



### **"Education, Entrepreneurship and Culture" 2020:**

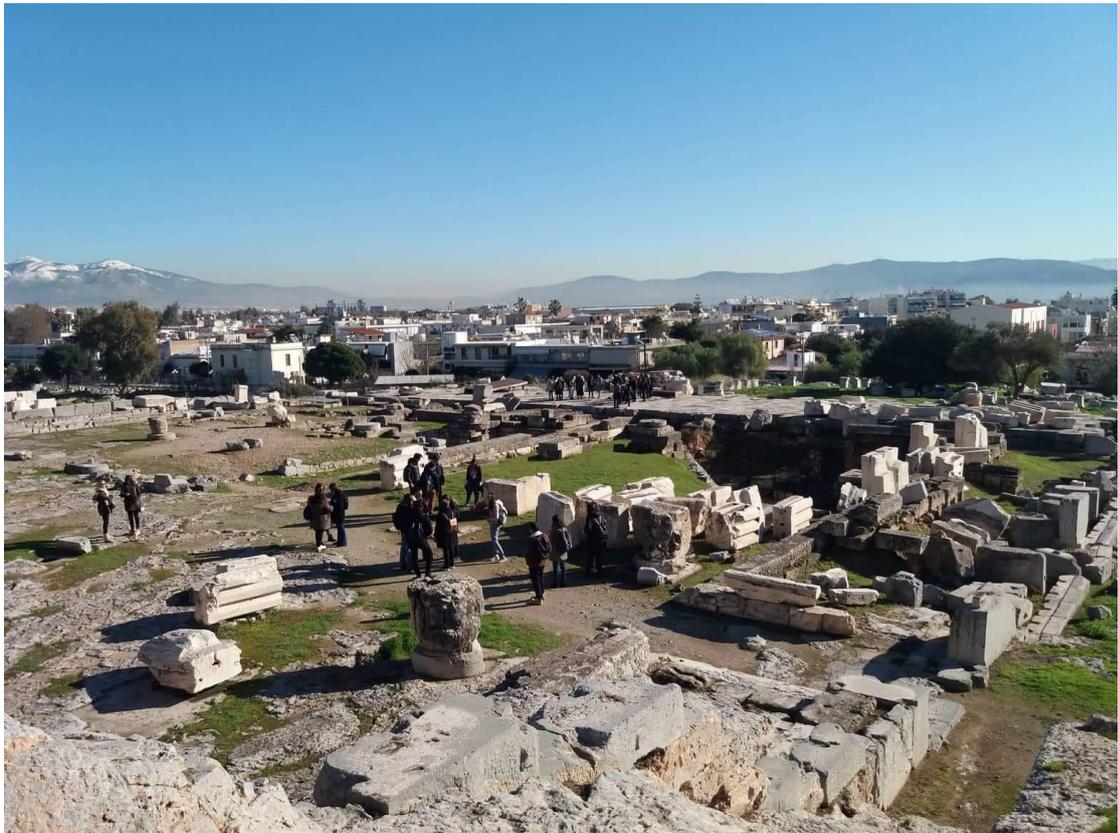
### **A Field Research on yesterday and today of the city of Eleusis- European Capital of Culture 2021**

On Wednesday 8/1/2020 the first stimulus was given and the curtain was opened for the spring semester 2020 for the innovative action “Education, Entrepreneurship and Culture” of the AUEB Teacher Education Program in collaboration with the association Diazoma, the financial education magazine Xenophon, the Innovation & Entrepreneurship Unit and the AUEB ACEin .

Specifically, on this day, Dr. Panagiotis Mastrantonis, member of the action’s scientific and volunteer at the association "DIAZOMA" which has the task of integrating the monuments into our daily life, through a targeted presentation, highlighted the problem of inefficient management of the monuments of Greece with emphasis on the city of Eleusis. At the same time, the students discussed the contribution of entrepreneurship to education and culture, with the award-winning economist and educator, Mr. George Tziros, scientific member of the Xenophon magazine.



Further, on Friday 10/1/2020 the students of the AUEB Teacher Education Program, accompanied by the scientific director of the Program Dr. Vasiliki Brinia, participated in a field research conducted in Eleusis. Companions on this fascinating journey through the year were Mr. George Tziros and Dr. Panagiotis Mastrantonis, who toured them in an exciting way at the archaeological site of Eleusis and discussed with them important aspects of the area's history and ancient text about goddess Demeter.



In the main part of the research, the students of the Program had the opportunity to tour the archaeological site of Eleusis, where for centuries, from the Mycenaean to the late Roman times, were held in honor of the goddess Demeter and Persephone the Eleusines, the holiest ceremony of all the feasts of Ancient Greece. Eleusis was the spiritual center of ancient Athens. The analysis of the historical elements emerging from this sacred site, has been a source of discussion on how to exploit important ancient sites through cultural entrepreneurship and how it can be linked to education.



Students also had the opportunity to make a connection between yesterday and today's town of Eleusis, which in recent decades has been one of Greece's main "production machines", with this industrialization not leaving the local society untouched. Intense environmental pollution and abandoned industrial facilities due to the economic crisis are some of the signs that today's visitor faces, while the glorious past experienced by Aeschylus in ancient times is the bright lighthouse for operators of the city who organize continuous actions of cultural content, culminating in the emergence of Eleusis as European Capital of Culture (ECO) for the year 2021.



After a

walk in sunny Eleusis, which ended up on the seafront of the city, students had the chance to chat with one of the leaders of the movement "Eleusis 2021", the former deputy mayor of the city, Mr. Gabriel Campanis, who presented them the vision of the city's image improvement. Sustainable development coupled with the best possible use of the ancient heritage are expected to play an important role in the promotion of Eleusis as Europe's cultural capital in 2021 in a dynamic cultural core of the region with the ultimate goal of revitalizing the Athenian Trilogy that is, the functional connection between Ancient Athens and Lavrio, Piraeus and Eleusis.

Through the field research, was completed the first of many stimuli to be given in the spring semester on the "Education, Entrepreneurship and Culture" action that will lead to a project on proposals to exploit the cultural reserve of Eleusis in the context of the Athenian Trilogy. The best team project of the students will be selected by the work evaluation committee and will be presented and received a praise at a Diazoma event.

So a new challenge is coming up soon for the students, in collaboration with "DIAZOMA" and the other operators who are once again important contributors to this exciting journey ...

