCRITOS RC

→ SELF MEASURING & TRACKING INDIVIDUAL,
INSTITUTIONAL & CORPORATE ENVIRONMENTAL IMPACT

CURATED BY ATHENA RC

→ HOW TECH CAN PROTECT AND IMPROVE AIR QUALITY
INSIDE CITIES

CURATED BY UNI THESSALY / ONE PLANET RC

→ TECHNOLOGICAL SOLUTIONS FOR COMMUNITY ENERGY
PRODUCTION

CURATED BY ELECTRA ENERGY

→ THE STATE OF TECH IN MUSIC SUPERVISION AND
BEYOND: ARE WE ALL MUSIC SUPERVISORS?

CURATED BY ACT IN SYNCH

13:30 LUNCH + NETWORKING

15:00 WELLBEING STAKEHOLDERS: THE ROLE OF
BUSINESS IN THE 21ST CENTURY

PANEL

What 's the importance of being part of the B Corps community and get the B Corp certification? Which is the pathway to become part of the B Corp movement and the learnings from this transformative experience for the company?

CO-CURATED WITH NATIVA

15:00 THE FUTURE MUSIC PROFESSIONALS
TALK

PANEL DIALOGUE

The Young Music Industry Professionals Takeover
What is the vision for the music industry? What are the expectations?

CURATED BY ACT IN SYNCH

16:00 COFFEE

16.30 WHAT S NEXT? CAN WE REALLY
CHANGE GLOBAL WARMING?

KEYNOTE

Changing the conversation around Mental Health and the Climate Crisis.

17:00 MUSIC CREATIVES FOR CHANCE

PANEL

Taking the music Industry out of its bubble to drive change in both environmental and social justice arenas.

17:00 ECHOES- AEGEAN FILM FESTIVAL

SCREENINGS

Showcase standout films from past Echoes editions and award-winning shorts..

17:45 STORYTELLING FOR CLIMATE

DIALOGUE

How can real stories make a real impact? How can the film industry invite everyone to discover what role they can play in making a difference?

18:30 CLOSING DAY

Agenda Incentives for decentralization

DAY 2 | 01 NOV, FRIDAY

09:00 **WELCOME COFFEE + CURATED TOUR**

09:30 **AGENDA & FLOW, OBJECTIVES & EXPECTATIONS**

OPENING PLENARY

10:00 **NEW GENERATION POLITICIANS**
PANEL

Economic Innovation for Greece. How can we tackle & accelerate a new model of economy for Greece following the principles of Impact & Wellbeing economy?

11:00 **DECENTRALIZATION DIALOGUES**
DIALOGUE

Decentralization and International Repositioning: A focus on the Peloponnese region, featuring the region's Governor discussing the importance of building a strong identity to attract and retain citizens and form commercial alliances locally and globally.

11:30 **DECENTRALIZATION DIALOGUE**
PANEL

Representatives from corporations, civil society, impact ventures, and institutions discuss strategies, initiatives & challenges to bring people in rural cities?

12:30 **LUNCH + NETWORKING / CO-CREATION**

13.30 **LEARNING FROM NATURE EXPERIENCES**

→ **WINE TASTING**

CURATED BY WOMEN OF WINE

→ **GREEK HERBS AND THEIR VALUE FOR HEALTH, FOOD, SOIL**

CURATED BY SYMBEEOSIS

→ **ECHOES - SCREENINGS**

CURATED BY AEGEAN FILM FESTIVAL

14:30 **WELLBEING CITIES**

PARALLEL SESSIONS

→ **EQUITY IN CITIES: Housing 360°**

From Stagnation and Inaction to Best Practices.

CO-CURATED WITH ETERON INSTITUTE

→ **SUSTAINABLE TOURISM**

Redefining Success: How the tourism industry can Drive Social - Community & Environmental Well-Being?

CO-CURATED WITH TOPOSOPHY

→ **DATA/AI FOR CLIMATE RESILIENCE AND CITIZEN PARTICIPATION**

How can data sets be used for inclusive climate actions to transform cities?

CO-CURATED WITH NTUA, UOA, CERTH

16:00 **COFFEE BREAK**

16:30 **WALKSHOPS**

→ Who in the end truly owns the city?

→ The green city- (what about) Athens?

→ The public space and us: What has happened to this relationship?

→ The junction between rural and urban

18:30 **CLOSING PLENARY**

KEYNOTE

Rewarding Cities that create value for the World: What happens when a city focuses, supports and accelerates Collective Action for Climate AND BEYOND? How does this city, or even an entire region, look when the climate AND OTHER COLLECTIVE agreements are an important and crucial element for their identity?

19:00 **CLOSING PLENARY**

Thank you & Collective symbolic activity

Parallel Activities

31 OCT AND 1 NOV | 10.00 - 19.00

SCIENCE MEETS PRACTICE

POSTER SESSIONS

Research & cutting edge nature based tech solutions presented by prominent research centers and teams of Greece, presenting how to best to protect people, development, infrastructure, and natural ecosystems from sea-level rise, flooding, and land loss. Hosted at Eteron.

WELLBEING OF THE WORLD - A GLOBAL SYMPHONY

PARTICIPATORY ARTISTIC EXPERIENCE

An initiative launched by The Wellbeing Project and the MIT Media Lab, in collaboration with inventor and composer Tod Machover. The objective is to collect the sounds of wellbeing around the world mainly through the regional Summits, and create a unique, collaborative symphony which will be premiered at the Global Wellbeing Summit in 2025.

Fringe Events

30 OCTOBER

19.30 WELCOME DRINKS, MUSIC AND REGISTRATION

DURATION: 180MIN

An opening segment where guests are welcomed with refreshments while completing their registration at Impact Hub Athens. The evening will be enriched by the performance Converting a City to Music: A Performance by Alex Maiolo on Themes for Great Cities.

31 OCTOBER

19.30 SONGS OF EARTH @CINE PARIS

IN COLLABORATION WITH CINEDOC

Songs of Earth is a majestic symphony for the big screen; from inside nature’s smallest components to outside the wild panoramas, the filmmaker’s father (85) is our guide to Norway’s most scenic valley, where he grew up and where generations have been living alongside nature to survive. (Dur: 90')

20.00 VIP DINNER

A refined dining experience for distinguished guests.(Invitation Only)

1 NOVEMBER

21.00 CLIMATE HORROR PARTY

The Climate Horror Closing Party with Dj Roumpini Stagkouraki offers a captivating, climate-inspired performance to end the event on a powerful, thought-provoking note.

A CLOSER LOOK
AT THE CONTENT

A closer look at the content



Parallel Sessions

NATURE-BASED-SOLUTIONS & TECHNOLOGICAL INITIATIVES FOR SUSTAINABLE CITIES

HOW TECH CAN PROTECT AND IMPROVE AIR QUALITY INSIDE CITIES

→ CO-CREATING AN ACTIONABLE PLAN FOR AIR POLLUTION MITIGATION

CURATED BY UNI THESSALY / ONE PLANET RC



Air pollution poses a growing challenge, with long-term exposure to fine particulate matter (PM) exceeding WHO limits, impacting citizens' health and quality of life.

Addressing these effects is complex due to regional variations in pollution sources, but improving knowledge about these sources can empower communities to participate in mitigation efforts. This workshop, organized under the MI-TRAP project (HORIZON Innovation Actions), will focus on co-creating solutions for air pollution. Participants will collaborate on identifying innovative mitigation practices and assessing their potential.

The project aims to improve urban air quality through innovative modelling, real-time emissions data, nature-based solutions, and stakeholder engagement.

Chrysi Laspidou, Professor, University of Thessaly and Head of One Planet Thessaly), **Giannis Adamos**, Ass. Professor, Aristotle University of Thessaloniki), **Georgia Tseva**, Research Associate, University of Thessaly-AMRN, **Argyrios Balatsoukas**, Research Associate, University of Thessaly, **Giorgos Chatzinakos**, Research Associate, University of Thessaly-AMRN, **Amaryllis Zachariadou**, Associate, University of Thessaly-AMRN, **Manos Manousakas**, Researcher, NCSR Demokritos, **Electra Lemi**, NCSR Demokritos.



SELF MEASURING & TRACKING INDIVIDUAL, INSTITUTIONAL & CORPORATE ENVIRONMENTAL IMPACT

CURATED BY ATHENA RC



In this interactive workshop, participants will learn about the carbon footprint and how everyday activities contribute to climate change. Using the LifestyleTest carbon footprint calculator, participants will calculate their own environmental impact, identify key areas for improvement and set personal reduction goals.

The session will include a brief presentation on carbon emissions, hands-on tool use, group discussions and practical strategies for reducing emissions. The workshop is designed to raise awareness and inspire actionable changes towards sustainability at the individual and community level."

Eleni Petra, Scientific Associate - Head of Innovation Unit for Women ATHENA RC
Philip Bontare, Scientific Collaborator, Athena RC



Parallel Sessions

NATURE-BASED-SOLUTIONS & TECHNOLOGICAL INITIATIVES FOR SUSTAINABLE CITIES

CLIMATE RESILIENCE ACTIONS IN OVERPOPULATED CITIES, THE EXAMPLE OF AIGALEO CITY

→ WELL-BEING IN THE CITY IN TIMES OF CLIMATE
CHANGE. NEW PERSPECTIVES AND ACTIONS.

CURATED BY MUNICIPALITY OF EGALEO



This workshop, organized by the Department of Planning and Transparency of Egaleo Municipality, draws inspiration from European projects TransformAr, C2IMPRESS, Bin2Bean, and European Mobility Week. Participants will engage in interactive activities, explore environmental concepts, and brainstorm ways to enhance well-being in urban settings.

Evangelia Bakogianni, architect, social scientist, Municipality of Egaleo

Evridiki Pavlidi, educator, mental health counselor, Municipality of Egaleo

Mary Christopoulou, psychologist, researcher, Municipality of Egaleo



TECHNOLOGICAL SOLUTIONS FOR COMMUNITY ENERGY PRODUCTION

CURATED BY ELECTRA ENERGY



Energy communities are crucial for promoting climate justice. In this session, curated by Electra Energy, we'll explore initiatives that empower households to save energy and manage consumption efficiently, benefiting both users and the grid. We'll also discuss empowering national energy coalitions in Eastern Europe through training and technical support, and enhancing cooperation between communities and municipalities via Europe's first tailored community energy training program.

Ioanna Angelaki, Electra Energy Cooperative
Penny Kazaki, Project Manager in
Sustainable City Network



THE STATE OF TECH IN MUSIC SUPERVISION AND BEYOND: ARE WE ALL MUSIC SUPERVISORS?

CURATED BY Act in Synchrony



With technology reshaping music supervision, the line between creative vision and administrative tasks is blurring. While tech tools streamline licensing and catalog management, the core creative role remains essential. This session explores whether, in a tech-driven world, we are all becoming music supervisors.

Clément Souchier, founder - Creaminal Music Supervision France

Marcel Alexander Wiebenga, CEO / Ringo

Jonathan Fröberg, Creative Manager,
Universal Music Publishing Group



Parallel Sessions

WELLBEING CITIES

EQUITY IN CITIES: HOUSING 360°

CO-CURATED WITH ETERON



Housing 360: From Stagnation and Inaction to Best Practices. Our goal is to gather proposals, examples, and best practices to address the housing crisis from scholars and academics.

The event aims not to remain in the description of the problem but to serve as a source of creative reflection for the public—and why not, even advocacy. For this reason, the session will conclude with a fireside chat with Johan Mirtorp of the International Union of Tenants will be among the attendees.

Johan Mirtorp, International Union of Tenants (IUT)

Martha Giannakopoulou, Architect & founder of If- architects, Housing consultant for IOM

Dimitra Siatitsa, Housing policy expert

Dimitris Balampanidis, PhD in Urban Social Geography & Researcher

Thomas Maloutas, Emeritus Professor | Social Geography and Thematic Cartography

Christos Papagiannis, Director, Eteron Institute

SUSTAINABLE TOURISM

REDEFINING SUCCESS: HOW THE TOURISM INDUSTRY CAN DRIVE SOCIAL - COMMUNITY & ENVIRONMENTAL WELL-BEING

CO-CURATED WITH TOPOSOPHY



The approach we want to take is a dynamic, coordinated dialogue between two key figures for the future of sustainable tourism in Greece, who hold prominent roles in notable organizations, bridging institutions and the field.

What are the critical factors and targets we need to monitor and measure to ensure the sustainable aspect (environmental, social, and economic) of tourism? How can tourism accelerate the transition in the era of the climate crisis and serve as a springboard for the development of practices that promote circularity, equality, and access?

Eleni Andreadi, Director of Sustainability and Corporate Social Responsibility, Sani IKOS Group & **Alexis Galinos**, Vice President EATA- CEO Organization Earth

DATA/AI FOR CLIMATE RESILIENCE AND CITIZEN PARTICIPATION

CO-CURATED WITH NTUA, UOA, CERTH



WITH SUPPORT FROM Google.org

Representatives from three ICLEI Google.org programs, including academic institutions and one representative from the local municipality, will discuss solutions for three municipalities across Greece and explore how datasets and technology can be used for inclusive climate actions to transform cities.

Representatives from the **Municipalities of Athens, Thessaloniki and Vari-Voula-Vouliagmeni**

Walkshops

WALKSHOPS, INSPIRED BY THE PERIPATETIC METHOD OF GREEK PHILOSOPHERS, BEGIN WITH A HOST'S QUESTION, SPARKING DEEP DISCUSSIONS ON ITS PHILOSOPHICAL ASPECTS, WHILE PARTICIPANTS WALK.

WHO IN THE END OWNS THE CITY?

This discussion will explore the increasing shift in ownership from the traditional Greek family with small, segregated properties to large real estate funds. Simultaneously, these properties are being transformed into Airbnb complexes, hotels, and F&B establishments, reducing housing access for residents and displacing retail and service shops that serve the local community. This shift compromises everyday life and erodes the unique identity of the city. We'll examine the impact on small businesses and residents, particularly regarding affordability, accessibility, and quality of life. Ultimately, we'll question for whom the city is being designed and by whom.

Host: Adam Markakis

THE GREEN CITY- (WHAT ABOUT) ATHENS?

"The green city- (what about) Athens?" What do you know about the wild life of Athens? What is the biodiversity that exists in our city? And where can one find it? This session will explore & spot the hidden biodiversity of Athens, through a guided tour and we will discuss its unique qualities, and why it's important for residents, history, and cultural heritage. During this walk we will discuss what is its significance for health, the environment, and climate resilience and how we can explore what we can do to restore, protect, or enhance it for a more sustainable urban future.

Host: Andrea Bonneti

THE PUBLIC SPACE AND US: WHAT HAS HAPPEND TO THIS RELATIONSHIP?

"From Disconnection to Reclamation: Our relationship with public spaces has grown distant. It's clear that, for the most part, we neglect, overlook, and fail to protect these shared resources. When did we stop viewing them as communal treasures? What would it take to reclaim and reintegrate them into our daily lives? To restore our connection, we must recognize that public spaces belong to all of us, come with shared principles of use, and are vital for fostering community, wellbeing, and a sense of belonging.

Host: Katerina Lomvardea

THE JUNCTION BETWEEN RURAL AND URBAN

What are the interconnections and gaps between rural and urban areas? How can we better facilitate the exchange of talent, products, services, and experiences? During this walk, we will explore ideas on how to balance the desire for escapism from large urban centers with improving the quality of life in smaller cities and villages. We'll discuss how to combine the best of both worlds—from innovation, talent, and technology to land, quality food, and clean air.

Host: Marios Desyllas

OCT 31, THURSDAY
& NOV 01, FRIDAY | 10.00-19.00

Venue: ETERON Institute



Poster Exhibition

Plausible Athens

What if Athens was as a resilient community? How might it gently serve locals and visitors? How might it take care of its inhabitants given the climate conditions underway and the current technological developments? “Plausible Athens” is an artistic approach to mapping infrastructure and activities within the centre of the city of Athens: a dreamy, idealistic and on the verge of (non) realistic map of city center, which could exist. Food and energy production, weather extremes, technological developments, education, hospitality, mobility services and new belief systems are now in the hands of the local community, located downtown.

Curated by:
Costas Bissas

Architecture is Climate

Architecture is Climate is a project that reimagines the future of architecture through exploring its entanglement with climate breakdown. The installation: A mountain of rising CO2 emissions, cut to reveal the sediments of past climate breakdowns and architecture's complicity, is punctuated by white shards symbolizing gaps where futures—resistant to past violences—can be levered open, while on the reverse, a blue surface bears floating embroidery projecting prompts for confronting and transforming these crises.

Curated by:
MOULD. EARTH

Mainstreaming Nature-based solution to promote climate resilience in the Mediterranean

The 2021 EU climate adaptation strategy underlines that NBS represent multipurpose, “no regret” solutions, simultaneously provide environmental, social, economic and aesthetic benefits. More than anywhere else, this is true for densely-populated, urban areas which are particularly affected by heatwaves and extreme precipitation, exposing residents and their wellbeing at risk. CARDIMED project, a part of the EU Mission on Adaptation to Climate Change, will mainstream NBS to improve Climate Resilience by delivering 36 different types of Nature-based Solutions through 90 interventions on a large scale in 20 locations across the Mediterranean

Curated by:
Tadej
Stepišnik
Perdih

In partnership with:
CARDIMED/
NTUA

Solar Hub Project. Community-based Urban Agrivoltaic Systems

This poster presents how , community-based agrivoltaic systems in urban environments offer an innovative, socially inclusive approach to addressing the challenges of climate change, food security, and urbanization, making cities more resilient, sustainable, and self-sufficient.

Curated by:
D.Kitsikopoulos,
Dr. E.
Papaioannou

In partnership with:
Electra Energy UA

Enhancing Urban Health and Wellbeing through Blue-Green Technologies

The 'HEART' project addresses urban health challenges by integrating Blue-Green (BG) technologies into city planning to tackle environmental, climate, and socioeconomic issues. Through case studies in Belgrade, Aarhus, and Athens, it explores BG interventions' impact on public health, environmental quality, and resilience to climate change, especially in underserved areas. The project promotes citizen engagement and provides evidence-based recommendations for local health policies to build sustainable, livable, and inclusive cities, enhancing wellbeing and reducing health disparities.

Curated by: **Kon/nos Apostolopoulos ,**
Christos Kontopoulos, Charalampos
Zafeiropoulos , Anastasios Temenos ,
Anastasios Doulamis , Vassiliki (Betty)
Charalampopoulou

OCT 31, THURSDAY
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Venue: ETERON Institute

Poster Exhibition

Hosted at:

ON
ETERON

HEARTH SUMMIT
ATHENS

Place 4 Hope: empowering youth through co-creation for climate change

Place4Hope- YOUNG PEOPLE & CLIMATE HEALTH

An online programme driven by a global community of young leaders who come together to co-create art works that address the urgent themes of planetary health and climate justice. Our vision is to empower young people worldwide to become agents of positive change through collaborative and creative initiatives that address pressing social and environmental challenges. We build an active and committed community of youth leaders, who create cultural works that advocate for cultural change and influence policy.

Curated by: Lucinda Jarrett,
Creative Director of Rosetta Life
Produced by Rosetta Life, supported by
the Wellcome Trust for the Canopy,
Climate Week, New York 2024.

The Aegean Film Festival's Echoes

The international Aegean Film Festival is an annual summer meeting point for filmmakers, audiences and artists to celebrate the finest independent cinema and storytelling. Filmmakers present their work at the purpose built cinemas we set up next to the sandy coasts or at the cobbled streets of the Aegean islands. Award winning premieres, parallel events, seminars, workshops, art exhibitions and an environmental conference complete the unique experience the Aegean Film Festival has created over the past 15 years

Curated by:
Aegean Film Festival

Inclusive co-creation: Fostering environmental equity in Smart Cities. The impact of grassroots environmental initiatives in engagement models

The research conducts a critical analysis of Smart City engagement models in terms of inclusiveness, highlighting the importance of environmental grassroots initiatives in preserving environmental justice and promoting social inclusion, using examples of co- co-creation processes from major smart cities.

Curated by:
Nicole Vermez,
Panteion University

Exploring the Role of Crowdsourcing Platforms in Enhancing Citizen Participation

This poster explores how digital crowdsourcing platforms can enhance citizen participation for sustainable, livable, and resilient cities. It reviews relevant literature to identify platform characteristics and participation motives, such as gamification and altruism, that drive user involvement. As part of an ongoing study, select examples demonstrate how these platforms enable co-creation between governments, businesses, and citizens.

Curated by:
Aikaterini Katmada

From Ideas to Action: DestinE Platform Use Cases for a Sustainable Future

The DestinE initiative aims to create a digital twin of Earth. The DestinE Use Cases project is seeking use cases that demonstrate the benefits of using the DestinE platform. Examples include monitoring extreme weather, assessing urban climate risks, and supporting renewable energy policies. The project is also engaging the community to gather feedback and improve the DestinE infrastructure.

Curated by:
Eleni Karachaliou, Costas Bissas,
Aikaterini Bakousi, Anna Dosiou,
Zoi – Eirini Tsifodimou,
Efstratios Stylianidis, Antonios
Mouratidis, Eleni Katragou,
Antonio Romeo, Sofia Catracchia,
Rob Carrillo, Valeriya Fetisova

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Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

Creative industries, creative tourism and sustainability perspectives: The case study of traditional pottery-making in Crete

This study draws on the case study of pottery handcrafting in Crete, with origins tracing back to the Minoan civilization, as one of the ways to offer creative tourism experiences and at the same time abide by all sustainability pillars

Curated by: Papadaki Eirini,
Arvanitaki Alexandra,
Apostolakis Alexandros

Promoting greening tourism in Greece: The role of the Cultural and Creative Industries

The study “Digital Marketing of Cultural Organizations as a Driver for Enhancing Sustainability” advocates for a holistic approach that integrates cultural sustainability into urban development, ensuring that cultural organizations play a vital role in fostering sustainable communities.

Curated by:
Eirini Papadaki, Charis Avlonitou

Empowering rural areas through entrepreneurship: The case of Rural Innovation program of Impact Hub Athens

This research presents the main results of a mixed methodological approach - quantitative with the collection of data from the beneficiaries of the program and qualitative with in-depth interviews with local entrepreneurs and other stakeholders - with the aim of investigating if sustainable entrepreneurship can enhance employability in the Greek region and attract new human resources and what is the role of the green transition in the development of the business ecosystem at the local and inter-local level.

Curated by: Lida Tsene
In partnership with:
Impact Hub Athens

Sustainable Consumption in Greece: evolution, challenges and opportunities

This poster presents the main findings of a qualitative and quantitative research conducted in 2022 regarding the perceptions, trends and limitations of sustainable consumption in Greece. The research is part of the Ten Million Hands project and was supported by Impact Hub Athens and Helidoni Foundation.

Curated by: Lida Tsene
In partnership with:
Impact Hub Athens, Ten Million Hands

Parallel Sessions

DAY 1 | 31 OCT, THURSDAY

Climate Resilience Actions in overpopulated cities, the example of Aigaleo city

Climate change impacts both physical and mental health, making resilience and adaptation crucial for citizens. People need to adopt new habits, embrace technology, and collaborate to create a sustainable future through co-design and nature-based solutions. This workshop, organized by the Department of Planning and Transparency of Egaleo Municipality, draws inspiration from European projects TransformAr, C2IMPRESS, Bin2Bean, and European Mobility Week. Participants will engage in interactive activities, explore environmental concepts, and brainstorm ways to enhance well-being in urban settings.

Curated by:



Self measuring & tracking individual, institutional & corporate environmental impact

In this interactive workshop, participants will learn about the carbon footprint and how everyday activities contribute to climate change.

Using the LifestyleTest carbon footprint calculator, participants will calculate their own environmental impact, identify key areas for improvement and set personal reduction goals. The session will include a brief presentation on carbon emissions, hands-on tool use, group discussions and practical strategies for reducing emissions. The workshop is designed to raise awareness and inspire actionable changes towards sustainability at the individual and community level."

Curated by:



How tech can protect and improve air quality inside cities

Co-creating an Actionable Plan for Air Pollution Mitigation

Air pollution poses a growing challenge, with long-term exposure to fine particulate matter (PM) exceeding WHO limits, impacting citizens' health and quality of life. Addressing these effects is complex due to regional variations in pollution sources, but improving knowledge about these sources can empower communities to participate in mitigation efforts.

This workshop, organized under the MI-TRAP project (HORIZON Innovation Actions), will focus on co-creating solutions for air pollution.

Curated by:



Parallel Sessions

DAY 1 | 31 OCT, THURSDAY

Technological solutions for community energy production

Energy communities play a vital role in promoting climate justice. During this session, curated by Electra Energy, we will go through initiatives that empower households to save energy and manage consumption more efficiently and flexibly, leading to significant benefits for both users and the electricity grid.

We will also discuss the creation of community energy coalitions at the national level, particularly in Eastern Europe, through training and technical assistance & how we can strengthen cooperation between energy communities and municipalities via the first European tailor-made community energy training program.

Curated by:



The State of Tech in Music Supervision and Beyond: Are We All Music Supervisors?

The State of Tech in Music Supervision and Beyond: Are We All Music Supervisors?

With technology reshaping music supervision, the line between creative vision and administrative tasks is blurring. While tech tools streamline licensing and catalog management, the core creative role remains essential. This session explores whether, in a tech-driven world, we are all becoming music supervisors.

Speakers: Clément Souchier (Founder, Creaminal Music Supervision), Marcel Alexander Wiebenga (CEO, Ringo), Jonathan Fröberg (Creative Manager, Film & TV, Universal Music Publishing Group), with more to be confirmed.

Curated by:



OUR HABITAT WELLBEING CITIES

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY

EQUITY IN CITIES: Housing 360°

Housing 360°: From Stagnation and Inaction to Best Practices.

Our goal is to gather proposals, examples, and best practices to address the housing crisis from scholars and academics. The event aims not to remain in the description of the problem but to serve as a source of creative reflection for the public—and why not, even advocacy.

For this reason, the session will conclude with a fireside chat with Johan Mirtorp of the International Union of Tenants will be among the attendees.

Curated by:



HEARTH SUMMIT
ATHENS



OUR HABITAT WELLBEING CITIES

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY

SUSTAINABLE TOURISM

HEARTH SUMMIT
ATHENS

Redefining Success: How the tourism industry can Drive Social - Community & Environmental Well-Being

The approach we want to take is a dynamic, coordinated dialogue between two key figures for the future of sustainable tourism in Greece, who hold prominent roles in notable organizations, bridging institutions and the field.

What are the critical factors and targets we need to monitor and measure to ensure the sustainable aspect (environmental, social, and economic) of tourism? How can tourism accelerate the transition in the era of the climate crisis and serve as a springboard for the development of practices that promote circularity, equality, and access?

Curated by:

TOPOSOPHY
PLACE MAKING & MARKETING AGENCY

OUR HABITAT WELLBEING CITIES

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY

Data/AI for Climate Resilience and Citizen participation

Representatives of the 3 ICLEI programmes will discuss their solutions for 3 municipalities across Greece and delve into how datasets and technology can be used for inclusive climate actions to transform cities.

CERTH - MOBILAIR
NTUA - Athens Energy Portal
UOA - DRYADS

HEARTH **SUMMIT**
ATHENS

Co-curated with:



WITH SUPPORT FROM **Google.org**

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY TIME | 16.30 - 18.30

WALKSHOPS:

Walkshops are inspired by the **peripatetic methodology** once employed by Greek philosophers. Beginning with a question posed by the host, a group of participants forms, engaging in deep discussions about the philosophical aspects of the question while walking.

During the Wellbeing Cities event, we will explore 4 key contemporary topics, each led by a knowledgeable, high-level host deeply familiar with the subject. The host will introduce the theme, share insights, and guide the conversation. You'll join a small group of around 20 people, based on your interests.

After selecting the topic that most resonates with you—whether it sparks your passion or stirs your desire to act—the process begins. Each group will follow a circular route through the historic center of Athens, starting and ending at Impact Hub. Along the way, participants will stop at designated spots, delving deeper into the topic, exchanging ideas in a friendly, open setting, and philosophizing with like-minded individuals who share similar passions, concerns, and complementary experiences.

The Walkshops conclude with a collective session to share key takeaways and reflections that emerged during the walks and discussions.

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY TIME | 16.30 - 18.30

Who truly owns the city?

This discussion will explore the increasing shift in ownership from the traditional Greek family with small, segregated properties to large real estate funds. Simultaneously, these properties are being transformed into Airbnb complexes, hotels, and F&B establishments, reducing housing access for residents and displacing retail and service shops that serve the local community. This shift compromises everyday life and erodes the unique identity of the city. We'll examine the impact on small businesses and residents, particularly regarding affordability, accessibility, and quality of life. Ultimately, we'll question for whom the city is being designed and by whom.

Co-curated with:

Adam Markakis,
Astylab



OUR HABITAT WELLBEING CITIES

HEARTH SUMMIT
ATHENS

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY TIME | 16.30 - 18.30

What is the biodiversity of Athens?

What do you know about the wild life of Athens? What is the biodiversity that exists in our city? And where can one find it? This session will explore & spot the hidden biodiversity of Athens, through a guided tour and we will discuss its unique qualities, and why it's important for residents, history, and cultural heritage. During this walk we will discuss what is its significance for health, the environment, and climate resilience and how we can explore what we can do to restore, protect, or enhance it for a more sustainable urban future.

Co-curated with:

Andrea Bonetti,
Photographer



OUR HABITAT WELLBEING CITIES

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY TIME | 16.30 - 18.30

HEARTH SUMMIT
ATHENS

From Disconnection to Reclamation: Embracing Our Public Spaces

From Disconnection to Reclamation: Our relationship with public spaces has grown distant. It's clear that, for the most part, we neglect, overlook, and fail to protect these shared resources. When did we stop viewing them as communal treasures? What would it take to reclaim and reintegrate them into our daily lives? To restore our connection, we must recognize that public spaces belong to all of us, come with shared principles of use, and are vital for fostering community, wellbeing, and a sense of belonging.

Co-curated with:

Katerina Lomvardea,
Inside Story

Parallel Sessions

DAY 2 | 01 NOV, FRIDAY TIME | 16.30 - 18.30

The junction between rural and urban

What are the interconnections and gaps between rural and urban areas? How can we better facilitate the exchange of talent, products, services, and experiences? During this walk, we will explore ideas on how to balance the desire for escapism from large urban centers with improving the quality of life in smaller cities and villages. We'll discuss how to combine the best of both worlds—from innovation, talent, and technology to land, quality food, and clean air.

Co-curated with:

Marios Desyllas,
Hellenic Organization for
Control & Certification of
Biological Product (ΔΗΩ)

OUR HABITAT WELLBEING CITIES

DAY 1 | 31 OCT, THURSDAY

17:00- 18:30

DAY 2 | 1 NOV, FRIDAY

13:15- 14:30

Experiences

SCREENINGS

ECHOES

For the past seven years, the Echoes programme of the Aegean Film Festival, has been promoting the dialogue on the role of cinema in environmental protection.

At the Summit, we will showcase standout films from previous Echoes editions, alongside award-winning short films from the main competition programme, celebrating the art of powerful storytelling.

Curated by:



HEARTH SUMMIT
ATHENS



Experiences

LEARNING FROM NATURE EXPERIENCES

WINE TASTING

CURATED BY WOMEN OF WINE GREECE

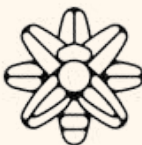
The Women of Wine bring a selection of selected Greek natural and biodiverse wines.



GREEK HERBS AND THEIR VALUE FOR HEALTH, FOOD, SOIL

CURATED BY Symbeosis

A curated selection of Greek herbs, introducing their essential roles in promoting health, enhancing food and nutrition, and enriching the soil with their regenerative benefits.



Symbeosis



OUR HABITAT WELLBEING CITIES

Parallel Activities

DAY 2 | 01 NOV, FRIDAY TIME | 10.00 - 19.00

WELLBEING OF THE WORLD - A GLOBAL SYMPHONY

PARTICIPATORY ARTISTIC EXPERIENCE

An initiative launched by The Wellbeing Project and the MIT Media Lab, in collaboration with inventor and composer Tod Machover. The objective is to collect the sounds of wellbeing around the world mainly through the regional Summits, and create a unique, collaborative symphony which will be premiered at the Global Wellbeing Summit in 2025.

Co-curated with:

**wellbeing
of the world**
a Global Symphony



HEARTH SUMMIT
ATHENS

OUR HABITAT WELLBEING CITIES

Parallel Activities

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Poster exhibition Science meets practice

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

The poster exhibition will be hosted at Eteron Institute during the 2 days of Summit.

It is designed to foster interaction, allowing attendees to engage in meaningful conversations and exchange ideas throughout the Summit, while encouraging open dialogue and networking.

Hosted at:





OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

HEARTH SUMMIT
ATHENS

Plausible Athens

Curated by:
Costas Bissas

What if Athens was as a resilient community? How might it gently serve locals and visitors? How might it take care of its inhabitants given the climate conditions underway and the current technological developments? “Plausible Athens” is an artistic approach to mapping infrastructure and activities within the centre of the city of Athens: a dreamy, idealistic and on the verge of (non) realistic map of city center, which could exist. Food and energy production, weather extremes, technological developments, education, hospitality, mobility services and new belief systems are now in the hands of the local community, located downtown.

Venue: ETERON Institute



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Architecture is Climate

Curated by:
MOULD. EARTH

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

Architecture is Climate is a project that reimagines the future of architecture through exploring its entanglement with climate breakdown. The installation: A mountain of rising CO2 emissions, cut to reveal the sediments of past climate breakdowns and architecture's complicity, is punctuated by white shards symbolizing gaps where futures—resistant to past violences—can be levered open, while on the reverse, a blue surface bears floating embroidery projecting prompts for confronting and transforming these crises.

In partnership with:
AHRC/DfG, TU Berlin



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Mainstreaming Nature-based solution to promote climate resilience in the Mediterranean

Curated by: Tadej
Stepišnik Perdih

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

The 2021 EU climate adaptation strategy underlines that NBS represent multipurpose, “no regret” solutions, simultaneously provide environmental, social, economic and aesthetic benefits. More than anywhere else, this is true for densely-populated, urban areas which are particularly affected by heatwaves and extreme precipitation, exposing residents and their wellbeing at risk. CARDIMED project, a part of the EU Mission on Adaptation to Climate Change, will mainstream NBS to improve Climate Resilience by delivering 36 different types of Nature-based Solutions through 90 interventions on a large scale in 20 locations across the Mediterranean

In partnership with:
CARDIMED/ NTUA

OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

HEARTH SUMMIT
ATHENS

Solar Hub Project. Community-based Urban Agrivoltaic Systems: A Promising Solution for Sustainable Food and Energy Production in Cities

Curated by:
D. Kitsikopoulos, Dr. E.
Papaioannou

This poster presents how , community-based agrivoltaic systems in urban environments offer an innovative, socially inclusive approach to addressing the challenges of climate change, food security, and urbanization, making cities more resilient, sustainable, and self-sufficient.

Venue: ETERON Institute

In partnership with:
Electra Energy



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Enhancing Urban Health and Wellbeing through Blue-Green Technologies: Insights from the HEART Project in European Cities

Curated by:

Konstantinos Apostolopoulos , Christos Kontopoulos,
Charalampos Zafeiropoulos , Anastasios
Temenos , Anastasios Doulamis , Vassiliki (Betty)
Charalampopoulou

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

The 'HEART' project addresses urban health challenges by integrating Blue-Green (BG) technologies into city planning to tackle environmental, climate, and socioeconomic issues. Through case studies in Belgrade, Aarhus, and Athens, it explores BG interventions' impact on public health, environmental quality, and resilience to climate change, especially in underserved areas. The project promotes citizen engagement and provides evidence-based recommendations for local health policies to build sustainable, livable, and inclusive cities, enhancing wellbeing and reducing health disparities.

In partnership with:

Geosystems Hellas S.A., Athens, Greece
Department of Rural Surveying Engineering and
Geoinformatics Engineering, National Technical
University of Athens



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Place 4 Hope: empowering youth through co-creation for climate change

Curated by:
Lucinda Jarrett,
Creative Director of Rosetta Life

Venue: [ETERON Institute](#)

HEARTH SUMMIT
ATHENS

Place4Hope- YOUNG PEOPLE & CLIMATE
HEALTH

An online programme driven by a global community of young leaders who come together to co-create art works that address the urgent themes of planetary health and climate justice. Our vision is to empower young people worldwide to become agents of positive change through collaborative and creative initiatives that address pressing social and environmental challenges. We build an active and committed community of youth leaders, who create cultural works that advocate for cultural change and influence policy.

Produced by Rosetta Life, supported by the Wellcome Trust for the Canopy, Climate Week, New York 2024.



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

The Aegean Film Festival's Echoes

Curated by:
Aegean Film Festival

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

The international Aegean Film Festival is an annual summer meeting point for filmmakers, audiences and artists to celebrate the finest independent cinema and storytelling. Filmmakers present their work at the purpose built cinemas we set up next to the sandy coasts or at the cobbled streets of the Aegean islands. Award winning premieres, parallel events, seminars, workshops, art exhibitions and an environmental conference complete the unique experience the Aegean Film Festival has created over the past 15 years



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Inclusive co-creation: Fostering environmental equity in Smart Cities

The impact of grassroots environmental initiatives in engagement models

Curated by:
Nicole Vermez,
Panteion University

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

The research conducts a critical analysis of Smart City engagement models in terms of inclusiveness, highlighting the importance of environmental grassroots initiatives in preserving environmental justice and promoting social inclusion, using examples of co- co-creation processes from major smart cities.



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Exploring the Role of Crowdsourcing Platforms in Enhancing Citizen Participation

Curated by:
Aikaterini Katmada

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

This poster explores how digital crowdsourcing platforms can enhance citizen participation for sustainable, livable, and resilient cities. It reviews relevant literature to identify platform characteristics and participation motives, such as gamification and altruism, that drive user involvement. As part of an ongoing study, select examples demonstrate how these platforms enable co-creation between governments, businesses, and citizens.

Produced by Rosetta Life, supported by the Wellcome Trust for the Canopy, Climate Week, New York 2024.



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

From Ideas to Action: DestinE Platform Use Cases for a Sustainable Future

Curated by:

Eleni Karachaliou, Costas Bissas, Aikaterini Bakousi,
Anna Dosiou, Zoi – Eirini Tsifodimou,
Efstratios Stylianidis, Antonios Mouratidis, Eleni
Katragou, Antonio Romeo, Sofia Catracchia, Rob
Carrillo, Valeriya Fetisova

Venue: [ETERON Institute](#)

HEARTH SUMMIT
ATHENS

The DestinE initiative aims to create a digital twin of Earth. The DestinE Use Cases project is seeking use cases that demonstrate the benefits of using the DestinE platform. Examples include monitoring extreme weather, assessing urban climate risks, and supporting renewable energy policies. The project is also engaging the community to gather feedback and improve the DestinE infrastructure.



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Creative industries, creative tourism and sustainability perspectives: The case study of traditional pottery-making in Crete

Curated by:
Papadaki Eirini,
Arvanitaki Alexandra,
Apostolakis Alexandros

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

This study draws on the case study of pottery handcrafting in Crete, with origins tracing back to the Minoan civilization, as one of the ways to offer creative tourism experiences and at the same time abide by all sustainability pillars



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Promoting greening tourism in Greece: The role of the Cultural and Creative Industries

Curated by:
Eirini Papadaki,
Charis Avlonitou

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

The study “Digital Marketing of Cultural Organizations as a Driver for Enhancing Sustainability” advocates for a holistic approach that integrates cultural sustainability into urban development, ensuring that cultural organizations play a vital role in fostering sustainable communities.



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Empowering rural areas through entrepreneurship: The case of Rural Innovation program of Impact Hub Athens

Curated by:
Lida Tsene

Venue: ETERON Institute

HEARTH SUMMIT
ATHENS

This research presents the main results of a mixed methodological approach - quantitative with the collection of data from the beneficiaries of the program and qualitative with in-depth interviews with local entrepreneurs and other stakeholders - with the aim of investigating if sustainable entrepreneurship can enhance employability in the Greek region and attract new human resources and what is the role of the green transition in the development of the business ecosystem at the local and inter-local level.

In partnership with:
Impact Hub Athens



OUR HABITAT WELLBEING CITIES

Poster Exhibition

DATE | 31 OCT & 1 NOV TIME | 10.00 - 19.00

Sustainable Consumption in Greece: evolution, challenges and opportunities

Curated by:
Lida Tsene

Venue: ETERON Institute

HEARTH **SUMMIT**
ATHENS

This poster presents the main findings of a qualitative and quantitative research conducted in 2022 regarding the perceptions, trends and limitations of sustainable consumption in Greece. The research is part of the Ten Million Hands project and was supported by Impact Hub Athens and Helidoni Foundation.

In partnership with:
Impact Hub Athens, Ten Million Hands

Climate Horror Party

HEARTH SUMMIT
ATHENS

The Impact Hub Athens & The Aegean Film Festival co-present the **Climate Horror Party** on **November 1st at 21:00 at Impact Hub Athens**, for an evening that combines horror with environmental awareness! Join us for a unique experience where climate change becomes the backdrop for an event like no other. We'll have the chance to turn the fear, anxiety, and concern caused by the climate crisis—rising temperatures, floods, and new extreme weather events—into a process of exorcizing our fear. Bring your climate fears and dress as what climate crisis means to you. Let's laugh at the fear together and share our feelings to make it less terrifying!

Why Participate?

The Climate Horror Party is not just a night of fun. It's a creative way to bring urgent environmental and climate change discussions to the forefront. With humor, horror, and imagination, we'll explore the potential consequences of the climate crisis and inspire ways to act before it's too late.

Who Can Attend?

The Climate Horror Party is open to anyone interested in the environment, sustainability, art, and of course... horror!

Your creativity is crucial. Let your imagination run wild and help us make this event even more disruptive and conscious!

Don't miss the chance to experience the ultimate "climate horror" and be part of the change!

 **Date: November 1st | 21.00**

 **Location: Impact Hub Athens**

 **DJ Roubini Stagouraki!**

**CLIMATE
HORROR
PARTY**

**1st
NOV
21:00**

SPEAKERS
&
MODERATORS

Master of the ceremony



Julia Lopez Varela

CONSULTANT, STRATEGIC DESIGNER, AND PROJECT
MANAGER SPECIALIZING IN SOCIAL INNOVATION.

Impact Economy VS Wellbeing Economy

31 OCT, THURSDAY | 10.00-11.00

DEBATE



MODERATOR

**Natasa
Giamali**

JOURNALIST

SPEAKER
**Lorenzo
Fioramonti**

DIRECTOR OF THE INSTITUTE FOR
SUSTAINABILITY



SPEAKER
**Conchita
Galdon**

VICE-DEAN BUSINESS WITH PURPOSE @IE BUSINESS
SCHOOL-DIRECTOR IE CENTER FOR SOCIAL
INNOVATION & SUSTAINABILITY-PROFESSOR



Wellbeing Economy in the Urban Context

31 OCT, THURSDAY | 11.00-12.00

PANEL



MODERATOR

Kiara
Konti

PARTNER, EY GREECE SUSTAINABILITY SERVICES
LEADER



SPEAKER

Nikos
Chrysogelos

VICE MAYOR ENVIRONMENT ATHENS



SPEAKER

Vassilis
Papaefstathiou

CIVIL ENGINEER NTUA, MSC AT
PAPAEFSTATHIOU OFFICE, DEPUTY MAYOR
OF STRATEGIC PLANNING AND CLIMATE
NEUTRALITY MUNICIPALITY OF KALAMATA,
CO-FOUNDER OF EU-TOPOS FOR RAISING
PUBLIC AWARENESS ON GREEN AND
PUBLIC SPACES



SPEAKER

Maria
Vassilakou

URBANIST,
URBAN ADVISOR & CONSULTANT –
VIENNA SOLUTIONS

Nature-Based-Solutions & Technological Initiatives for sustainable cities

31 OCT, THURSDAY | 12.30-13.30

PARALLEL SESSIONS

How tech can protect and improve
air quality inside cities

Self measuring & tracking
individual, institutional &
corporate environmental impact



SPEAKER
**Chrysi
Laspidou**
PROFESSOR,
UNIVERSITY OF THESSALY
AND HEAD OF ONE PLANET



SPEAKER
**Argyrios
Balatsoukas**
RESEARCH ASSOCIATE,
UNIVERSITY OF THESSALY



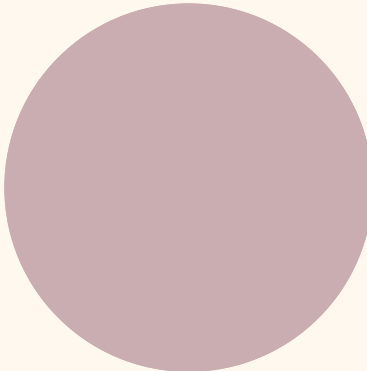
SPEAKER
**Giannis
Adamos**
ASS. PROFESSOR, ARISTOTLE
UNIVERSITY OF THESSALONIKI



SPEAKER
**Eleni
Petra**
HEAD OF INNOVATION UNIT FOR
WOMEN ATHENA RC



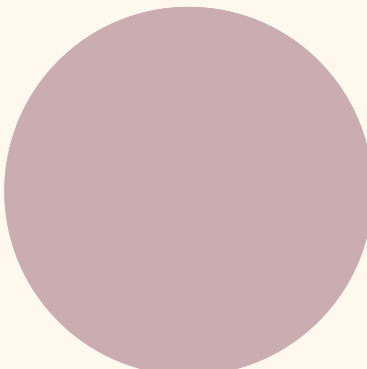
SPEAKER
**Georgia
Tseva**
RESEARCH ASSOCIATE,
UNIVERSITY OF
HESSALY-AMRN



SPEAKER
**Amaryllis
Zachariadou**
ASSOCIATE, UNIVERSITY OF
THESSALY-AMRN



SPEAKER
**Giorgos
Chatzinakos**
RESEARCH ASSOCIATE,
UNIVERSITY OF THESSALY-AMRN



SPEAKER
**Manos
Manousakas**
RESEARCHER, NCSR DEMOKRITOS,
ELECTRA LEMI, NCSR DEMOKRITOS



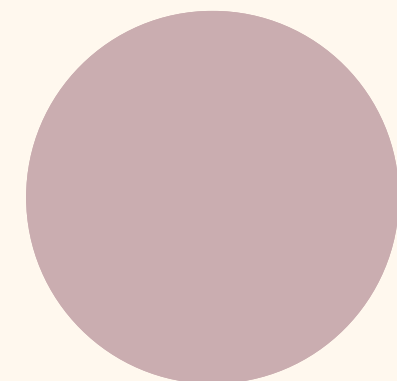
SPEAKER
**Philip
Bontare**
CREATIVE MANAGER, FILM & TV AT
UNIVERSAL MUSIC PUBLISHING
GROUP

Nature-Based-Solutions & Technological Initiatives for sustainable cities

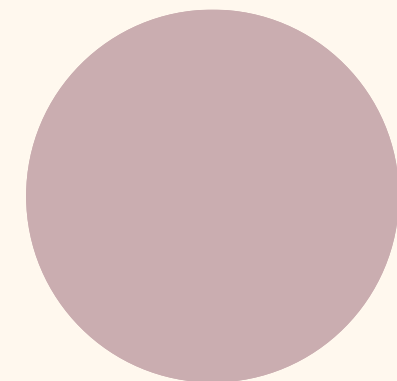
31 OCT, THURSDAY | 12.30-13.30

PARALLEL SESSIONS

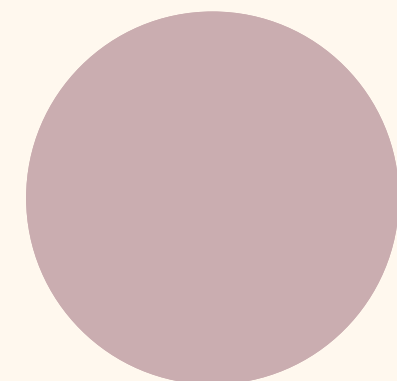
Climate Resilience Actions in overpopulated cities, the example of Aigaleo city



SPEAKER
Evangelia Bakogianni
ARCHITECT, SOCIAL SCIENTIST,
MUNICIPALITY OF EGALEO



SPEAKER
Evridiki Pavlidi
EDUCATOR, MENTAL HEALTH
COUNSELOR, MUNICIPALITY OF
EGALEO



SPEAKER
Mary Christopoulou
PSYCHOLOGIST, RESEARCHER,
MUNICIPALITY OF EGALEO

Technological solutions for community energy production



SPEAKER
Ioanna Angelaki
ELECTRA ENERGY COOPERATIVE



SPEAKER
Penny Kazaki
PROJECT MANAGER IN SUSTAINABLE
CITY NETWORK

The State of Tech in Music Supervision and Beyond: Are We All Music Supervisors?



SPEAKER
Clément Souchier
ENTREPRENEUR IN MUSIC & TECH |
FOUNDER, CEO OF BRIDGE.AUDIO /
CREAMINAL MUSIC SUPERVISION FRANCE



SPEAKER
Jonathan Fröberg
CREATIVE MANAGER, FILM & TV AT
UNIVERSAL MUSIC PUBLISHING
GROUP



SPEAKER
Marcel Alexander Wiebenga
MUSIC SUPERVISOR/ ENTREPRENEUR /
RINGO FOUNDER

Wellbeing Stakeholders: The role of business in the 21st century

31 OCT, THURSDAY | 15.00-16.00

PANEL



MODERATOR

Paolo Di
Cesare

CO-FOUNDER AT NATIVA, MEMBER OF THE
SCIENTIFIC COMMITTEE OF AIDAF & CO-FOUNDER
& MEMBER OF THE BOARD OF DIRECTORS OF
ASSOBENEFIT



SPEAKER

Olivier van
der Feltz

STRATEGY & INNOVATION
MANAGER AT SYMPOWER



SPEAKER

Sam
Sutaria

CEO AT WATERBEAR



SPEAKER

Athanassios
Koutsianas

IMPACT STRATEGY VP AT
SYMBEEOSIS



SPEAKER

Sonia
Malaspina

CORPORATE AFFAIRS,
COMMUNICATION AND
SUSTAINABILITY DIRECTOR,
DANONE ITALY & GREECE

The future music professionals talk

31 OCT, THURSDAY | 15.00-16.00

PANEL



MODERATOR

Alex
Maiolo

MUSICIAN , MUSIC JOURNALIST



SPEAKER

Jonathan
Fröberg

CREATIVE MANAGER, FILM & TV AT
UNIVERSAL MUSIC PUBLISHING
GROUP



SPEAKER

Misia
Furtak

CMUSIC DECLARES
EMERGENCY, MUSICIAN



SPEAKER

Magdalena
Szuba

PRODUCT MANAGER AT WARNER
MUSIC SEE | BERKLEE COLLEGE OF
MUSIC, MA

OUR HABITAT WELLBEING CITIES

What's next? Can we really change global warming?

31 OCT, THURSDAY | 16.30-17.00

KEYNOTE SPEECH

HEARTH SUMMIT
ATHENS



SPEAKER

Tori Tsui

CLIMATE JUSTICE ACTIVIST, ORGANISER, WRITER,
CONSULTANT & SPEAKER



Impact Hub Athens

Music creatives for change

31 OCT, THURSDAY | 17.00-17.45

PANEL



MODERATOR

Nis
Bogvad

ACT IN SYNCH -CO.FOUNDER,
DIRECTOR



SPEAKER

Becky
Young

EARTH PERCENT /HEAD OF
OPS & COMMUNITY



SPEAKER

Vickie
Amiralis

IN PLACE OF WAR /
EARTHSONIC, LABEL
DEVELOPMENT MANAGER



SPEAKER

Tori
Tsui

CLIMATE JUSTICE ACTIVIST,
ORGANISER, WRITER,
CONSULTANT & SPEAKER



SPEAKER

Misia
Furtak

MUSIC DECLARES
EMERGENCY, MUSICIAN

Storytelling for climate

31 OCT, THURSDAY | 17.45-18.30

DIALOGUE



SPEAKER

Rebekka
Karijord

COMPOSER, SOUND OF EARTH



SPEAKER

Tianna
Amore

FILMMAKER, PHOTOGRAPHER,
ACTIVIST



SPEAKER

Sam
Sutaria

CEO AT WATERBEAR

OUR HABITAT WELLBEING CITIES

New Generation Politicians

01 NOV, FRIDAY | 10.00-11.00

DEBATE

HEARTH SUMMIT
ATHENS



MODERATOR

Foteini
Kokkinaki

ENGAGEMENT MANAGER, JOURNALIST |
INSIDE STORY



SPEAKER

Periklis
Mantas

MEMBER OF PARLIAMENT, MESSINIA



SPEAKER

Ioannis
Sarakiotis

MEMBER OF PARLIAMENT,
FTHIOTIDA

OUR HABITAT WELLBEING CITIES

Decentralisation

01 NOV, FRIDAY | 11.00-11.30

SPOTLIGHT

HEARTH SUMMIT
ATHENS



MODERATOR

**Kostas
Papachlimintzos**

JOURNALIST [@PARAPOLITIKA](#)
[@ERTNEWS_OFFICIAL](#)



SPEAKER

**Dimitris
Ptochos**

GOVERNOR OF THE PELOPONNESE
REGION

Decentralisation

01 NOV, FRIDAY | 11.30-12.30

PANEL



SPEAKER

Sotiris
Tsoukarelis

FOUNDING MEMBER AND
RESPONSIBLE FOR SOCIAL
INNOVATION AT THE SOCIAL
COOPERATIVE ENTERPRISE 'TA
PSILA VOUNA'



SPEAKER

Sheila
Darmos

CO-FOUNDER AND DIRECTOR OF THE
SOUTHERN LIGHTS NON-PROFIT
ORGANISATION AND REGENERATIVE
FARMING GREECE INITIATIVE



MODERATOR

Dimitris
Kyriazis

CONTRIBUTING WRITER LIFO,
COMMUNICATIONS
PROFESSIONAL



SPEAKER

Nikos
Politis

SENIOR CONSTRUCTION
DEVELOPMENT DPT. MANAGER,
LEAD OF THE SUSTAINABILITY
TEAM | COFFEE ISLAND



SPEAKER

Savvas
Chionides

SECRETARY GENERAL FOR
DECENTRALIZATION



SPEAKER

Dimitrios
Kaliampakos

PROFESSOR AT THE SCHOOL
OF MINING AND
METALLURGICAL ENGINEERING
OF THE NATIONAL TECHNICAL
UNIVERSITY OF ATHENS

Equity in Cities: Housing 360°

01 NOV, FRIDAY | 14.30-16.00

PANEL



SPEAKER

Dimitris
Mpalampanidis

SOCIAL GEOGRAPHER-URBANIST,
HOUSING AND MIGRATION RESEARCHER



SPEAKER

Martha
Giannakopoulou

DIRECTOR IF-UNTITLED ARCHITECTS,
HOUSING & SHELTER EXPERT, AADIPL
IOM SHELTER & SETTLEMENTS & UIA
EXPERT



SPEAKER

Thomas
Maloutas

EMERITUS PROFESSOR | SOCIAL GEOGRAPHY
AND THEMATIC CHARTOGRAPHY



SPEAKER

Dimitra
Siatista

POSTDOCTORAL RESEARCHER,
HOUSING POLICY EXPERT

OUR HABITAT WELLBEING CITIES

Equity in Cities: Housing 360°

01 NOV, FRIDAY | 14.30-16.00

FIRECHAT

HEARTH SUMMIT
ATHENS



MODERATOR

**Christos
Papagiannis**

DIRECTOR, ETERON INSTITUTE



SPEAKER

Johan Mirtorp

CHAIRMAN OF THE "HOUSING POLICY
WORKING GROUP" AT THE
INTERNATIONAL UNION OF TENANTS
(IUT). GENERAL COUNSEL AT THE
SWEDISH UNION OF TENANTS/ EU.

Equity in Cities: Sustainable Tourism

01 NOV, FRIDAY | 14.30-16.00

PANEL



MODERATOR

Panagiotis
Kinanlis

SENIOR PROJECT SPECIALIST | EU &
PUBLIC SECTOR FUNDING, TOPOSOPHY



SPEAKER

Eleni
Andreadis

DIRECTOR OF SUSTAINABILITY
AND CSR AT SANI/IKOS GROUP



SPEAKER

Alexis
Galinos

EXECUTIVE DIRECTOR
ORGANIZATION EARTH, VICE
PRESIDENT ATHENS DEVELOPMENT
AGENCY & ATHENS- EPIDAVRUS
FESTIVAL



MODERATOR

Pantazis
Pastras

SENIOR RESEARCHER ANALYST,
TOPOSOPHY

Equity in Cities: Data/AI for Climate Resilience and Citizen participation

01 NOV, FRIDAY | 14.30-16.00

PANEL

SPEAKER



SPEAKER

Nancy
Alonistioti

PROFESSOR AT THE DEPARTMENT
INFORMATICS AND
TELECOMMUNICATIONS | UOA



SPEAKER

Vassilis
Mizaras

SENIOR PROJECT MANAGER CERTH



SPEAKER

Nektarios
Matsagkos

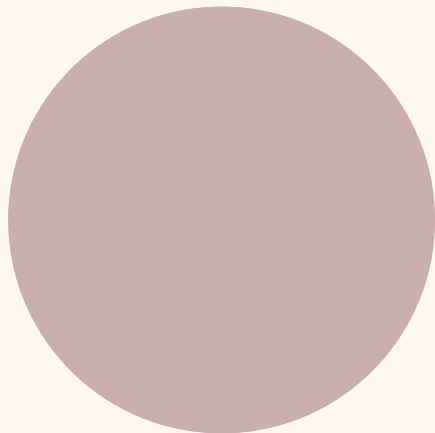
RESEARCHER AT THE NATIONAL
TECHNICAL UNIVERSITY OF ATHENS



SPEAKER

Grigoris
Konstantellos

MAYOR OF VARI,VOULA &
VOULIAGMENI



SPEAKER

MUNICIPALITY OF THESSALONIKI



SPEAKER

Elisseos
Sarmas

DIRECTOR OF RESEARCH AT THE
MUNICIPALITY OF ATHENS
COMPUTERIZATION COMPANY



MODERATOR

Dimitris
Elafropoulos

MEDIA RESEARCHER & DATA EDITOR - TO VIMA

Walkshops

DAY 2 | 01 NOV, FRIDAY 16:30 - 18:30

WHO IN THE END OWNS THE CITY?



HOST
Adam Markakis
CO-FOUNDER OF ASTYLAB AND
ASTYLAB VENTURES

THE GREEN CITY- (WHAT ABOUT) ATHENS?



HOST
Andrea Bonetti
PHOTOGRAPHER

THE PUBLIC SPACE AND US: WHAT HAS HAPPEND TO THIS RELATIONSHIP?



HOST
Katerina Lomvardea
EDITOR-IN-CHIEF INSIDE STORY

THE JUNCTION BETWEEN RURAL AND URBAN



HOST
Marios Desyllas
FOUNDING MEMBER OF DIO - ORGANIC
PRODUCTS CERTIFICATION
ORGANISATION

OUR HABITAT WELLBEING CITIES

Closing Plenary

01 NOV, FRIDAY | 18.30-19.00

KEYNOTE SPEECH

HEARTH SUMMIT
ATHENS



SPEAKER

Pedro Tarak

GLOBAL BRIDGE BUILDERS AT SISTEMA B INTERNATIONAL,
CO-FOUNDER OF SISTEMA B AND FORMER PRESIDENT OF
SISTEMA B INTERNATIONAL.
BOARD MEMBER OF THE WELLBEING ECONOMY ALLIANCE.
CO FOUNDER OF REGIONAL IMPACT TRADE ALLIANCE

OUR HABITAT WELLBEING CITIES

VIP Dinner

31 OCT, THURSDAY | 20.00

INVITATIONS ONLY



KEYNOTE SPEAKER

Christos Tarantilis

PARTNER, HEAD OF THE GOVERNMENT & PUBLIC
SECTOR FOR EY GREECE, FORMER DEPUTY MINISTER
TO THE PRIME MINISTER & GOVERNMENT
SPOKESPERSON



PERFORMER

Tilemachos Moussas

MUSICIAN, MUSICAL INTERVALS



PERFORMER

Fiori Metallinou

NATIONAL OBSERVATORY OF ATHENS/
SCIENCE COMMUNICATION OFFICER AT
THE VISITOR CENTER/ VOCALIST
"MUSICAL INTERVALS"

HEARTH SUMMIT
ATHENS

VENUES

Venues

HEARTH SUMMIT
ATHENS

Impact Hub Athens, the main venue of the Hearth Summit Athens.

We are thrilled to host you at [Impact Hub Athens](#), a vibrant and innovative space located in the heart of the city. Designed to inspire creativity and collaboration, the venue offers flexible workspaces, event areas, and meeting rooms equipped with modern amenities, ideal for a variety of events—from workshops to large conferences.

For a closer look, click [here](#) to take a digital walk-through and explore the unique atmosphere of Impact Hub Athens.

Eteron, the space of research ideas & a mass drop of art

[Eteron](#), our co-creator for the Hearth Summit is a non-profit organization that generates knowledge, empowers citizens, and promotes collaborations. In their premises ([link](#)), the poster sessions & the piece of art will be hosted.

Cine Paris, the official screening space

[Cine Paris](#), established in 1920 by a Greek hairdresser and is a symbol of Athenian life, has reopened under the careful curation of Cinobo, to bring the greatest stories from around the world to life on its uniquely enchanting screen. The Cinema will host the screening of the "Songs of Earth" movie!

Download Metro Map [Here](#)



A HUGE THANKS TO

CO-CREATORS



HEARTH SUMMIT ATHENS

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HEARTH SUMMIT
ATHENS



AUSPICES



SUSTAINABILITY PARTNERS



COMMUNITY PARTNERS

HEARTH SUMMIT
ATHENS



COMMUNITY PARTNERS

HEARTH SUMMIT
ATHENS



At Astylab, we believe that through the generation of ideas, talent, and collaborations, we can assist in the analysis, design, and implementation of solutions for the cities we need and desire.

Our ambition is to create sustainable urban solutions through the intersection of ideas: both within our own activities and by fostering an urban innovation ecosystem where connections are made between businesses, public institutions, academia, and citizens.



To attract young entrepreneurs of all ages, with enthusiasm, hard work and a passion for innovation. To give them all the knowledge we have so that they can operate properly. To connect them with the right people, businesses and institutions to make their entrepreneurial dream a reality.



At Astylab, we believe that through the generation of ideas, talent, and collaborations, we can assist in the analysis, design, and implementation of solutions for the cities we need and desire.

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Bizrupt is a non-profit organization founded in 2017, based in Crete. Its vision is to create a strong ecosystem of innovation and entrepreneurship in the Greek region, with the aim of continuous and sustainable development for a better future.

The team of Bizrupt designs and implements actions in areas far from the country's largest urban centers, with limited access to programs / trainings and support for new ideas.



To attract young entrepreneurs of all ages, with enthusiasm, hard work and a passion for innovation. To give them all the knowledge we have so that they can operate properly. To connect them with the right people, businesses and institutions to make their entrepreneurial dream a reality.



The Aegean Film Festival has the mission to explore, discover, and promote films, ideas, and stories that further our kindness and tolerance, our understanding and sensitivity towards each other, and the environments that surround us.



The High Mountains is a Social Cooperative Enterprise works to establish the terms and conditions for a worthliving life in the thriving mountain communities of our future. Focused on real human needs, we aim for a balanced and integrated development with respect to the natural and cultural heritage.



The Peloponnese and Ionian Islands Development Company (ET.A.P. Peloponnese & Ionian Islands) was founded in 1998 at the initiative of the Chamber of Commerce of Messinia, with the purpose of supporting entrepreneurship in Messinia and fostering outward-looking business activities through the networking of businesses in the Peloponnese and Western Greece, and the provision of specialized services.



We promote the social economy through social innovation, providing accessible services to those who wish to develop sustainable solutions for entrepreneurship and local development.

GENERAL
INFORMATION
ABOUT
ATHENS

General Information about Athens

- Transportation from the airport
- Tips for your stay in Athens
- Scrolling Around
- Food & Drinks
- Hospitality

Transport from the airport

- Metro & Overground: Monastiraki station: Blue & Green Line
- Bus: X95
- Taxi (approx. 40€)

Taxi Apps:

- FREENOW
- Uber

PGA Athens Taxi Services, a family licensed taxi company
George/Apostolis Panagoulis,
Email: georpana@gmail.com,
Mobile: +306989468424 (WhatsApp)

Tips For Your Stay In Athens

Weather

- > October is a transition month in Athens, with mild to warm temperatures. During the day, temperatures typically range between 18°C to 25°C. Evenings can get cooler when temperatures drop to around 13°C to 18°C.

Currency & payments

- > The most common way for doing your purchases, is via a credit/debit card/ smartphones. Cash is needed in places, especially the most remote or Flea markets which are unlikely to receive cards as a payment method.

Clothes & Outfits

- > Dressing in layers is ideal for Athens in October, as temperatures can vary throughout the day. Comfortable shoes are recommended for walking around the city. Additionally, packing an umbrella or rain jacket for occasional showers is a good idea.

Plug Converter

- > Greece has the typical European sockets. For Greece there is an associated plug Type C. Greece operates on a 230V supply voltage and 50Hz.

Stroll around Recommendations

Below, you will find some suggestions for museums, archaeological sites, parks and gardens, as well as city walks. These recommendations offer a great way to explore and enjoy the area's rich history and natural beauty.



- [Acropolis](#)
- [EMST](#)
- [National Gallery](#)



- [Zappeio](#)
- [Pedion Areos](#)



- [Acropolis](#)
- [Ancient Agora](#)



- [Dionisiou Aeropagitou](#) pedestrian street (at the foothills of Acropolis)
- Walk down Ermou pedestrian street
- Promenade walk at [Floisvo](#)



Food & Drinks Recommendations



COFFEE PLACES

- [Anana](#)
- [Dope Roasting Co](#)
- [Myller Coffee Shop](#)
- [Minu](#)
- [Holy Llama \(V\)](#)



BARS

- [Handlebar](#)
- [Barrett Athens](#)
- [Juan Rodriguez Bar](#)
- [Paper Tiger](#)
- [Wine is Fine](#)
- [Lulu Athens](#)
- [Tigre Athens](#)
- [Latraac](#)
- [Macondo Project](#)
- [Feelin' Good](#)
- [Bel Ray](#)

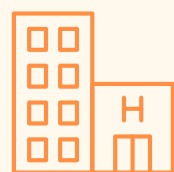


RESTAURANTS

- [Nikitas](#)
- [Feirouz \(V\)](#)
- [Ergon House](#)
- [Crust Pizza](#)
- [To lokali](#)
- [Nudie Foodie \(GF\)](#)

HOSPITALITY

HOTEL RECCOMENDATIONS & DISCOUNTS



We want your stay to reflect the same care and comfort you'll experience at Impact Hub Athens. That's why We've curated a list of accommodation options near Impact Hub Athens for your convenience. You can view the full list [here](#).

Discount promo codes

For the following hotels, you can enjoy a 10% discount by using the code CORPBROWN when booking directly through the Brown Hotels website:

- Brown Acropol, Athens: [Book here](#) - Code: CORPBROWN
- Brown Kubic, Athens: [Book here](#) - Code: CORPBROWN
- Dave Red, Son of Brown, Athens: [Book here](#) - Code: CORPBROWN

Additionally, for the dates of October 25 to November 5, you can book at the [OKUPA](#) using the promo code HEARTH2024 at this [link](#) to receive a 10% discount.

These links ensure the codes are applied automatically, unlocking availability for the summit dates.

HEARTH SUMMIT ATHENS



Thank you!

FROM THE IMPACT HUB ATHENS TEAM

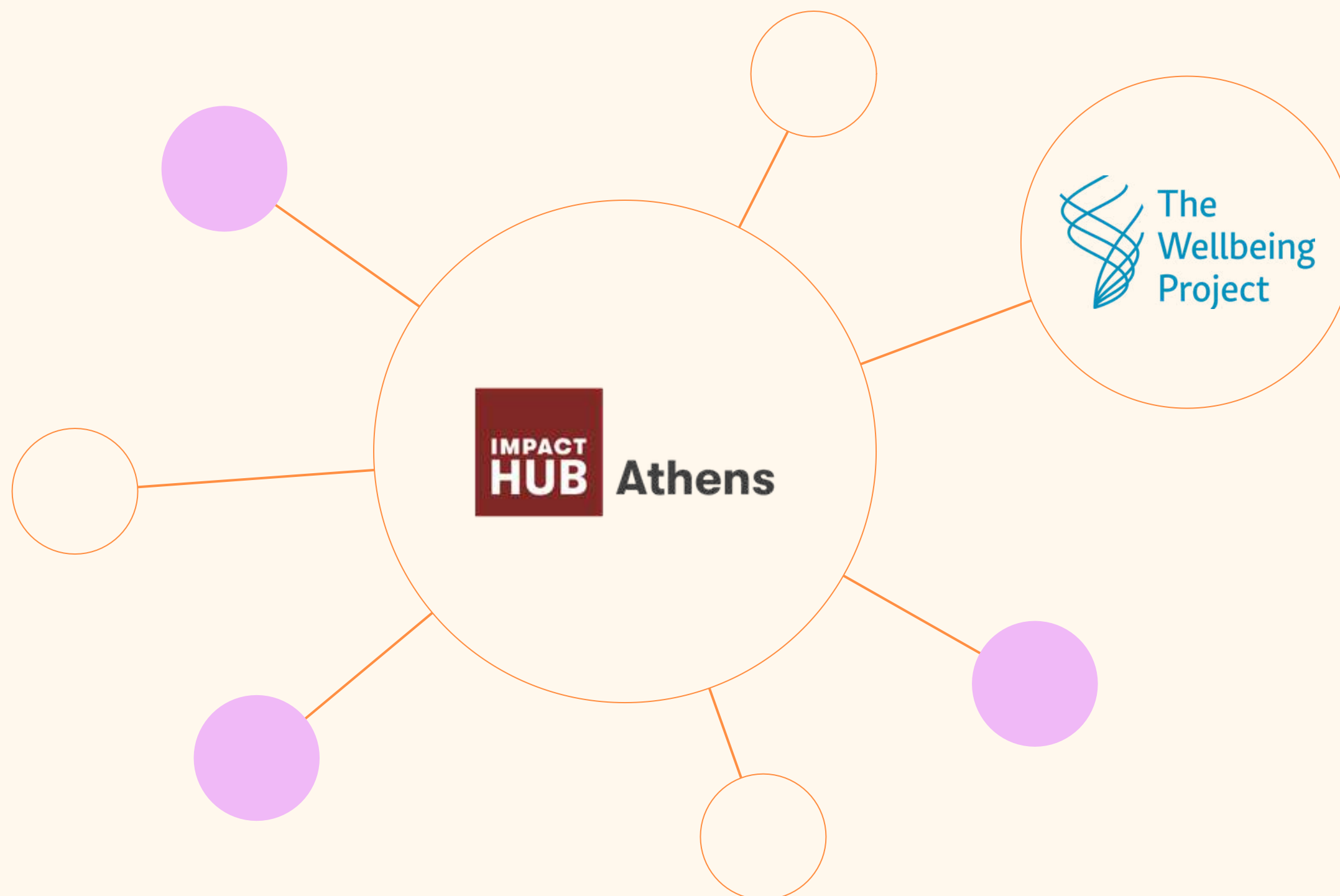
Impact Hub Athens Team
athens.hosts@impacthub.net
wellbeing.cities@impacthub.net

KARAIKAKI 28, 10554, ATHENS | +302103210146

Hearth Summit in Athens

Impact Hub Athens has been at the forefront of systemic change in Greece for the past 12 years, fostering social and environmental innovation and entrepreneurship through impactful programs and activities.

As a cornerstone of the Athenian ecosystem and a driving force of the innovation and startup communities across Greece, directly connected with 126 Impact Hubs around the world, we are dedicated to driving sustainable transitions and catalyzing meaningful change both locally and globally.



Hearth Summit in Athens

FOR THE FIRST TIME...



For the first time a Southern European country is hosting an event of this kind, expected to travel to 25 other countries worldwide.



For the first time, experts from different fields will explore ways to transform Greek cities into Wellbeing cities.



For the first time, 120 participants from all over Europe will gather to discuss Greece's prospects.



For the first time, we hope to gather significant insights compiled into a report, to be forwarded to the Greek participants at COP29 in Baku.

STRUCTURE

The programme will include keynote speakers, workshops, debates, panels, poster sessions, co-creation activities, and artistic elements, with satellite events.

ANNUAL EVENT

Our goal is not to have just another conference. Instead, we want to create an annual event that will take place in a different Greek city every year. An annual event that will travel, grow stronger, move forward, and leave its unique imprint each time. So that discussions spread, interaction is enhanced, and networking increases for sustainable and resilient cities across Greece.

Core Themes

Equity in Cities

- > Addressing issues of poverty, employment, and housing to ensure equal access to the necessary resources for their life.

Sustainable Consumption

- > Promoting conscious consumerism and responsible consumption practices from food to mobility to entertainment.

Climate Justice

- > Advocating for fair and equitable policies that address the disproportionate impacts of climate change on vulnerable communities.

Decentralization & Repopulation

- > Enabling cities in the periphery to thrive independently and drive their own growth and development.

Sustainable Tourism

- > Balancing tourism with the preservation of cities' unique identity, nature and culture, while prioritizing the wellbeing of local residents and its alarming interconnection with climate change.

Core Experience Elements



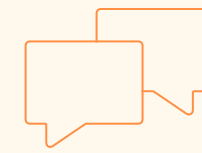
POSTER SESSION

Researchers and startups present their unique tech or soft solutions and theoretical frameworks for nature-based practices in the urban context.



MULTIMODAL WORKSHOPS & AGORA

Engage in hands-on sessions and formats, designed to inspire and equip participants with practical solutions for sustainable living and ecological belonging.



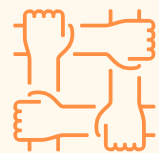
PANEL DISCUSSIONS & DEBATES

Hear from leading experts and thought leaders as they discuss critical issues and innovative strategies to adopt wellbeing as a goal for decision makers and influencers of the city life.



KEYNOTE SPEECHES & FIRESIDE SESSIONS

Gain insights from influential speakers who are shaping the future of urban sustainability.



CO-CREATIVE ACTIVITIES

Collaborate with a diverse group of stakeholders to connect on a personal and cognitive level, develop actionable plans and forge new partnerships.



ARTISTIC ENRICHMENT

Emerge into difficult conversations with the guidance of contemporary artists and embrace the topic from a sentimental perspective through performances and art installations.



DECOMPRESSION ZONE

Spaces that participants can learn about the healing effects of nature and take time for themselves by reading or relaxing.

Satellite Events

1

CLIMATE TOURS

A Climate tour visiting 5 climate pioneers in Athens (organizations, companies, social enterprises, research institutes, other).

2

POSTER SESSION

Research & cutting edge nature based tech solutions presented by prominent research centers and teams of Greece, presenting how to best to protect people, development, infrastructure, and natural ecosystems from sea-level rise, flooding, and land loss.

3

ARTISTIC EXPLORATION

Art allows us to approach the topics at hands through an emotional aspect, opening up possibilities, exploring different visions, releasing tensions and facilitating difficult discussions. Cinema & short movies, installations, music, a pop up recording studio will be enriching the programme of the Summit.



OUR HABITAT WELLBEING CITIES

Participants & Audiences

We want to extend an invitation to approximately **120 people** who are committed to transforming our economy and society, to build connections, exchange views, and develop synergies.

We are curating an exclusive gathering of key stakeholders, including:



Participants & Audiences



DEPUTY MINISTERS & SECRETARIES GENERAL

of the relevant Ministries, Regional Governors and Mayors, as well as executives of the relevant organisations and services, related to infrastructure, innovation, and the environment.



BUSINESS EXECUTIVES

in key positions (product research & development, sales, CSR & ESG, marketing, finance & corporate funding), entrepreneurs and representatives of the Greek industry, Chambers of commerce and business associations from key sectors such as energy, tourism, technology, construction, food (production, processing, packaging, distribution), trade, and the banking sector.



RESEARCHERS, STARTUPS, & PROFESSIONALS

in the fields of circularity, data analytics, design, citizen empowerment, artificial intelligence, and nature-based solutions (biomimicry).



CIVIL SOCIETY ORGANISATION REPRESENTATIVES

with a particular focus on equal participation, environmental restoration and regeneration, placemaking, and philanthropic institutions.



ARTISTS & CREATIVE INDUSTRY REPRESENTATIVES

from the performative, music, cinema and audiovisual disciplines, curators and managers, who have as a central place in their work nature protection, climate justice, responsible and active citizenship in regards to their footprint and impact.

Sustainability Report

The Wellbeing Summit sustainability framework will be achieved by implementing an integral sustainability action plan specially developed for conferences & cultural events. Sustainability will be embedded into the core of our strategy, developing a sustainability report with transportations, suppliers, etc. The report will include a detailed sustainability footprint audit (including carbon, circularity, and social footprints).



OUR HABITAT WELLBEING CITIES

Diversity, Equality & Inclusion

Creation of a Summit where every participant feels valued, supported and inspired to achieve both individual and common goals. DEI commitment from the conception to the delivery of the event:



Curation of the
attendee list



Physical accessibility at venues
and accommodations



Range of ticket prices, flight,
hotel and ticket sponsorships



Feedback surveys
after the event



Selection of speakers
and artists from diverse
backgrounds, experiences
and viewpoints

HEARTH SUMMIT
ATHENS



Content Partner

- > €2,000 sponsorship
- > participation and support of the content delivery of the Summit

Company Brand Visibility

PRE-SUMMIT MARKETING

- > Logo on Summit website
- > Mention in Press Releases and related articles, as partner for the Summit
- > Social Media Spotlight (2 direct mentions)
- > Logo placement on packshot on the film produced
- > co-curated organic media content in collaboration with our media sponsors

ON-SITE MARKETING

- > Logo on Summit Marketing materials
- > On-site recognition in plenary sessions
- > Logo on signage in registration tent

VIP Hospitality

- > Access to VIP dinner (31/10), premium seating at keynote sessions or performances

Conference Access Experience

- > 4 complimentary tickets

*The precise details will be confirmed once all flight arrangements are complete



Hospitality Sponsor

accommodation for our participants, VIP guests and speakers

- Discount rates for the accommodation of 50 people, total 150 nights
- Hosting for 15 VIP guests & speakers, total 30 nights*

Company Brand Visibility

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