



PRESS KIT



TALLINN – EUROPEAN GREEN CAPITAL 2023

The idea of an European Green Capital was born in Tallinn, which makes Tallinn very proud to hold the title in 2023. For us, the Green Capital means that Tallinn is a sustainable, resilient, and inclusive city – the European Green Capital title gives us a good opportunity to accelerate this transition. We want every citizen of Tallinn to benefit from the European Green Capital year and the accompanying developments.

“The title of green capital gives us an ideal opportunity to formulate goals, create a network and choose better means to make Tallinn a greener and more sustainable city. The green capital year provides a good opportunity to involve people and organizations to growing Tallinn's green and innovative development. We want to build a strong foundation so that the benefits and impact of the title year stay with us and do not fade when the year is over,” Mr. Mihhail Kõlvart, Mayor of Tallinn said.

In the Green Capital year, Tallinn's main themes will be **biodiversity, green innovation, climate** and **sustainable governance**.

According to Ms. Krista Kampus, Executive Director of Tallinn European Green Capital 2023 Tallinn has re-organized the whole city structure and organization to better coordinate sustainable changes and work better with the UN Sustainable Development Goals: “We also wish to further involve local communities in city development, find opportunities to support green innovation, develop environmentally friendly modes of travel, such as cycle lanes and public transport, and improve circular economy. In addition, we also wish to help citizens better understand the importance of environmental protection.”

“The changes begin from the city itself. We have developed a guide for environmentally friendly events, added environmental requirements to the Law of Procurements and made our own institutions follow the principles of the green office. Through the inclusive budget and various support measures we can support the ideas of our citizens, NGOs and companies and bring more attention to Tallinn and all of Estonia,” Mr. Vladimir Svet, Vice-Mayor of Environment and Urban Development.



TALLINN'S MAIN OBJECTIVES FOR EUROPEAN GREEN CAPITAL 2023

During our green capital year 2023 we want to:

- initiate change and new sustainable activities
- accelerate the sustainable processes, eco-innovation and green growth
- engage citizens and organisations in becoming more sustainable and bring the city closer to the citizens
- develop city space which considers the needs of all citizens Tallinn's goals for 2035
- Sustainable mobility – The goal is to reduce CO2 emissions by 40% by 2035 (starting point is 2007), by 2035 70% of Tallinners use public transportation compared to other mobility. This also entails achieving CO2-neutral public transport by 2035. All public transport is free of charge for people registered as living in Tallinn.
- Circular economy – The goal is that more than 65% of waste will be recycled by 2035 New reuse and repair centres are being opened in different locations all over the city (starting 2022)



GREEN INNOVATION AND TECHNOLOGY

Tallinn is the capital of Estonia, which is well known as E-estonia, the world's most advanced digital society.

For example:

- Estonian government had their first e-cabinet meeting in 1996.
- Estonians have been able to declare their taxes online since 2000 (98% do it only and it takes on average 3 minutes to do).
- From 2001 Estonia has the X-road system for e-services. X-Road has become the backbone of e-Estonia, allowing the nation's public and private sector information systems to link up and operate in harmony. 99% of public services are accessible online 24/7.
- From 2002 all Estonians have a secure digital signature allowing to use online services and sign contracts digitally.
- From 2005 Estonia has electronic voting system for elections. One third of votes in elections are cast online with votes cast from over 110 countries.

As the European Green Capital one of the main focus areas for Tallinn is green innovation and green technology. Estonia has a vibrant technology and innovation sector and is #1 in Europe in unicorns per capita. There are also many interesting green technologies being developed that we want to showcase on our green capital year.





TEST IN TALLINN PROGRAM

Tallinn wants to become a test-bed for new green technology. For this purpose we are launching the Test in Tallinn program.

Today, Estonia, including Tallinn, has a positive image both in terms of the business environment (business friendliness, ease of doing business), the creation and growth environment of start-up companies (number of unicorns per inhabitant, e-residency program) and digital society in general.

The above is also confirmed by high places in international rankings (e.g. Lausanne IMD international competitiveness, EU Startup Heatmap Europe, UN ranking of digital countries).

The strength of Estonia and Tallinn is its smallness, flexibility and the technological openness of society, which favors the development and implementation of innovative solutions (including testing prototypes that have passed trials in a real-life environment on a smaller scale and, if successful, flexible amplification of solutions).

The main test areas of the title year are urban mobility and energy efficiency, chosen by the city as the areas with the greatest impact and legislative readiness, and where today's cooperation between the city and local entrepreneurs has been the most effective.



GREENTECH WEEK

14.-17.NOV 2023



EXPO

SMART CITIES
Convention

CLEANTECH
Forum

GREEN TIGER
Conference



The culminating event of Tallinn's Green Capital year is Tallinn Greentech Week on 14-17 November.

We are honoured to host the world's most progressive and fresh ideas in green innovation and their implementers from around the world. In the future, we want to use the ideas and solutions generated during the Greentech Week in the development of the city of Tallinn and share these experiences with other cities around the world.

Cleantech Forum Europe / 15.-16. November. The highlight of the week will be the Cleantech Forum Europe, where investors, innovators, entrepreneurs, and the private and public communities supporting them from all over Europe will meet in the field of green technology. The forum, which started in San Francisco in 2002, takes place annually on three continents – Asia, America and Europe.

Greentech Expo / 14.-17. November. The expo, which takes place in the Creative Hub, brings together the newest and freshest ideas in the field of green technology, introducing them to investors, representatives of various cities, and those interested in green technology. Nearly 60 companies and organisations.

Smart Cities Convention / 14.-16. November. In addition to entrepreneurs, we are also expecting 30 representatives of the capital and metropolis to Tallinn, the aim of which is to promote cooperation between European cities and companies and show Tallinn as a meeting place for green innovation and technology. We bring together companies, academic institutions and cities engaged in green innovation and present the brightest achievements of the field to the general public.

Green Tiger Conference / 17. November. Rohetiiger (green tiger) is a cooperation platform to create a balanced economic model for Estonia and the world by cooperating in four directions: entrepreneurs, the public sector, free society and individuals. During the conference, we will call together all leaders of change, motivating them to participate in creating and shaping a new environment.

Read more: <https://greentallinn.eu/en/events/tallinn-greentech-week/>

GREEN TECHNOLOGY EXAMPLES

Ülemiste city, which is using smart city technologies to create an international, attractive, knowledge-based working, development and living environment that would increase the competitive ability of people and companies, bring talents home to implement their potential, and inspire the birth of new business models.

As one of the most digitally advanced countries in the world, Estonia also wants to become one with the greenest economy.

Together with the Green Tiger team and leading partners from the private and public sector, Ülemiste aims to take a green leap to raise environmental awareness, be the testbed for new ideas and initiatives, create a basis for a green economy and be the driving force for change in society. They are moving towards 100% green energy, managing their resources purposefully, and following the highest standards of sustainable development—this way, together, we can bring our carbon footprint to a minimum and carbon-neutral by 2030 in terms of energy consumption. All new developments wear a proud badge of a LEED certificate from Silver to Platinum marking the highest standards for sustainable development. Their goal is to having up to two times fewer cars per person by 2025 and by 2030 to have a car-free campus centre. <https://www.ulemistecity.ee/en/roheline-linn/>

Clevon autonomous delivery. Self-driving unmanned delivery vehicles, which can be adapted to transport anything and navigate through urban environments with ease. <https://clevon.com/>

Bikeep. Micromobility platform provider, which allows people to park and charge bikes, e-bikes and scooters securely and smartly. <https://bikeep.com/>

R8 Technologies which offer intelligent energy control software for buildings. <https://r8tech.io/>

VOK Bikes. Cargo Bikes. <https://vokbikes.com/>

Starship delivery robots. <https://www.starship.xyz/>

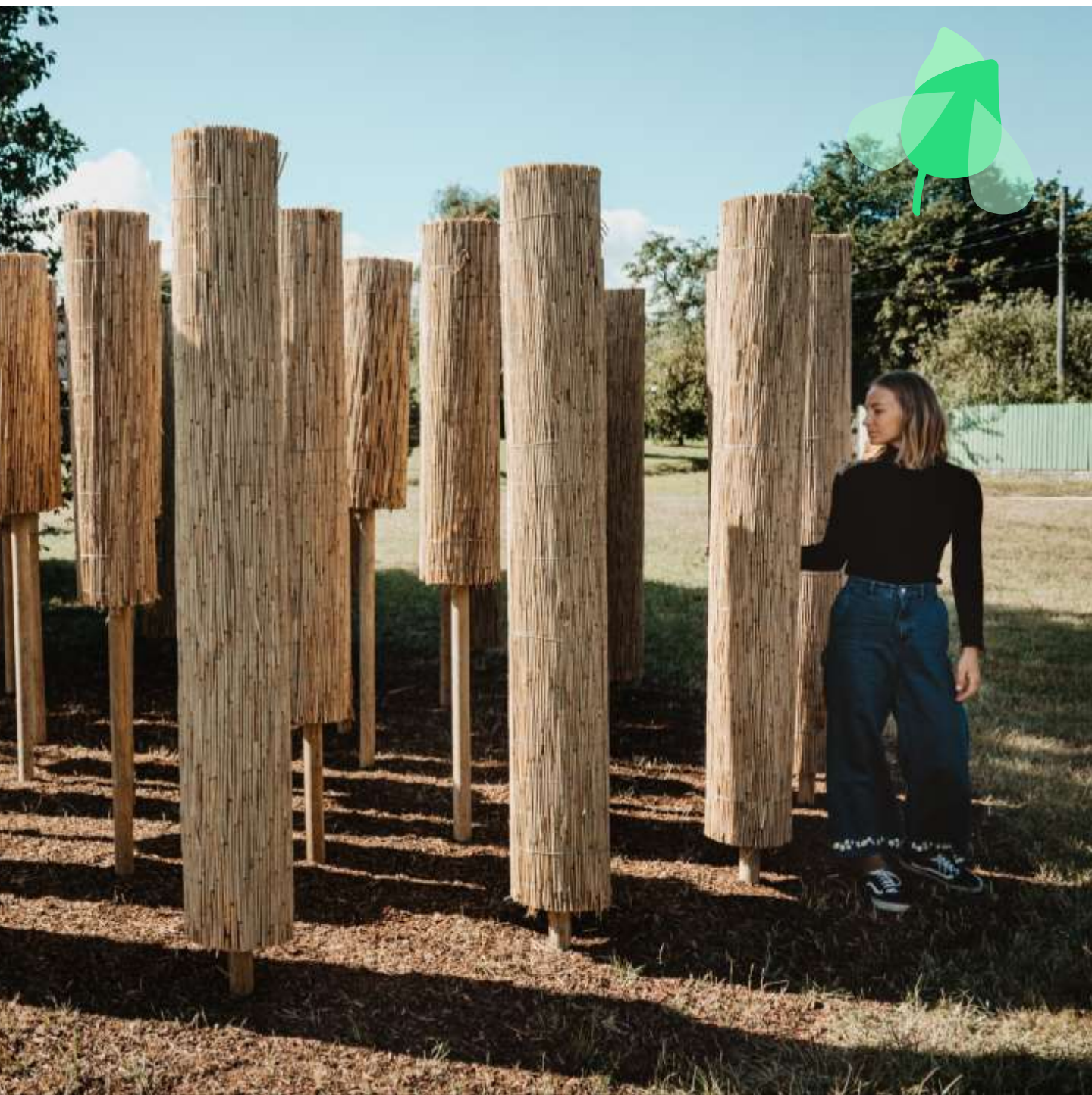


BIODIVERSITY



“The development of green areas has always been a priority for Tallinn as the Green Capital. In the new year, we will make a big contribution to ensure that urban nature is diverse and offers exciting activities for Tallinners of all ages.”

Mr. Vladimir Svet, Deputy Mayor of Tallinn.



BIODIVERSITY

As one of the best-preserved medieval cities in Europe and a UNESCO World Heritage Site, Tallinn is characterized by a diverse and mosaic nature of its landscapes and communities, which also serve as habitats for rare species. **The city has parks, forests, alvers, meadows, heaths, sand dunes, rivers, lakes, cliffs, sandy beaches, valleys, reeds, bogs and even its own island.**

13.8% of Tallinn's area is protected. The plan is to create two new nature reserves: Astangu-Mäeküla and Kakumäe. There are 60 parks, 11 protected areas and over 100 individual objects under protection in Tallinn.

NATURA 2000 areas cover 7.2% of Tallinn's land area.

138 protected animal species (including 92 bird species) and 41 protected plant species are found in Tallinn.

We also have an island (Aegna) and a bog (Pääsküla).

Tallinn is a good example that an urban space and environment do not have to contradict each other. Tallinn is in the process of developing a green corridor, a Pollinator Highway, crossing through six city districts. This Pollinator Highway will be equally a green transport corridor for butterflies, bumblebees, bees, other groups of animals as for humans.

Human health and well-being will be at the core of the urban planning in Tallinn. Biodiverse green scaping and cherishing the nature will support the mental and physical health of Tallinn residents.

“Tallinn has more than 2100 hectares of protected areas – nature reserves, protected parks and even and island. Tallinn is also one of the few capital cities that has its own bog. And probably the only one where Scottish Highland cattle are employees of the city. This is just one of our many projects for restoring and protecting the biodiversity of coastal meadows,” Vladimir Svet.





Pollinator Highway – a vibrant linear park which is sustainable co-existence of biodiversity and urbanisation). Connects 6 of 8 Tallinn's districts. Will become a species-rich natural environment with meadows, a green corridor between the districts and a space for walking or bicycling.

Another green corridor **Klint park** connects 3 of 8 Tallinn's districts. It's a nine-kilometre-long unique park area on a limestone cliff and will be transformed into a coherent and integrated recreational area for all. the cliff has many different habitats and several protected plants and birds. The aim is to create an environment where people have rest areas, but at the same time there is very little interference with nature.

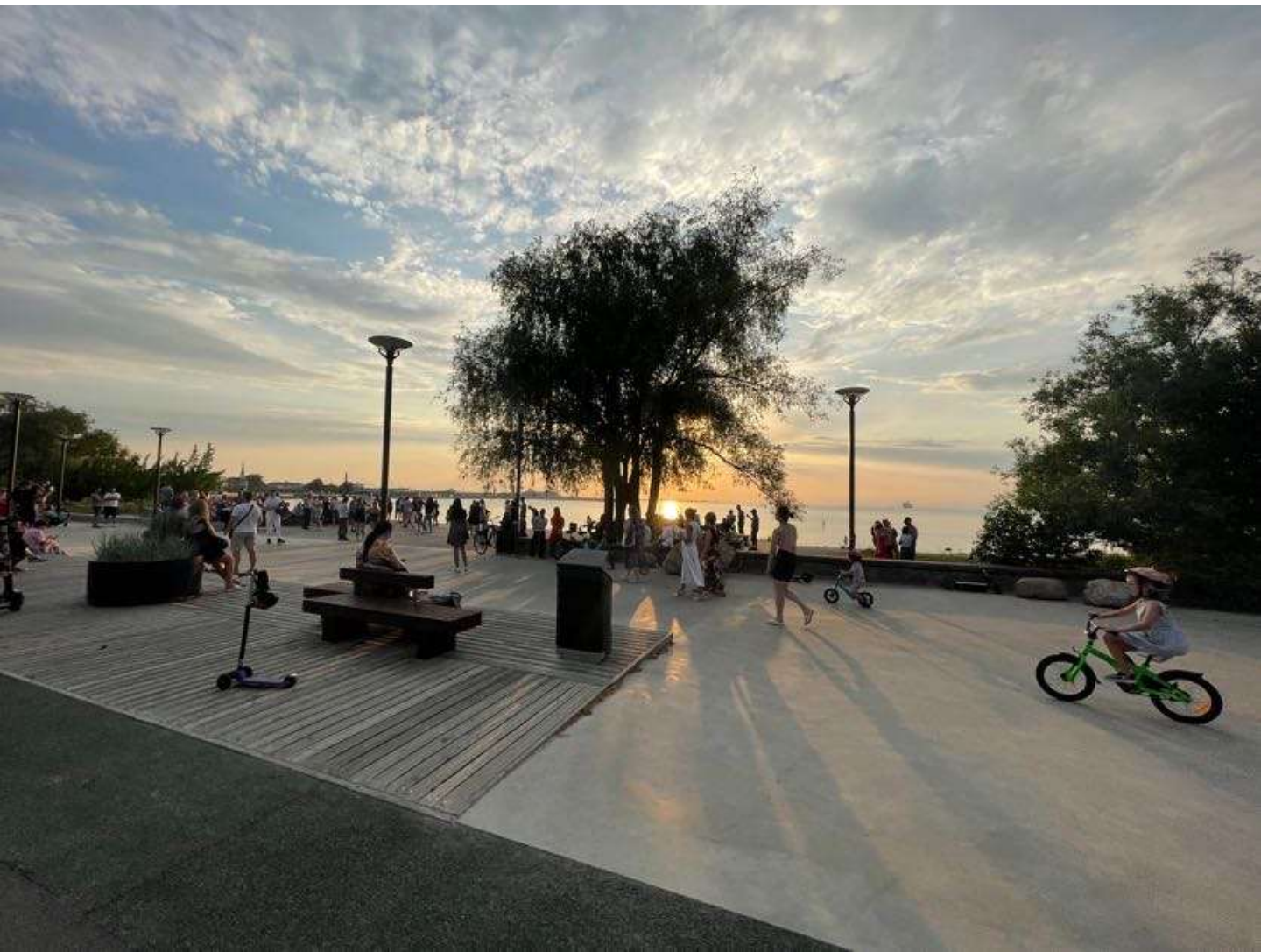
Community gardens Also: the number of **community gardens** and educational gardens (in schools and kindergartens) grows every year – new parks and neighbourhoods already come with embedded communal food growing possibilities. In 2022 Tallinn will have **28 community gardens** and **71 educational gardens** (that the city supports with 220 000 euros)



SUSTAINABILITY GOVERNANCE

“We have re-organized the whole City structure and organization to better coordinate sustainability work and work better with the UN Sustainable Development Goals.”

Ms. Krista Kampus, Executive Director of Tallinn - European Green Capital 2023





SUSTAINABILITY GOVERNANCE



TALLINN WILL BECOME AN EXAMPLE OF SUSTAINABLE CITY MANAGEMENT



Sustainable management of cities is becoming more and more important. Tallinn leads the Global Goals for Cities network of 19 European cities, which focuses on the problems of sustainable city management and sharing experiences. In the year of the green capital, a competence center for sustainable management will also be opened in Tallinn and a couple of international conferences on sustainable management will be held.

In recent years, many concepts have been associated with urban governance models – smart cities, green cities, circular cities, sharing cities, cities as commons, to name a few. But what are the underlying structures, processes, skills and tools that a city needs to implement or switch between these or other models if necessary?

We argue that only one model is not enough, but rather a strong and flexible organizational framework is needed to enable the city to cope with multidimensional challenges that change and evolve over time – be they environmental, social or economic. A framework that enables city governance to be more flexible for me, adapting faster to environmental changes or people's expectations. It is a sustainable, goal-oriented, evidence-based, motivated, bold and emphatic system.

Based on the real experiences of different cities and research in different areas of urban management, we want to create a sustainable management model that focuses on the development of this organizational framework – what structures, processes, skills and tools a city needs and how to use them.

How to set goals, develop actions, assess impacts, collaborate, track progress, use data, develop key competencies, engage citizens, etc. to move towards the 17 Sustainable Development Goals set by the United Nations.

Because we understand the enormity of the task, we want to work with like-minded cities to share the burden – to create a list of priority issues and use each other's expertise to tackle them one by one.

If Tallinn has developed a certain model, we want to help other cities implement any parts of the model in their administration.



TALLINN – EUROPEAN GREEN CAPITAL 2023 PROGRAM

There will be interesting environment-themed activities for all residents of Tallinn and also foreign visitors, including over 60 events, as part of the green capital [programme](#).

TALLINN GREEN TECH WEEK

Tallinn Green Tech Week - in November 2023, Tallinn will host the CleanTech Forum Europe, and organise the Green Capital EXPO (NEXPO) to introduce smart solutions and new technologies, implemented by the cities, and to facilitate dialogue between European cities, Greentech companies and leading experts in this topic. On the same week will also take place the smart cities convention and the Green Tiger Conference.

EUROPEAN DAY DEDICATED TO BIODIVERSITY

We are celebrating Europe Day by planting 150 trees in cooperation with the Estonian Song and Dance Festival Foundation. Organising seedlings and seeds fairs and workshops and seminars for residents in cooperation with the EC Estonian representative office.

INTERNATIONAL BALTIC SEA SMALL LITTER CLEAN-UP CAMPAIGN

A campaign aimed at the cities of the Baltic Sea region to clean the beaches of the Baltic Sea from small garbage. In cooperation with the city of Helsinki, Let's Do It World and other partners.

BIODIVERSITY ACTION DAY

A year-long action day program where citizens can get involved to support the biodiversity of their area.

GREEN STARS ON RESTAURANT WEEK MENUS

Green stars have been developed that restaurants can add to foods with a smaller environmental footprint.

ENVIRONMENTALLY FRIENDLY YOUTH SONG AND DANCE FESTIVAL

In cooperation with the Estonian Song and Dance Festival Foundation, we make the organization of the Youth Song and Dance Festival more sustainable.

URBAN SPACE STREET FESTIVAL

The purpose of the festival is to invite all city residents to think, act, watch, experience and discover about the topics of climate, living environment and urban space.



FLAGSHIP PROJECTS

PUTUKAVÄIL. CITY'S BIODIVERSE GREEN CORRIDOR

Putukaväil is a meadow-like natural environment rich in species, a green corridor between city districts and a space for movement with people, which passes through six of the eight districts of Tallinn.

GREEN TWINS URBAN LANDSCAPING 3D MODEL

The GreenTwins project deals with the issue of urban greening and how to better take the urban natural environment into account in urban planning processes.



MOBILITY AS A SERVICE (MAAS)

The Tallinn Transport Authority and the city of Tartu are participating in a joint project to implement Mobility as a Service (MaaS) to connect public and private transport between Tallinn and Tartu.

TEST IN TALLINN

Tallinn is launching the Test in Tallinn measure, which aims to bring more smart green solutions to Tallinn.

RESTORATION OF PÄÄSKÜLA BOG

The bog within the city limits is unique in Europe - Tallinn residents do not have to travel far to hike in the bog. We have this special, Nordic nature in Tallinn only 30 minutes away from the city center.

SUSTAINABLE CITY MANAGEMENT CENTRE

Sustainable management of cities is becoming more and more important. Tallinn leads the Global Goals for Cities network of 19 European cities, which focuses on the problems of sustainable city management and sharing experiences. In the year of the green capital, a competence center for sustainable management will also be opened in Tallinn and a couple of international conferences on sustainable management will be held.



PROJECT GREEN TRACKS

Based on the Tallinn 2035 and Climate Neutral Tallinn documents, the project aims to improve the living environment of the city, increase natural diversity, create mitigative measures for climate change-related risks and instil sustainable practises by including district governments, local businesses, educational institutions and citizens in their activities.

Activities vary in scale and content and take place in every district in the city. A few examples:

- Cleaning up Tallinn's coastal areas around Linnahall and the cruise port
- Spatial interventions in transport hubs and frequently visited locations
- replacing grass plots with flower meadows by large roads and parks
- establishing avenues lined with shade trees by pedestrian and cycling paths
- adding greenery to traffic islands
- experiment with green roofs in bus stops
- establishing food forests in multiple residential areas



WHAT IS EUROPEAN GREEN CAPITAL?

History and background

The idea of a European green capital was born in Tallinn, when in 2006, 15 cities signed a memorandum for the title of European Green Capital here. In 2008, the European Commission took it under their wing.

Since 2010, one green capital has been selected each year. Last year, the title was held by Grenoble France.

The green capital is expected to meet high environmental standards and ambitious future goals of becoming more sustainable and environmentally friendly.

- The Award is open to cities with over 100,000 inhabitants in the EU Member States and EEA countries
- Applicant cities are assessed on the basis of 12 environmental indicators: air quality, noise, water, sustainable land use, waste and circular economy, green growth and green innovation, nature and biodiversity, climate change mitigation, energy efficiency, adaptation to climate change, sustainable management.





See you in Tallinn!

greentallinn.eu

