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and targeted investments are being made in research into autonomous driving. The area-wide connection to the Stadtmobil car-sharing platform - where Karlsruhe is number one nationwide with almost 15,000 participants - and the kvv.nextbike rental bike system encourage citizens and visitors to use resources sparingly. The planned linking of tourist offers with the regiomove mobility network creates incentives for locals and visitors to organize their stay in Karlsruhe and discover the surrounding area.

Find out more at: <https://www.diekombiloesung.de/> and <https://www.regiomove.de/>

Eco-friendly city and free transport; Marbella: With respect to the environment, the city is encouraging its citizens to forego vehicles by offering a public transport service which is free of charge. Marbella is the first Spanish city to offer that to its residents. This, in turn, has increased the use of public transport compared to private transport. Due

to the increased demand, the city has absorbed two more bus lines that belong to the regional network and are included in the local network. Of the 19 buses that make up the public transport network, five of them have hybrid technology promoting low emission by public transport. Additionally, electric vehicles can make use of installed charging points.

‘Maister’ as environmentally friendly transport; Maribor: Dedicated to green tourism, the city offers an electric mini vehicle named Maister that drives around the narrow center of Maribor and the pedestrian area free of charge. The city intends to give plenty of options for tourists and locals to travel around the city with minimal environmental impact. Maister is intended for all residents, visitors of the town and tourists, elderly, people with limited mobility, and for parents with children and takes users anywhere they want within the city center.

Find out more at: <https://www.visitmaribor.si/en/what-to-do/transport/6314->

4.2.1.4 Sustainable engagement; Athens; Bordeaux; Copenhagen; Helsingborg; Izmir

Athens Green Business Toolkit; Athens: Athens is conducting a destination assessment in partnership with the Global Sustainable Tourism Council to gain a better picture of how heat and climate change could impact tourism across the public and private sector. Stakeholder interviews and workshops help to address responsible tourism with hotels, food & beverage services, tour providers, and stakeholders across the local industry. Meanwhile the Athens Green Business Toolkit mobilizes financing for small businesses to upgrade the appearance and energy efficiency of their storefronts, helping to enhance perceptions about sustainability, urban well-being, and innovation.

Find out more at: <https://www.athina984.gr/en/2021/04/26/o-dimos-athinaion-chrimatodotei-tis-athinaikes-epicheiriseis-me-stochotin-energeiaki-toys-anavathmisi/>

More citizen engagement on sustainable matters; Bordeaux: Bordeaux is seeking to nurture a dialogue. Surveys about the public perception of tourism are conducted regularly with residents and visitors by TCI Research. Between 2018 and 2021, residents considered