

# FREE BUS4STUDENTS

## Kalamata - Greece

### Short description

The program has a dual focus: reducing the city's carbon footprint and fostering environmental awareness among young people. By targeting student commuters, the LGD aims to significantly decrease traffic congestion and improve air quality in Kalamata's city center. The program also builds a foundation for broader sustainable mobility policies, supporting Kalamata's Climate Contract goals and aligning with European and national climate initiatives. The project demonstrates the power of public-private partnerships in driving sustainable change. It not only benefits the environment but also strengthens the city's social fabric by providing equal access to sustainable transportation for students across the region. The LGD is a scalable and replicable model for other cities aiming to achieve climate neutrality.



### Industry/Sector

- Mobility & transport

### Parties of LGD/Participating parties

- Association of Tutoring Schools of Messinia (Private Company)
- PALSO of Messinia (Private Company)
- Kalamata Urban Bus Company (Private Company)

### Scope of LGD

- Promote Sustainable Urban Mobility: Encourage students to use public transportation instead of private vehicles, reducing congestion and pollution.

- **Reduce CO2 Emissions:** Target a significant decrease in emissions, with estimated annual savings of 21.6 tons of CO2 in the first year, increasing with student participation.
- **Raise Environmental Awareness:** Educate students and families about the benefits of public transport and sustainable mobility through campaigns and activities.
- **Enhance Social Impact:** Foster community interaction and independence among students while improving air quality and urban living conditions.
- **Strengthen Partnerships:** Build collaborations between the municipality, local businesses, and educational organizations to drive sustainability efforts.
- **Expand the Initiative:** Lay the groundwork for future Local Green Deals and collaborations, with the goal of scaling up the program over three years..

## Concrete measures/commitments

- **Climate-Neutral Kalamata by 2030:** Supports the goals of the city's Climate
- **Contract to reduce greenhouse gas emissions and achieve climate neutrality.**
- **Sustainable Urban Mobility Plan (SUMP):** Aligns with policies promoting public transport use and reducing private vehicle dependency.
- **European Green Deal Goals:** Contributes to cleaner mobility, reduced emissions, and the promotion of sustainable transportation in urban areas.
- **Sustainable Development Goals (SDGs):** Advances SDG 11 (Sustainable Cities and Communities) and SDG 13 (Climate Action).
- **National Climate Policy:** Supports Greece's commitments to reducing carbon emissions under EU directives.

## Green Square

### Kalamata - Greece

#### Short description

The Local Green Deal in Kalamata represents a strategic collaboration between the Municipality of Kalamata and the Messinian Dining Association (SEM). This initiative aims to transform the city's central square, Vassileos Georgiou Square, into a sustainable and climate-neutral urban space. By focusing on energy efficiency, waste reduction, and green urban development, the project seeks to reduce the carbon footprint of participating businesses and create a model for sustainable urban transformation.



#### Industry/Sector

- Energy & renewables

#### Parties of LGD/Participating parties

- The Local Government of Kalamata
- Messinian Dining Association (SEM)

#### Scope of LGD

The main objectives of the Local Green Deal in Kalamata are as follows:

- Reduce Carbon Footprint: Minimize greenhouse gas emissions from the central square of Kalamata by upgrading participating businesses with renewable energy installations and sustainable practices.

- **Promote Energy Efficiency:** Implement energy-efficient systems, including LED lighting, heat pumps, and energy-efficient appliances in the participating businesses.
- **Foster Sustainability:** Use sustainable and local materials for construction and decoration to reduce environmental impact.
- **Enhance Waste Management:** Improve waste reduction through recycling, composting, and water management systems.
- **Create a Green Urban Space:** Transform the central square into a climate-neutral, environmentally friendly public space.
- **Support Local Businesses:** Provide financial incentives, such as a 50% reduction in municipal fees for participating businesses, to promote sustainable entrepreneurship.
- **Raise Environmental Awareness:** Conduct communication campaigns to educate citizens and visitors on sustainability practices and the benefits of green initiatives.
- **Strengthen Public-Private Partnerships:** Foster collaboration between the Municipality of Kalamata, SEM, and other stakeholders to achieve common sustainability goals.
- **Improve Quality of Life:** Enhance the attractiveness and usability of the central square, creating a healthier and more enjoyable urban environment for residents and visitors.
- **Act as a Model for Other Cities:** Serve as a blueprint for sustainable urban development and inspire similar initiatives in other municipalities.

## Concrete measures/commitments

The Local Green Deal in Kalamata contributes to the following precise policies:

- **Climate-Neutral by 2030:** Supports the implementation of Kalamata's Climate Contract as part of the EU Mission for 100 Climate-Neutral and Smart Cities by 2030, focusing on reducing the city's carbon footprint.
- **Sustainable Energy Action Plan (SEAP):** Contributes to the targets for energy efficiency and the increased use of renewable energy sources in urban areas.
- **Zero Waste Goal by 2040:** Supports waste reduction through recycling, composting, and the elimination of single-use plastics in participating businesses.

- European Green Deal: Aligns with the goals of reducing greenhouse gas emissions, promoting the circular economy, and enhancing biodiversity in urban spaces.
- Sustainable Urban Mobility Plan (SUMP): Indirectly contributes by reducing the need for energy-intensive transportation of goods and materials.
- Sustainable Development Goals (SDGs): Advances multiple SDGs, including Goal 7 (Affordable and Clean Energy), Goal 11 (Sustainable Cities and Communities), Goal 12 (Responsible Consumption and Production), and Goal 13 (Climate Action).
- Local Environmental Policy Framework: Supports Kalamata's local policies for improving air quality, reducing urban heat islands, and enhancing public green spaces.

## Scoring Sustainable Goals

### Kalamata - Greece

#### Short description

The Municipality of Kalamata, in partnership with Kalamata FC, proudly presents its Local Green Deal (LGD), a dynamic initiative driving the city toward climate neutrality and sustainable development. This innovative collaboration reflects Kalamata's commitment to the European Green Deal and its Climate Contract as part of the "100 Climate-Neutral and Smart Cities by 2030" mission. The LGD integrates environmental, social, and economic goals to transform Kalamata into a model of resilience and sustainability.



#### Industry/Sector

- Energy & renewables

#### Parties of LGD/Participating parties

- The Local Government of Kalamata
- Kalamata Football Club (FC)

#### Scope of LGD

- This specific Local Green Agreement concerns the strategic cooperation of the city of Kalamata with KALAMATA FC to develop joint actions to promote the achievement of sustainable development goals and to raise awareness and inform the team's fans and citizens about the vision of the Municipality of Kalamata for a climate-neutral, smart and socially fair Kalamata for 2030.

- The main objectives of the Local Green Deal (LGD) in Kalamata, as outlined in your document, include:

### **Climate Neutrality and Sustainability:**

- Achieve climate neutrality by 2030 in line with the European Green Deal and the city's climate contract.
- Promote sustainable development through reduced greenhouse gas emissions, circular economy practices, and natural resource conservation.

### **Community Engagement and Awareness:**

Raise public awareness of sustainability goals and encourage behavior changes toward eco-friendly practices. Use sports, particularly football, as a catalyst to engage the community in sustainability efforts.

### **Infrastructure and Urban Mobility:**

- Upgrade public infrastructure for energy efficiency, such as the Municipal Stadium's lighting system. Promote sustainable urban mobility, including cycling and electric vehicle use.
- Social and Cultural Impact:
- Support community ties, healthy lifestyles, and inclusivity, particularly among vulnerable groups. Leverage cultural and sports activities to foster a sense of local identity and pride.

### **Education and Advocacy:**

- Educate citizens on waste management, water conservation, and environmental responsibility. Advocate for human rights and sustainable development through partnerships and campaigns.

### **Measurable Impact and Accountability:**

- Establish Key Performance Indicators (KPIs) to monitor progress and ensure accountability. Measure outcomes such as CO<sub>2</sub> emission reductions, increased recycling, and Energy savings.

## Concrete measures/commitments

The Local Green Deals (LGDs) in Kalamata contribute to the implementation of the following precise policies and targets:

### **City's Climate Contract:**

- Target: Achieve climate neutrality by 2030.
- Contribution: Promotes sustainable urban mobility, energy efficiency upgrades, and community awareness of climate action.

### **Sustainable Energy Consumption Action Plan (SECAP):**

- Target: Reduce energy consumption and increase the use of renewable energy sources.
- Contribution: Energy upgrades to the Municipal Stadium's lighting system and promotion of electric vehicle infrastructure.

### **Waste Management and Circular Economy Plan:**

- Target: Reduction of waste generation and promotion of recycling initiatives.
- Contribution: Establishment of green spots with recycling facilities and awareness campaigns for waste management.

### **Sustainable Urban Mobility Plan (SUMP):**

- Target: Encourage cycling and public transport to reduce car dependency and CO<sub>2</sub> emissions.
- Contribution: Incentivizing cycling to football matches and promoting sustainable transport alternatives.

### **European Green Deal Objectives:**

- Target: Support the transition to a circular economy, climate neutrality, and sustainable urban development.
- Contribution: Aligns with the European Green Deal by integrating sustainability goals into local governance and community activities.

### **Zero Waste by 2040 Goal:**

- Target: Reduction of household waste and increased recycling rates.

- Contribution: Organizing recycling events, including clothing collection drives and infrastructure upgrades for waste management.
- United Nations Sustainable Development Goals (SDGs):
- Goals: Climate Action (Goal 13), Sustainable Cities and Communities (Goal 11), Partnerships for the Goals (Goal 17), and Good Health and Well-being (Goal 3).
- Contribution: Comprehensive strategies involving public awareness, green infrastructure, and collaborative actions with Kalamata FC.

## W.A.T.E.R.

### Kalamata - Greece

#### Short description

- The W.A.T.E.R. project aims to reduce single-use plastic waste and promote sustainable water consumption in Kalamata. By installing four refill stations and distributing reusable bottles, the initiative encourages citizens and tourists to switch to tap water. This project, a collaboration between the Municipality of Kalamata and DEYAK, highlights the city's commitment to environmental responsibility and climate neutrality by 2030. The project's impact includes reducing 30 million plastic bottles and saving 2,484 tons of CO<sub>2</sub> annually. Through awareness campaigns, strategic partnerships, and innovative infrastructure, W.A.T.E.R. sets a benchmark for sustainable urban practices, aligning with local, national, and European environmental policies.



#### Industry/Sector

- Construction & built environment
- Energy & renewables

#### Parties of LGD/Participating parties

- Kalamata - Municipal Water Supply and Sewerage Company of Kalamata (Publicly owned company).

#### Scope of LGD

- Reduce Plastic Waste: Minimize the use of single-use plastic bottles by promoting reusable alternatives.

- Lower CO<sub>2</sub> Emissions: Achieve a reduction of 2,484 tons of CO<sub>2</sub> annually through decreased plastic production and transportation.
- Promote Sustainable Water Consumption: Increase access to free, clean drinking water across the city.
- Raise Environmental Awareness: Educate citizens and tourists about the environmental impact of plastic waste and the benefits of reusable bottles.
- Foster Collaboration: Strengthen partnerships between the Municipality, DEYAK, and local businesses to achieve climate-neutral goals.
- Expand Sustainable Infrastructure: Establish a scalable model for refill stations in Kalamata and beyond.

## Concrete measures/commitments

### **Climate-Neutral Kalamata by 2030:**

- Supports the city's Climate Contract under the EU Mission for 100 Climate-Neutral and Smart Cities.

### **European Green Deal:**

- Aligns with goals for reducing plastic waste and achieving circular economy objectives.

### **Sustainable Development Goals (SDGs):**

- Advances SDG 6 (Clean Water and Sanitation), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).
- Zero Waste by 2040: Contributes to the reduction of waste generation in Kalamata.