

and integrated solutions to urban transport problems. This will eventually contribute to climate protection and energy efficiency objectives. Through the Sustainable Mobility Plan, the development of cycling will be prioritized in the city and the municipality has already taken several positive measures for cycling paths. The aim is to further increase the proportion of road sections with 40% of cycling facilities, and the public bicycle system will be operational from 2013. As a result, the share of cycling has doubled in the last decade and is expected to continue to grow until 2030. The SUMP also aims to improve conditions for pedestrian transport, to decongest the inner city, to create an intermodal hub between bus and rail, to develop complex transport in neighborhoods, to use intelligent transport systems and to influence the choices of road users.

Find out more at :

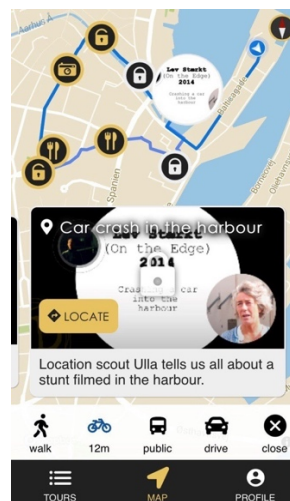
<https://sump-central.eu/2020/11/07/sustainable-urban-mobility-plan-of-szeged/>
<https://www.eltis.org/it/node/49075>

4.3 BEST PRACTICES IN DIGITALISATION

4.3.1 FACILITATING INFORMATION FOR SPECIFIC TARGET GROUPS

4.3.1.1 Digital Tours and City Exploration: Aarhus; Genoa; Pafos; Seville

DETECT Aarhus App; Aarhus: The DETECT Aarhus web – app is a locative screen experience including three themed walking tours to discover Aarhus. By unlocking trailers, interviews with authors and ‘behind the scenes footage,’ the app takes visitors behind the scenes of popular films and TV series, such as the Danish crime drama Dicte. The DETECT app is mediated through the mobile phone on location. Visitors can download the app on WIFI or use it via mobile data. This feature has been implemented to cater also for guests from outside the EU, who cannot enjoy free data roaming. One of the tours introduces the city’s hidden silent film history, when Aarhus 110 years ago, was a centre for silent film production in Europe and home to silent films pioneers such as the film producer Thomas S. Hermansen and his film factory.



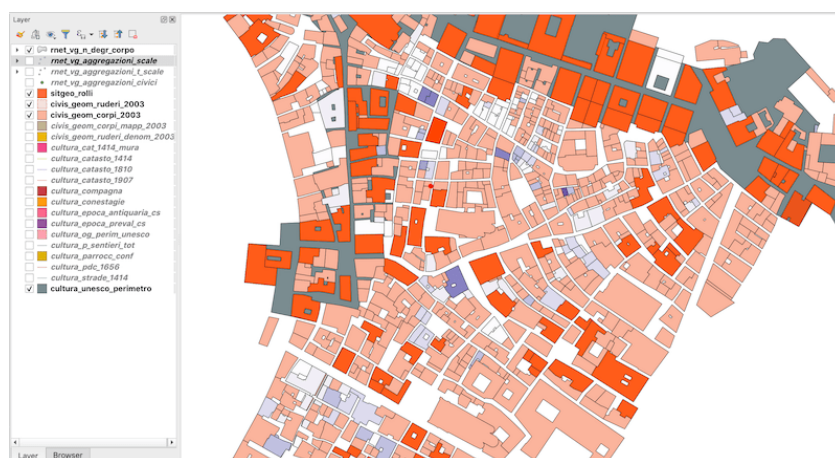
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Find out more at: <https://www.visitaarhus.com/detect-aarhus>

Metrominuto Tour and Maps; Genoa: The Metrominuto Tour produces many positive effects: for the environment, health and mood, it reduces the costs of travel and offers opportunities for meeting and socialising in public spaces. Metrominuto Genova is a map like that of public transport designed for pedestrian routes, in which the most significant places are represented as stops on various pedestrian lines connected in a network, which will show you how convenient it is to leave your vehicle at home to reach walk to your destinations, without having to worry about traffic and parking, enjoying the beauty of the city.

Find out more at: <https://www.visitgenoa.it/de/node/31887>

Rollindagando (Cultural Mapping of the Old Town); Genoa: Under the city's Digitalisation initiative, Genoa has also created Rollindagando; a database of information relating to the Cultural Mapping of the Old Town. The database includes every single building in Genoa (Rolli's Palaces included) starting from their Prevailing/Antique era from the 12th to the 20th century. To update the database, the 2020 the Rollindagando project was conducted in collaboration with University of Genova and performs a new survey in relation to the state of conservation and the interventions carried out over the past 20 years in the Perimeter of UNESCO recognition.



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Find out more at: <https://geoportale.comune.genova.it/>

Smart App for infos to the Historical Unesco Park; Pafos: The Archaeological Park of Kato Pafos is one of the most important archaeological sites in Cyprus and has been included in the UNESCO's World Heritage List since 1980. To ensure that residents and visitors alike have a complete and digital experience while visiting a smart app has been created. The app allows users to gain access to useful content and information about the various monuments around the park, an audio guide in several languages, multiple videos, and tours to explore as well as a rich photo gallery to take with you.

Find out more at:

<https://play.google.com/store/apps/details?id=com.unesco.pafos&hl=en&gl=US>