Lezhe, Albania

Smart Tourism for a Sustainable Lezha

URBACT

Co-funded by the European Union
Interreg

The Challenge

Lezha faces a key tourism challenge: despite its strong natural and cultural assets, tourism remains highly seasonal, concentrated in the summer months. This limits year-round economic benefits and puts pressure on local resources during peak periods, highlighting the need for a more sustainable and diversified tourism model. Strengthening off-season tourism and improving infrastructure are essential to ensure balanced and long-term development.

The Question

How might we transform Lezha into a sustainable, year-round tourism destination that diversifies its offer and balances economic growth with environmental protection?

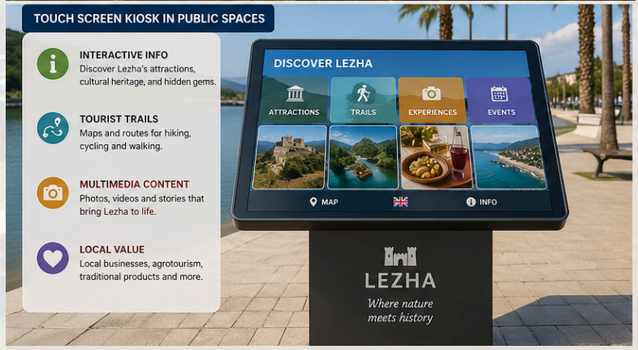
Main beneficiaries

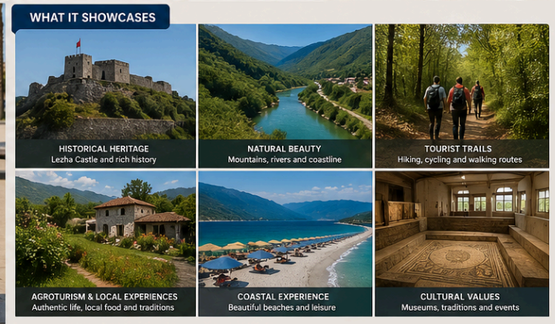
The solution will primarily benefit local communities, rural areas, and tourists by creating year-round economic opportunities, supporting local businesses and livelihoods, enhancing rural development, and offering visitors more diverse and authentic experiences beyond the peak season.

"Transforming Lezha into a smart, interactive and sustainable tourism destination means turning every visitor experience into discovery, connection, and long-term value for the community."









BETTER EXPERIENCE
Visitors find what they need quickly and easily.

MORE VISITORS
Promotes year-round tourism and longer stays.

STRONGER LOCAL ECONOMY
Supports businesses and rural communities.

SUSTAINABLE FUTURE
Responsible tourism for a better tomorrow.

The Solution

The proposed solution focuses on installing interactive tourism information boards and touch-screen kiosks in public spaces across Lezha. These digital tools will showcase the city's natural beauty, tourist attractions, and cultural heritage through engaging and user-friendly content. They will also provide information on tourist trails, local experiences, and key destinations, helping visitors explore the area more easily while promoting the diverse tourism values of Lezha throughout the year.

Stakeholders involved

- Municipality of Lezha – coordination and installation in public spaces
- National Agency for the Coastal Line – support for coastal integration
- Tourism agencies – promotion and content contribution
- Tourist guides – local expertise and information
- Local businesses – services and visitor engagement
- Agrotourism sector – promotion of rural experiences

The Change

- Short-term results:
- Improved access to clear and interactive tourism information across Lezha
- Increased visitor engagement with local attractions, trails, and cultural sites
- Better visibility of local businesses and agrotourism offers
- Medium-term results:
- Increased tourist flows beyond the summer season (reduced seasonality)
- Stronger cooperation between tourism stakeholders (public and private sector)
- Improved visitor experience and longer stays in the destination
- Strengthened image of Lezha as a modern, accessible, and sustainable tourism destination

Kakanj,
Bosnia and Herzegovina

Population: 37.000

Reimagining Kakanj: From Industry to Tourism

URBACT | Co-funded by the European Union Interreg

Viewpoint on Mušanović Hill for boosting visibility, attracting visitors and supporting local growth

The Challenge

Kakanj has strong natural and historical potential but is still seen mainly as a mining town and remains under-promoted. As a result, attractions are underused, visits are short, and growth opportunities are limited. A more effective, sustainable approach is needed to boost visibility and strengthen the city's identity.

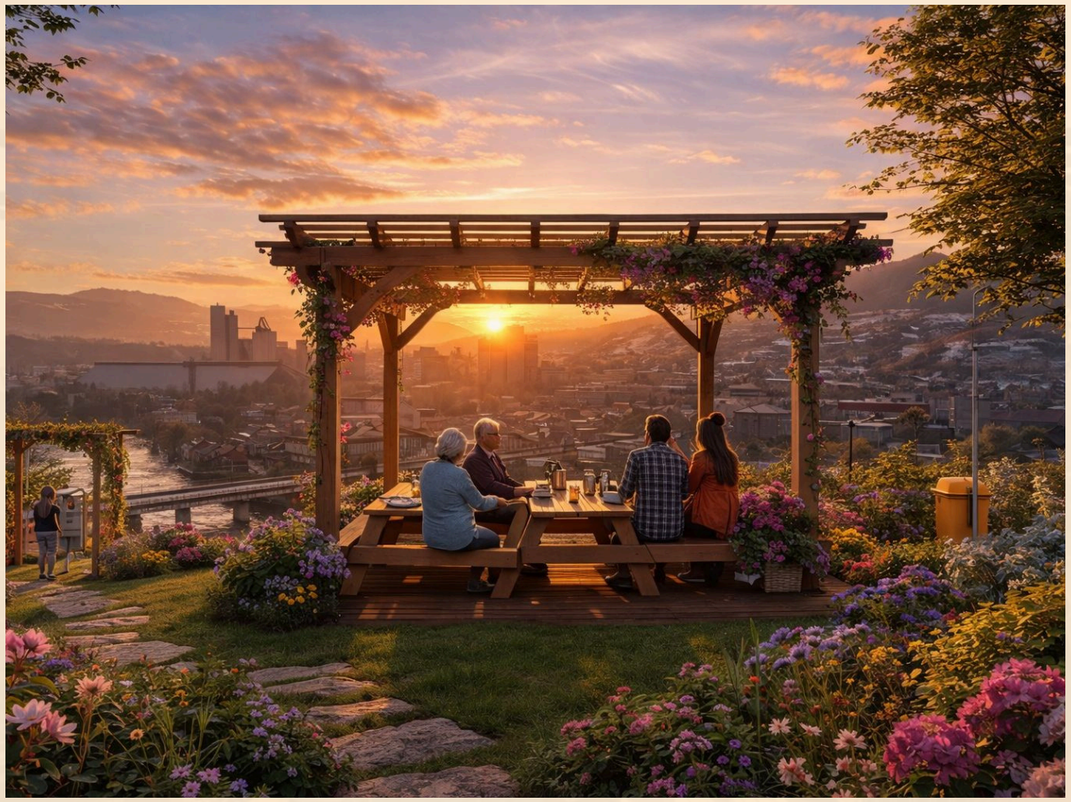
The Question

How might we reposition Kakanj beyond its mining identity to better showcase its natural and historical assets, increase visitor engagement, and support sustainable local economic and tourism growth?

Main beneficiaries

Main beneficiaries are the residents of Kakanj, local businesses (especially in tourism and hospitality), cultural and tourism institutions, and visitors who gain a richer and longer-lasting experience of the city.

"Tourism grows not from size, but from stories worth discovering."



The Solution

We are implementing the construction of a wooden viewpoint in the city's core area, offering panoramic views of Kakanj's main attractions and its natural and historical assets, helping to reposition the city beyond its industrial identity.

It will serve as a place for rest and relaxation, while also creating a focal point for tourism, strengthening community engagement, and contributing to a more recognizable urban identity.

Contact: Mirsada Čizmić, Senior Officer for Development Planning and Project Implementation Coordinator, mirsada.cizmic@kakanj.gov.ba

Stakeholders involved

- Municipality of Kakanj (coordination and strategic support),
- tourist boards (promotion and tourism development),
- local media (visibility and outreach), hospitality businesses (visitor services and experience),
- cultural institutions (content creation and heritage preservation),
- local residents.

The Change

- **Improved tourism visibility**

A more visible and attractive Kakanj that is recognized as a destination with strong tourism potential, encouraging more frequent visits and longer stays.

- **Promotion of cultural and historical heritage**

Better recognition and active promotion of Kakanj's cultural and historical assets, making them more accessible and engaging for both visitors and residents.

- **Economic benefits for local businesses**

Increased visitor flow that directly supports local businesses, especially in hospitality, retail, and tourism services, strengthening the local economy.

- **Stronger community engagement and identity**

A more active and involved community that develops a stronger sense of place and pride, moving beyond the city's industrial image.

Široki Brijeg,
Bosnia and Herzegovina
Population: 28.929

Smart Tourist Info System

URBACT | Co-funded by the European Union Interreg

The Challenge

Široki Brijeg is not perceived as a touristic city due to low visibility of cultural and tourism content, lack of structured information points and limited accessibility of attractions for visitors.

The Question

How might we make culture, art and heritage visible and active in public spaces as part of everyday urban life and the visitor experience?

Main beneficiaries

Main beneficiaries are the residents of the city of Široki Brijeg, local businesses and non-governmental organizations in tourism, culture and hospitality sectors, as well as visitors.

"Cultural centre of Herzegovina: small city with European values"



The Solution

Two digital kiosks/ totems will be installed in the city centre of Široki Brijeg. These totems will serve as tourist info points, where tourism offer of Široki Brijeg and current events will be presented.

The digital tourism info points will therefore display tourism locations across Široki Brijeg, as well as current and future events happening across the town. It will contribute to public space activation and attraction of visitors to events and locations in different parts of the city.

Contact: Nikolina Ljubić, URBACT Intern
nina.lj95@gmail.com

Stakeholders involved

- City of Široki Brijeg
- Tourism board of the City of Široki Brijeg
- West Herzegovina canton
- Academy of Fine Arts, University of Mostar
- Local entrepreneurs
- Non-governmental organizations involved in events organization
- Local residents

The Change

Improved visibility and accessibility of tourism and cultural content, increased number of visitors, stronger engagement of local stakeholders and better perception of Široki Brijeg as a tourist destination in the short and medium term.

Senta, Serbia
Population: 17.568

A place for youth to feel at home

URBACT | Co-funded by the European Union Interreg

A sustainable place and action plan for Senta's future generations.

The Challenge

Senta, like many other municipalities in the region, struggles with brain drain and a continuously decreasing young population. Schools struggle to find enough students to open classes each year, and there is a constant shortage of young professionals in most fields. While changing the big picture is impossible, showing young people that Senta cares about them is crucial regardless.

The Question

How might we organise co-operation between the municipality, schools, NGOs, and the youth in a way that the youth centre and its activities will be under continued local ownership and not rely on individual projects?

Main beneficiaries

Primarily, local youth. Young tourists, and youth from surrounding towns and villages, who study in Senta will also benefit from the possibilities offered by the youth hub and action plan.

"Senta must become a place where it is good to be young!"



The Solution

- The creation and implementation of a new, refined youth action plan – this would be built on the information we have gathered from our action labs and stakeholder meetings.

- An independent youth hub – following a renovation and a kick-start pilot project, the hub will function independently of municipality actors, only receiving support. Its function will rely on its original team of youth and the attendees, who can then form the space and its activities in a way that would cater to their interests and fulfil their needs.

Contact: Kornel Lašković, Director of Tourist organisation of Senta, direktor@visitsenta.com

Stakeholders involved

- Municipality of Senta
- Tourism Organisation of Senta
- Regional Development Agency Panonreg
- Educational institutions in Senta, primarily secondary schools
- Senta's cultural centre
- Young people (students, university students, fresh graduates)
- Parents looking to stay in Senta with their children

The Change

- An active department in the municipality that deals with youth issues
- A place for young people where they can spend their free time, uninterrupted
- Activities and workshops aimed specifically at teenagers and young adults; these could connect Senta's youth with local professionals and business owners
- More young people choosing to stay in Senta

Smederevo, Serbia
Population: 97.930

Our Fortress: Smart Tourism & Public Space Activation

URBACT | Co-funded by the European Union Interreg

Co-creating interactive solutions for enhancing Smederevo's riverfront and cultural heritage experience

The Challenge

Smederevo lacks engaging, visible, and interactive tourist infrastructure that connects key locations such as the Fortress, riverfront, and city center, while respecting heritage protection and improving visitor experience.

The Question

How might we create innovative and sustainable tourist information solutions that enhance visitor experience and strengthen Smederevo's identity?

Main beneficiaries

Tourists (domestic and international)
Local citizens
Tourism organizations
Cultural institutions
Local businesses

"By blending digital innovation with cultural heritage, Smederevo can transform its riverfront into an interactive gateway to the city."



The Solution

- Development of interactive urban elements (digital totems, hybrid benches, or traditional totems)
- Placement at the Danube riverfront as a key location

Features may include:

- Interactive maps and storytelling
- Event information and QR integration
- Seating and charging stations (hybrid model)
- Focus on combining tourism promotion, public space activation, and cultural storytelling

Contact: Filip Dimić, advisor in city administration, filip.dimic@smederevo.ls.gov.rs

Stakeholders involved

City of Smederevo
Tourist Organisation of Smederevo
Cultural heritage and monument protection institutions
Local URBACT team
Local experts and community representatives

The Change

- Improved tourist orientation and experience
- Increased visibility of Smederevo as a destination
- More active and attractive public spaces
- Stronger connection between heritage, public space, and digital innovation
- Increased visitor engagement and longer stays

Himara, Albania
Population: 8.328

SMART Sustainable Mobility

URBACT | Co-funded by the European Union Interreg

Creating a tourist-friendly, accessible and low-car coastal destination

The Challenge

Himara faces strong seasonal pressure due to tourism, which creates major mobility issues.

- 100% reliance on private cars
- No urban public transport system
- Lack of designated stops and terminals
- Traffic congestion and parking shortages during summer

The Question

How might we create a simple, clear and accessible mobility system for both residents and visitors in Himara, especially during peak tourist season?

Main beneficiaries

- Local residents (especially during summer pressure)
- Tourists visiting Himara and surrounding villages
- Youth, elderly and people without cars

"By organising mobility better, we improve everyday life, tourism and the future of Himara."



The Solution

- We propose a pilot-based, integrated mobility system combining infrastructure, information and digital tools.
- Key actions include:
- Introduction of pilot urban bus lines connecting villages and city center
- Creation of designated bus stops and mobility hubs
- Development of a digital mobility platform/app (integrated with maps for routes, parking, info)
- Installation of clear signage and wayfinding systems
- Identification and management of parking areas for visitors

Contact: Klaudia Fikaj, Manager of drafting project sector, klaudiafikaj189@gmail.com

Stakeholders involved

- Municipality of Himara (coordination & planning)
- Urban Planning & Public Services departments
- Local transport operators
- Tourism and business representatives
- Police (traffic management)
- Citizens and community groups
- URBACT network experts and partners

The Change

- Improved mobility & accessibility for all users
- Reduced traffic congestion during peak season
- Better tourism experience through clear information and movement
- Increased use of sustainable transport options
- Stronger coordination between stakeholders
- A replicable model for other coastal municipalities

Sremska Mitrovica, Serbia
Population: 40.144

Reimagining Urban Mobility

URBACT | Co-funded by the European Union Interreg

Towards a healthier, more livable and sustainable city

The Challenge

While the city has high potential for cycling and e-mobility, poor infrastructure and entrenched car-use habits prevent wider adoption, resulting in congestion and underused public space.

The Question

How might we make better use of this potential by introducing a visible, safe, and accessible solar-powered charging station in the city center that encourages a shift towards sustainable mobility?

Main beneficiaries

- Residents
- Daily commuters
- Tourists.

Changing mobility starts with making the right choice visible and accessible!



The Solution

- The solution is to install a visible, safe and solar-powered charging station in a central and accessible location. In addition to providing infrastructure, this intervention acts as a catalyst for change - encouraging citizens to switch from using cars to electric bicycles and other sustainable modes of transport, and making the city's existing potential for electric mobility more usable in everyday life.

Contact: Nada Nedić, Head of the Infrastructure Department, City of Sremska Mitrovica, Coordinator, nada.nedic@sremskamitrovica.org.rs

Stakeholders involved

- City Department for Budget, Property and Investments;
- City Department for E-affairs and Urban Mobility;
- Public Enterprise for Urban Planning;
- Transport Department;
- Residents
- The Tourist Organization.

The Change

- Reduced car traffic in the city center and more public space dedicated to people instead of parking.
- Improved accessibility for elderly citizens, people with disabilities, and residents from remote areas.
- Better air quality through reduced emissions.
- A shift in mobility habits towards more sustainable and active transport choices.

Tuzla, Bosnia and Herzegovina
Population: 110,979

Building Tuzla's Cycling Backbone

URBACT | Co-funded by the European Union Interreg

Small interventions for safer and connected mobility

The Challenge

Tuzla faces growing mobility pressure, car dependency and fragmented cycling infrastructure. Limited continuity and safety barriers discourage cycling, despite strong potential for active mobility.

The challenge is to test practical first steps toward safer, connected mobility.

The Question

How might we improve the continuity of cycling infrastructure for daily users, including safer connections and crossings, in order to make cycling a safer, faster and more attractive option in Tuzla?

Main beneficiaries

- Local communities and daily users
- Active mobility users (cyclists and pedestrians)
- Young people and vulnerable groups
- Tourists and the wider urban community

Safety and continuity matter more than network length.



The Solution

Tuzla is testing a pilot action focused on creating the first cycling backbone connection, linking a proposed route with an existing segment and advancing safer crossings at critical points through cooperation with road authorities. The pilot combines:

- connecting priority cycling segments into an initial backbone
- improving route continuity and visibility
- initiating safer cyclist crossings at critical points

Rather than large-scale infrastructure investment, the pilot tests practical interventions that can inform broader sustainable mobility transformation.

Mirzama Muftić, Project coordinator, mirzamam@tuzla.ba
Expert consultant for communal infrastructure projects in the City of Tuzla

Stakeholders involved

- City of Tuzla
- Urban Planning Department
- Development agency TRAG Tuzla
- Public Enterprise Roads FBiH
- Public utility companies and traffic safety actors
- University partners, academic staff and students
- Civil society, cycling associations and disability organisations
- Citizens and local communities

The Change

- **Safer everyday cycling**

Improve safety and continuity on priority routes, making cycling a safer and more attractive everyday option.

- **First connected cycling backbone**

Move from fragmented segments toward to a more connected network.

- **People-centred mobility**

Use small interventions to support healthier mobility choices and improve accessibility for all users.

- **Towards integrated mobility**

Use pilot actions as a step toward more connected, sustainable and people-centred urban mobility.

Tivat, Montenegro
Population: 16 338

Mobility for all

URBACT | Co-funded by the European Union Interreg

Tivat moves: smart, sustainable and connected

The Challenge

Our main challenge is: insufficiently developed road infrastructure for cyclists, pedestrians and vulnerable groups of local community.
These gaps in Tivat compromise their safety and accessibility, creating barriers to inclusive urban mobility.

The Question

How can we improve accessibility and mobility across the Municipality for all citizens (especially people with disabilities) through small-scale pilot interventions in public spaces?

Main beneficiaries

People with disabilities
Parents with strollers
Elderly people and other citizens
Tourists

Tivat for All: A City Without Barriers



The Solution

- Installing mobile ramps and tactile surfaces at key locations throughout the municipality to provide easier access to public spaces and institutions and solve accessibility barriers
- Creating a safe and attractive movement network through Tivat by integrating mobile accessibility interventions with strategic urban improvements

Milica Manojlovic, Secretary of the Secretariat for European Integration and Relations with Strategic Investors
evropskeintegracije@opstinativat.me

Stakeholders involved

Municipality of Tivat, Public Institution Day Care Center and Youth with Disabilities, Museum and Gallery Tivat, Tivat Tourism Organisation, Post of Montenegro, Utility Services, Local community, citizens including people with disabilities

The Change

- **Improved access for vulnerable groups** – Ensuring safe and independent movement throughout the municipality
- **Enhanced inclusivity and accessibility** – Creating a barrier-free environment where every citizen and visitor feels welcome and included in social life.
- **Raising awareness of the importance of sustainable mobility**–Educating the public and youth that accessible infrastructure is essential for modern, green and sustainable urban transport.
- **Greater engagement of young people** – Encouraging youth participation in community planning and volunteerism

Arandjelovac, Serbia
Population: 42.000

Greener Rides, Better Lives

URBACT | Co-funded by the European Union Interreg

Electric Bikes for a Greener Future

The Challenge

Arandjelovac is facing increasing traffic and pollution, especially around popular areas like Bukovicka Banja. Encouraging cycling can help preserve the town's natural environment and improve everyday mobility for residents.

The Question

"How might we encourage residents of Aranđelovac to choose cycling over cars for everyday transportation?"

Main beneficiaries

The main beneficiaries are local residents of Aranđelovac, especially daily commuters and families, as well as local businesses and visitors, through cleaner air, less traffic, and a more pleasant living environment.

Every ride forward is a step toward a greener future



The Solution

Our solution focuses on improving urban mobility and environmental quality in Arandjelovac. It aims to reduce traffic congestion and air pollution by promoting more efficient and sustainable transportation options. The system is designed to make the town more accessible and comfortable for both residents and visitors. Its main features include better traffic flow, improved air quality, and a healthier overall living environment.

Contact: Ivana Marjanovic, Project coordinator;
i.pavlovic@gmail.com

Stakeholders involved

- Local Municipality of Aranđelovac
- Urban Planning Department
- Transport Department
- Public Utility Companies
- Traffic Police
- Road Safety Authorities
- Community Organizations
- Local Businesses
- Residents

The Change

- Reduced traffic congestion in busy parts of Arandjelovac, making daily travel faster and easier.
- Increased awareness and use of sustainable transport options among residents.
- Improved air quality due to lower vehicle emissions and better traffic flow.
- Enhanced overall quality of life with a cleaner and more pleasant urban environment.
- Development of a more efficient and well-organized local transport system.

Kamza, Albania

Kamza Towards a Cleaner Future

URBACT | Co-funded by the European Union Interreg

A pilot action for waste separation at source, recycling awareness and local cooperation

The Challenge

Kamza is growing rapidly, and waste generation is increasing. Most waste is still collected as mixed waste and sent to landfill, while separation at source and recycling remain limited. Businesses, schools and citizens need a simple and practical system that makes recycling visible, easy and part of everyday behaviour.

The Question

How might we make waste separation simple, visible and practical for schools, businesses and citizens in Kamza?

Main beneficiaries

- Students and young people
- Local businesses
- Local Community
- Municipal services

Kamza starts change locally, by turning daily waste into a shared responsibility.



The Solution

The pilot action combines small infrastructure with awareness and stakeholder engagement. Kamza will test a practical waste separation model through:

- placement of small recycling bins in selected public spaces and schools
- awareness sessions with students and teachers
- engagement of local businesses as key waste generators
- cooperation with recycling companies for proper collection and processing
- communication materials and social media promotion

A major part of the pilot budget will support the purchase and installation of small recycling bins, while the remaining activities will focus on education, visibility and stakeholder cooperation.

Stakeholders involved

- Municipality of Kamza
- Waste Management Department
- Department of EU Integration and Foreign Projects
- Schools: “100 Vjetori i Pavarësisë” and “Angela Merkel”
- Students, teachers and volunteers
- Local businesses
- Recycling companies
- URBACT network and Local Mentor

The Change

- More recycling bins in schools and public spaces
- More students acting as Green Ambassadors
- More businesses separating recyclable waste
- Less mixed waste sent to landfill
- Stronger cooperation between municipality, schools, businesses and recycling companies
- A simple pilot model that can be expanded across Kamza

Mostar,
Bosnia and Herzegovina
Population: 105.797

LEARN! ACT! CHANGE!

URBACT | Co-funded by the European Union Interreg

Making recycling understandable, motivating and essential

The Challenge

City of Mostar faces low waste awareness and a lack of sorting knowledge, causing poor habits to prevail over recycling. A lack of clear information prevents sustainable disposal from becoming a social norm rather than a rare exception.

The Question

How might we enable citizens to learn proper waste separation while encouraging local communities to take collective responsibility and making recycling visible, understandable, and motivating for all?

Main beneficiaries

- All residents of the city of Mostar
- Kindergartens
- Elementary school students
- Public Utility Company "Komunalno"
- City of Mostar
- Local community

Through powerful campaigns and education towards a recycling culture and a cleaner Mostar!



The Solution

- High-visibility marketing campaign with hands-on education to transform recycling into a daily habit in Mostar.
- Key features include school or kindergarden-based "eco-ambassador" workshops, clearly promoted neighborhood recycling points, and digital storytelling that showcases real progress.
- Mini-competitions in proper waste sorting.

Contact: Amela Sjekirica Suljić; Expert Advisor for EU funds;
amela.sjekirica@mostar.ba

Stakeholders involved

City of Mostar, Public utility company "Komunalno", Elementary school, Kindergartens, Marketing agency and the citizens of Mostar.

The Change

- *Increased awareness and knowledge*: Residents, students and children will gain a clear understanding of waste categorization.
- *Visibility:* High reach of the marketing campaign within the target settlement through local social media, posters, and educational videos.
- *Behavioral shift:* Transitioning from "learning" to "habit," where waste sorting becomes a daily routine.
- *Youth as change agents:* Students from the local school becoming "eco-ambassadors" who influence the recycling habits of their parents and peers.
- *Overcoming confusion regarding waste separation:* Direct and simple instructions provided through promotional materials resolve the main barrier faced by citizens.
- **Viewing waste as a resource rather than garbage.**

Trebinje,
Bosnia&Herzegovina
Population: 31.000

Making care visible

URBACT | Co-funded by the European Union Interreg

Small changes that restore responsibility in everyday spaces

The Challenge

School yards in Trebinje send the wrong signal: neglect is tolerated, care is invisible.

Even when students clean, the space still looks uncared for.

The Question

How might we turn school yards into visible signals of care, responsibility, and shared ownership, maintained together with students?

Main beneficiaries

Students and school communities — as everyday users, caretakers and builders of shared responsibility.

When care is visible, it becomes expected.



The Solution

Create visible signals of care in school yards, through targeted clean-ups, repairs and greening. Co-created and maintained with students.

What we allow to remain becomes what we accept , from one school to the next.

Contact Person:
Isidora Dostić
Project Coordinator
isidora.dostic@msptb.net

Stakeholders involved

Students and schools as co-caretakers with support from municipal services, the City of Trebinje and parents.

The Change

From visible neglect to visible care.

From tolerated disorder to shared responsibility as an everyday habit.

Subotica, Serbia
Population: 123.952

Subotica on Two Wheels

URBACT | Co-funded by the European Union Interreg

A step toward safer, smarter and more sustainable mobility

The Challenge

Insufficient development of sustainable mobility options and a high dependence on cars for short-distance trips, especially for recreation.

The Question

How might we make cycling both a safe and attractive option for everyday mobility in Subotica?

Main beneficiaries

- Local residents
- Tourists
- Youth
- Families with children

A bike-friendly city is a people-friendly city



The Solution

- Development of safer and more connected cycling infrastructure
- Introduction of social public bicycles for everyday use, especially in the case of recreation and leisure
- Improvement and better regulation of bicycle parking solutions
- Development of digital tools and cycling route applications for residents and tourists
- Awareness-raising campaigns promoting cycling as a sustainable transport option
- Encouraging a shift from car use to cycling for short-distance trips

Contact: Pavle Pitka, Project agent, pitka04@yahoo.com

Stakeholders involved

- City Secretariat for Communal Affairs, Energy and Transport
- City Secretariat for Social Affairs
- City Secretariat for Agriculture and Environmental Protection
- The Tourist Organization of the city of Subotica
- Public Utility Company "Parking"
- “Ivan Sarić“ Technical School
- Media "Yu Eco" (TV and web portal)
- Travel Agency "Alphatravelsee"
- “Ivan Sarić“ Technical School
- Sports Association "Spartak Skyrunners"
- Sports Association "Optiforma"
- Sports Association
- Eco-Association „Horizonti"
- City association of retirees “Subotica“

The Change

- Increased number of residents using bicycles for everyday short-distance trips
- Reduced dependence on cars and traffic congestion
- Improved road safety for cyclists
- Better accessibility to key locations
- Increased attractiveness of Subotica for tourists through cycling options and routes

Shtip,
North Macedonia
Population: 44.866

Shtip's Smart-Bin Sync

Co-funded by the European Union
Interreg

Improving waste and mobility through innovation

The Challenge

The waste management challenges in Shtip are driven by a combination of logistical inefficiencies, such as overflowing containers and poor routing, coupled with low public engagement and a lack of visible enforcement, all of which foster a persistent cycle of irresponsible disposal and illegal dumping in hotspot areas.

The Question

How might we utilize data-driven route optimization and smart containers to tackle overflows within a limited budget, while simultaneously activating schools and citizens through strengthened monitoring and enforcement to ensure lasting behavioral change in the pilot area?

Main beneficiaries

The primary beneficiaries of this initiative include the municipality and its inspection services, alongside local schools, NGOs, and citizens residing within the pilot area.

"Sustainability is not just about smarter routes; it is about building a culture where dumping is no longer an option."



The Solution

This comprehensive intervention integrates a Smart Pilot Package utilizing sensors and real-time data to optimize collection routes and prevent overflows with a Community Engagement Package that activates school eco-ambassadors and launches targeted awareness campaigns.
The pilot combines infrastructure improvements with education and community engagement to improve waste management in selected areas.
IIt includes the installation of improved waste containers (including smart bins), better organisation of waste collection points, and targeted communication and awareness campaigns.
The intervention focuses on encouraging responsible behaviour through community activities and eco-actions, rather than enforcement measures.

Contact: Nikola Iliev, Project coordinator, ilievnikola30@yahoo.com

Stakeholders involved

This initiative brings together the Municipality of Shtip and its inspection services, the Public Utility Company, and IT providers, while actively involving local schools, NGOs, and pilot-area citizens as key partners

The Change

- Cleaner and better organised waste collection points
- Reduced overflow in hotspot areas
- More responsible behaviour among citizens
- Increased community participation in eco-actions
- Stronger awareness and engagement around waste management

Novi Pazar, Serbia
Population:106.720

From Waste Awareness to Everyday Recyclingitle

URBACT | Co-funded by the European Union Interreg

Supporting the existing system through education, rewards and reuse

The Challenge

Novi Pazar already has a Recycling Centre, recycling islands and school campaigns, but waste separation at source remains low. Many citizens still do not recycle because they lack habits, information and simple ways to participate. The city also faces a large amount of textile and reusable waste that still often ends up in landfill.

The Question

How might we build on the existing work of PUC “Gradska čistoća” and motivate more children, families and citizens to separate waste, recycle and reuse everyday items?

Main beneficiaries

- children in kindergartens and primary schools;
- parents and households;
- PUC “Gradska čistoća”;
- schools and teachers;
- local businesses and textile producers;
- citizens who can exchange reusable items instead of throwing them away.

“Small actions at home, in schools and in the community can turn recycling into a daily habit.”



The Solution

The city will support the existing awareness activities of PUC “Gradska čistoća” through three connected measures:

- development of a recycling mascot for visits to kindergartens and schools or a mascot PUC “Gradska čistoća” for;
- bicycle can crusher as prizes for children and schools participating in recycling competitions and workshops;
- a new app or app module for free exchange of reusable items between citizens.

Contact: Selma Ikic; Department for the development and implementation of projects City of Novi Pazar, Coordinator; selma.ikic@novipazar.org.rs

Stakeholders involved

- City of Novi Pazar;
- PUC “Gradska čistoća”;
- kindergartens and schools;
- teachers and parents;
- local media and social networks;
- citizens using the app;
- local textile businesses and community organisations.

The Change

- More children know how and why to separate waste;
- schools and families participate more actively in recycling activities;
- stronger visibility of PUC and its educational work;
- more useful items reused instead of thrown away;
- less waste sent to landfill and illegal dumpsites;
- stronger everyday culture of recycling and circular economy in Novi Pazar.

Backi Petrovac, Serbia
Population: 11.512

STOP WASTING - START COMPOSTING

URBACT | Co-funded by the European Union Interreg

Building a pilot system for collection, composting and education on bio-waste through cooperation between PUC, households and schools

The Challenge

Bački Petrovac does not yet have an organised system for separate collection and treatment of green and bio-waste. The municipality needs a practical local model that connects PUC, households and schools and prepares the community for wider waste separation in the future.

The Question

How might we create a simple and visible local system that helps households separate bio-waste, supports home composting, and enables PUC and schools to become key partners in reducing the amount of bio-waste sent to landfill?

Main beneficiaries

- households with gardens and green waste;
- PUC Komunalac;
- schools, teachers and students;
- local communities and neighbourhoods;
- the Municipality of Bački Petrovac;
- all residents who benefit from a cleaner environment and lower amounts of waste sent to landfill.

"Small steps in our homes, a big contribution to our community."



The Solution

- The pilot combines three connected actions:
- PUC Komunalac will establish a new local service for collection, shredding and treatment of green waste through the purchase of a branch shredder and organised collection campaigns in every settlement.
- The municipality will continue the annual public call for households, providing equipment for separation.
- Schools will become drivers of change through workshops with children, parents and citizens on bio-waste separation and home composting.

Stakeholders involved

- Municipality of Bački Petrovac (coordination and funding);
- PUC Komunalac (new service, campaigns and citizen communication);
- primary and secondary schools;
- teachers, students and parents;
- local communities / mesne zajednice;
- households participating in composting and separation;
- URBACT project team.

The Change

- Transforming Bački Petrovac into a community where bio-waste separation has become a natural daily habit, supported by the PUC.

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Herceg Novi, Montenegro
Population: 31.000 citizens

Cleaner city, stronger community

URBACT | Co-funded by the European Union Interreg

Shaping the cities of the future through collective action

The Challenge

Low recycling culture and insufficient infrastructure, combined with seasonal tourist waste peaks, make waste management in Herceg Novi inefficient and unsustainable

The Question

How might we improve recycling habits by making waste separation convenient, visible, and locally accessible in everyday public spaces?

Main beneficiaries

Who will benefit the most from the solution?
Residents
Tourists
Local businesses
Doo ČIstoća

"A clean city is the foundation of a powerful community"



The Solution

- A mobile, flexible waste collection system using cargo tricycles that improves access, increases recycling, and supports behavior change in hard-to-reach and high-tourism areas.
- Continuous education and highly visible, accessible waste separation solutions.

Contact Person: Pejović Aleksandra
Independent advisor-project coordinator of URBACT Pioneers Accelerator for Herceg Novi
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Stakeholders involved

Municipality of Herceg Novi (local government)
Doo Čistoća-Utility company
Schools
Youth and citizens
Tourism sector

The Change

- More efficient and frequent emptying of small public waste bins, reducing overflowing bins during the tourist season.
- Lower operational costs and reduced greenhouse gas emissions compared with conventional waste collection vehicles in pedestrian areas.
- A scalable model for extending electric tricycle waste collection to additional pedestrian zones and neighbourhoods.
- Integration of lessons learned into local waste management policies and future investment planning.

Banja Luka, Bosnia & Herzegovina
Population: 185.684

Green and Inclusive City

URBACT | Co-funded by the European Union Interreg

Creating the First Sensory Garden in Banja Luka

The Challenge

Open green spaces in Banja Luka lack inclusive content, particularly for persons with disabilities. Limited involvement of PWDs in planning leads to spaces that do not reflect their real needs. As a result, many avoid these spaces, feeling they do not belong in either the space or the community, ultimately leading to their social exclusion and isolation.

The Question

How might we integrate spatial design (hardware), community support (software), and awareness-raising (mindware) to create an inclusive green public space?

Main beneficiaries

Primary: Persons with disabilities and NGOs supporting them
Secondary: Local residents and the wider community

"When people are creating a space, it becomes more than design - it becomes a shared sense of community."



The Solution

We are co-creating an inclusive sensory garden in Banja Luka, in partnership with an association for supporting people with autism. The space represents not just architectural/landscape intervention, but also a platform for social inclusion, education, and wellbeing:

- accessible pathways and seating areas providing a comfortable and safe space for all (universal design)
- sensory-rich elements (smell, textures, sound) to stimulate senses
- a flexible area suitable for workshops, gatherings, etc.
- community gardening and co-creation days involving citizens
- participatory maintenance and management approach

The hardware (space), software (collaboration), and mindware (awareness) are incorporated to create a lasting and meaningful impact.

Contact: **Tijana Vujičić**, Assistant Professor at University of Banja Luka, tijana.vujicic@aggf.unibl.org

Stakeholders involved

City of Banja Luka
Local residents and neighbors
University of Banja Luka (students and professionals)
NGOs and organizations working with PWDs and in health, urban planning, and the environment
GreenIN Charter network/signatories

The Change

- Hardware (physical space) - an inclusive sensory garden in Starčevica – a safe and welcoming green space supporting social interaction, wellbeing, and everyday use.
- Software (collaboration & systems) - stronger collaboration between the city, citizens, NGOs, and professionals, supported by the GreenIN Charter and the development of a certification model for inclusive green spaces, enabling shared responsibility, co-creation, and long-term sustainability.
- Mindware (culture & awareness) - a shift towards a culture of inclusion, empowering persons with disabilities and raising awareness across institutions, professionals, and communities.

Bijeljina, Bosnia & Herzegovina
Population: 107.000

From concrete to green oasis

URBACT | Co-funded by the European Union Interreg

Reimagining the Sokolski dom area as a vibrant, nature-based urban space

The Challenge

Transforming the traffic-dominated, concrete area around Sokolski dom into a green, people-centered space. The area currently lacks greenery, contributes to heat and pollution, and offers limited space for community life. The challenge is to redesign it into a vibrant, nature-based environment that improves air quality, supports social interaction, and enhances overall urban well-being.

The Question

How might we enhance public spaces for seniors, in order to have them spend more time outside and socialize with others?

How might we, in a creative and concrete way, animate and encourage students, in order to better understand the importance of and contribute to the protection of environment?

Main beneficiaries

Local residents, especially families, children, and elderly citizens, who will gain access to a safe, green, and healthy public space. Local businesses will benefit from increased foot traffic and a more attractive environment, while the wider community will enjoy improved air quality, reduced heat, and enhanced social interaction.

Turning grey into green is about more than planting trees—it is about restoring the soul of our urban spaces for generations to come!



The Solution

Green Heart of Sokolski

- Our solution is a strategic urban intervention that reclaims 150m² of car-dominated grey space to create a multifunctional Green Oasis. It is a nature-based "pocket park" designed to act as a protective green buffer between heavy traffic and the historic Sokolski Dom, prioritizing people and climate resilience over asphalt.

Main Features

- Microclimate Shield: Encapsulating the zone with high Thuja hedges and dense greenery to naturally filter air, dampen noise, and lower temperatures.
- Intergenerational Social Hub: A central "Social Square" featuring built-in chess tables and ergonomic benches to reconnect seniors and youth in a safe, outdoor environment.
- Eco-Infrastructure: Implementation of permeable pavings and smart waste management systems to reduce urban runoff and promote a cleaner city center.
- Heritage-Nature Synergy: A futuristic design that enhances the aesthetic value of the landmark building while providing a healthy, green foreground for citizens.

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Stakeholders involved

- City of Bijeljina (Section for Local Economic Development and European Integration)
- URBACT Local Group (ULG)
- Public Utility Companies (Planting and maintenance)
- Local Architects and Urbanists
- Residents and Local Community Groups
- Local NGO's
- Educational institutions

The Change

Short-term Results (0–12 months)

- Space Transformation: Physical removal of concrete and successful planting of the green buffer and high Thuja hedges.
- Immediate Climate Relief: Measurable reduction in surface temperature and improved dust filtration in the immediate vicinity.
- Community Activation: High initial engagement through "first move" social events, like outdoor chess tournaments and family gatherings.

Medium-term Results (1–3 years)

- Behavioral Shift: The area becomes a permanent social hub, shifting citizen habits from transit-only to active staying and socializing.
- Environmental Impact: Established urban microclimate with increased biodiversity and better stormwater management.
- Policy Influence: Successful "Grey to Green" proof-of-concept that serves as a scalable model for other concrete zones across Bijeljina.

Doboj, Bosnia and Herzegovina
Population: 57.625

GREENER SPACES.COOLER CITY

URBACT | Co-funded by the European Union Interreg

Reducing the Urban Heat Island Effect through Green Infrastructure

The Challenge

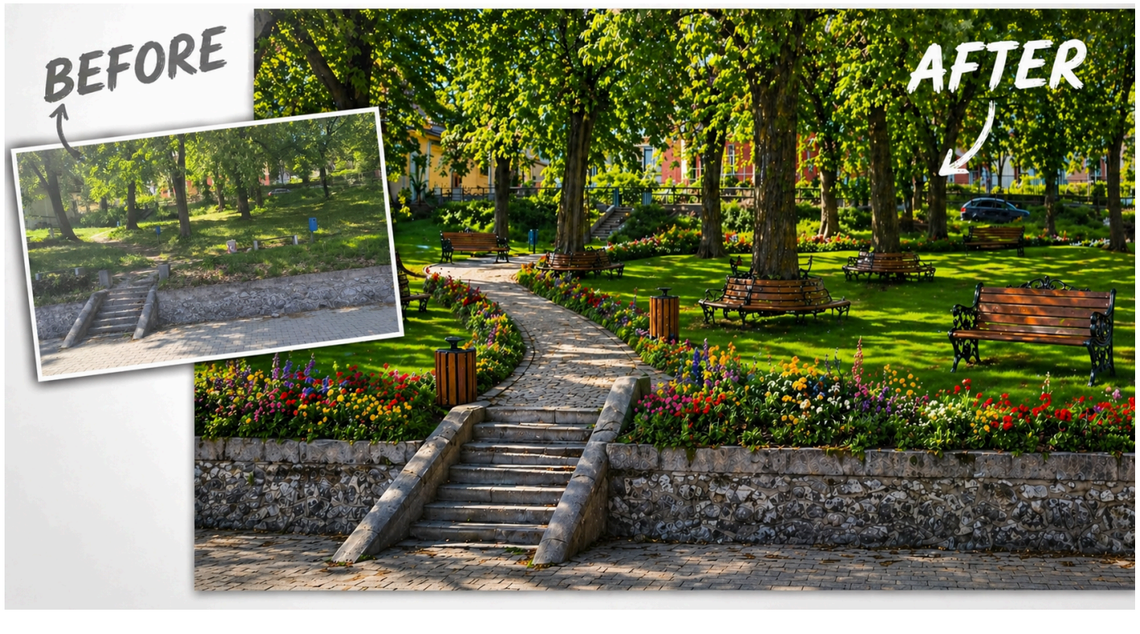
Doboj is affected by rising temperatures and the urban heat islands effect.
The park “Old town” is underused, lack shade,seating places and quality greenery. In summer, there are few comfortable places to relax.

The Question

How Might We make the park “ Old town” a place where people love to spend time, especialy during hot summer days?

Main beneficiaries

- Vulnerable groups- People sensitive to heat (elderly, children, health patients)
- Wider population using the park for relaxation, recreation and socializing
- Local institutions and schooll Improved environment for outdoor activities and education.



The Solution

The solution is the revitalization and improvement of the park “Old town” as a green infrastructure intervention aimed to reducing the urban heat island effect and encouraging greater use of the space, especially during the summer months. The intervention includes planting additional trees to increase shade, upgrading existing green areas, introducing climate-resilient vegetation improving pathways and seating areas to make the park more accessible and comfortable, and creating a more attractive environment that supports social interaction, relaxation, and outdoor activities for citizen.

Stakeholders involved

- City of Doboj (Section for Local Economic Development and European Integration)
- URBACT Local Group (ULG)
- Public Utility Companies (Planting and maintenance)
- Local Architects and Urbanists
- Residents and Local Community Groups
- Local NGO’s
- Schools, universities and students

The Change

- A well- designed, shaded and safe park
- More people using the park, especially in summer
- A healthier environmental and cooler microclimate
- Pride in our city and stronger community

Greener spaces, healthier lives, stronger communities

Contact: Milena Ilić, Head of department for EU integration, team cooridinator, eu@doboj.gov.ba

Sarajevo, Bosnia and Herzegovina

Population: 270.585

Therapeutic garden

Green space for recovery and inclusion

Co-funded by the European Union
Interreg

The Challenge

Sarajevo lacks therapeutic green spaces for individuals in addiction recovery, limiting social reintegration and community connection. Limited resources and complex cross-sector coordination affect implementation and long-term maintenance, while trust-building, stakeholder engagement, and sustainable funding remain key challenges for inclusive urban development.

The Question

How to transform the neglected courtyard at Danijela Ozme 11 into an inclusive therapeutic green space that supports wellbeing, recovery and biodiversity?

Main beneficiaries

People in addiction recovery gaining a safe, stigma-free space; nearby residents benefiting from improved green space and quality of life; and local NGOs, schools, and researchers supporting recovery, education, and community development.

"This space didn't only change the courtyard, it changed how we belong here."



The Solution

We are implementing a 150 m² therapeutic park pilot at Danijela Ozme 11, transforming a neglected courtyard into an inclusive green space that supports wellbeing, recovery, and biodiversity. The design features sensory and aromatic planting, a circular seating area, and wheelchair-accessible paths. It is co-created through community planting and a rotating stewardship model involving residents, NGOs, university students, and recovery groups. The pilot increases space use and engagement in the short term, and in the long term supports mental wellbeing, social inclusion, awareness of nature-based solutions, and a replicable urban model.

Contact: Amar Popara, Project Manager at Department for Sustainable Development, **amar.popara@sarajevo.ba**

Stakeholders involved

The City of Sarajevo (through coordination and support), community members, urban planning and landscape design professionals, students, as well as recovery-focused NGOs such as Proslavi Oporavak.

The Change

- Inclusive urban space where people in recovery feel accepted and connected
- Reduced isolation and stigma around addiction
- Improved mental wellbeing through shared public spaces
- Enhanced biodiversity through a sustainable green area
- Promoted a climate-conscious, replicable urban model
- Encouraged long-term community ownership and shared stewardship
- Strengthened collaboration between institutions, citizens, and organizations

Vinica, North Macedonia
Population: 14.475

Park for All

URBACT | Co-funded by the European Union Interreg

From underused space to an active community place

The Challenge

The city park has strong potential but remains underused.
The main issue is not the lack of space, but the lack of functional design, inclusive features and activities that attract different user groups.
Different generations do not find reasons to use the space regularly, and parts of the park remain inactive.

The Question

How might we activate an underused part of the city park so that children, youth, families, elderly and persons with disabilities can use it for play, rest, social interaction and community activities?

Main beneficiaries

- Young people - sport & activity
- Families - rest & social interaction
- Persons with disabilities - inclusive use
- Community - events

"Space for Sport, Rest, Events and Culture"



The Solution

The city will implement a multifunctional public space combining sport, relaxation and community activities. The area will include a ping-pong table, seating areas, inclusive features such as a sensory path and wall, and a small stage for events.
Designed through a co-creation process with local stakeholders and citizens, the pilot responds directly to community needs and encourages use by all generations and abilities.

Contact: Luiza Aleksova, Team member,
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Stakeholders involved

- Municipality (coordination & approvals)
- Public utility (installation & maintenance)
- Schools (youth engagement)
- NGOs (community activities)
- Citizens (use & co-creation)
- Media (visibility)

The Change

This pilot will transform how the park is used on a daily basis.

- Increased daily use of the park
- Different generations using the space at the same time
- More visitors and stronger community presence
- Activation of the park through small-scale events and activities
- More inclusive use of the space through accessible and sensory elements

Over time, this will lead to:

- A more active and attractive public space
- Stronger sense of community and shared ownership
- A model that can be replicated in other areas of the city

Niksic,
Montenegro,
Population: 32.000

Bring shade back to the city

URBACT | Co-funded by the European Union Interreg

From empty streets to shared shade

The Challenge

Too little shade. Too few places to gather.

The Question

How might we turn everyday streets and neighbourhoods
into green, shaded, cared –
for spaces that invite people to stay, connect and take responsibility?

Main beneficiaries

Everyone who calls Nikšić home — especially children, students, and families.

A tree is not decoration. It is a sign that we care.



From zero shade → to real shade people use every day

The Solution

- Transforming bus stops near schools into small green hubs with trees, shade, seating, and waste bins — designed and cared for together by students, schools, and city services.

Start with one step. Grow across the city.

Contact: Igor Vojinović,
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Stakeholders involved

Schools and students as co-caretakers, supported by municipal services, public transport, and the City of Nikšić

The Change

- From empty stops to green places of everyday life.
- A shared space that people recognize as their own.
- Small visible changes create new everyday habits.

Kragujevac, Serbia
Population: 171.186

Green heart of the city

For a healthier and more beautiful urban future

The Challenge

The Dubrovnik–Legat location in Kragujevac is currently used as an informal parking area, making the existing rain garden along side it inaccessible and thus reducing the quality of the public space. Because of this and the lack of greenery, the area is prone to heat and pollution. Despite its central location, the area is underused and does not serve citizens.

The Question

How might we transform the Dubrovnik–Legat location from an informal parking space into an accessible green extension of the rain garden that citizens will actively use and enjoy?

Main beneficiaries

Local residents, pedestrians, nearby café visitors and entrepreneurs will benefit the most, as the space will become a pleasant place for rest and socializing. Additionally, urban biodiversity (birds, insects) will benefit from the improved ecological conditions.

Returning the city to the people and nature, one step at a time.



The Solution

We are transforming the Dubrovnik–Legat site into a small urban green pocket in the city center by removing concrete surfaces and informal parking, and introducing permeable, sustainable materials. The existing rain garden will be expanded and enriched with native, non-invasive, and pleasantly scented plant species that support local biodiversity.

The space will include subtle urban furniture for rest, creating a calm, meditative atmosphere within a lively urban setting. Insect hotels and bird habitats will further enhance ecological value, turning the site into both a functional public space and a small urban ecosystem.

Contact: Ivan Radulović, Team Coordinator,
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Stakeholders involved

1. City Administration of Kragujevac (Project Team and other)
2. Public Utility Company Šumadija Kragujevac
3. Urban Planning Institute of Kragujevac
4. Local residents
5. Nearby businesses (Especially the bank that's been using the space as a parking spot)
6. Environmental and/or civic associations in Kragujevac
7. City parking / communal inspection services
8. Middle school pupils

The Change

Short-term:

- Removal of illegal parking
- Improved accessibility of the rain garden
- Increased visual and environmental quality of the space

Medium-term:

- Regular use of the space by citizens
- Improved microclimate (more shade, less heat)
- Increased biodiversity and ecological awareness
- Stronger sense of community ownership

Niš, Serbia
Population: 249.501

From Neglected to Urban Oasis

URBACT | Co-funded by the European Union Interreg

Transforming an underused area into a green, inclusive, and functional public space

The Challenge

Transforming an underused inter-block space in Branka Krsmanovića Street into a functional, safe, inclusive, and sustainable area, while working with limited resources and ensuring active community engagement. The space currently lacks basic infrastructure, greenery, and functional design. It is underused, poorly maintained, and does not provide adequate safety, accessibility, or amenities for different user groups. Additionally, there is limited community engagement and no clear system for its long-term maintenance and activation.

The Question

How might we co-create a safe, accessible and green public space that encourages long-term community ownership and care?
How might we turn a neglected urban area into a vibrant and climate-resilient community space through coordinated action of citizens, city services and partners?

Main beneficiaries

- Local residents, especially those living in nearby buildings
- Children and families
- Elderly population

"By working together with the community, we can turn neglected urban spaces into vibrant, green, and inclusive places that improve everyday life for everyone."



The Solution

- A co-created urban regeneration model that combines participatory design, greening interventions, and multi-source funding to transform the space.
- The solution includes introducing climate-resilient vegetation, installing urban furniture, and creating a safe and accessible environment, while actively involving residents, local authorities, and partners in both the design and long-term maintenance of the area.

Contact: Ivana Miljanović, Project Coordinator
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Stakeholders involved

- City of Niš (local government)
- Public utility companies (e.g. waste management, parking services)
- Residents and housing community representatives
- Private sector / socially responsible companies
- Donor organizations (e.g. environmental or green funds)
- URBACT Local Group (ULG)

The Change

Short-term Results (0-12 months):

- Activation and improved functionality of the space
- Installation of basic urban equipment
- Increased use and visibility of the area
- Initial greening (planting trees and shrubs)

Medium-term Results (1-3 years):

- Improved safety and accessibility
- Greater community involvement in maintenance
- Strengthened cooperation between the city, citizens, and private sector
- Enhanced environmental quality and climate resilience
- A replicable model for similar projects in the city

Zrenjanin, Serbia
Population: 105.714

Greener park, stronger community

URBACT | Co-funded by the European Union Interreg

Revitalising Čokliget Park through community-driven action

The Challenge

Čokliget Park currently lacks adequate infrastructure, greenery management and functional public amenities.
Limited urban furniture, insufficient lighting and underused areas reduce comfort, safety and overall user experience.
As a result, the park is underused and does not fully serve the needs of the local community.

The Question

How might we improve the functionality, accessibility and environmental quality of Čokliget Park to better serve the local community?

Main beneficiaries

- Local residents
- Children and youth
- Schools and students
- Visitors and tourists
- City services

"A green park is a shared space for learning, community and sustainability."



The Solution

- We are transforming Čokliget Park into a functional, safe and attractive green public space through a combination of physical improvements and community-driven activities.
- The pilot action is structured in two complementary phases:
- Early implementation (April–May 2026): planting, installation of greenery and initial park improvements.
- Educational programme (September 2026): development of an "open-air classroom" concept through workshops, interactive activities and community engagement.
- This approach connects physical transformation with long-term activation of the space and stronger community ownership.

Contact: Tina Župunski, URBACT Intern
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Stakeholders involved

- City of Zrenjanin (coordination and implementation)
- Public Utility Company (Sanitation and Greenery)
- Educational institutions (schools and university)
- Tourist Organization
- •Local community and citizens

The Change

- Improved quality and usability of the park
- Increased safety and accessibility
- Stronger community engagement
- Active use of public space through education and events
- Creation of a multifunctional green public space
- Transformation of Čokliget Park into a vibrant place for learning, interaction and community life