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# ZAGREB TRANSFERABILITY PACKAGE

UP2030 UPSCALING PHASE

UP2030

## EXECUTIVE SUMMARY

The purpose of this document is to transfer the knowledge and results acquired by the city of Zagreb during the UP2030 project, so that the prototype developed can be replicated or scaled up both in other parts of the city and in other cities seeking innovative solutions for sustainable urban development. This 'transferability package' contains information about the scaling methodology designed in UP2030, defining the key concepts to be taken into account for its effective implementation in cities. The following sections of this document also provide a detailed account of how Zagreb has implemented the methodology in its local context, along with the results obtained from the process:

- ★ Definition of the objectives for the upscaling phase for the city, specifying which are the dimensions that will be addressed and the impact generated with the actions.
- ★ List of barriers when it comes to upscaling and measures proposed to overcome these. Some of these measures could be recommendations obtained from the finance and governance tools.
- ★ Definition of a plan for upscaling the prototype, collecting the next steps for design and implementation and assigning roles and responsibilities among the actors involved.
- ★ Provide a list of guidance materials and resources to inform key stakeholders about the upscaling phase and the activities that need to be conducted.

Image: SHT website



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## GLOSSARY

**Replication:** transfer of a tested or proven interventions or initiatives to a different location at the same scale, in order to repeat success elsewhere and achieve similar results.

**Upscaling:** ability to take a tested concept, pilot project or initiative, and expand it while maintaining efficiency, in terms of people served, revenues generated, or other similar targets.

**Prototype:** initiatives, plans, programs or solutions developed by cities during the UP2030 project.

**Learning Action Alliance (LAA):** knowledge exchange and co-creation platforms intended to support the communication, coordination, innovation, and dialogue between city stakeholders at multiple levels.

# THE IMPORTANCE OF UPSCALING – UP2030 UPSCALING METHODOLOGY

In projects such as UP2030, it is essential to devise a strategy for sustaining the work carried out during the project and maximising its impact. Due to this reason, the UP2030 project built an **upscaling methodology** to provide cities with instrument and resources developed during the project, so that the prototypes developed during the project can be grown and adapted to other sectors, regions and countries, in order to accomplish the goals defined by each city. This process ensures that best practices are transferable and adaptable across different urban contexts.

The success of the replication or upscaling efforts is completely reliant on the institutional environment in which the actions will be implemented. Therefore, it is essential to create an “enabling environment”, which is constituted primarily by:

## Finance



*Mechanisms for accessing financial, technical and political support.*

## Governance



*Supportive policy, legal and regulatory frameworks and better policy coordination.*

## Capacity



*Enhanced capacity across all levels of government.*

The upscale methodology was structured in three phases:

### 1. PREPARATORY WORK

#### Setting the basis for upscaling

- ★ Understand the local context, challenges and priorities of cities.
- ★ Define the objectives for upscaling.
- ★ Explore the available tools on governance and finance that support upscaling.

### 3. FOLLOW-UP WORKSHOP

#### Refining the next steps

- ★ Analyse the main insights and results obtained in the LAA workshop.
- ★ Define next steps for the implementation of upscaling activities.
- ★ Develop a transferability package, collecting information about objectives, opportunities, barriers, actions and resources needed for upscaling.

### 2. LAA WORKSHOP

#### Bringing local stakeholders to the process

- ★ Set the scene, presenting the objective and defining the resources and capacities to move forward.
- ★ Create readiness among the stakeholders at the local level.
- ★ Design an initial implementation plan for upscaling actions.

One of the key outcomes of this process is the **transferability package**, which is designed to serve as a guidance document for cities to assist them in transitioning from the planning phase to the implementation phase of upscaling activities. The transferability package is also designed to facilitate the communication of results with relevant stakeholders within the municipality, as well as with other local and regional governments seeking to learn from best practices.

# INTRODUCTION OF THE CITY

Zagreb is a rich city in natural and cultural heritage with a strong agricultural history. The area surrounding the city, the "Zagreb ring", is home to many farms that provide food for the city through markets and temporary selling points. As part of its neutrality journey, as well as health and livelihood improvement plans, Zagreb aims to promote a "closing the circularity loop" logic when it comes to urban food systems, giving continuity to the work done in some previous projects. In UP2030, the city aimed to redefine urban agriculture by creating and closing the loop from School Farming - Food Production - Food Consumption - Food Waste - Composting, and back to School Farming.

## From vision to action

CITY'S VISION	PROTOTYPE
<p><b>Moving towards reducing the carbon footprint and fairer distribution of food by introducing modular urban farms:</b></p> <ul style="list-style-type: none"> <li>★ Make "green transition" available to everyone by raising awareness of environmental values.</li> <li>★ Reduce food production and food chain systems that are not friendly towards carbon neutrality.</li> <li>★ Increase food resilience by reducing dependency from commercial food chains and finding ways to increment the production for self-consumption.</li> </ul>	<p>Modular Urban Farms for better climate resilience</p>

## Zagreb's adaptive pathway

With this **prototype**, Zagreb is developing a modular approach to urban farming, combining indoor systems and outdoor techniques to create a replicable model for schools and institutions, fostering sustainable food production and climate education. On the one hand, Zagreb has developed a Green Techniques Curriculum methodology, aiming to redefine urban agriculture to be more sustainable and resilient to climate changes as well as to raise citizen participation in development of green politics. On the other hand, the Farming Pavilion Typology was designed to raise contribution of institutions and production companies in development of green politics. Taking the educational environment as reference, the prototype showcases how schools and communities can function as living laboratories for achieving city's objectives on climate neutrality.

The project will help raise awareness of the impact of food choices, promote healthier, low-carbon diets, and demonstrate measurable reductions in the carbon footprint of school food systems. It also aims to inspire future expansion of urban farming as a practical solution for climate adaptation, community resilience, and education for sustainable development.

## The people and tools needed for developing the adaptive pathway:

- ★ **City of Zagreb / City Office for Economy, Ecological Sustainability and Strategic Planning:** Project lead and coordinator of activities.
- ★ **Vesela Motika Company:** Local implementation partner for education, methodology development, and community engagement.
- ★ **University of Cambridge (UCAM):** Supporting data analysis on CO2 reductions, air quality improvements, and sustainable urban environments.
- ★ **Vrije Universiteit Brussel (VUB) and Centre for Research & Technology Hellas (CERTH):** Providing expertise and storytelling through **Neutrality Story Maps** to showcase project impacts and best practices.

# UPSCALING FOR ZAGREB

The prototype developed by the Zagreb team is intended as a starting point for raising awareness of food resilience and achieving the city's sustainable development goals. Having been tested modularly, the prototype has great potential for replication and scaling up. To this end, the Zagreb team will make significant efforts to ensure the continuity of the Modular Urban Farm and Nutrient Intelligence Framework in schools beyond UP2030 through institutional embedding and financing. To this end, Zagreb has already identified several strategic educational sites to which the prototype could be expanded:

- ★ ZOO Park Education Center, which aims to be the official city flagship of climate-smart food education (design and building licence was completed in UP2030).
- ★ City of Zagreb schools, through collaboration with Gradski ured za obrazovanje, sport i mlade (City Office for Education, Sport and Youth).
- ★ Eko-škole network (national network under Eko Lijepa Naša), as a structured route for scaling to 100+ potential schools.

In addition to these areas, some of the results obtained as part of the prototype, such as the Nutrient-CO2 Calculator, are intended to be integrated into urban environmental curricula, public education programmes and STEM (Science, Technology, Engineering and Mathematics) activities. These actions will mainly be led by the Zagreb team that participated in the project, with the aim of ensuring the prototype has long-lasting relevance in the city.



*Funding opportunities through European Union programs and centralized instruments were presented, as part of the conference "[European Union Centralized Instruments and Programs and Synergy with Cohesion Policy](#)" in November 2025 in Zagreb. UP2030 presented as an example of successful practice.*

Zagreb has also set itself the goal for the upscaling phase of seeking opportunities for the prototype to serve as a national benchmark for climate-smart education. Proof of this is the context in which the second phase of the upscaling methodology was organised, namely discussions with relevant stakeholders, as this took place at an event organised by the Croatian Ministry of Science entitled 'Centralised instruments and programmes of the European Union and synergy with cohesion policy'. This event served as an opportunity to present the results of Zagreb in the UP2030 project to different stakeholders from ministries, EU programme authorities, schools and civil sector participants.

The following sections provide an overview of the main outcomes obtained by Zagreb in this event and in the upscaling phase, including the barriers and opportunities encountered together with local and national stakeholders, key decisions made, and a plan for next steps.

## What are the barriers that need to be overcome with upscaling?

- ★ **Fragmented coordination between city departments, schools and external partners**, which will be strengthened through formal engagement with the Education Office and integration into ZOO Park Education centre, for example.
- ★ **Lack of a high-visibility demonstration site**, which will be solved via the ZOO Park Centre (flagship), where some of the work done will be showcased.
- ★ **Limited technical capacity in schools** (need for maintenance, electricity and space, among other things). There is a need for a scalable, low-cost version of the modular farm for widespread adoption. This is planned to be addressed by creating light versions of the prototype and leveraging Eko-škole pedagogical structures.

★ **Funding uncertainty for post-UP2030 activities.**

The Zagreb team will explore centralized EU instruments and cohesion policy synergies identified during the national conference, as well as some of the resources generated during the UP2030 project.

★ **Administrative complexity** in public procurement and school approvals.

★ **Long-term operational sustainability**, which needs to be addressed by creating city-level governance and embedding activities into existing educational cycles.

## What are the opportunities that have been found in the upscale phase?

★ The national conference created **direct links to managing authorities, cohesion policy planners, and EU programme representatives** – enabling funding opportunities (HE, LIFE, ESR+, Cohesion 2028+).

★ **Strong alignment of the prototype with city strategies** on greening schools, STEM education, circularity, and climate neutrality. The event's focus on "examples of good practice" created a natural slot to frame the Zagreb prototype as a replicable, evidence-based model.

★ National authorities encouraged **positioning the prototype for post-2027 cohesion programming**, especially in education, green infrastructure, and behavioural change.

★ Civil society organisations supported **integrating the calculator into broader public climate education campaigns**.

★ EU bodies emphasised the value of **demonstrating CO<sub>2</sub> reduction impacts and education outcomes** through a structured KPI system.

★ **Interest expressed by the Ministries** in educational climate initiatives that combine innovation, circular economy, and low-carbon transitions – matching the UP2030 prototype.

★ Schools and public institutions present at the event showed **readiness to engage in pilot extensions**, especially low-maintenance versions. Schools requested **simplified versions** (light kits, low electricity, minimal technical complexity). The development of clear transferability packages is needed, enabling immediate use by other schools.

★ **Opportunities to align with the next Multiannual Financial Framework (MFF)** were identified, enabling funding continuity after UP2030 ends.

★ Networking with civil society and research organisations opened **potential partnerships for training, outreach, and monitoring**.

In addition, Zagreb identified the following opportunities per educational site:

ZOO Park Education Centre:

★ Already designed under UP2030 and holding a building licence, making it the **most advanced physical site for demonstration**.

★ **Offers public visibility, educational infrastructure, and strong thematic compatibility** (biodiversity, ecosystems, food cycles).

Internal City Pathway (Gradski ured za obrazovanje, sport i mlade):

★ Clear **institutional pathway** for expanding the prototype into the school system.

★ Supports **operational embedding and teacher coordination**.

Eko-škole network:

★ A ready-made **national dissemination network** with structured pedagogy, annual reporting, and sustainability focus.

★ Provides **immediate access to schools** that already work on environmental themes.



## Enabling the environment: governance and finance

Governance and finance are essential components of an upscaling plan. During the first phase of the upscaling methodology (preparatory work), the city of Zagreb went through the finance and governance aspects, taking as a reference the **tools** developed by the Global Green Growth Institute (GGGI) and adelphi, respectively, and explored how these resources could help them shape an enabling environment for their upscaling plan. The key findings obtained from this initial phase were then discussed with the relevant stakeholders. The main results of the discussion are detailed below.

### Governance

Governance considerations present both barriers and opportunities for the next phase of implementation. Key challenges include unclear ownership across participating entities, procurement constraints that may slow decision-making, and varying levels of readiness among schools, which could affect consistent rollout. Addressing these barriers will require clearer accountability structures, streamlined processes, and targeted support for schools at different stages of capacity and engagement.

At the same time, there are strong opportunities to build momentum. The initiative aligns well with national policy directions, benefits from heightened visibility following the conference, and can leverage an expanding network of engaged stakeholders. To capitalise on these opportunities, several next steps

are recommended: establishing Memorandums of Understanding (MoUs) between City Offices and selected schools, formally positioning the Environment Office as the governance lead, and introducing periodic monitoring through calculator-based KPI dashboards. Together, these actions will strengthen governance, improve coordination, and support transparent, data-driven oversight going forward.

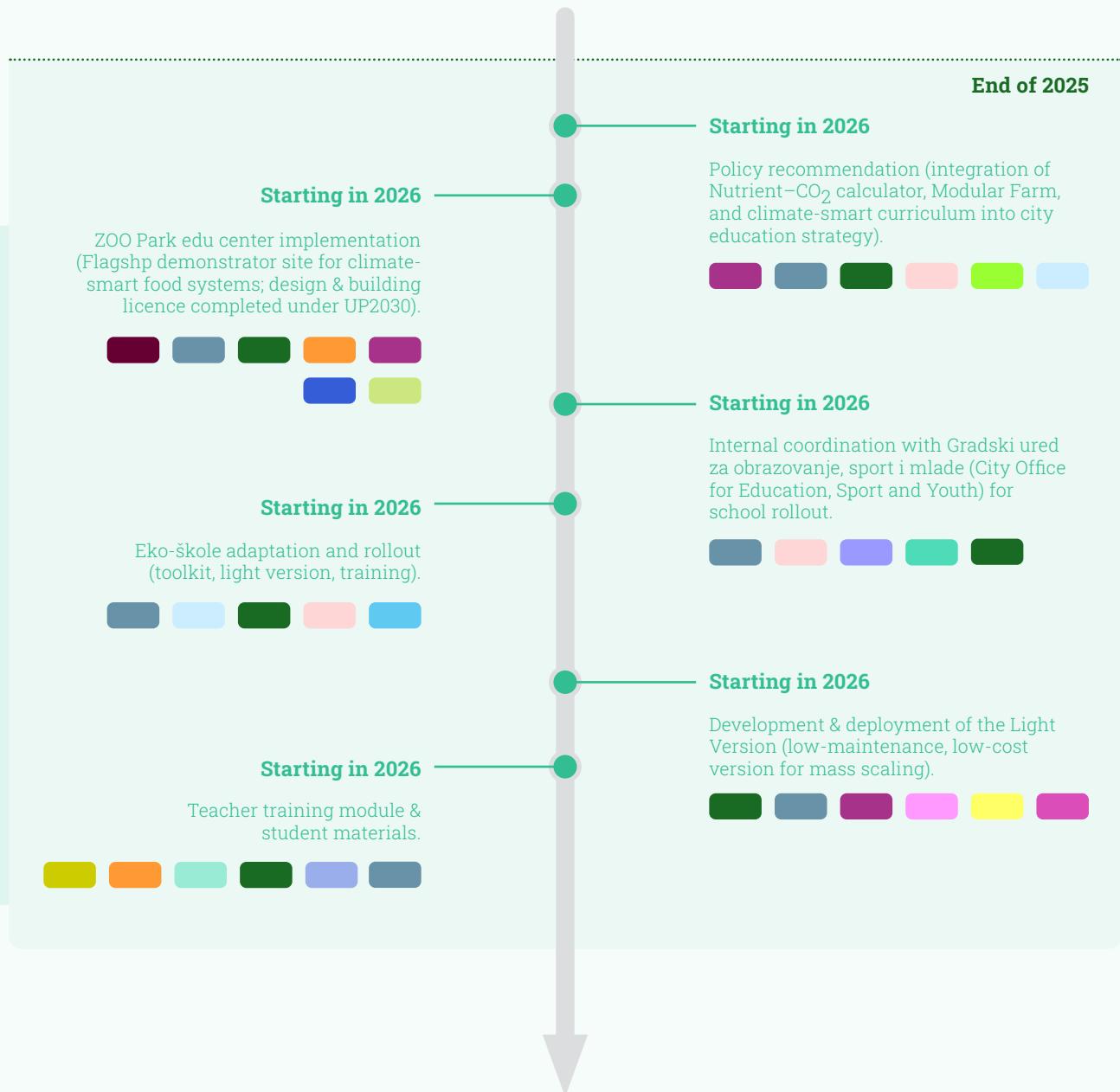
### Finance

A diversified funding approach will be essential to ensure sustainability and scalability. Potential public funding sources include the City of Zagreb's environmental and education budget lines, as well as extension windows under European Social Fund+ and the Cohesion Policy 2021-2027 framework. Additional opportunities exist through calls from centralized EU programmes such as Horizon Europe, LIFE, and Erasmus+, alongside national recovery and resilience mechanisms and green transition schemes. Complementing public funding, sponsorship from CSR (Corporate Social Responsibility)-oriented companies could provide flexible co-financing and strengthen private-sector engagement.

To support funding alignment and decision-making, Zagreb is planning to conduct a preliminary Cost-Benefit Analysis (CBA) using the tools used by GGGI. Circulating the results to relevant ministries would help demonstrate value for money, clarify long-term impacts, and facilitate integration into existing budget planning processes. This evidence-based approach will improve funding coordination, enhance credibility with funders, and support timely resource mobilisation.



## Greening the city - Action plan for the next steps



### Partners involved

City of Zagreb – Environment Office	Ministry of Education
City of Zagreb – Education Office	Architects / contractors
City of Zagreb Zoo Park	Zoo educators
Eko Lijepa Naša Association (programme owner)	Eko-škole network
Up2030 Zagreb team (incl. Vesela Motika)	Teachers
Schools / school principles	Curriculum experts
Ministry of Regional Development	Suppliers
	Technical experts
	STEM coordinators
	NGOs

The city of Zagreb has defined the following **milestones** for the actions defined above:

★ **Policy recommendation (integration of Nutrient- $\text{CO}_2$  calculator, Modular Farm, and climate-smart curriculum into city education strategy)**

*(Lead: City of Zagreb (Environment Office & Education Office); Contributors: UP2030 Zagreb team (Vesela Motika), schools, Ministry of Regional Development, Ministry of Education):*

- 6 months: Draft policy brief submitted to City of Zagreb.
- 12 months: Policy recommendation referenced in education/green strategies.

★ **ZOO Park edu center implementation (flagship demonstrator site for climate-smart food systems; design & building licence completed under UP2030)** *(Lead: City of Zagreb (Environment Office & Education Office); Contributors: UP2030 Zagreb team (Vesela Motika), schools, Ministry of Regional Development, Ministry of Education):*

- 12 months: Installation and programming prepared.
- 24 months: Full operation with school visits and public education.

★ **Internal coordination with Gradski ured za obrazovanje, sport i mlade (City Office for Education, Sport and Youth) for school rollout**

*(Lead: City of Zagreb (Environment Office & Education Office); Contributors: UP2030 Zagreb team (Vesela Motika), schools, Ministry of Regional Development, Ministry of Education):*

- 6 months: Governance roles defined and working groups established (MoU or formal agreement).
- 12 months: 3–5 schools implementing the prototype.

★ **Eko-škole adaptation and rollout (toolkit, light version, training)** *(Lead: City of Zagreb (Environment Office & Education Office); Contributors: UP2030 Zagreb team (Vesela Motika), schools, Ministry of Regional Development, Ministry of Education):*

- 12 months: 5–10 Eko-škole implementing light version.
- 24 months: Expansion to 20+ Eko-škole nationwide.

★ **Development & deployment of the Light Version (low-maintenance, low-cost version for mass scaling)** *(Lead: City of Zagreb (Environment Office & Education Office); Contributors: UP2030 Zagreb team (Vesela Motika), schools, Ministry of Regional Development, Ministry of Education):*

- 6 months: Prototype completed.
- 12 months: Deployment in first 3–5 schools.
- 24 months: Standard offer for Eko-škole + city network.

★ **Teacher training module & student materials**

*(Lead: City of Zagreb (Environment Office & Education Office); Contributors: UP2030 Zagreb team (Vesela Motika), schools, Ministry of Regional Development, Ministry of Education):*

- 6 months: Training framework & manuals completed.
- 12 months: First teacher cohort trained.

In addition, the city of Zagreb will explore with EU programme bodies and National Ministries / Managing Authorities opportunities for leveraging centralised instruments and accessing new funding streams, as well as options for obtaining strategic support and integrating the prototype into post-2027 programmes.



## TOOLS' CONTRIBUTION TO THE PROTOTYPE AND POST-PROJECT USE

The city of Zagreb has built on a well-defined set of technical, educational, and governance resources in order to develop their prototype in the UP2030 project, as well as for planning the upscaling activities. Core tools used on the development phase of the prototype include the Modular Urban Farm system, which provides a scalable and adaptable physical model, alongside the Nutrient-CO<sub>2</sub> Calculator to support data-driven assessment of environmental impacts. These are complemented by student and teacher learning modules that embed the tools into educational practice, as well as prototype governance models and KPI frameworks that support structured implementation and performance monitoring. Vesela Motika and the University of Cambridge played a key role on the development of those resources.

In parallel, a range of financial and governance instruments will strengthen strategic planning and institutional integration. These include the GGGI Cost-Benefit Analysis (CBA) Guide and Green Finance Guide, which support investment prioritisation and funding alignment, as well as transformative governance framework materials developed by adelphi to clarify roles, responsibilities, and coordination mechanisms. Together, these resources developed in UP2030 enable a robust approach to upscaling that balances technical feasibility with financial and institutional sustainability,

and the city of Zagreb is planning to use them to plan detailed next steps.

Upscaling will also draw on a wider ecosystem of external resources and policy frameworks. Physical infrastructure at the ZOO Park provides a practical demonstration and learning environment, while the Eko-škole methodological frameworks offer established pedagogical structures for environmental education. Alignment with the City of Zagreb's education and environment policies, alongside insights and outputs from the national conference on EU programmes, will ensure coherence with local priorities and national and EU-level strategic directions.

Finally, communication activities will be necessary to share the results with relevant stakeholders and the local population. For this purpose, **Neutrality Story Maps** for Zagreb have been created by VUB and CERTH, which showcase the work of the pilots and their prototypes in an accessible format with success stories, lessons learned and future strategies, allows other neighbourhoods in the city to learn and adopt similar climate neutrality strategies and approaches. The tool has been embedded in the communication strategy for the project and is currently available to be used following UP2030 to communicate with the public in an accessible multimedia narrative format.



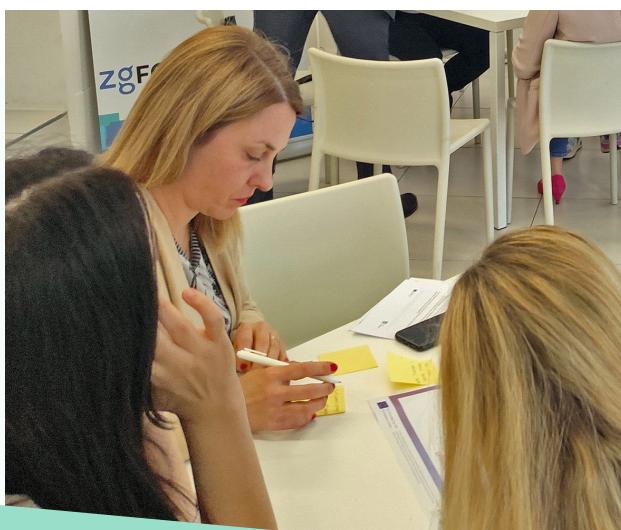
# TRANSFERABILITY OF THE PROTOTYPE

Zagreb is a good example for cities looking to develop technical studies and analyses that use data and engagement techniques, to be tested at a pilot scale physical implementation. In UP2030, one of the objectives that has been defined in the upscale phase is to maximise the impact of the prototypes developed during the project, expanding them to other sectors, regions and countries.

To this end, it is extremely important to understand the characteristics of the context of the place where the prototypes are to be scaled up or replicated. To facilitate this process of transferring processes and results, the UP2030 project has developed four Urban Typologies with over 1000 provinces each to identify provinces, covering almost all of Europe, that have similarities based on different indicators that have been analysed. By grouping European regions with similar attributes, the Urban Typologies aims to foster targeted collaboration and encourage knowledge-sharing and communication for more effective solutions, especially between regions and cities sharing similar opportunities and challenges.

Four distinct typologies have been created:

- ★ **Capacity for action:** Considers socio-economic factors and governance indicators.
- ★ **Contributions to mitigation:** Focuses on sectoral emissions, carbon sequestration capacity and renewable energy potential.
- ★ **Climate hazards:** Focuses on prevalent climate hazards and exposure.
- ★ **Urban morphology:** Focuses on urban landscape and infrastructure characteristics such as urban density, land use types, etc.



For each typology, respectively, these are the clusters that correspond to the province in which Budapest is located (Budapest province), and hence which most closely resemble the province Budapest:

## CAPACITY FOR ACTION

### Moderately Urbanized and Transitional Regions

Found across Central and Eastern Europe, the Iberian Peninsula, Baltic countries and Italy, this cluster represents emerging regions with **socio-economic, well-being and governance indicators that sit modestly below the study area average**. These regions exhibit **lower employment rates and GDP levels**, while healthcare infrastructure remains limited with **fewer hospitals per capita**. Environmental protection is present but modest, with **protected areas covering slightly less territory** than the study area average.

## CONTRIBUTIONS TO MITIGATION

### High solar power potential, low sectoral emissions in southern continental Europe

This cluster is defined by **very high photovoltaic and CSP potential** and **virtually no wind energy potential**. The spatial distribution of this cluster mostly concentrated on central Europe and northern Italy. **CO<sub>2</sub> emissions from buildings, vehicles, and industry are among the lowest** across study area, while the **urbanization rate is high**, covering key urban centers in relatively flat, lowland basin landscapes. The **low share of forests and wetlands** indicates potential for focused solar energy deployment without interfering with these ecosystems.

## CLIMATE HAZARDS

### Highest exposure to flooding in pockets of Europe

This cluster with multiple large capitals is **densely populated and highly urbanized**, and scattered across **heterogeneous landscapes**, including alpine, coastal, semi-arid Mediterranean, and secondary mountain ranges in **Central and Eastern Europe**. Its defining characteristic is the **very high exposure to pluvial, fluvial, and coastal flooding**, driven by diverse geographical, hydrological, and meteorological conditions. **High heat stress and high air pollution** (moderate risk according to WHO Air Quality Guideline (AQG) 2021) are additional critical hazards, while landslide and wildfire risks are moderate. The cluster faces **complex, multi-hazard challenges requiring integrated adaptation**. The cluster is closely related to the cluster "Heat hazard and air pollution in lowlands and basins in southern and eastern Europe" with respect to air pollution, heat stress and wildfire.

In doing so, clusters can support urban planners and decision-makers in identifying strategic priorities, in addressing climate challenges more effectively, and with knowledge transfer between similar provinces, across Europe.

Zagreb can serve as an example for other cities in these clusters, i.e. with these similar characteristics that are seeking to develop sustainable, climate-resilient and inclusive strategies for their local contexts. However, it should be noted that these typologies do not restrict the scope for replication and scaling up (i.e., the Budapest prototype is not only applicable in places classified within these four typologies), but rather help to identify places where the transfer of this package of Budapest is most likely to be successful. In addition, it goes without saying that these clusters can not replace province or city case studies, and not be used as such. The clusters are on a province level.

*To explore the typologies, use the [interactive map](#).*

*The full list of indicators is also found in the [methodology section](#).*

## URBAN MORPHOLOGY

### Steep urban profile wutg anoke green spaces and little industry

Found all throughout Europe's mountainous regions, this cluster is characterized by **moderate density** urban areas situated on **steep terrain**. The urban areas of the cluster feature significantly **higher urban green space coverage** than the study average, with **lower impervious surface density** and **limited dense built-up structures**. **Commercial and industrial land use remains minimal** across urban areas of this cluster. This cluster is similar to the "Very steep urban profile with extensive green spaces and little industry" cluster, but represents a less extreme expression of its key characteristics, particularly terrain steepness and the share of urban green spaces.

## KEY MESSAGE FROM THE CITY

*"The two handbooks developed in UP2030 represent two equal parts of the same 'green system', which aims to show that urban agriculture and the application of NBS solutions do not have to be physically and spatially isolated disciplines from the rest of daily activities in the city, but can be an integral part of the daily life of each of us."*

*"From school gardens and urban farming curricula to AI-assisted topic modelling and civic maker practices, pilot project outcomes illustrate how learning, creativity, and sustainability can converge into an actionable ecosystem of change. Together, they showcase how schools, communities, and makerspaces can function as living laboratories for the climate-neutral city, translating the UP2030 vision into tangible local action and measurable impact."*

For each of these four typologies, and for all clusters constituting the typologies, the following useful information is highlighted and can be explored: a short characterization, common challenges and opportunities in each cluster, as well as key areas for action and example measures and instruments therein.

The local actions have been led by the municipality of Zagreb and its liaison, Vesela Motika.

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