

GreCO Project

Green Cultural Oases

Municipality of Elliniko-Argyroupoli

EUI - Innovative Actions





OVERVIEW

GreCO integrated a sustainable tourism destination solution that addresses the need for proactive planning and anticipatory measures to ensure the long-term sustainability and resilience of the municipality and the well-being of its residents as an emerging tourism destination.

Main challenges to be addressed:

Social: Preservation of cultural richness and social harmony

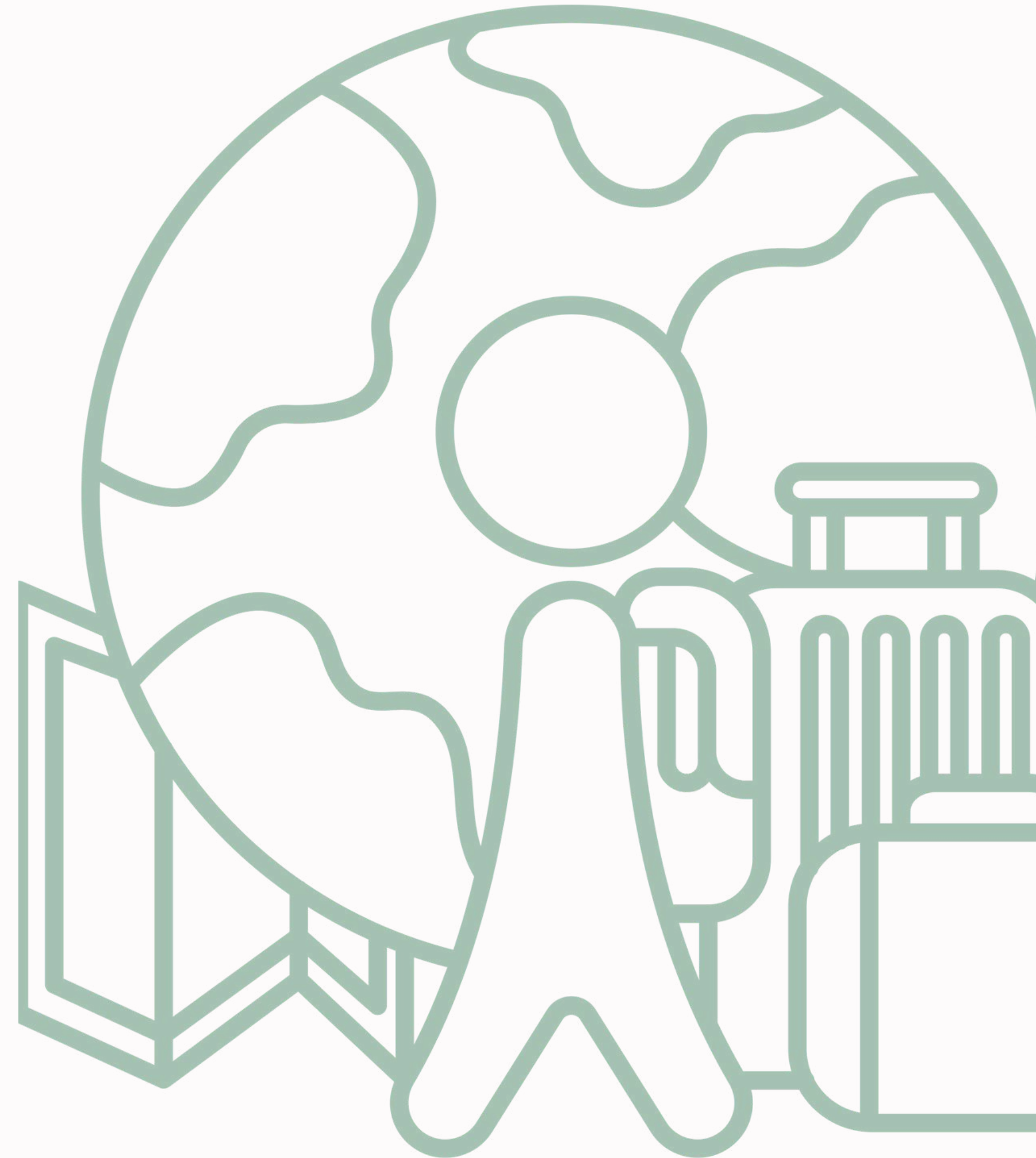
Economic: Improvement of the viability and prosperity of local businesses and resources

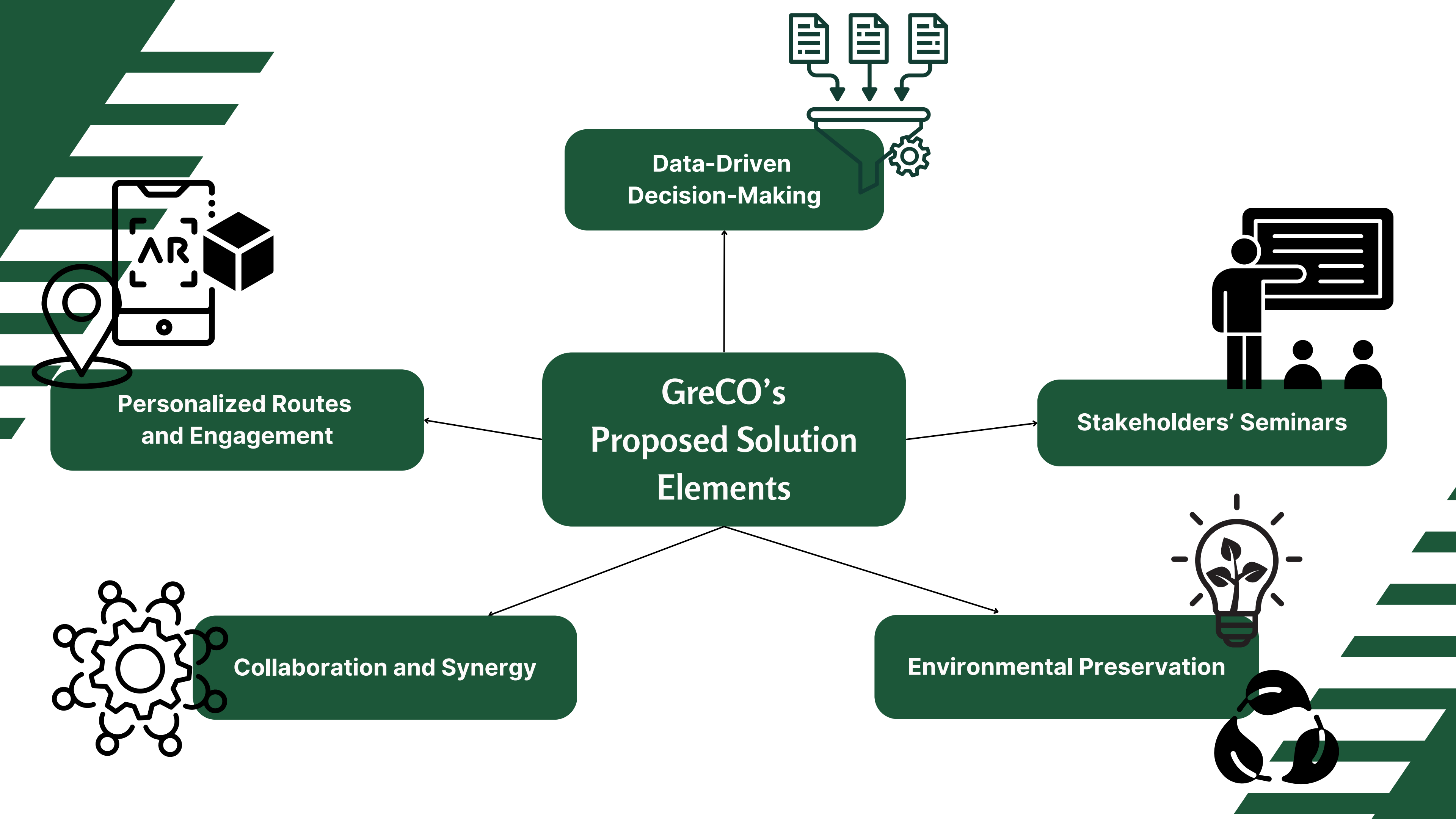
Environmental: Preservation of natural beauty and prevention of environmental degradation



GreCO's innovations:

- **personalization designed specifically with consideration of tourists' cultural backgrounds and preferences**
- **sustainability and intercultural conflicts' measurement systems**
- **incorporation of AR, real-time data, and gamification**
- **assessment of the traffic and mobility aspects to minimize congestion**





Benefits

Local Community: local residents will directly benefit from enhanced **community well-being**

SMEs: small and medium-sized enterprises (SMEs) will benefit from increased participation

Job Seekers: job seekers will benefit from the creation of new vacancies, contributing to **reduced unemployment** rates

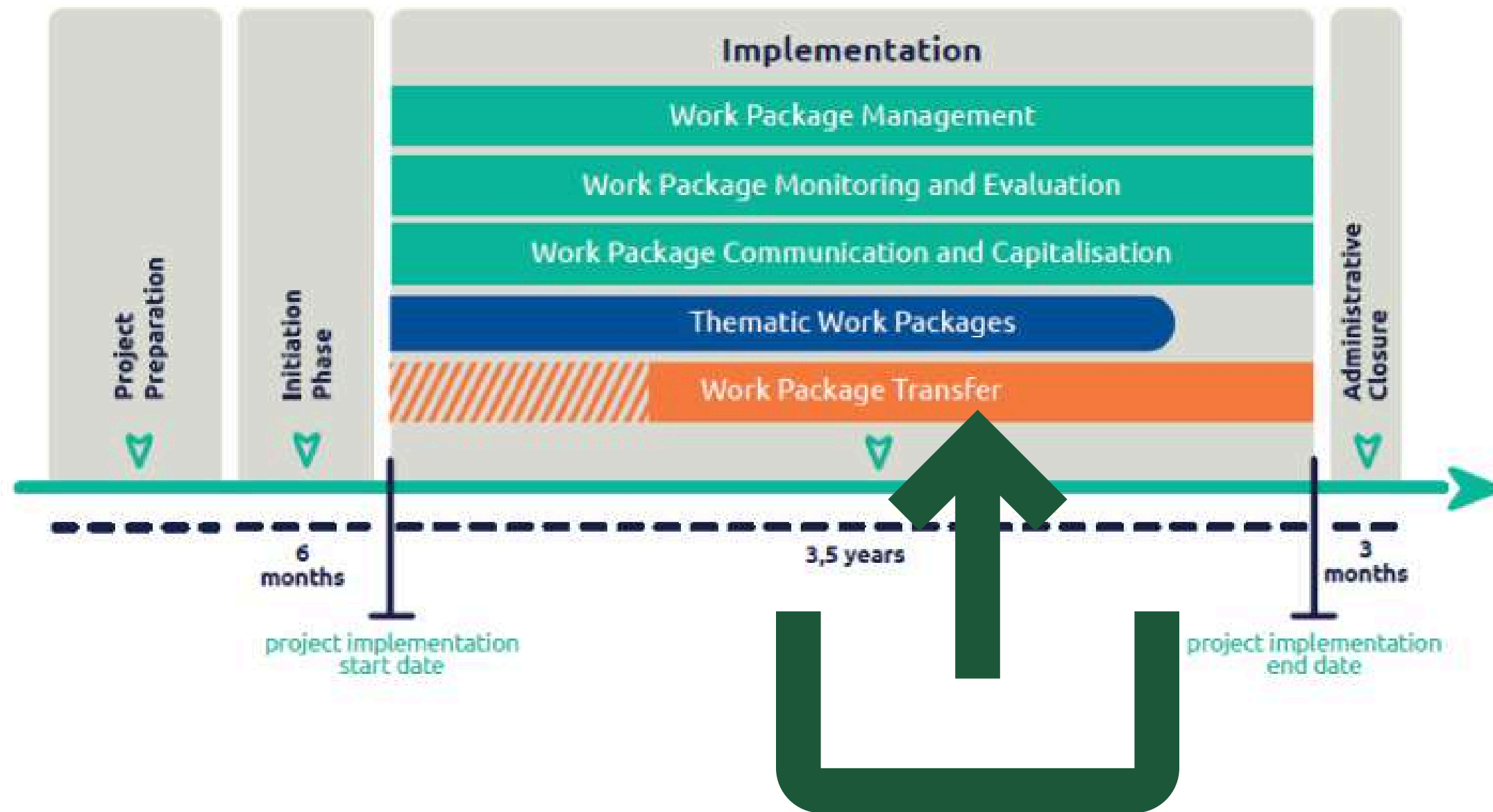
Stakeholders Engaged in Community Activities: stakeholders, including local residents and **businesses**, will be engaged in community activities

Tourists and Visitors:

- **tourists and visitors will directly benefit** from an **improved visitor experience**
- **responsible tourism behaviors among tourists** will be promoted, leading to a **reduction in ecological impact**

People with Disabilities: visitor **attractions will become more accessible** to people with disabilities or participate in recognized accessibility schemes

PROJECT PHASES



Transfer Partners

1

At least two of the four cities involved (MUA + the **3 Transfer Partners**) are located in less developed or transition regions.

2

Transfer Partners must be identified **at the latest during the Initiation Phase** and successful completion of the Initiation Phase is conditioned by Transfer Partners signing relevant commitment.

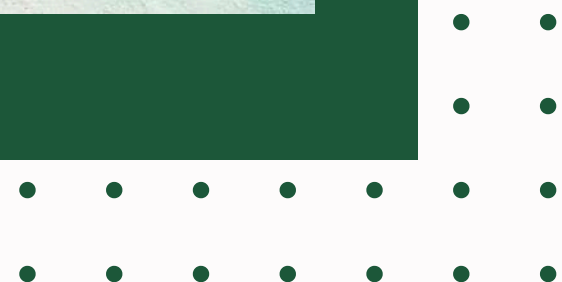
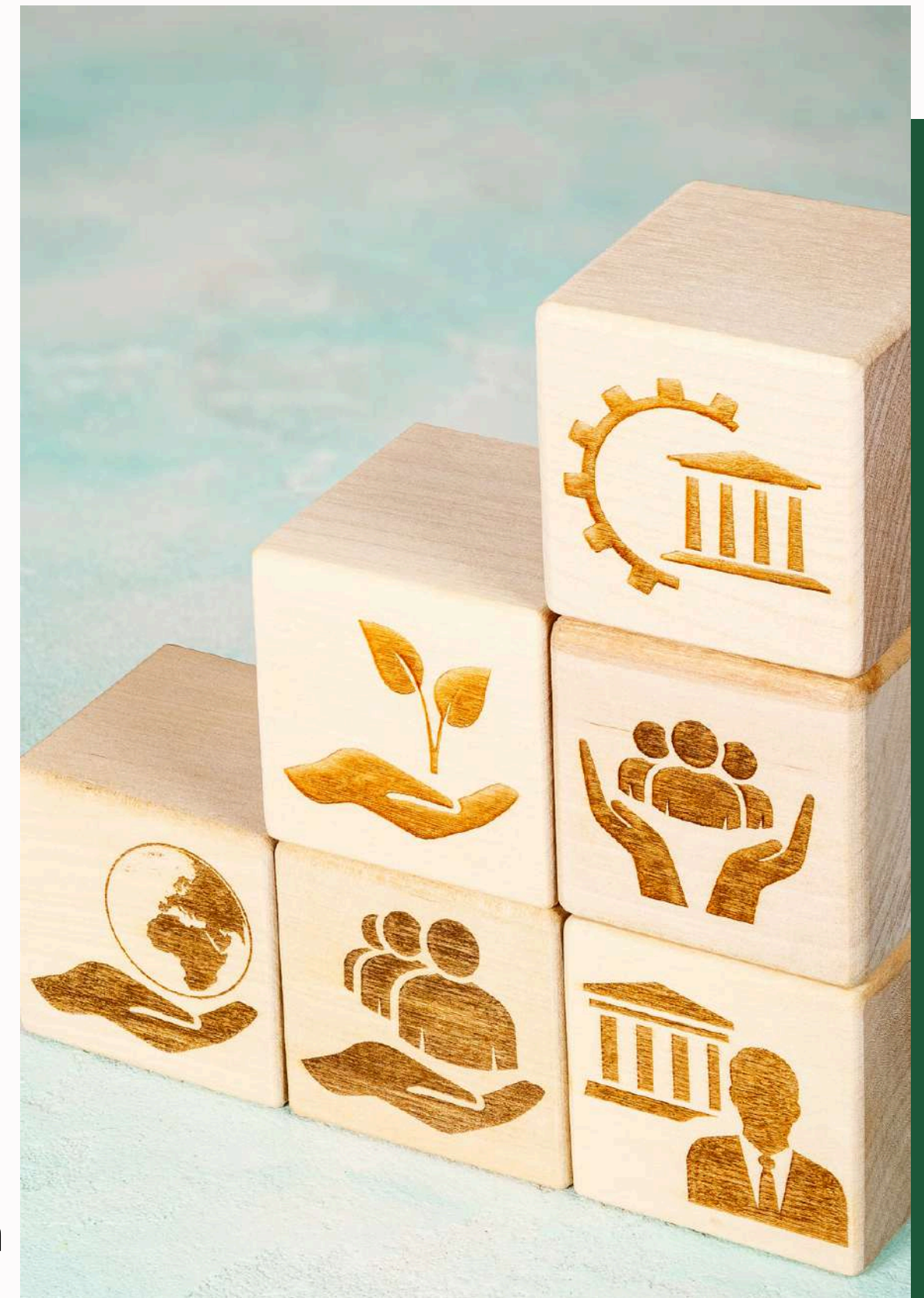
3

Transfer Partners should share **similarities in terms of tourism challenges, urban characteristics,** and the need for sustainable solutions.

Transfer Partners' Budget

The budget for each TP in the form of a lump sum amounting to EUR 150 000 (EUR 120 000 ERDF and own contribution of EUR 30 000) for:

- staff costs of the staff involved in the transfer cooperation
- travel costs related to the participation in the site visits and partnership meetings
- preparations of all obligatory deliverables and outputs
- any preparatory works allowing the TP to get ready for transferring the innovative solution in their own local context (external expertise, investment documentation, small-scale pilot investments, local co-creation/participation activities with relevant stakeholders, etc.)
- communication activities



TRANSFER PARTNERS' ROLE

a) learn about the innovative solution, explore ways of adapting it to their local context, and plan further implementation beyond the timeframe of the cooperation and scope of the IA project.

b) increase their general readiness and capacity to innovate and develop new urban solutions while observing how MUA and its Delivery Partners are implementing the innovation process.

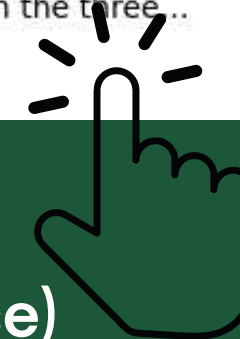
The implementation of the transfer component will be supported by the Transfer Experts.

More info

EUI-IA Guidance



Innovative Actions
With an indicative budget of EUR 120 million ERDF, the second Call for Proposals of EUI - Innovative Actions was targeting innovative projects focusing on the three...
2nd Call



Chapter 5 (EUI-IA Guidance)
Chapter 2.2. (EUI-IA Guidance)
Work Package Transfer (submitted Proposal)

