

CITY OF ZAGREB - STRATEGIC AND URBAN DEVELOPMENT



City of Zagreb

World Cities Indonesia

Content:



City of Zagreb



Challenges and good practices



Collaboration potential



Representatives intro





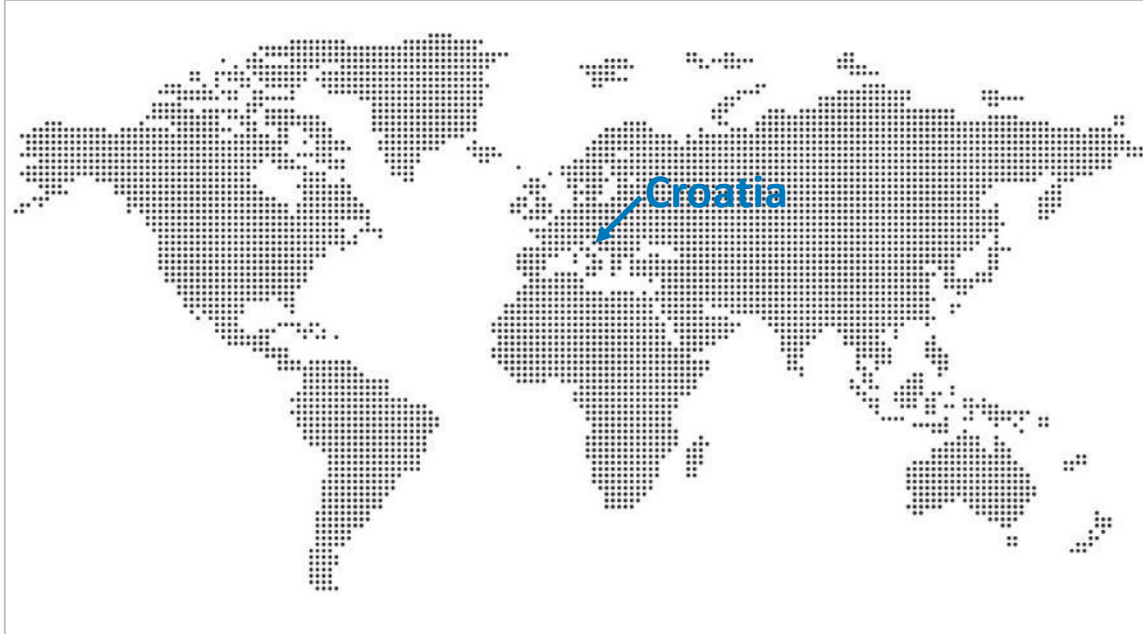
CITY OF ZAGREB



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Croatia – position & basic facts



- total land area 56 594 sqkm
- sea area 31 067 sqkm
- 1250 islands
- population 4 284 899 (2011)



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Zagreb – position & basic facts

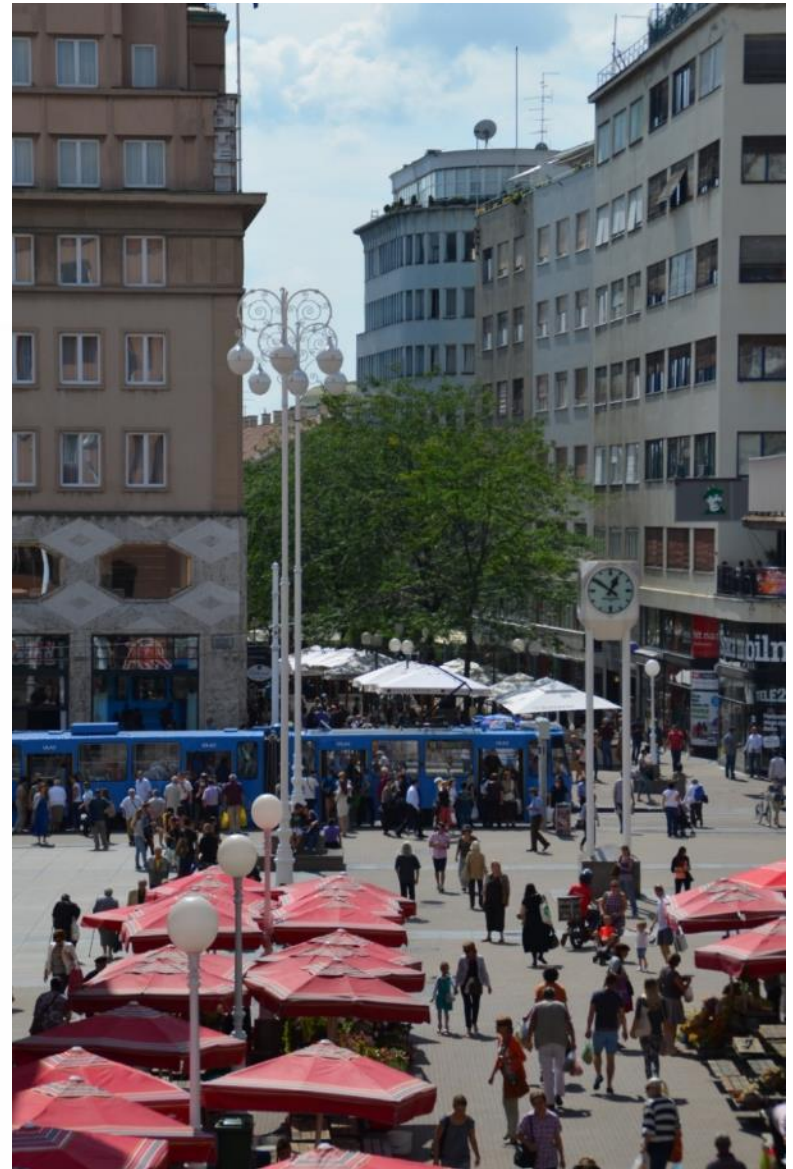
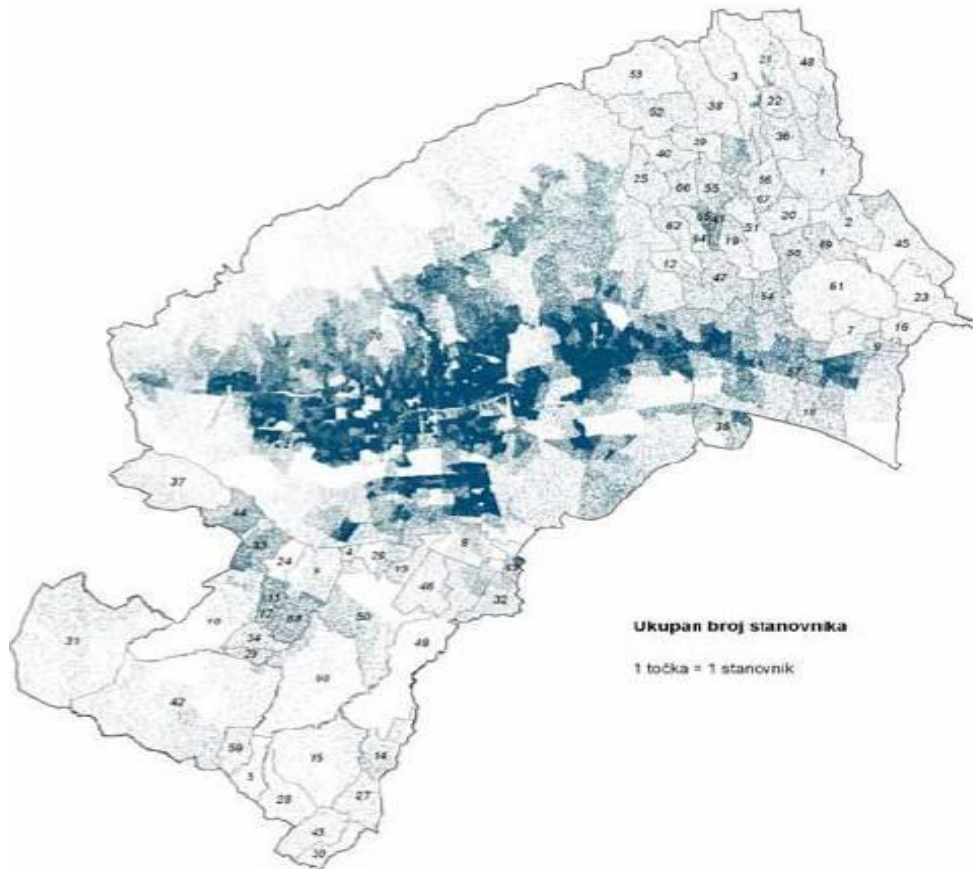


- City and County
- total area 641 km²
- urban area 220 km²
- population 790,017 (2011)
- 25% of Croatia population
- Urban area population 1.2 mil



Administrative organization

- City Assembly - 51 representatives
- Mayor and two deputy mayor
- 22 city administrative bodies (offices)
- 17 districts and 218 subdistricts



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Culture & education center

- 71 902 students (University)
- growing number of tourist (>75% foreign)
- 89 theatres with 10,749 seats
- 44 museums and 28 art collections

Economic and innovation center

- Attracts more than 50% FDI in Croatia
- GDP above national average
Croatia 10.038 EUR/ capita,
Zagreb 18.414 EUR/ capita
- 32,4 % of Croatia's total exports
- 66 % of Croatia's entrepreneurs
- Annual Budget - 1 billion Euro



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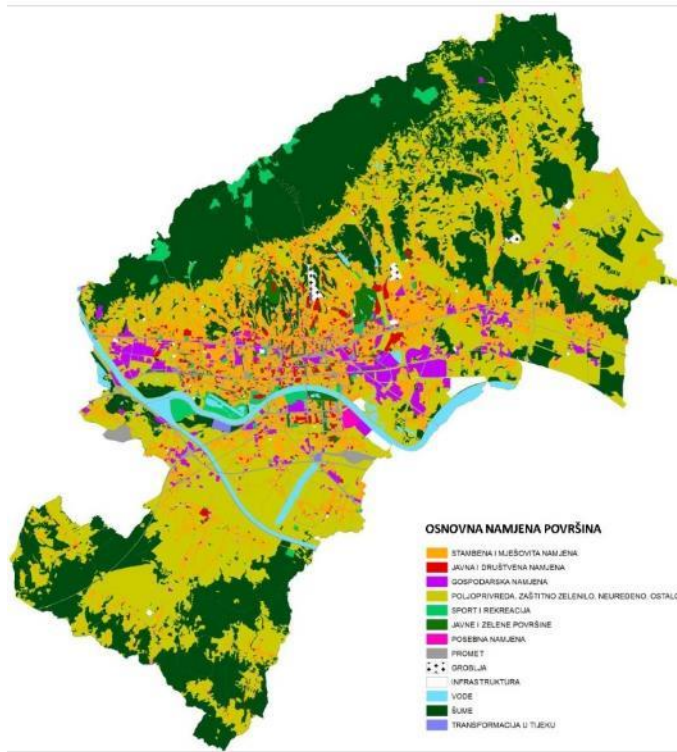
CHALLENGES & GOOD PRACTICES



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CITY OF ZAGREB DEVELOPMENT STRATEGY



1 COMPETITIVE ECONOMY

2 DEVELOPMENT OF HUMAN RESOURCES

3 SUSTAINABLE MANAGEMENT OF ENERGY AND ENVIRONMENT

4 HIGH QUALITY OF CITY SPACES, FUNCTIONS AND SERVICES

5 HIGH QUALITY OF LIVING

6 EFFICIENT MANAGEMENT OF DEVELOPMENT

Vision

City - urban incubator of sustainable concepts, entrepreneurship & new values



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DEVELOPMENT AGENCY
ZAGREB



Technology Park
Zagreb



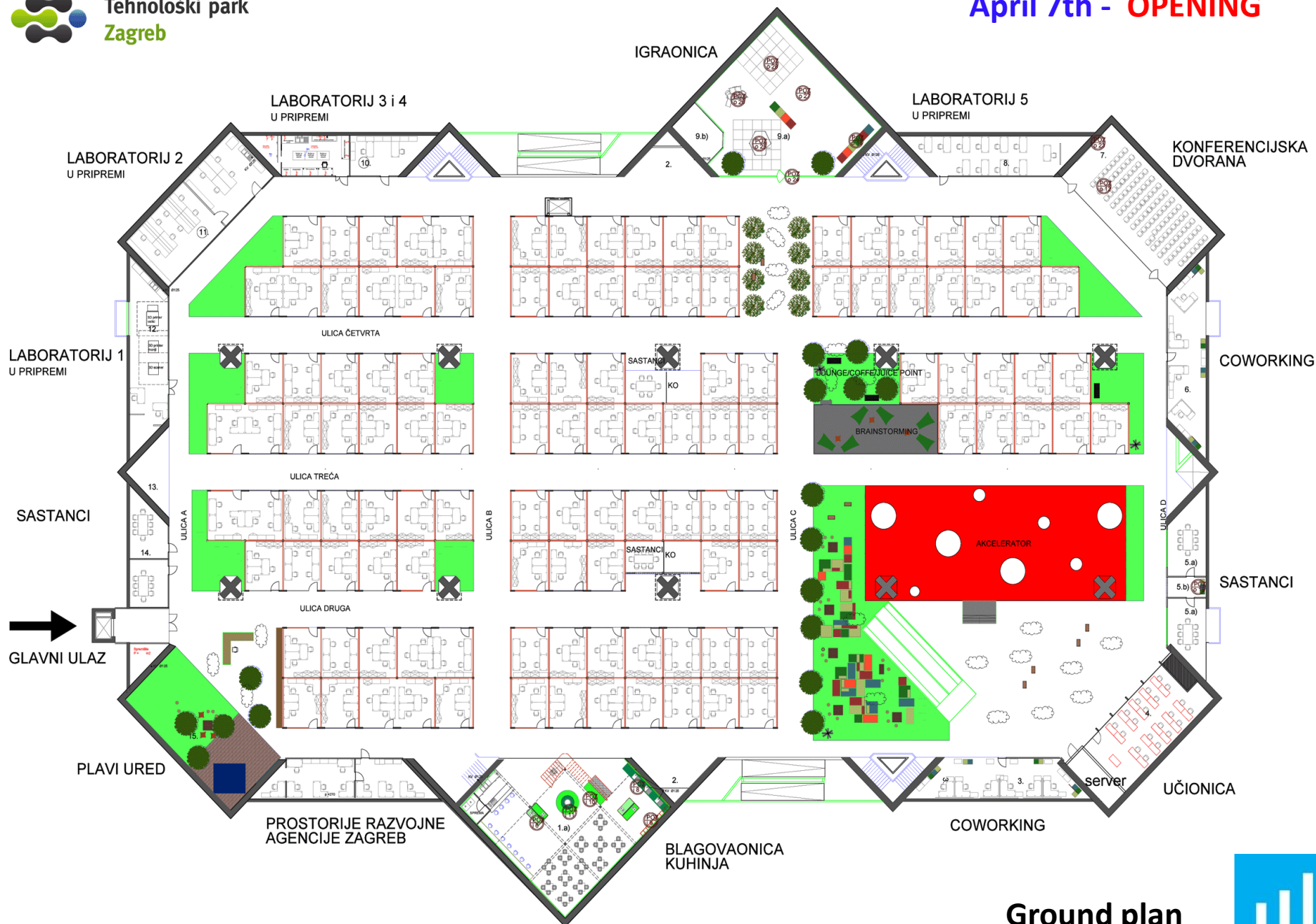
STARTUP FACTORY
ZAGREB



PLAVI URED
— PODUZETNIČKI CENTAR GRADA ZAGREBA



Technology Park Zagreb / Zagreb Fair
400+ work spaces (120 offices, coworking accelerator)
120 event seats (conference room, presentation room)
6 labs (inno-tech centers)
➤ 7500 m²



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**SESSION I. SMART URBAN
DEVELOPMENT**



**SESSION II. URBAN CHALLENGES -
STRATEGIES & PROJECTS FOR
SMART DEVELOPMENT**



**SESSION III. INDUSTRY SOLUTIONS
FOR CITIES**



**SESSION IV. STRATEGIES &
FINANCING INSTRUMENTS**

<http://2016.zagrebforum.eu/>



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Strategic information and research

GEOPORTAL - central place for finding, reviewing and using information about the City of Zagreb;
m – ZIPP – mobile version

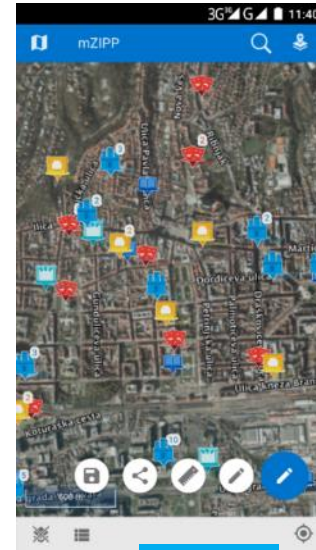
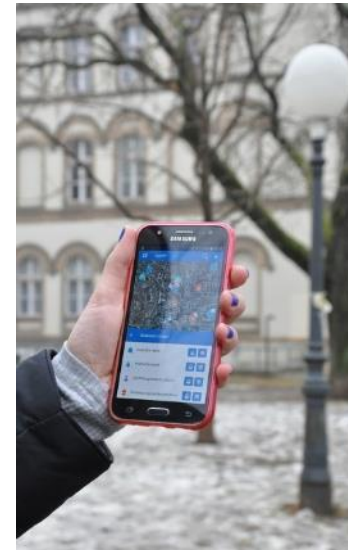
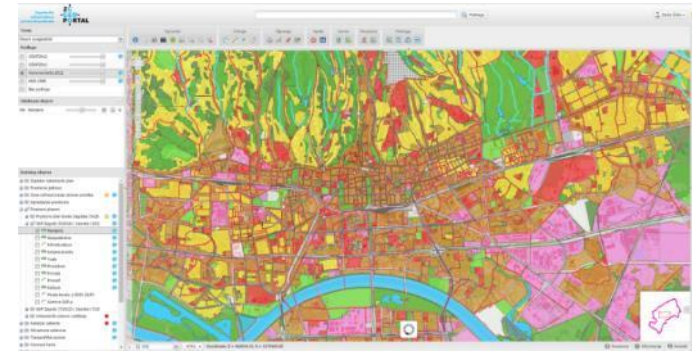
Data about:

- Public administration
- Services - education, health, environment, communal, sports ...
- Addresses, Masterplan uses, maps
- City districts and local committees

For public, professional & city administration use

Functionalities:

- Positioning
- Information about objects
- Location info
- Search, record, share, measure...



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SMART CITY INITIATIVES

MOJ ZAGREB - central place for submitting, reviewing and using information about the City communal issues



ZAGREB INNOVATIVE CITY:

- direct communication between citizens and the city – proposals, comments, ideas, rating

Public administration Services - education, health, environment, communal, sports ...

ZAGREB NOW

- REAL -time Information about services
- Location info
- ZGH info

HORIZON 2020 project

- URBAN LEARNING
- CITY KEYS

smart government - KPI





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SVI SERVISI



GRAD ZAGREB
www.zagreb.hr

EŠKOLSTVO



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EDOZVOLA - PROSTORNO
UREĐENJE I GRADITELJSTVO



MATICA GRADA ZAGREBA



GRADSKA IMOVINA



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Urban regeneration

KOZARI BOK

- – regeneration of illegal housing area;
- 2500 inhabitants
- 11 km of water supply, sewerage and gas
- Street reconstruction
- School and sport center

> 5 mil € up to date

PODBREŽJE:

- 1800 apartmants

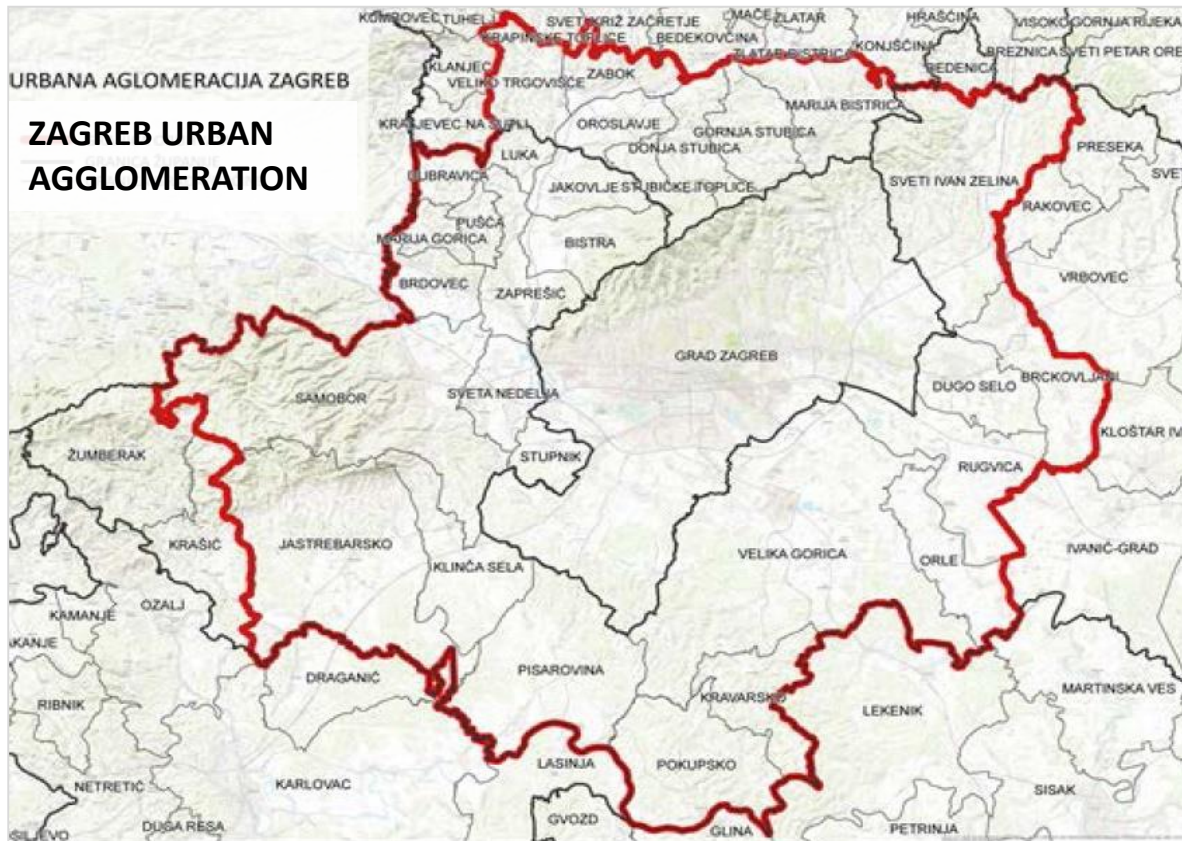
280 families – social housing

10 mil€ subsidies for junior researchers

PPI – city and ZGH and UNI



Zagreb Urban Agglomeration Development Strategy



City of Zagreb + 29 municipalities

Area: 2.911,3 km²
(5% area of RH)

Population: 1,086.528
(25% RH population)





COLLABORATION POTENTIAL



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Strategic information and research

WCCD Pilot project – ISO 37120 Standardizes indicators – benefits:

- Strategic planning - indicators for measures in development strategies
- Smart city tool, chance for city branding
- Incentive for redefining a role of city statistics
- Opportunity for international cooperation and benchmarking in networks of cities



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BUSSINESS SUPPORT

- Networking between BSIs, knowledge and expierence exchange on managihn eco-system
- Enabling matchmaking possibilities
- R & D and University cooperation

ALT PRO

Technology park start up

Cooperation with PT LEN

SMART CITY ZAGREB

- Transportation
- Smart public services
- Circular economy
- Water & waste management



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REPRESENTATIVES INFO



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NERA PAVIĆ



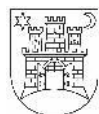
**JELENA
MARKOVIĆ**



**ALEKSANDAR
GROZDANIĆ**



**SONJA
SOČIVICA**





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**Thank you for your
attention!**



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