

Green Cultural Oases GreCo

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**Artificial Intelligence
for Road Safety and Mobility Workshop**

8th UN Global Road Safety Week

Athens, 15 May 2025



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#MakeCyclingSafe

The GreCo project



➤ 7 Project partners & 3 Transfer partners:

National Technical University of Athens

Municipality of Elliniko-Argyroupoli, Elliniko Anelixis, Union of Protection and Development of Imittos, University of Piraeus Research Center, Zelus, National Observatory of Athens,
Municipality of Botoșani (Romania), Municipality of Milazzo (Italy),
Senglea Local Council (Malta)

➤ Duration of the project:

42 months (December 2024 – May 2028)

➤ Framework Program:

This project has received funding from the European Urban Innovative Actions Initiative under EUI-IA Call 2 project number EUI02-223



Background

- Elliniko-Argyroupoli, located just 9.5 km south of Athens, is undergoing rapid transformation due to the **Hellinikon project**—the largest urban regeneration initiative in Europe
- The area is expected to attract **over 1 million tourists annually**, significantly increasing mobility and demand in the coastal zone
- This influx presents both **opportunities and challenges**, including risks of overtourism, environmental stress, and cultural disruption
- The GreCO project offers a proactive, integrated solution to ensure **sustainable tourism** development



Objectives

- Promote **sustainable tourism** through carbon footprint reduction and smart mobility
- Improve **visitor experience** with personalized, real-time, culturally relevant routes
- Engage **local stakeholders** as co-creators in tourism planning and delivery
- Enhance **economic equity** by distributing tourism flows to underdeveloped areas
- Preserve and promote both tangible and intangible **cultural heritage**



Methodological Approach

- Development of an **AI-powered platform** integrating cultural data and environmental sensors
- Use of **real-time data, gamification, and geolocation** for immersive visitor engagement
- **Co-creation workshops** with residents, SMEs, and policymakers
- Continuous **data monitoring** for adaptive tourism management
- **Pilot testing** and iterative improvement of digital and social interventions



Expected Results

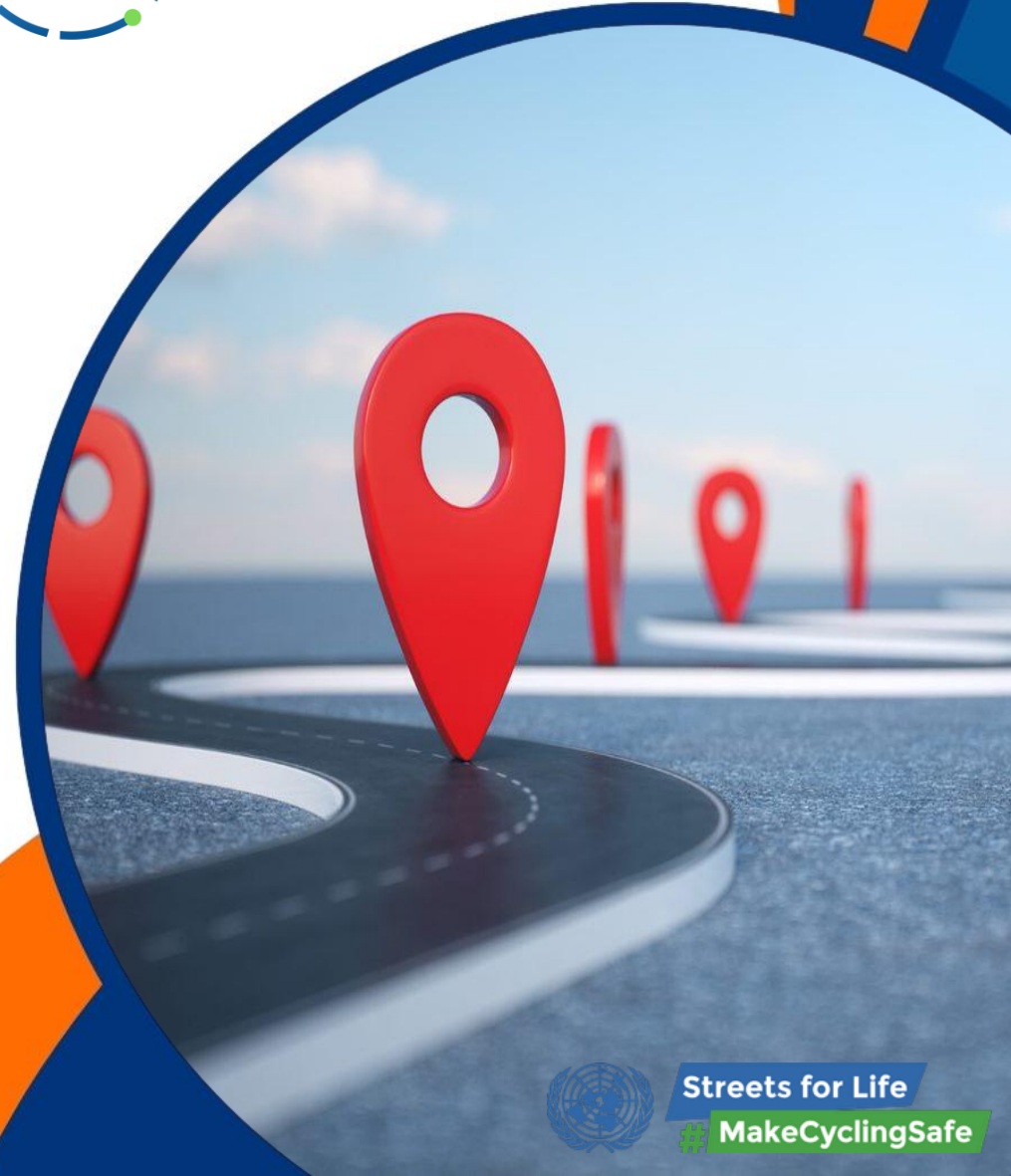
- GreCO is designed to deliver the following expected results:
- **25% increase in visitor satisfaction** through tailored and inclusive experiences
 - **30% reduction in ecological impact** via responsible tourism practices
 - **15% reduction in congestion** and tourism pressure in key urban zones
 - **20% economic benefit** increase for local stakeholders
 - **45% reduction in cross-cultural conflicts** through education and inclusive design



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- **Safer, greener public spaces** created by redirecting visitor flows
- Real-time tools promoting **low-impact mobility** and route optimization
- Focus on equity by integrating **peri-urban and lesser-known areas**
- Community **responsible management** encouraged through environmental education
- **Accessibility** and well-being prioritized for all visitors and residents



Scientific and Social Impact



- Evidence-based **tourism planning through AI** and big data analytics
- Increased **social cohesion** via stakeholder co-creation and intercultural training
- Enhanced **resilience of the tourism ecosystem** to environmental and social shocks
- New standards for **inclusive, digital, and sustainable** tourism development
- **Transferability of tools** and practices to other European urban destinations



Future Challenges



- **Long-term governance structures** to maintain digital and community engagement tools
- Integration of **visitor behavior data** into urban planning systems beyond the project scope
- Scaling across **diverse cultural and geographic** contexts with varying infrastructure
- Ensuring digital **equity and access** for underrepresented groups
- Sustained funding and institutional support **post-project lifecycle**



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