

sea surface temperature and ocean acidification. Moreover, the city will ensure that every element of the race village is sustainably produced: from being free of single-use plastic to the seafood served on site and invite people who visit the events to help protect the ocean. In overall, the city will use the Ocean Race Summits series as an occasion to change the way people behave towards the ocean for good. It will therefore host innovation workshops for sailing clubs and offer learning programmes for adults and schoolchildren about the issues affecting the ocean. When in June 2021 the Ocean Race arrived in Genoa, the whole race village was powered by 100% renewable energy and the Race was climate positive, supported by blue carbon projects. This will inspire others to act on climate change.

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

‘Art Kamp’ festival as an example of Zero Waste Events; Maribor: The family festival Art Kamp takes place every summer in the Maribor City Park. Since 2017, the organizers of the festival are committed to a vision: a festival without waste that is achieved with the help of the national Zero waste organization for Slovenia - Ecologists without Borders. In 2019, the organizers managed to collect 93 percent of waste separately and at the same time halve the total amount. Thanks to the implemented measures, the Art Kamp has become one of the two Slovenian “zero waste” events, which are considered an example of good practice both at home and abroad. It is also planned that other events will also join the zero-waste events initiative, such as the Ceremonial Harvest of the World’s Oldest Vine and St. Martin’s Day in Maribor.

Find out more at: <https://www.visitmaribor.si/en/discover/maribor-green-destination/> and <https://www.visitmaribor.si/en/what-to-do/events-and-shows/calendar-of-events/5951->

4.2.1.6 Sustainable urban planning; Dubrovnik; Gdynia; Florence; Helsingborg; Rotterdam; València

SEADRION PROJECT; Dubrovnik: Emissions related to energy used for heating and cooling of buildings can be significantly reduced with technologies which use renewable energy sources and have high efficiency. Taking this into consideration, the SEADRION project aims to support the development of a regional innovation system for the Adriatic-Ionian area with the installation of 3 renewable energy facilities in the public buildings located

in Greece and western and south part of Adriatic Croatia, one of them in Dubrovnik. This project pursues fostering diffusion of heating & cooling technologies using the seawater pump in the Adriatic-Ionian Region. As part of DURA's project "Seadrion" co-financed by the European Program for International Cooperation, Interreg ADRION 2014-2020, the existing technical heating and cooling system in the Rector's Palace was replaced.

Find out more at: <https://seadrion.adrioninterreg.eu/?fbclid=IwAR3Ui6N7JblsrmUTKi2Y6UtnzQMZ4uCCPKI5oq0iH8Bq7DSA973iL6Rj7jE>

CLIMATic City Centre for the improvement of public spaces; Gdynia: Gdynia is running an innovative project called CLIMATic City Centre that aims to improve the quality of public spaces, particularly for pedestrians and cyclists, for a greener environment. As it is pursuing climate neutrality, Gdynia has increased green areas in the heart of the city. And it has taken several measures to reach that goal: It has designed new infrastructure to change transportation habits that will limit and change the direction of car traffic and it has rearranged its parking system. Additional bicycle lanes were installed and sidewalks available for pedestrians were widened. Gdynia has also created tree lines and pocket parks that are being constantly developed.

Find out more at: <https://sea-city.pl/gdynia-takes-care-of-the-environment/>

Be.Long project; Florence: The Be.Long project addresses foreign and offsite students, smart workers, start uppers, temporary residents and seeks to engender a sense of "belonging" to the city. The project aims to repopulate the historic centre with the next generation of residents and medium- to long-term rentals. The initiative will also act as a data gathering exercise to monitor the long-term rental market in the city centre. Although overseas students form a considerable segment of the target audience, the platform has also been conceived as a tool applicable to start-up workers and temporary citizens/workers who come to the city for a finite length of time. It is also aimed at smart workers and digital nomads, became more relevant with the Covid-19. Surveys suggest that the possibilities afforded by remote working have prompted 37% of the world's workforce to consider moving location. Destination Florence is keen to promote Florence as a smart destination for these new mobile breeds of employee.

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