

industry playing a vital role. The project is a collaboration between eleven municipalities in the region which aim to create a destination filled with ambassadors. This involves cooperation with the hospitality industry to develop a strategy for the region to become a sustainable tourist destination. Self-marketing requires engagement and pride from the local hospitality companies and also requires improved knowledge about the region. The municipalities and the hospitality industry therefore agreed on three key aims for the project: 1. A destination filled with ambassadors, 2. A destination that is balanced, 3. An innovative destination.

Find out more at: <https://www.citynationplace.com/digital-transformation-place-branding>

Producer markets by locals; Izmir: The Metropolitan area of Izmir has established producer markets and is involving the local people to bring both the producer and the consumer directly together. Markets of that kind include Pagos Producer's Market, Alaçatı Herb Festival, Sığacık Market etc. These markets are determined as a part of the 'farm to fork' approach and play a role in expanding cultural traditions.

Find out more at: <https://www.raillynews.com/2019/07/ease-of-access-to-the-pagos-manufacturer-market-in-velvet/> and <https://www.visitizmir.org/en/destinasyon/11482> and https://www.tripadvisor.de/Attraction_Review-g652375-d8671764-Reviews-Slgacik_Village_Market-Seferihisar_Izmir_Province_Turkish_Aegean_Coast.html

4.2.1.5 Sustainable events; Bordeaux; Aarhus; Copenhagen; Genoa; Maribor

A city for environmental-friendly events; Bordeaux: The BCB helps event organisers create a positive impact on the environment (carbon footprint calculation, reduction, and compensation), on society (partnerships proposed with a panel of 35 local associations) and on the economy (working with our ambassadors to attract conventions relating to our local areas of expertise). In 2021, 9 conventions are being planned (51,850 convention days, generating an estimated €15 million local profit), thanks to the ambassadors of 'Le Club des Ambassadeurs de Bordeaux' (350 members). Finally, a local measure was enacted in 2018 to regulate the phenomenon of collaborative platforms (a maximum of 120 days per year for private rental, compulsory online declaration), spreading the presence of tourists across the territory and reducing the strains on real estate. 726 accounts were closed between 2018 and 2019.

Find out more at: <https://congress.bordeaux-tourism.co.uk>