

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

that we are taking these issues into account more and more (up 9 points). The first public forum on sustainable tourism was held in May 2021, gathering 115 attendees. Over 780 ideas were put forward by residents, associations, institutions, elected representatives and professionals from the tourism sector. Focus groups are now meeting to propose a long-term sustainable tourism strategy regarding leisure activities, business travel and local tourism.

Find out more at: <https://www.bordeaux-metropole.fr/Actualites/Economie-consultation-autour-de-la-future-strategie-metropolitaine>

#### **Go sustainable, GoGreen; Copenhagen:**

GoGreen Denmark is a business network for companies that take a social responsibility in terms of providing and promoting sustainability. All the companies and brands involved with GoGreen live up to high sustainability criteria, which are defined according to the products and service they provide. With GoGreens new sustainability App – GoGreen Guide – tourists and locals can easily find their way to sustainable products and services. To help organizers and businesses host more sustainable large conferences, meetings and events in Copenhagen, Wonderful Copenhagen has developed a digital Sustainability Guide.

Find out more at: <https://gogreendank.dk/download-app-gogreen-guide/>



**Helsingborg as a self-marketing destination; Helsingborg:** Helsingborg as a self-marketing destination is a project aiming to develop a sustainable tourist destination with the hospitality