

# Local Green Deal – Implementation of ECO-FRIENDLY PARTNER initiative

## Pula - Croatia

### Short description

This LGD focuses on improving waste management, specifically the separation of organic food waste, within the hospitality industry in Pula. It aims to set up a sustainable business model by educating entrepreneurs and providing motivation and tools for better waste practices. The initiative seeks to reduce CO2 emissions, minimise economic loss from waste, and establish an "Eco-friendly partner" label for participating businesses. This project addresses significant waste management problems, especially during peak tourist season.



### Industry/Sector

- Tourism

### Parties of LGD/Participating parties

- Pula Herculanea Ltd
- Local Government – City of Pula

### Scope of LGD

The main scope is to set up a sustainable business model with local entrepreneurs in the hospitality industry related to the separation of organic waste to reduce CO2 emissions and reach national/European recycling targets. It aims to address the issue of insufficient waste separation, particularly food waste, which is exacerbated during the tourist season and represents both environmental impact and economic loss.

## Concrete measures/commitments

- Pula Herculanea Ltd. commits to improving waste management in the hospitality industry.
- Pula Herculanea Ltd. commits to educational activities for local hospitality entrepreneurs through integrated campaigns and workshops.
- Pula Herculanea Ltd. commits to motivation for food waste reduction.
- Pula Herculanea Ltd. commits to promotional cooperation with a company that has AI tools for waste management actions.
- City of Pula commits to implementing an Eco-friendly partner label of recognition for local partners.
- City of Pula commits to a ceremonial awarding of the "ECO FRIENDLY PARTNER" award.

# Local Green Deal – Implementation of Park & Ride

## Pula - Croatia

### Short description

This LGD aims to establish a sustainable urban mobility system in Pula by implementing Park and Ride services. It addresses challenges like weak public transport use, traffic congestion, high CO2 emissions, and inadequate cycling infrastructure. The initiative seeks to promote multimodal mobility, improve air quality, and contribute to the city's carbon neutrality goal. It involves integrating public transport, e-bikes, and e-scooters.



### Industry/Sector

- Mobility & Transport

### Parties of LGD/Participating parties

- Pulapromet Ltd
- Local Government – City of Pula

### Scope of LGD

The main scope is to set up a sustainable urban mobility system in Pula through the Park and Ride service. It addresses problems like low public transport use, traffic congestion, high greenhouse gas emissions, and poor air quality resulting from car dependency. The project aims to promote sustainable multimodal urban mobility and contribute to the transition to a net-zero carbon economy.

## Concrete measures/commitments

- Pulapromet commits to Sustainable Urban Mobility / Mobility and Transport.
- Pulapromet commits to P&R Parking slots in use with integrated urban mobility.
- Pulapromet commits to an integrated, sustainable urban mobility service.
- Pulapromet commits to an integrated P&R ticket for urban mobility.
- Pulapromet commits to increasing a fleet of clean urban transport within the indicative investment area.
- City of Pula commits to Sustainable Urban mobility / Mobility and Transport.
- City of Pula commits to promoting P&R service for sustainable urban mobility.
- City of Pula commits to conducting two marketing campaigns to promote integrated services.