



Greek National Tourism Organization



National Technical University of Athens

Metsovion Interdisciplinary Research Center (M.I.R.C)

for the Protection and Development of Mountainous Environment
and Local European Cultures



PRESS RELEASE

6/12/13

For the International Mountain Day, 11 December 2013

Action: "Greece from the Top", is an action for the promotion and raising people's awareness on the importance of Greece's Mountainous areas, through social media networks on behalf of the Greek National Tourism Organisation (GNTO) in collaboration with the N.T.U.A Metsovion Interdisciplinary Research Center (M.I.R.C).

International Mountain Day is an opportunity to create awareness about the importance of mountains to life, to highlight the opportunities and constraints in mountain development and to build partnerships that will bring positive change to the world's mountains and highlands¹.

The partnership between the Greek National Tourism Organisation (GNTO) and the Metsovion Interdisciplinary Research Center (M.I.R.C) of the National Technical University of Athens (N.T.U.A) was build in order to promote Greek mountainous areas through social media and indicate the need for their protection and integrated development.

¹ [Food and Agriculture Organization of the United Nation](#)

Greece is the most mountainous country of the European Union along with Austria and Slovenia. Mountainous areas in Greece account for 77.9 percent² of the total country area, but almost no one knows about that: "Sea and Sun" label is the standard image for Greece, as a summer destination worldwide. However, Greece's mountain ranges are regarded as natural and cultural hotspots. Greece has a unique natural and cultural environment in its unique mountain ranges all around the country.

This action is a call for the social networks users to share Greece's mountainous photos (landscapes, environments, culture, monuments, tradition, sports activities etc) in their facebook and pinterest accounts. In addition users that share their photos with the accounts of Visit Greece are really helping in practice to change Greece's image abroad (as most of the almost 100.000 friends of Visit Greece on facebook are foreigners.). Educational and awareness material in English will accompany the posts.

The action "Greece from the Top" is running this week, 9-15 December and the most "liked" photo on Visit Greece facebook (till 15:00 15/12) will win a coffee table book titled "GREECE the land of Diversity, by N. Petrou & the Hellenic Society for the Protection of Nature

Attachments

Logo: Greece from the Top
Logo FAO: International Mountain Day
Image with Logo
Logo GNTO
Logo N.T.U.A M.I.R.C

Links

Visit Greece account on facebook: <https://www.facebook.com/visitgreecegr>
Greek National Tourism Organisation: www.visitgreece.gr
Metsovion Interdisciplinary Research Center: www.ntua.gr/MIRC

² NORDREGIO, "[Mountain Areas in Europe: Analysis of mountain areas in EU member states, acceding and other European countries](#)", European Commission contract No 2002, CE.16.0.AT.136, Final report. 2004