

BUSINESS AND INNOVATION



Dr ARISTEA KYRIAKOU

University of Aberdeen

Aristea Kyriakou leads an outdoor education start-up that aspires to literally bring fresh air to schools in Greece and abroad. Aristeia's project, Greek and Green, was built on the foundations laid during her studies in the UK, Europe and Greece. It has already attracted more than 15,000 followers worldwide. Aristeia feels that her UK education has made her the person she is today. Her day-to-day dealings with her supervisors, colleagues and a vibrant interdisciplinary academic community, as well as the natural campus environment, have essentially determined the way she manages her project today and how she sees the future of education. She is now developing Greek and Green as a proposal of what a more ecocentric education system might look like should society decide to make a positive impact on the environment starting from school communities. Aristeia holds a Doctor of Philosophy in Education from the University of Aberdeen.



MICHAELA PLAKA

Lancaster University

Michaela Plaka is the founder of Cordella, the first online wedding gift registry in Greece that allows couples and guests to choose from hundreds of products and experiences, as well as the ability to gift cash. Michaela's postgraduate qualification gained in the UK, combined with her undergraduate studies in Business and Marketing, have helped her understand the extraordinary value of hybrid educational backgrounds and proved to be a cornerstone of her ability to think outside the box and implement impactful solutions in the Greek services industry. She aims to reinspire the wedding gift registry and offer modern couples and their guests a high-quality, seamless gift selection experience that will stand out through excellent service, empathy and innovation. Michaela holds a Master of Arts in Environmental Management and Consultancy from Lancaster University.