



Sustainable, Smart and Sustainable Tourism Destinations

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Split



Why?

- Low-Added Value Tourism
- Tourism Monoculture
- Mass Tourism/Overtourism
- „Apartmanization”/Touristification/Gentrification
- Disneyfication/Cultural Degradation
- Social and Economic Exclusion
- Seasonal Economies/Communities
- Seasonal/Low Quality Jobs/Underemployment
- Socio-Economic and Industrial Transition/Death of Industries
- Abandoned/Brownfield Areas

Who are we?

- Eco-Social Innovators
- Wise Agile Strategic Development Eco-System Architects
- Strategic initiatives/programs/project developers
- Cluster for Eco-Social Innovation and Development CEDRA Split/HR – quintuple helix hybrid cluster
- Eupolis Group Ltd.
 - *Eu* – prosperous, well, righteousness, fair, healthy
 - *Polis* – place, community, municipality, city, management system



What we do?

- Co-designing & co-managing scalable strategic interventions in sustainable/regenerative tourism...
- ... eco-social economy/innovation/"NEB-isation" of places, cities, regions, states, macroregions...
- ... regenerating people, organizations, institutions, spaces, economic, social, natural eco-systems...
- ... using evolutionary concepts of wise agile integrated mapping, clusterisation, planning & execution...
- ... co-creating innovative and inclusive eco-social/regenerative tourism R&D&I living labs...
- ... co-developing replicable/scalable solutions and brands based on shared wealth ESE model.
- 40 M EUR of integrated regeneration projects realized, 120+ M EUR in preparation

Solutions in Development

- Multiple Intelligence and Quality Spaces and Systems (MIQS) - WisePlace Development Framework
- BioSphere – 1st hub for Eco-Social Economy, R&D&I, Regenerative Tourism, NEB & nature protected areas
- ARGO - Platformization, Gamification, Tokenization of Socio-Economic Systems
- AgroBioSphere – regenerative MFF + tourism + R&D&I +
- Nature2Go, World2Go, Nomadean – Digital Platforms

How (Eco)Social, Impact and Regenerative Economy Can Help?

Bringing back universal human/social values

Putting local people/communities/ first

Co-developing new, fairer business models

Focus on wise agile ESGI



St. Michael Fortress Šibenik City Centre

- Brownfield cultural heritage turned into awarded „the best Croatian cultural heritage attraction” in 2014 through EU funds (1,6 million €)
- Since then, Šibenik City regenerated & rebranded

Biograd Regeneration Projects 2017-2022



- Business Incubator Biograd
- Centre for Sustainable Active Tourism BioSfera Biograd
- Recycling Centre Biograd
- Tourist Information Centre Biograd
- Total value 15+ million €
- 50-80% financed by ESIF
- Project development, fund-raising & management





Underground City in the Heart of Velebit

- Regeneration of the abandoned military Tito's tunnels into a visitor centre
- 5 million €, EU fund-raising (100%), project management
- New collaborative products development, collaborative destination management
- Capacity building & training
- 1st of the nature-protected areas projects





Dubrovnik and AIR/MED/EU R&D&I Smart ESE/Regenerative DMO Hub

- 10 million € projects in implementation
- 200+ million € projects in preparation
- Supported by Croatian Government/Ministry of Tourism & EC/EIB/EBRD TA JASPERS//GSTC/CLIA...
- Strategic macroregional/EU project
- We need support of experts and EC/DIESIS members, funders and other interested



Dubrovnik as Pilot R&D&I WisePlace Destination Cluster Hub

Brownfield & greenfield investments: integrated development Gruž City & sustainable mobility, Respect the City, CLIA, UN Global Sustainable Tourism Council, AIR/MED/EU Strategic Project





3Adria Project

- Public private project for regeneration of the one of the most valuable historic areas
- 3 coastal areas (1 on the Adriatic sea and 2 of the river Jadro)
- Turning it into a highly valuable residential, recreational and green and blue economy area
- In partnership with City of Solin, Klis Municipality, Split Dalmatia County, Croatian Waters...

The map illustrates the Solin area in Croatia, highlighting several key zones and landmarks. The **Nature Protected Area and Source of the river Jadro** is shown in the upper right. A **Brownfield cement industry area (quarries, factories, etc.)** is marked in orange. A large green area represents **Promenades, bicycle paths, sports and recreational facilities, catering, family farms, eco-shops, ecological residential and business zone according to the standard of multiple intelligence settlements**. The **Solin - co-creative city for young and old (ex Coca Cola)** is highlighted in orange. The **Dispersive Eco-Hotel and Hospitality** zone is shown in green. The **New Eco-Port & Yachts Service Area** is also highlighted in green. The map includes the coastline, the river Jadro, and various streets and buildings in Solin and Dračevac.



Jadro - an Ecological Attraction in the Heart of the Adriatic

- Solin, Klis, Public Institution “Sea and Karst”, Croatian Waters, Split-Dalmatia County, University of Split
- Private partners interested in investing in green and blue economy projects and innovation
- Creating a new Mediterranean visitor attraction, but also a center of knowledge, learning, research, development & innovation
- High-quality jobs, preservation and valorization of natural and cultural-historical heritage

Vranjic and ex-Salonit: ecological residential and business area

Mediterranean Center for Blue-Green Economy and Innovation

Dispersive eco-hotel (local population included)

Catering, co-working and co-living and recreation centers for captains and yacht crew in the program of ecological servicing and maintenance

Ecological rehabilitation and regeneration of the Vranjic zone and estuaries of the Jadro River using EU and PPP joint ventures

Production and maintenance of innovative green yachts and e-boats

Smart covered multi-storey eco-friendly dry and wet berth for boats and yachts with green and smart management system



Podgora MIQS Pilots

- Regeneration of Old Village in Podgora
- BioSphere Biokovo R&D&I Hub for eco-system regeneration
- Existing old school with amazing sea and Biokovo view
- 1.500 m2 of the built area in the old school
- Amazing sacral and traditional architecture
- Integrated development program Podgora 2030
- Partnership with the local government

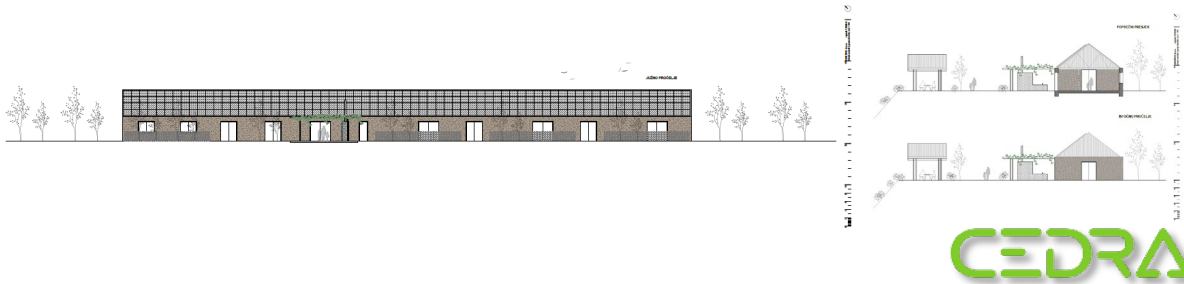
MIQS Development Program Murter Kornati 2030

Brownfield and greenfield investments: new regenerative municipal centres & world island regeneration programs
Insularium, Amphorarium => part of the integrated development program in cooperation with local CSOs (CLLD)



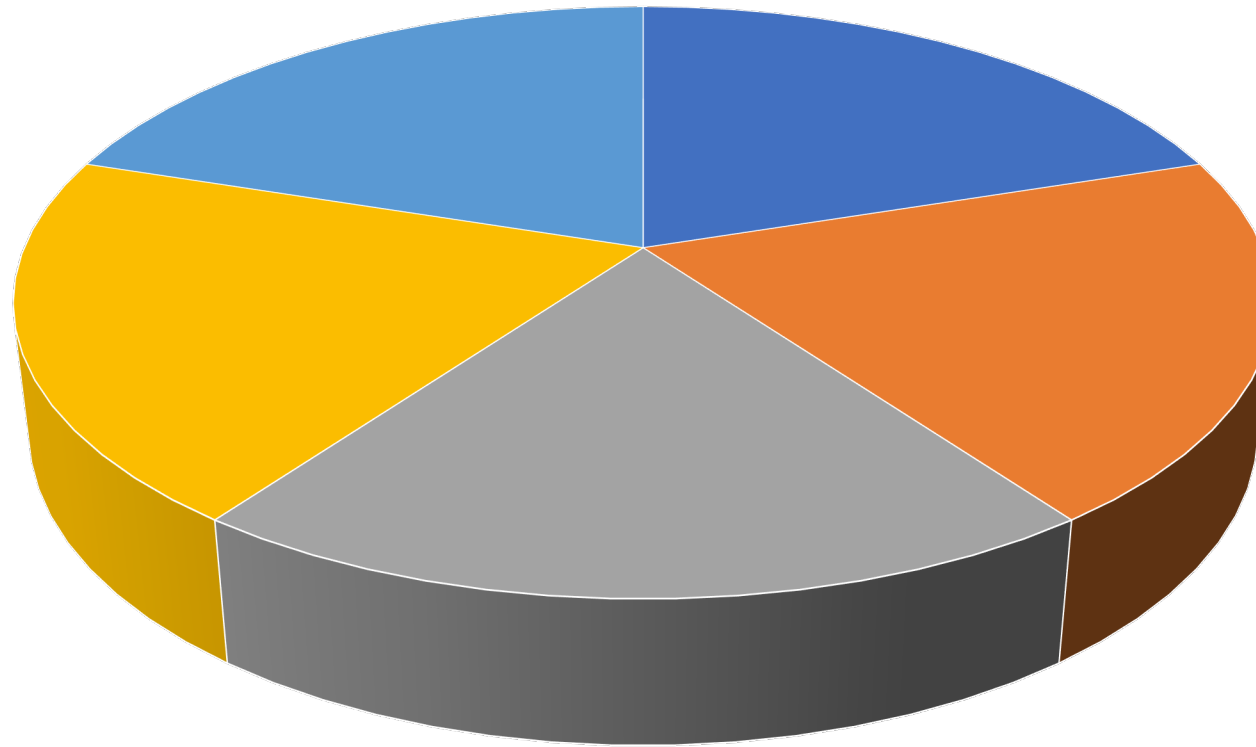
MIQS Brownfield Fair Share Investment: AgroBioSfera Vrana

R&D&I Centre and Multifunctional Educational Farm for AgroEcoSystem Regeneration, Pakoštane, Zadar County



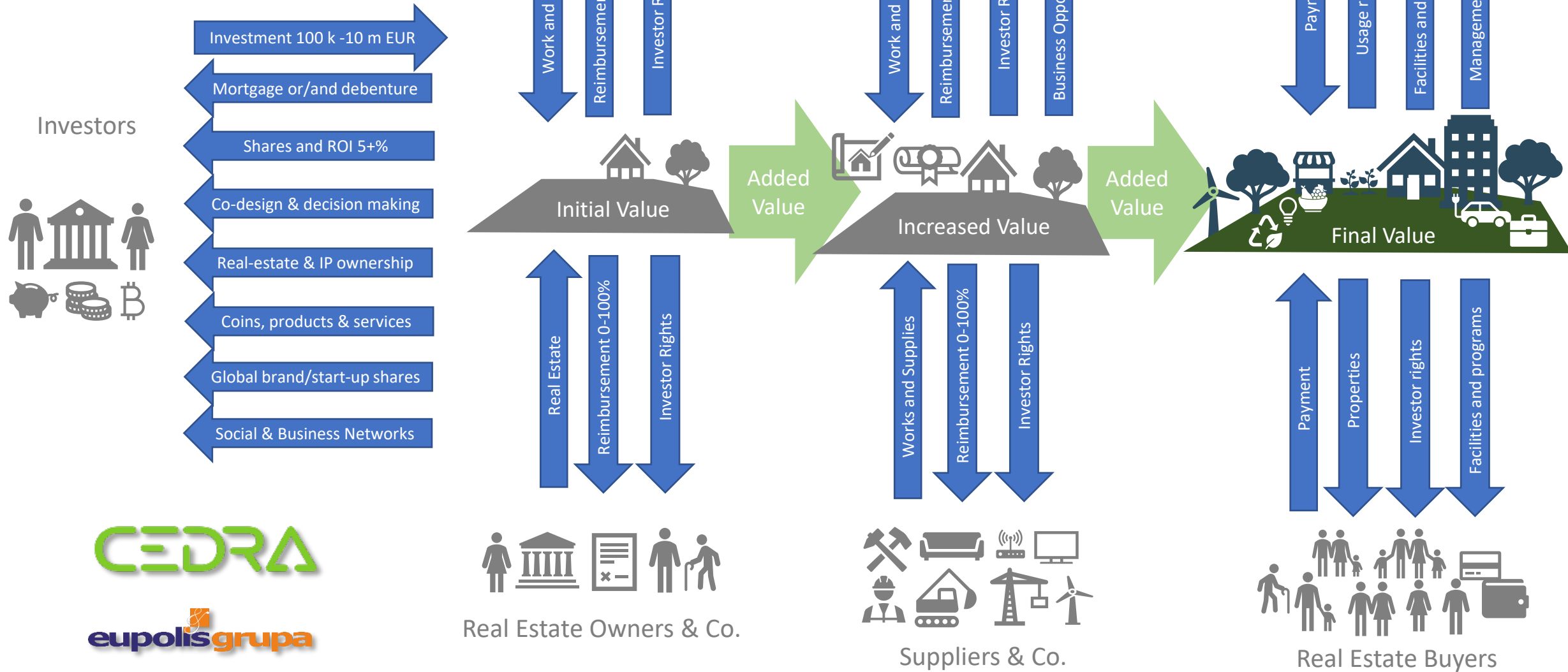
Shared Wealth Investment Model

(Illustrative model, shares may differ in size for each specific project)



■ Developers ■ Investors ■ Suppliers ■ Owners/Tenants ■ Eco-Systems

Shared Wealth (ESE) Real Estate Business Model



What we are looking for?

Synergistic cooperation/partnership with private & public organizations and institutions

Policy, strategy and action plan development combining ESE/I, sustainable/regenerative tourism

Development of innovative replicable scalable strategic projects, pilot sites and investments

Combining R&D&I, ESE/regenerative principles, good governance (ESGI) & industry/economy 5.0

Working Group for (Eco)Social Economy/Innovation and NEB @ DIESIS – everyone invited! 😊

Let's Co-Create!

Please feel inspired to contact us ASAP:

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