

URBAN DEVELOPMENT	A: Define your overall planning strategy	URBAN DEVELOPMENT	A: Define your overall planning strategy
A1: Review the relevant policies in the fields of land use, transport and environment		A2: Identify opportunities, but also hindrances of your current planning policy	
<p>Take an inventory of all the relevant guidelines, laws and political responsibilities at national and local level in order to take advantage of the pre-existing conditions.</p> <p>Review the state of the art of the municipal urban planning policy in its various aspects as:</p> <ul style="list-style-type: none"> ✓ <u>Urban design and construction</u>: when designing or constructing new buildings, elements like land use, construction materials, waste production and energy needs are to be considered ✓ <u>Transport</u>: review the present situation, the actions undertaken until now and their effects on the global environment quality ✓ <u>Resources management</u>: review the situation of water, energy and waste management in your municipality. <p>★ Viernheim, Germany: Urban development and energy policy. The municipality committed itself to firm targets: 1) Scenarios of urban development Viernheim 2030; 2) Architectural framework planning for the town centre; 3) Framework plan for green areas; 4) A framework plan for recreation</p>		<p>Analyse the present situation in your municipality and identify hindrances to be overcome or to be taken in consideration in your planning strategy:</p> <ul style="list-style-type: none"> ✓ In many municipalities the decline of industries have led to a decrease of population, resulting in less densely inhabited dwellings, economic stagnation and degraded areas. ✓ On the contrary many big cities have to face a big increase in population and relative urgent need of housing, often resulting in urban sprawling, inefficient land use and increase in transportation. ✓ Privatisation and liberalisation changed the ownership of the public utilities leading to a more difficult control of resources like energy, water and waste on which sustainable urban development is strictly dependent. <p>At the same time identify the opportunities to take advantage of:</p> <ul style="list-style-type: none"> ✓ Verify present collaborations with other municipalities and the existence of local networks or alliances ✓ Verify the utilisation of development potentials: for example degraded industrial areas to be recovered or old buildings to be refurbished and renovated ✓ Use of land biodiversity and integration with the urban environment 	
URBAN DEVELOPMENT	A: Define your overall planning strategy	URBAN DEVELOPMENT	A: Define your overall planning strategy
A3: Review and eventually adjust existing institutional framework		A4: Integrate and amplify planning competencies within your local authority	
<p>The institutional framework is the fundamental structure to put your policy in practice. Review the current organisation of the various departments in your administration that can be involved in your urban planning process.</p> <p>The political framework should allow you to carry out all the necessary activities to realise a sustainable urban development.</p> <p>The several departments of the public administration should constantly exchange information and inputs to reach the common objectives.</p> <p>Verify the activities and the organisation of your environmental, technical and financial departments and structure them in a well interconnected framework.</p> <p>Establish working groups gathering participants from different sides, besides public administration also academic fields representatives, NGOs, shopkeepers and neighbourhood should take part in the discussions.</p> <p>Let the public utilities and the local enterprises be part of your framework, establish a permanent link, involve them in your urban planning.</p>		<p>Verify that your staff has the essential competencies to carry out your actions:</p> <ul style="list-style-type: none"> ✓ Legislation ✓ Technical evaluation and monitoring ✓ Fund raising / financing ✓ Cooperation with local utilities ✓ Communication / relationship to media <p>Provide upgrading courses for your staff, try to get as wide as possible competencies in your own working team.</p>	

URBAN DEVELOPMENT	<u>B:</u> Establish structures for cooperative planning	URBAN DEVELOPMENT	<u>B:</u> Establish structures for cooperative planning
<u>B1:</u> Inform the public about upcoming planning processes		<u>B2:</u> Establish a working committee with political representatives, relevant administration departments and external stakeholders	
<p>Inform the citizens about how their municipality is going to develop. Let them know how they'll get advantage from the upcoming development.</p> <p>Making the public aware of the urban planning process will make your activities successful and will encourage the citizens to participate.</p> <p>Organise campaigns on:</p> <ul style="list-style-type: none"> ✓ Sustainable housing ✓ Efficient transport ✓ Non motorised mobility ✓ Rational Use of Energy and Water ✓ Waste reduction <p>This way the public will be awoken on the general issue of sustainable development and will be able to see the whole urban system as an ecosystem.</p>		<p>Decision making in urban planning is complex as many different aspects are to be considered.</p> <p>Planning the urban development in a sustainable way means approaching it globally, taking into account every single process affecting the ecological footprint as well as the socio-economic aspects of the city/municipality.</p> <p>Every activity should go in the direction of life quality enhancement for the citizens and this is strictly connected to air quality, noise levels, traffic, housing and every other aspect of the natural and the built environment.</p> <p>To have a global vision in urban development it is then necessary to gather several competencies in every field of action: like energy, architecture, civil engineering, traffic management, economy, sociology, etc.</p> <p>Public administration, private enterprises, citizens representatives (local associations), public utilities, educators and every concerned actor should sit around a table and take part in the decision process.</p> <p>★ Klagenfurt, Austria: Regarding the city as an ecosystem. Special responsibilities have been fixed like a doctor for environmental affairs, a deputy for waste management, an urban ecologist, an urban biologist and an environmental pedagogue as well as a co-ordinator for energy matters.</p>	
URBAN DEVELOPMENT	<u>B:</u> Establish structures for cooperative planning	URBAN DEVELOPMENT	<u>B:</u> Establish structures for cooperative planning
<u>B3:</u> Develop and offer plausible and transparent participation schemes for citizens		<u>B4:</u> Negotiate agreements on plans with the different stakeholders	
<p>A sustainable development needs the support of every single citizen to have success. The sustainable development is a long-term process based on deep changes in people's attitudes towards consume and resources utilisation.</p> <p>★ Leicester: In Leicester through the Environment City programme Specialist Working Groups (Energy; Built Environment; Economy etc.) were established in charge of the creation, establishment and implementation of projects in each sector. They are the forum for the participation of interested parties from public administration, the business sector, and voluntary groups or committed citizens. The wider approach to environmental projects stimulated a variety of innovative projects which styled Leicester's image as an environmental pioneer in the creation of environmental progress at the urban level.</p> <p>★ Aalborg: Implementing a comprehensive environmental plan for sustainability. The first European Centre for Sustainable Urban Development was established with the purpose of improving awareness by the citizens concerning the utilisation of resources and respect for the environment.</p>		<p>When planning a new urban area you need to agree with different stakeholders in order to optimise the results of your actions: architects and engineers for buildings energy standards and buildings construction materials, the local utility for transport facilities, local societies for sport and cultural facilities, etc.</p> <p>When refurbishing or retrofitting old buildings in degraded areas you need to involve as many actors as possible to rehabilitate that place and make it liveable again providing not only renovated buildings but also social services, efficient transport connections and recreational activities.</p> <p>When rehabilitating a brownfield or a degraded park keep connected also to the local environmental organisations and the university science department to identify together the possible solutions for polluted land recovery.</p> <p>Economical growth is to be encouraged but should not result in the environment destruction, in the same way environmental regulations should not prevent the development of the local enterprises. Always agree with business people and shopkeepers to find the optimal solution for both economical development and environment protection.</p> <p>★ Aalborg: established the Environmental Management Agreements. They are intended to encourage increased co-operation between industry and the municipality in improving the environment and reducing the wasteful use of resources.</p>	

URBAN DEVELOPMENT	C: Define visions for a sustainable development of your urban area	URBAN DEVELOPMENT	C: Define visions for a sustainable development of your urban area
C1: Identify general guidelines for the future development of your city/municipality		C2: Resolve on a vision for an efficient resource use in the city/municipality and define indicators for future monitoring of progress	
<p>Develop a concept for a sustainable management of your urban environment.</p> <p>Set clear goals and benchmarks to outline the direction of your work.</p> <p>Always approach planning from the three points of view: environmental, economic and social.</p> <p><u>Environmental approach</u>: minimise the use of natural resources, minimise land use, optimise the use of construction materials, build energy efficient, minimise transport demand, reduce pollutant gases emission and waste production, use renewable sources of energy, etc.</p> <p><u>Social approach</u>: provide better living conditions (greener, car-free areas, efficient houses, social services and activities, etc), make citizens aware of the changing processes (why and how), let the inhabitants take part in the planning programmes, always involve citizens: let decision making discussions be open, etc.</p> <p><u>Economical approach</u>: ecological also means economical. Efficient use of natural resources, through saving, re-using and recycling and through rational use of energy and water leads also to financial benefits. Support green economy encouraging enterprises to switch to environmental management practices and cleaner production.</p>		<p>See your city/municipality as an ecosystem, aim to balance the continuous changes caused by the living activities of its inhabitants to ensure its ecological equilibrium.</p> <p>Use an integrated approach, always monitor and minimise:</p> <ul style="list-style-type: none"> ✓ Pollution in air ✓ Contamination in water and soil ✓ Noise abatement <p>Prevent rather than cure:</p> <ul style="list-style-type: none"> ✓ Opt for energy efficiency and RES ✓ Reduce water consumption ✓ Reduce waste production ✓ Reduce traffic demand ✓ Reuse and recycle ✓ Agree and negotiate with local industry for green production 	
URBAN DEVELOPMENT	C: Define visions for a sustainable development of your urban area	URBAN DEVELOPMENT	C: Define visions for a sustainable development of your urban area
C3: Assess priority areas for development and check for incorporation of energy, transport and land use criteria		C4: Decide about growth boundaries and develop strategies for infill and brownfield	
<p>Survey the urban districts in your municipality:</p> <p>Evaluate buildings conditions, traffic conditions and transport facilities, air and water quality, noise levels, presence of green areas, land use at urban borders, etc.</p> <p>Assess then the need for:</p> <ul style="list-style-type: none"> ✓ Renewal and/or reorganisation of the districts ✓ Renovation of old buildings groups ✓ Traffic calming and transport reorganisation ✓ Green areas reclamation ✓ Buildings for residential and/or business use ✓ Rehabilitation of degraded areas <p>Ensure the use of sustainable development criteria as:</p> <ul style="list-style-type: none"> ✓ Rational use of resources ✓ Minimum waste production ✓ Alternative transport means ✓ Integration of green areas in urban environment ✓ Encouraging agriculture in peri-urban areas ✓ Encouraging local production of goods in general 		<p>Define your development strategy:</p> <ul style="list-style-type: none"> ✓ use a minimum land use criteria avoid urban sprawl, build compact ✓ opt for demolition and re-use rather than choosing a new area ✓ always integrate green space in the city and at the borders <p>Adopt infill development criteria: build homes, businesses and public facilities on unused or under-utilised lands within existing urban areas. Infill development keeps resources where people live and supports rebuilding. It is more economical than scattered development at the edge of urban areas, because it uses pre-existing infrastructure. Properly designed infill development can lead to safe, revitalised, attractive neighbourhoods and business areas.</p> <p>Encourage infill development by:</p> <ul style="list-style-type: none"> ✓ Rewarding developers with “density bonuses;” ✓ Educating residents, landowners and developers about open space, natural resource, and economics of infill ✓ Limit regulatory obstacles, e.g., streamline the approval process ✓ Identify abandoned or underused industrial or commercial sites (brownfields) and opt for rehabilitation and redevelopment using the available resources (environment technical department) to assess and remedy the environmental contamination. <p>★ Varna (Bulgaria): Urban Renewal and Reconstruction of Social Housing.</p>	



URBAN DEVELOPMENT	<u>D:</u> Install energy efficiency as a basic principle in urban planning	URBAN DEVELOPMENT	<u>D:</u> Install energy efficiency as a basic principle in urban planning
<u>D1:</u> Introduce basic energy criteria for all planning processes		<u>D2:</u> Include energy evaluation/balance as obligatory theme/section in all planning documents	
<p>Define your energy criteria to make you urban planning energy efficient and to introduce the use of renewable energy sources.</p> <ul style="list-style-type: none"> ✓ When retrofitting always identify energy wasting systems or appliances and energy inefficiencies ✓ First reduce energy demand (reduce heat losses, reduce electricity waste from stand-by use) ✓ Then use efficient systems or appliances ✓ Use heat recovery systems (e.g. cogeneration and heat recovery circuits in industry, heat recovery from ovens in private houses) 		<p>When planning the renovation of underused areas or the construction of new buildings areas always make sure to have a detailed energy analysis.</p> <p>For every building you should have available:</p> <ul style="list-style-type: none"> ✓ Detailed description of the building, pointing out all the features relevant to evaluate the energy performance ✓ Passive solar gain characteristics ✓ Heat insulation characteristics ✓ Eventual use of cool load minimisation facilities (LCD monitors, external curtains, external overhangs, etc. ✓ Heat, ventilation and air conditioning system ✓ Detailed list of measures to reduce the energy demand of the building and relative efficiency obtained ✓ Energy demand of the overall building ✓ Comparison with other buildings with similar use ✓ Building rating 	
URBAN DEVELOPMENT	<u>D:</u> Set up energy efficiency standards for refurbished and new buildings	URBAN DEVELOPMENT	<u>D:</u> Include energy efficient systems, like CHP or district heating, in every new or renovated urban area
<u>D3:</u> Set up energy efficiency standards for refurbished and new buildings		<u>D4:</u> Include energy efficient systems, like CHP or district heating, in every new or renovated urban area	
<p>Ratify the EU Directive on energy efficiency in building and adjust it for your climate and local conditions and define so your energy standards.</p> <p>Classify buildings per use and type of construction and determine their specific energy needs, rating them according to their energy performance</p> <p>Plan the gradual improvement in the buildings energy performance setting up regulations to encourage developers to go for energy efficiency:</p> <ul style="list-style-type: none"> ✓ Lower permission rates ✓ Lower taxes ✓ Higher market value through granting energy pass for buildings ✓ Easier loans grant ✓ Other financial facilities... <p>★ Viernheim (Germany): Urban development and energy policy. The municipality of Viernheim has committed itself to reducing CO2 emissions by 30% by the year 2010. The basis for the aims in CO2 reduction is an energy concept and policy measures like: 1.New municipal and private buildings are subsidised if the low energy construction requirements can be achieved; 2 The public utilities subsidise solar plants for the production of hot water and the conversion to natural gas burning equipment; 3. Environmental targets are considered in all municipal planning.</p>		<p>Combined heat and power (CHP) generation (cogeneration) is the simultaneous conversion of primary fuel into electricity and useful heat, which in stead of being dispersed, like in most conventional plants, is used for heating purposes.</p> <p>The overall efficiency is up to 40% higher than separate production based on the same fuels. And the choice of fuels is almost unlimited.</p> <p>CHP is a highly efficient process to meet existing parallel electricity and heat demands and thus represents a "bridge" between the heat market and the electricity market.</p> <p>District heating is a heating system in which hot water or steam (ether coming from some industrial recovery system or heated on this purpose) is delivered via pipes to other places where the heat is used. Modern, pre-insulated pipes act as highly sophisticated thermos flasks, reducing heat losses over the distance to a minimum. In Western Europe, about 70-80% of district heat is produced in CHP mode.</p> <p>Industrial CHP</p> <p>CHP can also be used to meet industrial energy demands of both electricity and heat (e.g. in the form of process steam). In energy-intensive industries, like paper and chemical industries is the most effective solution.</p>	


URBAN DEVELOPMENT	<u>E:</u> Assign a firm place to renewable energy sources (RES) in urban planning	URBAN DEVELOPMENT	<u>E:</u> Assign a firm place to renewable energy sources (RES) in urban planning
<u>E1:</u> Remove administrative barriers towards renewables (permissions, procedures)		<u>E2:</u> Plan the progressive introduction of RES when refurbishing buildings or renovating urban areas	
<p>Make the bureaucratic and administrative procedures easier for developers who wish to install RES systems.</p> <p>Provide advice on regulations, procedures and every new upcoming law, institute an information desk on RES.</p> <p>Provide advice on possible fund for RES use to encourage their spread.</p> <p>Facilitate the use of RES through local regulations like:</p> <ul style="list-style-type: none"> ✓ A minimum quote of energy in new buildings must be provided with renewables ✓ The administration in agreement with the local energy utility buys the electricity produced in buildings at convenient rates <p>★ Barcelona, Spain. The Barcelona Solar Thermal Ordinance represents a major milestone in urban energy policy. The ordinance requires all new buildings above a certain size category to provide at least 60% of their domestic hot water energy demand from solar thermal collectors. Swimming pool heating must be 100% from solar.</p>		<p>Make economic evaluations of RES systems introduction in your urban development plans and integrate them with your energy efficiency projects results.</p> <p>Use the cash flow (liquidity) coming from the energy savings results and invest them on renewable energy.</p> <p>For example:</p> <p>A new condensing burner reaches 30% improved efficiency; the relative savings in gas consumption can be invested to integrate solar panels in the system for hot water.</p> <p>When a CHP system is provided, if the savings are high (depending in this case of the function hours of the plant) the burner could be replaced/converted to a biomass fuelled burner.</p> <p>When heat demand reducing measures have been performed in a building, the remaining heat demand can be supplied through biomass heating</p>	
URBAN DEVELOPMENT	<u>E:</u> Assign a firm place to renewable energy sources (RES) in urban planning	URBAN DEVELOPMENT	<u>E:</u> Assign a firm place to renewable energy sources (RES) in urban planning
<u>E3:</u> Include the use of renewable energies when planning renovations or construction of new urban areas		<u>E4:</u> Identify and reserve locations for renewable energy plants	
<p>Evaluate the technical and economical potentials of RES introduction in your development plans</p> <p>Provide every new or renovated district with one or more of the following technologies:</p> <ul style="list-style-type: none"> ✓ PV system on roofs for electricity generation ✓ Solar panels for hot water production ✓ Heat pumps ✓ Biomass heating ✓ Biomass-fuelled small scale CHP <p>Agree with the local green energy provider for convenient contract to group of customers, for example coming from a group of buildings or a new district.</p> <p>★ The city of Malmö in Sweden committed to supply a residential and office area in the West Port area 100% with RES. http://www.agores.org/POLICY/COM_STRATEGY/RE/AWARDS/awards2000.htm</p>		<p>Evaluate the renewable energy resources of your area:</p> <p>Is it windy? If the wind is constant and not gust-based you can let measures be performed and evaluate the possibility of building a municipal wind farm</p> <p>Is there a good wood resource? Is there a wood industry? Then evaluate the possibility of harvesting the wood waste to run a biomass power station and provide district heating</p> <p>Is your municipality good sun exposed?</p> <p>Then evaluate the possibility of installing PV systems for electricity production in every public building and solar panels for hot water in sport facilities</p> <p>Does the industry in your area produce much organic waste? This can be used to produce biogas, giving solution to two problem energy demand and waste disposal.</p> <p>★ Bruck an der Leitha: (Austria) has built an Energy Park aiming to be an energy technology centre, reference point for the whole region. It has at present a 1,6 Mwhth CHP plant, run with local agricultural and industrial waste, 6kW Biomass district heating plant serving 30% of the council buildings and a 9MW wind park providing electricity for 5000 dwellings.</p>	

URBAN DEVELOPMENT	<u>F:</u> Reduce transport demand by sustainable land use planning	URBAN DEVELOPMENT	<u>F:</u> Reduce transport demand by sustainable land use planning
<u>F1:</u> Investigate intelligent transport solutions when (re)designing residential areas or for housing projects		<u>F2:</u> Introduce criteria for urban planning that aim at reducing transport demand	
<p>A sustainable transport system:</p> <ul style="list-style-type: none"> ✓ allows basic access and the addresses the needs of individuals, companies and societies, ✓ is affordable, operates fairly and efficiently, offers a choice of transport modes, and supports a competitive economy as well as balanced regional development, ✓ limits emissions and waste within the planet's ability to absorb them, uses renewable resources at or below their rates of regeneration, and uses non-renewable resources at or below the rates of development of renewable substitutes while minimising the impact on land use land and the generation of noise. <p>Survey best practices of successful traffic policy and evaluate the to practice the same policy in your municipality:</p> <ul style="list-style-type: none"> ★ Zürich (CH): Promoting a Sustainable Transport Network ★ Groningen (NL): Setting up Permanent Measures for Sustainable Transport ★ Flemish Region (BE): Carrying out an Integrated Approach for the Local Mobility Problems 		<p>Prevent rather than cure, reduce transport demand and traffic generation through intelligent urban planning. Identify basic criteria.</p> <ul style="list-style-type: none"> ✓ Control urban sprawl and plan compact rather than dispersed settlement patterns to minimise trip lengths and promote sustainable modes of transport. ✓ Do not locate businesses and commercial facilities (such as supermarkets) on greenfield sites, as they can generate high volumes of traffic. ✓ Keep a balance between housing, jobs and services to ensure mixed-use areas and reduce need of transfers. ✓ Design residential areas to take into account walking distances from dwellings to bus stops and other current or future public transport facilities. ✓ Promote the development of green zones close to the city aiming to limit travelling distances to further green leisure areas. <ul style="list-style-type: none"> ★ Rotterdam: Transport demand management in the De Maas office complex 	
URBAN DEVELOPMENT	<u>F:</u> Reduce transport demand by sustainable land use planning	URBAN DEVELOPMENT	<u>F:</u> Reduce transport demand by sustainable land use planning
<u>F3:</u> Plan in favour of pedestrians and cyclists, traffic calming as well as energy efficient and responsible car use		<u>F4:</u> Seek for innovative models of urban design regarding transport (car free residential areas, etc.)	
<p>Make the use of alternative use of transport like cycling or walking more attractive respect to the use of private cars:</p> <ul style="list-style-type: none"> ✓ Provide a comprehensive bicycle and pedestrian network in every urban planning process. ✓ Connect cycling and pedestrian routes to local recreational areas. Cyclist and pedestrian facilities requirements (such as bike racks) should be considered and included in these areas. ✓ In residential areas, give priority to pedestrians and bicycles, and discourage through-traffic. Consider the enforcement of speed limits on residential roads by road design. ✓ Provide car sharing / car pooling parking places in every district and locate them within easy reach for inhabitants. ✓ Create specific lanes for public transport (buses and taxis) and for private vehicles used for car-pooling and high-occupancy vehicles. <ul style="list-style-type: none"> ★ Koprivnica, Croatia: Enlargement of a pedestrian zone ★ Paris, France: green neighbourhoods 		<p>Take the lead towards forefront mobility solutions:</p> <ul style="list-style-type: none"> ✓ Connect residential areas to high activity centres and public areas with direct cycling and pedestrian routes in addition to an efficient public transport system. ✓ Conceive car-free housing development, it can be a very interesting option to reduce private car travel. <ul style="list-style-type: none"> ★ Vienna, Austria: Car free residential area Nuernberg: Car-free living in a large scale estate Geneva, Swezerland, Eaux-Vives: improvement of travel safety and of the quality of public spaces 	

URBAN DEVELOPMENT	<u>G:</u> Stimulate the development of sustainable business	URBAN DEVELOPMENT	<u>G:</u> Stimulate the development of sustainable business
<u>G1: Develop a strategy to involve the business sector in your sustainable development plan</u>		<u>G2: Inform local enterprisers about the possibility of protecting the environment ensuring the company profits</u>	
<p>Address the local small and medium enterprises to carry out your environmentally friendly development plan in the business sector and make them turn to "greener companies".</p> <p>Encourage the environmental prevention and co-operation, ensuring, at the same time, the companies' profits.</p> <p>Take the direction of advising and promoting in stead of regulating and punishing, aim at collaborating with the business sector.</p> <p>Create a network between the companies, expertise work groups and your administration.</p> <p>Identify and promote the arguments that can encourage the companies to become environmentally friendly, like: company's public image, tax relief chances, etc.</p> <p>★ Herning and Ikast, Denmark: the two towns joined together their experience and knowledge to develop a sustainable industrial park based upon ecologically and industrially viable principles. The aim was to respond to the multiple problems of urban disintegration, environmental degradation, inter- municipal competition and economic development needs in an environmentally and industrially viable way.</p>		<p>Inform the local enterprisers about your development strategy and how you wish to involve them</p> <p>Advise them on</p> <ul style="list-style-type: none"> ✓ the possibility of reductions in water and energy consumption and the following financial advantages ✓ the solutions to waste disposal, from waste minimisation to energy from waste ✓ the possibility of renewable energy installations ✓ the opportunity to get loans or financial support for "green actions" <p>★ Graz, Austria: developed the Cleaner production programme ECOPROFIT an on-going project which attempts to offer small and mid-sized enterprises (SMEs) consultative and financial support in order to pursue integrated environmental management practices and to switch to cleaner production methods. These measures are mainly targeted at the waste and energy sector, as well as at organisational restructuring.</p> <p>★ Gothenburg, Sweden has set up an advice and technology programme which should encourage the manufacturing industry from the chemical sector to switch to environmentally friendly products and production methods</p>	
URBAN DEVELOPMENT	<u>G:</u> Stimulate the development of sustainable business	URBAN DEVELOPMENT	<u>G:</u> Stimulate the development of sustainable business
<u>G3: Implement your action program: achieve environmental management agreements (for a sustainable business development)</u>		<u>G4: Establish a local Eco-label for environmentally friendly companies / improve the Eco-standards of the business sector in your municipality</u>	
<p>Move to action: gain agreements / make the companies commit on:</p> <ul style="list-style-type: none"> ✓ Implementation of energy efficiency measures ✓ Reduction of waste production ✓ Management of products lifecycle ✓ Sustainable use of resources ✓ CO2 emissions reductions ✓ Sustainable transport policy for employees <p>Set up a Green Business Development program to identify areas of profitable investment in environmentally friendly technologies.</p> <p>★ Storstroem County (Denmark): The Green Business Development program aims to convince businesses to invest in cleaner technologies. The project was designed as a special programme to identify areas of profitable investment in technology beyond the normal end-of-the-pipe technology. The projects were conducted in co-operation with the national Department of Industry and members from the Green Council. The experience from the projects laid the foundation of the Department of Industry's newly established Cleaner Technology Service.</p>		<p>Make use of eco-labels and standards</p> <ul style="list-style-type: none"> ✓ Grant the local companies with awards for best practice. ✓ Define your sustainability standards and indicators ✓ Set up Eco-labels for products whose lifecycle has high standards of sustainability and promote them on the market as characteristic of your sustainable city/municipality. In this way the companies will find investing in this direction interesting ✓ Give Eco-acknowledgements to green companies ✓ Aim to distinguish your city/municipality for being an example of "green/sustainable economy" ✓ Most EU Member States have a national or regional eco-label scheme. In order to facilitate eco-labelling for industry throughout the internal market the EU Eco-label Scheme was created in 1992. The environmental criteria underlying the labels are multiple-issue and are based on a life-cycle assessment. Criteria have been established for approximately 15 product groups. 	

URBAN DEVELOPMENT / TOURISM	<u>H:</u> Develop a local strategy for sustainable tourism	URBAN DEVELOPMENT / TOURISM	<u>H:</u> Develop a local strategy for sustainable tourism
<u>H1:</u> Develop a vision and adopt targets for sustainable tourism in your city / municipality		<u>H2:</u> Integrate the strategy for sustainable tourism into the local planning framework	
<p>A sustainable tourism policy aims to contain the social, economic and environmental impact caused by the development of tourism and recreational activities.</p> <p>The city sell-out to tourism activities produces in fact not only environmental damages but causes also relevant secondary costs and social problems like of loss of cultural identity due to the adaptation to the tourist needs.</p> <p>Raise consciousness among tourists, tour operators, private and public administrators, hotel and restaurants owners, make them understand the importance of a sustainable tourism development in the municipality.</p> <p>Set up targets for:</p> <ul style="list-style-type: none"> ✓ Transport demand reduction ✓ Alternative and public means of transport use ✓ Energy and water use reduction ✓ Waste reduction 		<p>Promote sustainable tourism development, including non-consumptive and eco-tourism.</p> <ul style="list-style-type: none"> ✓ Develop education and training programmes, that encourage people to participate in eco-tourism ✓ Organise programmes to enable the local community to develop and benefit from eco-tourism ✓ Organise programmes to enhance stakeholder cooperation in tourism development and heritage preservation, in order to improve the protection of the environment, natural resources and cultural heritage <p>Promote energy and biodiversity conservation</p> <ul style="list-style-type: none"> ✓ Integrate energy considerations, including energy efficiency, affordability and accessibility ✓ Promote the preservation of biological diversity, including sustainable tourism, as a cross-cutting issue relevant to different ecosystems, sectors and thematic areas <p>Perform</p> <ul style="list-style-type: none"> ✓ Market and financial feasibility analysis ✓ Impact assessments ✓ Resource management plans ✓ Marketing and promotion analysis 	
URBAN DEVELOPMENT / TOURISM	<u>H:</u> Develop a local strategy for sustainable tourism	URBAN DEVELOPMENT / TOURISM	<u>H:</u> Develop a local strategy for sustainable tourism
<u>H3:</u> Identify priorities and develop a specific action plan for tourism in your city / municipality		<u>H4:</u> Promote the vision for sustainable tourism in your city's / municipality's marketing	
<p>According on the local conditions/situation identify the most suitable and convenient measures to perform.</p> <p>For example:</p> <ul style="list-style-type: none"> ✓ Measures to reduce the transport demand ✓ Measures to encourage the use of public transport ✓ Measures that minimise the impact of tourism infrastructures (restaurant, hotels, recreational centres, equipped beaches, etc) ✓ Measures to reduce energy consumption ✓ Measures that raise coordinated action among those who are active in the field <p>★ Birmingham, UK has a total of 24 million people visit the city each year and tourism supports with 31,000 jobs the local economy. Birmingham City Council is committed to tourism provision and promotion and launched Birmingham's first public private sector partnership in 1984. The partnership now known as Marketing Birmingham has existed since 2002 to improve profile and image, increase visitor numbers and ensure a sustainable product and destination.</p>		<p>Promote your city's / municipality's as eco-holiday destination, produce a choice of eco-holidays packages including several offers like:</p> <ol style="list-style-type: none"> 1. Arriving with public transport giving special discounts to those who arrive with: <ul style="list-style-type: none"> ✓ Bike & Train ✓ Train & Shuttle bus 2. Providing luggage transport from train station to Hotel 3. Using only public transport in the tourist region <ul style="list-style-type: none"> ✓ Provide "visitor cards" enabling hosts to freely use your public transport network ✓ Provide special conventions with taxis or bus-taxis services to ensure also night efficient and affordable transport 4. Offering sustainable amusement activities like: <ul style="list-style-type: none"> ✓ City tours through pedestrians or cycle paths ✓ Guided hiking tours in the nearby landscape 5. Advertising your sustainable hotel/restaurant facilities like <ul style="list-style-type: none"> ✓ Low energy / energy efficient hotels ✓ Sun heated swimming pools 	

URBAN DEVELOPMENT / TOURISM	<u>I</u> : Involve the providers of tourist infra-structures or services	URBAN DEVELOPMENT / TOURISM	<u>I</u> : Involve the providers of tourist infra-structures or services
I1: Inform tourism operators about the potentials and benefits of climate protection		I2: Establish a joint working group with representatives of the tourism branch to develop further the action programme	
<p>Inform tour operators on sustainable development tourism features:</p> <ul style="list-style-type: none"> ✓ Eco-efficiency for cost-advantages Reducing the consumption of natural resources like energy and water helps reducing your costs. ✓ Sense of well-being Environmental commitment stands for healthy lodgings, healthy nutrition and a healthy environment for the guests and the employees. ✓ Meet the expectations of your guests Sustainable tourism commitment meets the expectations of tourists. They will recognise the high environmental performance as a "plus quality". ✓ Possibility of getting Eco-label The EU Eco-label provides a marketing advice as well as media-events, tourist events and advertising, helping to improve the company image ✓ Advantages of car-free holidays For shop, hotel and restaurants keepers this leads to savings as they do not have to care about parking places for their customers 		<p>Promote integrated planning, training and action to achieve your objective of sustainable tourism development</p> <p>Provide:</p> <ul style="list-style-type: none"> ✓ Professional training packages for hotel owners and managers and their operational staff ✓ Advice to help the tourism sector to set up a "green marketing strategy" ✓ Training for architecture, engineering and tourism management students in order to develop local skills and improve local market growth and competitiveness by creating new job opportunities. 	
URBAN DEVELOPMENT / TOURISM	<u>I</u> : Involve the providers of tourist infra-structures or services	URBAN DEVELOPMENT / TOURISM	<u>I</u> : Involve the providers of tourist infra-structures or services
I3: Set up joint information campaigns both for tourism operators and visitors		I4: Promote quality tourism vs mass high impact tourism	
<p>Organise campaigns to advertise what a sustainable tourism policy can offer:</p> <ul style="list-style-type: none"> ✓ Responsible treatment of the environment ✓ Seasonal products by regional suppliers. ✓ Eco-friendly cleansing and washing agents. ✓ Natural and healthy atmosphere in houses and gardens ✓ Easy to do waste separation facilities ✓ Waste and energy optimised management ✓ Saving water in restaurants and hotels ✓ Public transport enhanced facilities 		<p>Promote quality tourism, try to prevent mass invasion of your municipality.</p> <ul style="list-style-type: none"> ✓ Discourage big tourist resorts - damaging the landscape and causing big environmental impact - to the advantage of small hotels and guest houses ✓ Spread the tourist events in your region all over the year, provide special offers for non tourist periods, ensuring a regular use of the facilities and preventing to oversize them to meet unacceptable peak season requirements ✓ Encourage tourists to stay longer to reduce "hit and run" tourism ✓ Choose regional and seasonal products ✓ Provide a municipal trade mark of quality as guarantee of good practice. 	
			

URBAN DEVELOPMENT / TOURISM	<u>J</u> : Minimise the environmental impact of tourism	URBAN DEVELOPMENT / TOURISM	<u>J</u> : Minimise the environmental impact of tourism
<u>J1</u> : Provide sector advice on the economical feasibility of energy efficiency and RES use (in order to reduce polluting emissions)		<u>J2</u> : Develop measures to reduce the consumption of natural resources/water and to minimise waste production	
<p>Focus on energy intensive users like hotel and restaurants and provide specific advice to reduce their consumption.</p> <p>Provide advice to reduce heating energy consumption:</p> <ul style="list-style-type: none"> ✓ Insulation of buildings ✓ District heating and heat pumps ✓ Control systems for heating and air conditioning ✓ Heat recovery ✓ Limitation of hot water to 60°C (when possible) <p>Provide advice to reduce electric energy consumption:</p> <ul style="list-style-type: none"> ✓ Use of efficient lighting and efficient electric appliances ✓ Control systems for lighting ✓ Electric control systems to avoid stand-by consumption ✓ Limit peak loads (load management) ✓ Use of efficient pumps (in heating and air conditioning systems) <p>Provide advice to install RES when appropriate:</p> <ul style="list-style-type: none"> ✓ Solar panels for hot water in swimming pools or sport centres ✓ Biomass heating systems when resource available (wood, organic agricultural waste, etc) ✓ Photovoltaic electricity production on roofs 		<p>Advise restaurant, hotel, shops keepers and tourism operators about rational resources management options. Make them aware of the improving potential - in terms of quality and environment friendly mode - tourist activities in the region.</p> <p>Water management</p> <ul style="list-style-type: none"> ✓ Water saving tools for bathrooms and kitchens ✓ Black and grey water biological treatments ✓ Water flow restriction devices ✓ Rain water collection ✓ Water recycling systems <p>Waste reduction / rational use of resources</p> <ul style="list-style-type: none"> ✓ Use of recyclable packages for food and drinks ✓ Purchase meat, cheese and vegetables from organic and local farms as much as possible ✓ Avoidance of use/sell of small packaged food (in take away or fast food) ✓ Use of recycling paper ✓ Avoidance of paper table-cloths in restaurants ✓ Easy and accessible recycling waste facilities ✓ Preference always to glass/recyclable drinks 	
URBAN DEVELOPMENT / TOURISM	<u>J</u> : Minimise the environmental impact of tourism	URBAN DEVELOPMENT / TOURISM	<u>J</u> : Minimise the environmental impact of tourism
<u>J3</u> : Provide/develop tourist oriented transport services for "a car free holiday" in your city/municipality		<u>J4</u> : Conceive a plan for a sustainable development of sport activities in your area (golf, skiing, motor vehicles, etc.)	
<p>Develop measures to favour visitors/guests to arrive by means of public transport and use public or alternative transport during their stays.</p> <ul style="list-style-type: none"> ✓ Pick up service for guests arriving with public transport ✓ Give information on your local transport facilities to the arriving guests through brochures in restaurants and hotels ✓ Include information on your local transport facilities in every brochure or placard advertising tourism in your region ✓ Provide "visitor cards" enabling hosts to freely use your public transport network ✓ Provide special conventions with taxis or bus-taxis services to ensure also night efficient and affordable transport ✓ Provide bike rental services and biking regional and municipal maps ✓ Traffic limitation in city centres ✓ Use of electric vehicles, shuttle buses and taxi bikes for shopping ✓ Incentives to avoid use of own car during stay ✓ Cooperation with regional transport companies <p>★ Bad Hofgastein/Werfenweng (Austria) Car free Tourism Resorts The project "Holidays from the Car" is implementing innovative traffic concepts for travelling to the model communities, in order to keep vehicles off the city centres, to give impulses for use of innovative transport technologies and to improve environment quality.</p>		<p>Promote environmentally friendly sports rather than energy and water wasting sports</p> <ul style="list-style-type: none"> ✓ Golf courses should not be made in areas with lack of water. When planning a golf course opt for shorter water holding, local grasses and non-use of fertilisers and pesticides. Use purified waste water to water them. ✓ Water vehicles Encourage and promote sailing and wind surfing rather than motor boats or scooters Encourage use of non-polluting chemicals for all cleaning functions on ships Encourage development of alternative sources of power such as Hydrogen and Solar, wherever possible ✓ Snow Sports Minimise or eliminate the use of snow canons, offer alternative activities. Minimise the environmental impact of skiing infrastructures. Favour cross-country skiing where possible. ✓ Always favour activities consuming less or no energy and water like hiking, biking, sailing, diving, free flying (paragliding, hang gliding), etc. <p>★ Chepelare, Bulgaria: Ski centre comprehensive musterplan was consistent with natural, human and financial resources. It was based on multilevel analysis and required knowledge and expertise in spatial planning, ecology, economics and tourism management.</p>	