

LEADING EXAMPLES OF SMART TOURISM PRACTICES IN EUROPE

from the 2024 European Capital of Smart Tourism competition



Title:

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1. GENERAL BACKGROUND

The European Capital of Smart Tourism is an EU initiative, currently financed under the Single Market Programme (SMP) - former COSME Programme. It is built on the successful experience of the Preparatory Action proposed by the European Parliament and implemented by the European Commission in 2019 and 2020. The initiative seeks to strengthen tourism-generated innovative development in European cities and their surroundings, increase their attractiveness and foster economic growth and job creation. It also aims to establish a framework for the exchange of best practices between cities participating in the competition, create opportunities for cooperation and new partnerships.

In line with this overarching definition, the initiative will showcase exemplary practices by tourism destinations in implementing innovative and intelligent solutions in four categories:



2. PURPOSE OF THE BEST PRACTICES FROM THE 2024 EUROPEAN CAPITAL OF SMART TOURISM COMPETITION

29 cities from 17 countries applied for the 2024 European Capital of Smart Tourism. In November 2023, Dublin (Ireland) was announced as the 2024 winner.

The 2024 collection of best practices has been derived from the applications that cities submitted to the competition. The report showcases a selection of best practices in each category (Accessibility, Sustainability, Digitalisation, Cultural Heritage and Creativity) and solely presents and relies on the data that the cities have submitted in their applications.

The purpose of this document is to enhance and facilitate the exchange of best practices in promoting innovative and smart measures and initiatives for tourism destinations in the EU Member States. The report aims at raising awareness about smart tourism tools, measures and projects, sharing the best practices in tourism implemented by cities and strengthening peer-to-peer learning and innovative development of tourism in the EU in general.

3. THE 4 CATEGORIES OF THE COMPETITION MAKING TOURISM SMART

Applicant cities were invited to describe and share their projects, ideas and initiatives implemented under each of the four award categories (Accessibility, Digitalisation, Sustainability, Cultural Heritage and Creativity) which have helped them to improve their profile as a tourism destination.

As guidance, the four categories were described as follows (although applicant cities were encouraged to think beyond these examples and to demonstrate specific cases, concrete actions and solutions).

3.1 ACCESSIBILITY

Which resources does a city have in order to be physically and psychologically accessible to travellers with special access needs, regardless of age, their social or economic situation and whether they have disabilities or not? Being accessible means to be easily reachable through different modes of transport and with a strong transport system in and around the city. What does the infrastructure look like and how accessible is the city – by car, train, plane and bike? Apart from the infrastructure itself, how can you make tourism offers barrier-free, both physically and psychologically?

Accessibility does not only entail being a barrier-free destination, it also encompasses services that are multilingual and, for example, digitally available to all travellers or visitors – regardless of age, cultural background or any physical disability.

3.2 SUSTAINABILITY

What opportunities does a city have to preserve and enhance the natural environment and resources while maintaining economic and socio-cultural development in a balanced way? How are natural resources (including innovative environmentally friendly measures) managed in a tourism destination and have resource-efficiency measures been implemented, as well as actions aimed at combating or adapting to climate change? Being sustainable goes even further – are there measures aimed at reducing tourism seasonality and involving the local community? How can cities as tourism destinations contribute to local employment and a diversification of local economies?

Therefore, being sustainable does not only mean managing and protecting natural resources, but it is also about reducing seasonality and including the local community.

3.3 DIGITALISATION

Is the city supporting tourism businesses in the development and use of digital skills and tools? How does the city support the digitalisation of tourism services?

Digital tourism means offering innovative tourism and hospitality information, products, services, spaces and experiences adapted to the needs of the consumers through ICT- based solutions and digital tools. It is about providing digital information on destinations, attractions and tourism offers as well as information on public transport and making attractions and accommodation digitally accessible.

3.4 CULTURAL HERITAGE & CREATIVITY

Is the city making creative use of its cultural heritage and creative industries for an enriched tourism experience? What actions are implemented to recognise and incorporate the tangible and intangible heritage of art, history and culture in its centre and surroundings, in the enhanced tourism offer? How is cultural heritage and creativity used to attract tourists from countries outside the EU, in particular and exploit synergies between tourism and cultural and creative industries?

A focus on cultural heritage and creativity means protecting and capitalising on local heritage as well as cultural and creative assets for the benefit of the destination, the industry and tourists.

4. PRESENTING BEST PRACTICES

4.1 BEST PRACTICES IN ACCESSIBILITY

4.1.1 ACCESSIBILITY FOR ALL

4.1.1.1 Inclusivity for all: Odense

LGBTQ+ Policy; Odense: In 2023, Odense City Council adopted an LGBTQ+ policy and action plan, to accommodate the diversity of the city. The new policy helps to ensure that everyone has access to local communities and social life; a safe environment for children and young people’s exploration of gender, identity and sexuality; increasing equality and well-being for all; equal access to associations and leisure activities.

Find out more via:

<https://www.odense.dk/politik/politikker-og-visioner/tvaergaende-politikker/lgbtqpolitik>

4.1.1.2 Accessible multifaceted cultural activities: Dublin; Essen

Dublin after hours; Dublin: In 2022 the Department for Tourism introduced a new pilot scheme to support the night life economy of Dublin and other Irish destinations by funding opportunities for museums and galleries to open later into the night. Extending opening hours in this way will help to drive more events within these venues such as live DJs, dancing, exhibitions, poetry readings, comedy shows, theatre, film, live podcasts, storytelling, classes and wellbeing initiatives, making the venues more accessible to a much wider audience. Museums and galleries can apply for up to €10,000 in funding to host late night events this year. The pilot has been very successful and several galleries such as Dublin’s Hugh Lane Gallery have already begun to programme more events later into the evening.

Find out more via:

<https://www.gov.ie/en/press-release/74100-successful-applicants-for-the-night-time-economy-support-scheme-announced/>

Free admission to the Museum Folkwang collection; Essen: Since 2015, access to the permanent collection of the Museum Folkwang has been free for all visitors, thanks to a generous grant from the Alfried Krupp von Bohlen und Halbach Foundation. In 2023, the city of Essen has also become a supporter of the project. The primary goal is to make it possible for every segment of the population to visit the museum as frequently as they desire.



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Find out more via: <https://www.museum-folkwang.de/en/collection>

4.1.1.3 Accessible infrastructure: Bremerhaven; Gdynia

Barrier-free infrastructure; Bremerhaven: Accessibility in adventure facilities, gastronomy, theatres, tourist information, public transport, shipping and shopping was assessed on the basis of 15 categories and a total of 47 individual factors. Through the cooperation between the Erlebnis Bremerhaven GmbH, tourism stakeholders and affected persons, barrier-free offers in the tourism sector have been significantly expanded. The city offers electric rental bikes for wheelchair users, accessible play equipment at children's playgrounds, guided tours for people with hearing impairments and 'Bremerhaven Barrier-Free' map, detailing ramps, elevators and accessible facilities, available online and at tourist information centres.



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Find out more via:

<https://www.bremerhaven.de/en/tourism/touristic-general-information/accessibility-simple-language/barrier-free.112221.html>

Accessible sport facilities; Gdynia: The city is implementing a strategy to construct sports and cultural facilities that prioritise accessibility for individuals with disabilities, the elderly and those caring for young children. Notably, the National Rugby Stadium, the Municipal Stadium and the Gdynia Sports and Entertainment Hall have been purposefully designed to be inclusive. Features such as audio description for the blind and sign language interpretation for the deaf are incorporated into sports and cultural events. Furthermore, pavements are equipped with tactile paving to assist the visually impaired and in numerous locations, ramps have been installed to replace stairs, further enhancing accessibility.



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Find out more via: <https://www.gdynia.pl/turystyczna-en>

4.1.1.4 Involvement of local communities: Tiraspol

Cooperation with disability groups; Tiraspol: In Tiraspol, representatives from a civic organisation of people with disabilities are included in the town planning council. At the initial stage of designing a building, they can make recommendations regarding accessibility and ensure that all objects of social and cultural household purposes are equipped with functional accessibility means.



© City of Tiraspol

Find out more via:

<https://novostipmr.com/ru/news/18-12-27/5-glavnyh-itogov-goda-ravnyh-vozmozhnostey>

‘Our City for All’; Tiraspol: This annual contest in Tiraspol aims to create a barrier-free environment and infrastructure for the disabled and people with limited mobility. It allows people with disabilities to carry out the tasks they need to do in all areas of their lives, including education, vocational training, work and culture. The competition’s main criteria is the accessibility of the adjacent territory, pedestrian and transport routes providing access to buildings.

Find out more via: <https://novostipmr.com/ru/news/18-12-27/5-glavnyh-itogov-goda-ravnyh-vozmozhnostey>

4.1.1.5 Accessible beaches: Genoa

Removing barriers at the beach; Genoa: Genoa is proudly working to remove architectural barriers on its eight municipal beaches. The project, costing 70 000 €, is being carried out in partnership with the Municipal Council for the Disabled. It concerns the construction of slope ramps on pavements, the installation of handrails, tactile maps and the restoration of existing wooden ramps.



© City of Genoa

Find out more via:

<https://smart.comune.genova.it/comunicati-stampa-articoli/accessibilit%C3%A0-al-gli-interventi-di-abbattimento-delle-barriere>

4.1.1.6 Accessible parking: Dublin; Klaipeda

Accessible parking; Dublin: Dublin is introducing new technology to help make finding accessible parking easier for individual visitors and locals who need to use car transport for accessibility reasons. The city is piloting a new app which will allow individuals with accessibility needs, to identify vacant accessible car parking spaces. There are over 500 accessible car parking spaces in Dublin and the city now plans to install sensors in accessible spaces throughout the city.

Find out more via:

<https://data.smartdublin.ie/dataset/accessible-parking-spaces-dcc>

Smart parking solutions; Klaipeda: In addressing parking challenges, Klaipeda is actively investigating smart solutions, incorporating sensors and real-time data to direct drivers to parking spaces, thereby minimising the time spent searching for available spots. The introduction of cutting-edge payment systems and mobile apps seeks to simplify the payment process and enable remote monitoring and management of parking zones. Additionally, the city has identified 14 locations equipped with facilities for charging electric cars.

Find out more via: <https://www.klaipeda.lt/en/>

4.1.1.7 Accessible tourism sites: Cork; Padua; Iasi

Nano Nagle Place; Cork: Nano Nagle Place is a restored heritage site and a local gem that won the 2022 Council of Europe Museum Prize. It was also ranked sixth in the Top 10 Things to Do in Ireland by the TripAdvisor 2023 Travellers' Choice Best of the Best award. The museum is fully accessible, offering visitors an interactive digital experience commemorating the life and

work of religious sister Nano Nagle (1718-1784). It also offers an online app with a visually descriptive guided tour for the visually impaired. This year, Nano Nagle Place launched their child friendly Visual Museum Guide or ‘Social Story’ which explains social situations to neuro-divergent children to help them feel safe when visiting the site. This guide, which is available online, was created as part of a project undertaken by eight Cork City museums to augment access and make our museums more inclusive.



© City of Cork

Find out more via: <https://nanonagleplace.ie/accessibility/>

The Glucksman Gallery; Cork: The Glucksman Gallery in University College Cork is a striking, award-winning architectural structure nestled in a quiet green space by the river on the UCC campus. The Glucksman recently won the Art Museum Award in the 2023 European Museum Academy Awards. The Glucksman team has developed digital programmes and carried out large-scale projects onsite in the gallery spaces, as well as offsite in public spaces. The projects have enabled participants from marginalised and rural communities such as Traveller, refugees, LGBTQ+ and families experiencing homelessness to find a way to express themselves in society through creative agency.



© City of Cork

Find out more via: <https://www.glucksman.org/visit/access>

Tourist events for people with disabilities; Parma: The city of Parma puts on a wide range of events for people with disabilities. This includes ‘Frega Keep Dreaming’ (performances by international DJs with and without disabilities); ‘Blue Screen’ (‘autism friendly screenings’ of movies, that allow those with sensory impairments to enjoy the cinematic experience in the theatre); Dinners in the Dark (dedicated events for the visually impaired); ‘Journey in the Music of Miecio Horszowski’ (exhibition with a cartoon guide for people with cognitive disabilities).

Find out more via: <https://www.parmawelcome.it/en/>

Creating a barrier free cultural landscape; Iasi: Iasi’s primary objective is to ensure equal participation for all visitors, including those with disabilities, in creating a culturally inclusive environment. This involves enhancing each point of interest with features such as audio and visual content, sign language and text to guarantee accessibility. Notably, the National Theatre, Romanian Opera, Braunstein Palace (an international multicultural centre) and Turkish Bath (a contemporary art gallery) are designed to be easily accessible, along with commercial centres and cinemas. While some historical buildings currently lack elevators and ramps, ongoing refurbishments aim to incorporate appropriate equipment, fostering improved accessibility for a diverse range of visitors.

Find out more via: <https://www.turism-iasi.ro>

4.1.1.8 Accessibility for families: Helsingborg

Playgrounds for all; Helsingborg: Playgrounds are an added incentive for families with children to visit Helsingborg. The long-awaited jungle-themed playground Djungellekan, inaugurated in Spring 2022, in the new innovative district Oceanhamnen, is a perfect example of an interactive, educational and, most importantly, fun place for families to visit. Djungellekan lets children experience the jungle with all their senses, including a uniquely themed soundscape. The theme continues into the revolutionary accessible-friendly toilets, focusing on the child-friendly user experience. Another accessible area is located at Sofiero Palace, a major visitor attraction. Within the forest towards the playground area, an experience path focused on accessibility has been built. The new route runs between the trees; there are beautiful lookout points; visitors can enjoy the peaceful nature at specifically designed viewpoints and barrier-free access.



© City of Helsingborg

Find out more via:

<https://visithelsingborg.com/uppleva-gora/?activity%5B%5D=for-barn&sortby=random>

4.1.1.9 Accessible tourism management: Gijón; Thessaloniki; Lviv; Prishtina

Integral accessibility action plans; Gijón: The city has undertaken various initiatives to underscore its unwavering commitment to accessibility, with notable emphasis on the ongoing revision of the Integral Accessibility and Non-Discrimination Plan. Additionally, the Integral Plan for Safe, Sustainable Mobility (PIMSS) of Gijón 2018-2024 has been implemented, which is enhancing road safety and accessibility. These comprehensive plans include key initiatives such as the Parking Plan for People with Reduced Mobility, the establishment of a network of accessible pedestrian routes and the creation of the Municipal Office for Sustainable Mobility and Urban Accessibility (OMMS).



© City of Gijón

Find out more via: <https://www.gijon.es/en>

Sustainable Urban Accessibility Plan; Thessaloniki: Thessaloniki has demonstrated its commitment to enhancing the accessibility of historical and cultural monuments through the

development of a comprehensive ‘Sustainable Urban Accessibility Plan’. This detailed plan focuses on various aspects of sustainable tourism in the city, emphasising measures and policies to upgrade accessibility through sustainable modes of transport, prioritising walking and biking while eliminating barriers for individuals with special access needs. Additionally, it encompasses infrastructure that facilitates barrier-free paths throughout the city and this valuable information is easily accessible to visitors through the Municipality’s geospatial data portal. Detailed descriptions of pedestrian roads, pavement widths, ramp locations and tactile paving are provided, ensuring that visitors can navigate and explore the city with ease and inclusivity.

Find out more via: www.svakthess.imet.gr

Implementation of an Accessibility policy; Lviv: Lviv is actively implementing an inclusivity policy to enhance its infrastructure. This involves creating barrier-free pedestrian crossings, complemented by an online map detailing these crossings. To assist visually impaired individuals, 90% of intersections feature sound signals at traffic lights, with ongoing efforts to cover the remaining 10%. Tactile navigation systems are being installed at public transport stops and the city has introduced accessible stops with raised curbs and island stops. About 48% of tram stops are designed for passengers of all categories. Lviv also has improved public transport accessibility, with 56.1% of rolling stock meeting accessibility standards through low-floor vehicles. Furthermore, as of 2023, 30% of hotels on Booking.com cater to people with disabilities.

Find out more via: <https://lviv.travel/en>

Sustainable Urban Mobility Plan; Prishtina: Prishtina’s tourism approach is guided by its Sustainable Urban Mobility Plan (SUMP). The plan has entailed substantial investments to enhance infrastructure and facilities, aiming to minimise physical and technical barriers throughout the city. Key locations now feature ramps and elevators, while tactile paths and signage have been strategically introduced to assist visually impaired visitors in navigating specific areas. This inclusive mobility plan prioritises disability access, incorporating accessible pathways and sidewalks citywide, with a focus on improving accessibility in public buildings such as government offices, educational institutions and healthcare facilities. Initiatives like the installation of tactile indicators at pedestrian crossings and the provision of accessible parking spaces further emphasise Prishtina’s commitment to enhancing mobility and fostering independence for individuals with disabilities.

Find out more via:

https://prishtinaonline.com/uploads/sump_pristina_final_report_en_a.pdf

4.1.2 ACCESSIBILITY FOR INFORMATION

4.1.2.1 Accessibility through digital innovation: Genoa

VisitGenoa App; Genoa: The ‘VisitGenoa’ App allows visitors to experience attractions through virtual and augmented reality. The ‘Genova4all’ App has been specially designed for

blind and visually impaired people, so they can experience Via Garibaldi artistic heritage up close.

Find out more via: <https://www.visitgenoa.it/en/exploracity-new-way-discover-city>

4.1.3 ACCESSIBILITY OF MOBILITY

4.1.3.1 Sustainable accessibility options: Bremerhaven; Parma; Izmir

Cycling tours; Bremerhaven: In cooperation with the German Bicycle Association, special cycling tours for people with disabilities have been developed to enable them to enjoy environmentally compatible holiday experiences. This makes Bremerhaven accessible to all and strengthens the area of inclusion in the leisure sector. E-rental bikes are available to people with balance disorders and mobility impairments. Two additional e-bikes enable joint cycling tours between cyclists and people with wheelchairs and visual impairments, hearing loss, cognitive impairments and mobility impairments.



© Ralf Masorat

Find out more via:

<https://www.bremerhaven.de/en/tourism/touristic-general-information/accessibility/cycling-for-everyone.130914.html>

Bike and car-sharing services; Parma: The ‘Mi Nuovo’ card gives users access to a network of 250 bicycles divided among 46 stations and the first 30 minutes are always free. Furthermore, with the Bicincittà APP, visitors can have access to 300 shared e-bikes, which they can use on Parma’s 160 km of bicycle lanes. These bike paths don’t just help cyclists get around Parma, they also connect with neighbouring towns; a development enabled by the municipality’s ‘Biciplan’. For tourists who would prefer not to pedal, there is a network of 900 e-scooters (managed through the DOTT app or TIER app). A free-floating car sharing service is also active in Parma, which allows vehicles to be picked up and dropped off in exclusive parking stalls. The service consists of about 30 vehicles including 4 commercial vehicles. In addition, there are 82 public charging stations in the municipal area for electric vehicles.



© City of Parma

Find out more via: <https://www.infomobility.pr.it/en/bike-sharing/>

Free Bicycle Service; Izmir: BİSİM (Rent a Bike in Izmir) provides a bicycle service that promotes inclusivity by offering complimentary services not only for cyclists but also for individuals with specific mobility requirements. BİSİM stations feature a distinctive device connecting bicycles and wheelchairs, enabling wheelchair users to accompany bicycles, complete with charging units for wheelchairs. The service also encompasses specially designed tandem bikes for individuals with partial sight, enhancing accessibility and ensuring a broad spectrum of users can avail themselves of the service.



© City of Izmir

Find out more via: <http://www.bisim.com.tr>

4.1.3.2 Easy access to public services: San Sebastián; Helsingborg

Accessible city resources; San Sebastián: San Sebastián has numerous accessible resources. As an example, La Concha beach has an assisted bathroom service. The Victoria Eugenia Theatre and the 5-star María Cristina Hotel were built at the beginning of the 20th century but have recently been remodelled. The Tabakalera International Centre for Contemporary Culture have been recently created and all of them comply with high regulatory standards. The Tourist Office meets accessible requirements and actively works to achieve inclusion. The office staff have received training on people with disabilities and LGBT+ collective. Access to the office has no uneven surfaces and has a sufficient passage width. Internal circulation is also spacious and comfortable. The counter is double height and allows users in wheelchairs to approach from the front.



© City of San Sebastián

Find out more via: <https://accessibility.sansebastianturismoa.eus/en/>

World-class hospitality; Helsingborg: The city currently offers 25 InfoPoints in existing visitor destinations located around the city. Staff at the site speak, at a minimum Swedish and English and are trained several times a year in destination knowledge and service. The approach has resulted in a more significant commitment to the destination, focusing on co-creation and increased accessibility for visitors. InfoPoints represent an aspect of physical access to information. VisitHelsingborg.com website is the digital counterpart. The new and improved website, launched in 2023, offers inspiration to visitors in a simple and easy informative way, with links to local businesses and our social media channels. The site meets the highest level of accessibility according to the international standard WCAG and is available in several languages. To create a user-friendly all-in-one experience, the digital booking tool GoToHUB is integrated into the website, allowing visitors to be informed and directly book destination experiences.

Find out more via: <https://visithelsingborg.com/>

4.1.3.3 Accessible public transport: Odense; Istanbul; Gaziantep

Odense Tramway; Odense: In 2022 the tramway opened in Odense. It ensures easy and accessible, green public transportation between busy hotspots (the University, the new

hospital opening in ultimo 2025/early 2026 and the central train station), leisure activities (city centre, shopping centre, the Hans Christian Andersen House and the stadium) and residential areas. The tramway is a major part of the commuter infrastructure and provides alternative transport to large-scale events at the University, stadium, or concert areas in and around the city. In 2023 Odense Letbane, the company behind the tramway, started to collaborate with local events, such as 'Sportslørdag' and 'Eventyrløbet' to offer free transportation for participants at the events. The tramway is considered the most inclusive and accessible transportation, due in no small part to the accessibility group that provided consultation during the planning and construction of the tram. The accessibility group, formed by Odense Letbane, consisted of people with different disabilities or special needs who spoke on behalf of relevant interest organisations. The result is a unique insight into which accessibility features we must implement on the tram and at tram stations.



© Benjamin Dalby, VisitOdense

Find out more via: <https://www.odenseletbane.dk/english>

Istanbul Travel Card; Istanbul: The Istanbul travel card facilitates seamless intermodal access within the transportation system, promoting sustainable transportation practices. The accompanying application, designed for both urban transport and shopping, is accessible in both Turkish and English. Furthermore, passengers have the option to make payments using QR codes for urban transport in Istanbul. Along with a route and guide kit, the card empowers residents and visitors to easily utilise public transport services. It offers flexible options of 1, 3, 5, 7, or 15 days of unlimited access to urban transport, as well as entry to city lines, Bosphorus Tours and museums under IMM's jurisdiction. These cards are conveniently available for purchase at ticket machines and various accessible sales points throughout the city.



© City of Istanbul

Find out more via: <https://visit.istanbul/istanbul-card>

‘Gaziray’ train system; Gaziantep: The city boasts easy accessibility through various modes of transportation, including planes, trains and buses. Notably, the ‘Gaziray’ train system, inaugurated as one of the major transport projects of 2022, enhances urban mobility. This user-friendly system facilitates convenient transportation to the ancient city of Dülük, situated on the outskirts of the city. Additionally, it ensures connectivity to every part of the city, facilitating smooth navigation through tram and bus transfers for all.

Find out more via: <https://gaziulas.com.tr/hizmetler/gaziray/gaziray-genel-bilgi>

4.2 BEST PRACTICES IN SUSTAINABILITY

4.2.1 COMBATTING OR ADAPTING TO CLIMATE CHANGE

4.2.1.1 Sustainable Action Plans: Bremerhaven; Dublin

Reducing CO2 emissions; Bremerhaven: Bremerhaven has voluntarily committed itself to reducing its CO2 emissions by 95% by 2038 and a master plan for active climate protection has already been drawn up in which well over a hundred measures have been listed and updated. In Bremerhaven, municipal and private housing companies have renovated various residential buildings from the 1950s and 1960s with innovative energy-saving concepts. An online solar register is freely available to citizens to inform them about the solar potential of their roofs. Almost all Bremerhaven schools participate in the ‘3/4 plus’ energy-saving project, educating children about climate protection. The pupils discuss problems and connections between energy, resource consumption and climate change in class while their caretakers check the consumption of electricity, heat and water and implement technical energy efficiency measures at home. The project facilitates learning and testing of energy-saving and

climate-friendly behaviour in everyday school life. Based on the energy and water consumption, the participating schools receive an annual bonus of up to 2,500 euros.

Find out more via: <https://www.bremerhaven.de/sustainability>

Leadership for climate change action; Dublin: Dublin is focused on transforming into a more sustainable tourism destination that benefits everyone. The city has incorporated the UN Sustainable Development Goals and the UNWTO Sustainable Tourism definition into its tourism development strategies and frameworks. Additionally, in 2023, Fáilte Ireland, the national tourism development authority, has become an official UN Sustainable Development Goal ambassador, contributing to the promotion of sustainable tourism in the heart of Dublin city. Dublin is the first Irish city to sign the UN Glasgow Declaration on Sustainable Tourism development, providing the city with a structured roadmap and reference point to achieve sustainable tourism goals. Recognising the need for more progress, 1100 Dublin locals were recently surveyed to gauge their perception of Dublin as a sustainable tourism destination. Only 35% felt that Dublin currently meets this criterion. As a result, the city has made it a top priority to integrate tourism sustainability at the core of its programs.

Find out more via: <https://www.dublincity.ie/residential/environment/dublin-city-councils-climate-change-action-plan-2019-2024/dublin-city-council-climate-action-plan-2019-2024>

4.2.1.2. Mitigating pollution: Thessaloniki

Life Asti Programme; Thessaloniki: Thessaloniki is dedicated to enhancing air quality, mitigating pollution and prioritising the health of its citizens, especially children, as well as safeguarding historical assets. Through the Life Asti programme, the city has established a robust system providing vital information about environmental conditions and the impact of Urban Heat Island effects. This initiative reflects the city's commitment to creating a healthier and more sustainable urban environment for its residents and preserving its cultural heritage.

Find out more via: <https://app.lifeasti.eu/thessalonikidashboard>

4.2.1.3 Sustainable education: Bremerhaven; Gaziantep; Klaipeda; Saint-Denis

Klimahaus; Bremerhaven: The Klimahaus Bremerhaven is a unique scientific exhibition house that conveys the complex topics of climate and climate change in a vivid and tangible way. It has received an award for its interactive simulation game WORLD FUTURE LAB. Particularly noteworthy is the use of intelligent technologies that allow the players' decisions to be displayed in real time on a giant sphere.



© Markus Schwarze

Find out more via: <https://www.klimahaus-bremerhaven.de/en/>

Energyclimate Tour; Bremerhaven: This tour provides knowledge on climate protection and renewable energies at ten different stations. At the individual stops on the tour, the topics are explored in greater depth with the help of research institutions, concrete applications and good examples. The tour is made possible by using the 'Bremerhavenguide' app.



© Taurean Reddeck

Find out more via: <https://www.bremerhaven.de/de/aktuelles/presse-tourismus/neu-mit-bremerhavenguide-auf-energieklima-tour.142710.html>

Sustainable agriculture workshops; Gaziantep: The workshops organised by the Agricultural Training School, under the jurisdiction of the Gaziantep Metropolitan Municipality's Department of Agriculture, provide a unique opportunity for both local and international tourists to immerse themselves in the principles of sustainable agriculture. Notably, the active involvement of women from neighbouring villages, showcasing their products, adds a dynamic dimension to these workshops. Participants, both local and foreign, engage in hands-on activities such as cooking with freshly harvested produce, preparing vegetables for drying and actively participating in sowing and planting exercises. Beyond offering tourists an

authentic experience in an agricultural setting, these workshops contribute to the economic empowerment of residents in the surrounding villages, creating a mutually beneficial environment.

Find more out via: <https://gaziantep.goturkiye.com/>

Seal Rehabilitation Centre; Klaipeda: The Seal Rehabilitation Centre in Klaipeda serves as a superb educational asset for young people, functioning as a platform that introduces them to the marvels of marine wildlife, emphasises the significance of conservation and instils a sense of responsibility for environmental stewardship. By offering informative programs and engaging experiences, the centre plays a crucial role in moulding the mindset of young individuals towards a future that is more sustainable and environmentally conscious.



© City of Klaipeda

Find out more via: <https://muziejus.lt/en/paslaugos/baltic-sea-animal-rehabilitation-centre>

Workshops and education at local farms; Saint-Denis: the Saint-Denis Open Farm is a market gardening farm where tourists can learn about the realities of agricultural life through videos, explanatory panels and antique horticultural tools. Visitors can also take part in workshops to make bread, butter and apple juice, as well as watch the animals living in the farm being cared for. The Gally Farms, a hybrid space, conceived as a 'Centre for the production of art and food', combines permaculture market gardening, workshops (including apiculture with the production of the 'Béton Honey'), cooking classes led by international chefs, cultural events and solidarity actions. The site's sustainable approach is also reflected in the art installations and various events that promote healthy eating and access to culture for all.

Find out more via: <https://www.lesfermesdegally.com/la-ferme-urbaine-saint-denis/la-ferme-ouverte-saint-denis>

4.2.1.4 Sustainable innovation: Gijón

Pioneering circular economy measures; Gijón: In 2023, Segittur¹ selected Gijón as one of the four pilot destinations to implement sustainable practices within the circular economy. These initiatives encompass the conservation of energy and non-renewable resources, the self-production of renewable energy, the incorporation of recycled products, the promotion of local and seasonal items and efforts to minimise waste generation in tourist establishments.

Find out more via: <https://www.gijon.es/en>

4.2.2 PRESERVING OR ENHANCING THE NATURAL ENVIRONMENT

4.2.2.1 Nature preservation: Odense; Parma; Lviv; Padua

A green and biodiverse city; Odense: In 2022, Odense participated in a competition to be named 'Danmarks Vildeste Kommune' (The wildest municipality in Denmark) measured in nature and biodiversity. In this competition, Odense won the 'most sustainable nature project' for its efforts to preserve and restore its forests. As part of being Denmark's greenest city, Odense Municipality, in collaboration with Natureventyr, has created several 'nature adventures' aimed at families. These adventures take place in green spaces in the suburban areas of Odense and take visitors on a child-friendly, educational tour with fun challenges.

Find out more via: <https://natureventyr.nu/>

Environmental ecosystems; Parma: Continuous collaboration between the public administration, private sector and the local community resulted in 'KM VERDE', an initiative that strives to create green areas and permanent woodland in Parma and the surrounding province. To date 60,095 trees and shrubs have been planted, 60.8 hectares have been reforested and 100.6 tons of CO₂ stored. Further initiatives include Bosco Spaggiari, an urban woodland project, which is planting 12,000 trees; Picasso Food Forest, an agroecology and urban permaculture project; and the University Botanical Garden, a floral installation in a deconsecrated church.

Find out more via: <https://parmafuturosmart.comune.parma.it/en/>

Tree planting campaign; Lviv: The 'I want to plant a tree!' campaign, initiated by Lviv in 2020, represents a commendable effort to enhance urban green spaces. This community-driven initiative invites residents to actively participate in seasonal tree planting, fostering a sense of collective responsibility for the city's environmental well-being. Notably, in March-April 2023, over 200 trees were planted through this campaign, creating a climate alley along the city's central avenue. Additionally, Lviv has appointed dedicated gardeners for each city district and park since 2021. This ensures ongoing care and maintenance of planted trees, contributing to the overall health and vibrancy of urban greenery. Moreover, the city has integrated a mandatory requirement for planting or replacing old trees when reconstructing streets.

¹ State Company for the Management of Tourism Innovation and Technologies

Find out more via: <https://lviv.travel/en>

‘Alberiamo padova’ project; Padua: This initiative advocates for the idea of an ‘urban forest’ through the ‘Gift a Tree to Your City’ program. Citizens are given the chance to donate trees, thereby contributing to the overall well-being and enhancing the city's appeal and liveability.

Find out more via: <https://www.padovanet.it/informazione/progetto-alberiamo-padova>

4.2.2.2 Sustainable Urban Planning: Helsingborg; Izmir; Prishtina

OCEANHAMNEN; Helsingborg: An environment by the sea with smart tech solutions, a delicate balance with nature, where all waste becomes valuable. The district uses a pioneering three pipe technology, the first of its kind in Europe; water flow is separated via three pipes for food waste, toilet water and grey water from bathing and washing are separated at the source. The possibilities are endless regarding biogas production, reduced water consumption and cleaner fertiliser products for agriculture. The facility for this system is the award winning RecoLab, also located in the area. The Scandic Oceanhamnen hotel is connected to the three pipe system, so every guest is included in the district's circularity. The sustainable efforts continue with all hotels within the city, all of which are heated by district heating produced from residents' food waste. Below the depths of Oceanhamnen, an artificial reef promotes marine biodiversity; smart solutions allow the city and nature to live in harmony.



© City of Helsingborg

Find out more via: <https://hplus.helsingborg.se/etapper/oceanhamnen/>

‘Living in Harmony with Nature Strategy’; Izmir: Izmir's ‘Living in Harmony with Nature Strategy’ aims to make the city a model for sustainable urban development. Established in 2019, the Sustainable Urban Development Network, led by Izmir Metropolitan Municipality, involves 31 Turkish cities and fosters an alliance with various stakeholders. The strategy is aligned with global initiatives and organisations and is targeting a 40% reduction in greenhouse gases by 2030 and net-zero emissions by 2050. It focuses on four key principles: integrating nature into the city, managing responsible human-nature interaction, promoting

a circular economy and strengthening cultural connections. This approach contributes to Izmir's overall sustainability in social, cultural and economic aspects. Izmir aspires to be an attractive, diversified tourism destination, emphasising environmental resource use, economic balance and biodiversity preservation. The city's roadmap includes the Green City Action Plan and Sustainable Energy and Climate Action Plan. As the first Turkish city to join the EBRD's Green Cities Program, Izmir is taking significant steps toward a resilient and harmonious future.

Find out more via: <https://use.metropolis.org/case-studies/peynircioglu-stream-ecological-restoration-project>

Germia Park; Prishtina: Germia Park in Prishtina stands as a prime example of the city's commitment to environmental preservation and sustainable practices. Recognising the significance of green spaces, the Municipality has undertaken efforts to reinvigorate and enhance Germia Park. The park now boasts newly created pathways, catering to activities such as walking, running, biking and various outdoor pursuits. This revitalisation aligns with the municipality's broader focus on bringing dilapidated recreational areas back to life, as well as establishing new ones. Germia Park, with its renewed infrastructure and emphasis on eco-friendly experiences, not only promotes sustainable tourism but also provides both residents and visitors with a tranquil and aesthetically pleasing environment to appreciate and engage with nature.



© City of Prishtina

Find more out at: <https://www.kosovo-vacations.com/germia-park.html>

4.2.3 SUSTAINABLE TOURISM MANAGEMENT

4.2.3.1 Tourism development: Cork; Iasi; Istanbul; San Sebastián

Sustainability in Tourism; Cork: Visit Cork’s Sustainability Strategy 2023 – 2030 outlines the ambition for Visit Cork to be the best Destination Marketing Organisation in Ireland. Social sustainability is increasingly a focus, with 85% of tourism sector respondents in a recent survey engaging in some form of charitable or community engagement activity. Business tourism activity is led by the Cork Convention Bureau (CCB) and is putting an increasing focus on legacy and regeneration. CCB has developed a guide to social sustainability initiatives for conference visitors and groups. These business visitors are not only being encouraged to take steps to ensure that their events create ‘zero-waste’ and are as sustainable as possible, but they are also encouraged to consider participating in events and activities that give something back to the local community.

Find out more via: <https://www.purecork.ie/pages/sustainability>

Tourism Development Strategy; Iasi: The Municipality of Iasi aims to become Romania’s premier urban tourist destination with a distinctive cultural identity, emphasising creativity and community cohesion to offer unique and impactful tourist experiences. Ongoing efforts involve updating and expanding the strategy to the region, with a key emphasis on citizen consultation in decisions impacting their quality of life, particularly in the development of green spaces and parks in the city centre. Notably, local NGOs actively contribute to creating urban natural areas, fostering community engagement through initiatives like ‘Tourist at my home,’ while other organisations arrange forest tours and promote events to popularize designated trails.

Find out more via: <https://www.turism-iasi.ro>

Istanbul Tourism Platform; Istanbul: This Tourism Platform brings together stakeholders representing investment, organisation, auditing, communication, promotion and marketing. The platform aims to coordinate governance, planning, design and project development functions, working towards the goal of achieving sustainable tourism in Istanbul. An Istanbul Tourism Workshop, attended by around 300 individuals from approximately 130 institutions, was conducted in January 2020 and the outcomes were subsequently shared with the public.

Find out more via: <https://visitistanbulofficial.com>

‘Donostia Green Destination’; San Sebastián: ‘SanSebastianTourism’ recently created the brand ‘Donostia Green Destination’ along with its partner local enterprises, including a specific site to promote Donostia/ SanSebastián as a sustainable destination and invite visitors to experience the city in a sustainable way: sustainable accommodation, restaurants, plans, interactive (and accessible) routes.



© City of San Sebastián

Find out more via: <https://www.sansebastianturismoa.eus/en/come/donostia-sustainable-destination>

4.2.3.2 Mitigating tourism seasonality: Gdynia

‘Take a breath Gdynia’; Gdynia: Introducing the ‘Take a Breath in Gdynia’ campaign, this initiative aims to highlight the unique attractions of Gdynia during the autumn and winter seasons. The city, known for its four nature reserves, extensive sandy beaches, majestic cliffs and pristine forests with numerous hiking and biking trails, emphasises its local bioclimate and the cleanest air in Poland. The campaign centres around the theme of breathing, focusing on Gdynia's healthy and invigorating air. The City of Gdynia has curated three thematic tourist packages for the winter months (December to March) – sports, family and cultural experiences. These packages offer diverse activities, including winter sea swims under expert guidance, Nordic walking along coastal routes, SUP board sessions with instructors and discounted visits to museums. Accompanying the campaign are video breathing workouts led by renowned yoga teacher Malgorzata Mostowska, featuring simple exercises that can be practiced anywhere, encouraging visitors to explore the enchanting winter ambiance of Gdynia while promoting relaxation and stress relief.

Find out more: <https://www.gdynia.pl/turystyczna-en>

4.2.4 SUSTAINABLE MOBILITY

4.2.4.1 Cycling Opportunities for Tourists: Dublin; Saint-Denis

Dublin Coastal Trail; Dublin: In Dublin, there are over 1600 Dublin Bikes in the open bike-sharing network. Coupled with over 190 km of cycle routes, this makes two wheels the best way to explore all that Dublin has to offer. Thanks to these new and innovative initiatives, exploring the city, coast and Biosphere on Dublin's newest Coastal Mobility Route has never been easier. This route spans over 3.6 km, offering a dedicated cycling and walking path along Dublin's coastline. Since its inauguration in 2020, the Coastal Mobility Route has evolved into a vital sustainable transport corridor for Dublin, effectively distributing visitors more

sustainably throughout the city. The route is now equipped with smart sensors to measure its usage.

Find out more via: <https://www.ireland.com/en-us/magazine/built-heritage/dublin-coastal-trail/>

Street Art Avenue; Saint-Denis: The banks of the Saint Denis canal, inaugurated in 1821, are a leisure area lined with cycle paths that can be followed from Paris. The Canal lies on the Seine à Vélo cycle route which ends at Le Havre in Normandy and on the Avenue Verte, which links Paris and London from the forecourt of Notre Dame Cathedral. Here, tourists can explore the vibrant frescoes of the Street Art Avenue as they cycle alongside the Canal, showcasing the city's commitment to bridging the gap between art and sports, even beyond the major sporting events.

Find out more via: <https://parisjetaime.com/eng/transport/street-art-avenue-p2015>

4.2.4.2 Sustainable public transport: Gdynia

Eco-friendly Trolleybus; Gdynia: Smart Gdynia champions shared transportation and cycling while optimising energy consumption through its eco-friendly trolleybus and bus fleet, recognised as one of the most modern in Europe and the world. With over 75 years of operation, the quiet electric trolleybuses have become integral to Gdynia's urban landscape, contributing to its distinctive character. The bus fleet features electric buses with anti-virus air conditioning and gas-powered vehicles adhering to the highest EURO 6 environmental standard for public transport.

Find out more via: <https://www.gdynia.pl/turystyczna-en>

4.2.4.3 Sustainable outdoor tourism: Genoa

Genova Outdoor; Genoa: Genova Outdoor is a new project representing an important milestone in the process of making Genoa a European capital of eco-sustainable outdoor tourism. It includes 26 itineraries, each of them equipped with safety information, GPS tracking and scale map, all reachable and usable by public transport and smart mobility to propose a model of cultural, sustainable and eco-compatible tourism.



© City of Genoa

Find out more via: <https://www.visitgenoa.it/en/outdoors>

4.2.5 SUSTAINABLE INVOLVEMENT OF LOCAL COMMUNITIES

4.2.5.1 Tourism contributing to local employment: Helsingborg; Odense

Social sustainability and skills; Helsingborg: Helsingborg is striving to keep skilled workers within the tourism industry. One example is WorkWalk, which annually involves around 1,200 teenagers who visit various companies in several sectors, including hospitality. In 2023, WorkWalk offered a career fair that attracted 2,500 students and 37 potential employers. Helsingborg is also home to Sweden's only upper secondary school with a hotel and tourism focus certified by the industry organisation Visita. In collaboration with the hospitality industry, education has been created according to the needs of the labour market. Another project is DM, a new marketplace concept placed in socially disadvantaged areas. IKEA has developed DM in close collaboration with the city, its citizens and other partners because IKEA wants to explore how they can actively 'do more' to develop cities and be a driving force in sustainable community development.

Find out more via: <https://familjenhelsingborg.se/foretagare/samverkan-skola-arbetsliv/workwalk/>

Job creation and volunteering; Odense: Besides jobs in the tourism sector, several of the events and festivals in the city utilise volunteers. The Hans Christian Andersen Festival has a large team of volunteers, many of whom have been a part of the festivals since the beginning and continue year after year due to the good conditions, inclusivity in the execution of the festival and the relationships they build. Social sustainability and social responsibility are crucial to the festival as a part of its overall strategy. Besides the volunteer community, the focus is on skill development for children and young people, bringing cultures together, school programs and partnerships. In addition, the festival focuses on minimising food waste, reusing materials, minimising plastic bottles, recycling leftover flowers from the Flower Festival and waste-sorting.

Find out more via: <https://www.visitodense.com/tourist/what-do/green-city/sustainable-holiday-odense>

4.3 BEST PRACTICES IN DIGITALISATION

4.3.1 FACILITATING INFORMATION FOR SPECIFIC TARGET GROUPS

4.3.1.1 Digital Innovation in City Guides: Cork; Bremerhaven; Genoa

Technology-enabled tourist information; Cork: the ‘Cork.ie’ touchscreen tourism kiosks are a network of 16 touch screens in locations around the city which provide visitors with detailed information and maps on Cork’s tourist attractions, festivals, music venues, restaurants, pubs, traditional music, events, theatres and accommodation, in 8 different languages. The information is updated by the service provider on a daily basis to ensure that the service users get accurate information. Content searches are monitored, and statistics are gathered to improve the kiosk service and review what visitors are most interested in. There were approximately 71,000 page requests in 2023 via these kiosks. The online Cork City & East Cork Digital Brochure and West Cork Digital Brochures not only provide basic information about visiting the city and county but are also packed full of ideas and sample itineraries, designed for different demographics, all of which encourage the visitor to get out and connect with nature, art and culture in the city and region. ‘No Car No Stress’, ‘Family Fun Little Legs’ and ‘Foot Loose & Fancy Free’ are just some of the itineraries proposed by the site, which is integrated into the Discover Ireland website, the official tourism source for domestic holidays in Ireland. The Explore Cork App for the whole of the county was also launched by Cork County Council, providing a unique, one-stop-shop tourism app, featuring over 850 places to see and things to do in Cork (available in four languages).



© City of Cork

Find out more via: [Cork City and East Cork Digital Brochure](#)

The bremerhavenguide app; Bremerhaven: The bremerhavenguide app was developed to make the city's regional and cultural features more visible. The app gives access to thematic city tours and individual stops. In cooperation with the Historical Museum and the support of other cultural actors such as the German Emigration Centre, the Zoo by the Sea and the City Theatre, a tour on the history of the city's origins was developed. The content of the tour is conveyed with the help of videos, audio stories, images and texts. In addition, impressive presence experiences are created through the integration of augmented reality elements.



© Tanja Mehl

Find out more via: <https://www.bremerhaven.de/de/aktuelles/presse-tourismus/bremerhavenguide-fuehrt-digital-durch-die-stadt.130240.html>

The VisitGenoa app; Genoa: 'VisitGenoa' is the city's official tourist app. In the app, you can follow one of four tours (in Italian and English) specially designed to discover all that there is to see in Genoa. The app boasts augmented reality and virtual reality content. Moreover, the app offers an immersive virtual reality tour that starts right from the sky and then moves on to some of the main historical and cultural points of interest of the city.

Find out more via: <https://www.visitgenoa.it/en/play-phygital>

4.3.1.2 Digital Tours and City Exploration: Odense; Parma; Helsingborg

Digital innovation for an enhanced tourism experience; Odense: The city has been at the forefront of developing various digital tools and applications that enable tourists to interact with abundant cultural heritage in innovative ways: The Useeum app enables tourists to go on self-guided tours of Den Fynske Landsby, a historic village, providing immersive insights into our fascinating past. Carl Nielsen Camino: This 110 km guided audio tour, divided into stages, allows tourists to follow in the footsteps of the world-renowned composer Carl Nielsen. The route in Odense is about 5 km and guides the user through Odense's beautiful neighbourhoods, the city centre and even through the gardens at the Hans Christian Andersen House. Along the way, the user can listen to music, stories about Carl Nielsen and the city and anecdotes that relate to the geographical locations they pass. StoryHunt: The StoryHunt app invites tourists to explore Odense's streets while immersing themselves in the local history. From following the footsteps of Canute the Holy - the last Viking king to experiencing the

sounds and stories of the Viking era, this digital tool offers an engaging way to discover historical Odense.



© City of Odense

Find out more via: <https://www.visitodense.com/>

Digital applications; Parma: ‘SeSaMoNet’ and ‘Piazza Duomo in Parma in 3D’ enable visually impaired people to visit museums, places of art and culture. Another digital application ‘Via Francigena’ makes it possible for tourists to ‘transform’ into pilgrims along the ancient route that led from Canterbury to Rome and then on to Santa Maria di Leuca, passing, of course, through Parma.

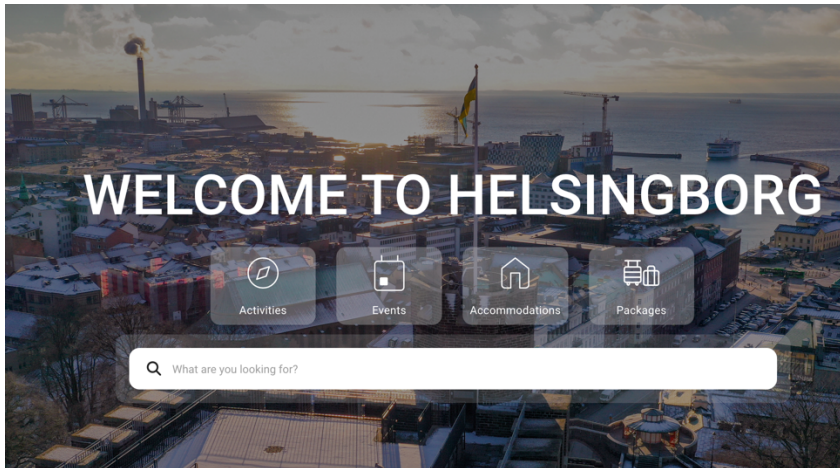


© City of Parma

Find out more via: <https://www.3d-archeolab.it/portfolio-items/piazza-duomo-a-parma-in-3d-da-vedere-da-toccare/>

Our Destination Online; Helsingborg: On the recently revamped visitor site, visithelsingborg.com, each visitor attraction is displayed on an interactive map, that includes

a filter function, allowing visitors to search according to their preferences. Visitors can easily plan and create a list of favourites that can be shared via a link. The site has an integrated booking platform GoToHUB. For tourists, this means that the offerings such as accommodation, entrance tickets and activities can all be booked from this single source.



© City of Helsingborg

Find out more via: <https://visithelsingborg.com/>

4.3.2 COLLECTING INFORMATION FOR SMART MANAGEMENT

4.3.2.1 Open Data for Improving Tourism: Gijón; Dublin; Istanbul

Gijón open portal; Gijón: The Gijón open portal features an open data platform offering access to over 700 datasets, accompanied by a user-friendly visualisation interface. As part of the Smart Growth group, the 'IoT Open Data Citizen Portal' project focuses on enhancing the City Council's existing open data model by designing and implementing services to expand beyond the publication of municipal public data.

Find out more via: <https://www.gijon.es/en>

Understanding local sentiment toward tourism; Dublin: The city developed the Your Dublin Your Voice Survey for tourism. They asked 1100 Dubliners from across the city how they feel about tourism across a range of topics from problems with tourism to how locals interact with visitors to the city. The results of this survey are now being developed into a stand-alone website that will allow both Dubliners and visitors to understand the impact of tourism in the city.

Find out more via: <https://www.dublincity.ie/business/economic-development-and-enterprise/economic-development/your-dublin-your-voice>

'Istanbul is yours' app; Istanbul: 'Istanbul is Yours' represents a new-age smart city application designed for the convenience of Istanbul residents, offering easy access to various services through mini applications within the platform. This ambitious project features a

cutting-edge mobile application with a secure digital payment infrastructure, meaning it can centralise all municipal applications for Istanbul residents. Positioned as the initial phase of a broader vision centred on community well-being and city service, the application is empowering citizens to access accurate city developments, express their opinions and actively participate in city management.



© City of Istanbul

Find out more via: <https://istanbulseinin.istanbul/>

4.3.2.2 Smart Urban Management: Thessaloniki; Padua

Digital Strategy 2017-2030; Thessaloniki: Thessaloniki is actively fostering a digital-friendly environment for business growth and overall city development through its Digital Strategy 2017-2030, a strategic digital policy framework. This comprehensive strategy outlines measurable targets and specific actions focused on digitalising governance, enhancing citizens' quality of life, improving interactions with both citizens and businesses, boosting digital skills capacity for businesses and reducing administrative costs. The city's commitment to accessibility is evident through its descriptive website in four languages providing integrated information on points of interest in the wider area. Additionally, the 'Improve my city' app and web platform actively engage citizens in dialogue on various issues, including tourism, with plans for multi-language development soon. This strategy underscores Thessaloniki's dedication to leveraging digital advancements for the benefit of its residents and businesses.

Find out more via:

[https://www.intelligentcitieschallenge.eu/sites/default/files/2019-07/Digital transformation strategy THESSALONIKI.pdf](https://www.intelligentcitieschallenge.eu/sites/default/files/2019-07/Digital%20transformation%20strategy%20THESSALONIKI.pdf)

City management and organisation; Padua: Data-driven decision-making plays a crucial role in Padua's city management and organisation. The city's Data Appeal Studio platform offers territorial analysis to monitor and analyse customer experience, identifies investment potential and shapes sales and marketing strategies. H-Benchmark provides valuable insights

into market prices, occupancy rates and profitability, aiding businesses in making informed decisions. The Osservatorio del turismo regionale Veneto federato (Tourism Observatory) serves as a shared system for information and monitoring, ensuring the sustainable development of tourism in the region.

Find out more via: <https://datappeal.io/it/>

4.3.2.3 Digital municipal solutions: Tetovo

Innovative digital municipal solutions; Tetovo: Partly funded by the ‘EU for municipalities’ programme, this project contributes to increase quality of living in the municipality of Tetovo through the digitalisation of municipal services. This has been achieved by the application of ICT solutions for improving urban and inspectors’ municipal services, by building the capacity of municipal and related staff for using the ICT platform, as well as by advocating ICT services’ use by citizens and enterprises. The Action is planning to digitise most of municipal services, train staff and citizens/businesses, resulting in greater level of collection of municipal earmarked funds and allocating more time for further investments in key investments in smart urbanism, inspection services and environmental protection. This is in line with the overall objective of the programme and priority issues to strengthen the capacity of local self-government in order to cope with the full range of local competencies.

Find out more via: <https://tetova.gov.mk>

4.3.2.4 Digital solutions in business: San Sebastián

Digital training for private businesses; San Sebastián: DSS Market Plaza is an online sales platform that helps businesses in their digital transformation while providing consumers with a virtual space where they can buy sustainably in local shops. Digital Dend@k offers advice on digital tools for retail businesses and financial aid to acquire computers. Also, San Sebastián Tourism offers digital training to its more than 325 private partners and the City Council has launched innovative projects to develop the digital skills of a strategic sector in the city: commerce. Its more than 2.500 retail establishments employ more than 12.500 people.

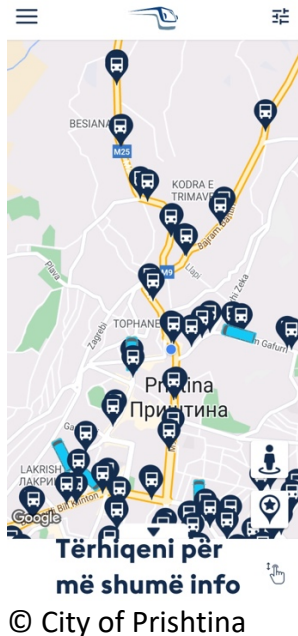
Find out more via: <https://dssmarketplaza.eus/es/>

4.3.3 TRANSFORMATION INTO DIGITAL KNOWLEDGE SHARING

4.3.3.1 Digital Access to information: Prishtina; Gaziantep; Saint-Denis

‘Trafiku Urban’ mobile app; Prishtina: The ‘Trafiku Urban’ mobile app is a pioneering initiative aimed at enhancing the accessibility of digital information on public transport. Available for download, this app represents a significant step toward making transportation in the city more user-friendly. As part of broader efforts to improve mobility for both residents and tourists, Prishtina is actively implementing smart transportation systems. These include integrated ticketing systems for public transport, providing real-time updates and schedules, introducing smart parking solutions and launching bike-sharing programs. Looking ahead to

2024, the city plans to expand its offerings by installing electric vehicle charging stations, further promoting eco-friendly transportation options. Through the ‘Trafiku Urban’ app and these innovative initiatives, Prishtina is empowering tourists to navigate the city seamlessly and make informed decisions about their travel choices.



Find out more via: <https://trafikurban-pr.com/2022/>

Promotion of digital applications; Gaziantep: In Gaziantep, the commitment to digital innovation extends across various crucial sectors. Among diverse applications, KART27 GAZIANTEP stands out as a comprehensive transportation tool, detailing schedules for buses, trains and trams. It also serves as an access card to municipal museums, streamlining services. Tourists can access specialised tourism apps, providing information on events, destinations, transportation and more. The women-friendly city app encourages participation in activities, competitions and offers free benefits. All digital tourism apps are easily downloadable from citywide free Wi-Fi spots, providing information on shuttles to ancient cities. Additionally, Youth-Friendly Gaziantep and Child-Friendly Gaziantep apps cater to visitors of all ages, offering details in both English and Turkish for seamless navigation of accommodations and transportation.

Find out more via: <https://online.gaziantepkart.com.tr/#/home>

Culture in one click; Saint-Denis: The city, in collaboration with neighbouring municipalities, launched the ‘Pass Découverte Grand Paris Nord’ digital pass in 2022, offering visitors discounted access to a wide range of cultural, sports and entertainment events, as well as tours in Saint-Denis and the surrounding region. This free digital pass is available to both tourists and residents.

Find out more via: <https://www.tourisme-plainecommune-paris.com/en/usefull/grand-paris-nord-discovery-pass>

4.3.3.2 Promotion of digital innovations: Lviv; Klaipeda

Lviv IT Cluster; Lviv: Lviv has positioned itself as one of the prominent centres of the IT sector in Ukraine, boasting the presence of some of the country's largest and globally influential IT companies. Among these industry leaders are notable entities such as SoftServe and ELEX, which have not only made significant contributions locally, but have also expanded their operations on a global scale. To enhance collaboration, innovation and community engagement within the IT sector, these companies have come together under the umbrella of the Lviv IT Cluster. This collaborative initiative serves as a dedicated community platform, fostering research, development and the implementation of social projects to propel the city's IT landscape forward. The Lviv IT Cluster thus plays a pivotal role in bringing together diverse talents and resources, contributing to the city's status as a thriving hub in the ever-evolving industry.

Find out more via: <https://itcluster.lviv.ua/en/>

Klaipeda University; Klaipeda: Klaipėda City Municipality is actively pursuing digitalisation efforts to enhance services and attract both citizens and tourists, with a significant source of digital innovation stemming from Klaipėda University. Renowned for its scientific prowess, the university spearheads innovative digital projects, including the development of analytic databases, programming systems, autonomous mobile systems and cutting-edge web and computer applications. Through this collaborative initiative, the institution plays a pivotal role in advancing digital solutions that contribute to the city's modernisation and appeal.



© City of Klaipeda

Find out more via: <https://www.ku.lt/en/>

4.3.3.3 Digitalisation in cultural spaces: Eskisehir

'City Memory Museum'; Eskisehir: The 'City Memory Museum' has an oral history archive consisting of 9 different themes: History, Cultural Heritage, Ethnic Culture, Culture and Art, Education, Economy, Genetic Heritage, Sports and My Eskişehir and 120 interviews. Visitors can access this archive from 9 touch screens. In addition, the robotic sculptures of Atatürk

and İsmet İnönü tell the recent history with their own sounds and movements in the Live History Stage.



© City of Eskisehir

Find out more via: <http://www.kentbellegi.org/>

4.3.3.4 Digital Culture and History Experiences: Dublin; Essen; Helsingborg

Discovery trails city app; Dublin: Dublin Discovery Trails app helps bring the city's stories and communities to life. 'Doors into the Docklands' is the first trail released on the app and it is an innovative way to see the history of the Docklands come to life through smart technology. The app guides the user on a journey of discovery to some of the Docklands' most loved sites and attractions, enabling them to uncover compelling stories of Dublin's culture, heritage and history. A visitor can experience everything from the Guinness barges sailing down the River Liffey, to the Crimean banquet held in the CHQ or the story of the famine statues. The app has been a huge success since its launch with over 4000 downloads and an average dwell time of +30 minutes per user. The platform is also innovative from a procurement point of view as it is Ireland's first immersive shared platform, meaning that tourism stakeholders can concentrate their resources on developing immersive experiences on one single platform for Dublin.



© City of Dublin

Find out more via: <https://dublindiscoverytrails.ie/>

Essen 1887; Essen: Essen 1887 is the world's first mixed reality tour. Visitors never lose sight of their surroundings. In contrast to virtual reality glasses, the mixed reality glasses are much smaller and transparent. Only when the glasses recognise digital markers in the city centre they project people, time gates, house facades and many other exciting things to discover on the inside of the glasses during the mixed reality time travel. With 'Essen 1887', visitors go back to the day of Alfred Krupp's funeral in 1887 and are guided by some well-known German actors.



© EMG

Find out more via:

https://www.visitessen.de/essentourismus_tourismusinformation/essen_1887_eine_mixed_reality_zeitreise/essen_1887.en.html

Technology developments; Helsingborg: Through a digital solution using VR technology, Kärnan (the iconic medieval tower Kärnan is a famous landmark in Helsingborg) helps younger visitors to understand a bygone historical era. In an app, children can immerse themselves in the medieval period around Kärnan and be part of life through a game. The user can move around the environment and get a visual picture of what it looked like at that time around Kärnan. The game was developed with pupils aged 7-12 at one of the city's schools and is free to download for anyone with a smartphone. Inside Kärnan, the result of another innovation project was also launched in May 2023: a digital story where technology conveys image, sound and new knowledge through projection on the walls of the tower. With the help of digitalisation and technology, Kärnan is more relevant than ever and attracts new visitors thanks to the exciting intersection of history and technology.

Find out more via: https://innovation-helsingborg-se.translate.google/initiativ/digitalt-pa-karnan/?x_tr_sl=sv&x_tr_tl=en&x_tr_hl=sv&x_tr_pto=wapp

4.3.4 INNOVATIVE MOBILITY THROUGH DIGITALISATION

4.3.4.1 Smart Benches: Iasi

City-wide free WiFi; Iasi: In response to the growing demand for connectivity, Iasi has implemented a citywide initiative to provide free WiFi access in public spaces, including all parks, facilitated by 'Smart Benches' strategically placed around the city. These benches also provide complimentary electrical outlets for visitors to charge their mobile devices. This commitment to connectivity extends to numerous bars, restaurants, and coffee shops across the city, ensuring that residents and visitors alike can enjoy the convenience of free internet access in various public venues.

Find out more via: <https://www.turism-iasi.ro>

4.3.4.2 Local community engagement: Skopje

'Engage Skopje' Platform; Skopje: The platform allows citizens, companies and other initiatives to publish and announce events on an interactive map. The platform is a tool for the city to be able to identify and map all the different groups that are active in contributing to the local cultural scene. It also encourages citizens to collaborate, create and discover more of the city.

Find out more via: https://skopje.gov.mk/en_us/

4.3.4.3 Knowledge and technological capabilities: San Sebastián

Innovation in Mobility; San Sebastián: MUBIL has been set up as an International Reference Centre in electromobility and the creation of the 'City Science Lab Gipuzkoa' will make San Sebastián an innovation laboratory for the implementation of mobility projects. This has been undertaken in partnership with the Massachusetts Institute of Technology (MIT). The 'City Science Network' proposes a methodology that is based on research laboratories in leading cities around the world responding to the challenges of citizenship and to contribute to progress towards a new city model. Integration into this network will allow San Sebastián to access, on the one hand, MIT's research, knowledge and technological capabilities, including 'CityScope', a 3D augmented reality platform that visualises complex urban data in a model on a small scale of the territory in real time.

Find out more via: <https://smart-tourism.sansebastianturismo.info/digitalisation/>

4.4 BEST PRACTICES IN CULTURAL HERITAGE & CREATIVITY

4.4.1 REVIVAL OF CULTURAL HERITAGE

4.4.1.1 Experiential Tourism Projects: Gijón

Xixón Cider Route; Gijón: The 'Xixón Cider Route' invites Gijón visitors to engage in one of the region's most authentic traditions by exploring local 'llagares'. Apples and cider are

integral to the history and culture of the Asturian people, reflecting a heritage rooted in ancient traditions, customs and myths passed down through generations. This cultural legacy has made a lasting impact on music, painting, literature, poetry and folk wisdom, shaping the social fabric of Asturias. Gijón holds the distinction of being the largest producer of Asturian cider, a beverage that not only stands as a symbol of the region but also serves as a social catalyst for community gatherings.



© City of Gijón

Find out more via: <https://www.gijon.es/en/turismo/xixon-cider-route>

4.4.1.2 Cultural events & Festivities: Thessaloniki; Bremerhaven; Odense; Parma

Dimitria Festival; Thessaloniki: The Dimitria Festival holds a pivotal role in Thessaloniki's vibrant cultural landscape, being the city's most significant event and the second-largest festival in Greece. Hosted annually in October, this festival enriches the tourism experience and enhances the quality of life for residents and visitors alike. With a history deeply rooted in Thessaloniki's multicultural character, the festival becomes a dynamic platform for various cultural expressions, including theatre productions, concerts, dance performances and art exhibitions. Noteworthy for its diverse and inclusive nature, the Dimitria Festival, with its physical and online festivities, serves as a celebration of the city's artistic richness and cultural identity, providing a unique and engaging experience for all participants.

Find out more via: <https://thessaloniki.travel/event/dimitria-festival/>

The fishery harbour; Bremerhaven: The 'Showcase Fishery Harbour', consisting of Packing Hall IV from 1907, the Fish Station, the Fish Cooking Studio and the museum ship 'Gera', is closely linked to cultural heritage and offers a historically authentic environment. The fish cooking studio, which originally began as a fish school kitchen in 1927, has been offering cooking courses for almost 90 years. The 'Seafood Star 2012' award recognised the great importance of the fish cooking studio as an image carrier. The 'Fish Party', a culinary festival for fish lovers and gourmets, offers a culturally influenced supporting programme around the

topic of fish and its preparation. With the theatre in the fishery harbour, the cultural industry has also found its way into this location and creates synergies.

Find out more via: <https://www.fischkochstudio.de/>

Odense of the past; Odense: In Odense, the link with the Viking age is clear and even the city name, which translates to ‘Odin’s shrine,’ tells us that the locals worshipped Odin, the king of the Norse Gods. In 1086 the last Danish Viking King, Canute IV, was killed in Odense, another important event in the collective Danish history. The Viking ring forts are a testament to the Vikings and their highly developed technical expertise and organisational skills. Despite being hidden underground, the ring fort in Odense is made visible through a digital art installation, as part of Nonnebakken. The four other Danish ring forts are set to be awarded UNESCO World Cultural Heritage status at the end of September. Furthermore, at the city’s cultural-historical museum, Møntergården, visitors can explore the history of Odense, from the Viking age until today. Møntergården consists of a modern building with exhibitions as well as listed buildings.



© Anja Panduro, VisitOdense

Find out more via:

<https://www.visitodense.com/tourist/what-do/time-travelling/feel-presence-history-odense>

Music festivals; Parma: Parma’s ‘Festival Verdi’ is the largest opera festival in Italy and one of the largest in Europe, attracting tourists from all over the world. It is joined by Verdi Off, an event that is growing every year in which the Teatro Regio Foundation, organiser of the famous music festival, collaborates with local associations and brings music to streets and squares involving all citizens. In addition to classical music, Parma also hosts a jazz festival (‘Parma Jazz Frontiere’), popular music festivals (‘Barezzi live’ and ‘Parma Music Festival’) and a guitar festival (Paganini guitar festival).



© City of Parma

Find out more via: <http://parmafrontiere.it/> ; <https://www.barezzifestival.it/> ;
<https://www.comune.parma.it/it/novita/notizie/festa-musica-2023>

4.4.1.3 Preservation of cultural heritage: Istanbul; Izmir; Essen; Prishtina

Restoration of Istanbul's Historical Areas; Istanbul: The Historic Peninsula of Istanbul encompasses four designated zones recognised as Istanbul Historical Areas, listed as World Heritage Sites. Notable restoration efforts include the City Walls ('Mevlanakapi'), now accessible to visitors and the completed restoration of Anadolu Hisari on the Bosphorus, with ongoing efforts to restore Rumeli Hisari. Maintenance and repairs have been concluded for the Column of Goths and Obelisk in Sultanahmet, crucial archaeological assets dating back to the 4th century. Instances like Casa Botter and Sen Piyer Han serve as positive references for public-private partnership projects, illustrating active management of restoration projects, public accessibility and contribution to creative development in restoration efforts across Turkey.



© City of Istanbul

Find out more via: <https://istanbul.goturkiye.com/>

2020-2024 Izmir Strategic Plan; Izmir: The 2020-2024 Izmir Strategic Plan aims to preserve and revitalise the city's rich cultural heritage, which extends to several UNESCO World Heritage sites, including Kemeraltı Bazaar, Gediz Delta, Ephesus and Pergamon, Izmir. The new strategy integrates tourist activities with the city's profound cultural legacy, fostering innovation. New initiatives include constructing tourist routes such as Olive Roads, Izmir Heritage Roads, Efeler Roads and Eurovelo Roads. These paths not only highlight the city's natural beauty but also provide avenues for visitors to explore diverse attractions, aligning with the broader goal of enhancing Izmir's touristic offerings. Furthermore, the strategic restoration of the Izmir Port, a significant historical landmark undergoing a six-year renovation, is crucial for achieving the objectives outlined in the plan. Serving as a historical hub on the trade path and attracting domestic and international tourists, the port plays a pivotal role in preserving Izmir's historical heritage.

Find out more via: <https://www.izmir.bel.tr>

UNESCO World Heritage Zollverein; Essen: The UNESCO World Heritage Zollverein was once the most productive and modern coal mine and coking plant in the world. The former industrial buildings have now been transformed into something completely new; the site now contains a dance theatre (Pact Zollverein), the Ruhr Museum, a visitor centre, as well as various commercial properties and restaurants. During the conversion of the listed buildings, care was taken to ensure that the industrial character was still recognisable. A great deal of the machinery was also preserved, meaning the former technical function of the complex remained recognisable.



© City of Essen

Find out more via: <https://www.zollverein.de/zollverein-unesco-world-heritage-site/>

Clock Tower; Prishtina: The Clock Tower in Prishtina stands as a testament to the city's rich history and cultural heritage. Recognising the importance of preserving such iconic landmarks, the municipality has undertaken significant measures to safeguard this historical gem. Through dedicated projects, including restoration and renovation efforts, the Clock Tower has been meticulously revitalised, ensuring its structural integrity and preserving its profound historical significance. As one of Prishtina's landmarks, the Clock Tower not only symbolises the city's past but also stands as a beacon of cultural heritage, contributing to the vibrant tapestry of this dynamic and evolving urban landscape.



© City of Prishtina

Find out more via: <https://visitkosovo.rks-gov.net/page/sahat-kulla>

4.4.1.4 Establishing national institution: Bremerhaven

The German Maritime Museum; Bremerhaven: Bremerhaven's maritime heritage is reflected in the city's German Maritime Museum. The museum combines exhibition and research activities and, as the Leibniz Institute for Maritime History, is part of the renowned Leibniz Association. The museum's outstanding exhibits include the unique hanseatic cog from 1380 and a large number of historic ships in the museum harbour. In 2025, the city is also hosting 'Sail Bremerhaven', a maritime event, which will involve more than 250 ships (many of them built in Bremerhaven), together with over 3,500 crew members. Over 1.2 million visitors are expected to attend and the city is eager to give their guests a fitting welcome.



© Helena Grebe

Find out more via: <https://www.dsm.museum/en/>

4.4.1.5 Preserving the traditional spirit: Gaziantep; Klaipeda

Hışva Inn; Gaziantep: Situated along Culture Road and meticulously restored by Gaziantep Metropolitan Municipality, Hışva Inn, recipient of the 15th Year Special Award in 2014 for preserving historical and cultural heritage, has served as a unique hotel-restaurant-shop since August 2016. Renowned for representing Gaziantep's culinary culture globally, the restaurant showcases ancestral recipes, emphasising the use of traditional materials like stones, marbles and coppers in both accommodation and dining areas. Positioned opposite Gaziantep Castle, its strategic location on the historical bazaar route enhances its appeal, offering extraordinary experiences for locals and tourists alike. Operated by a local woman, the inn radiates Gaziantep hospitality, providing guests with historical food flavours and modern amenities, contributing to the preservation and promotion of cultural heritage.

Find out more via: <https://hsvhn.com>

Educational programmes and activities; Klaipeda: Preserving cultural heritage is achieved through educational programs and activities, with institutions such as the History Museum of Lithuania Minor, the Sea Museum and the Klaipeda City Municipality Centre of Ethnic Culture

organising diverse educational initiatives. These programs provide participants with insights into traditional crafts and the history of the region. Additionally, ethnic-origin national holidays such as Easter, Christmas Eve, Shrovetide and St. John's Day are celebrated with events adhering to ethnic traditions. The preservation of traditional costumes is another aspect, with these garments showcased in history museums, worn by members of folk groups during performances and donned during traditional festivals, national events and fairs by performers and craftsmen-vendors alike.



© City of Klaipeda

Find out more via: <https://www.klaipeda.lt/en/>

4.4.2 CREATING COMMUNAL INFRASTRUCTURES

4.4.2.1 Creating a Culture Company: Dublin

Dublin city culture company; Dublin: Dublin was one of the first European Cities to set up a dedicated Culture Company to help drive cultural participation in the city. Dublin City Council Culture Company runs cultural initiatives and buildings across the city with and for, the people of Dublin. They collaborate with people, communities, cultural organisations, businesses and Dublin City Council to embed cultural experiences and increase cultural participation throughout Dublin. Dublin City Council Culture Company was incorporated in March 2018. Its vision is for a Dublin where culture connects everyone and everything. Their mission is to connect people through culture and conversation to ignite imaginations and experiences. Since its inception in 2018 the Culture Company has run hundreds of cultural workshops.

Find out more via: <https://www.dublincitycouncilculturecompany.ie>

4.4.3 CULTURAL HERITAGE USAGE FOR NEW CREATIVITY

4.4.3.1 Promotion of creative industries: Gdynia; Iasi; Matosinhos

Hosting diverse cultural events; Gdynia: Gdynia, recognised as a musical hub, hosts prominent global and national events like the Open'er Festival, Cudawianki, the Globaltica Festival of World Cultures and the Ladies' Jazz Festival, featuring world-class female artists.

The Open'er Festival, a two-time winner of the European Festival Awards for Best Major Festival, has been a fixture in Gdynia since 2003, introducing many artists to Poland for the first time. Notable acts include Blur, Prince, Coldplay, Kings of Leon and Arctic Monkeys. Demonstrating environmental concern, the festival organisers implemented a reusable cup deposit system, aligning with Gdynia's commitment to the idea of zero waste.

Find out more via: <https://www.gdynia.pl/turystyczna-en>

City of Creators; Iasi: Iasi has garnered the prestigious gold medal in the Transform Awards, Europe's premier branding competition, for its transformative rebranding initiative as the 'City of Creators.' Positioned as Romania's foremost hub for creative industries, the concept extends beyond a mere brand, capturing the city's rich historical imprint and vibrant present culture. Iasi, known for shaping Romania's significant figures in art, literature and politics, invites visitors to relive these stories while fostering a bridge between past creators and those poised to shape the future. More than a nostalgic homage, 'City of Creators' serves as a dynamic call to action, encouraging a diverse array of talented individuals and professionals to contribute to Iasi's ongoing narrative through art, entrepreneurship and social projects. As a young and dynamic city, Iasi is progressively realising its potential, step by step, offering a contemporary and relevant value proposition.

Find out more via: <https://destinationiasi.ro>

Events celebrating the local cuisine; Matosinhos: The city hosts yearly events such as Festa do Chocolate (Chocolate fair) and Rally Fish. The latter shows off the local cuisine, a sector under continuous development, which is of crucial economic importance in the county. These initiatives attract attention of many visitors and create a unique experience where gastronomy and creativity come together.

Find out more via: <https://www.cm-matosinhos.pt/servicos-municipais/comunicacao-e-imagem/eventos/evento/rally-fish-38>

4.4.3.2 Use of new technologies: Amiens; Genoa

Chroma Light Show; Amiens: Polychromes found on the portals of Notre-Dame d'Amiens cathedral during restoration work reveal the use of bright colours on all sculptures from the 13th century onwards. This revelation led to the creation of the 'CHROMA' light show. Through the magic of light, CHROMA is an invitation to step back in time, to immerse oneself in a world close to that of medieval pilgrims. With over 1,200,000 spectators since 2017, the show has enabled Amiens to broaden its audiences and strengthen the appeal of its territory by showcasing its remarkable heritage.



© City of Amiens

Find out more via: <https://www.visit-amiens.com/chroma-colourful-show-lights-notre-dame>

The ‘Lighting for Genoa’ project; Genoa: The ‘Lighting for Genoa’ project involves illuminating the historic centre of Genoa. Each square has been assigned to an Italian lighting designer and all installations are LED low energy consumption.



© City of Genoa

Find out more via:

<https://www.spacecannonsne.it/portfolio-items/piazza-don-gallo-genova/>

4.4.3.3 Creating New Cultural Spaces: Helsingborg; Odense

H22 City Expo; Helsingborg: In 2022, Helsingborg welcomed the whole world to the city for the innovation initiative H22. During the 35-day festival, full of free activities and events, visitors could feel the City Expo in every corner of the city. The city received over one million visitors from 51 countries. The H22 City Expo was one in a series of successful expos that

Helsingborg has staged in order to draw visitors to the city. This started in 1903 with the Industrial and Craftwork Expo, the 1955 Design Expo H55 and the 1999 Housing Expo H99.

Find out more via: <https://h22.se/en/h22cityexpo/>

A modern city with culture and events; Odense: Brandts Klædefabrik, an old textile mill, has evolved into a creative area with shops, cafes, a cinema, concert venues and Art Museum Brandts. In 2022, Art Museum Brandts broke its visitor record with 113 748 visitors. Odense is the cultural capital of Fyn, with more than 70 regular and recurring events and festivals throughout the year. With visions of creating Denmark's largest and most sustainable outdoor concert venue, the city embraces its identity as an event city and one of the greenest cities in Denmark. Through the project Cities for Culture, several projects are already on the drawing board to make sustainability the easiest choice for our visitors.

Find out more via: <https://brandts.dk/>

4.4.4 MAINTAINING CULTURAL HERITAGE

4.4.4.1 Community Engagement: Cork; Barcelos

STAMP; Cork: STAMP was developed to both support and showcase the value of creative thinking and artistic inspiration in helping to shape a vibrant and attractive city for locals and tourists. One of the project outputs was a pop-up city festival which placed an emphasis on visitors and locals being able to actively experience Cork's creative offering by 'doing and making'. This involved 55 separate events in 11 city centre venues, including the animation and 'meanwhile' use of some vacant and derelict premises. By shining a light on the tourism potential of Cork's cultural and creative industries, the STAMP project managed to influence an enhanced focus on the potential of the creative economy into Cork City's Culture & Creativity Strategy 2018-2022 (part of the National Creative Ireland Programme), which saw an investment of €1.2 million in nearly 100 community-facing projects and events during its lifetime. Working in partnership with 405 creative practitioners/partners, the city enabled approximately 971,000 creative engagements by audiences and participants.

Find out more via: <https://stampcork.ie/>

A walkable city; Barcelos: The city's cultural policy aims to create a legacy for the future. This rationale is reflected in the municipal investments focused on several aspects, such as on the idea of walkability as one of the major components of the historical centre. The city aims to improve the quality of life by limiting car traffic and preserving the city's historic and cultural identity.

Find out more via: <https://www.visitportugal.com/en/content/amarante-barcelos-and-braga-join-unesco-creative-cities-network>

4.4.4.2 Cultural Heritage & Creativity Strategies: San Sebastián

Protection of cultural heritage; San Sebastián: The City Council has specific programmes to promote and protect local cultural heritage, such as the Basque language. For example, the

city is working with a cutting-edge tool called ELE to measure the impact of tourism on the local minority language.

Find out more via: <https://www.euskadi.eus/evaluacion-del-impacto-linguistico/web01-a2kultur/es/>