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Grad Pula

Connecting technology, ethics and transparency in Pula

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Connecting technology, ethics and transparency in Pula

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The City of Pula in Croatia is focusing on communication technologies to advance good governance, transparency and citizen rights.

The City of Pula is a 3,000 year-old city rich in history and numerous archeological finds, most notably its amphitheatre – the Arena.

The city's history dates to Roman times. Then called Colonia Pietas Iulia Pola, the city had all the functions and structures typical of Roman settlements. During the Austro-Hungarian Empire, Pula was the main base of the Austrian Navy.

Pula is located in the south of the Istrian peninsula and is known internationally for its long tradition of shipbuilding (Uljanik Lc., Tehnomont Shipyard Ltd) and tourism, upon which the city has based its modern development. According to the 2011 census, Pula is the eighth largest city in Croatia, with a population of 57,460.

In recent years, the city has emerged as a regional leader in communications and the introduction of new technologies.

Advancing technology and transparency in community services

Pula is the first local government unit to have introduced a comprehensive e-business policy compliant with applicable laws and subordinate legislation of the Republic of Croatia.

In 2008, using the IT system of the company SWING Informatika Ltd., the city began the process of establishing an electronic document management system for its administrative bodies. The SWING system (SPM +—IBM Lotus Domino) enabled, in the first phase, the electronic circulation of documents between city administration departments to support a faster, more accurate and more efficient business.

In 2011, complete e-documentation communication was implemented with the introduction of a certified, advanced electronic signature system. The advanced electronic signature has the same legal force as handwritten or stamped signatures.

The system has been further expanded by introducing:

- e-Accounts and e-Payment slip – an electronic billing internet service
- e-Kindergarten – a unified system to enrol children in kindergartens
- the City of Pula's official website (www.pula.hr) – the upgraded website enables citizens access to information about cases before the city administration through programs such as a case access code system InfoSMS, a geographic information system e-Space and e-Consultations.

As of 2013, all official materials necessary for Pula City Councilors to make decisions are submitted exclusively by electronic means.

Through the constantly expanding PulaFreeAir project, free internet access is provided at the city's busiest open areas, especially near schools and colleges.

In 2009, a quality management system was introduced according to ISO 9001: 2008. A re-certification audit was successfully conducted in 2012. In 2011, systems for information security management according to standard ISO 27001: 2005 were introduced.

The results achieved, in terms of efficiency and operational excellence, have been recognized nationally and the city has received a number of awards. In a LOTUS survey conducted by GONG (a non-party organization founded to encourage citizens to participate more actively in the political process) in collaboration with the Association of the Cities (AOC) in the Republic of Croatia, as part of the project 'Together against corruption', Pula achieved third place for transparency of management. The study included 576 cities, municipalities and counties. The e-Kindergarten project won the 2012 Award for innovation and creativity presented by the Network for Development and Creativity. This project was also presented with an award by the AOC for its innovation and best practice in local government in 2013.

In cooperation with the AOC and the World Bank Institute – with which the AOC coordinates the implementation of the Urban Partnership Program – the City of Pula presented the e-business project at the ICT conference 'Local self-government: Strengthening social responsibility' in Skopje, Ljubljana, and Vienna.

The city plans to continue its development in this direction, particularly emphasizing the interests of various stakeholders to achieve quality and sustainability. At the global level, Pula will work towards the goals of environmental protection and respect for basic human rights. Pula recognizes that being socially responsible means not only fulfilling legal obligations, but also investing in human capital, the environment and relations with stakeholders.

The general objectives of Pula's Corporate Social Responsibility (CSR) management system are:

- defining acceptable behaviour of employees and officials
- establishing high standards of work and business
- setting realistic expectations from all interest groups (stakeholders).

As a unit of local government, the City of Pula aims to empower the highest standards of administration through practical application of the Principles of Good Governance under the European Code of Good Administrative Behaviour approved by the European Parliament in 2001.

The established policy of CSR is to provide sustainable urban development based on fundamental principles of CSR, including:

- **Responsibility:** the city is responsible for the impact of its own decisions and activities on the community and the environment.
- **Transparency:** the city is transparent in its decisions and activities that affect the community and the environment.
- **Ethical behaviour:** organizational behaviour is based on honesty, fairness and integrity.
- **Respect for the needs of all stakeholders:** the city recognizes and respects the needs of all stakeholders
- **Respect for the rule of law:** the city accepts business strictly in accordance with all applicable laws and regulations.
- **Respect for international norms of behaviour:** the city complies with international norms of behaviour while adhering to the principles of respect for the rule of law.
- **Respect of human rights:** the city respects human rights and recognizes their importance and universality.

City of Pula's Code of Ethics

When implementing CSR policies it is necessary to respect the needs and interests of all stakeholders, that is any individual or group that has an interest in any decision or activity of the organization, the City of Pula.

Through detailed analysis of the City of Pula's activities established by applicable laws and subordinate legislations, the most important stakeholders of the city have been

established and grouped according to the following areas:

Institutional management

Administration: City Council (representative of Pula citizens), Mayor.

Employees: officials, clerks, employees.

Users of the service: citizens, economy, not-for-profit organizations.

Suppliers and partners: companies owned or co-owned by the city and the institutions founded by the city, suppliers, banks, institutions and associations.

Associations: Membership in national and international associations, twinned cities.

National and regional government: state administration bodies, Region of Istria.

Community

Citizens, public media, ethnic minorities, religious communities, civil society, political parties and diplomatic bodies.

Economy

Companies, craftsmen, free professions and investors.

Natural environment

The next step in the work of the implementation team was to define the expectations associated with each stakeholder. In this procedure, it was necessary to specify by name the most important stakeholder representatives of certain categories.

After defining the stakeholders, their expectations of the city and specification by name, the most important stakeholders were identified as:

- the natural environment
- employees of the city administration
- service users (citizens, businesses)
- City Council (representatives of the citizens)
- the Mayor.

Based on this analysis, the team prepared the Code of Ethics of the City of Pula-Pola.

The Code begins with the foreword by the Mayor of the City of Pula, Mr Boris Miletić, which shows the government's commitment to promoting the ethical principles in public, responsible administration and additional improvements to the already high standards of work and customer service achieved.

The Code of Ethics of the City of Pula states core values of the city as a local government unit and contains moral and ethical principles that will lead all employees in their public and business activities.

It was emphasized that the City of Pula apply the Code of Ethics in order to:

- define acceptable standards of conduct for employees and management
- establish high standards for work and business
- establish realistic expectations of stakeholders.

Pula recognizes that being socially responsible means not only fulfilling legal obligations, but also investing in human capital, the environment and relations with stakeholders.

In relation to the Code of Ethics, the city accepts the following ethical principles:

- We take a responsible approach toward all city stakeholders.
- We respect differences – ethnic and cultural particularities.
- We respect and promote the protection and conservation of original toponyms and local dialects – Chakavian dialect.
- We are transparent in our decisions and activities.
- Our behaviour is based on honesty, fairness and integrity.
- We are able to respond to the needs of all city stakeholders.
- We accept business only in accordance with applicable laws and subordinate legislations.
- We respect international norms of behaviour while respecting the rule of law.
- We respect and recognize the importance of human rights.

In the final phase, before the project was handed over to the city government, an action plan was prepared and a completion deadline of two years was set. The plan consists of actions systematized in 13 points necessary for steadily improving performance of the CSR management system.

The certification company Cro Cert – authorized in the Republic of Croatia and partner of the International Certification Network, IQNet – conducted an external audit after three months of the system's implementation in the city administration's activities. The City of Pula is anticipating a positive report on the quality of work and compliance with the high demands of IQNet.

The City of Pula recognized the value of CSR and has introduced a CSR management system according to the IQNet SR-10 in order to achieve its development vision to make our city a desirable place to live and work. We strive to continuously improve our activities. We are not afraid to work in new and better ways and consider our diversity to be our strength.

The City of Pula joined the United Nations Global Compact in 2014.



A city with Roman roots, Pula is moving forward with communications and new technologies. A regional leader, Pula is using e-business Principles of Good Governance and a cooperatively developed Code of Ethics to guide its CSR agenda and engage its citizens in supporting robust and transparent city administration. Image: Grad-Pula.