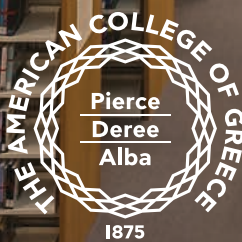


ACG 150

Advancing the Legacy,
Growing Greece

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ACG 150

A plan to leverage education for economic and social impact

Looking towards the 150th year of The American College of Greece in 2025, ACG's leaders asked:

What is Greece's greatest present and future need?
How can ACG help Greece's best future become a reality?

These questions gave birth to
ACG 150 | Advancing the Legacy, Growing Greece,
a visionary strategic plan to leverage education
for economic and social impact.



David G. Horner
PhD, President,
The American
College of Greece

The mission of The American College of Greece is to add distinctive and sustainable value to our students, Greece, American education, Hellenic heritage and the global community through transformative teaching, scholarship, and service. In difficult and good times over the past almost 150 years, ACG has not only survived but also prospered, expanding educational opportunities for students and making a positive difference in society. Continuing this progress is only possible with the support of our alumni and friends. I hope you will consider generously supporting ACG's strategic plan to advance our institutional legacy and impact Greece even more positively in the years immediately ahead.

ACG 150 The Plan

Although rebounding from a historic economic crisis, Greece must chart a path of reform to assure a sustainable economic future. Prudent public policy based on a shift toward extroversion, market-orientation, collaboration and innovation, as well as capitalization on strategic opportunities, remains essential

to achieving this goal. Greece can become Europe's most business-friendly environment, connecting theory and practice at the intersection of education and industry in order to meet the growing demand for different skill sets across multiple sectors.



Honorable Deborah Wince-Smith
President & CEO, United States Council on Competitiveness; President, Global Federation of Competitiveness Councils; Trustee, The American College of Greece

As Greece enters a new era of private sector-led economic growth, the most important asset for sustainable national prosperity will be harnessing the next generation of Greek innovators. Building upon its storied legacy and its unique American entrepreneurial culture, The American College of Greece is poised to nurture the diverse talents of its students, catalyze their commitment to life-long learning, and equip them with the skills to emerge as the leaders of a creative, compassionate, and globally competitive Greece.



Jim Logothetis
Senior Partner at Ernst & Young (retired); Chair, ACG Board of Trustees

As a Greek of the diaspora, I have been blessed with an American education and a successful global career in business. I feel that one of my key priorities is to give back to my home country. The American College of Greece offers the benefit of not only an American education but also opportunities for its graduates without necessarily having them emigrate, as my family did. These are the most compelling ways to avoid further brain drain and support the mindset change expected by those contemplating direct foreign investment in Greece.

ACG 150 was developed in collaboration with McKinsey & Company, integrating the firm's New National Growth Model (*Greece 10 Years Ahead: Defining Greece's New Growth Model and Strategy with 2018 revised estimates*), which projects the potential for Greece to add:



**780,000
new jobs**



**over
€66 billion
in annual GDP**

+

Accordingly, ACG 150 evolves existing programs and launches new initiatives with multiple, collaborative platforms for key stakeholders in order to:

ADDRESS

public policy and other barriers
inhibiting Greece's growth

STRENGTHEN

Greece's entrepreneurial culture

BOOST

Greece's research, innovation
and commercialization productivity

DEVELOP

key areas of strategic collaboration between
academia, industry and the public sector



ACG 150 The Institutes

At the center of ACG 150 is establishing Greece's first Institute for Market-Based Economics (IMBE). The IMBE will house Centers of Excellence in three sectors as well as an Innovation Network, together representing an upside of

**430,000 jobs and €35 billion
in annual GDP growth:**



Tourism & Leisure



Logistics, Shipping & Transportation



Technology & Digital Transformation



Research, Technology & Innovation Network

These centers will facilitate productive engagement of business leaders, policymakers, academics and students through education and training programs, focused research, articles, media productions and conferences to design and deliver on road maps leading to solutions to the Greek economy's most pressing needs. The IMBE's Research, Technology & Innovation Network will help fill the current gap in Greece linking university-based research to commercial development as well as connecting Greece to global technology transfer opportunities.

Sustainable growth also requires fortifying Greece's foundation of personal and social values, virtues and capacities. Individuals will need "soft skills" to adapt in a rapidly changing world where job descriptions quickly become obsolete. A second ACG 150 institute – the Institute for Hellenic Culture and the Liberal Arts (IHCLA) – addresses these needs by applying the distinctive heritage of Hellenic culture and the liberal arts to the contemporary context. Three ideals drawn from Greece's unique ancient, Byzantine and modern history – excellence (αρετή), stewardship (επιμέλεια), liberty (ελευθερία) – guide IHCLA programs to

shape students and professionals who can meet dynamically shifting employment expectations and meaningfully contribute in a knowledge-based, global economy.

A specific challenge for Greece is the public health risk and predictably rising cost of current tobacco consumption rates. The third major ACG 150 institute, the Institute of Public Health, was established in 2015 with the support of the Behrakis Foundation and will expand its impactful work in reducing tobacco consumption in Greece through education, research, public policy and public service.



Yiannis A. Retzos
CEO Electra Hotels & Resorts;
President SETE-Greek Tourism
Confederation

The Greek tourism sector is growing at a record pace and is one of the main pillars of the economy, accounting for 11.5% directly of the country's GDP, while its combined indirect and direct impact is almost 25% of Greece's GDP. Tourism's value is in its people and investing money in educating future generations looking to leave their mark in the leisure business will not only make them thrive, grow and be successful but also resonate in the further growth of the Greek economy. As a strong advocate, I feel The American College of Greece leads in its ability to produce graduates who are adaptable and ready to make a positive impact in this important sector and many other aspects of Greek industry and society.

ACG 150: Advancing the Legacy, Growing Greece

- 2015
- 2019-20
- 2020-21

Institute for Market-Based Economics



Center of Excellence:
Tourism & Leisure

Center of Excellence:
Logistics, Shipping & Transportation

Center of Excellence:
Technology & Digital Transformation

Research, Technology & Innovation Network

innovation accelerator

Institute of Public Health

Institute for Market-Based Economics

Mission
Secure a free market-based future for the Greek economy that facilitates sustainable growth and prosperity by promoting focused, problem-oriented research and associated public policy recommendations.

Institute of Public Health

Mission
Improve the quality of life for all Greeks and improve Greece's economic future by reducing tobacco consumption (one of Greece's major public health and public finance issues).

Institute of Hellenic Culture and the Liberal Arts



Institute of Hellenic Culture and the Liberal Arts (IHCLA)

Mission
Foster Greece's economic, cultural and intellectual development along lines consistent with values derived from Hellenic tradition and the liberal arts by developing skills in critical thinking, communication, creativity and citizenship.

Mission
Accelerate the transformation of the Greek economy by fostering sustainable growth, job creation, focused research and associated policy recommendations through programs that bring together researchers, entrepreneurs, employers and public sector representatives while educating future industry leaders.

Mission
Foster Greek economic development by promoting the creation of start-ups, connections of IP with potential investors/entrepreneurs and serving as a nexus for research, innovation and technology development and transfer.

Discover ACG

Core Values

- Applying American education best practices
- Affirming Greece's unique intellectual and cultural heritage
- Sustaining a campus ethos of mutual respect, responsible action and high achievement
- Developing students for global citizenship



A distinctive institutional profile uniquely positions ACG to serve as a fulcrum of change in Greece:

1

nearly 150-year history of independent educational leadership driven by a passion "to serve, not to be served"

3

performance during the Greek economic crisis

4

proven governance and leadership

2

operating scale and financial resources

5

history of educational, cultural and business collaboration

ACG Key Facts

ACG is a global education and public-private collaboration hub with students from 70 countries and over 1,000 Study Abroad and 1,000 Parallel Studies (with Greek public universities) students annually. ACG hosts a wide range of conferences, lectures and special topic events accessible to all – students, alumni, general public – featuring internationally-renowned academics, writers, diplomats and professionals with more than 50,000 attendees annually.

Founded in
1875
in Smyrna, Asia Minor;
relocated to Greece in
1923

Oldest and largest,
comprehensive,
US-accredited
educational institution
in Europe

Over 5,700
students from
70 countries
and **450 faculty**;
nearly 50% of ACG students
receive financial and
merit-based assistance
(over €7.6M annually)

3 academic divisions

- **Pierce** - leading independent secondary school: Gymnasium, Lyceum, International Baccalaureate Diploma Program
- **Deree** (undergraduate and graduate) Europe's largest US-accredited college
- **Alba Graduate Business School** Greece's premier, independent graduate business school

Pierce and Deree housed on a
64-acre main campus in Aghia Paraskevi, Athens; Alba Graduate Business School's campus in downtown Athens

Over 1,000 Study Abroad students annually from **250 international universities**

First Makerspace and Fab Lab in a secondary school in Greece

First American higher education institution abroad to achieve **US accreditation** (New England Commission of Higher Education, 1981)

Over 1,000 students annually study in parallel to their Greek public university programs

State-of-the-art Simulated **Trading Room**, unique in SE Europe

U.S. Olympic Team High-Performance Training Center for the **2004 Athens Olympics**

Undergraduate programs validated by the **Open University, UK**



ACG 150

Advancing the Legacy, Growing Greece

Goals and Objectives

ACG 150 will leverage education for economic and social impact by:

- Informing public policy
- Generating high growth potential, sector-specific, applied research
- Producing higher-quality, better-prepared graduates, executives and professionals ready to lead and respond to change
- Facilitating technology commercialization and incubating startups
- Reducing long-term healthcare costs

Join Us

ACG has launched the most ambitious fundraising campaign in its history, seeking to raise \$75 million by 2025 to support ACG 150. The funds will be designated as follows:

50% for an endowment to fund ACG 150 priorities (e.g., institute budgets, academic program support, faculty chairs, student financial aid) in perpetuity

30% for facilities to fund new construction and renovation of educational facilities (e.g., student residences, laboratories, library) as well as campus expansion

20% for operations to provide start-up and/or fixed-term funding of ACG 150 priorities (e.g., institutes, Research, Technology & Innovation Network)

ACG 150

Advancing the Legacy, Growing Greece

Join Us

For almost 150 years, ACG has served students committed to improving themselves as well as their country and the world. At this critical moment of opportunity for Greece, we intend to advance this mission materially. We are dedicated to this vision because we believe that ACG 150 can impact Greece in an unprecedented way. If you share our enthusiasm and are willing to support our commitment to Advancing the ACG Legacy and Growing Greece, please contact us today and see how you can make a difference.



Dr. Angeliki Kosmopoulou
Pierce '84, Executive Director,
A.C. Laskaridis Charitable
Foundation

ACG gave me a great academic start and much more. It challenged me to be independent, embrace change, keep learning and act with tenacity and resilience in all facets of life. Truly formative, my six years at ACG shaped who I am.



Nikitas Marinos
Deree Parallel Studies,
Deree Scholarship Recipient

I am studying Computer Science at the Greek University and majoring in Marketing at Deree. I decided to combine the Greek and American university systems in order to make the best out of my college years. Being a parallel student, I have had the chance to participate in various financial and governmental internships, study abroad programs, and have easy access to professors and career services. Thanks to the scholarship I received, I am enjoying top-quality education as well as academic and professional opportunities in Greece and abroad.



Mr. Dimitris Patrikios
CEO, Kyklades Maritime
Corporation (Alafouzos Family)

Shipping in Greece has a tradition going back more than two generations and represents 25% of the global, independently-owned ships. To keep our shipping expertise we need well-educated seafarers to adapt to a rapidly changing, hyper-connected and ever more complex world. The American College of Greece has the vision, the ability and the experience to provide the necessary platform for the education and training of the seafarers and office professionals we need for the future.



Ioannis Vasilakos
Vice Chairman and Managing Director,
Dixons South-East Europe

The Greek Mixed Electrical retail sector is growing by almost 3% per year, following 9 years of severe recession, and is expected to grow in the upcoming years faster than the GDP. Attracting new skills in the areas of Big Data Analytics, Supply Chain and Information Technology to support the ongoing digital and supply chain transformation is a necessity for any retail organization these days, while highly-skilled employees constitute the most important asset for the future. Speaking not only as an alumnus but also as a close partner of ACG, I see The American College of Greece as a powerful source of highly-skilled, ready-to-make-a-difference graduates, capable to fill our industry's needs for self-motivated, highly-skilled employees and future leaders.

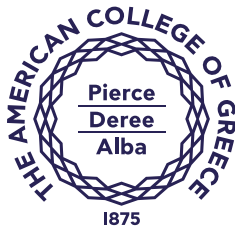




The logo for ACG 150 features a blue chevron shape above the text "ACG 150" in a bold, blue, sans-serif font.

ACG 150

Advancing the Legacy
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