

inviting its visitors to read the “My Guide to be a Donostiarra (True Local)”, San Sebastian is inviting the locals to participate in keeping the city a sustainable destination and ensuring that the responsibility for this is a shared commitment by all. The guide comprises 6 best practices for visitors to follow while they are staying in or visiting the city and range from inviting visitors to learning the language with some quick and easy phrases to encouraging the use of public transport while in San Sebastian.

Find out more at: <https://www.sansebastianturismoa.eus/en/come/quality-destination>

4.2.2.3 Sustainable shopping; Maribor; Szczecin; Genoa

Zero waste shopping policy by ‘Zelena Japka’; Maribor: Zelena Japka (Green Japka) store is the first store without plastic packaging and a zero-waste store in Maribor. Opened in 2019, it is the first store operating under the brand Kupujem odgovorno which raises consumer awareness and encourages them to make socially responsible purchases. Zelena Japka offers a range of carefully selected products that are friendly to humans, animals and nature. In addition to being free of plastic packaging, the products and raw materials are distinguished by the fact that they are organic, produced on the principle of fair trade, are free of palm oil, do not contain animal products and are not tested on animals.

Find out more at: <https://www.visitmaribor.si/en/discover/maribor-green-destination/> and <https://www.visitmaribor.si/si/informacije/druga-informacije/10101->

Local Branding for global recognition; Szczecin: Since 2018, the brand “Made in Szczecin” has been awarded by the City of Szczecin to the original products or services that show high quality while portraying the city in a positive light and are produced or offered by the business owners from the Szczecin Metropolitan Area. The brand's goals are as follows: Promoting creative, economic, pro-investment and innovative projects in Szczecin; Strengthening Szczecin's identity and building a positive image of the city and the tourist brand; Strengthening Szczecin's image as an attractive tourist destination; Increasing in the quality of products and services offered in Szczecin; Promoting the city, as well as its entrepreneurs and institutions; Increasing in the loyalty of customers, both citizens and tourists, to local products and services.

Find out more at: <https://www.madeinszczecin.pl>

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

— 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