



MYTILINEOS
invests in initiatives safeguarding our cultural and natural heritage as well as promoting local growth

Corporate Social Responsibility and Sustainable Development Initiatives



Global Sustainable Development Target supported by the initiative.

Athens, Greece – 1 October 2018 – MYTILINEOS actively supports the new programs run by "DIAZOMA" association with a view to preserving and restoring monuments and linking them to sustainability and sustainable development. These are the **Programs of Cultural Routes & Archaeological Parks**, which regularly expand on an annual basis across almost all Regions of the country and are directly linked to **the Global Sustainable Development Objective 11, regarding the development of sustainable cities and communities.**

In this context, MYTILINEOS funded the study "Route in Nature and Culture of Central Greece". The initiative's key pursuit is to actively contribute to the effort of highlighting renowned, high quality tourist destinations. The ultimate objective behind the promotion and development of natural and cultural monuments is to benefit the businesses established in the Region of Central Greece, as well as the producers of agri-food products, craftsmanships, industries and the producers of modern cultural products.

Four (4) distinct stages are required in order to establish this Cultural Route: a) to secure infrastructure (both archaeological and operational), b) to implement marketing and digital actions of the program, c) to involve entrepreneurs in the Route through a Quality Pact and d) to run the program.

The study funded by MYTILINEOS regards the third and fourth stage and includes the following:

- the identification of industries, businesses or facilities to join the Route,
- the description of the operator established in order to develop and facilitate the Route and
- the description of linking tourist enterprises with Central Greece businesses operating in the agri-food industry.

For more details, please contact:

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About MYTILINEOS:

MYTILINEOS S.A. is a leading Greek industrial company active in Metallurgy, Power & Gas and EPC & Infrastructure Projects. Established in Greece in 1990, the Company is listed on the Athens Exchange, has a consolidated turnover in excess of €1.5 billion and employs directly and indirectly more than 2,900 people in Greece and abroad. For more details, please visit the Company's website: www.mytilineos.gr

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