



## **SMITour Workshop | 05 March, 2025**

### **Challenges and opportunities of Industrial Tourism in Greece**

**Venue: Impact Hub / Karaiskaki 28, Athens**

- **09.00** Registration of participants
- **09.30** Opening of the meeting – Project coordinators
  - **“The SMITour project - setting the scene of Industrial Tourism in the Mediterranean”**  
Paolo Guarnieri - Project Manager, Municipality of Prato
  - **“SMITour in Greece: Preliminary Results from analysis stage”**  
Dimitris Manoukas - Hellenic Clothing Industry Association
- **10.00** Keynote speeches
  - **“Sustainable Tourism as a field of multi-governmental discussion: the case of the Urban Agenda Thematic Partnership”**  
Nadia Siokou - Architect Engineer, Sustainable Tourism Thematic Partnership Officer, Urban Agenda for the EU
  - **“Lavrion Technological Cultural Park and the EU project Creative Europe-RESTART”**  
Olga Seni - Architect Eng. MSc, Cultural Affair Manager & Project consultant (LTCP)
  - **“The Greek industrial Heritage in the 21st century. Navigating Contemporary Issues”**  
Dr. Dora Chatzi Rodopoulou - Adjunct Lecturer, School of Architecture, Aristotle University of Thessaloniki, Vice-President of the Greek Section of TICCIH
- **11.00** Dialogue Tables
  - **1. Group of SMEs: Developing a Tourism Strategy**  
(tool: PROBLEM-SOLUTION TREE)
    - How can SMEs participate in industrial tourism initiatives?
  - **2. Existing Industrial Spaces and Museums: Redefining Products with SMART Technologies** (tool: CREATIVE BUSINESS CANVAS)
    - How can technology improve the visitor experience?
  - **3. Consortium partners: SMART tools & Policymaking brainstorming**  
(tool: MOODBOARD)
    - How can policymakers support SMART tools integration and audience development?
- **13.30** Presentation of preliminary results - Moderators of Dialogue Tables.
- **13.45** Lunch - End of Meeting

