



ΔΗΜΟΣ ΣΚΙΑΘΟΥ  
MUNICIPALITY OF SKIATHOS

# Voluntary Local Review 2020



© Skiathos  
Voluntary  
Local Review  
2020

---



ΔΗΜΟΣ ΣΚΙΑΘΟΥ  
MUNICIPALITY OF SKIATHOS

---



**THE GLOBAL GOALS**  
For Sustainable Development

**PlanBe**

---

Main editor:

**PlanBe P.C.**  
[www.planbe.com.gr](http://www.planbe.com.gr)

Contact:  
[info@planbe.com.gr](mailto:info@planbe.com.gr)



In collaboration with:

**ANAVATHMISI S.A.**  
[www.anavathmisi.gr](http://www.anavathmisi.gr)

Contact:  
[info@anavathmisi.gr](mailto:info@anavathmisi.gr)



UNIVERSITY OF THE  
**AEGEAN**

---

**the University of the Aegean**  
[www.aegean.gr](http://www.aegean.gr)

Contact:  
[contactus@aegean.gr](mailto:contactus@aegean.gr)

# Contents

01 / Foreword  
page 04

02 / Skiathos Profile  
page 09

03 / Sustainable Development Goals (SDGs)  
page 12

04 / The Skiathos 2030 Vision  
page 19

05 / A Sustainable Vision: Strategies and Actions  
page 25

06 / Conclusions  
page 85



# Forward



1/



# 1 / Foreward



**Thodoris  
Tzoumas**

**Mayor of  
Skiathos**

In 2015, the UN General Assembly presented “the 2030 Agenda for sustainable development” consisting of 17 sustainable development goals (SDGs) and 169 targets. The 17 goals are unified and incorporated in three dimensions of sustainable development: economic, social, and environmental. The aim of the SDGs is to accommodate appropriate settings and generate specific conditions that enhance the development of sustained economic growth, efficient resource allocation, collective prosperity, and decent work environment.

As the level of government closest to its citizens, we, mayors, are expected to respond directly to the challenges and opportunities of our communities. We are already dealing with the full range of issues captured by the SDGs. The SDGs provide a framework to integrate our work, understand the interdependence of the challenges, transparently measure our progress, and coordinate the contributions of many different stakeholders.

In particular, the SDGs offer a great opportunity for Skiathos to attempt, as the first Greek city, to address these problems and challenges and share its efforts towards the SDGs with others.

The city of Skiathos, a unique tourism destination, is also an example of commitment to the SDGs, is a Greek leader in the preparation and presentation of the Voluntary Local Review (VLR). Based on “Think global, act local” we collaborate with the UNWTO on tourism recovery post covid-19. This is an example of the city’s commitment to international relations, as it demonstrates Skiathos’ willingness to engage in the promotion and escalation of sustainable tourism development worthwhile using Skiathos experience.

In this context, City of Skiathos has developed the “Skiathos 2030” Mission Statement from the 17 UN sustainability goals in a large-scale public participation process. It sets out how we intend to live in Skiathos in 2030 and in doing so respond to our global responsibilities.

---



**Thanos  
Polydoros**

CEO  
**PlanBe**

The Sustainable Development Goals (SDGs), also known as the Global Goals, represent a transformative shift in sustainability governance between states, Local Government Agencies and private sector in new ways, starting new efforts to explore possible avenues to achieve sustainable development.

The 2030 Agenda is more relevant than ever before. The principles of the SDGs and the 2030 Agenda are recognised as a key tool for the diagnosis and design of new policies for sustainable development.

The SDGs represent a shared vision for achieving sustainable development, where local governments can define their vision of sustainability to meet the expectations of citizens and other stakeholders for long-term viability and the well-being of communities and citizens. Although the vision of the SDGs is global and the goals are universal, the action is local.

SDG success will require their integration into all sectors of society and all levels of government. As well as national governments, regions and cities will be essential to achieve the SDGs, and so need to adopt relevant goals and include the SDGs in planning processes so that major progress can be made. This is especially true of cities given their high concentration of people and relevant challenges, such as employment, safety, and waste management.

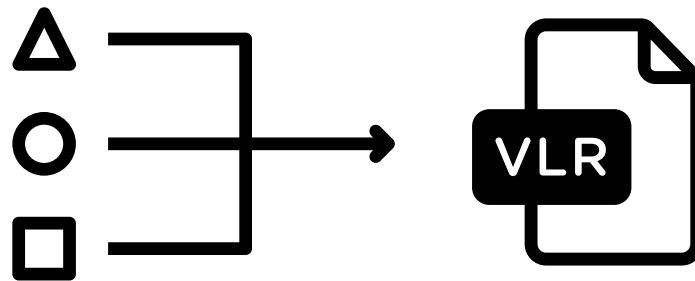
Small and medium-sized cities, in particular, are the fastest growing and represent the greatest opportunity to implement the planning necessary to promote sustainable development.

Meanwhile, cities around the world are now at the forefront of the battle against COVID-19. Today, more than ever, joint action by cities is required, both globally and regionally, to co-ordinate response and recovery actions.

We are very proud to be playing a critical role for the success of the first Greek VLR. Now the stage is set for more Greek cities to follow the Skiathos path towards achieving the SDGs, because the commitment and the willingness of many cities is crucial to the success of the global Agenda 2030.

---

# Methodology



Skiathos VLR was developed with guidance from:

- the international experience referred in academic studies
- scientific papers
- practitioners' reports
- VLR Handbooks (Universities, European Union, Cities etc.)
- Pioneer cities, such as New York, Helsinki, Bristol and Los Angeles
- International Standards
  - ↳ Global Reporting Initiative Standards (GRI)
  - ↳ AccountAbility Principles Standards (AA)
  - ↳ ISO/TC 268 (sustainable cities and communities) etc.

On the basis of the above, we have adopted a phased approach to developing the first Voluntary Local Review of Skiathos.

Our Approach is based on 4 phases:

- **Localisation.** This was the process of adaptation and scaled the SDGs into the Skiathos context and strategy.
- **Gathering data and assessment.** This was the mapping of current actions and plans on Skiathos and their correlation to the SDGs
- **Implementation.** Here, first, we identify and implement actions and prepare the appropriate mechanisms to execute them and, second, we create appropriate Key Performance Indicators (KPIs) to connect our actions' performance with the SDGs
- **Monitoring.** Finally, we established a monitoring mechanism to regularly track our progress toward 'Skiathos 2030', in order to understand what progress has already been made, and to identify where challenges remain.

Skiathos Voluntary Local Review is the first vital component of a long-term process, which is presented in the following figure. VLR represent the three first steps named: Vision – Decide & Commit – Plan.





# Skiathos Profile



2/

# 2 / Skiathos Profile



Skiathos is the westernmost island in the Northern Sporades group, east of the Pelion peninsula in Magnesia on the mainland, west of the island of Skopelos, and among the most popular island destinations in Greece.

Skiathos owes its name to its striking landscape, a name which it has kept since antiquity. According to experts, the root skia- (meaning shadow) comes from the many forests which cover the island. Two-thirds of the island have been characterised as 'Aesthetic Forest of Natural Beauty', with beaches and a coastline that are monuments of nature. The majority of the island's 67 beaches remain untouched by time or human hand and are peaceful even at the height of summer.

Skiathos has a magical hinterland with a network of walking paths covering almost 200 km. which pass through enthralling ravines, by streams and waterfalls and rows of plane trees, as well as monasteries, Byzantine monuments and chapels, and lead to rosy-coloured beaches.

The monuments of Skiathos are also fascinating. Kephala, the only site so far identified from the early historical period in the Sporades, is of particular importance, since it was inhabited from the 10th century BC, according to the earliest recorded evidence from early historical times. The northernmost shore of the island is dominated by the Kastro (castle), which was established by the inhabitants of Skiathos in the middle of the 14th century, when the site of the present town was abandoned to seek refuge from pirate raids by Turks and Venetians.



Skiathos is the most popular of the Greek islands of the Sporades group in the Aegean Sea. It might be a small island, but it attracts thousands of visitors every summer.

Skiathos town is the biggest and most popular settlement on the island. Its romantic waterfront is a pole of attraction for visitors, who sit at the seaside taverns to have an appetising traditional meal, before getting lost in the narrow alleys of the town. The island has about 6,000 inhabitants, most of whom live in the capital.



Chora of Skiathos

---



# Sustainable Development Goals (SDGs)

An aerial photograph of a beautiful tropical beach. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The beach is a mix of golden sand and small pebbles. A long, straight row of thatched umbrellas stretches along the shoreline. In the background, there is a dense forest of green trees on a hillside. A few people are visible on the beach, and a small tent is set up near the water's edge.

3/



# 3 / Agenda 2030:

## 17 Sustainable Development Goals that leave no one behind

Agenda 2030 for Sustainable Development was developed with broad participation from civil society world-wide and represents a milestone in the recent history of the UN. It was adopted by all members of the United Nations in 2015. With Agenda 2030, the International Community expresses its belief that global challenges can only be solved with a united approach.

The core of the agenda envisages an ambitious plan with 17 goals for sustainable development. The 17 SDGs consider all three dimensions of sustainability: economic, social, and ecological. The Sustainable Development Goals are the blueprint for achieving a better and more sustainable future for all.

The 17 Goals are interdependent and have five guiding principles: People, Planet, Prosperity, Peace, and Partnership. The Agenda's foundation was laid to shape economic progress in harmony with social justice and within the framework of the earth's ecological limits. For the first time, environmental and development policy goals have been brought together in a common global and universal agenda. The motto "Leaving no one behind" highlights that every individual is important and everyone must contribute to shaping our common future.

It follows, therefore, that the SDGs provide guidance to state governments and local authorities. The New Urban Agenda, which was decided at the Habitat III Conference, focuses on global



sustainability at the local level of cities. This goes hand in hand with the implementation of the 17 SDGs. It will serve as a tool for national, regional, and local governments as well as relevant stakeholders in order to achieve sustainable urban development. It is intended to show new ways in which cities can plan their strategies for the future. Therefore, cities play an important role in the implementation of Agenda 2030 and the SDGs at a local level.

The Skiathos 2030 Vision was adopted in 2019 and was also prepared with the SDGs in mind. Cities around the world make an important contribution to implementing the SDGs: over half of the SDGs cannot be reached without active engagement by cities. Agenda 2030 encourages the UN member states to submit regular reports. Twenty-two countries voluntarily reported to the United Nations on the implementation of Agenda 2030 for the first time in 2016. Although cities have not been systematically involved in the reporting process so far, their contribution to implementing the SDGs is nonetheless crucial. The Organisation for Economic Co-operation and Development (OECD) estimates that at least 105 of the 169 sub-goals of the SDGs cannot be achieved without commitment from cities. As a Greek UN city, Skiathos joined the initiative in 2019 and now will present regular reports on its implementation of the global development goals.





**Ending poverty in every form everywhere.**



**End hunger, achieve better food security and better nutrition and promote sustainable agricultural.**



**Guarantee a healthy life for people of all ages and promote their well-being.**



**Ensure inclusive, equal opportunity and high-value education as well as the option of lifelong learning for everyone.**



**Achieve gender equality and self-determination for all men and women.**



**Available and sustainable sources of water and sanitation for all.**



**Secure access to affordable, more reliable, sustainable, and more modern energy for all.**



**Promote permanent, inclusive, and sustainable economic growth, productive full employment and humane work for all.**



**Build a resilient infrastructure, promote inclusive and sustainable industrialisation and support innovation.**



**Reduce inequality within and between states.**



**Create inclusive, safe, resilient and sustainable cities and settlements.**



**Ensure sustainable consumption and production.**



**Immediate measures for the combating of climate change and its effects.**



**Use oceanic and aquatic resources in a way that achieves sustainable development and use.**



**Protect the ecosystem, restore and promote sustainable usage, cultivate sustainable woodlands, prevent desertification, inhibit soil degradation and reverse the homogenisation of biodiversity.**



**Promote peaceful, inclusive and sustainably developed / developing organisations. Ensure access for all people to actual and accountable justice and build inclusive institutions at all levels of society.**

---



**Strengthen means of implementation and revitalise partnership for sustainable global development.**

---



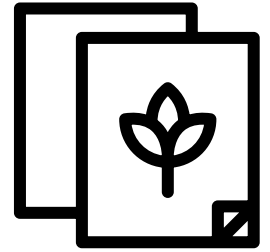
# The Skiathos 2030 Vision



# 4/



# 4 / The Skiathos 2030 Vision: Agenda 2030 in action



Two years ago, Skiathos started its roadmap for implementing the Sustainable Development Goals. The Municipality of Skiathos developed a comprehensive Sustainability Strategy in collaboration with political bodies, civil society, and business communities.

The Strategy was then discussed at policy-making level with the participation of numerous specialised committees. It entered into force officially as part of the Municipality's Business Plan in 2021.

Skiathos 2030 Vision consists of six Strategic Goals which take up the 17 Sustainable Development Goals as set out in Agenda 2030, translating them into three fields of municipal action: Economic, Social, and Ecological. With the Skiathos 2030 Vision, the municipal administrative actions are systematically transformed in order to implement the 17 SDGs.

Figure 1  
The 2030  
Skiathos  
Vision



The Municipality's Business Plan has focused the attention of administrative actions at municipal level on the 17 SDGs, which were then brought together in an overall strategy for sustainable development.

Detailed strategic goals describe what goals Skiathos aims to achieve by 2030. New operational goals and measures for the next five years point the way forward.

The Skiathos 2030 Vision describes how Skiathos is implementing the United Nations Sustainable Development Goals at a local level and what Skiathos should look like by the year 2030. Skiathos

can achieve these goals if its citizens are more economically, socially, and ecologically aware. Taking the UN's SDGs into account highlights the following question: will our aspirations and goals prove successful and useful not only for us but for the next generation as well? The completion and publishing of the Skiathos 2030 Vision will not be the completion of our work, but rather the beginning of our attempt to sustainably transform Skiathos and diffuse our actions and the results to everyone.

Skiathos is aware of its global responsibilities. As a strong city community, we would like to make a contribution to achieving the global sustainability goals by our actions, knowledge, and experience. The six goals included in the 2030 Vision represent the tangible implementation of the global sustainability goals in Skiathos. The Skiathos 2030 Vision should be regarded as a compass that provides orientation to the activities of all the people of Skiathos. Rather than forwarding a host of intangible measures, it is a vision of Skiathos in the future.
















## The vision aims to:

- describe what life will be like in the coming years in Skiathos
- accelerate innovation and reform bureaucracy
- encourage participation; a tool to enable the city community to get involved in the shaping of the future of Skiathos
- harmonise all the strategies and actions that are being implemented in the city with Agenda 2030
- implement a series of measures for short-term accomplishments, making achieving long-term goals possible



# The strategic goals in the Skiathos 2030 Vision

**Table 1 / The Strategic Goals of Skiathos 2030 Vision**

<b>Goal 1:</b> <b>An innovative and complete tourism destination that creates economic growth</b>	
<b>Goal 2:</b> <b>A city where everyone lives in prosperity</b>	   
<b>Goal 3:</b> <b>A city that manages its cultural heritage creating new value</b>	
<b>Goal 4:</b> <b>A city that protects its natural environment</b>	   
<b>Goal 5:</b> <b>A city that uses its natural resources sustainably</b>	
<b>Goal 6:</b> <b>A city administration that can meet all citizens' needs</b>	

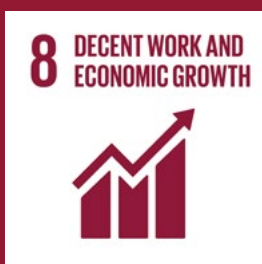
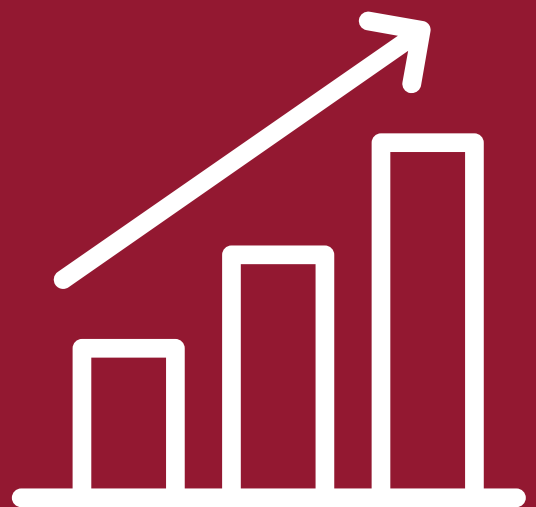
# A Sustainable Vision: Strategies and Actions

An aerial photograph of a coastal town with a harbor. In the foreground, a rocky island is covered with lush green trees and features a large, light-colored building with a red-tiled roof and a swimming pool. The harbor contains several boats, including a large ferry. The town is built on a hillside with many white buildings and red roofs. In the background, there are green hills under a clear blue sky.

5/

## 5.1 / Goal 1

An innovative and complete tourism destination that creates economic growth





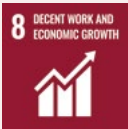









The Municipal Authority develops collaboration with international tourism agencies, experts from the academic community, and central agencies such as the Ministry of Tourism, working to regain a better tourism share in a highly competitive market.

The Municipal Authority of Skiathos puts into action continuous strategies and actions for the development of a modern and competitive tourism portfolio for the benefit of the local community:

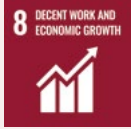

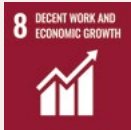












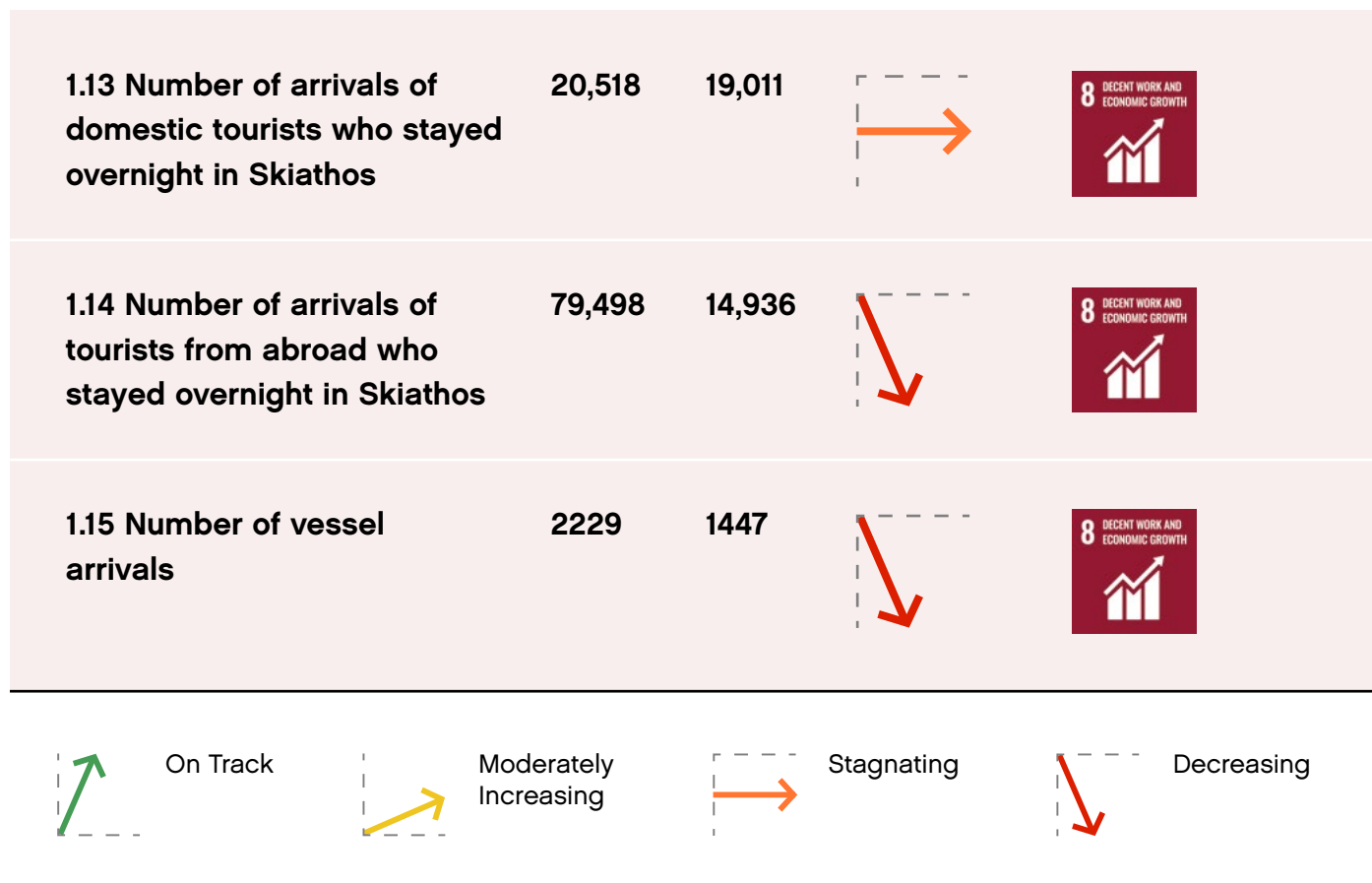
Strategies and Actions	SDGs
Skiathos collaborates with UNWTO on tourism recovery post covid-19	
Skiathos in the European Cemeteries Route	
Skiathos walking paths in a new era	
Skiathos on London Underground	
More Beaches with Blue Flag	 
Skiathos in the top international tourism fairs	
Skiathos – a safe tourism destination during and after covid-19 pandemic	 
Skiathos – a bike friendly destination	
Online seminars for “Skiathos Tourism in the post Covid era” in collaboration with Harokopio University	 

Presented in the following table is the progress of Skiathos towards the 2030 Skiathos Vision and, more specifically, the progress toward Goal 1: “An innovative and complete tourism destination that creates economic growth” and SDG 8.

Indicators	2019	2020	Goal Progress	SDGs
1.1 Number of tourism businesses	459	487		 
1.2 Number of actions for the development of new thematic tourist activities	0	5		
1.3 Number of collaborations with tourism organisations world-wide	0	2		
1.4 Number of participations in international tourism fair	2	3		
1.5 Number of beaches with 'Blue Flag'	2	2		 



<b>1.6 Percentage of employees receiving social security benefits to supplement their own income</b>	-	6		
<b>1.7 Number of businesses</b>	1452	1498		
<b>1.8 Number of paid overnight stays per year</b>	587,974	141,792		
<b>1.9 Total occupancy rate of beds</b>	42,5	26		
<b>1.10 Number of paid overnight stays of domestic tourists per year</b>	77,779	58,700		
<b>1.11 Number of paid overnight stays of tourists from abroad per year</b>	510,195	83,092		
<b>1.12 Total number of arrivals that stayed overnight in Skiathos</b>	100,016	33,947		



COVID-19 caused a significant impact on the global economic, political, and socio-cultural systems. Health communication strategies and measures (e.g. social distancing, travel bans, community lockdowns, stay at home campaigns) have paused global travel and tourism. As a consequence, the hospitality and tourism operations of many countries have been shut down and international and domestic travel has all but ceased. The right to travel and to enjoy your holidays has been diminished.

COVID-19 has demonstrated that is capable to cause profound and long-term structural and transformational changes to tourism as a socio- economic activity and industry.

According to an estimate of the UNWTO, international arrivals dropped by 22% in the first quarter of 2020 and are expected to register a decline between 60 and 80% for the whole year, translating into a loss of between \$910 billion to 1.2 trillion.

The year 2020 was very bad for Skiathos too, and this is clearly demonstrated by most of the indicators (1.8 - 1.15).

From the start of the COVID-19 crisis, Skiathos never underestimated the impact of the pandemic on the travel and tourism industry.

Municipal Authorities designed policies aimed at capacity building and operational sustainability of the travel tourism sector in 2020 as a policy response to the COVID-19 crisis.

As a result, the municipal authorities have managed to maintain and strengthen the collaboration with tourism organisations world-wide and at the same time safeguard the business activity of the island both in the tourism sector and overall as indicators 1.1 & 1.7 show.

The goal of Skiathos is not only to recover but also to re-imagine and to reform the next normal and economic in order to guide the industry to a step beyond.

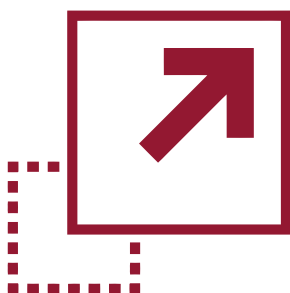
In this context, the municipal authorities have provided sufficient help in order to:

1. design and implement crisis recovery and response strategies
2. build resilience to address future crises
3. Integrate tourism with sustainable development strategies based on the SDGs context in order to make tourism a trigger for the overall municipal strategic planning.

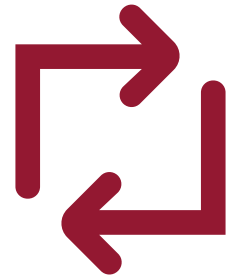
Skiathos's strategic goal was not only to overcome the crisis and resume previously chartered economic growth trajectories. It was based on re-focusing and re-designing Skiathos as a tourist destination, so that tourism stakeholders can in turn re-direct their action and evolution.

Therefore, the municipal authorities are focusing on creating on Skiathos a complete tourism destination with plenty of choices. More specifically, indicator 1.2 suggests that in 2020 five more thematic tourist activities were designed, making Skiathos a more compelling tourism destination.

Another problem is social distancing, which is a new way of thinking and acting imposed by COVID-19 and includes actions such as reducing social contact, avoiding crowded places, or minimising travel. Social distancing can significantly affect how people experience and evaluate their holiday activities such as outdoor activities and nature-based tourism. In this context, the municipal authority is designing more thematic outdoor tourist experiences such as organised and long walking paths and bike-friendly networks, providing experiences where social distancing isn't a problem.



# 5.1.1 / Skiathos collaborates with UNWTO on tourism recovery post-covid 19



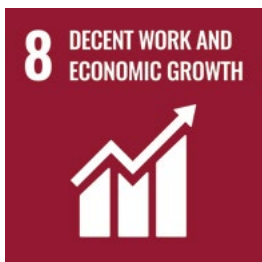
After the dramatic reduction of tourist arrivals due to the COVID-19 pandemic, tourism destinations such as Skiathos will be willing to start welcoming visitors again as soon as the situation improves.

At the peak of the COVID-19 crisis, most countries chose to postpone or reduce their advertising campaigns; however, there will be a great need for targeted marketing actions during the recovery.

Considering how the pandemic crisis has affected tourism demand, tourism destinations will need to consider new growth scenarios and new priority markets, and adapt advertising activities based on available resources and the new reality in the tourism industry.

The Municipality of Skiathos, having made the strategic choice to focus on sustainable tourism development and to confront COVID-19 challenges, has collaborated with the World Tourism Organisation in the healing of Tourism from the consequences of COVID-19 and specifically in the field of Marketing and Promotion.

## 5.1.2 / Skiathos on the European Cemeteries Route



The Municipality of Skiathos is building strong collaborations and highlights every cultural asset, transforming it into a competitive advantage. In order to achieve this goal, the Municipality of Skiathos is among the 15 municipalities of Greece which co-operate with the Department of International Relations of the Ministry of Culture and Sports in the 'Cultural Routes' programme of the Council of Europe.

Skiathos participates in the European Cemetery Route, which is a certified cultural route of the Council of Europe for the promotion of European cemeteries of high artistic or historical value as an integral part of Europe's cultural heritage.

The route is managed by the Association of Significant Cemeteries of Europe (ASCE), which is made up of 20 European countries. Greece joined the above Route in 2011 with the First Cemetery of Athens, while in 2014 the Skiathos Cemetery joined the Union. The Municipality of Skiathos in participating in the Route has recently carried out various actions to promote the Route as an important aspect of the cultural heritage of Skiathos and to highlight its contribution to local sustainable development.



## 5.1.3 / Skiathos walking paths in a new era



The Municipality of Skiathos is transforming the historical paths of the island in a new era, offering even more thematic tourist experiences in the tourist destination of Skiathos.

At the end of 2020, the walking paths of the island were studied in depth and re-designed, with the aim of adapting them to the modern hiking needs and for hikers of all levels, proposing easy to moderate routes. There will also be a route accessible to people with disabilities. The new network will have over 100 km., divided into 15 routes.

The length of the routes varies from 0.7 to 11 km. Hiking time ranges between 15 minutes and 5 hours. Hiking signs located according to a specific methodology will ensure hiker safety. Signs also with information about destinations, hiking time, distance etc. will assist and inform the hiker at intersections.



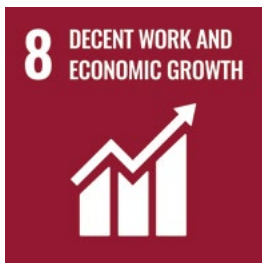
## Skiathos, a hiking-lovers' paradise

Signs will inform hikers at the starting- points of each route, which will provide a detailed map of the route, altitude curve, technical information etc.

A website with information and photos will help hikers to make a choice about the path they will follow. A free app, which works offline, will be available for hikers and will be their digital guide on the walking paths of Skiathos. A free brochure will be available to tourists of Skiathos with a hiking map, rich photographic material and information about the walking paths.



## 5.1.4 / Skiathos on London Underground



The main goal remains the systematic promotion of the Skiathos destination and its dynamic presence in an innovative way, such as promotion on the London Underground.

Skiathos, the most famous island of the Sporades and one of the favourite Greek destinations throughout Europe, was advertised in all London Underground trains for the second consecutive year.





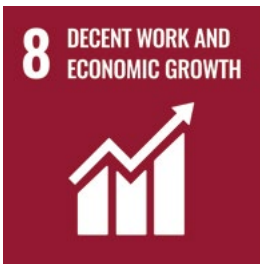


## London's Underground route map

Skiathos is a top holiday destination for the British, who still account for 45 to 48 per cent of all foreign visitors. So the Skiathos Hoteliers Association and the Municipality of Skiathos decided on a campaign that will bring more British to the island.

The advertisements were placed in 33 spots in the 11 most central stations of London of the first zone and more specifically at: Baker Street, Bank, Bond Street, Covent Garden, Green Park, Holborn, Knightsbridge, Leicester Square, Oxford Circus, Piccadilly Circus, Tottenham Court Road.

# 5.1.5 / More Beaches with Blue Flag



The 'Blue Flag' is inextricably linked to the concept of sustainable tourism development since major travel agencies pay special attention to the 'Blue Flag' when choosing the destinations they offer to their customers, as a guarantee of high-quality services in a sustainable and protected environment.



The Founder and International Coordinator of the Blue Flags Programme is the Foundation for Environmental Education (FEE), based in Denmark, with members from 73 countries.

The 'Blue Flag' award is a global quality symbol which is based on strict criteria. It is awarded to organised beaches and marinas that meet the relevant criteria.



---

**In 2020, the Municipality of Skiathos was awarded two Blue Flags at Koukounaries beach and Maratha beach.**

---

After the actions of Municipal Authority and the preparation of the mandatory and optional criteria, defined by the programme of the FEE for the coasts, eight more coasts of the Municipality have now been awarded two Blue Flag.

The coasts are: Megali Ammos, Vassilias, Achladia, Tzaneria, Vromolimnos, Aghia Paraskevi, Troulos, Kanapitsa.



Achladia Blue  
Flag awarded  
coast

---



## 5.1.6 / Skiathos in the top international tourism fairs



In the Rimini exhibition, the largest exhibition for tourism in Italy and the only one that was not cancelled because of COVID-19 by the end of 2020, the Municipality of Skiathos took part as a co-exhibitor with the Greek National Tourism Organisation (G.N.T.O.).

There was great interest from journalists in the promotion of Skiathos. Skiathos continues to develop strong partnerships for the tourism development of the island, the main goal being to establish a dynamic presence for the tourism destination of Skiathos, as well as to systematically promote it, both in the domestic and foreign markets by promoting the advantages of Skiathos. Skiathos also took part in the IFTM Top Resa exhibition in Paris, where municipal authorities held discussions on further collaboration on the design of new strategies for the recovery of tourism.

Skiathos also participated as a co-exhibitor in 2019 in the International Tourism Fair in London, which is the most important event in the world in the field of tourism, aimed primarily at the British tourism market, and is attended by more by 5,000 exhibitors and attracts over 50,000 visitors.

The Municipal Authority's goal was an increase in air arrivals in Skiathos, the extension of the tourist season, and opening up to new markets.

## 5.1.7 / Skiathos – a safe tourism destination during and after the covid-19 pandemic



Since the beginning of the pandemic, Skiathos has followed all the health protocols, and in the summer of 2020, provided a safe summer destination.



By careful planning and strong collaborations (National Public Health Organisation (NPHO), the Region of Thessaly) by the Municipality, Skiathos became the success story of the Greek pandemic summer. Skiathos managed to keep citizens and visitors safe, without local lockdowns, without additional measures, and accessible to tourists from abroad.

The best defence is vaccination, which is proceeding at a very rapid pace with the co-ordinated programme of the Health Centre, on the basis of the health protocols.

According to the Co-ordination Centre of the General Secretariat for Civil Protection, the percentage of vaccinated residents in Skiathos is 95%, in time to start drawing in visitors at the start of the tourism season!

## 5.1.8 / Skiathos – a bike-friendly destination



The Municipality of Skiathos is a Bike-Friendly destination. The network of Bike-Friendly destinations consists of a series of selected destinations which stand out for their dedication to the protection of the environment and their efforts to achieve sustainable tourism development.

Skiathos as a Bike-Friendly destination promotes the use of the bicycle as a means of sustainable tourism development and zero-emission means of transport for visitors and tourists. The Municipality of Skiathos has taken all the necessary actions to obtain specific certification and to promote the Municipality as the absolute Bike-Friendly destination.



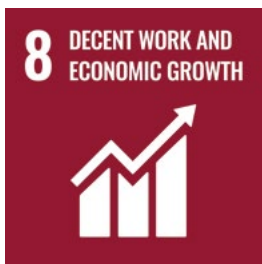
## Skiathos Mountain Bikes

The benefits for the Municipality as part of the network of Bike-Friendly tourist destinations are:

- The enhancement of the tourist product of Skiathos and its re-positioning in both the Greek and the international tourism market
  - The re-positioning of the tourist product of Skiathos especially in international alternative tourism
  - 4,000 tourist offices abroad and cycling clubs are now briefing that Skiathos is a new Bike-Friendly tourism destination with unique bike routes
  - The right of the Municipality to participate in tourism exhibitions of alternative - thematic tourism in Greece and abroad
  - The holding of Bike-Friendly events
  - The development of cycling routes all around Skiathos
-



# 5.1.9 / Online seminars on Skiathos Tourism in the post-Covid era' in collaboration with Harokopio University



Harokopio University, having as its primary goal to strengthen the hospitality industry, provides online seminars on Tourism, in collaboration with the Municipality of Skiathos.

These seminars aim to meet the need for new methodologies and frameworks on cutting-edge scientific developments in the tourism industry and is addressed to both students and practitioners, who are an important link in the success of the tourism product on Skiathos.







The online seminars were focused on the management of tourism destinations in the midst of the pandemic and more specifically on:

- the Trends in Tourism Demand for Businesses and Destinations in the Post-Covid Era
- Management Strategies for Small and Medium Tourism Enterprises in the Covid Era
- Local Government in Tourism
- Practices for Sustainability-Based Tourism Product Promotion • Digital Marketing for Tourism Businesses and Destinations


















# 5.2 / Goal 2

## A city where everyone lives in prosperity



Strategies and Actions	SDGs
New Community Centre	  
40% reduction of municipal fees because of the pandemic crisis	 
Free ferry tickets for financially weak citizens of Skiathos	 
Seatracs that use clean energy for people with disabilities	
Electronic water PILAR	
DoctorNexttoMe telemedicine application	

Shown in the following table is the progress of Skiathos towards the 2030 Skiathos Vision and more specifically, the progress toward the Goal 2: 'A city where everyone lives in prosperity' and the SDG 1, 2, 3 and 10.

Indicators	2019	2020	Goal Progress	SDGs
2.1 Number of Social Care Structures created, upgraded, expanded, maintained	0	3		  
2.2 Number of people who need social care	-	3		  
2.3 Number of informative and prevention actions on public health issues	0	0		
2.4 Number of families receiving social support from local voluntary actions	94	115		  
 On Track  Moderately Increasing  Stagnating  Decreasing				



Community care services are intended to help people who need care and support to live with dignity and independence in the community and to avoid social isolation. The services are aimed at the elderly and those who have mental illness, learning disabilities, and physical disability. The main aim in providing community care services is to enable people to remain living in their own homes and to retain as much independence as possible, avoiding social isolation.

Despite the adverse financial conditions due to the covid-19 pandemic and the sharp fall in tourism activities, the municipal authorities have re- designed the social care services on the basis of these eight axes:

1. Organise and co-ordinate care around people's needs
2. Understand and respond to people's physical health, mental health, and social needs
3. Make the best use of all the community's assets to deliver care to meet local needs
4. Enable all relevant stakeholders to work together
5. Focus on improving population health and wellbeing
6. Empower people to take control of their own health and care
7. Accelerate voluntary initiatives
8. Create indicators to prevent failures and guide further actions



The municipal authorities believe that strengthening the design and delivery of social care services can:

- improve the health and wellbeing outcomes of the local population
- moderate, and in some cases reduce, demand for intensive hospital, residential, and other substitute care
- improve the quality of care and people's satisfaction with the services, particularly in the case of people with complex needs

In the light of the above, three Social Care Structures are being created- updated as shown by indicator 2.1, demonstrating the willingness of the municipal authorities to create an island where everyone lives in prosperity.

Before 2020, Skiathos didn't have values to create and measure indicators regarding social care services (indicators 1.6 & 2.2), but now we are on the right path by measuring all the necessary indicators.

---

## 5.2.1 / New Community Centre



Until recently, the Municipality of Skiathos was one of the two municipalities in the Region of Thessaly in which there was no Community Centre, with significant consequences for the vulnerable citizens of the Municipality.



The Municipality of Skiathos has as a top priority the support of vulnerable citizens. Now Skiathos has a Community Centre, by which citizens can be informed about all the benefits they can access, the services and community programmes that provide them with social care of any kind.



The Municipality of Skiathos is now proud of being capable to stand by vulnerable citizens, individuals, and families, such as the unemployed, people with special needs, and people in general who have been affected by the financial crisis, who have difficulty meeting basic everyday needs or are unable to access social services.

### **The Community Centre provides:**

- Information and Support for citizens in relation to social programmes and benefits for people with disabilities
- Co-operation with municipal services and structures in providing the most complete solutions for people in need



- Services that aim to improve living standards and to ensure the social integration of the beneficiaries such as:
  - ↳ Counselling and psychosocial support for children, adults, and families
  - ↳ Advisory support for labour market integration
  - ↳ Events with educational, informative, and social content

The Community Centre is available to all citizens of the island who want to make use of its facilities and services - especially to those who belong to vulnerable social groups such as: the unemployed, children, immigrants, the disabled, individuals and families living in poverty and social exclusion.

The Citizens' Health Service Centre, the Municipal Physiotherapy Centre, and the office for the Protection of the Elderly operate on the same premises, for the information of citizens in matters of health and wellbeing. The main goal of the Citizens' Health Service Centre is to inform all citizens and to organise examinations for the 11 main diseases proposed by the World Health Organisation as to which studies have shown that early preventive intervention and detection of any symptoms can save lives.

Furthermore, today in the context of the pandemic, useful information about COVID-19 has been added.

The goal of the Municipal Authority, in these unprecedented conditions we are experiencing, is to provide all citizens with information and access to health services, in order for them to regain the security and self-esteem they deserve. security and self-esteem they deserve.

---

## 5.2.2 / 50% reduction of municipal fees because of the pandemic crisis



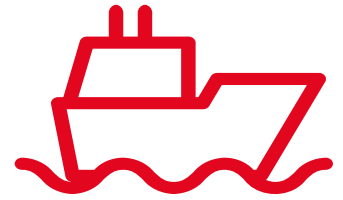
In today's difficult situation due both to the prolonged economic crisis of previous years and to the pandemic crisis, the Municipal Authority has reduced by 50% Municipal Fees for the year 2021, the largest reduction of reciprocal fees ever made in the Municipality of Skiathos. The goal is to support citizens, businesses, and vulnerable groups, with a financial relief policy for households and professionals.



The policy of reductions in municipal fees is very important, as the improvement of citizens' quality of life is a top priority goal of the Municipal Authority.

The Municipal Authority's ultimate goal is to upgrade all its services for citizens, in order for them to enjoy what they pay for.

## 5.2.3 / Free ferry tickets for financially weak citizens of Skiathos



Municipal Authority has ensured free tickets for transport to the mainland and back for the financially weak citizens with serious social and health problems.



This is one more action towards the goal of creating a city where everyone lives in prosperity. In the context the social policy, the Municipality supports vulnerable citizens who will need to travel for health reasons.

Every year the list is updated in order to include people with disabilities and people with serious health problems who need to travel to the mainland.



## 5.2.4 / Seatracs that use clean energy for people with disabilities

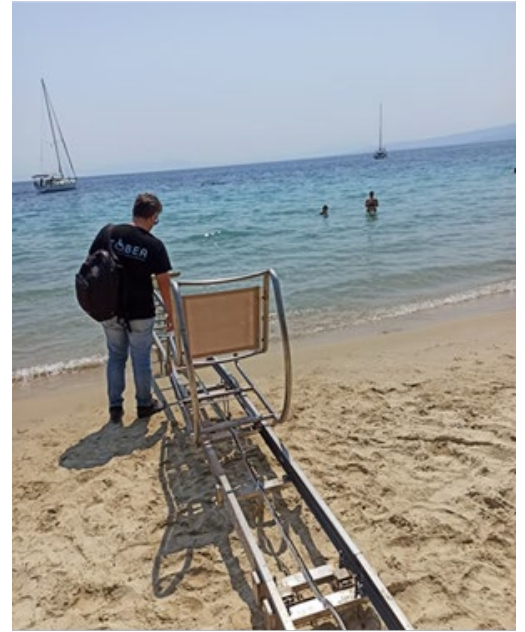


The Municipality of Skiathos, in order to facilitate the everyday life of citizens who need special support, has installed a Seatrac in Koukounaries.

The beautiful Koukounaries beach in Skiathos is being upgraded, after the installation of a special ramp (SeaTrac) for people with disabilities.

The Seatrac is designed to be used as equipment which can be used by people with mobility disabilities to facilitate their access to the sea. It is an innovative solution, as it is the only device that enables people with disabilities to enter the sea autonomously.

## Seatracs at Koukounaries beach



It is a non-permanent device, does not require any intervention on the beach where it is placed, and therefore after the end of the summer season, it can be uninstalled, restoring the beach to its original state. It is also energy autonomous, as a photovoltaic panel is used for its energy needs.

For the summer of 2021, the Municipal Authority has launched the installation of seven more autonomous access systems for people with disabilities.



## 5.2.5 / Electronic water PILAR



In order to ensure easy access to clean water for all citizens and tourists, the Municipal Authority has installed an electronic water PILAR through which consumers can obtain water from the water supply network which they can transport by their own means.

**The new service is addressed to:**

- aquifer owners
- tourist facilities located outside the urban area
- anyone who needs water which he can carry by his own means



The new service will also provide another safe and reliable point for emergency water supply to fire and civil protection services.

## 5.3 / Goal 3

A city that manages  
its cultural heritage  
creating new value













Strategies and Actions	SDGs
Religious Heritage restoration and maintenance	
Skiathos Castle Restoration	



The following table shows the progress of Skiathos towards the 2030 Skiathos Vision and, more specifically, the progress towards Goal 3: 'A city that manages its cultural heritage creating new value' and SDG 11.

Indicators	2019	2020	Goal Progress	SDGs
<b>3.1 Actions for cultural monuments restoration</b>	0	3		
<b>3.2 Number of cultural monuments that have been included on smart tourist paths</b>	0	118		
 On Track  Moderately Increasing  Stagnating  Decreasing				

Skiathos has a wealth of cultural monuments which needs protection and promotion. The municipal authorities have made considerable efforts to promote the island's cultural heritage, as shown by the relevant indicators (indicators 3.1 & 3.2). It should be noted that the 118 cultural monuments included on the smart tourism paths are not all new but monuments appearing for the first time on the smart paths (indicator 3.2).

**The municipal authorities understand the value of Skiathos's monuments.**

In the light  
of UNESCO  
guidance  
they have  
organised:

- the maintenance and restoration of its heritage and the prevention of threats to its heritage
- the provision of material and other conditions for the realisation of the cultural function of heritage
- the provision of public access to its heritage and the facilitation of the examination of and research into its heritage
- the prevention of encroachments on its heritage which would alter the properties, content, form and therefore the value of its heritage
- the development of a heritage protection system

The  
Municipal  
Authority's  
goal is to:

- increase the attractiveness of both urban and rural areas and contribute to their development contribute to the quality of life of the inhabitants enhance the uniqueness of such places and provide narratives for cultural tourism
  - generate revenue from tourist activities and increases in property value due to cultural heritage preservation and maintenance
  - stimulate education and learning and the understanding of history
  - help build social capital and the feeling of belonging and contribute to social cohesion
-

## 5.3.1 / Religious

# Heritage restoration and maintenance



In an idyllic and almost completely isolated valley, thick with olive trees and pines, overlooking one of the loveliest beaches on Skiathos, Kechria, is Panaghia Kechria. Here on the north-western side of the island, is one of the most important monasteries on Skiathos, as well as in the wider area, which has been designated a historic monument.

The katholikon (main church) of the monastery is still in its original form and belongs to the type of a small single-aisled domed nave with side apses. Of particular interest is the carved wooden iconostasis which is dedicated to the Dormition of the Virgin.

The Municipal Authority has proceeded to the necessary actions in collaboration with the Ministry of Culture for the completion of the files for the restoration and maintenance of the murals, the iconostasis, the icons, and the floor of the monastery.

The Holy Monasteries, like the Castle, are among the most important religious and historical monuments of the Northern Sporades and reflect the cultural heritage of Skiathos and highlight the strong religious tradition of its inhabitants.

The Monastery of Panaghia Kechria is connected with the day of remembrance of the rescue of Skiathos from the atrocities of the Germans in World War II. With the maintenance of the katholikon, the dome will continue to stand with the 14 windows, from which



“Όλος ό ήλιος λάμπει στό θόλο τοῦ ωραίου ναοῦ σου...” [The whole sun shines in the dome of your lovely church] ...”, as in his brilliant description Alexandros Papadiamantis says in his poem ‘To the Panaghia Kechria’.

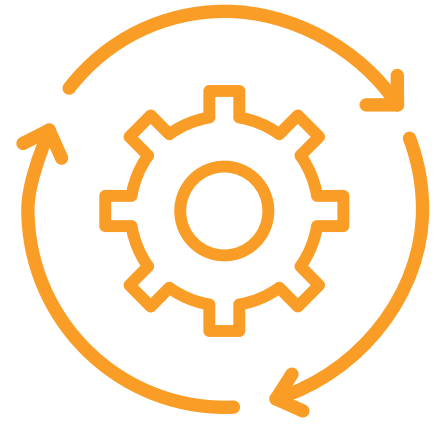
With the restoration and promotion of these emblematic monuments, the great cultural heritage of Skiathos is being preserved and the desired sustainable tourism development is ensured, because this identifies Skiathos as a unique tourism destination.

In this context, the Municipal Authority will continue the restoration of the Skiathos monuments and specifically: the Church of Aghios Nikolaos, the Church of Panaghia Preklas, and the Church of Panaghia Megalomatas.

## Church of Panagia Preklas



## 5.3.2 / Skiathos's Kastro Restoration



The iconic Kastro (castle), which stands on a steep rocky peninsula on the northern edge of Skiathos, was used as a refuge for the island's inhabitants during the age of piracy.

The Kastro was constructed in the 14th century around 1360. As a result of frequent pirate raids and plundering by the Genoese and the Knights of St John, the inhabitants abandoned the Byzantine settlement which was located where Chora is today and built the medieval settlement of Kastro.

The Kastro occupies an area of around 2.5 hectares and is more a natural defensive position than a built fortress. For this reason it is enclosed by a low wall on the three sides facing the sea, while on the side of the peninsula which connects to the mainland stronger fortification walls, a gate with a portcullis and the tower with the cannon were built.

Of the 20 churches and 400 houses today only the two parish churches, the Church of the Nativity and that of Aghios Nikolaos (built in the 17th century) survive, as well as the ruins of the Panaghia Megalomata, Aghia Marina, and Aghioi Apostoloi (all buildings of the 17th century) and Panaghia Prekla (the old church of the Dormition of the Virgin). Also surviving are the mosque, the ruins of the Ottoman residence, the cistern for drinking water at the entrance and the rainwater cisterns beside the Church of the Nativity, the gate with the

portcullis and the outer walls of the Kastro, the battlements of which are in a good condition. The Church of Aghios Basileios (built in the 16th or 17th century) was completely restored in 1995.

The church was described by Alexandros Papadiamantis in his short story 'Christ at the Castle', and his 'Reverie on the Fifteenth of August' is set in Panaghia Prekla.

Understanding how priceless a monument like Kastro is for Skiathos, fixing and restoring it and the buildings inside, is another action for the protection and promotion of the Skiathos cultural heritage. The Kastro of Skiathos, or the Mystras of the north, as it has been called, is among the few medieval monuments of the country that combine amazing natural beauty with history.

The implementation of the project will protect and promote an important part of Kastropoliteia, highlighting its importance as a historical site for the collective memory of Skiathos but also as an important landmark for visitors to the island.

## Mystras, the Kastro of Skiathos



## 5.4 / Goal 4

# A city that protects its natural environment

















Strategies and Actions	SDGs
Locker rooms, integrated into the environment with environmental protection guidelines	   

The following table shows the progress of Skiathos towards the 2030 Skiathos Vision and, more specifically, the progress towards Goal 4: 'A city that protects its natural environment' and SDGs 12, 13, 14 and 15.



Indicators	2019	2020	Goal Progress	SDGs
4.1 Number of coastal upgrade projects	0	3		 
4.2 Number of environmentally friendly locker rooms for the beaches	0	24		   
 On Track  Moderately Increasing  Stagnating  Decreasing				

In recent decades, many environmental problems have increased as the result of human activities and unplanned management of tourism development.

Thus, a conflict between the importance of conservation and preservation of ecosystems to protect the environment and the necessity of satisfying human desires by sacrificing the environment has arisen.

Various human activities have produced many undesirable effects on the environment which can threaten human health, economic and natural resources.

It is, therefore, necessary to protect the environment and to design sustainable tourism strategies.

The municipal authorities have taken the first steps in designing sustainable tourism actions which protect the natural environment and promote sustainable development in the SDGs context, as shown by the relevant indicators (4.1 & 4.2).

# 5.4.1 / Locker rooms, integrated into the environment with environmental protection guidelines



New locker rooms on the beaches of Skiathos have been installed by the Municipal Authority, integrated into the environment, and are appropriate for use by people with disabilities.



On the surface of each locker room there is a QR Code; by photographing it with a smart phone, a manual for Happy Holidays is automatically displayed which provides instructions for safe holidays on land, sea and coasts but also and protection of the environment in the context of the Sustainable Development Goals. It also gives information on issues of cleanliness provides historical and other information about the place.





## 5.5 / Goal 5

A city that uses its  
natural resources  
sustainably



## Strategies and Actions

## SDGs











**New Bio-Waste Treatment Plant**

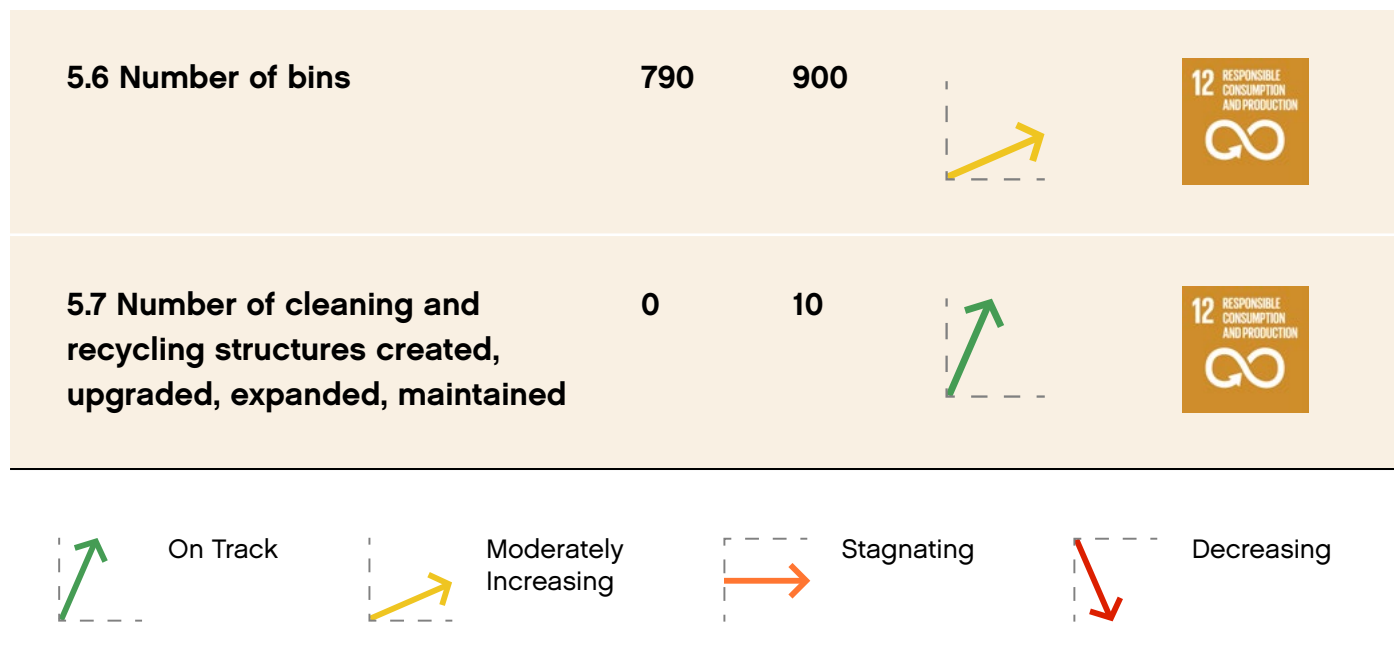


**Establishing a culture of recycling to increase its intensity**



The following table shows the progress of Skiathos towards the 2030 Skiathos Vision and more specifically, progress towards Goal 5: 'A city that uses its natural resources sustainably' and SDG 12.

Indicators	2019	2020	Goal Progress	SDGs
5.1 Number of communication actions on recycling	1	3		
5.2 Number of recycling bins	440	500		
5.3 Tons of recycled materials per year (Goal progress is related to the indicator 5.4)	7229,493	3354,541		
5.4 Average of Daily Waste Volume (tons / day) collected	22,5	16,16		
5.5 Garbage trucks	9	13		



Sustainable growth is one of the main objectives of the European Union. Faced with a global scarcity of natural resources, ‘doing more with less’ has become the main challenge for producers and consumers.

To address this challenge during a period of rapid climate change and growing demand for energy and resources, the EU has introduced a whole range of policies and initiatives aimed at sustainable consumption and production. These should improve the overall environmental performance of products throughout their life cycle and help consumers make informed choices.

Promoting sustainable consumption and production are important aspects of sustainable development, which depends on achieving long- term economic growth that is consistent with environmental and social needs.



On Skiathos we focus on stemming the environmental impacts of unsustainable practices (indicator 5.1), primarily through communication actions. Promoting sustainable consumption through recycling is equally important to limit negative environmental and social externalities as well as to provide resources for sustainable products (indicators 5.1, 5.2, 5.3).



## 5.5.1 / New Bio-Waste Treatment Plant



The Municipality of Skiathos is going to develop a system of separate collection of bio-waste by constructing a new Bio-Waste Treatment Plant. With the new Bio-Waste Treatment Plant, the Municipality aims to protect the environment and citizens from unnecessary expense. This is a landmark that will greatly enhance the sustainable development of Skiathos.

The term bio-waste characterises biodegradable waste from gardens and parks, food waste from homes, restaurants, and retail stores. The collected bio-waste will be transported and treated at the Composting Unit. The outcome will be available to citizens, or will be used by the Municipality's services.

For the collection of bio-waste from households and businesses (restaurants, hotels, supermarkets and other food outlets), a new network will be developed (alongside the existing mixed waste and recyclable collection networks), which will consist of 300 new bins, which will be located at central collection points, taking into account the existing network of mixed waste collection bins (green bins).

Furthermore, 1,000 kitchen bins will be distributed to households, for collection of bio-waste and disposal to the central bins, and 1,200 biodegradable bags, during the first two months of the network's operation.

The goal is the adoption of a new modern logic in waste management. With the operation of the new Bio-Waste Treatment Plant, the Municipal Authority aim to send 50% less waste to the already overburdened landfill. The goal is also to inspire and guide citizens to recycle more in their everyday life, in order to protect the environment and at the same time to achieve the economic development that will help us to provide a high quality of life for everyone.

---

## 5.5.2 / Establishing a culture of recycling to increase its intensity



Skiathos is the leader of recycling in the Northern Sporades according to the 2020 annual report of the Hellenic Recycling Company.

In the light of Skiathos's experience, if you want to make a significant positive impact on the planet, you have to take some steps to make recycling a part of everyone's everyday life, you have to incorporate these values into your culture.

Culture is the number one driver for recycling programme success. Often recycling programmes fail because no one makes them a priority. Skiathos is taking a series of actions, inspiring everyone on Skiathos to take recycling seriously too.

Some of the actions the Municipal Authority is taking:


- Acquisition of new bins, and creation of new places for them
- Awareness campaign with printed and digital materials
- Collaboration with the 'Reciprocal Recycling' company on awareness programmes
- Collaboration with the Recycom clothing recycling company on new recycling initiatives









## 5.6 / Goal 6









A city administration  
that can meet all  
citizens' needs







Strategies and Actions	SDGs
'Citizen of Skiathos' app	

The following table shows the progress of Skiathos towards the 2030 Skiathos Vision and, more specifically, progress towards Goal 6: 'A city administration that can meet all citizens' needs' and SDG 11.

Indicators	2019	2020	Goal Progress	SDGs
6.1 Number of requests that are satisfied electronically / Year	112	137		
6.2 Average time (days) for processing citizens' electronic requests	1	1		
6.3 Number of Municipality's employees, who have participated in educational programmes per year	5	5		

<b>6.4 Number of Municipality's new electronic services per year</b>	0	1		
<b>6.5 Average Time for Processing Citizens' Requests</b>	30	25		
<b>6.6 Number of Electronic Services developed / upgraded per year</b>	0	1		
<b>6.7 Number of services that have been digitally transformed</b>	0	0		

 On Track
  Moderately Increasing
  Stagnating
  Decreasing

Over the past few months, COVID-19 has had a devastating impact on economies, governments, and civil society. No city is an exception, and this has put significant pressure on local authorities, businesses, and policy-makers to act swiftly and adequately.

As a result, the world is collectively gaining new insights into science, technology, and policy that could make our cities smarter and equip us with the knowledge and expertise to face other global shocks and crises in the future.

For instance, because of lockdowns and social distancing rules, many urban areas were forced to adopt new e-government services, providing manuals and tutorials for citizens who are learning and becoming more open to the idea of using them. The pandemic has also emphasised the importance of digital forms of work such as online education, remote work, and e-commerce, resulting in reduced congestion.

Skiathos's Municipal Authorities aims to improve the lives of their inhabitants. The on-going digitilisation of the administrative services was further intensified in the year 2020 (indicators 6.4, 6.6) to respond to the COVID-19 pandemic and the subsequent mobility restrictions.

As we can see from the relevant indicators (6.1, 6.5) there was a slight improvement in the number of the new requests, the number of requests processed, but also in the average process time per request. But we are working to further digitalise municipal services and, of course, to motivate everyone on Skiathos to use digital technologies and reduce physical presence.



## 5.6.1 / 'Citizen of Skiathos' app



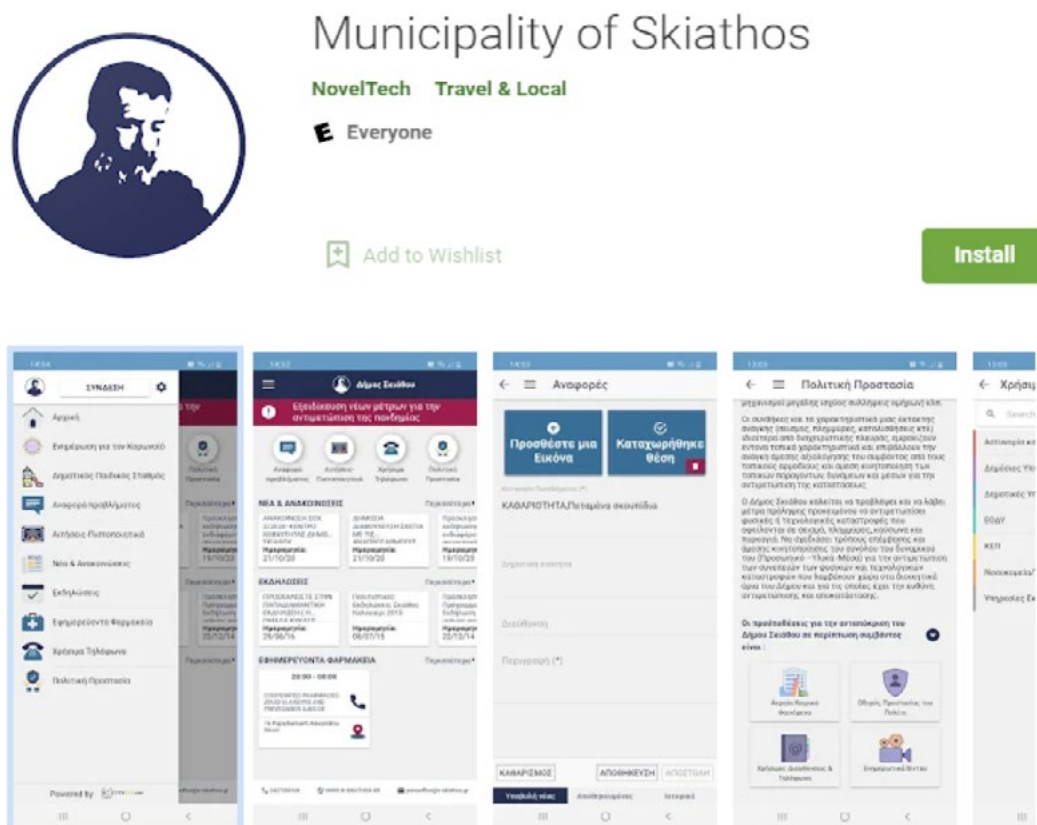
The Municipality of Skiathos has created a mobile application named 'Citizen of Skiathos'. In today's pandemic reality, the Municipal Authority aims to provide citizens with all the services they need and at the same time keep them safe. By using this app, citizens can access electronic services, submit their requests, and be informed.

In today's unprecedented and difficult situation, it is the right time to move to digital services and allow citizens to have immediacy and flexibility in services with the Municipality.

The Municipal Authority is taking advantage of the opportunity offered by technology in order to support and protect citizens.

### **By using this application, citizens of Skiathos can:**

- Submit their requests to the municipal services (certificates, damage reporting, etc.) and have direct contact with the Municipality by phone or email
- Be immediately informed by the Civil Protection services about news and developments regarding the coronavirus



- Have immediate information from the Municipality of Skiathos on the latest news and announcements of the Municipality's actions regarding coronavirus
- Have access to useful telephone numbers of the Municipality and other services (Hospitals, Transport, Education, Emergency, etc.)
- Be informed by the special 'Civil Protection' about instructions in case of disaster
- Receive instant notifications, via PushNotifications, about emergencies or other important updates



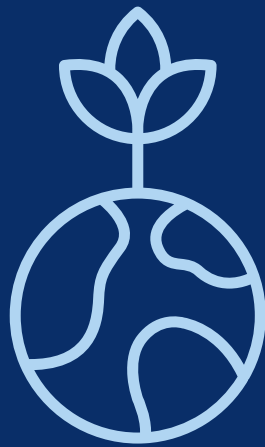
# Conclusions



6/



# 6 / Conclusions



There is a growing recognition by the international development community that the local sphere of government is in the best position for promoting sustainable development within their cities. Consequently, they are ideally placed to design and implement integrated strategies to promote and accelerate Agenda 2030.

City leaders and local authorities across the world are becoming increasingly aware of the need for innovative and sustainable urban development and have started to adopt new initiatives at the local level. For these cities, the SDGs provide an opportunity to improve and communicate the city's vision and strategy.

Today more than ever, it is obvious that many of the key solutions of meeting the SDGs are implemented at local level, and that municipalities are in the best position to ensure that the needs (environmental, economic, social) of the local population are understood and met, in the context of: 'leave no one behind'.





## United Nations General Assembly

It is widely agreed that local governments must be fully involved in ensuring that the SDGs are achieved. VLRs can help local governments share their progress, experiences and new initiatives on the SDGs in a transparent and accountable way. The VLRs are capable to changing the approach to the process of achieving the SDGs.

It will be essential that more local governments learn from each other and join the VLR movement and have better communication and co-operation between all levels of government.

Furthermore, it is critical to support the link between the local, national, regional, and global levels of action, jointly with national governments and local government networks, in order to work in a co-ordinated and efficient manner to further support VLRs.

The Skiathos Voluntary Local Review is the first step in a long-term process. By means of it we align the Skiathos strategy with the global

one (UN Agenda 2030) in order to envision new opportunities for the improvement of the lives and prospects of Skiathos residents and achieve locally the Global Goals.

In this first VLR, we report on how we are fulfilling the 'Skiathos 2030' Mission Statement with a description of the relevant indicators and the measures we are already implementing.

The result is a road map for the city's policies and strategies during this decade. We design ambitious objectives for economic development, inequality reduction, heritage protection and consumption, and production transformation, among many others.

Achieving the six goals of the 'Skiathos 2030' Mission Statement will enable Skiathos to become more environmentally sustainable and more prosperous economically for everyone.

As we present in this report, we are developing several indicators in order to be capable of monitoring each goal's progress towards 'Skiathos 2030'. These indicators have helped us to understand where we need to do more work and where we are on track for the achievement of 'Skiathos 2030'.





It is obvious that after COVID-19, the tourism development of Skiathos will be impressive. The Municipal Authorities have designed very carefully the meta-COVID era on the basis of collaboration with tourism organisations world-wide and promotion of the tourism destination of Skiathos. On the other hand, we need to do more on the digitalisation of municipal services, which can play a pivotal role in the successful goal monitoring.

Over the coming years, the Municipality of Skiathos intends to further its progress on the SDGs by expanding its efforts to source data from IoT and non IoT sources, by engaging with citizens to source their ideas and actions, and by mobilising the community to accelerate our progress toward the Goals.

**Specifically:**



## 1 / Data Gathering & KPI Revision

Localising the SDGs to Skiathos began with mapping the Goals, and a top-down approach to reviewing the SDG targets for applicability to Skiathos priorities and policies, as described earlier in this document. Over the coming years, Skiathos will complete the sourcing of data for all 17 SDGs, and overlay these results with its ongoing analysis of activity on the Goals. Our main target is for all the data to be collected at a network operations centre, in order to create a consolidated and friendly environment at the disposal of the municipality services and administration, but also of any other interested party (researchers, businesses, universities).



## 2 / KPI Assessment & Revision

Having more data, we produce more KPIs and monitor our progress in a holistic way. KPI assessment will inform us where we have an opportunity for new initiatives, and where we may be able to accelerate what's already working.



## 3 / Strategy Adjustment

On the basis of the outcomes of the KPI assessment we transform our strategy. In this phase, we assess the data to determine possible resource and capability trade-offs. Then we explore the impact on people, processes, and technology and develop a consensus on the plan that is most appropriate for building and maintaining our path toward 'Skiathos 2030'.





## 4. Stakeholders' Engagement & Community Mobilisation

Achieving the SDGs requires collective ownership and action. In the case of cities, jurisdictional and resource limitations make this reality more acute, and localisation of the SDGs has to focus on city governance, not just city government.

We recognise that the knowledge and energy needed to realise the Goals resides in our community. As we deepen our implementation over the coming years, the Mayor's Office will reach out to more deliberately engage our neighbours, with the goal of including more community-based initiatives in our mapping. It is our goal that by submitting this report, we will help to raise awareness of Skiathos's commitment to the SDGs, and we invite everyone to reach out and share their work with us.

Over the coming years, we expect to map activity, understand where and why gaps exist, and overlay our local context to understand measures and trends. Mobilisation will focus on driving new partnerships and initiatives to accelerate progress, and on defining new tools, like SDG financing, to help us to get there.

It is our hope that as we engage our community in this work, Skiathos will achieve these Global, Local Goals. The above-mentioned process adds value for Skiathos to drive its policy. It will demonstrate the strength of the SDGs as a common language. The SDGs become shorthand for any organisation to categorise and measure their efforts using the targets and indicators and share that work with an engaged audience anywhere in the world. We intend to monitor, evaluate, and publish our progress towards the SDGs every one or two years, and we urge the other 331 Greek Municipalities to follow this hopeful and honourable path.

---



---

**ACT NOW** TAKE CLIMATE ACTION!

