

“Dubrovnik, a Living City”

Jean-Paul L’Allier Prize for Heritage application – Executive Summary

Dubrovnik has transformed from an overcrowded tourist destination into a leading European example of sustainable urban and tourism management. Since 2017, the city has placed residents’ quality of life at the centre of development through the “Respect the City” programme and a UNESCO World Heritage Management Plan, ensuring a balance between tourism, heritage protection, and everyday life.

This long-term strategy has significantly improved sustainability indicators, reduced pressure on the historic core, and strengthened urban resilience. Smart technologies, such as crowd management systems and the Dubrovnik Pass, support visitor flow control and fund cultural and heritage preservation.

The “Living City” approach integrates multiple pillars: affordable housing for young families and residents of the historic core, demographic revitalisation, social inclusion, participatory budgeting, and care services for vulnerable groups. It also includes investments in education, local skills, and traditional crafts to preserve cultural identity and support the local economy.

Major infrastructure and heritage projects such as school restoration within the Old City, park revitalisation, sewer system reconstruction, pedestrian zones, and sustainable mobility solutions like Park & Ride and limited traffic zones, further contribute to reducing congestion and improving urban life.

Citizen participation is a key element through public consultations and participatory budgeting, ensuring that development decisions reflect community needs. Environmental and green transition projects, along with support for local production and tourism sustainability, reinforce Dubrovnik’s shift toward a smart, resilient, and vibrant historic city.

Overall, the project demonstrates how Dubrovnik remains committed to developing sustainable and inclusive housing policies, responsibly managing tourism, redesigning regulations, and developing tailor-made solutions. The City is actively improving the quality of life for its residents while preserving the habitability and authenticity of the historic centre.

Mayor of the City of Dubrovnik

Mato Franković