



REGION OF CENTRAL MACEDONIA

The mobility vision of Region Central Macedonia

Paraskevi Patoulidou

Vice Governor of the Metropolitan Unit of Thessaloniki
and President of Thessaloniki Tourism Organisation



Interreg
Europe





1987

Establishment of
Regions in Greece



2010

Kallikratis Reform - Greek Regions
in the current format



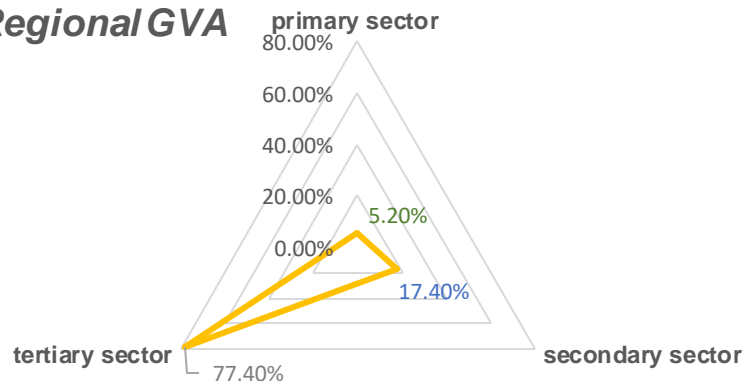
The mobility vision of Region Central Macedonia

Who are we?



The Region is based at the city of Thessaloniki and is divided into seven (7) regional units.

The Regional GVA



The region accounted for 13.5% of the national GDP, while in terms of GDP per capita was positioned 9th among the 13 Greek regions and below the EU27 average (57%).



- The Region of Central Macedonia is staffed by a total of approx. 2,000 employees.



Directly subject to the Governor of the Region is the Managing Authority of the Region of Central Macedonia

(Regional Operational Program 2014-2020)

(Regional Operational Program 2021-2027)

Co-Responsible entity for drafting and implementing the Regional Innovation Strategy (RIS3)

The Metropolitan Unit of Thessaloniki of RCM, called as urban authority, is assigned as intermediate body for the SUD of Thessaloniki plan with specific responsibilities.



Sustainable Mobility in RCM

Sustainable Mobility is integrated in the Regional Operation Programme (ROP) under the Priority Axes:

- *4e - Promotion of low-carbon strategies for all types of regions, particularly for urban areas, including the promotion of sustainable multimodal urban mobility and mitigation measures.*
- *6e - Actions to improve the urban environment, regenerate cities, rejuvenation and disinfection of degraded areas (Including areas to be reconstructed), reduction of air pollution, and promoting measures to reduce noise.*

ΠΕΡΙΦΕΡΕΙΑ ΚΕΝΤΡΙΚΗΣ ΜΑΚΕΔΟΝΙΑΣ

ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ
Ε.Π. Περιφέρειας Κεντρικής Μακεδονίας



Ευρωπαϊκή Ένωση
Ευρωπαϊκά Διαρθρωτικά
και Επενδυτικά Ταμεία



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



Sustainable Mobility in RCM

The Strategic Plan of Sustainable Urban Development of Thessaloniki for smart, sustainable and inclusive growth is a paradigm of metropolitan planning which entails the collaboration of local citizens, civil society, industry and various levels of government...

The specific project aims to respond to all **Challenges, Capabilities, Weaknesses** and **Perspectives** through **4 Strategic Axes**

Thessaloniki, competitive and innovative - 15.756.939 €

to support entrepreneurship and to attract new activities
to rebrand the city as a tourist destination based on cultural heritage

Thessaloniki, cohesive - 12.805.001€

to relieve the disadvantaged people from the deep economic recession

Thessaloniki, green and resilient - 50.215.000 €

to involve interventions such as ecosystem approached in the urban environment,
to enhance green areas and free spaces
to promote the sustainable urban mobility (almost 9%)

Thessaloniki, effective - 6.050.000 €

to ensure the efficiency of the administration
to modernize the organization of local operations,
to promote the integrated urban governance and metropolitan synergies.



Sustainable Mobility in RCM

More specifically the distribution of funding for the Specific Objective the **3.3 sustainable urban mobility** is analyzed in three fields of Interventions:

3.3.1 Actions for multimodal urban transport, involving the promotion of electric buses and buses of alternative fuels, the development of bike sharing systems and the creation of park and ride spaces (**budget: 2.565.000€**)

3.3.2 Creation of bike lanes (**budget: 1.000.000€**)

3.3.3 Development of Intelligent Transport Systems (ITS) (**budget: 2.850.000€**)

- ✓ also a dedicated **budget of 800.000€** is foreseen for the development of interoperable information systems for the Municipalities, (field of Intervention – **4.1.1. to promote interoperable information systems for the Municipalities and the Region**)
- ✓ while a **budget of 1.000.000€** is foreseen for the strengthening of the monitoring through observatories of urban challenges (field of Intervention – **4.2.2. to strengthen monitoring networks and urban challenges observatories**)

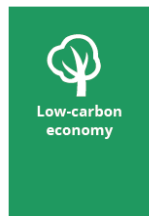


REFORM: a 4 year - ride

REFORM Interreg Europe



European Union
European Regional
Development Fund



Our mission

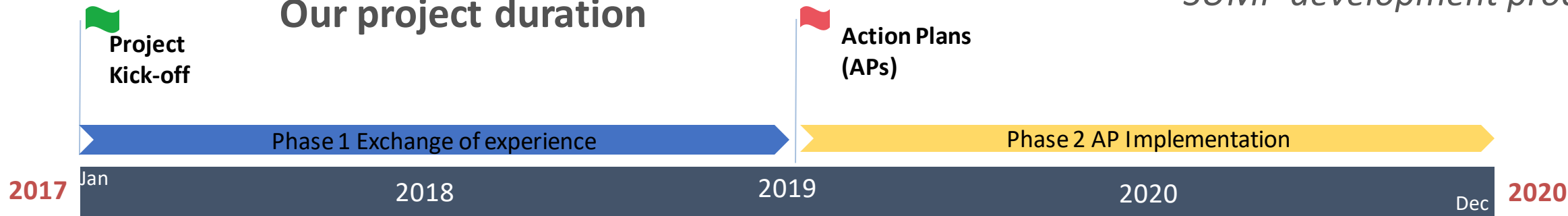
- *Trigger the SUMP development process and amplify the SUMP adoption rate*



Our approach

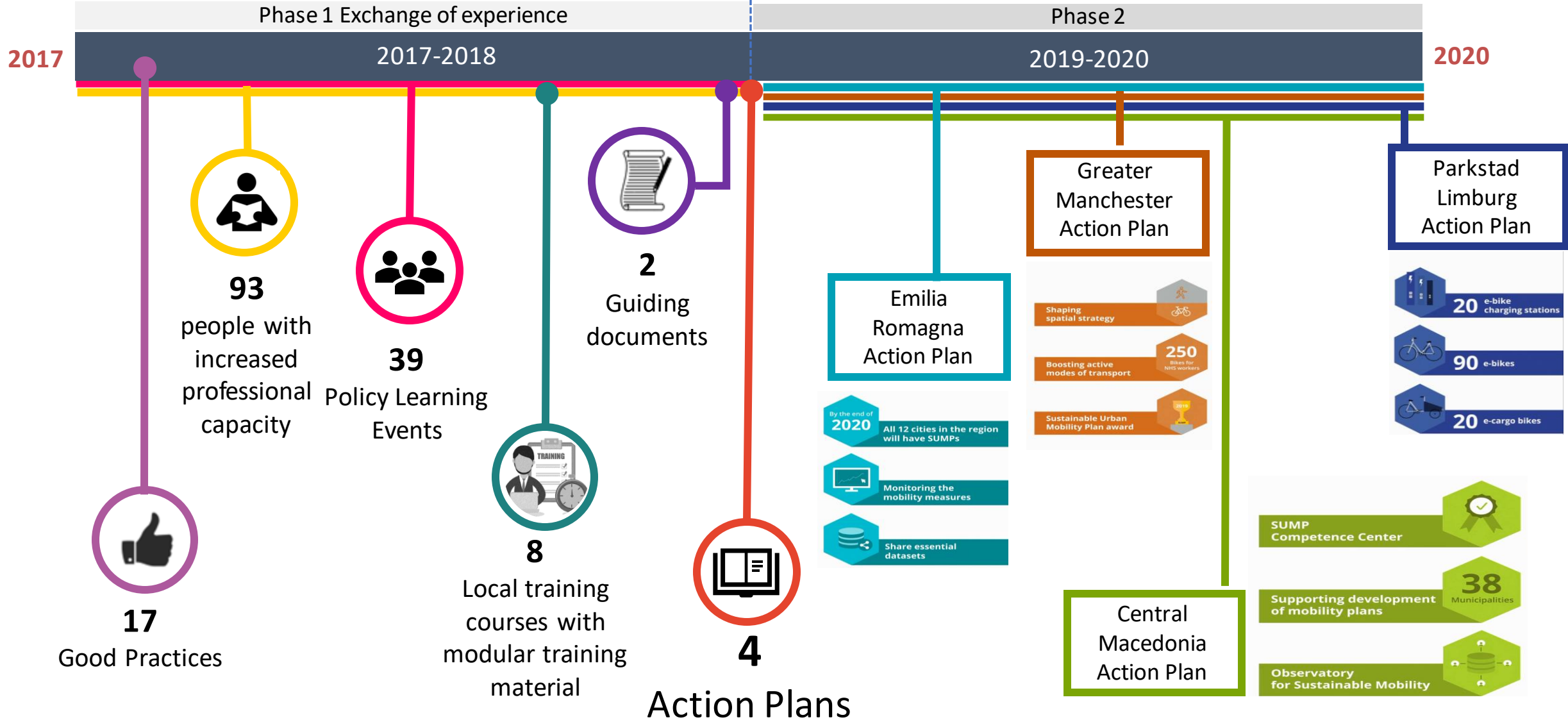
- *Regional and interregional learning exchanges that make use of the key role of the Regions in the SUMP development process*

Our project duration



REFORM: our achievements

2014-2020

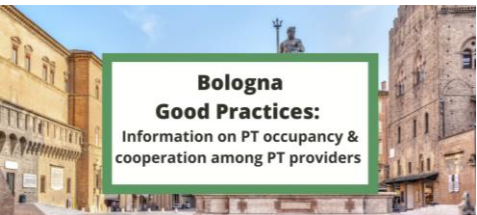




REFORM: our NEW achievements

Sep. 2021

Aug. 2022



+ 6
Good Practices



6

Ideation exchange events with citizens and stakeholders for understanding citizens' changes in their mobility habits during & after COVID-19 and stakeholders perspectives on that matter



Questionario sulle sfide e opportunità della mobilità durante la pandemia BOZZA

Η φόρμα Questionario sulle sfide e opportunità della mobilità durante la pandemia BOZZA δεν δέχεται πλέον απαντήσεις. Διακοπάζετε να επισκομνηάζετε με τον κάτοχο της φόρμας αν θεωρείτε ότι πρόκειται για λάθος.



3

Capacity building events (one in each region), providing recommendations for further improvement of regional development policies to address the negative effects of the pandemic on urban mobility



3

Study visits for allowing more in-depth exchange of experience between the regions



e-smartec in a nutshell

e-smartec
Interreg Europe

€ 1.37 M ERDF

European Union
European Regional Development Fund

Low-carbon economy

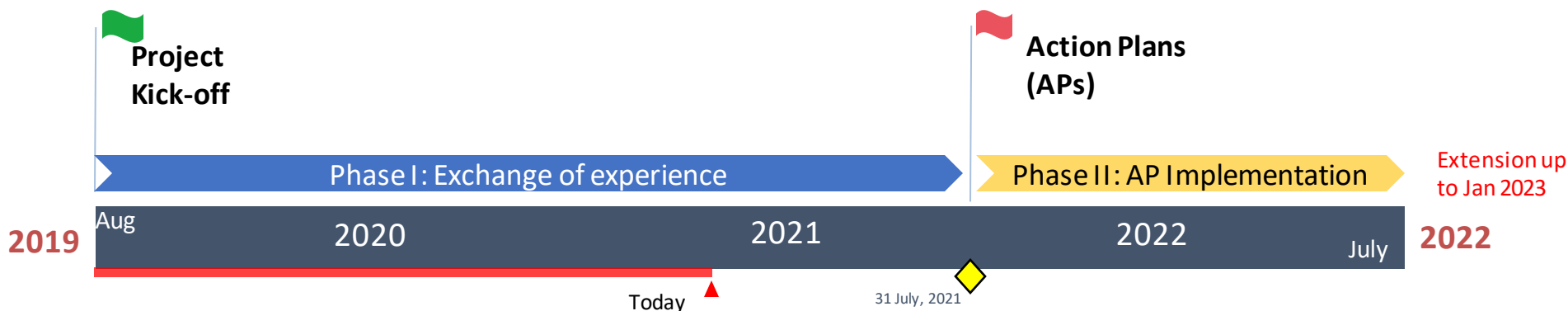


Our consortium: 9 partners – 6 regions



e-smartec aims to enhance citizen and stakeholder engagement in sustainable urban mobility planning through targeted marketing techniques

Project duration



Our moto



Capacity Building on Marketing Techniques

Build the engagement strategy of a SUMP

Create your cards for each SUMP phase

Marketing Techniques & engagement methods

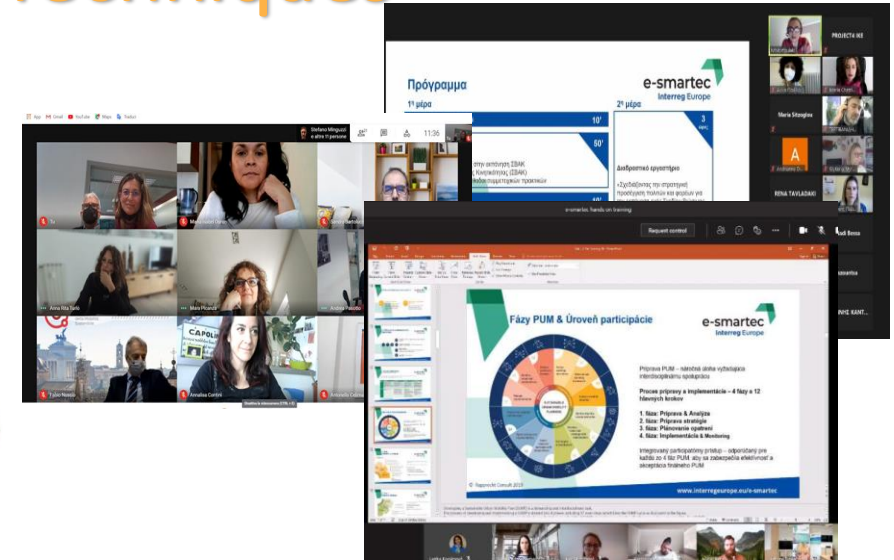


Time Frame and participants

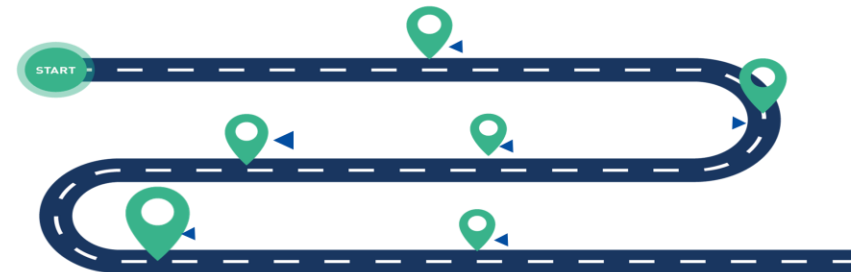


Cards

Participants:	Cost:
	Time Frame:



Fill the slide adding all engagement methods used in your SUMP in chronological order





e-smartec Regional Action Plans





Sustainable Mobility in RCM

Our vision is to build Macedonia of 2030,
a modern, smart, green and human Region.

A Region in which you want to live and create, feeling
confident and optimistic about your life and the future.

SUSTAINABLE
DEVELOPMENT
GOALS

