

KOZANI 2040

FUTURES LITERACY ACROSS THE
DEEP DEMONSTRATIONS
FLXDEEP - JUST TRANSFORMATION



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ΕΛΙΔΕΚ
Εθνικό Ίνστιτούτο Έρευνας & Τεχνολογίας

REPORT_ Futures Literacy Lab: The City of Kozani in 2040

Integrating futures literacy in the EIT
Climate KIC Deep Demonstration
Methodology
on Just Transformation

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Athens, 2020

The report was prepared by the UNESCO Chair on Futures Research_ FORTH/PRAXI Network with the assistance of Androniki Papaterpou under the supervision of Dr Epaminondas Christofilopoulos (UNESCO Chair) in the context of the Futures Literacy across the Deep Demonstrations (FLxDeep) Project implementation, funded by the EIT Climate-KIC.

Acknowledgements

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We would also like to thank for their continuous support Annalisa Spalazzi from the EIT Climate-KIC along with Nick Balcom Raleigh from Finland's Futures Research Center/UTU and all the other partners in the FLxDeep Consortium.

The success of this endeavor was heavily reliant on the active engagement and the invaluable insights of the participants in the Futures Literacy Lab. We would like to take this opportunity to thank all participants.

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INTRODUCTION

“ Having overcome dreams and fears we draw inspiration from the realm of strange futures to see the present anew! ”

On the 3rd and 4th of December 2020, the FLxDeep Consortium, represented by UNESCO Chair on Futures Research_ FORTH/PRAXI Network, in collaboration with the Regional Development Agency of West Macedonia (ANKO SA/Enterprise Europe Network) and the “C4SDGRows” Research Team of the Department of Journalism & Mass Communications of the Aristotle University of Thessaloniki, organized:

An online Futures Literacy Lab for the citizens of Kozani, Greece, on the topic: **“The City of Kozani in 2040”**.

The event was realized within the framework of the Futures Literacy across the Deep Demonstrations Project (FLxDeep), funded by the **EIT Climate-KIC**, in the context of the **Deep Demonstration Programme on Just Transformations**.

As the region of Western Macedonia is currently undergoing a period of

radical change and of critical challenges, particularly due to the **process of transition to the post-lignite era**, this **Futures Literacy Lab** immersed local citizens into the active exploration and utilization of multiple different futures, aiming to:

- Activate local community;
- Set up a space for meaningful exchanges and dialogue about the future of the region;
- Empower and facilitate the development of “out-of-the-box” thinking, creativity, and innovation among the participants;
- Develop futures literacy capability among the participants.

The report provides an account of the activity covering the preparation, the event convening and the content generated. In addition, design novelties and insights with regard to Futures Literacy value to EIT Climate -KIC Deep Demonstration on Just Transformation are presented.

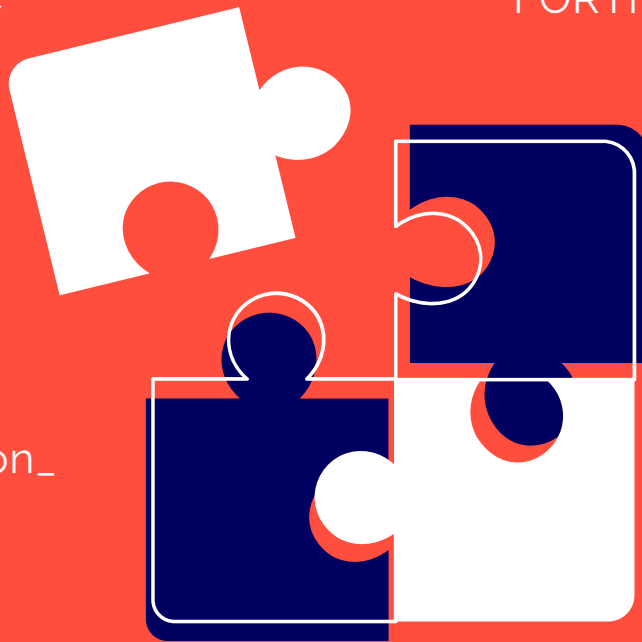
JOINING FORCES

Public-Private Partnership_
EIT Climate-KIC

Research Organization_
FORTH/PRAXI Network

Higher Education_
SJMC AUTH_
4SDGRows

Public Agency_
ANKO SA/Enterprise
Europe Network



The activity provided a timely opportunity for three organisations (**research, higher education, and local/regional authority**) to come together under the support of EIT Climate -KIC to experiment with an innovative, future oriented, bottom-up, action research approach to explore aspects pertinent to issues of sustainability and just transition. The three entities engaged in an extensive co-designing process which led to the co-organization of the Futures Literacy Lab.

In particular, the co-creation process matured through a series of **three Futures Literacy Trainings** and **five Design Sessions**, which resulted in the active involvement of the co-organizers in both the fruitful development and the successful implementation of the final Futures Literacy Lab. The whole process was a major novelty for the region that resulted in significant community activation.

BASIC CONCEPTS

WHAT IS FUTURES LITERACY?

According to UNESCO, **Futures Literacy is an important 21st Century Skill** that can be nurtured and learned.

Futures Literacy refers to the capacity **to diversify why and how we use futures**. By **futures** we mean the **ideas, images, conceptions and feelings we have about a time later than now** (FLxDeep, Seeds for growing Futures Literacy Report).

Futures Literacy calls for:

- a) being conscious when we use futures;
- b) being reflective about the futures we use (our ideas, images, conceptions and sentiments about the future); and
- c) being able to switch between different types of futures (e.g. probable, desirable, strange, transformative etc).

WHY IS IT IMPORTANT?

Futures Literacy is an important skill because the "futures" we use (our ideas and images about the future) frame what we see and do in the present (Miller, 2015)!

BASIC CONCEPTS

VALUE PROPOSITION

Futures Literacy interventions ranging from future literacy labs to trainings and other activities can be deployed as a means **to support key aspects of mission-led systems' innovation approach, as it is deployed in the Deep Demonstration Programme**. Systems' innovation focuses on socio-technical innovation, paying attention to different systems and processes (technological, organizational, and social processes) and their interconnections instead of focusing only on technology. In other words, systems' innovation calls for an holistic and integrated perspective and intervention for large scale change. In addition, systems' innovation has a long term orientation with short term action.

Futures Literacy interventions can support systems' innovation in the following ways, among others:

- Community activation and engagement;
- Forging a culture of experimentation;
- Creating space for meaningful dialogue and collective action;
- Reinforcing ongoing reflection and “loopy nature” of a Deep Demonstration;
- Capacity building.

FUTURES LITERACY LABS

A Futures Literacy Lab is one tool to develop futures literacy. It is a futures oriented participatory workshop that brings together action learning, collective intelligence processes, and the inclusion of a paradigmatic reframing. Futures Literacy labs call for significant customization to take into account time and place specificities. The final design should be a product of co-creation, with the local stakeholders being actively involved throughout the design and implementation.

(Miller, 2018)

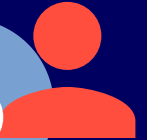
THE EVENT AT A GLANCE

PREPARATION



3 FUTURES LITERACY TRAININGS FOR A TEAM OF

6



FACILITATORS

5

2-HOUR DESIGN SESSIONS



1 FUTURES LITERACY 3-HOUR TRAINING FOR

50



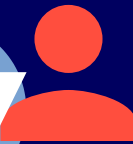
STUDENTS

THE EVENT

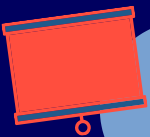


1 FUTURES LITERACY LAB FOR

27

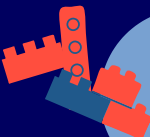


PARTICIPANTS



1

HOUR OF PRESENTATIONS ON DEEP DEMONSTRATION & SYSTEMS INNOVATION

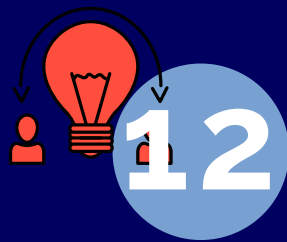


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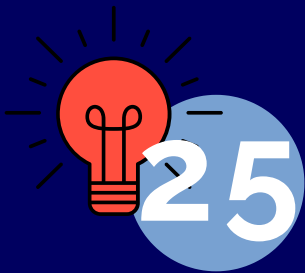
HOURS OF LEARNING BY DOING

THE EVENT AT A GLANCE

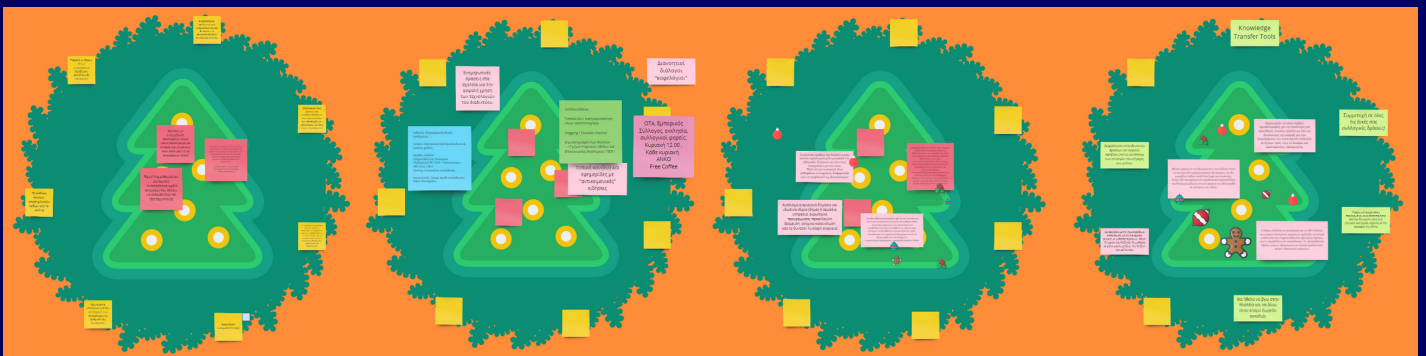
RESULTS



12 IDEAS FOR COLLECTIVE ACTIONS



25 IDEAS FOR INDIVIDUAL ACTIONS



THE EVENT AT A GLANCE

OUTREACH



FACEBOOK POSTS_ #CLIMATEKIC



TWEETS_ #CLIMATEKIC



NEWS STORIES



VIDEO VIEWS

"Plan for your future, because that's where you will spend the rest of your life." Mark Twain said, urging us to imagine a desired future and then to plan and carry out these actions that will bridge the desired with the possible future. Congratulations to the organizers about this and the excellent two-day workshop organized by ANKO, under the auspices of EIT-Climate KIC (European Community of Knowledge and Innovation to tackle Climate Change).

_Kozani FLL Participant

OVERVIEW OF THE EVENT

Two months of intense preparatory work was necessary for the design and the overall organisation of the event. During the preparation time, the partners had the chance to engage in peer-learning, practice futures literacy, co-design and co-create. In particular, each partner institution offered valuable insights, knowledge and ideas, having at the same time the opportunity to learn new things and develop new skills.

EIT Climate-KIC, FORTH/PRAXI Network and SJMC_AUTH were able to acquire a deep understanding of the particularities and the nature of challenges the region of Western Macedonia faces. ANKO SA undertook the major task and responsibility of introducing, explaining and elaborating on issues relevant to just transition to post-lignite era in Western Macedonia.

EIT Climate-KIC along with the EIT Climate-KIC Hub in Greece familiarized the other partners with the Deep Demonstration Methodology and the systems' innovation approach in the context of addressing the climate crisis.

PREPARATION

FORTH/PRAXI Network and ANKO SA learned by the SJMC_AUTH about important aspects pertinent to communication for sustainable development. They also engaged in a co-creation process for devising integrated communication strategies for community engagement led by SJMC_AUTH.



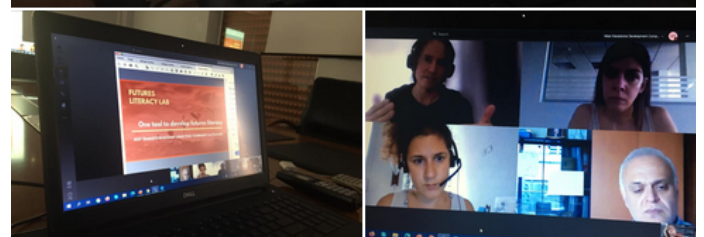
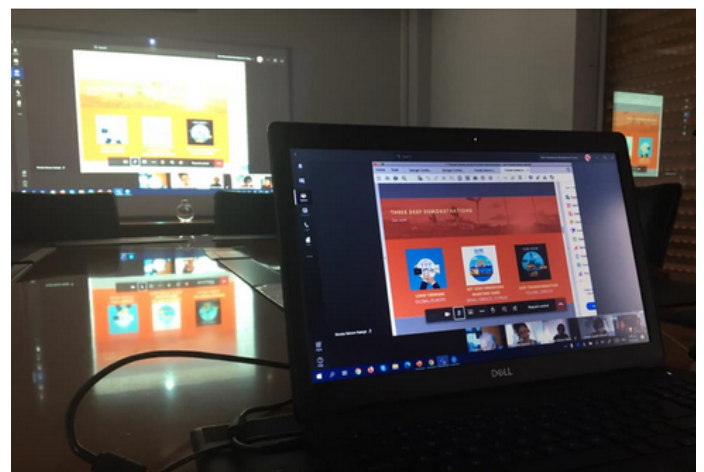
Liana Papaterpou is attending a meeting with Spyros Kellidis and 2 others.

September 17 · 🌐

Μπορούμε να φανταστούμε, να σχεδιάσουμε και να συνδιοργανώσουμε ένα Εργαστήριο για το Μέλλον της Κοζάνης; Γιατί όχι!!

Can we Imagine, co-plan and co-organise a Future Lab in Kozani? Why not!!

[#transition](#) [#alternatives](#) [#inspiration](#) [#challenges](#) [#WesternMacedonia](#) [#UnescoChaironFutureResearch](#) [#Futures](#) [#Literacy](#) [#Lab](#) [#ThinkoutoftheBox!](#)



OVERVIEW OF THE EVENT

ANKO SA and SJMC_AUTH developed their futures literacy capability by engaging in action learning trainings offered by FORTH/PRAXI Network. They were also able to develop design and facilitation skills for running Futures Literacy Labs by actively participating in numerous design sessions and pilots, while having the opportunity and responsibility to jointly develop the overall design and script of the Futures Literacy Lab.

Representatives from all partner institutions also assumed leading roles during the Futures Literacy Lab such as master of ceremony, break-out groups facilitators, community engagement facilitators, social media content curators.



PREPARATION

**future
μέλλον**

An open call for participation was launched by ANKO SA. Initially 35 people expressed interest in attending the event. The final selection of 24 participants was made on the basis of their availability to attend both sessions (3 hour each) that took place on December 3rd and 4th, 2020.



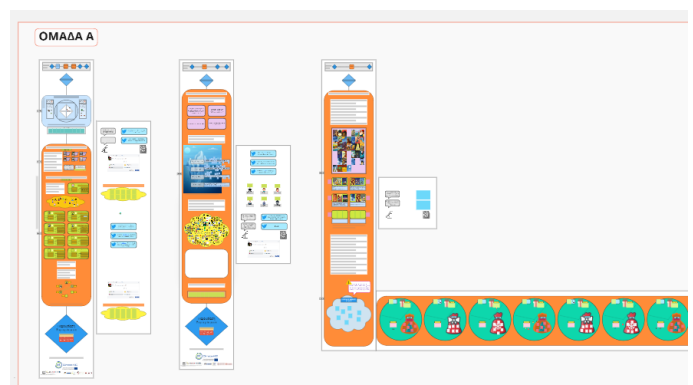
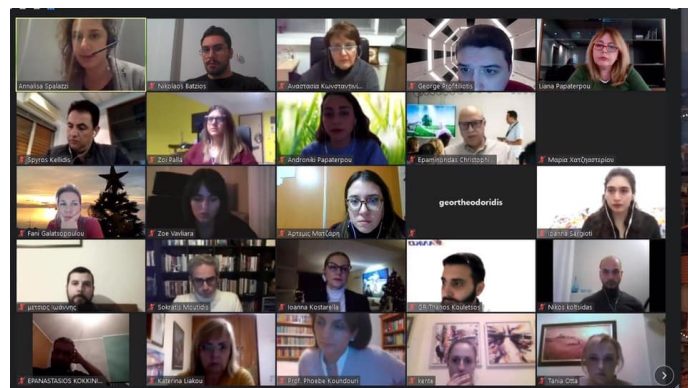
OVERVIEW OF THE EVENT

STRUCTURE

The event was structured in two parts:

The **first part** consisted of opening remarks (by ANKO SA, FORTH/PRAXI Network, and School of Journalism and Mass Communications of the Aristotle University of Thessaloniki) and presentations on Deep Demonstration methodology and systems' innovation (by representatives of EIT Climate-KIC and EIT Climate-KIC Hub in Greece – Annalisa Spalazi (EIT Regional Innovation Scheme (RIS) Developer) and Prof. Phoebe Koundouri (School of Economics, Director ReSEES Research Laboratory, Athens University of Economics and Business))

The **second part** consisted of a brief theoretical part and 5 hours action learning workshop, namely the Futures Literacy Lab on the topic “The city of Kozani in 2040”. The theoretical part (45 min - in total) covered key concepts relevant to Futures Literacy, the structure of the Lab and its objectives. The action learning part comprised the work undertaken in break-out groups and plenary sessions and it was structured in 4 consecutive phases.



OVERVIEW OF THE EVENT

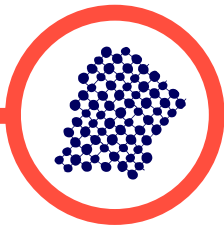
PHASES



REVEAL

Probable Future

Think of headlines from probable futures/developments in Kozani in 2040



REFRAME

Strange Futures

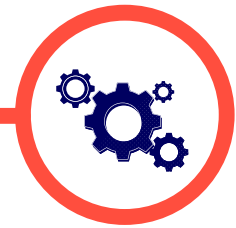
Engage with a strange future and simulate living in it in 2040



REFLECT

Participants' Journey

Think of the two previous phases and describe your "journey" so far



GROUND

Inspire Action

Draw inspiration from probable, desirable, and strange, futures to formulate ideas for individual and collective action in the present



Desirable Future

Think of personas living in a desirable future in Kozani in 2040



Roleplaying Game

Assume a role and act based on it

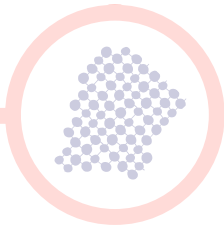
OVERVIEW OF THE EVENT



PHASES



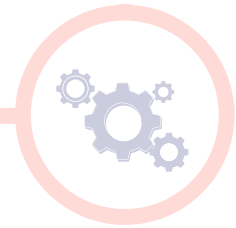
REVEAL



REFRAME



REFLECT



GROUND

Probable Future

- The issue of air pollution is intensified; research indicates that air quality has reached an all-time low.
- The old mines of the Public Power Corporation are still unutilized.
- Citizens are now enjoying low-effort lives.
- Technology has diffused into the education, health, and financial systems.
- Municipal public services are now provided by digital avatars.
- Air pollution is a thing of the past: smart and innovative buildings are constructed.
- There is now a direct flight from Dubai to Kozani in order to meet the needs of the high influx of tourists.
- Deceleration of economic growth is pushing the youth of Kozani towards economic migration.

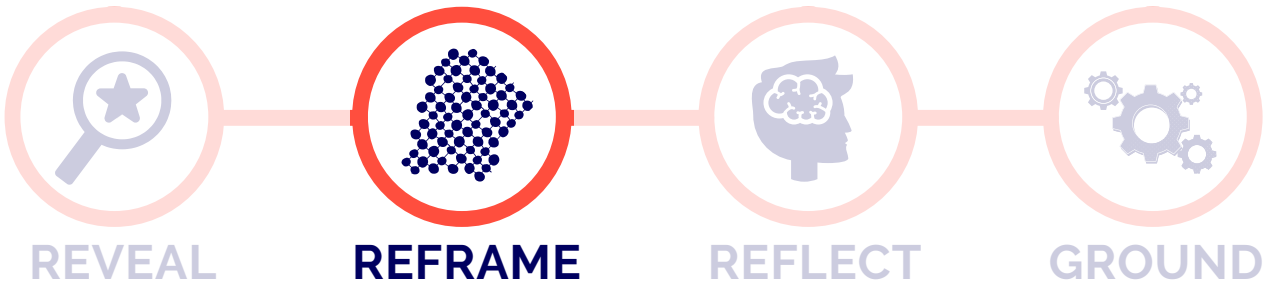
Desirable Future

- Kozani is becoming a research hub; researchers ask for the utilization of local scientists.
- Kozani's new research institutes prioritize environment-related R&D.
- Organic farming is now possible on the harsh lands of Kozani thanks to agricultural robots.
- Citizens request a meeting with the European Commissioner for Energy.
- Constructing an airport would upgrade the status of the region and facilitate social change.
- Pensioners are working together with the Mayor towards a better tomorrow.
- Recreation spaces and green spaces in Kozani are growing in number.
- Kozani promotes equal employment opportunities for all, based on equity and democracy.
- Kozani is free of air pollution thanks to the phaseout of lignite and the use of other materials.
- Citizens request actions to reduce unemployment.

OVERVIEW OF THE EVENT



PHASES



Strange Futures

- New fraud: illegal credit units are flooding the cryptocurrencies market.
- A supersonic train is expected to connect Kozani to Milan with a 3-hour trip from 2054 onwards.
- The robotic treatment ward of Kozani's Regional Hospital is getting equipped.
- Kozani's last municipal public service offered via physical presence has been disbanded.
- Citizens earn credit units by planting trees.
- There is zero import of primary products.
- A procession of the Goddess Selene takes place around the former church of St. Constantine.
- The Sacred Plane Tree is celebrated on a national holiday as the "wise tree" of Kozani.
- Kozani's self-sufficiency in primary products has been preventing death due to starvation for 20 years.
- Viridi Magicae is a new religion that consists of strange nature worship rituals; it started as a social media trend and is popular among youth.
- Agricultural products from Kozani are now exported to the new Lunar Base.
- Machines may be more ethical than humans.

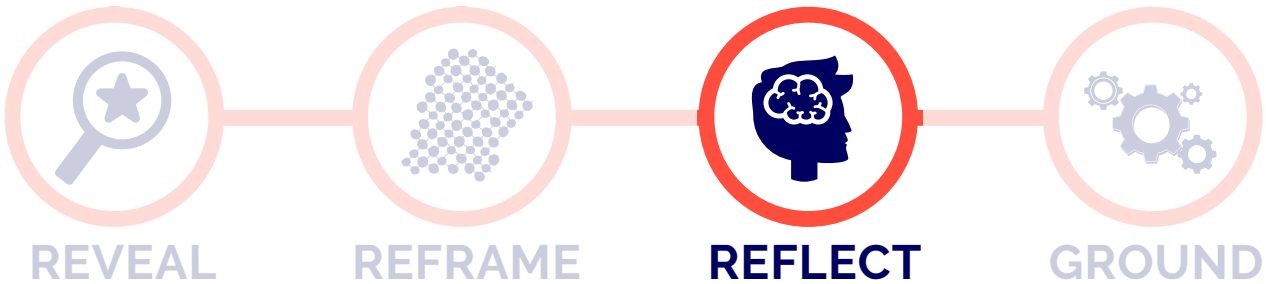
Roleplaying Game

- Software creates new remote-working job positions, decreasing unemployment.
- Citizens demand balanced development (economic, cultural, technological, etc.).
- Loneliness is prevalent, leading to social crises.
- Kozani creates a new place brand based on natural goods and new technology.
- Circular economy drives resource-efficiency and energy-efficiency and creates investment opportunities.
- Energy abundance has phased-out taxation; in this AI-regulated world, socio-economic crises are obsolete.
- Nature worship has generated multiple benefits, including a rise in life expectancy.
- Hired cyberterrorists hack intelligent machines as a service to politicians.
- A world leader is elected via e-voting.
- A Global Law on Political Correctness prohibits unethical scientific experiments.
- Activists protest for the preservation of edible insects and demand regional subsidies.

OVERVIEW OF THE EVENT

PRESENT

PHASES



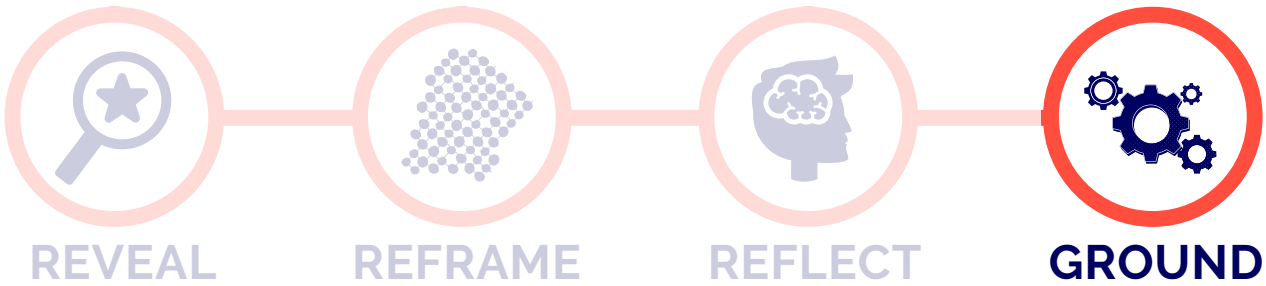
Participants' Journey

- "The desirable future is a candle that illuminates the world; the light of the possible future may cause fear; by masking the light that causes fear, one can keep the light of desirable future alive".
- "An opportunity to peer beneath appearances and to achieve a novel understanding of some matters; a different development paradigm based on novel structural, scientific, and societal fields".
- "A change of habits urges us to look for new avenues for personal and cultural development; this, in turn, helps us achieve better goals as humans and scientists".
- "Future as a stepping stone for knowledge acquisition".
- "Through the wisdom of Nature, time does not matter, and every intelligent being is unique".
- "We mentally travel to a virtual world, wherein time flies and acquires a different value; we are alone, we are free but we are essentially trapped into a new system that controls us and holds our thoughts imprisoned".
- "Nature and the environment are our future".
- "We are caged by technology, we become addicted; our journey started with optimism but concerns related to technology predominance appeared".
- "The value and contribution of culture, art, philosophy, and science towards societal change and development is timeless".
- "Stress and uncertainty; cooperation, collective effort, and knowledge acquisition as remedies and the reason to be optimistic about economic well-being and sustainable development".
- "The journey was interactive, full of imaginaries, and used multiple viewpoints towards a more environmentally-friendly world.
- "I started my journey with my knowledge, my beliefs, and my ideas, observing and exploring a world that sought feasible solutions; eventually, I ended up looking for a way to survive and actively participate in a speculative society of magicians, machines, society-states, cyberterrorists and ecobitcoins".
- "I experienced a journey into the future; as with every journey, I gained new knowledge".
- "I see a future of optimism with elements of skepticism and insightfulness".

OVERVIEW OF THE EVENT

PRESENT

PHASES



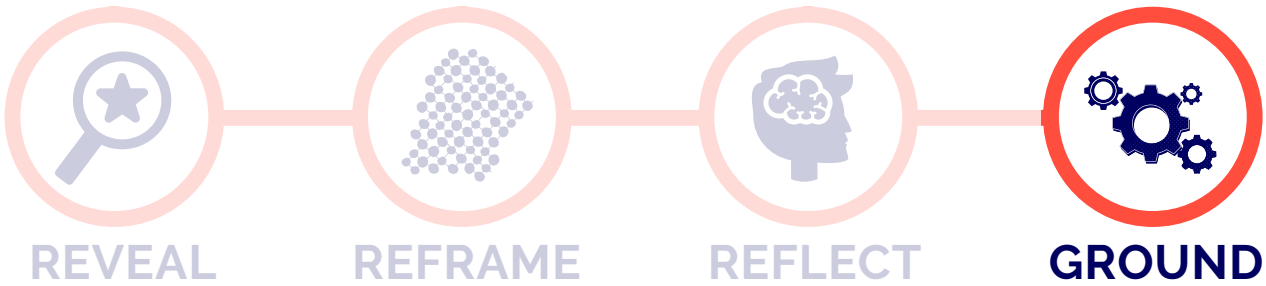
Inspire Action

- **Sustainability, Research, and Innovation**
 - Introduction of local "ecobitcoins" as rewards for sustainability activities, such as recycling; the rewards would be redeemed during the purchase of local green products. The grand prize could be an electric vehicle.
Goals: awareness raising, community engagement, green nudging
 - Establishment of a local sustainable agrifood hub to enable the production, distribution, and promotion of local green products, as well as the identification of market needs and the formulation of long-term strategy.
Goals: smart green agriculture, support the just transition, resilience
 - Personal energy consumption should be minimized and incentives should be provided for renovation and construction of energy-autonomous public and private buildings.
Goals: sustainability education, green nudging, urban energy efficiency
- **Education, Training, and Employment**
 - Up-skilling and re-skilling of employees. Utilization of innovative approaches and methods, such as futures oriented processes.
Goals: adaptability, resilience, personal development, futures literacy
 - Transform Kozani into an important science node to retain local talent, to prevent brain-drain, and to attract additional talent.
Goals: personal development, knowledge economy, socioeconomic change
 - Field research should be conducted on the causes of youth unemployment.
Goals: socioeconomic change, community building, resilience

OVERVIEW OF THE EVENT

PRESENT

PHASES



Inspire Action

- **Dialogue and Open Public Consultation**
 - Setting up public spaces to facilitate intellectual discussions and open meetings that will involve local citizens, local institutions, and national government officials, to resolve local issues and problems through democratic discourse.
Goals: community building, community empowerment, active citizenship, democratic governance
- **Community Engagement, Communication, and Information**
 - Kozani's Day of Sustainability should be established; on that day, local citizens could offer guided tours to green sites, free hugs (post-COVID-19), and traditional foods and gifts to tourists; homemade meals and other products could be provided to people in need on a regular basis.
Goals: awareness raising, community engagement, community building, social cohesion
 - Implementation of educational and outreach activities at local schools to provide information and training on IT, the safe use of the Internet and of network technologies, and media consumption.
Goals: personal development, media literacy, digital literacy
 - Establishment of "AntiSourdNews", i.e. a news website that should provide accurate information, in particular on local matters to counteract fake news.
Goals: active citizenship, media literacy
 - Setting up volunteering groups with the vision of creating a cleaner, greener city, e.g. through their involvement in informative environmental protection seminars to activate local citizens, recycling actions, reforestation.
Goals: sustainability education, community engagement

INNOVATIVE ELEMENTS

DESIGN INNOVATION & APPLICATION NOVELTIES

The Futures Literacy Lab was deployed as a vehicle for introducing the wider public of Western Macedonia to the Deep Demonstration Programme on Just Transformation. It has been the first time that an FLL is used before the launch of the Deep Demonstration programme as a means for community activation and engagement.

It was also the first time that a participatory action-research and action learning approach was deployed in the region of Western Macedonia for exploring issues relevant to just transition. It should also be noted that it was the first FLL conducted in Greek allowing offering an opportunity for equal, unobstructed participation.

Abiding by UNESCO's Futures Literacy Programme principle of co-designing, the three institutions were involved in a collaborative process of peer-learning, action research and co-creation in terms of process design and implementation.

The abovementioned process yielded an interesting design innovation in the Lab, namely the addition and seamless integration of the role "the Journalist from the Future". This design feature not only helped bridging the experiential gulf between abstract futures thinking and everyday life (candy for participants), but also ensured real-time coverage of the discussions in the break-out groups and extended outreach.

INNOVATIVE ELEMENTS

MOVE ONLINE_ CREATING A VIRTUAL EXPERIENCE

Due to COVID-19 pandemic, the initial planning for having an in-person workshop was replaced by the potential of having a virtual Futures Literacy Lab. Two major concerns arose, concerning, on the one hand, the plausibility and feasibility of transferring a deeply experiential process in virtual space and, on the other hand, the level of participants' IT skills.

All the three co-design partners agreed that the best way to proceed was running a pilot for testing the above-mentioned concerns and acquiring first hand experience. A pilot was conducted by FORTH/PRAXI Network with the participation of representatives from ANKO and the SJMC_AUTh. Based on the experience from the pilot and in order to ensure that all participants will be able to contribute in equal terms, during the process the consortium decided to integrate a familiarization session of the online digital platform (MIRO platform), in the event's design.

With respect to design concerns, the following adjustments were made:

- Smaller groups (up to 5 participants) to allow for maximum engagement.
- Greater emphasis to break-out group work (more time allocation).
- Extensive utilisation of role-playing to counterbalance the lack of in-person contact and to allow for participants' immersion.
- Invention of a new role - "the journalist from the future" - to animate the process.
- Integration of festive/holiday graphic design elements and selection of prompts (e.g. gifts, ornaments, wishes) to reinforce a sense of community spirit.



OVERALL INSIGHTS

FLL'S VALUE FOR THE DEEP DEMONSTRATION ON JUST TRANSFORMATION

Our initial hypothesis that an FLL can serve as a catalyst for community activation and can successfully introduce the Deep Demonstration process has been largely supported by qualitative evidence gathered from the event.

Drawing on participants' testimonies and facilitators' feedback, the Futures Literacy Lab helped towards the establishment of a safe space for fruitful dialogue and co-creation. The participants enthusiastically expressed their satisfaction and noted the importance of a participatory, future oriented process commending several times the organising team.

Participants were able to engage in active futures thinking and by delving into diverse kinds of futures -from possible and preferable to stranger ones- they were able to build on each other's ideas, offer positive and constructive feedback, collaborate, and abstain from futile conflicting opposition and negative criticism.

Innovative ideas pertinent to issues of environmental, social, and economic sustainability emerged. Taking a closer look at these ideas, their affinity to the region's current challenges as well as to local society's needs and aspirations becomes evident.

Participants' reflections and thoughts point out that the process offered them opportunities to connect, develop their creativity and out-of-the-box thinking, re-evaluate their stances and beliefs and be empowered to see things from a different perspective.

An interesting observation is that the majority of ideas for collective action generated by the participants can be implemented by local networks with little to no support from the central or regional authorities. It could be argued that the process might have contributed to the development of a self-organisation, proactive, and experimentation spirit.



OVERALL INSIGHTS

FLL'S VALUE FOR THE DEEP DEMONSTRATION ON JUST TRANSFORMATION

All in all, the Futures Literacy Lab seems to have activated the local community having set the stage for the introduction of systems' innovation and the Deep Demonstration process.

From the overall activity it became evident that the local community has a keen interest and is ready to actively engage with participatory and bottom-up action-research approaches related to Just Transition.

It is of critical importance to build on the generated momentum; therefore, dissemination of the activity and systems' innovation advocacy are needed to facilitate the identification of a promising Challenge Owner.

CONTACT

An Action - Research activity by the Futures Literacy across the Deep Demonstrations Project (FLxDeep) Consortium



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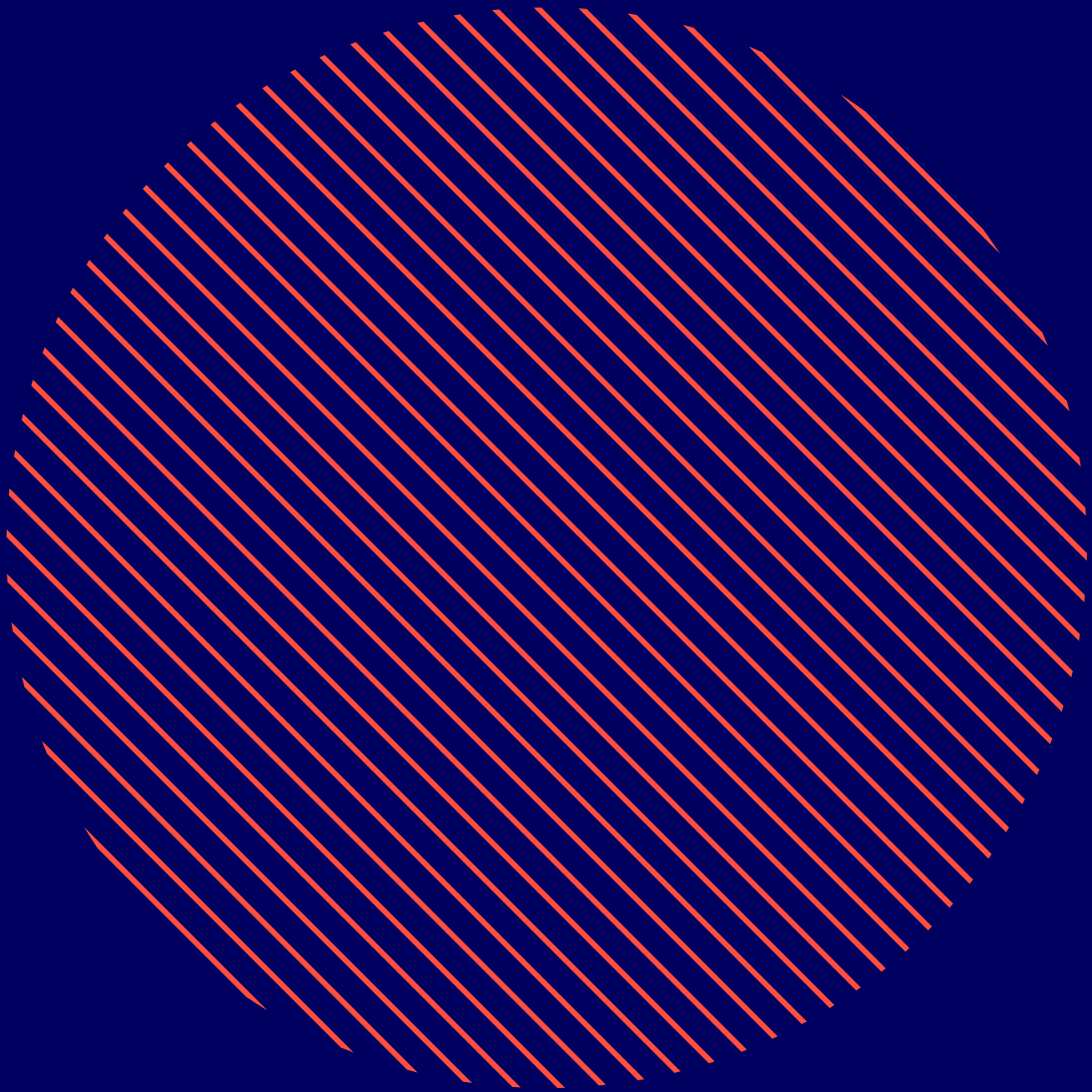
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