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WE ARE

FOREST + TREE

**WE HELP COMPANIES
CONVEY WHO THEY ARE TO THE WORLD**



HOW? WE SEE

THE FOREST AND THE TREE

**APPRECIATING THE BIG PICTURE, WITHOUT LOSING SIGHT OF THE DETAILS
THAT BRING IT TO LIFE**

Success is about getting the big picture - your brand's purpose, its strategy and its place in the world. But it's also about zeroing in on the finer details. Effective execution, well-crafted messaging and communication that delivers.

With our guidance, you will define your purpose and distill your message, so you can find your voice and authentically communicate who you are to the world.



WE DIVE DEEP, THROUGH IMMERSIVE

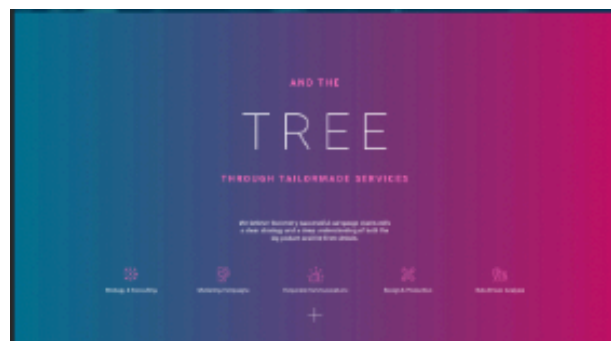
STRATEGY SESSIONS

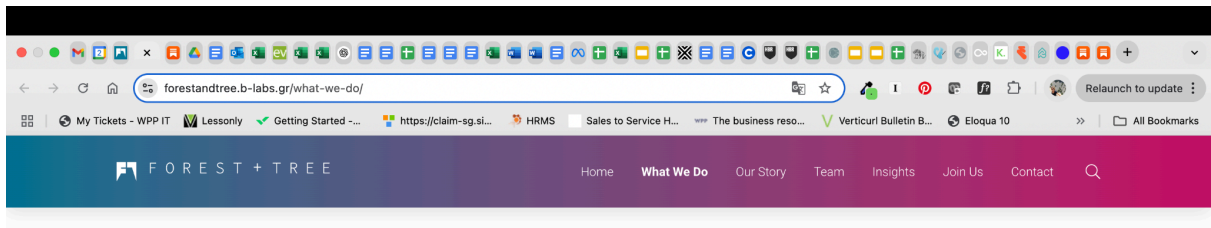
THAT SET YOU UP FOR SUCCESS

We are firm believers in setting things up right before we can fly. Through our signature workshops and strategy sessions, we go beyond understanding what you want to say – we dive into why it matters, who you're speaking to and the best way to reach them. This ensures you communicate clearly, authentically and effectively.

[\[Find out more\]](#)

[\[Contact us\]](#)





Strategy & Consulting

From defining your brand's positioning to aligning communication with market realities, our strategic consulting services provide the blueprint for success. We craft tailored strategies that enhance brand perception, improve customer engagement and set the stage for long-term growth.



Corporate Communications

We help you craft a strong corporate narrative, manage media relations, navigate crises with confidence and communicate your corporate social responsibility initiatives. Internally, we strengthen workplace culture by ensuring that both your external and internal messages align with your core values and goals.



Marketing Optimization

We design and execute integrated, omnichannel marketing campaigns that connect your brand with the right audience at



Data-Driven Analysis

Harnessing the power of data, we provide insights that drive smarter decisions. Our data analytics services help businesses

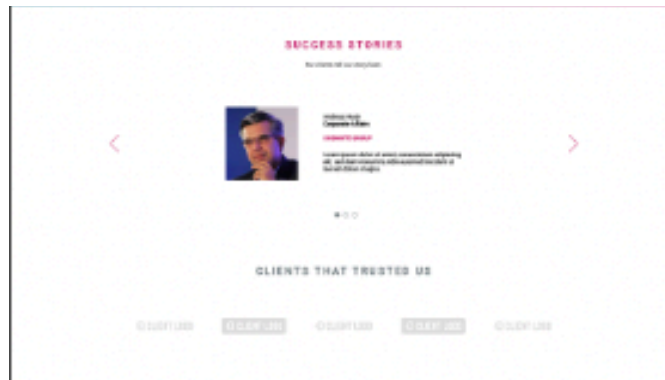
WE TURN STRATEGY INTO ACTION WITH

TAILOR-MADE SERVICES

ATTUNED TO THE REALITIES OF A SHIFTING WORLD

Whether it's shaping your brand strategy, refining corporate communications or executing impactful omnichannel campaigns and projects, we craft solutions that ensure your message reaches the right audience in the most effective way, at the right time.

Strategy & Consulting | Corporate Communications | Marketing Optimization
Data-Driven Analysis | Design & Production | Event Management



OUR CLIENTS TELL OUR STORY BEST

Andreas Hudy Corporate Affairs COSMOTE GROUP

BRANDS THAT TRUSTED US

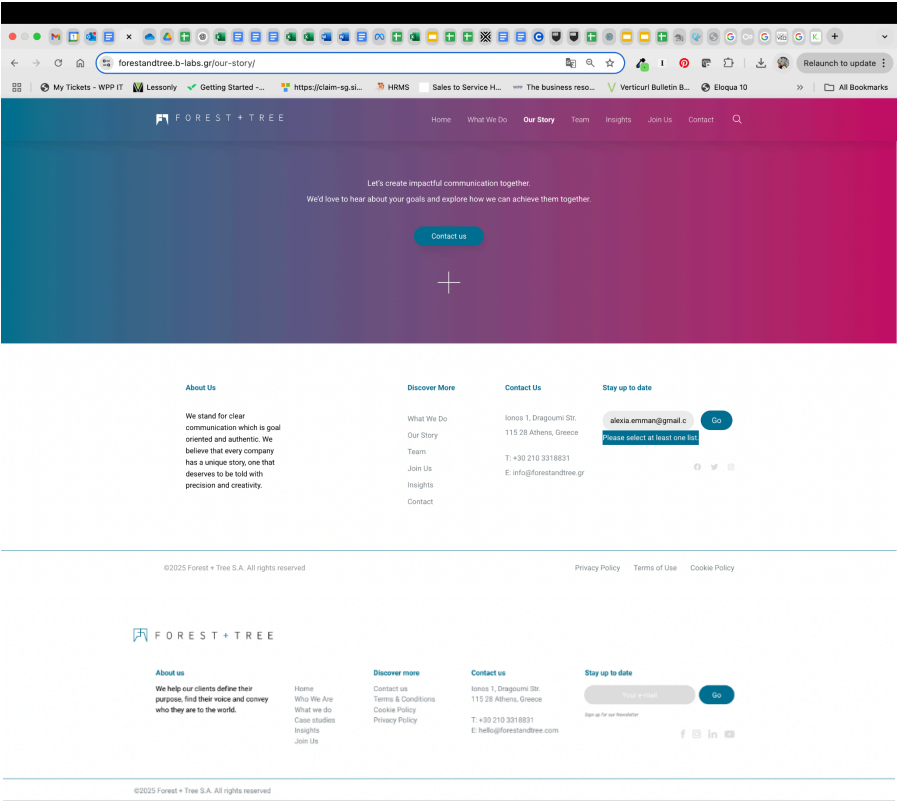
Logos



READY TO GET STARTED?

Let's create impactful communication together. We'd love to hear about your goals and explore how we can achieve them together.

[CTA] [Contact Us](#)



[FOOTER]

"Marianna Skylakaki is founder and CEO of Forest + Tree, a strategic advisory firm specializing in strategic communication, storytelling, and helping organizations effectively communicate their purpose and impact. She is also publisher of the award-winning media company αθηNEA, and host and co-producer of the acclaimed docuseries Brave New Greece, broadcast on ANT1 TV.

Marianna began her career in investment banking with Goldman Sachs in London. She holds a BSc in Economics & Politics from the University of Bristol and an MPA in Public Policy & Management from the London School of Economics.

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"

[What We Do]

WE'RE HERE TO HELP YOU COMMUNICATE WITH

CLARITY AND MAKE AN IMPACT

Our approach spans two core areas:

[Strategy Sessions]

[Services]

OUR METHODOLOGY IS

ROOTED IN OUR IDENTITY

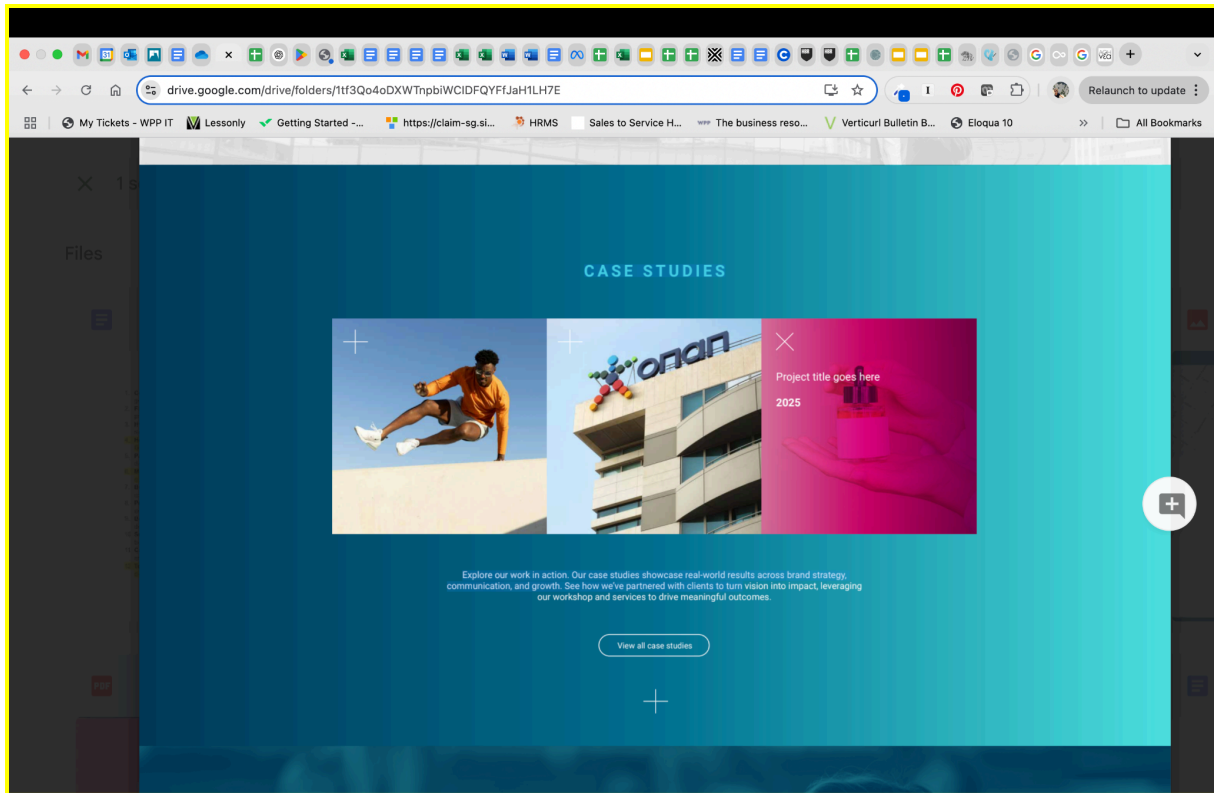
OF SEEING BOTH THE FOREST AND THE TREE

We believe great communication happens when strategy and execution work in harmony.

The **Forest** is your brand's bigger picture—its purpose, positioning, and the evolving trends, market forces, and cultural shifts that shape your industry.

We stay ahead of these dynamics to craft strategies rooted in relevance and impact.

The **Tree** is the fine detail—the unique essence of your brand, the messages that set you apart, and the nuances that make your story compelling. We distill these elements into clear, powerful narratives that engage the right audience in the right way.

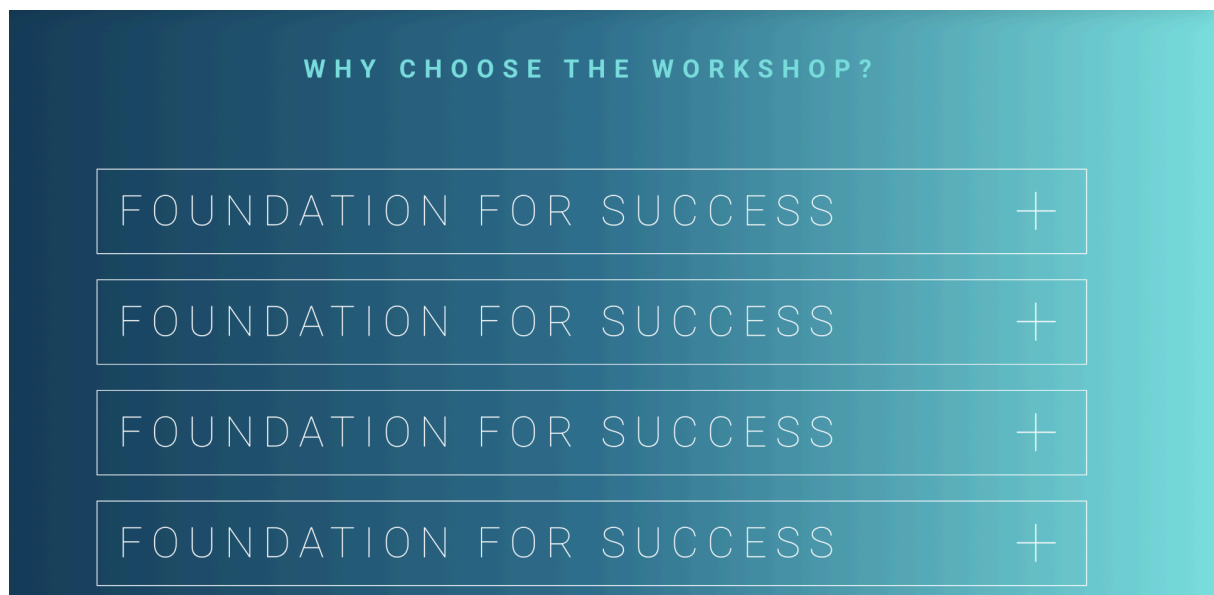


OUR

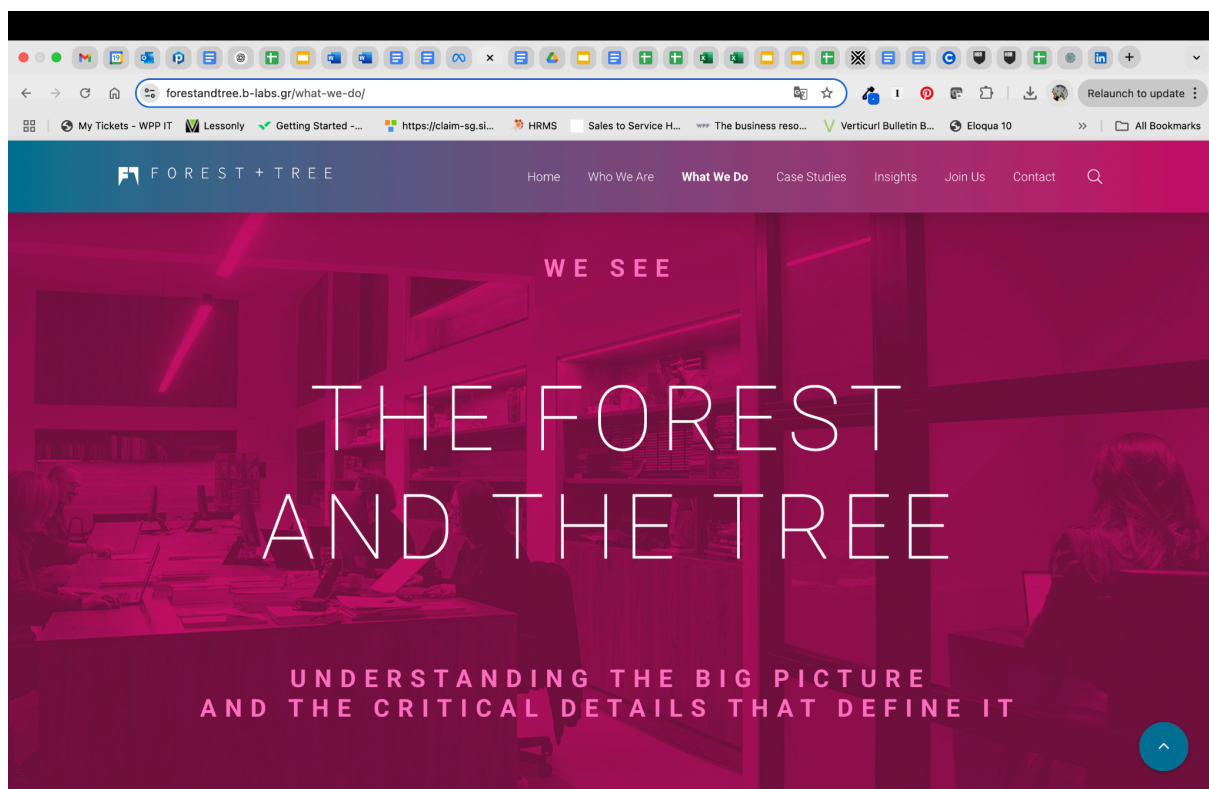
STRATEGY SESSIONS

Before diving into campaigns and tactical execution, every brand needs a clear strategic foundation. Our signature workshops and immersive strategy sessions are hands-on experiences designed to define your core messaging, align your communication strategy with your long-term goals and ensure every step forward is purposeful and effective.

HOW OUR STRATEGY SESSIONS SET YOU UP FOR SUCCESS



- + **Built for Impact:** Establish a strong foundation that ensures every future communication effort is aligned with your business objectives.
- + **Immersive & Collaborative:** We dive deep into your business, working side-by-side with your team to uncovering key insights and shaping strategies that resonate.
- + **From Strategy to Action:** The workshop isn't just a discussion - it leads to a concrete roadmap with clear next steps.
- + **Stronger Together:** Strengthen internal alignment and foster a shared vision through dynamic, interactive sessions.
- + **Fresh Perspectives:** Gain new insights and inspiration that fuel more authentic, purpose-driven communication.



OUR SERVICES

Whether as a continuation of your strategy session or as standalone solutions, our expertise ensures that your message is clear, authentic and results-driven.



Strategy & Consulting

Our strategy and consulting services focus on aligning your brand with market realities. From developing cohesive brand strategies to enhancing customer experiences, we ensure that every touchpoint resonates with your target audience. We guide businesses through digital transformation and help them understand their market positioning, creating strategies that are grounded in thorough market analysis and tailored to their specific goals.



Marketing Campaigns

We design and execute integrated, omnichannel marketing campaigns that connect your brand with the right audience at every touchpoint. Our approach blends strategic planning with seamless implementation across email, social media, search engines, and paid media. From crafting personalized messages to managing cross-channel consistency, we ensure your brand remains visible and impactful. Through continuous optimization, data analysis, and performance tracking, we fine-tune campaigns to maximize reach, engagement, and return on investment.



Corporate Communications

Effective communication is the cornerstone of a strong brand. Our corporate communications services help you build lasting media relationships, manage crises with confidence, and promote corporate social responsibility initiatives. Internally, we work to improve workplace culture through enhanced communication strategies, ensuring that both your external and internal messages align with your core values and goals.



Design & Production

Our creative and production services bring your brand to life through impactful design and storytelling. Whether it's developing a brand's visual identity, producing high-quality video content, designing your website or producing event booths and material our team ensures every creative detail reinforces your brand message and engages your audience.



Data-Driven Analysis

Harnessing the power of data, we provide insights that drive smarter marketing decisions. Our data analytics services help businesses understand consumer behavior and market trends, while our marketing automation tools enable more efficient customer engagement. We create personalized, targeted campaigns that align with business goals and enhance customer experience.

Strategy & Consulting

From defining your brand's positioning to aligning communication with market realities, our strategic consulting services provide the blueprint for success. We craft tailored strategies that enhance brand perception, improve customer engagement and set the stage for long-term growth.

Corporate Communications

We help you craft a strong corporate narrative, manage media relations, navigate crises with confidence and communicate your corporate social responsibility initiatives. Internally, we strengthen workplace culture by ensuring that both your external and internal messages align with your core values and goals.

Marketing Optimization

We design and execute integrated, omnichannel marketing campaigns that connect your brand with the right audience at every touchpoint. Through data-driven insights, continuous optimization and strategic execution across social, email, search and paid media, we ensure measurable impact and maximum ROI.

Data-Driven Analysis

Harnessing the power of data, we provide insights that drive smarter decisions. Our data analytics services help businesses understand consumer behaviour and market trends, while our marketing automation tools enable more efficient customer engagement.

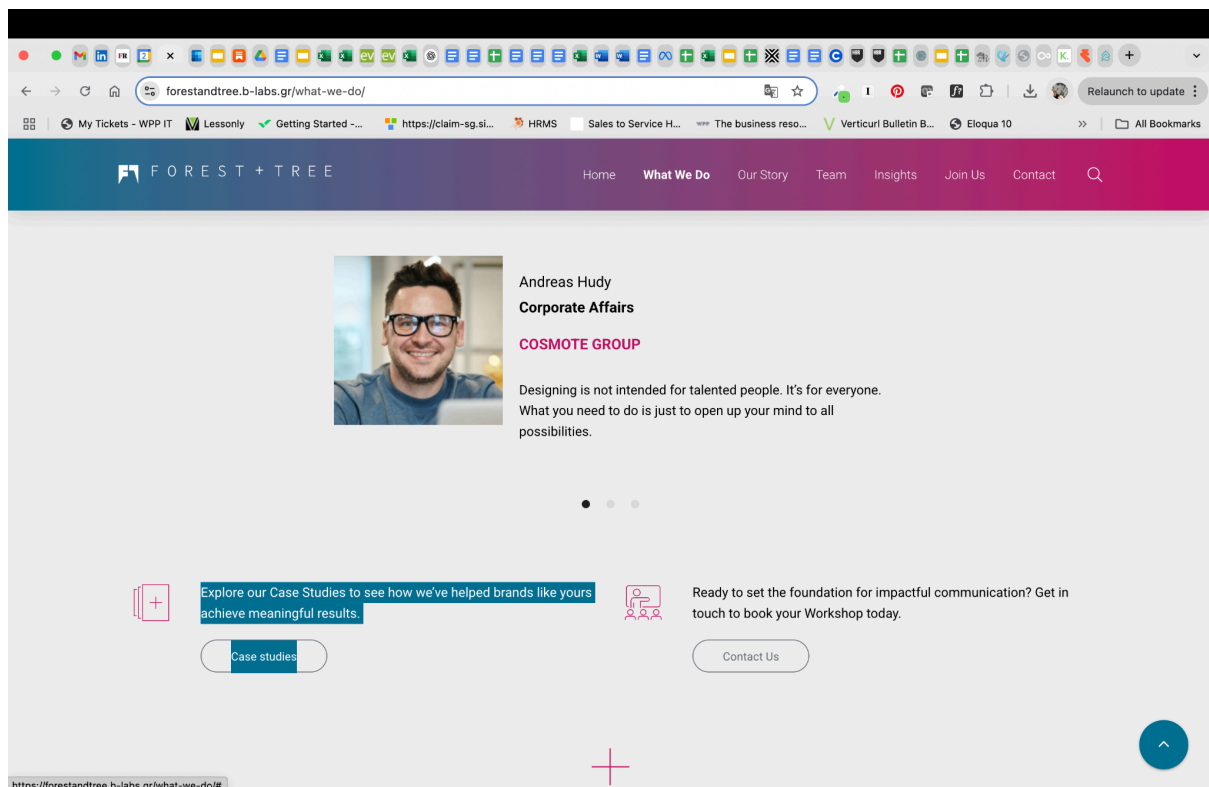
Design & Production

A compelling brand story needs a powerful visual and creative identity. From brand development to video production, content creation and event materials, our team ensures that every design element resonates with your audience and amplifies your brand's message.

Event Management

From concept to execution, we design and deliver events that leave a lasting impact. Whether it's a high-profile conference, an intimate corporate gathering, or an immersive brand activation, we handle every detail—from logistics and programming to speaker coordination and audience engagement—to ensure a seamless and memorable experience.

SUCCESS STORIES



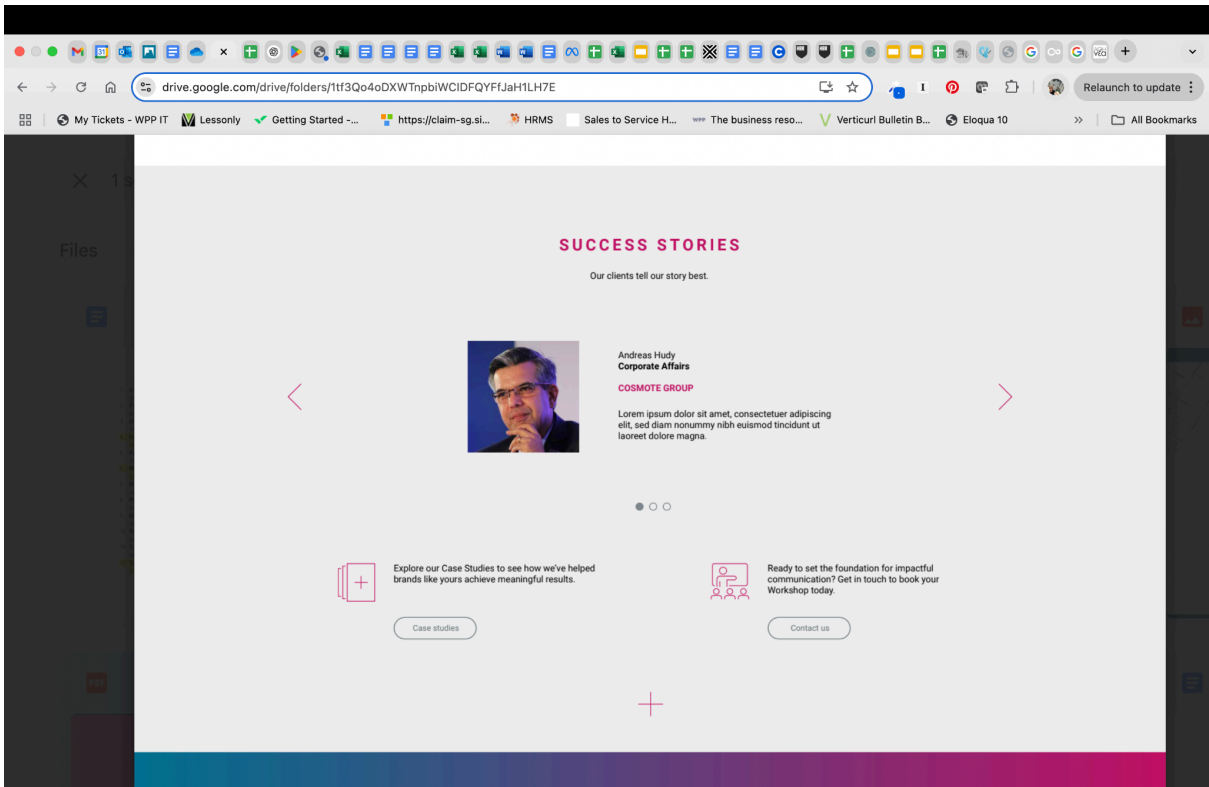
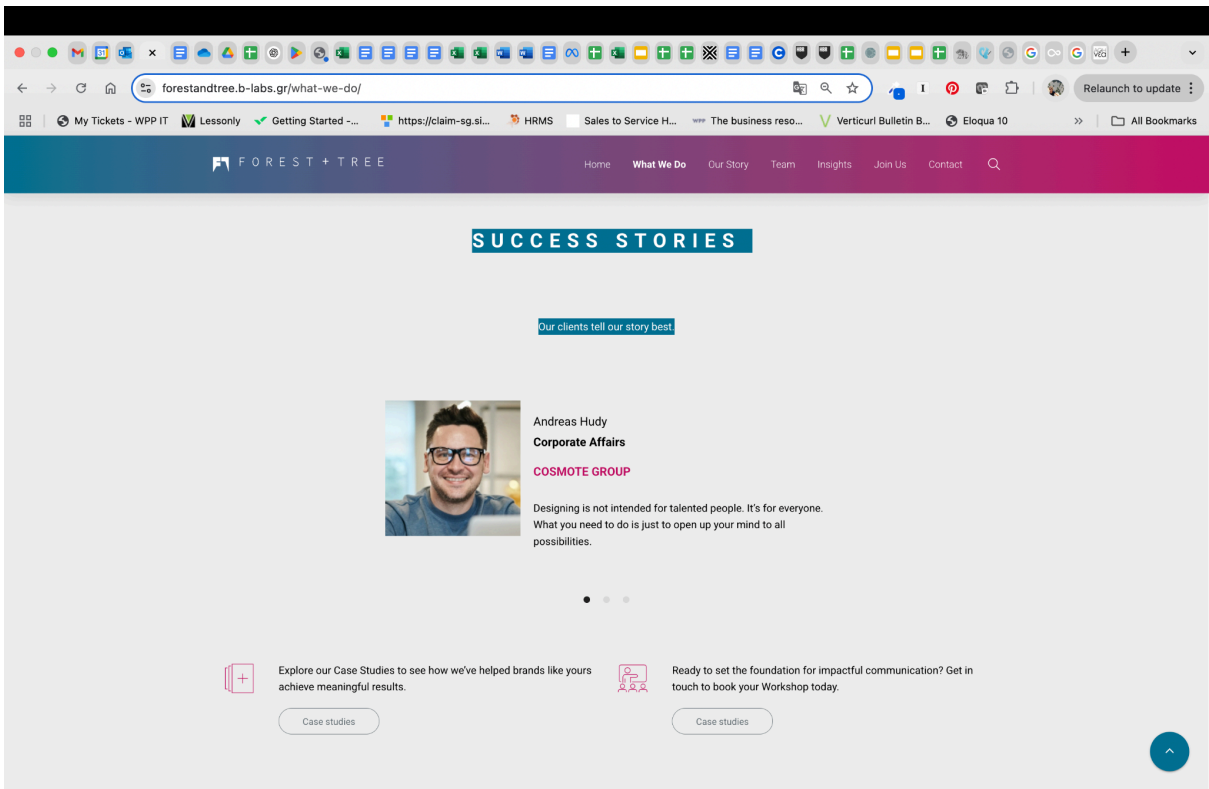
See our work in action. Dive into our case studies to discover how we've helped brands like yours create impact and achieve meaningful results.

[\[View all Case Studies\]](#)

Our clients tell our story best.

Testimonial 1 (quote, author name, job role, company name)

Testimonial 2 (quote, author name, job role, company name)



[Our Story]

WE ARE A BOUTIQUE CONSULTANCY

SPECIALIZING IN CORPORATE COMMUNICATION THROUGH STRATEGIC STORYTELLING

We believe in clear, authentic and impact-driven communication. Every company has a unique story, and it deserves to be told with passion, creativity and precision. Our conviction is simple: effective communication starts with a deep understanding of your identity. When your message reflects who you are, it resonates and drives results.

OUR VISION IS TO HELP YOU CONVEY WHO YOU ARE TO THE WORLD

OUR MISSION IS TO GUIDE CLIENTS TO DEFINE THEIR PURPOSE SO THEY CAN FIND THEIR VOICE AND SHARE WHO THEY ARE WITH THE WORLD.

OUR VALUES

Resourcefulness

We can't control everything, but we do believe in focusing on what we *can* control. We break problems down, ask the right questions and find answers that move us forward. No matter the challenge, we roll up our sleeves, adapt and do what needs to be done.

Authenticity

We stay true to who we are and empower you to do the same. In a world driven by ephemeral trends, we help you stand out by showcasing your uniqueness. Our approach ensures your message remains genuine and aligned with your values, rising above the noise.

Substance

We craft strategies that resonate because they are grounded in meaningful insights. No fluff—just actionable steps that lead to real, measurable results.

Connection

We believe in the power of collaboration, creating meaningful relationships that extend beyond business. For us, connection means understanding your story and helping you share it with those who need to hear it.

READY TO GET STARTED?

Let's create impactful communication together. We'd love to hear about your goals and explore how we can achieve them together.

[CTA] [Contact Us](#)

[Footer]

[Team]

OUR TEAM IS AT THE HEART AND SOUL OF WHAT WE DO

We aspire to become an extension of your own team, treating every client as a long-term partner. Built on trust, respect and open communication, our collaborations are designed for lasting impact.



Marianna Skylakaki Founder & CEO Short bio: Marianna Skylakaki is founder and CEO of Forest + Tree, a strategic advisory firm specializing in strategic communication, storytelling, and	George Velissarios Strategy & Planning Director Short bio: George studied Mechanical Engineering at NTUA, Business Administration at Imperial College and Economics & Leadership at Harvard	Alexia Emmanoulopoulou Communications & Marketing Director Short bio: Alexia studied Law at the University of Bristol and UCL. After a few years in commercial law, she transitioned into marketing in 2013, seeking a more creative and strategic role.	Leftheris Plakidas Commercial Director Short bio: Leftheris Plakidas is an experienced journalist and commercial director with a strong background in media, publishing, and content strategy. As the Commercial Director at Forest + Tree, he plays a
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helping organizations effectively communicate their purpose and impact. She is also publisher of the award-winning media company αθηNEA, and host and co-producer of the acclaimed docuseries Brave New Greece, broadcast on ANT1 TV. Marianna began her career in investment banking with Goldman Sachs in London. She holds a BSc in Economics & Politics from the University of Bristol and an MPA in Public Policy & Management from the London School of Economics.	University. He has been fortunate to work in communication and marketing for over 25 years. Over the course of his career, he has held management positions at more than 10 companies and played a key role in establishing one of the most significant startups in the advertising sector. Continuously evolving professionally, he now leads Strategic Planning and Project Management at Forest + Tree.	Since then, she has worked in both in-house and agency environments, leading marketing initiatives across the tech, SaaS, FMCG, and energy sectors. Over the past decade, she has managed global teams and campaigns, driving demand generation and customer engagement across Europe, Asia, and North America. Today, she brings her experience and passion for marketing and communication to her role as Communications and Marketing Director at Forest + Tree.	key role in the company's growth and strategic partnerships. With a career spanning multiple media platforms—including newspapers, magazines, radio, and television—Leftheris has reported on a wide range of topics, from general news and culture to sports journalism. His coverage and collaborations includes major global events such as 6 Olympic Games. An advocate for active living, he is a dedicated marathon runner, urban cyclist, and open-water swimmer. Originally from Thessaloniki, he lived the last 20 years based in Athens.
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Maria Gianniou Leadership Coach & Corporate Trainer Maria is a certified Leadership Coach, Corporate Trainer, and founder of Lead From Within, which offers coaching and interactive soft skills workshops. She has 25 years of experience in adult education, working with HR teams to cultivate inclusive workplaces, enhance employee engagement, and develop future leaders, designing and delivering high-impact training programs, focusing on leadership effectiveness, performance optimization and people development.	Maria Tritari Media Relations & Outreach Maria is a qualified lawyer with a degree from the National and Kapodistrian University of Athens. Her international experience and natural flair for communication led her to specialize in media relations and brand storytelling. With a strong background in project management, Maria has coordinated high-profile events with precision and strategic oversight. She has also helped shape and manage the public image of corporate brands, crafting narratives that balance authenticity with impact. A passionate communicator with a deep love for wine and gastronomy, she holds the WSET Level 3 Award in Wines and Spirits and continues to explore the world of taste through international seminars, exhibitions, and vineyard visits.	Olga Antonea Creative Design Olga studied graphic design and architectural drawing, bringing together a keen eye for detail with a strong sense of visual storytelling. She has spent several years working in both an architectural firm and a textile company specializing in fabric prints and patterns, and has built a versatile career as a freelance graphic designer. Her extensive experience in publication design, book and cover design, branding, and business materials allows her to shape compelling visual narratives. At Forest + Tree, Olga draws on this diverse creative background to amplify and elevate the meaningful work we do, turning ideas into design that connects, inspires, and endures.	Despina Rammou Content Creation Despina Rammou brings her editorial expertise to Forest + Tree, shaping content and narratives across a wide range of projects. She also contributes to αθηNEA as both an editor and writer. A graduate of the University of Athens with a degree in Theology, she has held prominent roles in publishing, including editor-in-chief of <i>GEO</i> magazine and editorial director of the children's edition of <i>Kathimerini</i>. Over the years, she has collaborated with leading magazines and publishing houses, consistently delivering work marked by clarity, structure, and depth. With a thoughtful approach to language and storytelling, Despina crafts content that is both engaging and enduring.
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She is the author of the book "Self-leadership", co-author of "Inclusion Journal", and co-creator of the podcast "15 minutes of Diversity". She was co-hosting the show "Dangerous Women" (Greek national TV). She has a PhD in International Relations from the Sorbonne, has co-founded Women Act and speaks six languages.	Maria brings empathy, focus, and strategic clarity to every collaboration—skills sharpened not only by her professional journey but also by her role as a mother of three. Her approach is grounded in trust, curiosity, and meaningful two-way communication.		
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Eleni Xenou HR & Operations Eleni studied Public Relations and Communication at the Ionian University. In recent years, she has been working at the media company αθηNEA, focusing on HR & Operations. With her background in communication and experience in HR, Eleni has gained valuable insights into supporting day-to-day operations and helping create a positive work environment. In her current role at Forest + Tree, she contributes to key organizational processes, with an emphasis on human resources and operational efficiency.			
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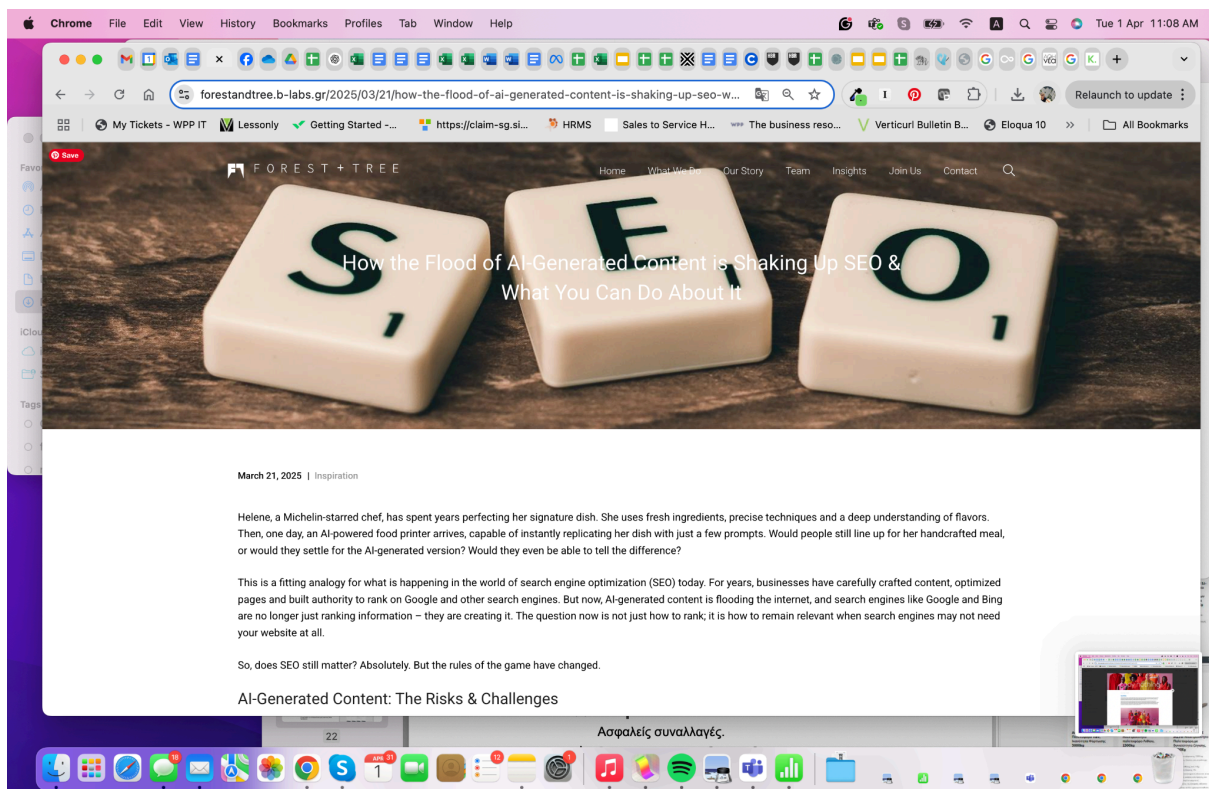
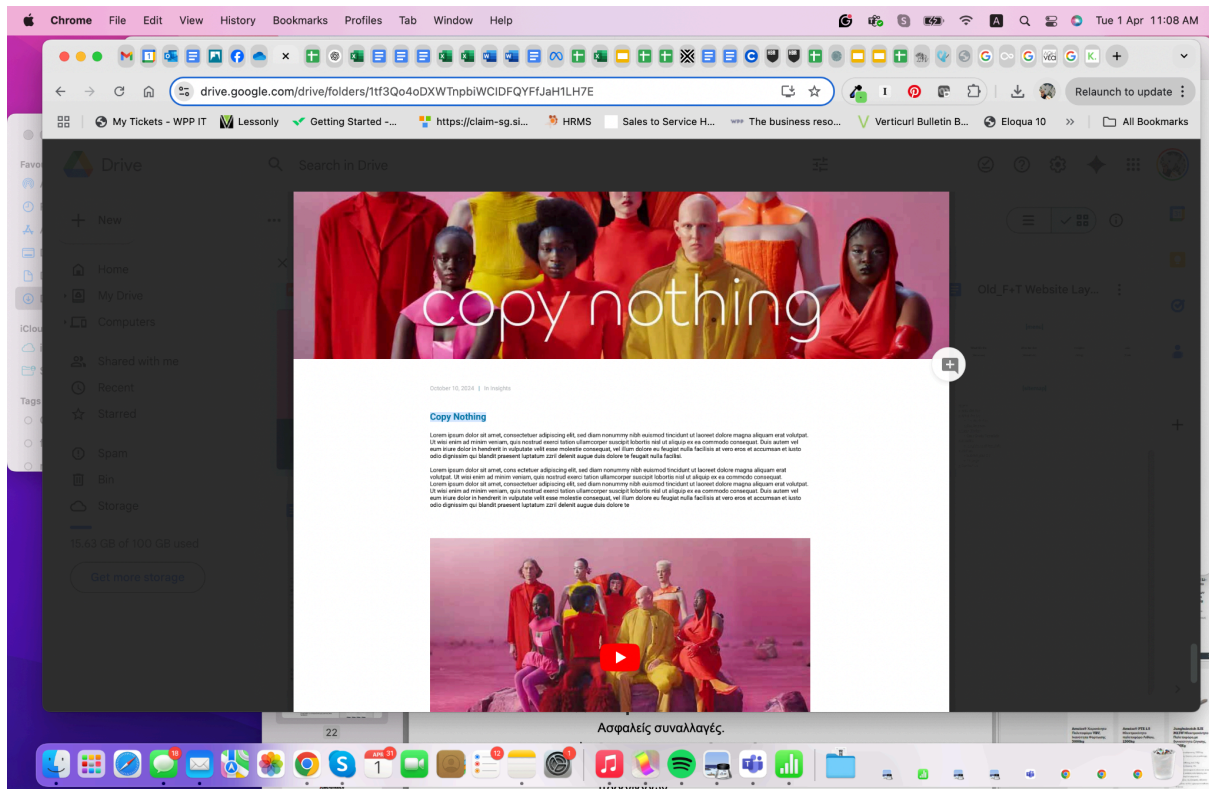
JOIN OUR TEAM

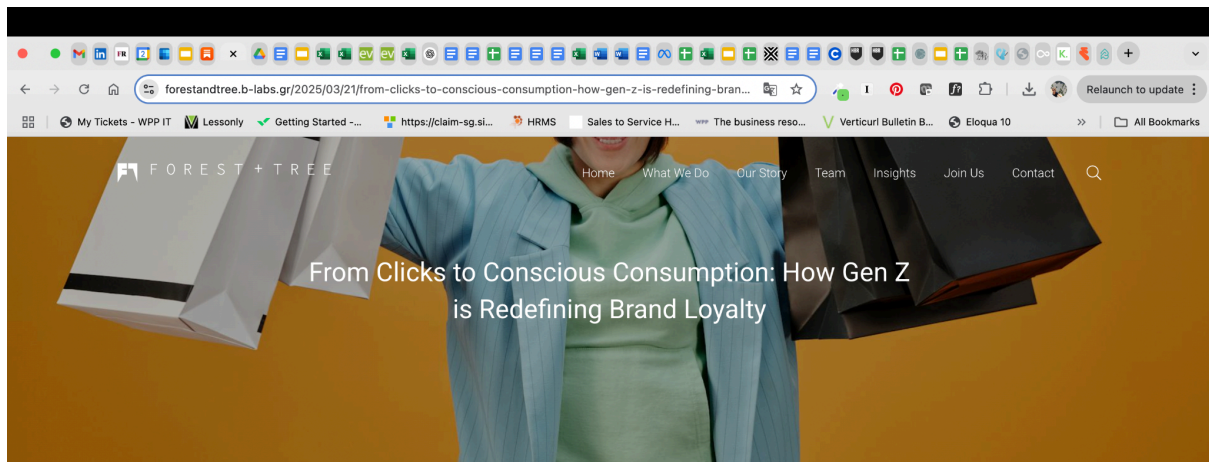
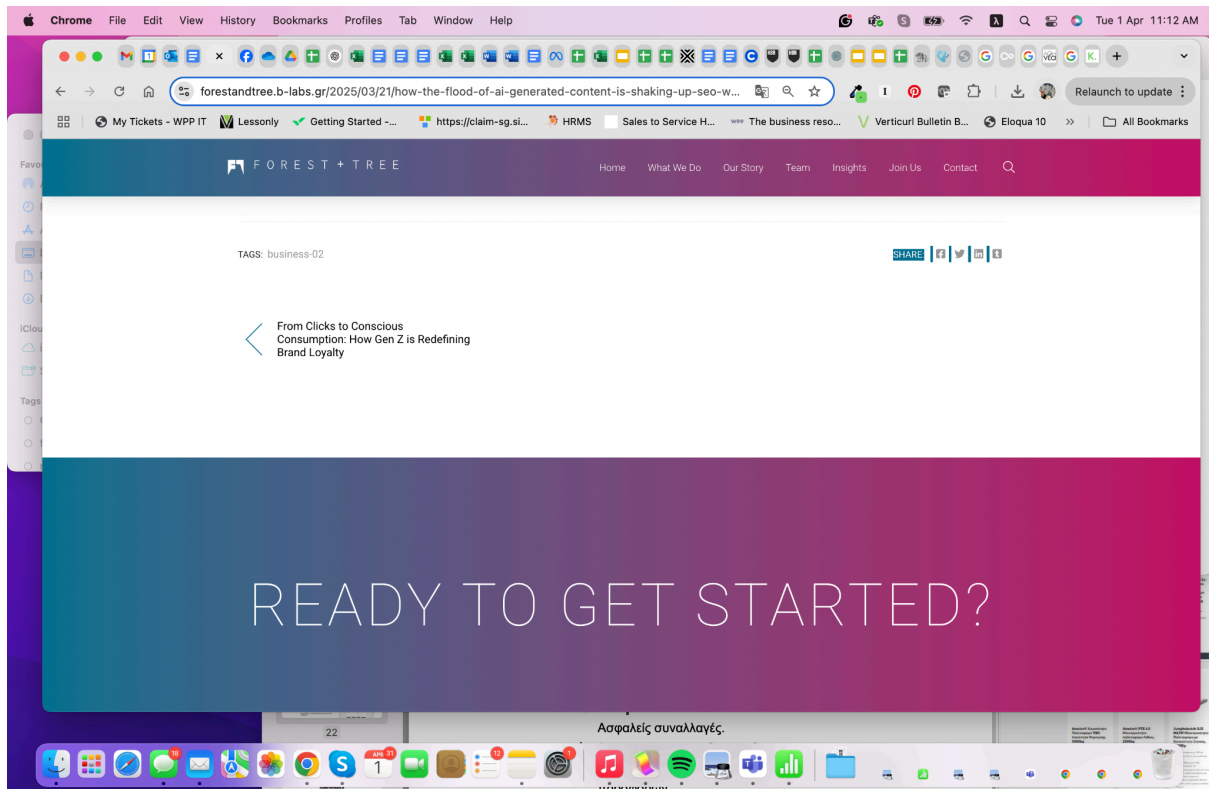
Let’s shape the future of communication together. If you’re passionate about strategic storytelling and making an impact, we’d love to meet you.

[CTA] Explore Opportunities

[FOOTER]

[Insights]





March 21, 2025 | Inspiration

For years, companies have relied on brand loyalty as a cornerstone of their business strategy. The idea was simple: make a great product, market it well and keep customers hooked with loyalty programs and consistent quality.

But that playbook does not quite work with Gen Z.

Why Gen Z's Loyalty Looks Different

Born between 1997 and 2012, this generation grew up in an era of unlimited choice, instant access to information and rapid cultural shifts. Gen Z lacks a brand-loyalty mindset; they do not care if a brand has been around for decades or if their parents swore by it. Instead they actively seek out disruptive, innovative and consumer-centric brands and experiences, constantly comparing them to traditional offerings.

[Library of thumbnails, 1 for each posts including: Photo / Visual | Title | Preview Text | Date, *each post to open a dedicated page*]

[Join Us]

JOIN FOREST + TREE

WHERE STRATEGY DRIVES EXECUTION

AND COMMUNICATION HAS PURPOSE

At Forest + Tree, we value initiative, precision, and a results-driven mindset. Join a team that blends creativity with substance and sees challenges as opportunities to grow together.

HOW WE WORK

From day one, you'll take on responsibility and be encouraged to think independently. We seek resourceful individuals who thrive on problem-solving and see obstacles as chances to innovate.

Collaboration is at our core—we support each other to deliver outstanding results. Whether working remotely or from our modern, spacious office in central Athens, we stay connected, catching up in person at least twice a week. Our culture is open, approachable, and driven by fresh ideas.

OUR VALUES

Our culture is shaped by four key values: Resourcefulness, Authenticity, Substance, and Connection - guiding everything from how we work to how we grow together.

[CTA] Learn more

PERKS & BENEFITS

We've built a workplace that values your well-being and growth. When you join us, you'll enjoy:

Competitive Salary – Aligned with industry standards and company growth.

Hybrid Work Model – A balance of remote work and in-office collaboration.

Flexible Hours – Manage your schedule for maximum productivity.

Paid Time Off – 21 vacation days, national holidays and personal leave.

Right to Disconnect – Encouragement to unplug outside working hours.

Professional Development – A budget for courses, certifications and training.

Modern Offices – A beautifully renovated space in central Athens, easily accessible by public transport.

Casual Dress Code – Work comfortably, be yourself.

Access to Books & Learning Resources – A curated library for professional and personal development.

CAREER DEVELOPMENT

WE'RE INVESTED IN YOUR GROWTH

At Forest + Tree, you'll have access to learning and development resources, including online courses, access to industry conferences and a library of books and e-books. We offer regular performance feedback and an annual review to help you reach your full potential. Plus, if you're curious about other areas of the business, there's an opportunity to shadow other departments and expand your skill set.

JOINING THE TEAM

Our recruitment process includes three interview rounds where you'll meet the team and explore how we align. Even if we're not actively hiring, we welcome exploratory CVs - we're always excited to connect with great talent.

READY TO GROW WITH US?

We'd love to hear from you. Submit your CV and let's explore how you can become part of Forest + Tree.

[CTA]: Submit Your CV

[Submit your CV]

[Form]

Submit your CV

Fill out your information below

First Name *

Last Name*

Email Address *

Phone Number *

Upload your documents

CV *

Upload your CV or Resume

Upload a file (accepted file formats: XXX)

Cover Letter

Upload a Cover Letter telling us why you want to join Nanko

Upload a file (accepted file formats: XXX)

Send [CTA Button] link to [TY Page](#)

The screenshot shows a web browser window with the URL `forestandtree.b-labs.gr/join-us/`. The page has a purple header with the logo "FOREST + TREE" and navigation links: Home, What We Do, Our Story, Team, Insights, Join Us, and Contact. The main content area is split into two columns. The left column has a background image of a forest and contains the text: "how we align. Even if we're not actively hiring, we welcome exploratory CVs – we're always excited to connect with great talent." Below this is a section titled "Ready to grow with us?" with the text: "We'd love to hear from you. Submit your CV and let's explore how you can become part of Forest + Tree." and a blue "Submit your CV" button. The right column contains a form with the following fields: "Email *" (with a dropdown arrow), "Phone Number *" (with a dropdown arrow), "Upload your CV or Resume" (with a sub-label "CV *"), "Select your file (max 5Mb)" (with a "Choose file" button and "No file chosen" text), "Cover Letter *" (with a sub-label "Upload a Cover Letter telling us why you want to join us"), and another "Choose file" button with "No file chosen" text. At the bottom of the form is a checkbox labeled "By submitting your files you agree to Terms and Conditions" and a red "Submit form" button. A blue circular button with an upward arrow is located at the bottom right of the page.

[TY Message]

Thank you for your application!

We've received your submission and will review it carefully. Our team will be in touch soon with the next steps. Stay tuned!

[Contact us]

Reach out to discover how we XXX or to learn more about our services as well as for press enquiries and career opportunities.

Contact Form

First Name *

Last Name *

Email Address *

Enquiry Details *

Our Offices

Ionos Dragoumi 1

Athens, 115 28

Greece

Phone Number

+30 210 3318831

Email

XXXX

[Pop-up]

Thank you for reaching out!

We've received your message and will get back to you soon. Stay tuned—we're looking forward to connecting!

[Cookie Policy]

Introduction

Welcome to Forest + Tree! This Cookie Policy explains how we use cookies and similar technologies on our website. By using our website, you agree to the use of cookies as described in this policy.

What are Cookies?

Cookies are small text files that are stored on your device when you visit a website. They help us understand how you interact with our website, enhance your browsing experience, and improve our services.

Types of Cookies We Use

1. Essential Cookies:

- These cookies are necessary for the website to function properly. They enable basic functionalities such as page navigation and access to secure areas of the website.
- Example: Session cookies that keep you logged in as you navigate through the site.

2. Performance Cookies:

- These cookies help us understand how visitors interact with our website by collecting and reporting information anonymously.
- Example: Google Analytics cookies.

3. Functional Cookies:

- These cookies allow our website to remember choices you make and provide enhanced, more personalized features.
- Example: Remembering your language preference or region.

4. Targeting/Advertising Cookies:

- These cookies are used to deliver advertisements that are more relevant to you and your interests. They also help limit the number of times you see an ad and measure the effectiveness of advertising campaigns.
- Example: Cookies used by advertising networks to track your browsing habits.

Managing Cookies

You have the right to accept or reject cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. However, please note that disabling cookies may affect the functionality and features of our website.

How to Manage Cookies on Different Browsers:

- **Google Chrome:**
 - Go to Settings > Privacy and Security > Cookies and other site data.
- **Mozilla Firefox:**
 - Go to Options > Privacy & Security > Cookies and Site Data.
- **Safari:**
 - Go to Preferences > Privacy > Cookies and website data.
- **Microsoft Edge:**
 - Go to Settings > Site permissions > Cookies and site data.

For more detailed information, you can visit [All About Cookies](#).

Third-Party Cookies

We may use third-party service providers to assist us in analyzing how our website is used and to track the performance of our marketing campaigns. These third parties may use cookies to collect information on our behalf.

Examples of Third-Party Services:

- **Google Analytics:**
 - Collects anonymous data about website usage to help us understand how users interact with our site.
 - Privacy Policy: [Google Analytics Privacy Policy](#)
- **Facebook Pixel:**
 - Tracks user behaviour across websites to improve advertising relevance.
 - Privacy Policy: [Facebook Privacy Policy](#)

Changes to Our Cookie Policy

We may update our Cookie Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We encourage you to review this page periodically for the latest information on our cookie practices.

Contact Us

If you have any questions about our Cookie Policy, please contact us at:

Forest + Tree

Email: [email address]

Phone: [Phone Number]

Address: [Company Address]

By using our website, you consent to our use of cookies as described in this Cookie Policy.

[Cookie Banner]

 **Welcome to Forest + Tree!**

We use cookies to enhance your browsing experience. By clicking “Accept,” you consent to the use of cookies in line with our [Cookie Policy](#).

[Accept All Cookies] [Reject All Cookies]

About Us

We stand for clear communication which is goal oriented and authentic. We believe that every company has a unique story, one that deserves to be told with precision and creativity.

Discover More

What We Do

Our Story

Team

Insights

Join Us

Contact

Contact Us

Ionos 1, Dragoumi Str.
115 28 Athens, Greece

T: +30 210 3318831
E: info@forestandtree.gr

Stay up to date

Go

Sign up for our news, insights and more.



<https://forestandtree.b-labs.gr/contact/#>

You can revoke your consent any time using the Revoke consent button.

Customise Cookies

READY TO GET STARTED?

Let's create impactful communication together.
We'd love to hear about your goals and explore how we can achieve them together.

Contact us



Welcome to Forest + Tree!

We use cookies to make your experience as delightful as a walk in the forest. By continuing, you agree to our use of cookies. For more details, check out our [Cookie Policy](#)

Accept All Cookies

Reject All Cookies

[Terms of Use]

General

The website forestandtree.gr (hereinafter the "Website") is owned and operated by ATHINEA PUBLISHING CONSULTING SINGLE MEMBER P.C. (the "Company"), headquartered at Ionos Dragoumi 1, 115 28, Athens, Greece. This Website is your go-to resource for all things Forest + Tree - our consulting division that specializes in corporate communication and brand strategy services. In our Website, you may find everything you need to know about our services, approach and the work we do.

1. Acceptance of Terms of Use

By accessing and using this Website, you agree to be bound by these Terms of Use, so be sure to give them a read! If you do not agree with any of the terms set out below, you are advised not to use the Website. Continued use of the Website implies unreserved acceptance of these terms in their entirety, as well as our [Privacy Policy](#) and [Cookie Policy](#). If any specific service provided through the Website is governed by additional special terms, those terms shall form an integral part of these Terms of Use. In the event of a conflict, the special terms shall prevail.

2. Content-Responsibility

2.1 The Company, without guaranteeing and therefore not being responsible, makes every effort to ensure that the information and all content of the Website are governed by maximum accuracy, clarity, completeness and availability. Accordingly, visitors/users acknowledge that they are solely responsible for evaluating the information provided and that they assume all risks associated with its use, including

any decisions made based on its correctness, validity or usefulness. In no case, including negligence, is the Company responsible for any damage caused to a user of the Website by or on the occasion of its use. The information, all content and services are provided "AS-IS".

2.2 The Company reserves the right to modify or temporarily/permanently suspend all or part of the Website at any time, for reasons including but not limited to maintenance or upgrades, with or without prior notice to visitors/users. While we make every reasonable effort to maintain the Website's accessibility, we do not guarantee uninterrupted availability, which may be affected by user equipment, network connectivity, traffic load or other unforeseen factors.

2.3 By entering the Website, users accept that its use is at their own risk and that none of those involved in its creation, production or publication has any responsibility. Indicatively and not restrictively, none of the above is liable for direct, indirect or consequential damages, lost profits or expenses (including legal, expert or consulting fees) arising from access, use, browsing, downloading of materials or system failures due to viruses, bugs, technical errors or security breaches. Users are strongly advised to take care of their own protection (use of antivirus, virus scanner or other protection systems) before using the Website or storing information, software or its content on their devices.

2.4 This Website, including all information and services it provides, is intended exclusively for adults (18+ years old). Users under the age of 18 are not permitted to use the Website. The Company assumes no responsibility if minors, despite these restrictions, access or use the Website or any services that may be deemed unsuitable for them.

3. Intellectual & Industrial Property Rights

3.1 All content on this Website - including but not limited to text, brand names, trademarks, logos, graphics, images, photographs, videos, audio files and any other audiovisual material or digital assets - is the intellectual property of the Company and is protected under applicable national and international copyright laws, unless otherwise explicitly stated as third-party property. Therefore, any reproduction, republication, copying, storage, sale, distribution, publication, execution, downloading, translation or modification of the Website's content - in whole or in part, by any means or in any form - is strictly prohibited without the prior explicit consent of the rights holder.

3.2 Visitors/users acknowledge that all content on the Website constitutes registered trademarks or copyrighted material owned by the Company or licensed third parties. Unauthorized use in any of the ways mentioned above may result in legal action, financial penalties or claims for damages by the rights holders.

4. Illegal or Unlawful Conduct

4.1 Visitors/users of the Website must comply with Greek, European and International law and refrain from any unlawful or abusive use of the Website's content and services. Any damage caused to the Website, or the broader internet, as a result of misuse or improper actions by a visitor/user shall be the sole responsibility of that individual.

4.2 Visitors/users are strictly prohibited from publishing, transmitting, uploading or sharing any obscene, profane, defamatory, abusive, threatening, harassing, illegal, pornographic or otherwise objectionable material that could constitute (or provoke) behavior which could be classified as a criminal offense, cause civil liability or otherwise violate any provision of law. The Company reserves the right to take appropriate legal action against users engaging in such activities.

5. Hyperlinks

The Website, and our newsletters, may contain links, hyperlinks, banners or references (collectively referred to as "links") to third-party websites, platforms or applications ("third-party websites") that are not controlled by the Company. The Company is not affiliated with these third-party websites in any way and derives no benefit from the inclusion of such links. The Company also reserves the right to remove third-party links from this Website at any time, at its sole discretion.

Links to third-party websites are provided solely for user convenience and informational purposes. The Company does not endorse, nor does it assume responsibility for the content, products or services (including advertisements or sales) offered through these external sites. Additionally, the Company bears no liability for their privacy policies, intellectual property practices or the accuracy, availability, completeness or reliability of their content.

We encourage users to review the terms of use, privacy policies and cookie policies of any third-party website they visit, as they may differ significantly from ours. For any issues encountered while visiting or using a third-party website, users must directly contact the respective provider for assistance.

6. Personal data

The management and protection of users' personal data on the Website is governed by the provisions of this section, as well as the [Privacy Policy](#) published on the Website, which applies in full. Every user is required to review and understand the Privacy Policy before using the Website.

7. Cookies

Yes, we use cookies! Cookies are small data files stored in a user's web browser, which can be retrieved on subsequent visits to enhance the user experience. The use of cookies by the Website users is subject to both the provisions of this section and the [Cookie Policy](#) published on the Website.

8. Final Terms

Scope of Use

The Company website is designed to comply with Greek and European law. Legal requirements in other countries may differ and it is the responsibility of users to ensure they comply with the laws of their respective jurisdictions. The Company reserves the right to limit the availability of its services, to any individual, geographic region or jurisdiction, at its sole discretion.

Applicable Law & Jurisdiction

These Terms of Use, along with any rights or obligations arising therefrom, are governed by Greek and European Law, interpreted in accordance with the principles of good faith and business ethics. Any dispute or claim related to the use of the Website falls under the exclusive jurisdiction of the courts of Athens, Greece.

Severability

If any term or provision of these Terms of Use is found to be invalid or unenforceable, the remaining provisions shall remain in full effect.

Modifications

The Company reserves the right to revise these Terms of Use at any time at its absolute discretion. Any updates will take effect upon publication on this Website, with a clear indication of the latest update date. Users are encouraged to review these Terms regularly to stay informed about any changes. By continuing to use the Website and its services, users are deemed to have read, understood and unconditionally accepted any revisions posted on this page.

Last updated: 17.03.2025

[Privacy Policy]

Our website, forestandtree.gr (hereinafter the "Website"), is owned and operated by ATHINEA PUBLISHING CONSULTING SINGLE MEMBER P.C. (the "Company"),

headquartered at Ionos Dragoumi 1, 115 28, Athens, Greece. Throughout this policy, "Forest + Tree", "we", "us" or "our" refers to our team and operations that specialize in corporate communication and brand strategy services, acting as the Data Controller - responsible for how your data is collected, stored and used. We only collect what is necessary to improve your experience and help you access our services.

This Privacy Policy breaks down what data we collect, why we collect it and how we use it. By continuing to browse our website, you are agreeing to these terms. If you ever change your mind, you have the right to refuse to provide personal data (except for data collected automatically through internet communication protocols when visiting a website). However, please note that doing so may limit certain features and services, preventing them from functioning correctly.

If you have any questions, comments or concerns about any aspect of this policy or about how we handle your information, we are here to chat. Get in touch with us at info@forestandtree.gr.

What Personal Data Do We Collect?

We collect personal information from you in several ways - you may share information with us or we may collect it using other means, and, exclusively, for the purposes it was provided for. Specifically, we collect:

Personal Contact Information: This includes details that allow us to communicate with you directly (e.g., full name, job title, residential or email address, phone number).

Demographic Information: Such as your date of birth, age, gender, etc.

Device Information: E.g. your device's internet protocol (IP) address (a unique identifier for your computer or other device), website URL and mobile device ID.

Job Application Information: Personal data and details you voluntarily share when applying for employment or collaboration opportunities with us (e.g., education, work experience, which may include sensitive personal data such as ethnic origin).

Why Do We Process Your Data?

We collect and process your personal data for one or more of the following reasons:

1. Because you have provided your consent for the processing of your data. Where required, we will obtain your explicit consent before processing your data. You may also withdraw your consent at any time. (See [Your Rights](#) for more details.)
2. To fulfill contractual obligations, either for existing agreements or those in negotiation.
3. To comply with legal requirements imposed on our company (such as tax regulations or social security obligations), or ensure legal and policy

compliance. Such disclosure will be limited to the necessary scope and extent to fulfill our legal obligations.

4. In certain cases, we may process your personal data based on legitimate business interest, in accordance with Greek law.

How Do We Use Your Data?

We use your personal data in the following ways:

Responding to Requests and Providing Services: If you contact us via email, phone or social media, whether or not a contract has been established, we may process your data to provide our services to you, respond to your inquiries, follow up on your activity on our website, subscribe you to (or remove you from) our newsletter or fulfill similar requests.

Website Experience: We use cookies to personalize and optimize your browsing. See our [Cookie Policy](#) for more details.

Career Applications: If you express interest in joining our team, we will direct you to fill our application form. Your data helps us evaluate your fit, keep you in the loop and connect when opportunities arise.

Marketing & Communications: If you have explicitly opted-in, we will send you updates about our services, industry trends, exciting projects and news that matter.

Market Research: If you choose to participate in research initiatives, we may process your data for internal analysis or through trusted third-party partners.

Event Invitations: If you choose to attend one of our events, we will ask for your contact information to provide you with details of the event and manage your attendance. For in-person events, we may ask you to provide us with accessibility information, if appropriate.

Legal Compliance & Security: We may process your data to comply with or/and enforce applicable legal requirements (e.g., in case such disclosure required by law, regulation or court order), relevant industry standards and policies, to investigate potential violations of legal provisions, regulatory rules or our Website Policies, as well as to protect the rights, property and safety of our Company, users and third parties.

Who Is Our Audience?

We do not seek or knowingly collect personal data from individuals under the age of eighteen (18). If we become aware that, either by mistake or misrepresentation, we have inadvertently collected personal information from individuals under this age, we will take immediate steps to delete the data as soon as possible.

Do We Share Your Personal Data with Third Parties?

Short answer? Only when necessary.

At Forest + Tree, we work with trusted partners - including production teams, IT specialists, and market research firms - to bring projects to life. These partners may access and/or process your personal data strictly in accordance with our instructions and under our responsibility.

In the event of a business transition - such as a merger, acquisition or restructuring - your personal data may be transferred as part of the process. Should such a change occur, Forest + Tree will make every effort to notify you via email or other appropriate channels regarding the change in control of your personal data. You will also be provided with a clear choice to exercise your rights, including the option to request data deletion if desired.

Third-Party Websites

Our Website (and newsletters) may contain links, banners or references (collectively referred to as "links") to third-party websites, platforms or applications that are not controlled by Forest + Tree. These links are provided for your convenience only. Similarly, you may access our Website via links found on external third-party websites that are beyond our control.

Please be aware that these third-party websites may collect and process your personal data for their own purposes. Forest + Tree does not guarantee, endorse or take responsibility for the accuracy, completeness or timeliness of the information they provide, the quality of their services or how they handle and protect personal data. We strongly recommend that you review the privacy policies and terms of any third-party website before sharing your personal information, as their policies may differ significantly from ours.

How Long Do We Retain Your Personal Data?

At Forest + Tree, we retain your personal data only for as long as necessary to fulfill the purposes set out in this Privacy Policy, unless a longer retention period is required or permitted by Greek law.

The duration of data retention is determined based on the following criteria:

1. The duration of our relationship with you.
2. The time required to comply with legal obligations that apply to our company.
3. The period deemed necessary to protect our legal position, such as in the case of regulatory audits or the defense of legal claims.

Once the applicable retention period expires, we take the necessary steps to securely delete or anonymize your data in accordance with industry best practices.

How Do We Keep Your Data Safe?

Our security protocols include advanced technical safeguards and strict organizational measures designed to prevent data breaches. However, while we continuously enhance our security, no system is entirely foolproof and, therefore, we cannot guarantee absolute protection against individuals attempting to bypass security measures or disrupt data transmissions over the internet.

Please also note that these safeguards do not extend to personal data you choose to share in public spaces, such as community websites or social platforms.

Your Rights

As a data subject, you have the right, inter alia, to access your personal data, request correction or deletion of your data, restrict or object to the processing of your personal data under specific circumstances, exercise your right to data portability, where applicable, withdraw your consent at any time, without affecting the lawfulness of prior processing, file a complaint with the Data Protection Authority (in Greek: "Αρχή Προστασίας Δεδομένων Προσωπικού Χαρακτήρα"), if you believe your rights have been violated.

If you have any questions, concerns or wish to exercise your rights, you can contact us by sending an email to info@forestandtree.gr.

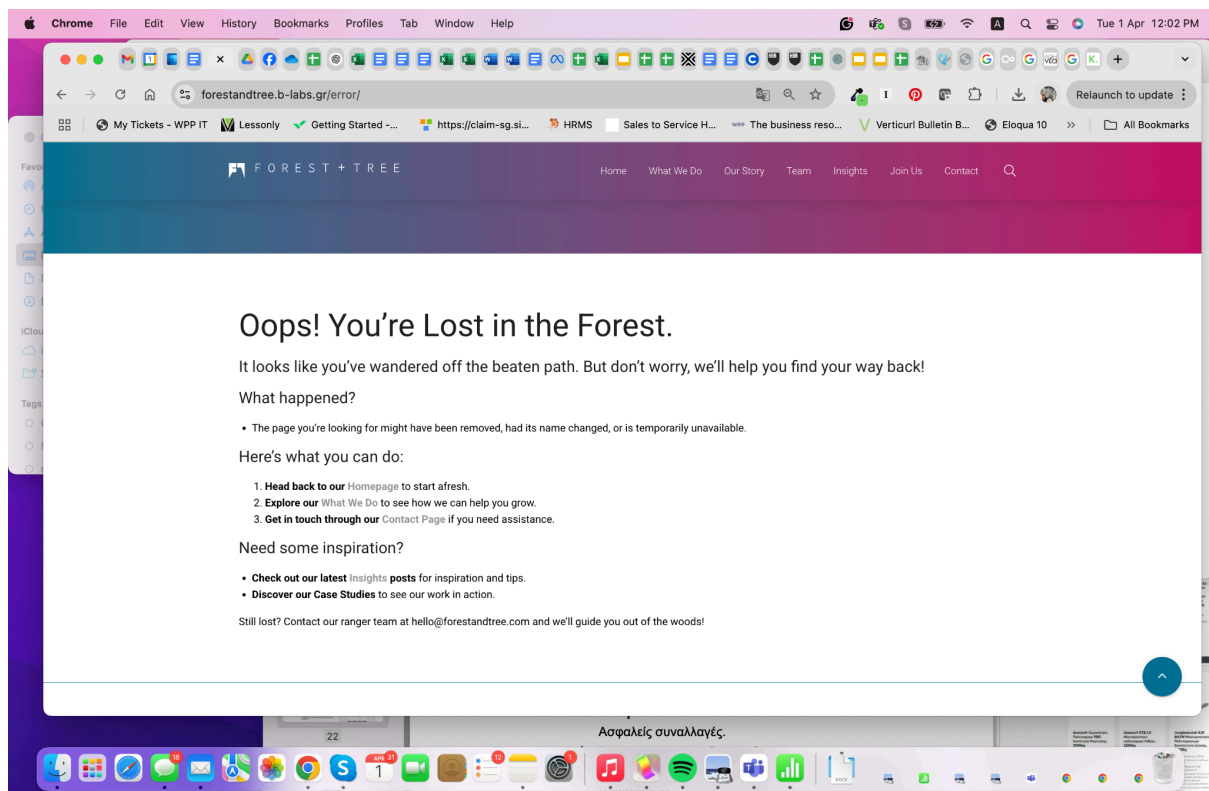
Changes to the Privacy Policy

Forest + Tree reserves the right to revise this Privacy Policy at any time, at its sole discretion. Any updates or modifications will be clearly displayed on this webpage, along with the date of the latest revision.

We encourage you to review this Privacy Policy regularly to stay informed about any changes. By continuing to use our website and services after a revised version has been published, you acknowledge that you have read, understood and accepted the updated terms.

Last updated: 17.03.2025

[Error Page]



Oops! You're Lost in the Forest.

It looks like you've wandered off the beaten path. But don't worry, we'll help you find your way back!

What happened?

- The page you're looking for might have been removed, had its name changed, or is temporarily unavailable.

Here's what you can do:

1. Head back to our [Homepage](#) to start afresh.
2. Explore our [What We Do](#) to see how we can help you grow.
3. Get in touch through our [Contact Page](#) if you need assistance.

Need some inspiration?

- Check out our latest [Insights posts](#) for inspiration and tips.
- Discover our [Case Studies](#) to see our work in action.

Still lost? Contact our ranger team at [email address] and we'll guide you out of the woods!

