

City of Pula

Pula 2030: towards a diversified and resilient economy

A vision for the Vallelunga district



CITY PROFILE & CHALLENGES



LOCATION

Southern part of the Istrian peninsula, central Europe



AREA

53.55 km²



POPULATION

52,220
(-10% since 2011)



DENSITY

975 inhabitants/km²



CONNECTIVITY

Motorways, International Airport Pula, and seaport



DEMOGRAPHIC CHALLENGES

- 35% of population aged 60+
- Children (0–14): only 12.6% of the population
- Negative natural growth
- Youth outmigration due to high housing costs and lack of opportunities

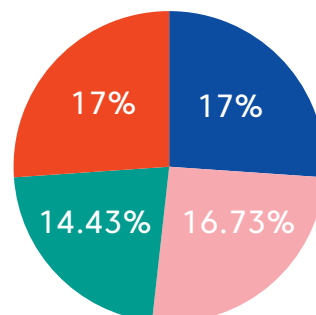


ECONOMIC STRUCTURE

- 99.15% micro and small enterprises → 70% workforce
- Main activities

Manufacturing

Trade



Construction

Professional & technical services



CHALLENGES

— Core problem: Unsustainable mono-sector economy – strong dependence on tourism

- High seasonality in tourism → job insecurity, unstable incomes, limited growth in other sectors
- Weak economic resilience
- Risk of economic instability due to reliance on a single sector



TOURISM – KEY ISSUE

— Excessive dependence on tourism in the local economy

- Pressure on infrastructure, public services, and housing market
- Rising prices
- Focus on short-term revenues instead of economic diversification

ULG + METHODOLOGY + VISION DEFINITION



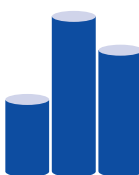
IAP DEVELOPMENT – KEY ACTIVITIES

- 8 Urbact Local Group meetings + field activity
- URBACT framework → cooperation with European cities, participatory policy design
- Participatory methods used:
 - Problem Tree – identifying challenges
 - Newspaper of Tomorrow – defining the vision
 - Field brainstorming – spatial solutions
 - Testing actions – piloting activities
 - Opera



PARTICIPANTS & EXPERTISE

- Public administration, Municipal services, Science & research, Entrepreneurship & innovation, Education, Urban planning & architecture, Culture & social services, Local authorities, Youth, Green Ngo's, Neighborhood Committees



ADDED VALUE

- Interdisciplinary approach
- Local ownership of the project
- Tailored to real community needs
- Sustainable solutions through cross-sector integration



Institutions Give Preference to Tourism Related Businesses



Infrastructure Development is Overly Focused on Tourism



Strategic documents are incomplete and not effectively implemented



Unsustainable economy heavily reliant on tourism

Strengthen economic diversity to reduce reliance on tourism and promote resilience and sustainability



1. DEVELOP SKILLS & SUPPORT

Build a Skilled Workforce and Support System for Alternative Sectors

Create supportive services for alternative sectors

- > Establish a legal and financial support system for alternative industries
- > Develop specialized education and training programs
- > Improve and expand scholarship programs for alternative industries



2. REBUILD ZONE

Create a Collaborative Ecosystem with Sustainable and Digital Infrastructure

Build the infrastructure for an innovation HUB in Vallelunga

- > Development of an incubation facility
- > Development of an innovation laboratory
- > Development of a multifunctional conference hall
- > Development of “green” and “digital” infrastructure



3. SMART HOUSING & TOURISM

Build a Sustainable Community: Balance Tourism with Local Needs

Create and implement comprehensive actionable strategies

- > Development and implement affordable housing plan
- > Develop and implement sustainable tourism plan
- > Develop and implement “beyond tourism” branding plan

ACTION TABLE

ACTION	OUTPUT TARGET	ACTION LEAD	RESOURCES	TIMEFRAME
Action 1.1. > Strengthening the capacities of SMEs				
Legal & Financial Support for Alternative Ind	100 Legal & Finance Services	PIC management	City budget +	2027.-2029.
Activities: Hiring finance expert + Hiring law expert + Space rental				
Action 1.2. > Strengthening the capacities of SMEs				
Specialized Education & Training	50 Education & Training Programs	PIC management	City budget, EU funds +	2027.-2029.
Activities: Curriculum Design and Development + Partnerships with Educational Institutions + Recruitment of Expert Trainers				
Action 1.3. > Aligning local economic demands with labor market supply				
Enhanced Scholarships for Alternative Ind.	Scholarships for Alternative Industries	City of Pula	City budget +	2025.-2029.
Activities: Determination of deficit occupations + Implementation of a scholarship program				
Action 2.1. > Establishment of a fully operational incubation facility				
Incubation Facility	Space for 20 Startups	PIC management	EU funds +	2025.-2027.
Activities: Technical documentation + obtaining the permit + Construction + Installation of equipment				
Action 2.2. > Stronger cooperation with scientific research institutions				
Innovation Lab	5 R&D Projects Annually	PIC management	EU funds +	2025.-2027.
Activities: Technical documentation + obtaining the permit + Construction + Installation of equipment				
Action 2.3. > Networking, collaboration and supporting knowledge exchange				
Multifunctional Conference Hall	12 Business Events per Year	PIC management	EU funds +	2025.-2027.
Activities: Technical documentation + obtaining the permit + Construction + Installation of equipment				
Action 2.4. > Increasing energy efficiency				
Green & Digital Infrastructure	30% Renewable Energy in New Infrastructure	City of Pula	EU funds +	2025.-2026.
Activities: Technical documentation + Construction				
Action 3.1. > Retaining young families				
Affordable Housing Plan	200 Affordable Housing Units & Sustainable Financing	City of Pula	City budget +	2027.
Activities: Analysis of the current situation + Stakeholder engagement and participatory activities + Development of a strategic framework				
Action 3.2. > Development of year-round tourism				
Sustainable Tourism Plan	More Off-Season Arrivals & Stays	City of Pula	City budget +	2027.
Activities: Analysis of the current situation + Stakeholder engagement and participatory activities + Development of a strategic framework				
Action 3.3. > Increasing the competitiveness of the local economy				
"Beyond Tourism" Branding Plan	Higher SME Revenues Beyond Tourism	City of Pula	City budget +	2027.
Activities: Analysis of the current situation + Stakeholder engagement and participatory activities + Development of a strategic framework				

TIMELINE



Create supportive services for alternative sectors

2027. - 2029.

Action 1.1 (2027. – 2029.)

Establish a legal and financial support system for alternative industries

Action 1.2 (2027. – 2029.)

Develop specialized education and training programs

Action 1.3 (2025. – 2029.)

Improve and expand scholarship programs for alternative industries



2025. 2026. 2027. 2028. 2029.



Build the infrastructure for an innovation HUB in Vallelunga

2025. - 2027.

Action 2.1 (2025. – 2027.)

Development of an incubation facility

Action 2.2 (2025. – 2027.)

Development of an innovation laboratory

Action 2.3 (2025. – 2027.)

Development of a multifunctional conference hall

Action 2.4 (2025. – 2026.)

Development of „green” and „digital” infrastructure



Create and implement comprehensive actionable strategies

2027. - 2028.

Action 3.1 (2027.)

Improve and expand scholarship programs for alternative industries

Action 3.2 (2027.)

Development and implementation of sustainable tourism plan

Action 3.3 (2027.)

Development and implementation of „beyond tourism” branding plan



FUNDING

— Spatial resources:

land provided through allocation or long-term lease from the State

— Financial resources:

- EU ITI mechanism
- City of Pula funds for activities beyond EU funding
- Strategically planned applications and responsible budgeting

— Human resources:

team responsible for coordination, implementation, monitoring, and institutional communication



GOVERNANCE

Lead entity:

project team within City Administration

Key roles:

- Project Manager – overall supervision, quality assurance, legal/contractual compliance
- Project Coordinator – daily operations, administration, finance, deadlines
- Thematic Leader 1 – spatial development, urban planning, environmental aspects
- Thematic Leader 2 – entrepreneurship services, strategic documents

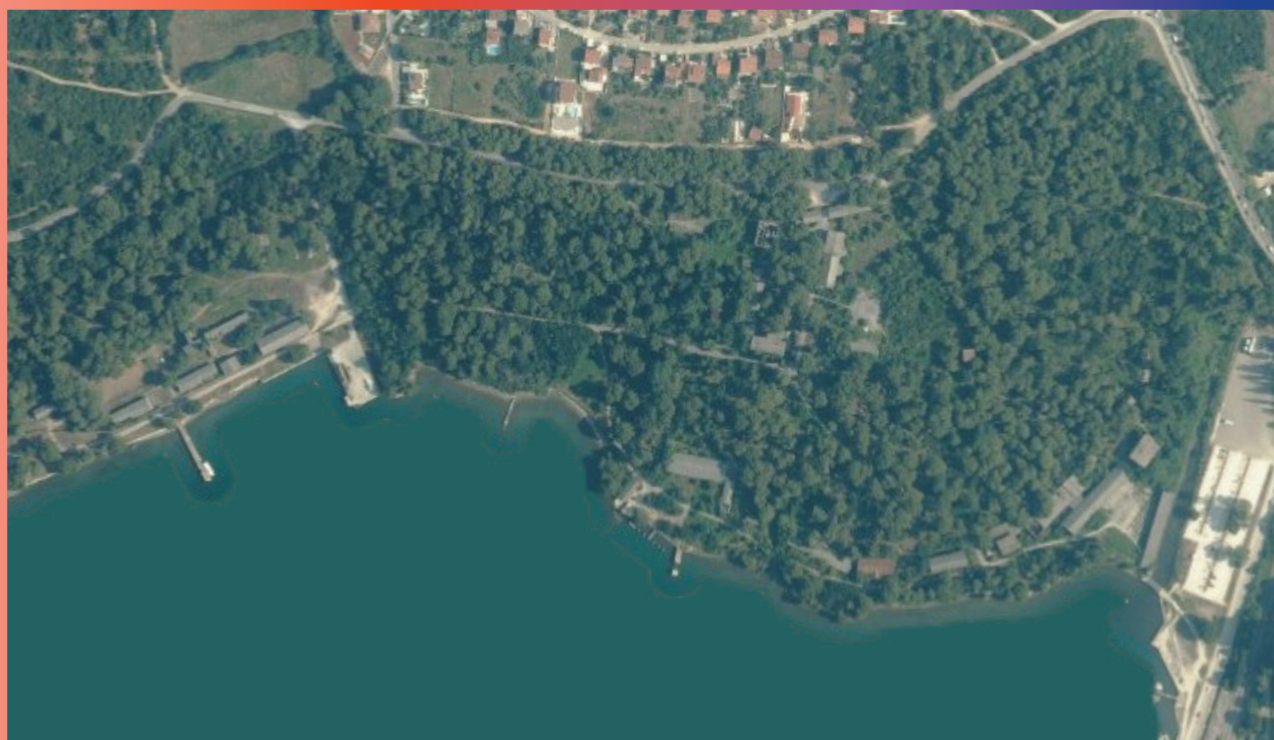
Stakeholder engagement: regular coordination with Pula Innovation Centre users and key stakeholders

Special management unit to handle space, equipment, services, staff, promotion, and finances – in close cooperation with the City of Pula



MONITORING

- Progress reporting system – regular reports to Project Manager
- Transparency – tracking results and challenges
- Continuous evaluation of quality and efficiency via user feedback



TODAY



VISION FOR THE VALLELUNGA DISTRICT

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