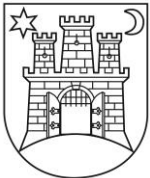


# ROLE OF STANDARDIZED CITY PERFORMANCE INDICATORS IN STRATEGIC PLANNING OF THE CITY OF ZAGREB

Darko ŠIŠKO, Jadranka VESELIĆ BRUVO, Sonja SOČIVICA

Berlin, June 2nd 2016



City of Zagreb

City Office of Strategic Planning and Development of the City



## Contents:



**ZG Facts and Figures**



**Office of strategic planning**

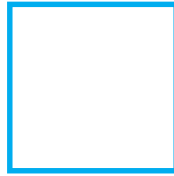
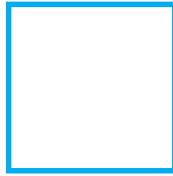


**Projects and activities**



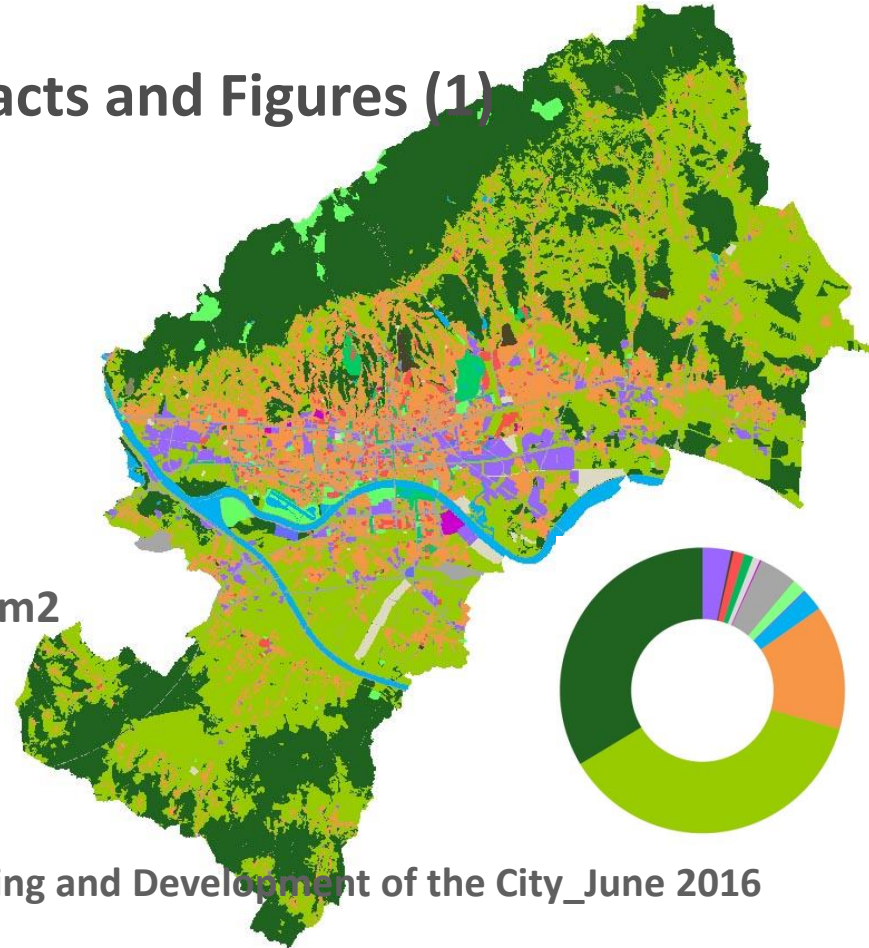
**Role of indicators**



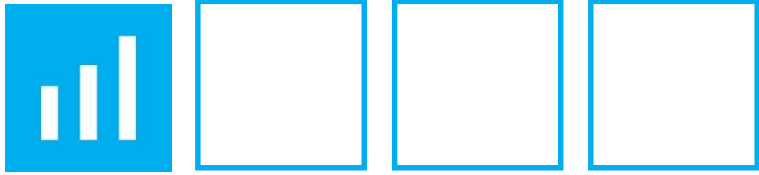


## ZG Facts and Figures (1)

- capital, city with regional status (county)
- population 790.017 (2011)
- population growth 1,4 % (2001-2011)
- total area 641km<sup>2</sup>; urban area 220km<sup>2</sup>
- population density 1232/km<sup>2</sup>, urban 3128/km<sup>2</sup>
- >70% natural and rural land use



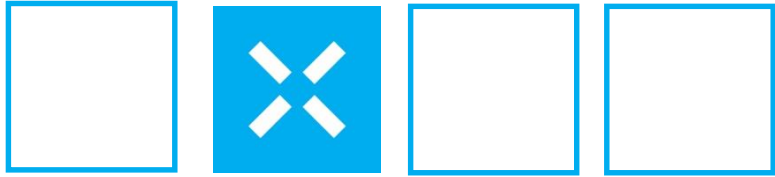




## ZG Facts and Figures (2)

- **GDP (nominal) per capita 18.132 € (2013)**  
**(177% of national and 63% of EU28 average)**
- **Mostly tertiary sector economy**
- **Average net salary 858 € (2015)**
- **Unemployment rate 9,6% (2015)**
- **City budget € 870 million (2016)**





## Office of strategic planning (main sectors)

- **Strategic planning - development strategies of the City and urban agglomeration, preparation and monitoring**
- **Physical planning – city, urban area and local level physical plans**
- **Strategic information and research – spatial information, city statistics, demography, economy**
- **City development and communication – strategic city projects, regional and international cooperation, public communication**

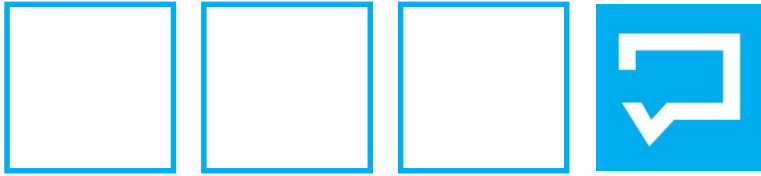




## Main projects & activities (related to indicators)

- New city development strategy - **ZAGREBPLAN 2020**
- Smart City strategic guidelines – supplement to development strategy
- Development strategy of Zagreb urban agglomeration

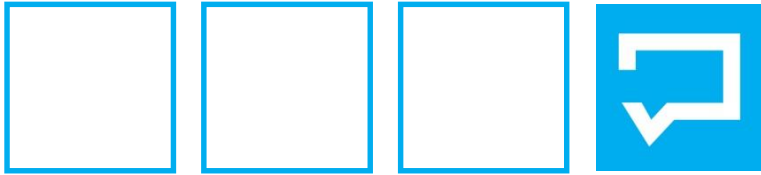




## Role of standardized indicators

- **Benefits for strategic planning - indicators for measures in development strategies**
- **Smart city tool**
- **Incentive for redefining a role of city statistics**
- **Opportunity for international cooperation and benchmarking in networks of cities**
- **Chance for city branding**





## ISO 37120 Where we are?

- Agreement between the City (Office) and WCCD is signed, fees
- Methodology instructions
- Collecting the data
- Data verification
- WCCD Open City Data Portal – analysis and benchmarking







# Thank you for your attention!

City Office of Strategic Planning and Development of the City

A: Republike Austrije 18, 10 000 Zagreb

T: +385 1 610 1840

F: +385 1 610 1881

E: [strategija@zagreb.hr](mailto:strategija@zagreb.hr)



City of Zagreb

City Office of Strategic Planning and Development of the City\_June 2016