

# Thessaloniki

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**Organisation for the Master Plan and Environmental Protection of Thessaloniki ORTH**

**"The Organization of the Master Plan and Environmental Protection of Thessaloniki (in short, ORTH est. 1985 by the Law 1561/85) is a legislated agency supervised by the Minister of the Environment, Energy & Climate Change for the coordination of public services and other bodies within the Greater Area of Thessaloniki (incorporating local municipalities) specifically aiming at the implementation of the area's master plan and environmental protection programme. According to legislative authorization, ORTH maintains the ability to intervene, apply the necessary guidelines and direct the appropriate measures targeted at the environmental protection of the area with a wider physical, urban and development planning point of view".**

EU SPECIAL Programme

## Thessaloniki - a crossroads

### Priorities

The main priorities of OR.TH. are to implement sound environmental protection techniques and also to upgrade the entire master plan of the area. This can be achieved through innovative, productive and ecologically sound initiatives. In addition, there are urban planning and transportation issues which have to be addressed. The realization of a new role for Thessaloniki and Northern Greece within a socioeconomic environment which is constantly changing is absolutely imperative.

### Strategic location

The strategic location of the city, its financial and social dynamics, along with its history and culture have led Thessaloniki to become a crossroads of development. From this perspective, the financial forces of the area play an important role in new developments which lead to changes in the existing growth model. Therefore, the model of uncontrolled mass production is replaced by a controlled, innovative and sustainable production which leads to the sound financial growth of the whole area.

### Master Plan

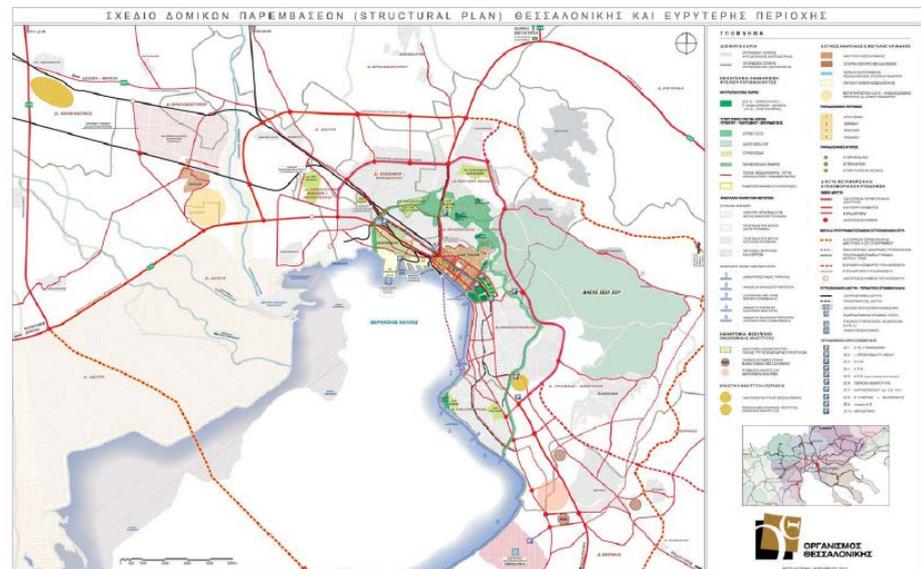
The new Master Plan for Thessaloniki will give the area the opportunity for a better, faster and more sustainable development. This can be achieved through a better spatial organization, the proper cooperation between the authorities and the effective governing of the region. OR.TH. is determined to finalize the proposals for the spatial reorganization and seeks the exchange of ideas in an open governmental way. The free exchange of fresh ideas and opinions of all participants in the field will result in the optimal solutions for implementation.

### Governance

The new model of metropolitan government of the greater area of Thessaloniki has not yet come into effect. However, there's a feeling that it will finally succeed in adding a new dynamic to the cooperation and synergy between international metropolies and our local authorities. This will be achieved through new organizational conditions of local authorities and the responsibilities of OR.TH.

## Attraction

The metropolitan area of Thessaloniki has a set of advantages in comparison to other metropolitan areas of the Balkans and Southeastern Europe. These advantages are strengthened by the international recognition of Thessaloniki's higher educational facilities (Universities, Colleges, the Hellenic International University etc), its advance in health facilities (hospitals, social health and research centers etc), its commercial and retail shopping centers, its places of social gatherings and convention centers as well as numerous cultural facilities (museums, theaters, cultural centers etc). These amenities have made the area a center of attraction for development.



Construction intervention plan for greater Thessaloniki