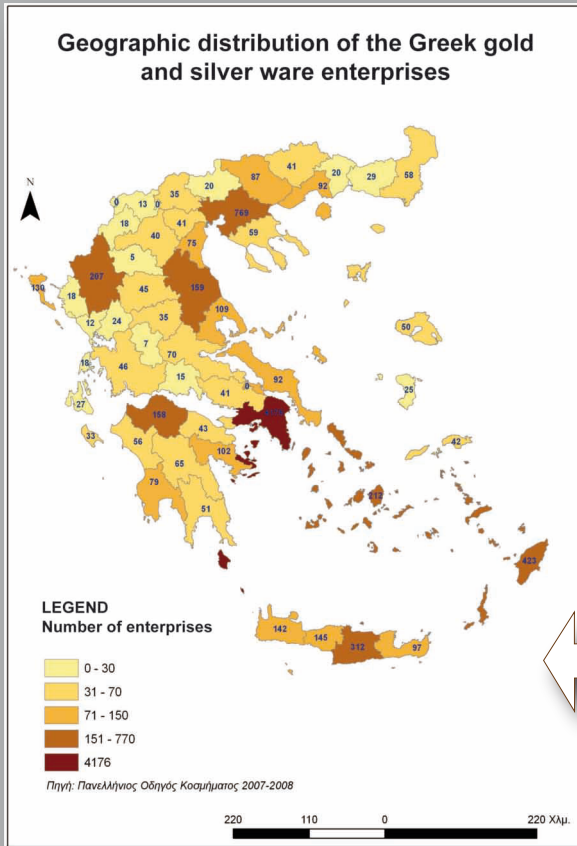


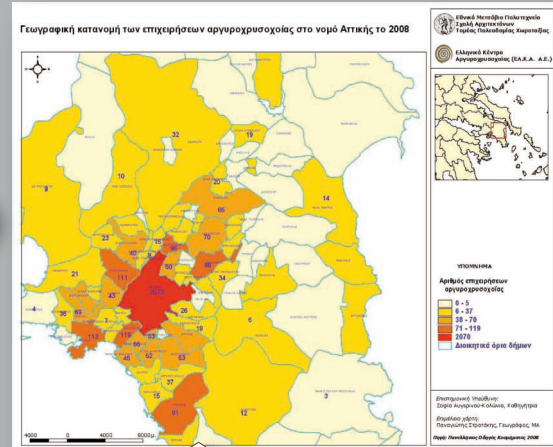
through a sustainable economic development for more job creation, social cohesion and respect to the environment

In the general context of an evolving milieu for the center of Athens with ageing buildings, increasing foreign population, traffic and spatial restructuring problems, the traditionally center-located crafts are facing new problems to be solved. Thus, the **objective** of this research project is the development of an information system, which should be able to determine on the one hand the optimal locations for the gold and silver ware SMEs. On the other hand, it should propose specific norms and standards of planning and design in order to create a favorable environment minimizing obstacles (land-use constraints, transportation cost, etc.) and promoting an ecological entrepreneurship and innovation.

Focus on the interdependence of:

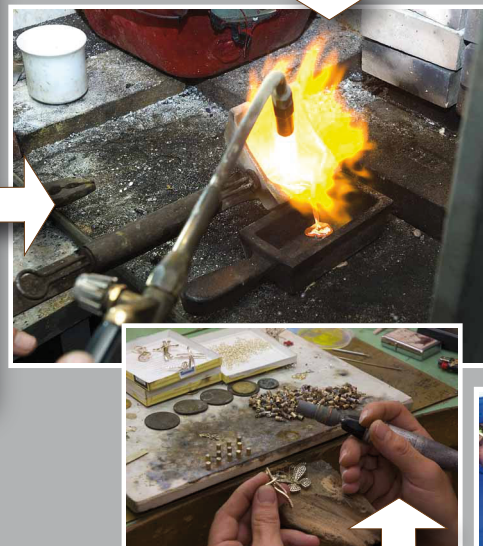


a) Location



Located in the center

b) Production activity



c) *Environment and Culture*

Part of the Greek cultural heritage

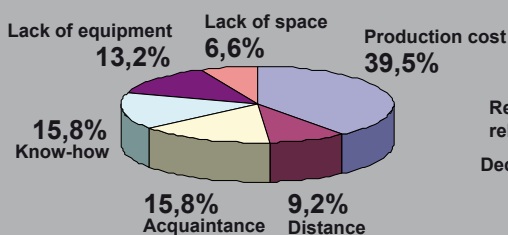
Ceramic and gold and silver ware have a millenia tradition and are among the most important professional fields of the Greek economy (8668 enterprises).

Concentrated in big cities

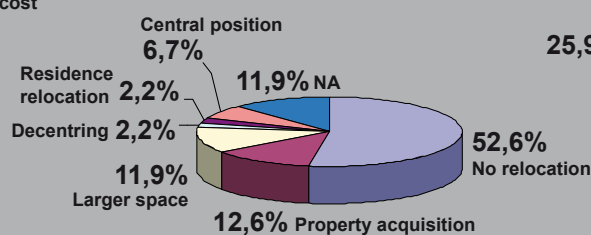
Method

- Investigation of the needs and demands of the gold and silver ware SMEs.
- Determination of norms and standards for the creation of a Database and an Electronic tool in order to determine the optimal location for the SMEs.

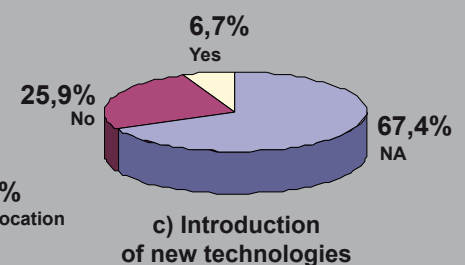
First Results



a) Criteria of cooperation



b) Relocation criteria



c) Introduction of new technologies



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