



**2050
CliMobCity**
Interreg Europe



European Union
European Regional
Development Fund

Municipality of Thessaloniki Action Plan Implementation

Pinelopi Antoniou¹ / Dr. Georgios Papastergios²

1. Municipality of Thessaloniki, Dpt. of Sustainable Mobility and Networks, Sector of Transportation Planning
2. Municipality of Thessaloniki, Dpt. of Operational Planning and Development Programmes Monitoring (Resilience Office)

p.antoniou@thessaloniki.gr / g.papastergios@thessaloniki.gr



20 June, 2023, Leipzig, Final Dissemination Event

Targeted Policy Instrument

- **Initial Policy Instrument:**

Operational Programme of the Region of Central Macedonia 2014-2020 (OP RCM)

- Listed as priority (among others) the promotion of **integrated interventions for urban mobility** with the **ultimate goal of reducing CO2 emissions** in the metropolitan area of Thessaloniki and other urban centres
- Covers 7 different counties with a **population of 1.8 million citizens**

- **Limitations:**

- Municipality of Thessaloniki (MoT) lacks necessary **management capacity** to interfere on such a large scale
- Initial aim became unattainable due to the **scale and population coverage** of the Regional Operational Programme
- OP RCM **reaching to its end** at the time of Action Plan formulation and implementation (June 2022)

- **Revised Policy Instrument (after approval by LP and JS):**

Strategic and Operational Plan of the Municipality (2020-2023)

- Considered a **Local Operational Plan (LOP)**, obligatory by greek legislation
- **Prepared in-house** by the MoT (Dpt. of Operational Planning and Monitoring of Development Programmes)
- Sets the **social, economic, mobility, and environmental priorities** of the Municipality

- **Advantages of the Revised Policy Instrument:**

- Focuses on the **specific context and needs** of the MoT
- Allows for **effective implementation and utilization** of the 2050CliMobCity results
- Provides **potential stepping stone** for future funding opportunities from the Regional Operational Programme, influencing the OP RCM at a later time



- **The 2050CliMobCity Action Plan aimed to improve the LOP by:**

- Highlighting the need for general initiatives to **reduce CO2 emissions from the mobility sector**
- Specifying **specific actions** and describing the **pathway** for effective implementation

Action Plan Overview

1. Technical Specifications for the elaboration of the "Sustainable Urban Logistics Plan (SULP)" of the Municipality of Thessaloniki

A SULP will organize the Urban Freight Transport and Distribution system of the city and increase its efficiency and effectiveness in terms of sustainability, as it is responsible for an important percentage of the fuel based vehicle kilometres within the city, congestion and therefore CO2 emissions and audio and visual annoyance for the citizens

2. Sign of a Memorandum of Understanding (MoU) with Thessaloniki Smart Mobility Living Lab (ThessM@ll) for Real time information services for citizens

The sign of the MoU will be used for activating city's participation in THESSM@LL (in order to be part of the Living Lab ecosystem among other local stakeholders) & for using THESSM@LL data and activities towards: Traffic and mobility improvement and integration, Measures validation, Citizens' engagement and behavioral change, Data-driven decision making for sustainable mobility

3. Pilot installation of micro mobility hubs of electric sharing transport schemes in City's public space

*This activity is part of Thessaloniki's final scenario for 2030 time horizon that was developed in the 2050ClimobCity project and more specifically with the BaU scenario and modal shift pillar. It is a totally accompanying and supporting measure to the bike infrastructure implementation and to the **shared electric mobility introduction**.*

4. MoU sign with at least one of the Universities' administration of the city centre, part of which are and the targeted awareness raise campaigns for University Students' mode choice and information about its impact in the environment, the city and the individuals

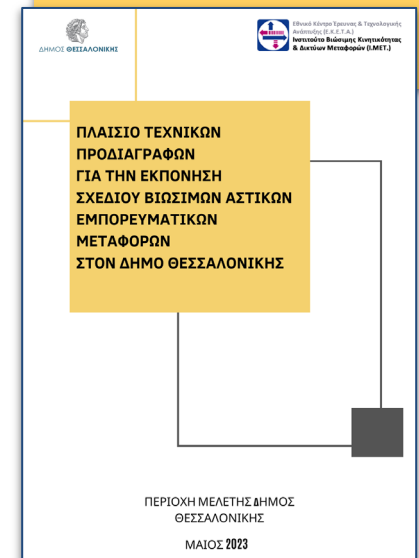
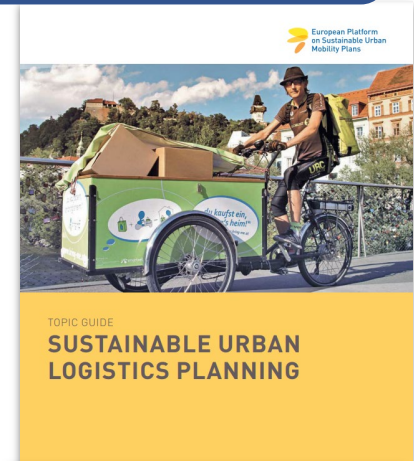
*The main output of this Action is the **dissemination of information and awareness raise material**, such as leaflets, newsletters or even consultation events that can be organized during important milestones such as European Mobility Week - EMW 2022 or World Environment Day in 2022 and 2023.*

Action 1

Technical Specifications for the elaboration of the "Sustainable Urban Logistics Plan" of the Municipality of Thessaloniki

Overview of the steps taken:

- Identification of the **information resources**, applicable laws, relevant information and best practices regarding the development of a SULP
- Relevant **topic guide** found: "Sustainable Urban Logistics Planning, Topic Guide", developed by Hellenic Institute of Transport (HIT) in the framework of the NOVELOG project
- Contacts with HIT to establish **collaboration** as the technical expert to develop technical specifications
- Several **meetings** were held to define the content
 - Description of EU and National -municipal- Policies, general info for the plan and its feasibility, connection with SUMP, available municipal data, guidelines
- **Framework of Technical specifications** developed with the collaboration of HIT based on the steps of the Topic Guide



Action 1

Technical Specifications for the elaboration of the "Sustainable Urban Logistics Plan" of the Municipality of Thessaloniki

Results and effects:

- Overall, serves as a **first step** towards the implementation of a SULP
- Increased **staff capacity**, first attempt to gather relevant information
- In March 2023, initial contacts to include the development of a SULP in the **“Metropolitan Strategic Plan for Sustainable Urban Development of the Region of Central Macedonia”** call for funding
- Part of the **MoU with ThessM@II** (see Action 2) is the support of the MoT by HIT in the development of a SULP
- Accompanies MoT and HIT in their participation in **DISCO project** (HORIZON EUROPE), working towards co-designing, deploying, demonstrating, evaluating, and replicating innovative, inclusive, hyperconnected and data-driven urban logistics and planning solutions
 - DISCO will push the smooth coordination among the mobility and urban planning departments of the city with the overall target of achieving a **harmonized integration of SULP in SUMP** and the EU Mission "Net Zero cities" (NZC) city target for climate neutrality by 2030
- Development of SULP described as an action in **NZC Mission Action Plan**

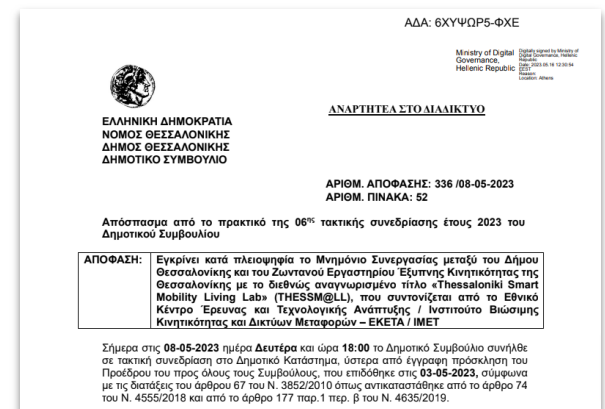


Action 2

Sign of a Memorandum of Understanding (MoU) with Thessaloniki Smart Mobility Living Lab (ThessM@ll) for Real time information services for citizens

Overview of the steps taken:

- **Meetings held to define content and data exchange**
 - Mayor counselor, Staff members, and HIT representatives
 - Framework of the MoU developed
 - Content upgraded to environmental data exchange apart from mobility data to support the City to climate neutrality transition
- **Administration of the Municipality informed**
 - Recognition of the necessity of collaboration
- **Kick-off promotion during EMW 2022**
 - Introduction of Living Lab services to Thessaloniki's citizens
- **Development of the MoU**
 - Draft version under consultation with MoT departments
 - Approval and final acceptance
- **Official acceptance by the Municipal Council**
 - Date: 8th May 2023 (ΑΔΑ 6ΧΥΨΩΡ5-ΦΧΕ)



Action 2

Sign of a Memorandum of Understanding (MoU) with Thessaloniki Smart Mobility Living Lab (ThessM@ll) for Real time information services for citizens

Results and effects:

- **Collaboration Impact**
 - Data supply from **MoT** to the Living Lab
 - Proper utilization of Mobility and Environmental data generated by MoT's fleet, buildings, and equipment
 - Empowering the **Living Lab** with valuable data for analysis and insights through monitoring of KPIs
- **Encouraging environmental-friendly mode choices/citizens' information**
 - Services developed by the Living Lab to promote sustainable transportation options for the citizens
- **Enhanced effectiveness of future mobility and climate projects**
 - Data-driven decision-making for improved planning and implementation of mobility and climate projects
 - More effective use of the financial resources available for future projects
- **Supporting DISCO Project (Horizon Europe)**
 - MoU supports MoT and HIT as DISCO partners
 - Co-design, deployment, demonstration, evaluation, and replication of:
 - innovative, inclusive, hyperconnected and data-driven urban logistics and planning solutions
- **Supporting SULP development (Action 1)**
 - Exploring solutions for urban distribution problems through the development of a SULP
- **Listed as an initiative to NZC Action Plan**
 - MoU as part of the EU Mission NZC Action Plan
 - Supporting MoT in the transition to climate neutrality
 - Contributing to the overall sustainability goals

European
 Network of
 Living Labs

Action 3

Pilot installation of micro mobility hubs of electric sharing transport schemes in City's public space

Overview of the steps taken:

[this action was implemented in the framework of the CleanEnergy project, in which MoT was represented by Major Development Agency of Thessaloniki (MDAT)]

- **Preliminary steps** consisted of:
 - **Planning procedures** for the identification of the installation spots of 2 micro mobility hubs
 - based on the results of MOMENTUM project where a list of 63 possible spots for the development of such hubs was developed, a **questionnaire survey** to the MoT and MDAT SA employees was conducted, 6 possible spots were selected for pilot installation
 - **SWOT analysis** followed, final spots defined
 - **Municipality Hall** was selected to serve the mobility needs of the employees

- **Public space regulations** - currently not instituted / MoT aims to establish a relevant urban regulation, implemented as a pilot action
- **Tender notice for the procurement** of the scooters and the appropriate infrastructure: Rise Scooters company carried out the tender, as partner of the Cleanenergy project
- **Procurement of the fleet, installation & Operation** of the hubs: the installation process was built by YUP Charge και Solum Company, as partner of the project
- **Demonstration** of micro mobility vehicles: Kick-off promotion of the services to the citizens of Thessaloniki in the framework of EMW 2022
- However, during pilot tests, some problems in the operation of the system were found regarding the charging of the scooters



Action 3

Pilot installation of micro mobility hubs of electric sharing transport schemes in City's public space

Results and effects:

- **Promotion of Alternative Means of Transport**
 - Easy access to sharing scooters
 - Safe parking for private scooters in public spaces
- **Benefits for Local Population**
 - Energy for e-scooter charging generated from renewable sources (solar energy)
 - Reduction of Greenhouse Gases (GHG) emitted from urban transport modes
- **Despite system operation problems, valuable data collected (confidential)**
 - KPIs established that allow measuring the performance, effectiveness and impact of the hub
 - A set of KPIs was **policy-maker oriented**, intended to capture spatio-temporal patterns related to trips and assist in policy making (e.g. avg trip length and travel time)
 - Help understand in depth the most relevant aspects of the operation of the docks and help contribute to the adoption by citizens of the electrified micro-mobility vehicles

Action 4

MoU sign with at least one of the Universities' administration of the city centre, part of which are and the targeted awareness raise campaigns for University Students' mode choice and information about its impact in the environment, the city and the individuals

Overview of the steps taken:

- Preliminary Communication with professors from the Transport Systems Research Group and the Transport Engineering Laboratory of AUTH
- Dissemination of information and implementation of a campaign during EMW 2022 (invitations sent to a large number of AUTH students via emails)
 - Bicycle rides for public engagement and familiarization with active mobility, collaboration with Cycling Agency of Thessaloniki
 - Innovative T-shirt fashion creation contest: "Mix, Match and Move!", Private Sponsorships to give sustainable transport awards to the winners
- Official communication and collaboration established through an official letter (from Deputy Mayor of MoT to Vice Rector for Research and Lifelong Learning of AUTH)
- Thematic Workshop organized on campus with the participation of students on May 5th, 2023, held within the framework of the European Commission's Mission NZC
 - Discussion on sustainable mobility issues on campus and in the municipality
 - Recorded fresh ideas for mobility actions integrated into the City Action Plan
 - Increased mode choice awareness for university students
- Future Steps → signing of the Climate City Contract (CCC) in September between all stakeholders of MoT ecosystem, part of them are the Unis



Action 4

MoU sign with at least one of the Universities' administration of the city centre, part of which are and the targeted awareness raise campaigns for University Students' mode choice and information about its impact in the environment, the city and the individuals

Deviations:

- **MoU sign replaced with CCC sign in the framework of European Commission Mission NZC in which MoT participates**
 - Climate neutrality will be achieved from **all sectors and sources** within city's boundary, including emissions from combustion of fossil fuels for all vehicles and transport/**Sustainable Mobility** is a priority action
 - CCC is developing through **collaborative and co-creative process** within the city's ecosystem, aims to integrate and accelerate action across all sectors and governance levels/ City's universities are important **stakeholders** for the city's transition to climate neutrality

**NET
 ZERO
 CITIES**

Results and effects:

- Mobilization of stakeholders, citizens and private companies → **awareness raising**
- **Increase of staff capacity** in mobilizing stakeholders and in the integrated approach
- First official **collaboration** between MoT and AUTh in terms of sustainability
- **CCC** to be signed in September 2023

Conclusions

- **Policy change** with focus on sustainable mobility and emissions' reduction by integrating relevant topics in LOP and CCC through the actions suggested by 2050CliMObCity
 - Local Operational Plan included the Implementation of the Action Plan and the Climate City Contract under environmental strategic goal
- **Increased knowledge/staff capacity** on emissions reduction strategies for urban mobility
- Stakeholder & political **engagement**, synergies in MoT's ecosystem, citizens' awareness raise achieved
- Need to establish further **synergies with regional and national policy and decision makers** related to the transport sector



2050 CliMobCity

Interreg Europe



European Union
European Regional
Development Fund

Thank you!

Questions welcome



Project smedia