Trikala is a city of about 82000 inhabitants and the capital of the respective regional unit. Trikala is an important example of integrating local particularities with actions of innovation. One of the city’ s main targets is respecting and promoting local assets while incorporating new technologies and smart solutions in its planning activities and enhancing activities towards circular economy.

Trikala is the leading Smart City in Greece, uses the technology to improve services, increase transparency and become more efficient. To this end a turn to the “smart” use of IT solutions has been made, in order to find ways to make function better for the people who live in it and the people who visit it. Set among green fields in the agricultural heartland of Greece, in the Region of Thessaly, the historic city of Trikala was not an obvious candidate for the nation’s first smart city.

Trikala has already invested in building an impressive smart urban landscape by reinforcing its Internet-of-Things layer. It is considered as the best paradigm for a smart and digital city in Greece. The established monitoring network of a great series of urban variables and KPIs constitutes the foundation on which it can succeed in applying NBSs.

Although the previous efforts and a well shaped local strategy, the country's first "smart city", the birthplace of the 1st Doctor of the World Asklipios (Aesculapius), one of the most popular Greek city for a city break, the number one city as Christmas Capital with the most famous Christmas Thematic Park, “The Mill of Elves”, which attract more than 1.2 million visitors and the city with a plenty of cultural background, has a problem: the city's image is not as positive as it could be, especially in the eyes of international potential visitors, investors, and talents.

On the occasion of the URBACT Action Planning Network call, the City of Trikala is looking for partner cities in order to learn about:

* How a medium size European city, can reshape its image beyond the shadow of nearby metropolitan areas;
* shaping a strategy to attract international talent and investment;
* learning from best practices to initiate, create and implement a place brand proposition;
* how to overcome the initial challenges of the city branding initiative.