



# City of Zagreb

## Smart City Achievements and Challenges

Mirka Jozić

Major Cities of Europe  
The Digital future - Cities facing the reality  
Zagreb, 12-14 June 2017

## Zagreb - basic facts

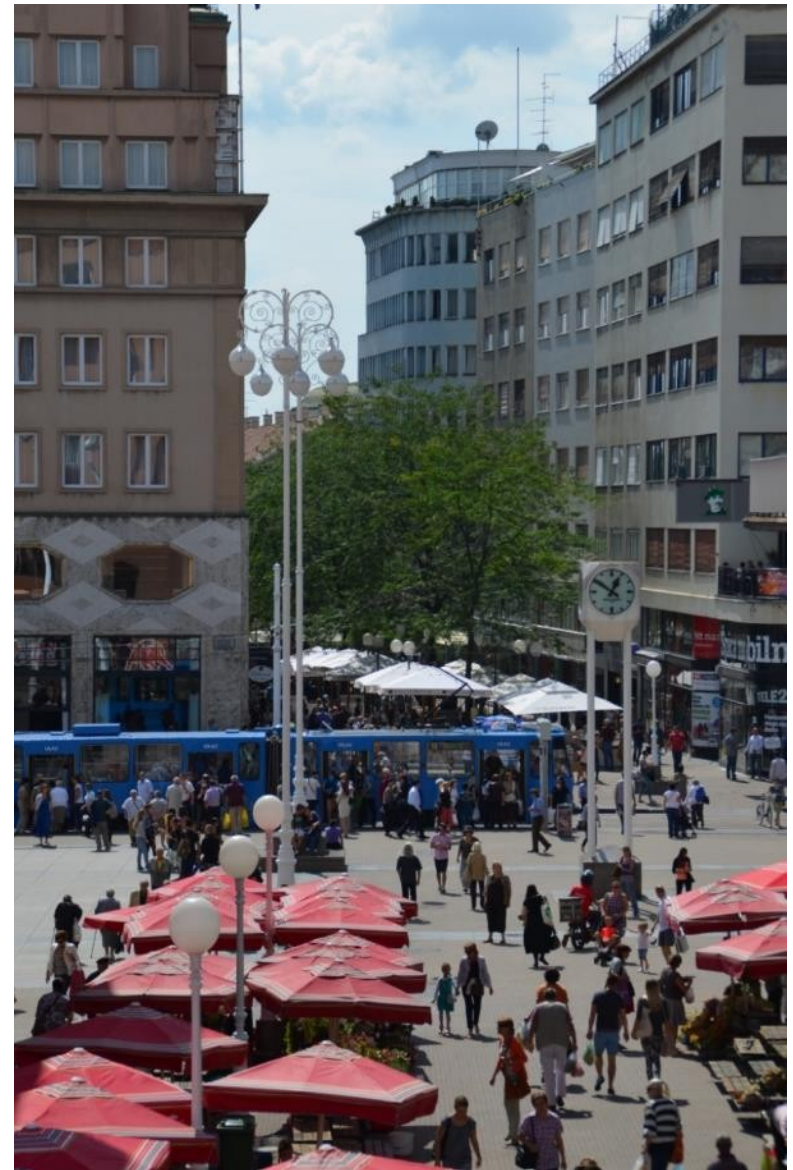
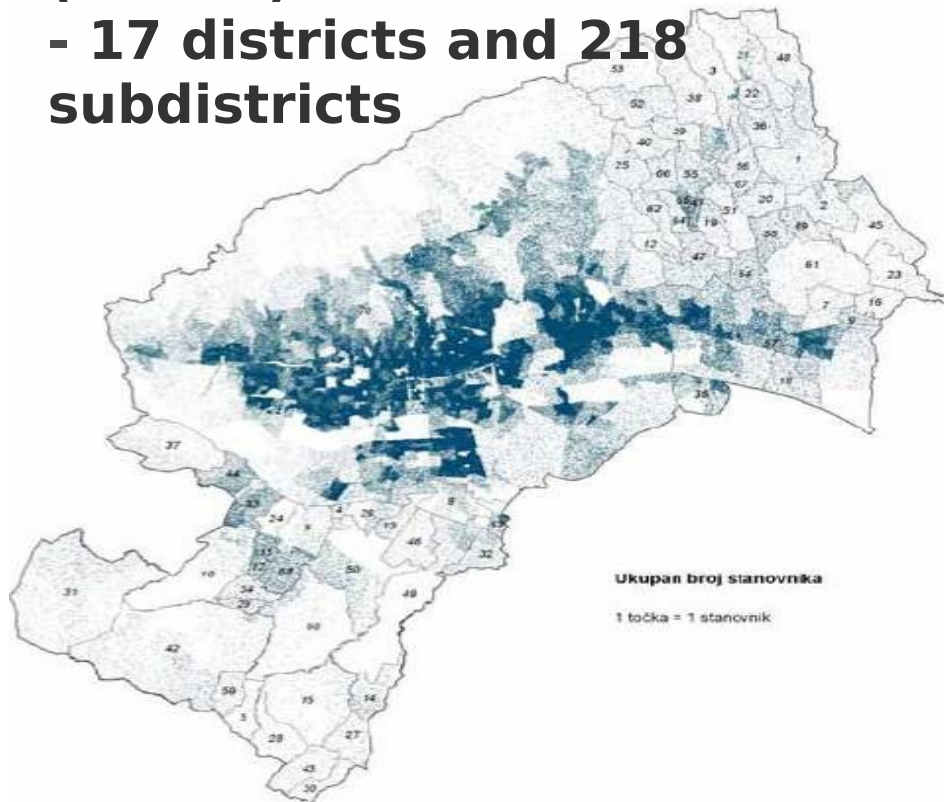


- **City and County (special status)**
- **total area 641 km<sup>2</sup>**
- **urban area 220 km<sup>2</sup>**
- **population 790,017 (2011)**
- **25% of Croatia population**
- **Urban area population 1.2 million**



## Administrative organization

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



## Culture, scientific & 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



# CITY OF ZAGREB DEVELOPMENT STRATEGY - ZagrebPlan Vision

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



**1 COMPETITIVE  
ECONOMY**

**2 DEVELOPMENT OF  
HUMAN RESOURCES**

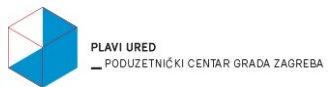
**3 SUSTAINABLE MANAGEMENT  
OF ENERGY AND ENVIRONMENT**

**4 HIGH QUALITY OF CITY  
SPACES,  
FUNCTIONS AND SERVICES**  
**5 HIGH QUALITY OF  
LIVING**

**6 EFFICIENT MANAGEMENT  
OF DEVELOPMENT**

# Smart City projects and initiatives

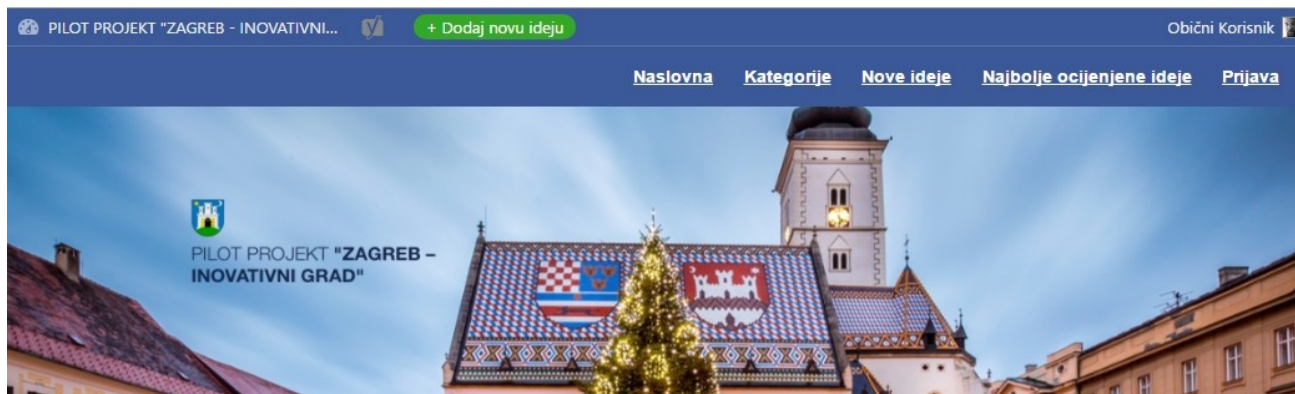
## Tecnology Park Zagreb



Zagreb Fair/ 7500 m2  
400+ work spaces (120 offices, coworking accelerator), 120 event seats, labs

# Smart City projects and initiatives

## Zagreb Innovative City



### PILOT PROJEKT "ZAGREB – INOVATIVNI GRAD"

Grad Zagreb provodi pilot projekt „Zagreb – inovativni grad“. Građani u ovoj aplikaciji mogu davati, komentirati i ocjenjivati ideje koje će Gradska uprava i Zagrebački holding razmotriti te najkvalitetnije projektno realizirati. Time osiguravamo transparentnost, učinkovitost i djelotvornost rada Gradske uprave i Zagrebačkog holdinga u službi građana. Veselimo se zajedničkoj suradnji! (Ovo je mjesto za inovativne ideje, dakle RJEŠENJA, a ne PRIGOVORE ili zahtjeve za pojedinačnim SANACIJAMA. Njih kao i do sada možete prijaviti na [moj.zagreb.hr](http://moj.zagreb.hr)) [Opširnije](#)

Ukoliko imate problema u radu sa aplikacijom ili uočite grešku, molimo Vas da nas konaktirate [OVDJE](#)

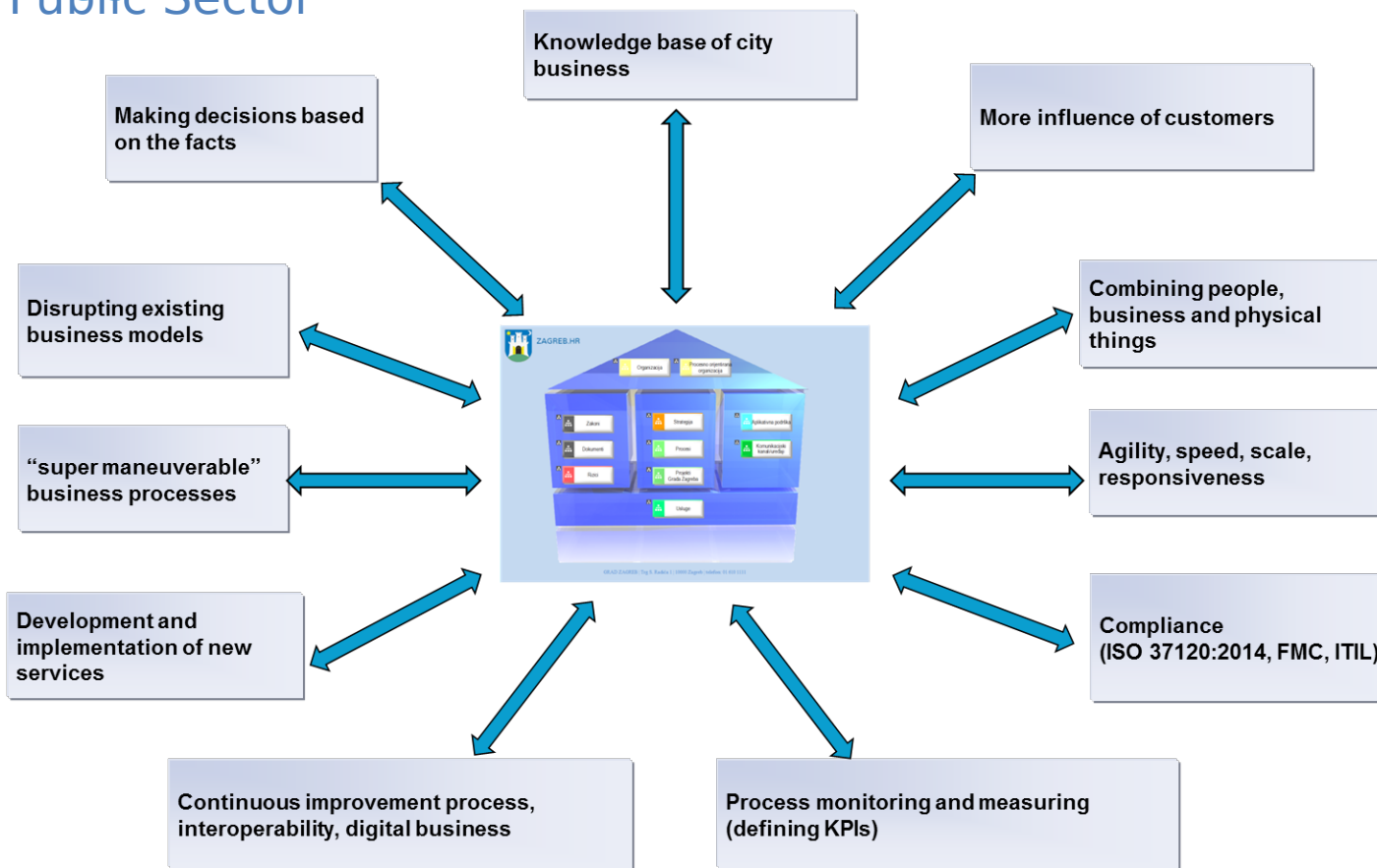
### POZIVI ZA IDEJE

- III "Radi čisto – budi zaposlen!" (1)
- III Digitalna transformacija (DX) u Gradu Zagrebu (4)
- III FUPOL: novi alat za oslušivanje mišljenja građana (2)
- III Nogostup u svaku ulicu (3)
- III Novi zapadni most preko Save (0)
- III Dizajneri. Svagdješnja bolnica

Citizens can give, comment and evaluate the ideas that City and Zagreb Holding will consider for realisation. This ensures the transparency, efficiency and effectiveness of the City Administration and the Zagreb Holding Company in the service of citizens.

# Smart City projects and initiatives

Smart Public Sector



Improving the sustainability and efficiency of public services  
Business Transformation- fast change, innovation and exploration of opportunities in the age of the customer.



# Smart City projects and initiatives

## Online services



### ONLINE SERVISI ZA GRAĐANE

[SVI SERVISI](#)



GRAD ZAGREB  
www.zagreb.hr


EDOZVOLA - PROSTORNO  
UREĐENJE I GRADITELJSTVO



MATICA GRADA ZAGREBA



GRADSKA IMOVINA



VODIČ KROZ PRORAČUN



# Smart City projects and initiatives

## GEOPORTAL

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

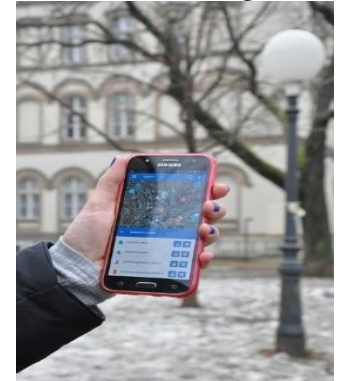
Data about: Public administration, Services - education, health, environment, communal, sports, masterplan uses, maps....

For public, professional & city administration use

## i - Scope

Three types of services:

- Improve the mobility of older citizens and citizens with reduced mobility through the personal guidance of the route of movement.
- Optimization of energy consumption through service of accurate solar energy assessment and energy loss in buildings.
- Real-time mapping noise by engaging citizens who take the role of sensors by measuring the noise level through the application on their mobile



## Smart city project and initiatives

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

**Energy Information System of the City of Zagreb**

**Buildings owned by the City of Zagreb (950)**

**Monitoring energy and water consumption**

**Online platform for crafts promotion**

**Applications for visitors and tourists**

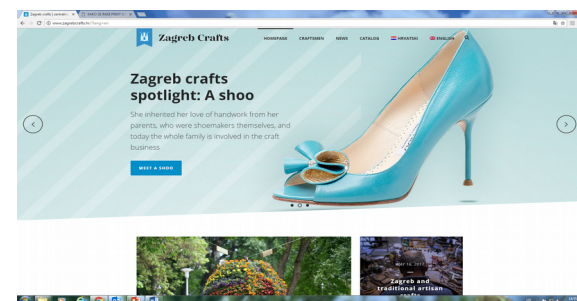
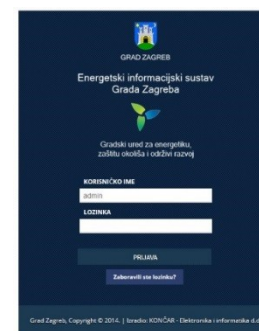
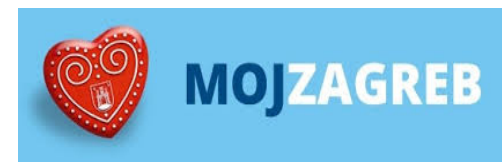
**Zagreb Places**

**Zagreb be there**

**Time Out Zagreb**

**Voice Guide Zagreb**

**Zagreb360**



## **DRAFTING A STRATEGY - Zagreb Smart City**

**Working Group for the development and implementation of smart city projects - Zagreb Smart City**

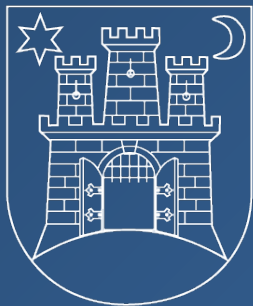
- Definition of objectives and key stakeholders**
- Identification of challenges and recommendations**
- Final version planned by October 2017**

### **KEY FACTS ABOUT FUTURE STRATEGY**

**Key categories identified (with sub-sectors for each)**

- Quality of Life**
- Economy**
- Management and Information**
- Environment Protection and Climate Change Mitigation**

**Vision and goals for 2027**



Thank you for your attention

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**Labour and Entrepreneurship**

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