

TARK TARTU
SMART CITY



Tartu – a smart destination
in so many ways

Helen Kalberg



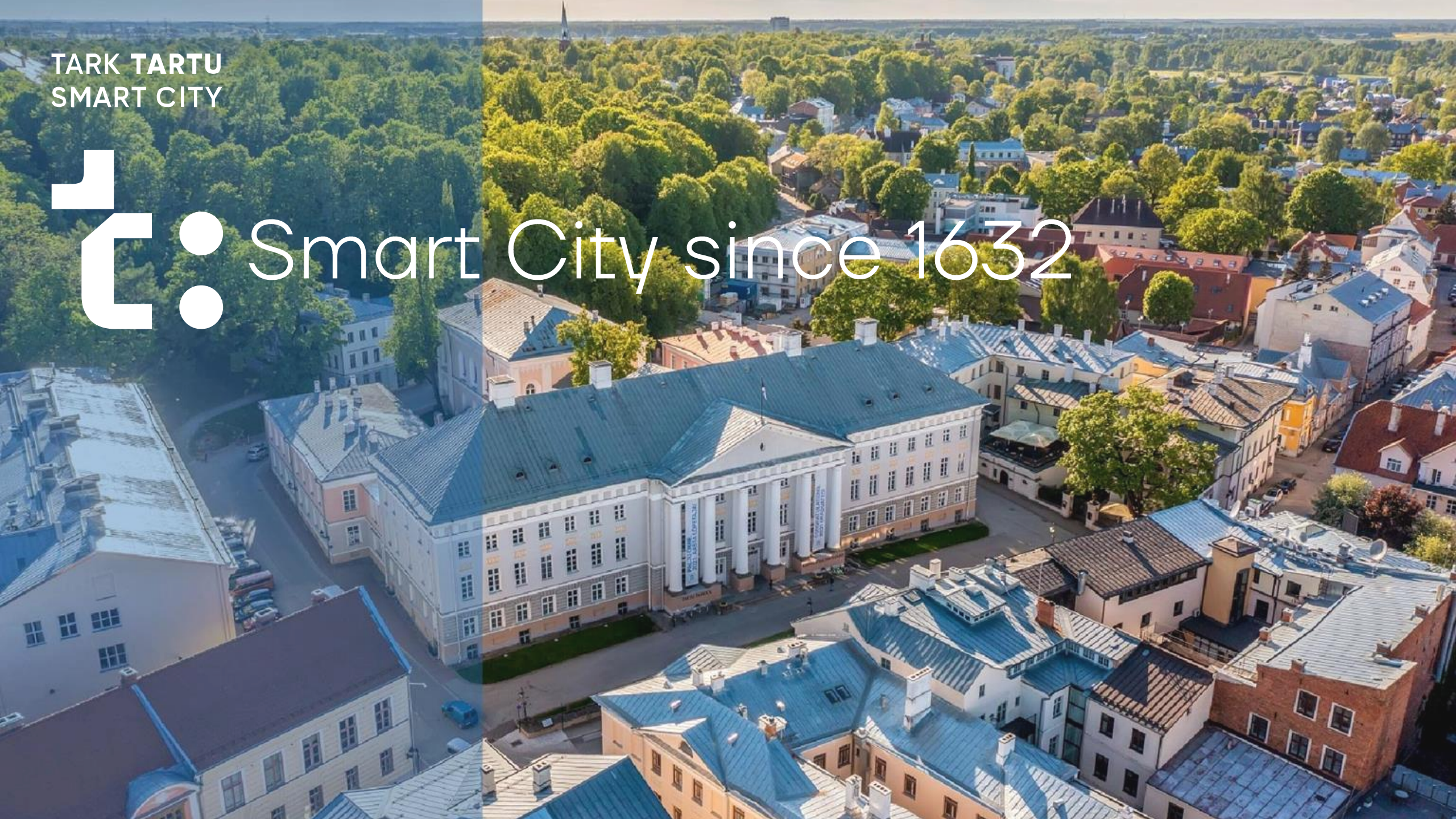
A few facts to remember

- The first City in the Baltics, almost 1000 years old.
- Close to 100 000 inhabitants, of which about 1/5 are students (11 higher education institutions)
- The center of Estonian culture – Estonian National Museum, the first Estonian theatre, the first song festival, Unesco City of Literature, European Capital of Culture 2024
- Positively weird 😊 - with inspiring communities and districts
- Our aim is to be part of international economy and culture while maintaining our core values – compact and sustainable living environment and cooperation.
- Main marketing focuses: smart city, culture and sustainability

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Smart City since 1632



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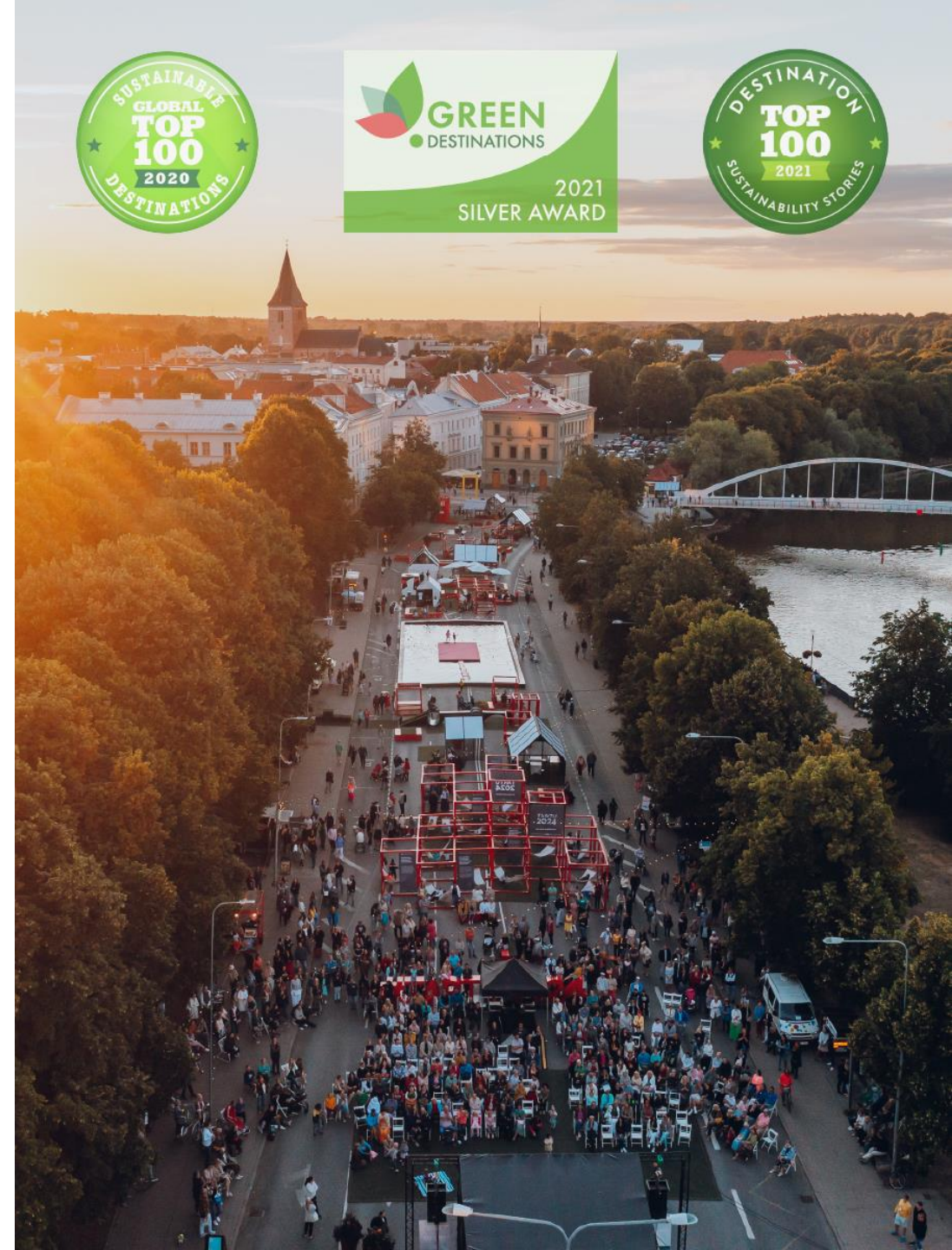


Compact and sustainable
solutions that put the focus
to our citizens



Tartu is officially a Green Destination!

- Green Destinations Silver level
- Our biogas buses and electric bikes – the second most inspiring environment and climate good practice story 2020 in the world!
- Car Free Avenue – Top 100 most inspiring good practice stories for 2021 (and climbing...)



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Use the whole
city as a venue
for events and
conferences



TARK TARTU
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Visit our most
important
landmarks – our
„second airport“



TARK TARTU
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Step into young
and artsy
atmosphere full
of galleries,
festivals and
events



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Take a morning
run along
Emajõgi or an
evening cruise
with one of the
ships



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Get inspired by
the visit to one
of local
community
gardens



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Discover the
hidden
treasures of
wooden districts



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Tartu is also known for its liberal attitude towards street art





Tartu's magnificent surroundings offer rich variety of ideas for cultural programmes and activities

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Enjoy the night
in the castle or a
wine tasting in
Alatskivi



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Have a lunch in
style of old
believers or stay
overnight at a
boat house next
to lake Peipus



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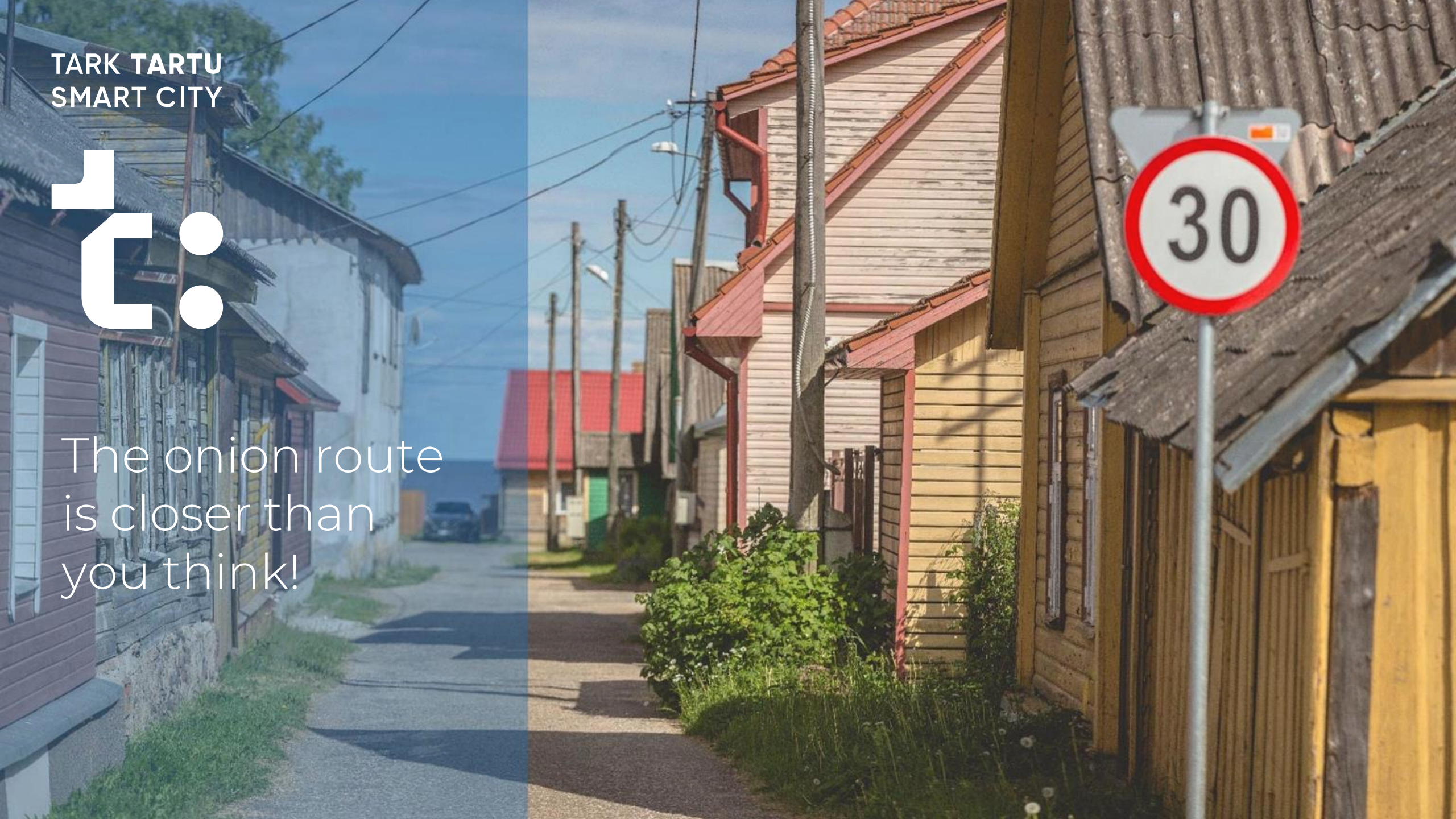
Take part of
various in- and
outdoor
activities for
every season



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The onion route
is closer than
you think!



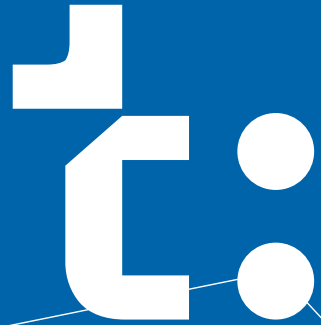
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We are happy to
welcome you
back anytime!



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Thank you!

Helen Kalberg

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marketing and Tartu County
Tourism Foundation

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