

**Delivering Efficient Sustainable Tourism with low-carbon transport Innovations:
Sustainable Mobility, Accessibility and Responsible Travel**



DESTI-SMART
Interreg Europe



European Union
European Regional
Development Fund

***Action Plan implementation progress at Thessaloniki and
related Policy Change (“Thessaloniki Resilient Strategy 2030”)
in Low-carbon transport, Intermodality, Accessibility, Cycling and Walking***

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

28 April 2022

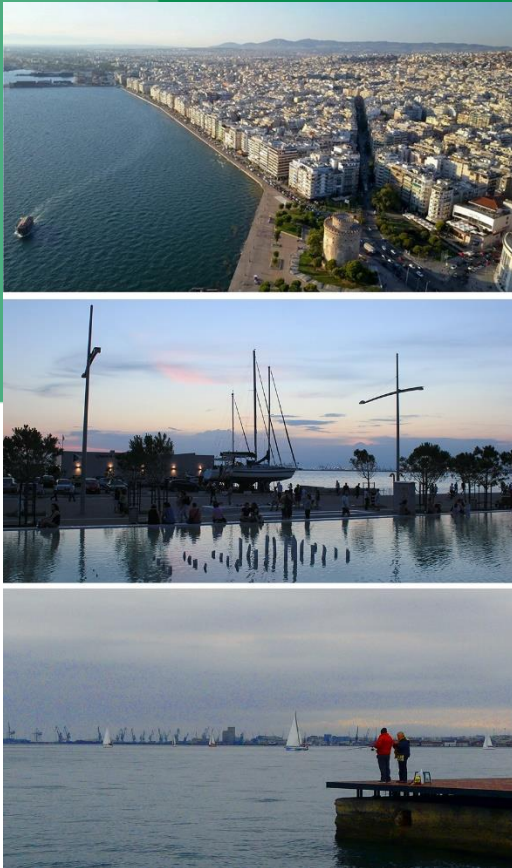
High-level dissemination event/ Final Conference
'Sustainable Tourism Mobility towards Smart Destinations'
Annabelle Hotel, Pafos, Cyprus

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 Plan for Thessaloniki

Action Title	Type (New project / Improved Governance / Structural Change)	Source Good Practice transfer	Source Partner
Accessible - Responsible Tourism/ Low-carbon transport system			
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	Structural Change & Governance Improvement	✓ Three Towns Travel (3TT): Bournemouth, Poole & Christchurch Sustainable Mobility-Residents & Tourist"	✓ Bournemouth University, UK (Advisory partner - PP10)
		✓ Mobility as a Service (MaaS) for visitors to destinations: The case of Manchester	
		✓ Practical guidelines for smart and sustainable mobility in tourism	✓ Horários do Funchal – Transportes Públicos, S.A., Madeira, PT (PP4)
Pilot Action Implementation			
ThessVisit joint digital platform (Pilot Action)	New Project	✓ Three Towns Travel (3TT): Bournemouth, Poole & Christchurch Sustainable Mobility-Residents & Tourist"	✓ Bournemouth University (PP10)
		✓ Mobility as a Service (MaaS) for visitors to destinations: The case of Manchester	



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.



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Implementation of Action 1	Steps/ tasks	Timeframe	
A. Presentation of the city's visitors/ tourists mobility profile (based on the study's results and conclusions)		Phase B - Semester 1 01/2021 – 06/2021	Accomplished <i>Within a series of events</i>
B. Identification of possible gaps and further elaboration , if needed, on the findings. Collaboration with the AUTH (MDAT's key stakeholder) to strengthen the initial survey.		Phase B - Semester 1 01/2021 – 06/2021	Accomplished <i>Within a series of meetings with AUTH: Transport Engineering Laboratory & the Tourism and Regional Development Postgraduate program</i>
C. Identification of visitors/ tourists mobility needs , through the organisation of participatory workshops (in person and online)		Phase B - Semester 1 01/2021 – 06/2021	Ongoing & planned <i>A series of focus groups with the Players involved has been accomplished. The Resilience Dialogue on behalf of the Municipality of Thessaloniki is under elaboration.</i>
D. Determination of four (4) indicators and their baseline and target values to monitor visitors/ tourists behavior and needs		Phase B - Semester 2 07/2021 – 12/2021	Ongoing <i>Under elaboration, in cooperation with the Urban Resilient Observatory, the Thessaloniki Electric Vehicle Charging Plan team and AUTH</i>

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Implementation of Action 1 Steps/ tasks	Timeframe	
E. Measuring and providing data to the Urban Resilient Observatory of the Municipality of Thessaloniki and the Thessaloniki Electric Vehicle Charging Plan team . Establishment of cooperation .	Phase B - Semester 2 07/2021 – 12/2021	Under elaboration
F. Consultations on drafting and finalising the updated Objective of the Strategy	Phase B - Semester 2 07/2021 – 12/2021	Drafting is ongoing
G. Submission of the new Objective proposal (inc. Actions for e-mobility, intermodality, accessibility and cycling & walking for tourists) to the Municipality's Resilience Office	Phase B - Semester 2 07/2021 – 12/2021	Ongoing & planned <i>Will be finalised after the Municipality of Thessaloniki public consultation (Resilience Dialogue) accomplishment</i>
H. Integration into the policy instrument and approval by the Municipal Council	Phase B - Semester 3 01/2022 – 06/2022	Ongoing & planned
I. Dissemination event addressed to local and regional policy makers, academic institutions and transport & tourism stakeholders to introduce the changes and adopt the new framework.	Phase B - Semester 3 01/2022 – 06/2022	Ongoing & planned

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Indicative actions to be included to the objective

(after the Municipality of Thessaloniki and the Resilience Dialogue approval)

Action 1 Accessibility for all

- Urban regeneration projects at places of interest
- Measures of traffic calming and road safety upgrade
- Smart pedestrian crossings
- Language accessibility – Tourists' (digital) guide upgrade in several languages (incl. Braille)

Action 2 Cycling and micro-mobility inclusion

- Continuous efforts for the metropolitan bicycle network implementation
- Determination and promotion of thematic routes (museum, UNESCO Sites, parks, forest etc.)
- Transition from the dock-less model to the dock-based

Action 3 Promotion of e-mobility

- Accelerating the electric public transport transition (buses, urban sea transportation)

Action 4 Fostering intermodality

- Linking bicycles and stations (shared bus/ bicycle lanes, the importance of good signage)
- Carrying bicycles onto public transport (platforms accessible to wheeled devices, bikes take the train, bicycles on buses, coaches and trams)
- Bicycle parking at stations (secure bicycle parking areas, multiservice bicycle areas, bicycle rentals)
- Communication, a vital component

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Indicative actions to be included to the objective

(after the Municipality of Thessaloniki and the Resilience Dialogue approval)

Action 5 Joint digital platform for Thessaloniki's top tourism attractions and significant points of interest

- MoU between mobility/ transportation and culture/ tourism stakeholders
- **ThessVisit** development
- **ThessVisit** joint ticket

Action 6 Interconnection between Metropolitan poles

- Highlighting emblematic and metropolitan poles of interest (metropolitan park of Pavlos Melas, ex-military camp Kodra, Axios Delta Protected area, Moni Lazariston, etc.)
- Connectivity facilitation and upgrade within public transport and active mobility

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Players involved

▪ Major Development Agency Thessaloniki – MDAT S.A.

MDAT as body co-responsible for the production of the Strategy has been also a body to implement part of its actions. Within the framework of DESTI-SMART project, MDAT coordinates the structural changes to be implemented within the Strategy

• Municipality of Thessaloniki

The Resilience Office of the Municipality of Thessaloniki is the responsible authority for carrying out the strategy and also setting the priorities for the city. The Urban Resilient Observatory is responsible to monitor any changes regarding the identified indicators of the Resilience Strategy. The Technical Department is responsible for the drafting and implementation of the Electric Vehicles Charging Plan of the city.

• Municipalities of the greater urban area of Thessaloniki (especially Municipalities of Thermaikos bay area)

The Strategy outlines within its goals the importance of the intermunicipal cooperation at metropolitan level, thus– the Municipalities' contribution to the updating of the Strategy is crucial.

• Thessaloniki Resilient Team

Thessaloniki Resilience Strategy engages dedicated people, initiatives and organizations of the city from the whole spectrum of modern urban life. In our previous resilience dialogue participated more than 40 organizations and 2000 citizens, ensuring the strategy aligns with and complements other strategic initiatives in the local, regional, national and international domain.

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>
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Action 2:
Pilot Action

ThessVisit Joint Digital Platform

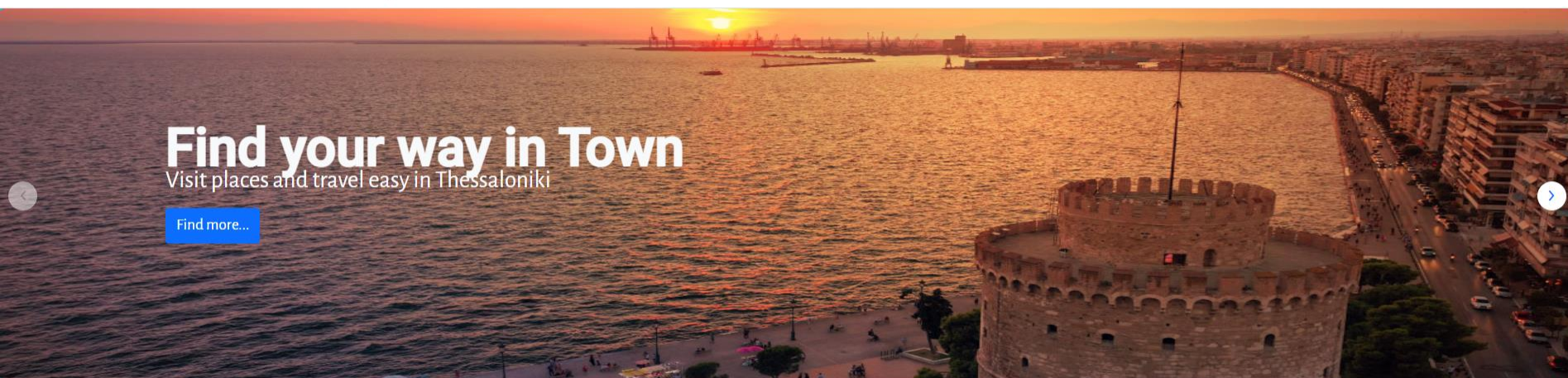
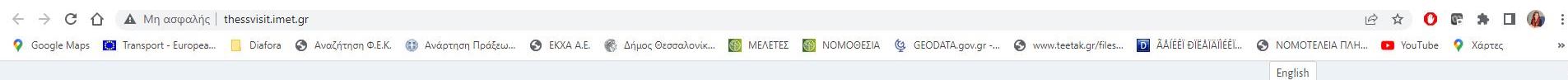
Testing of a joint digital platform for Thessaloniki's top tourism attractions and significant points of interest, fostering low-carbon, Sustainable and Active Mobility, Accessibility, and Responsible Travel

DESTI-SMART Thematic:

Accessibility, Walking & Cycling

Type:

New Project



Welcome to Thess-Visit



Action 2: *Pilot Action*

ThessVisit Joint Digital Platform

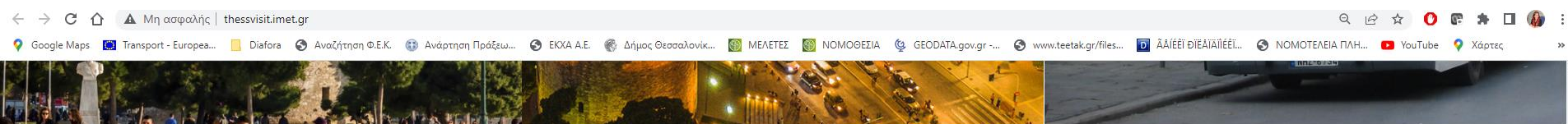
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DESTI-SMART Thematic:

Accessibility, Walking & Cycling

Type:

New Project



Are you visiting Thessaloniki??

ThessVisit is a joint digital platform for the city of Thessaloniki, promoting sustainable mobility and responsible tourism.

Through on-site navigation you can get to know the city better and organize your tour by choosing the most environmentally friendly mode of transportation.

Explore the most important points of interest of the city, based on your personal preferences i.e. visiting archeological or modern museums or on your location. Discover and experience the city through attractive routes with unique experiences, walking, cycling, by bus or by sea.

15

Categories

342

Points Of Interest

45

Thematic Routes

Explore Thessaloniki

Thessaloniki is Greece's second largest city, inhabited continuously since 315 BC. It has been part of the Hellenic, Roman, Byzantine and Ottoman empires. It also has a strong Jewish history, which gives the modern city a multicultural character. The city center features a diverse mix of architectural styles including Byzantine, neoclassical, Art Nouveau and Art Deco.

Thessaloniki is a gastronomic capital, a crossroads of flavors, a lively, multicultural city that attracts young people, tourists, international conventions and international companies. Culture and history are highly valued by our citizens as creative, cultural, and tourist projects and initiatives proliferate.

Explore the 15 UNESCO World Heritage Sites, go on a bicycle ride along the town's bike lanes by the waterfront and taste Thessaloniki's gastronomy delicacies.

About

Thessvisit is 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. The Thessvisit platform is co-financed by European Union and National Funds within the framework of the Interreg Europe DESTI-SMART project. Thessvisit is 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. The Thessvisit platform is co-financed by European Union and National Funds within the framework of the Interreg Europe DESTI-SMART project.

Contact



e-Mail: info@mdat.gr

Location

Major Development Agency Thessaloniki SA
Thessaloniki City Hall
Vasileos Georgiou A1, Thessaloniki, 546 36



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Type:	New Project

Implementation of Action 2 Phase 1: Bringing together the stakeholders and analysing the needs	Timeframe
<p><u>Task 1.1: MoU signed between the key stakeholders (MDAT, Municipality of Thessaloniki).</u> The first task of the pilot is to gather all the key-stakeholders of the project, communicate the aim and objective of the project and assign a MoU with them that will ensure their active involvement.</p> <p><u>Task 1.2: Detailed Project Timeline and Activities drafted (MDAT).</u> The second task is to develop a detailed methodology of all the steps and actions to be followed together with a time plan. This document will need to get the approval of the Steering Committee which will monitor the progress of the pilot and evaluate its results.</p> <p><u>Task 1.3: ThessVisit needs analysis and specifications (MDAT, all stakeholders).</u> This task includes a short needs analysis survey that will be delivered by MDAT. The survey will record the key-stakeholders needs and will formulate the technical specifications for the ThessVisit platform and app (architecture, components, features, app functions, etc.)</p> <p><u>Task 1.4: Open procurement for the technical expert (MDAT).</u> Based on the technical specifications report, MDAT will proceed the procurement for the external expert that will develop the platform and ThessVisit application.</p>	<p>Phase B - Semester 1 01/2021 – 06/2021</p> <p>Accomplished</p>

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Type:	New Project

Implementation of Action 2 Phase 2: ThessVisit platform development and testing	Timeframe
<p><u>Task 2.1: Development of the joint platform mock-up (MDAT, Municipality of Thessaloniki, external expert).</u></p> <p>Based on the technical specifications, external expert, under the supervision of MDAT and Municipality of Thessaloniki the mock-up of the joint digital platform is drafted. This task includes activities: functionality definition, sketching the platform, planning the workflow, wireframing the UI and validation of the platform.</p> <p><u>Task 2.2: Development of the ThessVisit platform Beta Version (MDAT, Municipality of Thessaloniki, external expert).</u></p> <p>Building the platform Beta Version and including: Architecture of the database, Development of the frontend, Building of the backend, etc.</p> <p><u>Task 2.3: Testing the Beta Version (MDAT, Municipality of Thessaloniki, all stakeholders).</u></p> <p>The Beta Version is tested and debugged. The testing phase includes an internal one (testing by MoU stakeholders) and an external one (testing by external target audiences). MDAT staff is responsible to report the testing results.</p> <p><u>Task 2.4: Development of the Final Version (MDAT, Municipality of Thessaloniki, external expert).</u></p> <p>Based on the testing results report, external expert will provide the needed changes and corrections and will develop the Final Version of the ThessVisit platform and application.</p>	<p>Phase B - Semester 2 07/2021 – 12/2021</p> <p>Accomplished</p>

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Type:	New Project

Implementation of Action 2 Phase 3: <i>ThessVisit</i> platform content development and launch	Timeframe
<p><u>Task 3.1: Development of <i>ThessVisit</i> platform content (MDAT, Municipality of Thessaloniki, external expert, input, and data from all stakeholders).</u></p> <p>This task includes the development of the platform content for all its features. The content will be based on existing data provides by all MoU stakeholders and will also include development of original new material, especially graphic material (photos and videos). All right will be received for any content, texts, or graphic material.</p> <p><u>Task 3.2: Launch the platform and the app (MDAT).</u></p> <p>The platform and the application will be launched. The external expert will provide a detailed and comprehensive user guide for the <i>ThessVisit</i> functionality.</p> <p><u>Task 3.3: On-going monitoring and evaluation (MDAT, Municipality of Thessaloniki, MoU stakeholders).</u></p> <p>The MoU stakeholders through Steering Committee, and under the responsibility of MDAT, will proceed ongoing monitoring and evaluation after the <i>ThessVisit</i> launch (actions described under section 2.2.).</p>	<p>Phase B - Semester 3 01/2022 – 06/2022</p> <p>Ongoing & planned</p>

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DESTI-SMART Thematic:	Accessibility, Walking & Cycling
Type:	New Project

Players involved

MDAT and **Municipality of Thessaloniki** are the owners of the *ThessVisit* Digital Platform.

The key-stakeholders will provide through the lifetime of the project: any relevant info/ content for the platform, suggestions/ advise for its improvement and sustainability and additionally they will use any potential way to promote the *ThessVisit* project.

The main key-stakeholders selected from the most representative organizations related to the the tourism and transport ecosystem such as:

- Municipality of Thessaloniki
- Municipalities of Thessaloniki Greater Urban area
- Thessaloniki Transport Authority
- Hellenic Institute of Transport
- Thessaloniki Urban Transport Organization
- Thessaloniki Hotels Association
- The Metropolitan Organisation of Museums of Visual Arts of Thessaloniki (MoMus)
- Archaeological Museum of Thessaloniki
- Museum of Byzantine Culture Thessaloniki
- Thessaloniki Tourism Organization
- Hellenic Ministry of Culture/ regional and city Ephorates
- Hellenic Ministry of Interior/ Sector Macedonia and Thrace
- Aristotle University of Thessaloniki (a. Laboratory of Transportation Engineering – Civil Engineering Department, b. Laboratory of Transportation Engineering and Road Construction – Surveying Engineering Department, c. Interdepartmental Postgraduate Programme on Tourism and Local Development)
- Private sector, companies and relevant NGOs (i.e. Thessbike, Open House Thessaloniki, etc.)

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Cost

Total cost of Pilot Action: 51,900.00€

Funding sources

INTERREG EUROPE Programme - the Pilot Action has been approved for funding

DESTI-SMART

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MAJOR
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Questions welcome



Projects media