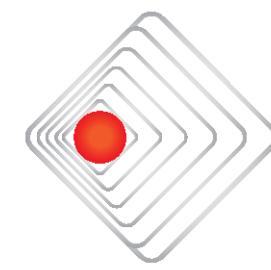
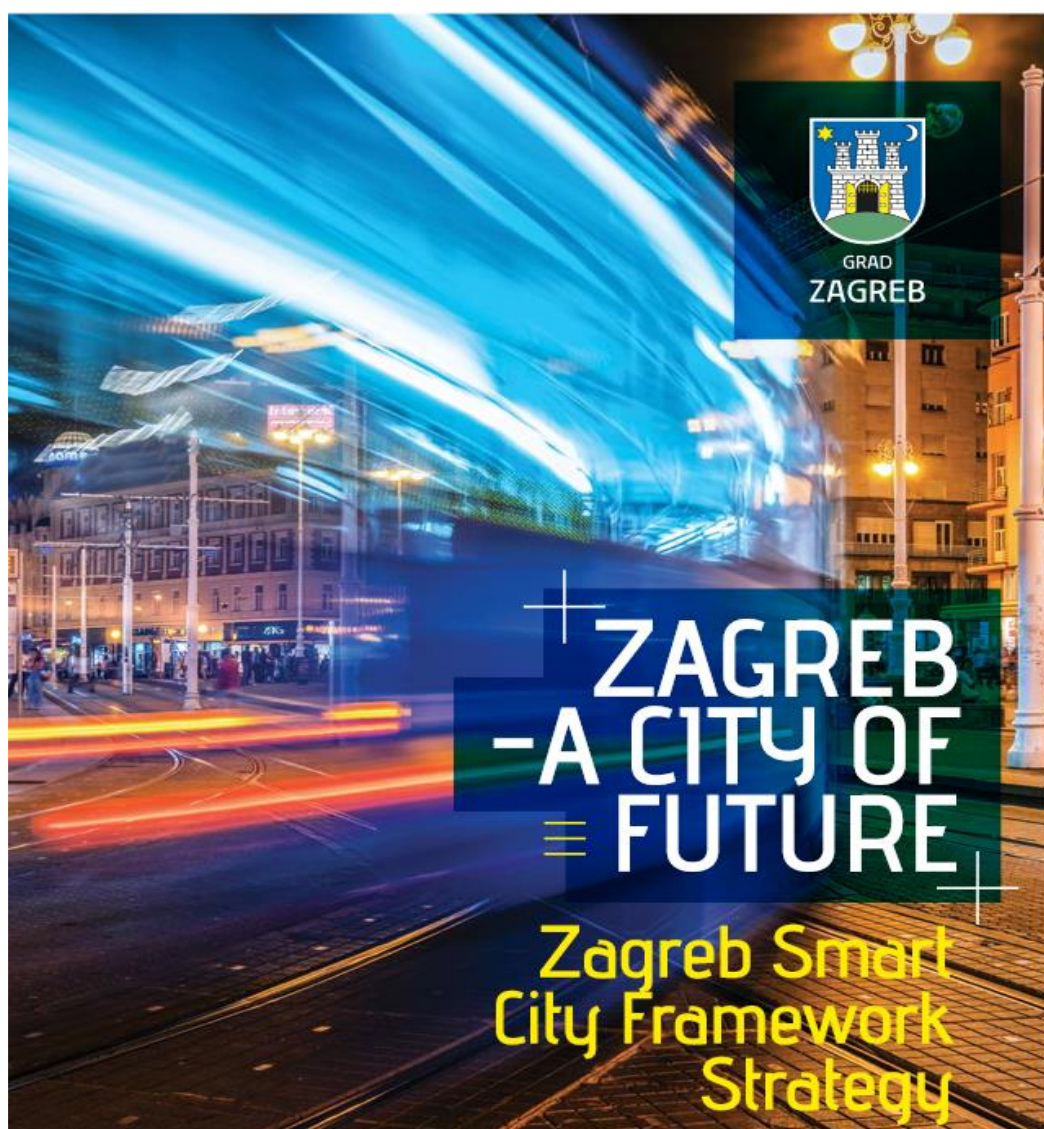


SUSTAINABLE URBAN MOBILITY IN CITY OF ZAGREB



REDEA

Authors: **PUBLIC INSTITUTION FOR THE DEVELOPMENT OF THE MEĐIMURJE COUNTY REDEA, CROATIA**

- Initiative Zagreb Smart City started at **October 16, 2016.** with establishment of the Working Group for the Development and Implementation of Smart City Projects and drafting the Smart City Strategy of the City of Zagreb
- *February 28, 2019. The Zagreb Smart City Framework Strategy was adapted*
- November 2020. Initiates the creation of the **Zagreb Smart City Hub** platforme
- *November 2023. Publication of the Zagreb Smart City Hub platform in English*
- November 7-9, 2023. Participation at the **Smart City Expo World Congress 2023. in Barcelona, Spain**

„The growing trend of urbanisation leads to the increase of urban population, thereby increasing traffic system challenges in cities. Efficient mobility is one of the main challenges faced by cities in the sense of increased demands, very often in the context of existing (inadequate) infrastructure, with citizens' awareness of newly available, more ecological technologies, increasing” (*Zagreb Smart City Framework Strategy*)

Priority measures of the area

- Increased attractiveness of public passenger transport in the urban agglomeration
- Improvement and development of the traffic management system
- Improvement of bicycle and pedestrian traffic
- Use of innovative operative systems (primarily electromobility systems)

Desired effects

- Reduced consumption of fuel and electricity
- Reduction of traffic congestion and traffic jams
- Increased security
- Simpler, better, more efficient and economically optimal system
- Reduction of requirements for the building of additional traffic infrastructure in urban centres
- Adopt/make a traffic map of the City of Zagreb

