

**GenovaJeans Project; Genoa:** “GenovaJeans. Invented here!” is a project that perfectly represents the spirit with which Genoa wants to celebrate the origins of the most widespread fabric in the world and build a bridge to its sustainable future. Genoa therefore offers Jeans Made in Italy as a platform for designing and testing good practices of sustainable production and for involving the public in a quality process that guides consumers towards responsible choices. Starting from 2021, GenovaJeans is an annual event with which the city intends to enhance its firstborn products and to link Jeans Made in Italy to sustainable innovation. The event will mark the birth of the Via del Jeans in a touristic, commercial, cultural tour aimed at enhancing the streets (via Pre’, via del Campo, via San Luca) where the fabric has been produced and used since ancient time. The goal is also to promote the role of Genoa and Italy in the birth and development of the most popular garment in the world which at the same time is an icon of pop culture.

Find out more at: [www.genovajeans.it](http://www.genovajeans.it)

## — 4.2.3 Spreading the flow of tourists

### 4.2.3.1 Spreading the flow through technology; Florence

**Infomobility Florence APP- Platform; Florence:** Infomobility Florence (IF) is a service platform dedicated to integrated urban mobility management. It gives real time information on mobility services, including public transport real time arrivals, parking slots and charging station availability, access limitation to certain areas of the city, changes of circulation rules due to accidents, roadworks, etc. IF is also used by the city to promote sustainable transport options.

Find out more at: <https://www.omnys.com/en/news/florence-province-infomobility>

**Sustainable Urban Mobility Plan (SUMP); Florence:** The Sustainable Urban Mobility Plan (SUMP) has led to significant investments into Florence’s public transport network and is currently implementing a wide communication campaign for eco-friendly behaviours. For instance, Firenze Walking campaign promotes walking as a mobility alternative to reduce the congestion of mass tourism. The IF app – Infomobility Firenze – also encourages

sustainable mobility by offering the users alternative solutions and making them aware of the carbon footprint of their transport choices, while rewarding them for behavioural changes in favour of more sustainable solutions.

Find out more at: <https://fsr.eui.eu/publications/?handle=1814/68840>

#### 4.2.3.2 Spreading the flow through urban planning; Porto

**Decentralisation at the heart of tourism; Porto:** In order to relieve pressure of high demand areas and facilities Porto has, as a part of its municipal master plan, promoted the dispersion of tourist flows and the creation of new centralities as well as stimulating the extension of stays. The decentralisation of tourism accommodation is encouraged by municipal regulations, and creation of new accessibilities and requalification of infrastructures have also had a pollinating effect, attracted new investors, and contributed to physical, economic, and social regeneration of these areas. Dispersion of fairs and markets has also created new poles of interest and attractiveness, reducing socio-spatial asymmetries.

Find out more at: <https://www.investporto.pt/en/news/porto-city-council-approves-new-municipal-master-plan/>

#### 4.2.3.3 Spreading the flow with transportation; Bordeaux; Copenhagen; Dubrovnik

##### **A destination that strikes a balance;**

**Bordeaux:** Bordeaux aims to maintain a balance, such as the equilibrium found between the city's urbanised zones and natural spaces. This balance, sustained through the promotional activities of the Bordeaux Convention Bureau (BCB), avoids a bottleneck effect in terms of in-season tourist presence. Business travellers mainly come to Bordeaux in June, November and March (according to 2015-2018 statistics). Natural pathways are central to the city's tourism strategy,



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