



ΟΙ ΔΡΟΜΟΙ ΤΗΣ ΓΝΩΣΗΣ

«Academy of Plato, Paths to Knowledge»

The Academy of Plato: pathways to knowledge

The Athens of Plato and Aristotle. Places steeped in history, and individuals of world renown who have left their mark on **science and culture** – not merely parts of our shared historical memory, but places and persons who have shared in laying the foundations of European and global civilization, and who are identified with the enduring values of education, democracy, the cultivation of personality and participation in public life. Places and persons from history – but with the power to refresh and revive the aspirations and ambitions of the society of the present day.

The vision for Athens, which we share with the city's mayor, Mr. Giorgos Kaminis, is based on a comprehensive plan to restore the cohesion of the city, regenerating its individual neighbourhoods, encouraging the active involvement of its citizens and highlighting its cultural heritage as an instrument of personal development and knowledge.

It is against this background that I propose a plan featuring a whole range of interventions, in the fields of education and culture – and specifically in the development of the area of the Academy of Plato. The idea is to create itineraries which will bring history and tradition together, in innovative ways, with the modern world, and with contemporary society.

Most of the interventions focus on infrastructure, and it is of particular importance that the Ministry of Culture has announced a programme of expansion in this area. However, in this particular project the emphasis is laid on developing human activities, on raising awareness and encouraging the participation of the educational community and of ordinary people in programmes of education and social networking designed to raise the profile of the area by drawing on its long and distinguished history.

The underlying purpose of this project is to create links between the present day and the spirit and significance of the Academy of Plato as a place of **research and learning**, a place where not only philosophers, orators and politicians, but also ordinary members of the public, came together to learn, to debate, to reason and to explore new ideas. The intention is to make this a place for **discussion of the problems of our own age**, a place dedicated not only to knowledge and political thought, but also to the **development of the personality and the encouragement of active citizenship**.

At the same time the project also seeks to highlight local history and its importance to the present day, while showcasing the archaeological site and laying out specially planned itineraries or ‘trails’ dedicated to the approach to knowledge and the cultivation of contemporary citizenship.

The Athens of Plato and Aristotle, of the Academy and the Lyceum – this is a city which seeks to combine thought and action, theory and practice.

The specific objectives of the project involve:

highlighting the history of Athens and forging links between that history and the life of the contemporary city

making the archaeological site accessible and intelligible to the public, and particularly to the residents of the immediate vicinity

promoting the value of the humanities and emphasizing their importance in our national development

demonstrating the power of the past in creating our future

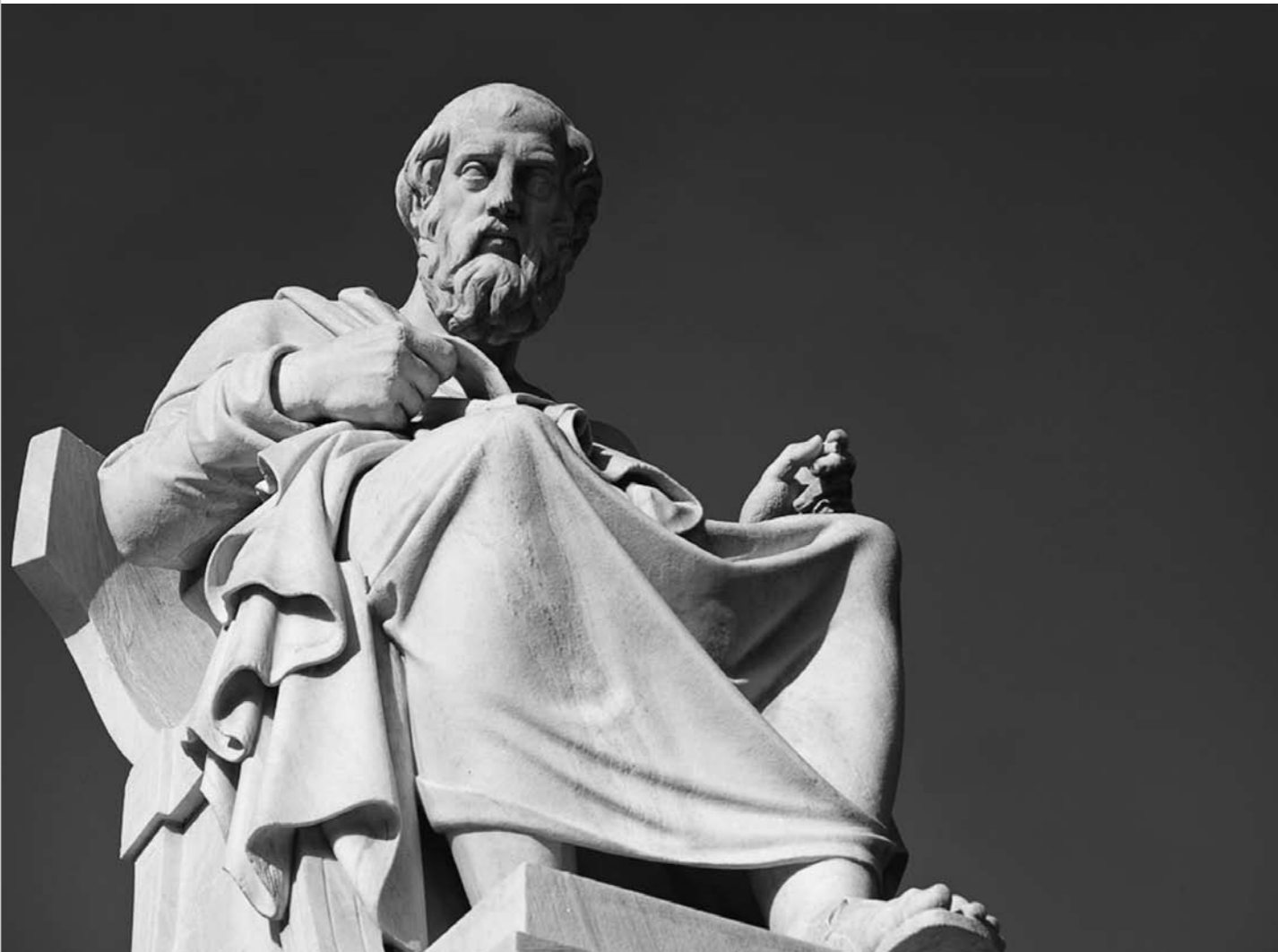
The project will seek:

- To familiarize schoolchildren and adults with the discipline of philosophy – as a means of developing their ability to think critically, of cultivating the personality and of playing an active part in social and cultural life.
- To promote philosophy and philosophical debate as a means of clarifying significant issues facing the contemporary world.
- To provide further education for graduates of our philosophical schools, and life-long learning for adult citizens, in the area of the humanities, with particular emphasis on ethics, political philosophy, the philosophy of art and science, the social sciences, law, history and language.
- To assist in the development of joint actions, exchanges and collaborations between Greek and foreign educational institutions (the classical schools operating in many European countries, schools in America and Australia).
- To exploit alternative methods of learning based on academic and educational programmes in the arts and involving the active participation of the student,
- To develop the location as an exciting arena for new activities by the city’s academic and business communities.

It is my ambition to see this project heralding a new role for Athens, and particularly the area of the Academy of Plato, as a place of global importance and influence, where the cultural heritage interacts creatively with the contemporary urban environment, fostering productive activity and growth which are compatible with the spirit and historical identity of the place.

The Minister
for Education, Lifelong Learning and Religious Affairs

Anna Diamantopoulou



PRESENTATION OF THE PROJECT

A. The underlying philosophy

The **Academy of Plato** is one of the oldest quarters of the city of Athens, heir to a glorious past. It takes its name from the first settler here, the hero Akadimos (or Ekadimos), but is best known for the philosophical school founded in the vicinity by Plato in 387 BC, which continued its work of teaching and philosophical inquiry until it was finally closed down by the Emperor Justinian in 529 AD.

The **Academy** was the intellectual heart of ancient Athens, and laid the foundations for the philosophical thought that underpins our civilization today. It was a place where men pursued studies in every discipline, a centre for political inquiry and debate.

Plato made a contribution to philosophy so vital that his influence is still felt today. His philosophical thought explored the nature of reality itself, while not ignoring the more practical problems of his own time and the public affairs of the city of Athens.

ΜΕΓΙΣΤΗ ΝΟΣΟΣ ΑΜΑΘΕΙΑ

ΠΛΑΤΩΝ

THE GREATEST OF ALL DISEASES IS IGNORANCE
PLATO

B. Research, knowledge, development and innovation – a programme focused on the Academy of Plato

The project is a joint initiative by a number of institutions and agencies: the National and Kapodistrian University of Athens, the Onassis Cultural Centre of the Alexander S. Onassis Foundation - a not-for-profit civil association, the Foundation of the Hellenic World and the Institute for Youth of the General Secretariat for Youth.

Central thematic areas:

Implementation of the programme will be structured within two parallel and complementary thematic areas:

1. First thematic area:

Academy of Plato: Development of knowledge and innovative ideas

2. Second thematic area:

Academy of Plato: The citizen and society

1ST THEMATIC AREA

Academy of Plato: development of knowledge and innovative ideas

This thematic area will embrace a whole range of educational programmes and actions designed to suit all levels of education and including the following units:

Unit 1: Educational programmes and workshops for primary and secondary schools, using the project method and experience-based learning

This unit consists of a set of educational actions relating to and inspired by the Academy of Plato. The idea behind the actions to be developed at the primary and secondary school level is to familiarize children with the legacy of values associated with the Academy of ancient Athens – not viewing these values purely from the perspective of the study of ethics, or solely in the context of Platonic philosophy itself, but much more broadly in their later evolution and in their subsequent historical applications. The concepts to be drawn out and emphasized are those

- of dialogue.
- of the principle of equality among all those participating in that dialogue, regardless of race, social status or background.
- of the importance of participation in the construction of personal identity.
- of the management of disagreement.
- of the use of a method of inquiry based on rational, critical thinking.

The various programmes will be designed for young people in the final classes of primary school, junior high and high school. They will address the needs and interests of these three age groups and their teachers, but also the local community and the various institutions associated with the educational community.

The programmes will be constructed around four axes, all designed to lead to the underlying objective and all to be seen as both instrumental and as embodying their own distinct values as parallel aspirations to the main objective. These axes are as follows:

- Learning through direct experience.
- Interaction between the school and the community.
- The conducting of research.
- Team work.
- An emphasis on the concept of public value in its tangible and intangible dimensions, as public space and as public sphere.

Unit 2: Creation of digital educational material and interactive software for children and teachers in primary and secondary education

This unit is a highly significant element of the programme and makes use of carefully checked and reliable learning materials:

- In different styles (text, multimedia, broadcast).
- At different levels of understanding (primary, junior high, high school, Greek general public, tourists).
- Targeted at different audiences (educational, encyclopaedia, local awareness-raising, direct experience learning, etc.).
- Using different levels of interactivity (simple passive reception/browsing, searching, creation, participatory process).

The material will be mostly textual and multimedia in nature. It is organized into knowledge units or themes containing a summary and/or more detailed text, still or moving pictures and sound. The varied components of the knowledge units will include, for example, catalogues, lists of works, timelines, maps, learning games and graphs.



The texts and accompanying material/illustrations (or, conversely, the images and their accompanying captions/explanations) are designed and written on three main levels of difficulty of comprehension: for children in primary, junior high and high school.

The material will present the user with the knowledge sections organized both thematically and alphabetically, allowing simple or more advanced searches among titles and textual content.

The subject matter will cover the following broad categories:

- Place (natural and man-made environment).
- People.
- History.
- Philosophy (ideas and works).
- Reception and Impact.

Multimedia components will also be designed and distributed across the various levels of comprehension, including, for example, video, sound and multimedia archives (e.g. flash) in formats including browsing, interviews, music, theatre, recitals, simulation, re-creation, games, etc.

Unit 3: Summer schools for Greek children, children from European high schools and from schools in America, Australia and Asia

The summer schools are intended for children from schools in Greece, classical and general high schools in Europe, and schools in America, Australia and Asia. They are intended to promote the study of Greek language and civilization.

The courses will offer the participants a variety of subject matter, allowing them to engage constructively with the various disciplines and subjects associated with the general spirit of the Academy, while also learning about contemporary Greece and its people.

Through the active collaboration of groups of students the courses will offer a valuable tool for social and cultural development and learning through direct experience. The students will be introduced to the history, literature, philosophy and civilization of Greece, from ancient times to the present day. The material will be attractively presented using contemporary methods such as workshops, study groups, visits to places of cultural, archaeological and architectural interest, sports, talks by teachers and lecturers, open discussions with museum directors, experts in art conservation, writers, directors, photographers and other specialists.

The courses will be taught in two two-week cycles, and will be open to young people aged 15 to 18. The programme is to run for three years, from 2012 to 2014.

Unit 4: Summer school offering applied research for Greek and foreign doctoral candidates, holders of PhDs and researchers

The summer school in philosophy and applied research will attempt something profoundly innovative: to attract high-calibre researchers from all over the world, through international competition. The researchers will be from a variety of disciplines, both the sciences and humanities, and will all be individuals interested in exploring the relationship between applied research and the basic principles which guide such research, as well as the way in which research feeds back into – and sometimes overturns – these principles.

The school will draw connections between philosophy and applied research in various areas, **with the emphasis on the sciences, and particularly on the organization and supply of digital information.** Both practical and methodological issues will be explored, relating to the creation of new products and services and with reference to the basic principles of philosophy. Particular emphasis will be laid on a multi-disciplinary approach to the production process, the moral issues raised by the application of the results of research, and the changes they may bring to the philosophical system from which they have arisen.

The school will be run for two years, with a different programme each year to allow the courses to evolve in line with the results of the preceding year. It is hoped that the courses will eventually be established as a significant academic institution, run regularly on an annual basis. Participants will be selected through an open invitation published on the internet and announced on the networks of excellence at the most important academic and research institutions abroad. The participants will be chosen by a special panel of academics, following a rigorous evaluation of the applications submitted.

To cover the whole range of themes and subjects to be taught there will be four classes each day, as well as a series of day-long workshops run by experts. There will also be educational visits to special locations and institutions, with presentations of research results, methods and concerns associated with the relationship between philosophy and science, with the emphasis on the productive and practical dimensions of the latter.

Unit 5: Scholarships for postgraduate students, doctoral candidates and post-doctoral students

This programme is intended to help foreign postgraduate students, doctoral candidates and post-doctoral researchers wishing to attend courses or work on doctoral or post-doctoral research at Greek universities, particularly in the following disciplines: philology (classical – modern Greek), linguistics, history (ancient or modern), history of art, archaeology, philosophy, political science, social theory and sociology, international and European studies, visual arts, theatre, arts management, museum studies.

The programme will be open to:

- A) Foreigners, not of Greek descent.
- B) Persons of Greek descent permanently resident abroad, or persons of Greek nationality abroad of second generation or more, who have acquired a degree abroad and been permanently resident outside Greece for at least fifteen years.
- C) Greeks – to be considered only in the event that there are insufficient candidates in categories A) and B) above to match the number of scholarships available.
- D) Foreign post-doctoral researchers.

Under this programme scholarships will be granted to meet living expenses and study costs.



Unit 6: Development of Digital Databank

This action will involve the creation of a single, specialized platform for managing and recovering digital data – creating a unique reference point from which to explore digital content on the subject of Plato.

The system will offer, inter alia, the following functions:

- Content management support in various digital formats.
- Content search engine for meta-data fields, as well as content in text format (or full text search).
- Possibility of monitoring user actions to organize content according to individual interests.
- Inter-functionality with internet portal.
- Inter-functionality with external databanks and search services.
- Links to social network systems (e.g. Facebook) for posting and commenting on content.
- Support for organizing content in collections (physical, virtual, personal) using tree structure.
- Support for cooperative sites and integration with related portal services (e.g. Forum).
- Possibility of signing content by use of:
 - Ontologies/taxonomies
 - Geographical data
 - Key words
 - Chronological data
- Provision of open model for expansion of databank services using value-added services (e.g. annotations, document clustering).
- Submission of content by final, external users, with support of provisional storage procedures, description and content documentation procedures, to make possible the ongoing supplementing of the content, first by academics and researchers, and subsequently from other sources.

The Digital Databank will be supported by a user profile handling service, which will serve as the reference point for related information systems (internet portal, applications, etc.) to allow provision of personalized user services.

The whole system will be available, right from the beginning, in multilingual form, operating initially with at least five languages and with the possibility of expansion to take in new languages through an open multilingual application model functioning alongside but not absolutely tied to the multilingual content model.

The databank will also feature three attractive value-added applications which will enhance the functional value of the Digital Databank and the quality and wealth of the information being handled.

The three value-added service systems envisaged are the following:

Geo-Information Management and Screening Sub-System, based on OGC standards and the Digital Databank interfaces, which will integrate geo-information from various sources, layers and forms (raster, vector) to make available and project the data from the Digital Databank in geographical terms. The system will provide the relevant signing services for the geographical content and for projection of maps with different layers.

Recommendation Sub-System, which uses information on the conduct and position of the user, with the Databank's content signing and content location services, to recommend to the user:

- Pathways for browsing.
- Content for reading.

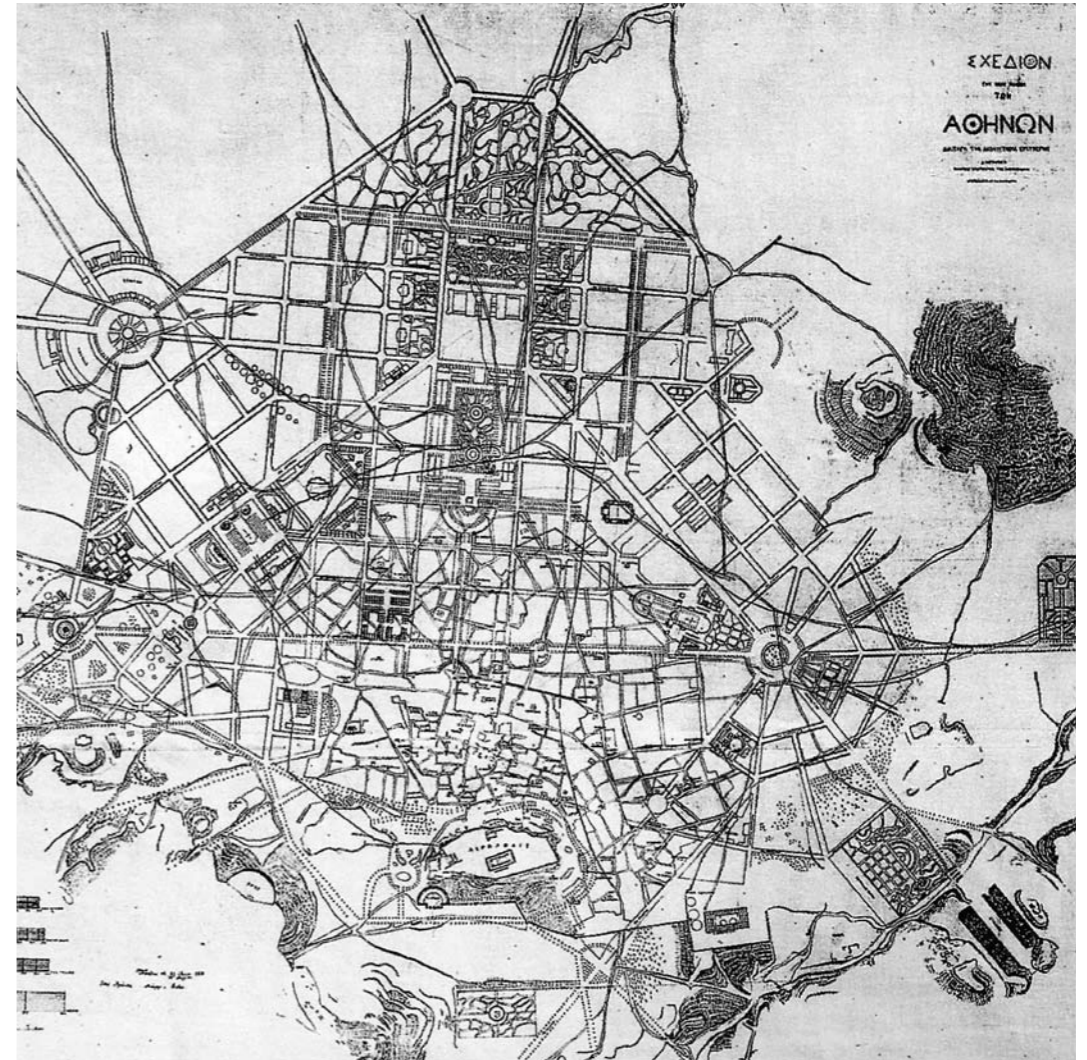
Specialized Mobile Unit Interfaces, which offer an integrated browsing experience across a large part of the Digital Databank's services and content.

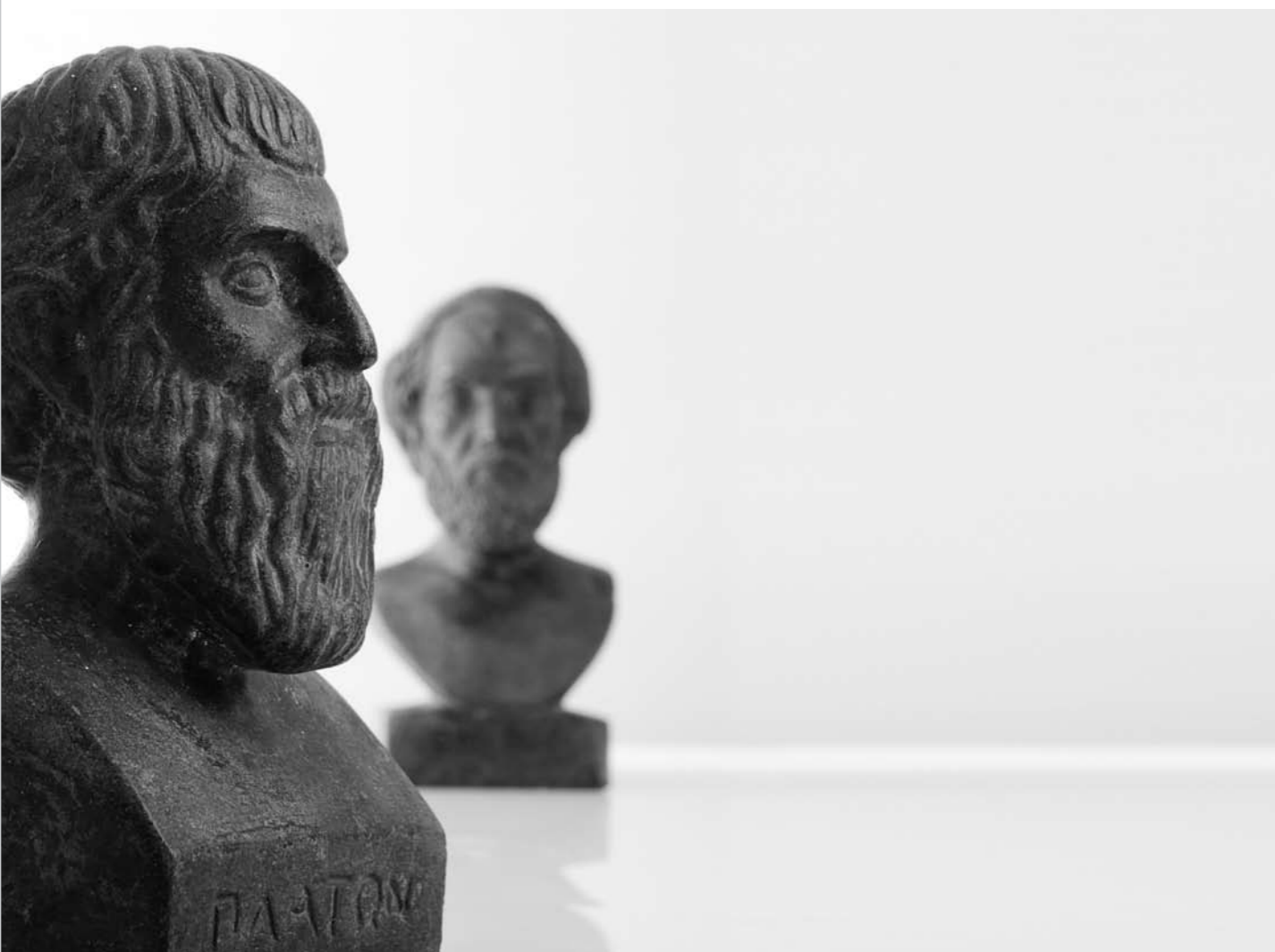
The interfaces created will be in two forms:

- Specially designed for specific mobile phone or tablet PC platforms (e.g. Android, Windows Phone, Symbian, iOS, and so on).
- Specially designed internet contact for internet browsers using mobile units with touch interface.

The databank will be complemented by a collection of basic content covering, for example:

- **Mainly research material** (doctoral dissertations and research papers), while a collection will also be created with researchers in the field themselves.
- **The works of Plato:** the entire oeuvre of the philosopher, taken from authoritative and respected editions (analogue or digital).
- **Selections from Platonic philosophers:** a small number of representative original texts by successors of Plato and the Neo-Platonists, as well as thinkers showing marked Platonic influence.
- **Bibliographies:** detailed, general and specialist bibliographies covering all areas relating to Plato, the Platonic philosophy, the age of Plato, the Academy, the location and mythology of the site, the subsequent evolution of academies around the world, the influence of Platonic philosophy on various aspects of western (and Arab) civilization, etc.
- **Selected articles:** a selection of important articles on Platonic issues which cannot be found online, digitally formatted and posted on the databank.
- **Comprehensive selection of websites, with comments:** an inventory of websites relating to the Academy, as location and institution, to Plato and his successors, and to Platonic philosophy and its influences.





2ND THEMATIC AREA

The Academy of Plato: The citizen and society

The **second thematic area** consists of educational courses and learning-through-experience applications for adults, regardless of their level of education, and is designed to highlight the relationship between citizen and society and to encourage debate on contemporary problems and issues relating to the city and the public space. It features the following units:

Unit 1: Short educational courses for adults in philosophy, its role in everyday life, and the value system of society

The programme involves short courses and workshops for adults. The courses cover a number of different subject areas through lectures and workshops, and the adult students are free to choose among various options: attending a whole course, or selecting one or more units from one or more subject areas. The instructors will include university teachers, leading scholars, intellectuals and artists.

1.1. Philosophy and Contemporary Perspectives

This course will offer an approach to contemporary issues and concerns, seen from a philosophical perspective. Students will appreciate how the ideas, perceptions and theories of the great philosophers can be applied anew to the contemporary world. They are not only timely but also of assistance in resolving the problems facing contemporary humanity.

Thematic Units

The programme consists of four courses of lessons/lectures.

- **Course 1: Philosophy and Economics**
 - Plato and business ethics
 - Economic systems and human needs
 - Self-sufficiency, greed, globalization
- **Course 2: Philosophy and Values**
 - Morality and legality
 - Justice – Meritocracy – Equality – Elimination of corruption
 - Slavery – Work – Leisure
 - Aesthetics: public and private
 - Art and imitation
 - Art in Plato and Aristotle
 - The kitsch in art
 - Original and reproduction: trade and the black market
 - The environmental crisis and the crisis of values
- **Course 3: Philosophy and Psychology**
 - The security of the citizen, and the insecurity of the contemporary, globalized citizen
 - Melancholy: yesterday and today
 - Faith and practice
- **Course 4: Philosophy and Language**
 - Language and power
 - Rhetoric
 - The sophists
 - The mass media
 - Language – discrimination – violence
 - Alternative forms of language
 - Slang
 - Body language
 - Greeklish
 - Codified forms of language

1.2. Science and Technology

The Science and Technology programme offers a simple, easily intelligible approach to important issues in the sciences, particularly those with a contemporary impact.

Thematic Units

The programme consists of three courses of lessons/lectures.

- **Course 1: Natural phenomena, concepts in physics and their interpretation**
 - Light
 - Heat
 - Movement
 - Energy
 - Black holes
 - Matter and anti-matter
- **Course 2: From the Big Bang to the present day**
 - Astrophysics
- **Course 3: Morality and science – bioethics: the advance of science at any cost?**
 - We are what we eat – Genetically modified foods
 - Genetics – stem cells: designer babies?
 - Scientific advances: the road to immortality
 - Stem cells and treatments
 - Eugenics and the genetic code
 - The brain and the internet
 - Technology and quality of life
 - Living Lab

1.3. Civilization and Creation

The Civilization and Creation programme will seek to highlight the most important forms of creativity, and their contribution to civilization and to improving our quality of life.

Thematic Units

The programme consists of three courses of lessons/lectures

- **Course 1: Art**
 - Music
 - Theatre
 - The plastic arts
 - Poetry
- **Course 2: Architecture**
 - Memory and the city
 - Industrial archaeology
 - The impact of space on the individual
 - Social planning
 - The urban environment
 - Learning to see
- **Course 3: Man – Nature – Society**
 - Political culture – political creativity
 - Legal culture
 - Cultural creation in the face of globalization
 - Ecological culture



1.4. The Citizen and Society

This programme focuses on the importance of the relationship between citizen and society, while attempting to encourage the active involvement of ordinary people in public affairs.

Thematic Units

The programme consists of three courses of lessons/lectures.

- **Course 1: Ideal states and utopias**
 - From capitalism to the ideal republic of Plato
 - The rise and fall of societies
- **Course 2: From the citizen of the city state to the contemporary active citizen**
 - Involvement in public affairs
 - The resolution of practical problems
 - Inequality
 - Migration
 - Insecurity
 - Dangerous living conditions
- **Course 3: Education and its role in society**
 - The educated citizen and the educated ruler
 - Morality and political education
 - Holistic education of mind and body
 - Education and democracy

Unit 2: Specialized programmes for university graduates in philosophy, language, history, architecture, art, etc.

The purpose of these programmes is to expand and enrich the knowledge and skills of university graduates in the areas of philosophy, language, history, architecture, art, etc., offering them the chance to acquire a more in-depth understanding of these disciplines. The programmes will cover the following nine areas:

- Philosophy
- Language
- Industrial archaeology
- Theory of science
- History of mathematics
- Archaeology
- History
- Art
- Architecture

Each course will feature a number of units (lectures and workshops) making up a full course of instruction. Courses will last between 75 and 100 hours, including the workshops. Each student attending a full course will be awarded a certificate of completion, provided he/she has completed the course and passed the final evaluation test set by the instructors.

Unit 3: Greek thought through dialogue. Direct learning-through-experience courses

This unit focuses on the education and lifelong learning of persons of all ages, through a broad range of direct-learning activities. It seeks to stimulate new ways of looking at issues of global and enduring interest, with the focus on Greek ways of thinking and the Academy of Plato. Leading thinkers, academics, scientists, artists and intellectuals from around the world will take part in public discussions, educational courses, workshops and targeted direct-learning programmes – all structured around the central themes of Hellenism, the state and the citizen. The key focal points of the programme will include:

- **Words and ideas:** Featuring a series of public debates, lectures and open discussions with respected scholars and scientists, intellectuals and prominent figures in philosophy and the arts.
- **Dialogues on the visual arts:** Artists will use contemporary means of expression (video screenings, digital images or photographs, sound installations, animation, interactive projects, etc.) to represent in image form the concerns and issues raised by scholarly discourse through the various thematic units, each responding in his or her own way to the issues arising from the exploration and re-examination of the cultural legacy of ancient Greece in contemporary society. The projects will make use of the new technologies and multimedia and will be presented at special open/street events or set up as installations in busy public spaces in the city and at the Academy of Plato (both indoor and outdoor), the idea being that the public will come across them unawares. The idea behind the initiative is to bring the Athenian public into contact with these projects suddenly in random encounters; it is hoped that people will be surprised and have their curiosity stimulated – leading to public discussion of the projects.
- **Workshops:** The Words and Ideas and Dialogues on the visual arts programmes will feature workshops designed to familiarize participants (adults, families, children) with key concepts in Greek thought and philosophy, through personal creativity.
- **Parallel activities:** visits, interactive tours and open days at places of cultural and archaeological interest, cultural events, etc.



Application: The Philosophy Navigator

Unit 4: Development of direct-learning applications

This unit will involve the development of two important applications:

- **The Philosophy Navigator**
- **The Educational Museum of the Academy of Plato**

The **Philosophy Navigator** will provide information on a significant number of points of interest, starting with the Academy itself and its environs, as they have evolved over time, and then moving on to take in the whole geography of the city, including:

- Sections referring to monuments and other features (aspects of the built environment, streets, statues) directly associated with the Academy and its topology, the surrounding streets, place and other names, the Ippaios Kolonos Hill, those locations and visible features of ancient times of which so many can be seen in the area of the Academy, transformed by the course of history.
- Sections on monuments and other features of the historical centre of the city, from the Dimosio Sima burial site to Kifisos, the organic part of the city within which the Academy functioned, as well as visible features of the ancient city, forming archaeological groupings and itineraries for visitors to and residents of the city, and above all for teachers and their students, such as the Lyceum of Aristotle and the House of Proclus.
- The virtual reality sections, offering philosophical references evoked by the existence of the Academy and represented in the geography of the modern city: the philosophers of antiquity and the locations where they lived and worked, memories and myths, images emerging on successive levels and cutting horizontally through the geography of the city. These virtual units will create itineraries which lead to the simultaneous discovery of the contemporary city and the ancient system of values, directly experienced by the explorer of the present day, the student on his voyage of discovery, the instructor seeking to teach.

With the support of the latest technology, all these features will allow the accumulation of a store of knowledge, accessible on-the-spot using the geo-information technology of the modern cell phone and the detailed information now available on the internet.

The data described above will be provided – in sound and image – to geo-information systems, accompanied by the appropriate multimedia material. Itineraries will be prepared allowing the user to visit the real sites featuring in the archaeological, historical and virtual sections, offering a highly effective learning and teaching tool which can be used by young people moving through the city, and by adult residents and visitors as part of the ongoing learning process. Maps will be produced showing the relevant features to guide visitors around the city, with the Academy as the central focal point. The material will be available in a number of languages, to facilitate use by foreign tourists and by foreign teachers bringing their students on educational visits to Athens.

Academy of Plato Educational Museum

The purpose of this programme is to upgrade the area of the Academy, making use of the opportunities provided by cutting-edge technology to develop an appealing, state-of-the-art, interactive, multimedia exhibition.

The Educational Museum will feature a range of touch screens, installed in a local building, and multimedia applications with different themes and levels of information, consisting of texts, multimedia material and images. The visitor will be enabled to explore the real world of the district, while also roaming through the world of ideas. Presentations will be provided in two languages, to make the information more accessible to tourists.

There will be three units, with the following content:

Place / Antiquities

An interactive map of the district, noting the most important landmarks, such as the archaeological site of the Academy, the Ippeios Kolonos Hill, the old tobacco factory, the green spaces, etc. When each landmark icon is activated the relevant information appears, including both archaeological and historical facts. For example, when the icon for the Ippeios Kolonos Hill is activated, reference is made to Oedipus at Colonus.

People

A picture gallery will be created featuring persons of ancient times (contemporaries of Plato and later figures). When the portrait icon is activated, information is provided on the character's biography, relationship with Plato and philosophy, as well as information on the portrait itself.

Influences

From ancient times Platonic thought has exerted an important influence on philosophy. Schools of thought and theories evolved either opposing or aligning themselves with and developing the thought of the great philosopher. This section will present some of these schools and theories, such as the various forms of Neo-Platonism and the thinkers influenced by Platonic ideas in the Middle Ages and in the Renaissance. There will also be examples of more recent philosophers and their relationship to the thought of Plato.

Unit 5: Internet Academy

The Internet Academy will provide information and publicity services allowing access to the various activities, libraries, electronic services etc. which are to be developed in the context of the project as a whole. There will also be a range of information and applications to disseminate the educational material. Access will be provided to themed discussion forums for interested users, as well as the possibility of watching digital transmissions of conferences and other activities relating to the project.

The contents of the internet portal will include:

- A detailed description of the project, its various programmes and the progress on their implementation.
- An introductory video on the home page, showing the location and museum, with the history of the site.
- A history of the area, with accompanying digital material.
- A set of educational actions relating to and based on the Academy.
- Useful links to museums, services, etc.
- Contact. A help desk for information, receipt of electronic applications.
- Visits to and graduated processing of digital databank.
- Press articles, books and other printed and digital material (CD ROMs, DVDs) referring to the Academy of Plato and the project itself. Other references from websites.
- Access map to the Academy area.
- Links to popular social networks: Facebook, Twitter and through RSS feeders. Links to other websites referring to the area and its history. Social and economic promotion of the area.
- Recent news – banner.
- Broadcasting (real time and/or asynchronous) of events – web TV.



- Information on educational programmes, workshops, conferences and events of an informational and educational content.
- Distribution of material for educational programmes to be prepared in the context of the project.
- Possibility of creating autonomous user sub-spaces and personal spaces.
- Interfaces creating links and inter-functionality with other information systems to be developed in the context of the project, such as the databank and the themed discussion forums.
- Linking the system with a range of other systems, such as security systems, e-mail, SMS messages, external internet portals, etc.
- Search interface for portal content.

Unit 6: Short educational programmes on issues of social economy, developmental utilization of culture and the urban environment

Within this unit we plan to develop programmes relating to the fostering of an entrepreneurial culture, business education, the development of business skills and support for the creation of enterprises in the arts and culture sector. These programmes, addressed to specific target groups, will be organized in the area of the Academy of Plato and will be offered in the guise of formal (seminars, lectures, workshops, etc.) and less formal (discussion forums, experience-learning exercises, etc.) education.

At the same time it is planned to set up a **Business Support Centre**, which will function as a contact point for young, aspiring entrepreneurs. The staff of the Centre will offer information and specialist advisory support services to young, would-be businessmen.

The support will involve (inter alia):

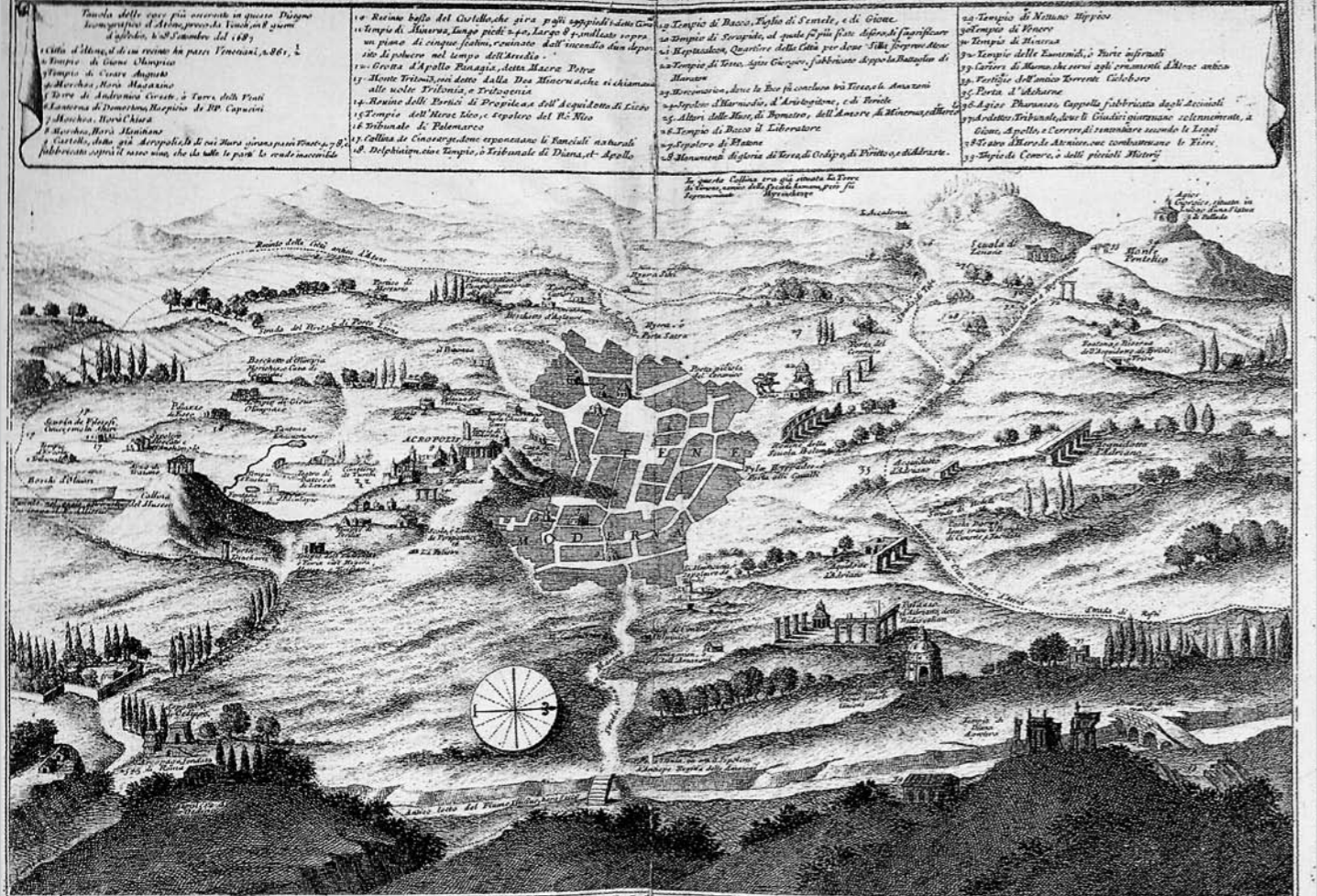
- Initial evaluation of business idea and prospects.
- Informing beneficiaries of the legal, administrative and tax framework relating to the start-up of new businesses (legal forms a business can take, formal measures and documentation required, etc.).
- Information on the labour market and services offered by other agencies.
- Support in preparing a business plan as a basic tool for starting up, developing and financing business activity.
- Support with market research and marketing strategy (marketing plan).
- Guidance through start-up and first stages of activity.
- Information, advice and guidance on finding capital (from the private sector and from public agencies).
- Information and support in dealing with operational programmes (preparation of file).
- Advice and guidance on the organization and management of a business project.

- Monitoring and recording of progress made by young entrepreneurs receiving support.
- Supply of information material from other collaborating agencies, allowing provision of all relevant information from one source.

The Centre will also be involved in the planning and organization of networking conferences, intended to foster communication and networking between new and existing entrepreneurs, organizations and agencies in the market, professionals, business consultants, potential sources of finance, NGOs, etc., so that the business people receiving support can enter collaborative arrangements which will help them make a success of their business.



ANTICA, E MODERNA CITTA' D'ATENE, DEDICATA DAI P. CORONELLI



ALL' ILLUSTRISS. S. S. ECCELLENTISS. SIG. CRISTINO MARTINELLI PATRITIO VENETO

Unit 7: Actions to showcase the 'historical memory' of the city

This unit will consist of a series of actions designed to make local people more aware of the historical memory of the area of the Academy.

The actions will include:

- An **International Young People's Symposium**, to be organized on the occasion of the 23rd World Philosophy Conference, which is to be held in Athens. The Young People's Symposium will target an audience of students from Greece and abroad, allowing them to exchange views and knowledge on vital contemporary issues touched on in the works of Plato and the Platonic school of thought. It will take the form of an international road-show, with discussions being held not only in Athens but also in selected foreign countries, in association with local universities.
- **International Call to Action for Young Designers**, to create themed products of an educational nature having some association with the Academy. The winning designs will be used to produce promotional souvenirs.

Associated agencies: National and Kapodistrian University of Athens, the Onassis Cultural Centre of the Alexander S. Onassis Foundation - a not-for-profit civil association, the Institute for Youth of the General Secretariat for Youth and the Foundation of the Hellenic World



HELLENIC REPUBLIC
Ministry of Education
Lifelong Learning and Religious Affairs



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