



FORM BEST PRACTICES CONTEST 2026

Municipality Safranbolu Municipality Country Türkiye (Turkey)

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Name project

Purple Flag Project

Category Certification Criteria: mark the category of your project

- ☐ Energy and environmental policies (politiche energetiche e ambientali);
- ☐ Infrastructure policies (politiche infrastrutturali);
- ☐ Quality of urban life policies (politiche per la qualità urbana);
- ☒ Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- ☒ Policies for hospitality, awareness and training (politiche per l'ospitalità, la consapevolezza e la formazione);
- ☐ Social cohesion (coesione sociale).

Summary project

The Purple Flag Project is a standardization and quality assurance program initiated under the umbrella of Safranbolu Municipality to increase the service quality, hygiene standards, and accessibility of local businesses operating in the accommodation, retail, and food and beverage sectors in the Safranbolu district. Within the scope of the project, businesses are inspected according to specific mandatory criteria, and those that meet these standards are awarded the "Purple Flag" as a badge of reliability.

Goal project

To provide the highest level of quality service and hospitality to domestic and foreign guests visiting our city, to guide tourists by fully meeting their expectations, and to bring the general operating standards (infrastructure, cleaning, first aid, and hygiene training) of local tradesmen to a sustainable structure. Thus, it aims to make it easier for visitors to safely choose guaranteed businesses whose qualifications they know in advance.

Result project

Businesses that successfully met the determined criteria for hygiene, landscaping, physical conditions, and institutional capacity were inspected on-site and became members of the "Purple Flag" network. Up-to-date contact and service information of these businesses gained digital visibility by being integrated into the municipality's website and the "Safranbolu City Guide" mobile application. The service standards and customer satisfaction of the tradesmen included in the system have been increased.

Finance (costs and benefits)



In order for the project to directly benefit the local economy and tradesmen, a 25% discount incentive is applied to the water bills by the Safranbolu Municipality for all member businesses that are entitled to receive the Purple Flag. This financial support rewards businesses for adhering to sustainable quality criteria and increases their motivation to participate in the project.

Staff (staff involved and use of time)

The operational processes of the project are carried out under the coordination of the "Purple Flag Secretariat" established within the Safranbolu Municipality, along with the Directorate of Cultural and Social Affairs and the Directorate of Foreign Relations. Following the application process, the "Purple Flag Commission," consisting of municipal personnel and expert inspectors, subjects the businesses to a detailed on-site examination (in categories such as physical conditions, kitchen hygiene, toilet/sink standards, personnel hygiene certificates, and first aid training).

Additional information (if necessarily)

During the inspection processes, strict criteria that perfectly align with the Cittaslow philosophy are required, such as the employment of personnel with basic first aid certificates, employee hygiene training certificates, the use of Ministry of Food-approved products, and zero waste/landscaping. The project is also supported under the heading of strengthening local initiatives within the scope of Safranbolu's Sustainable Development Goals (SDGs) and Voluntary Local Review (VLR) sustainability report.

Link website www.safranbolu.bel.tr
(if available)

**Once filled in this form please send it to: info@cittaslow.net
- Participation Deadline, 19 May 2026 -**