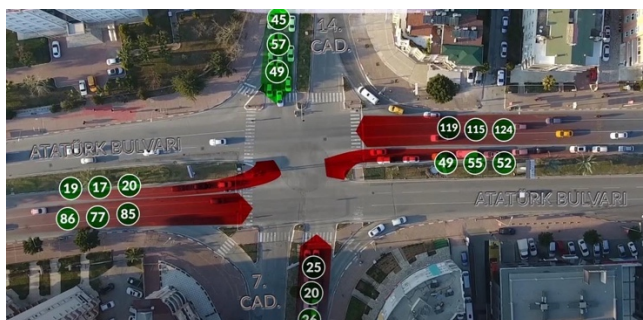


Find out more at: https://ec.europa.eu/commission/presscorner/detail/en/ip_22_7800

4.2.3 SPREADING THE FLOW OF TOURISTS

4.2.3.1 Diffusing Inner City Traffic: Antalya

Full Adaptive Junction System; Antalya: Antalya Metropolitan Municipality carries out the “Adaptive Junction System” at 40 intersections in the city to save fuel, and to relieve the flow of urban traffic especially in peak tourist seasons. In the adaptive junction system, the traffic data is instantly processed using artificial intelligence technology and the duration of traffic lights are determined automatically. Thanks to this technology, in 2020, an average of 25% time and approximately 6 million liras fuel savings and considerable amount of CO2 gas reduction were achieved.



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Find out more at:

<https://railynews.com/2022/07/smart-solution-to-antalya-inner-city-traffic/>
<https://www.aydinlatma.org/en/smart-lighting-system-launched-in-antalya.html>

4.2.4 SUSTAINABLE EDUCATION

4.2.4.1 Sustainable Events: Aarhus; Essen; Genoa; Padova

Green Conference and Event Handbook; Aarhus: a green handbook on how to get started organising sustainable conferences has been developed, along with guides, checklists and guidance from Aarhus University and the VisitAarhus Convention Bureau, all complimentary and available for conference organisers. The proactive approach to sustainability has generated international attention, and Aarhus is in the ‘Top 100’ on the highly recognized ranking by the International Congress & Convention Association (ICCA) as the 88th among 424 competing cities (2020). In 2017, the City was awarded the title as European Capital of Culture by the European Union, and in 2023, the sailing's greatest round-the-world challenge, Ocean Race, has selected Aarhus as stop-over city.



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Find out more at:

<https://aarhusevents.dk/media/37205/the-green-conference-and-event-handbook.pdf>

Sustainable Event Management; Essen: Awarded the title of “European Green Capital” in 2017, the city of Essen has pursued its goals towards a more sustainable approach across all disciplines. In order to deepen relevant topics such as climate protection, environment and sustainable development, the city has implemented the “Climate Protection 2020” program. Amongst many measures, Essen has included sustainable practices within its festivals, sports events and civic celebrations.

Find out more at:

https://www.visitessen.de/essentourismus_convention/green_meeting/convention_nachhaltiges_veranstaltungsmanagement.en.html

Ocean Race Project; Genoa: The Ocean Race is an epic adventure in which the world’s top sailing teams circumnavigate the planet powered only by the wind, The First in Ocean Race Europe arrives to Genoa in 2022 and then in 2023, the Grand Final and take part the project ‘Racing with Purpose’. In fact, the sustainability program brings together a range of tangible ways that can have a positive impact on the marine environment, to roll out initiatives for cleaner and healthier seas and a learning program.



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Find out more at: <https://www.visitgenoa.it/en/genova-will-host-finish-ocean-race-europe>