

# City of Koprivnica



# Green AURA



# About Koprivnica

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Small city of high quality of life, Koprivnica

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Number of inhabitants: 30.854 (2011.)

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The 18<sup>th</sup> Croatian city by size

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One of 8 university cities in Croatia

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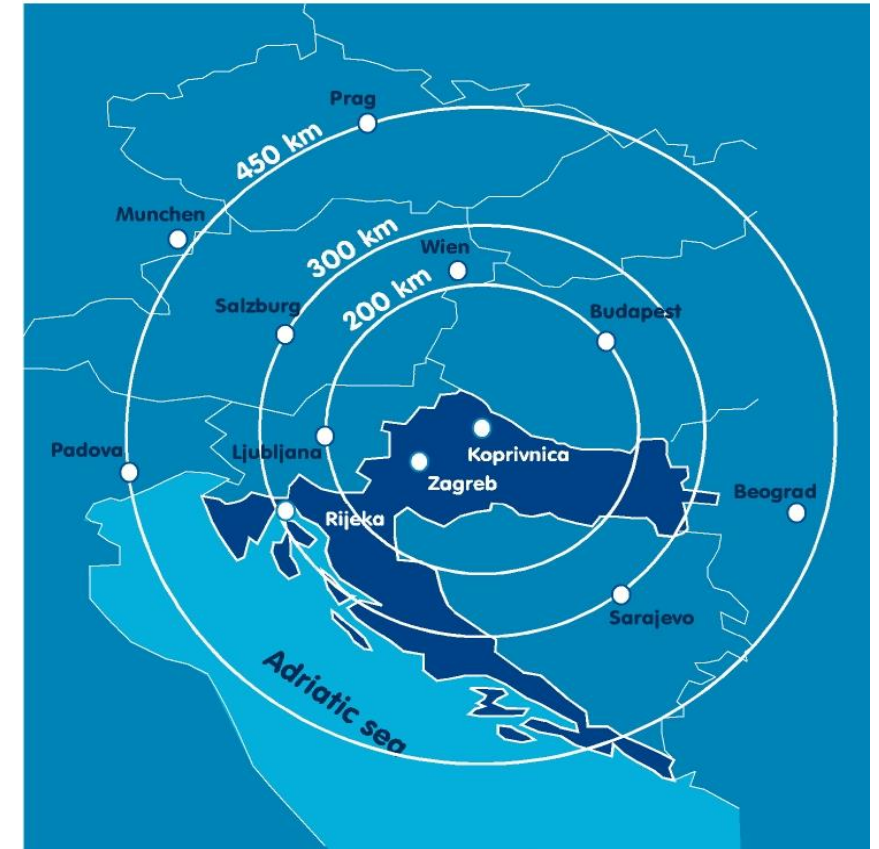
“City of bicycles”

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Centre of the Croatia’s Naive art

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Child friendly city, Family friendly city



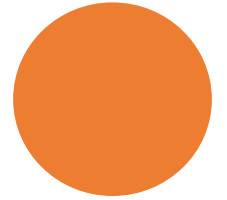
**Koprivnica – Centre of regional administrative, commercial and social activities**

City of  
Koprivnica -  
winner of  
several awards  
for progress in  
the field of  
sustainable and  
smart  
development

- **2013. – ManagEnergy Award** - European Award for achievement in energy efficiency, awarded during the European Energy Efficiency Week, in June 2013.
- **2015. – ENERGY GLOBE AWARD – 2015.** – for the programme „**The bold new face of Koprivnica**” - the most prestigious world award for the projects in a field of environment protection, energy efficiency and sustainable development
- **2017. – SMART CITY award** - national award in a category of medium sized cities, according to the list of parameters that show the level of „smart” development
- **2019. – ECO CITY award - national award** in a category of medium sized cities for significant contribution and progress in environment protection
- **2020. – SMART CITY award** - national award in a category of medium sized cities, according to the list of parameters that show the level of „smart” development

# City of Koprivnica - active supporter of EU initiatives

- a member of the Southeast European Network for Sustainable Mobility CIVINET, which aims to transfer knowledge and good practice and design joint projects to finance future activities of sustainable transport and better mobility
- signatory of the Covenant of Mayors for Climate and Energy





# Policy documents

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- The new Sustainable Energy and Climate Action Plan (SECAP) for the period until 2030 was adopted in February 2021, the risks of climate change and the vulnerability of the city were elaborated and adaptation measures were proposed in order to mitigate the effects of climate change.
- Sustainable Urban Mobility Plan – a long-term strategy for the development of transport and mobility, with an impact on the wider region and the international environment. Adopted in August 2015, with planned measures to be implemented until 2022.
- The City of Koprivnica raises citizens' awareness of the risks and impact of climate change and the possibilities of adapting to climate change by organizing public events for citizens, encouraging sustainable construction, promoting the use of clean fuel vehicles and introducing the public transport

# Examples of good practice

- City of Koprivnica, as a pioneer of electromobility in Croatia, has established a "car sharing" system with electric vehicles at the level of the City and city companies. The intention is to show citizens the readiness for change and the importance of using clean fuel vehicles
- Provided public infrastructure for charging electric vehicles to provide citizens with the conditions to switch to clean fuels.
- Public urban transport uses 100% of clean fuels – it is provided by 2 electric mini buses
- One of the first public bike-sharing systems in Croatia – 60 conventional and 10 electric bicycles and 8 stations across the city
- More than 70km of bicycle paths across the city



# Examples of good practice

- increase of energy efficiency in the public building sector
- application of green technologies and establishment of green infrastructure in the sectors of agriculture, water and waste management in order to increase the city's resilience to climate change
- the construction of a new recycling facility - the inhabitants of Koprivnica separate and separately collect more than 55% of the generated waste
- establishment of a living laboratory for public lighting and smart city solutions - Living Lab Koprivnica, a place where public administration, entrepreneurs, academia and citizens meet




# Green AURA in Koprivnica

- Project budget: 41.500,00EUR / 85% co-financed by ERDF
- Main motives for participation in the project:
  - to enhance the institutional capacities and raise the efficiency by initiating the concept of living labs that will create solid cooperation networks among the quadruple helix actors, and promote the cooperation possibilities between citizens, public and research institutions
  - introduction of new technologies/smart city solutions in educational process of citizens and increase their awareness about environment protection, climate change, energy efficiency



# Project activities

- Project administration and management
  - Information and publicity
  - Analysis of business models of living labs in Europe
  - Pilot project: Developing Croatian green living lab with AR support
  - Green living lab events strenghtening cooperation between citizens and public institutions
  - Design and implementation of cross-border strategy for living lab cooperations
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# AR CONCEPT in City of Koprivnica

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- Expanding of existing Living lab and presentation of the city of Koprivnica as a green and energy efficient city
- Development of energy efficient study tour in the area of the whole city. This would be done by setting up installations or some kind of models, at key locations in the city where energy efficiency solutions are or are not present. For example in front of school where are PV panels we would post some kind of installation that would be a trigger for AR content. So, person come forward and receive some information about PV panels, costs, benefits etc.
- Adaptation of a content to children by inserting some animations, animated characters, questionnaires for children and possibility to collect points (with possibility to receive award if they finish the whole study tour successfully)

# Thank you for your attention!

City of Koprivnica  
Maja Balaško Kiš

