

Local Green Deal – Clean rides: Less cars, more social contact through mobility innovation Municipality of Thessaloniki and Centre for Research and Technology Hellas (CERTH)

Thessaloniki - Greece

Short description

This LGD promotes measures to accelerate the transition to safer, greener, and more resilient mobility through innovation in Thessaloniki. Its primary focus is on promoting car-pooling schemes to Climate Ambassadors, specifically targeting organisations with many commuting employees. The main objective is to reduce the kilometres of commuting travel within the city to tackle congestion and reduce relevant emissions. CERTH, as the largest research centre in Greece and a 'Big Generator' of commuting, will act as the first Climate Ambassador for this initiative.



Industry/Sector

- Mobility & Transport

Parties of LGD/Participating parties

- Municipality of Thessaloniki
- Centre for Research and Technology Hellas (CERTH)

Scope of LGD

Promoting measures for accelerating the transition to safer, greener, and more resilient mobility through innovation. Promoting car-pooling schemes to Climate Ambassadors who are Big Generators of CO2 emissions. Reducing commuting travel kilometres to tackle congestion and reduce relevant emissions within Thessaloniki. Acting as an innovation hub where various actors can co-design and implement innovative solutions for smart and sustainable mobility.

Concrete measures/commitments

- Centre for Research and Technology Hellas commits to the Design and development of a mobile application to support car-pooling services with privately owned cars of employees at Big Generators.
- Centre for Research and Technology Hellas commits to providing an operational application and supporting the Municipality in promoting the application.
- Centre for Research and Technology Hellas commits to an Early win proof of concept of the car-pooling mobile application at the CERTH premises in Thessaloniki.
- Centre for Research and Technology Hellas commits to targeting at least 30 employees to decrease their car usage to and from work by Q4 2025 and collecting/analysing measurable data.
- The Municipality of Thessaloniki commits to including companies from the agglomeration of Thessaloniki in the Climate Ambassadors program for adopting the car-pooling application.
- Municipality of Thessaloniki commits to targeting at least 1 company adopting the car-pooling application scheme by Q4 2025.

Local Green Deal – Climate Ambassador Initiative Municipality of Thessaloniki – Major Development Agency Thessaloniki (MDAT S.A).

Thessaloniki - Greece

Short description

Thessaloniki is determined to lead in the global effort towards climate neutrality and uses Local Green Deals as a strategic governance approach to accelerate sustainable change¹. This LGD defines the framework for the Climate Ambassador Initiative to engage local stakeholders in promoting climate-friendly initiatives aligned with the city's ambition for climate neutrality by 2030². It aims to mobilise the city's ecosystem, including citizens and businesses, to bridge the funding gap needed to reach this goal. The initiative seeks to equip stakeholders with the necessary knowledge, tools, and incentives to participate in the city's sustainability transformation.



Industry/Sector

- Energy & Renewables
- Construction & Built environment
- Mobility & Transport

Parties of LGD/Participating parties

- Municipality of Thessaloniki (MoT)
- Major Development Agency Thessaloniki (MDAT S.A.), is a publicly owned company

- Other stakeholders engaged include NGOs, businesses, academic institutions, associations, and citizens

Scope of LGD

- Raising awareness about climate neutrality among local stakeholders representing the quadruple helix model in Thessaloniki. Defining the framework for the Climate Ambassador Initiative (CAI). Engaging local stakeholders in promoting climate-friendly initiatives aligned with the city's ambition to achieve climate neutrality by 2030. Mobilising the city's ecosystem to bridge the funding gap for climate neutrality.

Concrete measures/commitments

- The Chamber of Small and Medium-Sized Industries of Thessaloniki commits to organising a workshop to inform and educate members on potential solutions to reduce energy consumption.
- Chamber of Small and Medium-Sized Industries of Thessaloniki commits to targeting 1 workshop by June 2025 and engaging at least 30 member businesses.
- Chamber of Small and Medium-Sized Industries of Thessaloniki commits to conducting a focus group with participants from the workshops by Q3 2025.
- Chamber of Small and Medium-Sized Industries of Thessaloniki commits to collecting qualitative data on perceived benefits, challenges, and motivations for adopting energy-saving measures.
- Municipality of Thessaloniki commits to launching the Climate Ambassadors program, where selected businesses from the Chamber commit to implementing energy-saving and carbon-reduction measures.
- Municipality of Thessaloniki commits to target recruiting 30 businesses as Climate Ambassadors by Q4 2025.
- Municipality of Thessaloniki commits to promoting and providing online training to businesses on how to effectively use the Municipality's digital portal to reduce transportation-related emissions.
- Municipality of Thessaloniki commits to reaching at least 80% of the Chambers' members by Q4 2025.

Thessaloniki's LGD for Small and Medium-Sized Industries Municipality of Thessaloniki – Chamber of Small and Medium-Sized Industries of Thessaloniki (VET)

Thessaloniki - Greece

Short description

This LGD promotes sustainability practices among the members of the Chamber of Small and Medium-Sized Industries of Thessaloniki. Its primary sectoral focus is on business sustainability, with specific emphasis on raising awareness, education, and climate action within the local industrial sector. The LGD supports the implementation of Thessaloniki's Climate Neutrality Strategy by engaging businesses in adopting green practices to reduce their carbon footprint. It encourages a collective shift towards greener operations, aiming to contribute to the city's goal of becoming climate-neutral by 2030.



Industry/Sector

- Energy & Renewables
- Mobility & Transport

Parties of LGD/Participating parties

- Municipality of Thessaloniki
- Chamber of Small and Medium-Sized Industries of Thessaloniki. The Chamber is a Business Association.

Scope of LGD

- Promoting sustainability practices among the Chamber's members to reduce their carbon footprint. Raising awareness, education, and climate action within the local industrial sector. Engaging businesses in adopting green practices to support the implementation of Thessaloniki's Climate Neutrality Strategy. Encouraging a collective shift towards greener operations.

Concrete measures/commitments

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