

Delivering **E**fficient **S**ustainable **T**ourism with low-carbon transport **I**nnovations:
Sustainable **M**obility, **A**ccessibility and **R**esponsible **T**ravel



European Union
European Regional
Development Fund

***Desti-Smart project:
partnership, key objectives, results & briefing on the UN SDGs***

Anthi Tsakiropoulou

Transport Engineer

Major Development Agency Thessaloniki SA
(**MDAT SA**)

Greece

tsakiropoulou@mdat.gr



**MAJOR
DEVELOPMENT
AGENCY
THESSALONIKI S.A.**

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The UN Sustainable Development Goals (SDGs) in Interreg

What is DESTI-SMART

DESTI-SMART is a project addressing challenges for efficient sustainable tourism and at the same time promotion of low-carbon economy through sustainable mobility and accessibility.

Public regional/ local and transport authorities increasingly face such challenges, particularly at busy destinations with high tourism travel flows.

The 9 project partners, representing mass tourism destinations in South Europe, emerging tourism destinations, coastal, maritime and insular ones, form an interregional working scheme promoting interregional cooperation for sustainable mobility, accessibility and low-carbon responsible travel, through capitalisation of best practices, improvement of regional/ local policy instruments and preparation of action plans towards their emergence and recognition as 'Smart Destinations'.

The partnership includes an advisory partner with specialisation in tourism mobility.

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DESTI-SMART
Interreg Europe

 European Union
European Regional
Development Fund



<https://projects2014-2020.interregeurope.eu/desti-smart/>

Overall Objective



to improve the transport and tourism policies of EU destinations,

by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development,

for transition to a low-carbon economy,

through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, intermodality for visitors

with implementation innovations, policy learning and capacity building



**TOURISM
FOR SDGS**

a platform developed by



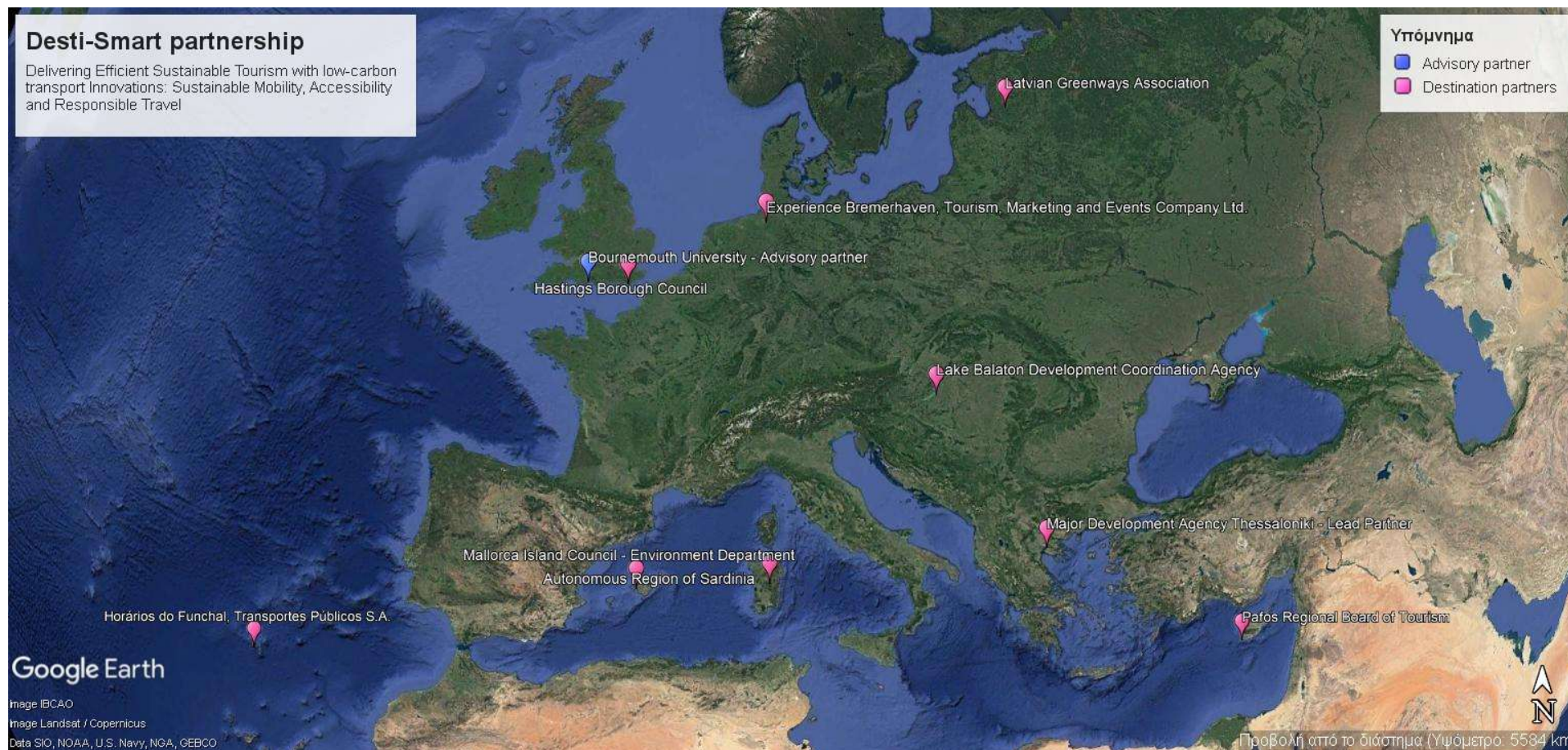
Desti-Smart partnership



- **2 Regional Authorities: Sardinia, Mallorca**
- **2 Development Agencies: Thessaloniki, Lake Balaton**
- **2 Tourism Boards: Bremerhaven, Pafos**

- **1 Local Authority: Hastings**
- **1 Public Transport Operator: Funchal, Madeira**
- **1 Association: Latvian Greenways**
- **1 University: Bournemouth (advisory partner)⁴**

Policy Instruments addressed



- **2 Regional Operational Programmes:**
Sardinia, Madeira
- **1 National Operational Programme:**
Hungary

- **6 own Strategies:**
Thessaloniki, Hastings, Mallorca, Vidzeme, Bremerhaven, Pafos

Action Plans (under development)

- **9 Action Plans, comprising some 30 actions on:**
New Projects, Improved Governance and Structural Change
- **3 Pilot Actions:**
Thessaloniki, Latvian Greenways, Pafos
- **Action Plans completed in March 2021 and validated by JS**
- **Implementation: April 2021 – November 2022**
- **Policy change results achieved or expected, in terms of Sustainable Tourism Mobility and Accessibility, towards Smart Destinations**

	A. Low-carbon transport	B. Intermodality	C. Accessible tourism	D. Cycling & Walking	ALL
Thessaloniki			N	N	S
Sardinia	I,N	N		N	
Pafos	N	I		N	S, N
Lake Balaton	N	N		N	
Vidzeme Region	N	I	S	I	N
Mallorca			S		S
Hastings					N
Bremerhaven			N		N
Horarios do Funchal	I	N			

Legend: I = Improved Governance, N = New project, S = Structural change ⁶

Action Plans *(under development)*

	A. Low-carbon transport	B. Intermodality	C. Accessible tourism	D. Cycling & Walking	ALL
Thessaloniki			2. <i>ThessVisit</i> Joint Digital Platform (N)	2. <i>ThessVisit</i> Joint Digital Platform (N)	1. Enabling an upgraded policy framework (Thessaloniki 2030 Resilience Strategy) (S)
Sardinia	1. Implementation of the Regional Action Plan for charging stations for electric vehicles (I, N)	3. Completion of the Intermodal Center of Oristano (N)		2. Implementation of the Regional Cycling Mobility Plan (N)	
Pafos	1. Implementation of investment preparation for a cable car/ teleferic/ aerial ropeway system for visitors at Neo Chorio community (N)	2. Enhancing Intermodality for Visitors through cooperation and coordination between transport modes at key tourism mobility nodes such as airport and bus stations (I)		4. A. Provision of Cycling facilities for visitors B. Promotion of the GPSmyCity app for walking tourism to explore Pafos urban area (N)	3. Implementing a policy framework of structural change for accessibility provision for visitors with mobility handicaps (S) 5. Testing of 'Mobility as a Service' (MaaS) for sustainable tourism (N)
Lake Balaton	2. Reduction of traffic congestion in Balaton shore of Siófok (N)	1. Mobility points at railway stations - Development of intermodality measures (N)		3.1 Improving bicycle transport, establishment of Resting places 3.2 Building of a bicycle path in Alsóörs and Felsőörs (N)	

Action Plans *(under development)*

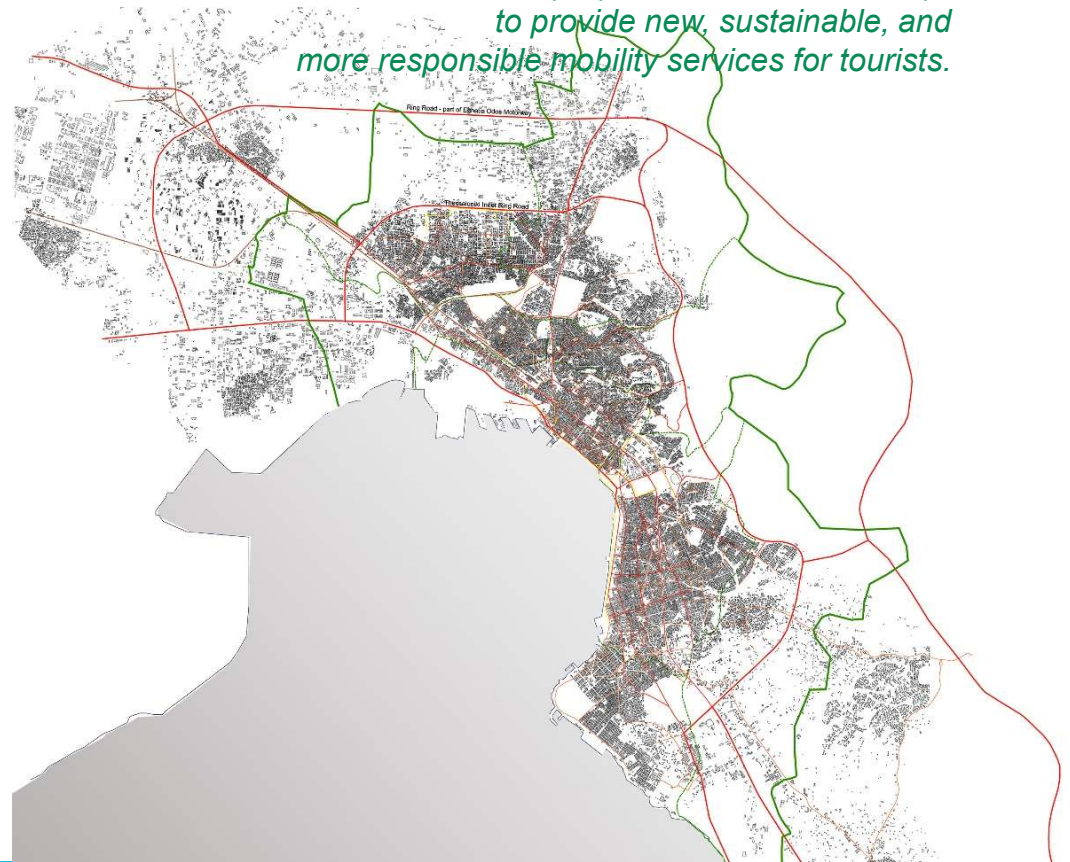
	A. Low-carbon transport	B. Intermodality	C. Accessible tourism	D. Cycling & Walking	ALL
Vidzeme Region	1. Greenways adaption to electromobility (N)	2. Development of public railway transport routes and timetables for cycling tourism (I)	3. Improving the accessibility of the environment by means of universal design for tourists at greenways & mobility points (S)	4. Updating smarter facilities in greenways for cycling and walking & promotion for visitors (I)	5. Testing of Accessible Greenways for Everyone On-Demand Service in Vidzeme Region (N)
Mallorca			1. Promotion of hiking activities in natural and mountainous areas for people with special needs (S) 2. Improving accessibility at tourists facilities linked to walking activities (S)		3. Promoting accessibility to points of tourist interest by public transport and provide more sustainable and low-carbon means of transportation (S)
Hastings					1. Developing a sustainable seafront public transport service (N)
Bremerhaven			2. Purchase of a bicycle for people in wheelchairs (N)		1. Installation of a Free Floating Bike Rental System (N)
Horarios do Funchal	3. Regional low carbon working group (I)	1. Flexible bus transport solution (N) 2. Sustainable Intermodal maritime connection (N)			

Action Plan for Thessaloniki

Our vision

*The vision of DESTI-SMART Action Plan for Thessaloniki is to **improve the Thessaloniki 2030 Resilience Strategy** and **create a new policy framework** for the city towards its **promotion to a Responsible Travel Destination** by **fostering low-carbon** and **active mobility** means and by offering **accessibility** to the city's tourism and cultural hotspots all over its metropolitan area.*

The Action Plan proposes a resilient concept to provide new, sustainable, and more responsible mobility services for tourists.



Action 1:	Enabling an upgraded policy framework for the promotion of Thessaloniki as a Resilient SMART tourist destination through measures for the promotion of e-mobility, intermodality, accessibility for all and cycling & walking
DESTI-SMART Thematic:	All/ Responsible Tourism
Type:	Structural Change



The policy instrument addressed by the Thessaloniki DESTI SMART Action Plan is the “**Resilient Thessaloniki – A Strategy for 2030**” delivered by the City of Thessaloniki, in the framework of the city’s selection to join the 100 Resilient Cities (**100RC**) Network, in 2014.

The City of Thessaloniki considers this a unique opportunity to implement a robust, participatory approach to create a long-term City Strategy that addresses current and future challenges.

So, the **Municipality of Thessaloniki** joined forces with the Major Development Agency of Thessaloniki (**MDAT SA**) to create a strategy that delivers **intermunicipal solutions** in the **city’s metropolitan scale**.

The main objective of the Strategy is to strengthen Thessaloniki’s urban resilience towards its population shifts, urban economy, open spaces and local governance.

For the development of the initial version of the Resilient Thessaloniki Strategy for 2030 more than **40 organizations** and **2000 citizens** participated in our resilience dialogue, ensuring the strategy aligns with and complements other strategic initiatives in the local, regional, national and international domain.

More specifically, the Strategy sets the below goals and objectives:

Goal 1: Shape a thriving and sustainable city with mobility and city systems that serve its people

Goal 2: Co-create an inclusive city that invests in its human talent

Goal 3: Build a dynamic urban economy and responsive city through effective and network governance

Goal 4: Re-discover the City’s relationship to the sea – Integrated Thermaikos Bay

The Goals are broken down into **30 objectives** and **more than 100 actions**, each with multiple benefits for the resilience of the city and population.

Action 1:	Enabling an upgraded policy framework for the promotion of Thessaloniki as a Resilient SMART tourist destination through measures for the promotion of e-mobility, intermodality, accessibility for all and cycling & walking
DESTI-SMART Thematic:	All/ Responsible Tourism
Type:	Structural Change



Goal 1

Shape a thriving and sustainable city with mobility and city systems that serve its people

We will actively:

- ☑ improve intermodal transportation
- ☑ reduce air pollution and tailpipe emissions
- ☑ reduce congestion and delays
- ☑ enhance recycling rate
- ☑ reduce carbon footprint

Objectives

- A. Build an integrated resilient mobility system
- B. Adopt Transit Oriented Development (TOD)
- C. Develop smart urban logistics
- D. Move to clean power for transport
- E. Reduce air pollution and urban noise
- F. Reframe waste management
- G. Strengthen environmental public awareness for a stronger environmental policy

H. Thessaloniki as a Responsible Tourist Destination

- Introducing and enabling an upgraded policy framework in the Metropolitan Thessaloniki, which will address both the city's and visitors/ tourists' needs, reflecting the project's topics and challenges, as identified during Phase 1 of DESTI-SMART, and highlighting the impact of tourism in the city's mobility.
- The new framework will identify the interrelation between the transportation networks and the city's attractions, identifying and understanding the visitors/ tourists flows.

Action 2: Pilot Action	ThessVisit Joint Digital Platform Testing of a joint digital platform for Thessaloniki's top tourism attractions and significant points of interest, fostering low-carbon, Sustainable and Active Mobility, Accessibility, and Responsible Travel
DESTI-SMART Thematic:	Accessibility, Walking & Cycling
Type:	New Project



Development of an integrated smart mobility tool, which could boost the accessibility of various tourism points of interest, through a more sustainable mobility system.

<http://thessvisit.imet.gr/>

Aim:	To make an incredibly simple web-based platform, where anyone will have the right tools to create a customized tour within the city, using sustainable and smart ways of commuting.	
Ultimate goal:	To optimize the way users experience the city, showcasing Thessaloniki’s treasured gems, while fostering active mobility and balancing environmental, educational and social considerations.	
The ThessVisit will also provide to the visitors combined and budget solutions to purchase transportation and cultural/ archaeological venue tickets (ThessVisit ticket).		
As a joint platform , the application will be the result of the common actions of the city’s tourism and transportation key actors (on the basis of a MoU establishment), as follows:		
<p>A. The operators are the platform owners, the Major Development Agency (MDAT) and the Municipality of Thessaloniki</p> <p>The joint platform will be created on the basis of a MoU establishment between the main key actors in the tourism industry and local transportation authorities.</p> <p>The coordinator of the MoU will be the MDAT S.A who will undertake the task to organize all the needed joint activities.</p>	<p>B. The Intermediaries (supporters) are the MoU key stakeholders of this initiative.</p> <p>The Intermediaries consist of businesses in the wider tourism sector including, but not limited to, Museums, Public Transportation, bike renting businesses, car sharing businesses, electric scooters renting businesses, restaurants, and recreational areas in general.</p> <p>The intermediaries (initially referred as suppliers), which are the MoU stakeholders, will also use the platform for free to support their “customers”. In this way, they will promote the <i>ThessVisit</i> use.</p>	<p>C. End Users will be the visitors of the City of Thessaloniki, tourists or business visitors that might need to move within the city and in the hinterland and could use the platform for direct booking of attractions and mobility tickets (when needed).</p>

United Nations - Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



5 of the 13 UN Sustainable Development Goals:

SDG 11 – SUSTAINABLE CITIES AND COMMUNITIES

SDG 12 – RESPONSIBLE CONSUMPTION AND PRODUCTION

SDG 13 – CLIMATE ACTION

SDG 17 – PARTNERSHIPS FOR THE GOALS

The EU has adopted the UN SDGS through COM (2016) 739

Anthi Tsakiropoulou

Transport Engineer
Major Development Agency Thessaloniki SA (MDAT SA)
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Questions welcome

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MAJOR
DEVELOPMENT
AGENCY
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Contact us

Homepage <https://projects2014-2020.interregeurope.eu/desti-smart/>
<https://mdat.gr/>

email info@desti-smart.net
info@mdat.gr

facebook DESTI-SMART Partnership
ΜΑΘ ΑΕ ΑΟΤΑ- Αναπτυξιακή Μείζονος Αστικής
Θεσσαλονίκης ΑΕ Αναπτυξιακός ΟΤΑ

linkedin <https://www.linkedin.com/in/major-development-agency-thessaloniki-mdat-s-a-78b388174>
www.linkedin.com/in/anthitsakiropoulou