



URBAN SUSTAINABLE DEVELOPMENT
OF MUNICIPALITY OF DRAMA

A city for everyone



ΔΗΜΟΣ ΔΡΑΜΑΣ

**Sustainable Urban Development Strategy
Of the Municipality of Drama
Regional Operational Program
«Eastern Macedonia and Thrace 2014-2020»**



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Ταμείο
Περιφερειακής Ανάπτυξης

Co-financed by Greece and the European Union



ανάπτυξη - εργασία - αλληλεγγύη



Message from the Mayor

The Sustainable Urban Development Strategies (SUD Strategies) constitute a tool of integrated spatial development for the implementation of development strategies of specific urban areas.

The purpose of the Sustainable Urban Development Strategy Plan for the city of Drama has always been to highlight its distinct nature and the synthesis of all those elements that will make it a Sustainable and Resilient city.

The area in which the Sustainable Urban Development Strategy of the Municipality of Drama applies is the central development core of the city and its wider area (the wide area of May 19th Street). The region was chosen in order to address the pressing economic, social, demographic, spatial and environmental issues it faces, but also to create favorable conditions that will support its further strengthening as a development pole.

The Sustainable Urban Development Strategy of Drama is based on the following principles:

- It is a long-term, universal and dynamic strategy, fully aligned in dealing with contemporary challenges.
- It consists of a system of cooperative and complementary actions that seek to achieve a long-term improvement of the economic, environmental, climatic, social and demographic conditions of the urban area.
- It is realistic in terms of its ability to be implemented and proportionate to the amount of funding involved.
- It contributes to the achievement of the result and output indicators of the Operational Program of the Eastern Macedonia & Thrace Region for the period 2014-2020, where the funds for its implementation come from.
- It clearly describes the ways of participation of the citizens of the region, civil society and other levels of management in the strategy implementation.
- It is human-centered, with the sole purpose of creating favorable conditions for the empowerment of the people and businesses of the city.

**The Mayor of Drama,
Christodoulos Mamsakos**



The Sustainable Urban Development Strategy for the city of Drama is the result of detailed planning and methodical work conducted by the Municipality of Drama in collaboration with the Municipal Water Supply and Sewerage Company of the Municipality of Drama, the Chamber of Drama, the International Hellenic University, the Ladies Union of Drama and the Drama Development S.A.

The interventions of the Sustainable Urban Development Strategy constitute the largest urban development project carried out in the Municipality of Drama in recent years.

The Sustainable Urban Development Strategy for the Municipality of Drama is a series of individual strategic plans with

- economic
- social
- demographic
- climate and
- environmental nature

which entirely aim to:

- the regeneration of the urban space of the city of Drama
- the upgrade of the quality of life of its inhabitants
- the highlight of its cultural and environmental wealth
- the increase traffic of its visitability
- the economic development of Drama.

Scope

The scope of the Sustainable Urban Development Strategy for the city of Drama is the wide area around 19th May Street, which gathers the main commercial, entertainment, tourist and cultural operations of the city, its public and non-public services, infrastructure and green spaces. It is, however, mainly a residential area for more than 10,000 residents.

Audience, to which the Sustainable Urban Development Strategy for the city of Drama is addressed:

- Residents of the Municipality of Drama
- Unions of civil society
- Businessmen and professionals
- Organizations, Unions of special interest, Scientific Community
- Local bodies, chambers
- Local administration organizations
- Public opinion makers



Purposes

The main purpose of the Sustainable Urban Development Strategy for the city of Drama is the holistic and targeted response to contemporary urban challenges, with the participation not only of the professional, social and scientific bodies of the city but also of civil society, in order to:

- reverse the existing situation of urban planning, environmental and economic degradation
- maximize the development potential of the region
- achieve social cohesion.

The planning provides for the integration of the historical center of the city with the Municipal Garden and the Park of Agia Varvara, thus creating a wide area of regeneration, strengthening of infrastructure and urban and social functions, aesthetic, climatic and environmental upgrading while, at the same time, shaping the framework for highlighting the region's eco-cultural resources and promoting entrepreneurship and economic development.

Result

The new formation of the City by the Sustainable Urban Development Strategy for the city of Drama will strengthen various sectors of the urban economy, such as:

- the promotion of culture as an economic good
- urban tourism
- the digital applications of the public and private sector
- the creative industry
- the production of goods and services for the development of tourism
- the utilization of new knowledge and innovation

Integrated mapping system and management of social and environmental information (GIS) for the upgrade of Public Policy and contact with Citizens



It is an integrated system, which will operate with GIS (Geographic Information System) and which will collect and capture on detailed geographical and spatial maps all the spatial data, social and environmental, concerning the entire intervention area.

These data, after being processed and evaluated, will be used to draw up the appropriate, per region, municipal social and development policy for the benefit of all the citizens - residents of the area of application of the system.

Upgrade of the cultural experience in the urban network of Drama

The Action is based on the full development of the local ALECTOR pilot project and aims both at attracting visitors and enhancing local knowledge and the participation of residents in the management of their cultural heritage.

It concerns the «TOBACCO FRAGRANCE» route, dedicated to the golden age of tobacco in Drama (1840 - 1940). It includes 10 selected monuments throughout the historical center of Drama and presents their stories, passions and protagonists.

The action aims at creating an Open Street Museum.

Development of a “Digital Cultural Identity System”

The project aims at consolidating the cultural resources of the Municipality of Drama and includes the development of educational systems with digital technologies, as well as the installation of a system for three-dimensional (3D) projections, which will enable the projection of thematic material in emblematic or monumental buildings of the city and events that promote local history and culture, such as Draminognosia, the Short Film Festival, Oniroupolis, etc.

In addition, the implementation of the Digital Cultural Identity System will enable the general public to post multimedia material (images, video and audio), related to specific thematic sections and with the aim of gathering and saving testimonies related to the agricultural, craft, industrial, residential and cultural history of the place.

In general, the project will inform the residents and visitors of the city as regards the cultural, historical, naturalistic and culinary local elements in a contemporary, entertaining, participatory and interactive way.

Smart Entrepreneurship: Creation of Entrepreneurship Support Structures – European Social Fund (ESF)



The Action concerns the creation of a permanent and stable support structure for new businesses during the initial phase of their business activity (Innovation Farm). Through the operation of business incubators, continuous support will be provided for the development of business ideas, their creation and transfer into a final product. The Action works in collaboration with “Construction of infrastructure projects for the creation of entrepreneurship support structures”.

Creation of Entrepreneurship Support Structures | Construction of infrastructure projects to create entrepreneurship support structures

It concerns the creation of a support and mutual assistance space for start-ups and new businesses in the first steps of their business activity. The assistance and support provided will be enhanced by the parallel operation of a business support center (business center), as well as a modern business collaborative space (co- working space).

The implementation of the action, in collaboration with the "Creation of Entrepreneurship Support Structures –European Social Fund", aims at revitalizing the entrepreneurship of Drama, especially the young entrepreneurs. At the same time, it will work for the benefit of the general public of the city.

Smart climate change monitoring system of the Municipality of Drama



It concerns the development of an integrated telematic monitoring and telemetry system, which will record, analyze and present the results of the intervention of the Sustainable Urban Development Strategy of the city of Drama.

The system will be able to post, in real time, all the environmental qualitative and quantitative parameters related to:

- the microclimate of the intervention area
- the quality and quantity of the local waters of the area

In addition, the system will offer the possibility of displaying emergency announcements in cases of environmental phenomena that are dangerous to public health (such as high levels of air pollution combined with high temperatures, etc.) on a special online platform, so that both the residents and the visitors of the city but also every user of the public area of the functional center of Drama are informed.

Bioclimatic upgrade of public spaces in the area between the springs of Ag. Varvara and the Municipal Garden of Drama & Water supply and drainage projects of 19th of May Street, Municipality of Drama



It is the most important project of the Sustainable Urban Development Strategy for the city of Drama, which includes a number of dynamic interventions of urban restructuring and bioclimatic upgrading in the wide area of 19th of May Street, between the Park of the Springs of Agia Varvara and the Municipal Garden. These interventions aim at the overall improvement of the infrastructure and the image of the urban environment of the city of Drama, with the purpose, on the one hand, of significantly upgrading the quality of life in the most central part of the city and, on the other hand, of creating the conditions for economic prosperity in combination with the other actions to strengthen entrepreneurship included in the SUD Strategy.

The area under redevelopment extends between two already established green spaces of the urban network of the city of Drama, the springs of Agia Varvara to the west and the Municipal Garden to the east.

The operation will expand the pedestrian area with:

- Renovations of public spaces
- Reconfiguration of the road layout and
- Proliferation of urban green cores, with trees and gardens,
- Integration of urban greenery from the municipal garden to the springs of Agia Varvara,
- Creation of a continuous islet of greenery and recreation in the center of the urban network

and will achieve

- The improvement of the local thermal comfort conditions of the area.

At the same time,

- the water supply and drainage infrastructures in the intervention area will be renewed with the installation of new networks,
- the PPC network will be undergrounded
- and new electrical lighting installation of the network of public spaces in the intervention area.

The upgrade of the area will bring multiple benefits to the residents and professionals of the intervention area, visitors to the city and the entire population



*We create today the city of tomorrow!
A city for everyone!*



Monitoring and utilization of the riparian areas of the Municipality of Drama



It is an innovative program of monitoring, data analysis and utilization of the city's water resources.

Specifically, the program includes the following stages:

- Collection of water samples from city streams at points that will be selected based on scientific criteria.
- Use of the assessment results of riparian areas and hydrological data in order to take measures and actions for the utilization of the urban riparian areas of the city.

The successful implementation of the program will bring multiple benefits both to the residents and entrepreneurs of Drama as well as to the scientific community, while at the same time it will make the city of Drama a model for the utilization of urban riparian areas for other cities in Greece.

Governance Network for the management of bioclimatic environmental upgrade of Drama

The network is an institutionalized open structure of social participation for stakeholders concerned, individuals or social groups, for the projects of the SUD Strategy in the intervention area. The operation of the network aims at the most effective coordination of the stakeholders, so that they have the possibility of active participation in the preparation and the implementation process of the Sustainable Urban Development Strategy.

The network:

- will provide continuous information to stakeholders on the progress of the SUD Strategy
- will familiarize the public with its actions
- will highlight the positive results of the interventions
- will record and assess any problems in order to formulate the most appropriate solutions to manage them and minimize any public nuisance
- will create the framework for implementing social participation good practices.



Development of a model system for exercising management and decision-making in the urban greenery of the Municipality of Drama



The project concerns the development of an innovative and technologically modern system for the monitoring, maintenance and integrated management of the urban greenery of the Municipality of Drama. The system, which will operate with special software and electronic equipment, will collect and register a large number of data and parameters related to urban greenery. Subsequently, the processing and evaluation of these data will support the taking of the best management actions of the urban greenery.

The implementation of the system aims at creating a better urban environment for the citizens to live in and to upgrade their quality of life. At the same time, the citizens of Drama will be able to actively participate in the protection of the urban green, submitting their own proposals for its management.

Rational urban waste management in the Municipality of Drama



The Action concerns the rational management of urban waste of the Municipality of Drama and is divided into the following individual actions:

The supply of demonstrative equipment of:

- underground bins (systems of 3 submersible bins) for eight (8) points in the intervention area.
- one transportable, energy-independent, collection bin for large quantities of recyclable materials

The enhancement of the environmental awareness of citizens, adults and children, through targeted actions and the creation of a culture for the proper management of urban waste

LESS WASTE



BEAUTIFUL CITY



DRAMA IN ACTION

Local employment initiative “Creative Drama”



The scope of the Action concerns the implementation of actions of:

- training
- publicity
- certification and
- advisory support for the preparation of the integration of the unemployed into the labor market of the Municipality of Drama.

The actions aim at acquiring new knowledge and developing new skills for 100 beneficiaries in cutting-edge sectors of the local economy, giving emphasis to occupations directly or indirectly linked to tourism and culture.

Development of female entrepreneurship actions – Reintegration- Activation



The Action concerns the support of female employment and self-employment and the promotion of female entrepreneurship for 35 unemployed female beneficiaries.

The implementation of the Action includes the actions of:

- training
- publicity
- certification and
- advisory support

Publicity, communication and evaluation actions of the Sustainable Urban Development Strategy of the Municipality of Drama

The projects of the Sustainable Urban Development Strategy of the Municipality of Drama constitute a multi-level and multi-thematic set of interventions with a number of individual actions and objectives. It is therefore important to comprehensively inform the public both about the content of the actions and their expected results and the degree of benefit for the citizens of Drama.

To this end, a variety of targeted publicity, information, diffusion and communication actions will be carried out by the SUD Strategy of the Municipality of Drama, in general to the public of the city and in particular to the beneficiaries.

The main purposes of the actions concern:

- timely informing the beneficiaries on the course of implementation of the SUD Strategy
- ensuring the participation of the stakeholders at all stages of its implementation.





ΔΗΜΟΣ ΔΡΑΜΑΣ

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The partners



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