

HEARTH SUMMIT ATHENS



Output - Wellbeing Cities

SUMMARY



243 thought leaders from the creative, retail, agriculture, energy, construction, tourism industries, startups and social enterprises, investors, communications & media, research and academia, policy makers and citizens came together with a line up of **81 outstanding speakers** from Europe, the USA and Greece, who similarly covered an immense diversity of sectors and ages, to discuss about **the ways to make life in the cities and the villages in Greece better.**

From **debating around wellbeing and impact economy** to deep diving in pivoting topics, such as **access to housing, sustainable tourism, water circularity for irrigation, biodiversity restoration** in the urban context, **community energy, decentralization incentives** and more, we explored aspects of the contemporary cities and villages of wellbeing **in the climate crisis era**, along with **the role of industries and societal stakeholders in this transition.**



CONCRETE NEXT STEPS

We invite all those interested in advancing climate action and wellbeing in Greece to join us in the following initiatives:

- 1. Creation of the WeAll Hub:** A **think tank** focused on **economic innovation**, the **Wellbeing Economy**, and its translation into everyday actions, policies, practices, and products in Greek cities and villages.
- 2. Pathway for B Corp Certification in Greece:** the process to **certify** the **first companies** operating in Greece as **B Corps**. With the support of renowned and prime players in the B corp and purpose economy globally, we are bringing together a consortium of peers to transition together towards a more regenerative model.
- 3. Formation of the Regional Impact Trade Alliance (RITA):** exploration of the **first Regional Impact Trade Alliance**, within the concept of RITA, in order to create geographical regions that are characterized by stakeholder agreements & partnerships around common impact goals (principles, metrics, complementary actions, canalization of resources), that become an integral part of their identity for local, national and international commercial agreements. We will be **opening discussions in Peloponnese & South Aegean** to start with, but we are open to explore more schemes.
- 4. Enhancing citizens participation:** create **conditions** and **frameworks** for **citizen participation** in the ideation and execution phases of sustainable initiatives. Encourage involvement at every stage—proposal writing, action planning, implementation, and evaluation—to ensure active engagement and community adoption of proposed solutions. Join us in **Athens and Kozani** in **2025** to co-create **circularity interventions** focused on **water** and **waste**, as well as urban acupuncture projects to **revitalize, repurpose** and **reown** public spaces. More collaborative activities with cities dedicated to advancing citizen wellbeing will follow.

CONCRETE NEXT STEPS (cont'd)

5. **Enhancing Carbon Farming Initiatives:** This project promotes **reforestation for CO2 uptake, soil restoration, freshwater production, and biodiversity conservation**. It incorporates the WEF Nexus Methodology to design systemic solutions that balance water, energy, food, and environmental needs, supporting both sustainable tourism and Carbon Farming practices. We invite organisations from across sectors to collaborate, capture learnings, disseminate and **expand regeneration practices to diversify income sources and strengthen agricultural resilience** across Greece.
6. **Development of a Collaborative Social and Sustainability Innovation Fund:** This fund will support **new social and environmental initiatives** by pulling resources and expertise from various funding schemes. It aims to **identify, fund, and scale impactful projects** that tackle urgent social and environmental challenges.
7. **Fostering Sustainable Entrepreneurship in Greece:** Impact Hub Athens, with a dedicated focus on Rural Innovation since 2022, aims to support **family-owned businesses** and **emerging entrepreneurs** in adopting **sustainable and regeneration practices**, fostering **entrepreneurial ecosystems** for sustainability and well-being in Greece's peripheral regions. With initiatives such as the Messinian Business Routes, Arcadia's Design Camp, Plastic Upcycling Lab and Agrotourism in Santorini and other actions across **7 Greek regions**, we are **co-creating solutions, run skill-building programs, curate connections** in Greece and abroad, **bridging resource gaps** to minimize rural- urban disparities and empower local entrepreneurs. We invite public and private partners to collaborate with us in order to **maintain qualitative life in the regions outside the big urban centers**—join us and local stakeholders in the smaller cities and villages across the country, while we continue empowering the next generation of entrepreneurs, **fostering conversations, programmes and partnerships** in order to make **decentralization a viable choice** and deliver regional growth and positive environmental impact across Greece.

CONCRETE NEXT STEPS (cont'd)

8. **Marine Ecosystem Restoration:** Join us in **restoring marine ecosystems** by reducing plastic, adapting nature-based solutions, invasive species control, and pollution reduction. We support **fisher-guardians and citizen entrepreneurs** and promote ocean literacy through the Blue School Network, contributing to the EU's sustainable blue economy goals ([Pharos](#), [Remedies](#)).
9. **Fostering a Sustainable Tourism Ecosystem:** We are driving innovation and developing **long-term partnerships** within the tourism sector by uniting stakeholders from **hospitality, energy, transportation**, and more. This program will be shaped by market insights, stakeholder input, and entrepreneurial activities, with a focus on **creating an environmentally and socially sustainable tourism model**.
10. **Creating an Ecosystem for Equal Access to Energy:** We aim to build an inclusive ecosystem that ensures equal access to **affordable, clean, and reliable energy**. By supporting **decentralized energy systems** and **community-owned renewable projects**, we will address energy inequality, promote energy literacy, and empower marginalized communities. Through collaboration across sectors, we will drive a fair and sustainable energy transition for all.
11. **Promoting the Social Dimension in Housing:** Social housing should be recognized as an **activity of general interest**, supported by the establishment of non-profit housing providers. These could include **municipal or community housing** companies, housing cooperatives, and associations. Such providers would form the foundation for creating a **Social Rental Housing Sector**, improving access to affordable housing for vulnerable groups. One example could be the creation of "**Special Social Housing Organizations**" owned by municipalities. These organizations would aim to **utilize public building stock** and establish a **stable supply of housing** for rent under social criteria, (particularly in smaller towns or in larger cities where there is an abundance of office space and other underused facilities), always tailored to the financial capabilities of households.

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Thank you!

Yours, **IMPACT HUB** Athens