



**Sustainable Energy Based Tourism  
Implementation Centre**



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# BIRGI



HISTORICAL SIGNIFICANCE



UNESCO RECOGNITION



UNIQUE URBAN TEXTURE AND ARCHITECTURE



NATURAL LANDSCAPE



CULTURAL HERITAGE AND ARTIFACTS



DISTINCTIVE AGRICULTURAL PRODUCTS



ICONIC TREES AND FLORA



MICROCLIMATE ADVANTAGE



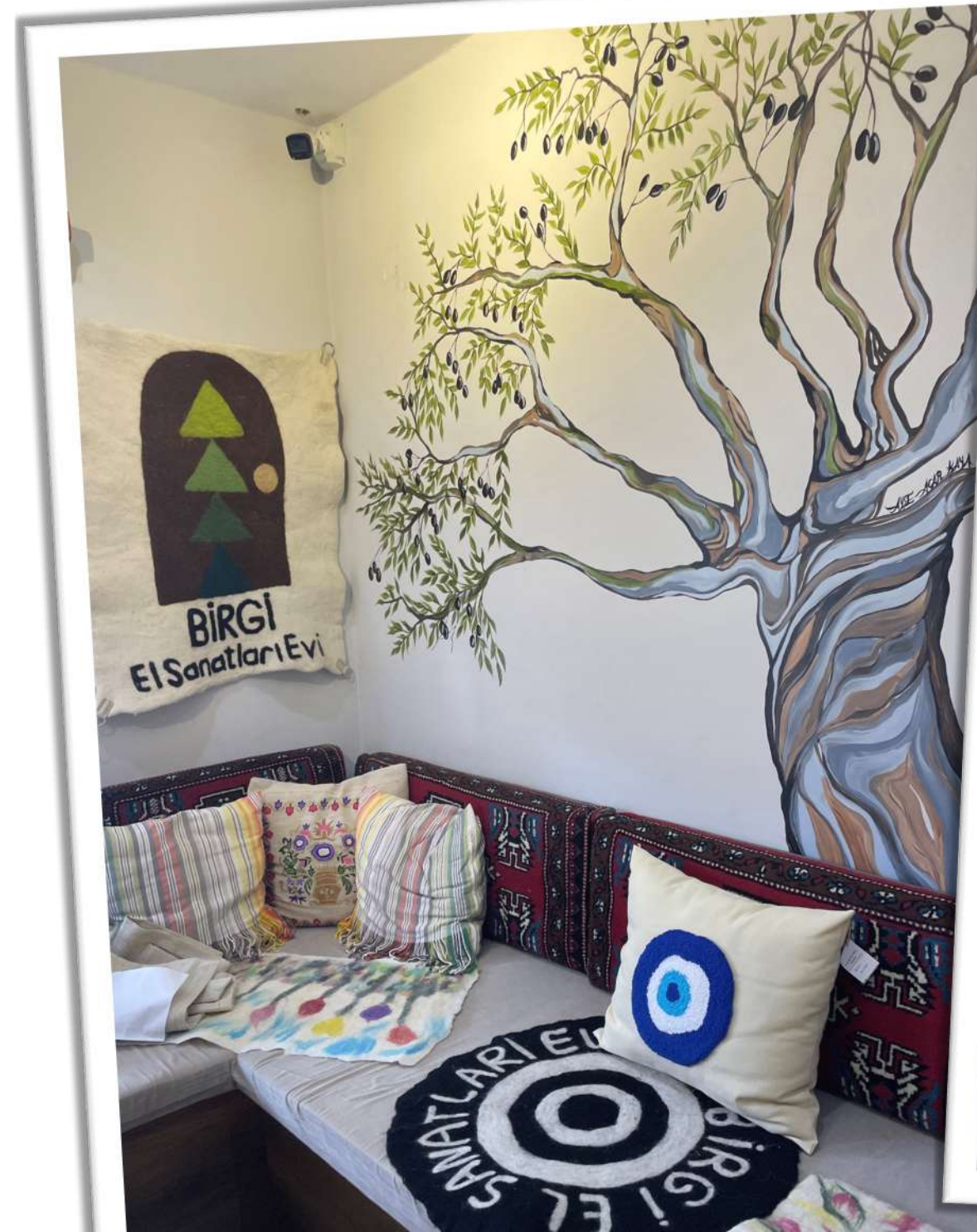
SUSTAINABLE RURAL TOURISM



COMMUNITY INVOLVEMENT



OWNERSHIP OF LOCAL AUTHORITIES



Birgi, Türkiye  
Officially recognized as a Best Tourism Village by UN Tourism in 2022

**Ministry of Culture and Tourism**  
**Türkiye Tourism Promotion and Development Agency**



*The aim is to support the Ministry of Culture and Tourism's initiative to align globally accepted destination standards with the unique needs and requirements of local communities, particularly in small-scale destinations in different regions of Türkiye to make substantial contributions to community-based socio-economic development.*

**United Nations Development Programme (UNDP)**

**Enerjisa Energy**

OUTPUT 1	OUTPUT 2	OUTPUT 3	OUTPUT 4	OUTPUT 5
RAISING AWARENESS OF SUSTAINABLE COMMUNITY-BASED TOURISM	SUSTAINABLE MANAGEMENT OF DESTINATIONS	SOCIO-ECONOMIC SUSTAINABILITY OF DESTINATIONS	CULTURAL SUSTAINABILITY OF DESTINATIONS	ENVIRONMENTAL SUSTAINABILITY OF DESTINATIONS

## OUTPUT 1

## OUTPUT 2

## OUTPUT 3

## OUTPUT 4

## OUTPUT 5

RAISING AWARENESS OF  
SUSTAINABLE COMMUNITY-BASED  
TOURISM

SUSTAINABLE MANAGEMENT OF  
DESTINATIONS

SOCIO-ECONOMIC SUSTAINABILITY  
OF DESTINATIONS

CULTURAL SUSTAINABILITY OF  
DESTINATIONS

ENVIRONMENTAL SUSTAINABILITY  
OF DESTINATIONS



## Sentrum Launch Event at Birgi Çakırağa Mansion



Total of 219 news articles.



35 Newspaper



16 TV Channels



168 Internet

Total number of people reached:  
**5.359.632**

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## SENTRUM Birgi

- Smart route application kiosk that creates customizable tours based on visitors' interests, physical abilities, and time constraints
- Experience center/workshops for women, youth, and visitors
- Technology, coding, and design courses for children
- Promotional materials introducing Birgi
- Raising awareness about responsible tourism
- Nursing area and children's play area for women



OUTPUT 1

OUTPUT 2

OUTPUT 3

OUTPUT 4

OUTPUT 5

RAISING AWARENESS OF SUSTAINABLE COMMUNITY-BASED TOURISM

SUSTAINABLE MANAGEMENT OF DESTINATIONS

SOCIO-ECONOMIC SUSTAINABILITY OF DESTINATIONS

CULTURAL SUSTAINABILITY OF DESTINATIONS

ENVIRONMENTAL SUSTAINABILITY OF DESTINATIONS

- Capacity Building/ trainings for tourism enterprises, women, youth and children: energy efficiency, sustainable tourism, social media management, gender quality, creative drama, GSTC criteria, financial awareness, local product development, branding and marketing



## OUTPUT 1

## OUTPUT 2

## OUTPUT 3

## OUTPUT 4

## OUTPUT 5

### RAISING AWARENESS OF SUSTAINABLE COMMUNITY-BASED TOURISM

### SUSTAINABLE MANAGEMENT OF DESTINATIONS

### SOCIO-ECONOMIC SUSTAINABILITY OF DESTINATIONS

### CULTURAL SUSTAINABILITY OF DESTINATIONS

### ENVIRONMENTAL SUSTAINABILITY OF DESTINATIONS



#### Climate Crisis Energy Management

What are the impacts of climate crisis on energy consumption? How do increasing temperatures change heating and cooling needs? Click here for further details!

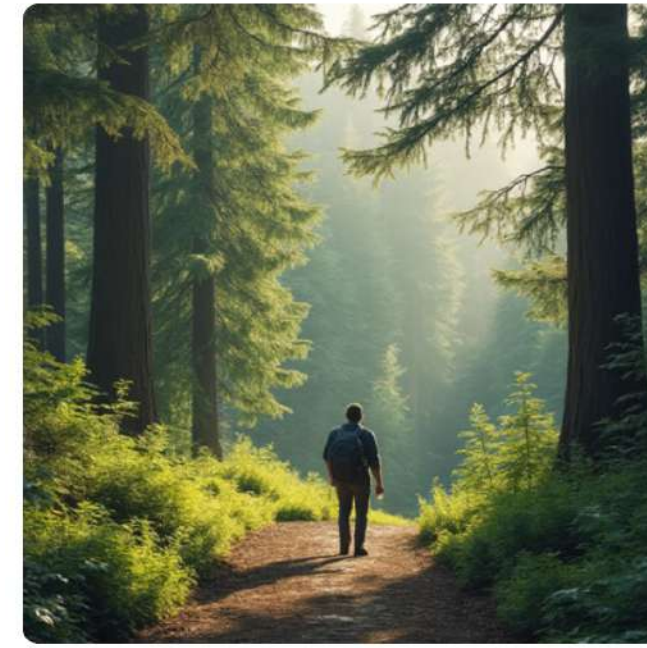
[Read the rest of the article >](#)



#### What is Green Inflation?

What is green inflation, why is it important? Check out this blog post to get answers to your questions and more!

[Read the rest of the article >](#)



#### What is Slow Tourism?

What is Slow Tourism?

[Read the rest of the article >](#)



#### What is the Difference between Tourist and Traveler?

Discover the differences between a tourist and a traveler! Learn about the ways to make your travel experience more meaningful and the advantages of being a traveler.

[Read the rest of the article >](#)



#### G7 Summit and Climate Crisis

Why is G7 Summit important, what was talked at the summit about climate crisis? Check out this blog post for further details!

[Read the rest of the article >](#)



#### What is Regenerative Tourism?

What is Regenerative Tourism, how is it practiced and why is it significant? Check out this blog for further details.

[Read the rest of the article >](#)



#### What is Permafrost?

What is permafrost? Discover what permafrost is, why its melting is important and what kind of dangers it brings in this blog post.

[Read the rest of the article >](#)



#### Differences Between Global Warming and Climate Change

What is the difference between global warming and climate change concepts? How are they interrelated?

[Read the rest of the article >](#)



#### How Should We Deal with Extremely Hot Weather?

How Should We Deal with Extremely Hot Weather?

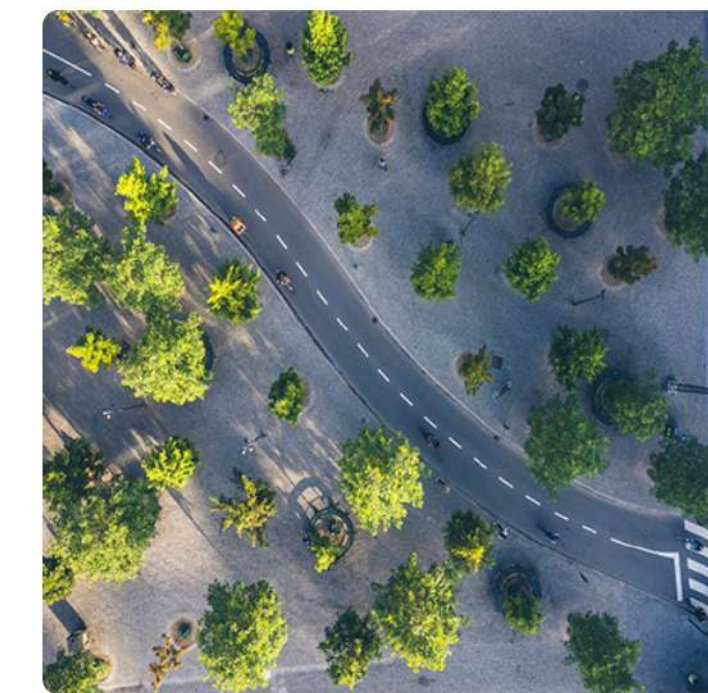
[Read the rest of the article >](#)



#### What is a Pesticide?

What is a pesticide, why is it harmful? How can we clean our food from toxicity? Click for more!

[Read the rest of the article >](#)



#### What are Sustainable Tourism Trends?

The most up-to-date information, examples, and tips for the future related to sustainable tourism trends are in this blog!

[Read the rest of the article >](#)



#### Energy Saving Tips

What is energy saving, and how to do it? You can check out our post for more information on energy saving tips!

[Read the rest of the article >](#)

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- GSTC Assessment and Action Plan
- Marketing Strategy Document
- Visitor Carrying Capacity
- Focus Group Meetings with Women
- Gender Action Plan
- Climate Risk Assessment
- Organizational and Governance Framework





## OUTPUT 1

## OUTPUT 2

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## OUTPUT 4

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RAISING AWARENESS OF SUSTAINABLE COMMUNITY-BASED TOURISM

SUSTAINABLE MANAGEMENT OF DESTINATIONS

SOCIO-ECONOMIC SUSTAINABILITY OF DESTINATIONS

CULTURAL SUSTAINABILITY OF DESTINATIONS

ENVIRONMENTAL SUSTAINABILITY OF DESTINATIONS

- **Current Status Report for Birgi**
- Training and employment opportunities to support twin transition in tourism (green and digital)
- Volunteering activities (voluntourism)
- Advocacy activities to enable local authorities to contribute to sustainability initiatives responsibly.



### What is Voluntourism?

What is voluntourism, how and why to do it? Check the article to get your answers and more!

[Read the rest of the article >](#)



### What is GSTC Criteria?

What are GSTC Criteria, how to obtain Sustainable Tourism Certificate? Click here for further details!

[Read the rest of the article >](#)

OUTPUT 1

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RAISING AWARENESS OF SUSTAINABLE COMMUNITY-BASED TOURISM

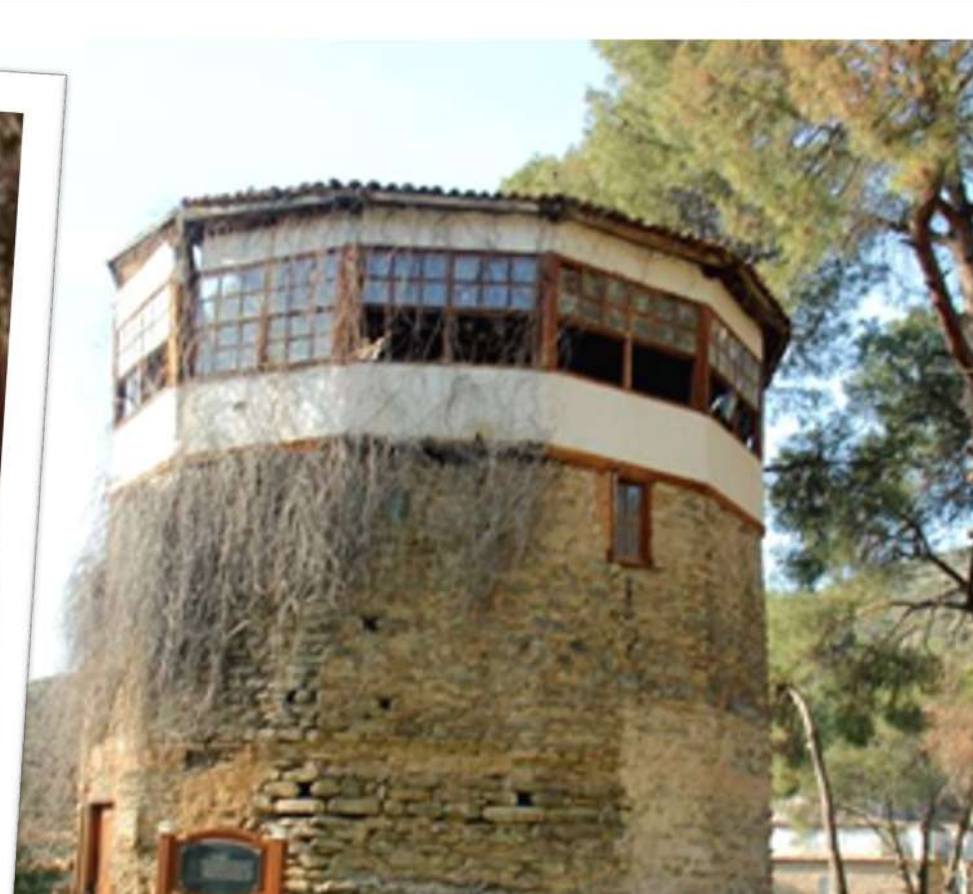
SUSTAINABLE MANAGEMENT OF DESTINATIONS

SOCIO-ECONOMIC SUSTAINABILITY OF DESTINATIONS

CULTURAL SUSTAINABILITY OF DESTINATIONS

ENVIRONMENTAL SUSTAINABILITY OF DESTINATIONS

- Tangible and intangible cultural heritage
- Sustainable Tourism Routes
- Gastronomy workshops- Traditional flavors of Birgi



**SÜRDÜRÜLEBİLİR ENERJİ TEMELLİ TURİZM UYGULAMA MERKEZİ (SENTRUM) PROJESİ**

**KÜÇÜKKÖY ENERJİ YÜRÜYÜŞ VE BİSİKLET ROTALARI**

Geleneksel Ege köy ve kasabalarının en güzel örneklerinden biri olan Küçükköy, doğal, kültürel, tarihi ve sanatsal açıdan çok sayıda değer taşıyor. Geçmişten gelen bu birikimi sanat ve bilimle harmanlayan köy, SENTRUM - Yeşil Destinasyon Projesi ile ülkemizin ilk enerji etkin yeşil turizm destinasyonu olarak geliyor.

Küçükköy, Boşnak kültürüne ait gastronomik değerler, geleneksel taş evler, sulak alan, orman ekosistemleri ve farklı disiplinlerden çok sayıda sanatsal üretime ev sahipliği yapıyor.

**KÜÇÜKKÖY'Ü KEŞFETMEK İÇİN SİZ DE ROTALARDAN BİRİNİ TERCİH EDİN!**

**ENERJİ ROTASI**

Küçükköy'de enerji etkin bir yeşil destinasyon oluşturma hedefiyle oluşturduğumuz Enerji Rotası'nı siz de deneyimleyin! Rota boyunca makı, friganca ve orman ekosistemlerini göreceksiniz. Bununla, doğal enerji etkin yapı kurduklarına ve iklimlendirmeye nasıl katkı sağladıklarına tanık olacaksınız.

Rotanın Küçükköy merkezden geçen bölümlerinde ise taş mimari unsurlarını ve SENTRUM-Yeşil Destinasyon Projesi ile yapılan sürdürülebilir enerji uygulamalarını göreceksiniz. Rota üzerindeki Sabancı Üniversitesi Yaratıcı Teknolojiler Atölyesi'ni ziyaret ederek enerji verimliliği, yenilenebilir enerji, sürdürülebilir turizm konularını çocuklarınızla birlikte öğrenebilir, uygulamak atölye çalışmalarına katılabilirsiniz.

Fıstık camı, Bergama ve Kozak Yaylası bölgesinin en önemli kültürel, sosyoekonomik ve doğal değerleri arasında. Enerji Rotası boyunca bu alanları da gezebilirsiniz. Ege Bölgesi'nin en özgün ve kültürel değeri yüksek enerji uygulama tekniklerinden biri olan Ayvalık bu özgün değerini rota üzerindeki farklı noktalarda deneyimlemeniz mümkün.

**YÜRÜYÜŞ VE BİSİKLET ROTASI**

Su kulanımı ve tuzlu su ekosistemleri, Küçükköy ve yakın çevresini içeren yürüyüş ve bisiklet rotası üzerinde hem yürüyerek hem de bisiklet ile keşfedebilirsiniz. Tatlı su ekosistemlerinden biri olan derelet ise yine rota boyunca sizleri bekliyor. Ayvalık Tuzla ise flamingolarla tanışmanızı sağlayacak önemli doğal alanlardan biri. Zeytin ve zeytinyağı kültürüyle özdeşleşen destinasyonlardan biri olan Ayvalık'ın bu özgün değerini rota üzerindeki farklı noktalarda deneyimlemeniz mümkün.

Logos: SENTRUM, UNITED NATIONS DEVELOPMENT PROGRAMME, ENERJİSA, Sabancı Üniversitesi, AYVALIK BELEDİYESİ, HABİTA.



UNITED NATIONS  
DEVELOPMENT PROGRAMME



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- A Comprehensive Report on Walk-Through Energy Audits for Local Tourism Businesses
- Walk-through energy audits for public buildings
- Energy efficient transformation of selected public building
- A feasibility study for solar energy applications in public buildings
- E-Charging station to promote sustainable transportation.
- Çakırağa Mansion and Ödemiş Museum using green energy with a Sustainable Green Energy Certificate
- GSTC Certified Hotels



YENİLENEBİLİR  
ENERJİ SERTİFİKASI  
TEDARİK BELGESİ

PROOF OF  
RENEWABLE ENERGY  
PROCUREMENT

İZMİR BİRGİ ÇAKIRAĞA KONAĞI

Bu belge ile 01.01.2024 tarihli itibarıyla uluslararası standartlar tarafından kayıt altına alınan yenilenebilir enerji sertifikalarını kullanarak %100 oranında çevre dostu enerji tüketmeye başladınız.

Bu belge 01.01.2024 - 30.06.2024 tarihleri arasında geçerlidir.

Çakırağa Konağı'nın Yeşil Enerji Sertifikasyonu, Sürdürülebilir Enerji Temelli Turizm Uygulama Merkezi - SENTRUM projesi kapsamında Enerjisa tarafından gerçekleştirilmiştir.

Izmir Birgi Çakırağa Mansion's Green Energy Certification was carried out by Enerjisa within the scope of the Sustainable Energy Based Tourism Application Center - SENTRUM project.

Bu belge taraflar arasında imzalanan Elektrik Tedarik Sözleşmesi yürürlükte kaldığı sürece geçerlidir.



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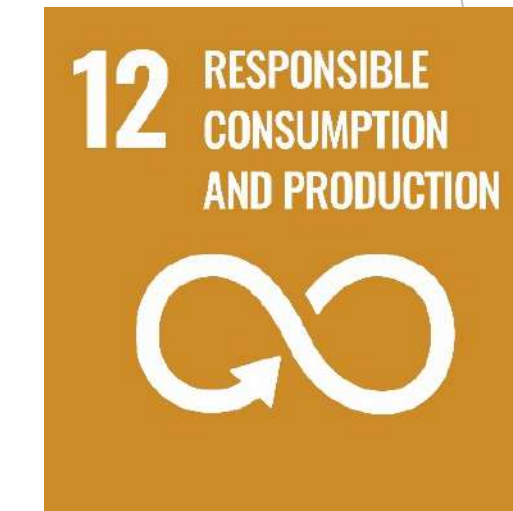
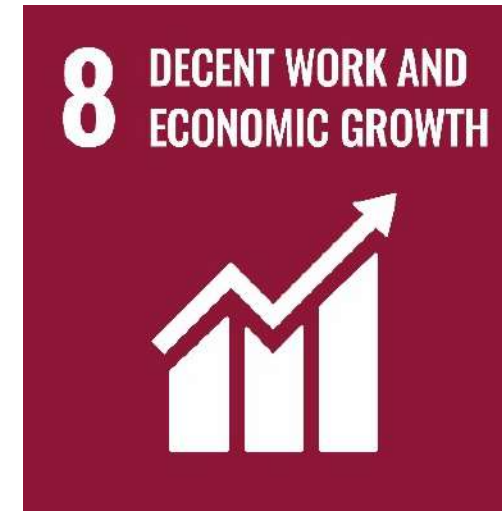
İZMİR BİRGİ ÇAKIRAĞA MANSION

This is to certify that, as of 01.01.2024, you have started consuming 100% environmentally-friendly energy by use of renewable energy certificates that are recognized by International standards.

This document is valid from 01.01.2024 to 30.06.2024.

This document is valid as long as the Electricity Supply Contract is signed between the parties.

# Sustainable Development Goals

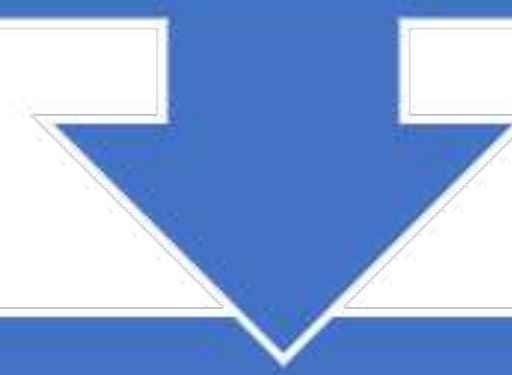


The Project will directly contribute to;

SDG 7.3 “By 2030, double the global rate of improvement in energy efficiency”

SDG 8.9 “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.”

SDG 12.b “Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.”



The project will indirectly have an impact on other SDGs;





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