

Strategy of management of city development with using «green» technologies (Kazan City, Russia)

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Abstract

Strategic management of the city should take into account questions related to improving the environment and quality of life. For environmental improvements in Kazan city (Russia) used elements of strategic and tactical management with the introduction of «green» technologies. As instrument developed and successfully implemented municipal program Green record. This program was developed municipalities in collaboration with scientists of Kazan Federal University. Scientific and theoretical foundations of the program are the conception of «ecological carcass (or framework) ». The program is based on the results of studies on the inventory of city green planting. The realization of program has increased the gardening degree from 17 to 23%. Subsequent steps of the program «Green record» will increase the gardening degree and form the elements of structure of the «ecological carcass».

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Keywords

City development, Ecological carcass, Green record, Green technologies, Municipal program, Strategic management