



WP4 Urban Programming

Output 4.3 Draft Strategic Territorial/Urban Agenda ERDF LP Municipality of Kavala (GR)

Version 01

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D4.3. 10 draft strategic agendas

Draft urban strategic agenda of LP Kavala

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Working Group:

WP4

References:

STATUS Final Application Form (INTRA-5108827)

STATUS Project and financial management handbook

Short Description:

The 2nd preparatory workshop attempts to fix the urban issues (setting projects, identifying places) to be faced in the strategic tools (Agendas) and define a first setting of major problems and related solutions to face and prioritize.

Scientific and technological partners provide methodologies, techniques and tools necessary to facilitate the exchange of ideas, knowledge and expertise in the activated participatory planning process leading to the final Agendas design. In practical terms the 2nd round of workshops will produce a first draft of the Strategic Agendas, that is 10 drafts of the Agenda are ready at project scale.

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Output 4.3
ERDF-LP Draft Strategic Agenda
Municipality of Kavala (GR)

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1 Expectations and objectives of the 2nd workshop

The expectations set after the 1st workshop mainly concerned the following aspects and areas of actions:

- To keep, retain or strengthen the interest of the local stakeholders about the STATUS project, as well as to continue the vivid and fruitful dialogue which had started during the 1st workshop.
- To inform the stakeholders about the results of the 1st workshop, in order for all participants to have all the necessary information for proposing certain solutions for the main problems defined in the 1st workshop.
- To continue working on planning a holistic approach for the New Municipality of Kavala (after the unification with other urban areas through the Kallikratis reform, introduced by the Greek authorities in 2010).

The 1st Workshop was held in Kavala, from December 3rd to December 4th, 2013. The working groups were organized based on the original STATUS workshop methodology, but with slight modifications. Four working groups were identified, instead of six, due to the arguments described in output 4.2 these four working groups are the following:

1. Environment
2. Tourism & Culture
3. Urban Development & Accessibility
4. Entrepreneurship & Development

The main conclusions per working group were the following:

- Group 1 – Environment. The main issues arisen, such as water and waste management and landscape degradation problems, are of small scale and hence, can be addressed and faced through soft interventions.
- Group 2 – Tourism & Culture. It is a dynamic group since there is a sufficiently attractive overall tourist product in the area and it is the core of the strategy of the Municipality in the STATUS project. Of course, certain actions for the amelioration of aspects, such as services provided and promotion of the product are required.
- Group 3 – Urban Development & Accessibility. This group is considered to be important as well, since the problems and issues identified are related to tourism. They require structural interventions, as well as the corresponding funding of the relative technical projects.
- Group 4 – Development & Entrepreneurship. The issues arose in this group are highly correlated to the main goals of the Municipality of Kavala in relation to the STATUS project and involve the Krinides Mud baths infrastructure as well as potential

investments regarding the port and railway connections. However, due to the current economic and financial crisis and climate a multidimensional strategy, involving private initiative and public funding, is required in order to tackle existing problems and restrictions.

The main sectors of intervention, according to the evaluation of the groups and the corresponding problems described above, include the development, enrichment, and promotion of the touristic product of the area, the amelioration of the transport infrastructure, projects improving public spaces and funding and investment issues.

Moreover, the main multidimensional problems defined as a priority, according to the results and outcomes of the 1st workshop, have been the following:

1. Tourism resources and services (poor destination branding and promotion activities, absence of strategic marketing planning, inadequate infrastructure and services for archaeological and religious tourism, need to improve accessibility in archaeological and religious monuments, poor marketing of cultural events, lack of support structures for the use and promotion of the alternative tourism product, insufficient – and of low quality - accommodation infrastructure)
2. Inadequate elements in urban planning (inadequate urban public transport infrastructure, lack of sidewalks and walkways for easy access, inadequate infrastructure for people with disabilities)
3. Port Infrastructure (both trading and passenger port infrastructure is considered to be poor and of low capacity)
4. Connection to airport (public urban transportation to the airport is inadequate and without frequent service)
5. Railway connection (absence of railway connection)

Figure 1 - The cross-domain priority problems of Kavala. Source: D4.2 Kavala

The objectives of the 2nd workshop have been manifold, since this workshop follows the first one, hence continuing the involvement of the defined stakeholders on the one hand and attempting to define optimal solutions to urban problems on the other. So, the objectives of the 2nd workshop can be described as following:

- To determine the most realistic and applicable solutions to the important issues defined in the 1st workshop.
- To provide new ideas, under alternative points of view, regarding the solution of these problems.
- To set certain and specific projects and areas to be faced through the strategic agendas.

- To define necessary tools, methodologies and techniques
- To set certain priorities regarding the tackling of the problems already defined.
- To strengthen the bilateral interaction between decision makers and local community.
- To strengthen public awareness on the project and its contribution to the local areas.

2 Workshop Organisation; Organizers and Panellists

2.1 Overview of the 2nd Workshop organisation

The 2nd local workshop has been held in Kavala, spanning 3 days between the 17th and 19th of March 2014. The 1st and 2nd day of the workshop were held in Philippion Hotel, in the municipal unit of Krinides, Kavala and the 3rd day was held in the offices of the Municipality of Kavala.

Day	Date held	Location of meeting (address)	Participants overall	Of Stakeholder representatives	which
1	17.03.2014	Philippion Hotel, Krinides	6	1	
2	18.03.2014	Philippion Hotel., Krinides	22	17	
3	19.03.2014	Offices of the Municipality of Kavala	14	7	

Table 1 - Dates, location and attendance of the workshop

The organization and coordination team (consisting of two representatives of the Municipality and 3 external consultants) was responsible for organizing and coordinating the meetings held during the 3 – day workshop. Additionally, local experts from various backgrounds and responsibilities (urban planning, culture and tourism Public Benefit Organization of the City of Kavala – Dimofelia, hoteliers association, and representatives of local clubs) attended and participated to the meetings. The working groups and the overall coordination of the workshop and of the meeting were held by the project team.

Organizer / Expert	Representative person	Position	Contact	Type of organization
Organizer & Moderator	Mrs. Io Chatzivaryti	Project Manager	consultants@dkavalas.gr +0030 2513500100	Municipality of Kavala
Expert & Moderator	Mrs. Agne Syropoulou	Technical Services	agnisiro@yahoo.gr +0030 2513500137	Municipality of Kavala
Organizer &	Mrs. Anna Ntouniapilen	Communication manager	anna.ntouniapilen@gmail.com +0030 2513500100	Municipality of Kavala

Moderator				
Organizer & Moderator	Mr. George Papageorgiou	Consultant	papageorgiou@atlantisresearch.gr +0030 2310531000	ATLANTIS RESEARCH S.A.
Organizer & Moderator	Mr. Kostas Modikos	Consultant	modikos@atlantisresearch.gr +0030 2310531000	ATLANTIS RESEARCH S.A.

Table 2 - Organizers and participating experts in the Kavala 2nd Workshop

The local management team, comprising of the project team of the Municipality of Kavala and external consultants, along with representatives from municipal services, local experts and representatives of local stakeholders have participated in the meetings of the 1st day of the workshop. The composition of participants included the Mayor of Kavala, members of the project team, a Deputy Mayor of Kavala, representatives of the local municipality council of Krinides, municipal employees of related departments, stakeholders' representatives and individual professionals as citizens.

Regarding the 2nd part of the workshop (the second and the third day) 30 stakeholders were invited to participate. 22 stakeholders were represented, through the participation of the 36 attendees in total. The group of attendees consisted by representatives of the Municipality of Kavala, Dimofelia, cultural associations, hoteliers association and regional authorities, representatives of local cultural clubs, employees of the social welfare provision services in the area.

The full list of participants is available in the Annex 1: Attendance list.

2.2 Changes to the stakeholder composition and finalization of the Urban Task Force – short assessment

Although the level of interest of the stakeholders in the 1st workshop proved to be average, the Municipality had initially invited a wide range of them. Thus, the list of stakeholders invited to the 2nd workshop was enriched with those local actors that are dynamic at the area and cover also thematic such as social provision policy and cultural and tourism development.

Those stakeholders that actually attended the 2nd workshop, although not present at the 1st one, were the following:

- Representatives of the social grocery shop of Kavala. The presence of these actors was very useful, since it tackles part of the highly problematic sector that has to do with social provision. In particular, the social grocery shop is a local supermarket providing basic nutrition goods as well as clothing to low income families and is supported by offers of goods of the locals and their voluntarism. It is considered a very important service especially for this area that has many low income families and low access to goods and services.
- The Cultural clubs of the area Krinides. Those representatives contributed to the discussion on tourism, culture and urban development. Those Cultural clubs are

considered very influential and dynamic at the local community and their representatives are considered decision makers when it comes to planning for the area.

- The Region of Eastern Macedonia and Thrace. Its representatives also contributed to the discussion, especially in issues regarding tourism, regional development and entrepreneurship.

The Urban Task Force (UTF) of Kavala shall be a constant generator of proposed solutions for the problems faced by the Municipality and its local area. After the organization of two workshops, the core group of stakeholders, citizens, experts and representatives of the public and the private sector have been specified. Through these two workshops we had the opportunity to map the existing situation at the area of intervention, identify the problems and propose solutions along with the local actors. Moreover, this process identified those experts and local decision makers –dynamic actors that will enable us to create a representative UTF for the area.

Moreover, the participation and contribution of each potential UTF member to the 2nd workshop stands also as an evaluation of their dynamics and their capability to fruitfully contribute at the Strategic Urban Agenda and the corresponding Urban Centre possible. Therefore, the composition of the UTF is capable of contributing to the amelioration of the capabilities of the urban system of the local area as a whole to define, evaluate and apply solutions for the faced problems. This group is considered to be capable of promoting innovative ideas and solutions and operate as a development tool for the urban area.

3 Additions to the topics discussed in WS1

The 1st workshop has precisely defined a range of problems per working group. However, the participation of some new stakeholders and individual participants in the 2nd workshop has set some more problems in the discussion. These issues are the following, per working group:

- Group 1 – Environment.
 - Demarcation of hunting zones
 - Opening of the pathway to the archaeological site of Philippi
- Group 2 – Tourism & Culture
 - Development of a cultural centre in Krinides
 - Aspects of the wood water festival, conducted in Krinides (unsafe events venue, very short duration of the festival)
 - Evaluation of the possibility of organizing an air show extended also at the area of Krinides not restricted at the City of Kavala
 - Evaluation of the possibility of reclaiming the old water reservoir in Krinides and linking it with the archaeological zone of the area.
- Group 4 – Entrepreneurship & Development
 - Discussion about the possibility to prolong the touristic period.

4 Assessment of the 2nd Workshop

4.1 Definition and changes to the pre-existing Working Groups. Topics of discussion

The working groups have been kept the same with the ones defined in the 1st workshop, since there have not been major changes neither at the composition of the workgroups, nor at the new issues set at the discussion during the 2nd workshop. So, the working groups have been the following:



1. Environment
2. Tourism & Culture
3. Urban Development & Accessibility
4. Entrepreneurship & Development

The topics of discussion (problems for which solutions have been provided) for each working group have been the following:

1. **Working Group 1 – Environment. Moderated by Mrs. Io Chatzivaryti (Municipality of Kavala)**

The working group on Environment has discussed the following problems for which solutions are to be provided:

Water and Waste Management

- How to improve the quality of the drainage network (frequent damages and maintenance problems in the city of Kavala due to the bad condition of the system, flood problems reported in regional settlements due to bad condition or absence of drainage network)
- How to solve the issue of the existence of illegal dumps

Environmental threats at the rural areas

- How to solve the problem deriving from the overconsumption of water for irrigation in regional settlements, as well from the illegal lodging in the forests in the north part of the area
- How to deal with the risk of the spread of catastrophic fires, due to inadequate forest surveillance and forest protection
- How to deal with the non existence of organized livestock breeding zones
- How to proceed with the demarcation of hunting zones
- How we could improve the accessibility of the archaeological site of Philippi through the urban tissue of Krinides

2. Working Group 2 – Tourism & Culture. Moderated by Mrs. Anna Ntouniapilen (Municipality of Kavala)

Management and promotion of archaeological and cultural assets of the area

- How to tackle the lack of well organized city branding for the area, promoting of the cultural and tourism sites and resources
- How to improve the existing infrastructure and service provision for archaeological and religion tourism (e.g. info kiosks, tourist guides)
- How to improve the accessibility to the archaeological and religion monuments (scarce urban transportation services, poor transportation network, absence or inadequate infrastructure for disabled people)

Tourism Infrastructure

- How to deal with the issue of the insufficient and low quality of accommodation infrastructure provided (insufficient number of accommodation units – hotels – beds etc),
- How to improve the existing public urban transportation system in order to provide better connection to the city of Kavala

Alternative and Spa Tourism

- How to attract tourists of a higher economic profile and develop those capacities that may upgrade the services provided. The economic crisis forced the tourism professionals to squeeze the prices of their services resulting into poor quality services and low income tourists.
- How to deal with the disorganized and/or non existing ecotourism infrastructure in the countryside

- How to increase the quality of sports facilities and infrastructure

Cultural Activities

- How to better promote the already planned cultural events. There is a need for organized cultural master plan
- How to improve the quality of the organized cultural activities
- How to proceed with the development of a cultural centre in Krinides
- How to tackle problems regarding the wood water festival (unsafe event venues, very short duration of the festival)
- How to benefit more of Kavala's airshow. Reclaim the old water reservoir in Krinides and linking it with the archaeological zone of the area

3. Working Group 3 – Urban Development & Accessibility. Moderated by Mrs. Agne Syropoulou (Municipality of Kavala)

Public Infrastructure

- How to improve the existing urban public transportation infrastructure (not frequent services)
- How to improve the accessibility infrastructure for people with disabilities
- How to tackle the problem of the absence of cycle paths

Social Cohesion and Welfare

- How to improve the extend the existing social welfare infrastructure to cover emerging needs (problematic and low quality health infrastructure mostly in regional settlements)
- How to strengthen social cohesion in order to achieve better social inclusion of immigrants, -at the area an immigrants settlement exist hosting population from the former Russian countries-
- How to improve the inadequate education infrastructure and facilities (e.g. buildings, equipment etc)

Public Space

- How to increase the limited urban green areas within the City of Kavala
- How to increase the limited public space in Krinides and the improve the quality of the existing free spaces in the local urban areas

- How to improve the maintenance of the existing public spaces, in order for them to result into functional and aesthetic improvement of those.

4. Working Group 4 – Entrepreneurship & Development. Moderated by Mr. George Papageorgiou (ATLANTIS RESEARCH S.A. – external consultant of the Municipality of Kavala)

Agrotourism and Agricultural Economy

- How to deal with the high unemployment rates and the deterioration of the rural economy (fishing, farming, local products), as well as with the migration and abandonment of traditional rural economic sectors
- Young specialized staff is migrating resulting into aging of the economic base
- How to increase the promotion of the local products to the market and abroad

Entrepreneurial Networks

- How to deal with the lack of entrepreneurship support structures. Existing structures (e.g. the local Chamber of Commerce) are lacking economic and human resources on the one hand, and innovative initiatives on the other such as incubators, hubs, and clusters.
- How to recuperate the loss of human scientific capital due to migration and reverse the migration trend.

Krinides Mudbaths

- How to increase the quality of the services provided and increase the accommodation capacity of the area
- How to improve the successfully promote the existence of spa tourism in the area and brand its uniqueness

4.2 Key Observations

Working Group 1 – Environment

- The group is composed of technical experts of the Municipality of Kavala, of members of the local municipal unit of Krinides, as well as of representatives of the Region of Eastern Macedonia and Thrace.

- Stakeholders, including the Department of Technical Works of the Regional Unit of Kavala, the Geotechnical Chamber of Kavala, the Forestry of Kavala and the Quality of Life Committee of the Municipality of Kavala did not ultimately attend the 2nd workshop. Nevertheless, our intention is to invite them to the 3rd workshop in order to ensure that their valuable contributions will be applied within the territorial interventions.
- This group is not considered to be a dynamic one, especially at this stage of the STATUS project, since the 2nd workshop provided solutions for the problems and issues identified in the previous workshop. However, working group 1 – Environment has not been characterized as a highly problematic one after the conduction of the 1st workshop, since environmental problems had not proved significant and the corresponding interventions, such as the development of technical works to repair and extend the water and drainage networks and the implementation of technical works to prevent floods and fire, were characterized as soft ones. Moreover, this thematic group is closely related to the activity of the Municipality of Kavala, because major part of the specified problems concern preservation and promotion activities of the natural resources.
- The discussion was quite vivid, however the dialogue developed during the workshop was not always fruitful, since, quite often, the dialogue was directed away of environmental issues, due to the versatility of the participants. Moreover, sometimes, the discussion was not focused on making proposals for solutions, but on restating and adding new problems to the thematic units, due to the participation of new members who had not participated in the 1st workshop and found the opportunity, during the 2nd workshop, to insist on already stated problems and to state new problems, rather than to propose solutions for the defined problems. At these points, the intervention of the moderators was required, in order to restore the proper direction of the dialogue. Nonetheless, all feasible and planned solutions regarding environmental problems will be presented during the upcoming 3rd workshop. Finally, the participation of the stakeholders is considered to be mediocre, however the level of involvement of the participating one was dynamic.

Working Group 2 – Tourism & Culture

- The group is composed of the Public Benefit Organization of the City of Kavala (Dimofelia), the Tourism Development and Promotion Committee of the Municipality of Kavala, the local Cultural Club “Byzantio”, the Hoteliers Association and representatives of the Region of Eastern Macedonia and Thrace.

- A number of stakeholders that had participated in the 1st workshop, as well as stakeholders invited to the 2nd workshop did not ultimately attend the workshop. These stakeholders included the 18th Ephorate of Prehistoric and Classical Antiquities, the Holy Metropolis of Philippi, Neapolis and Thasos, the 12th Ephorate of Byzantine Antiquities and the Cultural Association of Old Kavala. We are aiming to invite them to the 3rd workshop as their feedback and input regarding the territorial interventions is crucial for the implementation.
- The specific group is considered to be a dynamic one, due to the strong relation between the participants and the issues and problems of this thematic unit. This group also summarizes in practice the strategy of the Municipality of Kavala in relation to the STATUS project.
- There was a high level of discussion and many solutions were proposed. A contributing factor to this direction was the fact that the first day of the workshop held in Krinides, an area with a strong archaeological and cultural background. The discussion was vivid and quite fruitful, with some minor directions away from the target. The dialogue was also quite focused on solutions' proposals, since the thematic group of tourism and culture is directly linked to the professional activity and income level of the whole area. The interest shown by the participants is characterized as intense.

Working Group 3 – Urban Development & Accessibility

- The group is composed of the City Council, the Planning Department of the Municipality of Kavala, the Planning Committee of the Municipality of Kavala, the Social Grocery shop and representatives of the Region of Eastern Macedonia and Thrace.
- The Technical Chamber of Eastern Macedonia and the Architects' Association of Kavala were also invited, but they did not attend the workshop.
- Although some of the important stakeholders did not attend the workshop, the group is considered to be dynamic, since its members are strongly related to urban planning issues and accessibility matters.
- The dialogue was vivid, but not fruitful enough, since there were many deviations for the proper direction, due to the wide range of the meaning of urban planning itself. Some participants insisted on restating or adding new problems to the discussion and not on proposing solutions. The intervention of the moderators was again required, in order to redirect the discussion to the expected focus. However,

stakeholders were open to discussion and the level of collaboration is characterized as a high one. A contributing factor to this direction proved to be the fact that the problems were well known to most of the participants, some of whom had already developed activity towards the tackling of these problems. Finally, the level of interest was moderated, since the representation of stakeholders was poor.

Working Group 4 – Entrepreneurship & Development

- The group consisted of the Public Benefit Organization of Kavala (Dimofelia), the Hoteliers Association, the Regional Unit of Krinides and Kavala and representatives from the Region of Eastern Macedonia and Thrace.
-
- The Department of Agricultural Economy and Livestock ???, the Chamber of Kavala, the Technological Education Institute of Kavala and the Economic Chamber of Eastern Macedonia were also invited, but they did not attend the workshop.
- The group is considered to be quite dynamic, since its thematic is related to the overall strategy of the Municipality of Kavala regarding the STATUS project.
- The broad range of matters included in this thematic group, as well as the well – time consuming interventions regarding the local economy and development during the financial crisis often diverted the discussion from its original focus. However, the intervention of the moderators and the importance of the issues discussed restored the dialogue to its proper direction. Therefore, the discussion was always vivid, but with no contradictions and conflicts. The level of interest shown by the participants was high as well as the collaboration.

5 Draft Strategic Agenda: Possible solutions

Working Group 1 – Environment

Priority problem 1: Water and Waste Management

Maintenance problems and frequent damages in the drainage network of Kavala city due to poor system conditions. Moreover, waste and water management problems exist due to illegal dumps and bad sewer network conditions, respectively.

POSSIBLE SOLUTIONS

Already in development

- Development of technical works in order to prevent floods and the respective damages, in order to ameliorate the condition of the existing channel network and avoid flood problems.
- Development of technical works to repair and extend the water and drainage networks of the municipal unit of Philippi and therefore avoid damages and overflows.
- Construction of two new water tanks for the collection of storm water and better distribution of water to the city

Planned activities

- Better environmental planning in order to control the illegal Waste Disposal Space in the area of Kavakia, Amygdaleona. According to the n. 18/2011 decision of the Quality of Life Commission, the Uncontrolled Waste Disposal Area of "Kavakia" in the Local Community Amigdaleonas has stopped operating. Since then, restoration studies are under consideration and consultation.
- Expansion of the existing water network to link it with the water fountain in Kefalari, in order to improve the quality and quantity of the water powered in the network.

Priority problem 2: Environmental Pressures on the countryside

The inadequate forest protection, small scale environmental destructions by breeders and the insufficient planning in the area of the Philippi are the main problems identified regarding environmental issues on the countryside.

POSSIBLE SOLUTIONS

Already in development

- Reforestation of Lymnia Municipal Forest, to prevent fire danger
- Constant cleaning of the drainage networks, in order to avoid flood incidents.

Planned activities

- Planning of new livestock zones and conducting new livestock zones – area surveys, in order to determine the suitable areas for livestock breeding. The implementation of the aforementioned solution has been delayed due to

bureaucratic procedures that need to be followed, as the Law 3316/2005 'Award and execution of public contract studies and provision of related services and other provisions' (GG A 42/22.2.2005) requires.

- Establish a fruitful collaboration with the Forestry and the Ephorate of Prehistoric and Classical Antiquities regarding the demarcation of hunting zones in the Kavala cadastral plan, as well as the opening of the pathway to the archaeological site of Krinides.

Working Group 2 – Tourism & Culture

Priority problem 1: Management and promotion of archaeological and religion sites

The absence of strategic marketing plans and the poor destination banding and cultural promotion are the most fundamental issues identified with regard to the deployment of a developed tourism pole.

POSSIBLE SOLUTIONS

Already in development

- Candidacy folder submission by the Municipality to UNESCO, in order for the area of Philippoi to be characterized as a world cultural monument, enabling thus the area to transform into a world class tourism destination

Planned activities

- Protect the pre-historic archeological site works establishing a permanent tent
- Develop a round - about at the entrance of the archaeological site of Philippoi, to improve the accessibility to the site and prevent car accidents.
- Promotion of the rock painting and pre-historic antiquities sites to further develop the tourism profile of the area

Priority problem 2: Tourism Infrastructure

The lack of technological support to tourists, the insufficient access to information, the absence of an organized network of tourism enterprises and a network to support tourism professionals are chiefly the problems that need to be addressed.

POSSIBLE SOLUTIONS

Already in development

- Development of a master plan for tourism based on the results of SEE INTOURACT project along with the STATUS two workshops results. The former project is planning to produce a development plan for alternative tourism (agricultural, religious, spa tourism), in order to expand the range of tourism services offered to visitors.
- People interested in enjoying the healing properties of Mud baths can access all necessary information in the website: <http://www.pilotheapia.gr/index2.html>. In this site tourists can access useful information regarding the therapeutic properties of clay, nearby accommodation and the local area of Krinides and Philippi.

Planned activities

- Conclusion of the technical works that will eventually interconnect the archaeological sites and improve the accessibility and visibility of all archeological sites.
- Exploitation of a survey (on progress) by the 8th Ephorate of Prehistoric and Classical Antiquities regarding the restoration of the archaeological sites, in order to improve the quality of the provisioned services and the attractiveness of the sites to the visitors.

Priority problem 3: Alternative and Spa Tourism

The low economic profile of tourists that degrades the area's tourism product, the lack of support structures for the promotion of alternative tourism of the region and the disorganized existing ecotourism infrastructures are the most significant problems that impede spa tourism development.

POSSIBLE SOLUTIONS

Already in development

- Initiation of a master plan for the Mud baths in Krinides, aiming at developing a new infrastructure in this site, in order to ameliorate the provided services and attract more – and of higher income – tourists.

- Development of a market survey on the standardization and promotion of mud (clay) as an end product, aiming at creating a new market that would not only generate income, but attract even more tourists as well.

Planned activities

- Improvement of the "Water route" pathway, which would contribute to a better organization and promotion of the touristic product. There is an ongoing project of opening the pathway. Moreover, the Municipality of Kavala continues to organize events for the promotion of the trail, the "Way of Water" (Palea Kavala - Kavala Agios Constantinos). The latest was the one that took place on 12/04/2014 and all visitors had the chance to enjoy an organized hike and participate in interesting outdoor activities. Finalization of the energy efficiency upgrading plan, i.e. a plan that allows for efficient energy use that will meliorate the levels of energy saving and will intervene at the sports gymnasium in Amygdaleonas, making thus this venue more attractive and functional.
- Planning for new sport venues within the already approved and funded project "Recuperation of the Waste Disposal dump at Kavakia Amygdaleona area."

Priority problem 4: Cultural Activities

The main problems regarding cultural activities are the poor marketing and organization of cultural events.

POSSIBLE SOLUTIONS

Planned activities

- Develop a better and more efficient promotion strategy regarding the Festival in Philippi and Thasos, aiming at upgrading the Festivals' quality and marketing approach, attracting thus more tourists.
- Development of an integrated cultural calendar covering events from the whole municipal area (as it is structured after the 2010 Kallikratis reform.) Main target will be the implementation of a mutual, efficient and extrovert marketing strategy, enhancing the promotion of all the cultural events in the area.
- Re-use of the elderly centre to host also recreation activities of Krinides enabling the area to host a wider range of cultural events

Working Group 3 – Urban Development & Accessibility

Priority problem 1: Public Infrastructure

The inadequate infrastructure for disabled people, the lack of sidewalks and walkways and the insufficient urban public transport infrastructure are the main issues identified in the 1st workshop that need to be addressed.

POSSIBLE SOLUTIONS

Already in development

- Improvement of the accessibility of the old city hall to people with special needs.
- Construction of walkways in the municipal unit of Lydia and new tarmac layers application to the roads in the municipal units of Philippi and Amygdaleonas, aiming at facilitating accessibility and mobility.
- Urban renewal works at the city centre of Amygdaleonas to create a public space easier to access.
- Repair of the road lighting and extension of the electricity network at the municipal unit of Philippi, aiming to improve the current infrastructure.

Planned activities

- Execution of works for the paling of municipal area plots in the municipal units of Amygdaleonas and Kryoneri, in order to protect public property from illegal uses.
- Development of a detour road at the municipal unit of Amygdaleonas (the corresponding survey has already been completed).

Priority problem 2: Social Cohesion and Welfare

POSSIBLE SOLUTIONS

Already in development

- Maintenance and renovation of the municipal dispensaries in the municipal unit of Philippi, as well as of the cultural centre in Amygdaleonas

- Establishment of the consulting centre of women victims of violence of the municipality, aiming at strengthening the social welfare and supporting services provided to the citizens of the municipality.
- Establishment of a new elementary school unit at the municipal unit of Amygdaleonas and of a new public library in the municipal unit of Krinides, strengthening thus the education facilities and infrastructure.

Planned activities

- Planning for establishment of a new high school building in the municipal unit of Krinides.

Priority problem 3: Public Space

The limited urban green spaces as well as the limited and low quality public free spaces were problems identified in the 1st workshop and the following solutions were proposed by the various stakeholders.

POSSIBLE SOLUTIONS

Already in development

- Maintenance and construction of public playgrounds in the whole municipal area, aiming at increasing the available free public space in the area of the municipality.
- Embellishment of the space Potami (River) in Lydia settlement and maintenance of the old, traditional bridge in Zygos settlement, contributing thus to the construction and formation of public spaces of better quality.

Planned activities

- Execution of works for the restoration of the water sources public space in Krinides, aiming at the construction of another public space of a better quality.

Working Group 4 – Entrepreneurship & Development

Priority problem 1: Agrotourism & Agricultural Economy

POSSIBLE SOLUTIONS

- Constant alert in order to take advantage of the provisional calls of the National Strategic Reference Framework period 2014 – 2020 to fund projects to fight

unemployment, enhance fishing and farming activities and to increase competitiveness of SMEs.

- Further use of the existing Easy Trip platform (Easy Trip is a platform that holds all the city information and is made available to all visitors of the city for free. The platform is funded by the European Territorial Cooperation Programme Greece-Bulgaria 2007-2013) regarding the promotion of local enterprises in international level, strengthening thus the extroversion of local companies and increasing the capabilities and possibilities for conducting business internationally.
- **There are multiple local companies/ associations established and operating from the City of Kavala that produce all kind of local products such as preserves, olive oil, honey and wine. These corporations sell their products online and hence local products are becoming famous throughout Greece and abroad. Moreover, exhibitions are organized where producers from all over Greece display their products and gain publicity. Furthermore, when important people such as politicians or entrepreneurs visit Kavala, the gifts they receive from the Mayor include local unique products.**

Priority problem 2; Entrepreneurial Networks

POSSIBLE SOLUTIONS

- Development of surveys and business plan to create a business incubator for the local enterprises in tourism to further develop spa tourism and extend the “wine routes” project. These planned actions intend to strengthen the network of instruction that support local entrepreneurship and offer new tools for their development.

6 Overall conclusions of the workshop

The workshop proved to be quite fruitful, defining solutions and mapping problems specific to the area of intervention added to the ones indentified at the 1st workshop. Participants and stakeholder agreed upon the main issues and problems defined in the 1st workshop, as well as on the importance of finding the optimum solutions for these. The workshop has also indicated the main stakeholders that have attested and understood in depth the problems defined, so they worth joining the Urban Task Force, based on their commitment and strong interest.

One of the main characteristics of the workshop and of the process of identifying problems and proposing appropriate solutions in general was the interconnectivity between these problems, and their respective proposed solutions. The prominence of the current economic and financial crisis is depicted in all aspects of the municipality's functionality. Hence, most of the problems are linked to issues that have a lot to do with financing impediments.

So, as most feasible ideas are recognized those that have already started (technical works, European projects) and are not planned for the near future (planned actions, surveys). Moreover, there are some proposed solutions that entail the collaboration of other stakeholders (e.g. forestry and bodies of the archaeological culture) and that increases the complexity of this works and the uncertainty regarding their final result.

Moreover, there are some proposed solutions and actions that have been mentioned more than once, addressing more than one problem. These actions mostly concern the sectors of tourism and culture, accessibility and the local entrepreneurship and development, since the local archaeological heritage and the tourist facilities constitute an important part of the local tourism economy. Implementing interventions at the touristic sites of the area as well as improving tourism facilities, services, accessibility and public space enhance the entrepreneurship and the financial activity overall.

Although there have been some complex and inter – related problems and solutions defined, there have been no major conflicts and incompatibilities generated by the proposed solutions. The level of the produced work and the commitment of the participants can be considered to be satisfactory and promising to the initiated collaboration.

PRIORITIES:

- ✓ Accessibility & urban development: enhance transport infrastructures, railway and airport connectivity and amplify accessibility to archaeological and religious sites.
- ✓ Tourism: organize cultural activities, promote spa tourism (Mud baths), more efficient branding of local products, attract more tourists

7 Final considerations and key lessons learned

The workshop fulfilled most of the expectations. In particular:

- The interest of the stakeholders about the STATUS project and its contribution to the local societies has been retained.
- Stakeholders have been fully informed about the results of the 1st workshop, hence they have been integrated also to the process of solutions' proposal.
- Many ideas and proposed solutions have been mentioned during the workshop.

- The dialogue regarding the integrated planning for the new Municipality of Kavala (objective set at the 1st workshop and continued throughout the whole process) has progressed.

However, the level of interest from stakeholders can be characterized as average again and thus the expectation for a more intense commitment of stakeholders has not been fully achieved. The dialogue has many times been directed to problems and not to solutions' proposals and sometimes aspects of problems discussed were translated into financing issues, merely due to the current financial condition of the region.

So, the main lessons learnt was the fact that attracting stakeholders and other individuals to participate in this kind of workshops is a constant, intense, resource requiring and step by step built process. Many efforts have to be made towards the constant renewal of the stakeholders interest. Those efforts to be successful have to result from an organized and systematic effort to engage people.

8 Follow-up and next steps

The 3rd workshop shall be organized in June 2014, according to the methodology provided, with the exception that the working groups formed from the 1st workshop shall be retained. The list of stakeholders to be invited to this workshop may differ than the one of the previous workshops, depending on the interest shown by stakeholders and on the progress of the proposed solutions for the determined problems. According to these factors, the group of stakeholders may be narrowed.

Approximately 20 days before the workshop an invitation will be sent to stakeholders, summarizing the findings of the previous workshops and the overall progress of the project and stating the purpose of the next meeting. A reminder about the invitation shall be sent approximately a week before the workshop.

The effort for strengthening the interest of stakeholders about the project is a crucial process for the overall success of the project. Therefore, certain actions shall be implemented in order to contribute to this direction:

- Intense communication to stakeholders about the results of the previous workshops and the overall progress of the project.
- Encouragement to use the Geoblog platform, in order to be informed and witness the mapped outcomes of the project.
- To written invitation to the stakeholders to submit their remarks, ideas and initiatives at any time, even between workshops, in order to enrich the options for solutions' proposals.

- To produce and disseminate promotion material about the project and its beneficiary outcomes for the area. Social acceptance and increased public awareness may enhance the possibility of further involvement of stakeholders and participants.

9 Annexes

Annex 1: Attendance list

Annex 2: Agenda of the workshop

Annex 3: Pictures of the workshops

Annex 4: Draft Agenda Poster Plan – the graphical output encompassing all proposals discussed in the workshop.