

Kavala

Transformation through tourism



Vision

To become a digitally advanced "City as a platform" by 2030. Fostering sustainable development in tourism, agro-food, logistics and ICT sectors, while leveraging on the evolving digital skills of its citizens and SME's. Successfully transforming the region into a vivid entrepreneurial ecosystem, and providing a higher quality of life to its citizens and visitors.



54,000

Population



71%

Employment Rate

3/9

Digital Maturity

Key sectors of the local economy:

Tourism & Culture
Agriculture and Fishery
Mining activities

What are the future goals?



By taking part to the Digital Cities Challenge, Kavala wants to support its key sectors by leveraging the potential of ICT.



"Digital Transformation Task Force" will need to activate the established partnerships to raise awareness among the public, make infrastructure progress and upgrade the population with the needed digital skills and knowledge.



Kavala Port Authority, an important transport hub in the region, is expected to utilize modern IT systems and applications to monitor coastal activities and eventually help implementing sustainable economic growth policies in the coastal and maritime sectors.

To promote Tourism and Culture, Kavala wants to:

- extent its Public WiFi network.
- develop digital solutions: a Multimedia Information point (to interact with visitors) and a mobile application to notably provide an e-guide tour system. Furthermore, in collaboration with the academic and research sector, Kavala is planning to develop augmented reality tools to enhance visitor experience.
- Kavala wants to manage the urban and coastal environment and the use of resources by leveraging Big Data platform and IoT



Kavala wants to set up a creativity, innovation & entrepreneurship co-working space in order for people involved in local growth initiatives & projects (Startup Weekend, Open Coffee, Dev Meetup, Kick iT, Open Lab, etc.) to have a dedicated meeting and co-working space.

What is happening today?



Kavala's Operational Program (KOP) 2015-2019 defines 17 strategic directions including the most important, namely, Agro and Fishery, Tourism, Tech and entrepreneurship and sustainable city. 7 of the 17 strategic directions would ultimately benefit from the outputs of the Digital Cities Challenge.

DCC has come at an instance where Kavala is in the process of figuring out how to transform its growth model. Being gradually deindustrialized since the 90es, the city see a great opportunity to exploit unfulfilled potential in industries and sectors positively related with digital transformation. Kavala's Digital Task Force is a local work group, leading all actions towards that.



To implement its strategy supporting digital transformation, Kavala partners with:

- academia and research, namely FRI, EMaTTech and DUTH to benefit from their infrastructure (GRID-CERN - Tier2 systems of EMaTTech to carry data-driven projects) and human resources
- successful innovative companies (Prisma Electronics, BrainBox, Vertitech, ...) and their associations that formally express their participation.
- Civil society, that emulates innovation during annual events on technology and startups.

Besides the formal plan of the municipality, a tech/startup community gathers during multiple annual events:

- StartupWeekend Kavala gathers startup professionals and students to pitch, create and prototype their ideas in 54 hours.
- OpenCoffee Kavala is a reference in the Greek startup scene, it covers recent development and topics of tech and the web.
- Kavala Software Development Meetup organized by local software engineers in order to create an active network of professionals



Local digital skillset is upgraded through initiatives like: - Local primary students learn and gain skills on new technology through "Children's University" monthly workshops - Open Labs that provide space, equipment and mentoring to those in the community involved (or willing to get involved) with open technologies & practices (e.g. 3d scanning & printing, laser technology, robotics, etc.)



Kavala offers a set of e-services to improve the quality of life (e.g. City Care) and empower its citizens (e.g. E-Platform).



The Kavala Chamber of Commerce and Industry (counting 11.000 members), is a traditional supporter of local innovation & entrepreneurship. Its more recent project is "Kick iT" (Kavala Innovation Center for Culture, Creative Industries & Tourism).



European Commission

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