

EcoCore: Challenge Based Workshops Pärnu

Challenge 1

Pärnu and surrounding municipalities formed a group called Large infrastructure coordination council. It contains private and public sector organizations (municipalities, Port, Airport, Entrepreneurs NGO, Development centre). Currently the council doesn't have a format of meetings and/or regular structure. As new infrastructure and major changes are coming to Pärnu the cooperation needs to be stronger.

How could Pärnu city enhance the cooperation in the coordination council?

- Identify a clear mandate and secure short and long term financing
- Ensure a standardised agenda and regular meetings with structured actions
- Ensure democratic processes and all voices are heard
- Develop strategic taskforces with 2–5 year plans
- Good Governance Model including a strong chair and relevant expertise
- Diverse and broad member base
- Facilitated meetings by external expert
- Communications Plan, including communicating the processes and outcome
- Map current projects ecosystem
- Introduce service level agreements
- Rotate the hosting of the meeting across members
- Mix of long term goals and quick wins
- Ensure shared language and clear scope for the group with clear shared definitions from the outset

EcoCore: Challenge Based Workshops Pärnu

Challenge 2

Pärnu is a well known tourist destination in Estonia and abroad. But in its core it is a manufacturing town. During the years, the manufacturing focus has shifted towards tourism and it might have scared off many investors because of the image, that the city is focused on tourism.

How could Pärnu keep the Summer capital image and also enhance the manufacturing and production city image ?

- Introduce tax incentives to encourage relocation of manufacturing companies
- Capitalise on and market the local lifestyle
- Annual promotional push of Parnu as the ideal location for industry
- Branding and promotional efforts
- Integrate manufacturing as part of the tourism offering e.g. wood production tours
- Develop new green industries to appeal to tourism sector
- Use existing events and festivals to promote local products
- Deals between local makers, entrepreneurs, creatives to use and promote local products in hotels and hospitality
- Industrial heritage tourism
- Market industrial hospitality
- Market one of the industrial areas as a green business zone
- Package the offering e.g. via Baltica, industrial sites and business supports
- Marketing focussed video for manufacturing
- Highlight existing manufacturing companies
- Make 'Made in Parnu' recognisable brand
- Identify Parnu's role in the wider system (beyond neighbouring municipalities)
- Develop a clear, credible story for investors

EcoCore: Challenge Based Workshops Pärnu

Challenge 3:

Pärnu has introduced its climate action plan in 2022. It turns out that Pärnu is already a carbon neutral city. But still, the implementing of environmental practices that support low-carbon economy is low and the city fears that it might lose its status as a carbon neutral city.

How could Pärnu city cooperate with local industries that they take implementing green solutions to their manufacturing processes and become environmentally friendly companies ?

- Certification of companies for green credentials
- Leader board and awards (e.g. green leaf award) for companies
- Education and awareness programmes
- Sustainability festival
- Industrial Symbiosis platforms (data sharing)
- Green business unit to support green transition in businesses and to document case studies
- Incorporate green measures in planning
- Impose higher demand on waste service companies and monitor impact
- Green procurement (city leadership)
- Tax incentives for green actions
- Ensure higher visibility for green companies and the benefits of transitioning
- Incentives for achievement of green transition wins