



# ACTION & COMMUNICATION PLAN



# CONTENT

## **Green and Global Tallinn ..... 3**

Intro

Key Objectives

EGC Environmental Indicators

## **Biodiversity is the Key ..... 7**

Focus

Selected key investments & initiatives

## **Grey to Green ..... 12**

Focus

Selected key investments & initiatives

## **City for All ..... 17**

Focus

Selected key investments & initiatives

## **EGC 2023 Programme ..... 21**

## **EGC 2023 Budget ..... 28**

## **EGC 2023 Communication Plan ..... 29**

## **EGC 2023 Team ..... 32**

## **Measuring the Success ..... 33**



# INTRO

Tallinn is very proud to hold the title of European Green Capital 2023. Especially since the idea of the European green capital was born in Tallinn – in 2006, 15 cities signed a memorandum for the title of European Green Capital in our city.

There is still a lot to do to turn Tallinn into a truly sustainable city, but it is our ultimate priority. The main goal of the strategy Tallinn 2035 is “Green and Global”. Since the approval of the strategy by the council in December 2020, this narrative has been well received and adopted by citizens and leaders alike.

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.

We strive towards integrating a sustainability mindset into all our actions, policies, and day-to-day city management to implement the UN Sustainable Development Goals and the local green deal objectives while making our city better living environment of the people.



FOCUSES 1-2-3

BIODIVERSITY



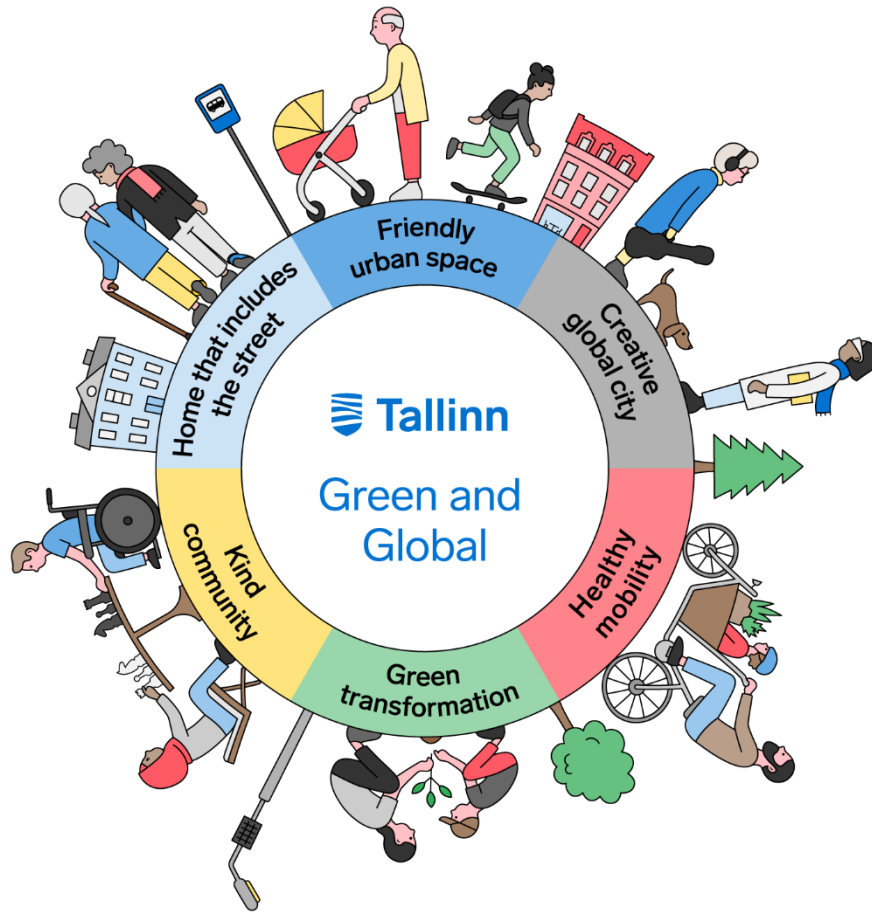
CLIMATE



SUSTAINABILITY  
GOVERNANCE



# THE KEY OBJECTIVES



1. Biodiversity is the key: preserving biodiversity and increasing urban greenery
2. Grey to green: increasing climate resilience through innovation
3. City for all: fostering sustainability through inclusive governance

These objectives are implemented through the four themes of the EGC programme:

- learning city
- inclusive city
- sustainable city
- smart city

# EGC ENVIRONMENTAL INDICATORS

Tallinn uses the EGC as a springboard to accelerate change and communicate our narrative on our path of achieving the green transition and becoming a green and global city.

1	Curbing climate change	7	Noise
2	Preparedness for climate change	8	Waste and circular economy
3	Sustainable mobility	9	Water
4	Sustainable land use	10	Green economy
5	Nature and biodiversity	11	Energy
6	Air quality control	12	Environmental governance

*Corresponding EGC environmental indicators are listed below the titles of key focus chapters in the following portion of the action and communication plan.*

# BIODIVERSITY IS THE KEY:

## PRESERVING BIODIVERSITY AND INCREASING URBAN GREENERY

**This objective contributes to the EU's Biodiversity Strategy for 2030 and its urban ecosystems target<sup>1</sup> in the EC's proposal for a Nature Restoration Law; the Environment action programme to 2030, the EU Soil Strategy for 2030, the EU Zero Pollution Action Plan, the EU Environmental Noise Directive, and the Green City Accord.**

It is important to ensure that both the common and rare species of plants and animals that are found in Tallinn are protected. Green spaces in Tallinn are of particular importance in the face of ongoing urbanisation and climate change. Urban greenery affects the physical and mental health of citizens. It reduces the immediate effects of climate change such as heat islands. Plants have an impact on particulate emissions and the carbon balance. In addition, urban greenery is an important part of the cultural heritage and the identity of a city.

Therefore, our goal is to gradually improve ecosystem services and integrate a green mindset into all innovations and initiatives of the city.

Tallinn is currently one of the capitals with the cleanest ambient air in Europe and we aim to maintain it. Real time **air quality monitoring** is carried out in the six stations that measure transport and industrial pollution. All the compiled data is accessible to the public in real time through the national air monitoring website. The green capital action plan will also include cooperation with private companies. For example, we plan to pilot a **new means of the air quality monitoring** in cooperation with the courier company DPD, which has installed sensors on its courier vehicles and parcel machines.

**Environmental education** is an integral part of this objective. Our aim is to raise the environmental awareness of citizens, as well as increase the knowledge and competencies of the city officials, and other stakeholders to better address the issues related to urban greenery, environment, biodiversity protection and adaptation to changing climate.

<sup>1</sup> No net loss of green urban space by 2030, and an increase in the total area covered by green urban space by 2040 and 2050.

# BIODIVERSITY IS THE KEY:

## PRESERVING BIODIVERSITY AND INCREASING URBAN GREENERY

The **urban gardening** project, that has been supported by the city of Tallinn over the recent years has brought tangible results which compliment participatory and educational projects taking place in these communities.

Today, there are a total of **29 community gardens** in different districts of Tallinn, where more than 1,035 citizens are active, and approximately **3,535 citizens** are involved in the activities of the gardens. Although the character and history of community gardens differ, they are united by the residents' desire to grow something themselves and to spend their free time usefully. In addition to gardening activities, various educational and cultural events are organized in the community gardens - workshops, concerts, lectures and discussion evenings. There are discussions about composting, herbs, heirloom varieties, saving seeds and much more.

There will also be diverse learning programs for citizens of all ages, for example in Tallinn Botanical Gardens and the Estonian Museum of Natural History.

The city also prioritizes teaching the young to care for the environment - **the theme of the 2022-2023 school year in all of Tallinn's public schools and kindergartens is environment** and there will be many study programs, competitions, and events for children. Around 80 Tallinn schools and kindergartens have joined the **Eco Schools Global** program.

**Educational gardens in Tallinn's schools and kindergartens.** Today, there are a total of **129 learning gardens** in Tallinn (public and private kindergartens, schools, welfare institutions and various cultural institutions), which involve approximately 10,800 children and 840 employees, as well as parents and volunteers. In addition, the Tallinn Social Work Centre has also created learning gardens in its 6 centres.

In the EGC 2023 agenda, we pay attention to **social green innovation** – e.g., in 2023, Tallinn will organise a **macro-regional campaign for cleaning the Baltic Sea** from marine litter. *Around 70% of the marine litter in the Baltic Sea is plastic. Plastic materials are of special concern due to their risks to the environment and slow degradation. The regional goal agreed in HELCOM is to reduce the amount of marine litter significantly by 2025 and prevent harm from litter in the coastal and marine environment.* The campaign will be organised in cooperation with **Let's Do It World** (a global civic organization that started from Estonia), the city of Helsinki, the Finnish Institute and other cooperation partners.

In addition, we are planning several action days that bring together communities within the city to improve their local green areas. For example, as part of the restoration of Pääsküla bog, locals build handmade dams to improve the water regime.



# BIODIVERSITY IS THE KEY:

## PRESERVING BIODIVERSITY AND INCREASING URBAN GREENERY

### *The objective includes following activities:*

- *Creating at least two new protected areas in locations of strategic importance.*
- *Increasing the number of community and learning gardens in Tallinn.*
- *Creating first urban food forests.*
- *Increasing urban greenery in the city centre.*
- *Supporting the co-creation and local initiatives and projects related to environmental awareness.*
- *Development of innovative solutions to raise environmental awareness, including implementation of technological solutions.*

### FLAGSHIPS

- **Regional Campaign “Trash-Free Baltic Sea”.** The campaign will take place from August 31 (the Baltic Sea Day) to September 16 (the World Clean-Up Day). The aim is to involve all the cities along the Baltic Sea and draw attention to marine litter (especially mini litter like small plastic, cigarette butts etc.), which is a clearly visible problem along the Baltic Sea coastline.
- **GoGreenRoutes** – involving residents and local stakeholders of Lasnamäe (the largest residential district in Tallinn) in the process of co-designing nature-based solutions and a new urban garden in the Vormsi green area, that meet different needs and interests, taking into consideration vulnerable groups and bringing about positive impact for healthier and more sustainable lifestyles. <https://www.tallinn.ee/en/gogreenroutes>
- **The Pollinator Highway, 1<sup>st</sup> phase** - the pollinator highway is a 13,5 km long meadow-like natural environment rich in species, a green corridor that runs through 6 city districts along a former railway embankment. It will be developed into a city-wide linear park. The guiding principle is preserving and enhancing biodiversity while offering the local residents a space for outdoor activities and sustainable means of mobility. The development of the first stage of Pollinator Highway covers mainly the North Tallinn district. <https://www.putukavail.ee/?lang=en>
- **The Pollinator-friendly plant e-catalogue** – the catalogue rates 900 plants according to their value for pollinators, allowing gardeners and city developers make better choices for green spaces. <https://www.putukavail.ee/haljastuskataloog?lang=en>; <https://haljastus.tallinn.ee/>

# BIODIVERSITY IS THE KEY:

## PRESERVING BIODIVERSITY AND INCREASING URBAN GREENERY

### Key Performance Indicators:

- **Share of protected and green areas in Tallinn increases**  
Base level: 2042,7ha (2020). Target level: 2200ha (2035)
- **Citizens of Tallinn environmental awareness index rises (max: 100)**  
Base level: 47,0 (2020). Target level: 65 (2035).
- **Number of learning gardens increases**  
Base level: 37,0 (2020). Target level: 130 (2035)
- **Number of community gardens increases**  
Base level: 9,0 (2020). Target level: 30 (2035)
- **Increase of natural surfaces in Tallinn's territory**  
Target level: 65% (2035)
- **Keeping Tallinn's air quality at the level of 2018**  
Base level: the average annual concentration of fine particles PM2.5 in ambient air is 7.1 µg/m3 (2018)

### Key EGC Indicators, covered by this priority:

1	2	4	5	6	8	9	10	11	12
---	---	---	---	---	---	---	----	----	----

# BIODIVERSITY IS THE KEY:

## PRESERVING BIODIVERSITY AND INCREASING URBAN GREENERY

Selected key investments & initiatives	Years	Budget	Funding
<b>Urban gardening and the edible city</b>	2023-2024	0,22 M€	CB
<i>Expanding the concept of urban gardening (creation of new learning gardens, community gardens, allotment gardens, community beehives)</i>			
<b>Restoration and use of Tallinn's natural watercourses as part of natural rainwater solutions</b>	2023-2024	0,65 M€	CB, EF
<b>Development of Pollinator Highway (1st stage)</b>	2023-2024	4,139 M€	CB, EF
<b>Project „Green Tracks“</b>	2023	2,9 M€	CB
<b>GoGreen Routes – noise and air pollution reduction</b>	2023-2024	0,498 M€	EF
<b>Sustainable Urban Drainage Systems</b>	2023-2024	1,855 M€	CB, EF
<b>Creation of Clifftop Park natuure area – installations, participatory visioning</b>	2023	0,20 M€	CB
<b>Creation of flower meadows in urban space</b>	2023	0,35 M€	CB
<b>Speacies richness and biodiversity – Avoid-Minimize-Rehabilitate-offset</b>	2023-2024	0,98 M€	CB
<i>Baseline studies and regeneration of biodiversity in areas of high value (coastal meadows, alvars, bogs, urban forestry), incl. Maintenance of Paljassaare and Tiskre coastal meadows.</i>			
<i>New and expanded protection areas (incl. Protection of valuable species in Astangu-Mäeküla area and partial restoration of Pääsküla bog ecosystem)</i>			
<i>Development of Urban Forestry Concept</i>			
<i>Building connected elements of green infrastructure for diferent groups of animals</i>			

CB - city budget, EF - external financing

# GREY TO GREEN:

## INCREASING CLIMATE RESILIENCE THROUGH INNOVATION

This focus area supports the EU 2030 Climate and Energy Framework, the [8<sup>th</sup> Environment Action Programme](#), the EU Adaptation Strategy, EU Circular Economy Action Plan, as well as the New European Bauhaus and the New EU Urban Mobility Framework, and the Covenant of Mayors energy policy initiative of the European Commission.

In order to contribute to the transition towards carbon neutrality, the city of Tallinn has joined several **European frameworks**, such as the Green City Accord of the European Commission which provides a framework for cities to commit to further action in 5 areas (Air quality, Water, Nature/ Biodiversity, Waste/Circular Economy and Noise) and the Covenant of Mayors for Climate and Energy.

Tallinn is working on increasing the climate resilience of the city and **reducing CO<sub>2</sub> emissions** in key sectors such as buildings, transport and energy generation and consumption. This will be achieved by setting a high standard in energy-efficient buildings (all new buildings must have an A-level energy efficiency), heating and cooling as well as electrifying and rethinking transport and mobility, including multi-modality and sharing, as private car ownership falls. Tallinn's 6,4 tons of CO<sub>2</sub> per capita is approximately only half of the national average. This has been helped by **use of renewable energy in the city's energy contracts since 2018**. Bike use is on the rise together with new electric micro-mobility while walking and public transport use is in slow decline.

In order to keep on course for the European Green Deal objectives, Tallinn is developing central heating and cooling systems, providing financial support to the housing associations for renovating of the old and depreciated apartment buildings, purchasing solar panels, reconnecting houses to the city's district heating system, as well as raising awareness on energy efficiency of the house owners and housing associations.

# GREY TO GREEN:

## INCREASING CLIMATE RESILIENCE THROUGH INNOVATION

**Waste management and re-cycling** in Tallinn is at a better level than elsewhere in Estonia and the environmental risk arising from waste generation and waste has decreased, waste is recycled to the maximum or reused in other ways. The **Waste Management Plan 2022-2026** conceives the **circular economy** as a means to contribute to environmental goals while creating opportunities for jobs and stimulating innovation through a systemic approach. One of our circular economy objectives is the creation of a reuse and repair society. We want to push the sustainable waste management agenda further, moving from recycling to **waste prevention, reusing and repairing**. Therefore, the emphasis is shifted from conventional waste stations to **circular centres**. Tallinn will also elaborate a **Circular Economy Action Plan** and for this we collaborate with the OCD Programme “The Circular Economy in Regional and Cities”. The OECD Case Study on the Circular Economy in Tallinn will be published in April 2023, at the MELT Innovation Forum in Tallinn.

### FERTILE GROUND FOR GREEN INNOVATION

Tallinn places regularly in the TOP 20 of international competitions and indexes of innovation and sustainability. As the European Green Capital, our aim is to present Tallinn as a **meeting point for green innovation** and technology by bringing together green technology companies, research, students, and youth to experiment, prototype and pilot new green technologies and solutions that support just and green transition and achieving the climate and environmental objectives of the city.

Tallinn is exploring how digitalisation can contribute to the achievement of environmental targets as well as to the circular transition. For example, the **Tallinn Dashboard** makes available municipal data on traffic live streams, population, data on the use of streets and roads, noise level, electricity usage and detailed planning information of building lots and 3D models of the city.

In order to achieve the Tallinn’s long term goal to become climate-neutral by 2050, Tallinn is developing a **digital platform “DigiAudit”** for implementation of the real-time building performance audits in cooperation with TalTech. New sensors are installed for monitoring indoor climate, which can store and analyse collected data. Based on audit results, new indoor climate certification framework will be developed, which is similar to energy performance certificates. Overview of the energy consumption and indoor climate conditions of the municipal buildings will help city to reduce the carbon footprint of our buildings, while providing good indoor climate quality.

Mobility as a Service (MaaS) system and co-operating with Tallinn’s smart mobility start-ups like Bolt, AuveTech, Elmo, Cleveron, Bikeep, Voltride, Starship, Comodule in 2023 will lead to a more sustainable urban mobility.

*Think globally, test in Tallinn* – is the motto to encourage companies to test their smart and eco-friendly products and services in our city environment. This will be highlighted next autumn when Tallinn hosts a clean technology conference and Tallinn Green Expo. Another initiative that aims to help companies implement digital solutions in the city is **Tallinnovation** (fund 100 000 euros), which in collaboration with Tallinn Science Park Tehnopol looks for creative ideas from local entrepreneurs. In 2023 it will focus on innovative green ideas that make the city’s life more sustainable. A great example is Filaret – who is turning toxic cigarette butts into safe 3D printing material. Trash cans made of that material are already in use in Tallinn.

# GREY TO GREEN:

## INCREASING CLIMATE RESILIENCE THROUGH INNOVATION

### The objective includes following activities:

- *Teaching children how to safely ride a bike – Tallinn gives 100-euros for a school child to buy a bicycle if they get a bicycle licence and additional 25 euros for a safety helmet.*
- *Robotex Green City Entrepreneurial Challenge for children and youth*
- *“Building a Better City of Future” a Minecraft-based national competition for children on child- scale urban planning*
- *Supporting the construction of bicycle storage facilities near apartment buildings.*
- *Reorganizing four waste stations into circular-economy centres, where the main emphasis is on reuse rooms and repair workshops (sewing workshop, furniture repair workshop, wood workshop). That also enlivens local community life and gives residents the opportunity to develop and practice the circular economy themselves.*
- *Building Sustainable Drainage Systems (SuDS) to reduce the negative impact of climate change*

### FLAGSHIPS

- **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.
- **DigiAudit** - creation of a digital platform with dashboards, performance analytic tools, and services tested in total 45 municipal buildings (schools, kindergartens, and social facilities). The digital audit platform provides benchmarking and data needed for development and implementation of renovation strategies such as national Long Term Renovation Strategy and Green Deal Renovation Wave and help to save energy and improve indoor climate.
- **SPINE** (Smart public transport initiatives for climate-neutral European cities) - the creation of innovative simulation and Digital Twinning tools, along with open data and behavioural models for scenarios combining different mobility interventions, data-driven impact assessment models. Multiple stakeholders will be actively engaged in the development and demonstration of efficient, replicable, and socially acceptable innovative mobility solutions, advancing existing assets.
- **MaaS (Mobility as a Service)** – development and implement implement the (MaaS) platform, which is adapted to Tallinn and will combine the various transport services offered in Tallinn into a single package together with scheduling and an option to pay for the entire trip at once (public transport, micromobility, taxis, self-driving vehicles etc.)
- **Green Twins** - the project addresses the issue of urban greenery and how it can be better taken into account in planning processes for sustainable and more democratic cities. The digital 3D-model shows how urban greenery changes over time and helps us understand how these changes affect the city's ecosystem. <https://www.finestcentre.eu/greentwins>
- **TREASOURcE** - project aims to initiate change by developing systemic circular economy solutions for currently underutilised plastic waste, batteries and bio-waste. Tallinn is the main replication area of the project, but also developer of digital application for citizens involvement.
- **Green Tracks**- programme of innovative pop-up interventions in Tallinn's urban space. The aim is to improve the quality of green areas, by bringing greenery to densely used areas, supporting the development of urban green networks, and testing innovative urban spatial solutions in the form of changes in spatial organization, as well as in the form of testing new spatial prototypes.

# GREY TO GREEN:

## INCREASING CLIMATE RESILIENCE THROUGH INNOVATION

### Key Performance Indicators:

- **Reducing greenhouse gas (GHG) emissions in the territory of Tallinn**  
Base level: 4,2 M tons of CO<sub>2</sub> (2007).  
Target level: 40% reduction by 2030. Carbon neutral by 2050
- **Share of municipal waste recycling.**  
Base level: 50% (2020)  
Target level: over 65% (2030)
- **Residents will have a public transport stop within a 400 m. radius of their home**  
Base level: 87,3% (2020)  
Target level: 90% (2035)
- **Public transport, walking and cycling increase in Tallinn's modal shift**  
Base level: 41% (2020)  
Target level: 50% (2025), 70% (2035)
- **The percentage of pupils in general education schools who move independently to school**  
Base level: school 87% (2019), hobbies and exercise 86% (2019)  
Target level: 90% (2035)
- **Increase of green journeys of the population**  
Base level 62% (2020)  
Target level 70% (2035)

### Key EGC Indicators, covered by this priority:

1	2	4	5	6	8	9	10	11	12
---	---	---	---	---	---	---	----	----	----

- **Tallinn places regularly in the TOP 20 of international competitions and indexes of innovation and sustainability.**

Base level: Intelligent Community of the Year 2020, II-III place in the European Innovation Capital competition 2017.

Goal level: TOP 20 in European Digital City Index, Global Destination Sustainability Index, CityKeys, Expat City Ranking, and others alike.

# GREY TO GREEN:

## INCREASING CLIMATE RESILIENCE THROUGH INNOVATION

Selected key investments, projects & initiatives	Year	Budget
<b>Pollinator Highway – phase one</b>	2023	4,139 M€
<b>Outdoor lighting systems developments and reducing light pollution</b>	2023	8,85 M€
Replacing old outdoor lighting systems with modern LED-s Using sensor systems in outdoor lighting Quality enhancing outdoor lighting for foot and bike paths		
<b>GreenTwins</b>	2023	0,098 M€
<b>TREASoURcE</b>	2023	0,06 M€
<b>Biking infrastructure development</b>	2023	6,30 M€
<b>Reducing CO2 in transport</b>	2023	106,602 M€
Buying new electric busses and trams (61,710 M€) Building Ülemiste-Vanasadama tramline (44,892,954 M€)		
<b>Improving circular economy base systems</b>	2023	3,80 M€
SPINE: Smart public transport initiatives for climate-neutral European cities – SPINE“ (ü)		
<b>Transformation of waste stations into circular economy centers to promote reuse and create repair workshops</b>	2023	0,174M€
<b>MaaS</b>	2023	0,023 M€

CB - city budget, EF - external financing



# CITY FOR ALL:

## FOSTERING SUSTAINABILITY GOVERNANCE

**Sustainability is not only a paradigm, but also an inclusive and collaborative governance method. This focus area supports all the objectives of the UN 2023 Agenda, European Green Deal, as well as the Urban Agenda of the EU.**

It has been argued that the city's capacity to meet the growing challenges of climate objectives is dependent on developing a holistic, coordinated governance approach, where the city is understood as a dynamically interacting socio-ecological system. And it will require deep transformations at the local level. Sustainable urban development requires reinforcing the focus on the resilience of the cities, by deploying data-driven approaches to integrated strategic planning in areas like urban space, housing, mobility, energy, water, education, healthcare, and ensuring the co-creation with the citizens, business, and academia.

In order to make the silos to “dance”, innovative sustainable governance tools need to be incorporated in the city administration and organisation.

Tallinn leads the **Global Goals for Cities** network (GG4Cities) of 19 European cities - a pilot partnership of the European cities for peer learning and planning of integrated action to localize the SDGs, focusing among other things on clean water, climate change, sustainable cities and energy sustainability, economic growth, poverty eradication and gender equality. will continue to be an ambassador of the green transition, pioneering environmental action for the benefit of Estonia and Europe as a whole.

**At the European level, our aim as the European Green Capital 2023 is to focus on the following:**

- *Making European Green Capitals a strong advocate for impactful sustainable urban transformation.*
- *Renewing and strengthening the EGC Network.*
- *Fostering dialogue and cooperation on the localising SDGs and development of VLRs.*
- *Teaming up expert partners and initiate the Sustainability Governance Centre – a lab of innovative management tools, methods, and standards for deploying new forms of sustainable urban governance.*
- *Introducing the GG4C best practices and outcomes to other cities in Europe, as well as to the UN relevant formats (e.g., HLPF, UNDP, UNDESA) to broaden up the partnership by involving other cities to the networks.*

Internally, our goal is to reduce the environmental impact of the city and improve its environmental performance.

# CITY FOR ALL:

## FOSTERING SUSTAINABILITY GOVERNANCE

### The objective includes following activities:

- *The Guideline for Organizing Environmentally Friendly Events sets the minimum requirements and recommendations for the event organisers. During 2022, the requirements were tested in cooperation with the pilot even organisers (Tallinna Marathon, Birgitta Festival, Old Town Days etc.). In 2023, the requirements will be mandatory for city's own events, as well as the events co-financed by the city.*
- *Development of the Green Factor method - a practical tool for urban planners to mitigate the effects of construction by maintaining a sufficient level of green infrastructure while enhancing the quality of the remaining vegetation.*
- *Implementation of green procurement principles.*
- *Creating the local Urban Action Group (academia, community groups civil society organisations etc) for supporting the city's work on SDGs.*

### FLAGSHIPS

- **CityHUB** - a participation hub that will open in the spring of 2023. The CityHub is an exhibition and co-creation space equipped with state-of-the-art visualisation technology, with the aim of facilitating citizens' participation in the urban design processes and fostering meaningful discussion between the city, developers, professionals and citizens.
- **Co-planning app "AvaLinn" (OpenCity)** – an application that provides additional information and the opportunity for citizens to directly participate in planning processes. <https://www.putukavail.ee/virtuaalreaalsus-linnaplaneerimises?lang=en>
- **People's Climate Assembly** - a co-creation format to speed up environmental decisions at both the local and national level. The focus of the 2023 Assembly is mobility.
- **The participatory budgeting** - in the European Green Capital year, the focus will be on community projects in 12 EGC areas
- **CENTRINNO, Kopli 93 Creative Centre** – the aim of the project is to build a self-organized community where the community members are more capable of governing without the government. Creating an ecosystem of local stakeholders (schools, NGOs, makerspaces, artisans, businesses, activists) to boost the local productive and creative economic environment in order to make the neighbourhood more self-sufficient and resilient. <https://centrinno.eu/cities/tallinn/>
- **The National Youth Song and Dance Celebration "Holy is the Land"** – the festival will take place from 30 June to 2 July 2023 and brings together ca 350 000 participants and visitors from Estonia and abroad. In cooperation with the Tallinn – European Green Capital, for the first time in Estonia, environmentally friendly criteria will be applied to such a large event. The aim is to **keep the ecological footprint of the festival as small as possible and to use local raw materials and resources where possible. The same principles are applied to the event's partners and suppliers, who contribute to making the anniversary celebration reality.** <https://2023.laulupidu.ee/en/read-more/song-and-dance-celebration-to-become-more-eco-friendly-than-before/>

# CITY FOR ALL:

## FOSTERING SUSTAINABILITY GOVERNANCE

### Key Performance Indicators:

- Number of co-creation events organised. **Target: 50**
- Number of international events on sustainable urban development organised. **Target: 4**
- Number of people engaged to the City Hub Events. **Target: 200**
- Number of people involved in the Climate Assembly. **Target: 500**
- Number of sustainable urban development projects initiated: **Target:20**
- Number of events, implementing the Environmentally Friendly Events Guideline. **Target: 50**

### Key EGC Indicators, covered by this priority:

1	2	4	5	6	8	9	10	11	12
---	---	---	---	---	---	---	----	----	----

# CITY FOR ALL:

## FOSTERING SUSTAINABILITY GOVERNANCE

Selected key investments, projects & initiatives	Year	Budget	Funding
CityHUB	2023	0,08 M€	CB, EF
Centrinno	2023	0,658 M€	CB, EF
International Green Governance Competence Centre	2023	0,28 M€	CB, EF
People's Climate Assembly – mobility focus	2023	0,07 M€	CB, EF
Street Festival	2023	0,218 M€	CB
European Green Capital 2023 Co-Creation Fund	2023	0,464 M€	CB, FB
Participatory budgeting	2023	1,00 M€	CB

*CB - city budget, EF - external financing*

# PROGRAMME

Our program is divided into **four focus themes** that are connected with aforementioned three priorities for the green capital year:

## Learning City

The main aim of the learning city events and activities is to show how sustainable way of thinking improves life quality for everyone. During the Tallinn European Green Capital year, we will organize many events, workshops, and seminars to explain environmental issues and initiatives better to the general population.



## Inclusive city

The main aim of the inclusive city events and activities is to advance co-creation with the citizens with the aim to bring the city closer to them. Tallinn is putting more and more emphasis on co-creation and participatory governance, so that citizens would have a say in the development of their neighbourhood.



## Smart city

The main aim of the smart city events and activities is to bring innovation to Tallinn, which helps us accelerate the green transition. To bring more innovations to the city, we have moved towards a more systematic and practical partnership with universities and local companies want to test new environmentally friendly technologies and concepts in our city.



## Sustainable city

The main aim of the sustainable city initiatives, projects and activities is to create an environmentally friendly and human-scale urban spaces, which increases the wellbeing of all citizens.







# PROGRAMME: JAN-JUN

Theme	January	February	March	April	May	June
Sustainable City	<p>Conference „Fantastic Creatures: Making European Cities Safe, Inclusive, Resilient and Sustainable“</p> <p>EGC network meeting</p> <p>Life Urban Storm Conference</p>	<p>Opening events in Brussels</p>	<p>Tallinn Restaurant Week: green and local menus</p> <p>Circular Fashion Studio and repair shop opening</p>	<p>Student companies test sustainable solutions in the city</p> <p>Tallinn and Helsinki mayors pact seminar</p>	<p>EU Green Week in Brussels</p> <p>Biotope conference „Mysteries of the soil shape a biodiverse future“</p>	<p>Sustainable Youth Song and Dance Celebration</p>
Inclusive City	<p>Open call for „Let's make it happen“ projects</p> <p>EGC Opening ceremony</p>	<p>Campaign „My Promise“ Launch</p> <p>Biodiversity Action Days launch</p>			<p>Tallinn Day (Planting trees, workshops)</p> <p>Tallinn Music Week (sustainability seminars)</p> <p>Biodiverse Europe day</p>	<p>Urban Space Street Festival</p> <p>Sustainable Old Town Days + temporary park on Town Hall Square</p>
Smart City			<p>Prototron competition on sustainable business ideas</p>	<p>MELT Innovation Forum + disclosure of OECD Tallinn Report</p>	<p>Tallinnnovation Open Call for Projects</p> <p>Future Forum</p> <p>Latitude59 Conference</p>	
Learning City	<p>EGC week in kindergartens, schools and libraries</p>	<p>Student companies (green) fair</p>	<p>Minecraft City planning competition for children „Building better cities for children together“</p>			<p>ECO-schools Global Programme Conference</p>

# PROGRAMME: JUL-DEC

Theme	July	August	September	October	November	December
Sustainable City		Opening of the urban nature exhibition in Estonian museum of Natural History  Meadow cinema project	EU Mobility Week + Car Free Day  World Cleanup Day: Baltic Sea Challenge ending	Impact Day Festival		
Inclusive City	Maritime Days sustainable programme	Sustainability Festival  Baltic Sea Day and beginning of World Cleanup Day: Baltic Sea Challenge	Participatory budget opening  The People's Assembly on Mobility  International Day of Clean Air for Blue Skies	EGC Awards Ceremony		EGC final event
Smart City					Start-up Week  NEXPO	
Learning City				Sustainable events for children in libraries  Sustainable literary street festival		



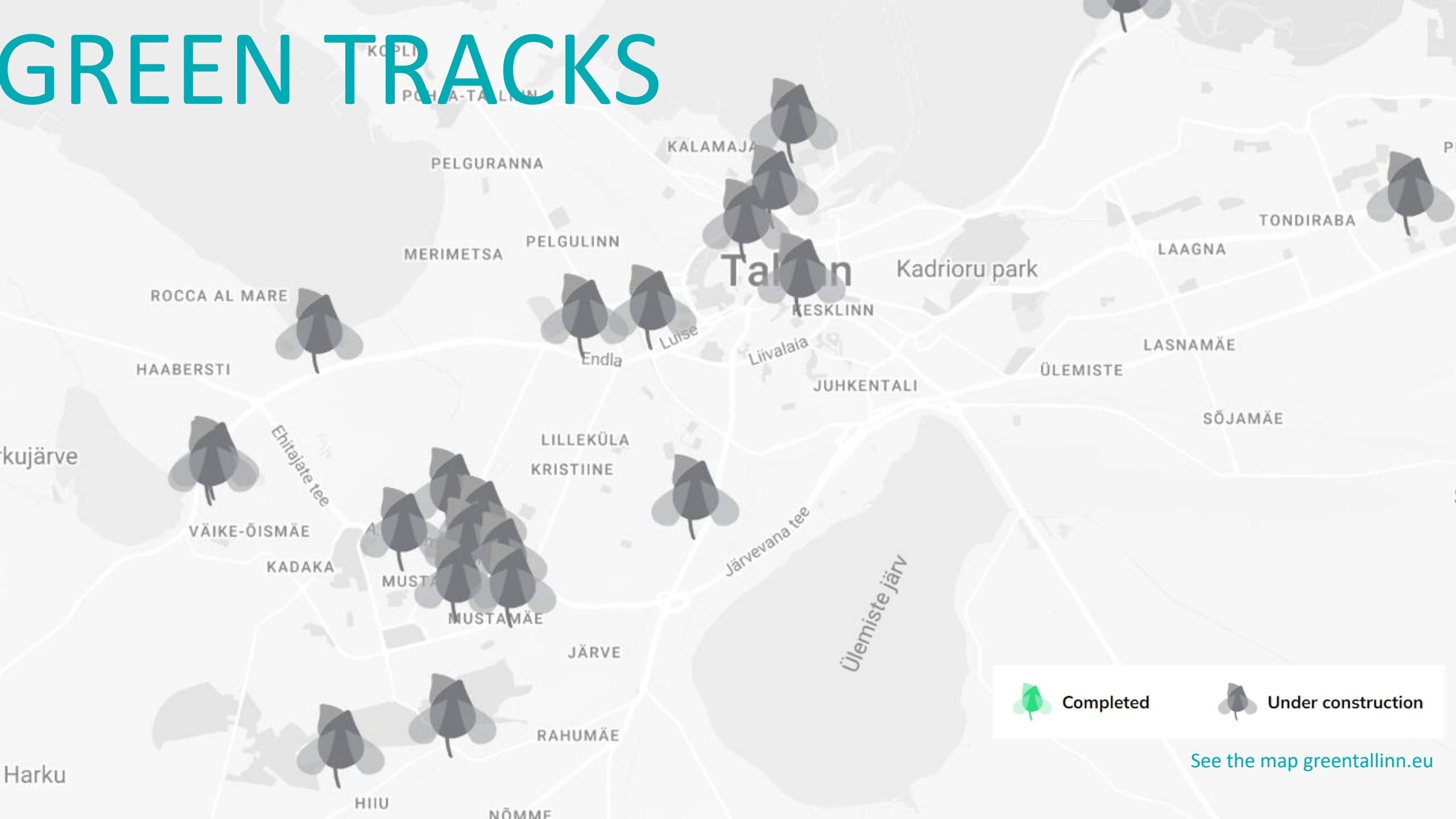
# PROGRAMME



Theme	All-year around
Learning City	Seminars and workshops in Tallinn Botanical Garden
Learning City	Environment themed schoolyear in public schools and kindergartens
Sustainable City	Biodiversity action days
Sustainable City	Green Tracks programme



# GREEN TRACKS



Completed



Under construction

[See the map greentallinn.eu](http://greentallinn.eu)



# BUDGET



	2022	2023	2024
<i>Expenditure</i>			
EGC ACTION PLAN	284206,00	686600,00	0,00
INTERNATIONAL EVENTS (incl.official)	30000,00	1426000,00	100000,00
CO-CREATION FUND	0,00	500000,00	0,00
PROJECT "GREEN FOOTPRINT"	80000,00	2400000,00	200000,00
GREEN EXPO WEEK	80000,00	3000000,00	0,00
COMMUNICATIONS & MARKETING	200000,00	1201104,00	150000,00
HOSTING EGC DELEGATIONS AND MEDIA	20000,00	150000,00	70000,00
EGC REPORTING	0,00	120000,00	50000,00
TRAVEL COSTS	40000,00	150000,00	80000,00
OTHER OUTSOURCED COSTS	0,00	200000,00	30000,00
RESERVE	0,00	425800,00	0,00
PROGRAMME TOTAL	734206,00	10259504,00	680000,00
PERSONELL COSTS	572000,00	1035577,00	300000,00
<b>TOTAL</b>	<b>972008,00</b>	<b>11295081,00</b>	<b>980000,00</b>
<i>Revenues</i>			
City	772008,00	10395081,00	980000,00
National Government	0,00	500000,00	0,00
Partners (EU, foundations, business, academia)	200000,00	400000,00	0,00
<b>TOTAL</b>	<b>972008,00</b>	<b>11295081,00</b>	<b>980000,00</b>



# COMMUNICATION PLAN



Tallinn is very proud to hold the title of European Green Capital 2023. Especially since the idea of a European green capital was born in Tallinn – in 2006, 15 cities signed a memorandum for the title of European Green Capital in our city. Receiving the title European Green Capital is a great achievement and a lot of the communications will be dedicated to boosting the image of EGCA locally, nationally and internationally. In communication Tallinn wants to showcase our sustainability governance model and show the European Green Capital year to the citizens as a positive, innovative and inspiring undertaking.

A lot of the communication effort will be directed to explaining environmental topics to the people of Tallinn. Environmental topics are complex, and it is important for citizens of Tallinn to understand the green initiatives and be involved in making our city more sustainable. Green transition is not something the city government can do alone, we need to also involve our citizens, organisations and companies to bring about meaningful change.

The main focus will be on change and cooperation. We intend to showcase the changes in Tallinn, which will make our city more sustainable and prioritize the health and wellbeing of our citizens and to actively engage citizens, communities, organisations and businesses in planning and organizing the European Green Capital year.

Our main themes will be biodiversity, green innovation and sustainability governance. Our slogan is “Wildly changing” to show our commitment to the green deal and our willingness to make the city more sustainable.



# COMMUNICATION PLAN

## COMMUNICATION GOALS

### For the audience in Tallinn and Estonia:

- To explain to the citizens why Tallinn wants to become more sustainable, what are the initiatives and how these improve the quality of life of regular citizens.
- Promote inclusiveness and openness, so the citizens could have their say in development of the city and would easily find information about the sustainable initiatives.
- Nudge the thinking and everyday habits of the citizens to make more environmentally conscious choices.
- Showcase the more important green initiatives and projects of Tallinn and raise the profile of EGCA.

### For foreign audiences:

- To showcase Tallinn as a vibrant sustainable city which offers opportunities for green investments, sustainable tourism, and a good environment for living and studying.
- To show Tallinn as an example in building a sustainable city and a good partner in modelling sustainability governance in cities and achieving the goals of the European Green Deal.
- To raise awareness of the EGCA and the importance of making cities more sustainable.

### Communication policies:

- To be inclusive and engaging, aimed towards building a dialogue between the citizens and the city officials.
- To be heard and seen in all different language groups and nationalities in Tallinn and also among people outside of Tallinn.
- To have continuous visibility in Tallinn and elsewhere through the whole European Green Capital year.
- To showcase best practices of sustainability governance in the EGC network.



# COMMUNICATION PLAN



## COMMUNICATION ACTIVITIES

Tallinn—European Green Capital has its own social media channels in Facebook, Instagram, LinkedIn and Twitter. Facebook and Instagram accounts are meant for the Estonian audience and Twitter and LinkedIn for international audiences. We will also have a webpage dedicated to our activities, which showcases our news, program and cooperation partners.

Throughout the year Tallinn European Green Capital year articles, videos, interactive games and podcasts will be published in the portal of our media partner Delfi ([www.delfi.ee](http://www.delfi.ee)). Delfi is one of the three main news portals in Estonia. This gives us an opportunity to show the initiatives of Tallinn and better explain environmental topics to the general public.

We will produce several videos to show and explain our green capital year activities, including a video for foreign audiences, video of the Pollinator Highway and videos highlighting the main points of all of our four focus themes.

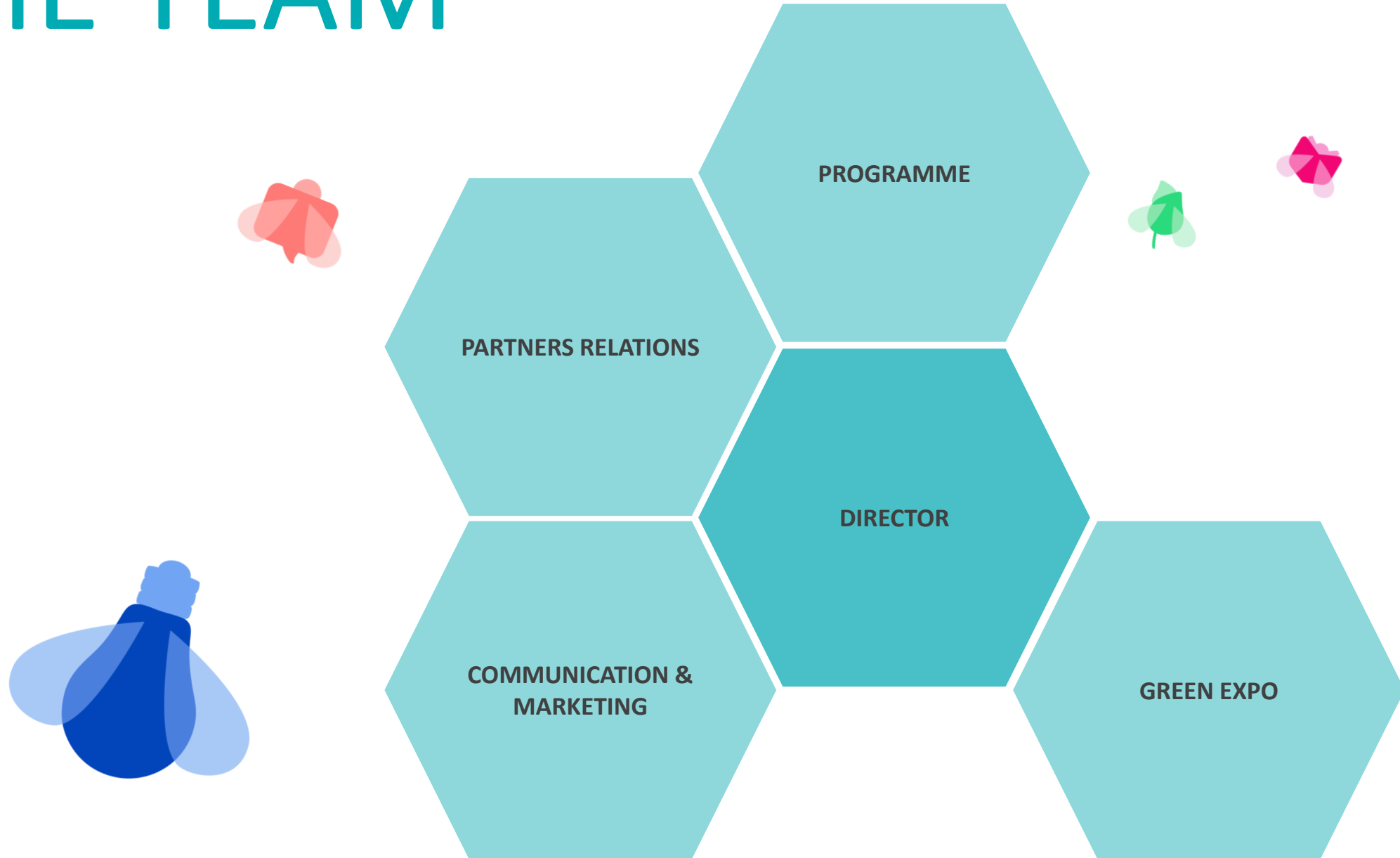
As a sustainable city Tallinn intends to make sure that all marketing materials are produced in a sustainable manner, reused and only printed if absolutely necessary.

During the green capital year participation and engagement are very important to us. We intend to include cooperation partners and citizen ambassadors in our communication plan. We have begun a network of green ambassadors in the city, which is open both for private people and organisations.

Tallinn will make sure that the European Green Capital title will be visible all over the city, beginning with the airport and harbor for foreign visitors. There will be branded green installations all over the city and we will also brand city trams and buses.

Throughout the year we intend to promote the city and EGCA abroad. We will also cooperate with the Ministry of Foreign Affairs and Estonian Enterprise Board to ensure enough press coverage abroad.

# THE TEAM





# MEASURING SUCCESS

## OF THE EGC YEAR IN TALLINN

Already before the title year, Tallinn is measuring people's knowledge of the European Green Capital award. We will monitor the awareness of the citizens of Tallinn throughout 2023 and 2024 public opinion polls.

In addition, we will use following indicators for measuring the success of the Green Capital programme:

- Citizen's positive opinion on the EGC year and impact. **Target: 70%**
- Citizens awareness of the EGC increased. **Target: 90%**
- Number of participants in the official EGC events. **Target: 50 000**
- Number of participants involved in the EGC partner events and initiatives. **Target: 150 000**
- Number of new various green transformation initiatives and projects initiated. **Target: 50**
- Number of applications submitted to the EGC Co-creation Fund/number of projects financed. **Target: 100/30**
- Number of cooperation partners involved. **Target: 300**
- Number of corporate partners involved. **Target: 100**
- Number of environmental site and media visits. **Target: 20**
- Media coverage (articles, broadcasts etc). **Target in Estonia: 1000 Target abroad: 250**
- Number of (media) delegations, visitors or groups hosted during the EGC year. **Target: up to 20/30/500**



SEE YOU IN TALLINN!

