**Digital tools for a sustainable visit; Copenhagen:** Planet CPH is an app that aims to inspire visitors to Copenhagen to more sustainable behaviour. Planet CPH is a location-based app that presents the user with two types: Sustainable "points of interest" (POIs) nearby complete with all relevant information and directions. In addition, the app contains inspiring guides with video and text with various sustainable themes (for example cycling). The app highlights high quality experiences that are sustainable in one or more categories for sustainability: environmental (biking possibilities, clean harbor areas for swimming, public water posts, sustainable food as well as attractions working to implement sustainable measures in the visitor experience); social (green and urban areas that hold possibilities for locals and visitors to meet and share a moment of culture or dining, as well as organizations with altruistic activities); and economical (small shops with locally produced goods).

Find out more at: https://www.visitcopenhagen.dk/koebenhavn/diverse/om-planet-cph
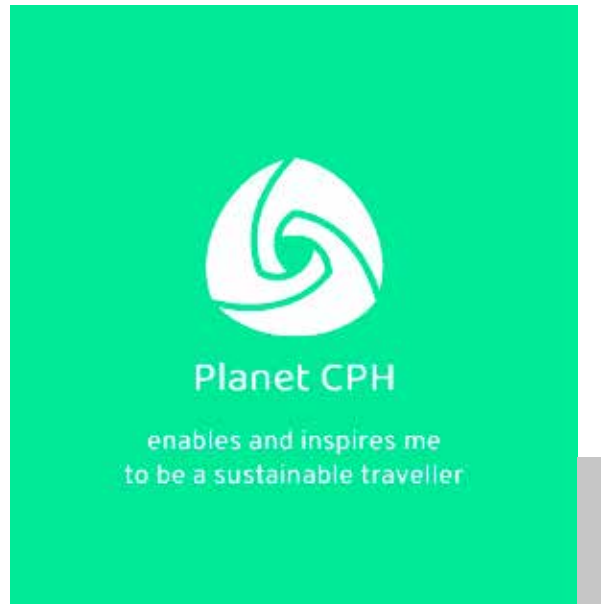
4.3.3.3 Promoting local tourism; Porto; Bordeaux

Supporting local goods and business; Porto: By launching the initiative "Shop in Porto" the municipality has created a digital platform which is dedicated exclusively to traditional street commerce and promotes the visibility and attractiveness. The platform gathers information's about all the shops, its products, locations and promotes in force allowing the creation of personalised itineraries. To date, 1,600 traders have allowing for a comprehensive overview of the locally source and traditional commercial street vendors of Porto. In doing so, the city has digitalised and modernized a traditionally non-digital aspect of its commercial scene.

Find out more at: https://www.porto.pt/en/video-clip/shopinporto-en

A webzine that promotes local tourism; Bordeaux: The webzine 'Un air de Bordeaux' highlights the actors, events and places that make up Bordeaux's natural and cultural wealth and emphasises the strong sense of local identity. Designed by and for the residents, the webzine is also appreciated by visitors who are looking to step away from the beaten trail. It is full of ideas for local, responsible weekend trips and encourages the reader to leave their comfort zone to make local tourism interesting and desirable. Launched in 2017, it has become a local brand, with more than 400 articles published, 30,000 visitors per month and a weekly newsletter sent to 15,000 subscribers.

© Un Air de Bordeaux

Find out more at: https://www.unairdebordeaux.fr

4.3.3.4 A digital Bauhaus; Karlsruhe

The ZKM Center for Art and Media based in Karlsruhe, with more than 30 years of work, is considered a "digital Bauhaus" of the 21st century. It is a cultural institution of all media and genres, whether space- or time-based and belongs to the world's most important cultural institutions listed by ArtFacts.net, the world's largest art database which ranked the ZKM behind international giants like MOMA in New York or the Centre Pompidou in Paris. The ZKM Center and media art in general have a strong appeal in superregional marketing. Media art is one aspect that the city focuses on and is proud of. Karlsruhe was named Germany's first UNESCO City of Media Arts in 2020 since it presents digital and analog art a tangible experience in public spaces for locals and visitors, for example through the annual Seasons of Media Arts festival.

Find out more at: https://zkm.de/en and https://www.cityofmediaarts.de/