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## GreenMove Project

„Raising Awareness of Fundamental Rights and EU Values  
through Sustainable Transportation Infrastructure”

and

„Exchange of realistic and doable ideas and collaborative  
strategy development for enhancing rural and coastal mobility”

*Andrijana Dedić, project manager, Municipality of Podstrana*

**Podstrana, Croatia, 19th of November, 2025**

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# ABOUT PODSTRANA

The Municipality of Podstrana is one of the most developed municipalities in Croatia, situated in the Split-Dalmatia County with 6 km of marine coastal area and 10.403 inhabitants on 11,7 km<sup>2</sup> of the territory.



PODSTRANA

## **ABOUT PODSTRANA**

The palette of the landscapes of Podstrana is truly remarkable: the mountain peaks and the southern slopes of Perun hill, the seacoast and the banks of the river Žrnovnica.



# Projects

- Our staff has all the references and experience for successful management and participation in the implementation of projects in various areas: social, touristic, ecological, educational etc. (cca 40 million euros of approved funds in the last 4 years).



## The unique rural identity of Podstrana

The EU's rural areas are valued, among other characteristics, for their natural landscapes, varied food production, as well as the possibilities that they provide for a range of recreational activities and tourism.

In accordance with the above, the **Podstrana Municipality is a dynamic space in which the synergy of traditional and urban features is visible.**



## The unique rural identity of Podstrana

The economic development of Podstrana is based on the development of tourism. **The essential determinants of tourism development and the guarantee of success** are contained in the traditional hospitality of the inhabitants of the Municipality of Podstrana, cultural heritage, natural beauty, beneficial climate, a unique coastal line of indented beaches and the purity of the sea.



## Mobility challenges

The last few years Podstrana has been facing huge bottle-necks in the traffic because of the expansion of the population and tourism (State road D8, on the section through Podstrana, has a daily flow of cca 50.000 cars, and in the tourist season more than 60.000 cars, and it is **classified as the busiest, and due to the inadequate condition of the road, also one of the most dangerous roads in the Republic of Croatia**).

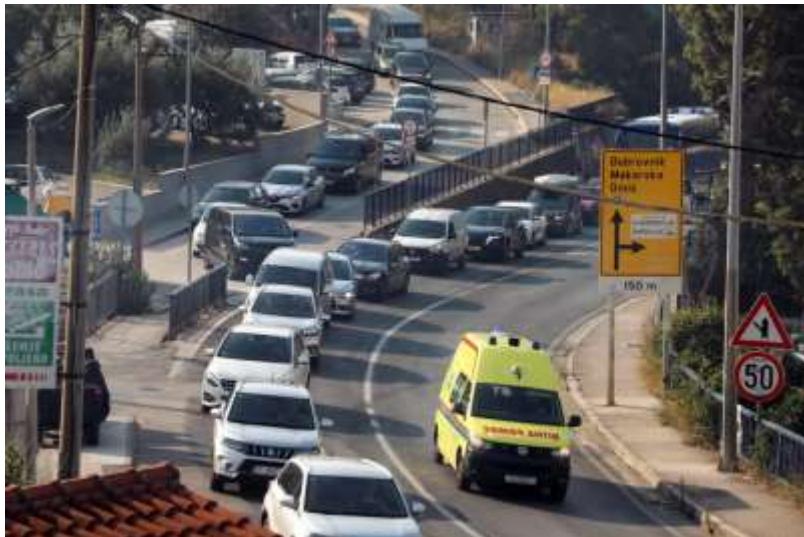


Foto: Sasa Buric/Cropix



Foto: Nikola Brboleža/Cropix



## Mobility challenges

1. Car dependency – most tourists as well as locals rely on private cars, which leads to traffic jams and parking problems, especially during the summer season
2. Poor transport infrastructure – road congestion
3. Poor maritime connections with other cities due to the lack of a port for embarking and disembarking passengers.



Foto: Nikola Brboleža/Cropix



## Exchange of realistic and doable ideas and collaborative strategy development for enhancing rural and coastal mobility

- In order to promote accessibility and equality for all our citizens, Municipality of Podstrana organizes and finances transportation to school for the children with disabilities. Through the EU project „Korak po korak” („Step by Step”), a **vehicle adapted for people with disabilities was purchased**, which is used even after the project implementation period to provide social services to the residents of the Municipality of Podstrana.
- The project's objectives are to provide non-institutional social services of psychosocial support, counseling and assistance, and support in inclusion to the most vulnerable groups of society in the Podstrana municipality, which will directly help them increase their mobility and reduce social exclusion; to strengthen the capacities and knowledge of 6 experts who work with members of target groups, and to raise public awareness of the importance of providing social services in the community.



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## **Exchange of realistic and doable ideas and collaborative strategy development for enhancing rural and coastal mobility**

- By implementing project activities, by providing the services of a mobile team, social mentor, and individual work activities with children with developmental difficulties, people with disabilities, and the elderly, beneficiaries are given the opportunity to participate equally with other community members in all important social segments.



## EU project „Step by step” - Vehicle for people with disabilities



## Social inclusion and innovation

- Municipality of Podstrana is focused on supporting families, children, seniors, persons with disabilities, and other vulnerable residents through a mobile subsidy:
- Elementary School Students: free transportation to school financed by Split-Dalmatia County and free monthly bus ticket for extracurricular activities in neighboring cities.
- Secondary School Students: The Ministry of Science & Education covers 75% and the Municipality covers the remaining 25% of the full monthly ticket.
- University Students: Students pay €15 per month; the Municipality finances the difference to the full ticket price.
- Persons with Disabilities & GMB Users: Free monthly ticket year-round for persons with  $\geq 70\%$  disability and for GMB beneficiaries.
- Pensioners & Carers (defined conditions): Pensioners and certain carers/guardians may receive full funding or co-funding based on income and status thresholds stated in the Decision.
- Municipality of Podstrana finances transportation to the remote parts of the municipality (such as Old Podstrana part, up in the hills) up to 7 times per day.



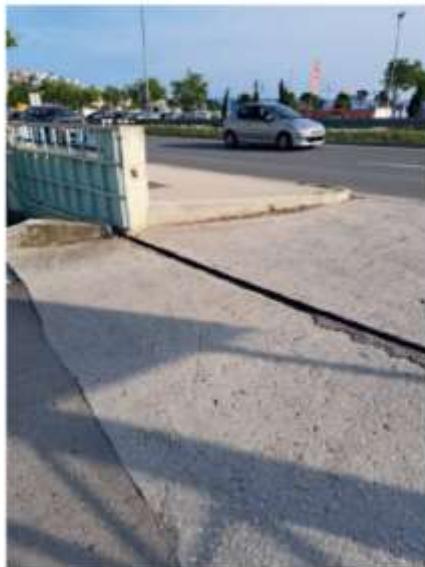
## **Local initiatives that successfully raise awareness of citizens' fundamental rights through sustainable mobility projects**

- Mr Andrija Lipanović, president of the local NGO for the people with disabilities once crossed the entire city of Split in a wheelchair and listed all the problems that PWDs encounter on the streets of Split.
- The second time, Lipanović was joined on the roads in Podstrana by the municipal councilor and the Mayor of the Municipality of Podstrana. Together, they visited all the critical points in Podstrana that are obstacles to the movement of persons with disabilities. The dynamics of solving the problem and its gradual resolution were agreed upon. On this occasion, the Mayor was presented with the White Book of Accessibility for Persons with Disabilities in the Municipality of Podstrana.



## Local initiatives that successfully raise awareness of citizens' fundamental rights through sustainable mobility projects

- **The White Book of Accessibility for Persons with Disabilities in the Municipality of Podstrana** – the book with clear instructions which parts of the road infrastructure need to be improved to be accessible for the people with disabilities.



**Slika 1.**  
Ulica Strožanačka cesta,  
Potrebno je ugraditi jednu rampu na izlazu kod  
restorana Gloria



**Slika 2.**  
Ulica Strožanačka Cesta  
Potrebno je ugraditi jednu rampu na ulazu kod  
restorana Gloria



Thank you for your attention!

Municipality of Podstrana  
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