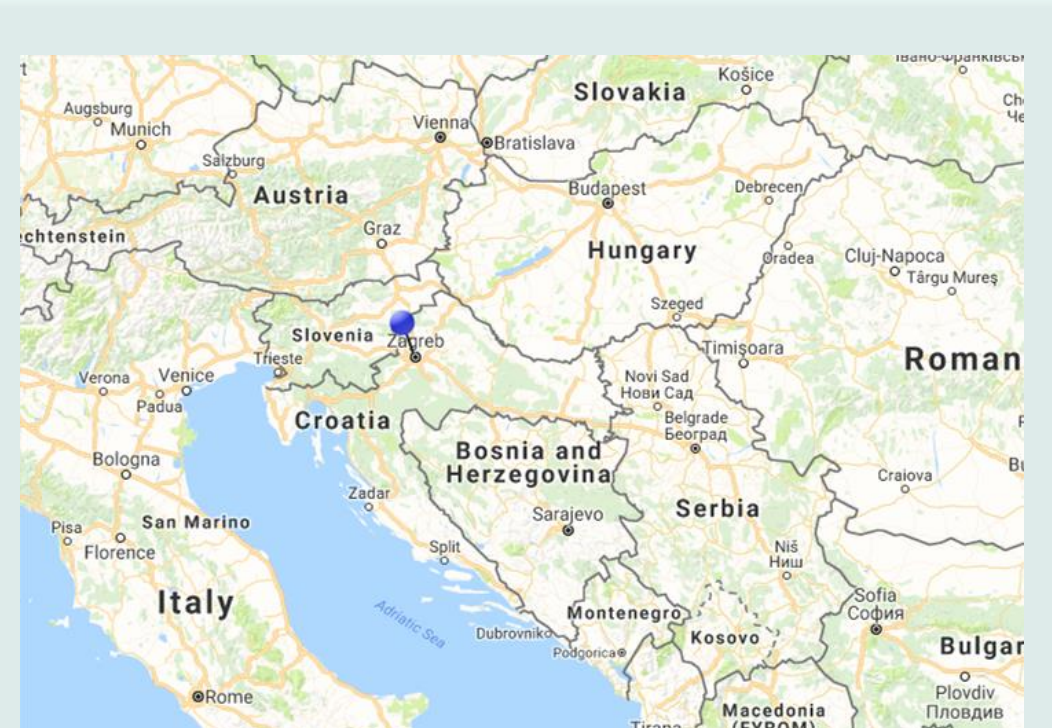


# ZAGREB

Citizen involvement and social innovation  
are key to post-carbon development

Zagreb is the capital city, with 792,875 inhabitants, in the north-west of Croatia. Zagreb's economy is mostly based on trade, services (banking, creative & IT) and industrial production (chemicals, electric machines & devices, and food & drinks processing). GDP per capita is €18, 800.



## Vision for a post-carbon city

- A city with a largely localised economy, producing zero waste and pollution
- A city with integrated planning, active public spaces, and increasing polycentric activity – all achieved through civic participation
- A compact city, planned in accordance with demographic predictions, which recycles its spaces, encourages multi-functional and energy-efficient construction
- A city that preserves its natural environment and resources, encouraging symbiosis between urban and rural areas in a green zone
- A healthy city with happy, long-lived citizens
- A city in which free, critical, creative and holistic education is available for everybody and produces active citizens

## POCACITO process in Zagreb

### Transition to post-carbon development needs to be community-driven.

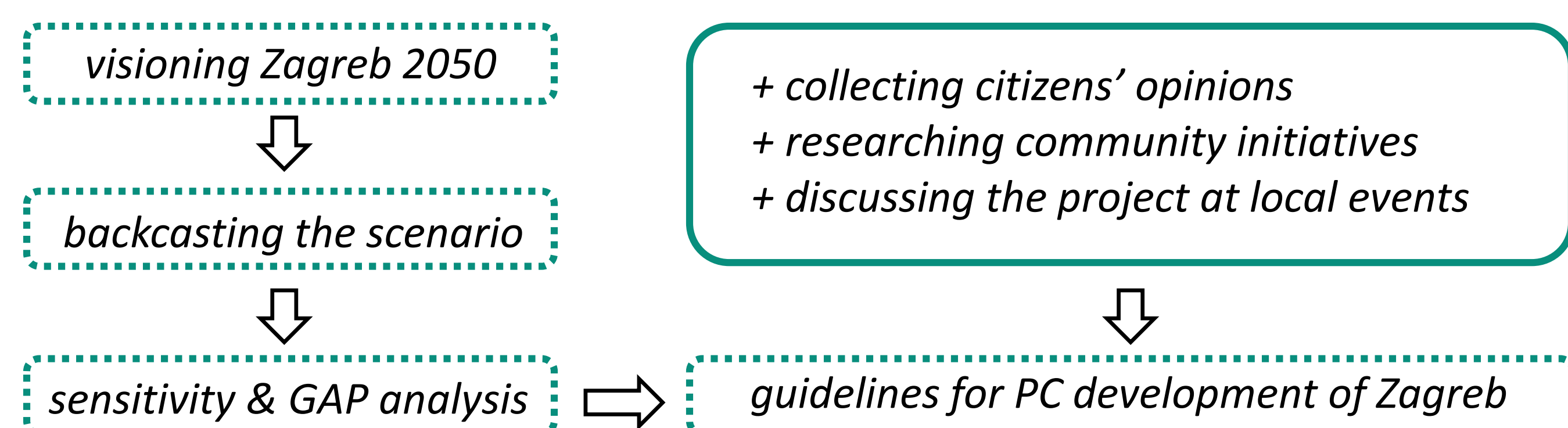
Discussion at the POCACITO Workshop

The POCACITO participative process in Zagreb included workshops and local dissemination activities.

Four workshops were held:



Participants discussing and developing a vision for ZAGREB in 2050



The main action fields were: poor waste management and implementation of energy efficiency measures, unsustainable transportation, ineffective land use, high unemployment, weak economy, lack of participation, low awareness and education about environmental and social issues.

## Will Zagreb achieve transition to a low-carbon society?

Existing and planned measures have been modelled in POCACITO under a business-as-usual (BAU) and a post-carbon 2050 scenario.

### Key results:

- Energy consumption in the post-carbon scenario is 22.8% lower than in the BAU scenario
- Greenhouse gas emissions in the PC2050 scenario are at 1.24 tCO<sub>2</sub>e/capita, which is significantly lower than in 2008



Turning parking lots into a playground (City Acupuncture project)

## Where should Zagreb act?

### Circular economy

- Resource efficiency and waste reduction: energy renovation of buildings and houses, decentralised renewable energy sources, reuse and recycling centres, local food production

### Participatory management

- Engaged citizens and transparent governance: sustainable land use and transportation, participatory planning and decision-making

### Solidarity in the community

- Active and educated citizens: non-formal education, healthy lifestyle, inclusion of marginalised groups, social entrepreneurship

**POCACITO – Post-Carbon-Cities of Tomorrow – is a European research project that studies the decarbonisation of European cities. Key to the project was participation in ten case study cities, in which participants developed a common post-carbon vision for their city in 2050.**

For further information on POCACITO, please contact:  
[Max.Gruenig@ecologic.eu](mailto:Max.Gruenig@ecologic.eu) and on the Zagreb case study, please contact: [zoran.kordic@undp.org](mailto:zoran.kordic@undp.org).

[www.pocacito.eu](http://www.pocacito.eu)