

Kavala Open Mall

Kavala - Greece

Short description

The purpose of this LGD is to create a framework for collaboration between the Municipality of Kavala, the Chamber of Commerce, the Commercial Association of Kavala, and local collaborating businesses for implementing a local green deal in the Open Mall area. All parties recognize the importance of sustainable practices in the business sector and commit to fostering a green and environmentally responsible business environment. The Municipality of Kavala, in cooperation with the Chamber of Commerce and the Commercial Association, will offer visitors of the KAVALA OPEN MALL diverse, innovative services such as information about cultural events, municipal activities, and local business promotions through email or social media. The shared goal of all parties is to promote collaborating businesses and enhance entrepreneurship and commercial activities in this commercial area of the Municipality.



Industry/Sector

- Energy & Renewables

Parties of LGD/Participating parties

- Municipality, Chamber of Commerce
- Commercial Association (on behalf of 100 SME's)

Scope of LGD

Within the area of the Open Mall, covering several blocks and hosting 100 SME's, the following are the main actions:

- Architectural design and interventions on storefronts. Public spaces upgrade.
- Branding and promotional activities for the KAVALA OPEN MALL area.
- Assessing energy and sustainable practices at 100 SME's and agreeing individual KPI's
- Monitoring SME's and overall LGD performance
- Disseminating of information and best practices for sustainable business activities
- Financing and project sustainability and expansion activities
- Various other interventions (wifi, smart parking, promotion platform)

Concrete measures/commitments

- Greece remains fully committed to the 2030 Agenda and the Sustainable Development Goals, which provide a general and transformative guidance framework for Greece, ensuring resilience and recovery from the economic and social impacts of the COVID-19 pandemic, facilitating the green and digital transition of the economy and society, and promoting a more inclusive, equitable, and sustainable development model, leaving no one behind.
- Ambitious national goals have been set, such as reducing total greenhouse gas (GHG) emissions (excluding those from land use, land-use change, and forestry) by 56% compared to 2005 levels (42% from 1990 levels), increasing the share of renewable energy sources in gross final energy consumption to at least 35% (61-64% of final electricity consumption to come from renewable energy sources), and improving energy efficiency by 38%. These broader national and European sustainability goals align with the key elements of Kavala's Local Green Deals strategy.