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## GreenMove Project

# „Sustainable and Social Inclusion: Empowering Women in Mountainous Regions through Mobility and Gender Equality”

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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



# Geographic Context

- Location Profile: Podstrana's unique landscape—stretching from the Adriatic coast to the slopes of Mount Perun.
- The Divide: The disparity between the economically active coastal strip and the historically isolated settlements like Gornja Podstrana (Old Podstrana in hills).
- Goal: Leveraging sustainable mobility to bridge the social and economic gap for women in elevated areas.



# Challenges for Women in Mountainous Areas

- Limited Mobility: Lack of frequent public transport makes accessing healthcare, education, and jobs difficult.
- The "Double Burden": Women often manage household duties and subsistence farming while being physically distanced from modern services.
- Digital & Social Gap: Higher risk of isolation compared to urbanized coastal counterparts.



# Sustainable Mobility as an Equalizer

- Gender-Sensitive Transport: Implementing transport schedules that accommodate "trip chaining" (e.g., dropping children off, going to work, and grocery shopping).
- Micro-mobility Solutions: Introducing electric bike-sharing programs designed for hilly terrains.
- Infrastructure: Developing safe, illuminated walking paths and "demand-responsive" shuttle services for elderly or non-driving residents.



# Economic Empowerment & Green Entrepreneurship

- Rural Tourism: Encouraging women-led "Agrotourism" in Gornja Podstrana (traditional food, hiking guides, olive oil production).
- Flexible Work: Utilizing the high youth population and digital infrastructure to promote remote work opportunities for women in the highlands.
- Capacity Building: Training programs for digital literacy and business management specifically for women in the Perun foothills.



# Policy & Social Inclusion

- Decision-Making: Increasing female representation in Podstrana's local council and planning boards.
- The EU Context: Aligning local goals with the EU Gender Equality Strategy and the European Green Deal.
- Preserving Heritage: Recognizing women as the primary keepers of Poljica's cultural traditions as a tool for social inclusion.



## Example of a successful project in Dalmatia

- The "Zaželi" (Make a Wish) Program – National Employment Initiative
- Although primarily an employment program for women, "Zaželi" (funded by the European Social Fund) is one of the most successful examples of addressing mobility in rural and mountainous areas.
- What Worked: The project provided women (often over the age of 50 or from isolated areas) with bicycles or subsidized transport costs to visit elderly beneficiaries in remote households. This empowered the employees economically while simultaneously tackling the isolation of elderly women (the beneficiaries).
- The Lesson: "Mobility of care" must be institutionally supported. Providing simple transport assets, such as electric bicycles in hilly terrains, can drastically increase a woman's professional radius and independence.



# Conclusion & Strategic Roadmap

- Core Vision:
- Transforming Podstrana into a premier Mediterranean model where mountainous geography is no longer a barrier to inclusion, but a unique catalyst for sustainable innovation and female leadership.
- Key Strategic Pillars:
- Integrated Mobility: Moving beyond traditional transport to a "Mobility as a Service" (MaaS) model that prioritizes the high-altitude settlements of Gornja Podstrana through e-micro-mobility and demand-responsive shuttles.
- Economic Resilience: Bridging the coastal-mountain divide by supporting women-led green enterprises, ensuring that the economic benefits of tourism flow upwards into the highlands.
- Gender-Responsive Governance: Implementing local policies where urban planning is viewed through a "gender lens," ensuring safety, accessibility, and equal opportunity in every municipal project.

# Conclusion & Strategic Roadmap

- The "Podstrana Impact":
- By empowering women in these regions, we are not just solving a transport problem—we are preserving cultural heritage (like the Poljica traditions), boosting local GDP through agrotourism, and preventing rural depopulation.
- Final Call to Action:
- "True sustainability is impossible without social equity. By investing in the mobility of women, we are investing in the resilience of the entire community.,,"




Thank you for your attention!

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