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## GreenMove Project:

# Sustainable Tourism and Mobility in Coastal & rural Regions: Eco-friendly Transportation Options



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# Raising awareness of fundamental rights and EU values through sustainable transportation infrastructure

**Presenter: Galena Veleva - Chief Specialist  
Programs and Projects**

Gotse Delchev Municipality, Bulgaria

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# Introduction



- The EU promotes the development of sustainable, accessible and green mobility, based on human rights and values.
- Urban infrastructure must benefit all citizens – without exception.
- Gotse Delchev is an example of a balance between tradition, modernization and social sensitivity.

# Fundamental values and rights of the EU



- Equality and non-discrimination
- Access to services of general interest
- Right to a clean environment
- Freedom of movement and participation in public life
- Solidarity and inclusion of vulnerable groups

**Objective: Infrastructure should serve not only to movement, but also to human dignity and social connection.**

**Official opening of a new building for social housing in Gotse Delchev**



# Transport and rights – how are they connected?

- Every time we design a street, sidewalk, or bus route, we are making a social decision.
- Sustainable transportation means:
  - equal access for people with disabilities;
  - safe and green environment for children and adults;
  - clean air and silence;
  - fair conditions for all pedestrians, cyclists, and drivers.



**Accessible environment**

# Transport and rights – how are they connected?



**Accessible environment**



# European and national frameworks



**Electric vehicle charging station in the city center**

- European Green Deal – achieving climate neutrality by 2050
- EU Strategy for Sustainable and Smart Mobility
- EU Charter of Fundamental Rights – accessibility and equal opportunities
- Transport Connectivity Programme 2021–2027 (BG) – investments in green, safe and smart solutions



**Parking spaces for disabled**



# Gotse Delchev – context and potential

- The municipality is a regional center for 35,000 residents.
- In recent years, projects under the Regional development and Recovery and resilience plan have been implemented for:
  - urban development;
  - energy efficiency and accessible infrastructure;
  - landscaping and improving mobility.

- Sustainable urban planning is being developed, including:
  - new pedestrian alleys and bicycle routes;
  - accessible sidewalks and ramps;
  - improved lighting and security.



**Bicycle path**



**Places for disabled people in the Hall of culture**



# Sustainable transport infrastructure – how we implement it

Principle	Implemented in Gotse Delchev	Effect
Accessibility	New ramps and sidewalks with tactile stripes	Social inclusion
Environmentally friendly	Promoting walking and cycling	Reduced emissions
Safety	Improved street lighting and pedestrian crossings	Protection of life
Intelligent approach	Integrated traffic management	Efficiency and comfort



**Accessibility to the park**



**Pedestrian zone in the center**

**Ramps built in all schools**





# Raising public awareness

**Gotse Delchev Municipality is encouraging:**

- educational campaigns in schools for “green transport”;
- civic forums for discussing transport solutions;
- initiatives for shared travel;
- youth volunteer actions for maintenance of alleys and cycle paths.



**Cleaning initiative**



**Educational initiatives for separate waste collection**



# European values in a local context

Value	Example in Gotse Delchev
Equality	Barrier-free access to public buildings and parks
Solidarity	Municipal transport accessible to people with disabilities
Respect for nature	Green areas and natural surfaces everywhere in populated areas
Promoting movement	Hiking trails adapted for people with reduced mobility and children
Accessibility	Toilets for disabled on public places



Accessibility in nature and in public buildings



# Messages

- Every transport project can be a message of justice, access and solidarity.
- Gotse Delchev has the potential to become a model for a small town with a European vision for mobility.
- Investments in infrastructure are investments in values.

We are guided by the principle that **sustainable transportation infrastructure is not just a network of streets – it is the path that a community takes towards equality, dignity and a green future.**



**Nevrokop valley and the church “Assumption of the Virgin Mary” in the center**





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# Thank you!

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