For centuries this area has been used for agriculture, recreation, gazing, hunting, collecting medicinal herbs, it is situated in the very centre of Dubrovnik, with the last oak forest (Dub – Dubrovnik), the „lungs” of Dubrovnik.
SRĐ COULD BE... A GOLF RESORT!

- **11 October 2005** amendments to the Physical Plan (PPU) of the City of Dubrovnik were adopted, increasing the project area from 100 to 310 ha. However, under the valid Physical Plan of the Dubrovnik-Neretva County from 2003 the area reserved for golf courses was still 100 ha.
- **10 November 2005** – during the Government session, led by Ivo Sanader, held in the Sponza Palace, the golf project on Srđ was pointed out as a “project of extraordinary interest for the Republic of Croatia.”

ORIGIN OF THE INITIATIVE

8 May 2006 - A Government commisioner, while the County Council was dissolved, adopted the amendments to the Dubrovnik-Neretva County Physical Plan increasing the area intended for golf courses from 100 to 310 ha justifying the illegalities contained in the previously adopted plans of lower order Physical Plan and Master Plan of the City of Dubrovnik. At this point the accommodation capacities were introduced into the Dubrovnik-Neretva County Physical Plan (2800 beds in villas and apartments on Srd).

17 November 2006 - Associations DUB, Ekoomblići, Domovina and Baština submitted a request for a constitutional review to the Constitutional Court, regarding the Master Plan and Physical Plan of the City of Dubrovnik as bases for an Urban Development Plan (UPU) of Srđ. The Constitutional Court has not passed a decision to this day.
WORKING „BEHIND THE SCENES”

From 2006 to 2010 the general public knew very little about the project. The Razvoj golf lawyers contacted a number of land owners personally, trying to buy more land at 12 to 20 euros per square meter.

GOLF LAW!

- November 2008 - The Parliament adopted a scandalous Act on Golf Courses. This outrageous law enabled investors to build villas and apartments for sale on locations of exceptional natural and environmental value (for ex. Motovun, Kopački rit, Vransko jezero) as well as to force the private owners to compulsory purchase.

Golf Projects = Projects of National Interest

HOMELAND FOR SALE

5 May 2009 the Mayor Dubravka Šuica signed a contract with the company Razvoj golf d.o.o. concerning the sale of 47 000 m2 on Srđ for 55 HRK per m2 (not even 8 euros for the land on Srđ which the company Razvoj golf d.o.o. had bought for 20 euros)

2009 - the current mayor Vlahušić won the elections mostly because of his promise that citizens of Dubrovnik will decide about this project through a REFERENDUM!

But after only a few months he completely changed his mind and became the loudest spokesperson in favour of the project!
FROM PUBLIC TO PRIVATE

June 2010 – the first presentation of the project which bears the official title “Sport-recreational center with a golf course and a tourist settlement Bosanka north and south” foresees building of 268 villas and 400 apartment buildings together with 2 hotels and 2 accompanying golf courses on the plateau of Srđ.

The investor from Virgin Islands promised:
- 1500 new employees
- Longer tourist season
- Zaha Hadid villas

Dubrovnik NGOs clearly see that the project is a real estate development and that it has nothing to do with sport and recreational facilities.
THE BIRTH OF SRĐ JE NAŠ!

August 2010 – Nine NGOs joined forces with citizens, supported by DAD (Dubrovnik Architects Association) and UHA (Association of Croatian Architects) in the battle against the biggest land grabbing project in the Balkans.

1. September 2010 – In a public debate the citizens clearly showed their dissatisfaction with the proposed plan. Following the public debate the investor started a strong media campaign trying to convince the citizens of the project’s benefits. The Local Board of the Croatian Chamber of Architects Dubrovnik objected to this Urban Development Plan recommending it be abandoned.
OUR CAMPAIGN

The investor managed to largely influence the media (private and public). Campaign on the national level with NGOs from Zagreb (Zelena akcija i Pravo na grad) against Golf Law and against the illegal project.

Financial support from the National Foundation for Civil Society Development:
1. Radio jingles
2. Newspapers, posters, flyers, T-shirts, badges
3. Panel discussions with experts
4. Billboards
5. Public opinion poll

Main arguments:
1. Project is illegal
2. Public interest – where does it lie?
3. Environmental impact – pesticides, carst soil, water resources, radical landscape change
4. Overinflated employment figures – not 1500 but MAYBE 200 cleaning staff and gardeners
5. REFERENDUM – there was no alternative proposal – we want PEOPLE TO DECIDE it was their Constitutional right!
SRĐ JE NAŠ

FOR REFERENDUM!

77%

ESSEDRA Advocacy Training
THE PROJECT STOPPED... FOR A WHILE

March/April 2011 Dubrovnik-Neretva County and the Ministry of Environmental Protection, Urban Planning and Construction refused to approve the compliance of the Urban Development Plan with the law and Act on Physical Planning and Construction.

The reasons:

- The constructed area is **three times bigger** than the area that is approved for construction according to Dubrovnik-Neretva County Physical Plan
- Villas shouldn’t be visible from the Old Town
- Too few facilities for sport and recreation

MORE CRIMINAL ACTIONS COME TO LIGHT

November 2011 "Majčina dušica" /"Wild Thyme" Affair was disclosed - The late owners were wrongly presented as being absent with unknown residence (they passed away, so they could not have been sued). Several persons supported by "reliable witnesses" testified that they were picking wild thyme and collecting wood continuously for 20 years (while the Srđ Mountain was still mined) and under the afore mentioned decision they became the owners of valuable land on Srđ.

The Initiative wrote to:

President Josipović, UNESCO, Slow Food, Europa Nostra, USKOK (Anti-mafia), Euro Parlament, international journalists, bloggers
**GOLF LAW ABOLISHED!**

24 November 2011 – after 3 years of our campaign the law was abolished

16 March 2012 - Ana Mrak Taritaš-secretary of the Ministry of Urban Planning and Construction (HNS) issued an Opinion according to which for the continuation of the procedure the **City Council needs to pass a Decision on the Continuation of the Physical Plan Drafting again**, and in addition she allowed procedures for the Environmental Impact Study and Physical Plan to be conducted simultaneously.

- 29 May 2012 Minister Holy refuses to initiate the procedure for the Environmental Impact Study until the Urban Development Plan complies with the law and higher-order plans are adopted. Soon she was forced to resign.

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**THE „GOLF” SAGA CONTINUES**

5 June 2012 New Minister Zmajlović was appointed and in 9 months the Environmental Impact Assessment was completed.

30 March 2012 – City Council votes to rekindle the project.

February 2013 – new public debate, the project is almost the same (240 instead of 268 villas), the County approves the proposal, the Initiative announces a campaign to collect signatures for the **REFERENDUM!**
CAMPAIGN FOR REFERENDUM

REFERENDUM – in 15 days we had to collect signatures from 20% of the Dubrovnik voting body (cc 9200 signatures),
The campaign was NEUTRAL (not AGAINST the project), the web site, billboards, radio jingles (that were banned!), National TV (public service) openly on the investor’s side „Why not to have such a big project on carst terrain that has no value – IT IS ONLY SNAKES AND ROCKS!

In the first 6 days we have collected the necessary number of signatures!!!
I JA SAM ZA REFERENDUM!
INSTITUTIONS OBSTRUCTING PUBLIC INTEREST

Radio announcements about times and places where citizens can sign for referendum were banned
The Mayor and investors raising doubts about the legality of the referendum question
Minister of Economy threatens citizens with the indemnity that should be payed to the investor if the referendum abolishes the project
All the central TV news highlight the „anti-investment“ and „anti-development“ atmosphere

The City Council was forced to organise the referendum
We pushed for it to be held on the day of the local election, because the Croatian law on local referendum (but not state referendum) requests 50% of voting population (to enter EU 28% was enough!)

Our proposal was rejected – the referendum was scheduled for April 28 – 3 weeks before the local elections

MAYOR VLAHUŠIĆ INVITED CITIZENS TO STAY AT HOME!
GET OUT AND VOTE IN THE REFERENDUM
BECAUSE SRD IS YOUNG TOO
not only the excluded ownership of the investors from the Virgin Islands.

SAY NO
AND SAVE THE LOCATION
For the planned development of the city in the future where
the Srd Hill is going to have a further purpose.

YOU SHOULD EXPECT
RESPECT
of your life in the City

INSTEAD OF FRAUD
and threats with harassment and generating wealth on our account

Below are the statistics on the appartment rental on the plot:

According to the plan, only 30% of the land is built for residential and commercial purposes,
while the rest of the land will be used for a park.

The potential investors of this large-scale housing project plan to invest a mere 3% of the funds into the real estate market.

The project investment remains in the early stage. The impact of the Srd Park on the city has not been studied in detail yet.
RESULTS

More than **12.000 voted**

Investor and Mayor always claimed that the majority of the Dubrovnik citizens are FOR the project

**10.500 AGAINST**

but

It is „ONLY” 30% of Dubrovnik voting population
WE HAVE A PLAN B!

During the campaign, we were preparing the civic list for the City Council in order to stop the **Physical Plan and Master Plan of the City of Dubrovnik** being adopted.

ONLY OPPOSITION

- 3 representatives of SRD JE GRAD were voted into the City Council
- **On 30 July 2013** the big left-right coalition voted in favor of the Physical Plan and Master Plan of the City of Dubrovnik
AND NOW?

- STILL AWAITING THE CONSTITUTIONAL COURT DECISION (legality of increase from 100 to 310 ha)
- Complaint to the European Court of Justice regarding the unusually long time period the Constitutional Court is taking (8 years)
- NATIONAL CAMPAIGN TO CHANGE THE REFERENDUM LAW

WHAT WE HAVE LEARNT?

- Different political options are different just on paper
- Importance of international campaign, lobbying and advocacy
- Every person has their role (well targeted communication), community spirit against DIVIDE ET IMPERA

AND...
WE WILL BE BACK!

For more info

http://www.dubrovnikreferendum.com/
https://www.facebook.com/SrdjisOursDubrovnik
https://www.facebook.com/pages/Dubrovnik-referendum

SRD JE NAŠ