

waste container will receive stickers for waste containers at home, plus an adhesive poster with guidelines for correct waste assortment.



© City of San Sebastián

Find out more at:

<https://www.donostia.eus/ataria/es/web/ingurumena/residuos/actividades-economicas/hoteles-zero-plastic>

#### 4.2.1.5 Sustainable Urban Transformation: Seville; Zagreb

**eCity Sevilla Pilot Project; Seville:** In order to make tourism a sustainable partner in the future of the city, the eCity Sevilla Pilot Project was created as a private-public partnership project to transform the Cartuja Science and Technology Park (PCT Cartuja) into a carbon-neutral, sustainable, and innovative island. The overarching objective is to provide a platform on which to create the future of a carbon neutral city and to become an international reference for sustainable urban planning. To this end, Seville is planning this conversion to take full advantage of existing and innovative sustainable and renewable energy sources, cycle paths, helping to ensure self-sufficiency in energy consumption.

Find out more at: <https://ecitysevilla.com/en/>

**"Close to the City, Close to the Heart / Around Zagreb" Campaign; Zagreb:** Zagreb's popular picnic spot, Medvednica Nature Park, has had a sustainable tourism certificate (European Charter for Sustainable Tourism – ECST, EUROPARC) since 2014. Nature Park Medvednica, the public institution operating the protected area, implemented the Central Europe Eco-Tourism: tools for nature protection (CEETO) project, developing common tools for sustainable management of protected areas, and tools for the sustainable use of natural resources in relation to tourism activities (car counters, video cameras, surveys of visitor structure and habits). The dedicated promotional campaign "Close to the city, close to the heart / Around Zagreb" was launched to promote Zagreb and the wider area, with a focus on outdoor activities, health, safety, sustainability and compatibility with the local offering.

Find out more at: <https://ceeto-network.eu/>  
<https://www.aroundzagreb.hr/?lang=hr>

## 4.2.2 PRESERVING OR ENHANCING THE NATURAL ENVIRONMENT

### 4.2.2.1 Planting Trees for All: Aalborg; Cork; Zagreb

**Park of Music and Singing Trees; Aalborg:** In Aalborg, several artists, musicians, and singer-songwriters have left their mark on the Park of Music by planting a tree to commemorate their visit to the city. Some of the trees are accompanied by the artists' own music and can be activated by the park's visitors by pressing a button at the foot of the tree. Since then, many more trees and artists have joined and today, more than 80 great artists have left their mark on the park with oaks and wild cherry trees.

Find out more at:

<https://www.enjoynordjylland.com/north-jutland/plan-your-trip/park-music-gdk596452>

**Sustainable Energy and Climate Action Plan; Cork:** Cork has implemented the Cork City Sustainable Energy and Climate Action Plan (SECAP) to reduce the City's carbon footprint and invest in smart technologies. The plan includes the planting of trees (1,200 in 2021 and 1,500 in 2022) as well as the 'City Trees Project', launched in 2021. This included an investment of €350,000 for the installation of five robotic trees in the city that filter pollutants generated by traffic. Each unit can sift an amount of air equivalent to that needed by up to 7,000 people every hour. These developments are complemented by additional actions such as the pedestrianization of 17 city streets, the development of outdoor dining terraces in the city centre, and parklets (green seating spaces) in the place of parking bays, to create a welcoming and atmospheric city centre vibe, while striving to promote a low carbon society through traffic reduction.

Find out more at:

<https://www.corkcity.ie/en/council-services/services/environment/climate-change/cork-city-council-secap-sustainable-energy-and-climate-action-plan-.html>

### 4.2.2.2 Natural Preservation: Aalborg; Gijón; Pafos

**Egholm Eco-Island; Aalborg:** Within 5 mins from the city center of Aalborg, visitors can reach Egholm eco-island which covers over 605 hectares of natural beauty. The Island has ongoing initiatives concerning conservation, getting a better understanding of the local fauna and flora as well as aiding the local agricultural transition. Here it will be possible for locals and visitors to buy sustainable agricultural products that have been locally sourced and cultivated on the island.

Find out more at:

<https://www.enjoynordjylland.com/north-jutland/plan-your-trip/egholm-gdk596256>

**Biosphere Certification; Gijón:** Tourism policy is managed with the aim to ensure the achievement of the 17 SDGs on the United Nations 2030 Agenda. Since 2013, Gijón has held a Biosphere Destination Certification, based on these SDGs, and in 2019, the city received the