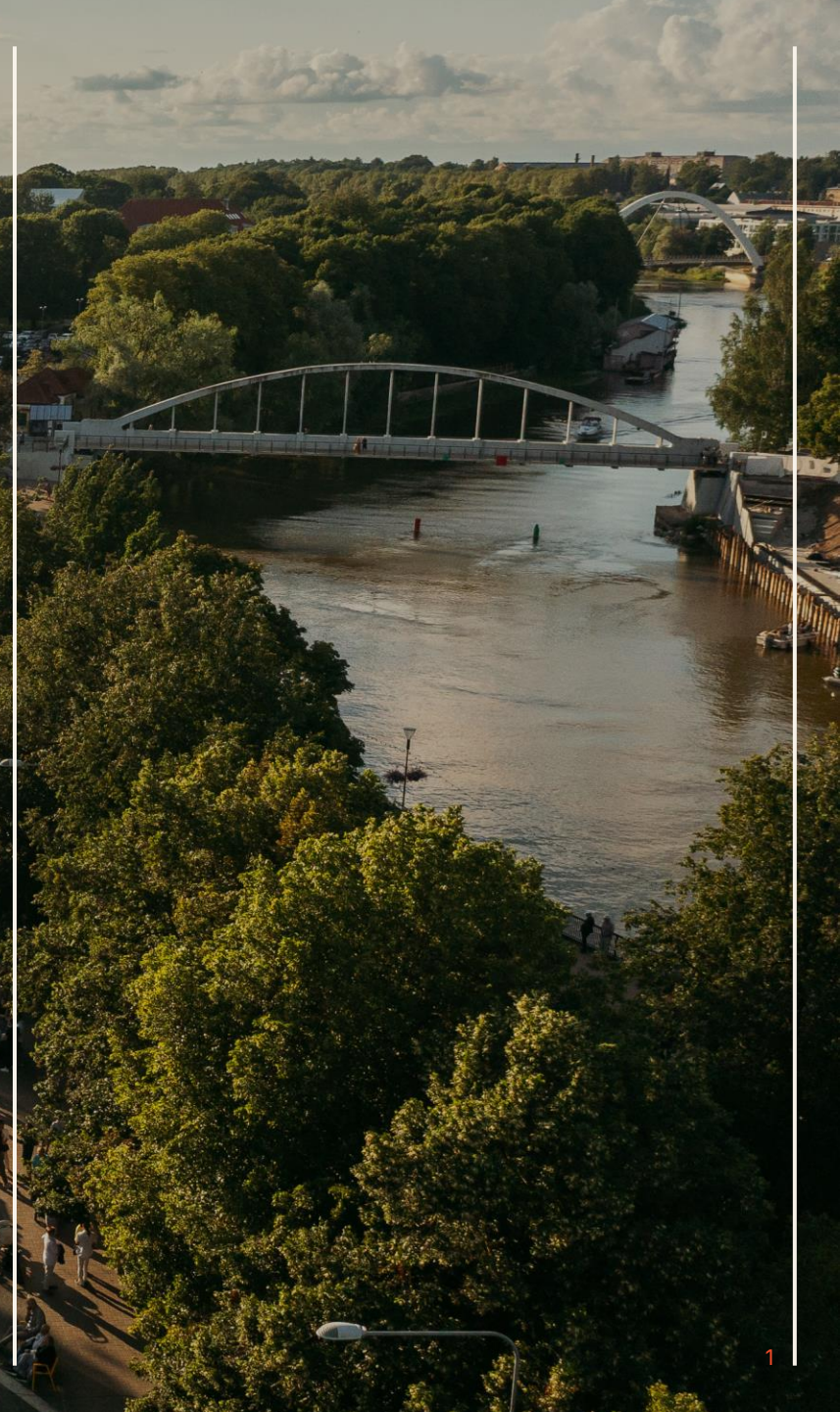




Welcome to the  
City of Tartu!

TARTU



# The World's Largest Small Town



[Take a look at the video](#)

# About Tartu

- The oldest city in the Baltic countries.
- ~100 000 citizens.
  - A student city with 9 higher education institutions - ~20% of the population are students.
- 42% of the population has completed higher education (European average: 30%).
- 89% of people living in Tartu feel a strong positive connection to the city (Sulg, 2017).
- Area: 154 km<sup>2</sup> – the second largest city in Estonia.
- The center of Estonian culture – Estonian National Museum; oldest theatre in Estonia; UNESCO City of Literature; European Capital of Culture 2024.



# Why Tartu?

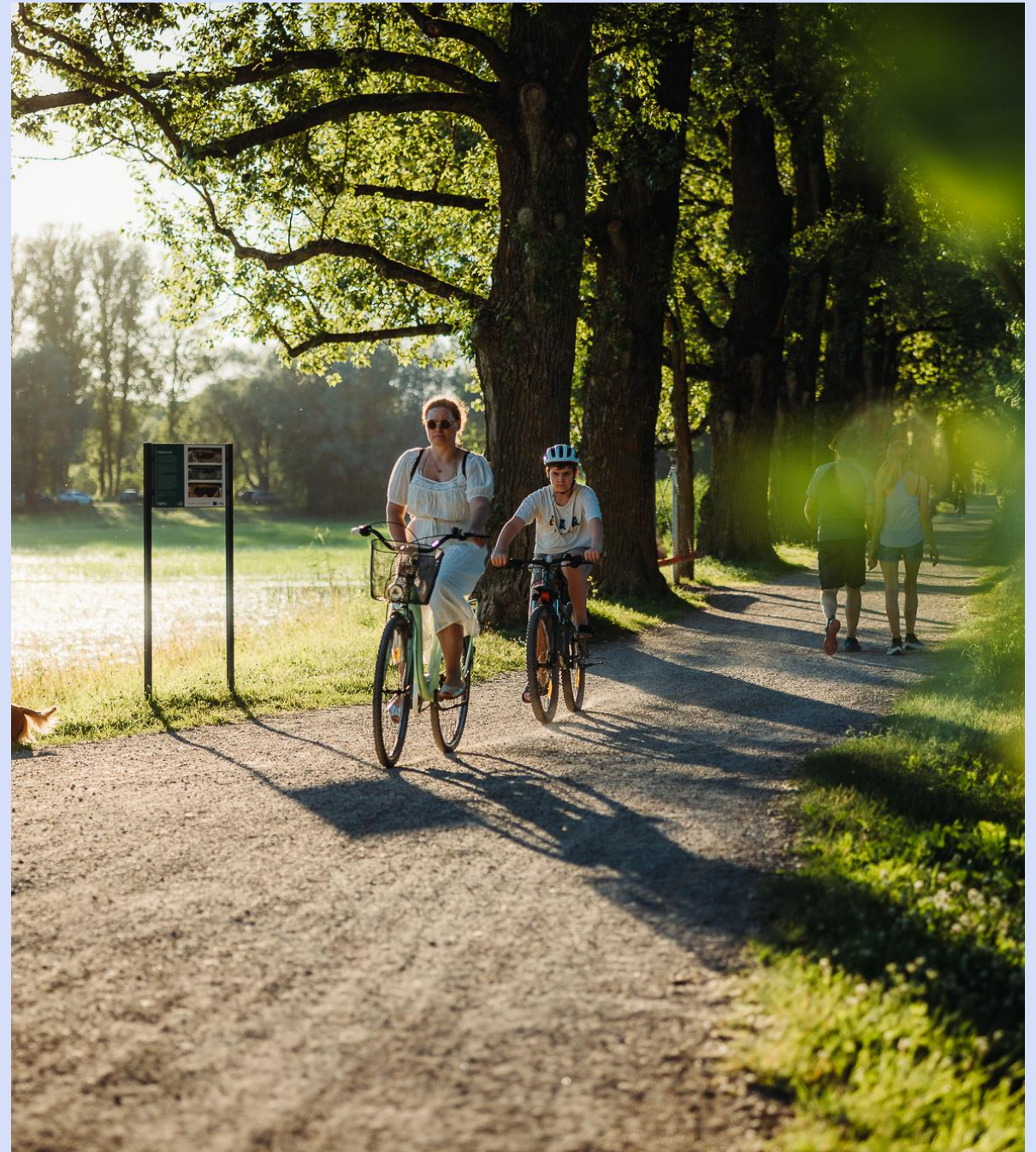
„I didn't really know  
what I was looking for,  
but I found it in Tartu.“

**Andres** *(he/him)*

Living in Tartu since 2019

# More life during one lifetime

- Compact and safe 15-minute city.
- Pedestrian and bicyclist friendly.
- Family friendly – schools, kindergartens, higher education; hobby groups and cultural events for all age groups.
- Warm, healthy organic meals at schools for less than 2€ per pupil.
- Sustainable urban space areas: boulevards, benches, public tap water spots, public toilets.



# City of pioneering thoughts and deeds

- Green thinking – sustainable solutions and renovation projects.
- Establishment of green areas, curated biodiversity.
- Green Destinations platinum level in tourism.
- Involving residents and communities (Tartu Climate Collection; inclusive budget; citizens' participation in development plans, etc.).
- Food waste prevention, reusable food containers at events.



# Time to sTARTUp!

- Continuous cooperation between scientists, experts, innovators, entrepreneurs and the city government.
- World TOP 1% university – great scientific research potential.
- An ideal test environment for cutting-edge technologies of the future.
- A center for start-ups and digital innovation.
- Strong sectors in Tartu: ICT, wood and metal, health-tech, food industry, film, creative sector.
- sTARTUp Day



# The vibe of Tartu is the best therapist

- Well-thought-out urban space solutions.
  - The living environment, including access to culture, supports good mental health.
- Public events take place in different districts and along the Emajõgi River.
- Many restaurants, cozy cafes, a market, shops offering organic food.
- Outdoor gyms and swimming spots.
- Walking circles for the elderly.
- Member of the Delice Network, a network of world food capitals.



# The hub of happenings

- Rich cultural history, plenty of museums, theatres and major events.
- European Capital of Culture 2024
- Business festival sTARTUp Day;  
Restaurant month Tasty Tartu;  
Car-free avenue;  
Tartu Food and Wine Festival;  
Romance Film Festival tARTuFF;  
Literature Festival Prima Vista;  
Tartu Marathon;  
Street Art Festival Stencibility;  
Tartu Student Days

and many more!



**Don't believe me?  
Come see for yourself!**

# Let's stay connected!

## Transport connections:

- **Flight route** Helsinki–Tartu Finnair, 6x weekly, 2x daily, ~45min/direction
- **Train connections:** Tartu–Tallinn, 2–2.5h (in future 1h 35min) Tartu–Riga – from spring-summer 2025
- **Bus connections:**  
Tartu–Tallinn  
Tartu–Riga  
Connections with Pärnu, Viljandi, Valga, Võru, Narva and other Estonian cities. Main operator Lux Express.



# Follow Tartu

- LinkedIn: [City of Tartu](#).
- Facebook: [Visit Tartu](#).
- Instagram: [@visittartu](#).



LinkedIn account

Aitäh!  
Thank you!

TARTU

